

Market Sizing Cheat Sheet

Your checklist to ace any Market Sizing question thrown your way.

4 STEPS TO SOLVE ANY SIZING QUESTION

Population
/
Households

% Who Own

Frequency of
Purchase

Average
Price

Pro Tip: Present your structure first, then go back and walk the interviewer through your assumptions.

5 COMMON SEGMENTATION OPTIONS

1.
Age

2.
Income
(upper, middle,
lower)

3.
Geography
(urban, suburban,
rural)

4.
Gender
(adult male, adult
female)

5.
Needs
(lovers, likers,
haters)

Pro Tip: Pick 1 segmentation option - don't overcomplicate!

NEED TO KNOW INFO

US
Population
(and/or population
of country you live
in)

Population of
city living in

Population of
city
interviewing
for

Population of
2 Countries/
Continent

Pro Tip: Pick 2 countries per continent that are good comparison points for their neighbors (i.e., not India and China).

Bonus: Sample Market Sizing Prompt

Size the market for unicycles in Norway.

NEXT STEPS

Have an upcoming interview and need help practicing Market Sizing cases? Work with an expert case coach. Scan the QR to learn more.

