

Market Intelligence Vs. Competitive Intelligence

WHERE TO DRAW THE LINE?

Market Intelligence Studies

Why are they important?

Market intelligence acts as the first line of defense for organizations across industries, but it may leave out essential information regarding an adversary's next move and the overall market landscape. This is where competitive intelligence helps businesses. It plays a key role in taking market intelligence a step further by

offering a bird's eye view of the market trends, competitive landscape, and consumer behavior to help make accurate predictions of where the market is headed. Though it cannot be considered as a solid substitute for market intelligence, leveraging competitive intelligence



Infiniti's market intelligence solutions are designed to offer a comprehensive view of the market landscape and help businesses make effective market decisions.

empowers you to better anticipate the business outcome.

How different are they?

Market intelligence deals with the process of collecting and analyzing external market-specific data. It is essential for every company to analyze such data before investing in a new market. **Competitive intelligence** deals with the processes involved in collecting and analyzing information about the competitors in a

specific market segment to develop a suitable business strategy.

The purpose

MI can assist with more or less every decision faced by an organization. However, the overriding purpose of most market intelligence studies is to help companies grow and increase their profit margins. But a competitive intelligence assessment revolves around understanding the competitive environment outside of a business to make the best possible decisions to drive growth.

Though market intelligence and competitive intelligence work in tandem. There are a few key differentiators based on the data gathering process:

Gathering market intelligence through market entry and market expansion studies

The purpose of gathering market intelligence varies according to the end objective for which it will be utilized. Market entry and market expansion studies vary in terms of the intelligence gathering methods used. To gather sufficient market information and increase market investments, or to expand the business by entering into a new market segment, a market research firm would analyze the data collected from the following sources:

- **Potential user base:** To understand the demand for products or services.
- **Peer companies:** To analyze how similar organizations have entered the market.
- **Industry experts and other forums:** Data collected from such forums enable organizations to gain a concise overview of the market landscape.

Therefore, it is apparent that market entry or market expansion requires a 360-degree view of the market landscape.

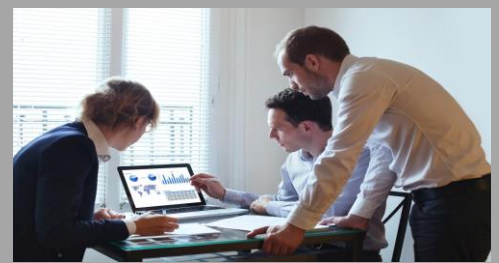
Gathering market intelligence through market assessment studies

Market assessment studies follow an approach which is similar to market entry studies. This process deals with assessing the decisions that have been largely made rather than exploring a completely new market. Likewise, competitive intelligence also follows a similar approach though it mainly focuses on the competitive market landscape.

Market intelligence gives you a better picture of past and existing market conditions while leveraging competitive intelligence allows you to better interpret the future market scenario.

However, when combined, the resulting data and insights effectively limit catastrophes and increase chances of long-term success.

LATEST INSIGHTS



Top Five Benefits of Market Intelligence

In today's competitive market scenario, competitive advantage is fleeting, and your ability to market and sell products becomes crucial for survival. If you can't react to the ever-changing supplier and market dynamics, you'll lose. Here are top five benefits of market intelligence that'll help you drive business value.

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Competitive Intelligence Engagement to Offer Low-cost Compatible Solutions

In our latest engagement, we assisted a leading automotive company to focus on long-term issues and identify lucrative markets to scale their product offerings.

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Success Story

Competitive Intelligence Engagement for a Leading Automotive Firm



Challenge

A renowned client in the automotive industry with numerous offerings spread globally wanted to keep track of the competitors' plan and activities of the suppliers.

Benefits

The solutions offered enabled the client to gauge information about the competitors' offerings and tailor their product offerings based on customers' requirement.

Insights

With the help of in-depth qualitative insights, the client was able to focus on long-term issues such as the key risks and opportunities in the automotive market.

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About Infiniti Research

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

With a team of 500 researchers spread across four continents we are able to understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high-quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.



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