Topic 9 – Innovation and markets

**Use your own words where possible**

**9.2 Market sectors and segments**

Define market sectors.

Describe a geographical sector.

Describe a client-based sector.

List the demographic characteristics that have been traditionally used by markets. Include examples of product.

Describe what a product family is.

What are the benefits of a product family?

Describe an example of a product within a product family.