

Market Sizing and Estimation Practice Problems

1. How many school buses are there in the United States?
2. How many weddings occur in the United States annually?
3. How many gas stations are in the US?
4. How many disposable baby diapers are consumed annually and what is the corresponding Market Size:
 - a) In the United States?
 - b) In the United Kingdom
 - c) In Germany?
5. How many boxer shorts (and boxer-briefs) are sold annually in the US?
6. How many units of alpine ski and snowboards were sold last year:
 - a) In Norway?
 - b) In Germany?
 - c) In The United States?
7. What's the Market Size for cholesterol drugs in the United States?
8. What is the Market Size for Burrito's in the United States?
9. What's the Market Size for adult blue jeans in the United States?
10. How much food would a Tyrannosaurus Rex consume each day?