CodeX Survey Analysis

Food & Beverage Industry

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Data Challenge

Introduction

Codex, is a German beverage company, has set its sights on making a remarkable impact in India’s food and beverages industry. Recently they introduced their energy drink in 10 major cities across the country. Over the past few months, they conducted an extensive survey, capturing the valuable insights and preferences of 10,000 respondents.

This presentation aims to provide an in-depth analysis of the survey findings, which will be guiding the Marketing team's strategies for enhancing brand awareness,, and refining our product development.

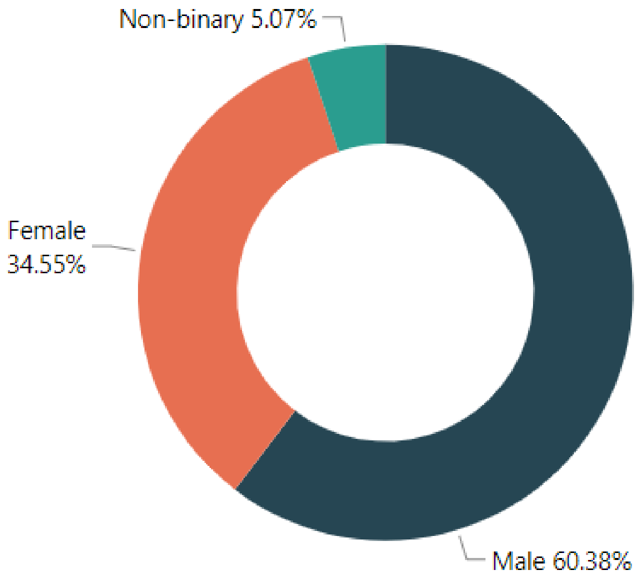
Let's explore the preferences, habits, and perceptions of the Indian consumers towards energy drinks, to uncover opportunities for growth and success.

Demographic Insights

Gender Preferences

Among the 10k respondents,

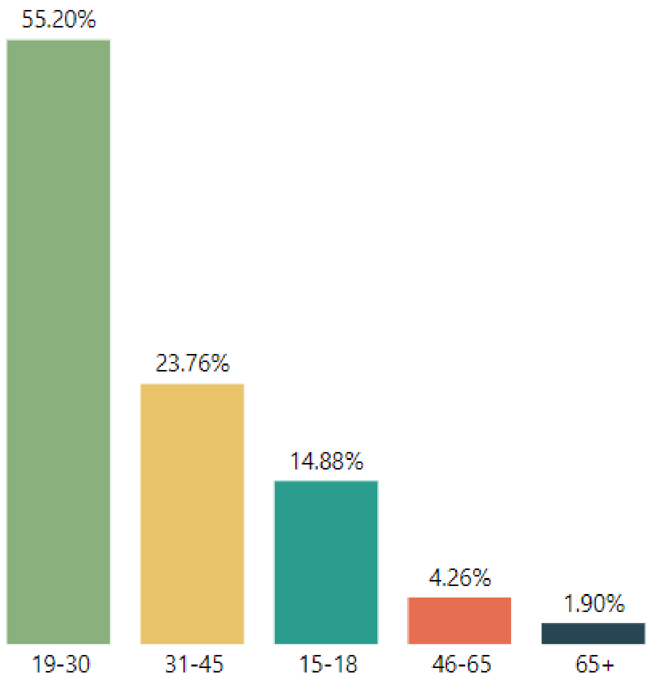
- **Male consumers have the highest preference** for energy drinks, accounting **60.38% of the total**.
- Female consumers follow with around 34.55%, and non-binary individuals make up about 5.07%.



