

CodeX Market Survey Data Analysis



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Introduction and Summary

The one constant across a pre-workout routine, late-night study sessions, and before setting out on a long drive? **Energy drinks.** These are beverages that contain stimulants, typically caffeine and taurine, and are marketed for their mental and physical invigoration. The demand for these drinks has risen meteorically, driven by health trends, a young consumer base, and people wanting to experiment with their food choices.

The energy drink market in India has emerged as a massive success in recent years

CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10,000 respondents. Their marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

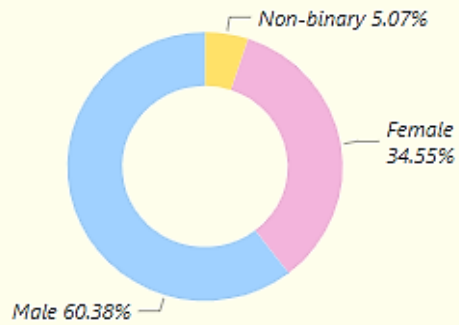


Analysis and Insights

Demographic insights

Who prefers energy drink more?
(male/female/non-binary?)

Count by Gender



Among all the respondents/energy drink users, over 60% is Men. Around 35% is Women and around 5% is Non-binary people.

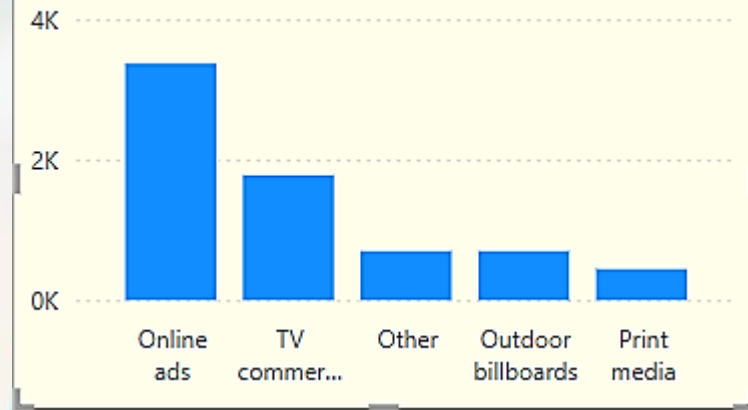
Which age group prefers energy drinks more?

Age	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
15-18	14.38%	15.44%	14.56%	15.16%	14.27%
19-30	55.24%	54.91%	54.68%	55.19%	56.05%
31-45	24.67%	23.17%	25.85%	22.44%	23.70%
46-65	4.09%	4.44%	3.12%	5.34%	3.97%
65+	1.61%	2.03%	1.78%	1.86%	2.01%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

The most energy drink used people are youngsters. Specially people in the age gap 19-30. Among the people who drink energy drinks daily, around 56% is people in the age 19-30.

Which type of marketing reaches the most Youth (15-30)?

Marketing channels



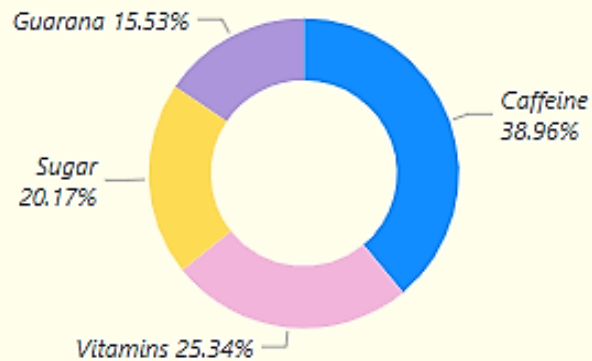
Since youngster spent a lot of time in online, the most influenced channel to attract young customers is Online ads. The least efficient is print media like newspapers and magazines.

Analysis and Insights

Customer Preferences

What are the preferred ingredients of energy drinks among respondents?

