

Choose City

All



Choose Age

All



Choose Gender

All



Tier 1

Tier 2



10000

Total Response

44%

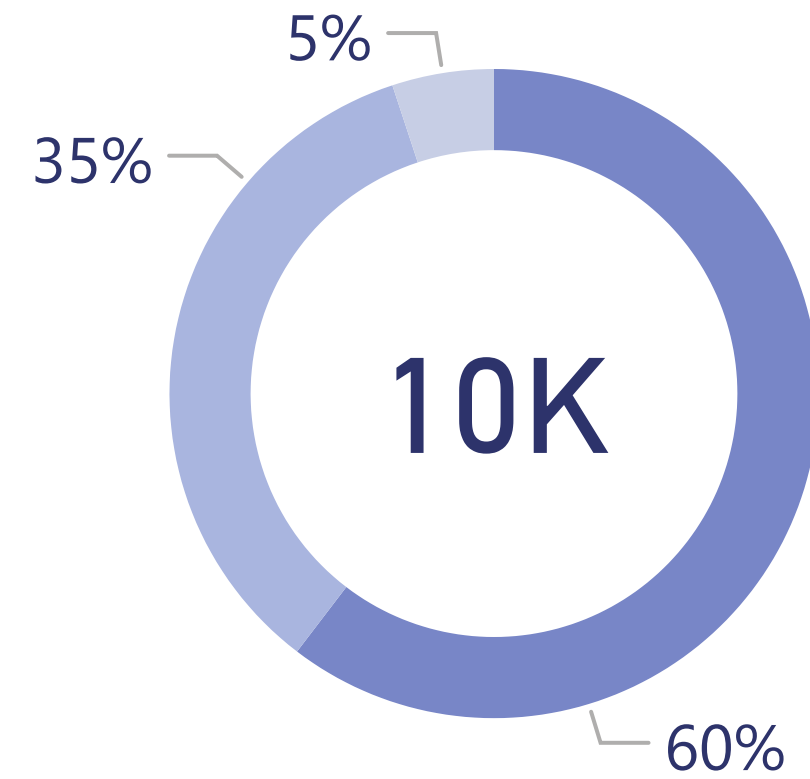
Heard Before

10

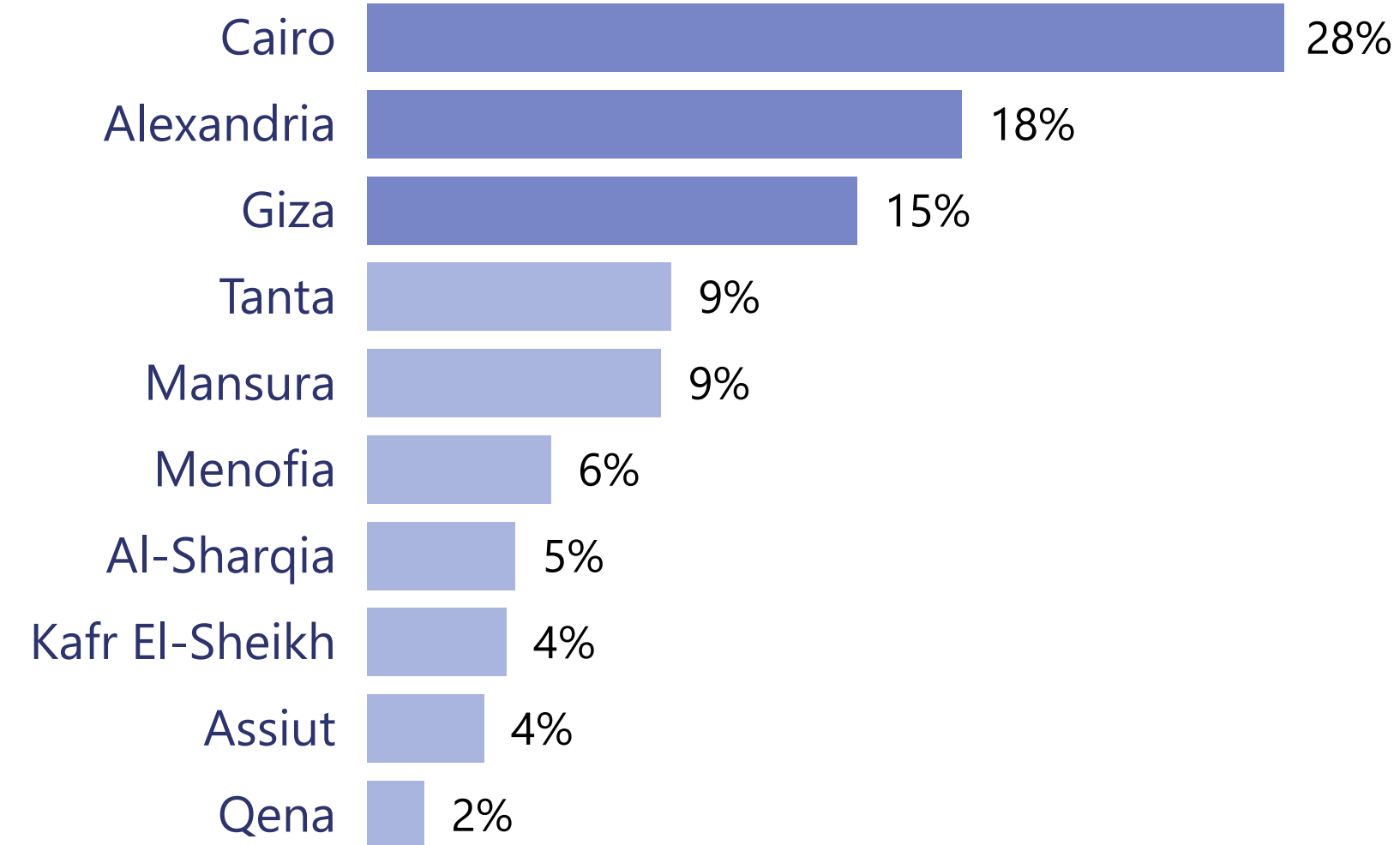
Total Cities

Respondents By Gender

● Male ● Female ● Non-binary

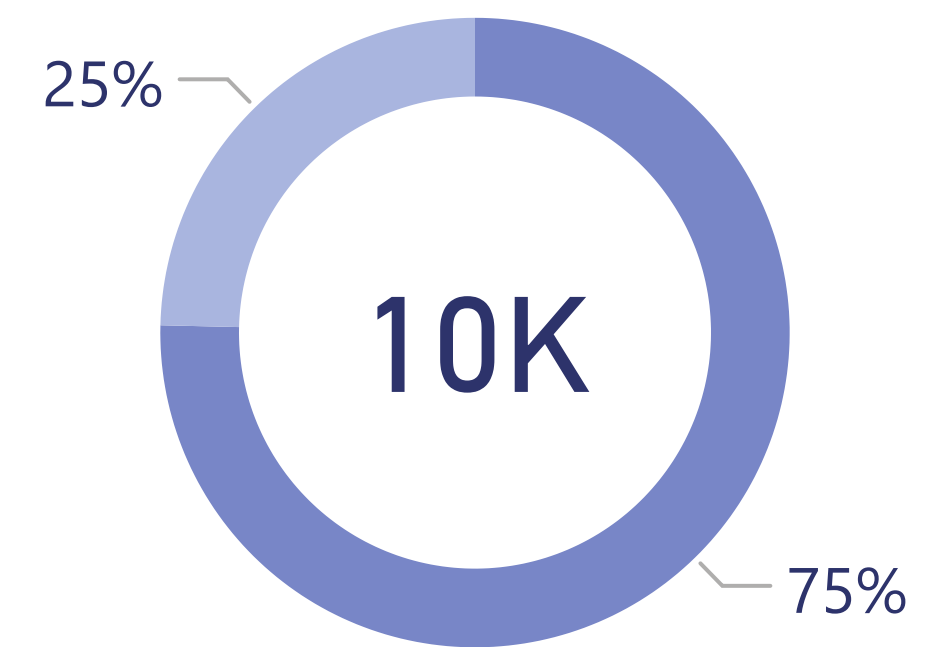


Respondents By City

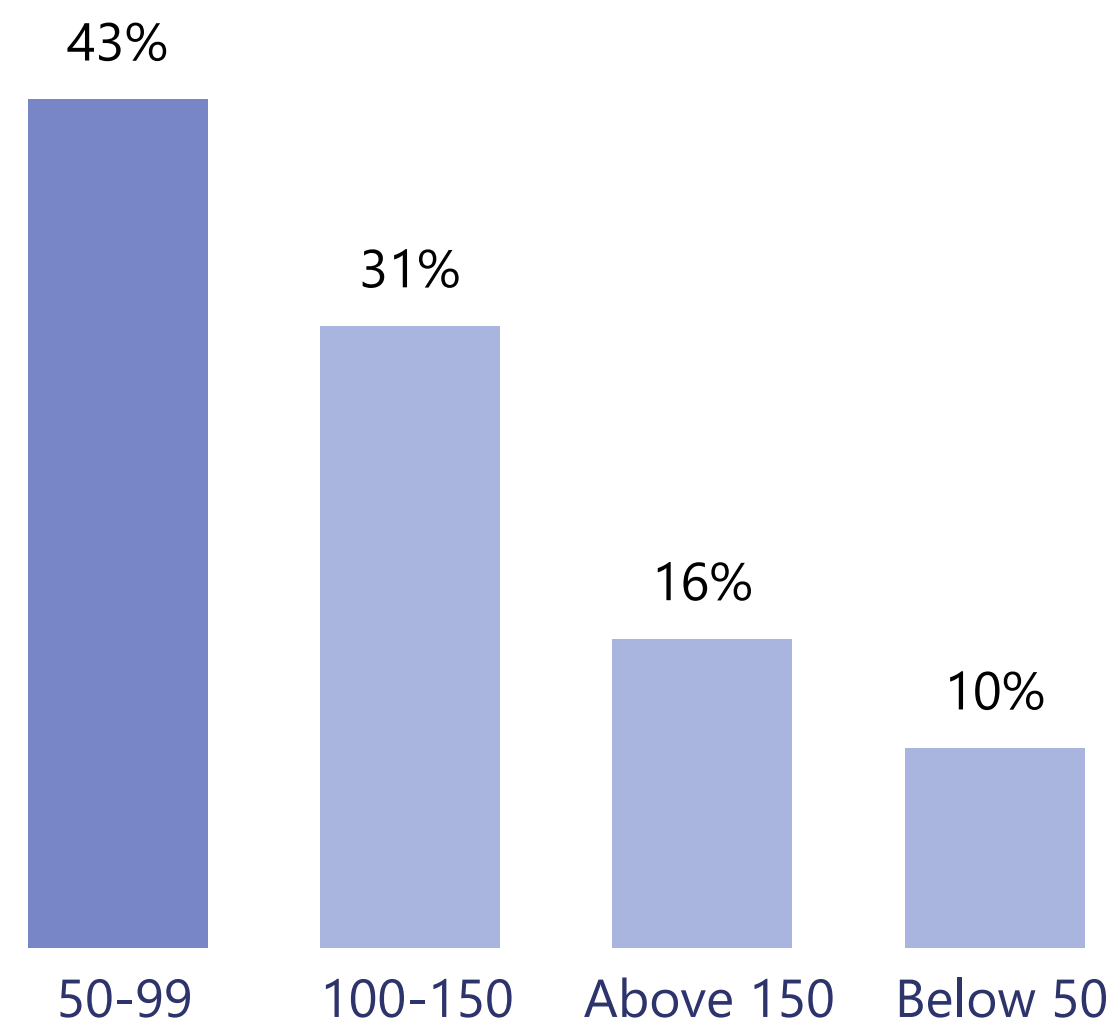


Respondents By Tier

● Tier 1 ● Tier 2



