Demographics

Tier: Tier 1 | Tier 2

City: All

Gender: All

Age: All

10K	3.28	980
countOfRespond...	AvgRatingOfCodeX	codeX Responders

Current_brands: All

Price_range: All

Respondents by Gender

0.51K Non-binary
3.46K Female
6.04K Male

Gender
- Male
- Female
- Non-binary

Respondents by Gender and Age

Gender: Female, Male, Non-binary

Age	Female	Male	Non-binary
19-30	1.9K	3.3K	0.3K
31-45	0.8K	1.4K	0.1K
15-18	0.5K	0.9K	0.1K
46-65	0.1K	0.0K	0.0K
65+	0.1K	0.0K	0.0K

Respondents by Age

Age	Count
19-30	5.5K
31-45	2.4K
15-18	1.5K
46-65	0.4K
65+	0.2K

Consumption Frequency By Gender

Female, Male, Non-binary

Categories: 2-3 times a week, Rarely, 2-3 times a month, Once a week, Daily
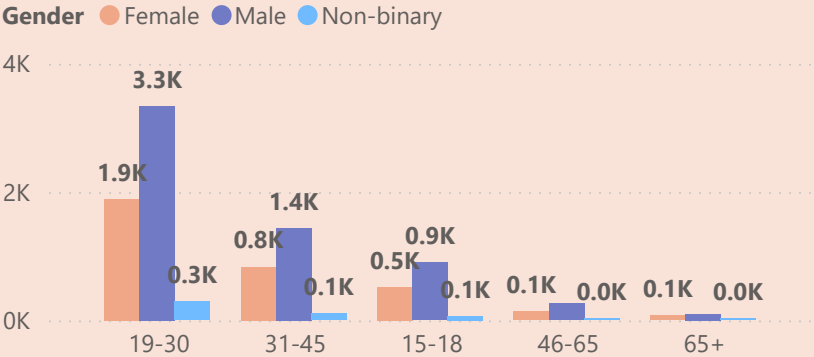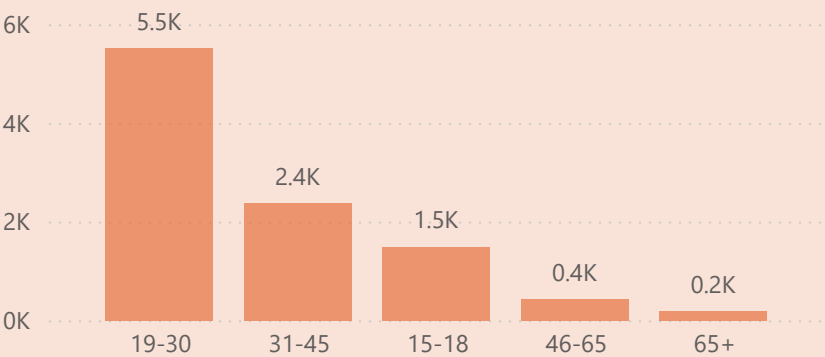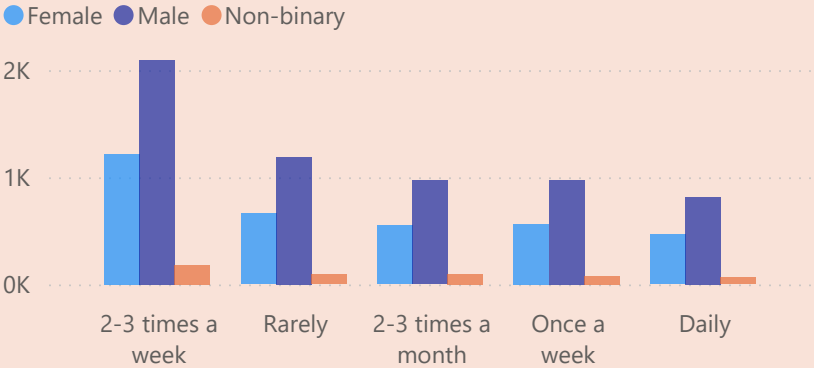
Marketing Channels

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Print media	75	371	310	57	28	841
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
TV commercials	495	1290	737	117	49	2688
Online ads	707	2666	490	109	48	4020
Total	**1488**	**5520**	**2376**	**426**	**190**	**10000**
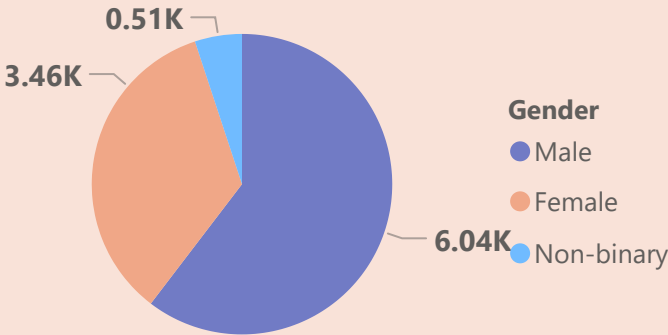
City_wise Respondents

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

Consumer Preferences

Tier: Tier 1 | Tier 2

City: All

Gender: All

Age: All

10K countOfRespond...

