Codex Beverages Company

Demographic Insights

Consumer preference

Cometition Analysis

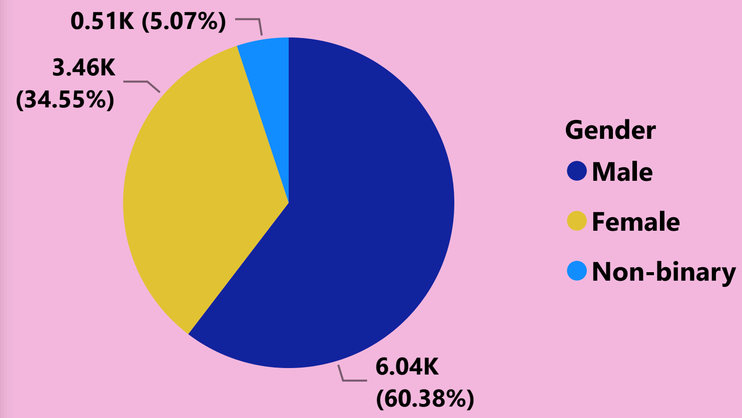
Purchase Behaviour

Brand Penetration

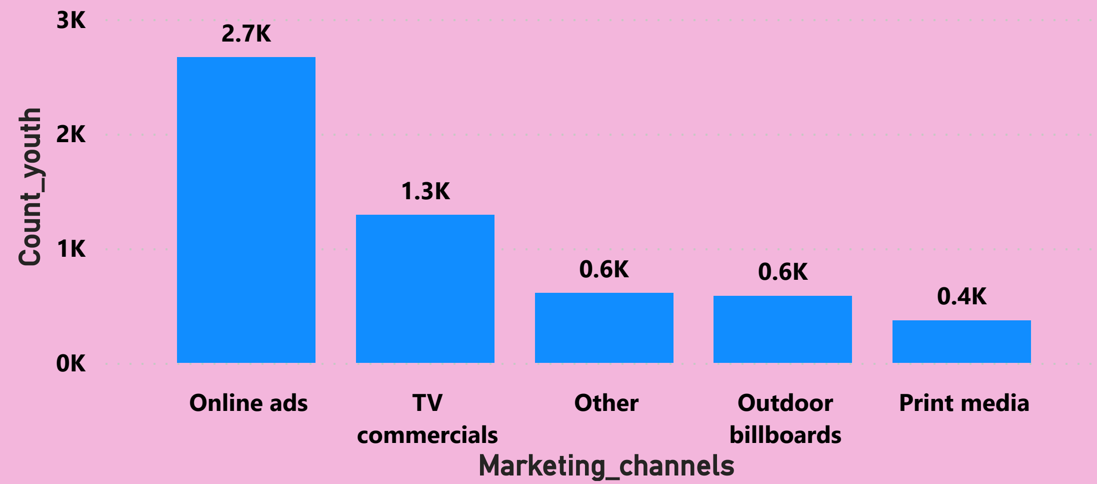
Product development

Key Insights

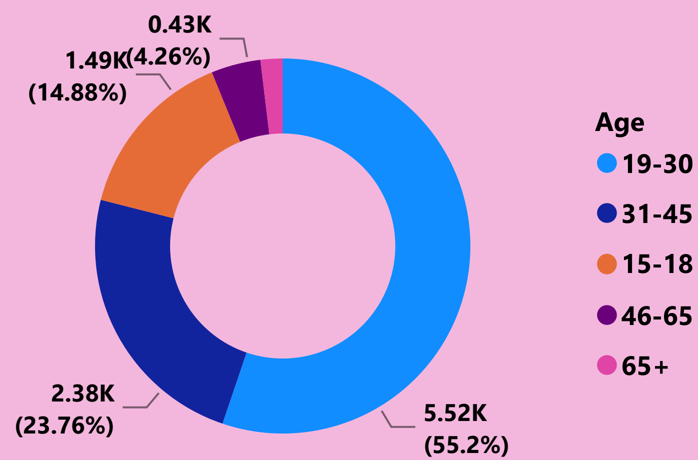
Who prefer energy drink more?



