

Assign: 7.

## Segmentation

Kit Kat company.

Segmenting KitKat chocolate customers involves dividing the market into distinct groups of people share common characteristics, needs or behaviour. This helps to Marketing strategies. Product offerings and communication more effectively. below are key customer segments for KitKat.

### Demographic Segmentation:

→ Age:

- \* children (5-12 years): Enjoy KitKat as a treat or snack.
- \* Teens and Young Adult (13-25 years): KitKat is seen as a trendy snack, often promoted through social media.
- \* Adults (26-40 years): This group may view KitKat as an indulgence or a nostalgic product.

→ Middle-aged and older adults:

Likely to purchase KitKat for family members or as an occasional treat.

### Income:

KitKat targets a wide range of income levels with affordable pricing that appeals to both lower and middle income groups.

Gender:

→ Both men and women enjoy KitKat, but strategies can sometimes be gender-neutral or occasion-specific promotions (eg: Valentine's day).

Geographic segmentation:

Region: KitKat is marketed differently in various regions.

→ In Asia, KitKat has introduced unique flavors like green tea and cherry to local tastes.

→ In western markets (eg: North America, Europe) the focus is more on traditional flavors and innovative packaging.

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