

Market Survey Analysis of SOFT DRINK

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Code X

Is a soft drink venture hailing from the heart of Russia country. With a commitment to blending its rich local flavors with sustainable packaging, and to invigorate taste buds globally.



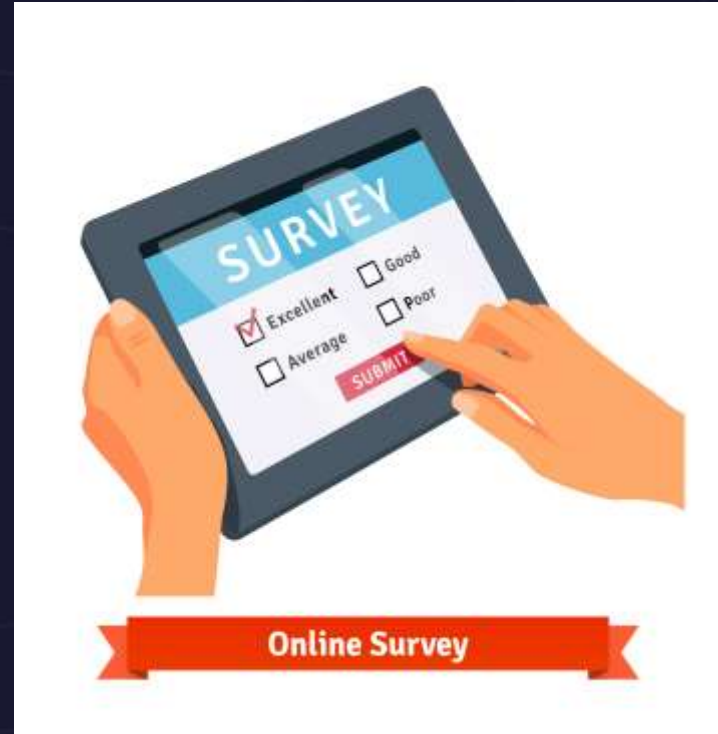
01 *Introduction*



Global energy drink market is projected to reach a staggering \$84 billion by 2026.

SURVEY

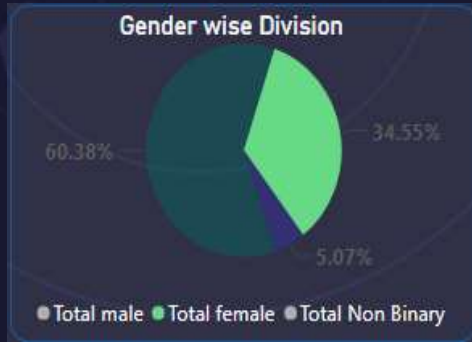
- The energy drink recently debuted in 10 cities across India.
- After a year the marketing team conducted a survey involving 10,000 participants residing in these cities.
- Based on the survey some insights have been presented in this presentation.



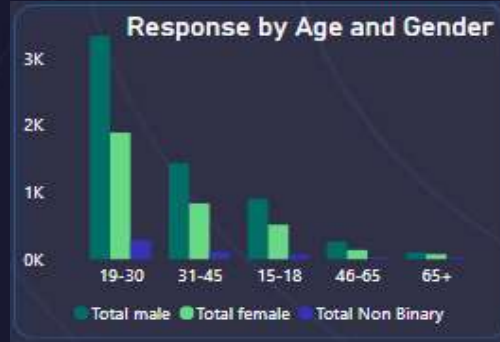
02 Demographic Insights



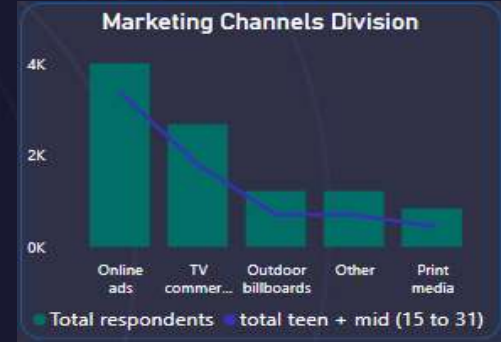
INSIGHTS on Demography



Male dominance in energy drink preference



Youth prefer ; interest wanes with age

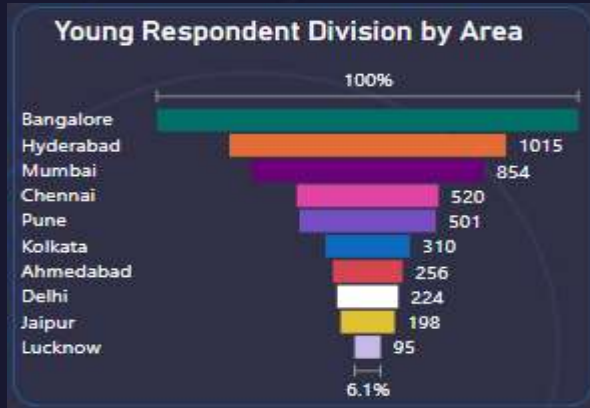


Youth favor online marketing channels.

