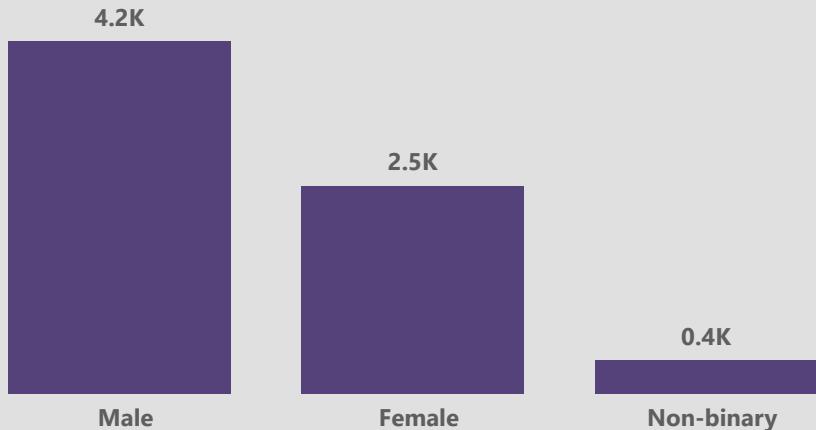
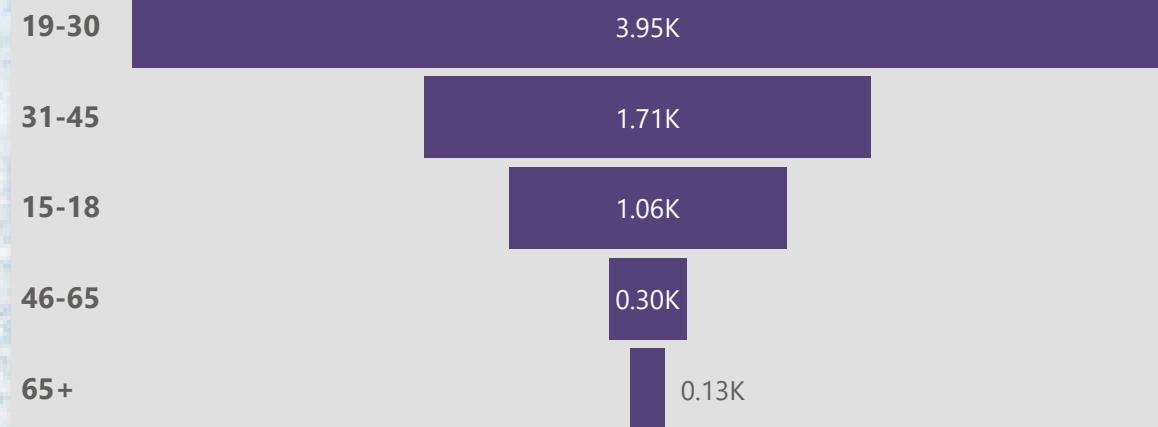


DEMOGRAPHIC INSIGHTS

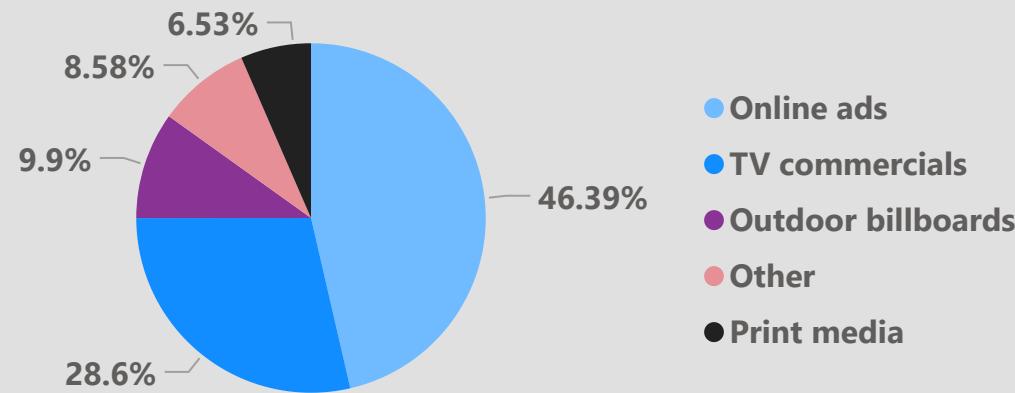
Who Prefers Energy Drink more?