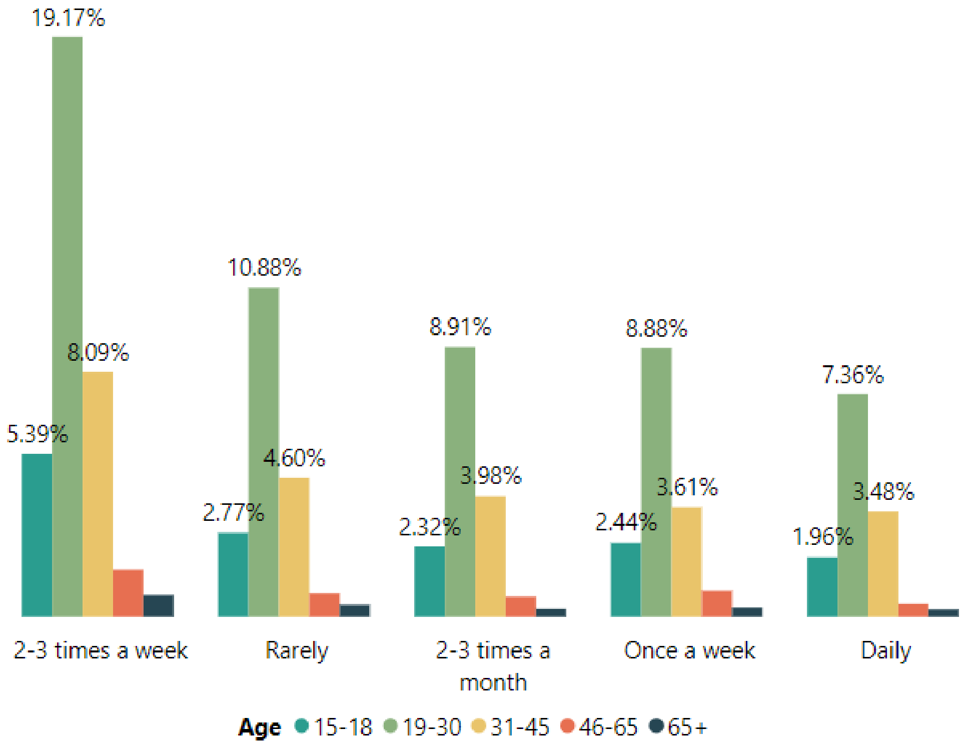
Demographic Insights

Age Group Preferences

- The **age group 19-30** has the **highest preference for energy drinks**, constituting **55.20%** of the total respondents.
- The 31-45 age group follows with 23.76%, suggesting a significant market opportunity among middle-aged adults.



Consumer Preference



How often they prefer?

- Respondents **aged 19-30, "2-3 times a week" is the most preferred consumption** frequency for energy drinks, with **19.17%** of respondents indicating this preference.
- Surprisingly, **the 15-18 age group** also **exhibits a similar preference for "2-3 times a week,"** accounting for 5.39% of respondents.

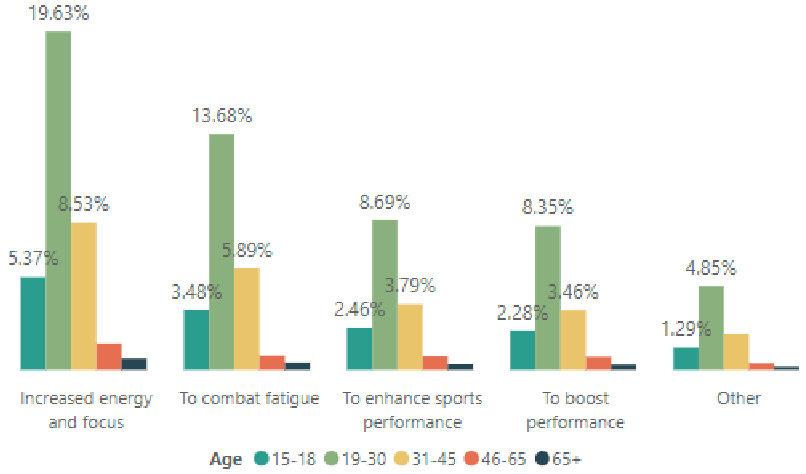
The data highlights a notable preference for consuming energy drinks **"2-3 times a week" among both the 19-30 and 15-18 age groups, making them a crucial target**.

Consumer Preference

Reason for Preference

- The **primary reasons** for preferring energy drinks among the **young adults (19-30)** is **increased energy and focus**, followed by **combating fatigue**.

