

PREPARATION SHEET

Nespresso: Strategy Reset for Growth - The Youth Market

The Nespresso: Strategy Reset for Growth - The Youth Market case consists of an **Introduction** and **two parts**.

Part 1 presents the history of the company's unique strategy, the growing competition in the single-serve coffee market, and the key characteristics of the youth market and its importance for Nespresso's future. The company's activities and challenges are addressed in this section.

Part 2 describes the key strategic decisions that still need to be made, with a focus on young consumers. It raises issues and problems that need to be addressed in the five-year strategic plan.

To prepare for the case, you must read the **Introduction** and **Part 2**.

Reading **Part 1** provides an opportunity to learn about Nespresso's history and gain further insight into the context of the case. We therefore strongly recommend reading it.

Preparation questions for Parts 1 and 2:

1. Considering changes in the coffee market, including increased competition in the category, consumer habits, and the values of new generations, what do you consider to be the good news for Nespresso?
2. And what will be the bad news?"