Which type of marketing reaches the most youth(15-30)?



Which age groups prefer energy drinks more?



Demographic Insights

By Reading the charts , we can say that Men prefer more Energy Drinks.

Online ads marketing channels reaches the most to youth and Printed media reaches the less.

Age of 19-30 years prefer more energy drinks.

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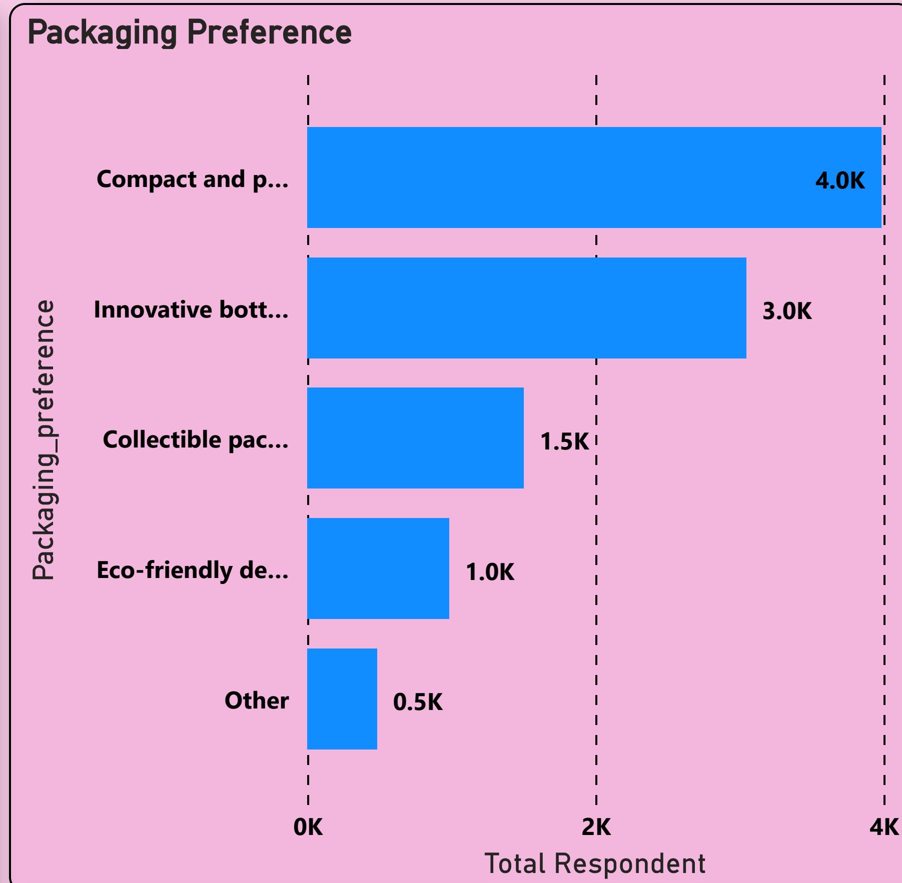

