

# Beer industry situational analysis

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Situational Analysis Nelson Coors bring to you a product that offers a healthier lifestyle. A beer that gives no hangover what we call 'Nelson Light' is an extension to our 67 calorie beer that avoids hangovers and nauseous feelings for the next day. As this generation is now leaning towards healthier options, Nelson Coors does not want them to sacrifice the fun they can be having.

Nelson light is a beer that targets the working force as well as university/college students. Therefore, the beer has been launched to attend the needs of both generations x and y. Professionals are a main target as this group will be drawn the idea of attending the bar after work. Professionals will only be going to the bar aware of the fact that they will wake up the next morning as effective and productive as usual. Same goes for university/college students.

This product has been developed with the help from scientists that have put in their efforts and found a cure. These scientists believe that hydrating the beer by adding electrolytes will provide more hydration than a normal beer. This extra ingredients will not kill the taste of the beer and those who want to enjoy a beer at the end of a hard labor day will not be at the risk of dehydration. This increased fluid retention will prevent hangovers.

Consumers want to adapt a healthier lifestyle Drink in a way that won't affect their health Avoid hangovers Avoid Sickness Enjoy their time Consumers are capable of enjoying the same taste regardless of the extra ingredients By launching 'Nelson Light' we are filling the gap of a healthier drinking lifestyle. Our product fills in the gap of getting bars busy on weekdays as well. After

the launch of this product, consumer's will be in the bar a lot more often know that the next day hey will be in a productive mood to work.

Most importantly it fills in the gap of reducing different kinds of diseases by making the ingredients of this beer Just right. Reducing the calorie and sugar intake prevents all sorts of illnesses. In competition, we have a product that is called simply sober. It is a drink that you intake the day of your hangover and cures it. Looking at the situation of people under conditions of a hangover, who really wants to drink something or eat something at that time as there migraine and unusualness is out of control. Beer Industry Situational analysis By familial