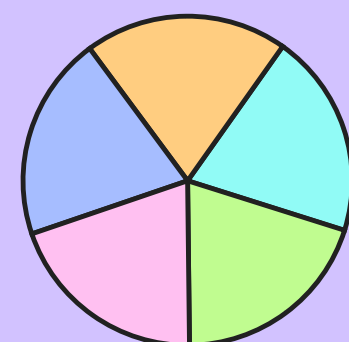


Product Management In Review

PM Skills in numbers

1500+ reports inside



Product

Customer

Analytics

Processes

People

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

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.

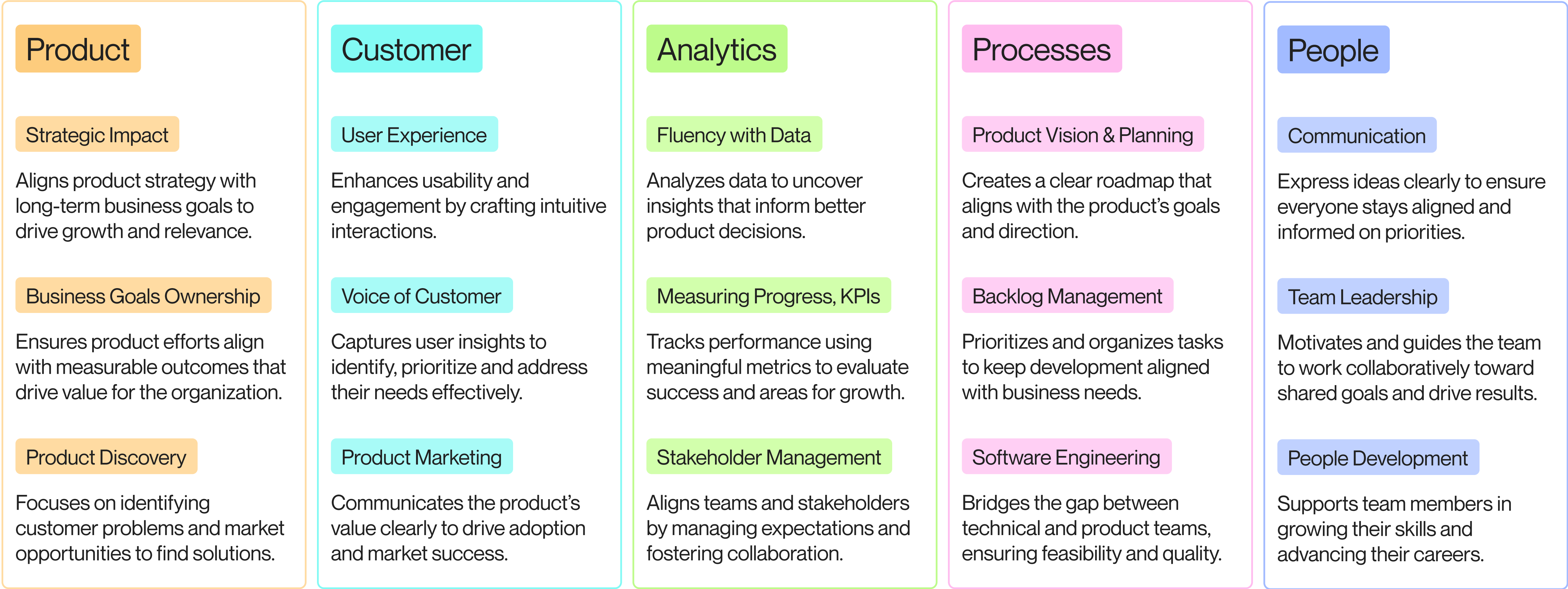
05

People

