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ESTIMATING COUNTRY LEVEL MARKET POTENTIAL FOR SPACEBORNE REMOTE SENSING  
DATA SERVICES

**Abstract**

Spaceborne Remote Sensing, the observation of the features on ground from orbiting satellites is one of the expanding business areas of international space business, attracting the analysis of the markets and the growth patterns in the international arena.

International market analysis often concerns two basic tasks (i) Assessing the size of existing markets and (ii) Forecasting the size of future market. Whatever be the product/service, it is important for the market players to know the market characteristics to draw up marketing strategy and defining marketing mix, which becomes important for Remote Sensing services as well without an exception.

On one side, several studies are conducted on the scientific and technological aspects of Remote Sensing; on the other, much of the research in international marketing has focused on the consumer and manufacturing goods with little emphasis on the issues involved in the business of Satellite Remote sensing.

The market potential for any product in general depends upon the user side and supplier side variables like, the need/ purchasing power of the customer and the supply of the product respectively.

Recognising Remote Sensing business as an important area to be studied, understood and leveraged the paper presents an approach for estimating the market potential for Spaceborne Remote Sensing data services at the country market level.

The paper enlists the factors to be considered in the market potential estimation for Remote Sensing Data services and presents the market dynamics to be understood by the Spaceborne Remote Sensing Data providers.