



***PROVIDE INSIGHTS TO THE  
MARKETING TEAM IN FOOD &  
BEVERAGE INDUSTRY***

# Demographic Insights

## Age

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

## Gender

- ☐ Female
- ☐ Male
- ☐ Non-binary

## Tier

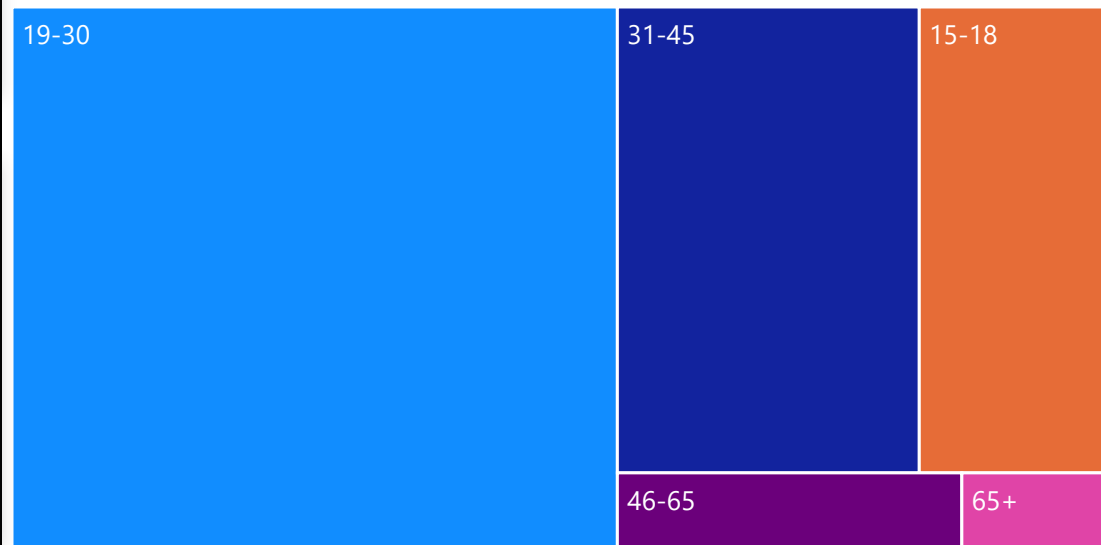
- ☐ Tier 1
- ☐ Tier 2

### Who prefers energy drink more? (male/female/non-binary?)

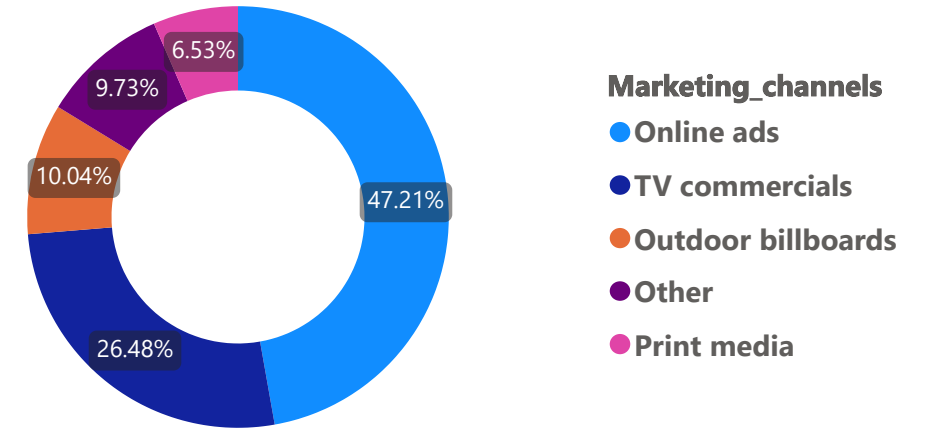


*Our prime target audience should encompass males aged 19 to 30. Their engagement in lifestyle enhancement and tech-driven interests aligns seamlessly with our product's offerings. By tailoring our strategies to resonate with this age group's preferences and aspirations, we can establish a deep and lasting connection, fostering brand loyalty and sustainable growth.*