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



15 Product Management Skills Explained



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

Follow a clear path to build PM skills

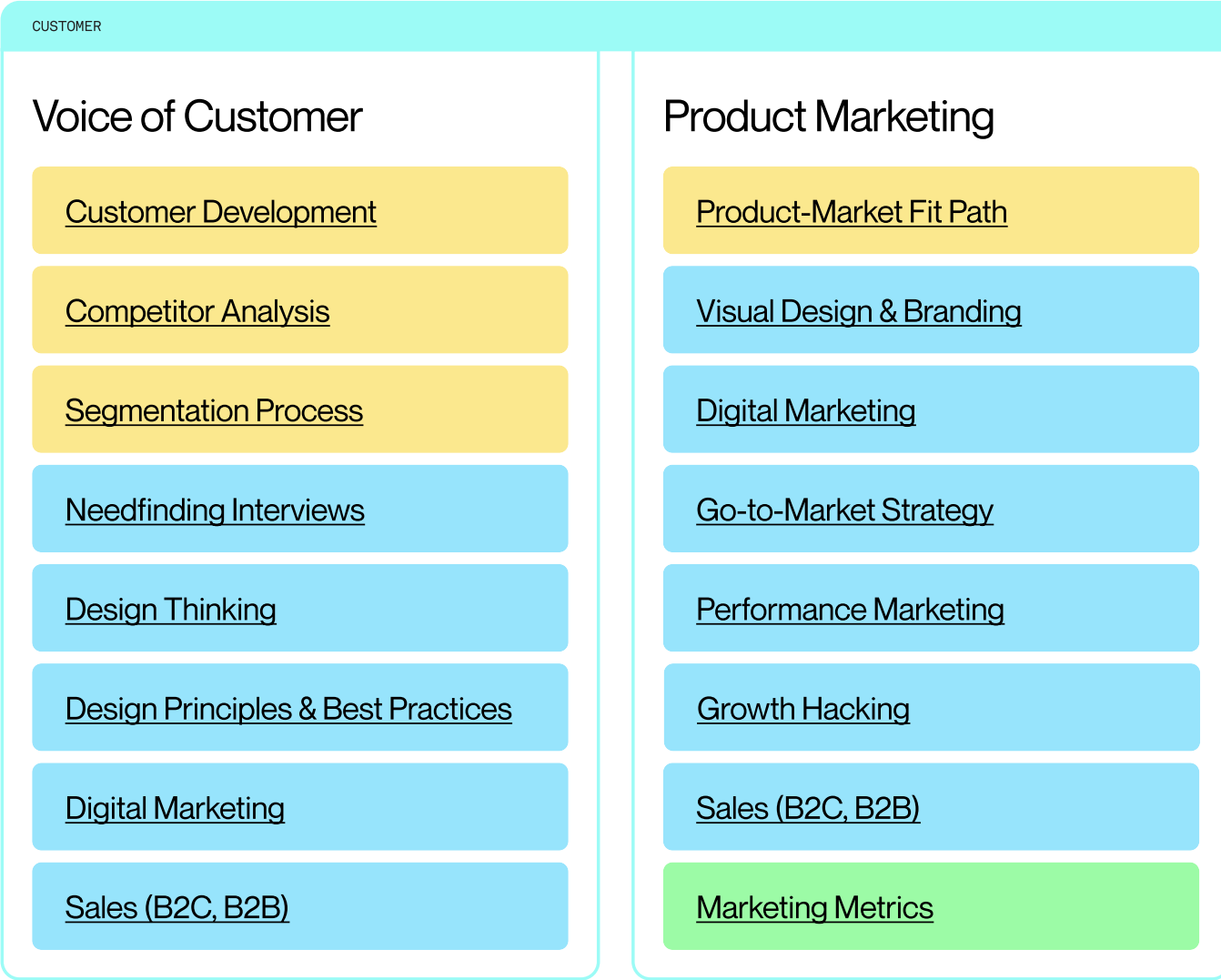
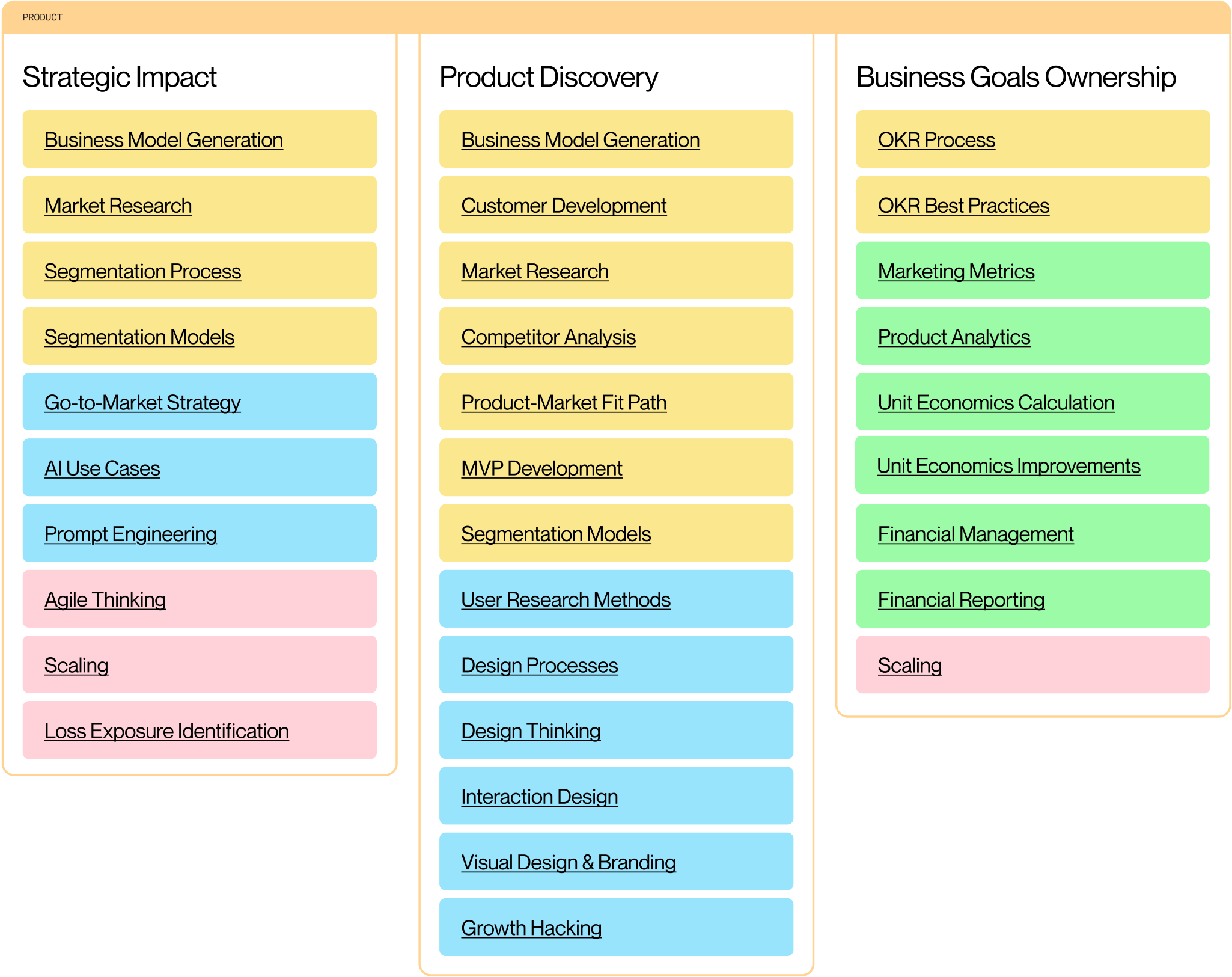
The Product Map is your navigation through the product management career

