

Marketing Mix Analysis of Your Superfoods

1. Introduction

With the increased quality of life, people's requirements for food have changed significantly since the 1980s. According to Mordor Intelligence's report (2018), a tendency of pursuing "functional food" and willingness to pay for healthy foods are raised among recent consumers (p.19). Moreover, the most popular branch of healthy foods-"superfoods" grabs consumers' attention in many western countries (Meyerding, 2018).

In general, superfoods seem to have anti-cancer ingredients (Mordor Intelligence, 2018). Fruits, plants, and seeds that have official recognition of high variety vitamins, fibres, and minerals are recognized as superfoods. And these superfoods are usually presented as powders that can be easily and conveniently added to users' daily foods or drinks that would not bother individuals' eating habits (Wanjek, 2019). Additionally, highly nutritious, good for health and generated energy are also the common features of superfoods (Meyerding, 2018).

According to food and health survey in 2018, approximately 70 percent of consumers are concentrating more on the quality of superfoods rather than the price (Meyerding, 2018). Therefore, the concept of "superfoods" and its benefits draw consumer's attention and spread around the world via online media platforms such as Instagram, Facebook and YouTube. The wide dissemination of superfoods' benefits contributes to the effortless acceptance from the public (Sikka, 2019), resulting in an increasing number of consumers pursuing a healthier lifestyle and willing to purchase superfoods products.

Your Superfoods is one of the superfoods production companies that focus on the superfood powders. Founded by Michael Kuech and Kristel de Groot in 2015, *Your Superfoods* sells seven kinds of superfoods mixes with different functions and gradually becomes a strong competitor in the market (Hanan, 2019).

This paper aims to examine *Your Superfoods* marketing management strategies and seeks to provide possible suggestions for its future development. It will first analyse *Your Superfoods*' consumers and then identify its potential competitors and the competitive frame of reference. Then it will define *Your Superfoods*' positioning, marketing mix strategies, points-of-difference and points-of-parity. Finally, by analysing the SWOT and PESTEL models of *Your Superfoods*, the paper will propose three possible suggestions for the company to overcome obstacles and seize potential opportunities in the future.

2. Consumer Analysis

As a part of market research, consumer analysis is claimed to discover consumers' needs (Rimal et al., 2001). Besides, having a comprehensive understanding of consumer's preference contributes to reinforcing consumer loyalty and its positioning in the market. Based on the previous discussion in this report that superfoods market emerges and grows rapidly in recent years, it will first ascertain the driving force of consumption in the entire superfoods market and utilize this information for superfoods market segmentation through consumer analysis. Then, according to its actual state, *Your Superfoods* could find the target market to explore its loyal customers.

2.1 Consumer behaviour analysis

Consumer behaviour analysis plays a key role in discovering the driving forces for purchasing superfoods. This report would take cultural, social, and personal factors as the

main driving forces for consumers according to Kotler and Keller's claim (2011). For the cultural aspect, consumers pay more attention to healthy food under good health culture. Health culture promotes the pursuit of a healthy lifestyle and health consciousness creates motivation for starting healthy eating (Newsom et al, 2005). Also, among healthy eating choices, conscious consumers prefer to choose healthy food rather than the conventional medicines (BMRC, 2018). Therefore, the consumption tide of superfoods can be regarded as an accessory of developing health culture.

