CODEX

2023

MARKET RESEARCH REPORT

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1. Introduction

CodeX, the German beverage company, recently launched its energy drink in India, conducting a survey with **10,000** respondents across ten cities. As a Marketing Data analyst, I've been tasked to turn this data into actionable insights to enhance brand awareness, market share, and product development. This report aims to provide clear, actionable insights to guide CodeX in the Indian energy drink market.

2. DATASET DESCRIPTION AND CLEANING

This dataset provides essential information about respondents, including age group, gender, city of residence, and details about cities and their tiers. The survey responses offer insights into consumer behavior, preferences, and perceptions of energy drinks, aiding in strategic recommendations for CodeX's expansion in India.

Before analysis, the dataset was cleaned and manipulated to make a combined dataset.

3. DATASET ANALYSIS & KEY INSIGHTS

The total Number of Respondents is **10,000.** Amongst these 3,455 are Females, 6,038 are Males and 507 are Non-Binary.

Key Insights:

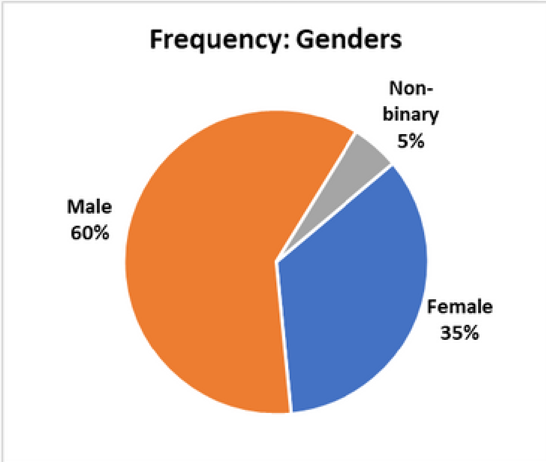
1. Men aged 19-30 are the biggest consumers, and online ads work best to reach them.
2. Leading brands like Cola-Coka succeed due to their reputation and taste.
3. To compete with others, enhance brand image, taste, and availability for better market penetration.

4. PRIMARY INSIGHTS

4.1. Demographic Insights

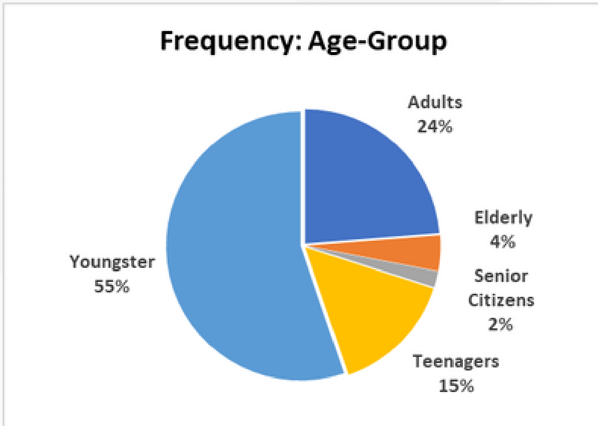
Frequency (Gender):

Male prefers to consume energy drinks more as compared to others. They are an overall **60%** of the population while Females and Non-Binary are 35% and 5% respectively



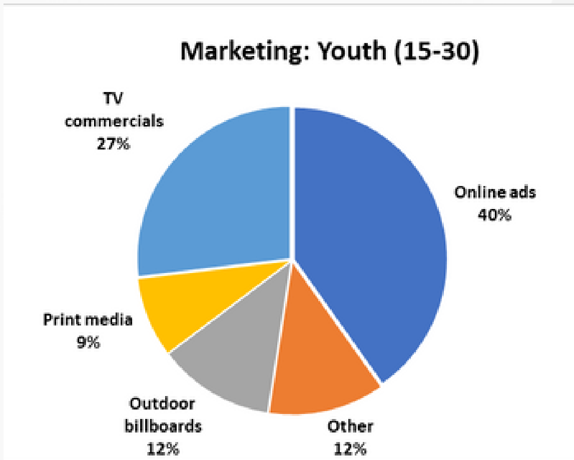
Frequency (Age Group):

Youngsters mainly between the age bracket of 19-30 are the largest consumers of Energy Drinks, about 55%. Followed by Teenagers and Adults with 15% and 24% respectively



Marketing Reach (Youth):