PM Skills Sunburst Chart
5 BASIC SKILL GROUPS
WITH 15 ESSENTIAL PM SKILLS



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 MapPlatform AIProducts Resources EnterprisePricingCommunityLog inSign up

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

01ProductShape market-ready products by defining vision, prioritizing features, and adapting to trends.

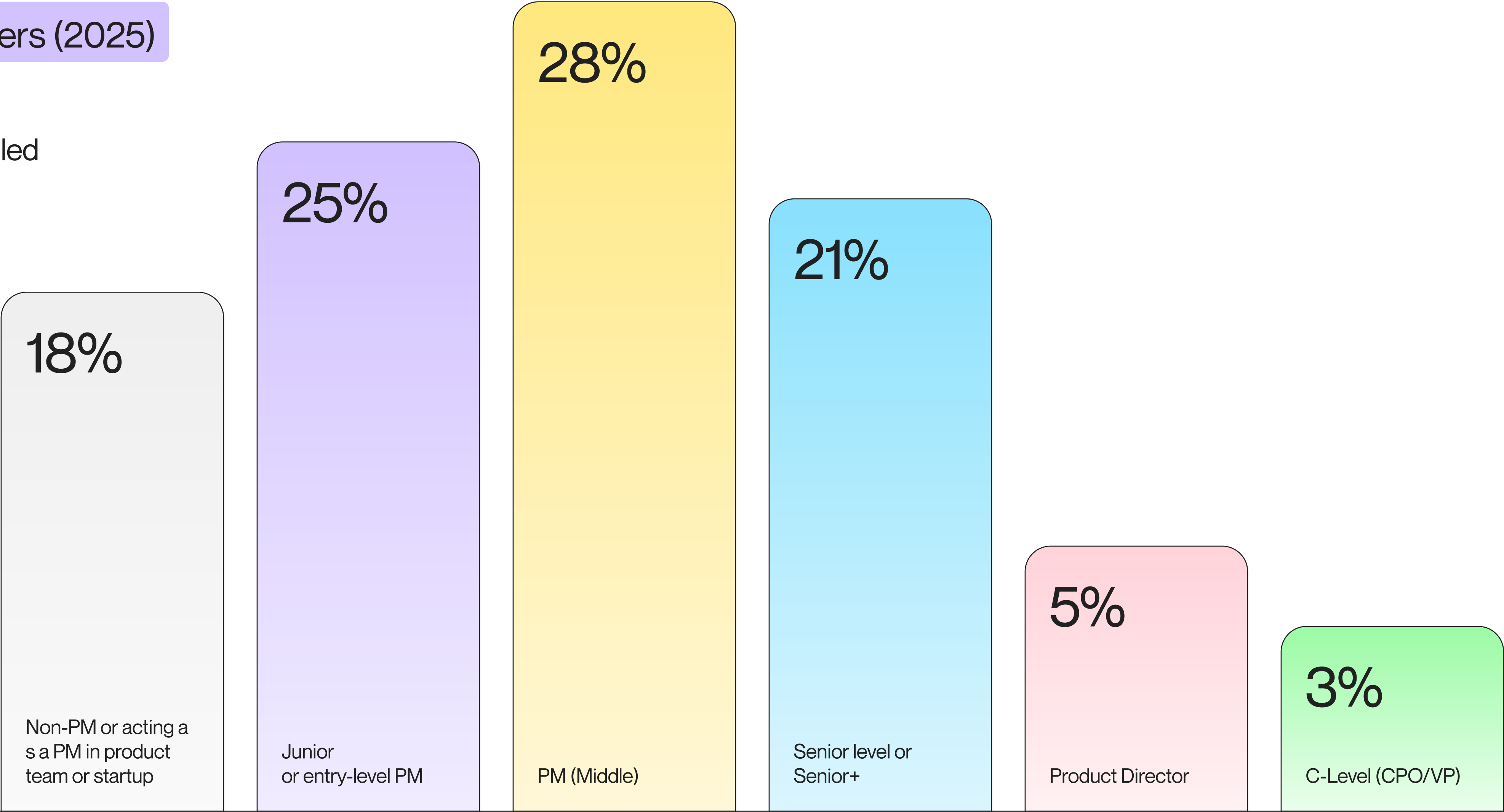
02People DevelopmentTeam LeadershipStrategic ImpactBusiness Goals

PM Grades in Numbers (2025)