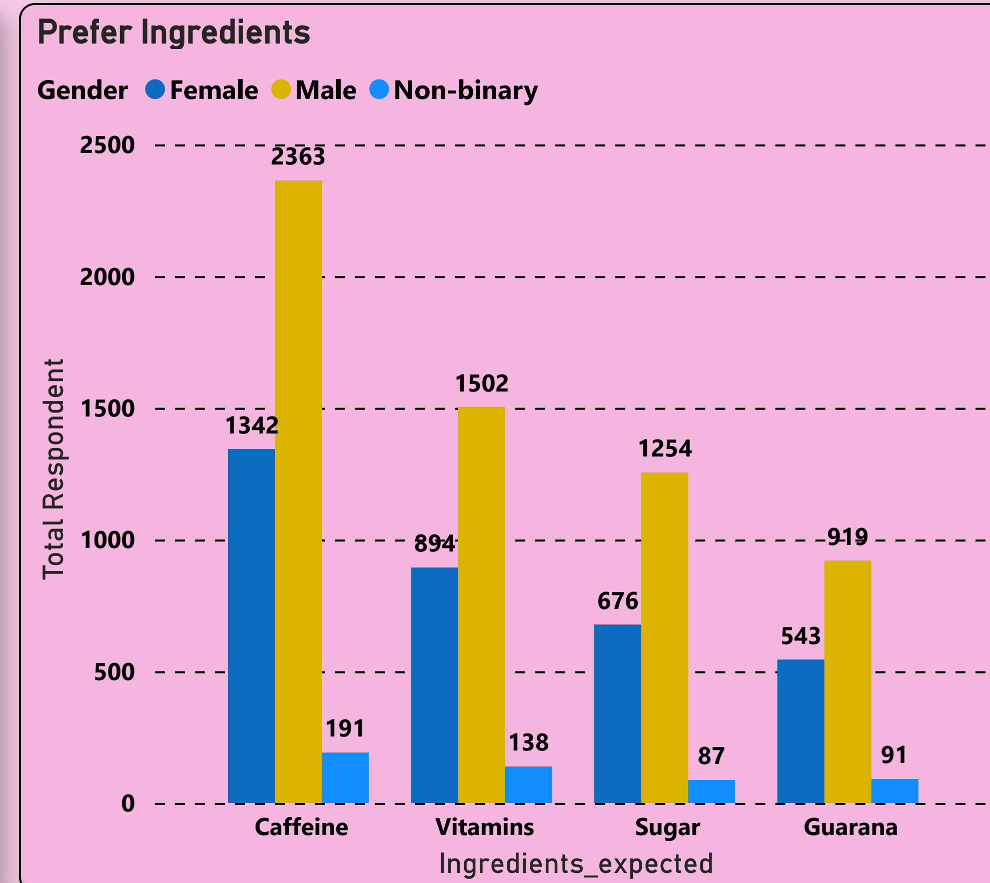

Consumer Preference Insights

Most prefer ingredients is Caffeine followed by Vitamin.

Packaging preference by our respondent is Compact and portable Cans follow by Innovative bottles and

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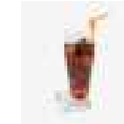

