

German beers to Hungarian market (webshop)

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Plan

1 Introduction

2 Analysis

- Market segmentation
- Market targeting
- Market positioning

3 Summary

4 References

German beers

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



¹ *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

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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

Demographic segmentation

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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 there friends

Targeted Segment

Strategy

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.

Competitors

- soronline.hu
- beerselection.hu
- beergourmet.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 strategy

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