CODEX MARKET ANALYSIS

ABOUT CODEX

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.

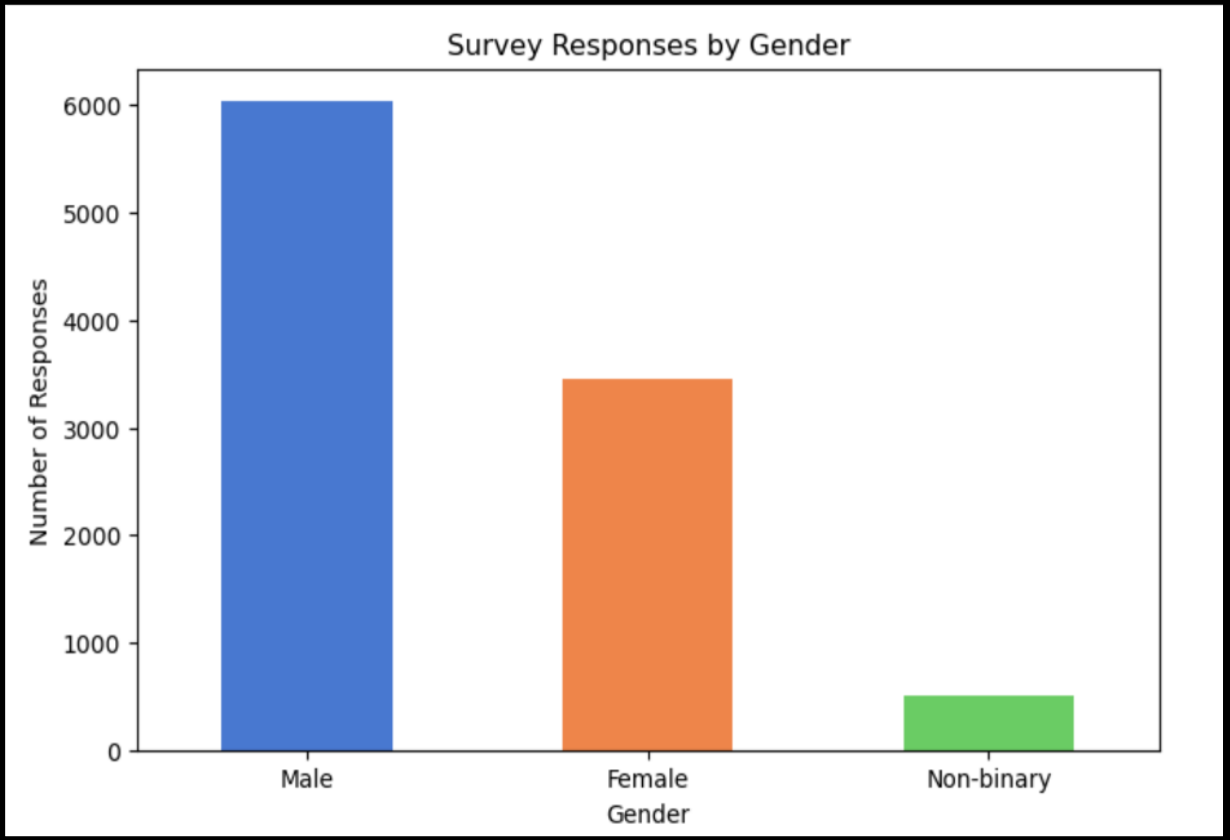
Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10k respondents.

The marketing team wants a data analyst to convert these survey results to meaningful insights which the team can use to drive actions.

PRIMARY INSIGHTS

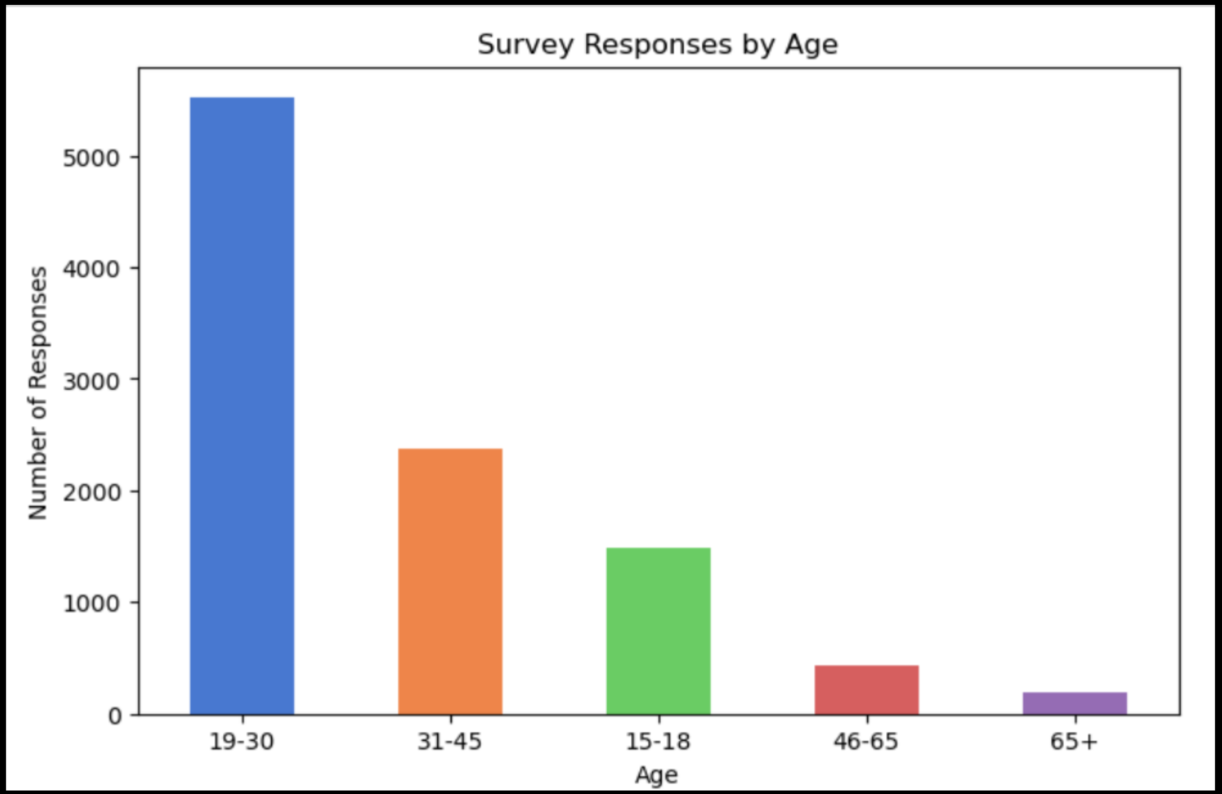
1. Demographic Insights

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



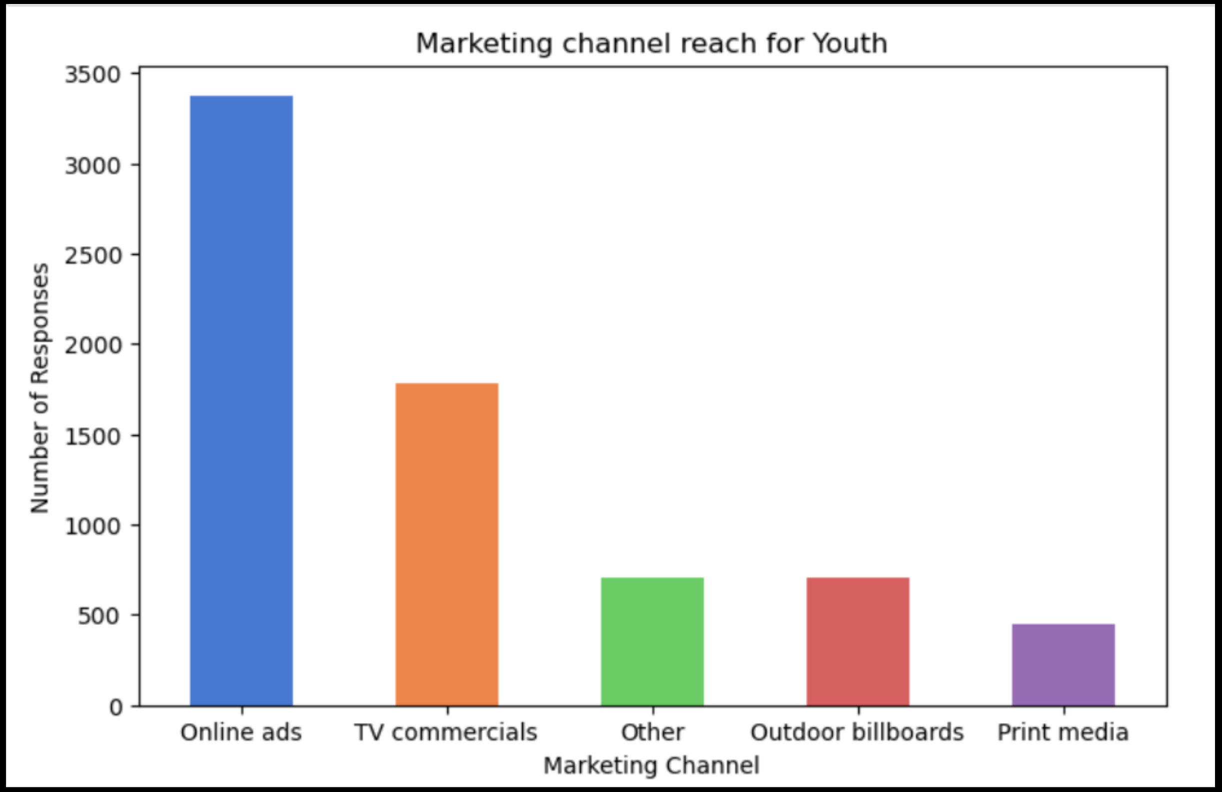
- Majority of consumers are Male gender.
- 60.38% of Consumers are Male and 34.55% Consumers are Male remaining Non-binary.

b. Which age group prefers energy drinks more?



- Age group between 19-30 prefers energy drinks more.
- 55.20% of consumers are between 19-30,23.76% of consumers are between 31-45,14.88% of consumers are between 15-18,4.26% of consumers are between 46-65 and remaining are 65+ age group.

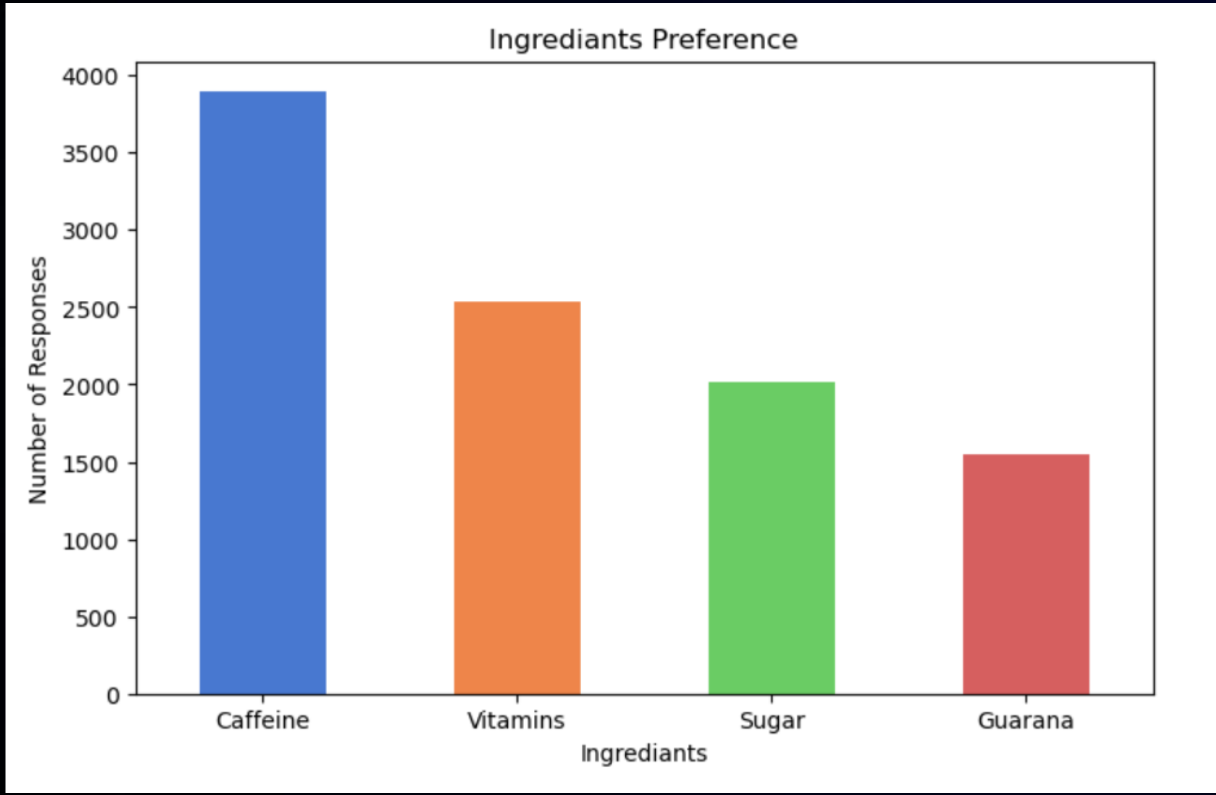
c. Which type of marketing reaches the most Youth (15-30)?



- Online ads and TV commercials reaches the most Youth (15-30).
- Marketing channel preference of youth
  Online ads - 48.13%
  TV commercials - 25.47%
  Other - 10.02%
  Outdoor billboards - 10.02%
  Print media - 6.36%

2. Consumer Preferences

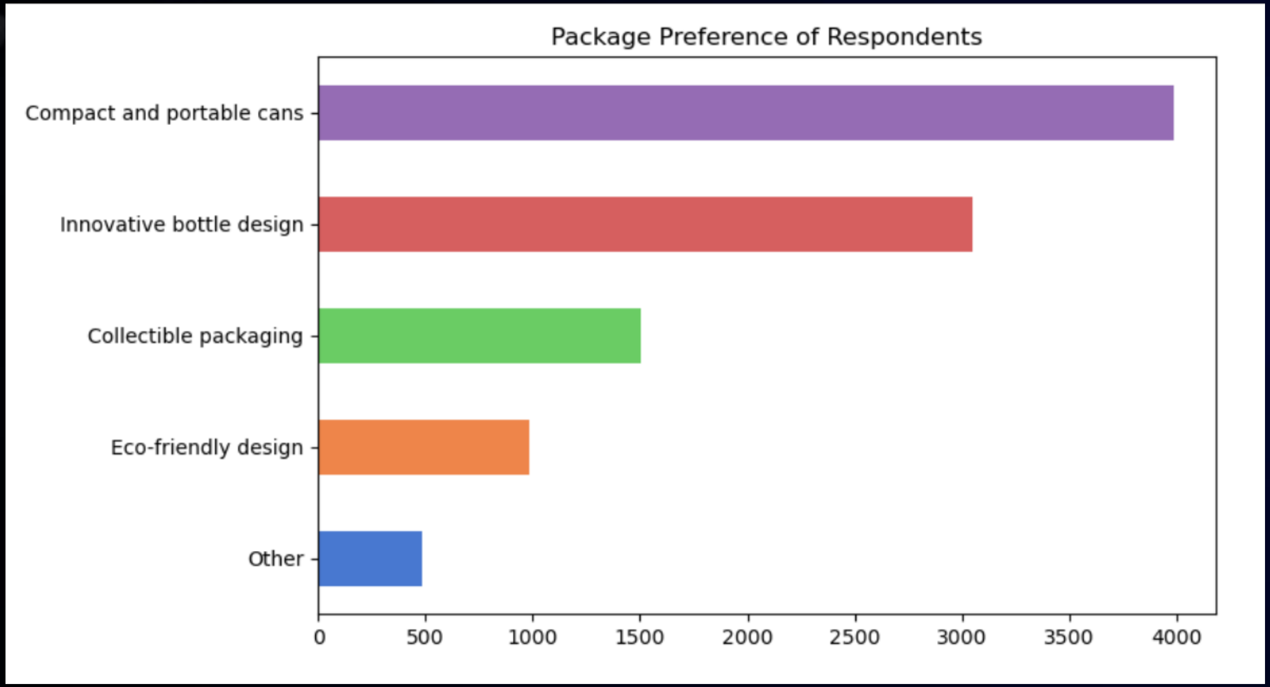
a. What are the preferred ingredients of energy drinks among respondents?



