Name:_____ Date: _____

Target Markets

A Target Market is a group of potential customers that you aim to sell products or services to.

This group is called a market and each market can be divided into smaller segments. Segments can be grouped into various demographics such as age, generations, geographic location, income and social class or lifestyles.

Select the target markets for the following products:

	Children Adults Elderly		Vegans Scientists Dieters
	Leisure Tourists Business Travelers Ecotourists		Seniors Honeymooners Students
	Luxury Consumers Nature Lovers Germophobes		Adventure Seekers Pleasure Seekers Disabled Persons

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LIVEWORKSHEETS