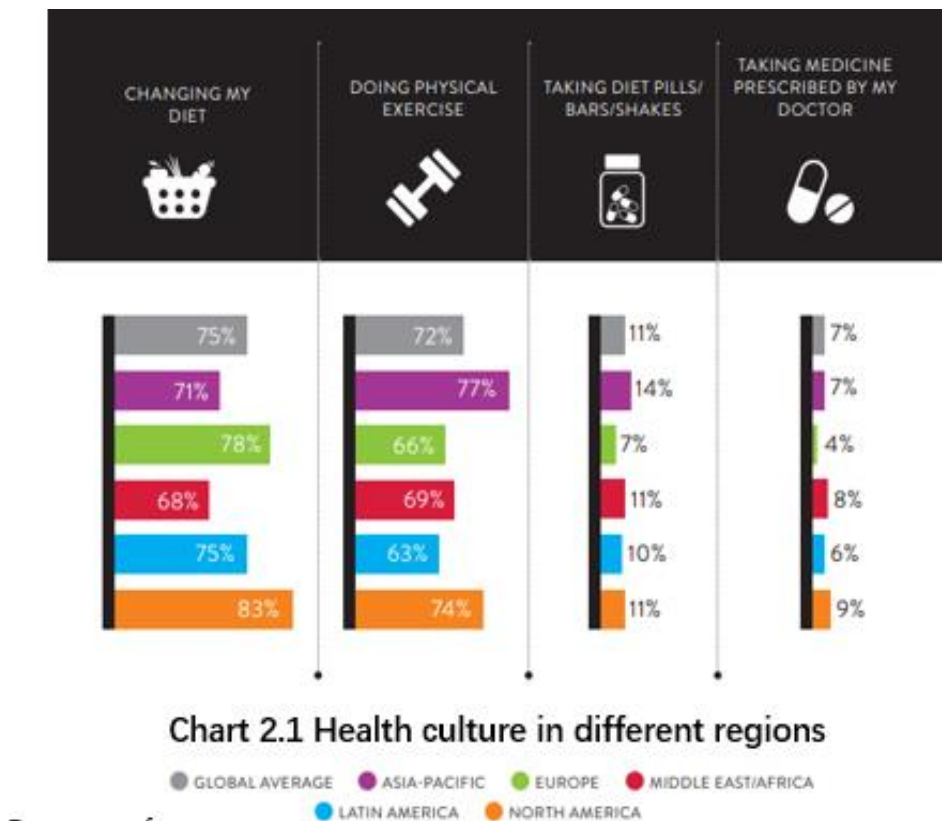
On the social level, health and fitness celebrities on social media could be consumers' a reference group and may greatly influence their choice of healthy foods. When it comes to individual factors, consumers' socioeconomic conditions directly affect the consumption structure of healthy foods, because consumers should generally purchase health care products after meeting the basic needs of food and clothing. Additionally, individual lifestyles and eating habits will also probably affect the choice of healthy foods to some extent.

2.2 Market Segmentation and Market Targeting

In order to analyse the refined target market of *Your Superfoods* further, STP analysis is adopted to select and identify its target consumers. Kotler and Keller (2011) pointed out that common market segmentation criteria include geographic features, demographic characteristics and consumer behavioural factors. According to the mentioned factors that drive consumers to purchase *Your Superfoods*, market segmentation will follow three criteria: the level of regional health culture, the standard of consumer economic conditions and the choice of individual lifestyle.

Considering the regional health culture, Europe has a world-class health culture, especially in terms of taking diet products (Chart 2.1). Also, Europe's fitness industry is

the world's largest fitness market with a turnover of 26.6 billion euros (Rütten, 2019). The residents in Europe have formed relatively mature health awareness, so they might have a strong demand for high-quality health products such as *Your Superfoods*. At the same time, the founders of *Your Superfoods* understand European health culture and market. Subsequently, *Your Superfoods* should concentrate on the European continent.



Regarding the standard of consumer economic conditions, high-income groups prefer healthy, costly and distinctive products to show their status and tastes (Ter Hofstede, Steenkamp & Wedel, 1999). In this view, health care products, such as *Your Superfoods*, could be part of their lifestyles. Furthermore, the cost of *Your Superfoods*' organic raw materials is relatively high, which would increase the price of its product. Due to the high price, only high-income groups may consume frequently and become loyal customers. Therefore, *Your Superfoods* could focus more on high-income groups.

In terms of the choice of individual lifestyle, a time-constrained lifestyle could push consumers to choose *Your Superfoods* and increase their level of involvement. Due to fast-paced job requirements, some white-collar workers tend to seek both health and convenient products in the cooking process. *Your Superfoods* is convenient for those time-constrained to supplement nutrition through simple operation. As a result, it could meet their demands and promote consumption.

Therefore, *Your Superfoods*' target market could be the high-income group in Europe, especially those who have a fast-paced lifestyle.

3. Competitor analysis

Being the attention to many countries as organic and healthy foods from nature, the superfood market shares a variety of competitors from different regions around the world. This paper selects several competitors for analysis including *Amazing grass*, *Bulk Powders*, *Nature's Heart* and *Tropeaka*. Analysing their market positions and positioning tactics could give helpful clues to the target market and competitor's weakness (Hooley, Piercy & Nicoulaud, 2012) thus further helping *Your Superfoods* to build their effective positioning.