- Caffeine and Vitamins are the expected ingredients of energy drinks among respondents.

- 38.96% prefer Caffeine and 25.34% prefer Vitamins.

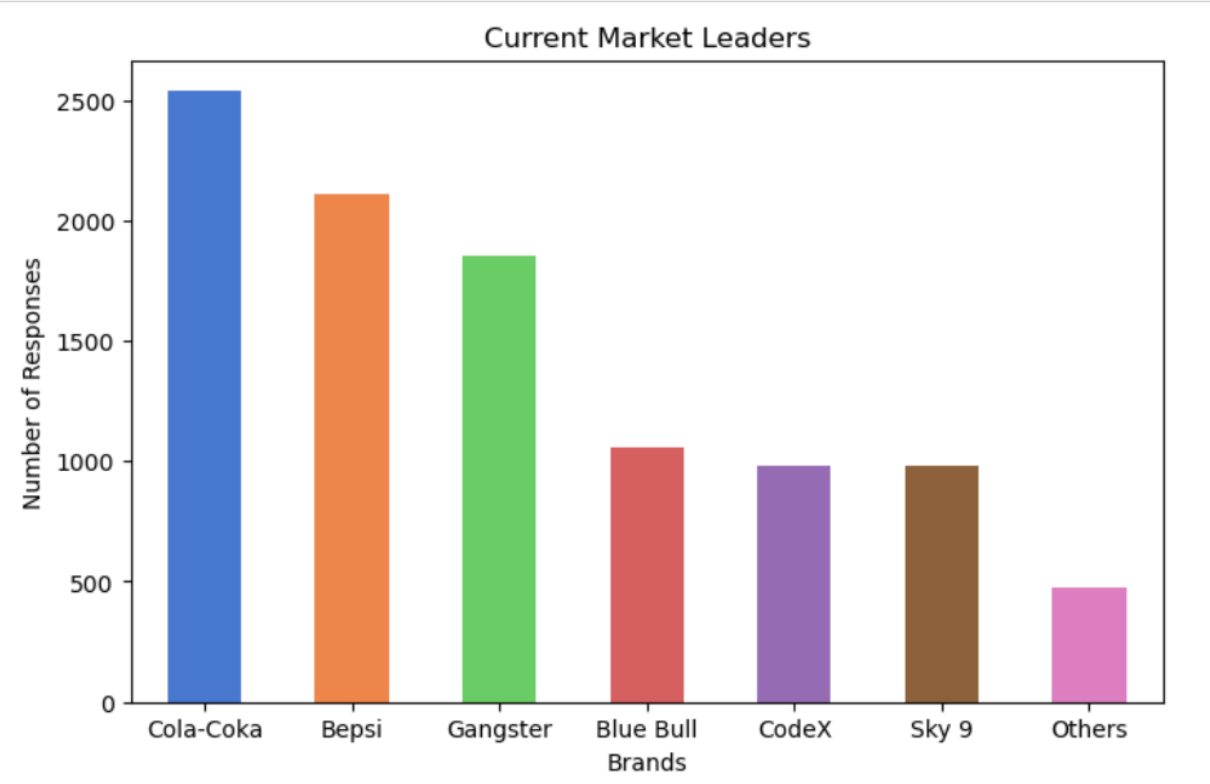
b. What packaging preferences do respondents have for energy drinks?



Compact and portable cans and Innovative bottle designs are preferred by 39.84% and 30.47% of respondents.

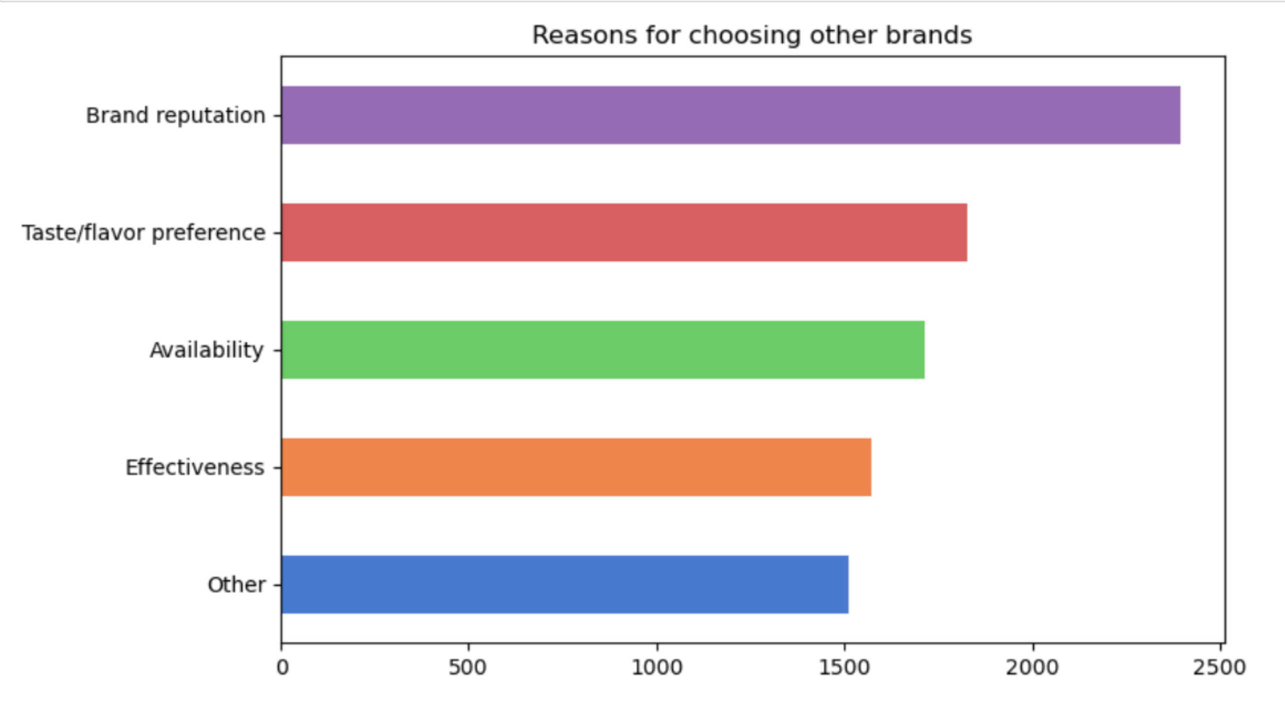
3. Competition Analysis

a. Who are the current market leaders?



- Cola-Coka ,Bepsi and Gangster are the top 3 current market leaders.
- They occupy the 65.04% of the Market among respondents.

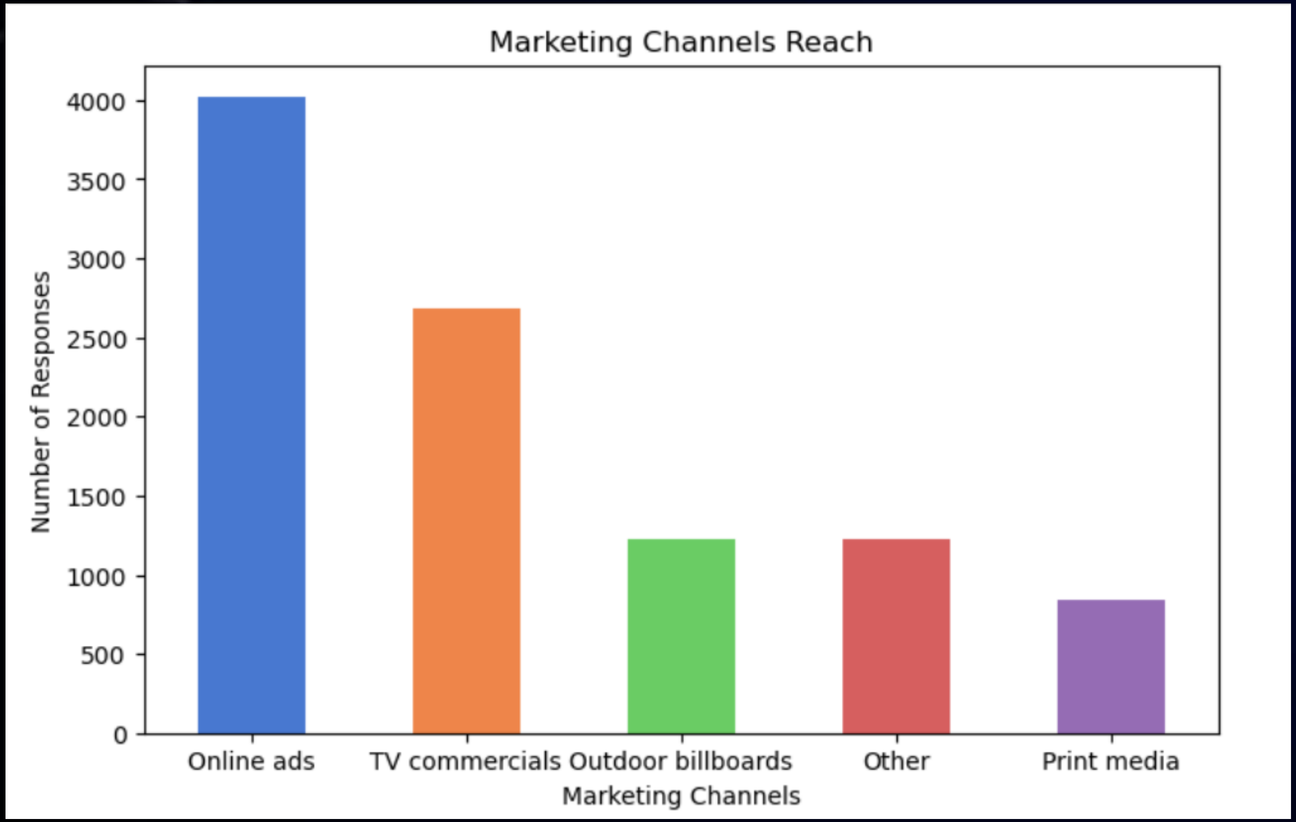
b. What are the primary reasons consumers prefer those brands over ours?



- Brand reputation ,Taste/flavor preference and Availability are the primary reasons consumers prefer those brands over ours.
- Among respondents 26.53% people's reason is Brand reputation, 20.28% is Taste/flavor preference and 17.43%% is Availability.

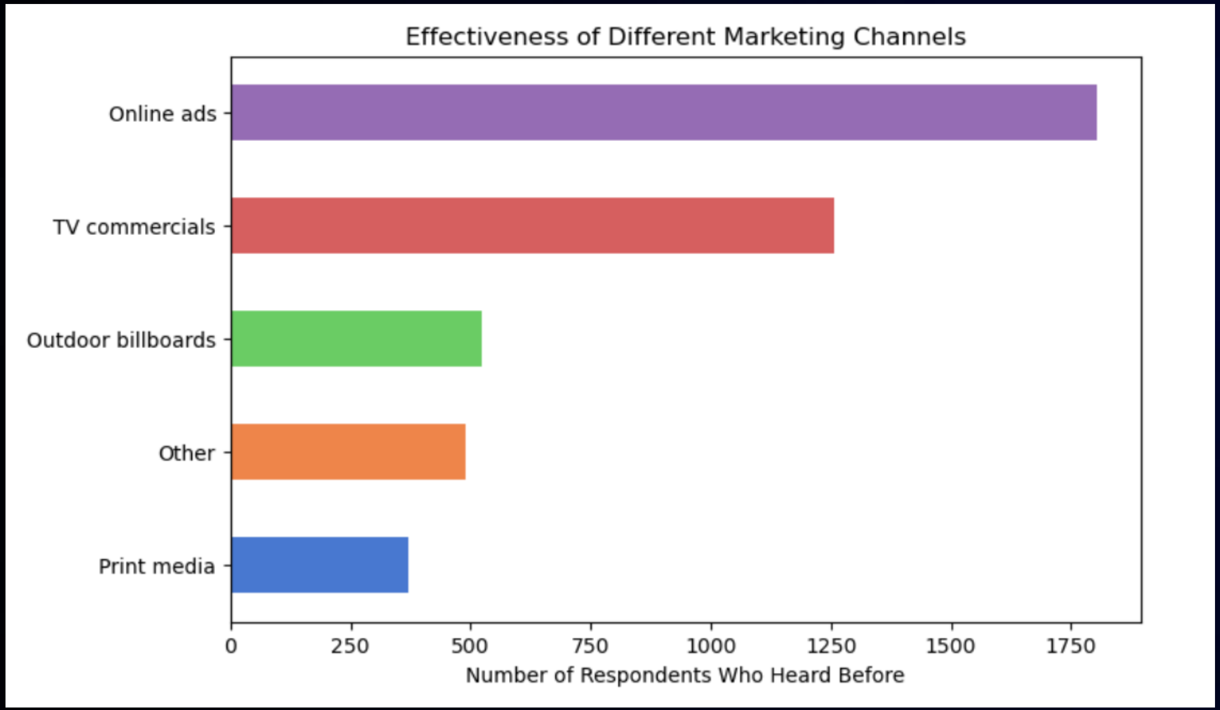
4. Marketing Channels and Brand Awareness

a. Which marketing channel can be used to reach more customers?



Online ads reaches 40.20% and TV commercials reaches 26.88% of customers.