Which age group prefers energy drinks more?



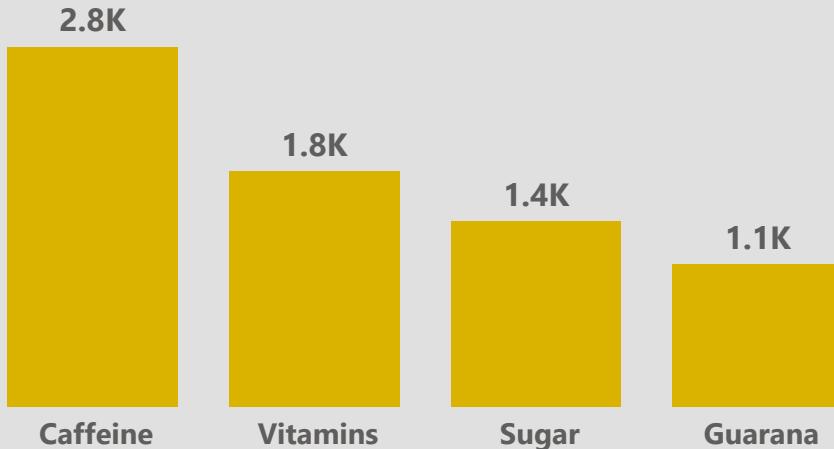
Marketing excels in capturing the youth (ages 15-30)



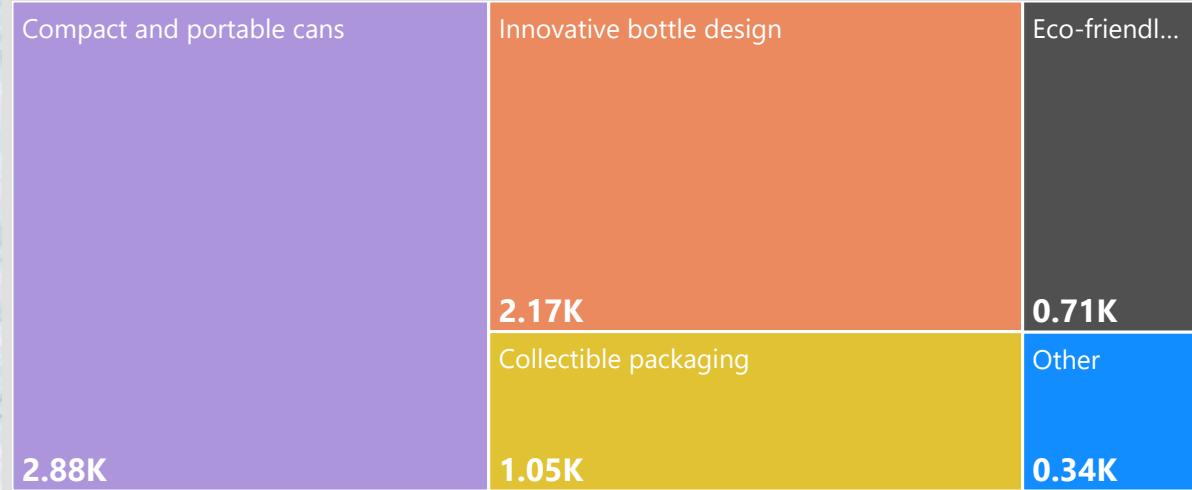
- Among the demographic, around 4.2k males exhibit the greatest preference for energy drinks.
- Energy drinks are predominantly favored by the 19-30 age group, which constitutes 3.95k individuals, while the preference among individuals above 65 is relatively limited.
- Among different advertising channels, online ads and TV commercials are most successful in reaching the youth.

