

Leveraging the Competitive Segmentation Analysis to Orchestrate Organic and Non-organic Revenue Streams

Abstract

In line with the Sustainable Development Goals, retailers and manufacturers are rapidly incorporating organic products into their offering to meet shifting consumer demands and heightened market competition. Against this background, we employ the ‘Competitive Segmentation Analysis’ (CSA) to assess competitive dynamics within market segments. We examine the influence of marketing mix variables on organic and non-organic revenue streams from the perspectives of retailers and manufacturers. Utilizing a household panel dataset spanning 21 million purchases from 2006 to 2022, supplemented by survey data, we identify three distinct consumer segments distinguished by diverse demographics and attitudes. The exemplarily application of the CSA demonstrates how competitive advantages and disadvantages can be identified and illustrated across various consumer segments.

Keywords: *Competition analysis; Market segmentation; Organic products; Retail*