



# Introduction

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# Market research and analysis is an integral part of value chain research

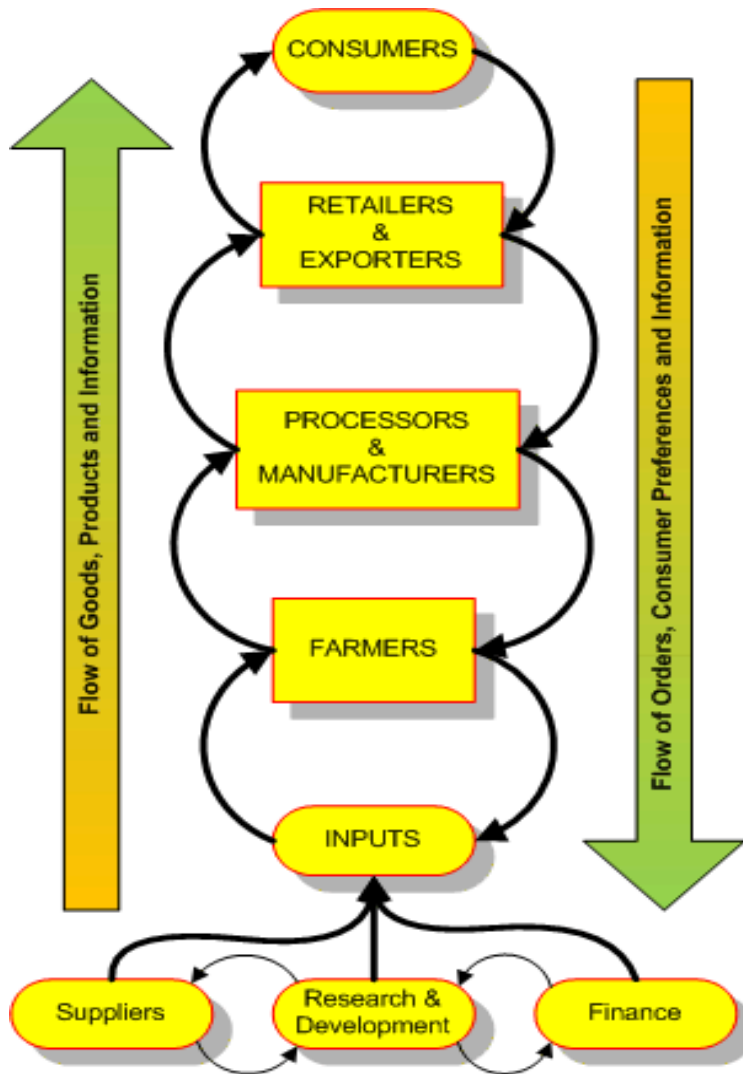
## Value Chain Research

*Process of gathering, analyzing and interpreting information about specific product or service chains*

## Market Research

*Process of gathering, analyzing and interpreting information about markets and consumer needs and preferences*