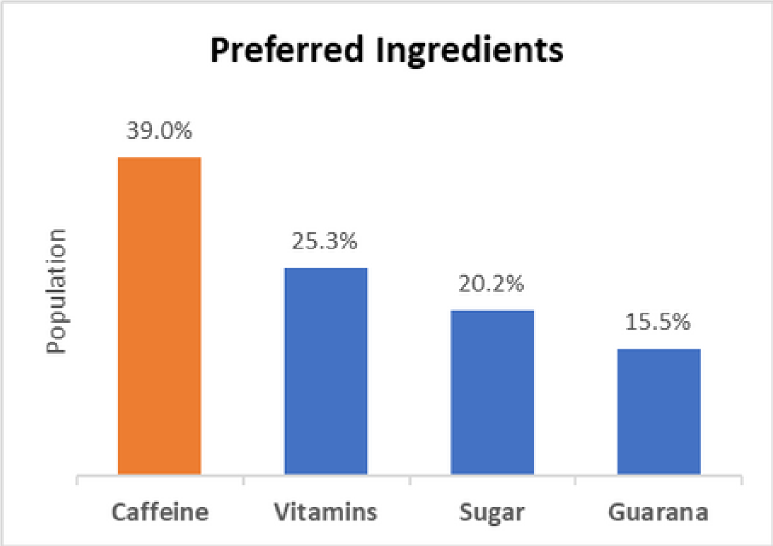
Youth aged 15-30 are mostly influenced by **Online Ads**, contributing to 40% of their purchases, with TV Commercials being the next in line at 27%.



4.2. Consumer Preferences

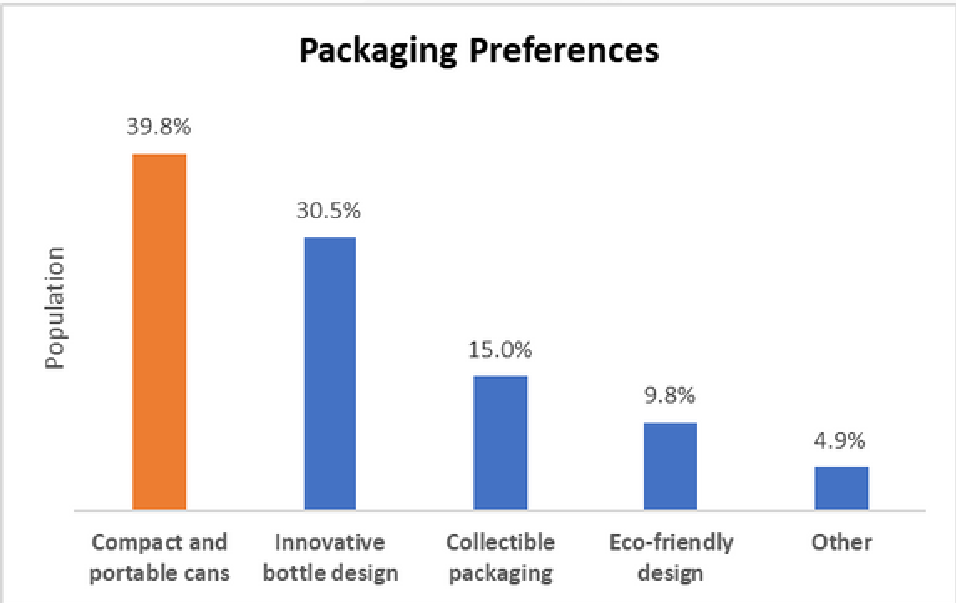
Preferred Ingredients:

Top preferences for ingredients include **Caffeine (39%)** and **Vitamins (25.3%)** in energy drinks. Other ingredients like Sugar and Guarana are less preferred.