CONSUMER PREFERENCES

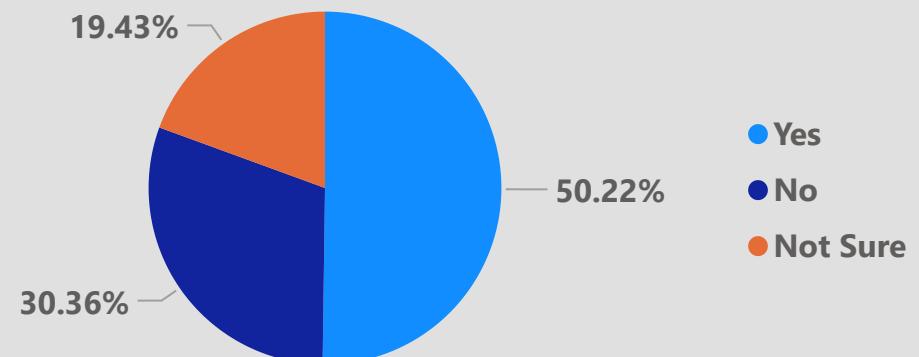
Preferred Ingredients in Energy Drinks



Packaging Preferences for Energy Drinks

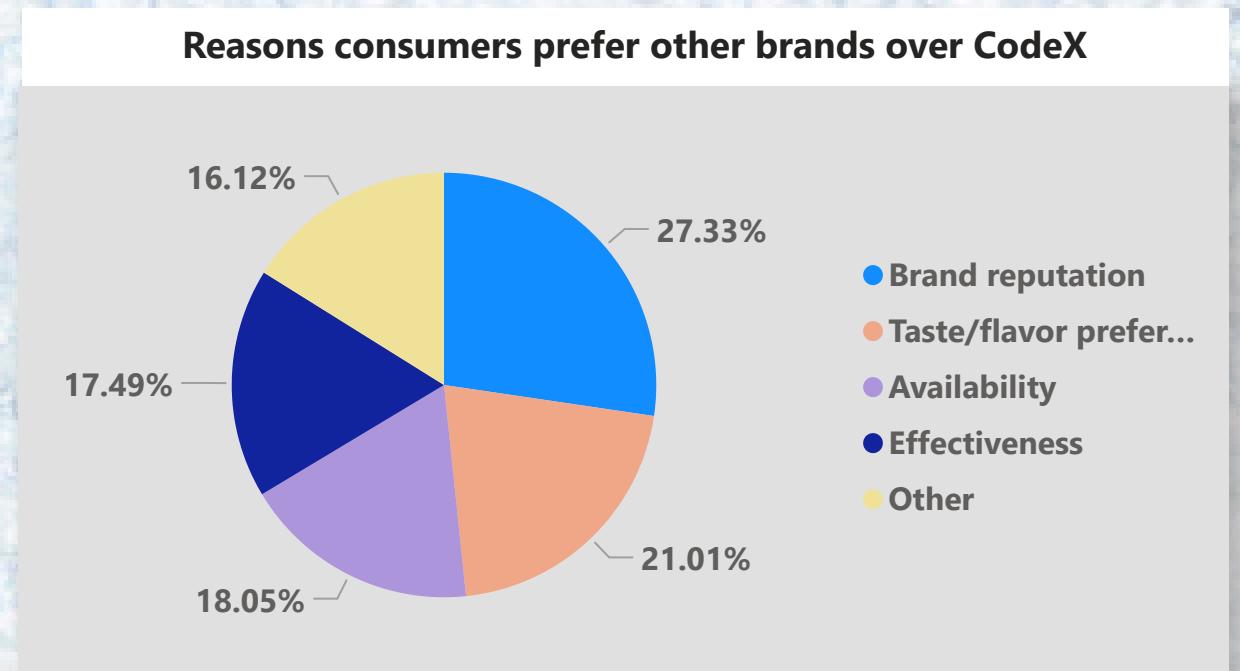


Interest in Natural Ingredients in Energy Drinks



- The ingredient of choice in energy drinks is caffeine, whereas guarana is the least sought-after option among consumers.
- Most consumers prefers compact and portable cans and also innovative bottle designs for energy drink packaging
- Approximately half of the population of consumers has a preference for energy drinks that contain natural ingredients.