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

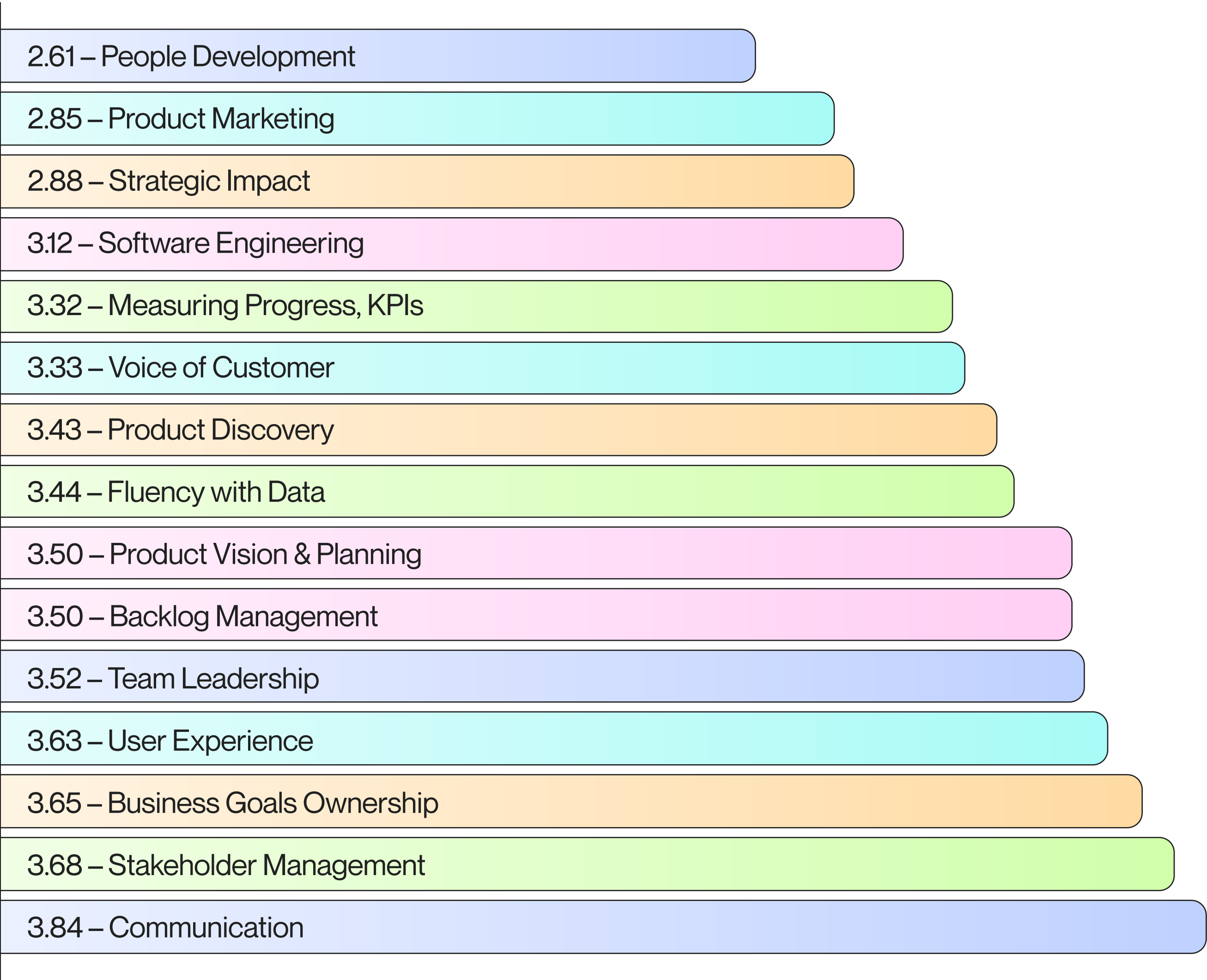