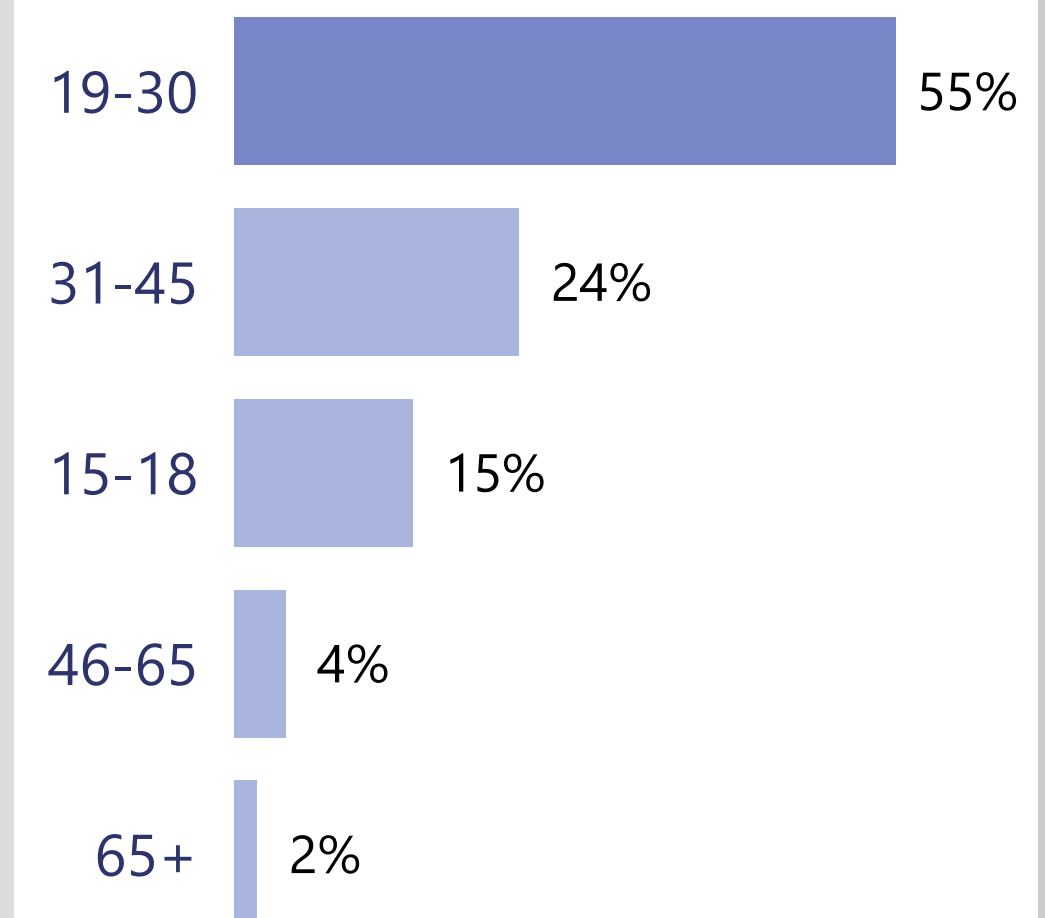
Respondents by Price Range



Marketing Channels By Age

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

Respondents by Age



Choose City

All



Choose Age

All



Choose Gender

All



Tier 1

Tier 2

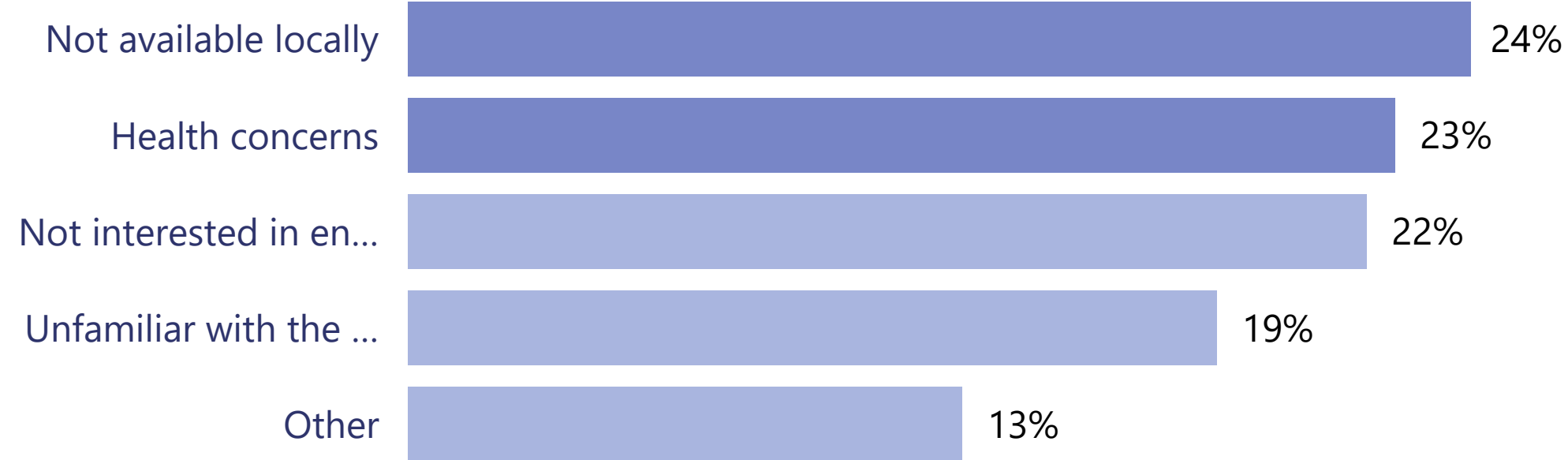
44%

Heard Before

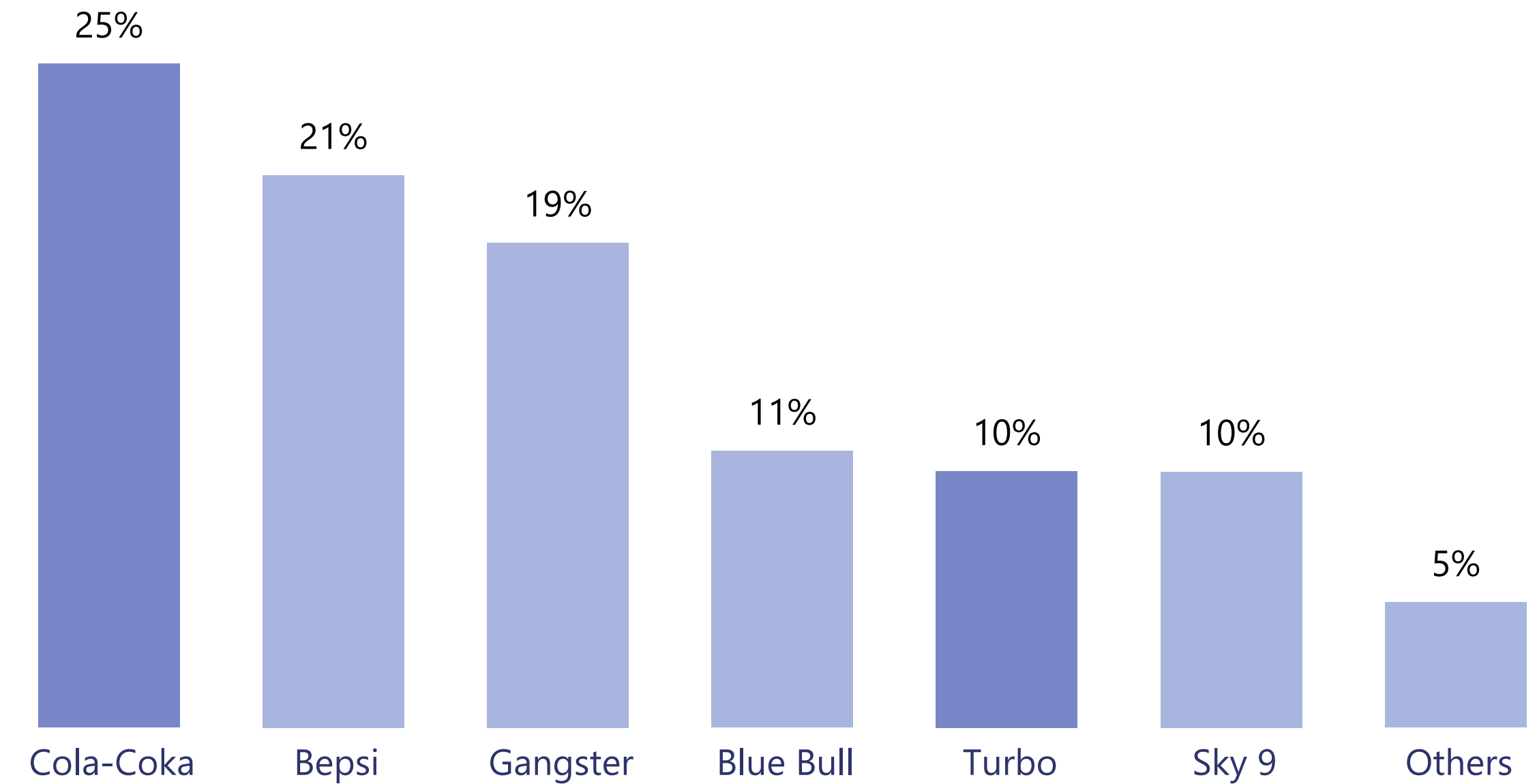
49%

Tried Before

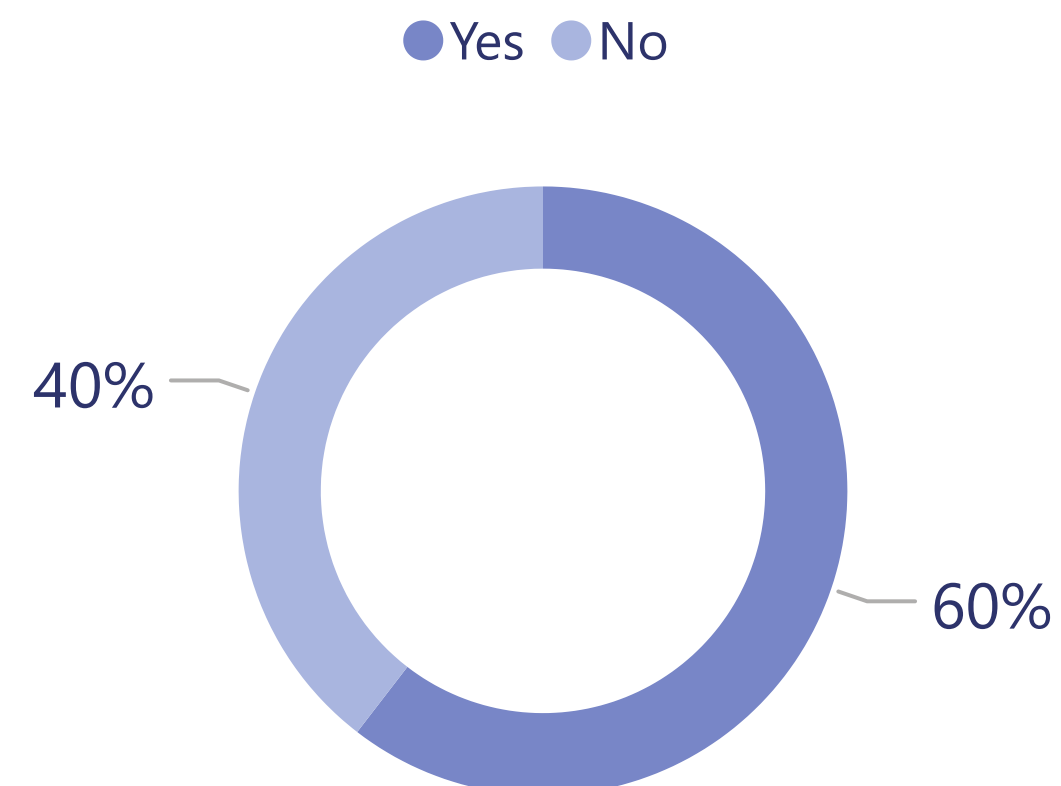
Respondents By Reasons preventing trying



Brands Popularity By Respondents



Respondents By Health Concerns



Reasons For Choosing Brands

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	20%	27%	16%	17%	20%
Blue Bull	17%	27%	18%	16%	22%
Cola-Coka	20%	24%	17%	18%	21%
Gangster	18%	28%	18%	17%	19%
Others	18%	29%	18%	16%	18%
Sky 9	19%	27%	19%	16%	20%
Turbo	20%	26%	18%	17%	19%
Total	19%	27%	17%	17%	20%

