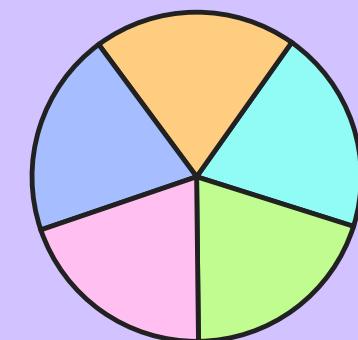
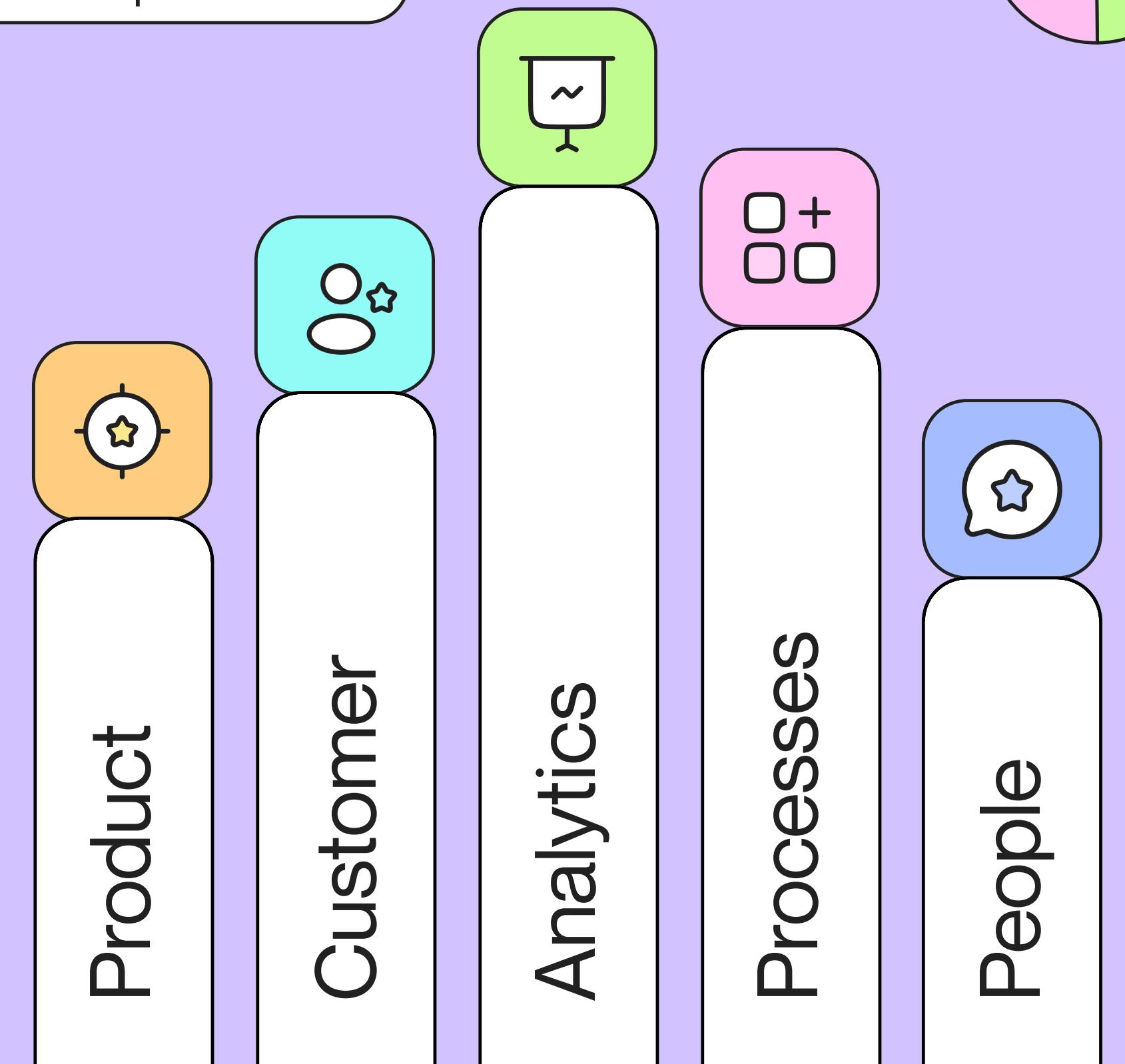


# Product Management In Review

PM Skills in numbers

1500+ reports inside



2025

This report contains the detailed data collected by the Product Map in 2025. With key insights about product management skills evolution and latest trends.

Published at  
8th of January 2026

The Product Map  
[productmap.io](http://productmap.io)

01

## Product

Shape market-ready products by defining vision, prioritizing features, and adapting to trends.

