

# Market Analysis

## Why is market analysis important to develop your business?

Whether working with a new or a well-known ingredient, doing business starts with knowing the market. When suppliers understand legal and buyer requirements, trends and other key developments in the value chain of their product, they can identify opportunities from source to market and use them to their advantage. Market analysis is often too generic, expensive, or not practical enough. ProFound Market Analysis integrates all relevant aspects of the ingredient's market in a tailor-made, reader-friendly, and ready-to-use format.

## How can ProFound market analysis help business?

ProFound is an expert in the natural ingredient market. We build on our knowledge each year by analysing data, consulting our large network of experts, visiting relevant trade fairs, and cooperating with key companies in the sector. This helps us understand current needs and requirements of the market and predict future developments. We are also familiar with the channels to reach these markets.

This allows ProFound to deliver up-to-date and complete insights into the natural ingredients sector and translate these into concrete actions and recommendations. ProFound Market Analysis enables companies and business support organisations to develop a sound export strategy with an integrated approach from resource to market.



## What market analysis services does ProFound offer?

When dealing with a new ingredient, market analysis starts by determining market interest and scanning the target market in terms of its legal and buyer requirements. Based on this analysis we verify whether basic requirements for market entry are met and we can go more in-depth.

We identify opportunities and threats by exploring the market potential and by analysing relevant market players and competitors. We translate these outcomes into clear recommendations for entrepreneurs or business support organisations on product development, certification, the best segment and channel to enter the market and the most effective marketing and promotion efforts.

We are able to identify bottlenecks and opportunities for different stakeholders from resource to market, by analysing the value chain of an ingredient through market, company and stakeholder assessments. We give particular attention to the business enabling environment: are companies supported by the right rules and regulations, incentives and services. This serves as a basis for successful sector strategies aiming at improving the competitiveness of entrepreneurs.

We often see that disseminating Market Analysis results through workshops or training creates added value. By offering a platform to entrepreneurs and support organisations to get first-hand outcomes and discuss them with their peers and our consultants, we help them gain additional insights on the market of their product and the strategies to reach these markets.

Specific products ProFound offers are:

1. Crash Course > See graph
2. Market Scan > See graph

Through Market Analysis, we deliver professional equipment to enable entrepreneurs and business support organisations to take the next steps towards market entry: [Business Planning](#), [Market Access](#) and [Rural Finance](#).

## Need more information about market analysis?

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