Choose City

All

Choose Age

All

Choose Gender

All

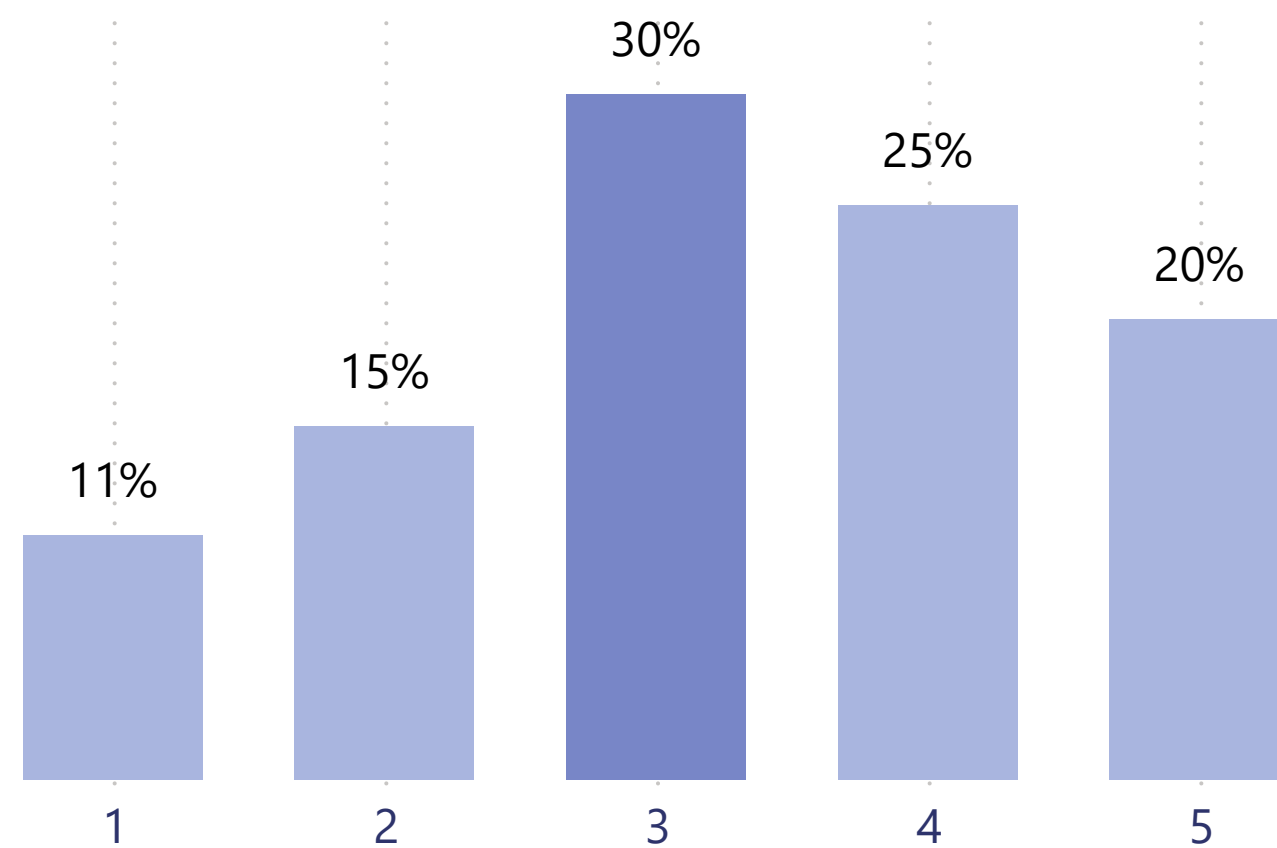
Tier 1

Tier 2

Average of Taste Review



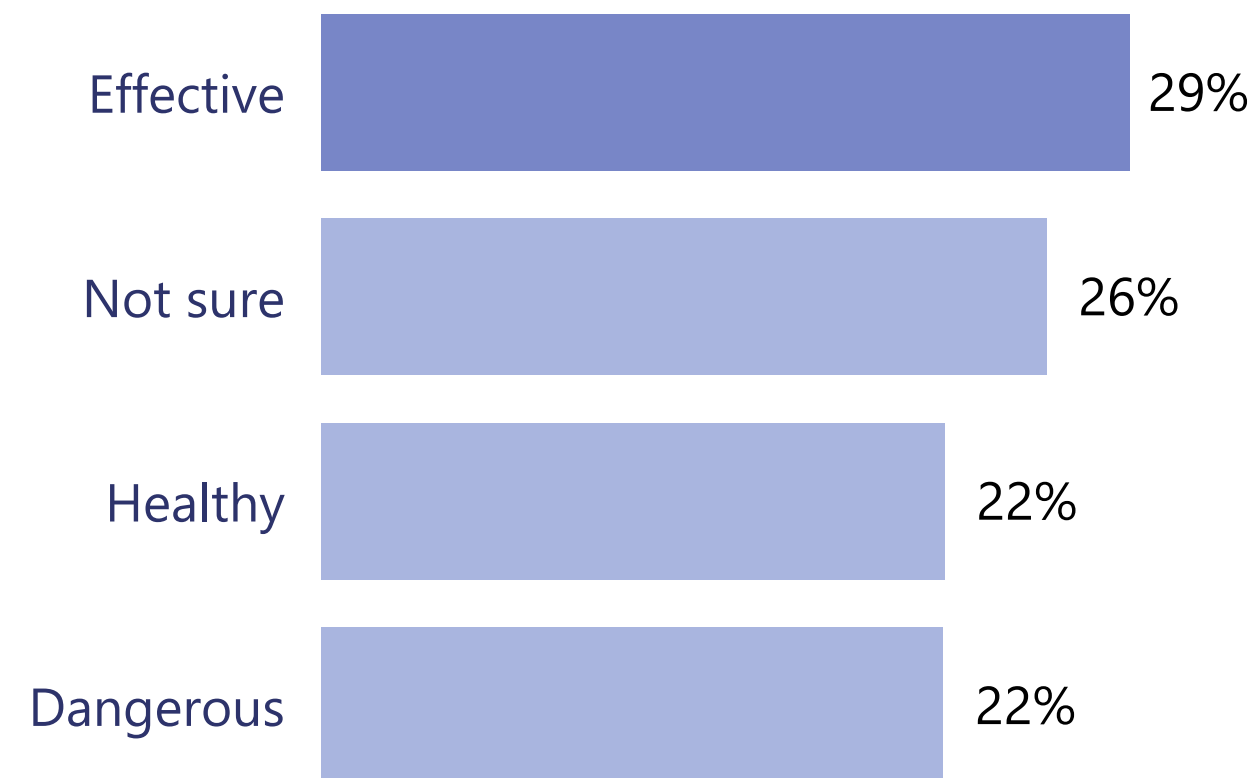
Respondents By Review



General perception By Age

Age	Dangerous	Effective	Healthy	Not sure
15-18	5%	35%	29%	30%
19-30	12%	29%	27%	33%
31-45	54%	26%	10%	10%
46-65	50%	30%	11%	9%
65+	4%	35%	28%	32%
Total	22%	29%	22%	26%

