

market**1. ['mɑ:kɪt] n****1. рынок, базар**

covered market - крытый рынок

to go to (the) market - идти на базар

the next market is on Tuesday - следующий базар /базарный день/ (будет) во вторник

he sends his pigs to market - он продаёт своих свиней на базаре

2. 1) рынок (сбыта)

home market - внутренний рынок

foreign markets - иностранные рынки

overseas markets - заморские рынки

world market - мировой рынок

Common Market - Общий рынок

the wholesale market - оптовый рынок

open market - **фин.** фондовый рынок

market penetration - выход на рынок сбыта

to look for new markets - искать новые рынки

market analysis - анализ рыночной конъюнктуры

market research - изучение конъюнктуры /возможностей/ рынка

2) продажа; сбыт; спрос

to be in /on/ the market - продаваться

his house is in the market - его дом продаётся

it's the dearest car on the market - это самый дорогой автомобиль из всех имеющихся в продаже

to be in the market for smth. - быть потенциальным покупателем; стремиться купить что-л.

to come into the market - поступить в продажу

to bring to market, to put on the market - пустить в продажу, выбросить на рынок

to find a (ready) market - (легко) найти сбыт; иметь сбыт; пользоваться спросом

the products of this industry always find a market - изделия этой отрасли промышленности всегда находят сбыт /пользуются спросом/

there is a market for small cars - имеется спрос на малолитражные автомобили

there is no market for these goods - на эти товары нет спроса

this appeals to the French market - это находит покупателя /хорошо идёт/ во Франции

he can't find a market for his skills - ему негде применить своё мастерство

3. торговля

the corn [coffee, wheat] market - торговля зерном [кофе, пшеницей]

the market in wool - торговля шерстью

an active /a brisk, a lively/ market - бойкая /оживлённая/ торговля

a dull market - вялая торговля

the flour market is dull - торговля мукой идёт вяло

to make a market of smth. - а) торговать чем-л.; б) торговаться в отношении чего-л.; в) пытаться заработать на чём-л. или обменять что-л.

4. рыночная цена (мж. market price)

market condition - конъюнктура /состояние/ рынка

buyer's [seller's] market - конъюнктура рынка, выгодная для покупателя [для продавца]

market economy - рыночная экономика

at the market - по рыночной цене

to raise the market - поднять цены

to engross the market - скупать товар для перепродажи его по более высокой цене, скупать товар со спекулятивными целями

the market rose [fell] - цены поднялись [снизились /упали/]

we'll lose money by selling on a falling market - мы потеряем деньги, если будем продавать, когда цены падают

the cotton market is firm - цена на хлопок держится (твёрдо)

the coffee market is steady - цена на кофе стабильна

to rig the market - искусственно повышать или понижать цены или курсы

to play the market - спекулировать на бирже

5. чаще амер. продовольственный магазин

meat market - мясной магазин

◇ black market - чёрный рынок

marriage market - **шутл.** ярмарка невест

to mar one's [smb.'s] market - принести вред себе [кому-л.], подвести себя [кого-л.]

to bring one's eggs /hogs, pigs/ to a bad /to the wrong/ market - просчитаться; потерпеть неудачу, провалиться

2. ['mɑ:kɪt] v**1. привезти на рынок****2. продавать; сбывать; находить рынок сбыта**

the firm markets many types of goods - эта фирма предлагает разнообразные товары

3. торговать, купить или продать на рынке**4. амер. ходить за покупками, ходить по магазинам**

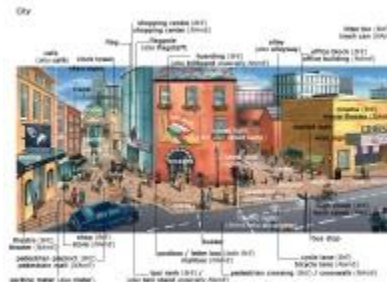
to go marketing - отправляться за покупками

market**mar·ket** [market markets marketed marketing] **noun, verb** BrE ['mɑ:kɪt]

NAme ['mɑ:rkɪt]

noun

1. **countable** an occasion when people buy and sell goods; the open area or building where they meet to do this
 - a **fruit/flower/antiques market**
 - an **indoor/a street market**
 - **market stalls/traders**
 - We buy our fruit and vegetables **at the market** .
 - Thursday is **market day** .
 - a **market town** (= a town in Britain where a regular market is or was held)