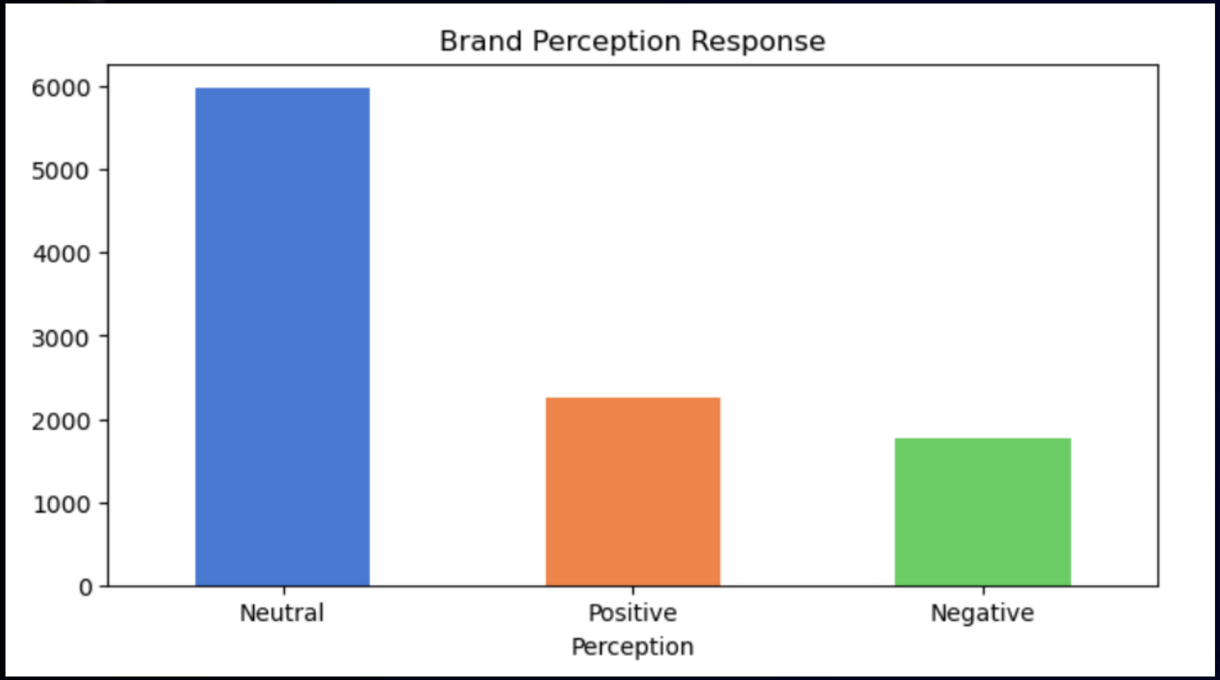
b. How effective are different marketing strategies and channels in reaching our customers?



- 1805 respondents heard through Online ads and 1257 through TV commercials.
- Overall 44.47% of respondents heard about energy drinks through marketing channels.

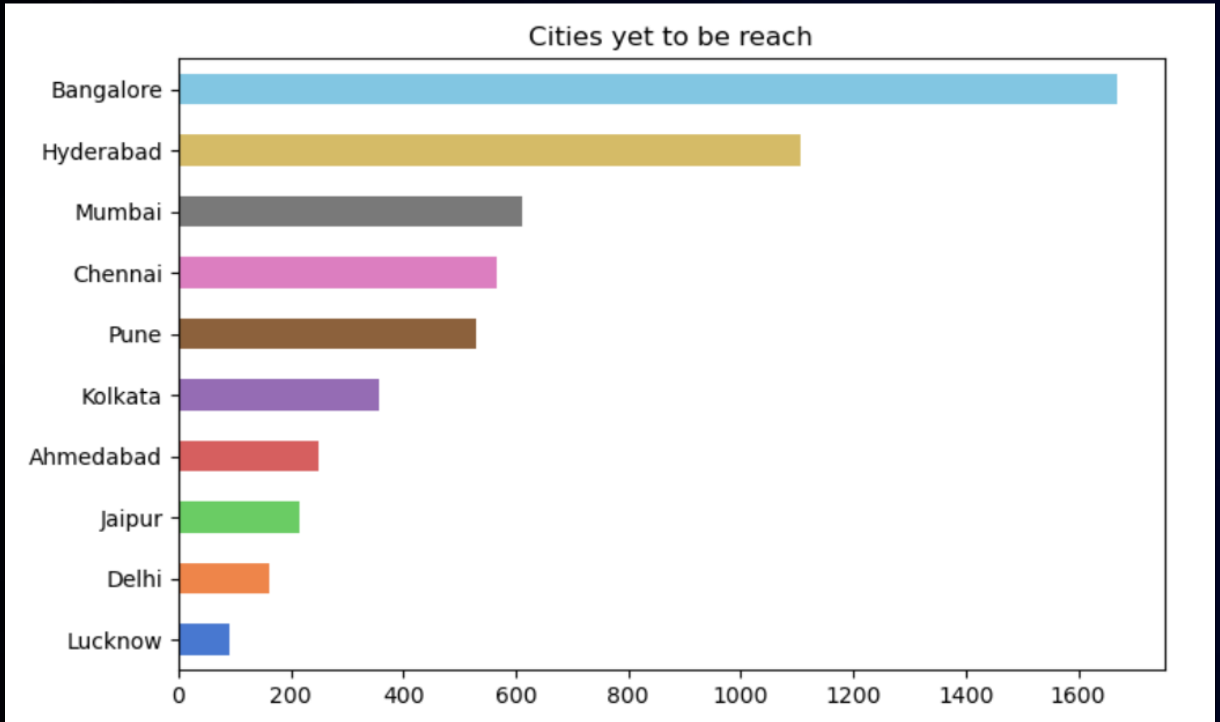
5. Brand Penetration

a. What do people think about brands? (overall rating)



- 59.74% have Neutral and 22.57% have Positive perceptions on brands.
- 17.69% of respondents have Negative perception.

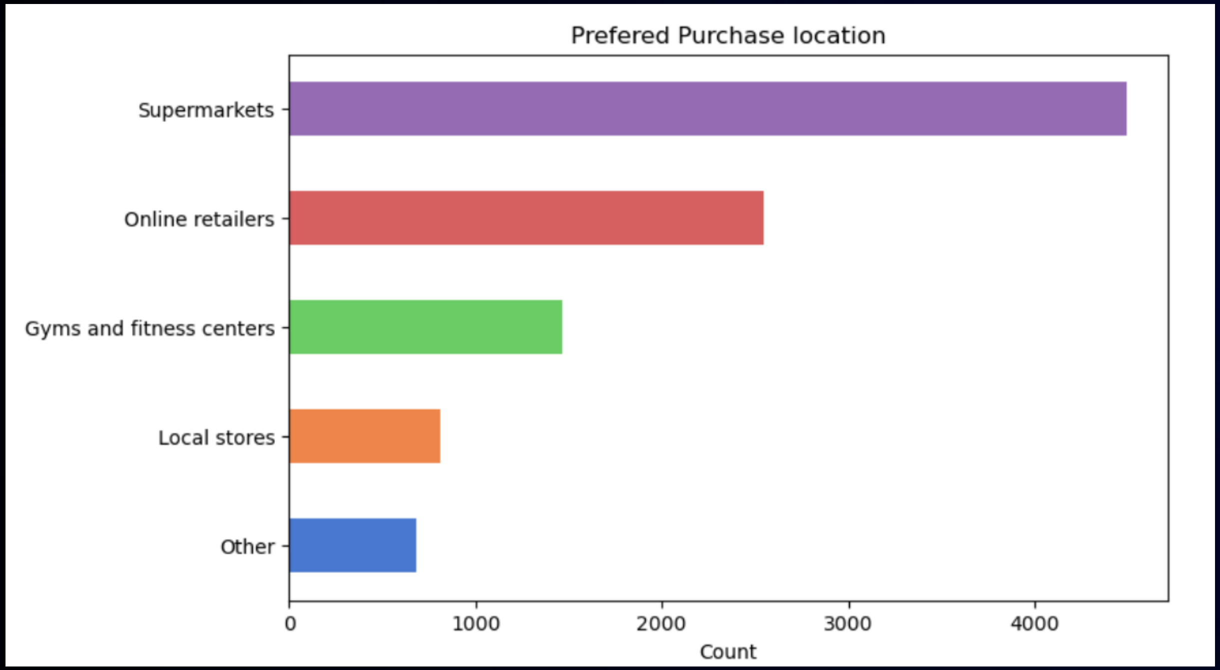
b. Which cities do we need to focus more on?



- Bangalore, Hyderabad, Mumbai, Chennai and Pune.

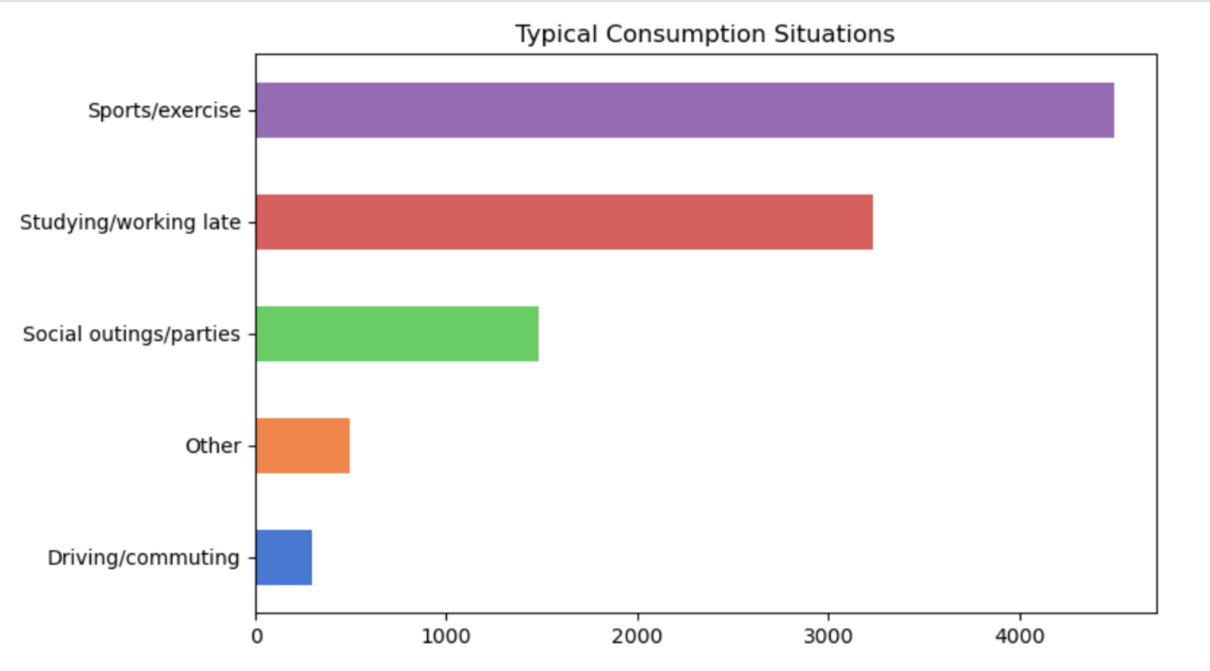
6. Purchase Behavior

a. Where do respondents prefer to purchase energy drinks?



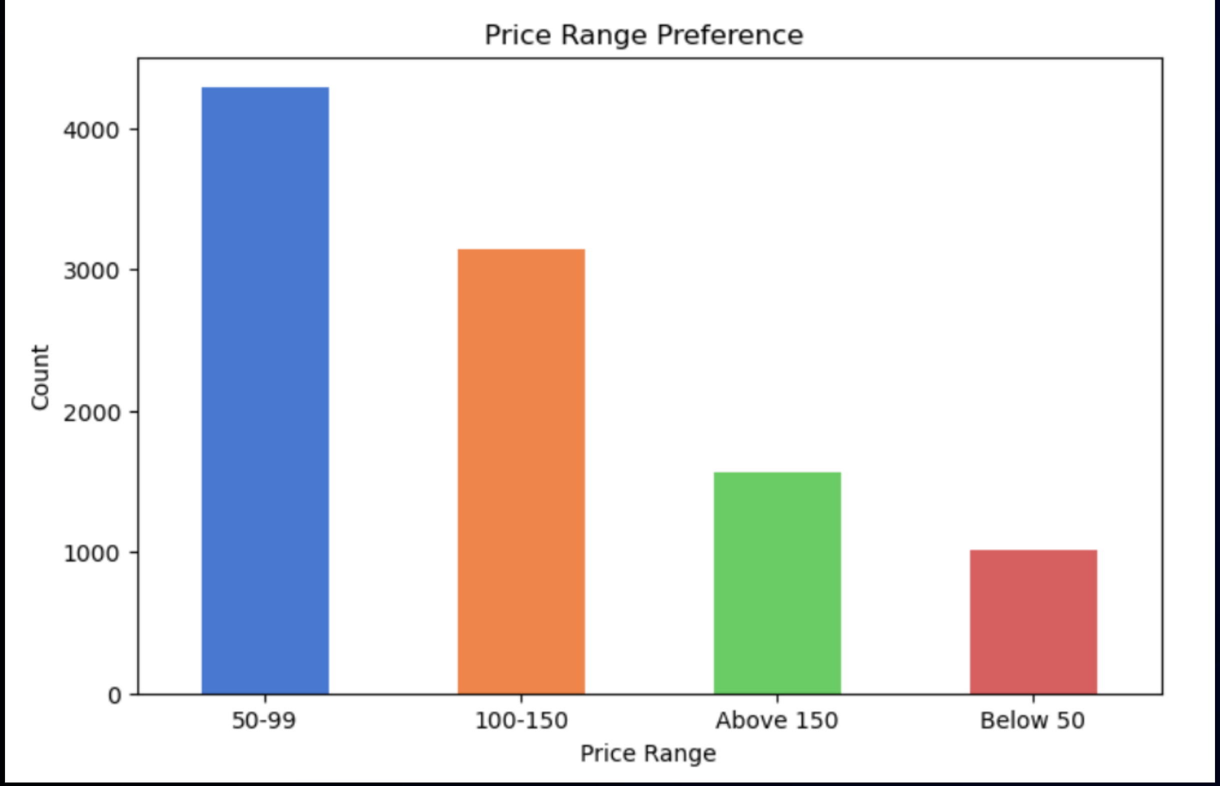
- 44.94% customers prefer purchasing from Supermarkets and 25.50% from Online retailers and 14.64% from Online retailers.

b. What are the typical consumption situations for energy drinks among respondents?