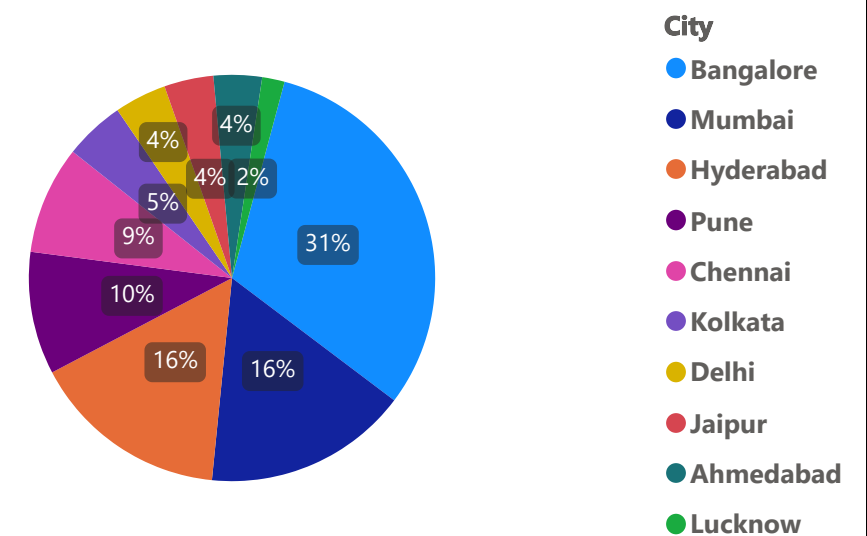
### Which age group prefers energy drinks more?