02

## Customer

Build strong user connections through empathy, feedback analysis, and customer-centered decisions.

03

## Analytics

Drive data-backed decisions with KPIs, customer insights, and performance analysis.

04

## Processes

Optimize workflows for efficiency using project management and agile practices.

05

## People

Lead and inspire teams, fostering collaboration, communication, and a positive work culture.



# 15 Product Management Skills Explained

## Product

### Strategic Impact

Aligns product strategy with long-term business goals to drive growth and relevance.

### Business Goals Ownership

Ensures product efforts align with measurable outcomes that drive value for the organization.

### Product Discovery

Focuses on identifying customer problems and market opportunities to find solutions.

## Customer

### User Experience

Enhances usability and engagement by crafting intuitive interactions.

### Voice of Customer

Captures user insights to identify, prioritize and address their needs effectively.

### Product Marketing

Communicates the product's value clearly to drive adoption and market success.

## Analytics

### Fluency with Data

Analyzes data to uncover insights that inform better product decisions.

### Measuring Progress, KPIs

Tracks performance using meaningful metrics to evaluate success and areas for growth.

### Stakeholder Management

Aligns teams and stakeholders by managing expectations and fostering collaboration.

## Processes

### Product Vision & Planning

Creates a clear roadmap that aligns with the product's goals and direction.

### Backlog Management

Prioritizes and organizes tasks to keep development aligned with business needs.

### Software Engineering

Bridges the gap between technical and product teams, ensuring feasibility and quality.

## People

### Communication

Express ideas clearly to ensure everyone stays aligned and informed on priorities.

### Team Leadership

Motivates and guides the team to work collaboratively toward shared goals and drive results.