**see also** †farmers' market

2. **singular** business or trade, or the amount of trade in a particular type of goods
 - the world market in coffee
 - They have increased their **share of the market** by 10%.
 - the **property/job market** (= the number and type of houses, jobs, etc. that are available)
 - They have **cornered the market in** sportswear (= sell the most) .
3. **countable** a particular area, country or section of the population that might buy goods
 - the Japanese market
 - the **global/domestic market**
4. **singular** ~ (for sth) the number of people who want to buy sth
Syn: †demand
 - a **growing/declining market** for second-hand cars
 - There's not much of a market for black and white televisions nowadays.
5. (often **the market**) **singular** people who buy and sell goods in competition with each other
 - The market will decide if the TV station has any future.
 - a **market-based/market-driven/market-led** economy
 - innovative products at the forefront of market trends

see also †black market, †market forces

6. **countable** = †stock market
 - the futures market
 - a market crash There are many other compounds ending in **market**. You will find them at their place in the alphabet.

more at a buyer's market **at** †buyer, price yourself/sth out of the market **at** †price _{v.}, a seller's market **at** †sellerWord Origin:Middle English, via Anglo-Norman French from Latin **mercatus**, from **mercari** 'buy', from **merx**, **merc-** 'merchandise' .Culture:**markets**

Most people in Britain and the US now buy their fresh food in **supermarkets** rather than traditional markets. But markets are still important to the life of many cities and towns and in recent years **farmers' markets**, where local farmers and others sell **produce** (= fruit, vegetables, etc.) or **home-made** foods directly to the public, have grown in popularity.

In Britain, most markets are held in the open air, in town squares or **market places**. They usually take place only on **market day**, the same day each week, and sometimes on Saturdays, and the stalls are put up for each occasion. Towns where markets have traditionally been held are called **market towns**. Many still have a **market cross** indicating where the market was originally held, or an old **market hall**, a covered area open at the sides. Today, markets sell flowers, fruit and vegetables, fish and meat, clothes and household goods.

Some towns and cities in Britain and the US have a covered or indoor market. These markets are usually open more days of the week than outdoor markets and operate more like shops. Markets that sell cheap second-hand goods, including clothes, jewellery and books are called **flea markets**. In the US, these are usually in buildings and open during normal shopping hours.

The word **market** is sometimes used in American English to refer to any food shop. A **hypermarket** or **superstore** in both Britain and the US is a very large store or supermarket.

Thesaurus:**market** **noun**1. **sing.**

- They have 20% of the world market in coffee.

trade •• **business** •• **custom** •• **marketplace** •

the market/a trade in sth

(the) **foreign/international/global** market/business/trade/marketplace

the market/business/trade **grows/is booming/picks up/declines**

2. C

- a dictionary for the Korean market

audience • • **public** • • **clientele** •

a market/an audience **for** sth

reach a/an market/audience/wide public

attract/build up a/an market/audience/clientele

3. sing. (business)

- The market for large cars is declining.

demand • |informal (no) **call for sth** •

a market/demand/(no) call **for** sth

(a) **buoyant/changing/potential/falling** market/demand

stimulate/boost/increase the market/demand

Demand or market? **Market** is a more specialist business term. People talk about **the housing/labour market** but they talk about **demand for housing/labour**. When a business has trouble producing enough goods because so many people want them, people talk about **demand** rather than the **market**:

- We're struggling to meet the demand.

✗ We're struggling to meet the market.

Collocations:

Business

Running a business

buy/acquire/own/sell a company/firm/franchise

set up/establish/ start/start up/launch a business/company

run/operate a business/company/franchise

head/run a firm/department/team

make/secure/win/block a deal

expand/grow/build the business

boost/increase investment/spending/sales/turnover/earnings/exports/trade

increase/expand production/output/sales

boost/maximize production/productivity/efficiency/income/revenue/profit/profitability

