

CODEX ENERGY DRINK SURVEY DASHBOARD

City
All

Gender
All

Age
All

Brand perception
All

10K

Number of Respondents

3.27

Average Rating

44%

Heard Before

49%

Tried Before

20.3%

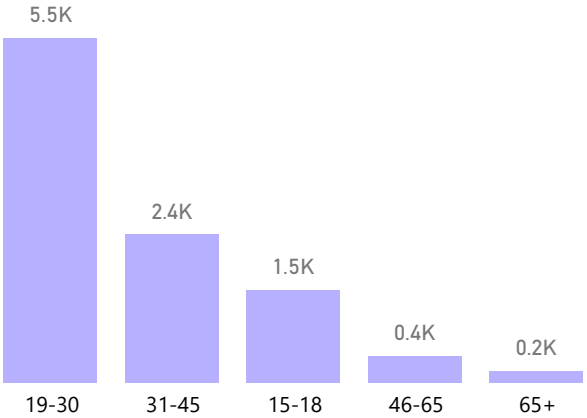
Heard and Tried Before

44.11%

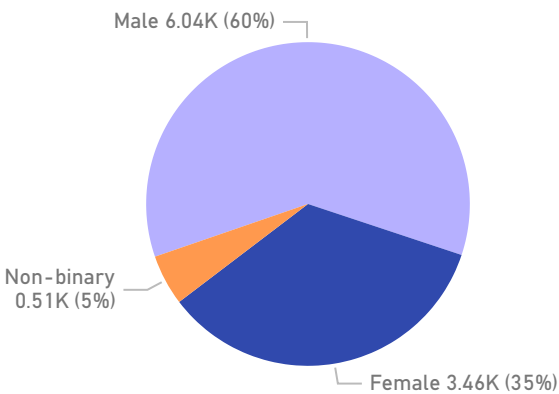
People who rated 4 or 5

Demographics

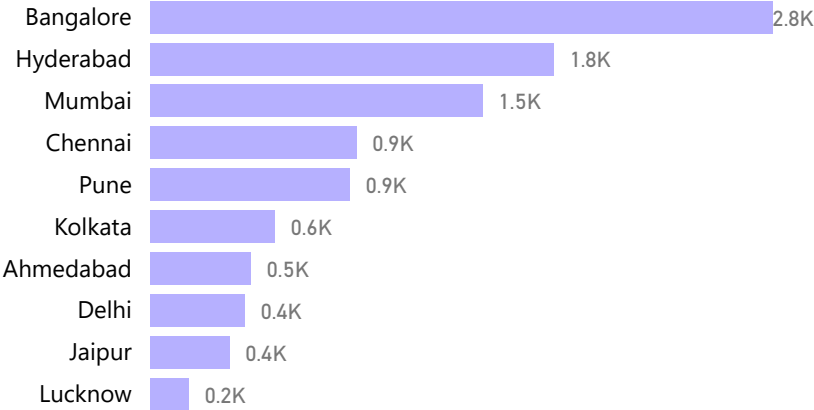
Age Group



Gender

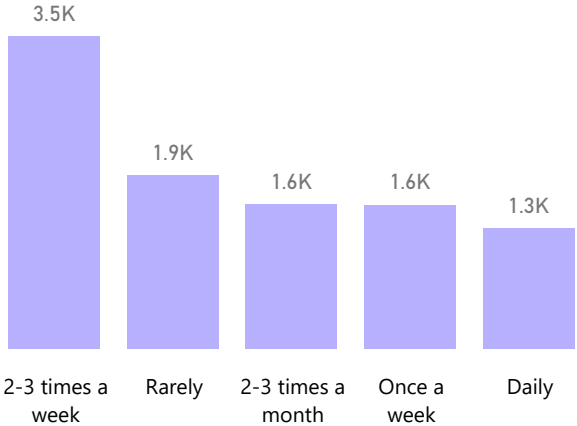


City

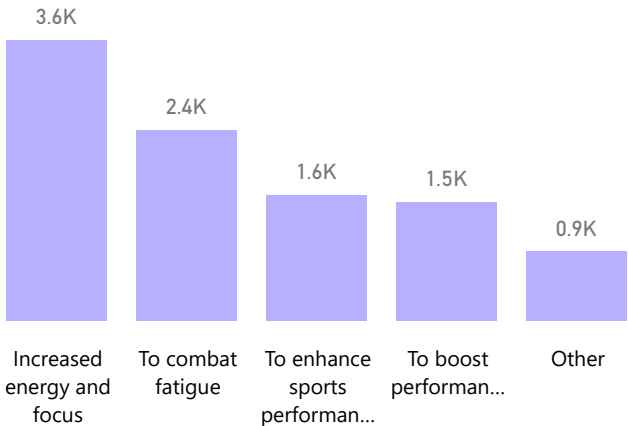


Consumption Habits

How often do respondents consume energy drinks ?



