

Demographics

Current Brands

All



Gender

All



Age

All



City Category

Tier 1

Tier 2

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

10K

Respondent

980

Codex Respondent

3.27

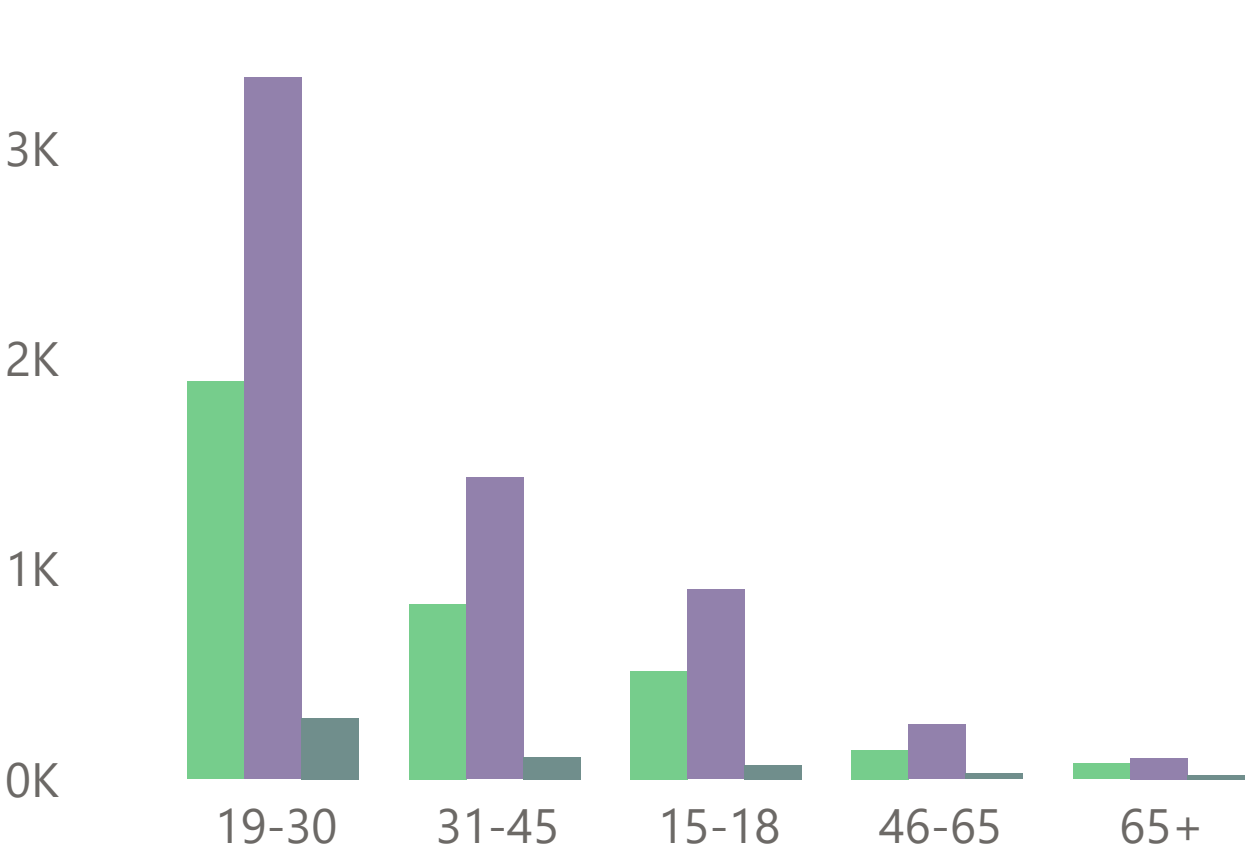
Avg Codex Tase Exp

City Wise Responses

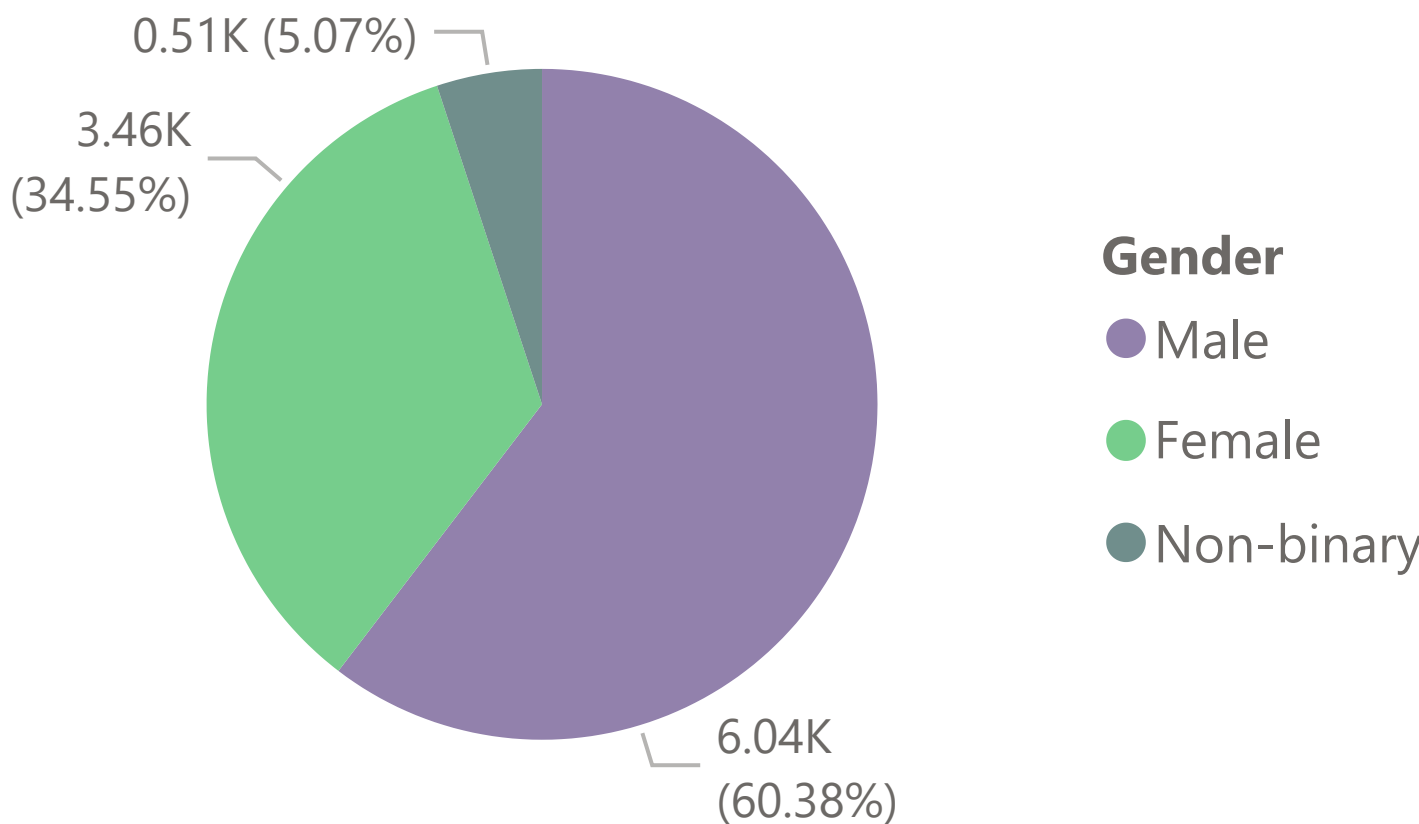
City	Total Respondent	CodeX Respondent
Bangalore	2828	292
Hyderabad	1833	182
Mumbai	1510	156
Chennai	937	92
Pune	906	92
Kolkata	566	48
Ahmedabad	456	45
Delhi	429	40
Jaipur	360	28
Lucknow	175	5
Total	10000	980