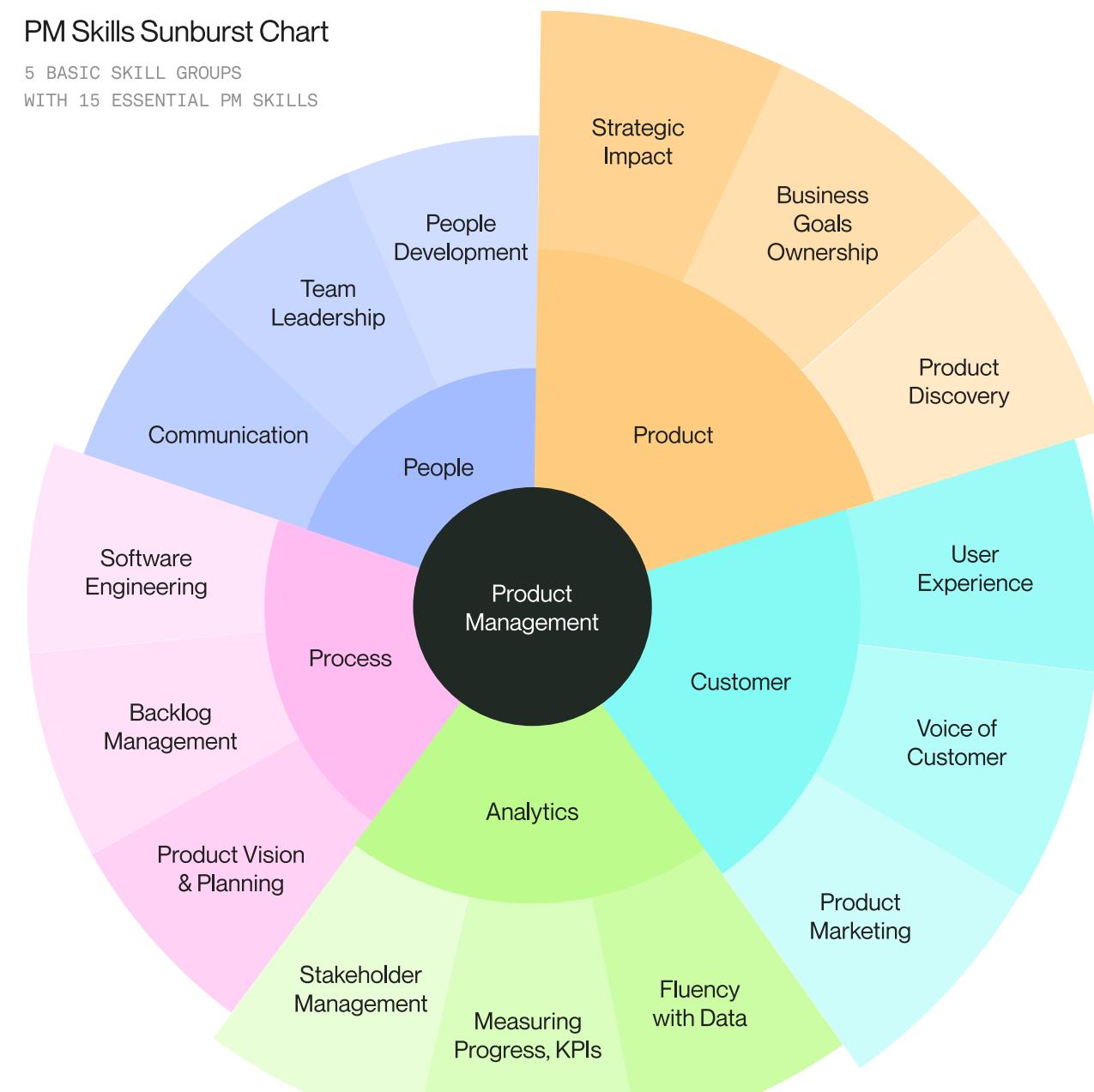
### People Development

Supports team members in growing their skills and advancing their careers.

# Product Management Map: 50+ PM topics mapped with key 15 PM skills

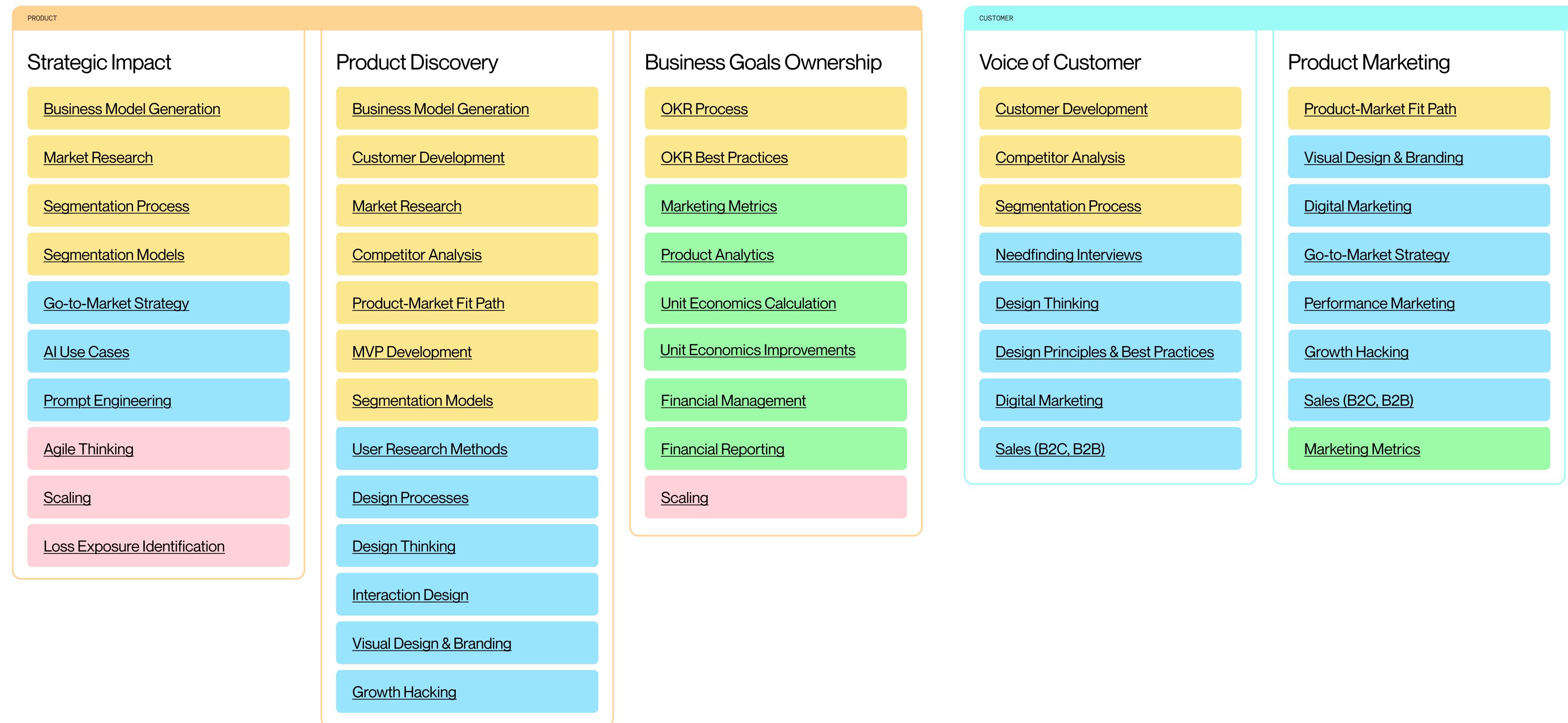
## Follow a clear path to build PM skills

The Product Map is your navigation through the product management career



## Build your own learning roadmap to advance your PM skills

The Product Map offers essential materials for self-education, organizing product management topics by key PM skills for easy skill development



[View full guide](#): 15 PM skills and collection of industry-specific requirements.

