

NutriBev Energy Drink Market Research

Report of Consumer Preferences and Behavior in the Egyptian
Energy Drink Market

Ahmed Hassan
5-29-2021

Table of Contents

Executive Summary	2
1. Introduction	2
Company Background	2
Objective	2
2. Key Findings.....	3
2.1 Flavor Preferences.....	3
2.2 Pricing Strategy.....	3
2.3 Consumption Habits.....	4
2.4 Brand Perception	5
2.5 Packaging Preferences	5
3. Analysis of Results	6
3.1 Flavor Preferences.....	6
3.2 Pricing Strategy.....	6
3.3 Consumption Habits.....	6
3.4 Brand Perception	7
3.5 Packaging Preferences	7
4. Segmentation Strategy	7
5. Recommendations.....	8
5.1 Product Development.....	8
5.2 Pricing Strategy.....	8
5.3 Marketing Campaigns	8
5.4 Distribution Channels	8
5.5 Competitive Differentiation	8
6. Conclusion.....	9

NutriBev Energy Drink Market Research

Executive Summary

NutriBev, a leading global FMCG company, conducted a comprehensive market research study to inform the launch of its new energy drink targeted at young adults (ages 18–35) in urban areas. The analysis focused on five key areas: Flavor Preferences, Pricing, Consumption Habits, Brand Perception, and Packaging. Using survey data from 369 respondents, this report identifies actionable insights for product development, pricing strategy, marketing campaigns, and distribution.

Key findings indicate that:

- **Citrus** is the most preferred flavor, followed by Berry and Tropical.
- Consumers are willing to pay **above EGP 25**, especially higher-income groups.
- **Frequent users** prioritize taste and convenience, while **occasional users** value affordability and health benefits.
- Brand loyalty is driven by **taste, brand reputation, and availability**.
- Cans are the preferred packaging type, with eco-friendly options appealing to environmentally conscious consumers.

Based on these insights, NutriBev should focus on offering premium-priced energy drinks with natural ingredients, unique flavors, and sustainable packaging to maximize profitability and appeal to target segments.

1. Introduction

Company Background

NutriBev is known for its innovative and health-focused beverage products, including juices, flavored water, and energy drinks. With a strong presence in North Africa, the company aims to differentiate itself in the competitive energy drink market through unique flavors, natural ingredients, and eco-friendly practices.

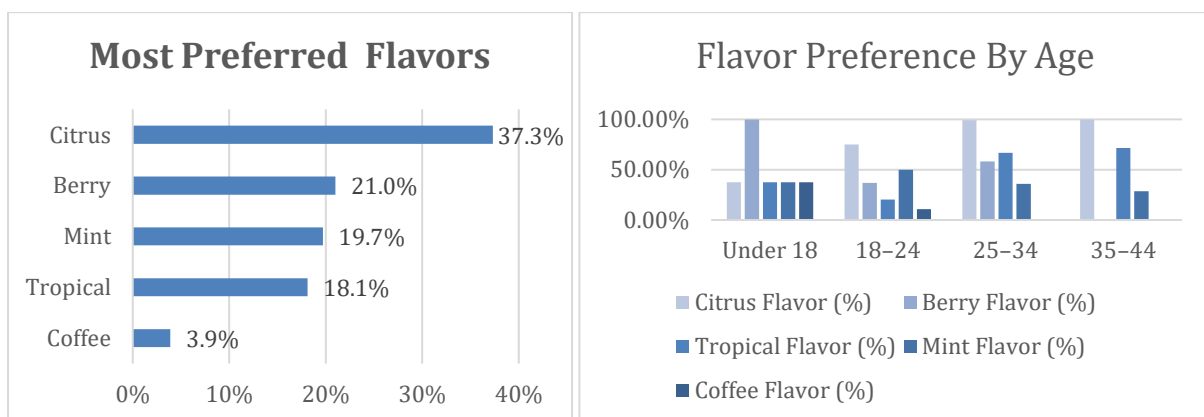
Objective

The objective of this study is to identify consumer preferences, determine an optimal pricing strategy, segment the market effectively, and analyze competitor positioning to guide the launch of NutriBev's new energy drink.

