



brandr[®]
Index

Competitor Analysis

This template helps you analyze competitors across four key layers to refine your brand positioning, identify opportunities, and develop effective strategies.

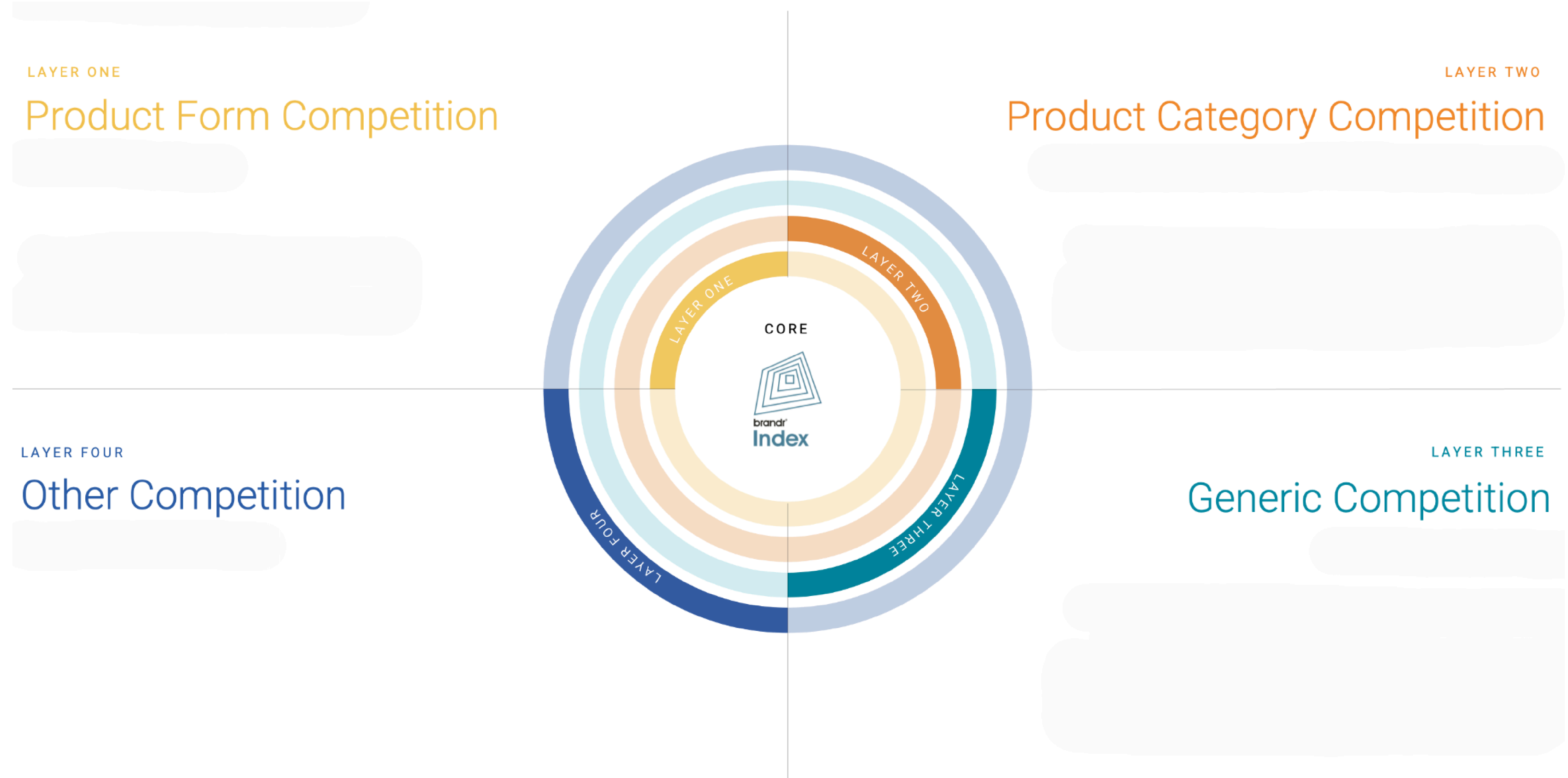
About This Template

This Competitor Analysis Template helps you identify and evaluate your competitors across four key layers: core competitors, adjacent product categories, broader competition, and market disruptors. By organizing competitors in this structured format, you'll gain insights into their strengths, weaknesses, and strategies, enabling you to refine your brand positioning and discover opportunities to stand out in the market.

