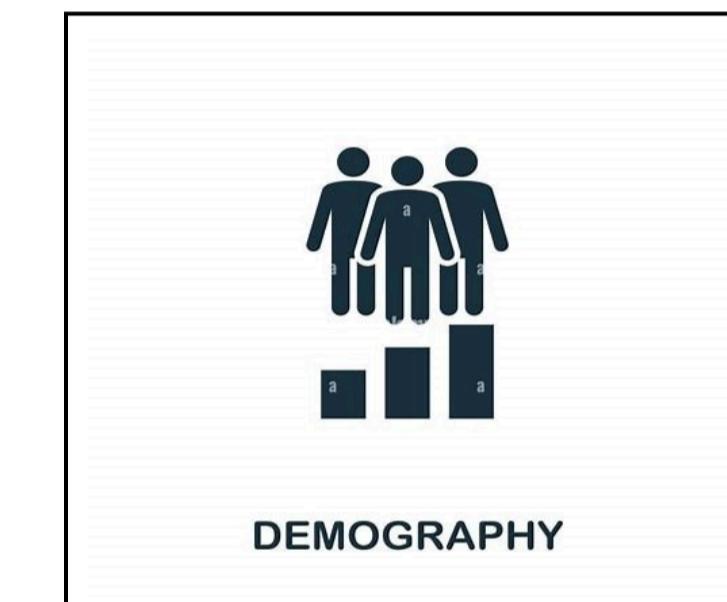


F & B Industry Market Survey





F & B Market Survey

Current Brands

All ▼

10K
Responded

980
Codex

3.28
Codex Taste



Demographic Insights



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

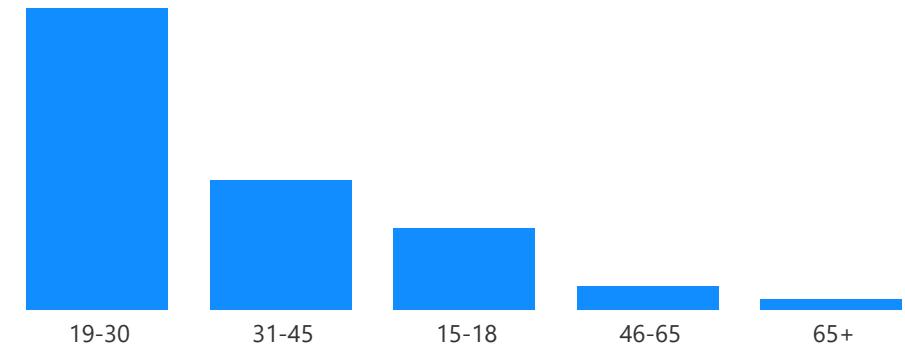
Jaipur

Tier

Tier 1

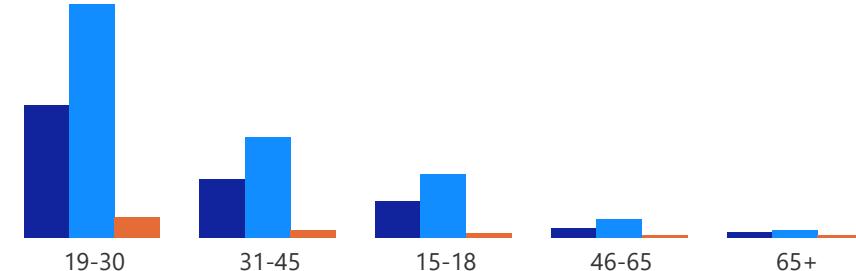
Tier 2

Age Group

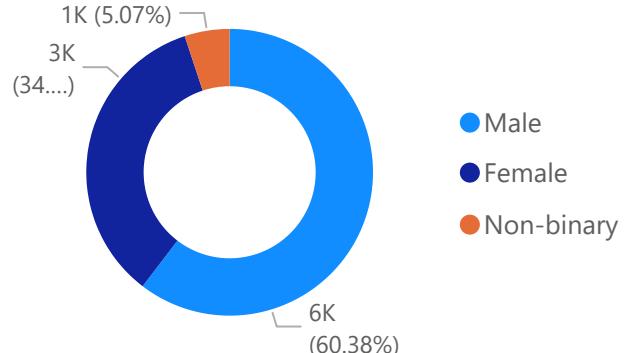


Age and Gender

● Female ● Male ● Non-binary



Gender



Marketing Channels

Marketing Channels	Responded
Online ads	3373
Other	702
Outdoor billboards	702
Print media	446
TV commercials	1785
Total	7008

