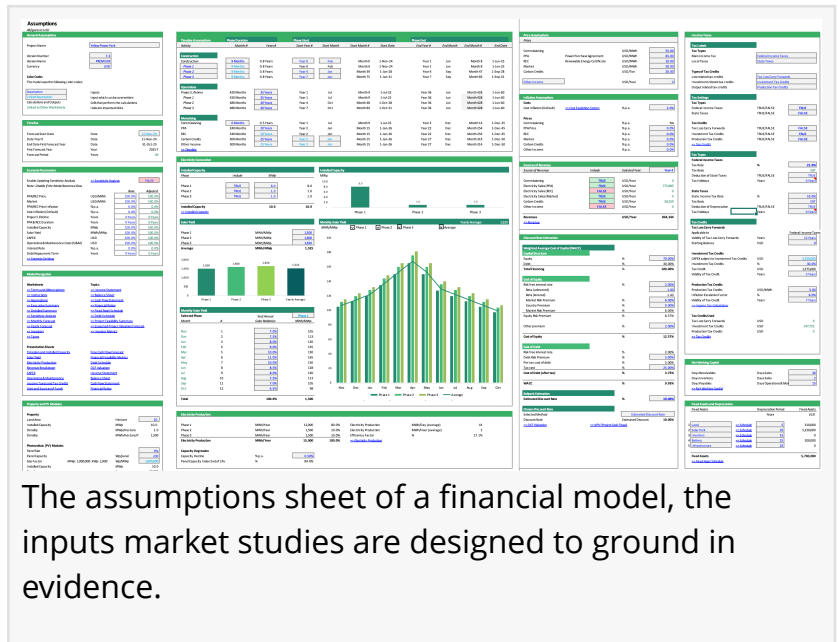


Market Studies Give Financial Models Trustworthy Assumptions in 2026

eFinancialModels' Market Studies library turns market research into the sourced inputs that make 2026 financial models defensible.

ZURICH, SWITZERLAND, June 23, 2026 /EINPresswire.com/ -- A financial model is only as reliable as the assumptions behind it, and in 2026 those assumptions are drawing more scrutiny than the formulas. [eFinancialModels' Market Studies library](#) is built to close that gap, pairing market data on size, growth, pricing, and cost with the sourced inputs a model needs, so a forecast rests on evidence rather than estimates.



The assumptions sheet of a financial model, the inputs market studies are designed to ground in evidence.

Across sectors, the difference between a fundable plan and a rejected one often comes down to whether the inputs can be defended. Capital providers are asking sharper questions about where a forecast's growth rate, addressable market, and unit economics come from. A model with traceable assumptions answers those questions before they are asked, which is what separates evidence-based financial models from spreadsheets built on guesswork.

“ The weakest part of most financial models is not the math but the assumptions feeding it.”
eFinancialModels Research

According to eFinancialModels Research, the weakest part of most financial models is not the math but the assumptions feeding it. The studies are designed to give modelers a sourced starting point for the inputs that drive a forecast, the company notes, which is what makes the output something an investor or lender can act on. The library is organized by industry and market so a team can pull the relevant market evidence and connect it directly to their model.

WHAT THE MARKET STUDIES GIVE A MODEL

Across the markets covered, the studies provide the inputs that shape a forecast:

- Sourced market sizing: each study reports market size and forecast ranges with their sources, so a model's addressable-market assumption can be traced rather than asserted.
- Demand and growth trajectories: the studies set out the drivers behind a market's growth, giving revenue-ramp assumptions a defensible basis.
- Pricing and cost benchmarks: the studies compile pricing and cost references that modelers can use to sanity-check margin and unit-economics inputs.
- Cross-market comparison: organized by country and industry, the library lets teams compare where conditions favor a given business model before capital is committed.
- Scenario inputs: the studies surface the sensitivities that matter most in a sector, helping teams build upside and downside cases a board can interrogate.