Respondents by Age Group and Gende

Female Male Non-binary



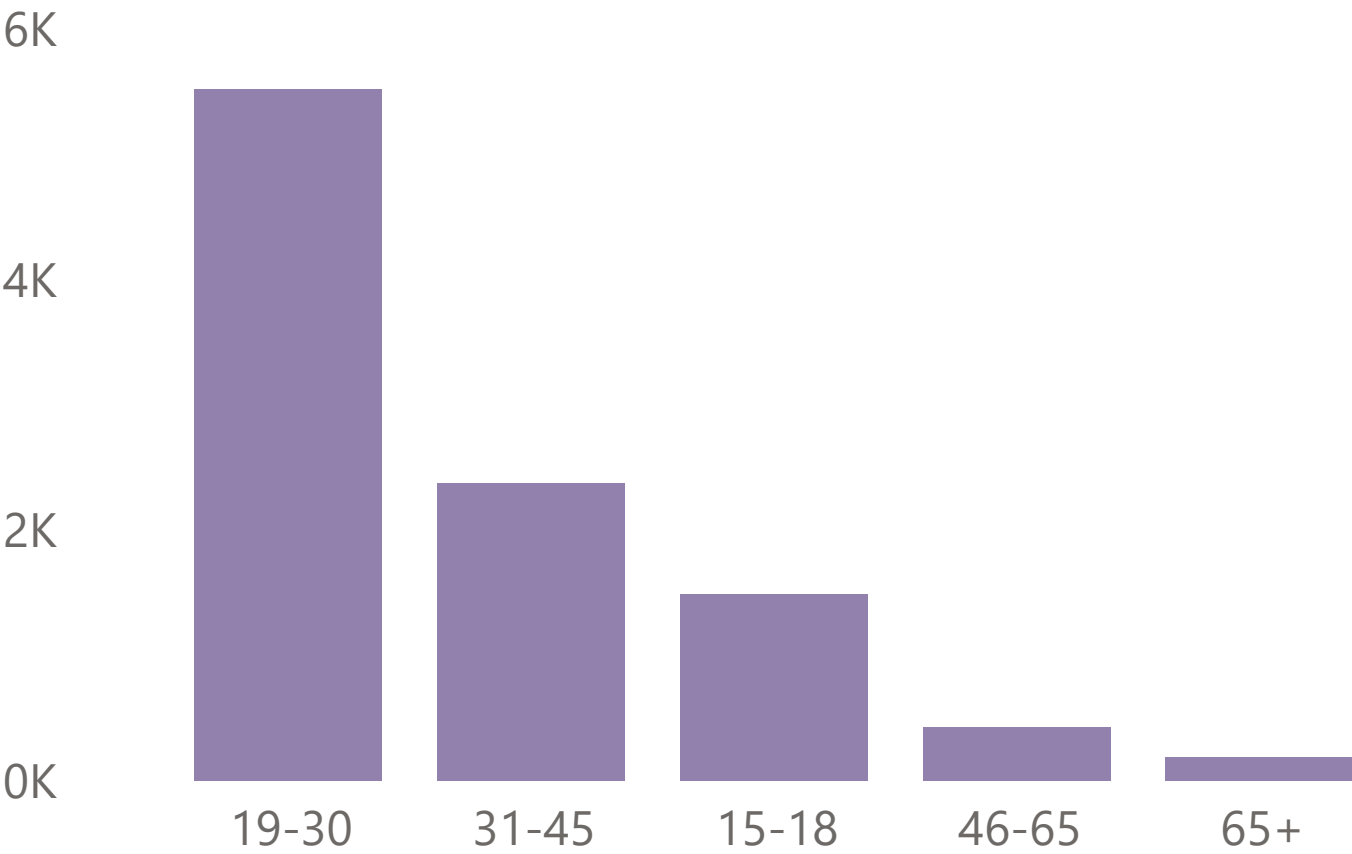
Respondents by Gender



Marketing Channels

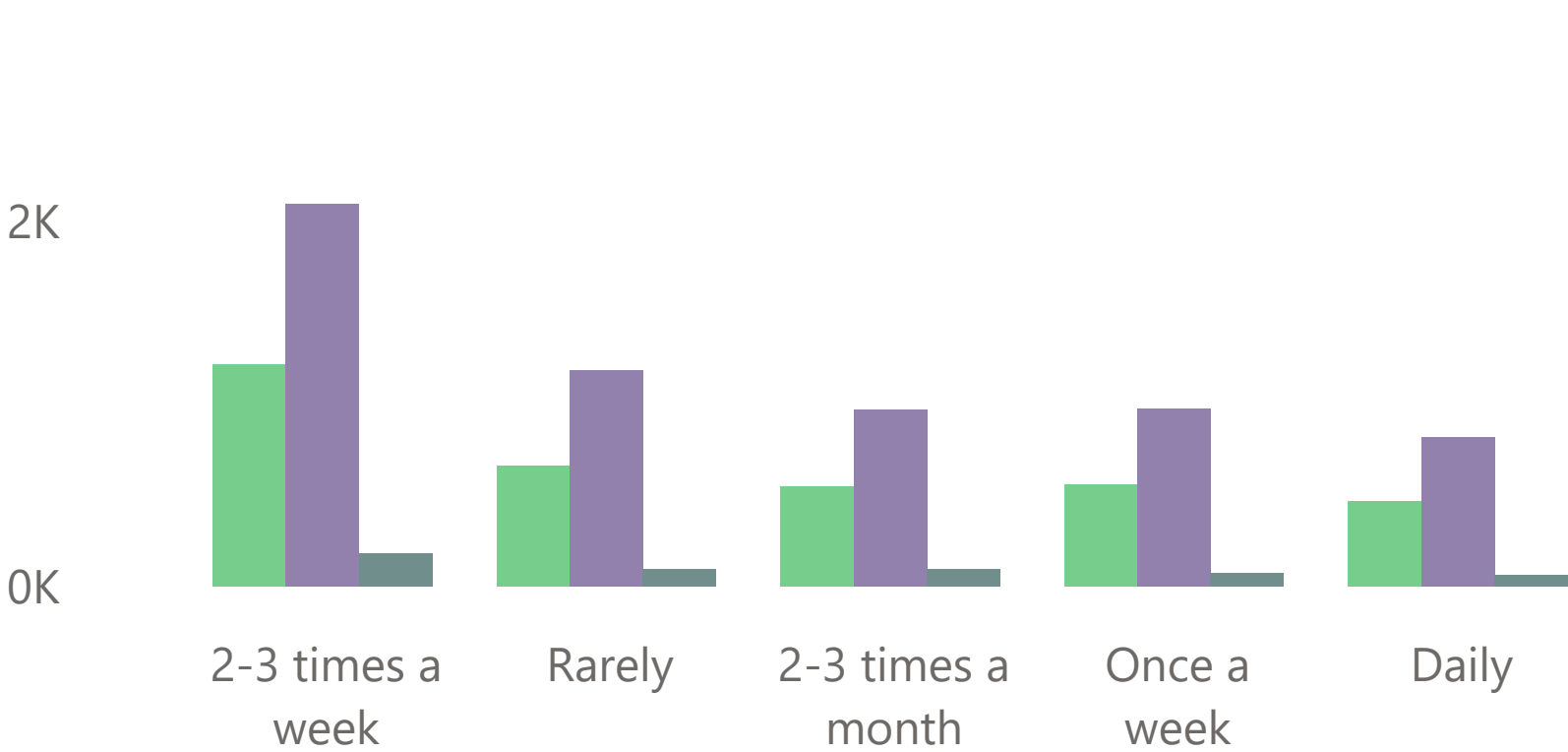
Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
Print media	75	371	310	57	28	841
TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000

