

German beers to Hungarian market (webshop)

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German beers

- Germany is the largest beer consumer of Europe
- 1300 German breweries with more than 110 hectolitre production¹
- German Purity Law



¹Beer market in Germany - statistics and facts.

<https://www.statista.com/topics/3145/beer-market-in-germany/>. [Online; accessed 31-March-2022].

Hungarian market

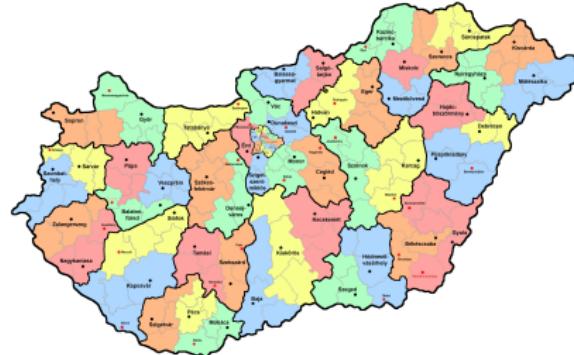
- Dynamic transformation in recent years
- More and more craft breweries in Hungary
- Ride this trend → introduce German craft beers



Hungarian Craftbeer

Geographic segmentation

- People of villages and rural areas → unlikely customers
- People of smaller towns → some potential customers
- People of larger cities and Budapest → main base of customers
 - Higher income
 - Around 3.6 million people²



²A települések száma és népessége jogállás szerint, 2021. január 1.

https://www.ksh.hu/stadat_files/fol/hu/fol0007.html. [Online; accessed 31-March-2022].

Demographic segmentation

- 30-60 years men – most significant beer drinkers³
- Younger people – usually cannot afford quality



Beer consumption behaviour of men and women in Hungary

³ A sör az egyik legnépszerűbb alkoholtartalmú ital a magyarok körében.

<https://www.ksh.hu/docs/hun/xftp/stattukor/sor/index.html>. [Online; accessed 31-March-2022].

Psychographic and Behavioral segmentation

- Men from the middle and upper class
- In search of diverse high quality beers
- Lifestyle: consume beer rarely (few times a week) but on greater occasions, many of them together with their friends

Targeted Segment

- Middle aged men, living in cities
- Stable size
- Getting more and more open to imported beers⁴



⁴A sör az egyik legnépszerűbb alkoholtartalmú ital a magyarok körében.

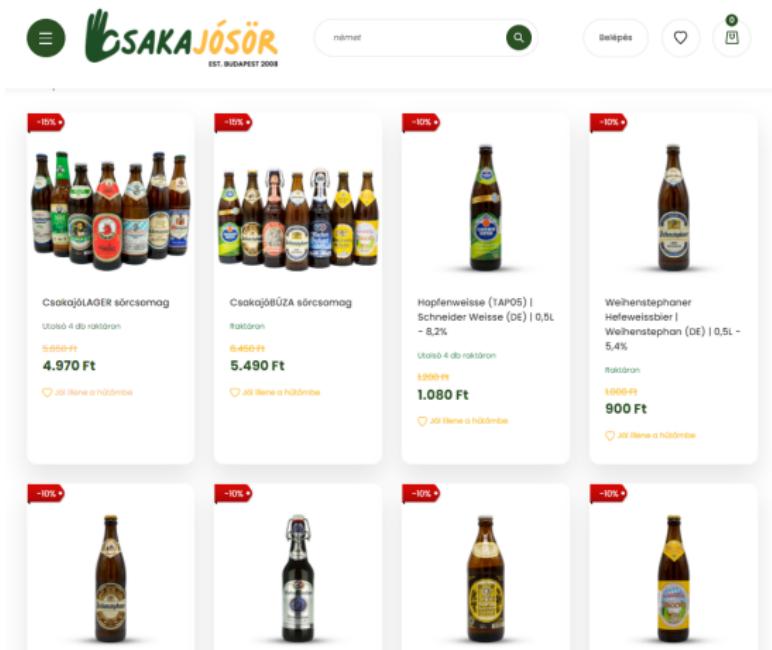
Strategy

- Concentrated marketing strategy
- Focus on a single segment
- Mainly online marketing
- Emphasize high quality and product diversity



Competitors

- soronline.hu
- beerselection.hu
- beergourmet.hu
- csakajosor.hu



csakajosor.hu

Competitive advantage

- Competitors focus on worldwide beer selections → only offer a few German beer types
- Prioritise German beer types
- High quality and the diversity of our product assortment



Positioning statement

To quality beer consumers who enjoy a wide variety of German beers, our webshop is the ultimate place that delivers the perfect beer for your every day consumption as well as for special occasions.

Summary

- Concentrated marketing strategy (Cheap & efficient)
- Focus on: Middle aged men living in cities
- Wealthy enough to afford the quality
- Quality of life is increasing in Hungarian cities → increased demand

References

-  *A sör az egyik legnépszerűbb alkoholtartalmú ital a magyarok körében.* <https://www.ksh.hu/docs/hun/xftp/stattukor/sor/index.html>. [Online; accessed 31-March-2022].
-  *A települések száma és népessége jogállás szerint, 2021. január 1.* https://www.ksh.hu/stadat_files/fol/hu/fol0007.html. [Online; accessed 31-March-2022].
-  *Beer market in Germany - statistics and facts.* <https://www.statista.com/topics/3145/beer-market-in-germany/>. [Online; accessed 31-March-2022].

Thank you for the attention!

