



CODEX
eNeRgY DrInK

CodeX Analysis Report

Demographic



User Preferences



Buying Patterns



Industry Peer



Marketing View



CodeX Performance



The Demographic Report provides a comprehensive overview of participant statistics, detailing their distribution across various age groups, genders, and locations.

This report evaluates consumer behavior regarding price, packaging, anticipated consumption times, and reasons for product choice, offering strategic insights for decision-making.

This report analyzes consumer buying patterns, exploring product selection, expectations, purchase locations, and brand perceptions, providing insights for decision-makers.

The Industry Peer evaluates brands against CodeX, examining factors like taste, health concerns, and overall performance for strategic benchmarking.

The marketing View reveal consumer behavior in consumption and purchasing. This report utilizes metrics to pinpoint marketing opportunities for CodeX.

CodeX's Performance Report compiles consumer behavior metrics, offering insights into the product's reception and performance in the market.



CODEX
eNeRgY DrInK

Demographic



Gender

All



Current Brands

All



City By Tier

All

Home



Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

Insights

- Bangalore has the most respondents.
- Individuals typically consume 2-3 times per week.
- Those aged 19-30, demonstrate a higher interest than other age groups.
- Online ads drive significant product uptake.

Total respondent

10K

Avg Taste All Brands

3.28

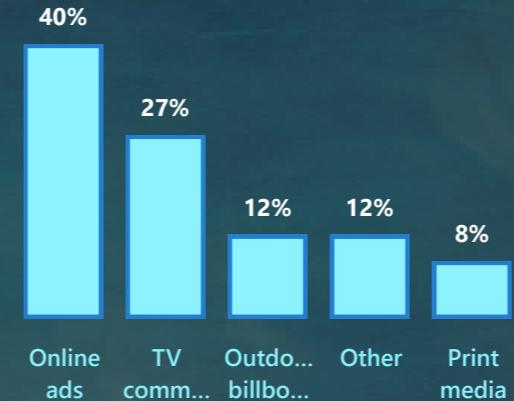
Respondent for Codex

980

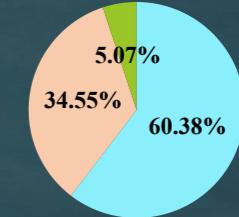
Avg Taste of Codex

3.27

Respondents By Market Channel



Respondents By Gender



● Male ● Female ● Non-binary

City Wise Respondents

City	Total respondent	Respondent for Codex
Bangalore	2828	292
Hyderabad	1833	182
Mumbai	1510	156
Chennai	937	92
Pune	906	92
Kolkata	566	48
Ahmedabad	456	45
Delhi	429	40
Jaipur	360	28
Lucknow	175	5

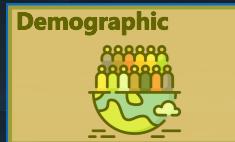
Respondents By Age Group & Gender

● Female ● Male ● Non-binary



Consume Frequency By Gender

● Female ● Male ● Non-binary



Buying Patterns



Marketing View





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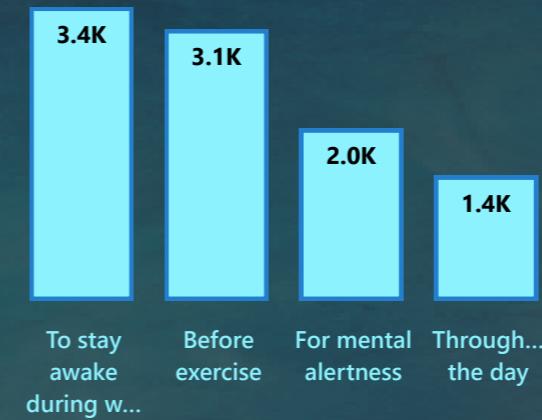
Insights

- People prefer products priced between \$50-\$99.
- Main consumption times: during work/study and pre-workout.
- Purpose of consumption: enhance energy and focus.
- High preference for compact and portable can packaging.
- Caffeine is more expected to be in the product.

