

Using AI to Attack New Markets

A Step-by-Step Guide on Using
Deep Research for Quick Insights

DEANHOUSTON+

An underwater scene with several divers silhouetted against a bright blue light source, creating a dramatic and mysterious atmosphere. The divers are positioned at various depths and angles, with bubbles rising from their equipment. The overall color palette is dominated by deep blues and bright cyan highlights.

How Do We Know Where to Go?

New markets are like forks in the road.

Whether it's developing a new product or finding untapped potential in new markets for legacy products, companies need to conduct thorough research. That includes understanding application fit, total addressable markets, target audiences, competition, and much more.

Without this crucial step, a company risks wasting dollars chasing after markets that aren't a right fit or aren't worth the investment. Proper market research helps minimize financial risk and increases the likelihood of long-term profitability.



Using AI to Streamline Research

AI is a time (and money) saver for research.

AI helps companies quickly research new markets by analyzing massive amounts of data from various sources, such as industry reports and competitor websites.

It identifies consumer sentiment and trends, while predictive analytics can forecast market shifts.

This allows you to find information needed to make data-driven decisions and develop strategies for new markets in a fraction of the time.

The following is a quick walkthrough of how use these AI research tools.

Attack-A-Market[®] Webinar

Click or scan the QR Code to view our on-demand webinar about how to attack (and win) new markets.



Example of Deep Research in Action

For this exercise, we will use Deep Research through **Gemini**, which is Google's large language model (LLM).

However, the prompt on the next page can be easily used for other LLMs, such as ChatGPT or Perplexity.

In this example, we're a **manufacturer** that specializes in **industrial pumps**. We have a **new cavity pump** that excels at handling **viscous fluids**.

Let's get started!

WARNING!

Some organizations have strict policies against using AI. Prior to using these prompts, be sure to get approval, if needed.

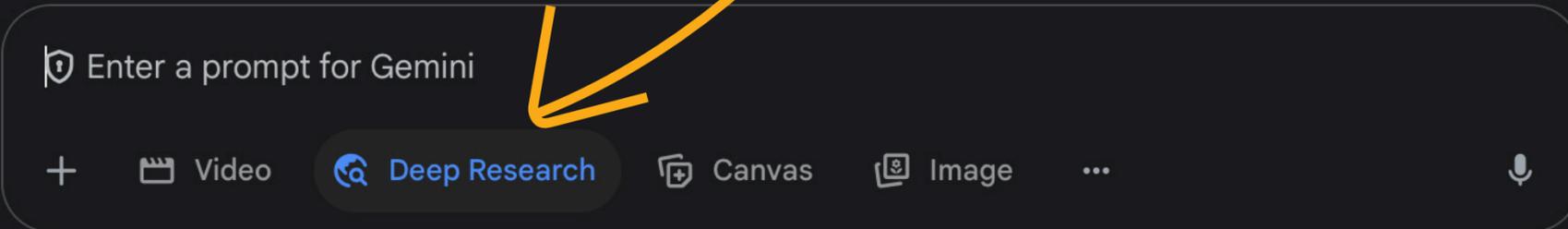


Copy This Prompt



Hello,
Gemini for DeanHouston, Inc.

Make sure you have the
research function
highlighted in your LLM



Conduct a deep market analysis to identify and evaluate the most promising global markets for a **high-pressure cavity pump** specifically engineered to **handle viscous fluids**. The goal is to determine the ****total addressable market (TAM)**** and gather ****in-depth intelligence on the top 5-10 application-specific markets**** that offer the greatest potential for commercial success.

