

# MARKET ANALYSIS CANVAS

Category	Description	Relevance to Project	Potential Impact	Strategies
<b>Market Size and Growth</b>	Estimate the size of the market and its growth potential	How large and fast the market is growing	Market opportunities, investment potential	Target high-growth segments, adapt to market size changes
<b>Market Segmentation</b>	Identify and define different market segments	Specific groups within the market	Focused marketing, tailored solutions	Segment-specific marketing, product customization
<b>Market Trends and Dynamics</b>	Analyze current trends and dynamics in the market	Understanding ongoing changes and future directions	Align with market trends, anticipate changes	Trend analysis, proactive strategy adjustments