

## Assignment - 7.

### Nestle Company Consumer Segmentation.

Nestle uses various consumer segmentation strategies to effectively target its diverse product range. Key segmentation criteria include:-

#### Demographic Segmentation

Age:-

Products tailored for children, adults and seniors.

Income:-

Premium products for higher-income consumers and budget-friendly options for others.

#### Geographic Segmentation

Regional Preferences:-

Products vary by country

or region to suit local tastes

e.g:- Maggi noodles in Asia vs. Italy.

Behavioral Segmentation

Benefits Sought:-

Health - Conscious

Consumers may prefer low-calorie or organic options, while others may prioritize convenience.

Usage Rate:-

Targeting heavy users with larger packaging or loyalty programs.

Psychographic Segmentation

Lifestyle:-

Targeting consumers interested in fitness, sustainability or gourmet food.

Values:-

Focusing on consumers who prioritize ethical sourcing and health.

Nestle's approach allows it to address diverse needs and preferences, enhancing customer satisfaction and loyalty across its extensive product portfolio.