

Parle –Xhale, New Brand Launch

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Parle is the market leader in the candy market with its brand portfolio covered with different varieties from Melody to Poppins to Mango Bite to Kismi Toffee Bar to Toffee to Orange Candy and to Chox. Till some time back the focused target market segment was children. You can take it in theoretical way like.

Target Segment

Kids	Melody, Kismi	Poppins, Mango Bite, Orange		
Adults				
	Chocolate & Milk based	Flavored	Mint based	Teeth Whitener

Product Category

With candy based portfolio was successful in the market. But as the time and consumer preference changed the market congestion with different brands like Alpinlebe, Coffee Bite, Marbels, Big Babol has created a need of restructuring of brand portfolio of Parle. Now the need was to enter into a different market segment or new product in the existing segment. Parle opted to enter into adult market chewing gum with the brand Xhale-strictly for adults.

In the chewing gum based candies, the adult segment was pre occupied by the brands like Orbit white, Happy Dent and Variants of Central fresh by Wrigley. On the other hand non chewing gum based mint candies like Polo from Wrigley, Minto-Fresh from ITC, Cloro-Mint, Halls and its variants have further increased the options for consumers.

The same market forced HLL and Cadbury, Parry, Candico and Joyco to shrink or move out of the market. With this market chaos four categories have emerged: Mint based candies with brands like Polo, Halls, Minto-Fresh; Milk and Chocolate toffees with brands like Nestle Éclairs and Kismi; Flavored toffees with brands like Orange Candy, Mango Bite. The adult market for candies was restricted to teeth whitener, mint and some more chocolate based candies by Nestle.

The market complexities were at its apex in the market. Currently considering the brand architecture of Parle, It is having brand in flavored market with brands like Mango Bite and Orange Candy and Poppins where the competition is one to one with Marbels, a brand from Perfetti. On the other hand Kismi is the brand that is price champion and different business stream so no competition acceptance is from Éclair side but Cadbury with Coffee Bite is very much in the competition. Now the right decision is a new market rather new product in the same market(Kids) where the big daddies are present with great brands like Boomer and Alpinliebe .Cadbury is not on the focal point as they are mainly into chocolates and the target audience are adults.. Suppose Parle comes with a chocolate toffee with head on to Alpinliebe. Will it work? I suppose there is nothing new for Parle in it just fattening its brand Portfolio.

The main gap in the portfolio of Parle was mint and chewing gum brand. If they opt this, whom they should address with this new brand experiment? If new product with existing consumer (kids) then Parle is in the hit list of Boomer from Joyco (Wrigley) and Big Babol from Perfetti. The competition will be tougher as both these daddies are strong in chewing gum market. The best option was to address adults as the market is new and on growth. So rather than coming up with two brands in mint and teeth whitener, they opted to come up with one brand with dual effect and in addition a sugar free substance.

Jumping to adult segment was a good move as it's a growing market and the players are still lesser. Orbit White and Happy Dent are in the market both positioned as teeth whitener. On the other hand in the same segment Polo and Minto Fresh are positioned with mouth freshness. The brand positioned of the Xhale is hybridized as sugar free mint that prevents tooth decay. The basic idea

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Adults			Xhale		
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might be to catch. The consumer from both; freshener and teeth whitener segment and provide them additional added value of sugar free product.

In future, Nestle will not enter into this market as their brand identity and association is limited to chocolate based. Yap!! ITC might be interested in chasing this market. Expectations are that market will go smoothly for some time as Wrigley and Perfetti will not be interested in playing flanker till Xhale gets movement and ITC will not think for time being as Minto- Fresh is still not so matured.