Respondents by Age Group



Comsumption Frequency By Gender

Female Male Non-binary



Consumer Performance

Current Brands

All

Gender

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

City Category

Tier 1

Tier 2

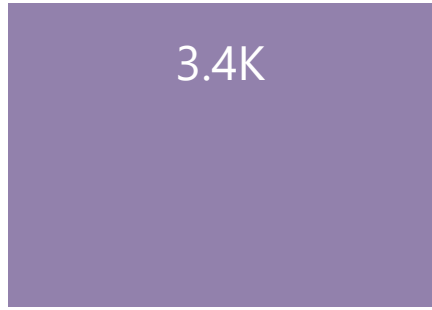
980

Codex Respondent

3.27

Avg Codex Tase Exp

Consumption Time



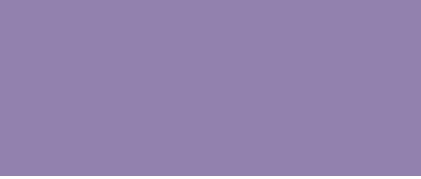
To stay awake during work/study

3.1K



Before exercise

2.0K



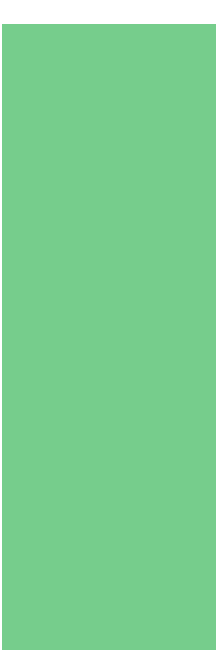
For mental alertness

1.4K



Throughout the day

Reason For Consumption



Increased energy and focus



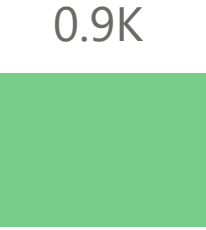
To combat fatigue



To enhance sports performance



To boost performance



Other

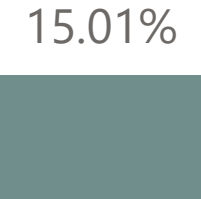
Packing Preference



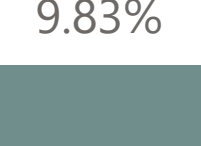
Compact and portable



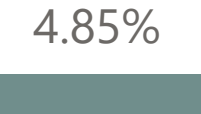
Innovative bottle design



Collectible packaging



Eco-friendly design



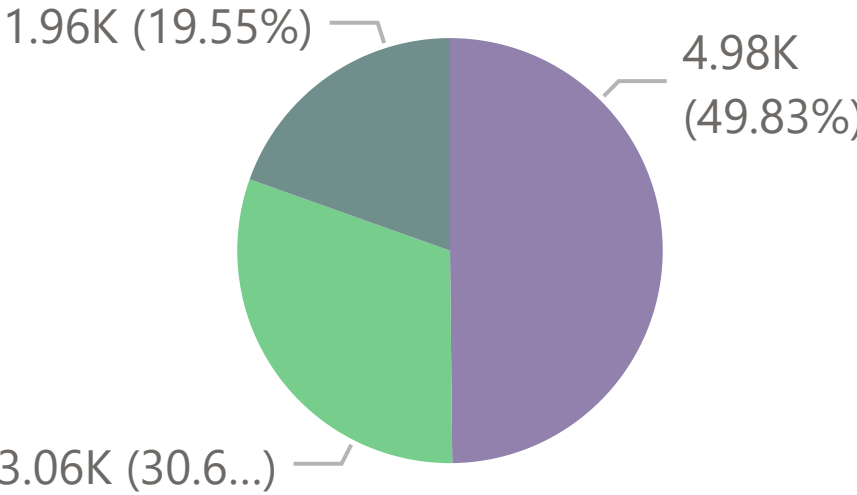
Other

Packaging_preference

Price Perfrence

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

Interest in Natural Or Organic Product



Interest_in_natural...

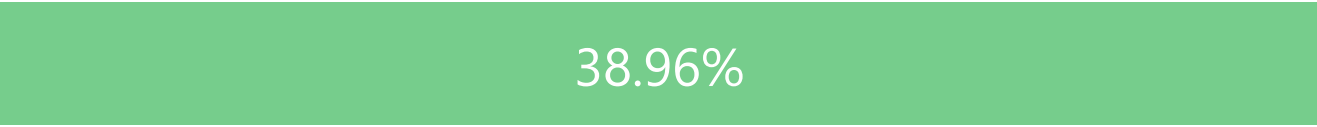
Yes

No

Not Sure

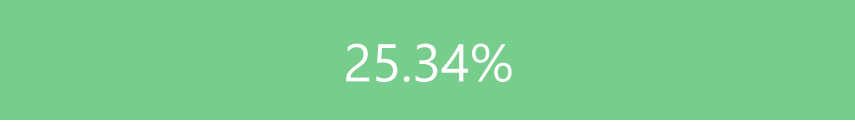
Ingredients Expected

Caffeine



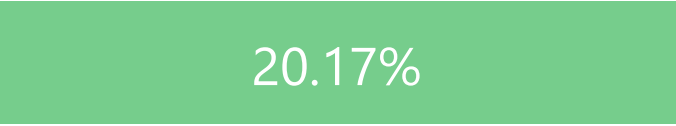
38.96%

Vitamins



25.34%

Sugar



20.17%

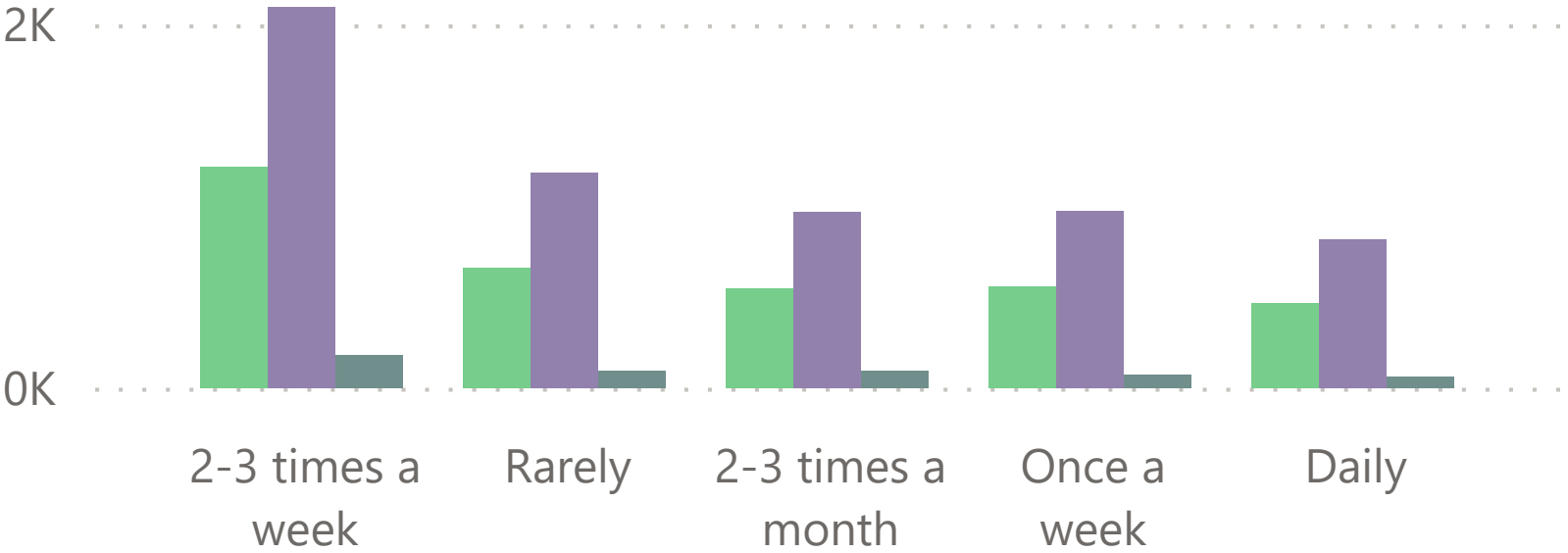
Guarana



15.53%

Comsumption Frequency By Gender

Female Male Non-binary



Purchasing Behavior

Current Brands

All

Gender

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

City Category

Tier 1

Tier 2

Ingredients Expected

Supermarkets

44.94%

Online retailers

25.50%

Gyms and fitness...

