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Using Market Size Estimates

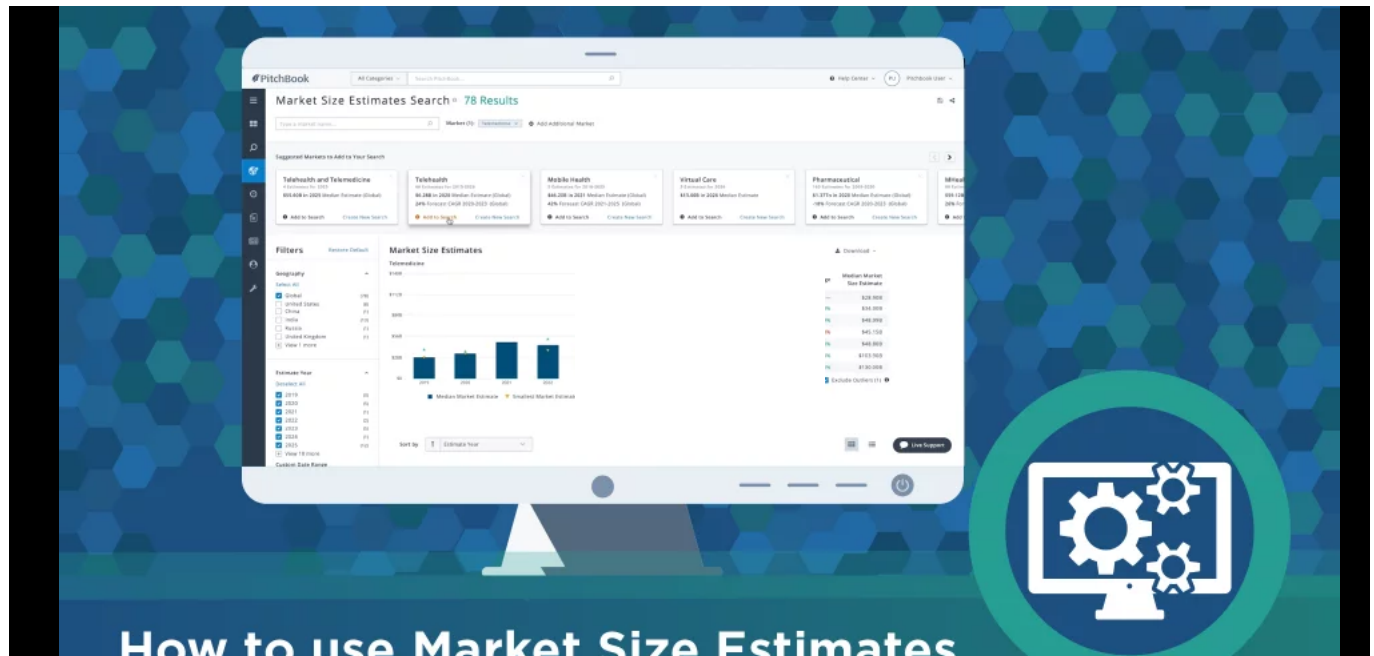
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Overview

The Market Size Estimates feature saves you time when trying to research the size and projected growth of a market as well as make more informed decisions on investment opportunities.

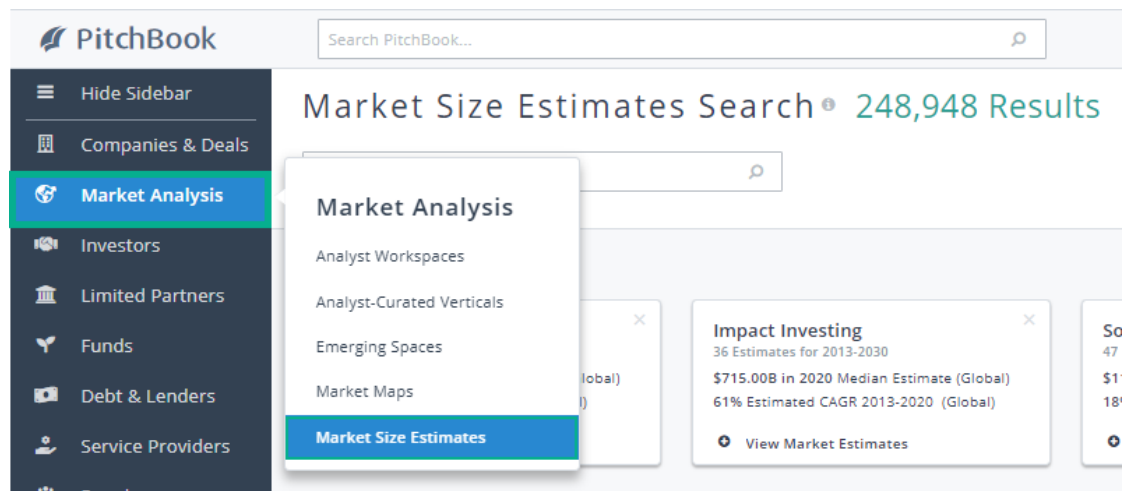
The feature delivers over 120k estimate figures for more than 30k unique markets, with hundreds added each day. Using this feature, you will be able to get the full picture of estimates available for the investment opportunities you are researching. Every single estimate is verified by a human before it's published, and the feature allows you to select which sources to include or exclude, so you know you are getting data you can trust.



