

## Need based and benefits based segmenting Kitkat chocolate company

Need-based and benefits-based segmentation focuses on understanding what specific needs customers are trying to satisfy with a product, and what benefits they seek from it. For Kitkat, this involves identifying the different reasons consumers choose the product and what they expect from it. Below are examples of both types of segmentation for Kitkat:

### 1. Need-based segmentation

This type of segmentation classifies customers based on their specific needs or problems that Kitkat solves for them.

→ Need for convenience and on-the-go snacking:

\* Segment: Busy Professionals, Students on travel

\* Need: These customers need quick portable snacks to satisfy hunger or provide a pick-me-up during their busy day.

\* Kit Kat offering: KitKat's individual bar format makes it easy to carry and consume anywhere. Single Packs or smaller portions cater to this need.

→ Need for an affordable Treat:

\* Segment: Budget-conscious consumers, including families and students.

\* Need: Consumers want an indulgence without spending too much money.

\* KitKat offering: KitKat is priced affordably, making it accessible to people looking for a treat on a budget. The price-to-quality ratio attracts these customers.

→ Need for a social or sharing experience:

\* Segment: Consumers looking to share with friends, family or at gatherings.

\* Need: Sharing chocolate as a bonding experience or for group enjoyment.

\* KitKat offering: KitKat's multi-Pack options, like family-sized Packs are perfect for sharing, addressing the social aspect of snacking.