

# Is Your Business Ready for What Comes Next?

In today's volatile business environment, senior leaders face more than just the pressure of meeting quarterly targets. They must continuously answer questions that will define their organization's future:

- Where is the next market opportunity?
- Which customer segments will drive growth over the next three to five years?
- And where should the business place its strategic bets to stay ahead of the competition?

This is precisely where **Quantitative Market Sizing** from **Ipsos Strategy3** becomes an indispensable strategic tool for building sustainable growth.

**Strategy3**, Ipsos' marketing, innovation and strategy consulting company, has been recognized by Forbes as one of the World's Best Management Consulting Firms for three consecutive years—2023, 2024, and 2025.





## Navigating Complexity with Confidence

Today's business landscape presents unprecedented complexity —new customer segments are emerging, consumer behaviors are shifting rapidly, and competition is arising from unexpected directions. In this environment, even the most experienced leadership teams benefit from rigorous, data-backed validation to complement their strategic vision.

Quantitative Market Sizing helps businesses transcend these limitations by accurately quantifying the scale of opportunities, clearly identifying where future demand will form, and translating those figures into concrete growth levers that teams can act upon immediately.

## What Sets Ipsos Strategy3 Apart?

Ipsos Strategy3 does not simply deliver a traditional market research report. This solution is built on a unique combination of proven analytical models validated across multiple industries, real-time consumer data, and a highly experienced team of analysts capable of transforming insights into strategic action.

With access to proprietary data and cross-market benchmarks that internal teams rarely possess, Ipsos Strategy3 delivers an objective perspective that reduces bias and minimizes risk in the investment decision-making process.



## A Success Story from the Field

A market-leading coffee chain in Vietnam, with ambitions to expand beyond its core business, leveraged this Quantitative Market Sizing solution to identify high-potential segments and quantify growth opportunities. The insights gained enabled the company to successfully launch two new segments, unlocking approximately **30% incremental addressable market** and establishing a clear **roadmap for sustained expansion**.

Tomorrow's success is built on today's strategic clarity; Quantitative Market Sizing offers more than data—it offers direction. It equips decision-makers to prioritize investments with confidence and build growth engines designed to endure.

**Are you ready to capture the opportunities ahead?**

