

## A

### Companies and markets

The **market** for a particular product is the people/organizations that buy it, or might buy it. Buyers and sellers of goods or services in a particular place form a **market**.

If a company	<ul style="list-style-type: none"> <li><u>enters</u></li> <li><u>penetrates</u></li> <li><u>abandons</u></li> <li><u>gets out of</u></li> <li><u>leaves</u></li> <li><u>withdraws from</u></li> <li><u>dominates</u></li> <li><u>corners</u></li> <li><u>monopolizes</u></li> <li><u>drives another company out of</u></li> </ul>	} a market,	it starts selling there for the first time.
			it starts selling, or sells more and more, there.
			it stops selling there.
			it is the most important company selling there.
			it becomes the main company selling there.
			it is the only company selling there.
			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	There has been huge <b>market growth</b> in the sales of digital music, with Apple in particular seeing a massive increase in the number of people buying songs from iTunes.
		segment	Regional airlines are important customers for the Embraer ERJ-145. They are a big <b>market segment</b> for Embraer.
		segmentation	Microsoft divides the software market into large companies, small companies, home office users, and leisure users. This is how it does its <b>market segmentation</b> .
		share	In the US, Japanese carmakers have been gaining <b>market share</b> – they are selling a bigger percentage of cars sold, and US manufacturers are selling a smaller percentage.
		leader	Tesco is the biggest supermarket chain in the UK and is therefore the <b>market leader</b> .

## 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, especially by journalists, as **key players**.

**Competition** is used to talk about the activity of trying to sell more, be more successful, etc. When competition is strong, you can say that it is **intense**, **stiff**, **fierce** or **tough**. If competition isn't strong, 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.