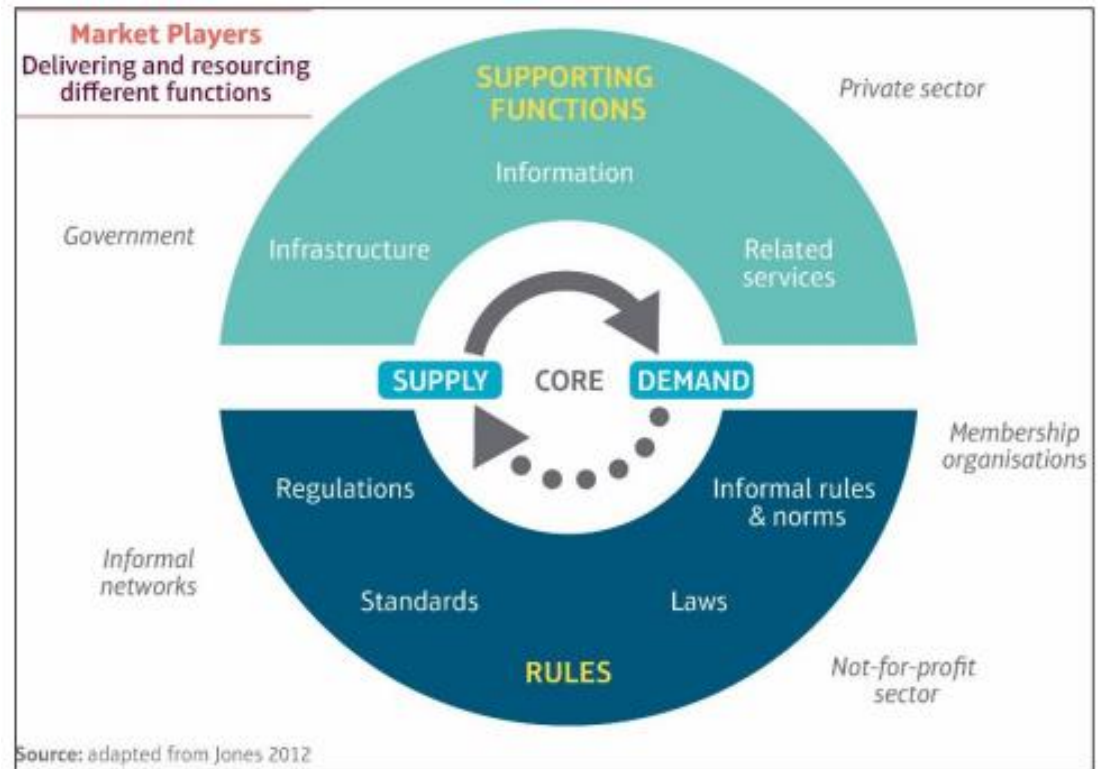
# Value chain research: A vertical perspective



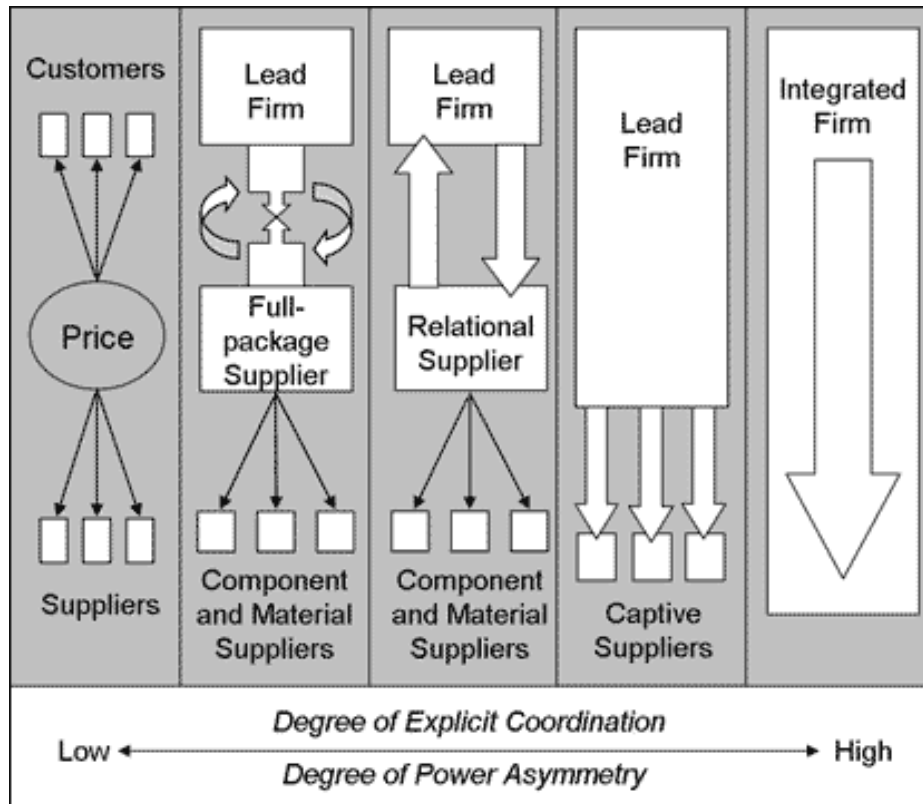
What is the structure, conduct and performance of whole product chains?

# Value chain research: Market transactions

How are market transactions along the chain shaped?



