

Target Market Analysis Template

1. Product Overview

Briefly describe your new product:

Enter product description...

2. Market Segmentation

Identify and describe the market segments:

Who are the potential customer groups?

3. Target Market Profile

Demographics (age, gender, income, occupation, etc.):

Enter demographics...

Psychographics (interests, preferences, motivations):

Enter psychographics...

Behavioral (buying habits, usage, brand loyalty):

Enter behavioral factors...

4. Market Needs & Pain Points

What are the key needs or pain points your product addresses?

List problems, gaps, or desires your product solves...

5. Market Size & Potential

Estimate the size and growth of the target market:

Include market value, units, and/or number of customers...

6. Competitor Analysis

Who are the main competitors in this market?

List competitors and their strengths/weaknesses...

7. Key Insights & Implications

Summarize major insights from the analysis and suggest next steps:

Summarize findings and recommendations...