14.64%

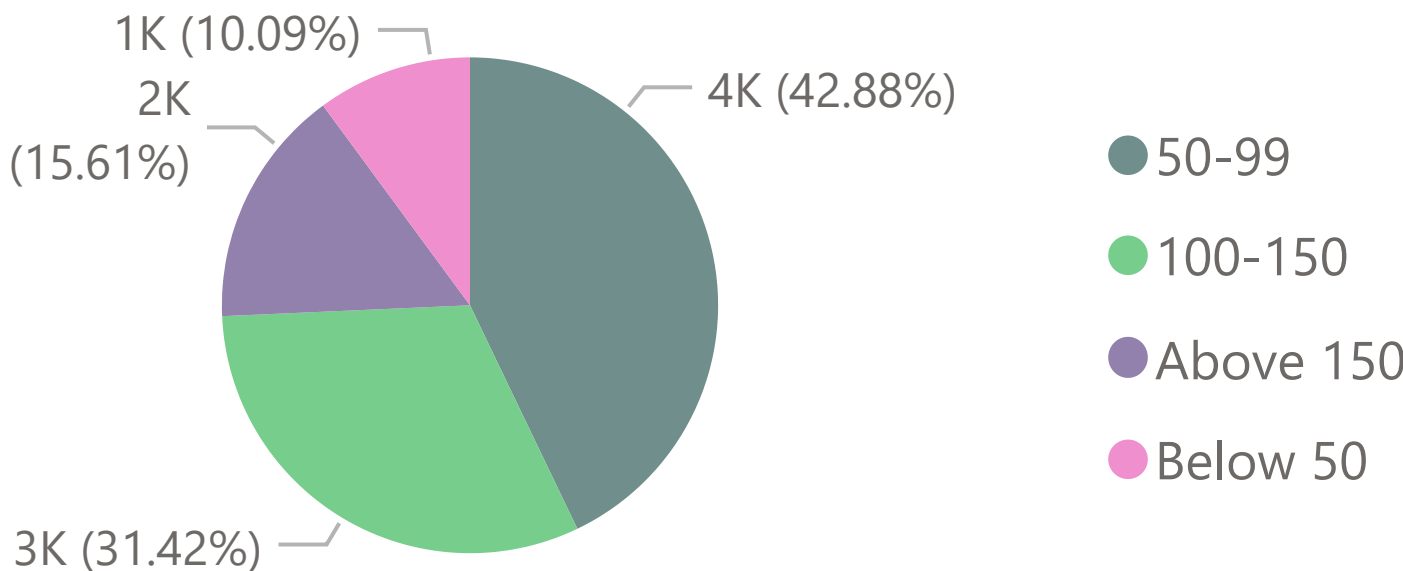
Local stores

8.13%

Other

6.79%

Price Preference



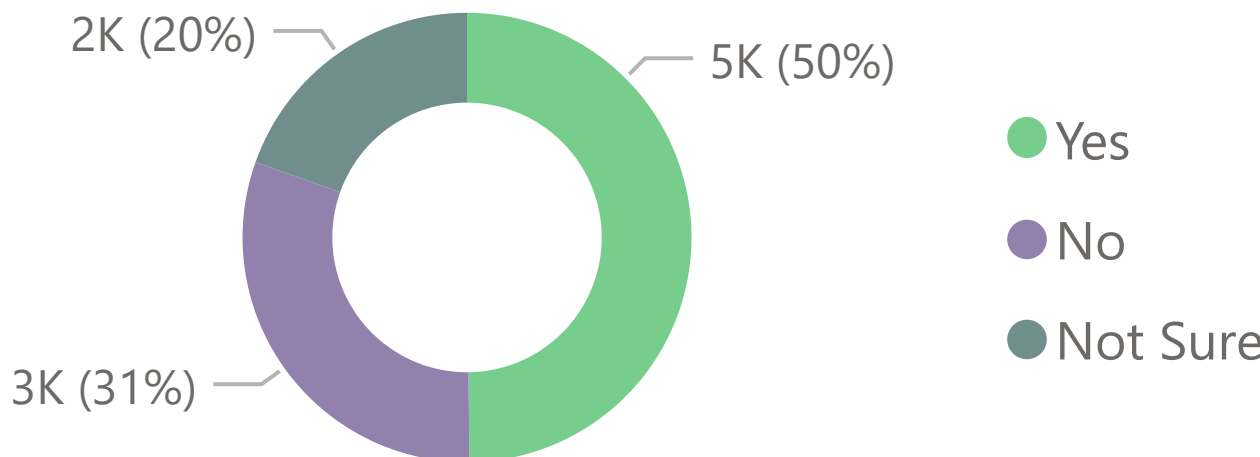
Reason For Choosing Brand

Reasons_for_choosing_brands	Female	Male	Non-binary
Availability	340	1489	81
Brand reputation	740	1781	131
Effectiveness	719	912	117
Other	806	807	66
Taste/flavor preference	850	1049	112
Total	3455	6038	507

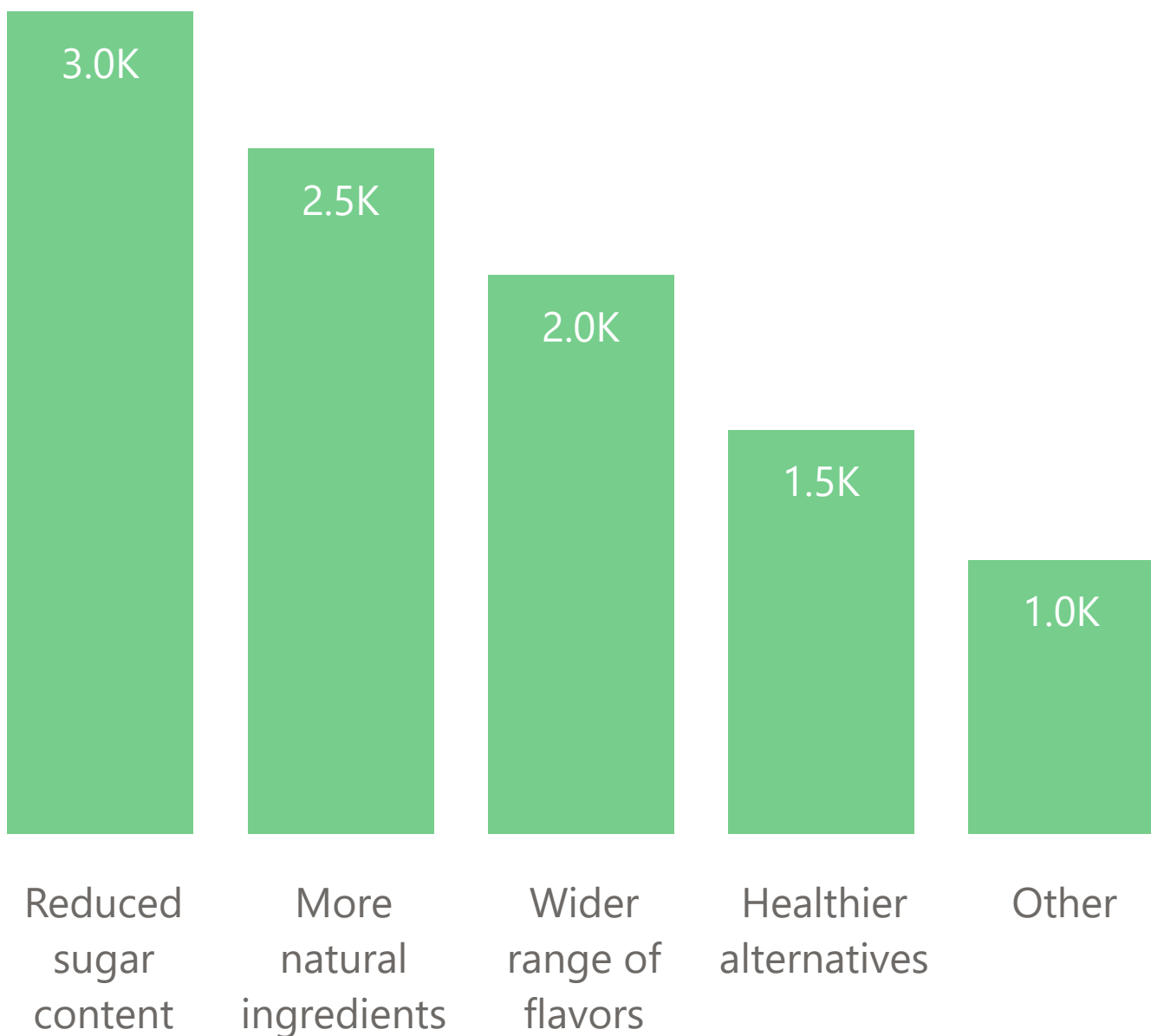
Consumption Situations

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	1488	5520	2376	426	190	10000