1. Introduce low-calorie alternatives for females, implement a loyalty program or rewards to increase repeat customers, and incorporate youth-centric flavors, along with gamification techniques, into marketing efforts..

....Continue

INSIGHTS on Demography



Modern Cities dominants

City Wise Responses

City	total_response	Code X Response
Ahmedabad	456	45
Bangalore	2828	292
Chennai	937	92
Delhi	429	40
Hyderabad	1833	182
Jaipur	360	28
Kolkata	566	48
Lucknow	175	5
Mumbai	1510	156
Pune	906	92
Total	10000	980

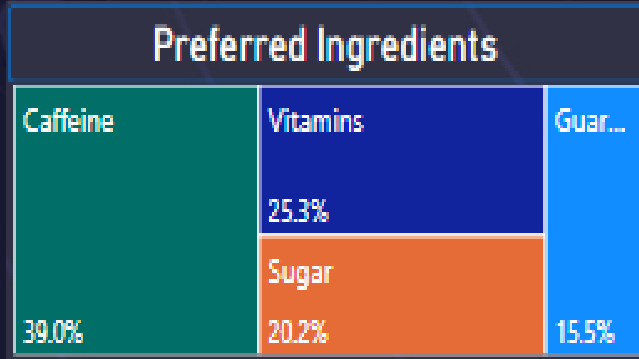
Bangalore leads,
Lucknow lags behind

1. Retailers, Generate Buzz, Hoardings, Promotional Events with Discounts.
2. Enhance the CodeX brand with a brand ambassador.

03 *Consumer Preferences*



INSIGHTS on Consumer Preference



Caffeine preferred; Guarana least liked



Cans top choice; bottles also gaining popularity

1. Incorporate catchy names like "EnergiVit" or "VitaBoost" to resonate with consumers.
2. Opt for sleek packaging, eco-friendly materials (like Mama Earth), reusable bottles, and offer premium customizable options.

INSIGHTS on Consumer Preference



Price and Age Impact					
Price_range	15-18	19-30	31-45	46-65	65+
100-150	348	1365	1257	137	35
50-99	687	2965	499	85	52
Above 150	281	655	428	151	46
Below 50	172	535	192	53	57
Total	1488	5520	2376	426	190

Sales peak in 50-99 rupees range, targeting 19-30 age group.

1. Introduce smaller-sized or multipack options to cater to varying budget constraints.

04 Competition Analysis



INSIGHTS on Competition Analysis



Cola- coca dominates
market share

Reasons for choosing a Brand

Reasons_for_choosin...	Bepsi	Blue Bull	CodeX	Cola-Coca	Gangster	Sky 9
Availability	418	180	195	510	339	182
Brand reputation	577	289	259	616	511	260
Effectiveness	339	187	176	433	338	188
Other	355	165	168	448	309	155
Total	2112	1058	980	2538	1854	979

Need to Improve availability,
taste, brand reputation

1. Expand distribution, transparent communication, consistent quality, trust-building initiatives. Like Implementing a customer feedback system and promptly addressing any issues raised.
2. Conduct taste tests, experiment with natural flavor extracts like strawberry, as well as herbal extracts such as mint and basil.

05

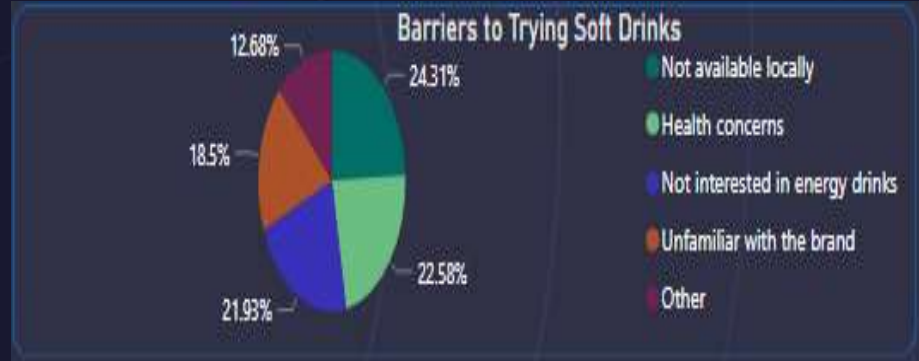
Marketing Channels And Brand Awareness



INSIGHTS on Marketing Channels



Online marketing most effective
for customer reach.



Top barriers: local availability, health
concerns, brand awareness.

1. Invest in targeted social media ads and influencer partnerships to maximize online reach and engagement.
2. compelling educational content demonstrating product benefits aligned with consumer lifestyles.



INSIGHTS on Brand Awareness

Perceptions to Various Brands				
Current_br...	Dangerous	Effective	Healthy	No
Bepsi	5.04%	6.15%	4.68%	5
Blue Bull	2.39%	3.09%	2.13%	2
CodeX	2.14%	2.86%	2.20%	2
Cola-Coka	5.54%	7.52%	5.67%	6
Gangster	4.15%	5.12%	4.54%	4
Total	22.38%	29.09%	22.43%	26

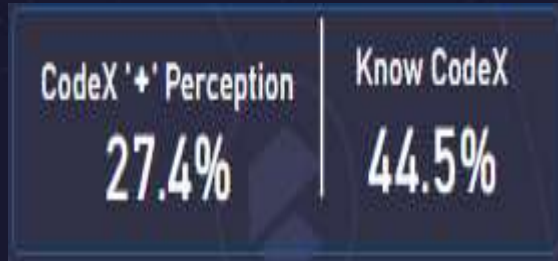
Perceptions vary: 29 % effective,
22 % dangerous, 22 % healthy.