2. Key Findings

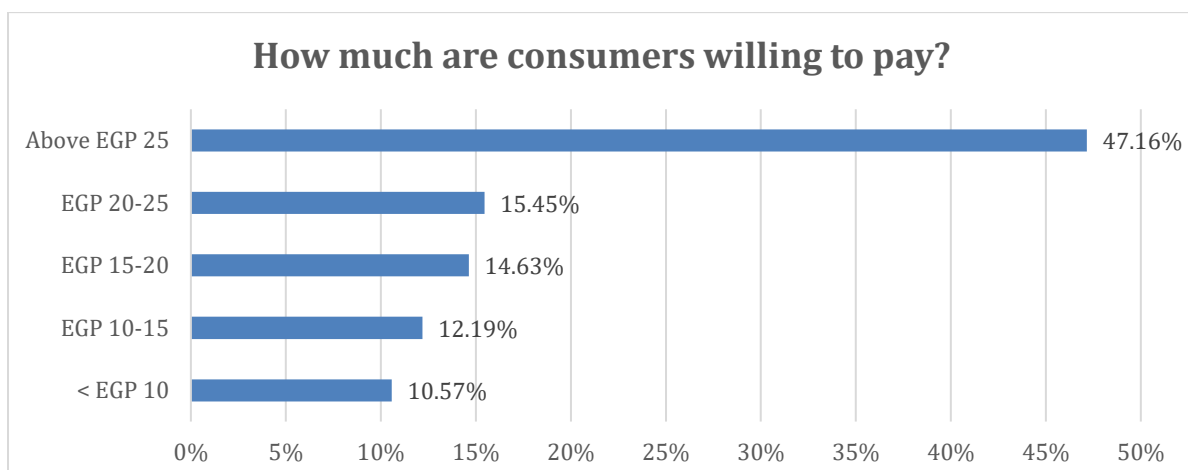
2.1 Flavor Preferences

- **Top Preferred Flavors:** Citrus (37.3%), Berry (21.0%), Tropical (18.1%).
- **Demographic Differences:**
 - **Age:** Younger age groups (18–24) prefer Citrus and Berry, while older groups (25–34) lean toward Tropical and Mint.
 - **Gender:** Males favor Mint (68.6%) and Citrus (54.5%), while females prefer Berry (63.2%).
 - **City:** Residents of Cairo and Alexandria strongly prefer Citrus, whereas Alexandria residents also favor Berry.
- **Natural Ingredients Correlation:**
 - Respondents who prioritize natural ingredients are more likely to prefer Citrus (86.3%) and Tropical (72.3%) flavors.



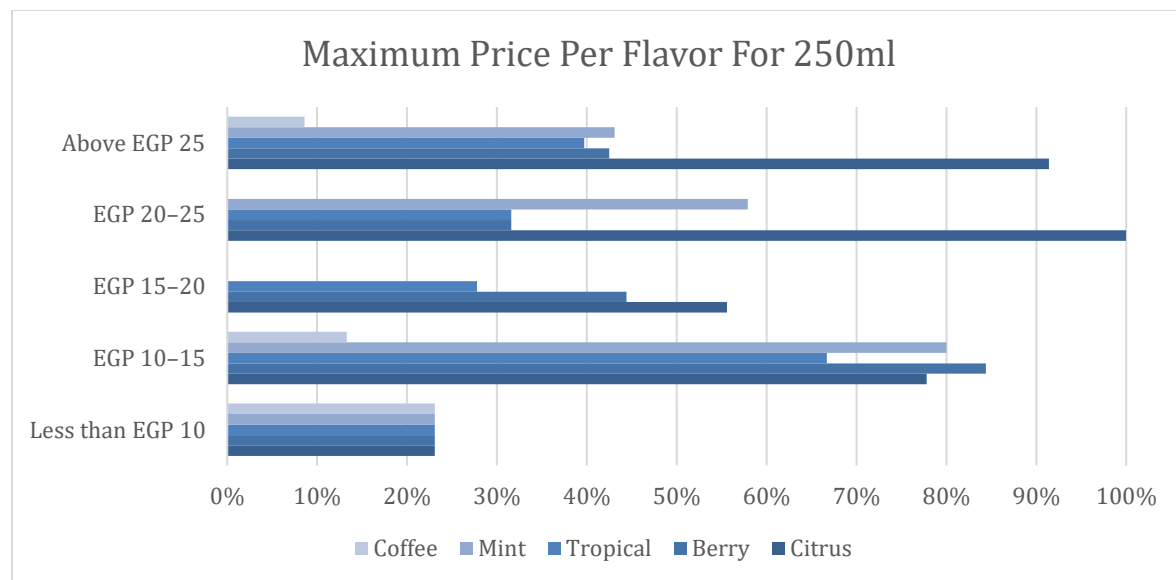
2.2 Pricing Strategy

- **Willingness to Pay:** Above EGP 25 (47.2%), followed by EGP 20–25 (15.4%).
- **Income Influence:** Higher-income respondents (EGP 10,001+) are willing to pay premium prices, while lower-income groups (< EGP 10,000) prioritize affordability.
- **Price Sensitivity:** Price ranks second among factors influencing purchase decisions, with 39.8% considering it “Extremely Important.”



