MARKET RESEARCH

Why research your market before launching a product?



A good product must meet a real need, at the right price and in the right place.

The market and its potential

The World Bank reports a DRC population of 112.8 million in 2025 [1]. This indicates scale, not the size of your product’s market. Customer needs, household budgets, access to outlets and purchase frequency must be assessed separately.

Before a launch, market research helps you understand who may buy your product, which alternatives exist and what could trigger a purchase. It tests your assumptions against real market conditions.

In the DRC, consumer habits, purchasing power and distribution channels can vary across cities and provinces. Interviews, surveys and observations at points of sale help identify these differences.

Our added value: turning information into commercial choices

The objective is more than a report: it is knowing where to invest, whom to serve and what to offer. Utmost combines Congolese field knowledge, consumer analysis and an understanding of commercial channels to help prioritise relevant locations and segments.

Depending on the agreed scope, support can include outlet mapping, competitor and price analysis, distributor interviews, product testing and a launch plan. Deliverables connect recommendations to decisions on assortment, packaging, positioning, distribution and activation timing.

To estimate an accessible market, we start with target buyers, purchase frequency and net price. Illustrative example only: 20,000 buyers × 2 purchases per month × USD 3 = USD 120,000 in potential monthly category spending. This is neither Utmost revenue nor a sales forecast for your brand. Your attainable share must be tested against competition and distribution capacity.

Track active outlets, inventory turnover, repeat purchases, margin and acquisition costs. A pilot can test assumptions before wider deployment and help adjust investment. Our value is to provide a practical basis for these decisions rather than equating a large population with customers able and willing to buy.

The aim is to make practical decisions: refine your offering, prioritise locations, test a price and choose suitable distributors. Research does not guarantee success, but it helps reduce decisions made without evidence.

Utmost Services helps you understand your market and turn findings into commercial action.

Sources and methodology

[1] World Bank - Population, total, DRC (2025)

Data consulted on 26 November 2026. Indicator dates differ. Calculation scenarios are illustrative, not client results or guarantees. Revised digital series are not directly comparable with earlier editions.

Let’s discuss your needs : contact.utmost@gmail.com