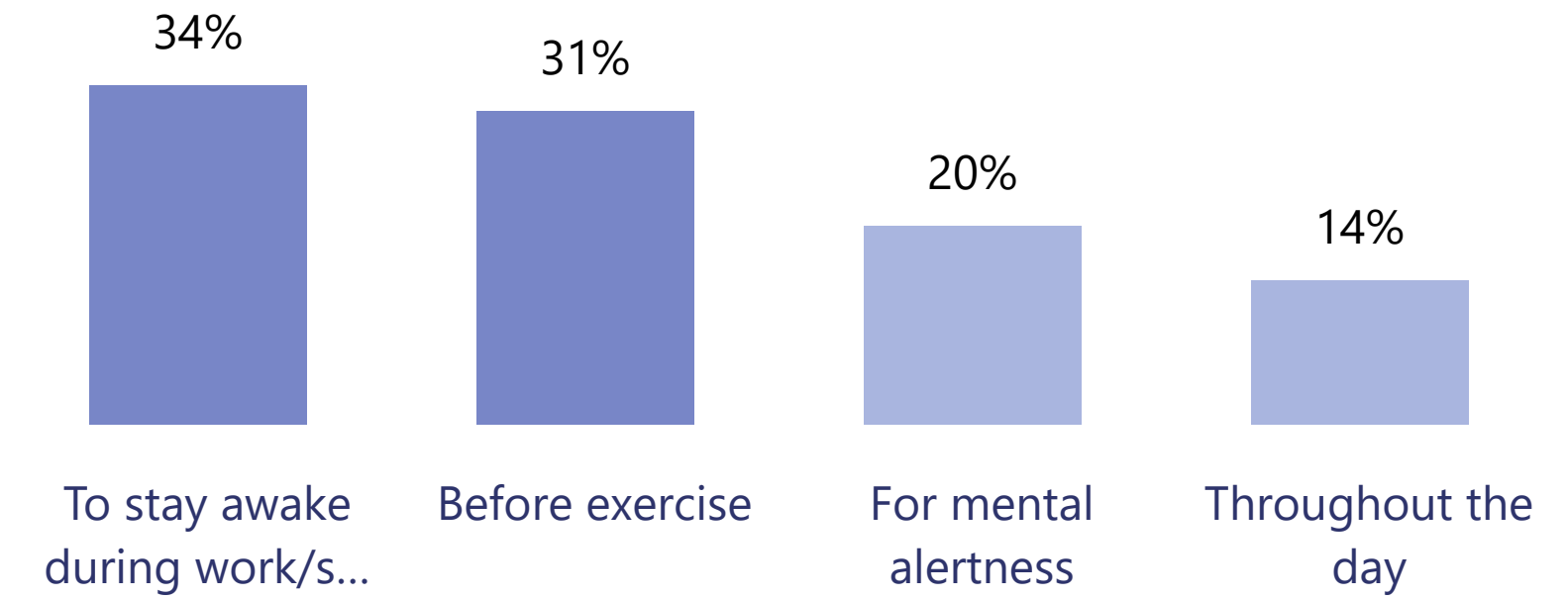
Respondents By General Perception



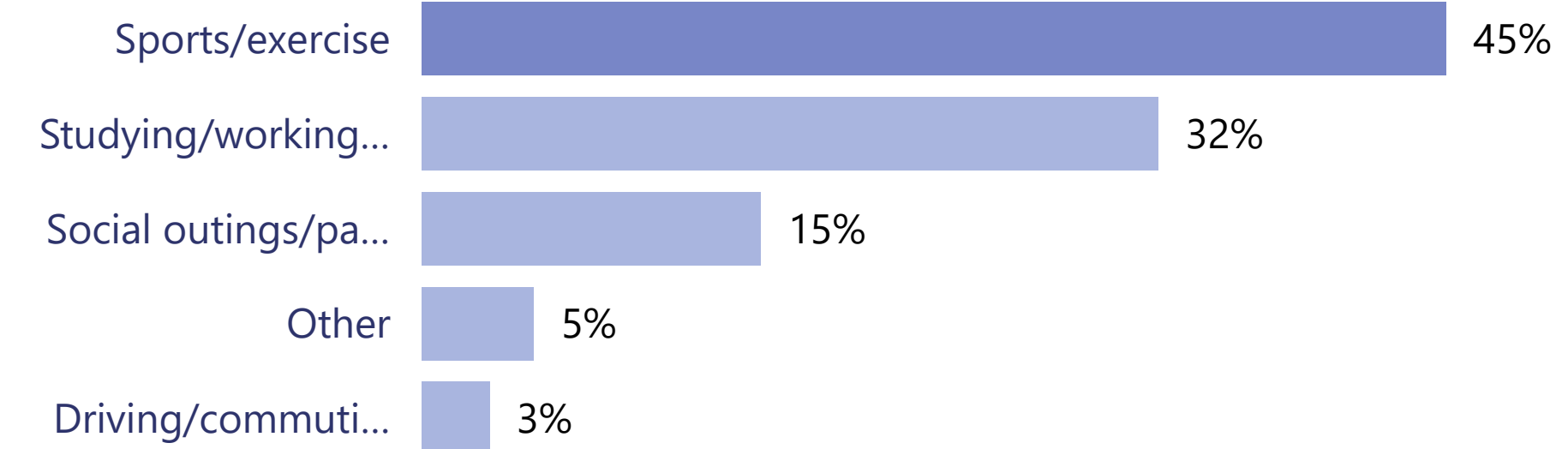
City By Brand Perceptron

City	Negative	Neutral	Positive
Alexandria	3%	12%	4%
Al-Sharqia	1%	2%	1%
Assiut	1%	2%	1%
Cairo	4%	18%	6%
Giza	2%	8%	4%
Kafr El-Sheikh	1%	2%	1%
Mansura	3%	4%	2%
Menofia	1%	4%	1%
Qena	1%	1%	0%
Tanta	1%	6%	2%
Total	18%	60%	23%