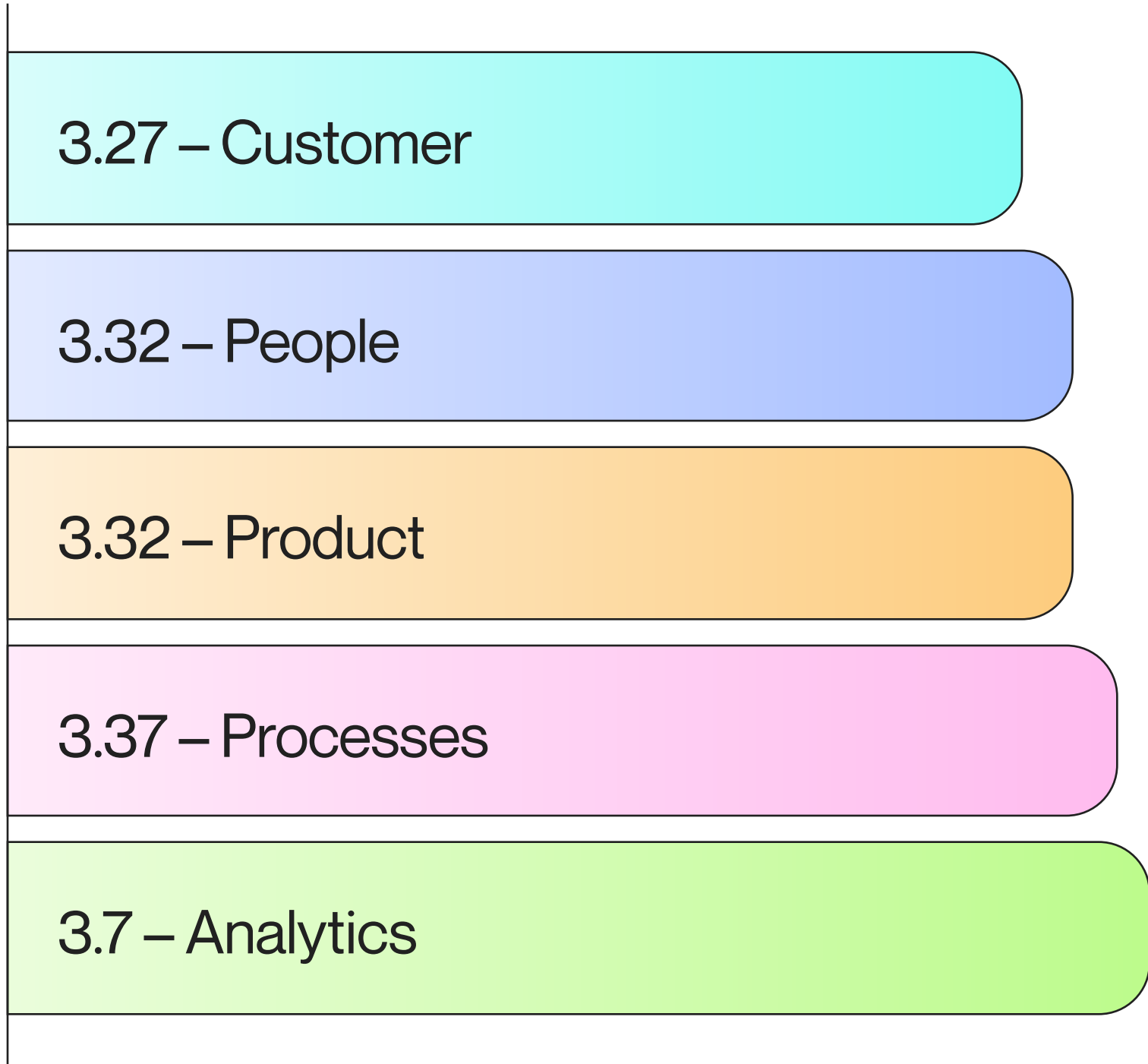
Product Team Member – 35%
Founder/CEO – 32%
Career Switcher – 24%
Other – 9%

