COMPLEMENTARY PRODUCTS

Authors
Original article by Stephanos Avgeropoulos
Updated by Tanya Sammut-Bonnici and John McGee.

Reference this article

Abstract / Definition
Complementary products or services are consumed in combination with one another. Typically, a complementary good has limited significance when used alone but, when used with its complementary products, its overall utility increases. Examples of complements are cars and tiers, tablets and applications, printers and ink cartridges. Complementary products can be a significant part of a company’s product portfolio with important implications for competitive advantage.

Keywords
Complementary products, supplementary products, price elasticity, demand function, bundling, game theory

Link to publication