Market Intelligence-2022 in numbers
Market Intelligence – geographic focus of results

28 results reported in Kenya, most of them Capdev activities
Contributing to SDG 1, SDG 2, SDG 5, SDG 12 and SDG 13

19 results reported in United Republic of Tanzania, most of them Capdev activities
Contributing to SDG 1, SDG 2, SDG 5, SDG 12 and SDG 13
## Market Intelligence – progress

<table>
<thead>
<tr>
<th>Work Package</th>
<th>Progress</th>
<th>Key highlights</th>
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</table>
| 1. Market Intelligence | On track | • CGIAR Seed Product Market Segment Database v1.0 made available; >400 Seed Product Market Segments (SPMS) identified for 25 crops by 8 centers in 10 CGIAR sub-regions, based on uniformly applied 8-point criteria  
• Video-based Product Concept Testing method developed  
• Market Intelligence Brief series launched; first Market Intelligence Brief aiming to harmonize definitions in market intelligence across GI Initiatives |
| 2. Target Product Profile (TPP) Design | On track | • TPP Design SOP applied by 142 CGIAR and 9 partner breeding programs to co-design 379 gender-intentional TPPs for 470 Market segments identified at Sub-regional and country level for all CGIAR mandate crops  
• SOP transferred to NARES in Uganda, Tanzania, DRC, Sierra Leone, Mali, Chad and Nigeria |
| 3. Behavioral Intelligence | On track | • Leveraging 6 bilateral grants, multi-country multi-crop RCT designed to unravel constraints to varietal uptake  
• 6 field experiments in Uganda, Nigeria, Ethiopia, India and Kenya co-created with NARES, NGOs, seed companies  
• Literature review on behavioral constraints to varietal adoption and on strategies to increase uptake of new varieties |
| 4. Pipeline Investment Cases | On track | • Implemented 4 teams: GLOBAL team focusing on global CGIAR portfolio of breeding pipelines, and 3 Impact Area teams: NUTRITION, EQUITY and PLANET  
• Priority Setting Dashboard for Genetic Innovation v1.0 features 110 impact opportunity indicators across 5 Impact Areas, aggregated by 6 CGIAR Regions, 18 sub-regions, 9 Centers, 24 CGIAR crops, 25 non-CGIAR crops, 119 pipelines, 428 SPMS & 180 countries |
| 5. Institutional Scaling and MELIA | On track | • 3 MELIA studies designed and launched: a) incentives and potential to use MI data for priority setting, b) behavioral experiment on use of MI data, c) randomized trials to test potential adoption and impacts of MI informed varieties  
• MELIA workshop held in November 2022 to adjust ToC and plan 2023 activities |
Market Intelligence – 2022 key results

TOTAL of 229 results

Outcomes Result Categories

- Innovation use: 3
- Capacity change: 4

Outcome Result Categories

- Knowledge products: 62
- Innovation development: 44
- Capacity sharing for development: 17
- Other outputs: 99

In total, 5,131 people trained

Innovation Type

- Technological innovation: 64
- Policy, organizational or institutional innovation: 26
- Capacity development innovation: 7
- Other: 2

Gender Distribution

- Female: 2,251
- Male: 2,880
The Seed Product Market Segment Database (SPMSD) identifies and describes over 400 seed product market segments. These segments cover 25 crops across ten subregions where CGIAR and NARES currently target investments in crop breeding and seed systems. For each segment, the database presents uniformly applied descriptors that describe the opportunity for impact and a target product profile (TPP) that presents the basic design elements of products for that segment.

This systematic approach – based on the identification of SPMS, description of the opportunity of each segment, matched to a unique TPP – offers a comprehensive framework for the prioritization of investment decisions and seed product design.
Impact Areas & 1 cross-cutting category

110 “Impact Opportunity” indicators (46 Breadth & 64 Incidence indicators), measuring the “exposure” to Impact Challenges (correlation)

Global or CGIAR-targeted view using Impact Area-specific statistical downscaling methods

9 aggregation levels: UN regions, CGIAR regions, UN sub-regions, crop groups, crops, Centers, Market Segments, Breeding Pipelines, countries

24 CGIAR crops & 25 non-CGIAR crops

Visualization: single-indicator treemaps & global maps, & multiple-indicator area (portfolio, meta-analysis) graphs
<table>
<thead>
<tr>
<th>Cassava, Southern Africa, Food (Fresh and dried roots), white, rainfed, NAP, Subhumid lowland tropics and semi-arid lowland tropics (3,417,783)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groundnut, West Africa, Dual purpose, red/white, rainfed, early, Low and mid altitude. Bush (1,420,359)</td>
</tr>
<tr>
<td>Groundnut, West Africa, Dual purpose, red/white, rainfed, medium. Sahel, Sudan, Northern Guinea Savanas (1,373,304)</td>
</tr>
<tr>
<td>Rice, West Africa, Long soft, white, transplanted; rainfed, medium. Lowland tropical (1,331,469)</td>
</tr>
<tr>
<td>Rice, West Africa, Long soft, white, transplanted; rainfed, medium. Lowland tropical (1,274,318)</td>
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<tr>
<td>Cassava, West Africa, Processing and cultivated for human consumption, NAP (1,170,367)</td>
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</tbody>
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**Preliminary results; please do not quote or share**
Spring wheat, South Asia
Rice, South Asia
Yam, West Africa
Cassava, Southern Africa
Groundnut, West Africa
Rice, Southeast Asia
Preliminary results; please do not quote or share