### **Desk Market Research Report**

**1. Title Page**

* **Title**: "Desk Market Research Report on [Topic/Industry Name]"
* **Prepared for**: Client, business, or organization name.
* **Prepared by**: Name of the research team or individual.
* **Date of Submission**: Date the report is submitted.

**2. Table of Contents**

* Full list of headings, sub-headings, and page numbers.

**3. Executive Summary**

* **Purpose**: The reason for conducting market research.
* **Key Findings**: Main trends, statistics, and insights.
* **Market Opportunities**: Opportunities for growth.
* **Recommendations**: Key actions to consider.

**4. Introduction**

* **Market Definition**: Define the market being researched.
* **Research Objectives**: What the study aims to achieve.
* **Scope and Limitations**: Scope of research and any constraints.

**5. Methodology**

* **Research Approach**: Details of how the desk research was conducted.
* **Sources of Data**: List of databases, industry reports, and publications used.
* **Analysis Tools**: PESTLE, SWOT, competitor analysis, etc.

**6. Market Analysis**

* **Market Overview**: Industry status, size, and forecasts.
* **Key Trends**: Current and emerging trends impacting the market.
* **Industry Drivers**: Factors driving growth.
* **Challenges and Risks**: Challenges and risk factors in the industry.
* **Competitive Landscape**: Competitor profiles and analysis.

**7. Consumer Insights**

* **Customer Needs and Behavior**: What the customers want.
* **Market Segmentation**: Breakdown of the market into segments.

**8. Opportunities and Threats**

* **New Opportunities**: Areas for market growth.
* **Threats and Challenges**: Key threats affecting market players.

**9. Recommendations**

* **Business Recommendations**: Strategic actions based on market insights.
* **Action Plan**: Next steps for the organization.

**10. References**

* Full list of all sources, including reports, studies, and online sources.

**11. Appendices**

* **Data Tables**: Supplementary charts, graphs, and statistics.
* **Glossary**: Define industry-specific terminology.