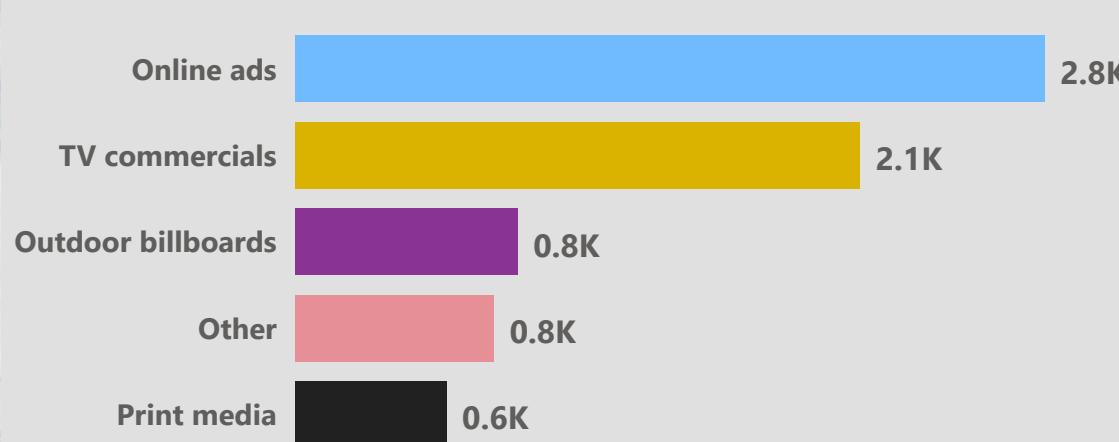
COMPETITION ANALYSIS



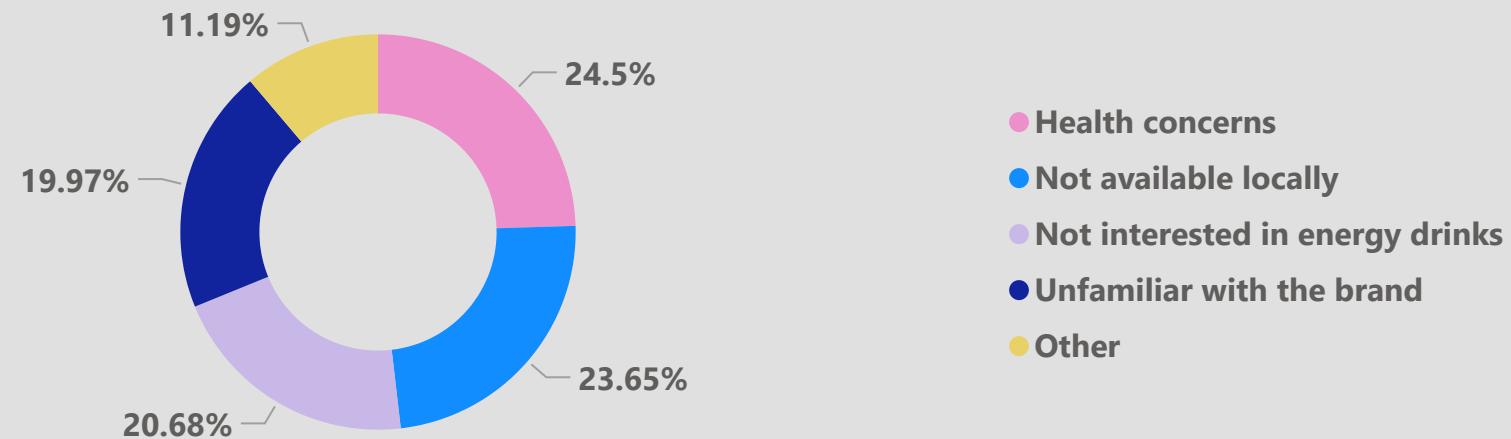
- . Coca-Cola and Pepsi hold the position of current market leaders, while there is a significant segment of the population, approximately 0.71k people, who prefer CodeX.
- . Nearly 48% of the consumer base prioritizes brand reputation and their taste or flavor preferences associated with other brands over choosing CodeX.