2:10

Getting Started

The **Market Size Estimate** page can be found under the **Market Analysis globe icon** on the blue side menu.



Once on the **Market Size Estimate Search** page, choose a suggested market, or start typing a market name into the search bar. PitchBook will instantly return all the Market Size Estimates that match the Market you've entered, providing you an immediate view into the anticipated growth of that market.

Market Suggestions

Market Suggestions appear at the top of the page to recommend synonymous markets to your search, or help you quickly pivot to explore a different similar market.

Use filters to instantly curate your search and manipulate your chart on the fly:

Filtering allows you to quickly focus in on estimates for by geography, time frame, and source.

Source

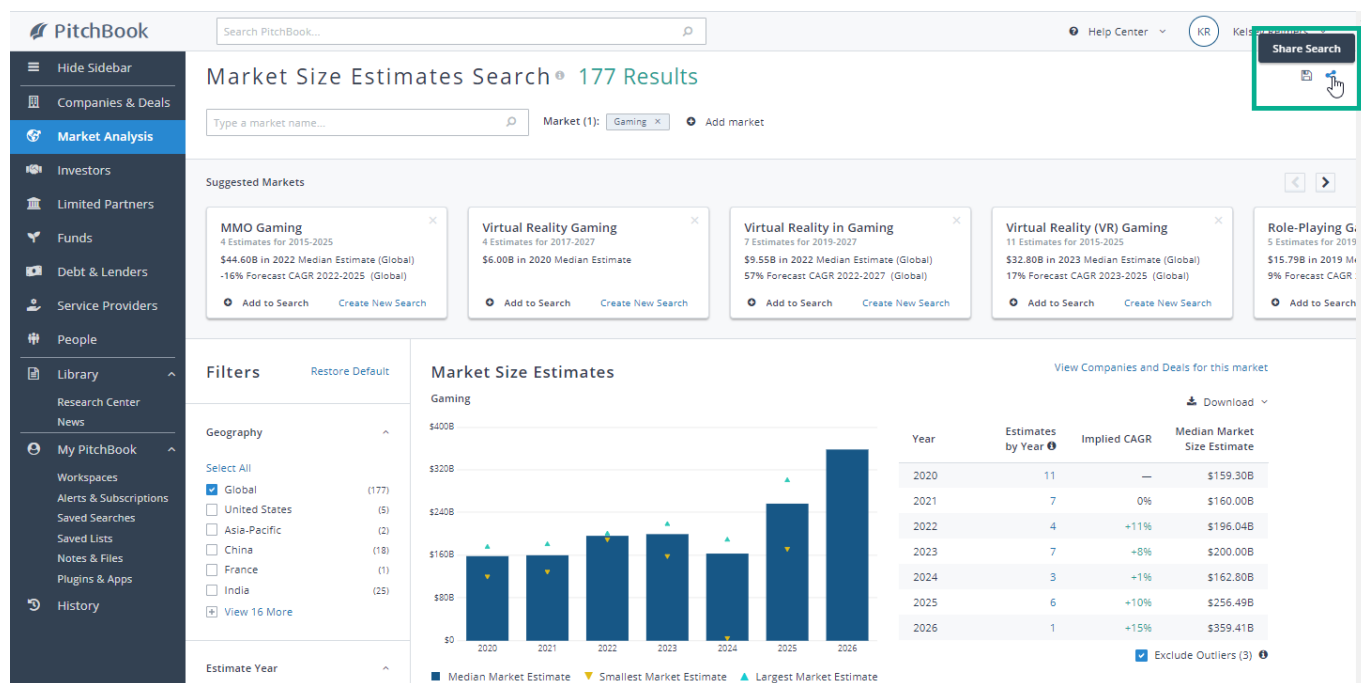
The Source filter lists the trusted news outlets referenced in creating the market map you are viewing. Each news outlet has been reviewed by a PitchBook researcher to ensure data integrity. Toggle sources on or off to customize the results in your Market Size Estimate.

Review the results

Toggle between a data-dense table view, and a reader friendly news view. Each estimate provides a link to click through and view the full source article. If something looks wrong, you can remove it from your results, or submit feedback to the PitchBook team, and we'll get it corrected ASAP.