3.28 AvgRatingOfCodeX

980 codeX Responders

Current_brands: All

Price_range: All

Price Preferences

Age	100-150	50-99	Above 150	below 50
15-18	348	687	281	172
19-30	1365	2965	655	535
31-45	1257	499	428	192
46-65	137	85	151	53
65+	35	52	46	57
Total	**3142**	**4288**	**1561**	**1009**

Consumption frequency by Gender

Gender: Female · Male · Non-binary

- 2-3 times a week
- Rarely
- 2-3 times a month
- Once a week
- Daily

Packaging Preferences

- Compact and portable c... — 4.0K
- Innovative bottle design — 3.0K
- Collectible packaging — 1.5K
- Eco-frien... design — 1.0K
- Other — 0.5K
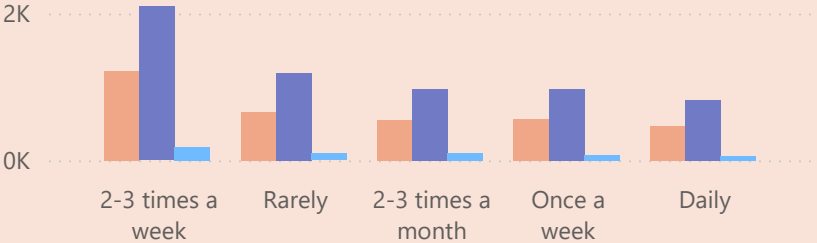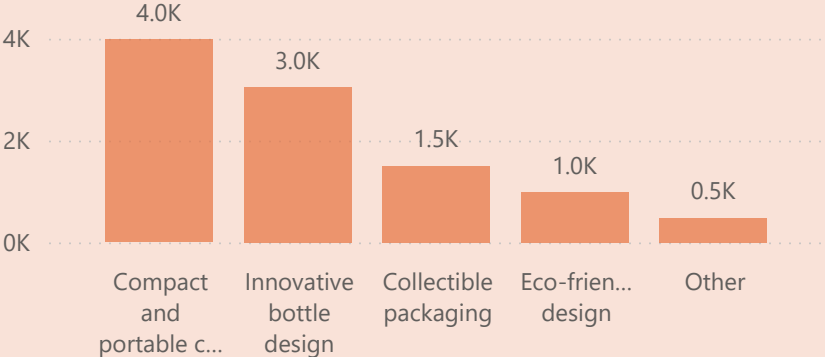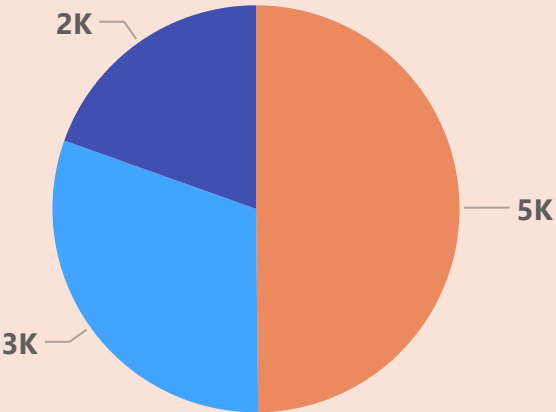
Interest In Natural Or Organic Products

Interest_in_...: Yes · No · Not Sure

- 5K
- 3K
- 2K

Reasons For Consumption

- Increa... energy and fo... — 3.6K
- To combat fatigue — 2.4K
- To enhan... sports... — 1.6K
- To boost perfor... — 1.5K
- Other — 0.9K

Ingredients Expected

- Caffeine — 3.90K
- Vitamins — 2.53K
- Sugar — 2.02K
- Guarana — 1.55K

Consume Time

- To stay awake during ... — 3.4K
- Before exercise — 3.1K
- For mental alertness — 2.0K
- Throug... the day — 1.4K