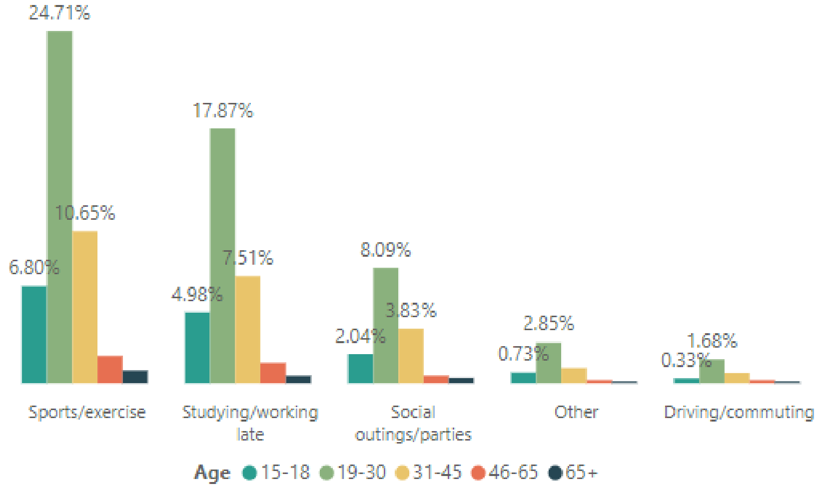
Indicating a motivation for alertness and productivity.



Typical Reason for Preference

- The **most common typical reasons** for consuming energy drinks among young adults (19-30) are **sports/exercise and studying/working late.**

This insight aligns with the earlier findings on their preference for **increased energy and focus & combating fatigue** .

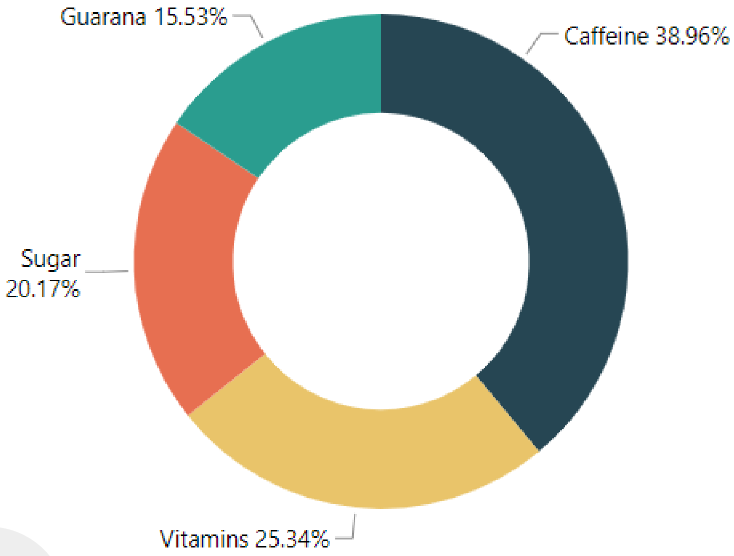


Consumer Preference

Ingredients Preference

The survey data shows that,

- **Caffeine and Vitamins** are the **most expected ingredients** in energy drinks, with **38.96% and 25.34%** of respondents expressing a preference for them.