City

City	Responded	Codex
Ahmedabad	314	30
Bangalore	1980	202
Chennai	661	60
Delhi	293	25
Hyderabad	1279	129
Jaipur	258	20
Kolkata	392	39
Lucknow	125	4
Mumbai	1082	108
Total	7008	675



F & B Market Survey

Current Brands

All

10K

Responded

980

Codex

3.28

Codex Taste



Consumer Preferences



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

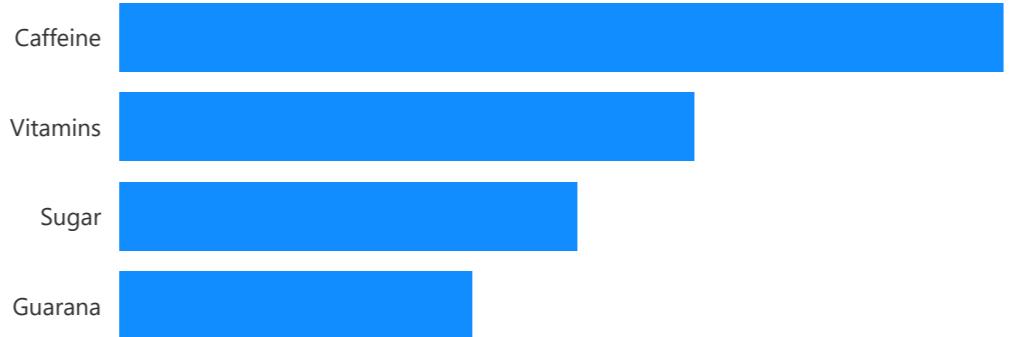
Jaipur

Tier

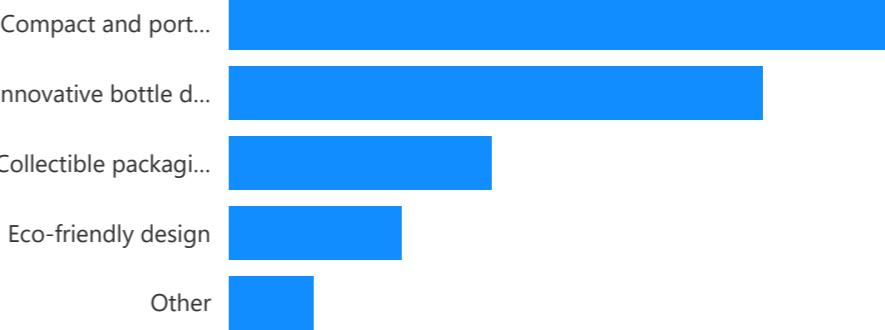
Tier 1

Tier 2

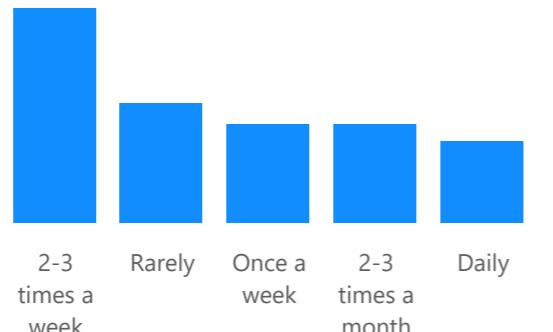
Ingredients Expected



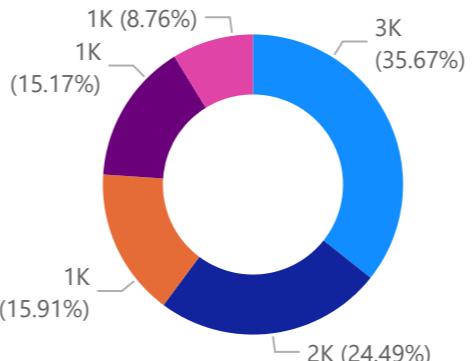
Packaging Preference



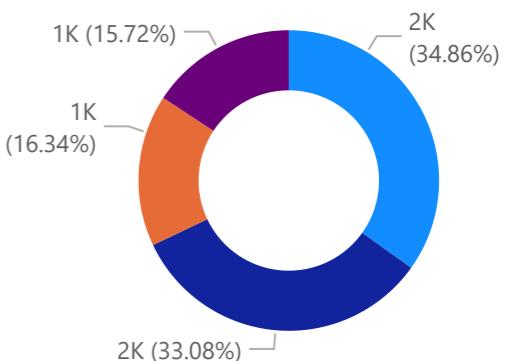
Consume Frequency



Consume Reason



Consume Time





F & B Market Survey

Current Brands

All ▼

10K

