

Choose City

All

Choose Age

All

Choose Gender

All

Tier 1

Tier 2



10000

Total Response



44%

Heard Before



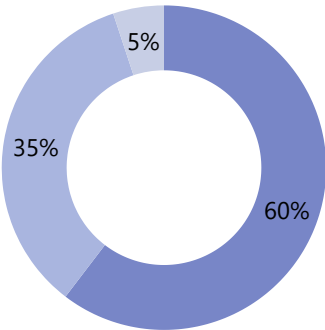
10

Total Cities

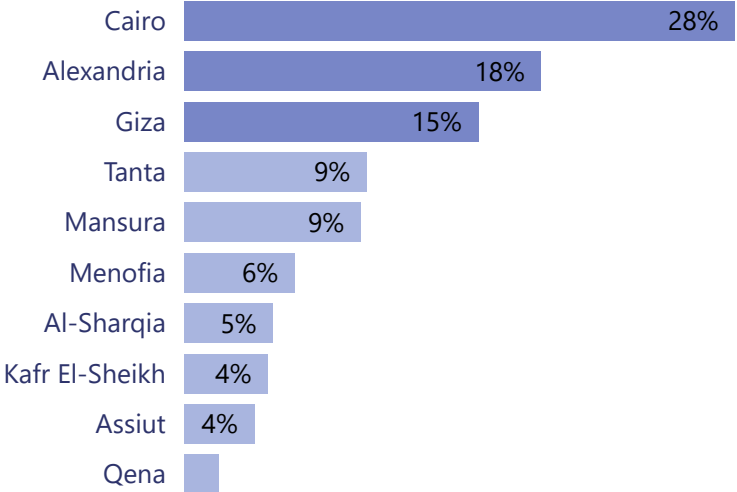


Respondents By Gender

Male Female Non-binary

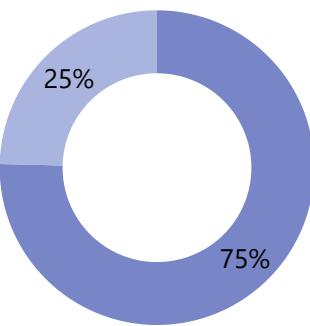


Respondents By City

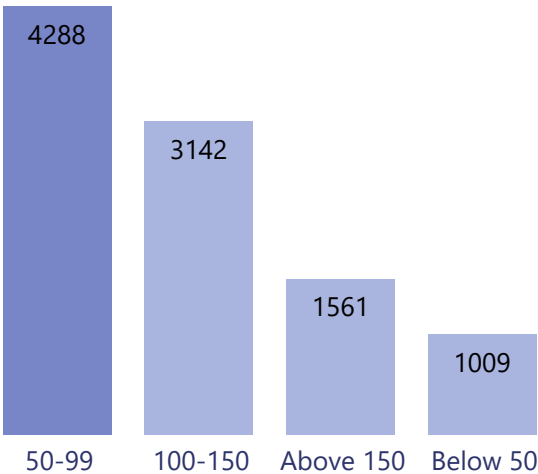


Respondents By Tier

Tier 1 Tier 2



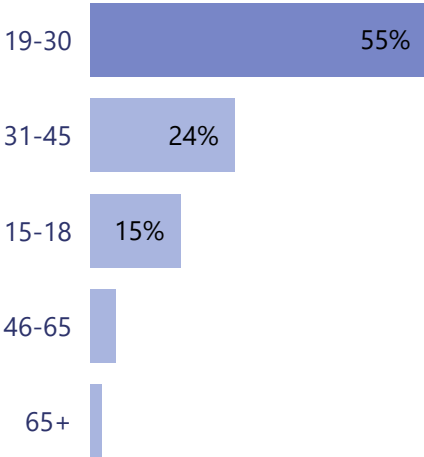
Respondents by Price Range



Marketing Channels By Age

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

Respondents by Age



Choose City

All

Choose Age

All

Choose Gender

All

Tier 1

Tier 2



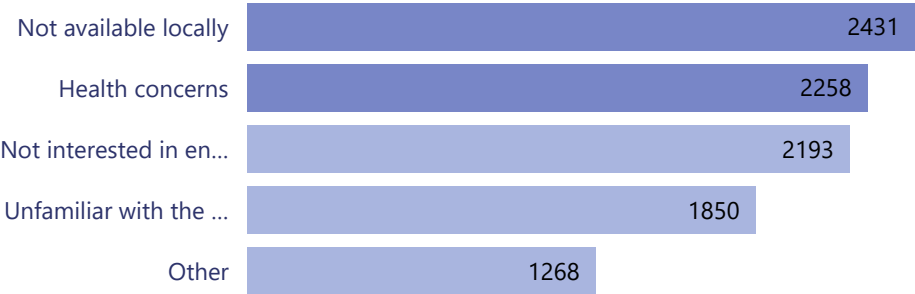
44%

Heard Before

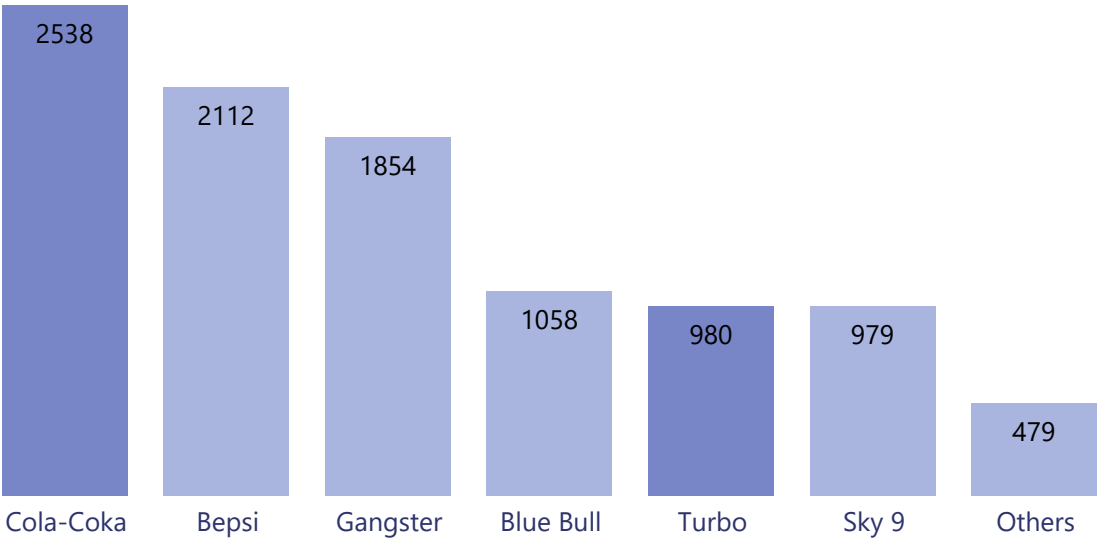
49%

Tried Before

