

## ASSIGNMENT-7

SNICKERS COMPANY CONSUMER

### SEGMENTATION

#### Demographic Segmentation:-

**Age:-** Snickers mainly targets young adults (18-24), who often seek quick snacks or energy boosts, but it's also popular among teens and older consumers who enjoy chocolates.

**Income:-** Snickers is relatively affordable and widely available, appealing to consumers across income levels. It's often positioned as a 'premium' snack for the mass market.

**Gender:-** While Snickers markets to both men and women, some campaigns (such as those focusing on strength and hunger satisfaction) are slightly more tailored toward a male audience.



## Psychographic Segmentation:-

**Lifestyle:-** Snickers targets busy individuals with active, on-the-go lifestyles who need a quick snack to satisfy hunger between meals.

**Personality and values:-** Snickers has positioned itself as the go-to bar for people who value humor, satisfaction, and energy. Their "You're not you when you're hungry" campaign connects well with consumers who appreciate light-hearted humor and want an energy boost that doesn't compromise on taste.

**Campaign connects well with consumers** who appreciate light-hearted humor and want an energy boost that doesn't compromise on taste.

## Behavioral Segmentation:-

**Benefits Sought:-** The primary benefit Snickers markets is hunger satisfaction and energy. They emphasize that Snickers provides both a delicious taste and a filling experience.

**Occasions:-** Snickers is often marketed as a snack for any time you need an energy boost. They position it as a convenient option for snacking between meals or during times of day when energy dips are common like mid-morning or mid-afternoon.



Usage Rate:- Snickers targets both frequent snackers and occasional treat-seekers. They use a mix of small size of Camel snackers and king-sized bars for frequent or heavy users.

### Geographic Segmentation:-

Snickers tailors its campaigns based on regions, adjusting flavours and sizes to cater to different cultural preferences. In some countries, unique flavours and packaging are introduced to better align with local taste and traditions, like peanut variations in the U.S or spicier versions in parts of Asia.

By targeting these distinct segments Snickers is able to position itself as a versatile product that meets the hunger needs of various consumers. Creating a broad appeal across age, lifestyle and usage frequency. This segmentation approach allows Snickers to maximize its reach while keeping its brand message consistent across different markets.

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