

CATEGORY MARKET DRIVERS

In order to better understand product users, their needs, and their motivations, it becomes necessary to classify them based on certain characteristics and traits. **Category Market Drivers** analyze **User Loyalty** and **Projected Annual Volume Use**. These two valuable traits are used to determine value in the market. If users are loyal to the competitors' brands it is essential they switch loyalty to your brand. If users are loyal to your brand(s) it is essential to increase volume of the brand(s).

Category Market Drivers are vital tools in determining threats and weaknesses in terms of **Loyalty, Projected Annual Volume Use, Forecast Business Growth, and Purchase Motivators**.

- ✓ Which brands have the High Volume users?
- ✓ What brands have Loyal or Non-loyal users?
- ✓ How do Loyal users rate in Volume Use?
- ✓ Whose Product Brands have Loyal users?
- ✓ Where can you Increase Product Share?

Keepers are comprised of **Loyal High-volume Users**. In this user demographic you want to **maintain brand loyalty and high volume use** of your brand.

Growers are comprised of **Loyal Low-volume Users**. In this user demographic you want to **maintain brand loyalty, and increase the volume use of your brand**.

Switchers are comprised of **Non-loyal High-volume Users**. In this user demographic you want to **develop brand loyalty and generate high volume use of your brand**.

Others are comprised of **Non-loyal/Low-volume Users**. In this user demographic you want to **develop brand loyalty, and increase their volume use of your brand**.

How does this tab set differ from standard tabulations?
These unique set of tabulations display all User Brand and Brand Owners into 4 Classifications across 32 Banner Cells with their respective Projected Annual Volume.

User Classifications defined by Wyoming Research

Low ← Loyalty → High		Wyoming Research Associates
<p>SWITCHERS</p> <p>Switchers are users that are not loyal to a brand and use high volume. Prime target, to build share.</p>	<p>KEEPERS</p> <p>Keepers are users that are loyal to one brand and use high volume. Keep them Happy.</p>	<p>High</p> <p>↑ Volume ↓</p>
<p>OTHERS</p> <p>Others are users that are not loyal to one brand and use low volume. Secondary target, to build share.</p>	<p>GROWERS</p> <p>Growers are users that are loyal to one brand and use low volume. They need help to grow.</p>	

Call for a generic set of tabulations.

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