- Respondents consume energy drinks during Sports/exercise, Studying/working late and Social outings/parties.
- 44.94% of consumers consume energy drinks while doing Sports/exercise.

c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

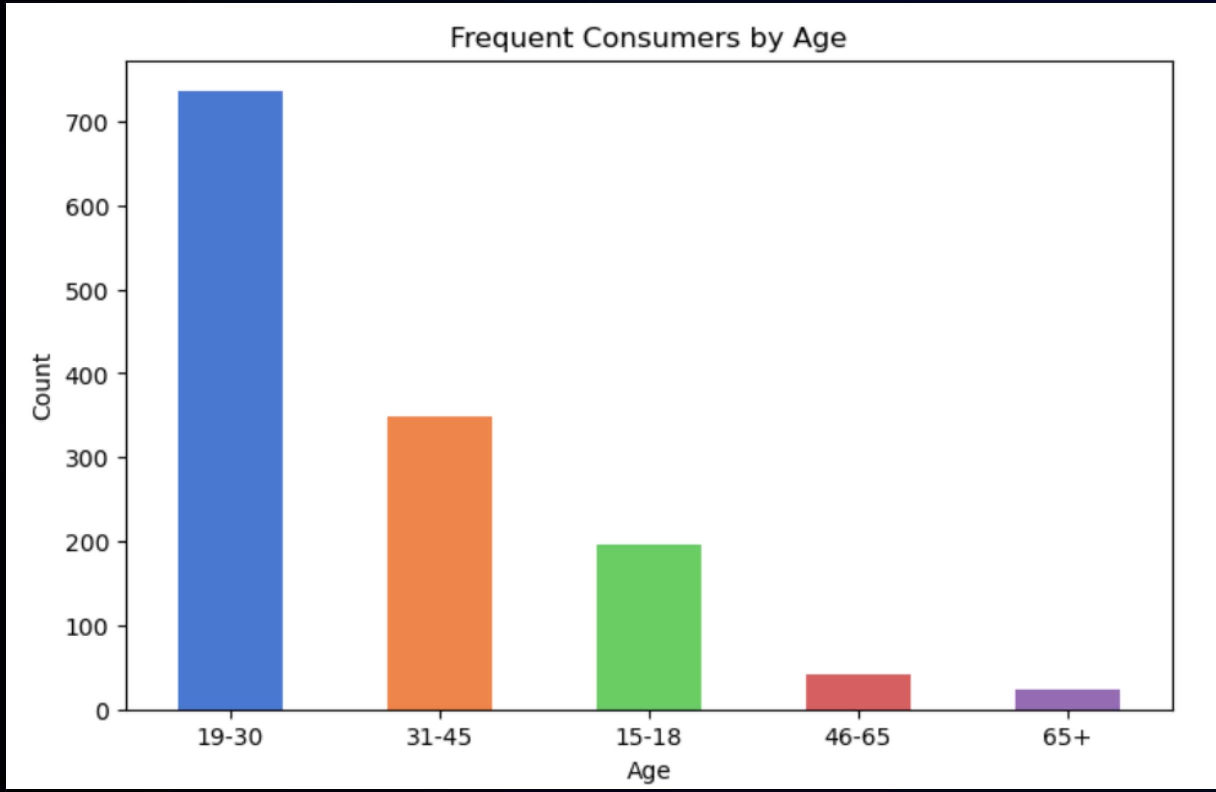


- 42.88% of consumers prefer energy drinks price between 50-99.
- Only 39.46% of consumers interested in limited edition packaging.
- Overall price range influences more consumers.

SECONDARY INSIGHTS

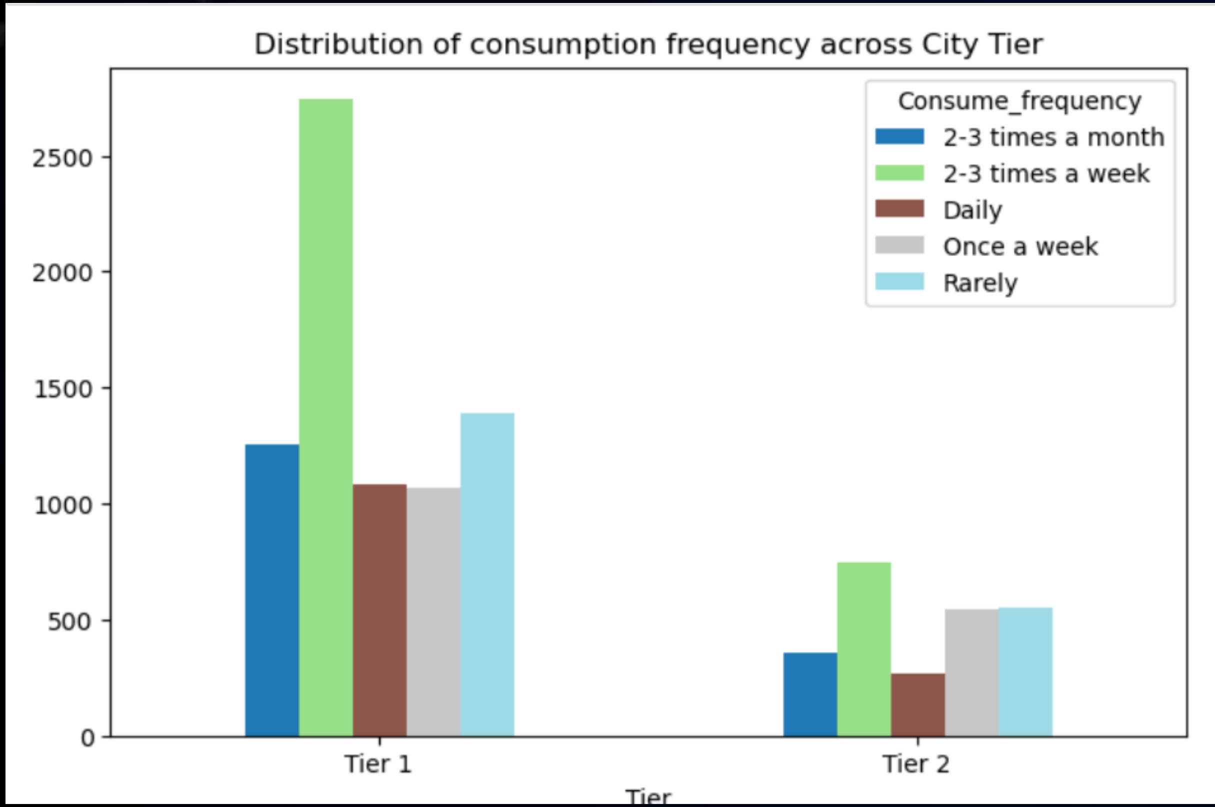
Consumer Behaviour & Market Segmentation

1.What are the key demographics (age, gender, city, city tier) of frequent consumers?



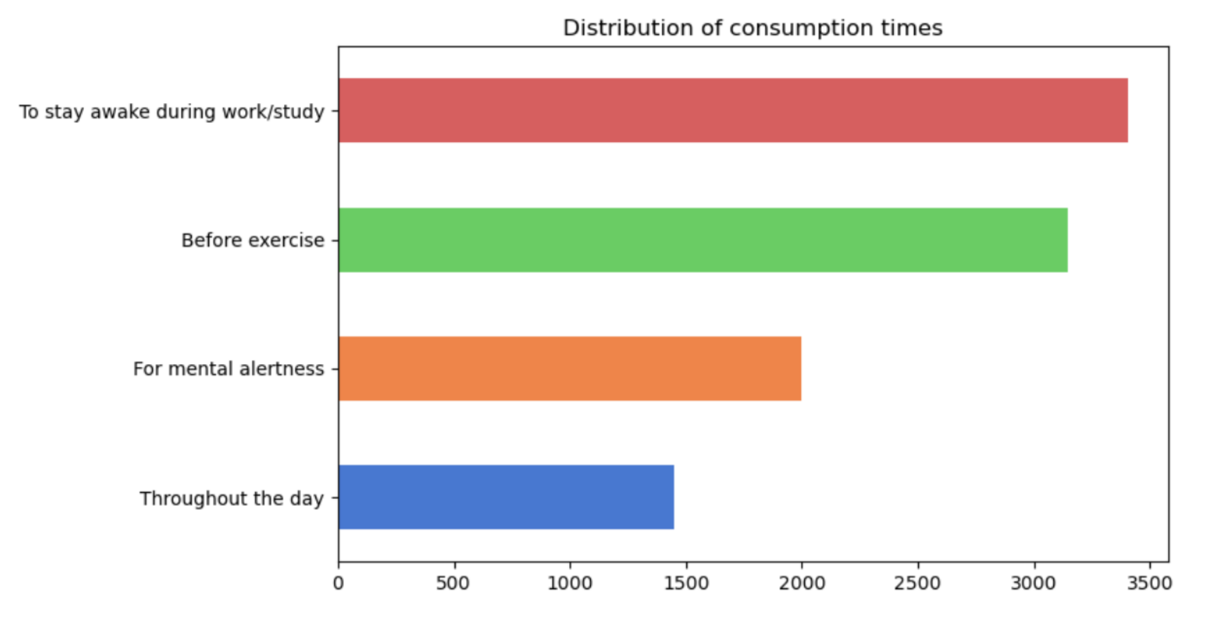
- 736 consumers between age group 19-30 consume energy drinks on daily basis.
- Male consumers prefer daily consumption.
- Chennai, Bangalore and Delhi markets have daily customers.
- Tier1 city consumers are frequent consumers among the respondents.

2. How does consumption frequency vary across city tiers?



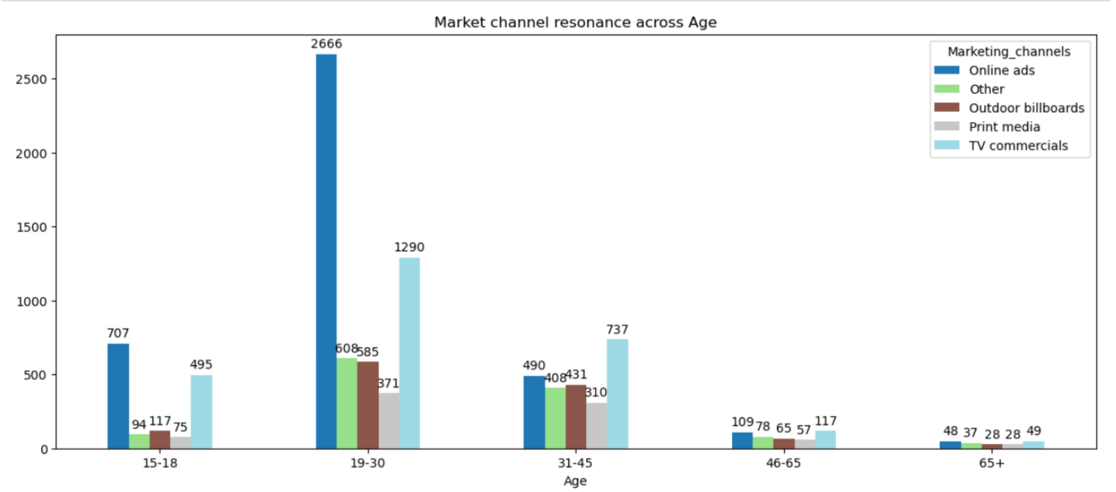
- In Tier1 cities 27.43% consume 2-3 times a week, 13.89% consume Rarely and 12.56 consume 2-3 times a month.
- In Tier2 cities 7% consume 2-3 times a week, 5.541% consume Rarely and 3.57 consume 2-3 times a month.
- Consumer consumption status is better in Tier1 cities.

3. What are the most common consumption times and situations?



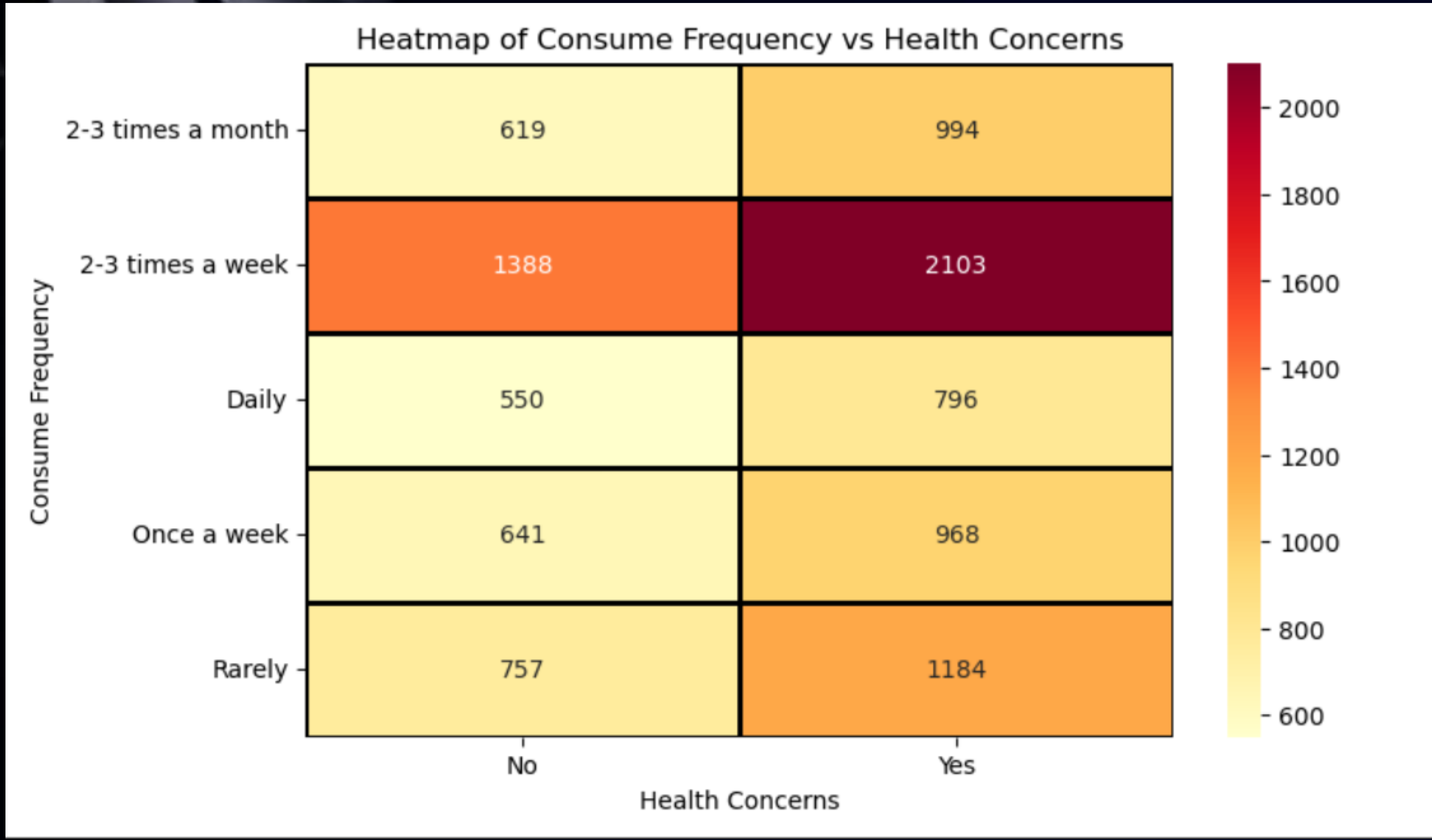
- 34.09% consumption time is to “To stay awake during work/study” and 31.48% “Before exercise”.
- 14.48% consumers consumption time is Throughout the day.

4. Which marketing channels resonate best with different demographics?



- Age group
  - Most of the consumers between 15-18 and 19-30 resonate for Online ads.
  - Rest of the consumers resonate for TV commercials.
- Gender
  - Male and Female prefer Online adds.
  - Non-binary people resonate for TV commercials.
- City
  - Bangalore,Hyderabad,Kolkata, and Chennai resonate for Online ads.
  - Ahmedabad, Delhi,Jaipur,Lucknow,Mumbai and Pune for TV commercials.
- City Tier
  - Tier1 city based customers prefer Online ads.
  - Tier2 city based customers prefer TV commercials.

