



The B2B Market Sizing Tool Workbook User Guide

B2B Market Calc LLC

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On the 'user agreement' sheet:

Please read the USER AGREEMENT. This is the same user agreement provided on the website.

Please note: The workbooks were created using current MS 365 Excel and may not work in older versions of Excel.

INTRODUCTION

Welcome to the B2B Market Sizing Tool for All World Regions

The B2B Market Sizing Tool answers important questions about the potential size of the market for B2B products and services of interest to you. Specifically . . .

- What is the total potential value of the market for your products and services?
- What is the potential value of each segment?
- How are the segments delineated by country, industry, and business size?
- Which segments potentially offer the highest return for our marketing investment?

This workbook version is offered as an option to the online B2B Market Sizing Tool application. The sheets in this workbook provide selectable segments including countries, industries, and business sizes. With segment details at your fingertips, you can target selected portions of the market now or in the near future. When you enter the average customer price or average customer relationship value for your products and/or services for each relevant business size segment, you receive a customized set of market segment size estimates.

There are several versions of the B2B Market Sizing Tool based on regions of the world including:

Number of Countries in Each Regional Version					
All World Regions	G7	North America	Europe	Asia-Pacific	South America / Middle East / Africa
129	7	3	42	27	57

All versions yield estimates for up to 14 business sizes and up to 24 2-digit, up to 96 3-digit, and up to 308 4-digit NAICS code industries depending on your segment selections. You select countries, select industries, enter average customer prices or average customer relationship values, and select the most relevant set of market maturity factors. Precise algorithms immediately calculate the potential value for each market segment. You will find three results in the sheet called 'detailed market estimates.' The detailed estimates are summarized by segment dimension including world regions, countries, industries, and business sizes in the sheet called 'summary tables.'

To select countries and industries in this workbook, go to the sheets called 'select countries' and 'select industries,' respectively. Place a 1 next to the countries and industries that you would like to include in your analysis. This method facilitates the selection process, adds efficiency to the Tool, and eliminates the need for macros. The cells with 1 will turn

On the 'introduction' sheet:

Please read the introduction. It contains useful information about the sheets included in the tool. It's only a page: it won't take long.

The workbook generates market size estimates for up to 129 countries, 428 NAICS code industries (including 24 2-digit, 96 3-digit, and 308 4-digit) and 14 business sizes depending on your segment selections.

Please note: The workbooks were created using current MS 365 Excel and may not work in older versions of Excel.

Enter *Average Customer Value* for Each Business Size Segment of Interest to You

Size Group	Emp Range *	Average Value ^
A	1_3	1,000.00
B	4_5	2,000.00
C	6_9	4,000.00
D	10_19	8,000.00
E	20_49	16,000.00
F	50_99	32,000.00
G	100_249	64,000.00
H	250_499	128,000.00
I	500_749	256,000.00
J	750_999	512,000.00
K	1000_1999	0.00
L	2000_4999	0.00
M	5000_9999	0.00
N	10000_plus	0.00

* Business sizes are defined by employment range, starting from the smallest businesses with only 1 to 3 employees and progressing to the to largest businesses with 10,000 or more employees.

^ Average customer values are delineated by size, since smaller businesses typically spend less than larger businesses. Average values could be average contract values, average relationship values, average revenue accrual, or other average values that represent your view of customer value by business size.

Select *Market Maturity Factor*

NOTE: 'Mature' market (i.e. '6') is assumed

6 <=== Enter Your Market Maturity Choice Here 2

- 1 = **Nascent:** New product, service, or technology (from any source) with almost no adoption to date
- 2 = **Emerging:** Product, service, or technology (from any source) with expanding adoption but still very little to date
- 3 = **Growing:** Product, service, or technology (from any source) with adoption that is expanding quickly
- 4 = **Maturing:** Product, service, or technology (from any source) with adoption approaching mature levels
- 5 = **Peaking:** Product, service, or technology (from any source) with adoption approaching peak levels
- 6 = **Stable:** Product, service, or technology (from any source) with stable adoption at peak levels

On the 'customer average value' sheet, you can:

- 1 *You can enter your prices or average relationship values in the column labeled 'Average Value.' Each size segment for which you enter a value will be included in the analysis.*
- 2 *You can select 'Relative Market Maturity' from the drop-down menu.*