3.1 Competitors Analysis

Below table 3.1 shows the basic information of its competitors and chart 3.2 shows the price range of these brands.

Name	Basic information
<p><i>Amazing grass</i></p> <p>Amazing Grass is owned by Glanbia plc, a global group that has a portfolio of nine brands – Optimum Nutrition (ON), BSN, Isopure, Nutramino, ABB, thinkThin, Amazing Grass, Body & Fit and SlimFast. It is a supplier of green superfoods such as wheatgrass, barley grass, alfalfa and kale. The company's powdered supplements and bars are organic, plant-based and gluten-free, containing rich vitamins, antioxidants, minerals, providing consumers with a healthier life choice.</p>	<p>Slogan: Feel amazing everyday</p> <p>Establishment year: 2002</p> <p>CEO: Todd Habermehl</p> <p>Size: 180-200 people</p> <p>Revenue: £30-50M</p>
<p><i>Bulk Powders</i></p> <p>Bulk Powders is a supplier of sports nutrition and bodybuilding supplements in the UK. It is one of Europe's fastest growing sport nutrition brands, providing protein, multivitamins, superfood powders and supplements in low prices but with high quality.</p>	<p>Slogan: Performance delivered</p> <p>Establishment year: 2006</p> <p>CEO: Adam Rossiter</p> <p>Size: 201-500 people</p> <p>Revenue: £35-50 M</p>
<p><i>Nature's Heart</i></p> <p>Founded in Ecuador, the company provides healthy nutritious foods and has become one of the largest natural brands in Latin America and one of the fastest growing superfood brands in the UK. The company's food products various from ranola, drinks, tea, almond butter and chips, keeping natural, organic, plant-based to enable customers to experience real benefits to their health in addition to the enriched flavors of the food products.</p>	<p>Slogan: Superfood that go the extra mile, so you can too.</p> <p>Establishment year: 2005</p> <p>CEO: David Bermeo</p> <p>Size: 301-400 people</p> <p>Revenue: £40-50M</p>
<p><i>Tropeaka</i></p> <p>As a newly established company in Australia, Tropeaka provides powders of matcha, acai, alkalizing and other superfoods. They aim to provide people with powerful superfoods that allows them to feel their best and energetic.</p>	<p>Slogan: Conquer the day the healthy way</p> <p>Establishment year: 2016</p> <p>CEO: Caleb Marshall</p> <p>Size: 11-50 people</p> <p>Revenue: £4-5M</p>

Table 3.1 Competitors of Your Superfoods



Chart 3.2 Price range of *Your Superfoods*' competitors' product

As shown above that *Nature's Heart* provides the lowest price among these brands. Moreover, *Bulk Powders* also holds its competitive advantage in pricing and it provides a "Sales" page for an additional price concession. Meanwhile, *Amazing grass*, *Nature's Heart* and *Bulk Powders* all develop diversified products for consumers to choose from, which may have a certain impact on *Your Superfoods*. Furthermore, these three companies are long-existing competitors in the market, which could take a relatively high proportion of the market share. And finally, despite that *Tropeaka* is a young company and gains the least revenue among these four competitors, it could also be a strong competitor of *Your Superfoods* because these two brands offer similar products to consumers.

The superfoods market is at growth and many companies tend to increase their brand awareness by introducing the different formats of superfoods. Moreover, due to the growing e-commerce worldwide, *Your Superfoods* is facing not only domestic and

international superfoods powders manufactures but also global companies with a large product portfolio including superfoods products. As Cuellar-Healey and Gomez (2013) stated that companies should not only look at competitors making the same product but also focus on those who satisfy the same needs of customers, *Your Superfoods* could research competitors of wider range to better formulate their positioning strategy.

3.2 Positioning of Your Superfoods

How a brand positions itself in the market is a big issue as it will influence the brand development. Targeting the high-income group especially those who have fast-paced lifestyles in Europe, the key competitive advantages of *Your Superfoods* are producing mixed superfoods powders combined with eco-friendly packaging and provides special giving back projects. This part will use the marketing mix as tactics to compare *Your Superfoods* with four competitors to define the positioning mentioned above.