Packaging Preferences:

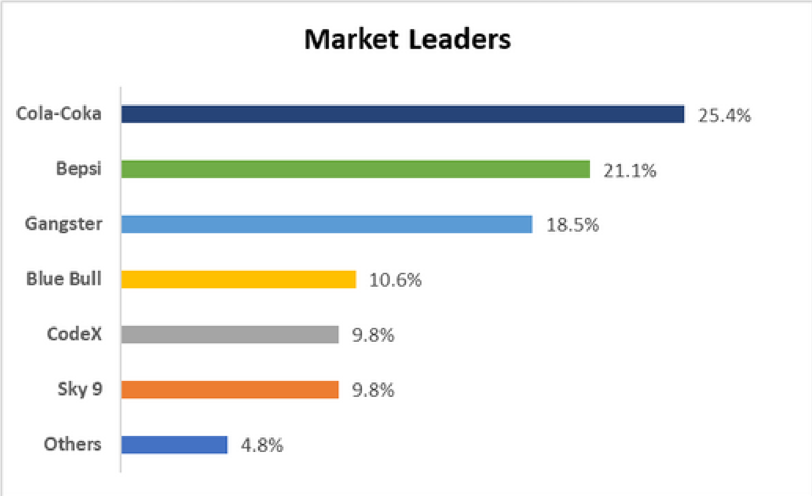
Around **39.8%** of customers like compact, easy-to-carry cans, and they also prefer creative and eye-catching designs for energy drink packaging.



4.3. Competition Analysis:

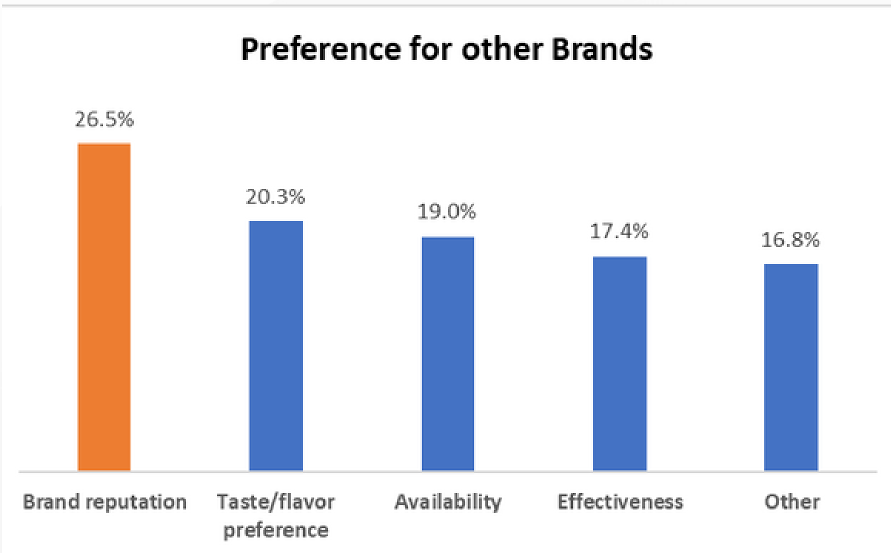
Current Market Leaders:

Cola-Coka, Bepsi, and **Gangster** stand as the dominant trio in the market, with Cola-Coka leading at **25.4%,** followed closely by Bepsi at **21.1%,** and Gangster securing an **18.5%** market share. Other Players can be seen in the graph below.



Other Brands Preference:

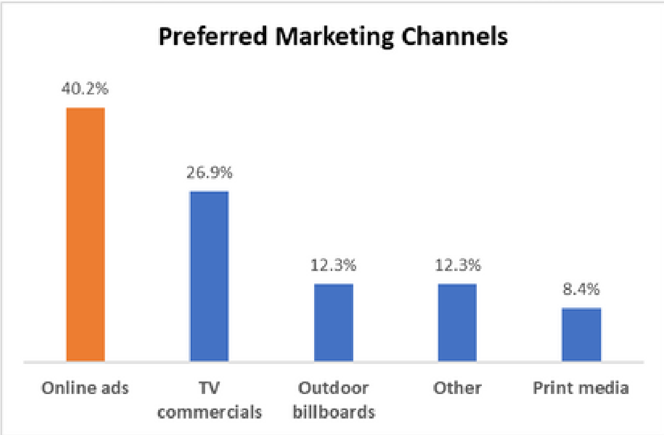
The primary reasons consumers favor these brands over ours are majorly linked to their strong **Brand Reputation**, **Taste Experience**, and **Mass Availability**. Below are multiple factors for preferring other brands.



