**A2 Business Studies: Group Market Analysis**

**Task: You are to summarise your given market and provide a market analysis of the market to present back to industry officials.**

**The four markets are:**

1. The UK cinema market
2. The UK jeans market
3. The UK footwear market
4. The Breakfast cereals market

**Read through each of the case studies and then produce a summary and market analysis of your given market.**

**In the summary of the market analysis you may wish to include:**

* Developments in the market over the past few years
* Market share and market power
* Demand determinants and changes
* Market structure
* Distribution
* Competition
* Future trends
* Buying patterns
* Growth of market
* Production

**In your market analysis you will need to produce:**

* A detailed SWOT analysis of one of the firms mentioned in the case study.
* How do you see the market changing in the future?
* How might this affect your chosen firm?