Country Selection Sheet

Select countries by placing a 1 next to the country below

Enter 1 below	Region	Country
0	Africa	ALGERIA
0	Africa	BOTSWANA
0	Africa	EGYPT
0	Africa	GHANA
0	Africa	IVORY COAST
0	Africa	KENYA
0	Africa	MAURITIUS
0	Africa	MOROCCO
0	Africa	NAMIBIA
0	Africa	NIGERIA
0	Africa	REUNION
0	Africa	SOUTH AFRICA
0	Africa	SWAZILAND
0	Africa	TANZANIA
0	Africa	TUNISIA
0	Africa	UGANDA
0	Asia-Pacific	ARMENIA
0	Asia-Pacific	AUSTRALIA
0	Asia-Pacific	AZERBAIJAN
0	Asia-Pacific	BANGLADESH
0	Asia-Pacific	CAMBODIA
1	Asia-Pacific	CHINA
0	Asia-Pacific	CYPRUS
0	Asia-Pacific	GEORGIA
0	Asia-Pacific	GUAM
1	Asia-Pacific	HONG KONG
1	Asia-Pacific	INDIA
0	Asia-Pacific	INDONESIA
1	Asia-Pacific	JAPAN
0	Asia-Pacific	KAZAKHSTAN

You have selected 48 countries.

Region	Country
Asia-Pacific	CHINA
Asia-Pacific	HONG KONG
Asia-Pacific	INDIA
Asia-Pacific	JAPAN
Europe	ICELAND
Europe	IRELAND
Europe	ITALY
Europe	KOSOVO
Europe	LATVIA
Europe	LIECHTENSTEIN
Europe	LITHUANIA
Europe	LUXEMBOURG
Europe	MACEDONIA

On the 'select countries' sheet, you can select countries that represent your geographic markets.

To select a country, enter a 1 in column B next to the country name. If you want to select a group of countries (e.g. all countries in Europe) enter 1 for the first country and copy it to all other countries in the group.

Each country you select will be added to the list of selected countries in columns I and J.

Industry Selection Sheet

Select industries by placing a 1 next to the industry below

Enter 1 below	NAICS	Industry Description
0	2382	Building Equipment Contractors
0	2383	Building Finishing Contractors
0	2389	Other Specialty Trade Contractors
1	3111	Animal Food Manufacturing
1	3112	Grain and Oilseed Milling
1	3113	Sugar and Confectionery Product Manufacturing
1	3114	Fruit and Vegetable Preserving and Specialty Food Manufacturing
1	3115	Dairy Product Manufacturing
1	3116	Animal Slaughtering and Processing
1	3117	Seafood Product Preparation and Packaging
1	3118	Bakeries and Tortilla Manufacturing
1	3119	Other Food Manufacturing
1	3121	Beverage Manufacturing
1	3122	Tobacco Manufacturing
1	3131	Fiber, Yarn, and Thread Mills
1	3132	Fabric Mills
1	3133	Textile and Fabric Finishing and Fabric Coating Mills
1	3141	Textile Furnishings Mills
1	3149	Other Textile Product Mills
1	3151	Apparel Knitting Mills
1	3152	Cut and Sew Apparel Manufacturing
1	3159	Apparel Accessories and Other Apparel Manufacturing
1	3161	Leather and Hide Tanning and Finishing
1	3162	Footwear Manufacturing
1	3169	Other Leather and Allied Product Manufacturing
1	3211	Sawmills and Wood Preservation
1	3212	Veneer, Plywood, and Engineered Wood Product Manufacturing
1	3219	Other Wood Product Manufacturing
1	3221	Pulp, Paper, and Paperboard Mills
1	3222	Converted Paper Product Manufacturing

You have selected 23 industries.

NAICS	Industry Description
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing
3259	Other Chemical Product and Preparation Manufacturing
3261	Plastics Product Manufacturing
3262	Rubber Product Manufacturing
3328	Coating, Engraving, Heat Treating, and Allied Activities
3329	Other Fabricated Metal Product Manufacturing
3331	Agriculture, Construction, and Mining Machinery Manufacturing
3332	Industrial Machinery Manufacturing
3333	Commercial and Service Industry Machinery Manufacturing
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing
3335	Metalworking Machinery Manufacturing
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing
3339	Other General Purpose Machinery Manufacturing

On the 'select industries' sheet, you can select industries that represent your industry markets.

To select an industry, enter a 1 in column B next to the industry name. If you want to select a group of industries (e.g. all manufacturing industries) enter 1 for the first industry and copy it to all other industries in the group.

Each industry you select will be added to the list of selected industries in columns I and J.