4.4. Marketing Channels & Brand Awareness:

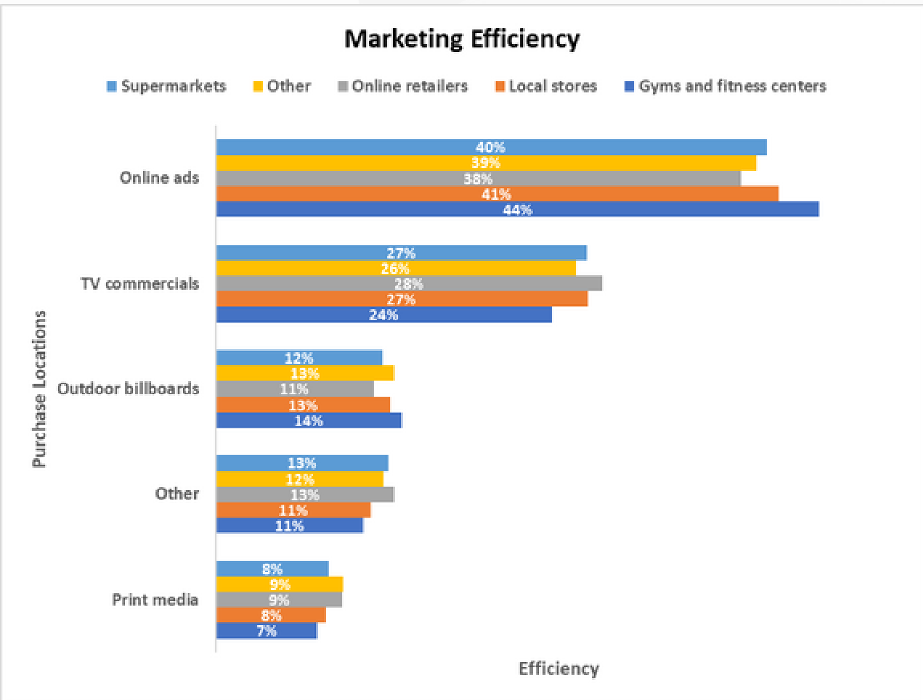
Marketing Channels:

A whopping **40.2%** of our sales come from **Online Ads**, followed by TV Commercials accounting for 26.9% of sales. The remaining 32.9% are distributed between multiple channels, such as Billboards, Print Media and Others



Marketing Efficiency:

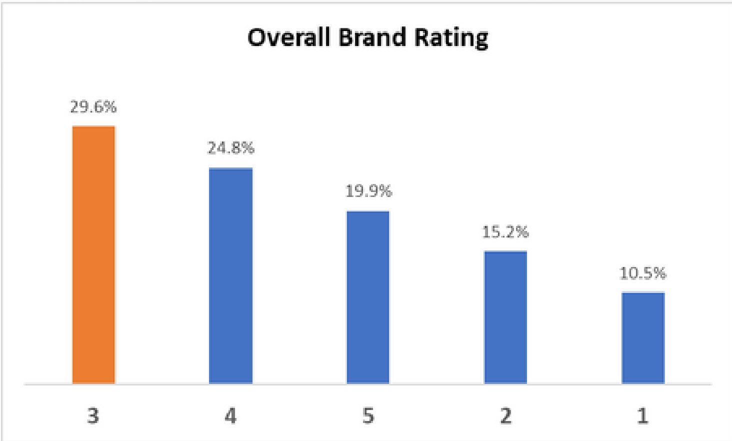
Online Ads are the most effective when it comes to driving sales. An average of **40%** of sales are generated from Online Ads across all Purchase Locations. This is followed by TV Commercials with and average of 27% sales. The remaining sales come from other marketing channels.



