

Product Sheet: Kaiasm Market Leaderboard

Track survivors, new opportunists, the critically endangered and the extinct, market by market.

*Kaiasm tracks the needs for goods and services that people express on search engines, and groups the millions of ways those needs are expressed into hundreds of thousands of discrete interrelated categories, subcategories and product types that people are asking for. If you understand everything people need, **you change things**. Kaiasm has created **the single best source of data about demand for goods and services in the world**. Ten years in the building. Proven with major retailers and public sector bodies. Now available to all.*

Our **Market Leaderboard** tracks who is winning the demand for the top 20,000 of these customer needs, expressed in 200,000 different ways, in an ever-changing online market environment.

A **Whole** Market Leaderboard is based on all analysed customer needs within a market category.

A **Retailer-specific** Market Leaderboard (such as this one focused on Homebase and Bathstore) is a slice through the data of only those customer needs supportable by the retailer's own ranged products (or, if the retailer under study is the client, their planned range and any other areas of strategic interest).

The market can be subdivided by the retailer's own main categories for more granular detail.

It combines elegantly with the [Kaiasm Demand Radar](#) to see component causes of shifts in demand.

Kaiasm tracks the following markets: *homewares, furniture, lighting and heating, kitchen and bathroom, appliances, painting and decorating, tools and building maintenance, outdoor and garden*. Kaiasm is actively developing equivalent market insight into the following main categories: *pets, mother and baby, clothing, cosmetics and toiletries*.

See over the page for an example of the Market leaderboard in action.

Example: a Homebase-specific Market Leaderboard

This is a Homebase-specific cut (you could do this for any retailer) of the Kitchen and Bathroom market. Here we can see that over two months, bathroomcity.co.uk has come out of nowhere to take #14 on the board, and therange.co.uk has also leaped up over 20 places to threaten homebase itself. Soak.com collapses a month before its fall into administration, and www.dunelm.com is losing its once dominant market position.

A simple drill-down will show the main customer needs behind the significant changes.