When do respondents consume energy drink?



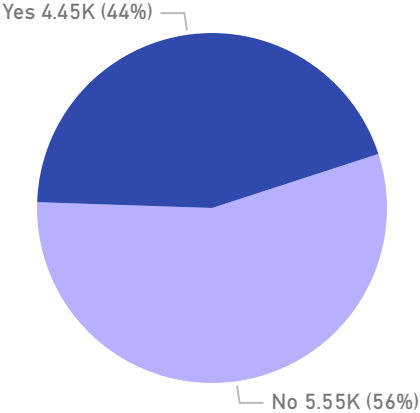
Main reasons respondents consume energy drink?



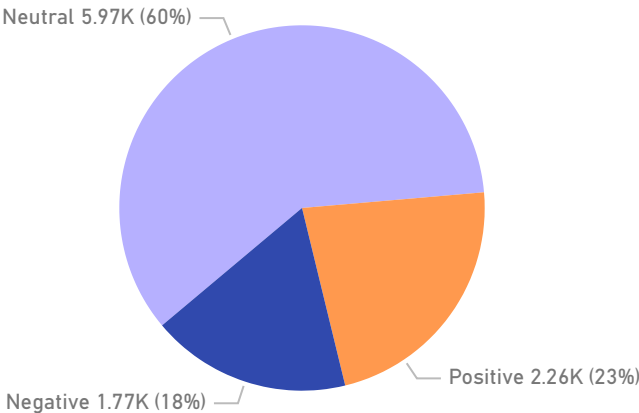
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Awareness and Perception

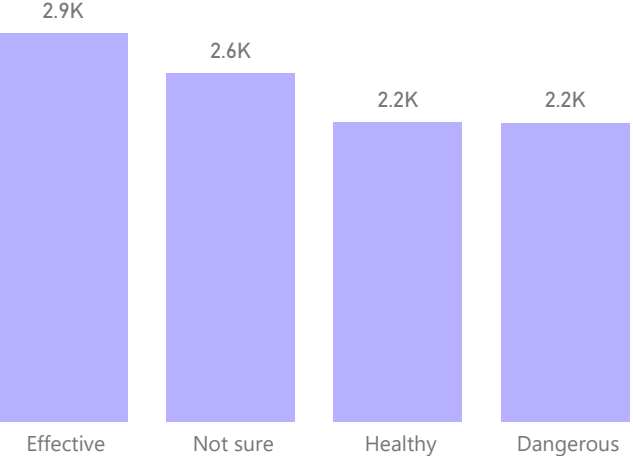
How many respondents heard of our energy drink?



What do respondents think of our brand name/logo/design



What are respondents perception of energy drink?