Used alongside the platform's [financial model templates](#), the studies let a team move from market evidence to a working forecast without leaving the assumptions unexplained. Readers can find the full series in the market studies library.

Editor's note: eFinancialModels' Market Studies library spans a range of industries and markets across Asia, Europe, North America, Africa, and the Middle East, with each study pairing market data and sources with the assumptions used in financial modeling.

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Market Studies

Most people guess where a market is heading. You don't have to. Our market studies break down the growth, costs, risks, and returns of the world's most important markets — five-year outlooks, three-scenario forecasts, and the numbers that decide whether a project pencils.

All Industries

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France Hospitality Market Study
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Japan Luxury Hospitality Market Study
UAE Hospitality Market Study 2026-2031
USA Hospitality Market Study 2026-2031
Spain Residential & Costa Holiday

eFinancialModels' Market Studies library, where each study is the sourced market research that grounds a financial model's assumptions.

Timeline Assumptions	Duration	Phase Start	Phase End
Activity	Include	Months #	Years #
Solar Farm Construction			
Construction	TRUE	6 Months	0.5 Years
Phase 1	TRUE	0 Months	0.5 Years
Phase 2	FALSE	0 Months	0.5 Years
Phase 3	FALSE	0 Months	0.5 Years
Solar Farm Operation			
Project Lifetime	TRUE	300 Months	25 Years
Phase 1	TRUE	300 Months	25 Years
Phase 2	FALSE	300 Months	25 Years
Phase 3	FALSE	300 Months	25 Years
Battery #			
Battery 1 (500 KW)	TRUE	84 Months	7 Years
Battery 2 (500 KW)	TRUE	84 Months	7 Years
Battery 3 (500 KW)	TRUE	84 Months	7 Years
Battery 4 (500 KW)	FALSE	84 Months	7 Years
Battery 5 (500 KW)	FALSE	84 Months	7 Years
Battery 6	FALSE	252 Months	21.0 Years
Mounting			
Electricity Savings	TRUE	300 Months	25 Years
RWA	FALSE	240 Months	20 Years
REC	TRUE	240 Months	20 Years
Battery Reserve	TRUE	240 Months	20 Years
Other income	TRUE	240 Months	20 Years

Phase	Include	Capacity	Solar Yield	Electricity Production	Efficiency Factor	Capacity Decline	Capacity Index End of Life
	TRUE/FALSE	KWp	KWh/KWp	KWh/Year	KWh/Day	%	% p.a.
Phase 1	TRUE	500	1,350	675,000	1,849	15.4%	0.50%
Phase 2	FALSE	500	1,400	800,000	2,192	18.3%	0.50%
Phase 3	FALSE	500	1,400	700,000	1,918	16.0%	0.50%
Total		500	1,350	675,000	1,849	15.4%	0.50%

Solar Farm - Electricity Production by Month @ 500 KWp

Year	Month #	Month	Share	Index	Solar Yield	Electricity Production	Solar Yield by Month	KWh/KWp/Year	1,350
Unit			% of Annual	%	KWh/KWp	KWh	KWh/Day		
1	Jan		6.0%	72.0%	81	40,500	Dec		
2	Feb		7.0%	84.0%	95	47,250	Nov		
3	Mar		8.0%	96.0%	108	54,000	Oct		
4	Apr		9.0%	108.0%	122	60,750	Sep		
5	May		10.0%	120.0%	135	67,500	Aug		
6	Jun		11.0%	132.0%	149	74,250	Jul		
7	Jul		10.5%	126.0%	142	70,875	Jun		
8	Aug		9.5%	114.0%	128	64,125	May		
9	Sep		8.5%	102.0%	115	57,375	Apr		
10	Oct		7.5%	90.0%	101	50,625	Mar		
11	Nov		7.0%	84.0%	95	47,250	Feb		
12	Dec		6.0%	72.0%	81	40,500	Jan		
Solar Yield			100.0%	100.0%	1,350	675,000			
Average						113			

A financial model template turning market assumptions into a phased project timeline and month-by-month output.

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