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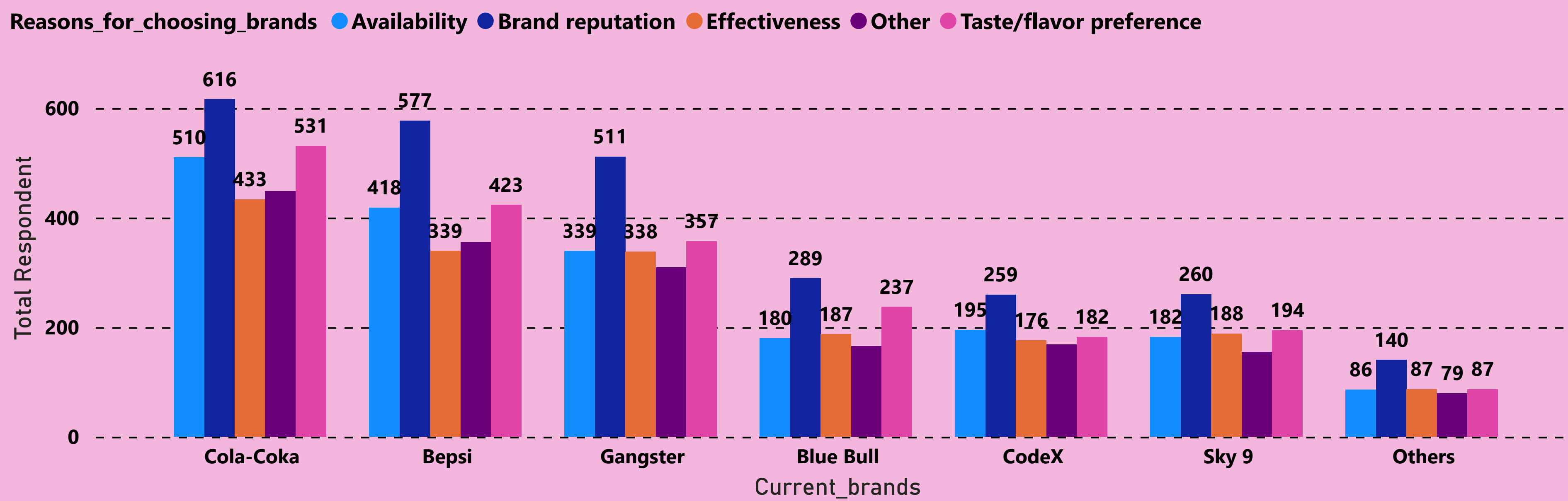
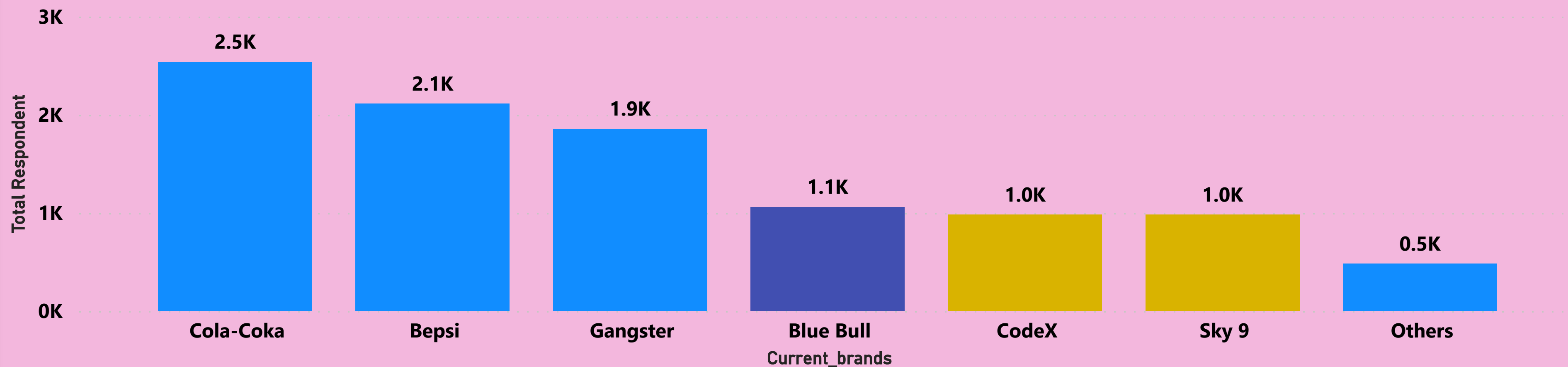
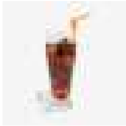
Primary Reasons for Choosing other Brands than ours



Current market leaders



Codex Beverages Company



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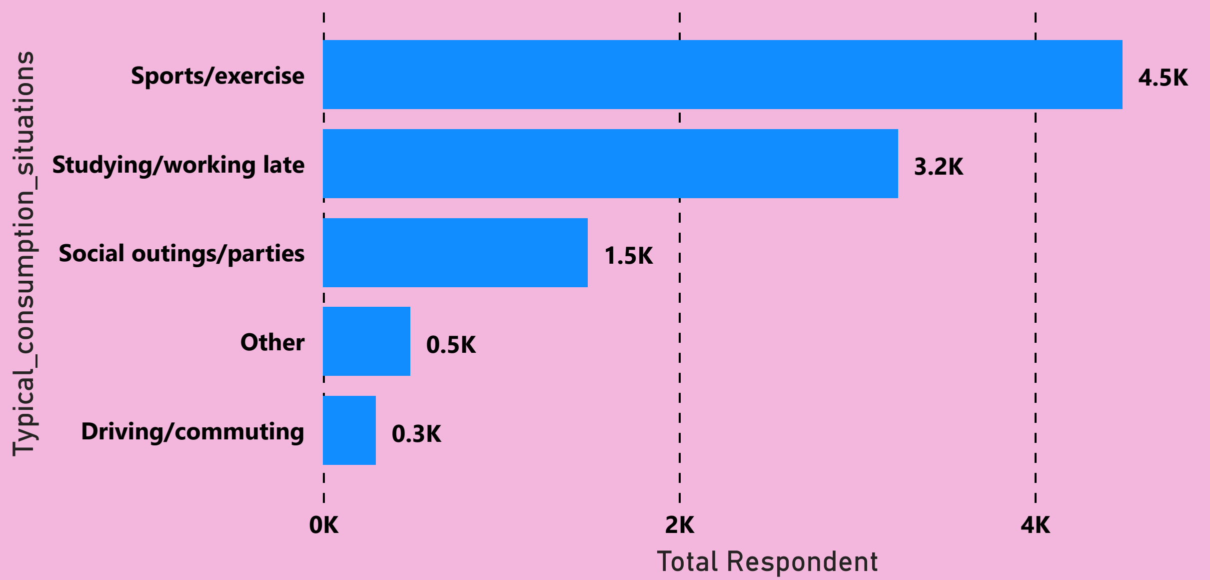
Typical Consumption Situation For Energy Drinks