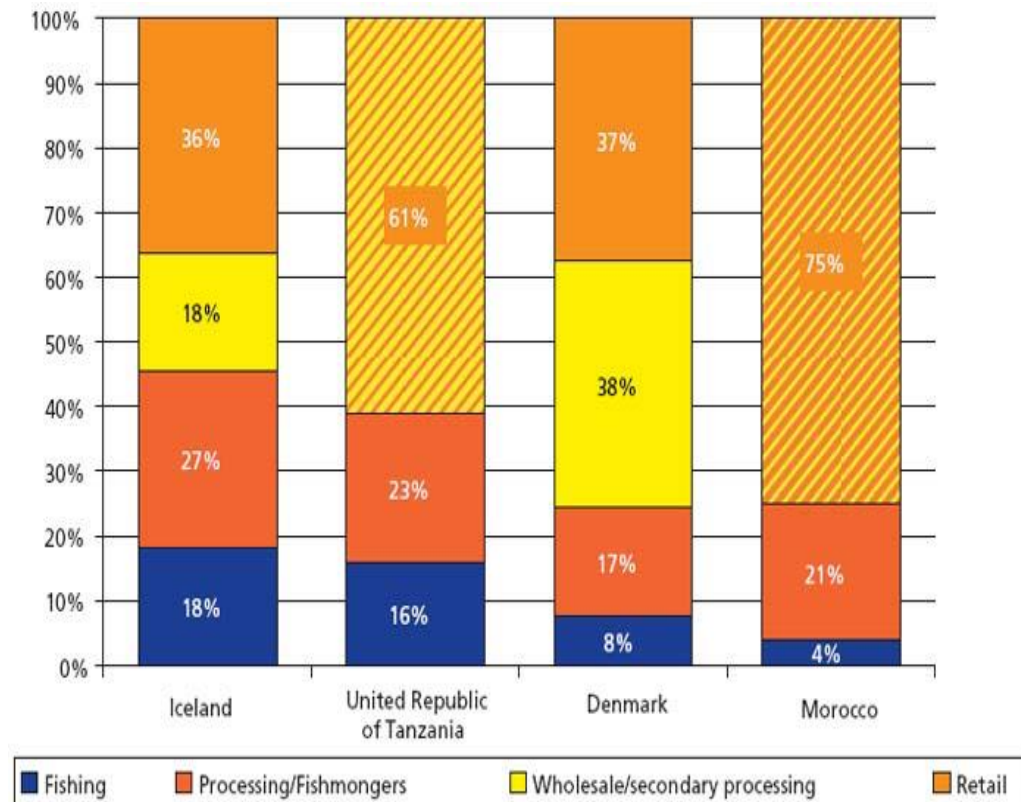
# Value chain research: Governance



- ✧ What are the coordination mechanisms (linkages) along the chain?
- ✧ What are the underlying market incentives?
- ✧ How to improve chain governance?

# Value chain research: Value

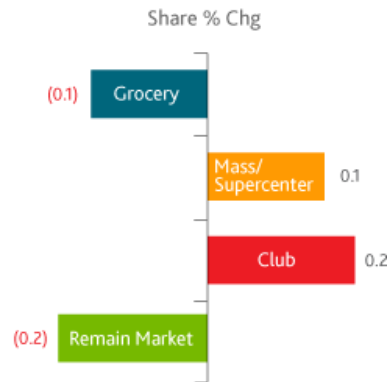
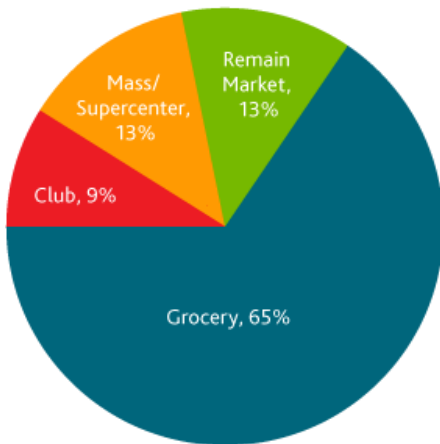
- ❖ What are the benefits from market participation?
- ❖ How are benefits distributed along the chain?
- ❖ How to increase the benefits from chain participation?