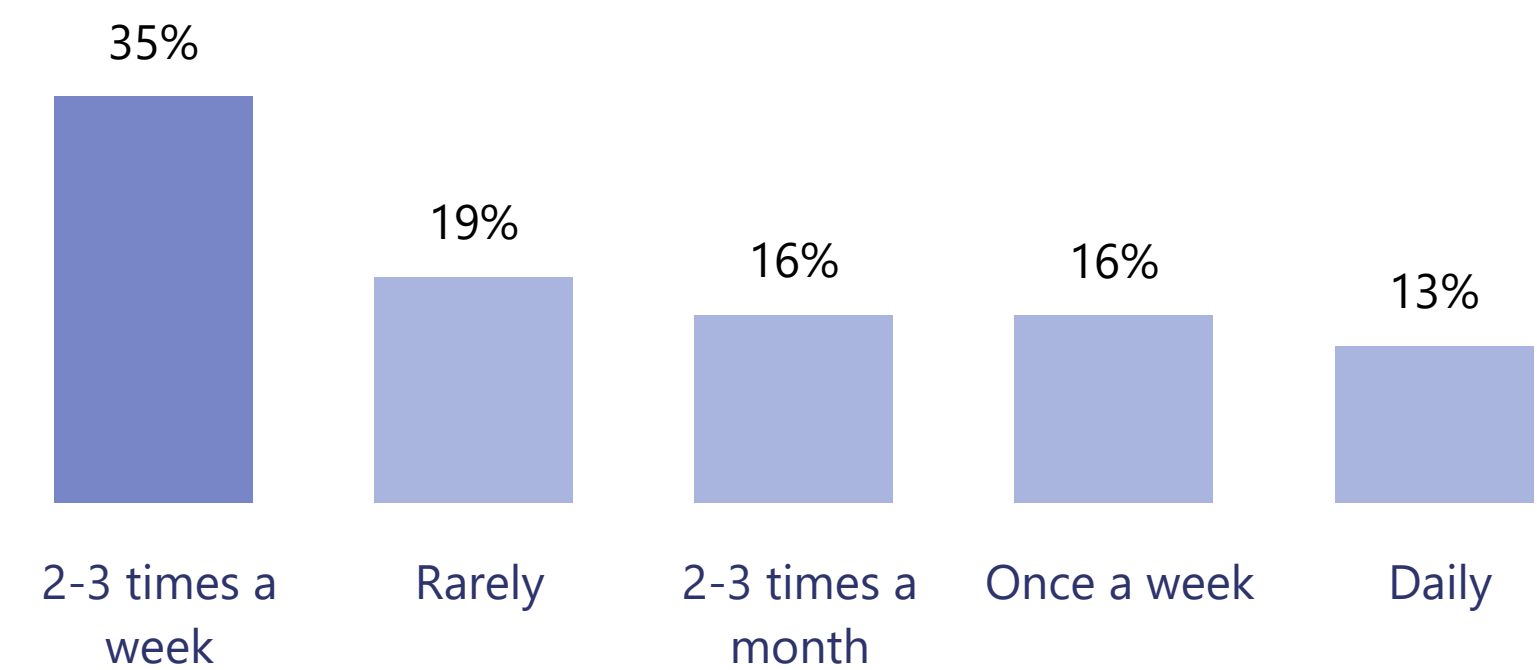
Respondents By Consuming Time



Respondents By consumption situations



Respondents By Consuming Frequency



Choose City

All



Choose Age

All



Choose Gender

All

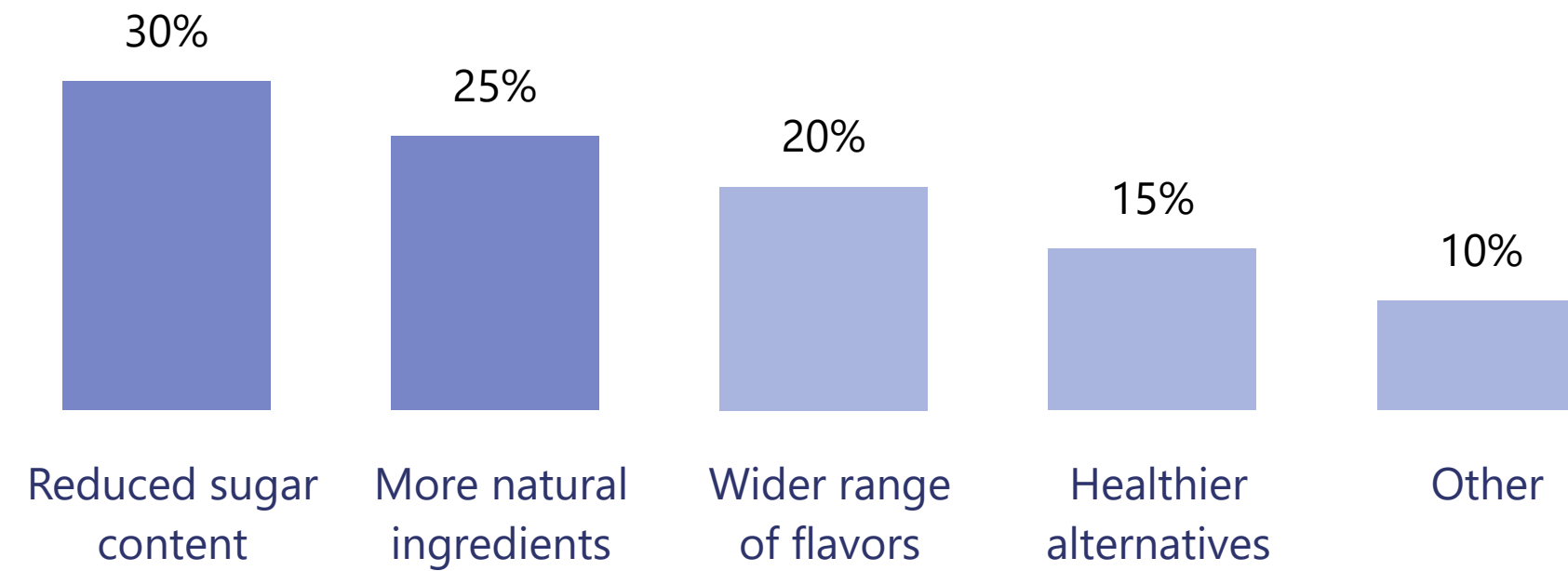


Tier 1

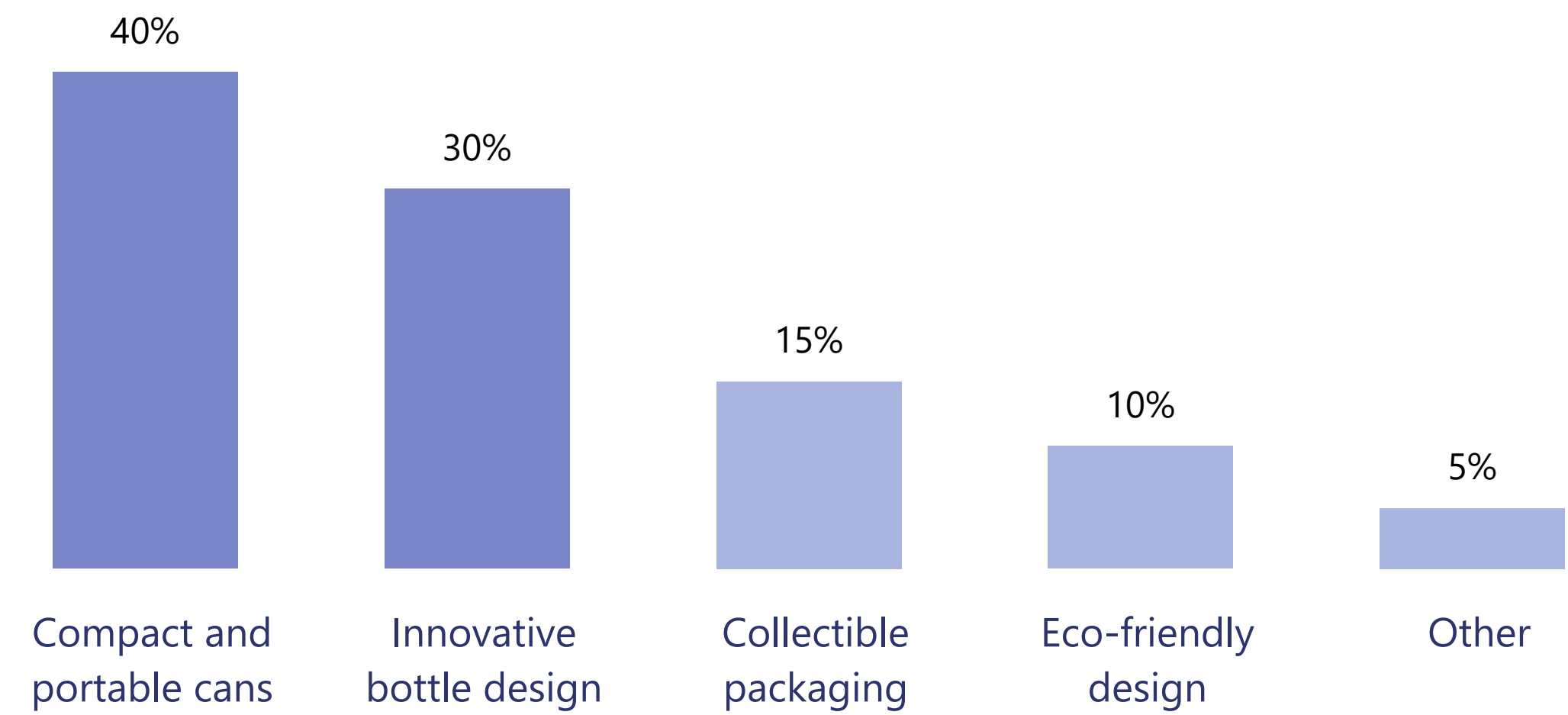
Tier 2



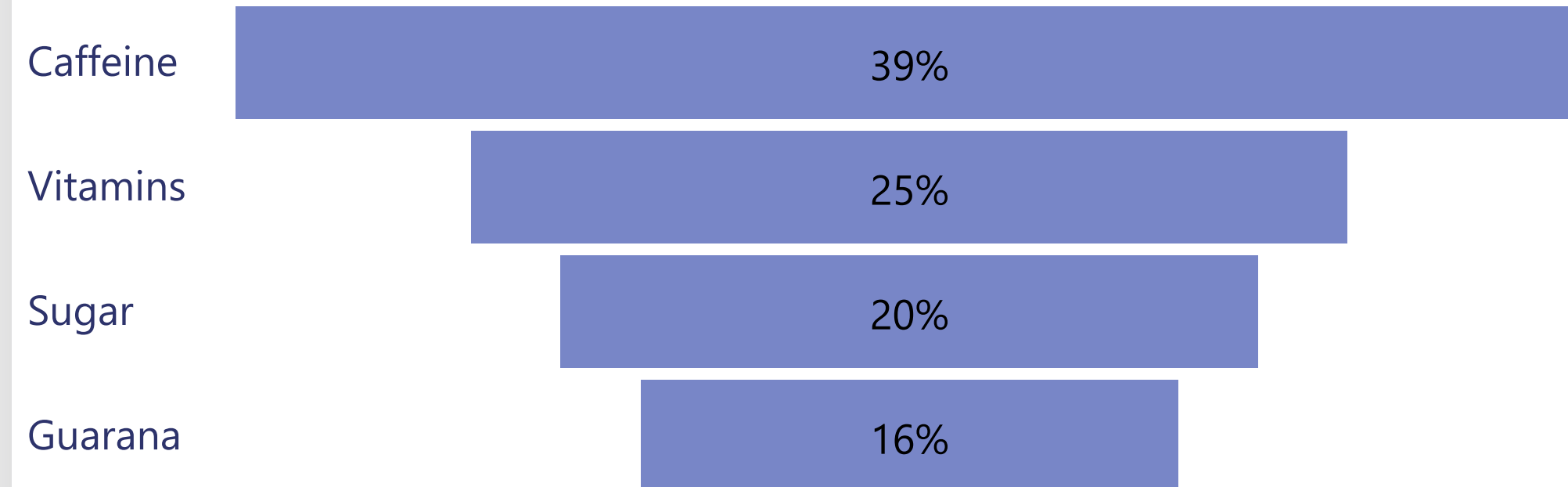
Respondents By Improvements Desired



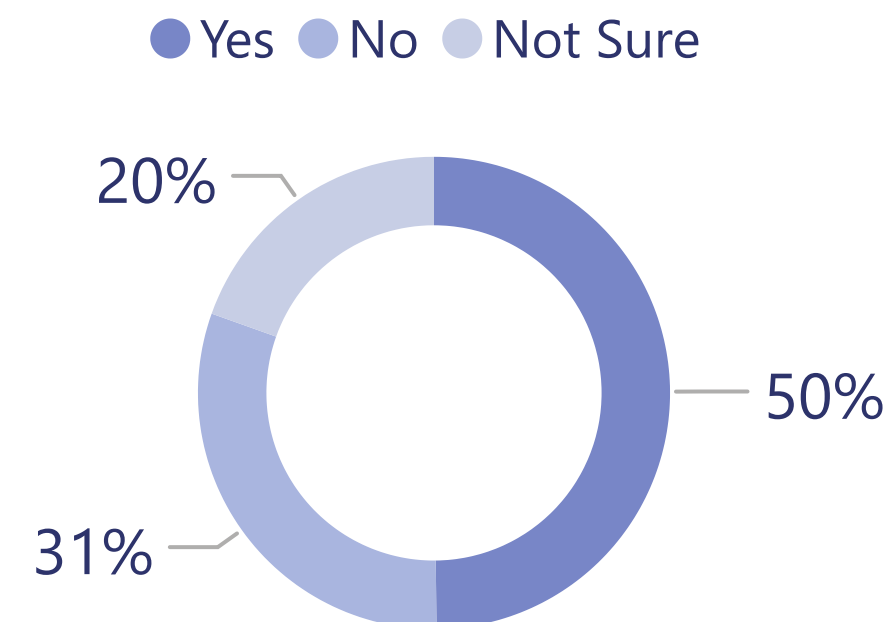
Respondents By Packaging Preference



Respondents By Ingredients Expected



Respondents By Interest in natural or organic



City By Limited Edition

City	No	Not Sure	Yes
Alexandria	7%	4%	7%
Al-Sharqia	2%	1%	2%
