

## 2. Benefit-Based Segmentation:

This focuses on the specific benefits or attributes that customers seek from the product, guiding their purchasing decisions.

### Taste and Texture Benefit:

\* Segment: chocolate lovers who crave a unique combination of texture and flavor.

\* Benefit sought: The crispy wafer inside the smooth chocolate coating provides a unique sensory experience. This texture and flavor combination is key reason many people choose KitKat over other chocolate bars.

\* KitKat offering: KitKat emphasizes its unique wafer and chocolate blend, appealing to those who prioritize taste and mouthfeel.

### Health-conscious Benefits:

\* Segment: Consumers who want to indulge but are mindful of their health.

\* Benefit sought: Lower sugar, fewer calories, or dark chocolate options to feel less guilty about indulging.

\* KitKat offering: KitKat offers smaller portions, miniatures, and dark chocolate variants to cater to health-conscious consumers.

Novelty and variety seekers:

\* Segment: Adventurous consumers who seek new and exciting flavors.

\* Benefit sought: Unique, limited-edition flavors and product innovations to satisfy their desire for variety.

\* KitKat offering: Special edition flavors like green tea, ~~strawberry~~, and matcha are popular in certain markets, appealing to consumers who enjoy trying new things.