

TEKX04-21-19

Market analysis

Problem

One of the main factors behind the environmental issues the world is facing today is the consumption of meat. Every fraction of the process of the meat production system has a negative effect on the environment, as it contributes to pollution as well as the mistreatment of animals. Furthermore there are indications that the consumption of meat can lead to different health issues such as cancer and high blood pressure. Though the general awareness of the negative impact that the meat consumption contributes to, many are resistant to change to a plant-based diet due to preferences regarding taste or texture. The company that we will collaborate with is aspiring to improve the meat supplements already available. The goal is to create a product indistinguishable to meat, and thereby contribute to the removal of animals from the food production system.

Purpose of the study

The purpose is to analyze how the company can adapt and improve their marketing strategies to different market segments.

Method

Through collaboration with the company suitable markets will be determined, and thereafter a literature review will be performed to gather a holistic view of the markets in question. If necessary this will be supported by empirical studies.

Preferred institution

Supply and Operations Management

Members

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Note: the thesis will be written in English