Limited Edition Packing Preference



Improvements Desired



Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Total	22.38%	29.09%	22.43%	26.10%

Reasons_preventing_trying	15-18	19-30	31-45	46-65	65+
Health concerns	336	1236	547	97	42
Not available locally	345	1340	590	106	50
Not interested in energy drinks	305	1254	509	83	42
Other	206	695	288	57	22
Unfamiliar with the brand	296	995	442	83	34
Total	1488	5520	2376	426	190

Completion Analysis

City Category

Tier 1

Tier 2

Gender

All

Age

All

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

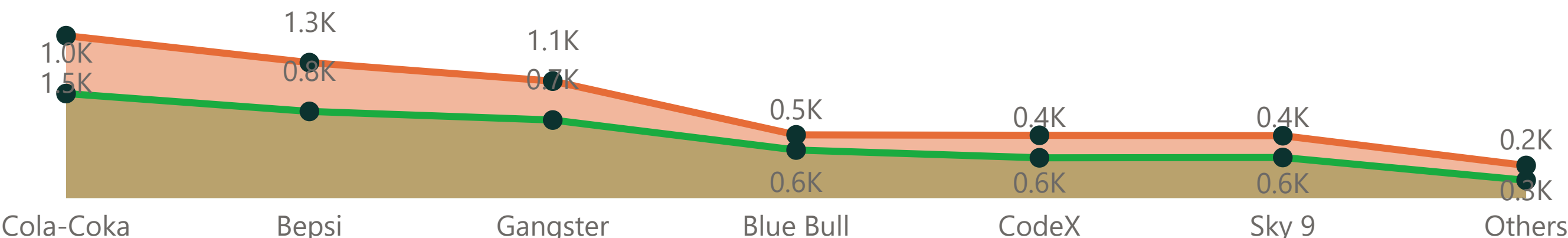
Pune

Reason For Choosing

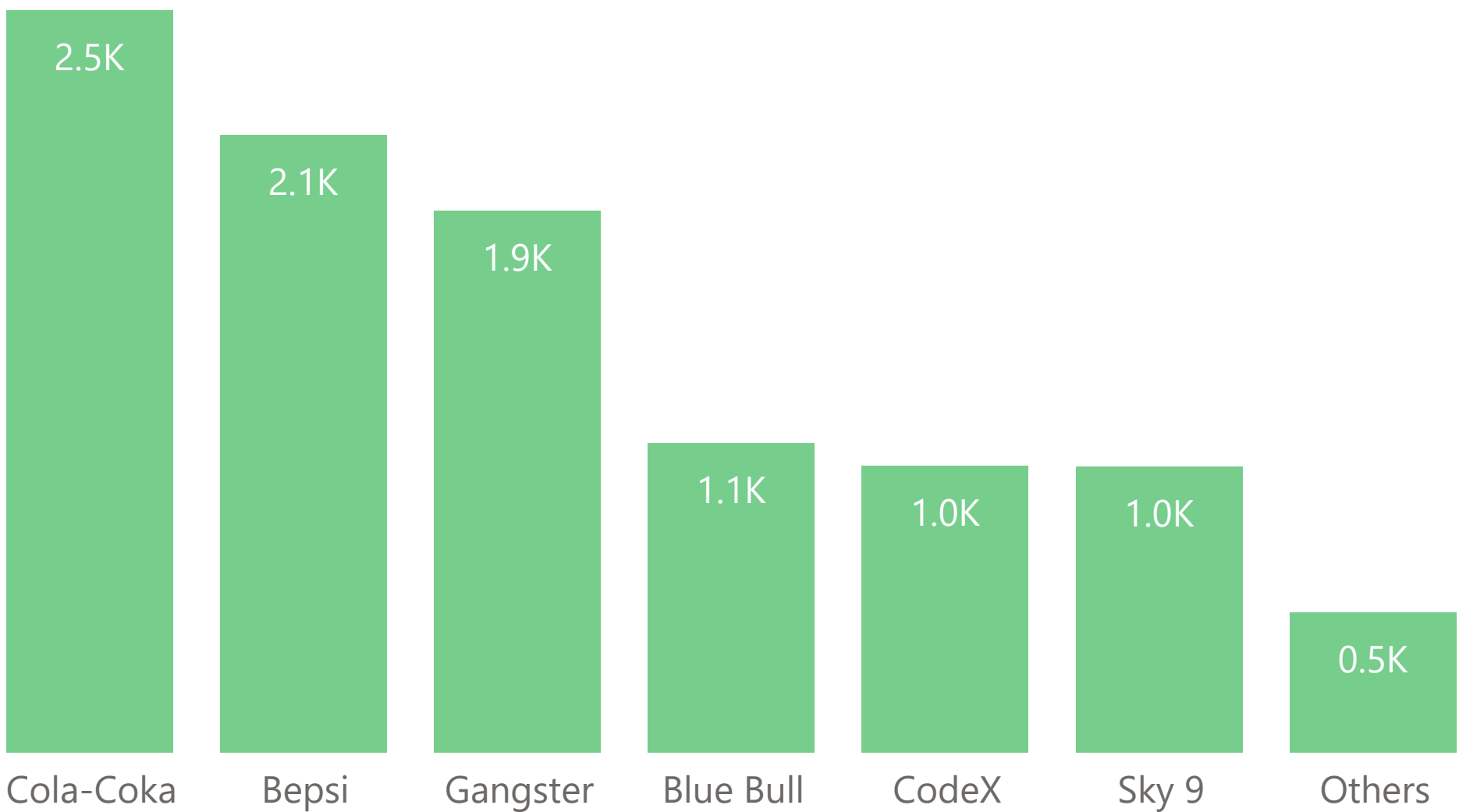
Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	4.18%	5.77%	3.39%	3.55%	4.23%
Blue Bull	1.80%	2.89%	1.87%	1.65%	2.37%
CodeX	1.95%	2.59%	1.76%	1.68%	1.82%
Cola-Coka	5.10%	6.16%	4.33%	4.48%	5.31%
Gangster	3.39%	5.11%	3.38%	3.09%	3.57%
Others	0.86%	1.40%	0.87%	0.79%	0.87%
Sky 9	1.82%	2.60%	1.88%	1.55%	1.94%

Health Concern by Different Brands

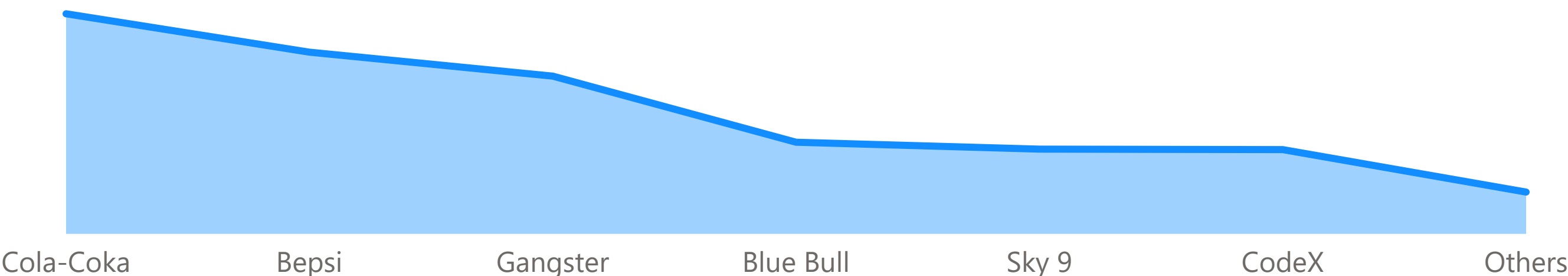
No Yes



Brands in Market



Avg.Tast Experience Per Brand



Consumption Frequency Per Brand

Current_br...	2-3 times a month	2-3 times a week	Daily
Sky 9	15.93%	34.01%	13.9%
Others	13.15%	36.33%	15.2%
Gangster	16.56%	34.84%	14.6%
Cola-Coka	17.14%	33.81%	12.7%
CodeX	15.00%	36.84%	12.5%
Blue Bull	16.92%	35.44%	13.8%

