

# Consumer Preferences and Behavior in the Egyptian Energy Drink Market

Thank you for participating in this survey! Your feedback will help us understand your preferences and improve our products. This survey will take approximately 7–10 minutes to complete. All responses are anonymous and will be used solely for research purposes.

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\* Indicates required question

1. **1. What is your age? \***

*Mark only one oval.*

- ☐ Under 18
- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45+

2. **2. What is your gender? \***

*Mark only one oval.*

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

3. **3. What is your nationality? \***

*Mark only one oval.*

☐ Egyptian

☐ Other: \_\_\_\_\_

4. **4. City of Residency? \***

*Mark only one oval.*

☐ Cairo

☐ Giza

☐ Alexandria

☐ Port Said

☐ Suez

☐ Luxur

☐ Mansoura

☐ Tanta

☐ Other: \_\_\_\_\_

5. **5. What is your occupation?**

*Mark only one oval.*

☐ Student

☐ Working Professional

☐ Self-employed

☐ Unemployed

☐ Other: \_\_\_\_\_

6. **6. What is your monthly income range? \***

*Mark only one oval.*

- ☐ Less than EGP 5,000
- ☐ EGP 5,000–10,000
- ☐ EGP 10,001–20,000
- ☐ EGP 20,001–30,000
- ☐ Above EGP 30,000

7. **7. How often do you consume energy drinks? \***

*Mark only one oval.*

- ☐ Daily
- ☐ 3–4 times a week
- ☐ 1–2 times a week
- ☐ Occasionally (less than once a week)
- ☐ Never

8. **8. What are the main occasions when you consume energy drinks? (Select all that apply) \***

*Tick all that apply.*

- ☐ During work or study
- ☐ While exercising
- ☐ At social events
- ☐ When feeling tired or low on energy
- ☐ Other: \_\_\_\_\_

9. 9. Which of the following factors influence your decision to buy an energy drink? \*  
(Rank in order of importance, 1 = most important)

Mark only one oval per row.

	1	2	3	4	5	6
<b>Flavor</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Price</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Brand reputation</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Packaging</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Health benefits (e.g., natural ingredients, low sugar)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Availability</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. 10. Do you prefer energy drinks with natural ingredients? \*

Mark only one oval.

- ☐ Yes  
☐ No  
☐ I don't care

11. 11. Do you prefer energy drinks with low sugar content? \*

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ I don't care

12. 12. Do you prefer energy drinks with caffeine? \*

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ I don't care

13. 13. What flavors do you prefer in energy drinks? (Select all that apply) \*

*Tick all that apply.*

- ☐ Citrus (e.g., lemon, orange)
- ☐ Berry (e.g., strawberry, blueberry)
- ☐ Tropical (e.g., mango, pineapple)
- ☐ Mint or menthol
- ☐ Coffee or mocha
- ☐ Other: \_\_\_\_\_

14. 14. How important is flavor variety to you? \*

*Mark only one oval.*

- ☐ Very important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Not very important
- ☐ Not important at all

15. 15. What is the maximum price you would pay for a 250ml can of energy drink? \*

*Mark only one oval.*

- ☐ Less than EGP 10
- ☐ EGP 10–15
- ☐ EGP 15–20
- ☐ EGP 20–25
- ☐ Above EGP 25

16. 16. What type of packaging do you prefer for energy drinks? \*

*Mark only one oval.*

- ☐ Can
- ☐ Plastic bottle
- ☐ Glass bottle
- ☐ Other: \_\_\_\_\_

17. 17. How important is Eco-friendly packaging to you? \*

*Mark only one oval.*

- ☐ Very important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Not very important
- ☐ Not important at all

18. 18. Which energy drink brands are you familiar with? (Select all that apply) \*

*Tick all that apply.*

- ☐ Red Bull
- ☐ Monster
- ☐ Power Horse
- ☐ Sting
- ☐ Tiger
- ☐ Other: \_\_\_\_\_

19. 19. What do you value most in an energy drink brand? (Select all that apply) \*

*Tick all that apply.*

- ☐ Taste
- ☐ Affordability
- ☐ Brand reputation
- ☐ Health benefits
- ☐ Availability
- ☐ Other: \_\_\_\_\_

20. 20. How likely are you to try a new energy drink brand? \*

*Mark only one oval.*

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neutral
- ☐ Not very likely
- ☐ Not likely at all

21. 21. What improvements would you like to see in energy drinks?

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22. 22. Any other comments or suggestions?

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