City

All

Gender

All

Age

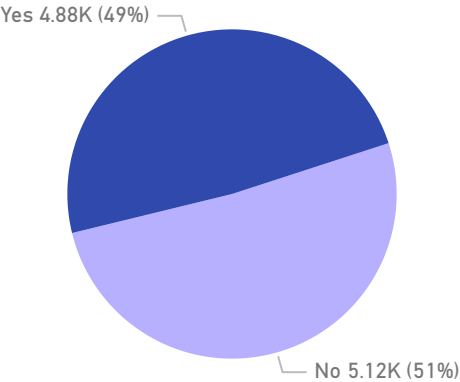
All

Brand perception

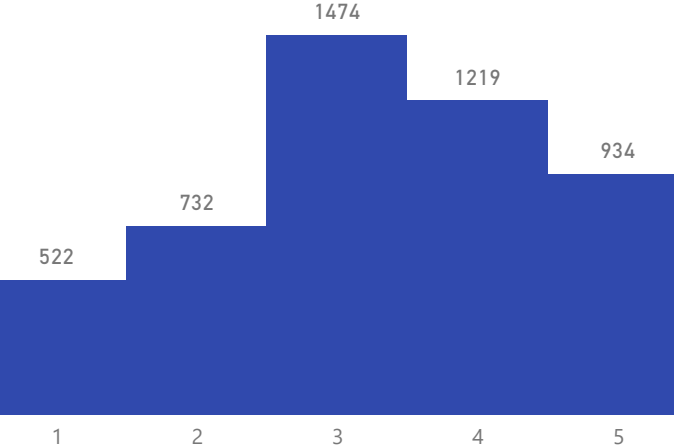
All

Product Experience

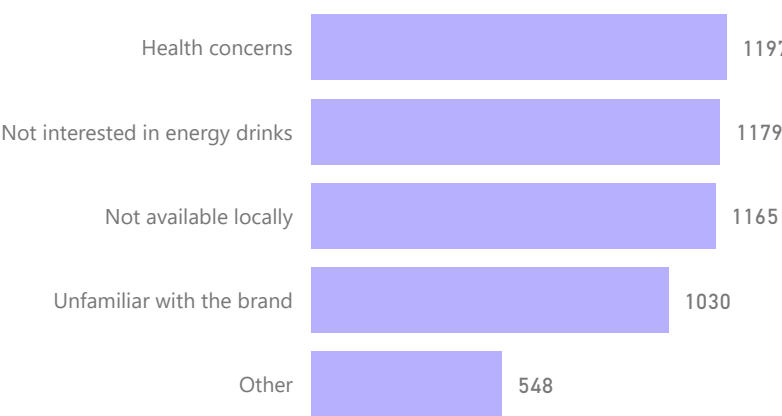
Have respondents tried our drink?



What ratings do respondents give our product?



Reasons preventing respondents from trying our product



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Competitor Experience

City

All

Gender

All

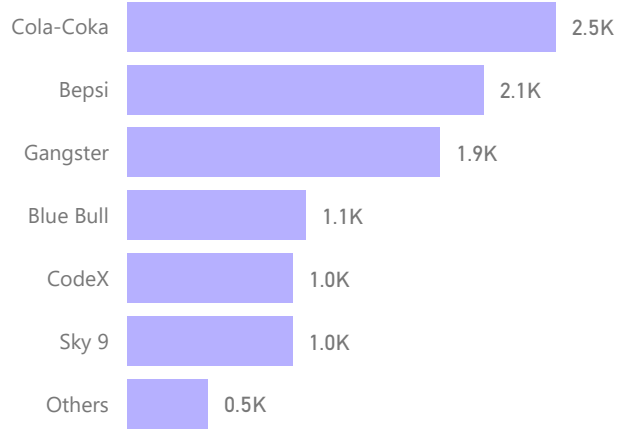
Age

All

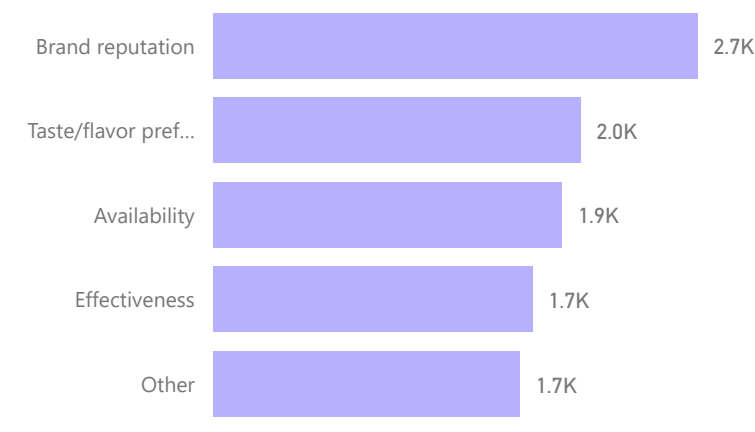
Brand perception

All

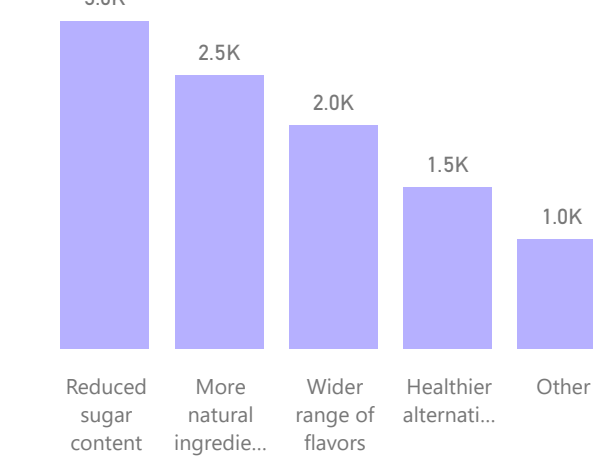
What energy drink brands do respondents prefer ?



