Market sizing cheat sheet 1

Socio-economic data for selected countries

	US	**UK**	**Australia**	**India**
Population	~342m	~70m	~25m	~1,400m
Households	~129m	~28m	~10m	~300m
Persons / household	~3	~2	~3	~5
Median HH income	~$80k	~$49k	~$101k	~$4k
Life expectancy	~78y	~81y	~83y	~70y

Population data for selected countries

China	~1,400m	Japan	~123m
European Union	~450m	Germany	~84m
Euro Area	~350m	France	~69m
Brazil	~221m	Italy	~61m
Russia	~143m	Spain	~47m
Mexico	~132m	Canada	~39m

Market sizing cheat sheet 2

Shortcut #1: The replacement concept

A **3-step approach** when estimating the market size for something that's replaced on a regular basis.

1. Calculate the quantity of the product **REPLACED annually** by using the lifetime of the product.
2. Take into account the **GROWTH of the market.**
3. Combine both numbers into the **total annual market size.**

Shortcut #2: Pick an easy segmentation

If you can't use the replacement concept, your second best option is usually to think about different possible segmentations.

1. Identify which data point is going to be **easiest to manage.**
2. **Segment** your data in this way.
3. Often segmenting by **customer type or demographics** can help.