The Product Map

Platform AI

Products

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# Ultimate Guide to Product Management Skills

Detailed breakdown of essential PM skills, including key learning topics and responsibilities across different roles, from Junior Product Manager to Chief Product Officer

## 15 Product Management Skills

01

Product

Shape market-ready products by defining vision, prioritizing features, and adapting to trends.

5/15

Team Leadership

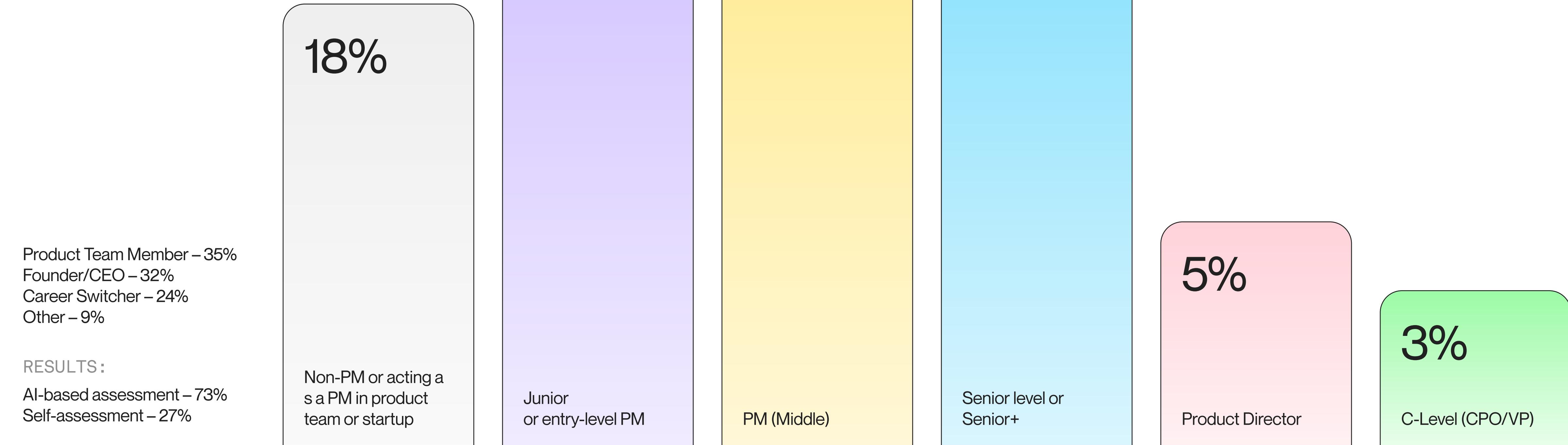
People Development

Strategic Impact

Business Goals

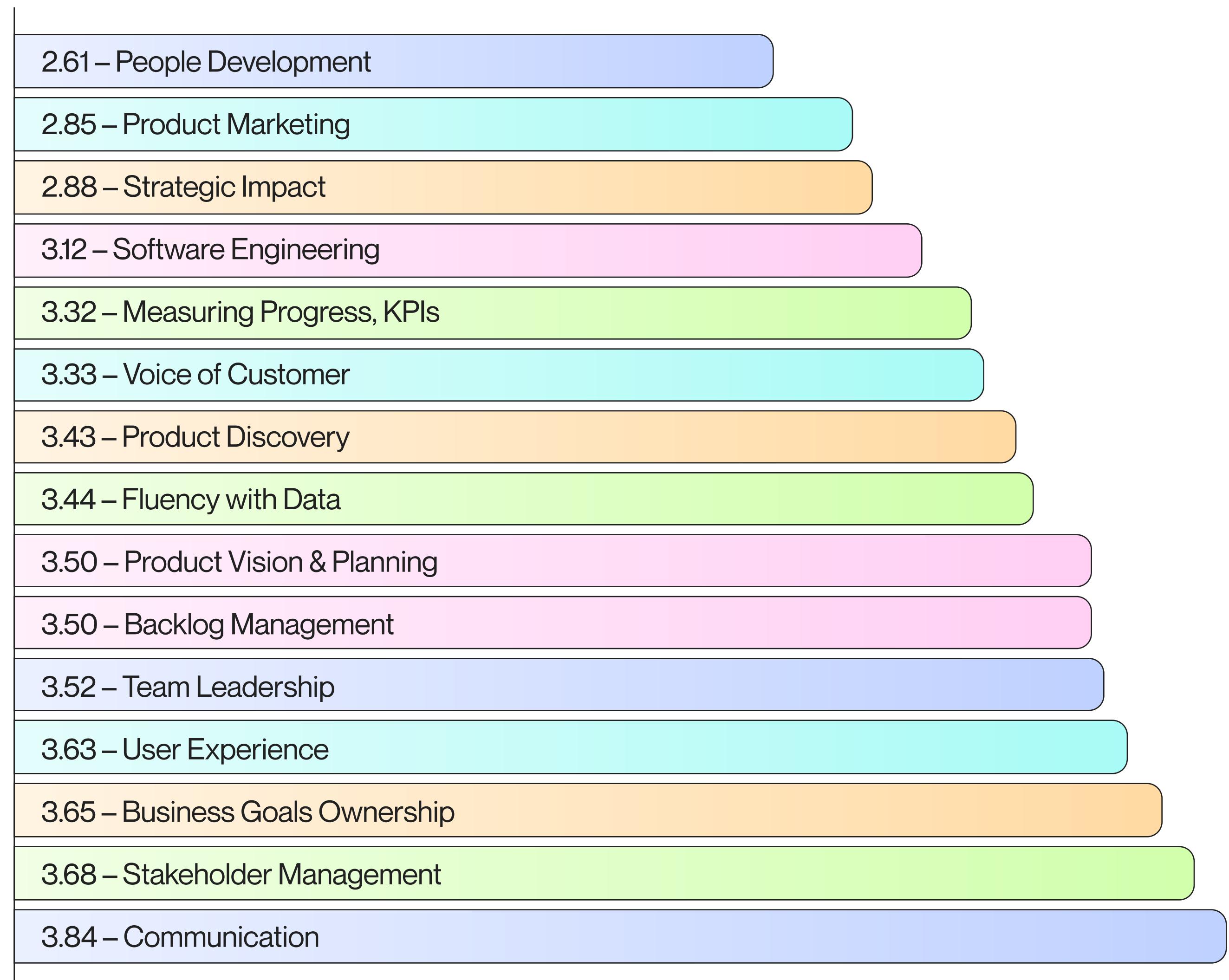
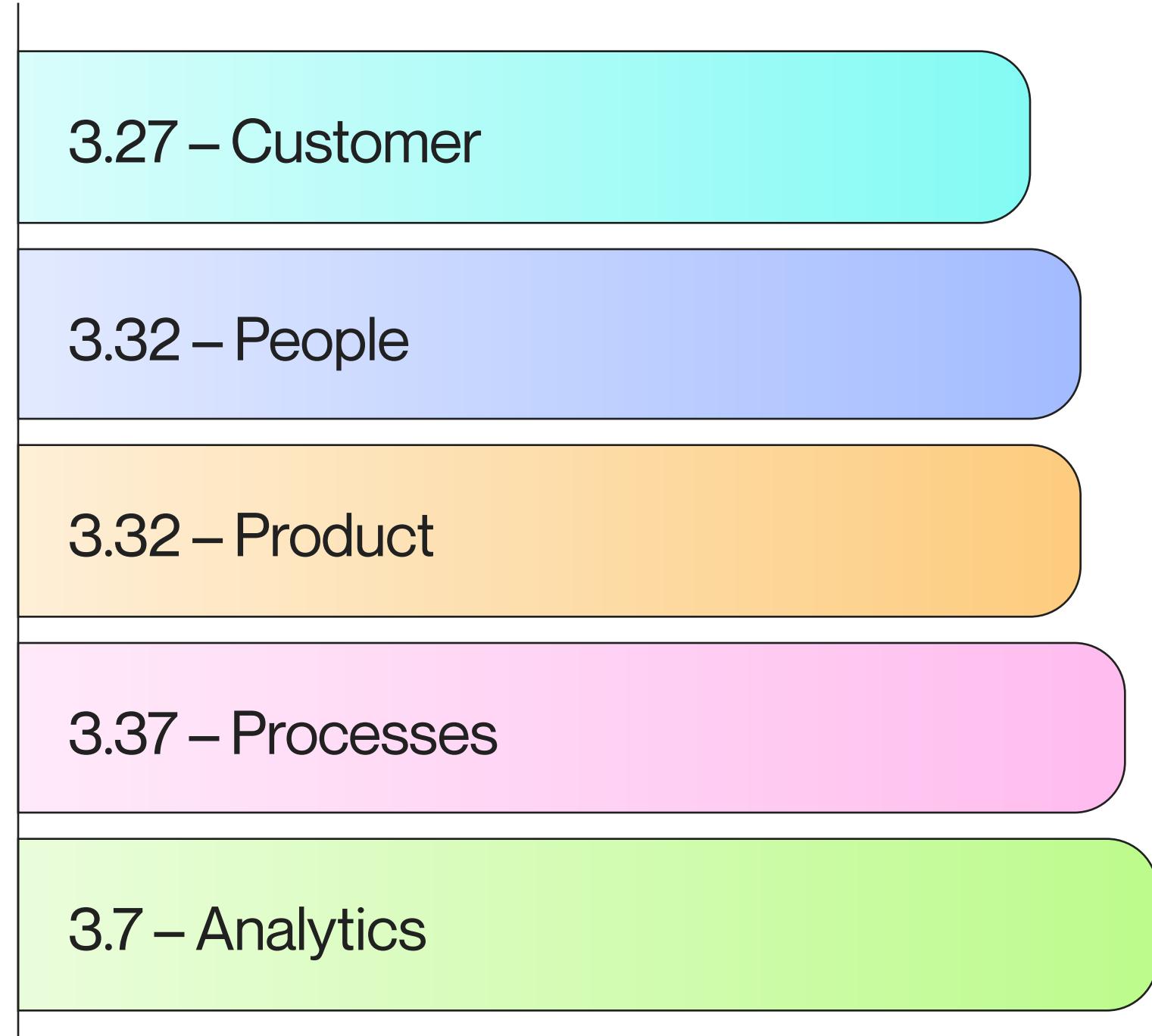
## PM Grades in Numbers (2025)