Competition Analysis

10K	3.28	980
countOfRespond...	AvgRatingOfCodeX	codeX Responders

Reasons for Choosing Brands

Brands	Availability	BrandName	Effectiveness	Taste	Other
Bepsi	19.8%	27.3%	16.1%	20.0%	16.8%
Blue Bull	17.0%	27.3%	17.7%	22.4%	15.6%
CodeX	19.9%	26.4%	18.0%	18.6%	17.1%
Cola-Coka	20.1%	24.3%	17.1%	20.9%	17.7%
Gangster	18.3%	27.6%	18.2%	19.3%	16.7%
Others	18.0%	29.2%	18.2%	18.2%	16.5%
Sky 9	18.6%	26.6%	19.2%	19.8%	15.8%
Total	**19.1%**	**26.5%**	**17.5%**	**20.1%**	**16.8%**

Avg Taste Experience Per Brand

Others 3.3, Cola-Coka 3.3, Blue Bull 3.3, Sky 9 3.3, Bepsi 3.3, CodeX 3.3, Gangster 3.2

Brands In Market

Cola-Coka 2.5K, Bepsi 2.1K, Gangster 1.9K, Blue Bull 1.1K, CodeX 1.0K, Sky 9 1.0K, Others 0.5K
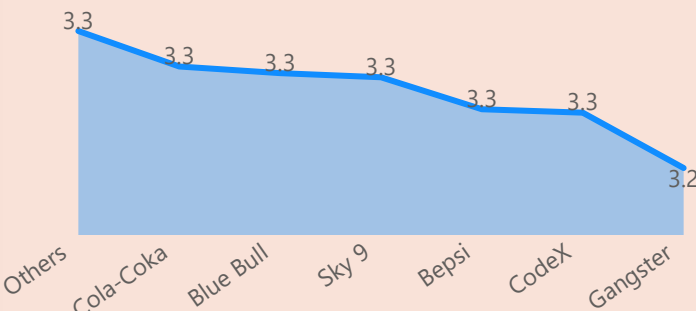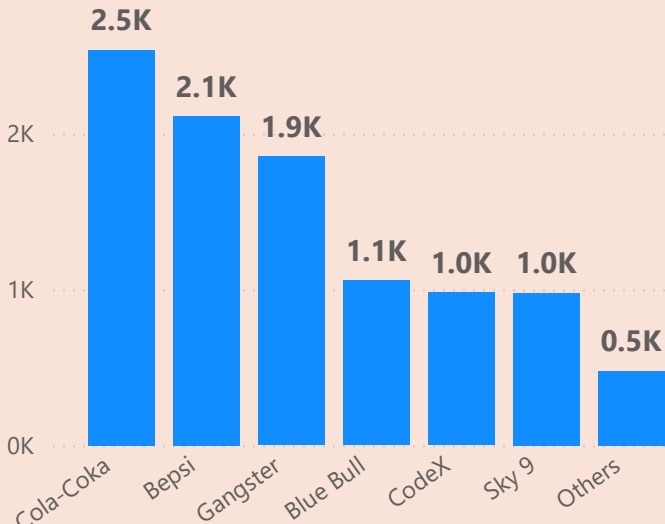
Health Concerns For Different Brands

● No ● Yes

Yes: Cola-Coka 15%, Bepsi 13%, Gangster 11%, Blue Bull 6%, CodeX 6%, Sky 9 6%

No: Cola-Coka 10%, Bepsi 8%, Gangster 7%, Blue Bull 5%, CodeX 4%, Sky 9 4%
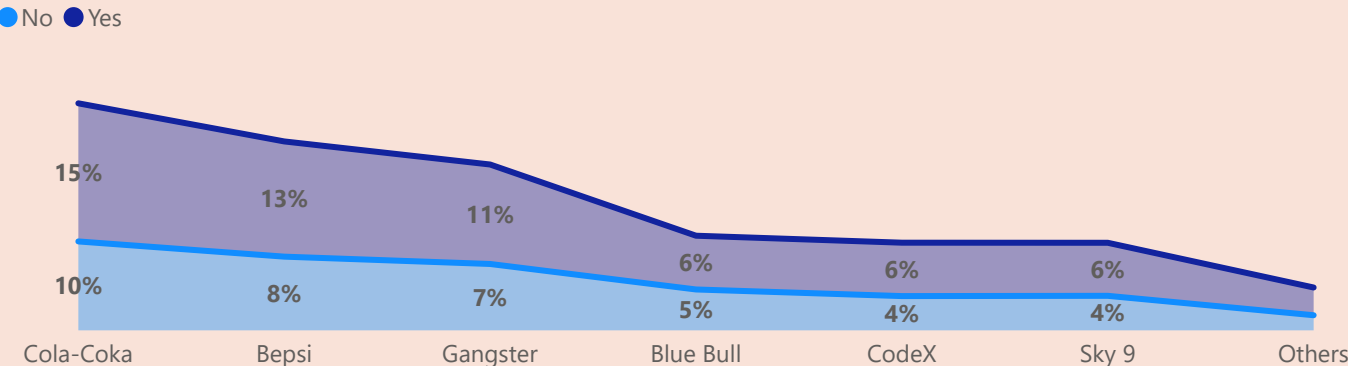
Consumption Frequency Per Brand

