

## Assignment - 9

### Nestle company Benefits Based Segmentation.

For Nestle, benefits - based segmentation focuses on the specific advantages or solutions that consumer 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 down 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.

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