More and more product responsibilities are handled by team members who don't have the PM title.



## PM Skills in Numbers (2025)

Analytics skill group has a higher overall score, while the people skill group is defined mostly by strong communication skills. The most underdeveloped skill in this group is people development.

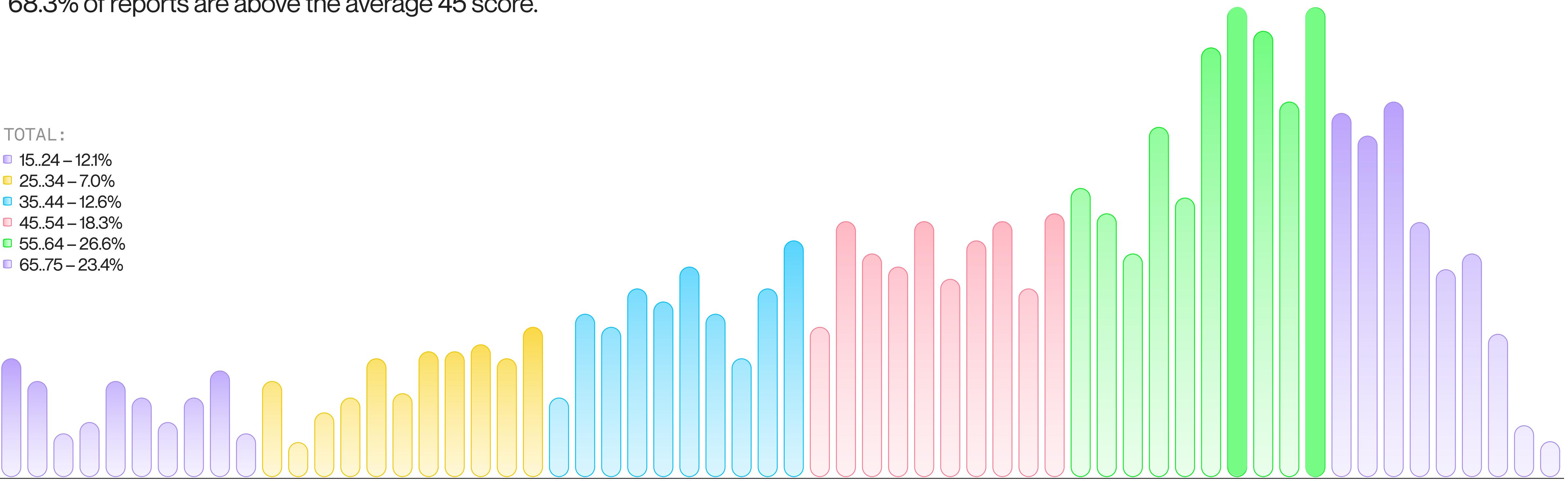


## PM Skills in Numbers (2025)

The overall distribution of product management skill scores shows a strong concentration in the 60 to 70 range. Scores above 70 decline noticeably, while scores below 35 account for 19.1% of all reports. 68.3% of reports are above the average 45 score.

