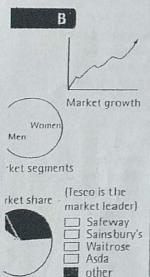# 20 Markets and competitors

A Companies and markets

You can talk about the people or organizations who buy particular goods or services as the market for them, as in the 'car market', 'the market for financial services', etc. Buyers and sellers of particular goods or services in a place, or those that might buy them, form a market.

If a company:

enters penetrates		it starts selling there for the first time.
abandons gets out of leaves		it stops selling there.
dominates	a market	it is the most important company selling there.
corners monopolizes		it is the only company selling there.
drives another company out of		it makes the other company leave the market, perhaps because it can no longer compete.

B More word combinations with 'market'

'Market' is often used in these combinations:

Market growth

Women
Men

·ket segments

rket share (Tesco is the market leader)
☐ Safeway
☐ Sainsbury's
☐ Waitrose
☐ Asda
■ other

	growth	In the late 1990s, Internet use was doubling every 100 days. Market growth was incredible.
	segment	Women are a particularly interesting target for the Volvo V70. They are an important market segment for Volvo.
market	segmentation	The Softco software company divides the software market into large companies, small companies, home office users, and leisure users. This is its market segmentation.
	share	Among UK supermarkets, Tesco sells more than any of the other chains. It has the highest market share.
	leader	Tesco is the market leader among UK supermarkets as it sells more than any of the other chains.

C Competitors and competition

Companies or products in the same market are competitors or rivals. Competitors compete with each other to sell more, be more successful, etc.

The most important companies in a particular market are often referred to as key players.

Competition describes the activity of trying to sell more and be more successful. When competition is strong, you can say that it is intense, stiff, fierce or tough. If not, it may be described as low-key.

The competition refers to all the products, businesses, etc. competing in a particular situation, seen as a group.

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