

Research & Analysis / Industry Reports

Extract market share rankings, positioning maps, and key player strategies from industry reports.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Intelligence, Strategy Development, Investor Decks

Updated: May 2026

Why This Prompt Exists

Industry reports contain detailed competitive analysis — but you need to extract, compare, and act on it.

You get:

- not knowing who the real market leaders are (not just the loudest)
- missing emerging competitors before they become threats
- no clear picture of whether the market is fragmented or consolidated
- positioning your company against the wrong competitors
- investors asking “who are your top competitors?” and you fumbling

But competitive landscapes follow patterns:

- leaders: highest market share, set the pace
- challengers: growing fast, threatening leaders
- niche players: focused, profitable, not expanding
- entrants: new, unproven, potentially disruptive
- consolidation trend: fragmented (many small players) vs. oligopoly (few large)

Without mapping, you compete blind.

This prompt extracts the competitive hierarchy and positioning from any industry report.

The Prompt

Assume the role of a competitive strategist who maps industry landscapes.

Your task is to extract and structure competitive information from an industry report.

Generate:

1. MARKET CONCENTRATION

- Herfindahl index or concentration ratio (if reported)
- Fragmented / Moderately concentrated / Highly concentrated
- Number of significant players

2. MARKET SHARE RANKINGS (top 5-10)

Rank	Company	Market Share	Trend (Up/Down/Stable)
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1	[Company]	X%	[Trend]

3. COMPETITIVE CATEGORIZATION

- Leaders: [Companies with highest share, set standards]
- Challengers: [Companies gaining share, threatening leaders]
- Niche players: [Focused on specific segments, not expanding]
- Emerging/disruptors: [Small but growing fast, new models]

4. POSITIONING MAP DIMENSIONS

- X-axis: [e.g., Price (Low to High)]
- Y-axis: [e.g., Feature Breadth (Basic to Full)]
- Where players fall on the map (text description)

5. KEY PLAYER STRATEGIES (per top 3 players)

- Company: [Name]
- Strategy: [Cost leadership / Differentiation / Focus]
- Recent moves: [Acquisitions, launches, partnerships]
- Key strength
- Key vulnerability

6. WHAT THIS MEANS FOR YOU

- Where is there white space? (uncontested position)
- Which competitor is most vulnerable?
- Which competitor should you track most closely?

INPUTS:

Industry report content (competitive sections):

[PASTE OR DESCRIBE]

Your company (if you're a market participant):

[NAME OR "N/A – I'm an entrant"]

Report publisher:

[GARTNER / FORRESTER / IDC / INTERNAL / OTHER]

Time period of data:

[E.G., "2025 full year"]

RULES:

- Distinguish between market share by revenue vs. units (they differ)
- Flag when market share sums to less than 100% (remainder = long tail)
- Note when market share data is estimated vs. actual
- Identify "zombie" players (market share declining but still listed)
- Flag consolidation risks if leaders are acquiring challengers

How To Use It

- Run this on reports from consecutive years to spot share shifts and emerging threats.
- Use the positioning map dimensions to see where you should position your company.
- Pay attention to challengers — they're often better acquisition targets than leaders.
- If you're an entrant, look for fragmented segments (low barrier, opportunity).
- Share the "what this means for you" section with your strategy team weekly.

Example Input

Industry report content:

"Cloud infrastructure market 2025: AWS (32%), Azure (23%), Google Cloud (11%), Alibaba (6%), others (28%). AWS share down 2% YoY, Azure up 3%. Leaders: AWS and Azure. Challenger: Google Cloud. Niche: Oracle, IBM. Emerging players: DigitalOcean, Scaleway."

Your company:

"New entrant with focus on developer-friendly, low-cost infrastructure"

Report publisher:

"Synergy Research"

Why It Works

Most competitive analysis is narrative — "Company X is a leader" — without the data to back it up.

This framework improves outcomes by forcing:

- market share rankings (who is actually winning)
- trend indicators (who is gaining and losing share)
- competitive categorization (leader, challenger, niche, entrant)
- positioning map (visual strategic difference)
- vulnerability identification (where to attack)

Great competitive mapping doesn't just list competitors — it reveals the structure of competition.

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