# Value chain research: Market segmentation

## Grocery channel continues to dominate Fresh departments

Fresh \$ Market Share



Source: Nielsen Homescan TSV, 52 weeks ending Q111;  
Fresh includes Meat, Bakery, Produce & Deli

nielsen

- ✧ Chain size, structure, conduct and performance vary across market segments
- ✧ Different market segments have different entry barriers and value propositions
- ✧ Intervention needs and opportunities vary across segments

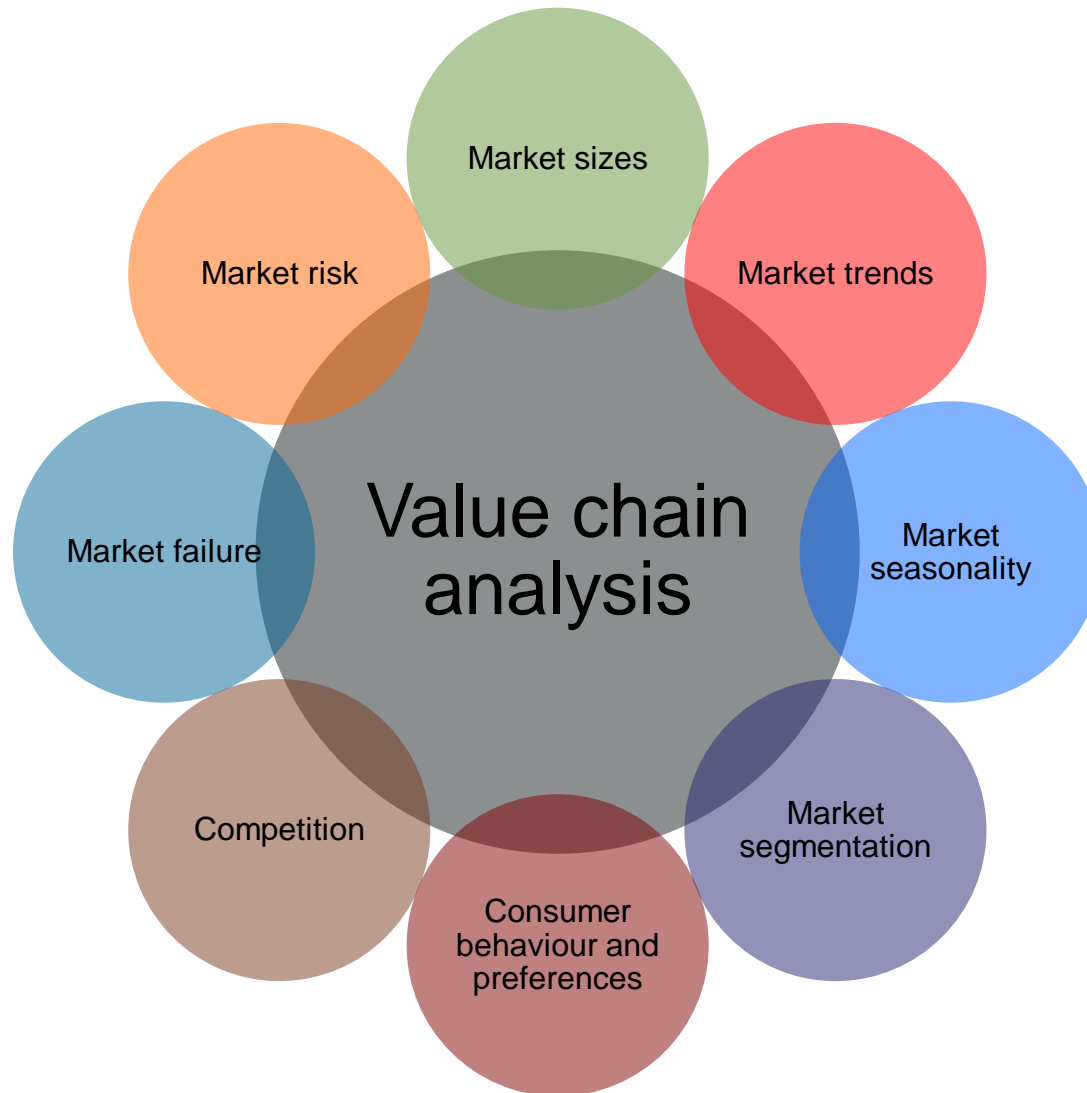
# Value chain research: Customer focus

- ❖ How aligned with market demand (and competitive) is the value chain?
- ❖ How can value chains be more responsive to market needs and opportunities?