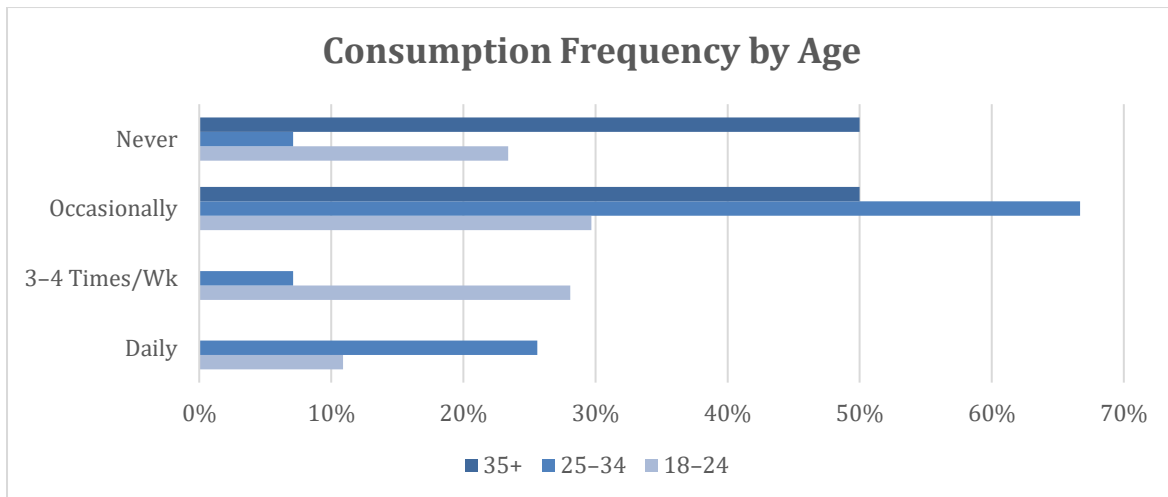
Below is the percentage of respondents who said "Yes" to each flavor by their maximum willingness to pay for a 250ml drink. Each respondent had the option to choose more than one flavor preference.

Flavor Preference	Less than EGP 10	EGP 10–15	EGP 15–20	EGP 20–25	Above EGP 25
Citrus	0.231	0.778	0.556	1	0.914
Berry	0.231	0.844	0.444	0.316	0.425
Tropical	0.231	0.667	0.278	0.316	0.397
Mint	0.231	0.8	0	0.579	0.431
Coffee	0.231	0.133	0	0	0.086