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



### Which city has the highest energy drink purchases?





# Consumer Preferences

## Age

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

## Gender

- ☐ Female
- ☐ Male
- ☐ Non-binary

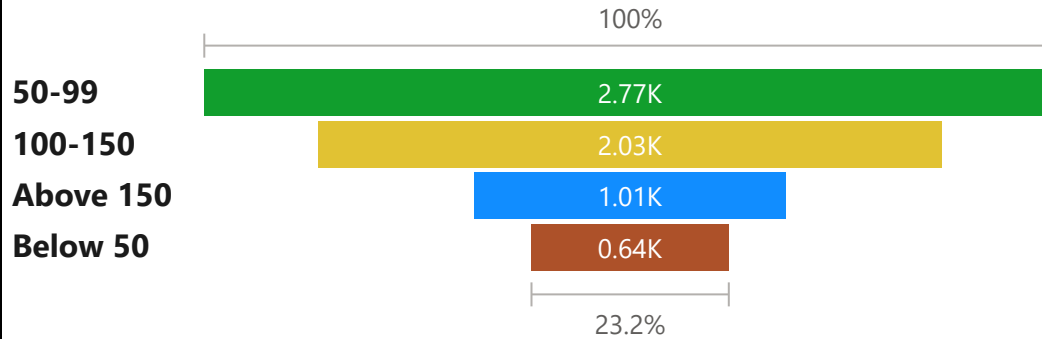
## City

- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad

## Tier

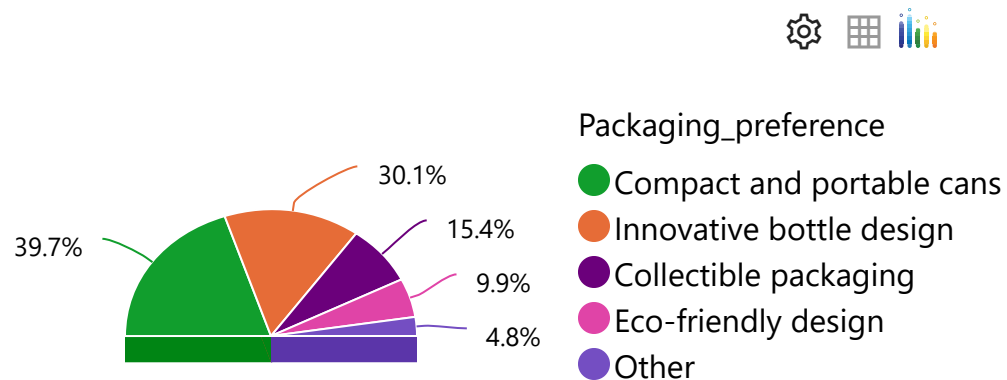
- ☐ Tier 1
- ☐ Tier 2

### What price range do you consider reasonable for an energy drink?

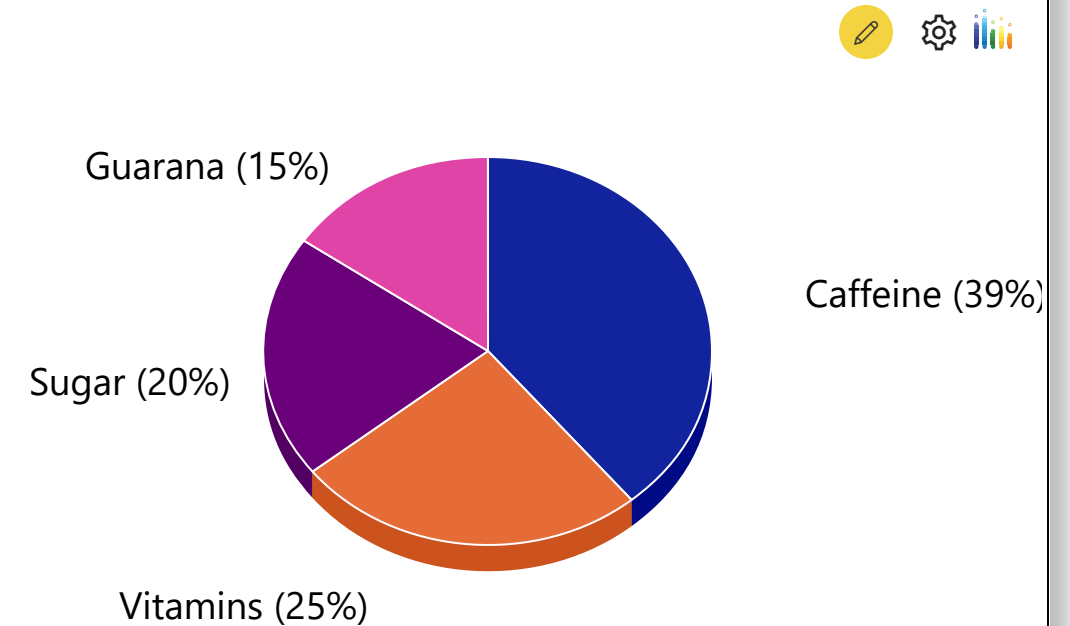


*The sweet spot for our product's ideal price must lie between Rs50 and Rs99. This range will ensure that our offering remains competitive and accessible to a broad spectrum of potential customers. Striking a balance between value and affordability within this bracket will maximize appeal and potential for market penetration. Let's align our pricing strategy with this range to position our product effectively in the market.*

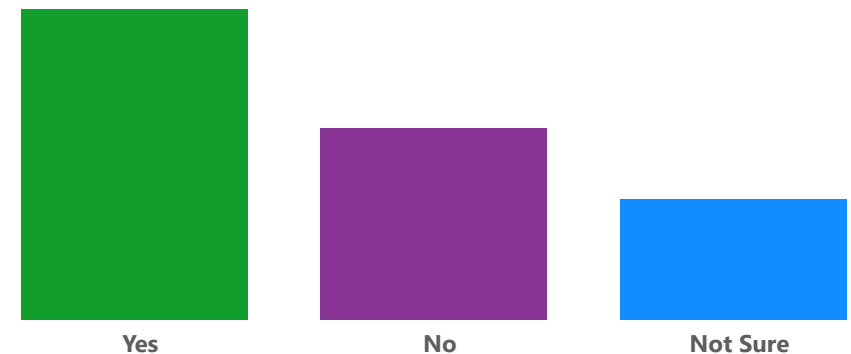
### What packaging preferences do respondents have for energy drinks?