60% **Concerned about Health**

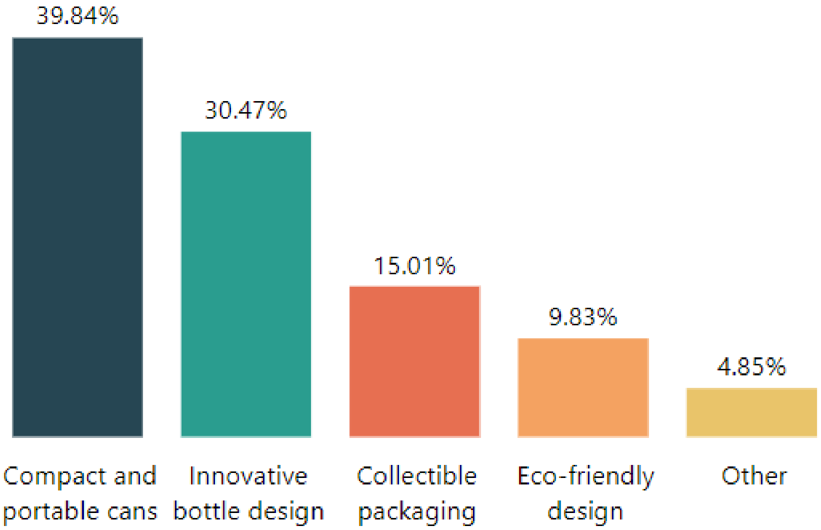
50% **Prefer Natural/Organic**

Consumer Preference

Packaging Preference

- The **majority of respondents**, accounting for **39.84%, prefer** energy drinks with **compact and portable cans,** indicating preference for **convenience and easy consumption.**
- **Innovative bottle design** is also highly preferred, with **30.47%** of respondents expressing a liking for **visually appealing and unique packaging.**

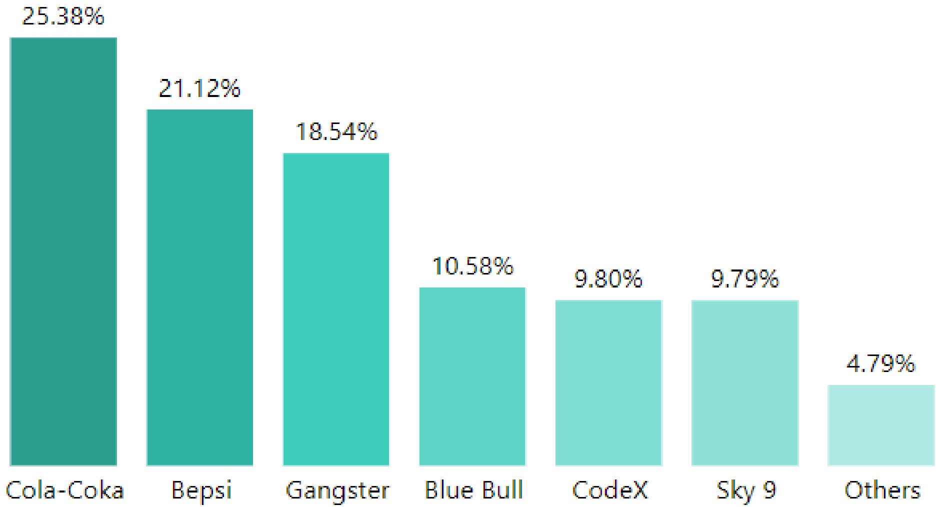
These insights suggests the importance of packaging in attracting consumers, with a **significant focus on portability, innovation, collectibility, and eco-friendliness.**



Competition Analysis

Current Market Leaders

- **Cola-Coka & Bepsi** are the **most preferred energy drink brands,** with **25.38% and 21.12%** of respondents currently **consuming it.**
- **Blue Bull and CodeX** have similar preferences, with **10.58% and 9.80%** of respondents respectively, **indicating a competitive market for these brands.**

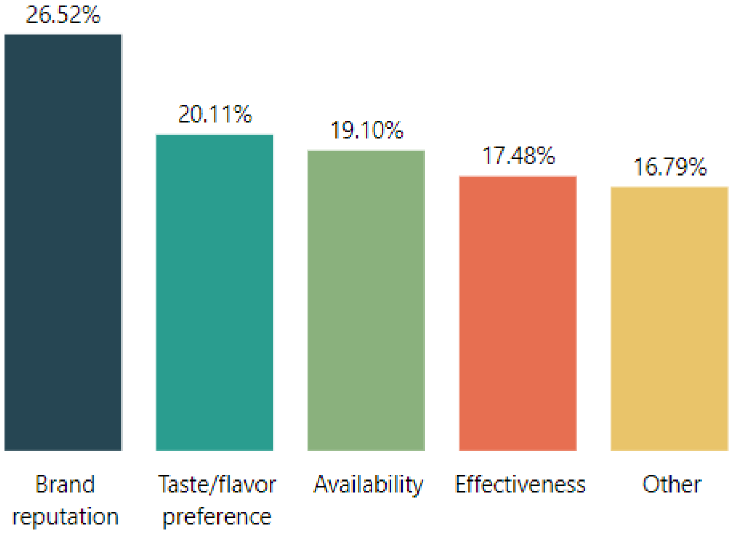


Competition Analysis

Reasons for preferring other brands

Based on the analysis of data,

- **Brand reputation** is the **most influential factor, with 26.52% of respondents** considering it as the **primary reason for choosing a brand.**
- **Taste/flavor preference and availability** also plays a significant role, influencing the respondents.