4.5. Brand Penetration:

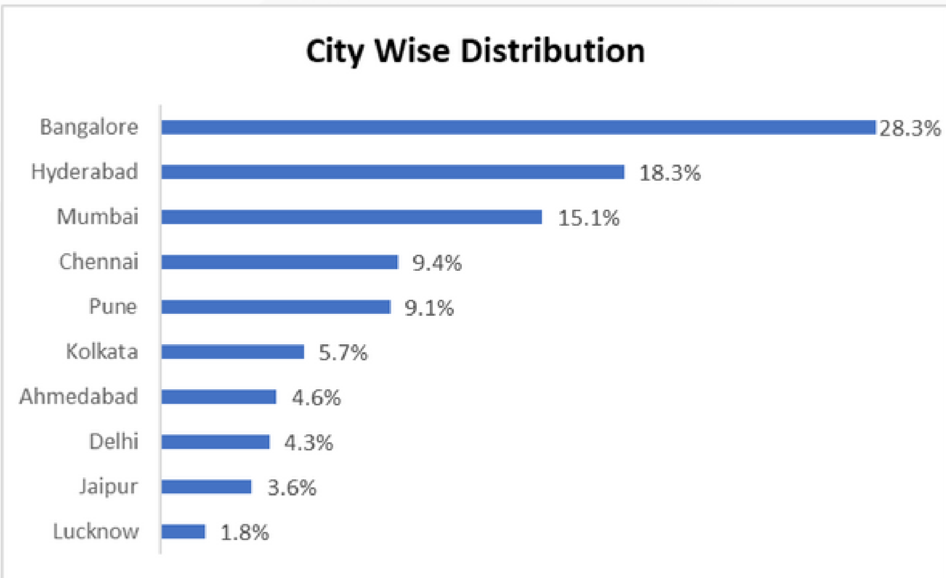
Overall Brand Rating:

An Overall Brand Rating of **3** out of 5 has been given to our brand, based on taste, flavor, and overall experience. We need to improve this and raise the overall rating to 4.5



Strategic City Focus:

It's essential to prioritize and allocate resources and inventory strategically, concentrating on the high-performing markets like **Bangalore** with **28.3%** and **Hyderabad** with **18.3%** market share while implementing targeted marketing/branding strategies and brand awareness to enhance our market share in cities with lower representation, like **Jaipur** and **Lucknow**. This balanced approach will help maximize our overall market impact.

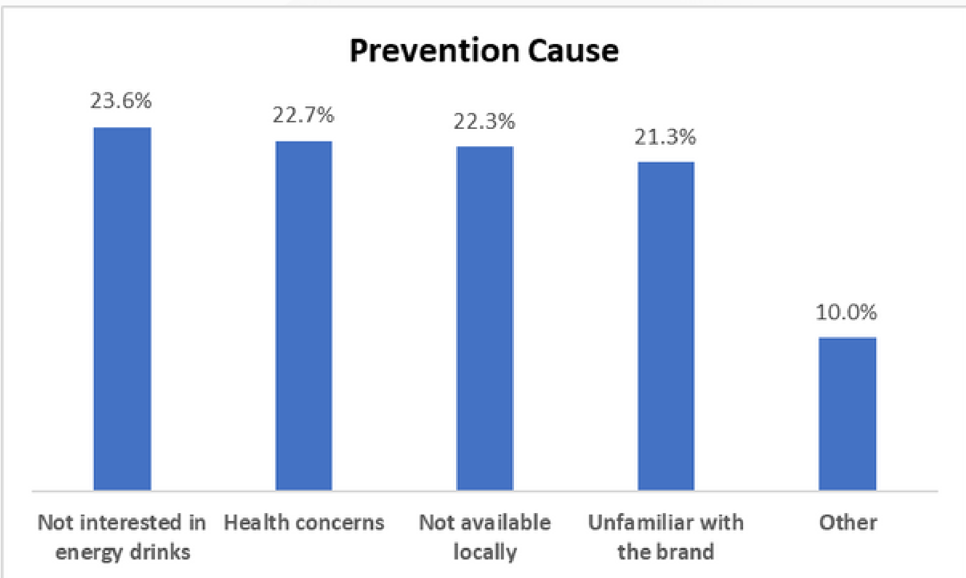


Brand Awareness:

A massive **56%** of the population is still unaware of our brand. This presents a significant opportunity for us to enhance our visibility and ensure that more people get to know about our brand.

Prevention Causes:

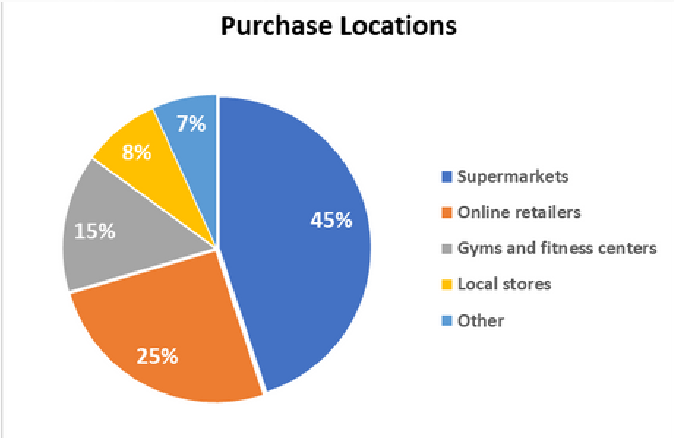
The primary reasons for customers not trying our product, even when they are aware of the brand, include a **lack of interest in energy drinks** (23.6%), **health concerns** (22.7%), **limited local availability** (22.3%), and **unfamiliarity with the brand** (21.3%). These insights highlight areas where we can potentially address customer concerns and encourage trial