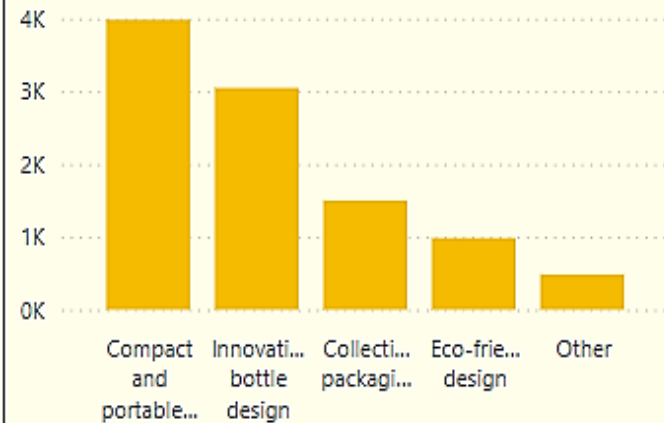
Ingredients expected by customers



In the case of energy drinks, customers prioritize health over taste. They prefer Caffeine and Vitamins than Sugar and Guarana.

What packaging preferences do respondents have for energy drinks?

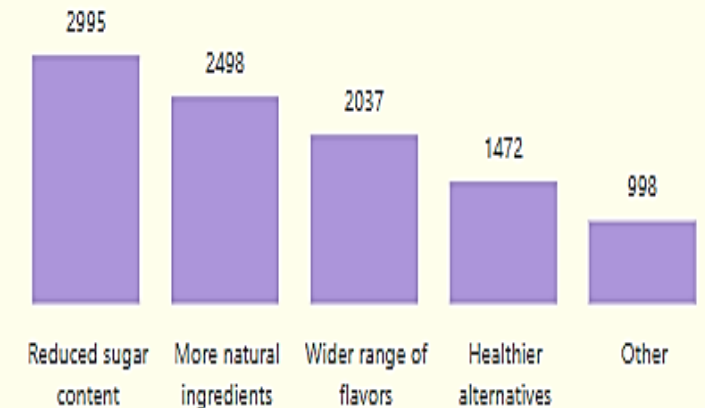
Packaging preference of customers



Customers want their energy drink bottles more compact and portable, so that they can store and carry the bottles while they exercise, driving or working.

What are the improvements that customers prefer in energy drinks in today's market?

Customer preferred Improvements



Customers want their energy drink with less sugar, with more natural and healthy with a wide range of flavour options.

Analysis and Insights

Marketing Channels and Brand Awareness

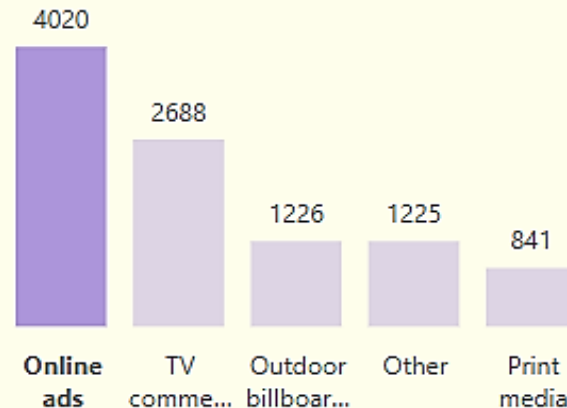
How popular is 'CodeX' in market?

Know CodeX	Tried CodeX	CodeX Users
4.23K	1.81K	214
Heard and tried codex before		Count
<input type="radio"/>	No	55.10%
	No	55.10%
<input type="radio"/>	Yes	44.90%
	No	22.71%
	Yes	22.19%
Total		100.00%

Among 10,000 respondents, around 45% people know the brand 'CodeX'. Among them only 22%(1810) people tried 'CodeX'. And only 2% (214) people prefer 'CodeX' over other brands. Around 55% of the people didn't even know the brand 'CodeX'.