RESULTS :
AI-based assessment – 73%
Self-assessment – 27%



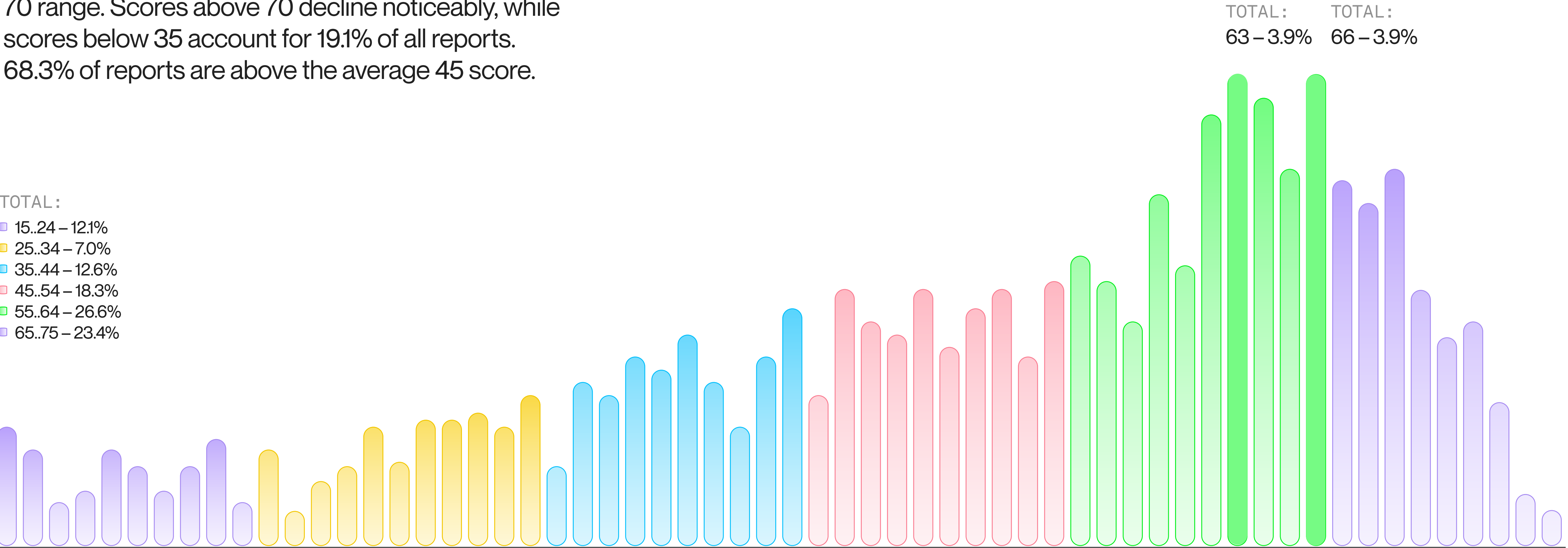
PM Skills in Numbers (2025)

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.