Estimates of Market Value for Selected Regions		Estimates of Market Value for Selected Countries		Estimates of Market Value for Selected Industries by 2-digit NAICS		Estimates of Market Value for Selected Industries by 3-digit NAICS	
Region	Market Value	Region	Country	NAICS Description	Market Value	NAICS Description	Market Value
Asia-Pacific	38,161,832,000	Asia-Pacific	CHINA	31 Manufacturing, food & apparel	7,223,742,000	311 Food Manufacturing	
Europe	11,850,551,000	Asia-Pacific	HONG KONG	32 Manufacturing, process & non-metallic	7,474,173,000	312 Beverage and Tobacco Product Manufacturing	
North America	18,249,251,000	Asia-Pacific	INDIA	33 Manufacturing, metals, equipment & other	14,720,076,000	313 Textile Mills	
South America	1,442,486,000	Asia-Pacific	JAPAN	48 Transportation, air, rail, water, truck, pipeline	2,008,107,000	314 Textile Product Mills	
		Europe	ALBANIA	51 Information	2,970,867,000	315 Apparel Manufacturing	
		Europe	ANDORRA	52 Finance and insurance	4,456,429,000	316 Leather and Allied Product Manufacturing	
		Europe	AUSTRIA	54 Professional and technical services	16,402,676,000	321 Wood Product Manufacturing	
						322 Paper Manufacturing	
GRAND TOTAL	69,704,120,000					Printing and Related Support Activities	

After you enter average values and select countries and industries, the 'summary tables' sheet will contain subtotals for all segment dimensions including:

- Grand total
- World region subtotals
- Country subtotals
- Industry subtotals by 2-digit, 3-digit, and 4-digit NAICS code
- Business size subtotals

Please note: This sheet is protected: you cannot edit the data. Copy and past values to the sheet called 'YOUR WORK' or to another workbook to utilize the market size estimates in your business.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Region	Country	NAICS Code	NAICS Description	Size Group	Emp Range	selected value												
2	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	A	1_3	239,000												
3	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	B	4_5	178,000												
4	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	C	6_9	4,784,000												
5	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	D	10_19	6,528,000												
6	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	E	20_49	4,048,000												
7	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	F	50_99	8,384,000												
8	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	G	100_249	18,432,000												
9	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	H	250_499	3,712,000												
10	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	I	500_749	2,304,000												
11	Asia-Pacific	CHINA	3111	Animal Food Manufacturing	J	750_999	512,000												
12	Asia-Pacific	CHINA	3112	Grain and Oilseed Milling	A	1_3	983,000												
13	Asia-Pacific	CHINA	3112	Grain and Oilseed Milling	B	4_5	6,168,000												
14	Asia-Pacific	CHINA	3112	Grain and Oilseed Milling	C	6_9	2,012,000												
15	Asia-Pacific	CHINA																	
16	Asia-Pacific	CHINA																	
17	Asia-Pacific	CHINA																	
18	Asia-Pacific	CHINA																	
19	Asia-Pacific	CHINA																	
20	Asia-Pacific	CHINA																	
21	Asia-Pacific	CHINA																	
22	Asia-Pacific	CHINA																	
23	Asia-Pacific	CHINA																	
24	Asia-Pacific	CHINA																	
25	Asia-Pacific	CHINA																	
26	Asia-Pacific	CHINA																	
27	Asia-Pacific	CHINA																	
28	Asia-Pacific	CHINA																	
29	Asia-Pacific	CHINA																	
30	Asia-Pacific	CHINA																	
31	Asia-Pacific	CHINA	3113	Sugar and Confectionery Product Manufacturing	J	750_999	1,536,000												
32	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	A	1_3	293,000												
33	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	B	4_5	1,092,000												
34	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	C	6_9	660,000												
35	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	D	10_19	5,520,000												
36	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	E	20_49	27,728,000												
37	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	F	50_99	7,776,000												
38	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	G	100_249	11,520,000												
39	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	H	250_499	4,480,000												
40	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	I	500_749	4,608,000												
41	Asia-Pacific	CHINA	3114	Fruit and Vegetable Preserving and Specialty Foo	J	750_999	2,560,000												
42	Asia-Pacific	CHINA	3115	Dairy Product Manufacturing	A	1_3	35,000												
43	Asia-Pacific	CHINA	3115	Dairy Product Manufacturing	B	4_5	104,000												

*After you enter average values and select countries and industries, the **'detailed market estimates'** sheet will contain estimates for all combinations of countries, industries, and business sizes.*

*Please note: This sheet is protected: you cannot edit the data. Copy and past values to the sheet called **'YOUR WORK'** or to another workbook to utilize the market size estimates in your business.*

*The sheet called **'YOUR WORK'** is empty and not protected. You can copy data from 'summary tables' and 'detailed market estimates' to this sheet for further analysis.*



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the Workbook User Guide
for the B2B Market Sizing Tool.

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with questions, comments,
or suggestions.