

Assignment - 1

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:

region to products vary by country or local tastes
eg: 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:

Life style:

Targeting consumers interested in fitness, sustainability or gourmet food

values:

Focusing on consumers who
prioritize ethical sourcing and healthy

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

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