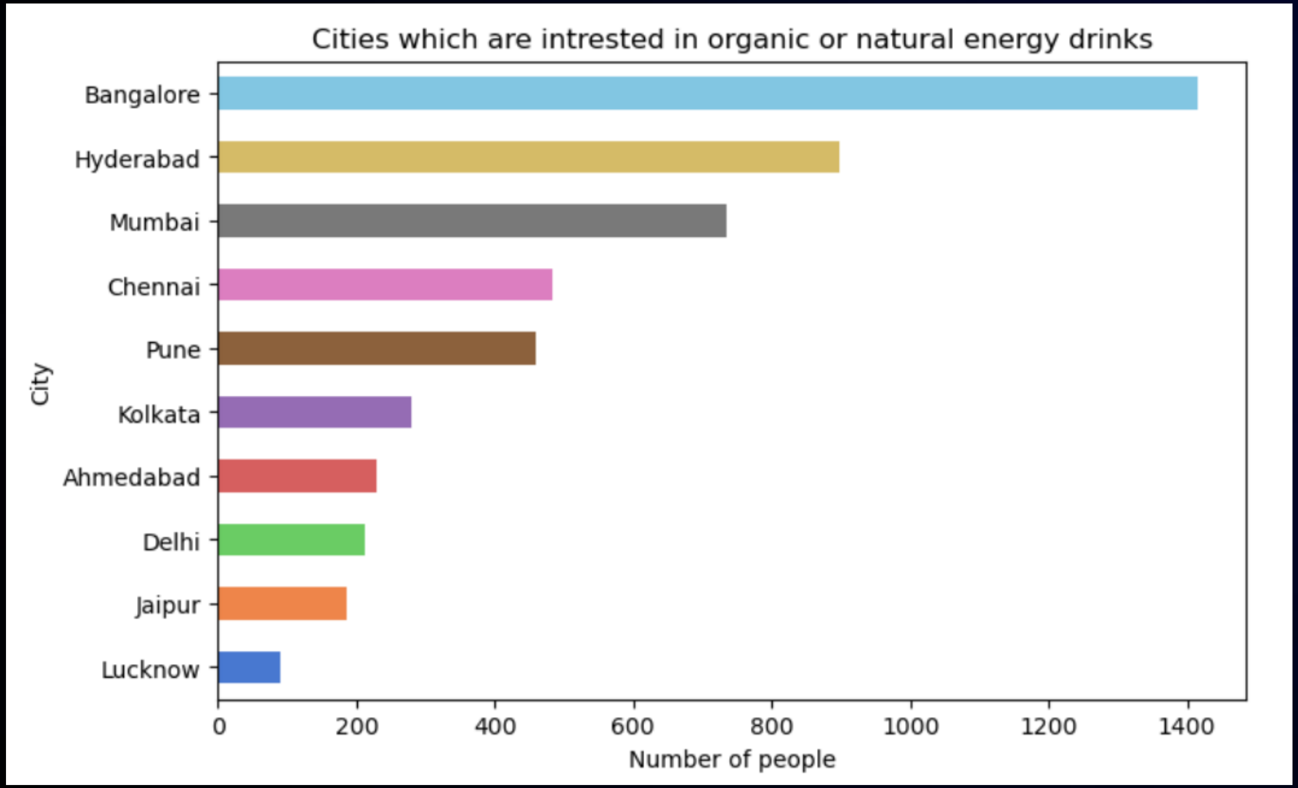
5.Is there a correlation between health concerns and consumption frequency?



There is no strong correlation between health concerns and consumption frequency.

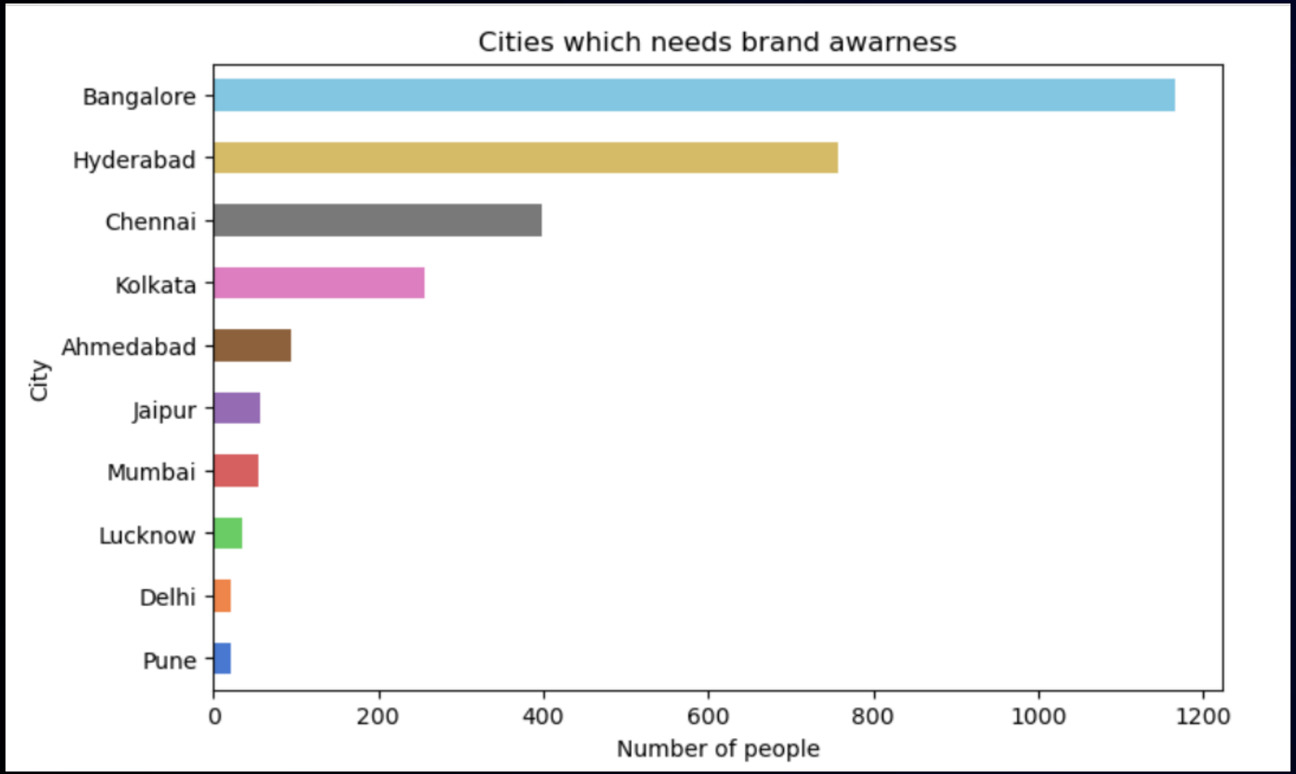
Regional Strategy and Expansion Opportunities

6.Which regions show the highest interest in organic or natural energy drinks?



- Bangalore, Hyderabad, Mumbai and Chennai show highest interest in organic or natural energy drinks.
- Lucknow, Jaipur and Delhi are least interested.

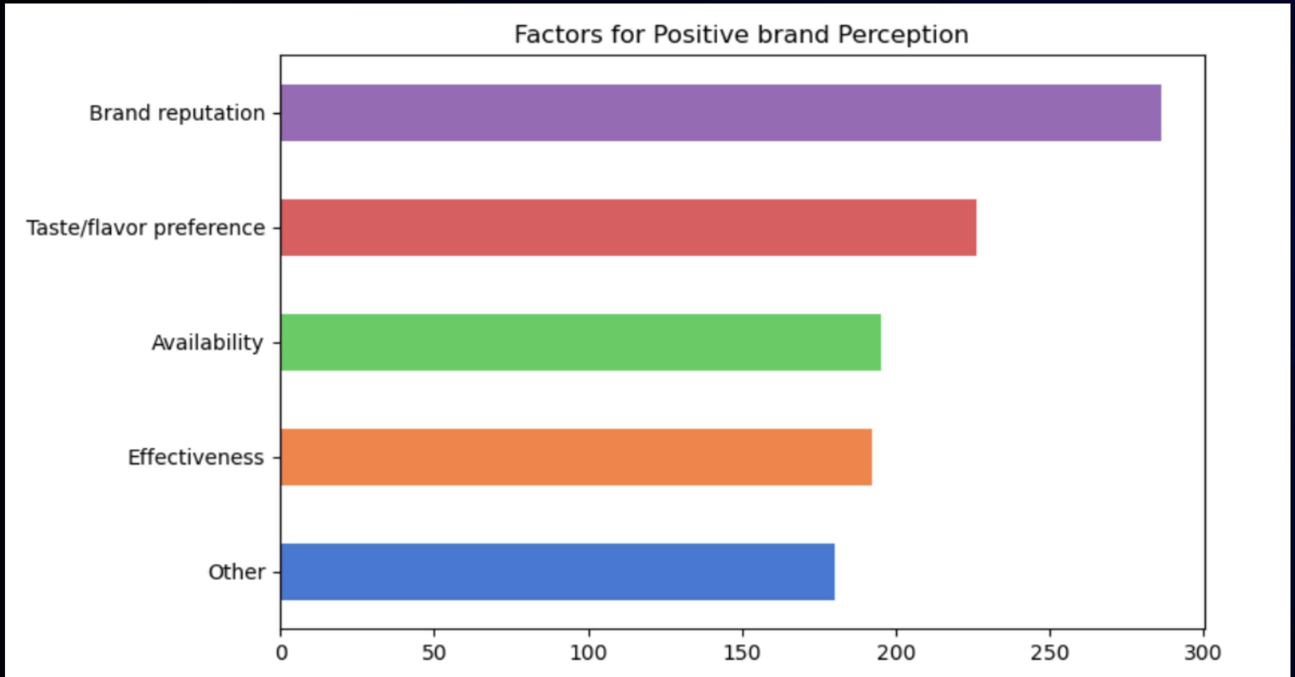
7.Are there underserved regions where brand awareness is low, but interest in energy drinks?



Bangalore, Hyderabad, Chennai and Kolkata needs more brand awareness.

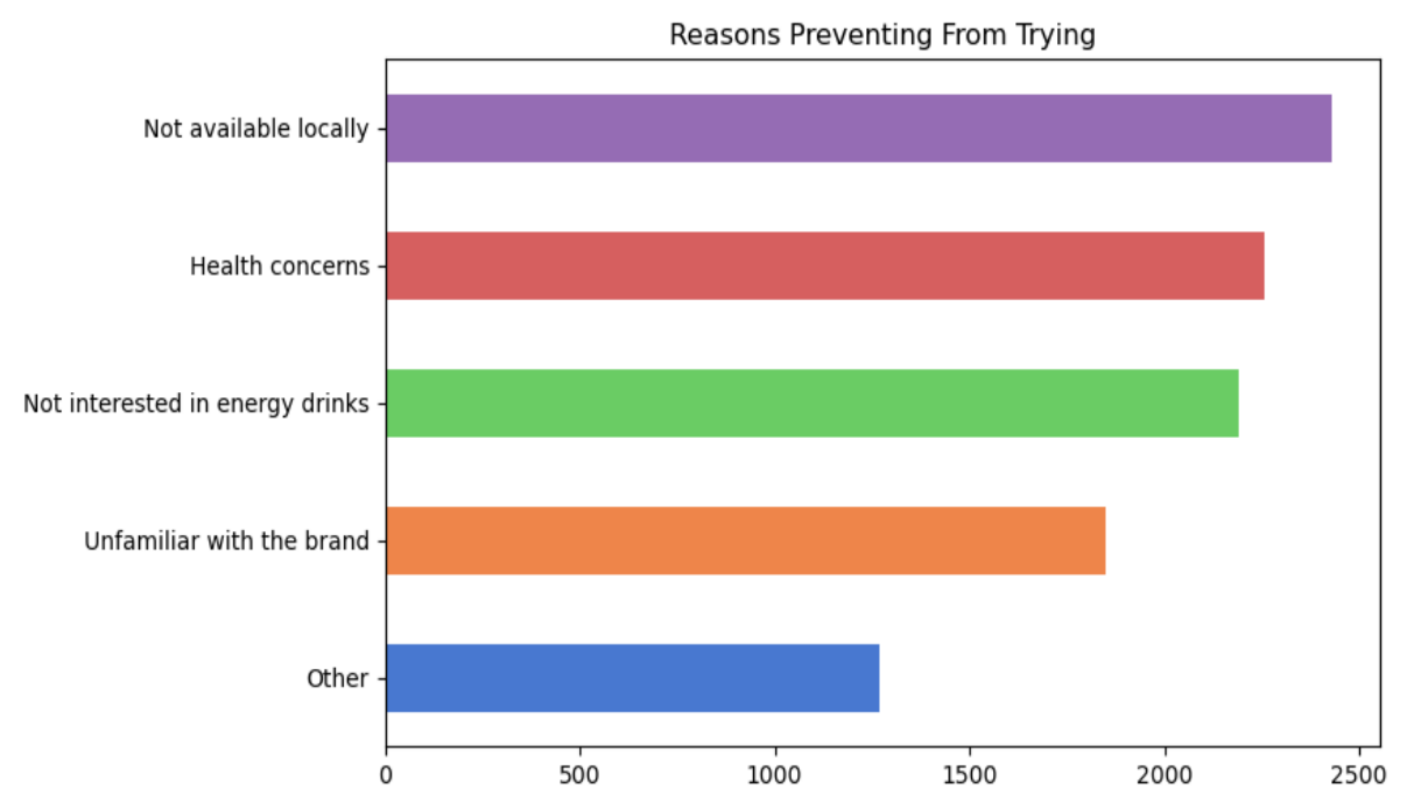
Brand Perception & Product Offering

8. What factors drive positive brand perception, and how do they vary by demographic?



Brand reputation and Taste/flavor preference are the reasons for positive brand perception.