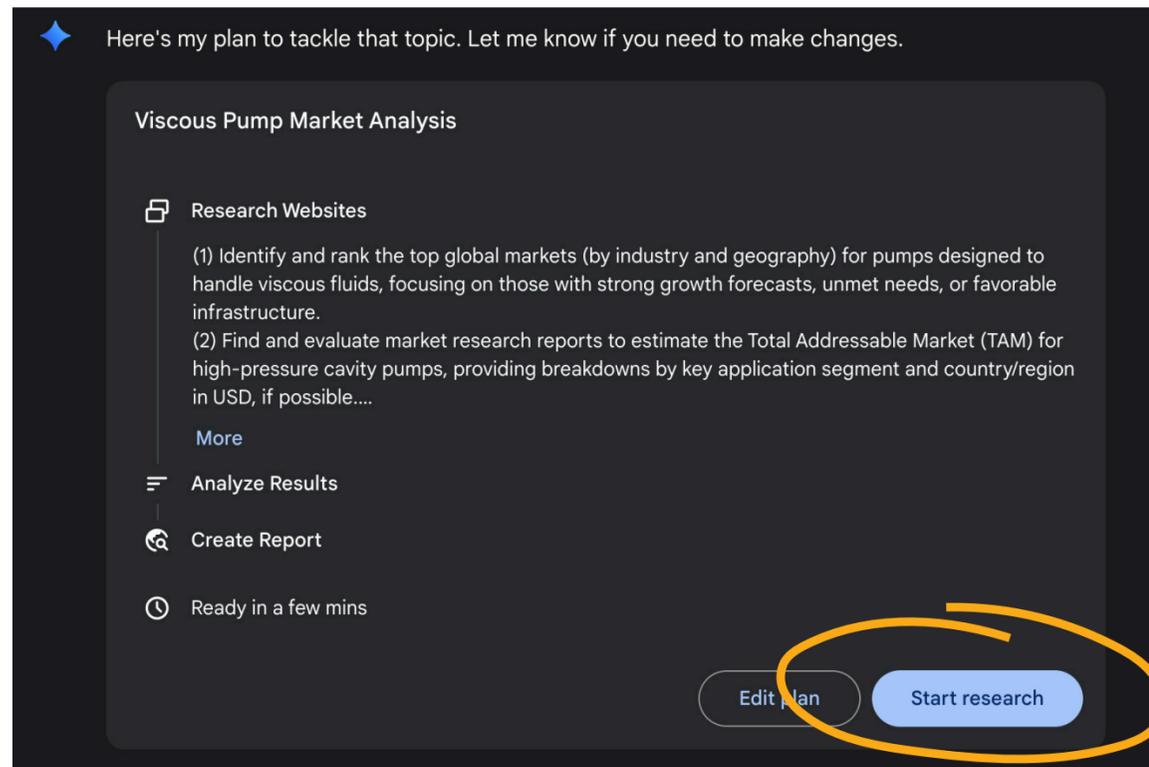
The research should include:

- **Market Identification & Prioritization****:
 - Identify and rank the top markets (by industry and geography) where **high-pressure cavity pumps for viscous fluids** are in high demand.
 - Highlight markets with strong growth forecasts, unmet needs, or favorable regulatory/supportive infrastructure.
- **Total Addressable Market (TAM) Estimation****:
 - Provide TAM estimates (in USD) for each key application or industry segment (e.g., oil & gas, food & beverage, chemical processing, pharmaceuticals, cosmetics, wastewater, mining, etc.).
 - Break down TAM by country/region if possible.
- **Application and Use-Case Mapping****:
 - Describe typical use-cases of **high-pressure cavity pumps** within each industry.
 - Explain why **viscous fluid handling** is critical in those applications.
 - Identify performance requirements, regulatory considerations, and technical specs demanded by these applications.
- **Competitive & Product Landscape****:
 - Analyze existing **pump** technologies being used in these markets (e.g., **progressive cavity, peristaltic, diaphragm**).
 - Identify top global and regional competitors in the **high-viscosity fluid handling** segment.
 - Assess pricing benchmarks, innovation trends, and value propositions across competing products.
- **Market Entry & Growth Opportunities****:
 - Recommend the top 3-5 markets with the best opportunity for entry or expansion, based on industry size, growth rate, barriers to entry, and competition.
 - Highlight strategic considerations: distribution channels, local partnerships, certifications required, and customer acquisition tactics.
 - Identify demand signals such as trade volumes, import/export trends, and industry investment data.
- **Customer and Buyer Personas****:
 - Profile the primary customers for such **pumps** (e.g., plant engineers, procurement teams, OEMs).
 - Detail procurement criteria, purchase cycles, and preferences related to performance, maintenance, and TCO (total cost of ownership).