MARKETING CHANNELS AND BRAND AWARENESS

Which marketing channel reaches to the most customers

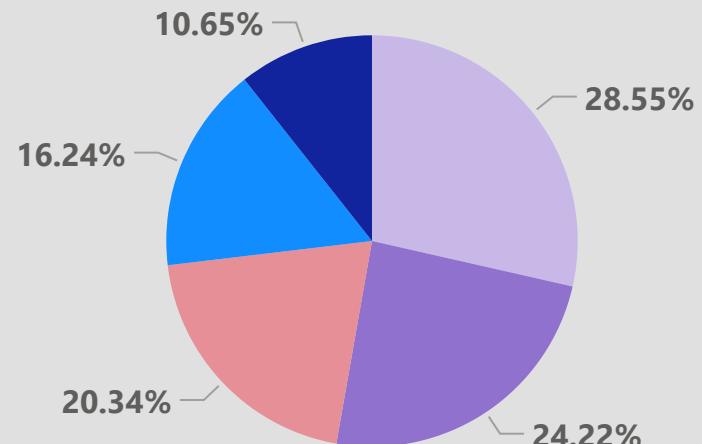


- Online advertisements and television commercials have a reach of over 4.9k among customers.
- For the CodeX consumers, 20% of the people are not aware of the brand .