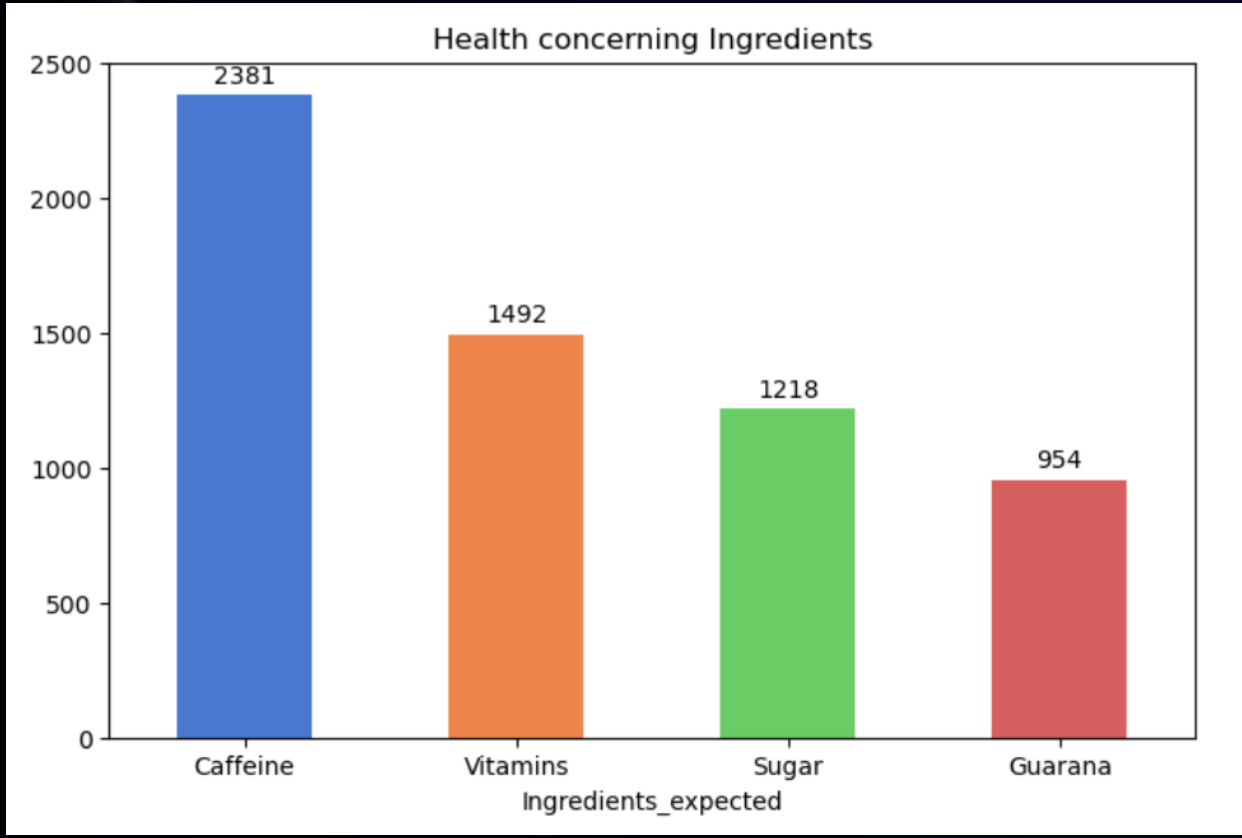
9. What are the key reasons preventing people from trying the product?



- Not available locally, Health concerns and Not interested in energy drinks are the top reasons for not trying energy drinks.

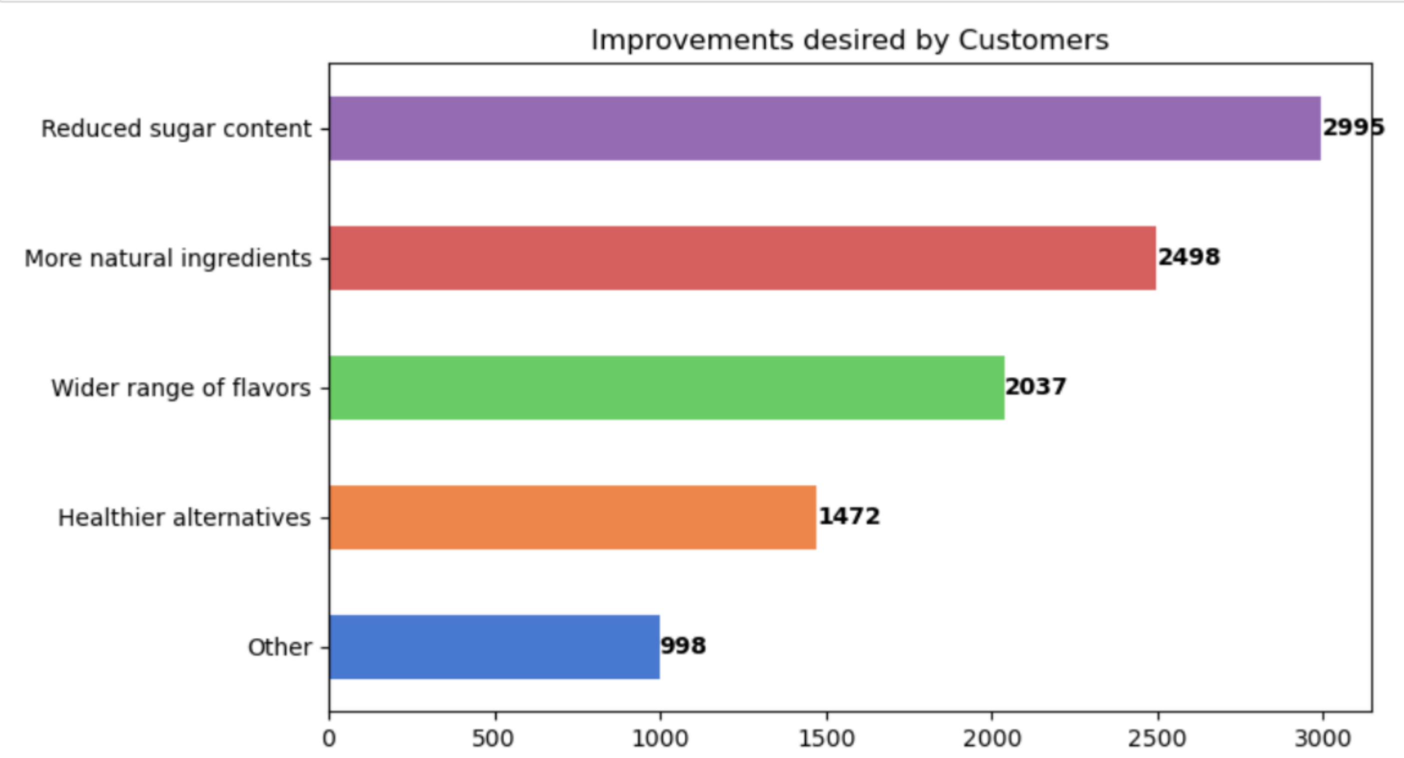
- For 24.31% of consumers the product is not available locally , 22.58% of them are concerned abot Health and 21.93% Not interested in energy drinks.

10. Which ingredients and health concerns matter most to consumers?



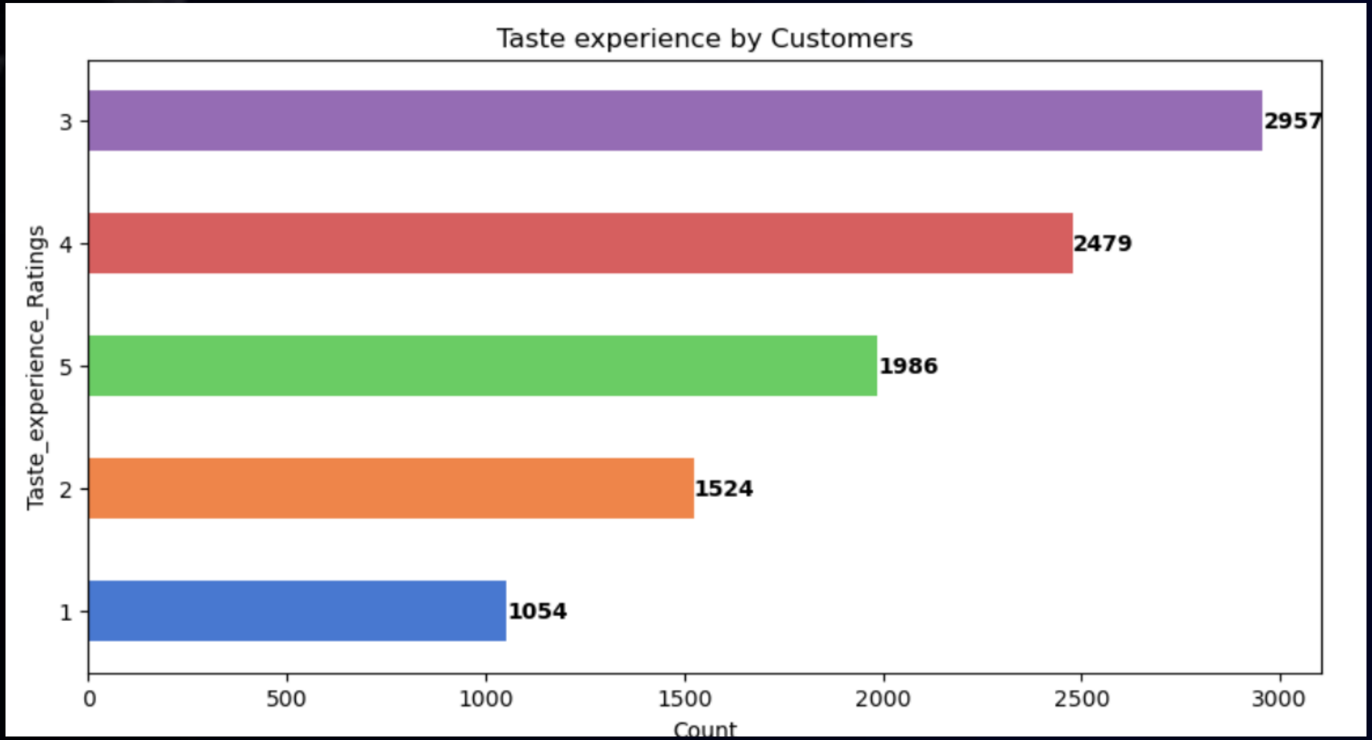
- Ingredients like Caffeine and Vitamins concerns the Consumers.
- 39% consumers concerned about presence of Caffeine and 25% of Vitamins.

11. What improvements are consumers looking for in existing products?



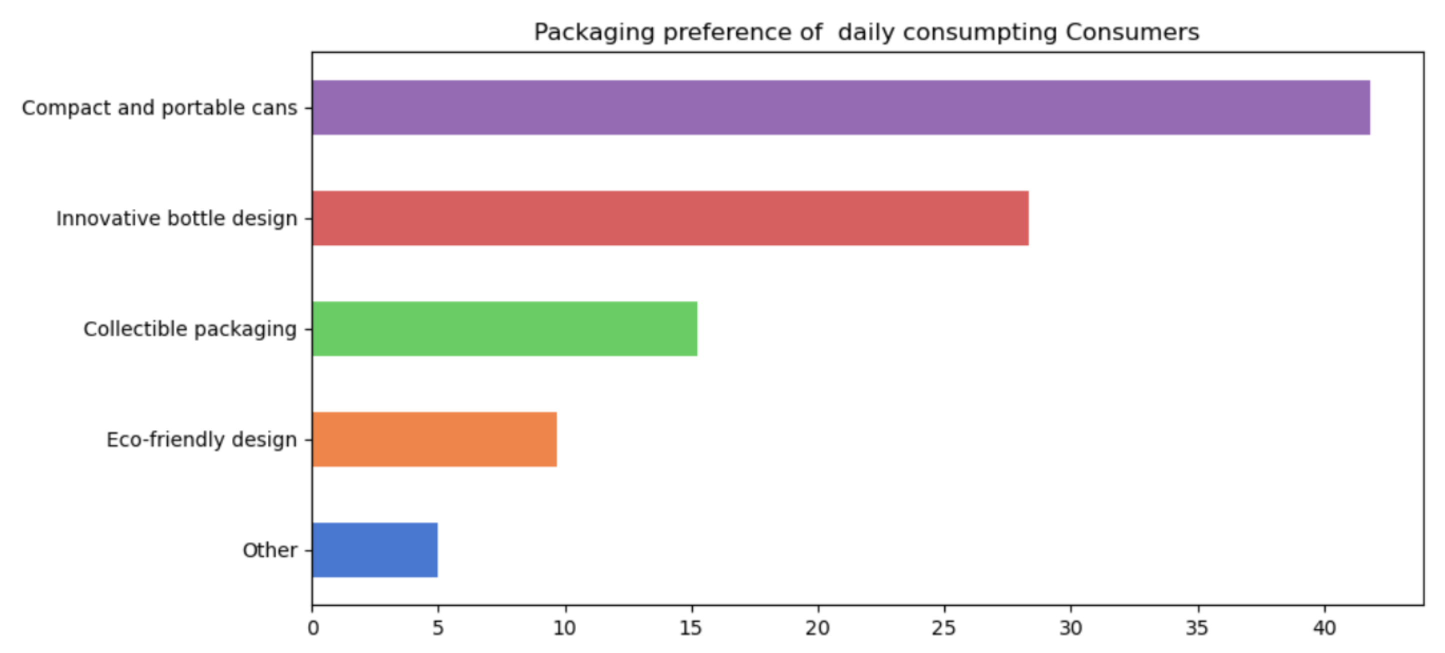
- 30% of consumers prefer reduction of sugar content and 25% want More natural ingredients.
- 20% of consumers wish to have Wider range of flavors.

12. How do perceptions and experiences with taste impact purchases?



- 29.57% have rated 3 for taste experience and 24.79% for rating 4.
- Almost 70% of ratings between 3-5.

13.Packaging preference of consumers for daily consumption?



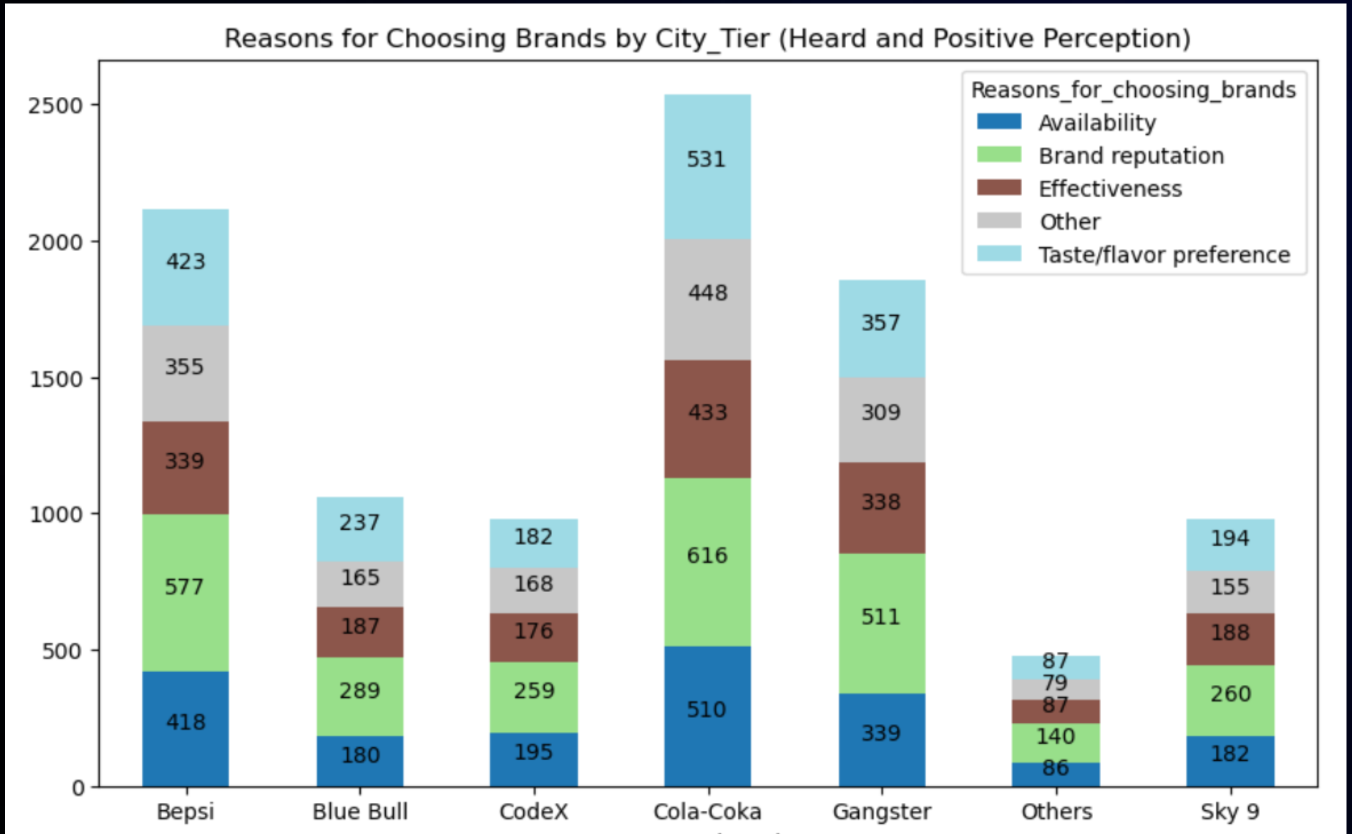
41.82% prefer Compact and portable cans and 28.30% for Innovative bottle design for daily consumption.

