

## 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.

### 1) pet owners:

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

S.D.S.