TOTAL: 63 – 3.9%    TOTAL: 66 – 3.9%

TOTAL:  
■ 15..24 – 12.1%  
■ 25..34 – 7.0%  
■ 35..44 – 12.6%  
■ 45..54 – 18.3%  
■ 55..64 – 26.6%  
■ 65..75 – 23.4%



## PM Topics in Numbers (2025)

More and more product responsibilities are handled by team members who don't have the PM title.

TOP-5 MOST VIEWED TOPICS:

[Prompt Engineering](#)

[Product Roadmaps](#)

[Product Operations](#)

[Product Metrics](#)

[Prioritization](#)

Strategy	Generation	Analysis	Delivery	People
Segmentation Models	Needfinding Interviews	Marketing Metrics	Stakeholder Analysis	Leadership
OKR Process	Design Principles & Best Practices	Application Metrics	Software Development Lifecycle	Negotiation Tips
Market Research	Design Processes	Product Analytics	Frontend	Team Growth
Product-Market Fit	Go-to-Market Strategy	Financial Reporting	Scrum	Performance Management
Customer Development	AI Algorithms	Financial Metrics	Risk Control Supportive Concepts	Skills Assessment
Business Model Generation	Digital Marketing	Data Analytics	Backend	Facilitation
Competitor Analysis	Growth Hacking	Unit Economics Calculation	Web3 Applications	Negotiation Strategy
OKR Best Practices	AI Use Cases	Unit Economics Improvements	Lean Approach	
OKR Process	Visual Design & Branding	Financial Management	Requirements Management	
Segmentation Process	Interaction Design		User Story Mapping	

Startup PMs wear many hats.  
Enterprise PMs wear one,  
but bigger.

THE MARKET IS SHIFTING TOWARD SMALLER, FASTER PRODUCT TEAMS.

WHAT'S CHANGING FOR PMs IN STARTUPS AND SMALL COMPANIES?

## Startup PM vs. Enterprise PM

### VERSATILITY VS. SPECIALIZATION

Startup PMs handle discovery, delivery, analytics, and GTM. Enterprises split responsibilities.

### METRICS FOCUS

Startups track activation, retention, and revenue runway. Enterprises manage portfolio-level and long-term metrics.

### SPEED AND OWNERSHIP

Startups ship weekly and own the full product. Enterprises move through more layers and approvals.

### RISK TOLERANCE

Startups make faster, riskier bets to find traction. Enterprises optimize for stability and predictability.

### CREATIVE WITH FEWER RESOURCES

Startups lean on AI and automation to reduce costs. Enterprises have playbooks and bigger teams.

### DECISION-MAKING

Startups make product calls with minimal hierarchy. Enterprises require alignment across multiple stakeholders and departments.

## PM Skills Requirements Change

### End-to-end ownership

From problem to launch to growth, focusing on outcomes, not just features.

### Data fluency

Setting metrics, running quick experiments, and acting fast on insights.

### Customer discovery

Short cycles of interviews, prototypes, and validation.

### Growth mindset

Positioning, pricing, and retention loops baked into product thinking.

### Design collaboration

Working closely with design to ensure usability and quality.

