

Market Segmentation.

It's easy as A, B₁, B₂, B₆, B₁₂, C...

Traditional market segmentation is well recognized as a basic marketing strategy. But are you aware of a different and important way to segment the market in which vitamin fortification can play a role? It's segmentation through nutrition, which can help identify new product opportunities.

What's so different about nutritional market segmentation?

The food industry has long and successfully

used vitamin fortification. By recognizing a nutritional need on the part of consumers and then responding to it, food marketers have been able to give their fortified products a competitive advantage over other products in the same product category.

Now, there is segmentation through nutrition, which applies the principles of good nutrition to traditional market segmentation. It's based on the purposeful positioning of your product to appeal to the interests and concerns that are common to specific groups.

Some examples...