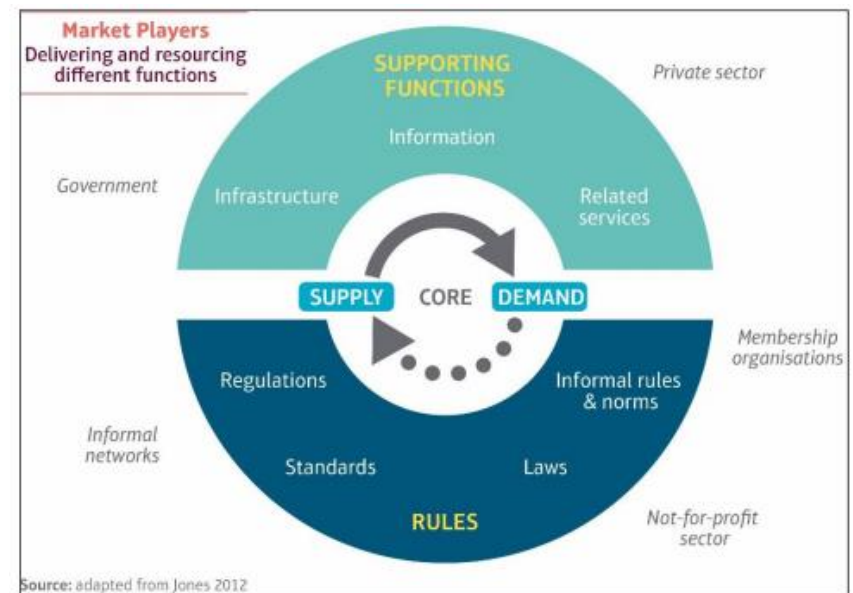


# Good market analysis is critical for good value chain research



# Market systems development and value chain development are closely interlinked

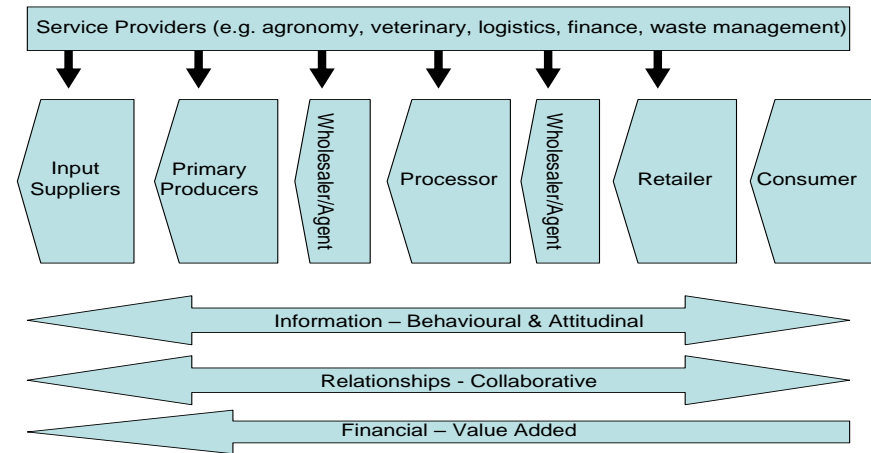
- ✧ What support services along the chain need to be upgraded or developed?
- ✧ How to develop the market for key support services (i.e. the demand for and commercial supply of these services) for systemic (large-scale) impacts?



# A value chain perspective is needed to bridge the gap between demand and supply and for inclusive growth

❖ How can value chains become more aligned with market needs and opportunities (and therefore more competitive)?

❖ How can the poor become more competitive and take advantage of market opportunities?



## In this Module 2 we will focus on...

- ✧ Trends and drivers of change in food markets
- ✧ Market concepts
- ✧ Market fundamentals (and some applications)
- ✧ Market segmentation
- ✧ Consumer research and methods
- ✧ Market research and analysis exercises