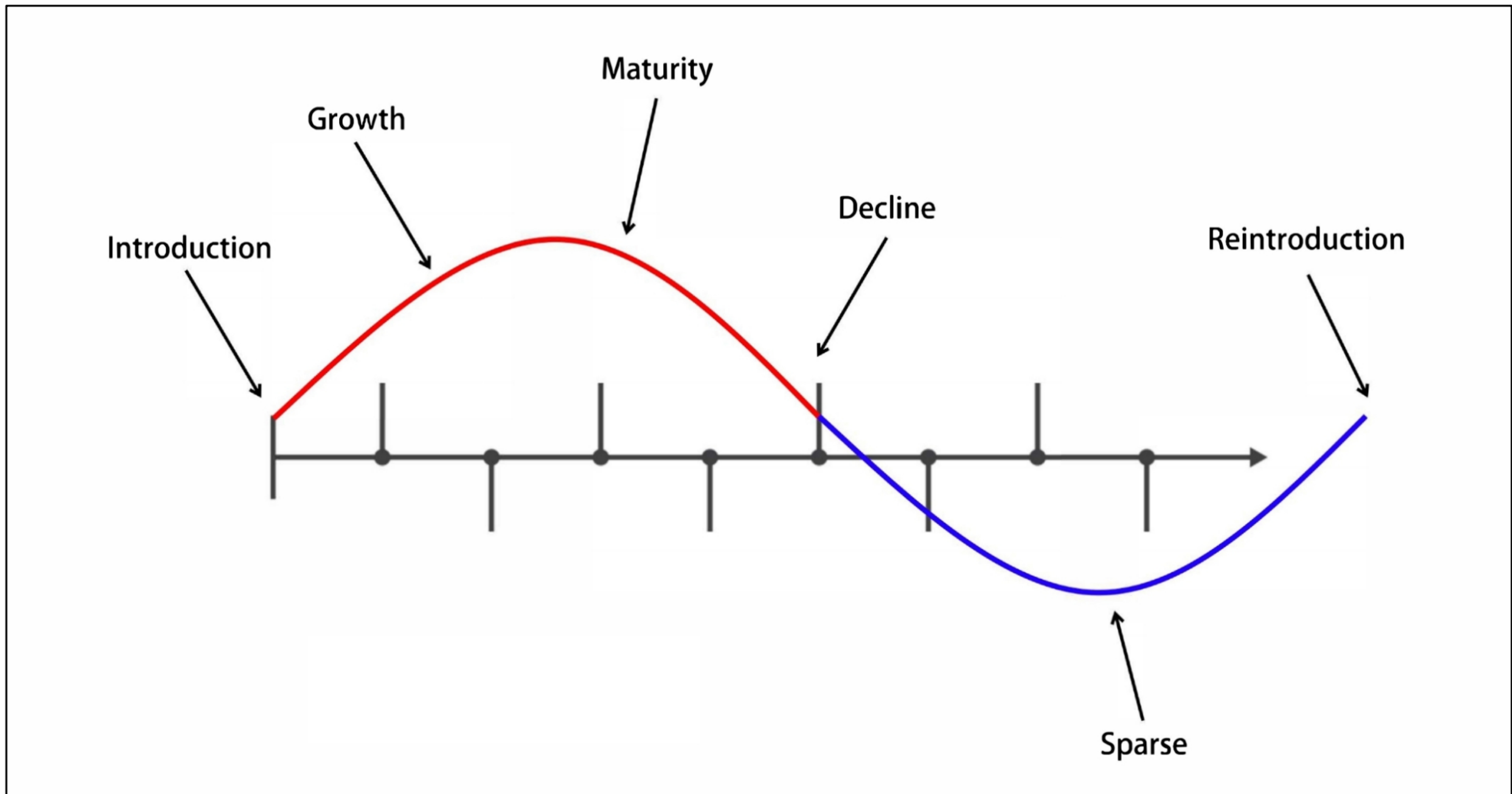


# Product Chronology Theory

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Products start their life cycle with an introduction to a market. Consumers dictate a product's growth through purchases until market maturity. When the market is saturated or mature, the product's life cycle will start to decline until the product is discontinued.

If the product was very popular, then it will become popular once it is discontinued or sparse. If a product becomes popular when it is discontinued, the product can be reintroduced at a later date.