Brand Perception

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Others	1.07%	1.38%	1.16%	1.18%
Sky 9	2.05%	2.97%	2.05%	2.72%

Marking View

Current Brands

All

Gender

All

Age

All

City Category

Tier 1

Tier 2

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

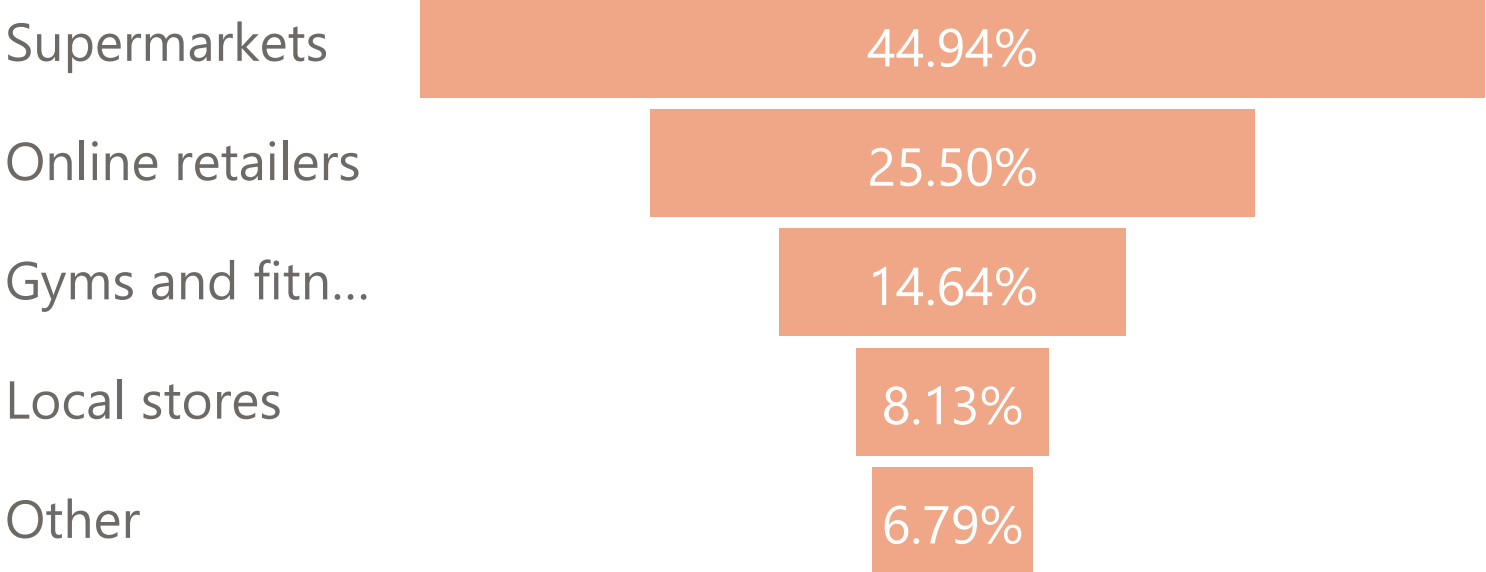
Kolkata

Lucknow

Mumbai

Pune

Purchase Location



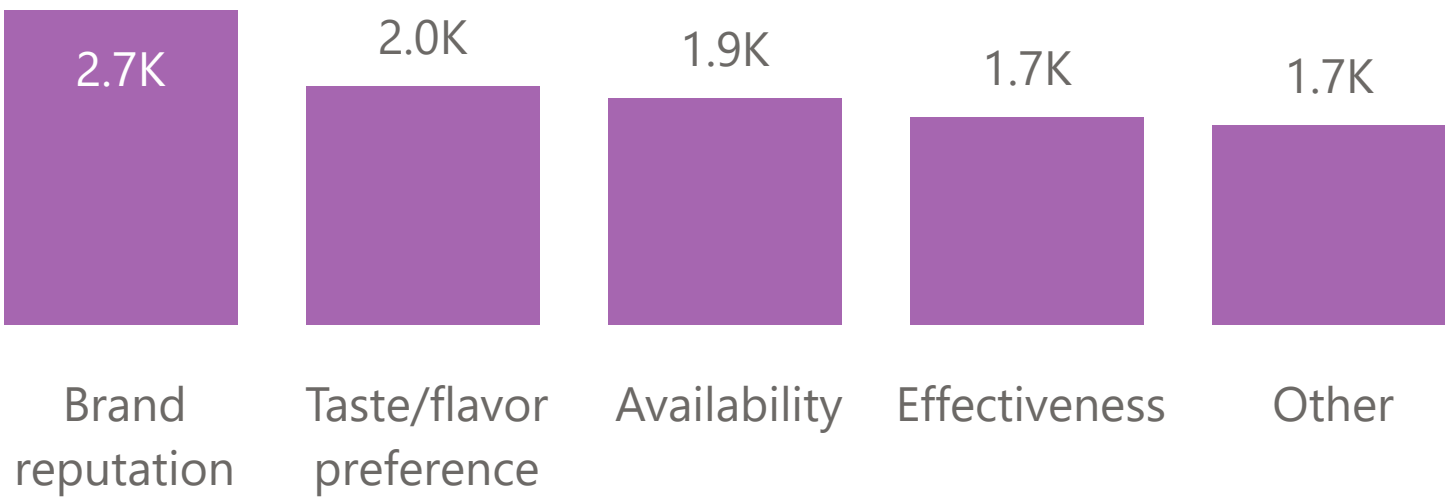
Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
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TV commercials	495	1290	737	117	49	2688
Total	1488	5520	2376	426	190	10000