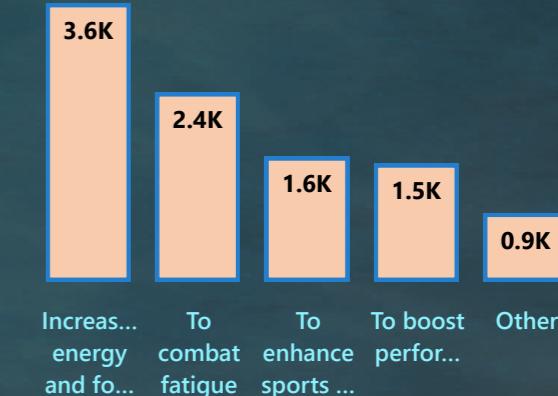
Price Preference

Age	100-150	50-99	Above 150	Below 50	Total
19-30	1365	2965	655	535	5520
31-45	1257	499	428	192	2376
15-18	348	687	281	172	1488
46-65	137	85	151	53	426
65+	35	52	46	57	190
Total	3142	4288	1561	1009	10000

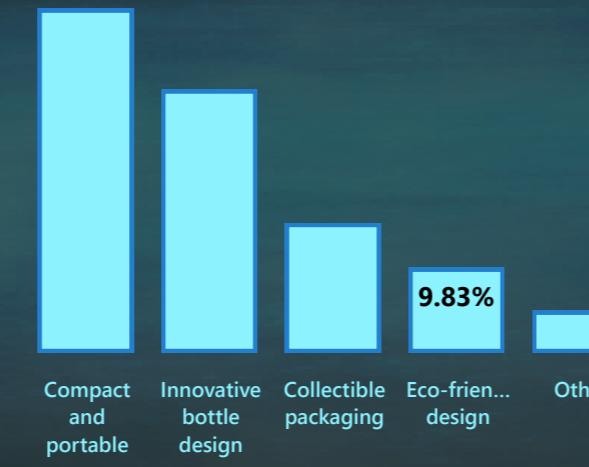
Consumption Time



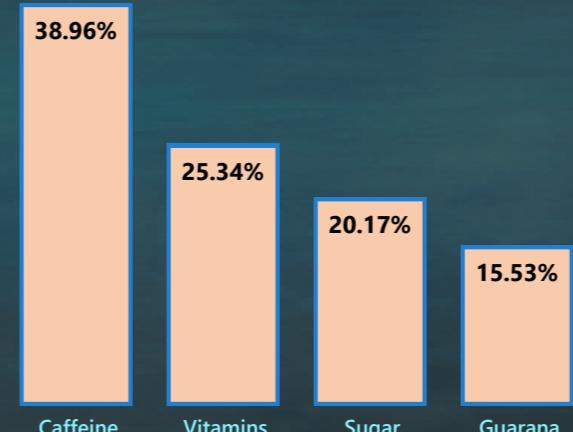
Reason For Consumption



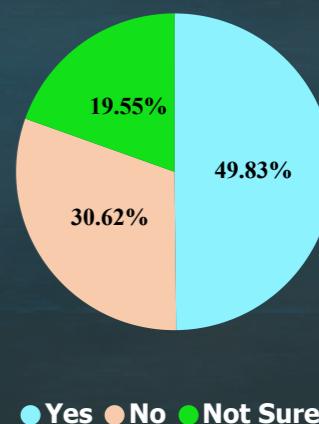
Packaging Preference



Ingredients Expected



Natural Or Organic Products





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Insights

- Ages 19-30 show increased consumption during sports and exercise.
- People consume product more because of brand reputation.
- Brand reputation drives increased product consumption.
- Highest product sales observed at supermarkets and online retailers.
- People prefer less sugar and more natural ingredients.