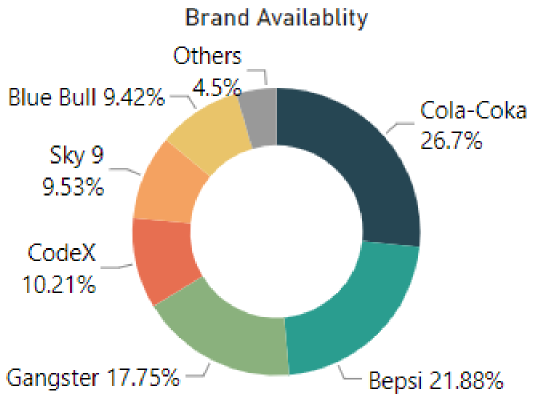


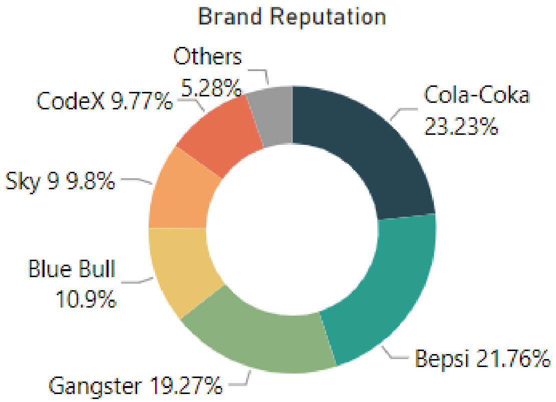
Competition Analysis

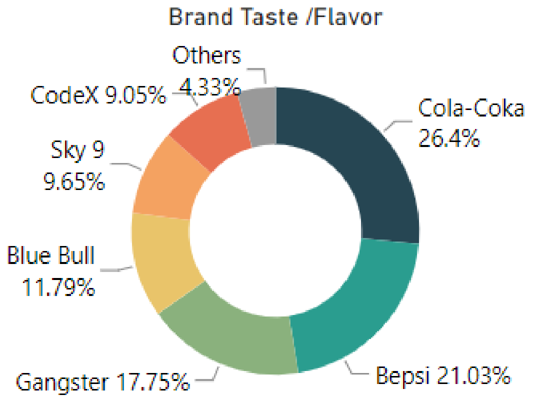
Based on the analysis of data,

- CodeX appears to have lower preference scores in key factors compared to other brands

CodeX may need to focus on improving its brand reputation, product availability, and taste/flavor offerings to **compete more effectively** with other **popular brands** in the energy drink market.