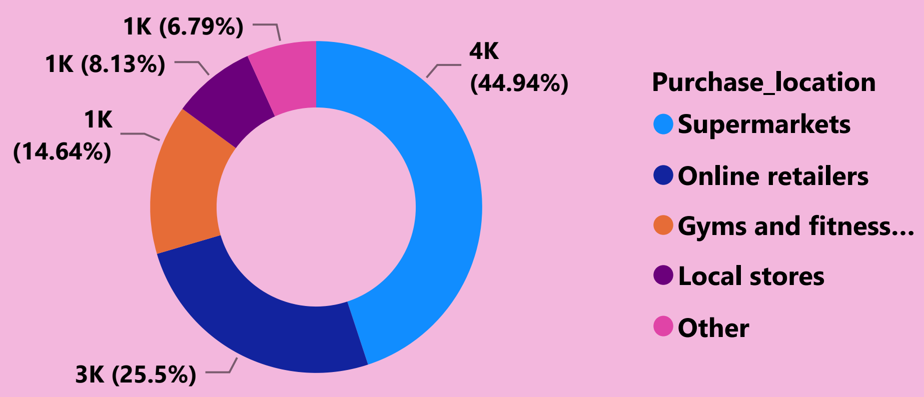
Purchase Behaviour insights

Respondent consume more energy drinks during Sports/Exercise.

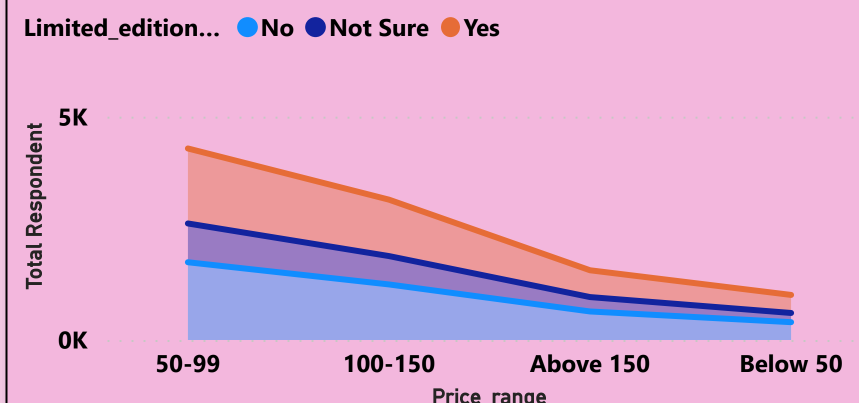
total respondent purchase mainly from supermarkets followed by online retailers.