Responded

980

Codex

3.28

Codex Taste



Competition Analysis



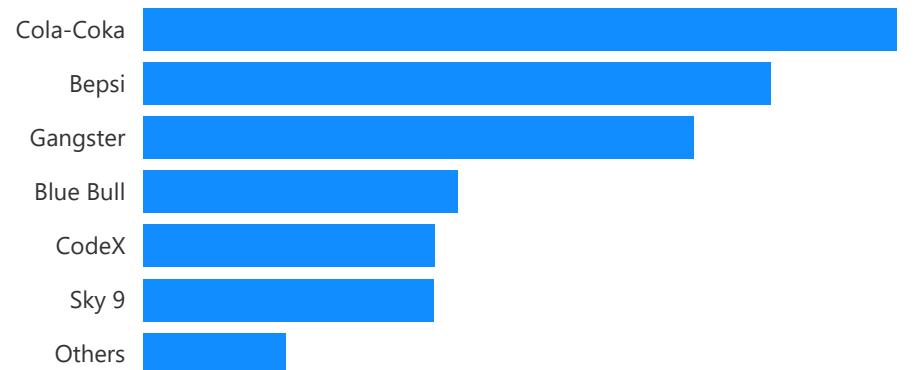
City

Ahmedabad Bangalore Chennai Delhi Hyderabad Jaipur

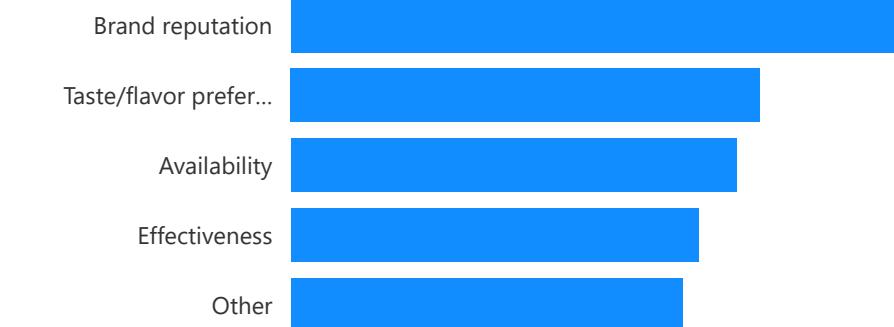
Tier

Tier 1 Tier 2

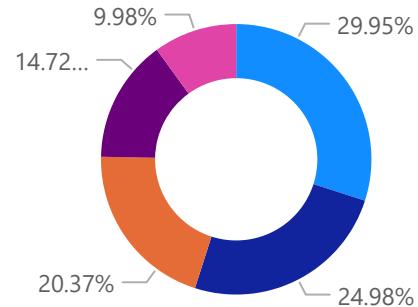
Top Brands by Market Share



Reasons For Choosing Brands



Improvements Desired



- Reduced sugar
- More natural ingredients
- Wider range of products
- Healthier options
- Other

Marketing Channels

Marketing Channel	Responded
Online ads	3373
TV commercials	1785
Other	702
Outdoor billboards	702
Print media	446
Total	7008

City

City	Responded	Codex
Ahmedabad	314	30
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Jaipur	258	20
Kolkata	392	39
Lucknow	125	4
Total	7008	675