Assiut	1%	1%	1%
Cairo	11%	6%	11%
Giza	6%	3%	6%
Kafr El-Sheikh	2%	1%	2%
Mansura	4%	2%	4%
Menofia	2%	1%	2%
Qena	1%	0%	1%
Tanta	4%	2%	4%
Total	40%	20%	39%

Choose City

All



Choose Age

All



Choose Gender

All

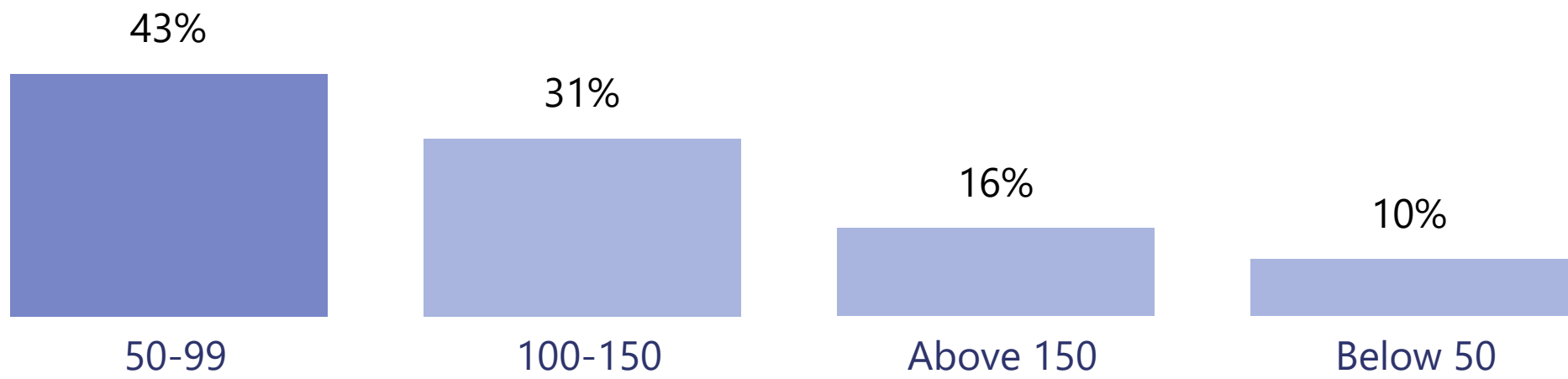


Tier 1

Tier 2



Respondents By Price Range



Marketing Channel By age

Age	Online ads	Other	Outdoor billboards	Print media	TV commercials
15-18	48%	6%	8%	5%	33%
19-30	48%	11%	11%	7%	23%
31-45	21%	17%	18%	13%	31%
46-65	26%	18%	15%	13%	27%
65+	25%	19%	15%	15%	26%
Total	40%	12%	12%	8%	27%

Price Range By City

City	100-150	50-99	Above 150	Below 50
Alexandria	30%	43%	16%	11%
Al-Sharqia	32%	39%	18%	11%
Assiut	28%	48%	13%	11%
Cairo	31%	44%	15%	9%
Giza	31%	43%	16%	10%
Kafr El-Sheikh	37%	35%	17%	11%
Mansura	33%	43%	14%	10%
Menofia	30%	45%	15%	10%
Qena	31%	47%	15%	7%
Tanta	33%	41%	16%	10%
Total	31%	43%	16%	10%

Purchase Location By City

Purchase_location	Alexandria	Al-Sharqia	Assiut	Cairo	Giza	Kafr El-Sheikh	Mansura	Menofia	Qena	Tanta
Gyms and fitness centers	17%	4%	4%	28%	15%	6%	10%	6%	1%	9%
Local stores	17%	4%	5%	29%	15%	3%	10%	6%	2%	10%
Online retailers	19%	4%	3%	28%	16%	4%	8%	5%	2%	10%
Other	19%	6%	4%	27%	12%	4%	11%	5%	2%	10%
Supermarkets	19%	5%	3%	29%	15%	4%	9%	6%	2%	9%
Total	18%	5%	4%	28%	15%	4%	9%	6%	2%	9%