

## CASE STUDY

# Market sizing and price optimization for new premium furniture concept

## Objectives

- Understand target consumers' attitudes, needs, and behaviors regarding their environment and furniture they use
- Size the potential market for a new high-end furniture concept at different price points

## Research Design

- We surveyed target consumers in four countries: 450 in the US, 450 in Germany, 450 in China, 250 in Japan

## Results

- Uncovered specific pain points and unmet needs consumers have with this type of furniture
- Client learned what features and benefits to highlight in messaging
- Our market sizing model accurately predicted strong demand for the new product