Current_brands	2-3_times_per_month	2-3_times_per_week	Daily	Once_a_week	Rarely
Bepsi	15.4%	35.2%	12.9%	17.0%	19.5%
Blue Bull	16.9%	35.4%	13.9%	15.6%	18.1%
CodeX	15.0%	36.8%	12.6%	14.8%	20.8%
Cola-Coka	17.1%	33.8%	12.7%	16.7%	19.7%
Gangster	16.6%	34.8%	14.6%	15.7%	18.3%
Others	13.2%	36.3%	15.2%	15.0%	20.3%
Sky 9	15.9%	34.0%	14.0%	15.8%	20.2%
Total	**16.1%**	**34.9%**	**13.5%**	**16.1%**	**19.4%**

Purchasing Behavior

10K countOfRespond...

3.28 AvgRatingOfCodeX

980 codeX Responders

Reason For Choosing Brands

Reasons	Female	Male	Non-binary
Availability	340	1489	81
Brand reputation	740	1781	131
Effectiveness	719	912	117
Other	806	807	66
Taste/flavor preference	850	1049	112
Total	**3455**	**6038**	**507**

Consumption Situations

consumption_situations	15-18	19-30	31-45	46-65	65+
Driving/commuting	33	168	70	20	6
Other	73	285	107	20	6
Social outings/parties	204	809	383	54	37
Sports/exercise	680	2471	1065	190	88
Studying/working late	498	1787	751	142	53
Total	**1488**	**5520**	**2376**	**426**	**190**

Reasons Preventing Trying

Reasons_preventing_trying	15-18	19-30	31-45	46-65	65+
Health concerns	336	1236	547	97	42
Not available locally	345	1340	590	106	50
Not interested in energy drinks	305	1254	509	83	42
Other	206	695	288	57	22
Unfamiliar with the brand	296	995	442	83	34
Total	**1488**	**5520**	**2376**	**426**	**190**

Price Preferences

Price_range: ● 50-99 ● 100-150 ● Above 150 ● Below 50

- 4K (43%)
- 3K (31%)
- 2K (16%)
- 1K (10%)

Improvements Desired

Category	Value
Reduced sugar content	3.0K
More natural ingredi...	2.5K
Wider range of flavors	2.0K
Healthi... alterna...	1.5K
Other	1.0K

Limited_edition_packaging_preference

Limite...: ● No ● Yes ● Not Sure

- 4K (40%) No
- 4K (39%) Yes
- 2K (20%) Not Sure

Ingredients Expected

Source	Percent
Supermarkets	44.94%
Online retail...	25.50%
Gyms and fi...	14.64%
Local stores	8.13%
Other	6.79%
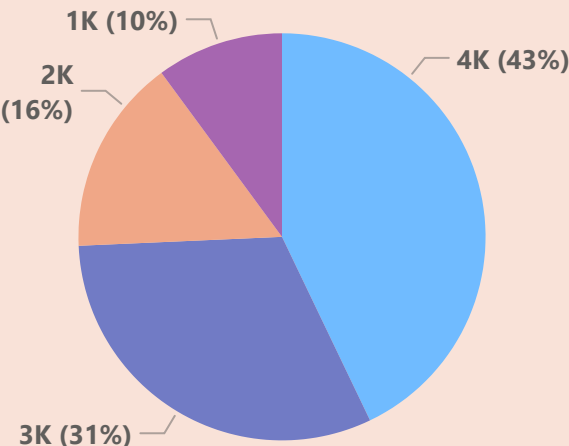
CodeX Performance

Tier: Tier 1 | Tier 2
City: All
Gender: All
Age: All

980 countOfRespond...	**3.27** AvgRatingOfCodeX	**980** codeX Responders

Current_brands: All
Price_range: All

Reason For Choosing CodeX

Reasons	Responders	percentage
Availability	195	19.90%
Brand reputation	259	26.43%
Effectiveness	176	17.96%
Other	168	17.14%
Taste/flavor preference	182	18.57%
Total	**980**	**100.00%**

