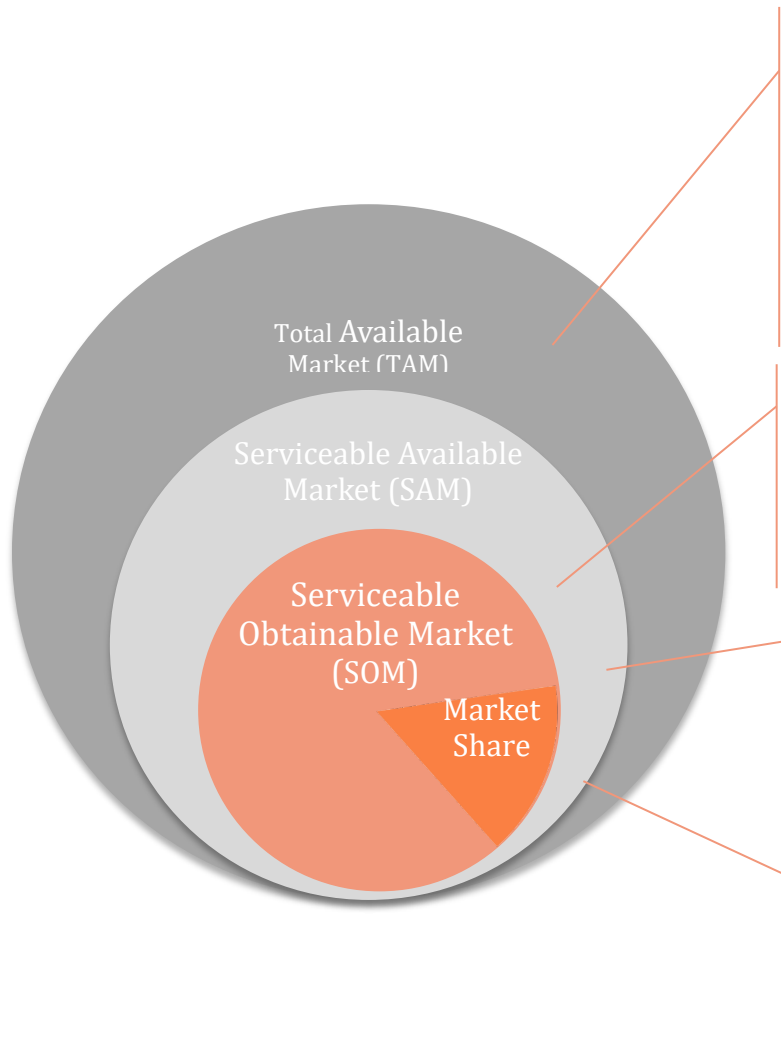


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Description: The Total Available Market refers to the total demand for a product or service across all segments, all possible substitutes or alternatives and via all potential channels i.e. it is the total demand available to a supplier if they were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

Size: Value in \$ USD

Growth: Yearly growth %

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

Size: Value in \$ USD

Growth: Yearly growth %

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

Size: Value in \$ USD

Growth: Yearly growth %