[Market] in [region]: market study

Prepared for: [Client name] **Prepared by:** [Firm name] **Date:** [Date]

Grey text is guidance. Replace it with your own content, then delete it. Give a source for every figure.

1. Executive summary

Write this last. In half a page, state the question, the answer and the three findings that matter most. Give the market size and growth rate in the first paragraph.

2. Objectives and scope

State the question the client asked, the market and products you studied, the region and the period. List what is out of scope.

3. Method and sources

Say how you collected the data: official statistics, registries, interviews, surveys or desk research. Name each main source and the date you accessed it.

4. Market size and growth

Show the market size for each year in the period, with the growth rate. Say which figures are actual and which are estimates.

Year	Market size	Growth	Actual or estimate	Source
[Year]	[Value]	[%]	[Actual]	[Source, page]
[Year]	[Value]	[%]	[Actual]	[Source, page]
[Year]	[Value]	[%]	[Actual]	[Source, page]
[Year]	[Value]	[%]	[Actual]	[Source, page]
[Year]	[Value]	[%]	[Actual]	[Source, page]

5. Market segments

Split the market into segments that matter to the client, such as product type, customer type or region. Give the size and growth of each.

Segment	Size	Share	Growth	Source
[Segment]	[Value]	[%]	[%]	[Source]
[Segment]	[Value]	[%]	[%]	[Source]
[Segment]	[Value]	[%]	[%]	[Source]
[Segment]	[Value]	[%]	[%]	[Source]

6. Customers and demand

Describe who buys, why they buy and how they choose. Note the trends that change demand.

7. Competitors and supply

List the main suppliers, their share and how they compete. Include local producers and imports.

Company	Share	Strengths	Weaknesses	Source
[Company]	[%]	[Strengths]	[Weaknesses]	[Source]
[Company]	[%]	[Strengths]	[Weaknesses]	[Source]
[Company]	[%]	[Strengths]	[Weaknesses]	[Source]
[Company]	[%]	[Strengths]	[Weaknesses]	[Source]
[Company]	[%]	[Strengths]	[Weaknesses]	[Source]

8. Regulation and standards

List the rules, licences and standards that apply, with the body that issues each one and the date it takes effect.

9. Risks and opportunities

State the main risks and opportunities for the client. Show how likely and how large each one is.

10. Findings and recommendations

Answer the client's question. Give each recommendation with the finding that supports it and the next step.

11. Sources

List every source in full: title, publisher, date and link. Number them to match the references in the report.

No.	Source	Publisher	Date	Link
1	[Title]	[Publisher]	[Date]	[Link]
2	[Title]	[Publisher]	[Date]	[Link]
3	[Title]	[Publisher]	[Date]	[Link]
4	[Title]	[Publisher]	[Date]	[Link]
5	[Title]	[Publisher]	[Date]	[Link]

Appendix

Add data tables, interview lists and the working behind each calculation.

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