Why do respondents prefer these brands ?

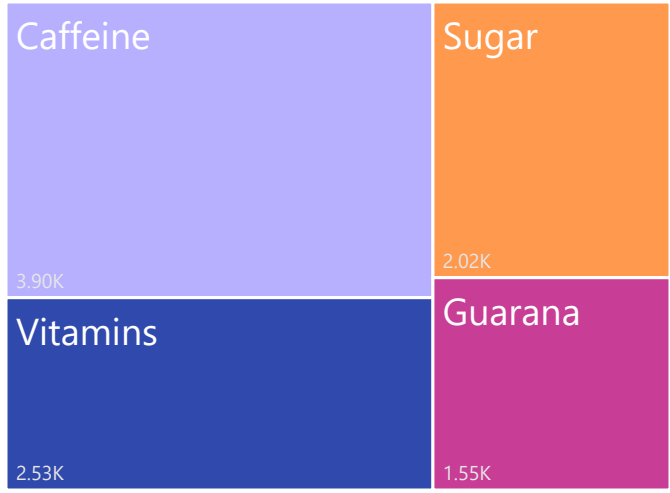


What improvements would respondents like to see ?

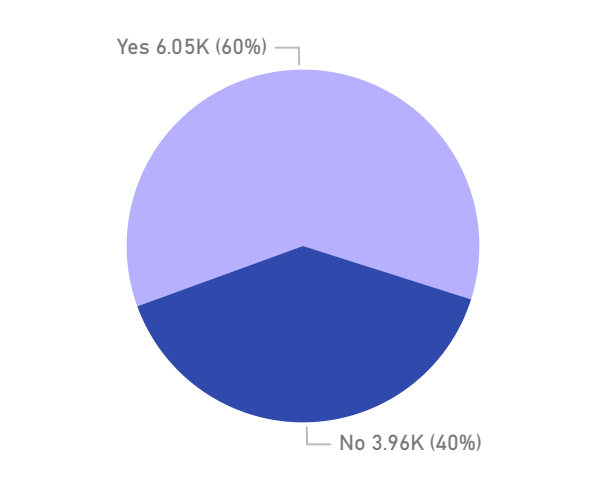


Ingredients and Health

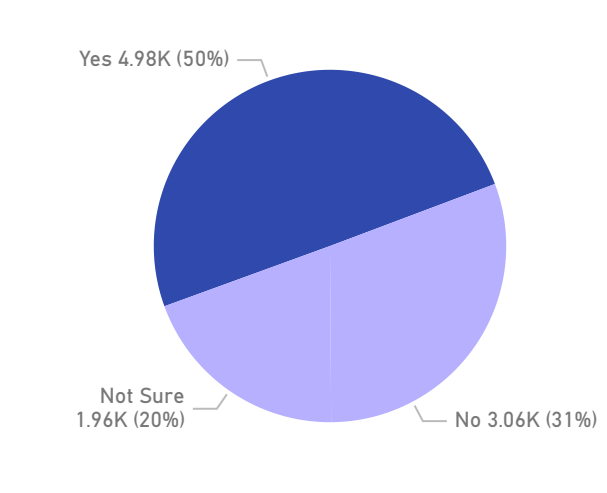
What ingredients do respondents expect ?



Are respondents concerned about the health impact ?



Are they interested in natural or organic ingredients ?



