



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.