4. Marketing Mix of Your Superfoods

Product, place, price and promotion (4Ps) contribute to the marketing mix of a brand (Kolter & Keller, 2011). By analysing 4Ps of *Your Superfoods*, this section will identify its points-of-parity and points-of-difference.

4.1 Product

Based on the product information on *Your Superfoods* website, table 4.1 below is made to show *Your Superfoods*' products and their functions.

Type Name	Ingredients	Function
Skinny Protein	Pea Protein, Shoring, Aspirin, Alfalfa	For Healthy Weight
Super Green	Wheatgrass, Barley Grass, Moringa, Baobab, Spirulina, Chlorella	For Immunity
Chocolate Lover	Cacao, Corob, Coconut, Chia Seeds, Lucuma	For a Good Mood
Energy Bomb	Acai, Guarana, Maca, Lucuma, Banana	For Energy
Forever Beautiful	Chia Seeds, Acai, Maqui, Maca, Acerola, Blueberry	For Healthy Skin
Muscle Power	Rice Protein, Pea Protein, Maca, Lucuma, Banana	For Muscle Building
Power Matcha	Matcha, Maca, Moringa, Wheatgrass, Barley Grass	For Focus

Table 4.1 Seven types of *Your Superfoods* Powders

Compared with its four competitors discussed previously, a competitive advantage of *Your Superfoods* is that it sells combinations of superfoods powders with different functions specified to satisfy different people's needs. Besides, the names of products seem appealing and consumers may judge their functions through these names, which is helpful for consumers' understandings of the product in a short time. While the product names of the competitors seem to be plainer and not explanatory. For example, on the website of *Amazing Grass*, their powders' names such as organic kale powders may not help consumers know their functions easily and directly, which could make consumers to

spend more time looking for functions on the product page, possibly resulting in loss of patience.



Picture 4.2 from *Amazing Grass* website: Names of *Amazing Grass* powders

Additionally, the packaging design of *Your Superfoods* products seems to make it more special and would become a communication tool for selling the products (Shin & Selke, 2014). Compared with those four competitors, *Your Superfoods* uses recyclable cardboard cans instead of plastic bags as its package. On one hand, it increases the brand image for reducing environmental damage. On the other hand, the purchase would seem more meaningful for consumers as they would be involved in protecting the environment when buying products with the recyclable package.

Meanwhile, *Your Superfoods* provides a special service for consumers that its four competitors do not have, which is a test on its website to help consumers find out which powders are most suitable for them. It not only fully considers those people who want to try superfoods powders while not knowing what powders they need, but also creates a preference in consumers mind for the unique service and increase its brand awareness.



OUR STORY

Kristel started making superfood blends for Michael after his cancer diagnosis at age 24 ...

Picture 4.3 from *Your Superfoods* website: A test to find consumers' needs

Although *Your Superfoods* has the aforementioned advantages, the product variety for *Your Superfoods* seems relatively small. Compared with *Your Superfoods*, *Amazing Grass* and *Tropeaka* sell more types of powders, while *Bulk Powders* and *Nature's Heart* not only sell superfoods powders, but also sell snacks, soft gels and other superfoods products.

Other than the advantages and disadvantages mentioned above, *Your Superfoods* attaches great importance to the assurance of product quality as well as the other four competitors. All of these manufacturers emphasize their high quality by descriptive words, certificates on the packaging, and pictures or videos on their websites to show the production process.



Picture 4.4 from *Your Superfoods* website: Quality assurance on the packaging



Picture 4.5 from *Amazing Grass* website: Picture with words to show the production sector

4.2 Place

In fact, superfoods gain a large market in Europe and the US because of its healthy functions and well-acceptance. Due to the advent of global delivery services, superfood

brands tend to apply multiple distribution channels including online and offline, and sometimes they would conduct the B2C business model to realize profit maximisation. *Your Superfoods* has many resellers in Europe, and picture 4.6 shows its resellers of restaurants, health retailers, fitness studios and even hotels to distribute its products, which expands the offline sales channels (Your Superfoods, 2019). Additionally, to further expand the market, *Your Superfoods* moved its headquarters from Germany to the United States in 2018, which contributes to the increase of the customer base by 40% per month (Elizabeth, 2019).



