MARKET SHARE

Discussion questions

1. What is market share in your language? ________________________________

2. What kind of market share does your company have for its products/services?

3. How important is a good market share for your company?

Language analysis

Business people have been found to talk about market share when they need to get more of it or improve it and when they are losing it or have problems. Look at the following sentences and fill in the missing gaps. The words in the box below are either related to improving cash flow or discussing problems with it.

1. ... raise sales by 10 per cent, _______________ market share by 15 per cent.

2. The firm is ______________ long-distance market share.

3. We have ______________ market share in our operating territories.

4. Jackson and his rivals ___________ for market share.

5. Business ________________, negative earnings and ______________ of market share.

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<th>loss</th>
<th>increase</th>
<th>losing</th>
<th>gained</th>
<th>battle</th>
<th>downturn</th>
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Market share grammar

1. The phrase market share is very often followed by two prepositions - in and of:

   Complete the following sentences using in and of:

   a) .... credibility, vision and business acumen to improve the market share ___ SIMS Graseby ....

   b) How can one maximize market share __ an industry where the product or service ....

   c) The combined entity would have a pharmaceutical market share ____ somewhere around 5.79 percent

   d) ....with had his own ideas about how Arrivederci should regain its market share ____ the UK
e) ... Merck's nearly $140 billion market cap, and a commanding market share in pharmaceuticals.

f) WorldCom has a 5% market share of long-distance business, but is the leader in ...

g) They have tripled their market share in the Nagano prefecture in Japan ...

h) EMAP publishes has increased to 94, giving the division a market share of 13%.

i) .... have a significant market share in their niche area, selling to UK and export ..... 

j) .....to grow sales and to increase market share in profitable markets.

k) ..... sales had been increasing due to the increasing market share of own label teas.

l) ....Increase market share in each of the key markets ....

2. Which of the two prepositions in or of is commonly followed by:

a) a percentage? 

b) a country or area? 

c) a product? 

d) a business?

Can both prepositions be used in some cases?