

Market analysis Canvas

Category	Description	Relevance to Project	Potential Impact	Strategies
Market Size and Growth	Estimate the size of the market and its growth potential	How large and fast the market is growing	Market opportunities, investment potential	Target high-growth segments, adapt to market size changes
Market Segmentation	Identify and define different market segments	Specific groups within the market	Focused marketing, tailored solutions	Segment-specific marketing, product customization
Market Trends and Dynamics	Analyze current trends and dynamics in the market	Understanding ongoing changes and future directions	Align with market trends, anticipate changes	Trend analysis, proactive strategy adjustments