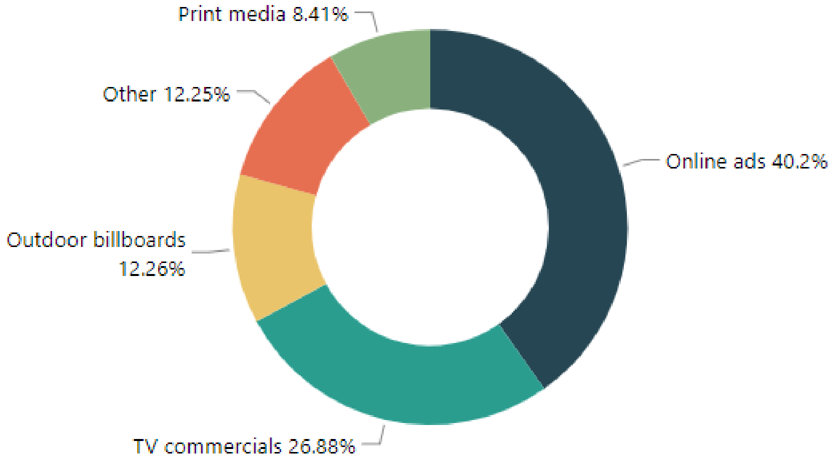




Marketing Analysis

Marketing Channels

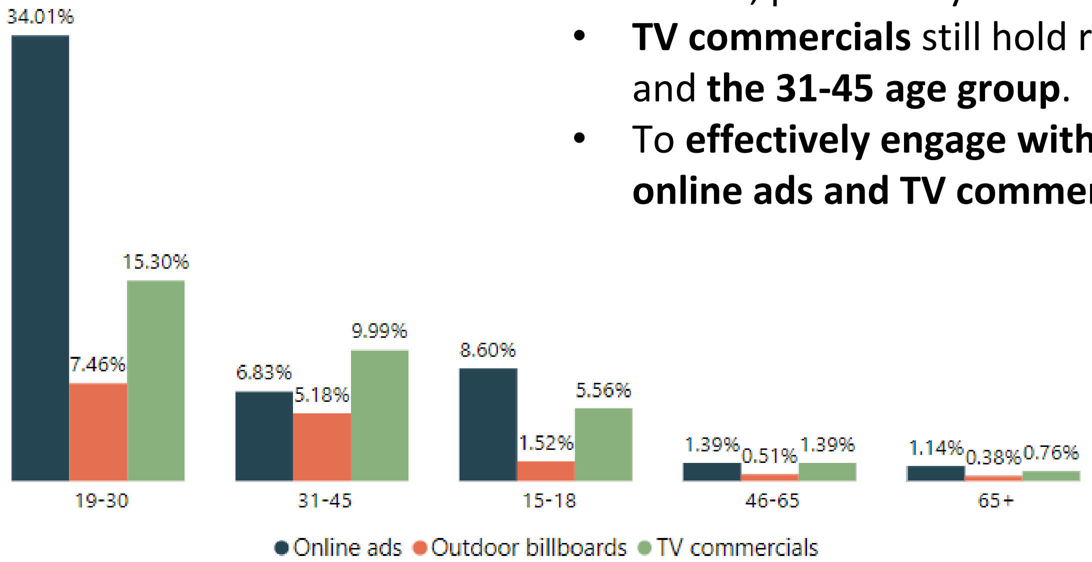
- **Online ads** is the **most effective marketing channel, reaching 40.20%** of the respondents. This digital platform allows for targeted and personalized advertising, making it a powerful tool to **engage with a broad audience.**
- **TV commercials were the second most impactful marketing channel, with a reach of 26.88%.** TV commercials continue to be a reliable means to reach a wide range of consumers, **especially those who watch television regularly.**
- **Outdoor billboards accounted for 12.26%** of the respondent reach.



Marketing Analysis

Marketing Channels

- **Online ads remain the most effective** marketing channel overall, particularly for the 19-30 age group.
- **TV commercials** still hold relevance for both young adults and **the 31-45 age group**.
- To **effectively engage with teenagers, a combin**ation of **online ads and TV commercials** should be considered.



Brand Analysis

3.28
Overall Rating

47%
Heard and Tried Drink

50%
19-30 Age Group Consumers

59%
Neutral Brand Perception

Brand Awareness

- Approximately **47% of the respondents** have **heard and tried the drink energy** .

Taste and Experience

- Respondents who have tried the energy drink **rated their taste, flavor, and overall experience** with an average rating of **3.28.**
- This suggests that there is room for improvement in the taste and overall experience of the product to further enhance customer satisfaction.