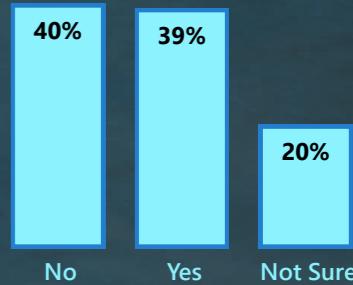
Consumption Situation

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+
Sports/exercise	680	2471	1065	190	88
Studying/working late	498	1787	751	142	53
Social outings/parties	204	809	383	54	37
Other	73	285	107	20	6
Driving/commuting	33	168	70	20	6

Reason For Choosing

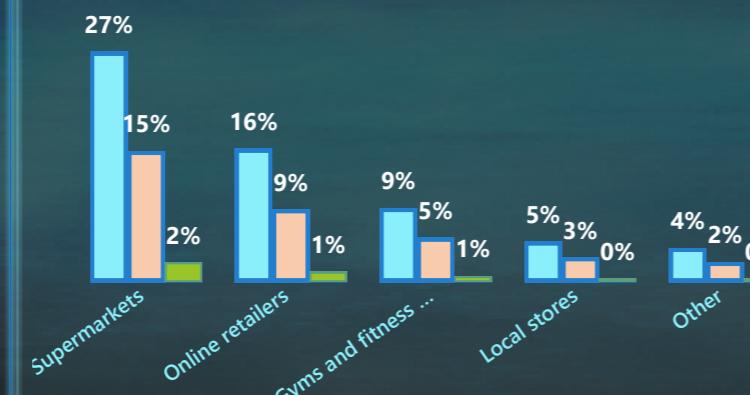
Reasons_for_choosing_brands	Female	Male	Non-binary
Brand reputation	740	1781	131
Taste/flavor preference	850	1049	112
Availability	340	1489	81
Effectiveness	719	912	117
Other	806	807	66

Limited Edition Packaging Pre.



