

Top Product Management Challenges

Productside

624
participants

We looked at what over 600 product managers said were their biggest frustrations at work.

Our study shows open responses, in their own words.*

From 2024 to 2025, challenges around "Customer & Market Understanding" and "Strategy & Vision" increased.

PMs are expected to make better strategic decisions with deeper customer insight, instead of just delivering features.

*Percentages reflect how often each challenge was mentioned. Responses may include more than one challenge.

Process & Lifecycle

What helps

- Seeing the product lifecycle end-to-end, from strategy and discovery through delivery and learning
- Anchoring roadmaps to outcomes and success signals, not just features and deadlines
- Using a shared product operating model that teams can apply consistently across stages



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Customer & Market Understanding

What helps

- Running continuous, hypothesis-driven discovery instead of one-off research
- Framing customer conversations around problems, not solutions
- Turning customer input into shared insights that inform roadmap decisions



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Roles & Responsibilities

What helps

- Clearly defining who owns which responsibilities and where PM is accountable versus consulted
- Making decision-making explicit so teams know who drives, who approves, and who contributes
- Using shared responsibility and decision frameworks to reduce stakeholder friction

"Uncertainty due to the absence of a defined job description and responsibilities, combined with a lack of guidance from leadership on how to integrate product management."



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