Picture 4.6 *Your Superfoods* resellers in Europe

However, *Your Superfoods* does not have the competitive advantage as *Nature's Heart* to distribute products through supermarkets such as Wholefoods, Waitrose and Ocado,

which may not be conducive to expanding product offline sales and enhancing brand awareness.

4.3 Price

According to Owusu-Bempah *et al.* (2013), price is an important marketing tool because it can influence customers' buying decisions and the company's profits. Chart 4.7 below shows prices set by *Your Superfoods* and its competitors.



Chart 4.7 Price ranges of *Your Superfoods* and its competitors

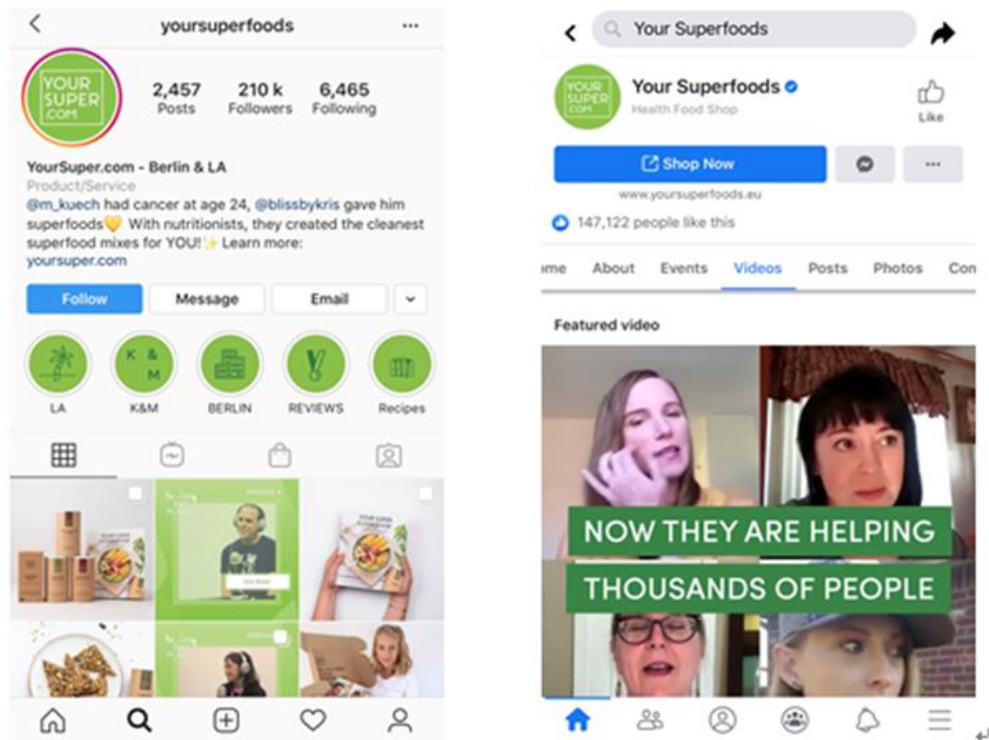
From this chart, it seems that the prices of *Your Superfoods* powders are relatively high, especially compared with *Bulk Powders* and *Nature's Heart*, which could possibly influence consumers' purchase decisions.

4.4 Promotion

Promotion is a way for companies to inform and persuade consumers to buy their products (Kotler and Keller, 2016). To build a positive corporate image, *Your Superfoods* conducts the promotional mix approach to add brand values and reinforce consumer loyalty as well.

Your Superfoods has established an official website involving its core vision, the brand history and the introduction of products, and 95% of *Your Superfoods* sales come from its online stores (Elizabeth, 2019). As the website should be interesting and attractive enough at the first sight to gain regular visits (Kotler and Keller, 2016), *Your Superfoods* presents the founders' experience of curing through superfoods on its website to start with, which helps the brand gain more emotional consumption from consumers, thereby enhancing the market power in the industry. Moreover, *Your Superfoods* is the only brand that mentions their giving back project on the official website among its four competitors. Besides, it has partnered with Action Against Hunger to design a meal-bar specifically developed for malnourished children (Boyd, 2018). Paying attention to social responsibility and showing their actions to consumers could help *Your Superfoods* establish a good corporate reputation in the public.

