

Case Examples

Industry Assessment - Market Size, Growth and Competitive Dynamics

Situation & Key Issues

- Client evaluating “build-up” opportunity in the electronic security products and services industry
- Key issues are:
 - Size, structure, and drivers of fragmentation of the electronic security products and services market, by major product/service segment
 - Current growth and penetration dynamics within each segment
 - Revenue, market share, pricing behavior and performance trends of key competitors
 - Extent of competitor participation across multiple segments

IGS Methodology

- Secondary research from available sources (including trade directories and buyers guides) is integrated with blind-sponsored interviews of key participants in each segment, as part of a three-phased approach:
 - *Phase I:* Identify current market size, market structure, and drivers of fragmentation of electronic security products and services markets
 - *Phase II:* Identify segment-specific growth rates, competitive dynamics, key players, and pricing behaviors
 - *Phase III:* Determine match between client’s investment criteria segment data and identify strategic synergies that exist among segments

Results

- Overall market shown to be fragmented, but more concentrated within each segment, limiting the potential of a build-up strategy
- Research and analysis reveals that market is less attractive than originally believed
- Phases I and II completed; Phase III not undertaken

Product Manufacturing Market Share by Segment