4.6. Purchase Behaviour:

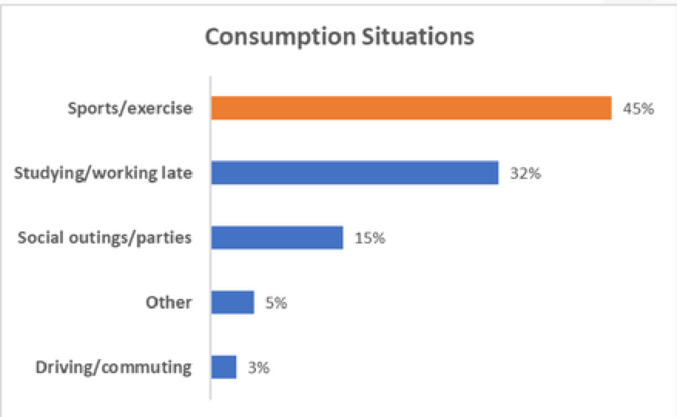
Preferred Purchase Locations:

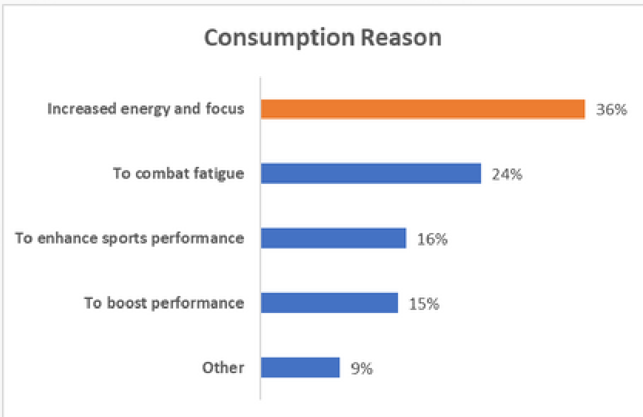
According to the survey, **45%** population prefers to purchase energy drinks at **Supermarkets** followed by **online retailers** with a **25%** share. The remaining 30% is dispersed between Gyms, local stores and others



Consumption Situations:

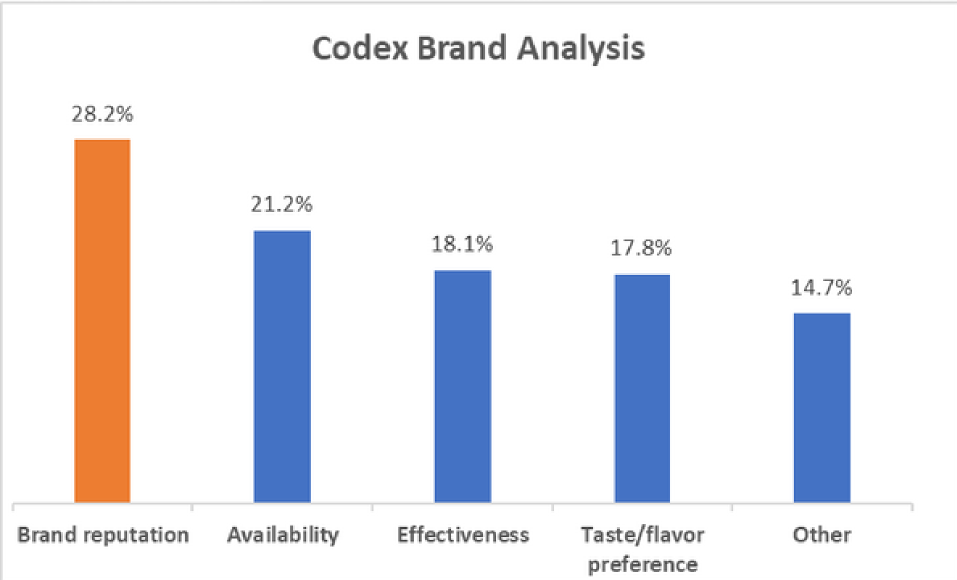
As previously mentioned, a number of consumers prefer to buy energy drinks from supermarkets. This aligns with their typical consumption scenarios, which often involve **Sports and Exercise** consisting of **45%** of all Consumption Situations, and the need for **increased energy and focus**.