### What are the preferred ingredients of energy drinks among respondents?



### Do the respondents prefer an energy drink with natural or organic ingredients?





# Competition Analysis

## Age

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

## Gender

- ☐ Female
- ☐ Male
- ☐ Non-binary

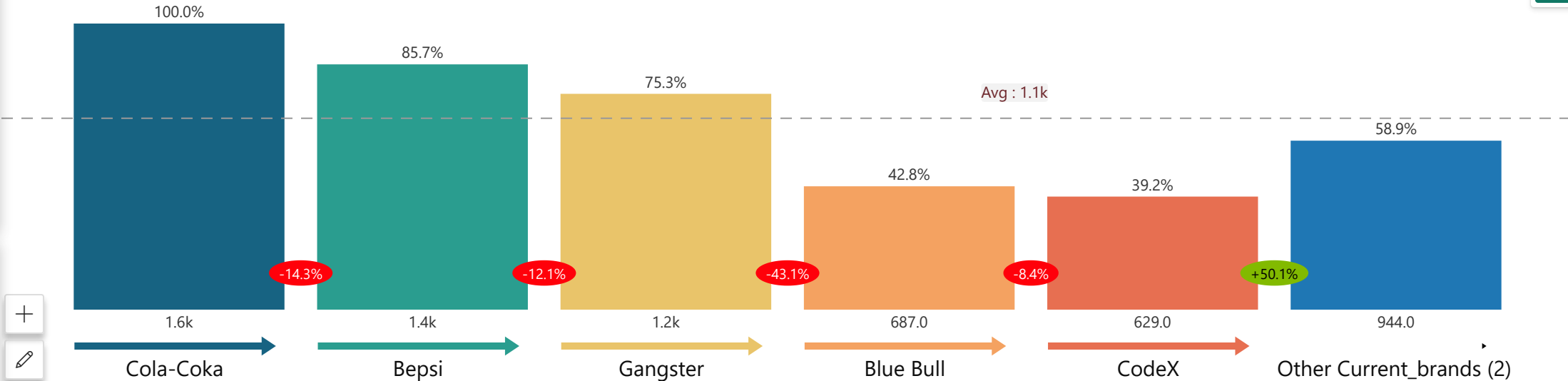
## City

- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ ...

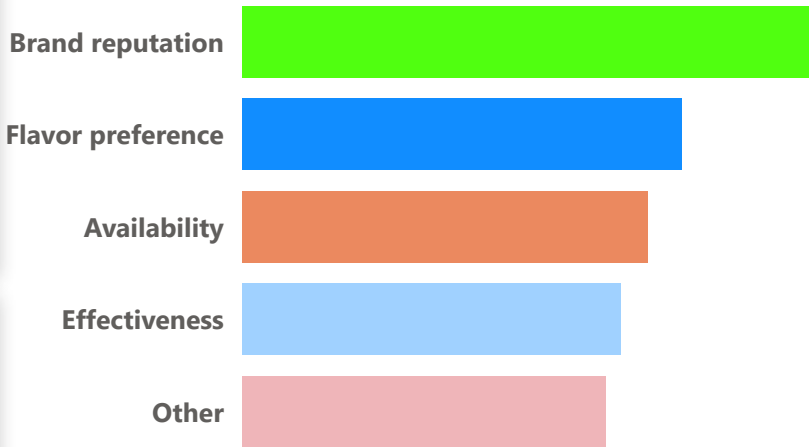
## Tier

- ☐ Tier 1
- ☐ Tier 2

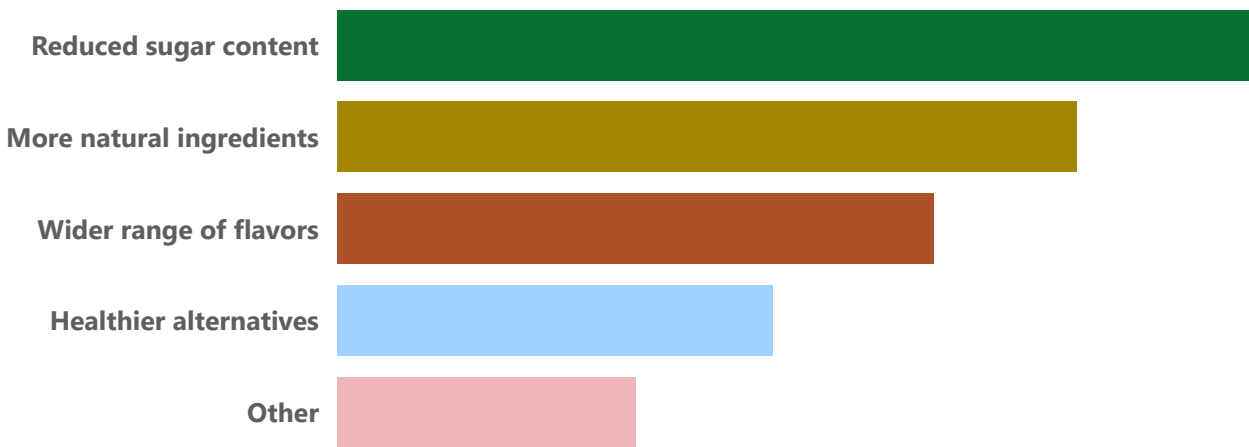
### Who are the current market leaders?



