



# GACC Midwest

## MARKET RESEARCH

Expanding to an international market means growth while maneuvering your company into unknown waters. Our market research provides your company with the necessary market intelligence to understand the market's opportunities and risks, as we do not only focus on theoretical desk research but actively do field research, interview market experts and conduct store checks if applicable.

### **YOUR CHALLENGE TO SUCCESS**

Differences in demand, customer behavior, competition, and sales channels between German and American markets are a challenging reality. To optimize your market strategy and minimize risk, an in-depth analysis of the US market is essential. From benchmarking your competition to thoroughly investigating market trends and sales strategies, we make sure your company has everything it needs to handle the new venture successfully.

“ 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

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German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

## PROJECT SCOPE & METHODOLOGY

The scope of your individual project defines our project milestones as well as the project duration. Before starting, we identify the core questions you would like us to answer in our analysis with your team. We are deliberate in keeping our clients up-to-date by regularly sharing progress and results. Our methods include both secondary and primary research, thus combining hard facts with insider knowledge to provide your company with the market intelligence it needs to focus on a successful business venture.

### BASIS: 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
- sales volume.

### LOCAL KNOWLEDGE: 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 conversations and 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 check 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.

## COMPONENTS OF OUR MARKET RESEARCH



### OUR NETWORK

For over 50 years, GACC Midwest has been supporting German and American companies with German ties to be successful in transatlantic business. Our clients benefit from our vast network and experience, market knowledge, and industry expertise. Our intercultural, bilingual team is specialized in effectively assessing and evaluating market potential and giving strategic recommendations. It is our core competence to be able to support your transatlantic business venture step by step.

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### Contact Information

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