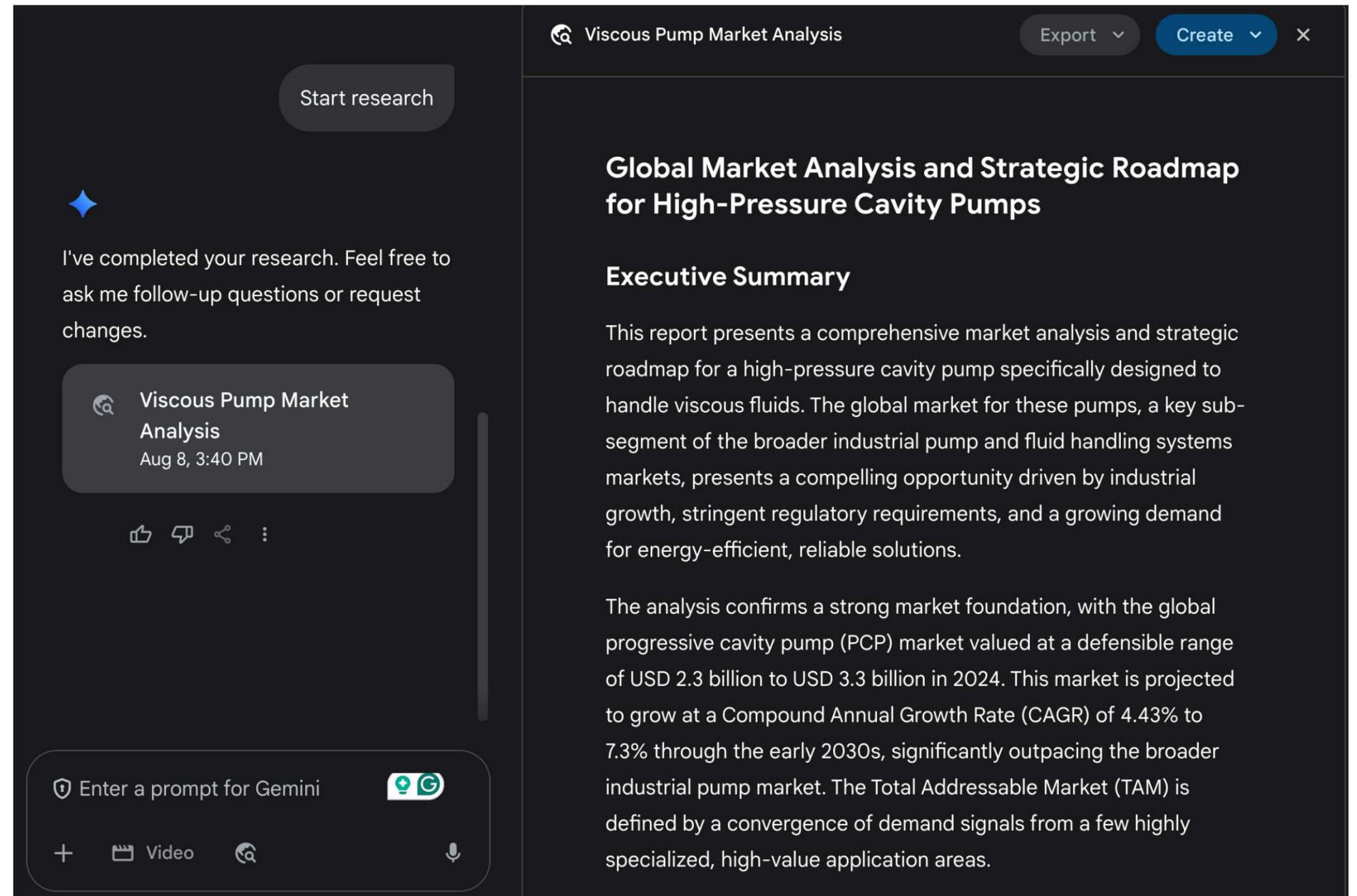
Cite all sources and provide structured tables, charts, and summaries to support strategic decision-making. If data gaps exist, suggest how to validate assumptions or identify proxies.

Note: Items in red are what you would change to fit your product/application

Step-by-Step



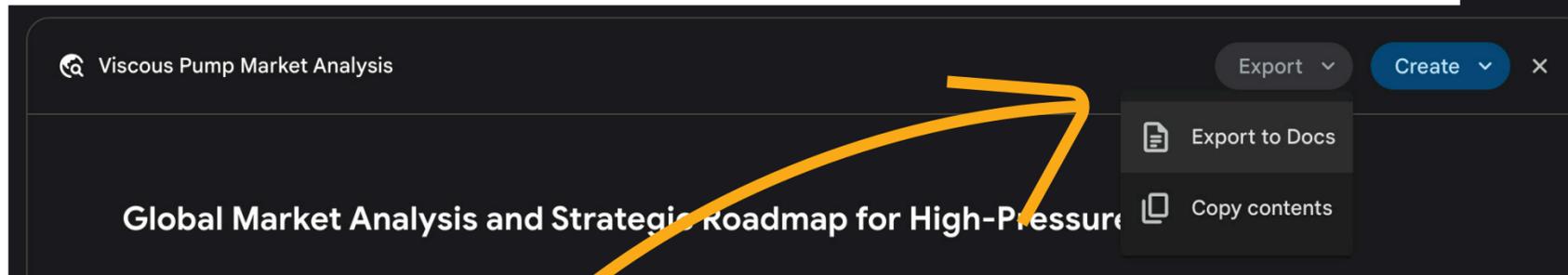
1) After uploading your prompt, click **Start Research**. It will start its deep research, which can take a few minutes.