achieve/maintain/sustain growth/profitability

cut/reduce/bring down/lower/slash costs/prices

announce/impose/make cuts/cutbacks

Sales and marketing

break into/enter/capture/dominate the market

gain/grab/take/win/boost/lose market share

find/build/create a market for sth

start/launch an advertising/a marketing campaign

develop/launch/promote a product/website

create/generate demand for your product

attract/get/retain/help customers/clients

drive/generate/boost/increase demand/sales

beat/keep ahead of/out-think/outperform the competition

meet/reach/exceed/miss sales targets

Finance

draw up/set/present/agree/approve a budget

keep to/balance/cut/reduce/slash the budget

be/come in below/under/over/within budget

generate income/revenue/profit/funds/business

fund/finance a campaign/a venture/an expansion/spending/a deficit

provide/raise/allocate capital/funds

attract/encourage investment/investors

recover/recoup costs/losses/an investment

get/obtain/offer sb/grant sb credit/a loan

apply for/raise/secure/arrange/provide finance

Failure

lose business/trade/customers/sales/revenue

accumulate/accrue/incur/run up debts

suffer/sustain enormous/heavy/serious losses

face cuts/a deficit/redundancy/bankruptcy

file for/ (NAme) enter/avoid/escape bankruptcy

(BrE) go into administration/liquidation

liquidate/wind up a company

survive/weather a recession/downturn

propose/seek/block/oppose a merger

launch/make/accept/defeat a takeover bid

Example Bank:

- A relatively small group of collectors drives the art market.
- Both products are targeting the same market.
- Emerging markets in Asia and Latin America represent the best export opportunities for us.
- Giving away free toys is a popular way to tap the family market.
- Government attempts to manipulate currency markets tend to backfire.
- He believes oil stocks will outperform the market over the next 12 months.
- He believes that regulating the market is a good thing.
- I want to buy some fresh fish at the market.
- Lenders have flooded the market with easy credit.
- Markets evolve in response to consumer demands.
- Organic product lines have expanded from serving a small niche market.
- Rising mortgage rates will price some people out of the market.
- She buys her vegetables from the local farmers' market.
- Single professionals with no children are a lucrative market.
- Some services cannot be left to the market.
- The Chinese market has opened up recently.
- The company has created a niche market for itself.
- The disks are designed for professional applications, rather than the consumer market.
- The government embraced Anglo-American style market reforms.
- The market closed weaker.
- The market demand for greener housing is growing.
- The market is held on Wednesdays.
- The market was down 15 per cent.
- The markets reacted quickly to the negative publicity.
- The organic food market is growing at 10% a year.
- The young, health-conscious female consumer is our target market.
- Their books were geared to a mass market.
- There is not a broad commercial market for these prints.
- They seem to have identified a gap in the market.
- They took the pigs to market.
- They're hoping to get into the Far Eastern market.
- We will charge whatever the market will bear.
- a thriving market in second-hand cars
- an investor who knows how to play the market— and win
- changes in the UK market
- flooding the market with cheap foreign goods
- one of the best car deals on the market
- the completion of the European single market in 1992
- the market for new cars
- to buy some fish at the market
- Every town here has its street market.
- It's a busy market town.
- The jacket is designed for the Japanese market.
- The second-hand car market is declining.
- There has been a downturn in the property market.
- There's not much of a market for black and white televisions nowadays.
- They have 20% of the world market in coffee.
- They produce innovative products at the forefront of market trends.
- They supply beef to the domestic market.
- Thursday is market day in Poitiers.
- We buy our fruit and vegetables at the market.
- We have increased our share of the market by 10%.
- We now have an unprotected, market-led economy.
- a flourishing black market in foreign currency
- a fruit market
- a market stall
- to buy/sell goods on the black market

Idioms: ↑in the market for something ▪ ↑on the market ▪ ↑on the open market ▪ ↑play the market

verb ~ sth (to sb) (as sth)

to advertise and offer a product for sale; to present sth in a particular way and make people want to buy it

Syn: ↑promote

- It is marketed as a low-alcohol wine.
- School meals need to be marketed to children in the same way as other food.

see also ↑marketing

Verb forms:

verb forms	
present simple	
I / you / we / they	market
	BrE / 'mɑ:kɪt/
	NAme / 'mɑ:rktɪt/
he / she / it	markets
	BrE / 'mɑ:kɪts/
	NAme / 'mɑ:rktɪts/
past simple, past participle	marketed
	BrE / 'mɑ:kɪtɪd/
	NAme / 'mɑ:rktɪd/
-ing form	marketing
	BrE / 'mɑ:kɪtɪŋ/
	NAme / 'mɑ:rktɪŋ/

Word Origin:

Middle English, via Anglo-Norman French from Latin **mercatus**, from **mercari** 'buy', from **merx**, **merc-** 'merchandise'.

