

## Worksheet 6: Market Trends

---

Describe the following market trends over the last five to 10 years for your product or service and project future trends for the next five to 10 years:

**Per capita consumption (or production):**

---

---

---

**Prices:**

---

---

---

**Competition:**

---

---

---

**What are your projections for market trends in the next five to 10 years?**

---

---

---

---

**What are the underlying reasons that account for these past and future market trends?**

---

---

---

---

**What sources of information did you use to answer the above questions?**

(List references, resources, people, etc.)

---

---

---

---