

Marketing: Market segments

PRODUCTS AIMED AT PARTICULAR MARKET SEGMENTS



The table below shows the different ways a business might segment its market. You need to provide examples of products that are aimed at different segments of the market. Examples are given for you. How many others can you add?

Method of Segmentation	Example of segmentation
Gender	Topshop for females Lego for boys
Age	Acne products for teenagers! Moshi monsters for 7-12 year olds
Location	Bucket & spade for coastal areas Oxford united football club t-shirts for Oxfordshire
Income	Ford fiesta for low-average income v Aston Martin for high income
Religion, Race or Ethnicity	Hijabs for Muslims v Jewellery with crosses for Christians
Lifestyle	Kellogg's variety pack for families with young children