Culture:

advertising

Most companies in Britain and the US have to work hard to **promote** and **market** their goods in order to sell them. Political parties, charities and other organizations also use advertising. Many pages in newspapers and magazines are filled with advertisements (also called **ads** or, in Britain, **adverts**), companies advertise on the Internet and there are also advertisements, usually called **commercials**, on radio and television.

Advertisements in newspapers and magazines are expensive and only the largest companies can afford to advertise their products in this way. Many organizations, however, use newspapers to advertise jobs and these are generally grouped together in the **jobs section**. Small companies, such as travel agents, advertise in the **classified ads** columns, where each advertisement consists of a few lines of text only. Shops and businesses, and individuals wanting to buy or sell **second-hand** household goods, advertise in local papers.

The wealthiest companies buy advertising time on television. Famous actors or singers sometimes **endorse** a particular product by appearing in advertisements for it. Some advertising **slogans** are known by everyone, e.g. 'Have a break – have a **Kit Kat**.' Some advertisements are like very brief **episodes** of a story. Tobacco advertising is now banned on radio and television in Britain and the US. Advertisers have no influence over the people who make programmes, even if they help pay for them through **sponsorship** although there is an increasing amount of **product placement**, where firms pay for their products to be shown in films or television programmes. In the US some commercials are national, others are shown only in a particular area. National commercials are often fun to watch, but local ones have the reputation of being badly made. Some products are sold on smaller channels by an **infomercial**, a commercial that lasts half an hour or more and tries to look like an entertainment programme. Other ways of advertising include displaying large posters on **hoardings** or **billboards** by the side of roads. **Flyers** (= small posters) advertising local events or special offers are given to people in the street. Restaurants advertise in theatre programmes, and shops advertise in their own magazines or on their shopping **trolleys** (**AmE** carts). Many companies advertise on the Internet. The biggest US **ad agencies** have offices in New York on **Madison Avenue**, so **Madison Avenue** has come to mean the advertising industry. In Britain, the advertising industry is controlled by the **Advertising Standards Authority** and **Ofcom**. All advertisements must be 'legal, decent, honest and truthful'. In the US the **Federal Communications Commission** makes rules about advertising. Television and radio stations are required to do some **public service announcements** (= commercials that give information to the community) free of charge.

There are many forms of advertising on the Internet. Just as firms send **junk mail** to people who have not asked for it, emails are used to advertise products and services. Unwanted emails are called **spam**. On Internet pages advertisers use **banner ads** (= advertisements across the top of bottom of a page), **pop-ups** (= pages that open in front of the page you are looking at) and links to their own websites to attract customers. Advertisements are also sent to mobile/cellphones.

Many people are against advertising, partly because it adds to the cost of a product. People also say that the influence of advertising is too great, and that children especially want every product they see advertised. On the other hand, many people buy American newspapers on Sundays only because they advertise **special offers** and contain **coupons** (= pieces of paper enabling people to buy products at a reduced price).

Example Bank:

- All her products are marketed online on her website.
- It will be marketed as a tonic for the elderly.
- Many farmers have taken steps to directly market their meat to consumers.
- The company is not actively marketing its products to schools.
- The low-alcohol wine is being marketed exclusively to women.
- The printer is being selectively marketed in a handful of countries.
- The product is being marketed through the existing sales force.
- the first commercially marketed rice harvester
- The 'holiday village' idea is being heavily marketed in the United Kingdom.

market

Longman DOCE 5th Ed. (En-En)

I. **mar** ket¹ **S1 W1** /'mɑ:kət, 'mɑ:kɪt/ \$ 'mɑ:kɪr- **BrE** ² **AmE** ² noun

[Word Family: noun: ↑market, ↑marketing, marketeer., marketer; verb: ↑market; adjective: ↑marketable]

[Date: 1100-1200; Language: Old North French; Origin: Latin mercatus 'buying and selling, marketplace', from mercari 'to buy and sell', from merx 'things to sell']

1. PLACE TO BUY THINGS [countable]

a) a time when people buy and sell goods, food etc, or the place, usually outside or in a large building, where this happens:

" I usually buy all my vegetables at the market.

fish/fruit and vegetable/flower etc market

" There's a good antiques market here on Sundays.

street market (=with a lot of different people selling things from tables, ↑stalls etc in the street)

b) **American English** a shop that sells food and things for the home **SYN** **grocery store**

2. the market

a) the ↑stock market:

" Most analysts are forecasting a further downturn in the market.

