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COURSE BROCHURE

Supply Market Analysis and Price Forecasting Training Course

23 – 27 November 2026
Milan

Supply Market Analysis and Price Forecasting Training Course

Ref: 1226_46115 **Date:** 23 – 27 November 2026 **Location:** Milan **Fees:** 6200 GBP

Supply Market Analysis and Price Forecasting is a 1-week training course for category analysts, buyers and procurement planners who must explain how a supply market works before committing spend, and each participant produces a supply market brief for one category. Volatile commodity inputs, supplier consolidation and shifting trade routes now move prices faster than annual budgets can follow. Jupiter Prime Training runs this course for teams building skill in supply market analysis and price forecasting.

Why Supply Market Analysis and Price Forecasting Matters Now

Budget holders want early warning of price rises, finance teams expect buyers to justify every increase a supplier proposes, and suppliers themselves read their customers' dependence closely. Buyers who map market structure, trace cost drivers and judge supplier power negotiate from evidence, time their purchases and spot alternative sources before shortages bite. Buyers who rely on last year's price simply accept whatever the market offers. The course rests on PESTLE analysis of political, economic, social, technological, legal and environmental forces, on Porter's Five Forces model of industry competition, and on should-cost modelling that rebuilds a price from its inputs.

Who Gains Most from Supply Market Analysis and Price Forecasting

- Category analysts who prepare market evidence for sourcing strategies
- Buyers who negotiate price reviews and long-term agreements
- Procurement planners who set purchase timing and budget assumptions
- Cost engineers who build should-cost and price breakdown models
- Supplier relationship leads who monitor supplier financial and capacity signals

A procurement function gains most when analysts, buyers and planners from the same category attend together and agree one view of the market.

Supply Market Analysis and Price Forecasting Capabilities

Participants turn scattered market signals into a structured view of who holds power, what drives cost and where prices are heading.

- Assess market structure, concentration and entry barriers for a category — informing sourcing strategy
- Apply PESTLE and Porter's Five Forces to supply markets — guiding category heads
- Build a should-cost model from material, labour, energy and overhead inputs — strengthening negotiation positions
- Calculate price indices and simple trend forecasts — supporting budget holders
- Weigh supplier dependence and switching cost on a power matrix — informing risk owners
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Communicate findings in a concise supply market brief — serving stakeholders and approvers

Key Supply Market Analysis and Price Forecasting Terms

- Market concentration — how much of a market's supply is held by its largest few suppliers.
- Cost driver — an input such as raw material, energy or labour whose change moves the price of a product or service.
- Should-cost model — a bottom-up estimate of what an item ought to cost, built from its inputs and a fair margin.
- Price index — a series tracking price change for a basket of goods against a base period, used in price adjustment clauses.
- Supplier preferencing — a view of how attractive a buyer's account is to a supplier, based on spend and convenience.
- Switching cost — the time, money and risk incurred when moving from one supplier to another.

Supply Market Analysis and Price Forecasting Day by Day

Day 1: Market Context and Structure

- Market Structure Types — Monopoly, Oligopoly and Competitive Supply
- Concentration and Entry Barrier Assessment — Judging Supplier Choice
- PESTLE Scanning — External Forces Shaping a Category
- Sector Examples — Steel Inputs Versus Facilities Services Markets
- Information Sources for Market Research — Trade Data and Supplier Reports

Day 2: Competitive Forces and Supplier Power

- Porter's Five Forces Applied to Supply — Mapping Bargaining Power
- Supplier Preferencing Matrix — Reading How Suppliers See the Account
- Dependence and Switching Cost Analysis — Planning Alternative Sources
- Supplier Financial Health Signals — Spotting Capacity or Failure Risk
- Value Chain Mapping — Tracing Tiers Behind the Direct Supplier

Day 3: Cost Drivers and Should-Cost Modelling

- Price Breakdown Requests — Separating Material, Labour and Margin
- Should-Cost Model Construction — Rebuilding Price From Inputs
- Energy and Freight Cost Sensitivity — Testing Input Shocks
- Learning Curve Effects — Expecting Lower Unit Cost Over Volume
- Total Cost of Ownership Comparison — Looking Beyond Purchase Price

Day 4: Price Forecasting and Buying Decisions

- Price Index Selection and Tracking — Choosing Fair Adjustment Bases
- Trend and Moving Average Forecasts — Projecting Near-Term Prices
- Scenario Ranges — Best, Expected and Adverse Price Paths
- Purchase Timing and Forward Buying — Using Forecasts to Commit Spend
- Price Adjustment Clauses — Sharing Index Movements Fairly

Day 5: Practising the Supply Market Brief

- Applying PESTLE and Five Forces to a Chosen Category — Revisiting Days 1 and 2
- Completing a Should-Cost Estimate for a Key Item — Revisiting Day 3
- Building a Price Scenario Range — Revisiting Day 4
- Stakeholder Briefing Format — One-Page Findings for Approvers
- Supply Market Brief — Structure, Power, Cost Drivers and Price Outlook

Applying Supply Market Analysis and Price Forecasting After the Course

- Prepare a PESTLE and Five Forces summary for the category with the next contract renewal and share it with the category head.
- Request a price breakdown from a key supplier and compare it with a should-cost estimate before the next price review.

Supply Market Analysis and Price Forecasting Questions FAQ

What is supply market analysis and price forecasting, and why does it matter now?

It is the study of how a supply market is structured, what drives its costs and where its prices are likely to move. It matters now because input volatility and supplier consolidation make price surprises frequent and costly.

Which roles gain most from supply market analysis and price forecasting training?

Category analysts, buyers and procurement planners gain most, along with cost engineers. They prepare the evidence, negotiate the terms and set budget assumptions that depend on an accurate view of the market.

How does supply market analysis and price forecasting differ from a category management course?

This course builds the market evidence base, whereas category management turns that evidence into a full category plan and implementation. You concentrate on structure, supplier power, cost drivers and price outlook.

What do you bring back from supply market analysis and price forecasting training?

You bring back a supply market brief for one category covering structure, supplier power, cost drivers and a price outlook. It includes a should-cost estimate and scenario range ready for negotiation.

Supply Market Analysis and Price Forecasting: The Way Forward

The supply market brief first informs whether to lock in prices now or wait, and which suppliers deserve closer attention. Category analysts and buyers use it in sourcing strategy and negotiation preparation. After its first use, revisit the cost driver weights, because shifts in energy, freight or raw material shares can change which inputs matter most.