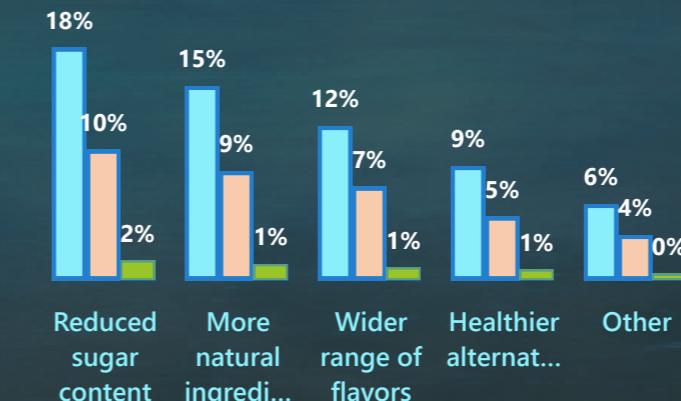
Purchasing Location By Gender

● Female ● Male ● Non-binary

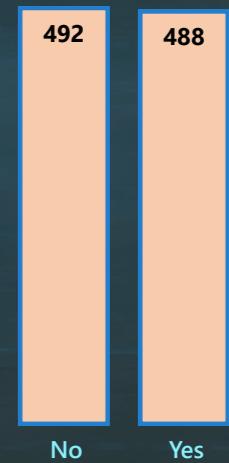


Improvements Desire By Gender

● Female ● Male ● Non-binary



Tried Before CodeX





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Industry Peer



Gender

All



Current Brands

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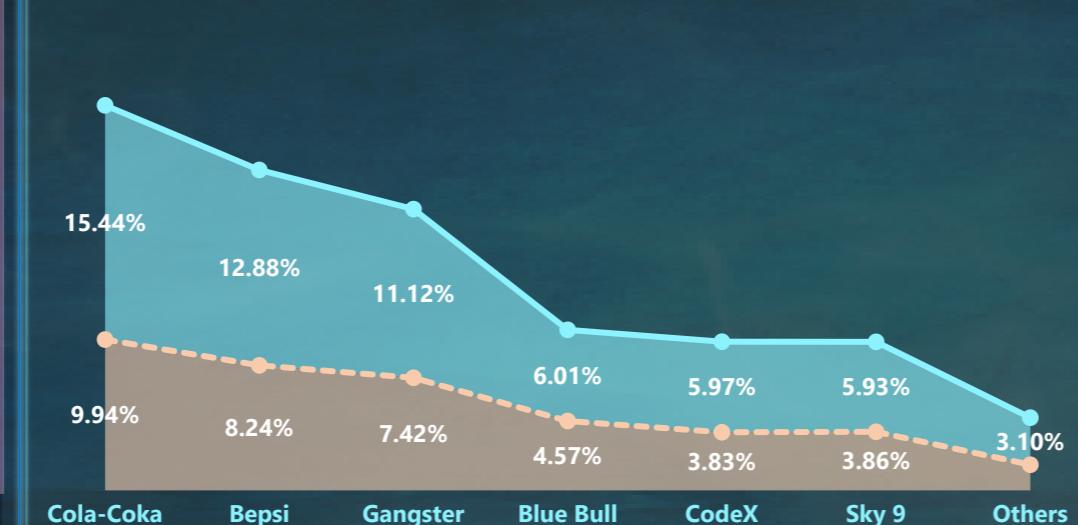
Pune

Insights

- Health concern responses are higher for brands.
- People consume product more because of brand reputation and taste.
- For CodeX people have mix perception of Brand.
- People prefer less to consume on daily the drinks instead they prefer 2-3 times a week.
- Cola - Coka is big competition.

Health Concerns For Diff Brands

No Yes



Reason For Choosing

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Cola-Coka	510	616	433	448	531
Bepsi	418	577	339	355	423
Gangster	339	511	338	309	357
Blue Bull	180	289	187	165	237
CodeX	195	259	176	168	182
Sky 9	182	260	188	155	194
Others	86	140	87	79	87

Demographic



User Preferences



Buying Patterns



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Marketing View



CodeX Performance



Brand Perceptions

Current_brands	Dangerous	Effective	Healthy	Not sure
Cola-Coka	554	752	567	665
Bepsi	504	615	468	525
Gangster	415	512	454	473
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Sky 9	205	297	205	272
Others	107	138	116	118

Consumption Frequency Per Brand

2-3 times a month 2-3 times a week Daily Once a week Rarely

Cola-Coka	17.14%	33.81%	12.73%	16.67%	19.66%
Bepsi	15.44%	35.23%	12.88%	16.95%	19.51%
Gangster	16.56%	34.84%	14.62%	15.70%	18.28%
Blue Bull	16.92%	35.44%	13.89%	15.60%	18.15%
CodeX	15.00%	36.84%	12.55%	14.80%	20.82%
Sky 9	15.93%	34.01%	13.99%	15.83%	20.22%
Others	13.15%	36.33%	15.24%	15.03%	20.25%



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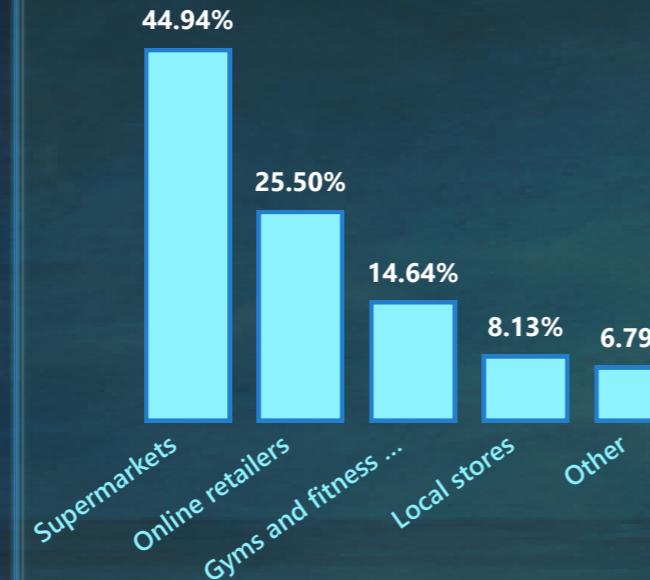
Mumbai