Prefer Price range by respondent

Total Respondent by Purchase_location



Respondent by Price range and Limited Edition Packaging



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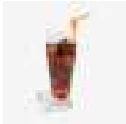

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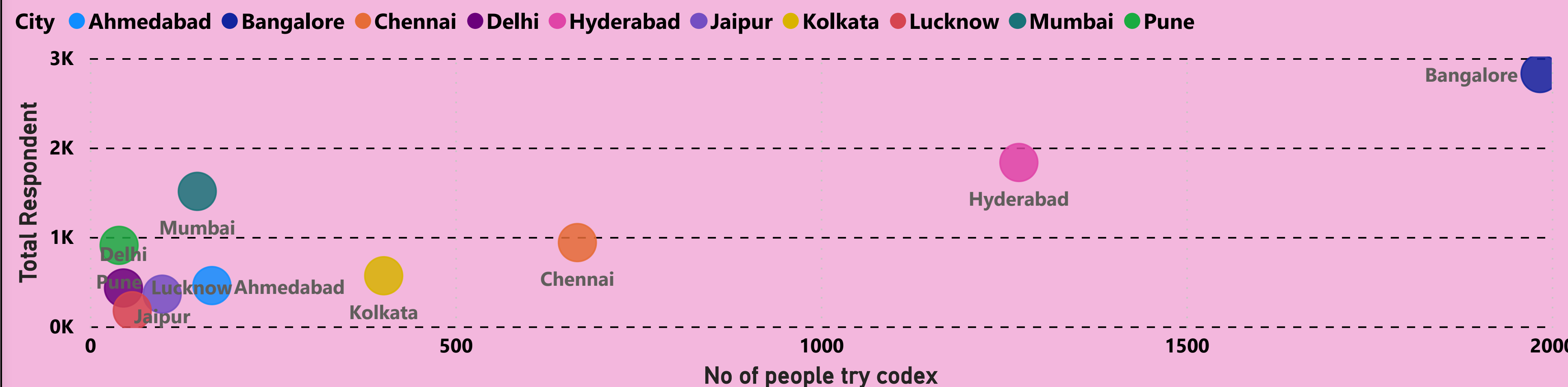
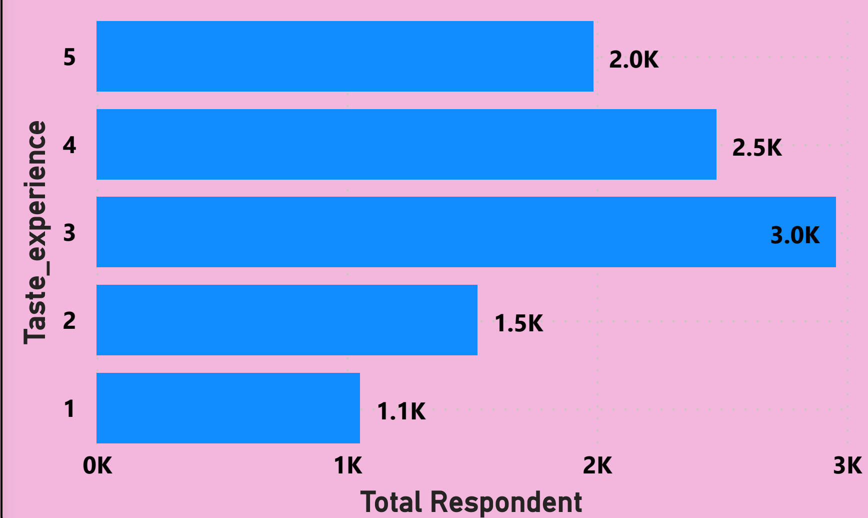
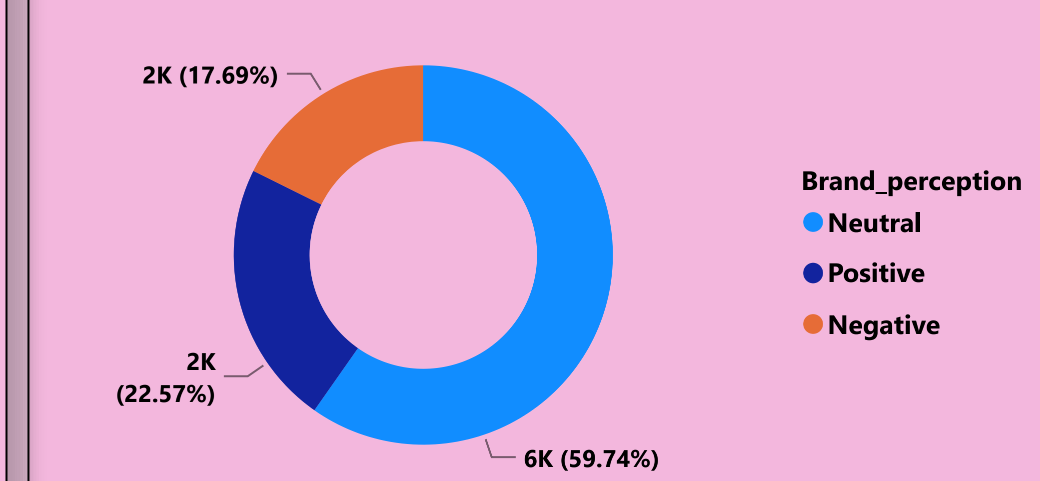
which cities to be need to focus more on?



