



DATA = UNDERSTANDING

The Outdoor Power Equipment market is a dynamic environment. With the introduction of new technologies, changing customer profiles and environmental influences, decision making is more complex than ever before.

To ensure your company has the right product offerings, now and into the future, and makes the best use of its marketing resources, access to market data is vital.

HAVE YOU EVER ASKED THESE QUESTIONS?

HOW BIG
IS THE
MARKET?

IS THE MARKET
GROWING
AND ARE WE
GROWING
WITH IT?

WHAT ARE THE
GROWTH
PRODUCTS WE
SHOULD BE
INVESTING IN?

WHICH PRICE
POINT
SHOULD WE
TARGET?

The OPEA's role as the peak body for the industry enables it to collect market statistics across a wide range of products and categories. With data processed by a specialist supplier, contributors can be assured of its integrity and security.

To track your share of the total market each month by multiple metrics, is an invaluable tool to measure the performance of your product portfolio, marketing campaigns and distribution network.

FIND OUT MORE

CONTACT

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