Which marketing channel can be used to reach more customers?

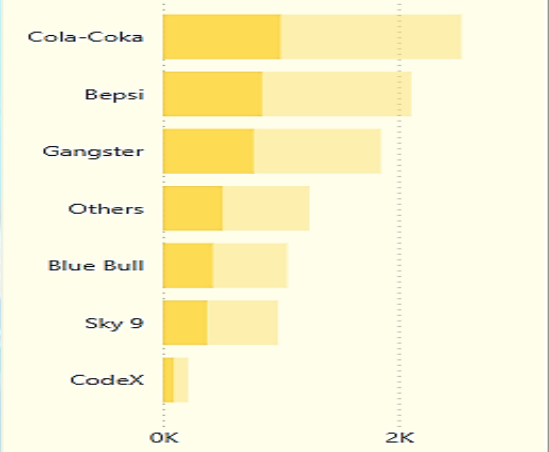
Effective marketing channels



In this era of social-media life and online shopping, the best way to grab the attention of customers is online ads. Among the survey respondents, 40% of the people are influenced by online ads and 26% is influenced by TV commercials.

How effective are different marketing channels in reaching our customers?

Customer preferred brand



In all the market competitors of 'CodeX', more than 34% of their marketing is through online ads (Dark yellow portion shows the number of people who is influenced by online ads).

Analysis and Insights

Competition Analysis

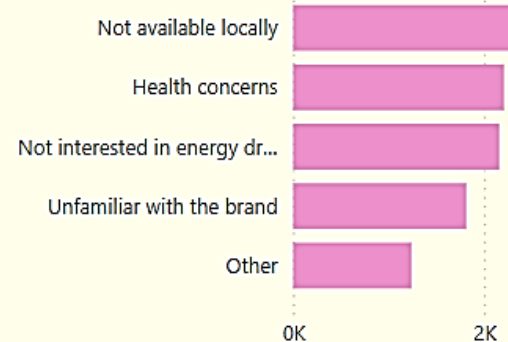
Who are the current market leaders?



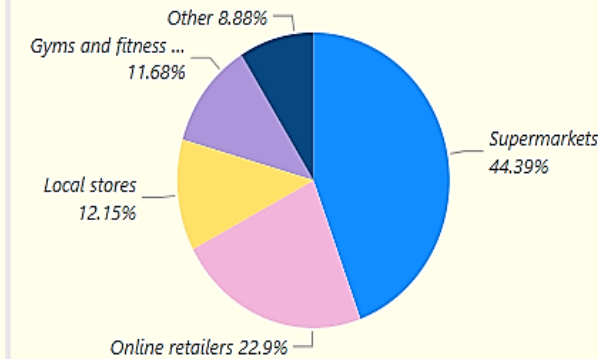
20% of the customers prefer Cola-Coka and. CodeX takes only 2% in the market. Other competitors are Gangster, Blue bull, Sky 9 and other brands.

What are the primary reasons consumers prefer those brands over ours?

Reasons for NOT choosing brands



Purchase location



Heard and tried codex before		Count
No	No	55.53%
	Yes	44.47%
Yes	No	24.21%
	Yes	20.26%
Total		100.00%