### AI know-how

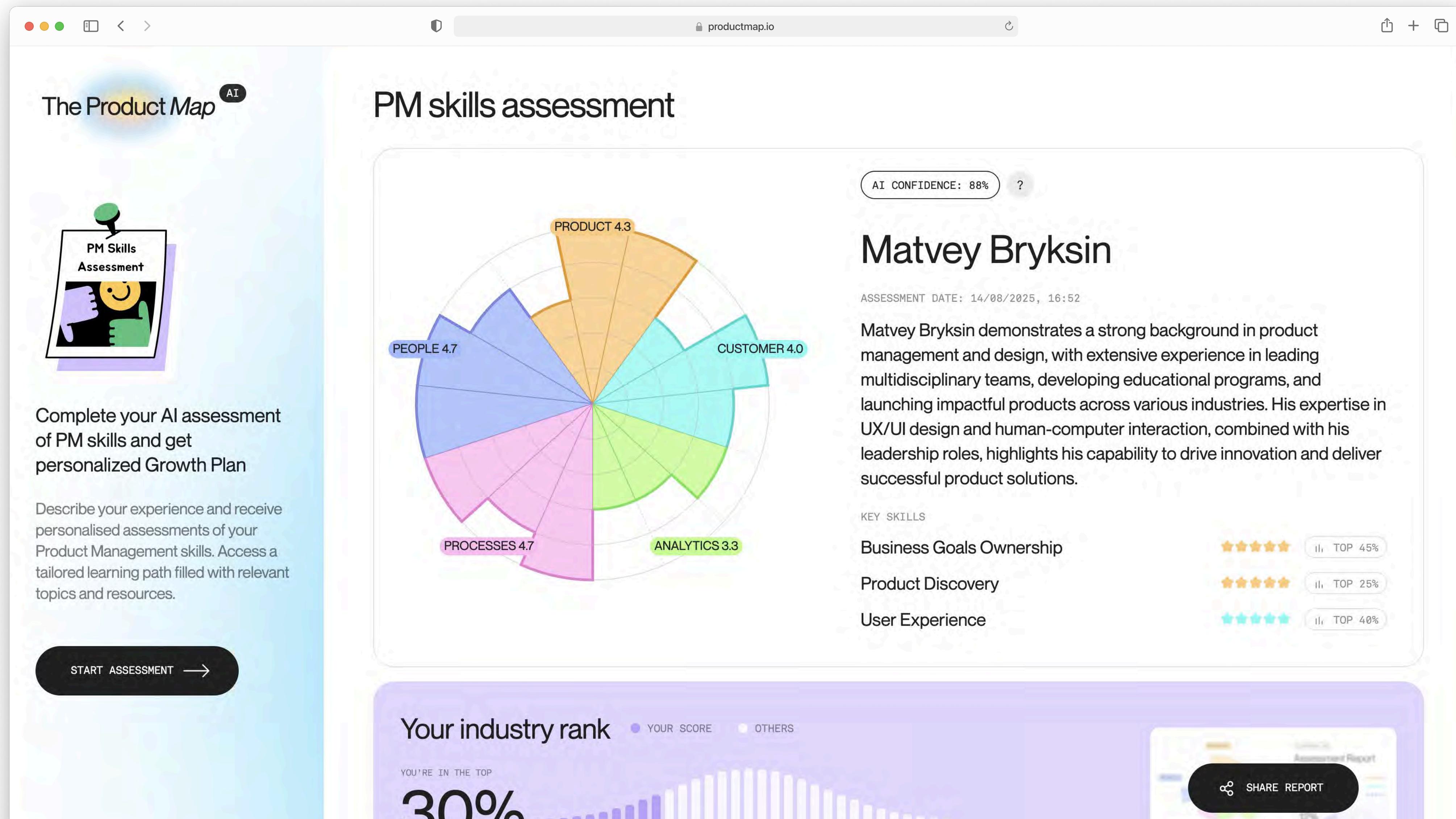
Using LLMs and automation to speed research, planning, and operations.



# Skills radar template: Map your skills, Set targets.



# Complete your PM skills assessment. No surveys or quizzes. Just your experience.



The screenshot shows the 'PM skills assessment' section of the 'The Product Map' website. At the top, there's a navigation bar with a lock icon and the URL 'productmap.io'. The main heading 'PM skills assessment' is displayed, with an 'AI' badge next to it. Below the heading is a circular radar chart divided into six segments, each representing a skill category with a numerical score. The segments are: PRODUCT 4.3 (orange), PEOPLE 4.7 (blue), CUSTOMER 4.0 (teal), ANALYTICS 3.3 (light green), PROCESSES 4.7 (pink), and another segment that is mostly white. To the right of the chart, the user's name 'Matvey Bryksin' is shown, along with the 'ASSESSMENT DATE: 14/08/2025, 16:52'. A detailed description of Matvey's background is provided, mentioning product management, design, leadership, and UX/UI expertise. Below this, a section titled 'KEY SKILLS' lists three skills with corresponding star ratings and 'TOP' percentages: 'Business Goals Ownership' (TOP 45%), 'Product Discovery' (TOP 25%), and 'User Experience' (TOP 40%). At the bottom, a purple bar shows the user's 'Your industry rank' as '30%' with a note 'YOU'RE IN THE TOP'. A 'SHARE REPORT' button is also visible.

The Product Map <sup>AI</sup>

PM skills assessment

AI CONFIDENCE: 88% ?

Matvey Bryksin

ASSESSMENT DATE: 14/08/2025, 16:52

Matvey Bryksin demonstrates a strong background in product management and design, with extensive experience in leading multidisciplinary teams, developing educational programs, and launching impactful products across various industries. His expertise in UX/UI design and human-computer interaction, combined with his leadership roles, highlights his capability to drive innovation and deliver successful product solutions.

KEY SKILLS

Business Goals Ownership TOP 45%

Product Discovery TOP 25%

User Experience TOP 40%

Your industry rank

YOUR SCORE OTHERS

YOU'RE IN THE TOP

30%

SHARE REPORT

14/15

# About the Authors

CREATED BY PRODUCT MAP TEAM



Product Map is a community-driven resource hub and copilot for product managers.

[Contribute with your materials](#) and expertise, or join our [PM community on Discord](#).

LET'S STAY IN TOUCH!

Website → [productmap.io](https://productmap.io)

Assessment → [app.productmap.io](https://app.productmap.io)