

Report on nescafe company competitors

[Business](#), [Marketing](#)



Order#212018201

Marketing

Nescafe Competitors Outline

- who are the competitors: -- -- --

in order to know who are the competitors of Nescafe the group members have to follow the Competitor Analysis Concept in Marketing.

In this concept the company has to identify its competitors

http://www.academia.edu/7222341/Sample_Marketing_Plan Pg 26

As we know, Nescafe is a brand of coffee that can be purchased from supermarkets. In supermarkets many brands of coffee exist and therefore the competition between the coffee companies is high. In fact, competition between brands differs in each country, however Nescafe is considered to be a global brand, which exists in almost all around the world and it is highly purchased among people.

Competitor's qs:

<http://www.authorstream.com/Presentation/nataraj105-691921-project/>

In Singapore there are two main competitors in the coffee segment. The competitors name Owl and Super.

<http://thenescafe.wordpress.com/assignment-1/competitors-analysis/>
change the table and go the reference ::

This table illustrates that Nescafe brand in Singapore has the highest brand shares, which is 36.3 million in 2011. However their competitors such as Super have only quarter of the retail value.

<http://www.bloomberg.com/news/2013-07-25/super-plans-deal-to-rival->

<https://assignbuster.com/report-on-nescafe-company-competitors/>

nestle-among-asia-coffee-drinkers-2-.html Confirmation

<http://ausfoodnews.com.au/2013/07/08/nescafe-still-number-one-in-instant-coffee.html> Australia no. 1

According to the Roy Morgan Research Nescafe brand in Australia remain the first choice for Australian people. In 2013 Around 38% bought instant coffee in a period of 4 weeks, down from 42 percent in 2009. Despite the declining population in drinking coffee Nescafe succeeded to keep its position among its competitors. For example, Nescafe was the most purchased brand, and their competitors such as Moccona is composed 11 % of Australian and International Roast 3.

<http://investing.businessweek.com/research/stocks/financials/financials.asp?ticker=GMCR&dataset=incomeStatement&period=A&cy=na>

Nescafe is one of the world's leading makers and sellers of premium coffee. Competitor such as Owl and Super do not match the profit trends of Nescafe. Nescafe has global profit margin and their market expansion is bigger than that of Owl and Super. Keurig on the other hand, is not globally recognized compared to Nescafe, but their sales and profit margins are very impressive compared to Nescafe.

The Target markets for Nescafe are adults or families. It can be used in the household and in offices and other places where beverages are served.

Because of the caffeine content, Nescafe's ideal target markets are adults or parents.

The marketing mix for Nescafe is price, product, place and promotion. The price of Nescafe range \$4-\$10 depending on the size, taste and flavors.

There are variety of products and flavor that Nescafe offers such as French

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Vanilla and many other products. Nescafe's products are sold mainly in retail stores. Both large and small retail chains carry Nescafe in their stores. The company does not offer any special promotion on their products. Stores that carry Nescafe could decide to offer a discount on it.

Nescafe is a market leader and other regions it's a market challenger. With many local competitors that challenge its business. Competitors such as Owl and Keurig are strong competitors in their countries and regions. This makes Nescafe both a market leader and a market competitor.