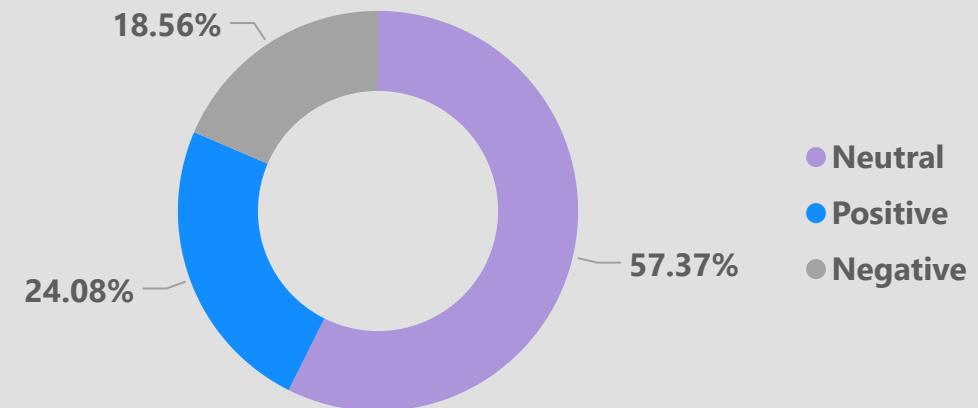


BRAND PENETRATION

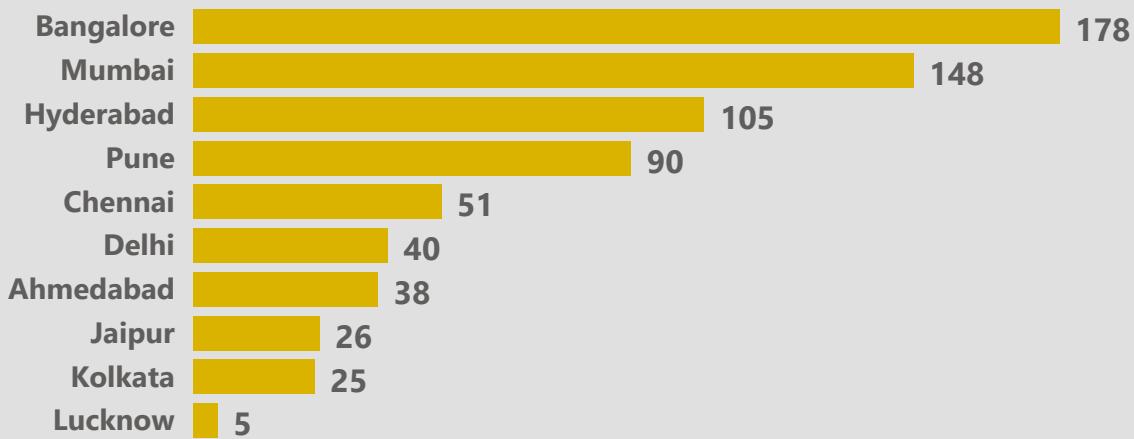
Ratings of CodeX



Brand Perception



Cities need to focus on



- Among those who preferred the CodeX brand, approximately 28.55% of consumers gave a 3-star rating, while around 24.22% of consumers gave a 4-star rating.
- The majority of consumers who consume CodeX have a neutral perception of the brand.
- Lucknow, Kolkata, and Jaipur are the cities that require greater attention and focus.

PURCHASE BEHAVIOUR

Preferred Locations

Supermarkets



Typical Consumption Situations

Online retailers

Sports/exercise

3.2K

Gyms and fitness centers

Studying/working...

2.3K

Local stores

Social outings/parties

1.1K

Other

Other

0.4K

Driving/commuting

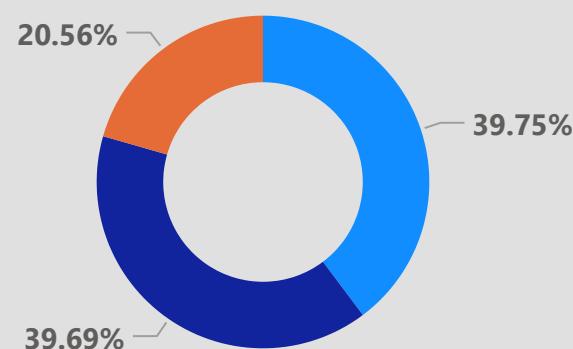
0.2K

0K 1K 2K 3K

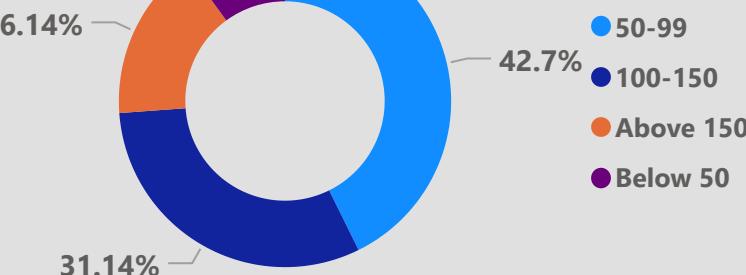
Factors influence Purchase Decisions

Limited Edition Buyers

- No
- Yes
- Not Sure



Purchase range



- Around 3.21k respondents prefers to purchase energy drinks from Supermarkets
- The common scenarios in which respondents typically consume energy drinks are during sports/exercise activities and while studying/working.
- The proportion of customers who are limited edition buyers and those who are not are nearly equal.
- Most respondents prefer product in price range (50-99).

