

Market Segmentation Insights Template

Market / Product Name

Enter market or product name

Date

1. Market Overview

Summary of the overall market, trends, opportunities, and challenges:

Enter market overview...

2. Segmentation Criteria

Describe the criteria used to segment the market (e.g. demographic, geographic, psychographic, behavioral):

Describe segmentation criteria...

3. Key Segments

Segment 1

Segment Name

e.g. Young Professionals

Segment Size & Growth

e.g. 20% of total market, growing 5% YoY

Key Characteristics

Demographics, psychographics, buying behavior, etc.

Needs / Pain Points

What problems does this segment have?

Insights & Opportunities

Actionable insights, opportunities, unmet needs...

Segment 2

Segment Name

Segment Size & Growth

Key Characteristics

Needs / Pain Points

Insights & Opportunities

Segment 3

Segment Name

Segment Size & Growth

Key Characteristics

Needs / Pain Points

Insights & Opportunities

4. Summary & Recommendations

Summarize key findings and next steps:

