

# MARKET ANALYTICS



## CAPTURE NECESSARY MARKET INFORMATION

When making decisions based on the size and growth of a market, the burden of proof is high. You can't afford to just pick a number from an analyst report unless you are sure their definition of the market, considering customer segments, product segments, or channel segments, is exactly the same as yours. Relying on historical growth numbers to forecast the future is also a risk. New market trends may already be impacting those historical growth estimates.

Incorrect or stale market size and growth information could mean making an unsound strategic decision: entering an unattractive geography, not investing in a promising business unit, or overlooking an attractive customer segment.

At Fuld + Company, we take the time to understand why you need the market information that you need, and what decisions that information will inform. We design and customize our approach to give you the most accurate information, integrating client data to put your company's performance in context. Whether conducting primary or secondary research, quantitative analysis and modeling, or market growth modeling, we keep the ultimate goal – decision clarity – in mind.

We offer the following solutions:

- **Market Sizing**
- **Market Forecasting**
- **Channel Segmentation and Sizing**
- **Market Monitoring**
- **Knowledge Management and Reporting**

Fuld + Company can keep your entire team up to date with market developments delivered in the format that suits your workflow, whether newsletters or customized dashboards. Sophisticated algorithms for sourcing and structuring information are combined with curation from our analysts to deliver periodic updates.

Strategic and tactical planning processes need a thorough market review on a regular basis. Whether you need a single answer to a defined question or ongoing monitoring of markets, Fuld + Company can support your market intelligence needs.

*Understand your current market better. Stay on the pulse through systematic monitoring or get on-demand insights.*