Pune

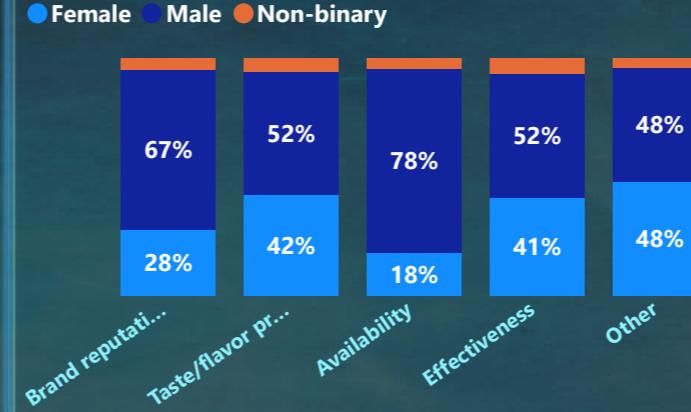
Insights

- Supermarket and online is big market place.
- Reason for choosing: Women favor Taste, men prefer brand reputation.
- Brand reputation drives increased product consumption.
- Gender preferences: Women favor innovative bottles, men prefer cans.
- Marketing channels: Online ads are dominating.

Purchase location

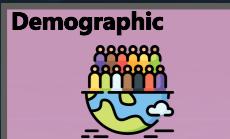


Reasons for choosing brands by Reasons



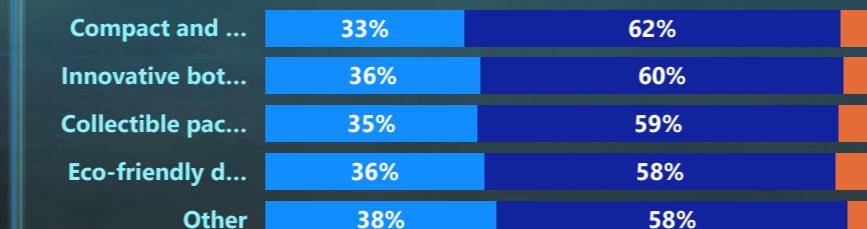
Current Brands In Market

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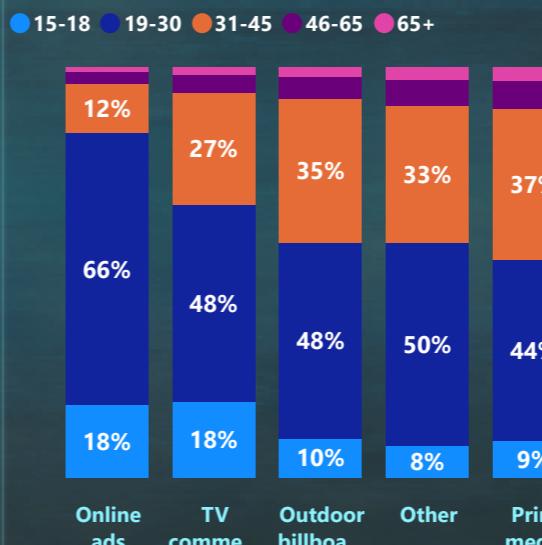