Total Respondent by Taste Experience



what people think about our brand?



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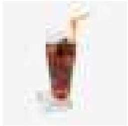

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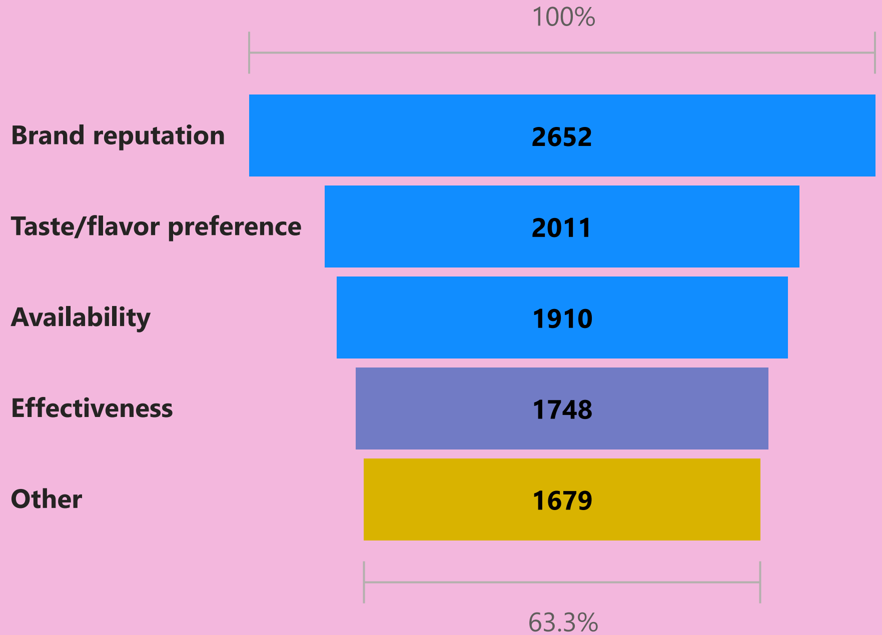
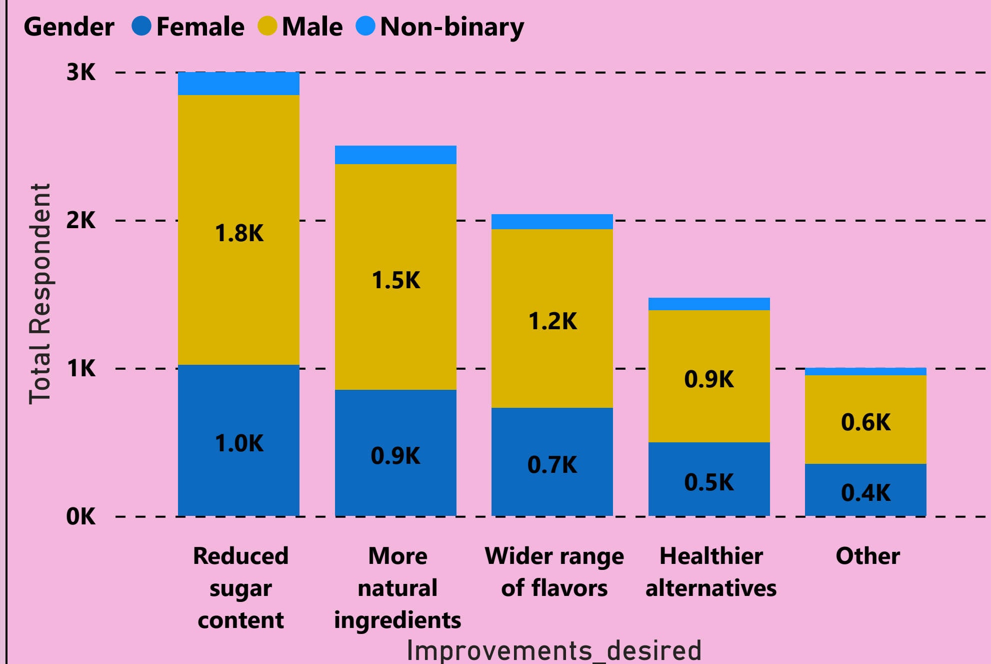
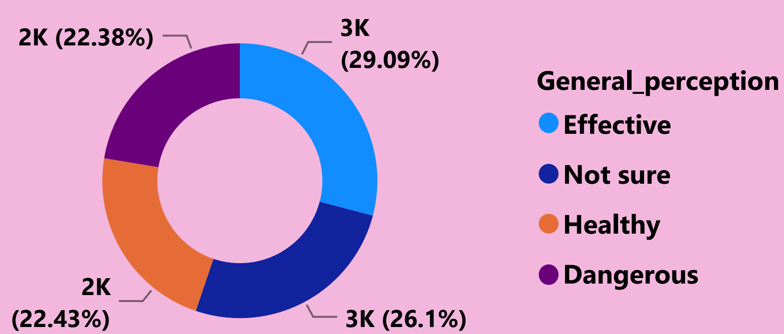
Respondent Reasons For Choosing Brands