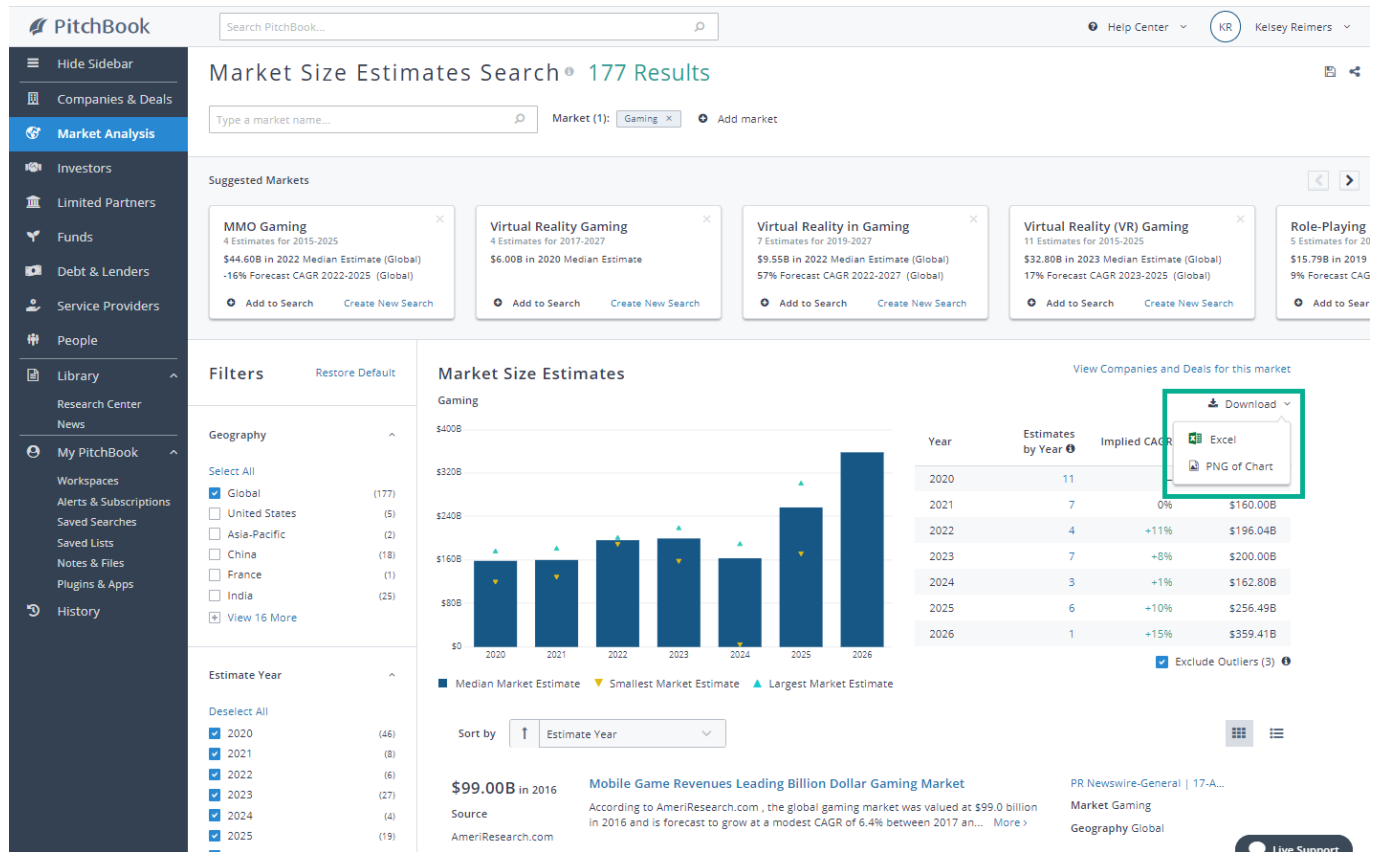
Download, Share, and Save

In the upper right-hand corner, you can share the Market Size Estimate with other users, or save it and PitchBook continue to add new estimates as they come in.



To download the Market Size Estimates look for Download near the graph and table of the Market Size

Estimate results.



Frequently Asked Questions

Is there a definition for Market Size?

Market Size is also sometimes called Total Addressable Market or Spending and is an estimate to help quantify the total spend (and implied revenue opportunity) of a given market, product, or service. Estimates in the chart come from a variety of different sources, each with their own unique methodology for calculating and defining the market space.

Where do the estimates come from?

We source the estimates from the news and from company filings, so there are thousands of different sources that we're getting estimates from. We provide source attribution and allow click through to the original article or filing for every single estimate.

How do you collect this data, and how is it validated?

We use proprietary datatech to identify as many of the datapoints in each estimate as possible, and then a researcher manually reviews every single one to ensure accuracy. This process allows us to continue to add

hundreds of new estimates every day. As new estimates get published and referenced around the world, they'll get added to PitchBook.

Do you have estimates for emerging spaces?

Many emerging spaces do have exact matches for Market Size Estimates and almost all have a very similar match. In the future, these two features may be connected.

What if an estimate looks incorrect or erroneous?

You can submit feedback to PitchBook on any estimate that looks incorrect via an in-line feedback button within the tool.

How does the 'Link to Advanced Search' logic work?

We take the Markets listed in your search criteria and input them into the Keyword search box.

How do suggestions work?

Before entering a Market, we're display some recommended markets – these will simply be popular markets at first, but will eventually become personalized. After entering a market, we identify 'similar' markets to the one you enter, and show these. We'll also mix in some popular markets.

Using-Market-Size-Estimates

Using Market Size Estimates

Kelsey Reimers (/s/profile/0053p0000069yXeAAI), 5/11/2021 4:35 PM

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