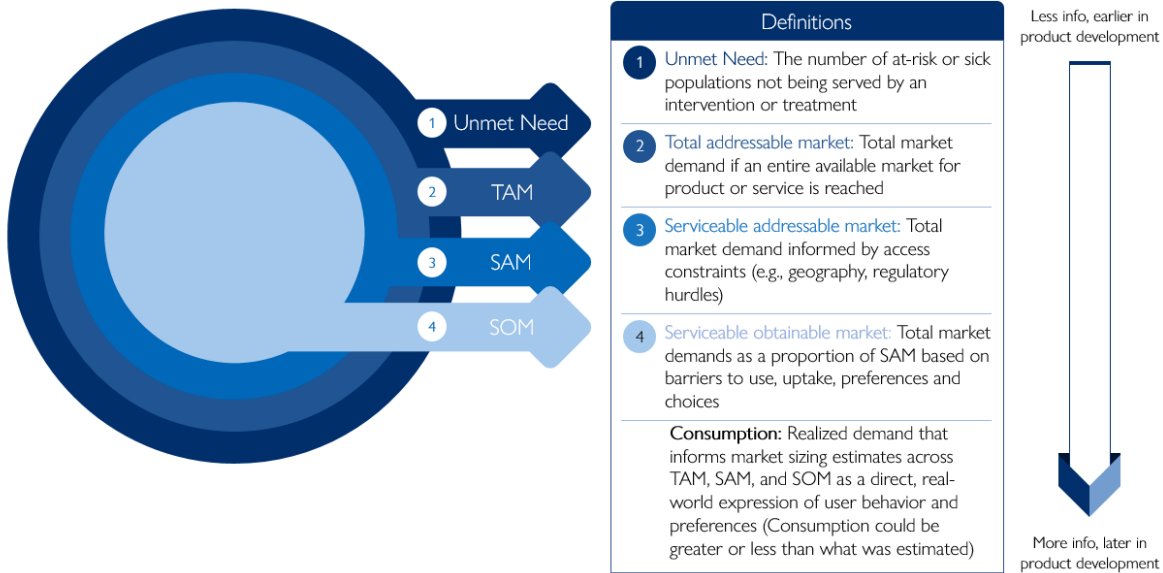


Proposed Definitions of Demand

This figure is from the full publication on *Discerning Demand: A Guide to Scale-Driven Product Development and Introduction*. It is informed by proposed precise definitions of demand that are most relevant to stakeholders estimating demand for new health products across multiple geographies.



Informed by: Steenburgh, Thomas J., and Jill Avery. "Marketing Analysis Toolkit: Market Size and Market Share Analysis," Harvard Business School Background Note 510-081, February 2010; (Access Fee). [Sekhri, N.; Levine, R.; Pickett, J. "A Risky Business Saving Money and Improving Global Health through Better Demand Forecasts," Center for Global Development, Washington, DC, USA, 2007.](#)