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Marketing and Packaging

City

All

Gender

All

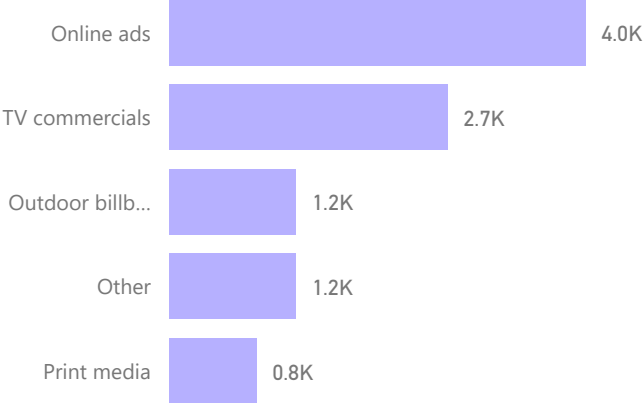
Age

All

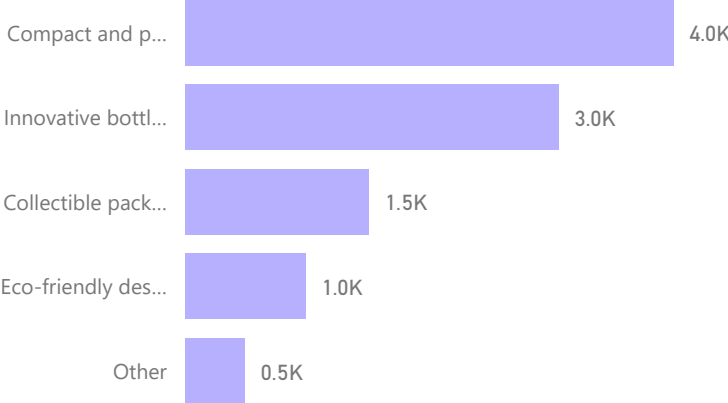
Brand perception

All

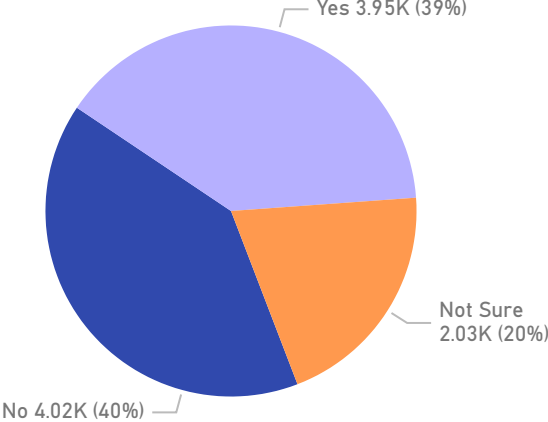
What marketing channels do respondents come across?



What type of packaging would attract respondents ?

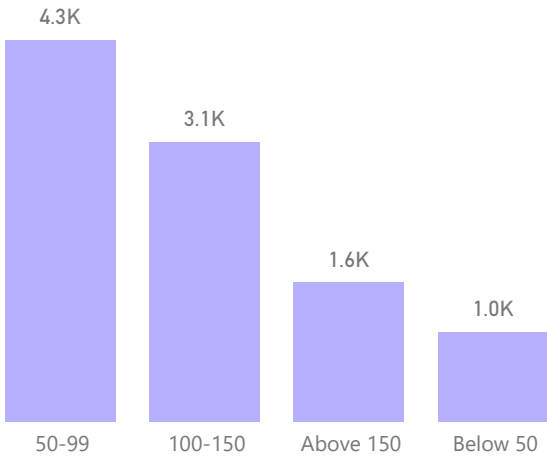


Would respondents buy limited edition packaging?

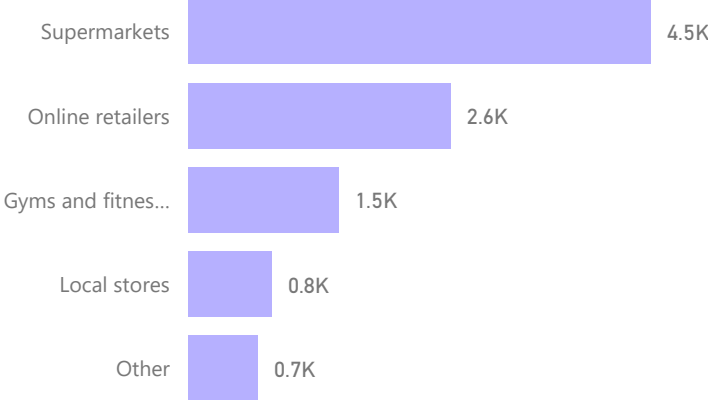


Pricing and Availability

What price range do respondents prefer?



Where do respondents purchase energy drinks ?



In what situation do respondents consume energy drinks?

