

Assignment - 9

Nestle Company Benefits Based Segmentation.

For Nestle, benefits - based Segmentation focuses on the specific advantages or solutions that consumers seek from their products.

1.) Nutritional Benefits

Consumers looking for products that provide essential nutrients, such as fortified cereals, protein-rich snacks and health supplements.

2.) Convenience

Busy individuals seeking quick meal solutions, like instant noodles, ready-to-eat meals, and single-serve snacks that fit their on-the-go lifestyles.

3.) Taste and Enjoyment

Consumers prioritizing flavor and indulgence, who are drawn to products like gourmet chocolates, flavored coffees and premium ice creams.

4.) Health and Wellness

Those interested in products promoting overall health, including low-calorie, gluten-free or vegan options that cater to specific dietary needs.

5.) Sustainability and Ethical Sourcing

Eco-conscious consumer looking for responsibly sourced ingredients and sustainable packaging, preferring brands that align with their values.

6) Family-Friendly Options

Parents seeking products that are both nutritious and appealing to children, such as healthy snacks and fortified drinks.

7) Pet Health

Pet owners looking for high-quality pet food that promotes health and well-being, emphasizing natural ingredients and specific dietary benefits.