improvement desired By Respondent



General Perception for Energy Drinks

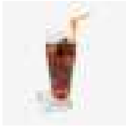


Insights

We have to work more on Brand Reputation By doing marketing and online Ads.

We have to increase more natural Ingredients and reduced the sugar content in our drinks for more effectiveness.

Codex Beverages Company



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15-18	31-45	65+
19-30	46-65	

- Female
- Male
- Non-binary

Ahmedabad	Jaipur
Bangalore	Kolkata
Chennai	Lucknow
Delhi	Mumbai
Hyderabad	Pune

10K
Total Respondent

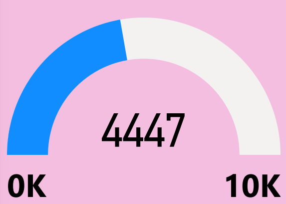
Codex Customer
980

Male Codex Customer
590

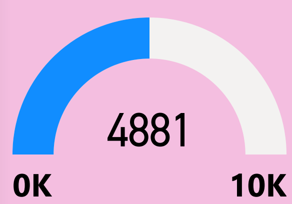
Female Codex Customer
352

Non Binary Codex Customer
38

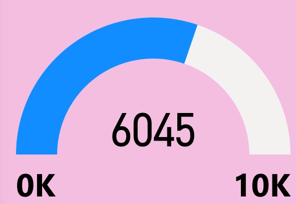
No. Of People Heard Codex Before



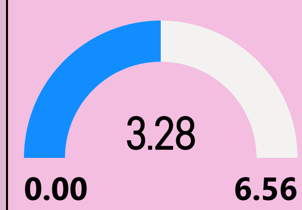
People Try Codex



Health Consious



Average of Taste Experience



Key Insights

1. Preferred Packaging :- **Compact and Portable Cans**
2. Preferred Ingredient :- **caffeine**
3. Preferred Price range :- **50-99**
4. Preferred Purchase Location :- **Supermarkets**
5. Typical Consumption Situation :- **Sports and**