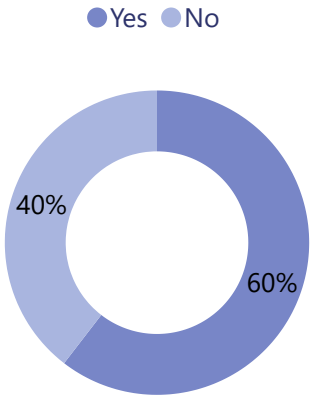
Respondents By Reasons preventing trying



Brands Popularity By Respondents



Respondents By Health Concerns



Reasons For Choosing Brands

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%
Turbo	19.90%	26.43%	17.96%	17.14%	18.57%
Total	19.10%	26.52%	17.48%	16.79%	20.11%

Choose City

All

Choose Age

All

Choose Gender

All

Tier 1

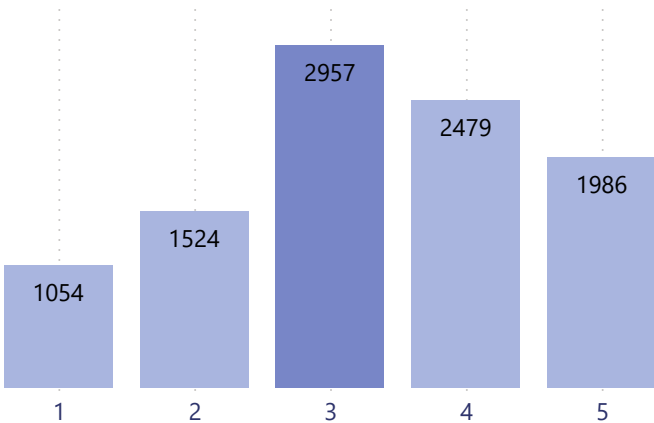
Tier 2



Average of Taste Review



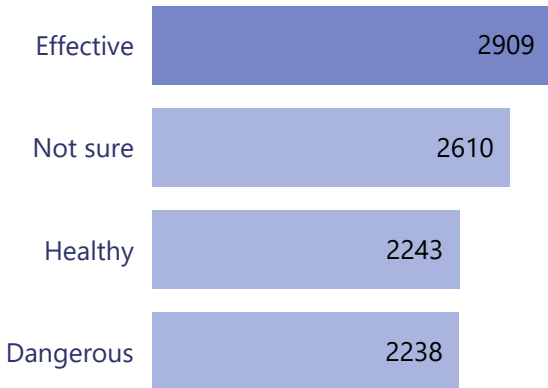
Respondents By Review



General perception By Age

Age	Dangerous	Effective	Healthy	Not sure
15-18	5.44%	35.22%	29.10%	30.24%
19-30	11.74%	28.61%	26.74%	32.92%
31-45	54.17%	25.76%	9.81%	10.27%
46-65	50.23%	29.81%	11.03%	8.92%
65+	4.21%	35.26%	28.42%	32.11%
Total	22.38%	29.09%	22.43%	26.10%