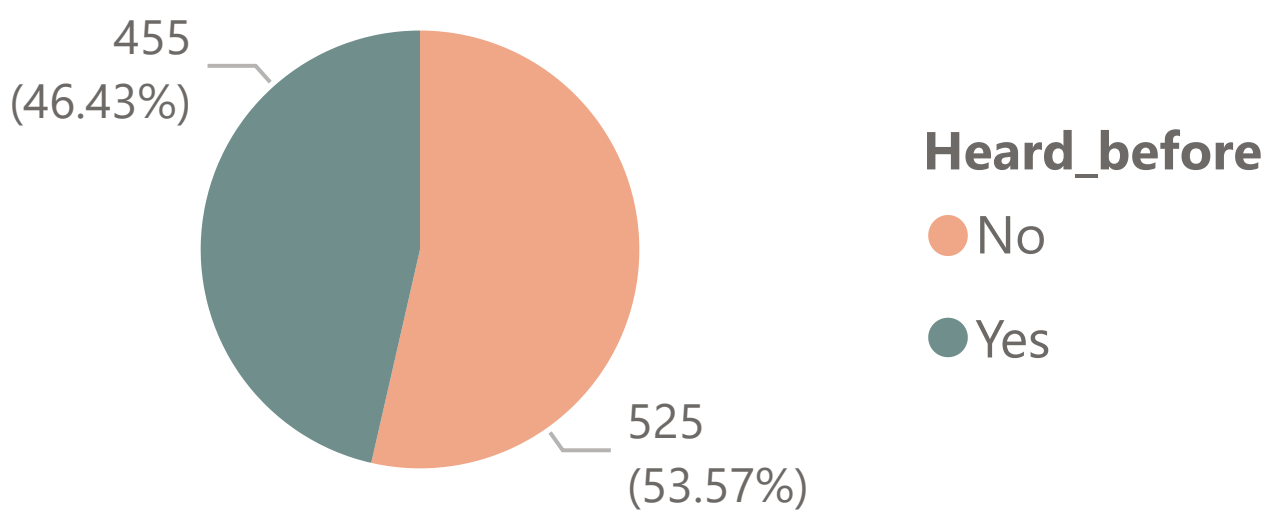
Current Brands in Market

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

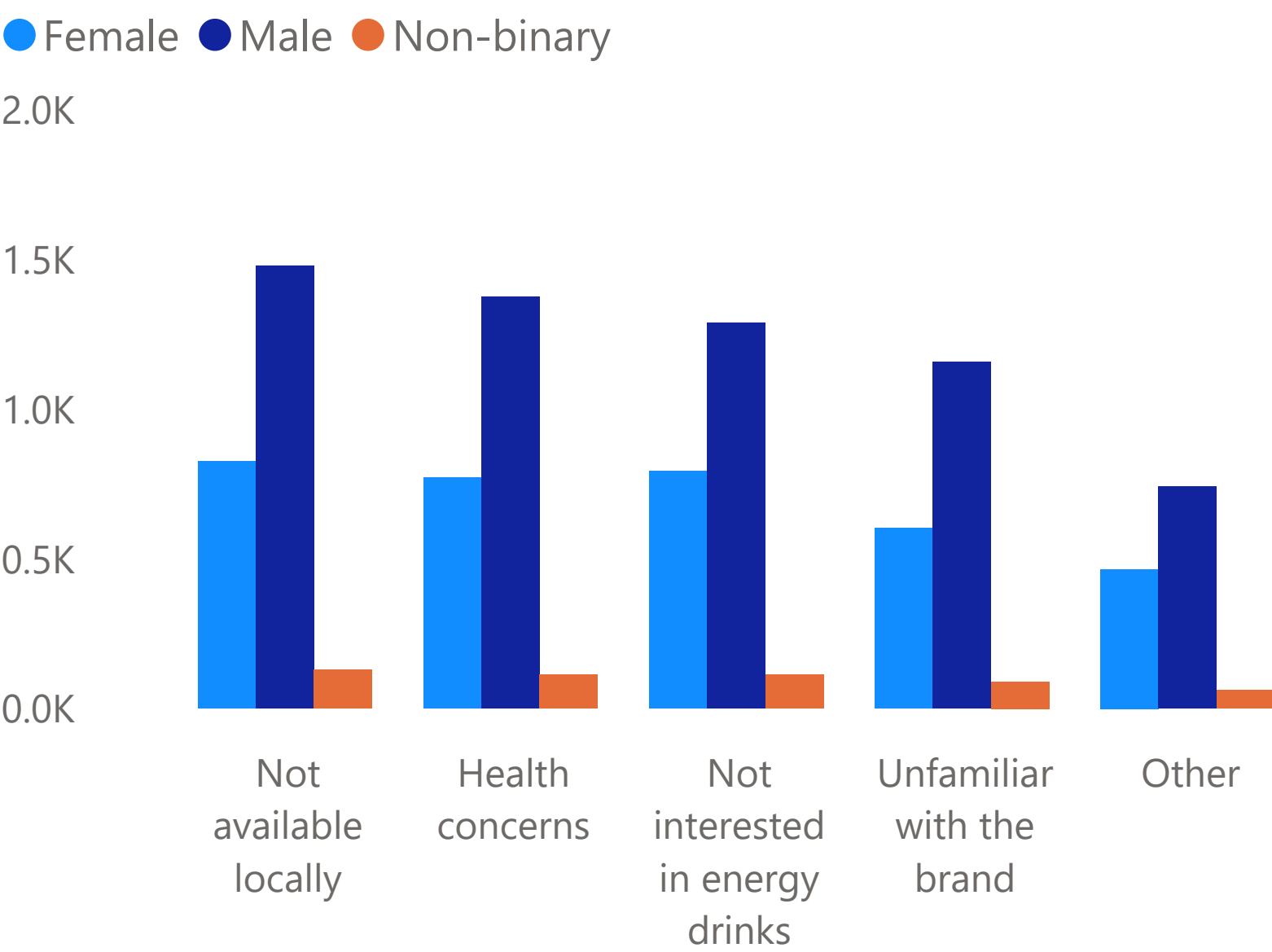
Respondents by Reasons For Choosing Brands



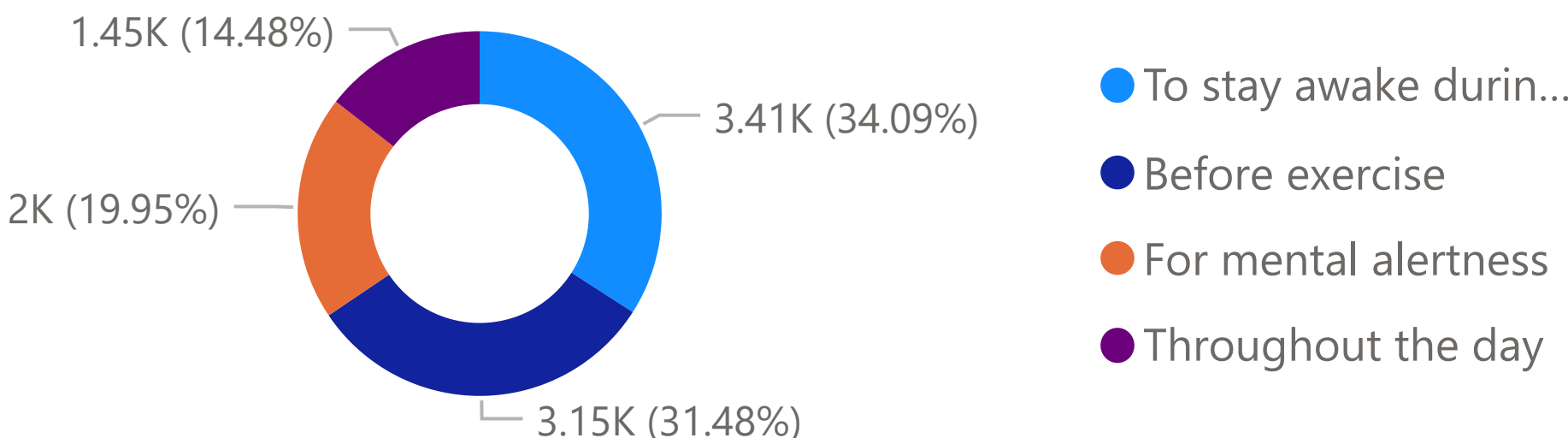
Heard Before Codex



Reasons Preventing Trying



Consumption Time



Packing Preference

Packaging_preference	% Respondent
Collectible packaging	14.99%
Compact and portable cans	39.84%
Eco-friendly design	9.84%
Innovative bottle design	30.46%
Other	4.86%

Codex Performance

Current Brands

All

Gender

All

Age

All

City Category

Tier 1

Tier 2

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

3.3

Codex Avg Taste Expe...