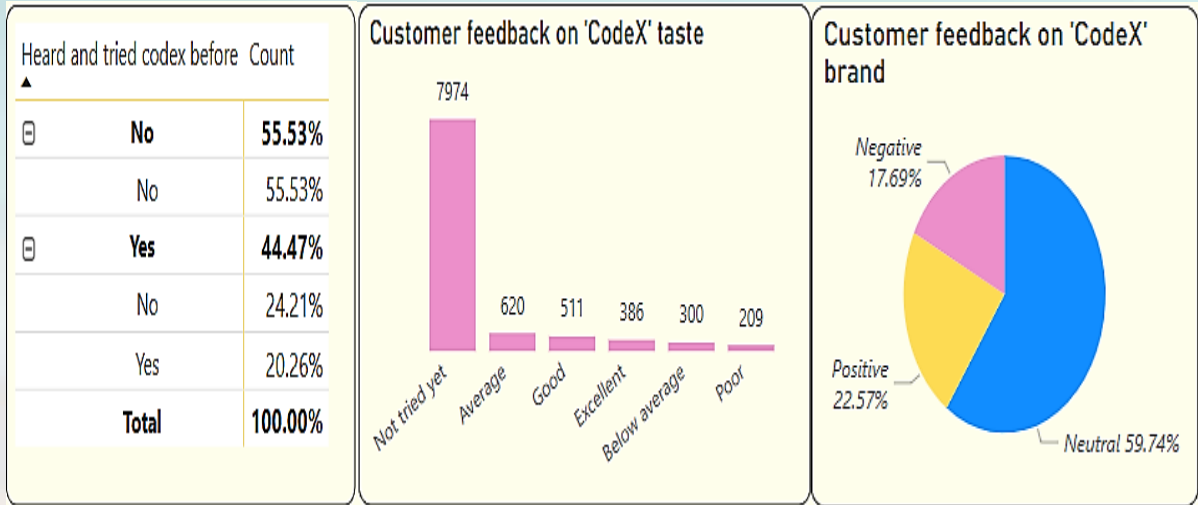
- Customers tend to avoid energy drinks if it's not available locally, if it's harmful, if it is not a popular brand or not interested in energy drinks.
- The availability of 'CodeX' in local stores and fitness centres are less.
- Only 44% of the respondents heard about the brand 'CodeX'. Among those, only 20% has tried 'CodeX' at least once and only 2% prefer 'CodeX' over other brands.

Analysis and Insights

Brand Penetration

What do people think about our brand? (overall rating)

Which cities do we need to focus more on?



City	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9
Ahmedabad	21.71%	10.53%	2.41%	25.88%	16.01%	12.50%	10.96%
Bangalore	21.00%	11.00%	3.39%	23.59%	19.52%	12.38%	9.12%
Chennai	21.45%	10.57%	2.88%	23.27%	20.60%	11.63%	9.61%
Delhi	17.02%	9.79%	0.47%	29.84%	17.72%	14.69%	10.49%
Hyderabad	22.86%	9.82%	2.78%	25.86%	16.42%	11.57%	10.69%
Jaipur	21.11%	13.61%	0.28%	25.28%	20.28%	11.67%	7.78%
Kolkata	19.96%	11.84%	1.94%	25.09%	17.84%	11.48%	11.84%
Lucknow	24.00%	11.43%	0.57%	28.57%	17.71%	5.14%	12.57%
Mumbai	19.34%	9.40%	0.79%	26.62%	20.13%	14.37%	9.34%
Pune	22.41%	11.04%	0.22%	27.37%	16.56%	13.36%	9.05%
Total	21.12%	10.58%	2.14%	25.38%	18.54%	12.45%	9.79%

Only 2026 of people tried 'CodeX'. Among these people, 31% found the taste of 'CodeX' is average. 25% thinks taste is good. 19% thinks taste is excellent. 15% thinks taste is below average and 10% thinks taste is poor.

23% of people thinks the overall impression of brand is good. 60% of people have neutral response due to less brand penetration.

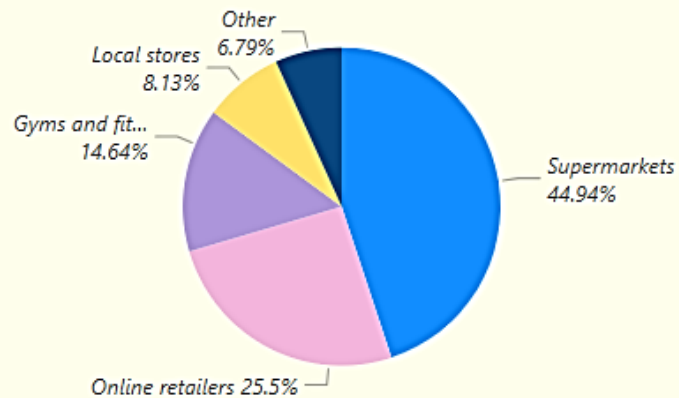
Most number of customers are from Bangalore. And least customers are from Pune, Jaipur, Delhi, Lucknow and Mumbai. These are the cities that need more attention.