" As soon as she graduated from college, she started to play the market (=risk money on the stock market).

" The markets (=all the stock markets in the world) are better prepared for a weakening economy than they were ten years ago.

b) the total amount of trade in a particular kind of goods:

" Honda is trying to increase its market share.

" the state of the art market

the housing/property etc market

" Investors in the property market are worried about rising inflation.

the market in

" the world market in aluminum ⇒ ↑bear market, ↑bull market

c) the system in which all prices and wages depend on what goods people want to buy, how many they buy etc:

" The president believes prices should be determined by the market, not the government. ⇒ ↑free market

3. **on the market** available for people to buy:

" The manufacturers say the device will be on the market by May.

" Handguns are freely available on the open market (=for anyone to buy).

" They knew it wasn't a good time to sell their house, but they still put it on the market (=offered it for sale).

" a revolutionary new drug that has just come onto the market

► Do not say 'in the market'. Say **on the market**.

4. **COUNTRY/AREA** [countable] a particular country or area where a company sells its goods or where a particular type of goods is sold:

" Our main overseas market is Japan.

international/home/UK etc market

" The domestic market makes up about 75% of their sales.

market for

" The world's largest market for illegal drugs is the US.

5. **PEOPLE WHO BUY** [singular] the number of people who want to buy something, or the type of people who want to buy it

market for

" The market for specialist academic books is pretty small.

" Is there a market for his invention?

niche/specialist market

6. **be in the market for something** to be interested in buying something:

" This is a bad time to be in the market for a new car.

7. **the job/labour market** the people looking for work, and the number of jobs that are available:

" The job market has been badly hit by the recession.

8. **a buyer's/seller's market** a time that is better for buyers because prices are low, or better for sellers because prices are high:

" I'll look for a house next year when it's more of a buyer's market.

⇒ **corner the market** at ↑corner²(3), ⇒ **price yourself out of the market** at ↑price²(4)

II. market² BrE " AmE " verb [transitive]

[Word Family: noun: ↑market, ↑marketing, marketeer., marketer; verb: ↑market; adjective: ↑marketable]

1. to try to persuade people to buy a product by advertising it in a particular way, using attractive packages etc:

" If you could ever figure out how to market this you'd make a fortune.

market something for somebody

" They plan to market the toy for children aged 2 to 6.

market something as something

" Electric cars are being marketed as safe for the environment.

2. to make a product available in shops:

" The turkeys are marketed ready-to-cook.

• • •

THESAURUS

- **advertise** verb [intransitive and transitive] to tell people about a product or service and try to persuade them to buy it, for example in a newspaper, television, or Internet advertisement: Some universities advertise on television. | She has signed a deal to advertise the company's haircare products.

- **promote** verb [transitive] to try to increase the sales or popularity of a product or event, for example by selling it at a lower price or talking about it on television: He's in London to promote his new album.

- **market** verb [transitive] to try to sell a product or service by deciding which type of people are likely to buy it and by making it interesting to them: The collection is being marketed as clothing for climbers and skiers. | Most companies have agreed not to market products to children under 12.

- **publicize** (also **publicise** British English) verb [transitive] to tell the public about something by writing about it in newspapers, speaking about it on television etc: He had done a lot of interviews to publicize his new book. | The hostages' case has been

widely publicized.

▪ **hype** *verb* [transitive] *informal* to try to make people think something is good or important by advertising or talking about it a lot on television, the radio etc. **Hype** is often used when you do not trust the information: The boxing match was being hyped as the biggest fight of the decade.

▪ **plug** *verb* [transitive] *informal* to advertise a book, film etc by talking about it on television or radio: Marc was on the show to plug his new play.

market

Freakuency Pack

12500 **298**^{MCW}

15000 **358**^{COCA}

RANGE: **1k** MARKET 136200

market 90698

marketed 1697

marketing 17161

markets 24071

nonmarket 48

marketable 707

marketer 455

marketers 1242

marketeer 38

marketeers 83

COCA 500k Unlemmatized

28055 **496**⁸⁰⁵²⁹ *nn1*

4005 **6343**⁵⁷¹⁹ *vv0*

2755 **9392**³³⁶⁵ *vvi*

543 **22400**⁹⁰⁸ *np1*

116 **62264**¹⁴⁷ *nnu*

30 **141744**³⁰ *jj*