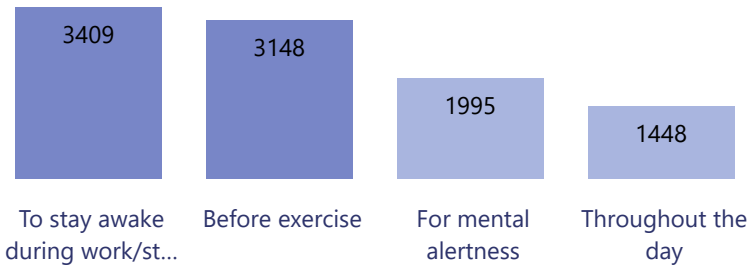
Respondents By General Perception



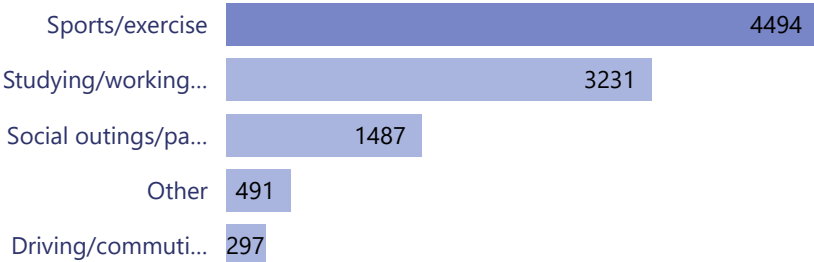
City By Brand Perceptron

City	Negative	Neutral	Positive
Alexandria	2.66%	11.91%	3.76%
Al-Sharqia	1.49%	2.08%	0.99%
Assiut	1.06%	1.63%	0.91%
Cairo	4.18%	18.44%	5.66%
Giza	2.28%	8.47%	4.35%
Kafr El-Sheikh	0.74%	2.10%	1.45%
Mansura	2.82%	4.19%	2.05%
Menofia	0.67%	3.93%	1.06%
Qena	0.53%	0.84%	0.38%
Tanta	1.26%	6.15%	1.96%
Total	17.69%	59.74%	22.57%

