

## Assignment - 8.

### Nestle Company Needs Based Segmentation.

For Nestle, needs - based Segmentation involves categorizing Consumers' based on their specific needs and preferences related to food and beverage products.

#### 1.) Health - Conscious Consumers

Individuals prioritizing nutrition, low - calorie or organic products. They seek items like low - sugar snacks or fortified foods.

#### 2.) Busy Professionals

Consumers looking for Convenience, such as ready - to - eat meals or quick snacks that fit their fast - paced lifestyle.

### 3.) Eco-Conscious Consumers

Those focused on sustainability and ethical sourcing. They prefer products with eco-friendly packaging and responsibly sourced ingredients.

### 4.) Families with Young Children.

Parents seeking nutritious appealing options for kids, such as fortified cereals, baby food and snacks that are both healthy and fun.

### 5.) Cultural and Ethnic Segments

Consumers looking for products that cater to specific culinary traditions or dietary preferences, like vegetarian, Vegan or ethnic cuisines.

## 6.) Gourmet Food Enthusiasts

Individuals who appreciate premium, high-quality or artisanal food products, often willing to pay more for unique flavors or ingredients.

## 7.) Pet Owners

Those needing high-quality pet food and treats that focus on health and well-being for their pets.

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