



Industry Trends

Keeping track of the latest best practices, opportunities, and constraints in a company's industry is a core component of market intelligence.

Collecting data on industry trends often focuses on:

- Industry innovations
- Supply chain trends
- Regulations and policies

Monitoring industry innovations is a key way management can ensure they have the latest tools and best practices necessary to remain competitive in the industry. This intelligence may come from attending industry conferences and reviewing industry publications and research.

Step 1: Choose an Industry

From the options below, choose an industry you will compile trends on.

- Ridesharing
- Meal kit delivery
- Streaming services

Step 2: Report Emerging Industry Trends

For your chosen industry, conduct research using articles and your institution's library sources that focus on industry trends. Report at least three trends that are either emerging in the industry or are forecasted to occur at some point in the next five years. Trends are to be isolated to the inner workings of the industry. For example, technological advances, changes in supply chains, new ways of doing business, etc.

Step 3: Suggest a Strategy for a Current Firm

Identify a company of focus that operates within your chosen industry. Based on the intelligence you gathered, how would you suggest that company alter the way it conducts business to prepare for these changes? Include one suggestion for each trend identified.