

CASE STUDY

COMPETITOR PROPOSITION EVALUATION AND MARKET SIZING IN THE LANDSCAPE SECTOR

Background

Our client identified the UK artificial grass sector as a potential market to support their plans for growth. However, while the opportunity was apparent, growth in this market had been limited due to some strong competition. Our client, therefore, wished to fully understand the market to be able to develop a strong proposition to secure future market share.


Outcomes

- ❖ The research delivered a clear understanding of the size, segmentation and market trends of the artificial grass market in the UK.
- ❖ It provided the client with a review of key competitor propositions and entry recommendations.
- ❖ The depth interviews carried out by the experienced research team delivered powerful insight to understand purchasing behaviour, purchasing preference, and frustrations with the competition.
- ❖ Based on the insight buyer personas and value propositions were created.



"We identified a market which we thought had growth potential for us and had begun planning significant investment into product development and a sales and marketing plan. The findings were extremely enlightening but, ironically, the results showed us that the market didn't have the potential that we thought it did. The team have a very good grasp as to how different markets work, were realistic, and very easy to work with. We will definitely use the services again if we need to "sanity check" our ideas before launching a new product range or marketing to a new industry". Managing Director

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