

DEMOGRAPHIC

Clear

PRODUCT
DEVELOPMENT

PURCHASE

MARKETING

BRANDS &
COMPETITION

CONSUMER
PREFERENCES

DEMOGRAPHIC

Tier 1
Tier 2

All

All

All

All

All

All

TRY BEFORE

10K
5K

NO. OF CITIES
Tier 1
Tier 2

CITY
All

AGE
All

GENDER
All

HEARD BEFORE
All

TRY BEFORE
All

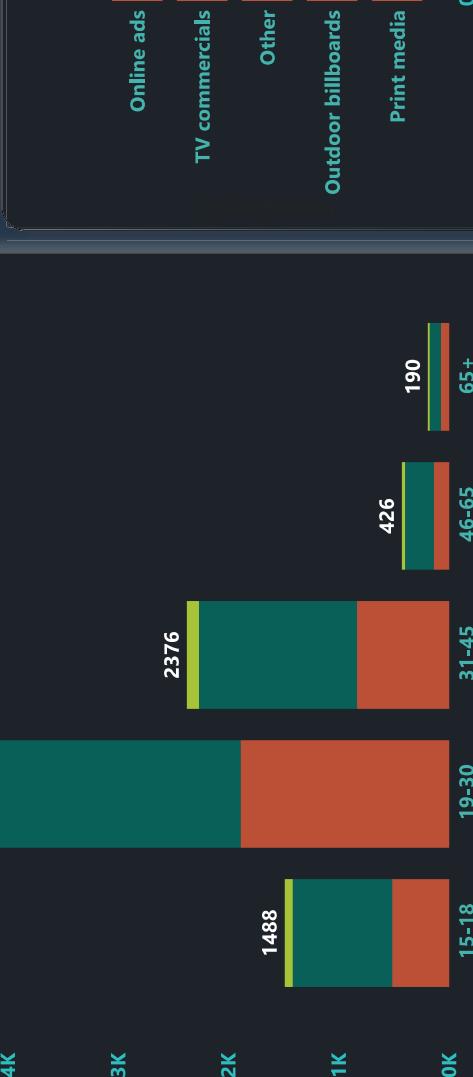
AGE GROUP WISE RESPONDANTS
Female ● Male ● Non-binary

5520
10K

Avg Taste Exp
0 3.28 4.00



MARKETING CHANNEL WISE RESPONDANTS B/W AGE 15-30
Female ● Male ● Non-binary



4K

3K

2K

1K

0K

15-18
19-30
31-45
46-65
65+

2376
1488
426
190

3373
1785
702
702
446

CONSUMER PREFERENCES

DEMOGRAPHIC

Clear

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CONSUMER PREFERENCES

CITY

All

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All

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AGE

All

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GENDER

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HEARD BEFORE

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INGREDIENTS EXPECTED

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HEALTH CONCERN

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PACKAGING EXPECTED

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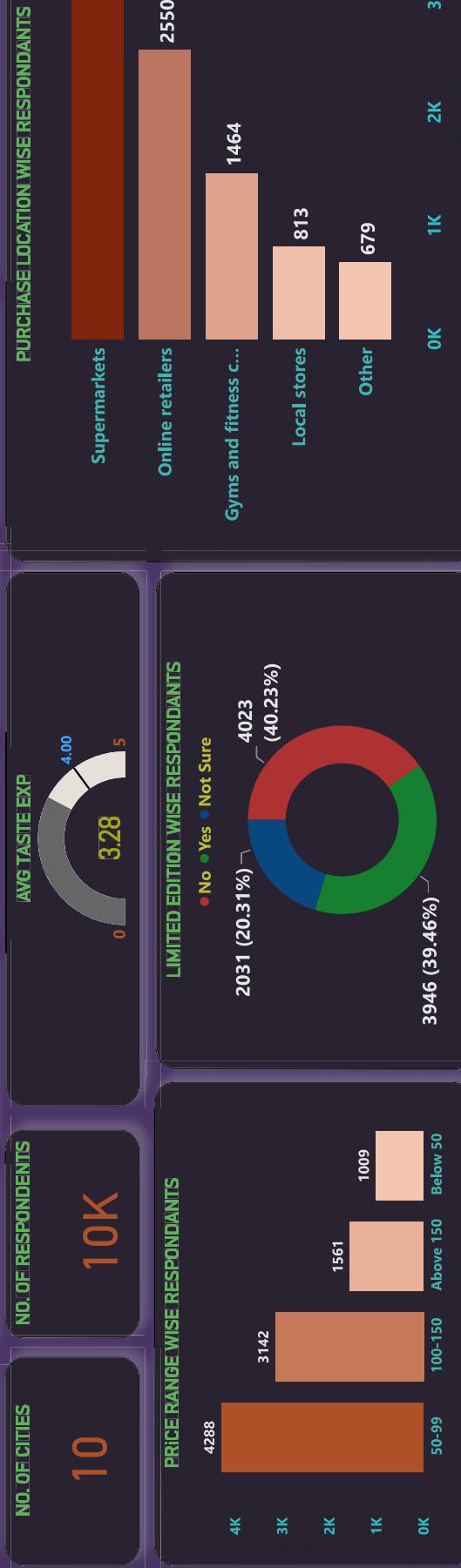
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BRAND & COMPETITION