2) You will see the results on the right side when it's finished.

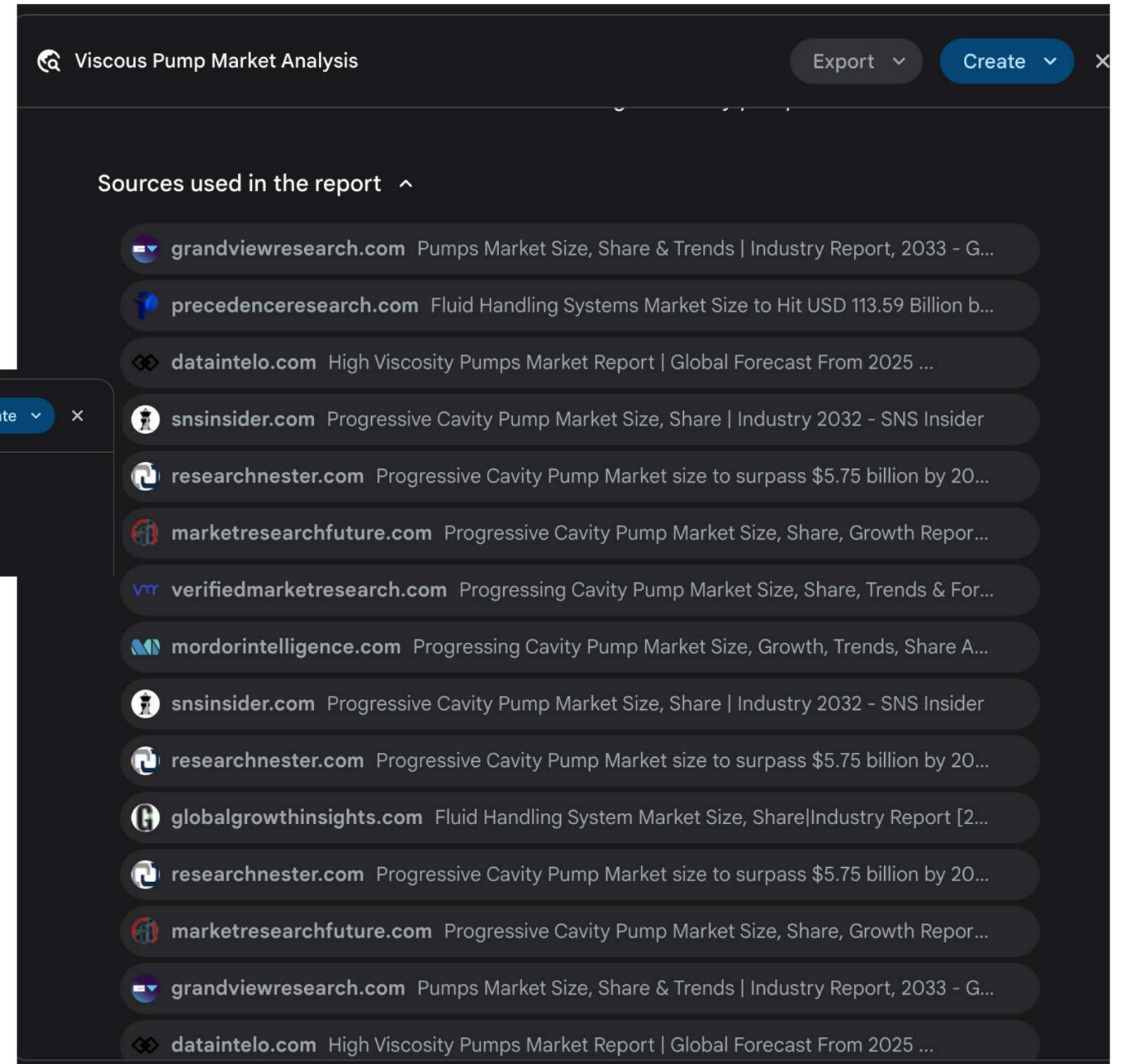
Important: You can ask follow-up questions or input tweaks to the research in the chat on the left, where it says "**Enter a prompt for Gemini.**" It will automatically update the results on the right after it runs those edits. For example, you can ask Gemini to reformat sections into tables if that's a more useful output for you.