Packaging Preference By Gender

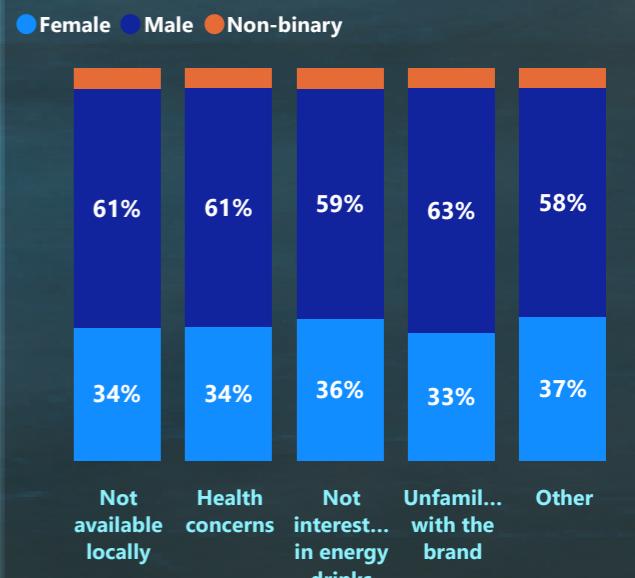
Female Male Non-binary



Marketing Channels



Reasons Preventing Tryings





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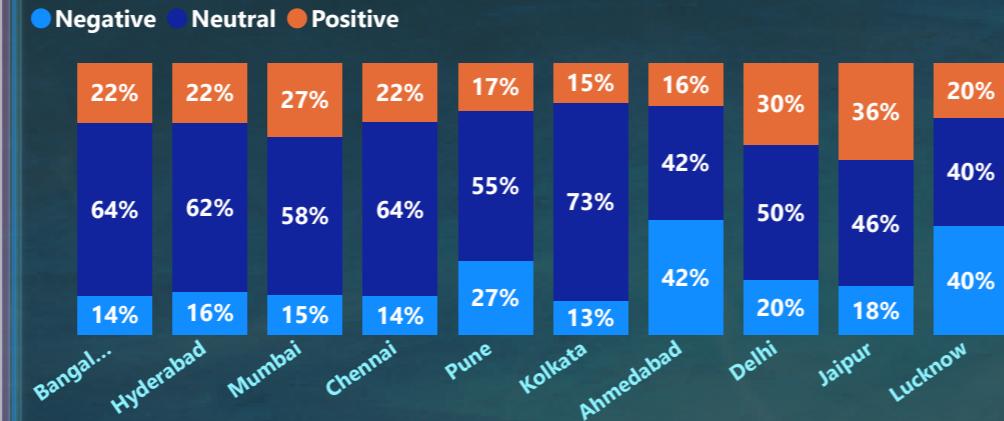
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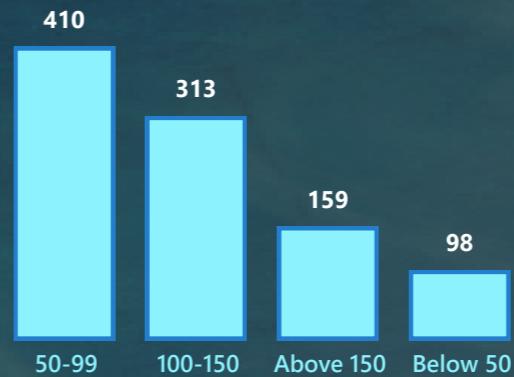
Insights

- Negative response is higher in Ahmedabad and Lucknow among all cities.
- People prefer price to be in 50-90.
- People concern related to health is higher.
- Brand reputation is important factor for sale of CodeX.
- People want more caffeine and vitamins in the drink for CodeX.

City Wise Brand Perception



Codex Price Preference



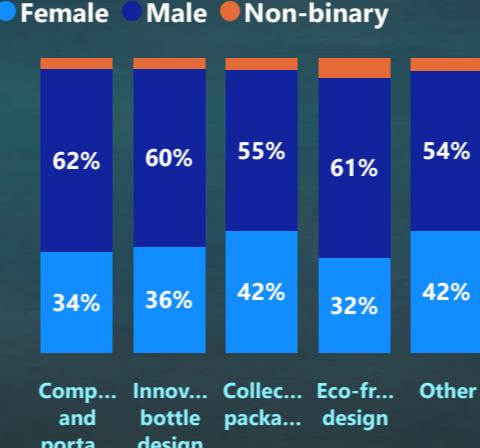
Codex Health Concern



Reasons For Choosing Codex



Packaging Preference By Gender



Ingredients Expected

