

Futurecasting: Market Landscape Analysis

Landscape Analysis Framework

Pushes

Trends & Competitive Environment

These are market forces that may push your company to adapt to new business circumstances and new product or service entrants.
(desk research)

Pulls

Customer Needs

These are market forces that may pull your company to develop new solutions in response to customer demands.
(field research)



The Total Addressable Market

Identifies the areas of the market and adjacencies where your company can create and capture value.