Step-by-Step



3) You can export the data to Google Docs or copy the content into another preferred place (Word doc, notes app, etc.)

IMPORTANT: AI is a useful tool, but it's still possible for it to "hallucinate" information. When diving through the results, double-check the source to verify any significant information you find useful and relevant.



4) Deep Research is a valuable tool because it consistently cites its information sources, which are almost always reputable.

The Output

1.3 Regional Market Dynamics

The global market for progressive cavity pumps is characterized by distinct regional dynamics, with market leadership stemming from a combination of industrial scale and technological maturity.

- Asia-Pacific (APAC):** The APAC region is the dominant force in the global PCP market. It accounted for a substantial 45.2% share of the overall pumps market in 2024 and between 41.4% and 45.8% of the progressive cavity pump market share in the 2022–2024 period. This market leadership is primarily a result of rapid industrialization, infrastructural development, and rising demand for efficient fluid management solutions in countries like China and India. The sheer scale of new construction in water infrastructure and manufacturing plants in these regions provides a massive greenfield opportunity for pump manufacturers.
- North America:** As the second-largest market, North America maintains a strong position, particularly in established industrial sectors. The growth in this region is not solely from new installations but also from the replacement and modernization of aging infrastructure. The market is propelled by advancements in energy-efficient pump technologies, a focus on smart pump adoption, and continued exploration activities in the oil and gas sector. Specific to PCPs, the region's heavy oil and thermal-recovery projects in Canada and Venezuela are a significant demand driver, as these applications heavily rely on PCPs for high-pressure, high-temperature fluid management.
- Europe:** Europe is a mature market where regulations are stringent. The region is a hotbed for innovation, with a focus on smart pump adoption and solutions that comply with directives like the Water Framework Directive. Germany and France are the largest market share in the European PCP market.

Table 1: Global Pumps Market Segmentation & TAM Calculation (2024)

Market Segment	Market Size (USD Billion)	Forecast CAGR (2025-2033)	Primary Drivers
Global Pumps Market	~\$59.65	4.7%	Urbanization, infrastructure, fluid management
Fluid Handling Systems Market	~\$71.35	4.76%	Industrial automation, O&G, pharma, water treatment
High-Viscosity Pumps Market	~\$2.5 (2023)	7.2%	O&G, chemicals, pharmaceuticals, efficiency in manufacturing
Progressive Cavity Pump (PCP) Market	\$2.3–\$3.3 (2024)	4.43%–7.3%	Energy efficiency, handling viscous/abrasive fluids, environmental regs

Table 2: Global Application Market Prioritization Matrix

Market	Market Size & Growth (PCP Share & CAGR)	Strategic Fit (PCP Strengths)	Customer Pain Points Solved	Competitive Intensity	Ranking
Water & Wastewater	Largest Share: 30–39.3%	Handles high solids & viscosity; non-clogging; precise dosing	Clogging, inefficient transfer of thick sludge, regulatory compliance	High, but PCPs have a strong, specialized position	1
Oil & Gas	High Growth: 7.7% CAGR	Multiphase handling; durability in abrasive environments; low-shear	Gas slugging, abrasive wear, emulsification, pump failure	High, with large, established players, but specialized needs exist	2
Food & Beverage	Significant Consumer	Gentle, low-shear pumping; sanitary design; precise flow	Product damage, contamination risk, difficult cleaning, dosing accuracy	High, requires strong sanitary compliance & certification	3
Chemical & Petrochemical	Significant Consumer	Handles corrosive/abrasive fluids; precision dosing	Chemical resistance, dosing accuracy, safety with hazardous fluids	High, with many pump types and specialized players	4
Pharmaceutical	Significant Consumer	Handles high-viscosity fluids; precise dosing	Abrasive wear, clogging with fibrous materials, durability	Moderate to High, with specific product requirements	5

These are only a few examples of the type of output you get from Deep Research. There is a treasure trove of useful information in the full report.

AI Is Only Part of the Puzzle

AI tools like Deep Research are helpful, but they shouldn't be your end-all, be-all. It's simply a faster way to get something of substance as a compass for where you could focus your efforts.

If you are looking to attack a new market and want strategic experts in your corner, DeanHouston has 35+ years helping brands in the technical product and service space think strategically about growth.

**Looking to Strengthen Your
Attack-A-Market® Strategy?**

Email this guy!

Walter Bonnett

DeanHouston's EVP of Strategy
walter.bonnett@deanhouston.com

