



## What is Market Structure Analysis?

Market Structure Analysis is a multivariate technique that produces a snapshot summary of a marketplace and its competitors. The output demonstrates the perceived strengths and weaknesses of the various brands and provides insight into the most advantageous positioning for particular brands.

## MSA will help answer the following questions...

- ◆ What features are of particular importance to the marketplace?
- ◆ How do the various brands perform on the features of importance?
- ◆ What are the strengths of the market leaders?
- ◆ What are the weaknesses of the market leaders? What are their vulnerabilities?
- ◆ What should be emphasized about your brand in order to improve its marketplace performance? What should be downplayed?
- ◆ Are there opportunities to educate the marketplace with respect to the importance of particular features?

## MSA is based on two sets of exercises

- ◆ One to measure feature importance (derived or stated)
- ◆ The other to assess the performance of brands on the features.
- ◆ Once these data are collected, appropriate statistical testing is performed using individual level contrasts to establish the parity zones. The result is a highly actionable and understandable picture of the marketplace competitors.