14. What trade-offs are consumers willing to make between price, health benefits, and taste?

No significant trade-off found.

Competitor Analysis & Brand Switching

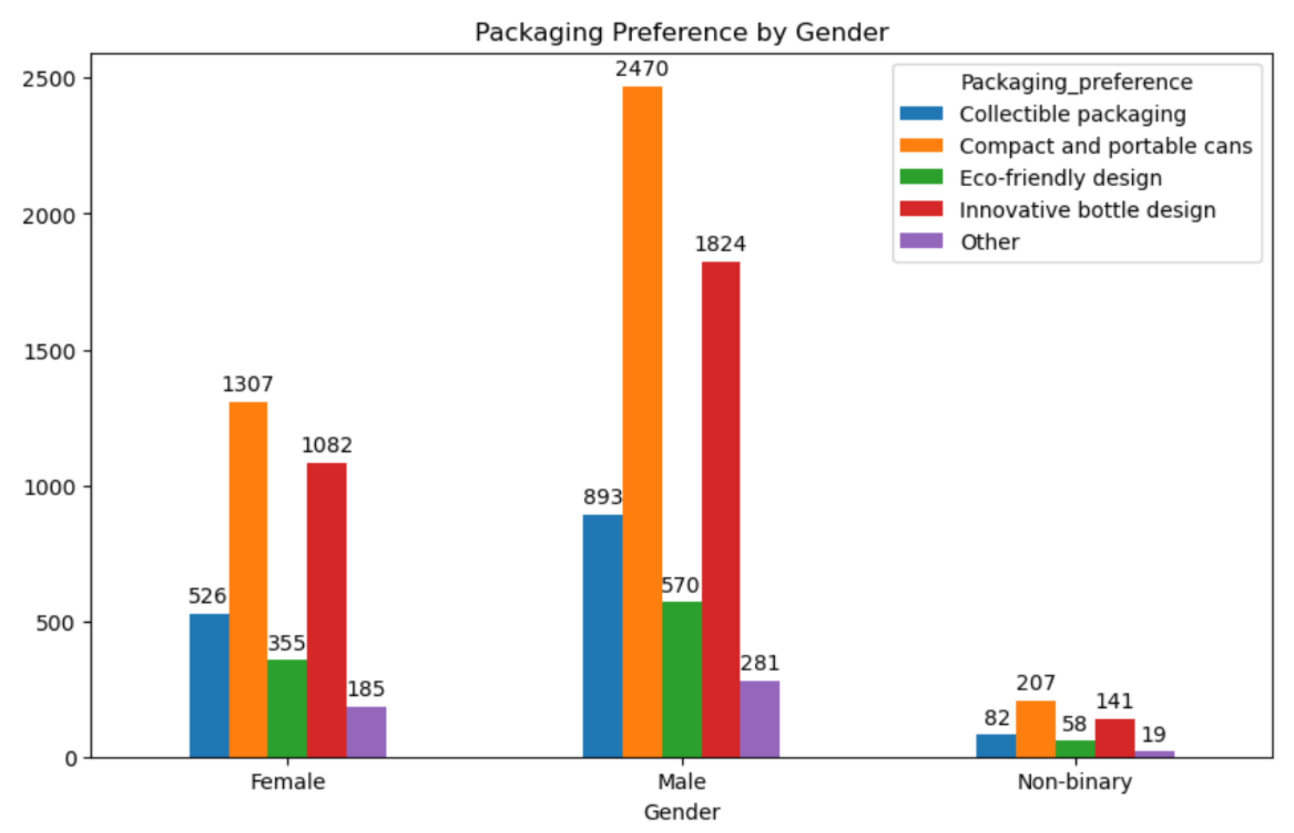
15.Which brands are currently preferred, and why?



- Most preferable brands are Bepsi, Blue Bull,CodeX and Cola-Coka.
- Mostly all the brands are preferred due to " Brand reputation ".

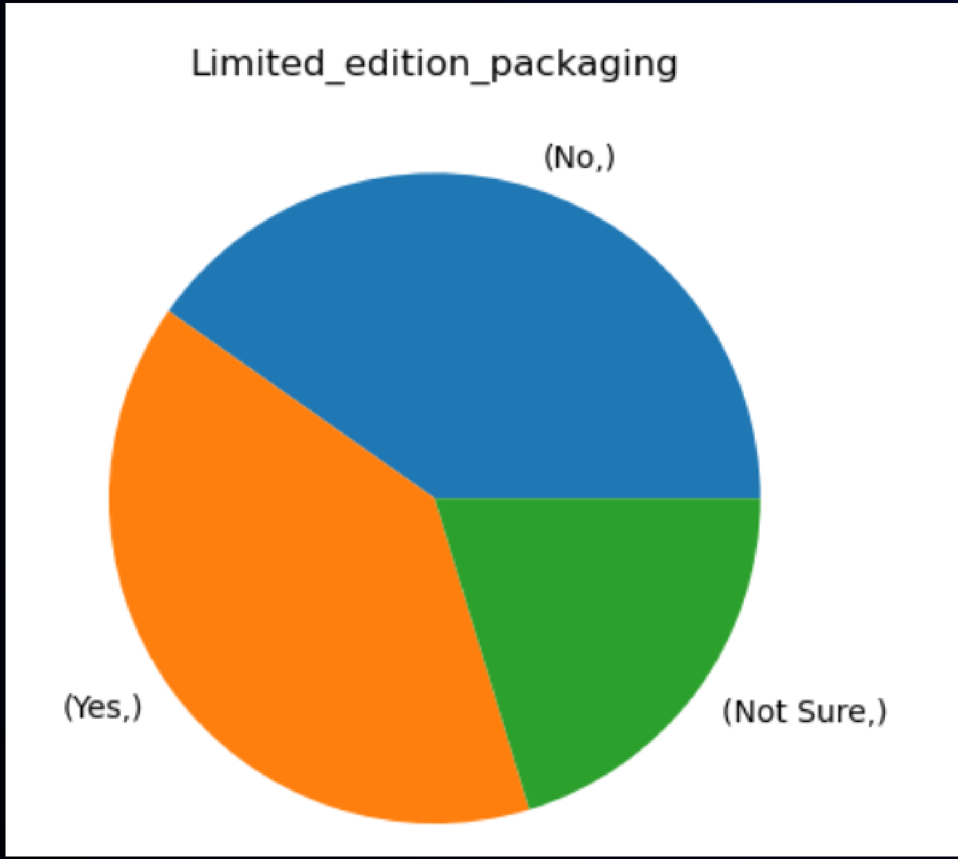
Product Packaging & Pricing Strategy

16.How do packaging preferences differ across demographics and regions?



- Age group
  - All age group prefer "Compact and portable cans" packaging. Next to that they prefer "Innovative bottle design" packaging.
- Gender
  - Male, Female and Non-binary gender people prefer "Compact and portable cans" packaging.
  - "Innovative bottle design" packaging is second option for everyone.
- City
  - All cities prefer "Compact and

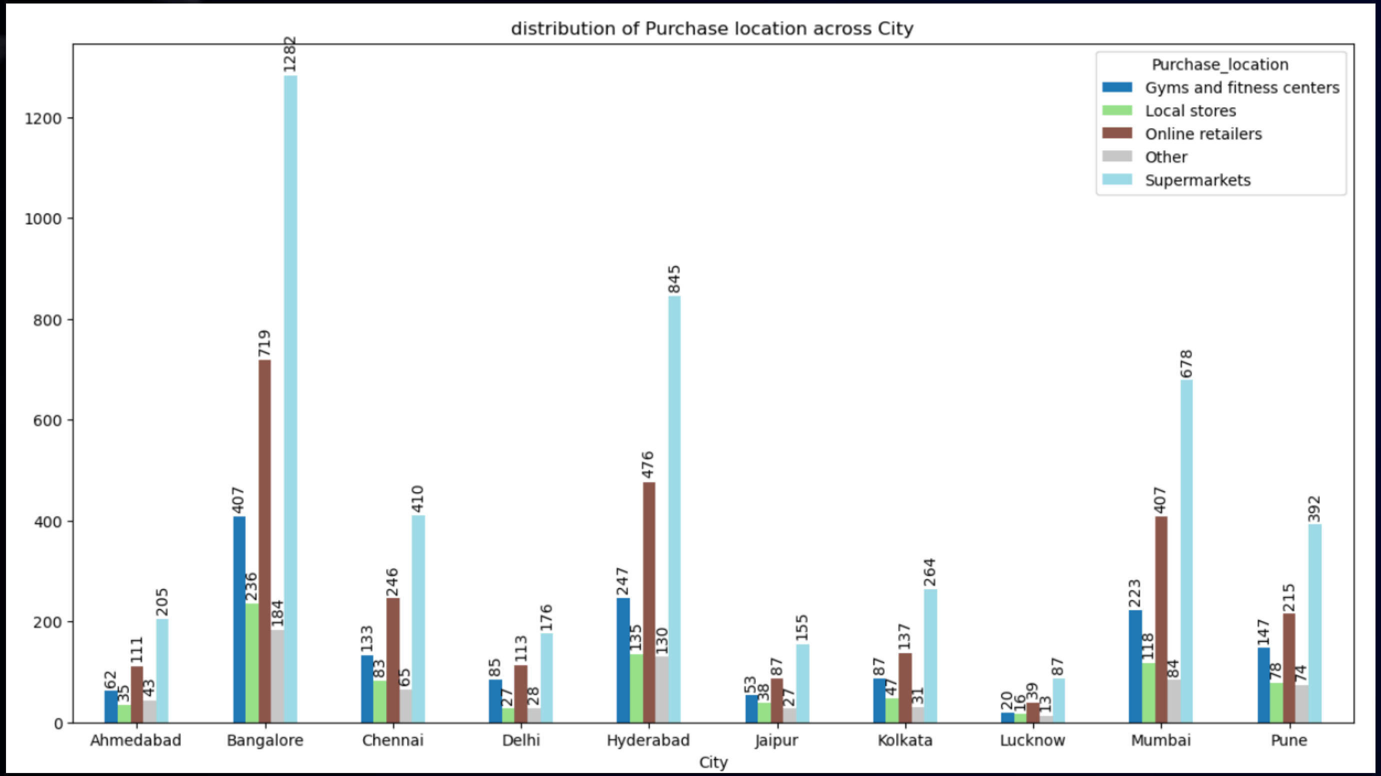
17.Is there significant interest in limited-edition packaging?



- 40.23% consumers are not interested in limited-edition packaging.
- 39.46% consumers are interested in limited-edition packaging.
- 20.31 consumers are Not Sure in limited-edition packaging.

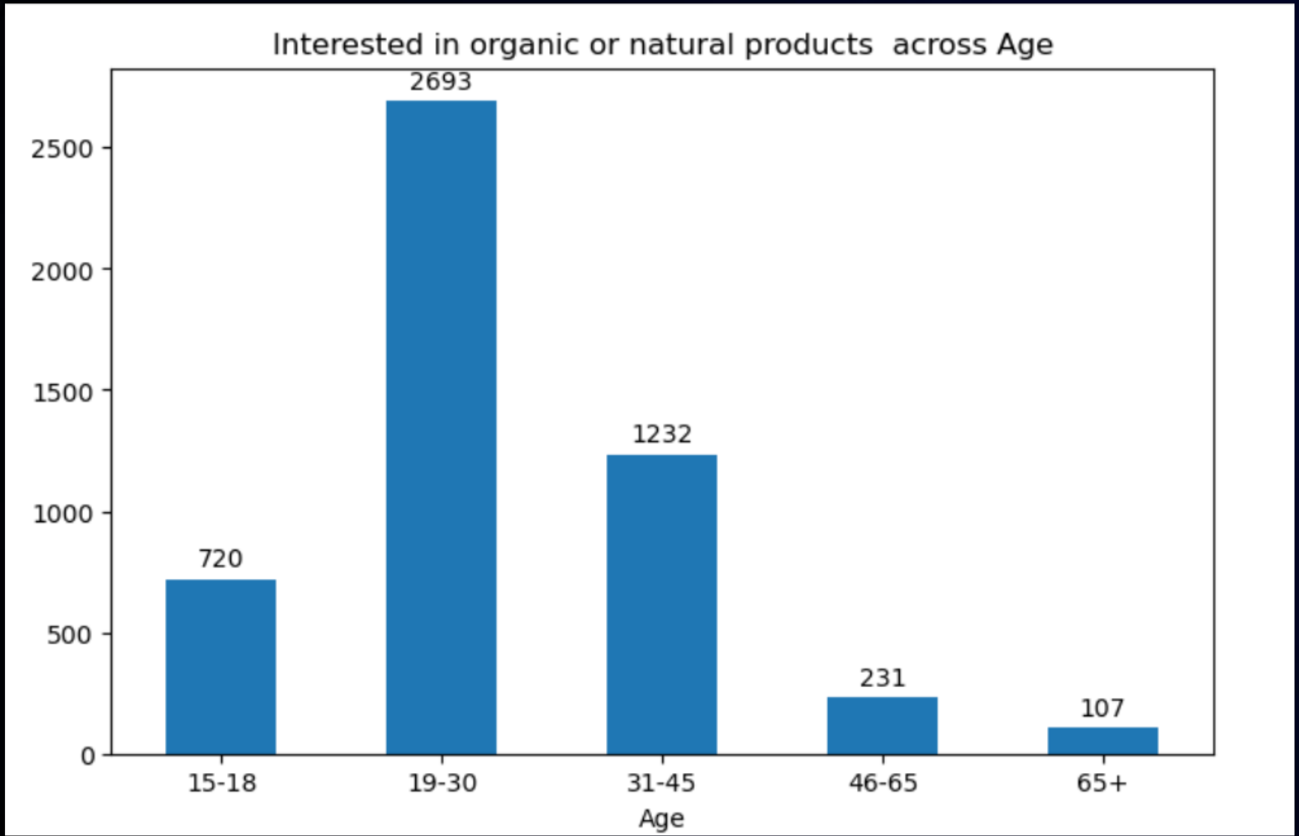
Sales & Distribution Optimization

18.Which purchase locations are most popular across regions?



