Competitor feature gap analysis template

Understanding your competitors is critical to staying ahead.

Customers are comparing countless options, seeking products that not only meet their needs but also stand out from the competition. This competitor feature gap analysis template provides you with the tools to pinpoint where your product excels, where it lags, and where new opportunities lie.

Competitor overview

Competitor name	Product/service description	Target audience	Market positioning	Notable strengths	Notable weaknesses
Competitor 1					
Competitor 2					
Competitor 3					

Feature comparison table

Feature/Functionality	Your product	Competitor 1	Competitor 2	Notes/Observations
Feature A	Yes/No	Yes/No	Yes/No	
Feature B	Yes/No	Yes/No	Yes/No	
Feature C	Yes/No	Yes/No	Yes/No	

Feature gap analysis

Missing features in your product:

- Feature 1: Description and why it's important (e.g., competitor strength, customer demand).

- Feature 2: Description and why it's important.

Unaddressed features across the market

- Feature 1: Emerging opportunities (e.g., trends not yet implemented by competitors).

- Feature 2: How it aligns with customer needs or differentiates your product.

Overlapping features

- Feature 1: Where your product competes equally.

- Feature 2: Opportunities to refine or enhance these features for competitive advantage.

Customer impact analysis

Feature/Gap identified	Customer need addressed	Potential impact (Low/Med/High)	Priority (Low/Med/High)	Notes
Feature/Gap 1				
Feature/Gap 2				

Strategic recommendations

1. Focus area 1: [Feature/Gap identified]
   - Suggested action: [Add, enhance, or modify the feature].
   - Rationale: [Explain the strategic benefit and customer impact].
   - Estimated effort: [Low/Med/High].

2. Focus area 2: [Feature/Gap identified]
   - Suggested action: [Add, enhance, or modify the feature].
   - Rationale: [Explain the strategic benefit and customer impact].
   - Estimated effort: [Low/Med/High].

Next steps and timeline

Owner	Action item	Date	Status
Person		Date	Not started
Person		Date	Not started
Person		Date	Not started