

**Description:** Market Share is the portion of the SOM that your business captures

**Size:** Value in $ USD

**Growth:** Yearly growth %

**Description:** Serviceable Obtainable Market is the portion of SAM that you can capture.

**Size: Value in $ USD**

**Growth: Yearly growth %**

**Description:** Serviceable Available Market is the segment of the TAM targeted by your products and services which is within your geographical reach

**Size: Value in $ USD**

**Growth: Yearly growth %**

**Description:** The Total Available Market refers to the total demand for a product or service across all segments, all possible substitutes or alternatives and via all potential channels i.e. it is the total demand available to a supplier if they were the only provider of a product or service and no alternatives were available.

**Size: Value in $ USD**

**Growth: Yearly growth %**

Total Available Market (TAM)

Serviceable Available Market (SAM)

Serviceable Obtainable Market (SOM)

Market Share