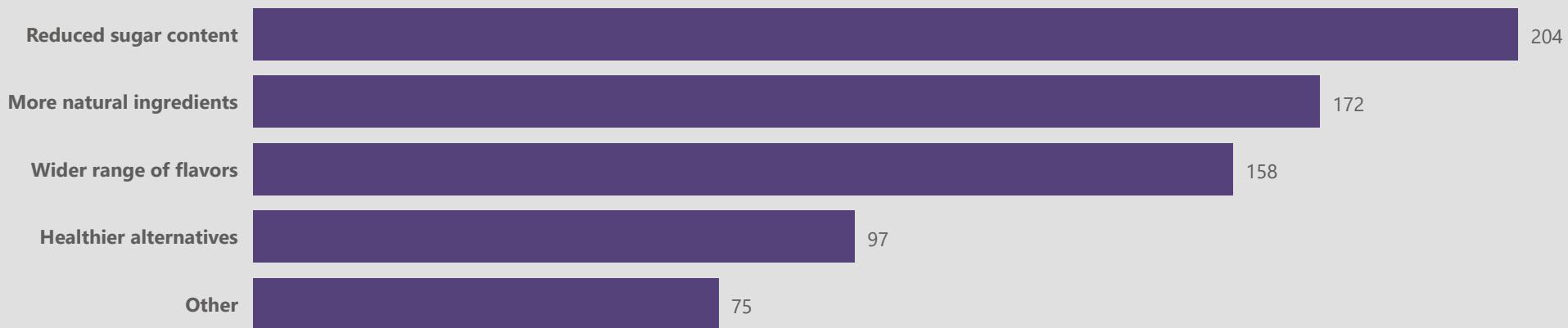
PRODUCT DEVELOPMENT

Areas to Focus



- Areas to be focused on Product Development are Brand reputation and availability.
- The sugar level can be reduced and more natural ingredients can be added in the drink for more product development.

Improvement Desired



Additional Recommendations :

Immediate Improvements:

- . Use **real fruit extracts**, **natural sweeteners**, and **botanical extracts** to enhance the taste profile of your energy drink.
- . Offer **low or no sugar** variations of your energy drink to cater to health-conscious consumers. Develop flavors that are naturally sweetened or use sugar substitutes that maintain the taste while reducing the overall sugar content.
- . Improve the **visual appeal** and functionality of your energy drink packaging.
- . Consider updating the **logo**, **color scheme**, and **overall design** to create eye-catching and memorable packaging.



Ideal Price of the Product:

- . The ideal price of the product should be lie in the range **(50-150)** to attract more customers.

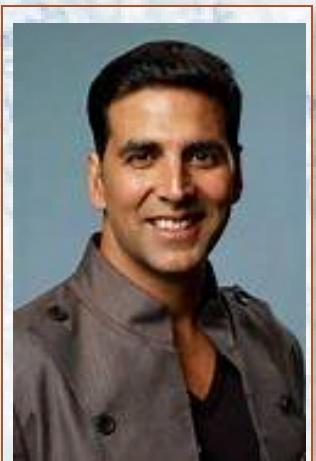
Additional Recommendations :

Marketing campaigns, Offers, and Discounts:

- . They can promote Codex energy drinks through **sponsored posts, product reviews, or giveaways**, reaching their followers and generating brand awareness.
- . Launch a **referral program** where customers can earn rewards for referring friends or family members to try Codex energy drinks.
- . Introduce a **subscription service** where customers can sign up for regular deliveries of Codex energy drinks. Offer discounted prices, exclusive flavors, or additional perks for subscribers. This helps secure recurring revenue and fosters long-term customer loyalty.

Brand Ambassador:

Akshay Kumar could be a strong choice as a brand ambassador for energy drinks due to his association with **fitness, action-oriented roles, and commitment to a healthy lifestyle**.



Additional Recommendations :

Target Audience:

- Students and professionals, especially those in high-stress environments, are often targeted by energy drink brands.
- Energy drinks often target young adults and millennials who lead busy and active lifestyles. This age group typically seeks quick energy boosts to enhance focus, stamina, and productivity, making them a prime audience for energy drink consumption.
- The gaming community and e-sports enthusiasts are a growing target audience for energy drinks.