F & B Market Survey



Marketing Channels and Brand Awareness



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Tier

Tier 1

Tier 2

Current Brands

All ▼

10K

Responded

980

Codex

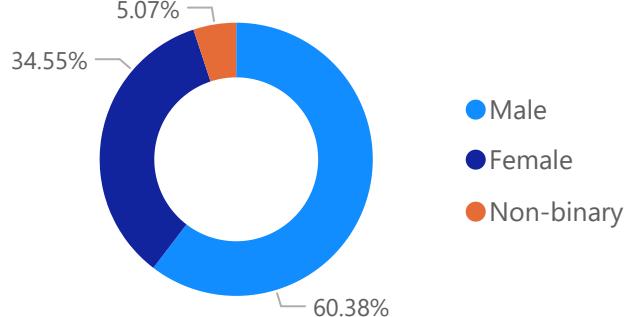
3.28

Codex Taste

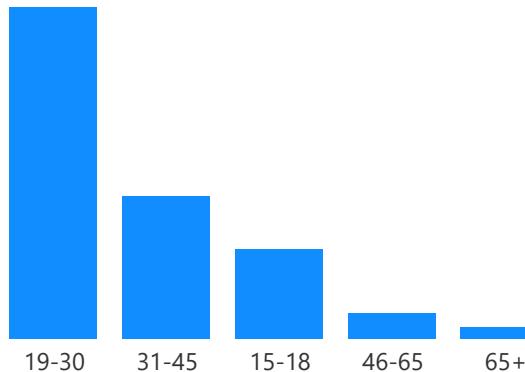
Marketing Channels	15-18	19-30	31-45	46-65	65+
Online ads	707	2666	490	109	48
TV commercials	495	1290	737	117	49
Outdoor billboards	117	585	431	65	28
Other	94	608	408	78	37
Print media	75	371	310	57	28
Total	1488	5520	2376	426	190

City	15-18	19-30	31-45	46-65	65+
Bangalore	433	1547	686	107	55
Hyderabad	264	1015	425	89	40
Mumbai	228	854	333	65	30
Chennai	141	520	218	38	20
Pune	123	501	211	50	21
Kolkata	82	310	143	22	9
Delhi	69	224	109	20	7
Jaipur	60	198	85	14	3
Total	1488	5520	2376	426	190