Purchase Influencing Factors:

When it comes to the factors that influence people's purchasing decisions **"Brand Reputation"** takes the lead. It has an impact, of **28.2%.** This means we should put in the effort to strengthen and establish trust in our brand. "**Availability"** is also crucial, with **21.2%** of buyers considering it so ensuring that our product is easily accessible is key. **"Taste/Flavor Preference"** closely follows at **18.1%** emphasizing the importance of delivering a product.



4.7. Product Development:

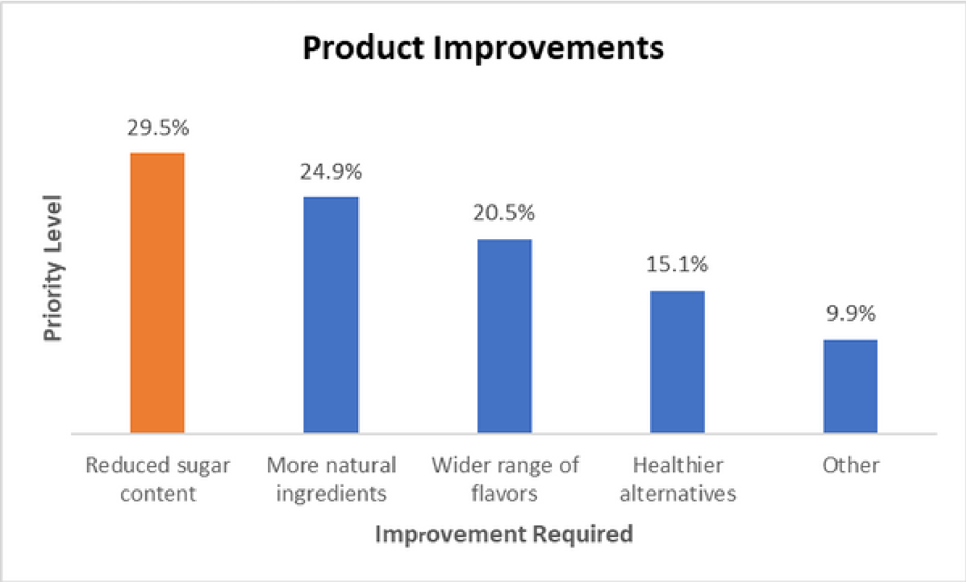
Prioritized Product Development:

As discussed above, to prioritize product development efforts, we should focus more on enhancing and strengthening our brand reputation and awareness. This includes investing in branding strategies, improving brand perception, and building a positive image among our target audience. Improving availability and ensuring that our product is readily accessible to consumers should also be a key area of focus.

5. RECOMMENDATIONS:

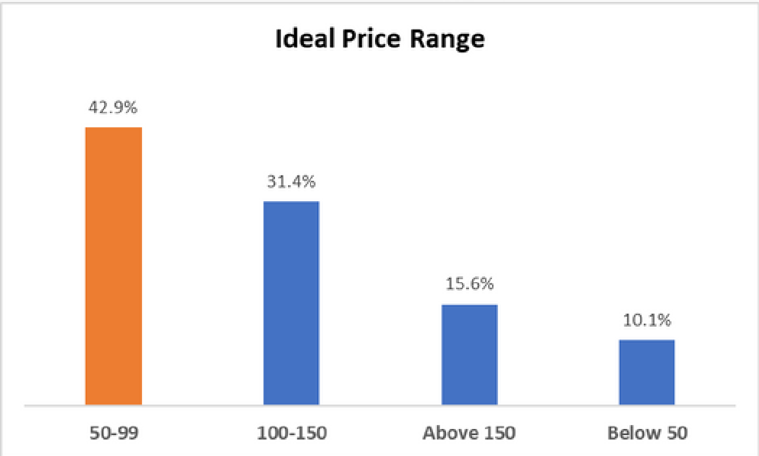
5.1. immediate improvements:

Immediate improvements should focus on **reducing sugar content** and adding **natural ingredients** based on customer preferences. Expanding flavors and offering healthier options are also valuable.



