



# Market Research

## GACC Midwest

*"The German American Chamber of Commerce of the Midwest has conducted a market research on our behalf and evaluated our target industries as well as current market trends. Based on the trends and a detailed list of potential partners and users, we will continue to expand our US activities."*

**Dr. Holger Müller,**  
CEO, BlueSens gas sensor GmbH

Our market research provides your company with the necessary market intelligence to understand the market's opportunities and risks. We focus on both theoretical desk research, and field research by actively interviewing market experts and conducting store checks if applicable.

### **YOUR CHALLENGE**

The US is around 27 times larger than Germany. Differences in demand, competition, consumer behavior and distribution are therefore not uncommon. To minimize the risk of a bad investment, a precise analysis of the US market is essential before entering the market. Before starting or expanding your business, you should not only identify and analyze your company's competitors, but also understand the market realities. This knowledge is a prerequisite for evaluating your market opportunities, as well as developing a strategy for your successful US market entry.



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

## COMPONENTS OF OUR MARKET ANALYSIS



### FRAMEWORK CRITERIA

- Market opportunities
- Market Volume
- Competition
- Target Groups



### SALES & MARKETING

- Marketing Mix
- Brand & Product Placement
- Store Checks
- Market Trends
- Product Requirements



### TRADE & LOGISTICS

- Import / Export
- Distribution structures & channels
- Certification & Approvals
- Import Duties
- Supplier Requirements

### SECONDARY RESEARCH

Through secondary resources such as statistics, industry publications, associations, or annual reports, we develop the overall structure of your target market(s) regarding: key players and competitors, market segments, growth expectation and sales volume.

### PRIMARY RESEARCH

The core value of our market research analysis lies in our extensive network and our expertise in identifying the right contact people. Our in-person interviews with market insiders ensure you get the answers you need. Beyond statistical data, we work to:

- identify and understand key players
- build strong channels of communication in the value chain(s)
- explore market trends to confirm initial primary research results

If applicable, we offer store checks and mystery shopping services for a better understanding of competitor products and services. We analyze customer behavior, distribution, pricing, product placement, trends, and innovation at relevant retail locations.



### Contact Information

**German American Chamber of Commerce of the Midwest, Inc. / AHK USA-Chicago**  
DEinternational - Consulting Services of the German Chambers Abroad (AHKs)

#### Gerrit Ahlers

Vice President and Director, Consulting Services  
150 N. Michigan Avenue, 35th Floor, Chicago, IL 60601  
Tel.: +1 (312) 585-8345  
Email: [services@gaccmidwest.org](mailto:services@gaccmidwest.org)

Start Today!