

# Market Research Survey Template for Competitor Analysis

Utilize this **market research survey template** to gather valuable insights on your competitors' strengths and weaknesses. Designed for thorough competitor analysis, it helps you identify market trends and customer preferences effectively. Boost your strategic planning by leveraging accurate and structured data from this comprehensive survey tool.

## Respondent Information

Name (optional):

Your Role/Position:

Industry:

## Competitor Identification

Primary Competitor Name:

Products/Services of Competitor:

Estimated Market Share (%):

## Competitor Strengths

What are the main strengths of this competitor? (Select all that apply):

- Brand reputation
- Product quality
- Customer service
- Pricing
- Innovation
- Distribution network
- Other

If Other, please specify:

## Competitor Weaknesses

What are the main weaknesses of this competitor? (Select all that apply):

- Limited product range
- Poor customer service
- High price
- Weak online presence
- Limited distribution
- Slow innovation
- Other

If Other, please specify:

## Market Trends and Customer Preferences

What emerging trends have you observed in the market?

What do customers prefer most about your competitor?

What opportunities do you see for your business based on this competitor analysis?

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