PURCHASE



CONSUMPTION REASON & TIME WISE RESPONDANTS DISTRIBUTION

Consume Reason	Before exercise	For mental alertness	Throughout the day	To stay awake during work/study	Total
Increased energy and focus	1111	716	531	1216	3574
To combat fatigue	764	493	334	837	2428
To enhance sports performance	490	328	193	593	1604
To boost performance	469	303	270	472	1514
Other	314	155	120	291	880
Total	3148	1995	1448	3409	10000

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GENERAL PERCEPTION
ABOUT ENERGY DRINKS

PRICE RANGE

TRYED BEFORE

GENDER

AGE

CITY

GENERAL PERCEPTION
ABOUT ENERGY DRINKS

TRYED BEFORE

GENDER

AGE

CITY

10K
NO. OF CITIES

2238 (22.43%)
2909 (29.09%)
2610 (26.1%)

AVG TASTE EXP

3.28

5

0

4.00

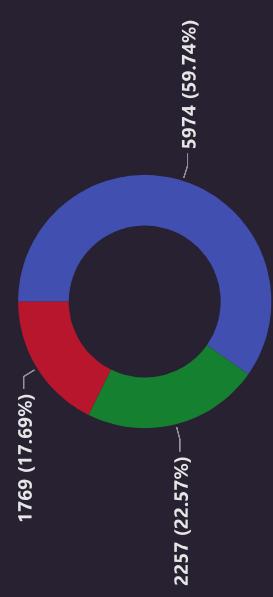
GENERAL PERCEPTION IN MARKET ABOUT ENERGY DRINKS

● Effective ● Not sure ● Healthy ● Dangerous

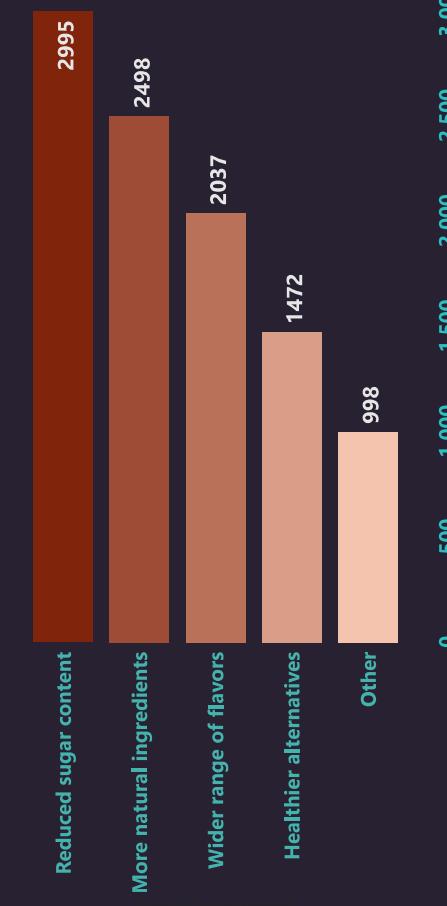


BRAND PERCEPTION IN MARKET

● Neutral ● Positive ● Negative



REASON WHY PEOPLE ARE NOT TRYING CODEX



IMPROVEMENT DESIRED

