

The two-three Distinct Market Segments must be identified for the product based on Demographics and Psychographics of these segments.

1. Health-conscious working professionals:

Demographics: The segment of health-conscious working professionals majorly consists of individuals aged from 20-40 years who are currently working in the corporate sector. These individuals live in metropolis. This age group often focuses in the maintaining good health and lifestyle while fulfilling the demands of their work life.

They spend a significant portion of their time at work and value products that support their health and wellbeing. These individuals are employed in professions such as office workers, managers, executives etc.

Health-conscious individuals are aware of there nutrition and prioritize consuming products that offer health benefits. They are interested in BournVita because it is a nutritional drink providing vitamins, minerals and energy for such a hectic lifestyle.

Psychographics: Focus on Health and Wellness: These people place a high priority on their health and wellbeing. They actively look for things that improve their general health because they understand the importance of leading a balanced lifestyle.

They lead active, hectic lifestyles with rigorous schedules since they are working professionals. They might not have much time for healthy meal preparation or physical activity, so they look for quick solutions to meet their nutritional demands.

They are fully aware of the value of healthy diet and how it affects their performance and overall wellbeing. They are more inclined to examine product labels and look for goods that provide necessary nutrients and advance general health.

Due to their busy schedules, these people value goods that are simple to adopt into their daily lives. They seek for solutions that are easy to prepare and consume because they value convenience.

It can be difficult to juggle obligations in both your personal and professional life. These people could search for goods that have stress-relieving qualities or can efficiently manage stress levels.

Success in the workplace and personal improvement are important motivators for health-conscious working professionals. They understand how crucial it is to keep their health in order to work as effectively as possible.

Working professionals who are concerned about their health often make thoughtful purchases. Brands that put an emphasis on quality, transparency, and have a track record of providing dependable and efficient products are valued by consumers.

2. Active and sporty teenagers:

Demographics: High population density metropolitan locations: Teenagers who are active and athletic are frequently found in these areas because they have access to sports facilities, gyms, and leisure amenities. Teenagers participating in sports seem to be more prevalent in these places.

Bournvita might target youngsters who are enrolled in schools and colleges because these establishments frequently encourage students to participate in sports and physical activity. In addition to sponsoring sporting events and offering nutrition instruction, Bournvita can work with schools to promote their product as a healthy beverage alternative.

Teenagers that participate in particular sports, such as football, basketball, tennis, swimming and cricket, frequently join clubs or academies for practise and competitions. Active teenagers often engage with online platforms and social media for sports-related content, fitness tips, and motivation. Bournvita can utilize digital marketing strategies to reach this demographic through targeted advertisements, partnerships with influential athletes, and engaging social media campaigns.

Bournvita can sponsor or participate in local, regional, or national sports events and tournaments. These events attract active teenagers who are passionate about sports and offer opportunities for Bournvita to showcase its brand and products.

Psychographics: Health-conscious: These teenagers are committed to leading a healthy lifestyle and are aware of the value of a balanced diet for their active lifestyles. They look for things that will promote their physical well-being on purpose. They routinely participate in a variety of physical activities and have a sincere passion for sports. They may take part in contests, clubs, or school teams and play team sports, individual sports, or both.

Teenagers that are athletic and active frequently have a competitive mindset. They take pleasure in pushing themselves and work to develop their abilities. They are driven to test their limitations and accomplish their own objectives. Teenagers who play in teams often play individual sports, despite the fact that some may do so. They are aware of how crucial teamwork, cooperation, and communication are to sports success.

Teenagers that are sporty and active have a lifestyle that goes beyond their participation in organised sports. They frequently engage in other forms of exercise like swimming, cycling, hiking, or simply staying active outside.