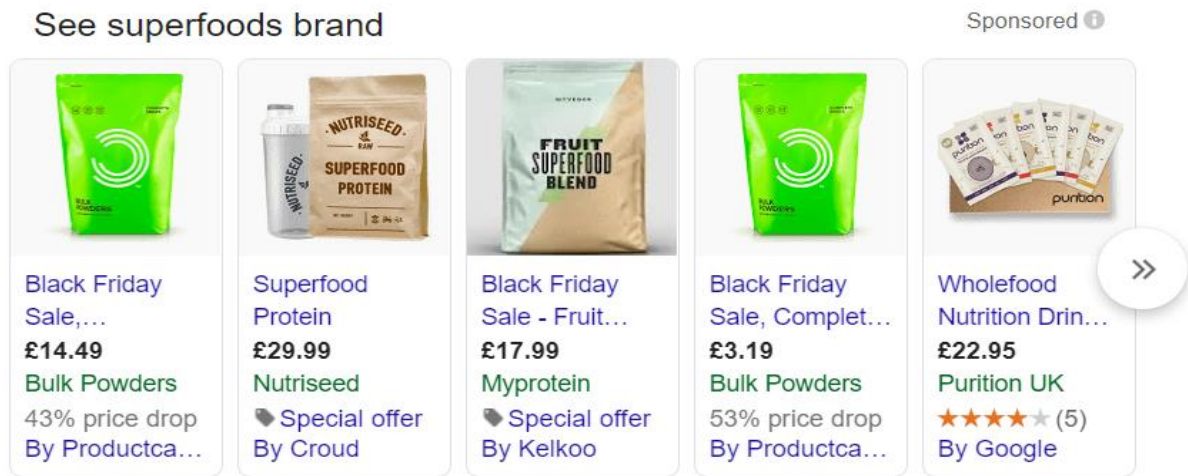
Furthermore, Kotler and Keller (2016) manifested that social networking is an important force for companies to complete the transformation from a B2B business model to the B2C. Thus, *Your Superfoods* practices actively on media convergence compared to other superfoods' brands. The picture 4.8 shows it combines some online social platforms such as Facebook, Twitter and Instagram when conducting its promotion activities.



Picture 4.8 social media marketing of *Your Superfoods*

Nevertheless, *Your Superfoods* seems not to be as good as *Tropeaka* on social media marketing. *Tropeaka* uses social media celebrities as its endorsements, such as the health and fitness YouTuber “Sarah’s Day” with 1.32 million subscribers, who shares *Tropeaka* in the video and offers special discounts to her followers. *Tropeaka* also sets up the “Sarah’s Day” collection on its official website to attract more consumers as matching endorses would arouse a more positive attitude and purchase behaviour of consumers (Knoll & Matthes, 2017). Meanwhile, *Your Superfoods* seems not to invest too much in social media advertising. Search engines would use auction systems when users search for “superfoods”. As picture 4.9 shown below, *Your Superfoods* is not included in the sponsored brands. These competitors being the top result could have a certain impact on *Your Superfoods*’ sales when consumers are looking for superfoods products. Additionally, *Your Superfoods* only has discounts for subscriptions on bundles, and does

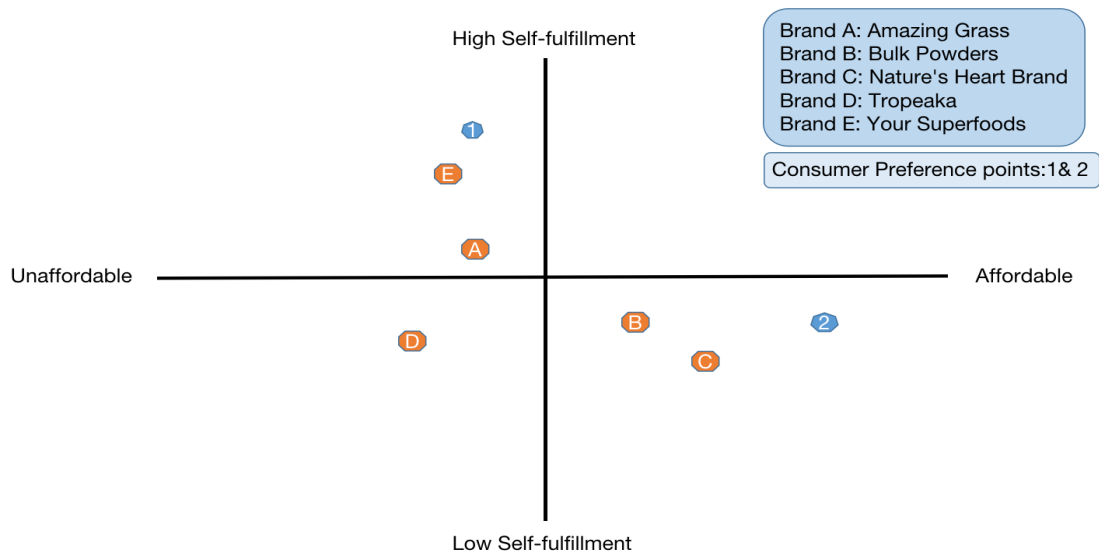
not offer promotions on holidays while its competitors often have discounts on Black Friday, Christmas and other special events.