1. Leverage healthcare endorsements and educational events to promote product safety and dispel myths about energy drinks.

06 *Brand Penetration*



INSIGHTS on Brand Penetration



Out of the total surveyed respondents, 45% are familiar with Codex, with 27% showing a positive response.

City Wise Consumers		
City	Codex	Positive codex
Bangalore	292	64
Hyderabad	182	40
Mumbai	156	42
Chennai	92	20
Pune	92	16
Kolkata	48	7
Ahmedabad	45	7
Delhi	40	12
Jaipur	28	10
Lucknow	5	1
Total	980	219

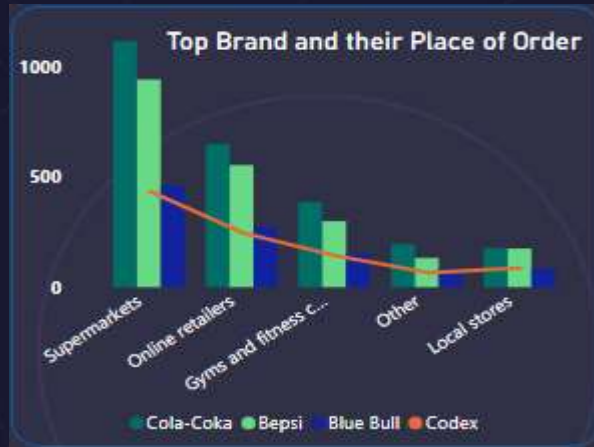
Out of the total surveyed Codex City wise , Bangalore is familiar with Highest 64 positive Codex, with Lucknow showing lowest 1 positive response.

1. Forge partnerships with local influencers and establishments to elevate Codex's presence and garner community endorsements.

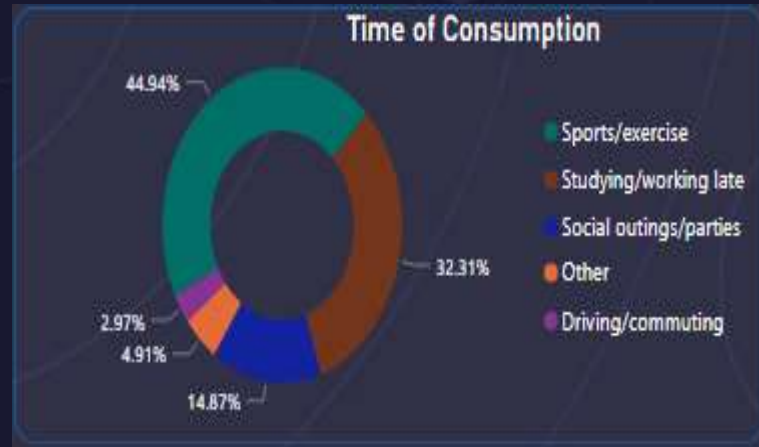
07 *Purchase Behaviour*



INSIGHTS on Brand Penetration



Supermarkets and Online retailers top choices consistently



Most of respondents consume energy drinks for sports activities

1. Employing creative marketing initiatives, akin to Cola- Coka "*Share a Cola*" campaign, to invigorate brand appeal and stimulate consumer interest.

08

Product Development Focus



Product Development



Top suggestions include reducing sugar, adding natural ingredients, and expanding flavor options

Codex market share 9.80 %
and experience rates 3.27
out of 5

1. Organic inclusion, low sugar soda range like diet Code X etc.



Conclusion

1. The insights gleaned from our analysis of the Indian energy drink market reveal promising opportunities amidst distinct challenges.
2. While our brand resonates well with male consumers and the youth demographic, there exist notable gaps in brand perception, product availability, and market penetration.
3. Although our brand has received a fair rating overall, it's crucial to fix these issues and make our brand stronger compared to others.
4. Based on the survey findings, our attention should be directed towards enhancing taste, refining branding efforts, improving availability, optimizing marketing strategies, fostering innovation, and adjusting pricing strategies.

Suggested Strategy Forward



Our Brand Must have a Tag Line –
one I have Suggested

Code X

**Fuel Your Adventure
with Energy**



Suggested Strategy Forward



Appointing Mary Kom as the ambassador for our soda brand.

Mary KOM

1. Mary Kom embodies excellence and resilience
2. It can benefit from Mary Kom's influence to boost female sales

Suggested Strategy Forward



Market Delhi Capitals' IPL jersey sponsorships to drive sales



IPL

1. National recognition through Delhi Capitals sponsorship.
2. Delhi Capitals' IPL sponsorship impacts sales in Delhi.



***THANK
YOU***

Codebasics