Resons For Choosing CodeX

● Availability ● BrandReputation ● Effectiveness ● TasteFlavorPreference
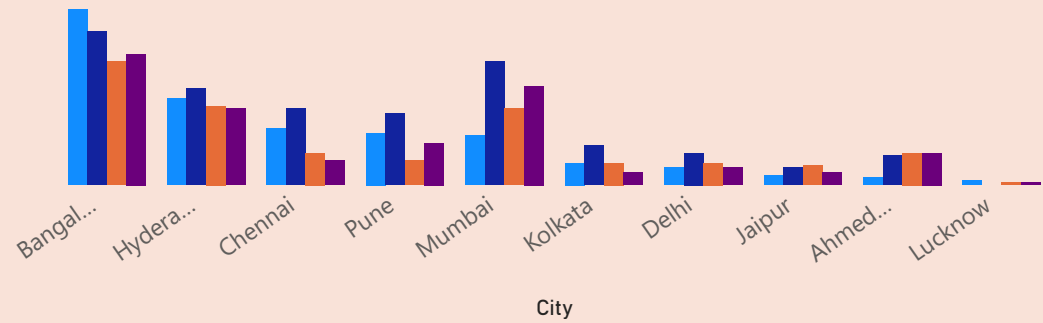
Reasons Preventing Trying

City	Positive	Neutral	Negative
Ahmedabad	16%	42%	42%
Bangalore	22%	64%	14%
Chennai	22%	64%	14%
Delhi	30%	50%	20%
Hyderabad	22%	62%	16%
Jaipur	36%	46%	18%
Kolkata	15%	73%	13%
Lucknow	20%	40%	40%
Mumbai	27%	58%	15%
Pune	17%	55%	27%
Total	**22%**	**60%**	**18%**

Price Preferences

Price_range ● 50-99 ● 100-150 ● Above 150 ● Below 50

42%
32%
16%
10%

Improvements Desired

Reduced sugar content 2.98%
More natural ingredi... 2.34%
Wider range of flavors 2.08%
Healthi... alterna... 1.43%
Other 0.97%

Limited_edition_packaging_preference

Limite... ● Yes ● No ● Not Sure

415 (42%)
195 (20%)
370 (38%)
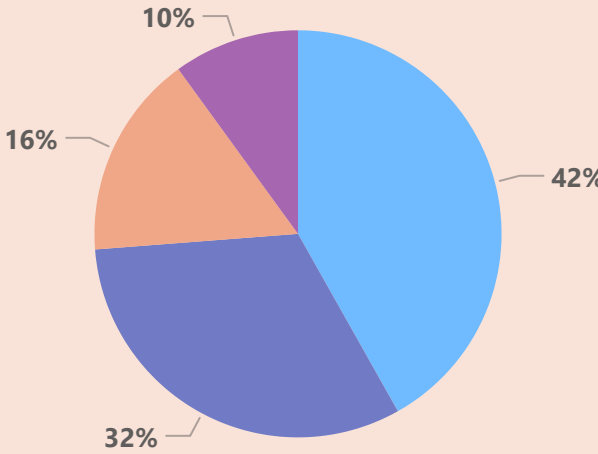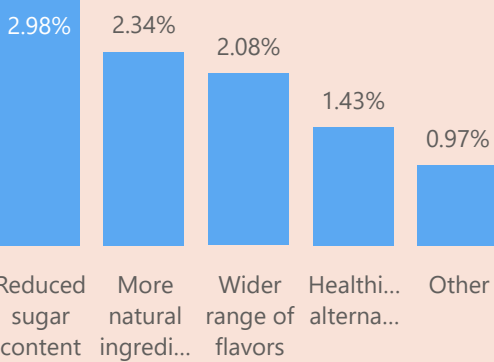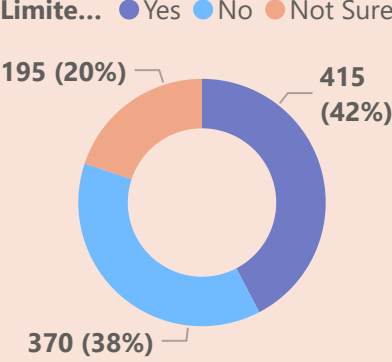
Health Concerns

Health... ● Yes ● No

383 (39%)
597 (61%)