### What are the primary reasons consumers prefer those brands?



### What improvements do consumers like to see in energy drinks currently available in the market?





# Brand Perception and Awareness

## Age

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

## Gender

- ☐ Female
- ☐ Male
- ☐ Non-binary

## City

- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad

## Tier

- ☐ Tier 1
- ☐ Tier 2

### Are the respondents familiar with our brand?

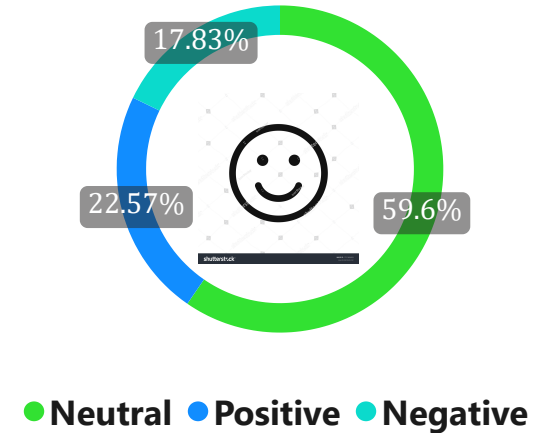
Heard_before Tried_before Total Count		
No	No	27.41%
No	Yes	27.77%
Yes	No	24.65%
Yes	Yes	20.17%

### What is consumers' rating, on a scale of 1 to 5, with 5 being the highest, for the overall experience of our product?



*Directing our attention to product development stands as the cornerstone for boosting our current rating of 3.3. By concentrating on customer-centric innovation, unwavering quality, and adaptive strategies, we can tangibly enhance our brand's perception. Integrating feedback-driven improvements and fostering collaboration across teams will catalyze our journey toward a higher*

### What do you think of the brand name/logo/design?



### What are the reasons that prevent consumers from trying our brand?



*With a vision to transcend local boundaries, our focus on product development gains fresh purpose: expanding availability. Embrace global strategies, optimize online platforms, forge key partnerships, adapt locally, and integrate feedback. Together, we'll bridge gaps, ensuring wider reach and brand impact.*

# Purchase Analysis

## Age

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

## Gender

- ☐ Female
- ☐ Male
- ☐ Non-binary

## City

- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad

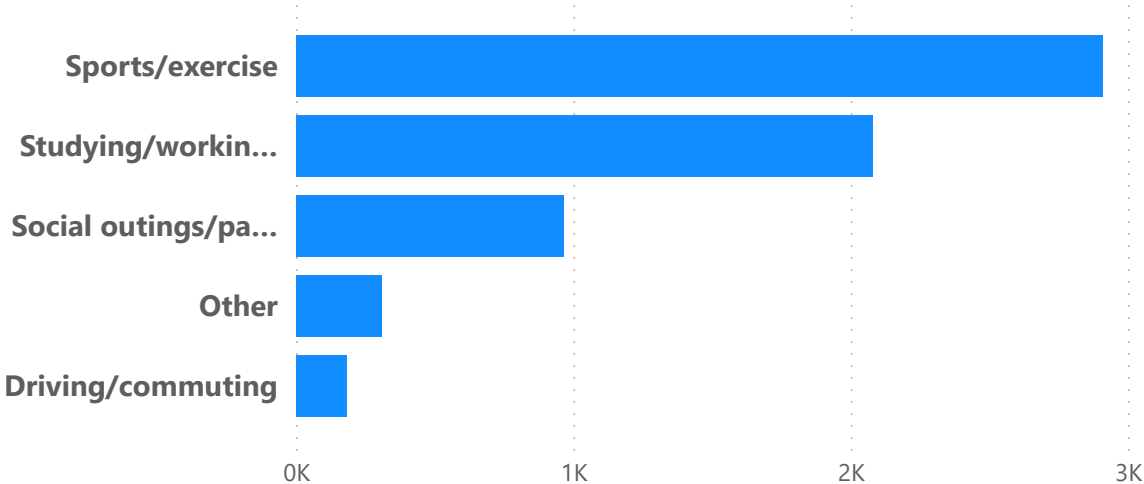
## Tier

- ☐ Tier 1
- ☐ Tier 2

### Where do respondents prefer to purchase energy drinks?



### What are the typical consumption situations for energy drinks among respondents?



### What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

Limited\_edition\_packaging ● No ● Not Sure ● Yes

