

# 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 production<sup>1</sup>
- German Purity Law



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<sup>1</sup>Beer 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 people<sup>2</sup>

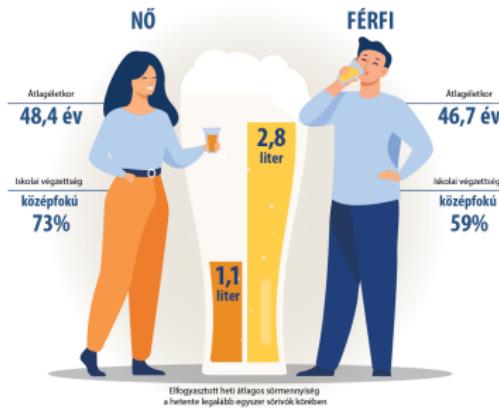


<sup>2</sup> A települések száma és népessége jogállás szerint, 2021. január 1.

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

# Demographic segmentation

- 30-60 years men – most significant beer drinkers<sup>3</sup>
- Younger people – usually cannot afford quality



Beer consumption behaviour of men and women in Hungary

<sup>3</sup> 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 beers<sup>4</sup>



<sup>4</sup>A sör az egyik legnépszerűbb alkoholtartalmú ital a magyarok körében.

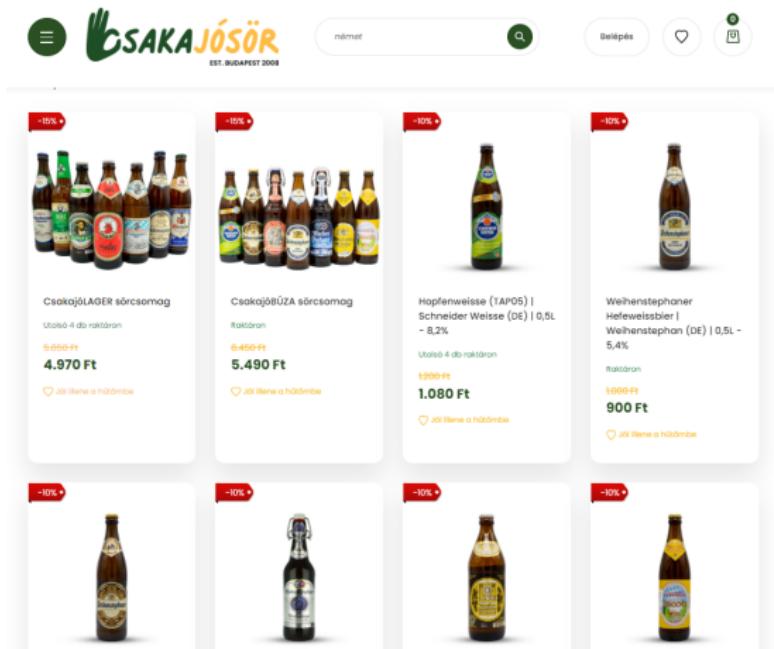
# Strategy

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



# Competitors

- [soronline.hu](http://soronline.hu)
- [beerselection.hu](http://beerselection.hu)
- [beergourmet.hu](http://beergourmet.hu)
- [csakajosor.hu](http://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](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!

