

# Market Sizing and Forecasting Sample

## 1. Executive Summary

This document provides a sample overview of market sizing and forecasting, illustrating the approach, assumptions, and sample projections for a hypothetical industry.

## 2. Market Definition

- **Industry:** Example Product/Service Industry
- **Geography:** Global / Regional / Country
- **Customer Segments:** Segment A, Segment B, Segment C

## 3. Sizing Approach

- Top-Down and Bottom-Up methods combined
- Key sources: Industry reports, expert interviews, public data
- Key assumptions clearly documented

## 4. Key Assumptions

- Market penetration rate: 8% annual growth
- Average selling price (ASP): \$150 per unit
- Total addressable market (TAM): 30 million units

## 5. Market Sizing Table

Year	Total Units Sold (in millions)	Market Value (USD Billion)	Growth Rate (%)
2023	10	1.5	-
2024	10.8	1.62	8.0
2025	11.7	1.76	8.0
2026	12.6	1.89	8.0

## 6. Forecasting Methodology

- Historical growth rates analyzed for reference
- Assumptions based on expert consensus and market trends
- Linear growth model for conservative estimation

## 7. Conclusion

Based on available data and reasonable assumptions, the market is projected to grow at 8% annually, reaching approximately \$1.89B by 2026.