Analysis and Insights

Purchase Behaviour

Where do respondents prefer to purchase energy drinks?

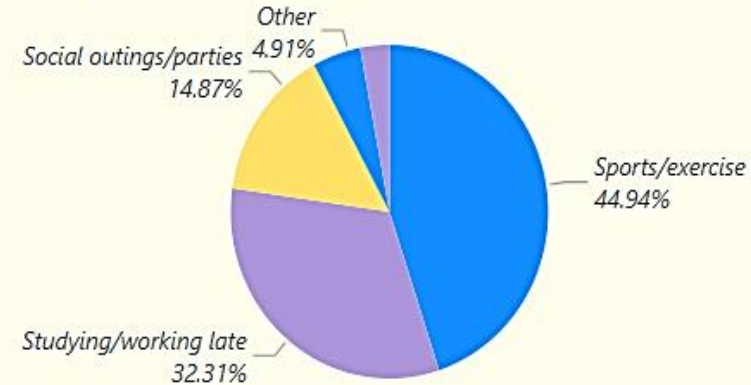
Purchase location



Around 50% of the people purchase energy drinks from super markets. 25% is from online platforms.

What are the typical consumption situations for energy drinks ?

Customer preferred location



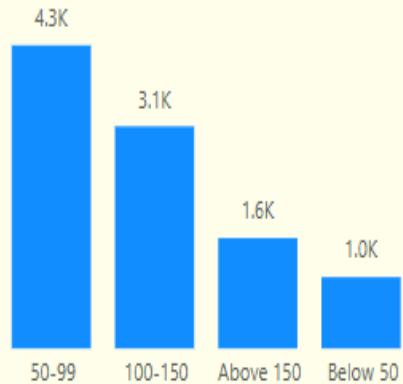
Around 50% of respondents consume energy drink while playing sports or doing exercise for increased energy.
32% use energy drink while studying or doing late night works for focus and concentration

Analysis and Insights

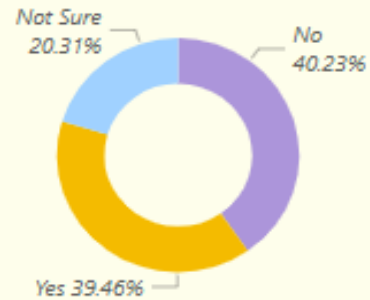
Purchase Behaviour

What factors influence purchase decisions; such as price range and limited edition packaging?