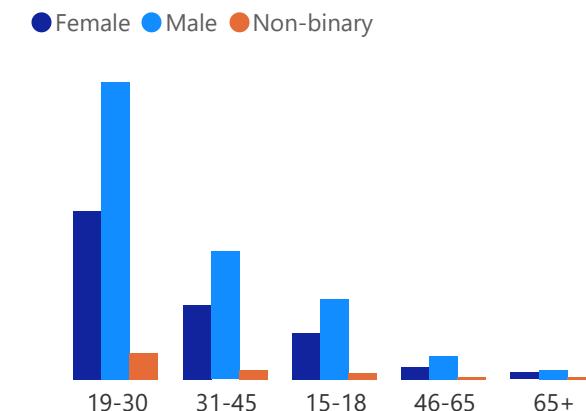
Gender



Age Group



Responded by Age and Gender





F & B Market Survey

Current Brands

All ▼

10K

Responded

980

Codex

3.28

Codex Taste



Codex Brand Penetration



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Tier

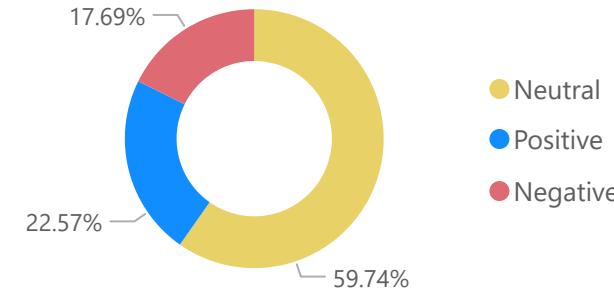
Tier 1

Tier 2

Codex by City

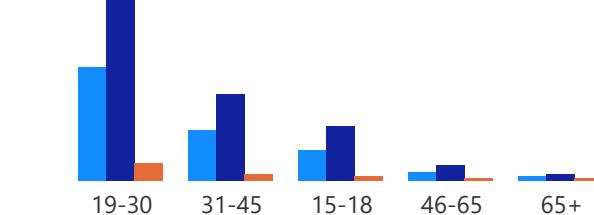


Brand Image

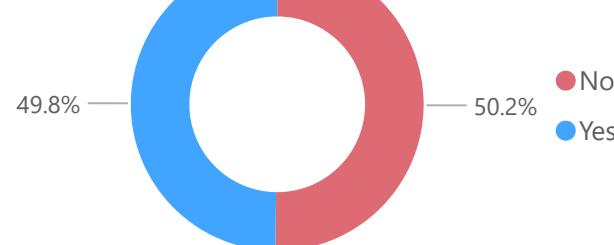


Age and Gender

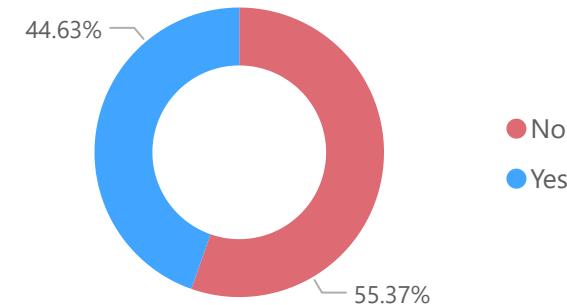
Female (Blue), Male (Dark Blue), Non-binary (Orange)



Codex by Tried_before



Heard Before



City	Responded	Codex
Ahmedabad	314	30
Bangalore	1980	202
Chennai	661	60
Delhi	293	25
Hyderabad	1279	129
Jaipur	258	20
Kolkata	392	39
Lucknow	125	4
Total	7008	675