Picture 4.9 Google search results for superfoods

4.5 Points-of-parity (POPs) and Points-of-difference (PODs)

Through the above discussion, this paper draws a hypothetical perceptual map to better determine *Your Superfoods'* POPs and PODs. With the analysis of 4Ps, POPs are shown in the aspects of product and promotion. Five companies including *Your Superfoods* focus on the quality assurance of their products, and all of them use official websites and social media platforms to advertise as well as promoting their products by providing discounts.



Graph 4.10 Hypothetical Perceptual Map for *Your Superfoods* and its competitors

According to the perceptual map (Graph 4.10), PODs of *Your Superfoods* are its mixed ingredients with the eco-friendly packaging and special giving back project, which help consumers achieve a higher level of self-fulfilment because they involve in the environment protection and charity activity when buying *Your Superfoods* products, leading to more loyal followings. However, the average price of *Your Superfoods* is relatively high, and it does not provide discounts other than subscription. Therefore, *Your Superfoods*' products seem less cost-effective for some consumers as they have cheaper options in *Your Superfoods*' competitors who provide more types of superfoods products of high quality.

5. Conclusion

According to Mordor Intelligence (2018), the superfoods market is expected to achieve \$22.97 in revenue by 2024, with a compound annual growth rate of 5.1%. It could be predicted that the market prospects of superfoods are still broad. Based on the previous analysis, table 5.1 and 5.2 present the SWOT and PESTEL analysis to suggest the future of *Your Superfoods* in the market.

From the SWOT analysis, this paper acknowledges and encourages *Your Superfoods* to maintain its advantages especially points-of-differences demonstrated above to develop its brand. Besides, *Your Superfoods* is recommended to seize the opportunities to expand its market horizontally and vertically to increase the competitive power in the superfood marketplace. Therefore, under the premise of ensuring products' quality, *Your Superfoods* could make the best of the technology to develop more types of superfoods products by offering special discounts on holidays to attract more customers.

Moreover, with the increase of superfoods market entrants, *Your Superfoods* is suggested to focus more on advertising on social media platforms including cooperating with celebrities to promote its e-commerce trade. Also, people equipped with sufficient purchasing power in Asian countries have been educated on the new concept of superfoods for a long time (Mordor Intelligence, 2018). Thus, it would be a potential opportunity for *Your Superfoods* to expand its marketplace although they should assess the risk of entering a foreign market.

S	W	O	T
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> Eco-friendly package Superfoods mixture Emotional branding High customer loyalty Provides quiz to find consumers' superfood need Website and social media combination Giving back programme 	<ul style="list-style-type: none"> High prices Lack of seasonal sales promotion Weak Advertising Product variety European consumers mostly 	<ul style="list-style-type: none"> Develop more combination of Superfoods and various product forms Underserved Asian markets Media coverage Emerging need for superfoods 	<ul style="list-style-type: none"> New competitors entrance Competitors owned by large groups Substitutional product

Table 5.1 SWOT analysis of *Your Superfoods*

PESTEL ANALYSIS

YOUR SUPERFOODS



Table 5.2 PESTEL analysis of *Your Superfoods*

In conclusion, with the increasing competitiveness in the superfoods market, *Your Superfoods* needs to continuously adjust its market strategy to occupy more market share in the future.

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