Supermarkets are the most preferred purchase location across all regions followed by Online retailers and Gyms and fitness centers.

19.How does the interest in organic or natural products vary across demographics?

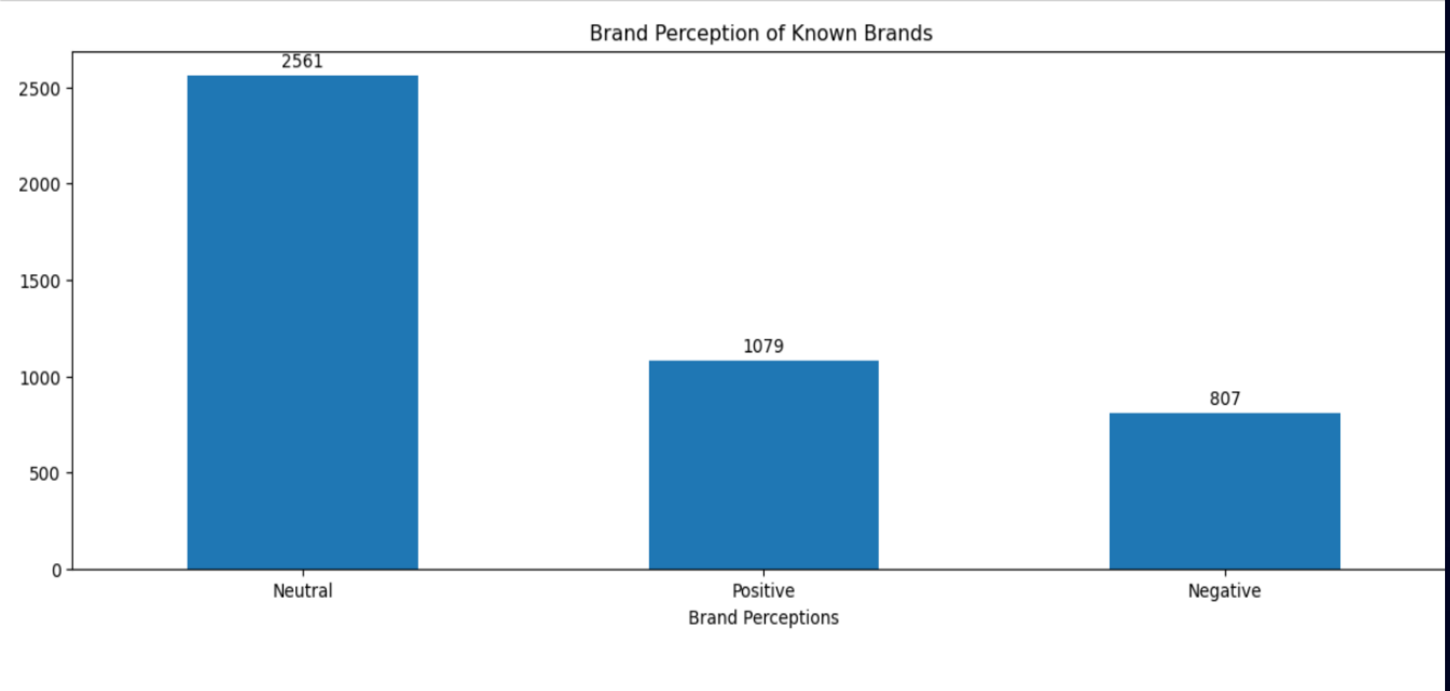


- Age group
  - Consumers between age group 19-30 and 31-45 are interested in organic or natural products.
- Gender
  - Male customers are interested in organic or natural products.
- City
  - Bangalore, Hyderabad, Mumbai, Chennai and Pune are interested in organic or natural products.
- City Tier
  - Tier1 cities are interested.

20. Are there correlations between marketing channels and purchase behavior?

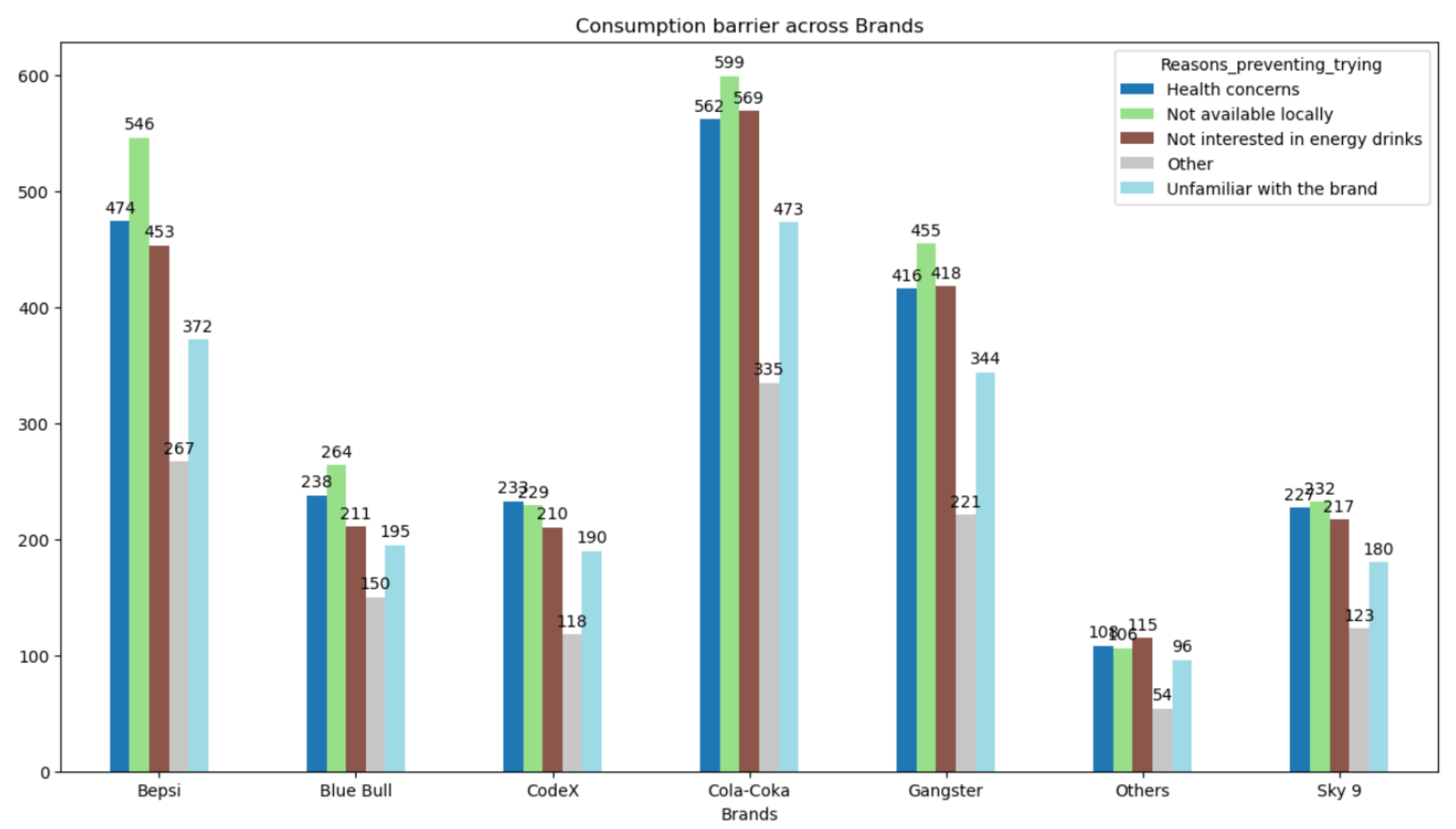
There is a significant association between marketing channels and purchase behavior.

21. How does brand awareness ("heard before") impact trial rates and perception?



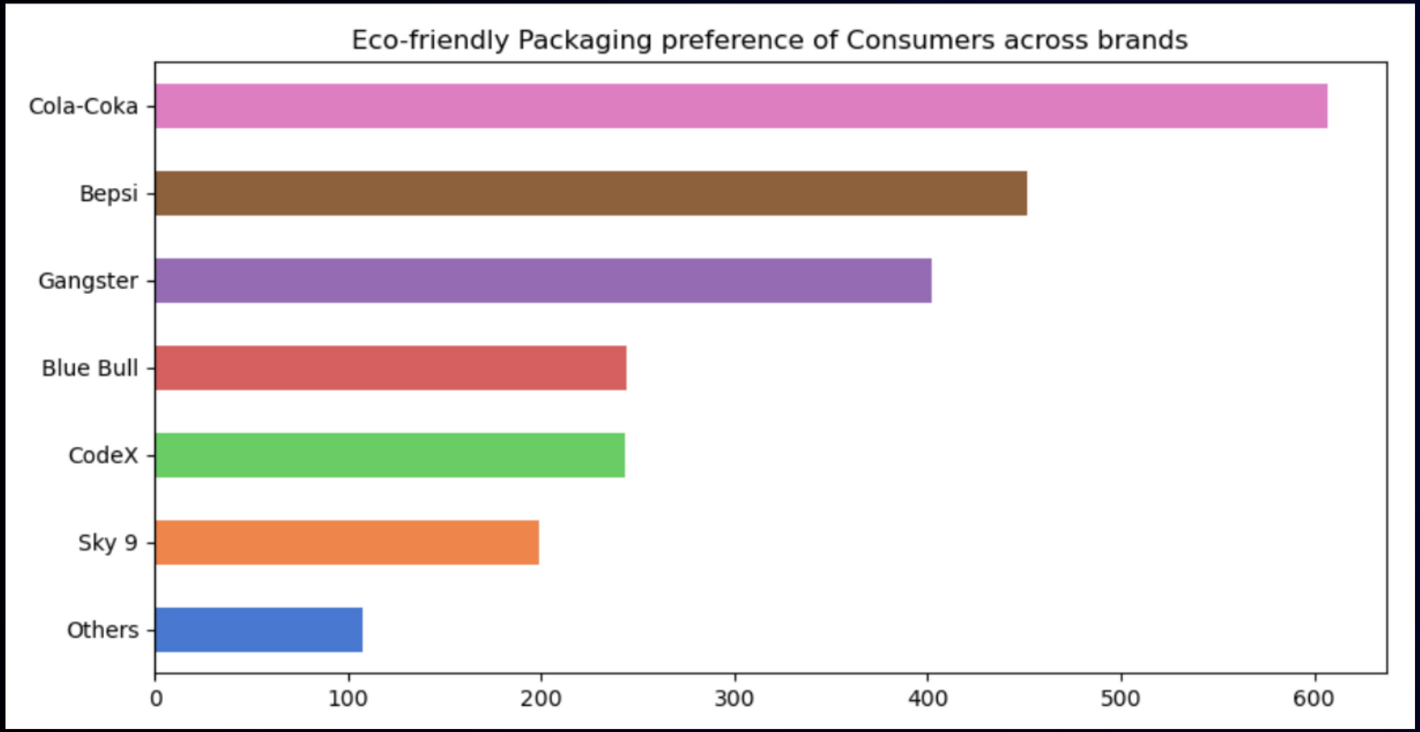
- 58% have Neutral and 24% have positive perception.
- 18% have Negative perception.

22.What are the most common consumption barriers, and how can they be addressed?



- "Not available locally" is the primary reason for not trying energy drinks.
- Most of the people "Not interested in energy drinks".
- Few have "Health Concerns" on consuming energy drinks.

23.How does the perception of sustainability (e.g., eco-friendly packaging) affect brand preference?



Among customers who prefer eco-friendly packaging are opting for brands like Cola-Coka, Bepsi, Gangster, Bull-Bull and CodeX.

RECOMMENDATIONS

A. What immediate improvements can we bring to the product?

- **Reduce Sugar Content**

30% of consumers prefer products with lower sugar levels. Reducing sugar can address this preference.

- **Include Natural Ingredients**

Adding more natural ingredients appeals to 25% of consumers. Highlighting organic elements can improve brand perception.

- **Expand Flavor Options**

Introduce a wider range of flavors, as 20% of consumers desire more variety.

- **Eco-Friendly Packaging**

Many customers prefer sustainable packaging. Transitioning to eco-friendly options can attract environmentally conscious consumers.

B. What should be the ideal price of our product?

- The ideal price range would be between 50-99.
- **Tier-Based Pricing**
  - Tier 1 Cities: Premium pricing due to higher consumption and brand awareness.
  - Tier 2 Cities: Slightly lower pricing to attract price-sensitive consumers.

C. What kind of marketing campaigns, offers, and discounts we can ?

- **Campaign Themes**
  - **Health-Oriented** : Promote natural ingredients, reduced sugar, and vitamins as selling points.
  - **Lifestyle-Based** : Target segments like fitness enthusiasts ("Fuel Your Workout") and students/professionals ("Stay Awake, Stay Ahead").
- **Channel-Specific Campaigns**
  - **Online Ads**

    Focus on age groups 15-30, leveraging social media platforms like Instagram, Facebook, and YouTube.
  - **TV Commercials**

    Target Tier 2 cities and older demographics.
  - **Discount Offers**
    - "First-Time Buyer Discounts" to encourage trials.
    - "Subscribe and Save" plans for regular consumers.

D. Who can be a brand ambassador, and why?

Virat Kohli
Known for his relentless energy and peak fitness, Virat represents passion and perseverance, making him an ideal ambassador to resonate with a younger, health-conscious audience.

Dwayne 'The Rock' Johnson
A global icon of strength and motivation, The Rock's universal appeal and dynamic personality can captivate audiences worldwide, amplifying the energy drink's brand presence online.

Neeraj Chopra
As India's Olympic gold medalist and a symbol of determination and athletic excellence, Neeraj embodies the energy and persistence that aligns perfectly with a high-performance energy drink's brand identity.

PV Sindhu
Her success on the global stage and relentless stamina make her an aspirational figure, appealing to fitness enthusiasts and young achievers seeking sustained energy and focus.

E. Who should be our target audience, and why?

Primary Audience

- Age Group: 19-30 years old, as they are the most frequent consumers.
- Gender: Male consumers slightly dominate the daily consumption segment.
- City Tier: Focus on Tier 1 cities (e.g., Bangalore, Chennai, and Delhi), where demand and frequency are highest.

Secondary Audience

- Age group 15-18: This segment resonates strongly with online ads and is likely to adopt energy drinks for activities like studying and exercising.
- Fitness Enthusiasts: 31.48% of consumption is linked to pre-exercise energy needs, making gyms and fitness centers key channels for engagement.

THANK YOU