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

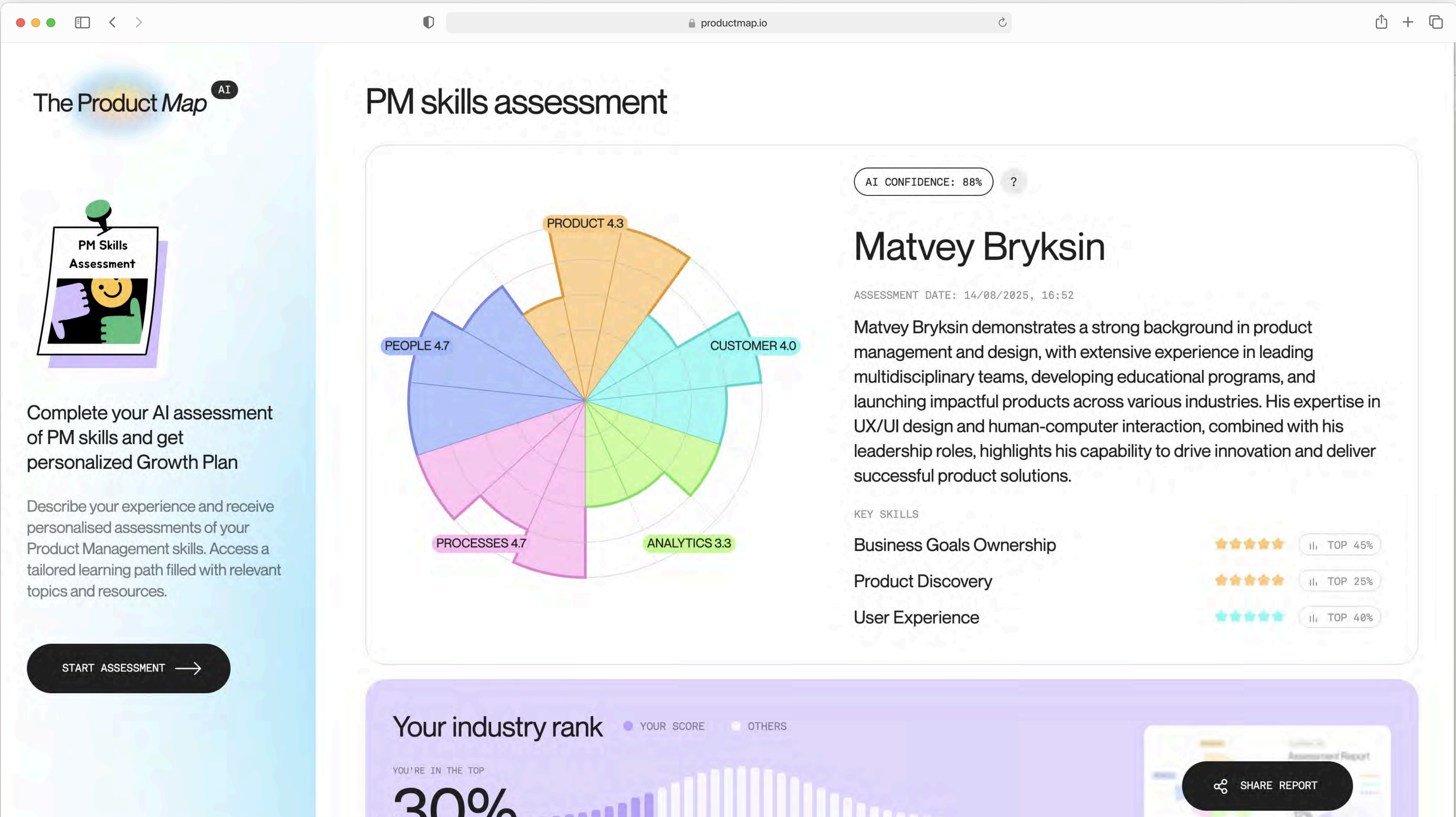
Using LLMs and automation to speed research, planning, and operations.



Skills radar template:
Map your skills,
Set targets.



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



Product Map

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

Assessment → app.productmap.io

08.01.2026