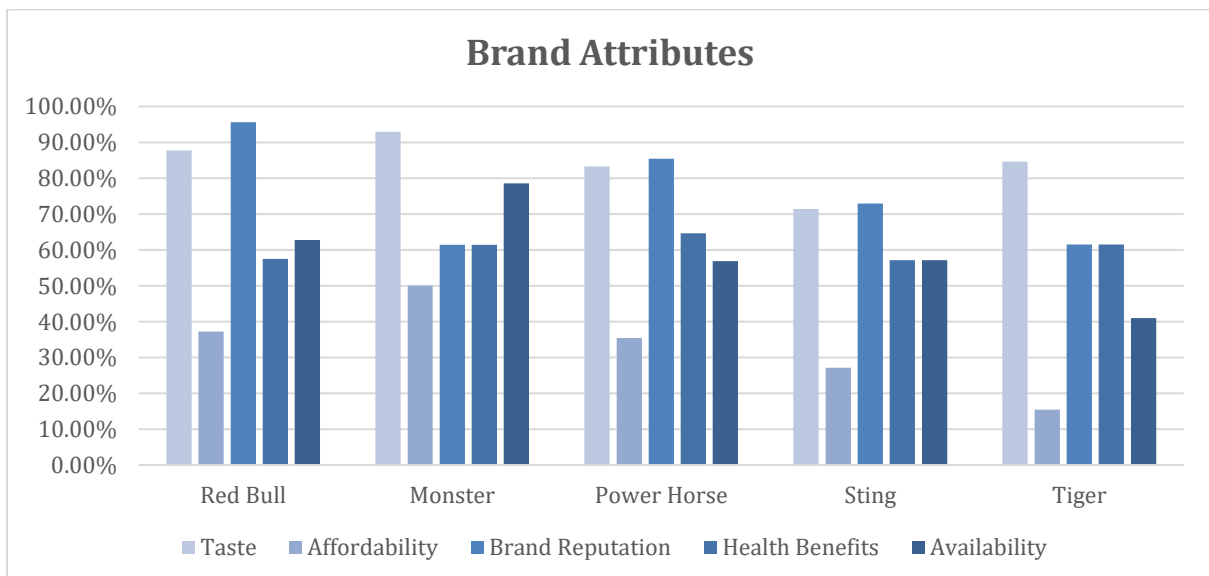
2.3 Consumption Habits

- **Frequency:**
 - Daily/3–4 times a week: 34.9% (primarily students and working professionals).
 - Occasionally (< once a week): 42.3% (predominantly rural or lower-income groups).
- **Occasions:**
 - During work/studies: 53.7%.
 - During exercise: 10.6% (strongly correlates with low sugar and natural ingredients).
 - Social events: 16.8%.
- **Segmentation by Occupation:**
 - Students consume energy drinks primarily during studies.
 - Working professionals use them for productivity and long hours.



2.4 Brand Perception

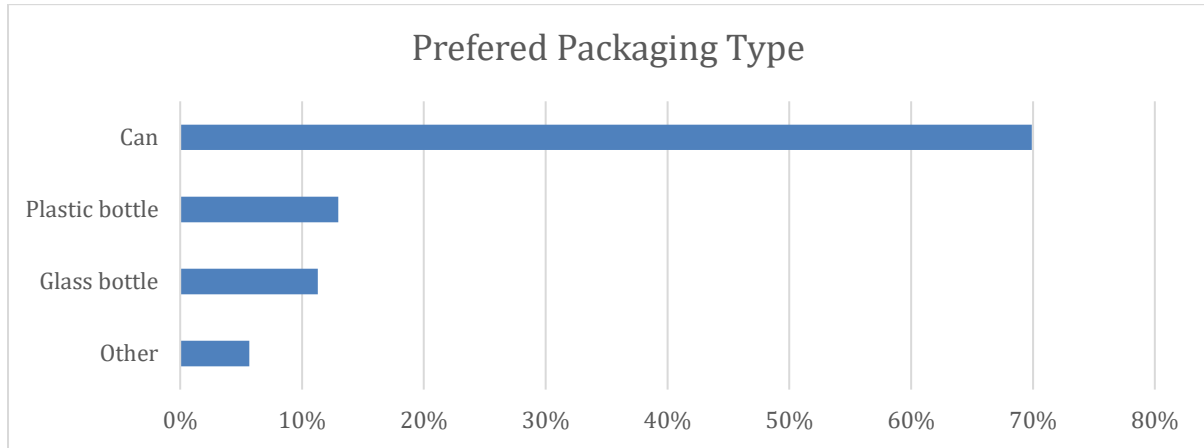
- **Factors Influencing Loyalty:**
 - Taste (87.8% for Red Bull, 92.9% for Monster).
 - Brand reputation (95.6% for Red Bull, 85.4% for Power Horse).
 - Health benefits (61.5% for Tiger).
- **Brand Familiarity:**
 - Red Bull is the most familiar brand, followed by Monster and Power Horse.
 - Rural respondents show less familiarity with brands but value availability and trustworthiness.
- **Target Segments:**
 - High-income urban professionals value premium offerings and health benefits.
 - Budget-conscious students prioritize affordability and productivity-enhancing flavors.



2.5 Packaging Preferences

- **Preferred Type:** Cans (69.9%), followed by plastic bottles (13.0%) and glass bottles (11.4%).

- **Eco-Friendly Importance:** Significant correlation between eco-friendly packaging importance and willingness to try new brands ($p = 0.084$, $p = 0.107$).
- **Demographic Differences:**
 - Younger age groups (18–24) strongly prefer cans.
 - Older groups (45+) show a preference for glass bottles and alternative packaging.



3. Analysis of Results

3.1 Flavor Preferences

Flavor preferences vary significantly across demographics:

- **Students (18–24):** Citrus and Berry flavors resonate most.
- **Working Professionals (25–34):** Tropical and Mint flavors are favored.
- **Fitness Enthusiasts:** Prioritize natural ingredients and low sugar content, aligning with Citrus and Berry flavors.