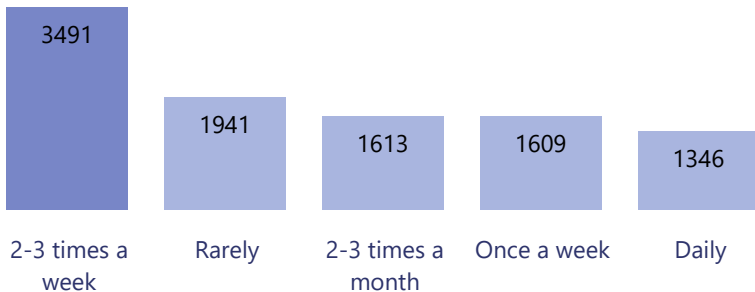
Respondents By Consuming Time



Respondents By consumption situations



Respondents By Consuming Frequency



Choose City

All



Choose Age

All



Choose Gender

All

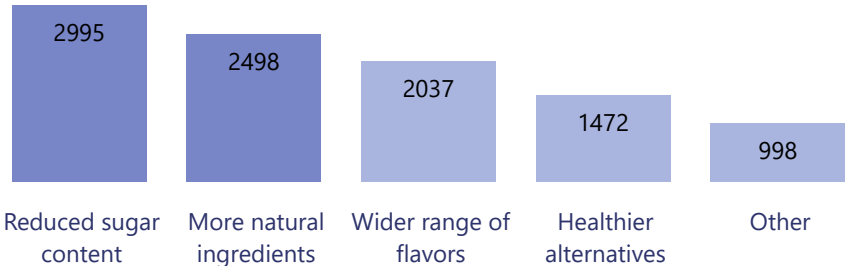


Tier 1

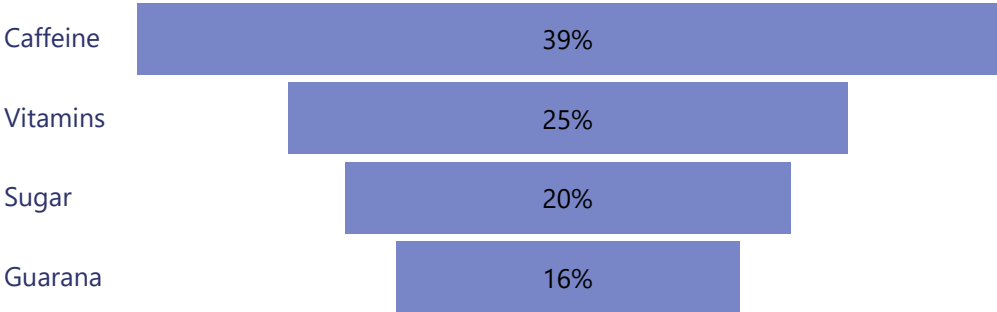
Tier 2



Respondents By Improvements Desired

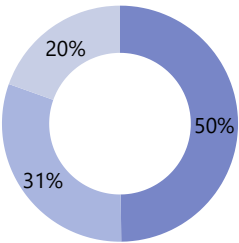


Respondents By Ingredients Expected

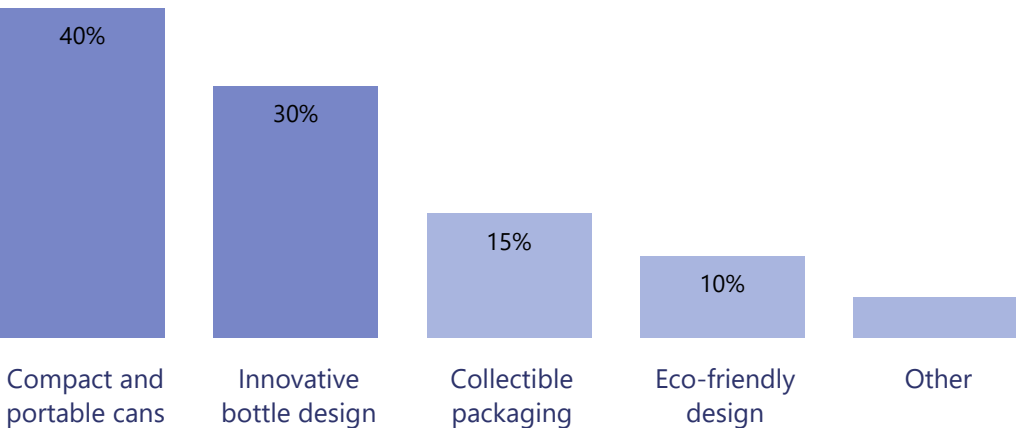


Respondents By Interest in natural or organic

● Yes ● No ● Not Sure



Respondents By Packaging Preference



City By Limited Edition

City	No	Not Sure	Yes
Alexandria	7.45%	3.92%	6.96%
Al-Sharqia	2.12%	0.83%	1.61%
Assiut	1.48%	0.67%	1.45%
Cairo	11.12%	6.15%	11.01%
Giza	6.12%	3.14%	5.84%
Kafr El-Sheikh	1.60%	0.88%	1.81%
Mansura	3.67%	1.62%	3.77%
Menofia	2.48%	0.96%	2.22%
Qena	0.64%	0.37%	0.74%
Tanta	3.55%	1.77%	4.05%
Total	40.23%	20.31%	39.46%

Choose City

All

Choose Age

All

Choose Gender

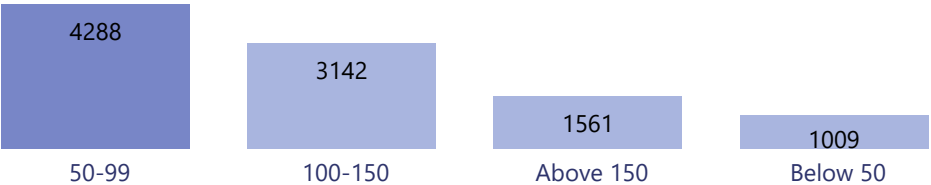
All

Tier 1

Tier 2



Respondents By Price Range



Marketing Channel By age

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

Price Range By City

City	100-150	50-99	Above 150	Below 50
Cairo	881	1254	426	267
Alexandria	557	780	297	199
Giza	467	646	247	150
Tanta	310	384	146	97
Mansura	297	389	127	93
Menofia	172	252	87	55
Al-Sharqia	144	180	82	50
Kafr El-Sheikh	159	149	74	47
Assiut	101	172	48	39
Qena	54	82	27	12
Total	3142	4288	1561	1009

Purchase Location By City

Purchase_location	Alexandria	Al-Sharqia	Assiut	Cairo	Giza	Kafr El-Sheikh	Mansura	Menofia	Qena	Tanta
Supermarkets	845	205	155	1282	678	176	392	264	87	410
Online retailers	476	111	87	719	407	113	215	137	39	246
Gyms and fitness centers	247	62	53	407	223	85	147	87	20	133
Local stores	135	35	38	236	118	27	78	47	16	83
Other	130	43	27	184	84	28	74	31	13	65
Total	1833	456	360	2828	1510	429	906	566	175	937