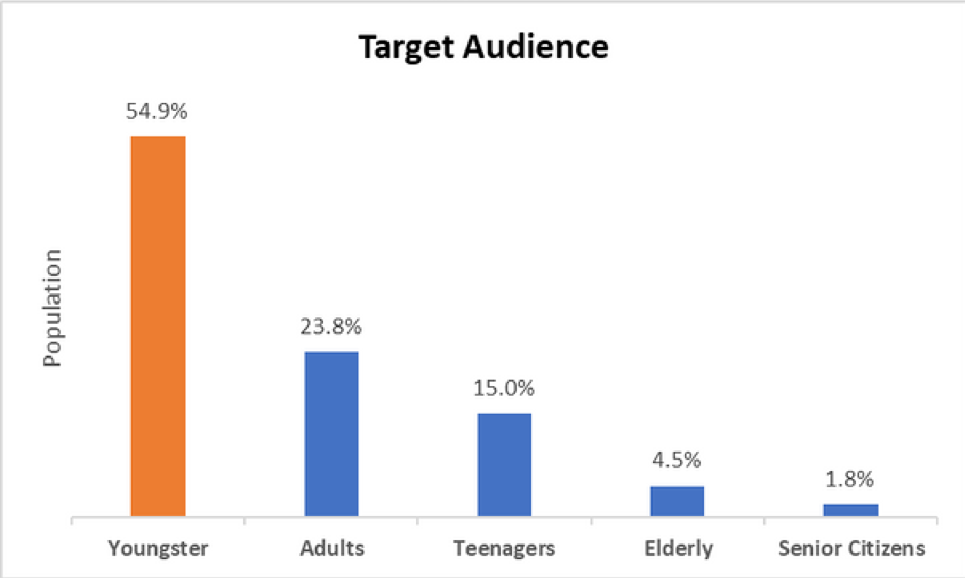
5.2. Ideal Price Range:

An ideal price range of **Rs 50-99** for the energy drink has been suggested by approximately **42.9%** of the respondents, reflecting a common pricing expectation among customers.



5.3. Target Audience:

Our primary target audience should be **"Youngsters,"** who are mainly between the age group of **19-30** representing **54.9%** of the surveyed population. They are the largest segment and most receptive to our marketing efforts. Additionally, consider **"Adults"** and **"Teenagers,"** comprising a total of **38.8%**, as secondary target segments due to their significant market presence.



5.2. Recommended Marketing Strategies:

Based on our data and insights, we recommend Targeted Marketing campaigns that emphasize **Product Availability**, enhance **Brand Reputation**, and showcase appealing **Taste Preferences**. Limited edition packaging can attract customers, and offering promotions in the **Rs 50-99** price range, favored by many, can boost sales. To increase brand awareness, we must address health concerns, improve local availability, collaborate with local influencers, and run promotions to encourage first-time customers.

5.3. Brand Ambassador:

Virat Kohli is the ideal choice for CodeX's brand ambassador. As one of India's most beloved cricketers, especially among the youth, he's a natural fit. With a massive social media following, he ensures the brand reaches a diverse and engaged audience. Kohli's commitment to fitness aligns perfectly with CodeX's image of an active lifestyle. His clean and positive public image adds credibility to the brand, enhancing its reputation. Kohli's endorsement is set to elevate CodeX's presence in India's market.

5. CONCLUSION:

In conclusion, this survey reveals some important findings for CodeX's entry into the Indian energy drink market. To connect with the young crowd aged 15-30, focus on Online Ads and TV Commercials. People mostly prefer Caffeine and Vitamins in their energy drinks. For packaging, consider using convenient and eye-catching cans. The top players like Cola-Coka, Bepsi, and Gangster lead due to their good reputation, wide availability, and taste. So, for CodeX, improving brand reputation and awareness, product availability, and flavor is essential. An ideal price range is Rs 50-99, making it a good focus for marketing campaigns. Virat Kohli could be a great brand ambassador as a youth icon with a huge following. With these insights, CodeX is set for success in the Indian beverage market.

6. **SOURCES:**

All Datasets and Resources were provided by **Atomcamp** for performing this project.

Thank you for taking the time to review

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DS4 Violet