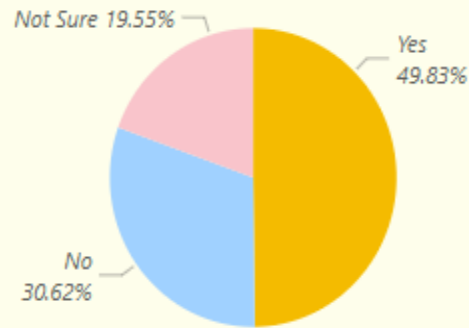
Customer price preference



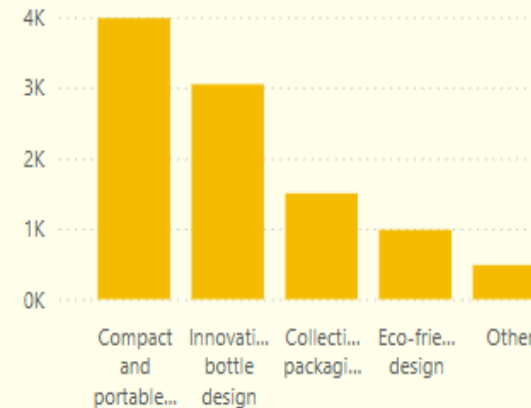
Limited edition packaging preference



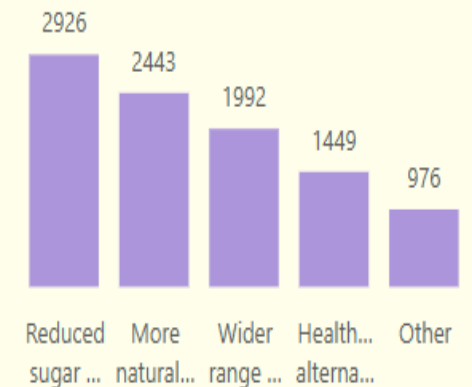
Organic preferred customers



Packaging preference of customers



Customer preferred Improvements



Customers prefer energy drinks with moderate price(50-100). They are not choosing product with low price(below 50) because it creates suspicion about the quality of the product. Also they avoid products with high price(above 150) because it is not affordable for everyone.

Majority of the respondents(50%) prefer the product with healthier options like energy drinks with organic/ natural ingredients, reduced sugar, more vitamins etc.

40% of people support for compact, portable and innovative bottles. 40% of people oppose and support limited edition packaging.

Analysis and Insights

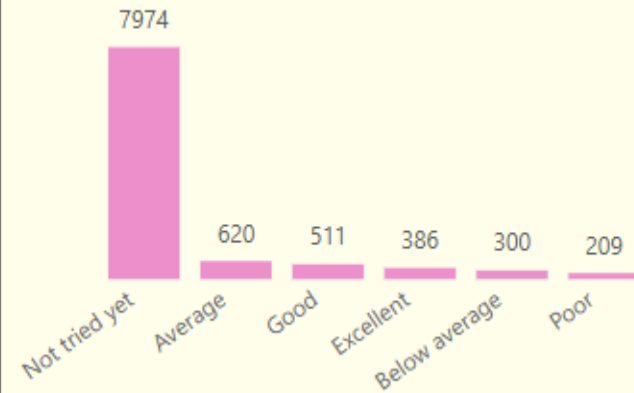
Product Development

Which area of business should we focus more on our product development? (Branding/taste/availability)