F & B Market Survey

Current Brands

All ▼

10K

Responded

980

Codex

3.28

Codex Taste



Purchase Behavior



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

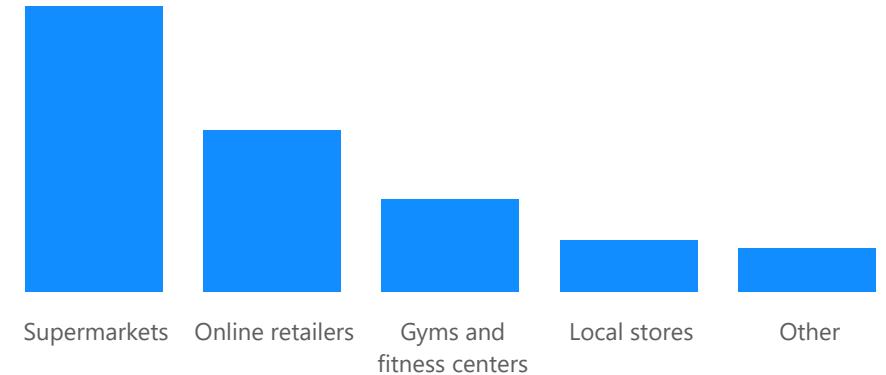
Jaipur

Tier

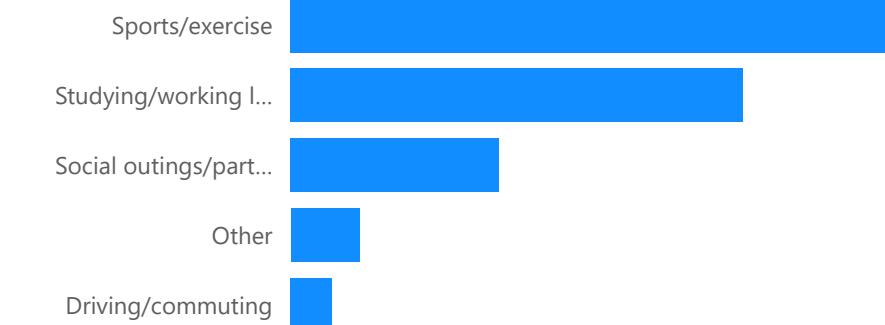
Tier 1

Tier 2

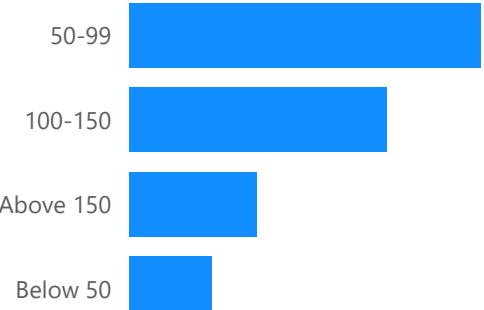
Purchase Location



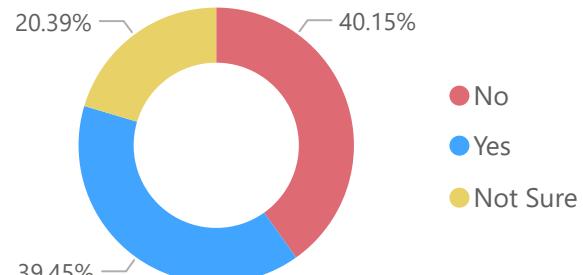
Typical Consumption Situations



Price Range



Limited Edition Packaging



City	Responded	Codex
Ahmedabad	314	30
Bangalore	1980	202
Chennai	661	60
Delhi	293	25
Hyderabad	1279	129
Jaipur	258	20
Kolkata	392	39
Lucknow	125	4
Total	7008	675



F & B Market Survey

Current Brands

All ▼

10K

Responded

980

Codex

3.28

Codex Taste



Product Development



City

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

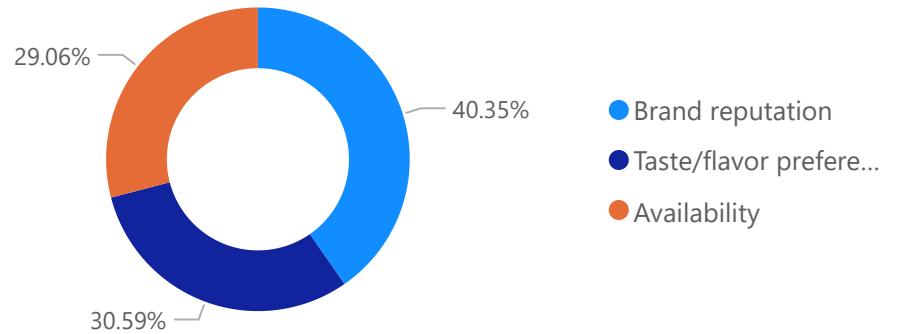
Jaipur

Tier

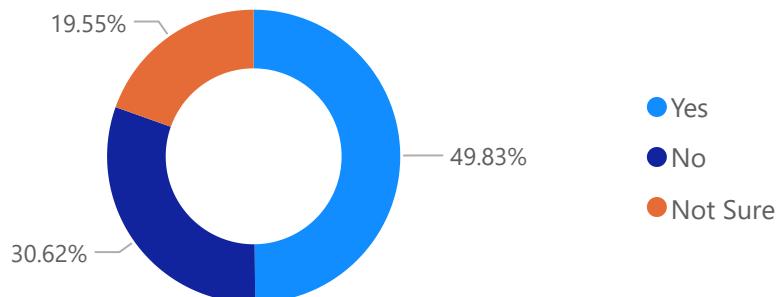
Tier 1

Tier 2

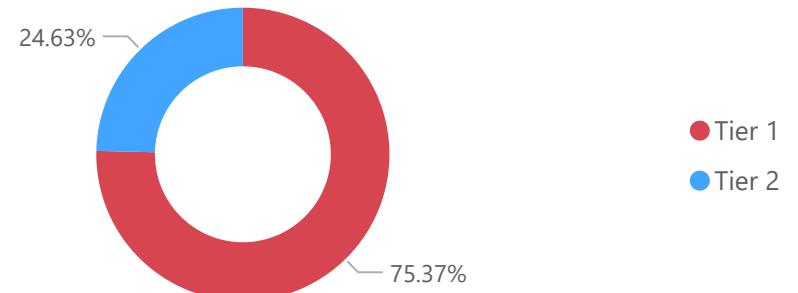
Reasons For Choosing Brands



Interest in Natural or Organic



Tier



General Perception

