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marketing strategies and even redesigning products to attract and retain them as lifelong customers usa today states that 116 million u s consumers over the age of 50 spent 2.9 trillion last year an increase of 45 in the past 10 years horovitz usa today boomers purchase approximately 43 of all domestic cars 48 of all luxury cars and 80 of all luxury travel gilmartin coming of age, **understand your market and competitors business queensland** - growing your business without understanding your competitors is risky market research can prepare you for changing markets and prevent your business being left behind by the competition conduct market research market research involves collecting and analysing information about your market including your customers and competitors, **competition or customers marketing and growth hacking** - we don t even know if customers are actually happy with those offers or for that matter if customers are looking for offers only or something else for company one the competition strategy actually maps almost every player even remotely associated with the category and the product is as such that it can be of use to consumers as well as smbs, **9 ways to stay ahead of competition as a onq marketing** - 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