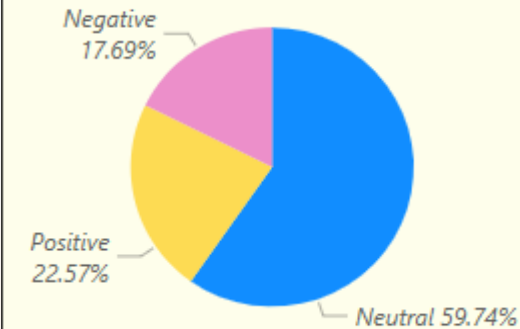
Heard and tried codex before Count

☒	No	55.53%
	No	55.53%
☒	Yes	44.47%
	No	24.21%
	Yes	20.26%
	Total	100.00%

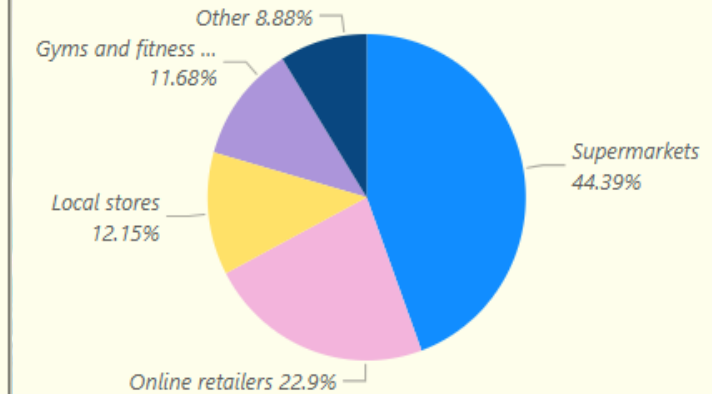
Customer feedback on 'CodeX' taste



Customer feedback on 'CodeX' brand



Purchase location



As a newly introduced brand, 'CodeX' has to focus on branding and availability. From this 10,000 respondents, around 70%-80% haven't tried 'CodeX' and 55% haven't heard about the brand. Half of the people who tried this brand is satisfied with its taste.

60% of people has a neutral impression on this newly introduced brand and 23% has a good impression.

44% people prefer to purchase energy drink from supermarkets and 23% prefer from online retailers. So introducing more products in supermarkets and online stores will help to grow the business

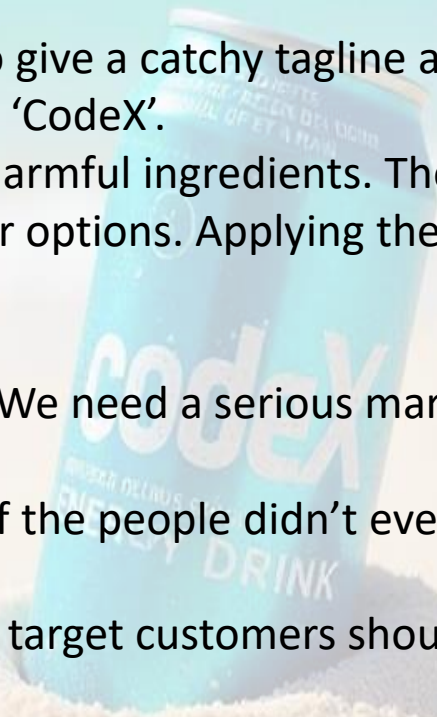
Recommendations

PRODUCT BASED

1. The price of the 'CodeX' will be in a range of 50-150, since most of the customers want their energy drink's price falls in this range.
2. 60% of people have a neutral impression for this brand name, logo, design. So give a catchy tagline and a premium looking logo and innovative, compact and portable bottle design for 'CodeX'.
3. Most of the customers expect an energy drink should contain less sugar and harmful ingredients. They want their energy drink with more vitamins, organic ingredients with wide range of flavor options. Applying these customer preferences in 'CodeX' can increase demand of this product.

MARKETING BASED

1. Since it is a newly introduced brand, most of the people don't know about it. We need a serious marketing campaign to reach out to customers.
2. Except the cities Mumbai and Delhi, in all of the other cities more than 50% of the people didn't even hear about the brand. These cities need more attention in marketing campaigns.
3. More than 55% of energy drink consumers is Male in the age of 19-30. So our target customers should be youngsters (both male and female).
4. Do brand promotion through online ads or TV commercials collaborated with movie stars or social media influencers.
5. Introduce a brand ambassador for 'CodeX' who has a strong youngster fan-base.
6. Make the product available in super markets, because 45% people prefer to purchase energy drinks from super markets.



Conclusion

The future of the Indian energy drink market looks promising. We can expect continued growth and exciting developments driven by several factors. The biggest will probably be urbanization, with more people craving on-the-go energy solutions to support their hectic schedules. At the same time, there could be more mass-market segment entrants in urban and rural markets, giving us something to think about.

Owing to their surging popularity and association with vitality, it's highly likely that many people will be introduced to these drinks over other caffeinated and carbonated beverages. And more consumers with disposable incomes will be willing to spend on energy drinks, meaning premium leaders could still thrive in the face of stiff competition. Meanwhile, manufacturers will address consumers' persistent fitness demands by aggressively positioning their brands in the wellness space.

Soon enough, the energy drinks list in India could expand and welcome new players to cater to a new generation having a new beverage of choice!



THANK YOU



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