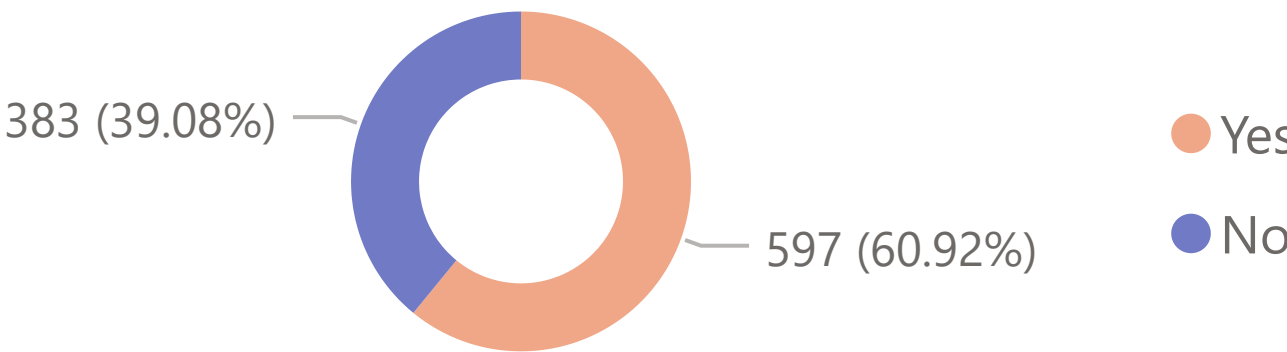
City Wise Responses

City	CodeX Respondents	Total Respondents
Bangalore	292	2828
Hyderabad	182	1833
Mumbai	156	1510
Chennai	92	937
Pune	92	906
Kolkata	48	566
Ahmedabad	45	456
Delhi	40	429
Jaipur	28	360
Lucknow	5	175
Total	980	10000

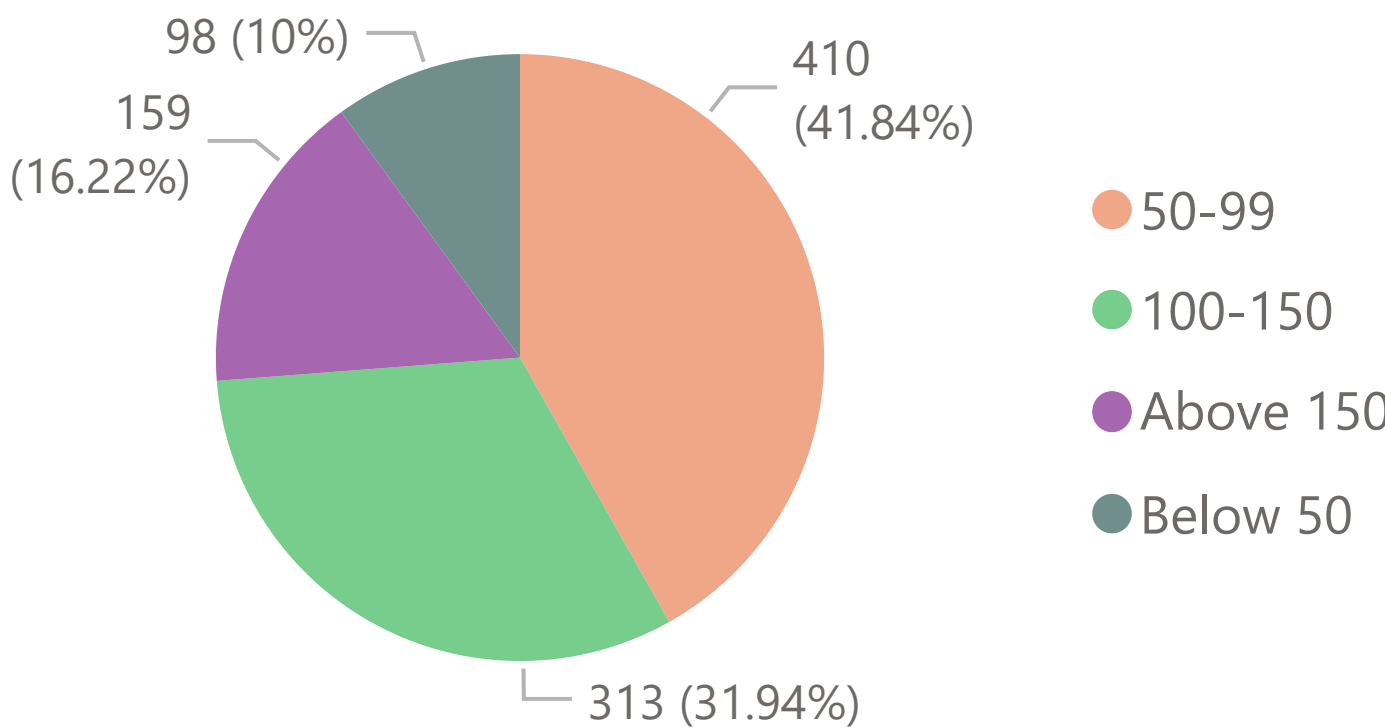
Reason For Choosing Codex

Reasons_for_choosing_brands	Respondent	% Respondent
Availability	195	19.90%
Brand reputation	259	26.43%
Effectiveness	176	17.96%
Other	168	17.14%
Taste/flavor preference	182	18.57%
Total	980	100.00%

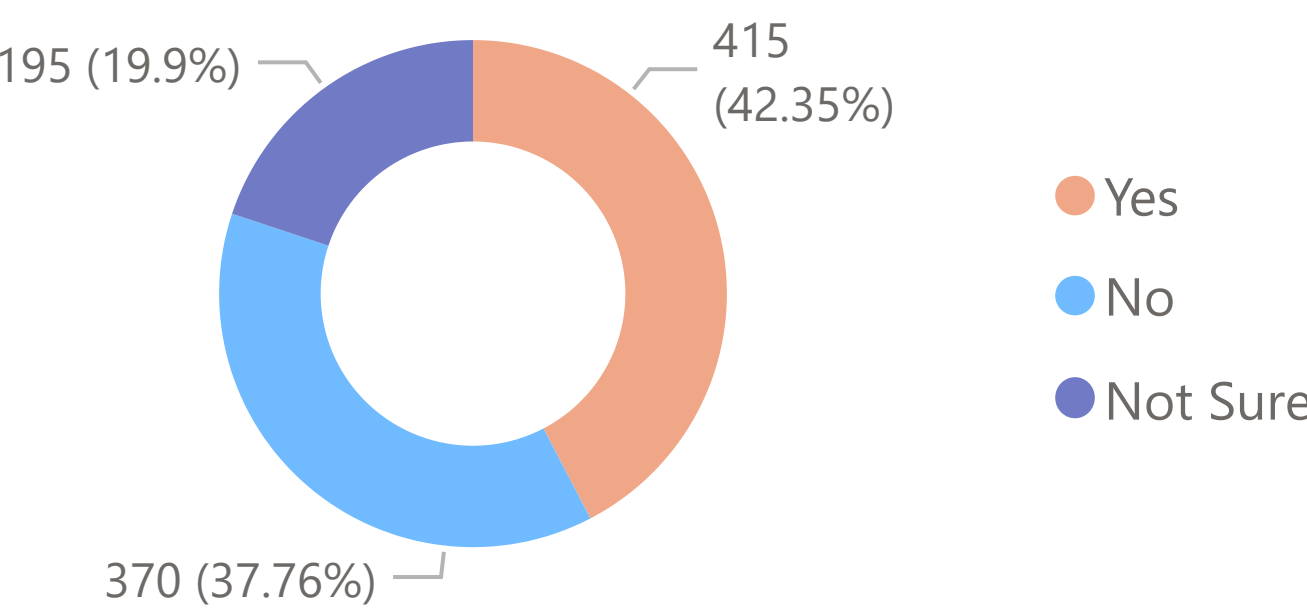
Health Corner



Price Preference



Limited Edition Packing Preference



City Wise Responses For Brand Perception

City	Negative	Neutral	Positive	Total
Ahmedabad	8.42%	3.48%	4.39%	4.56%
Bangalore	23.63%	30.87%	25.08%	28.28%
Chennai	7.12%	10.29%	8.68%	9.37%
Delhi	4.18%	3.52%	6.42%	4.29%
Hyderabad	15.04%	19.94%	16.66%	18.33%
Jaipur	5.99%	2.73%	4.03%	3.60%
Kolkata	3.79%	6.58%	4.70%	5.66%
Lucknow	3.00%	1.41%	1.68%	1.75%
Mumbai	12.89%	14.18%	19.27%	15.10%
Pune	15.94%	7.01%	9.08%	9.06%

Improvements Desired