The template is designed to:

- Clarify Market Position: Understand where your brand stands in relation to competitors.
- Spot Opportunities: Identify gaps or untapped areas to differentiate your brand.
- Develop Strategy: Leverage insights to improve marketing, product development, and customer engagement.

With a global example, such as Apple, included for inspiration, this template serves as a practical guide for companies to better analyze their competitive landscape and make informed decisions.



Lets dig deeper 

LAYER ONE

Product Form Competition

Identify competitors offering similar products/services. These are direct competitors.

Example for Apple: Companies making premium smartphones, tablets, or laptops.

These competitors offer premium hardware products such as smartphones, tablets, laptops, and wearable devices directly competing with Apple's core products like iPhone, iPad, and MacBook.

Layer One (Core) Competition:

SAMSUNG

 Microsoft

Google



Lenovo

LAYER ONE

LAYER TWO

Product Category Competition

Look for competitors offering alternatives or adjacent products/services. They may not directly compete but target overlapping customer needs.

Example for Apple: Brands in entertainment, media, or wearable tech industries.

Competitors in this layer provide complementary or alternative devices and software, including TVs, gaming consoles, fitness trackers, cloud storage, and productivity tools, indirectly challenging Apple's ecosystem and services.

Layer Two (Product Category) Competitors:



LAYER THREE

LAYER THREE

Generic Competition

These are companies addressing broader customer needs or overlapping areas, such as innovation, ecosystem integration, or branding.

Example for Apple: Large tech ecosystems or cloud solutions that indirectly influence customer choices.

This layer includes companies offering content platforms, streaming services, creative software, and collaboration tools that rival Apple's App Store offerings, professional apps, and subscription services like Apple Music and Apple TV+.

Layer Three (Broader Competition):

NETFLIX



zoom



LAYER FOUR

Other Competition

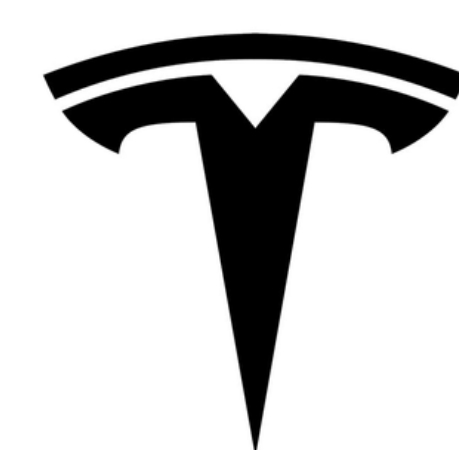
This includes competitors who may not directly compete today but could disrupt the market or influence perceptions of your brand.

Example for Apple: Emerging tech companies or content providers influencing lifestyle tech adoption.

Competitors in this layer influence consumer perceptions and engagement through lifestyle technology, innovation in fitness, AR/VR devices, and social media platforms that shape how users interact with and consume media, indirectly affecting Apple's ecosystem.

Layer Four (Disruptors):

∞ Meta



ByteDance



LAYER ONE

Product Form Competition

Identify competitors offering similar products/services. These are direct competitors.

LAYER TWO

Product Category Competition

Identify competitors offering alternatives or adjacent products/services. They may not directly compete but target overlapping customer needs.



LAYER FOUR

Other Competition

Identify competitors who may not directly compete today but could disrupt the market or influence perceptions of your brand.

LAYER THREE

Generic Competition

Identify competitors addressing broader customer needs or overlapping areas, such as innovation, ecosystem integration, or branding.