3.2 Pricing Strategy

The majority of respondents are willing to pay premium prices, indicating potential for high-margin sales:

- **Premium Segment:** Focus on higher-income urban professionals with unique flavors and eco-friendly packaging.
- **Affordable Segment:** Offer budget-friendly options to attract students and rural consumers.

3.3 Consumption Habits

Consumption frequency and occasions provide clear segmentation opportunities:

- **Frequent Users:** Emphasize convenience and productivity with canned options.

- **Occasional Users:** Highlight health benefits and affordability for social settings or fitness-related consumption.

3.4 Brand Perception

To compete effectively, NutriBev must build trust and emphasize quality:

- **Taste:** The primary driver of brand loyalty across all competitors.
- **Health Benefits:** Differentiate by promoting natural ingredients and low sugar content.
- **Availability:** Ensure wide distribution in urban areas where competition is highest.

3.5 Packaging Preferences

Packaging plays a critical role in consumer choice:

- **Cans:** Dominant preference due to convenience and portability.
- **Eco-Friendly Options:** Appeal to environmentally conscious consumers, though they may not directly influence willingness to pay.

4. Segmentation Strategy

Based on the findings, we propose the following segmentation strategy:

Segment Name	Key Characteristics	Marketing Strategy
High-Income Urban Pros	Age: 25–34, Income: >EGP 10,000, Preference: Tropical, Mint	Premium pricing, health-focused formulations, eco-friendly packaging, productivity messaging.
Young Urban Students	Age: 18–24, Income: <EGP 10,000, Preference: Citrus, Berry	Affordable pricing, productivity-enhancing flavors, digital and influencer marketing.
Rural Occasional Users	Age: 35+, Rural areas, Preference: Coffee, Classic flavors	Budget-friendly plastic bottles, local availability, traditional marketing channels.
Fitness Enthusiasts	Age: 18–34, Exercise-focused, Preference: Natural, Low Sugar	Limited-edition sports-themed flavors, partnerships with gyms and fitness events.
Social Event Drinkers	Age: 18–34, Female-dominated, Preference: Berry, Tropical	Stylish packaging, trendy flavors, influencer collaborations for nightlife promotion.
Brand Experimenters	Age: 18–34, High likelihood to try new brands, Preference: Variety	Regular introduction of new flavors, sampling programs, loyalty rewards.

Budget-Conscious Non-Users	Age: 18–44, Rarely consume energy drinks, Preference: Classic flavors, Affordability	Entry-level products, educational campaigns, discounts and promotions.
-----------------------------------	--	--

5. Recommendations

5.1 Product Development

- Develop **Citrus, Berry, and Tropical flavors** as core offerings.
- Introduce **Mint** for male audiences and **Coffee** for older consumers.
- Incorporate **natural ingredients** and **low sugar content** to appeal to health-conscious segments.

5.2 Pricing Strategy

- Set the base price at **EGP 25** for mainstream appeal.
- Introduce **tiered pricing**:
 - Premium variants (EGP 30+) for higher-income urbanites.
 - Budget-friendly options (EGP 15–20) for students and rural consumers.

5.3 Marketing Campaigns

- **Digital Marketing:** Leverage social media platforms to engage younger demographics (students, social event drinkers).
- **Corporate Partnerships:** Partner with offices and gyms to promote productivity and health benefits.
- **Sustainability Messaging:** Highlight eco-friendly practices to attract environmentally conscious consumers.

5.4 Distribution Channels

- Ensure wide availability of canned products in urban areas (Cairo, Alexandria).
- Use local retail outlets and supermarkets for rural distribution.
- Explore online sales and e-commerce platforms to reach tech-savvy audiences.

5.5 Competitive Differentiation

- Position NutriBev as a **premium health-focused brand** offering unique flavors and natural ingredients.
 - Build trust through consistent quality and strong branding efforts.
 - Address gaps in the market by emphasizing sustainability and innovation.
-

6. Conclusion

This market research provides valuable insights into consumer preferences, behavior, and perceptions in the energy drink market. By tailoring its product offerings, pricing strategies, and marketing campaigns to distinct segments, NutriBev can successfully capture market share and drive profitability.

Key takeaways include:

- **Citrus** is universally popular, making it a cornerstone flavor.
- **Higher-income urban professionals** represent the most lucrative segment, prioritizing premium products and health benefits.
- **Eco-friendly packaging** appeals to environmentally conscious consumers but does not directly translate into higher willingness to pay.
- **Taste and brand reputation** are critical for fostering loyalty.

By implementing these recommendations, NutriBev can differentiate itself from competitors and establish a strong foothold in the energy drink market.