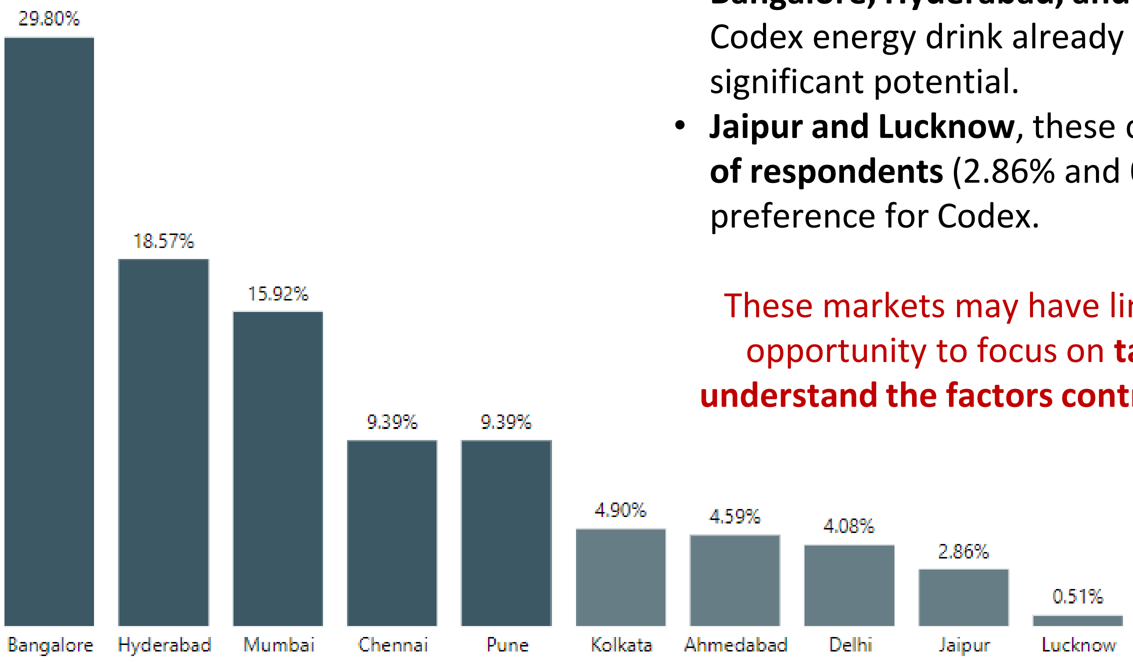
Target Audience

- **The majority of consumers** who are aware of and have tried our brand belong to the **age group of 19-30.** This indicates that CodeX energy drink is **more popular among young adults.**

Brand Perception

- Around **59% of consumers** responded with a **neutral perception** of our brand, **24% with a positive perception**, and **17% with a negative perception.**

Brand Analysis



The analysis suggests that

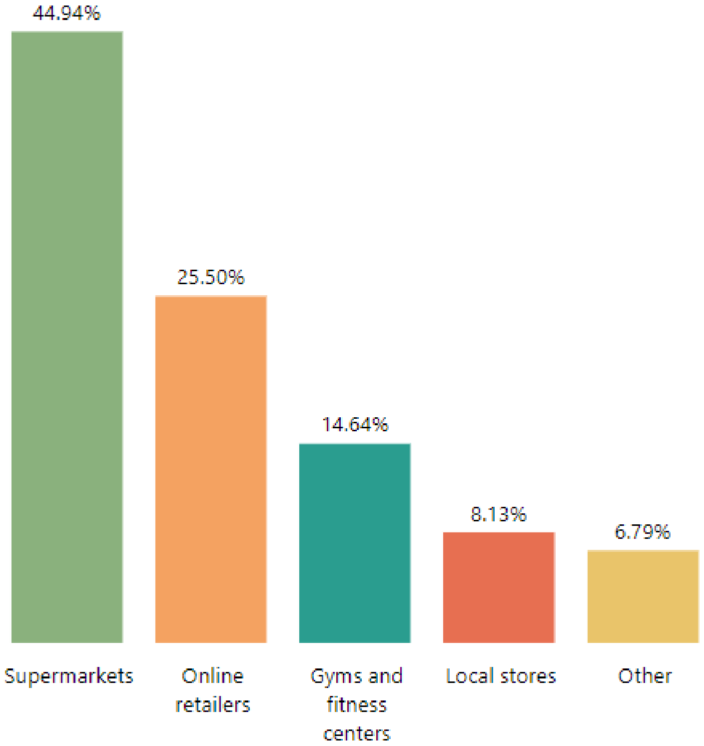
- **Bangalore, Hyderabad, and Mumbai** are the key cities where Codex energy drink already has **a strong presence** or shows significant potential.
- **Jaipur and Lucknow**, these cities have the **lowest percentage of respondents** (2.86% and 0.51%, respectively) showing a preference for Codex.

These markets may have limited initial interest, there is an opportunity to focus on **targeted marketing efforts and understand the factors contributing to the lower preference**.

Purchase Behaviour

Purchase Location

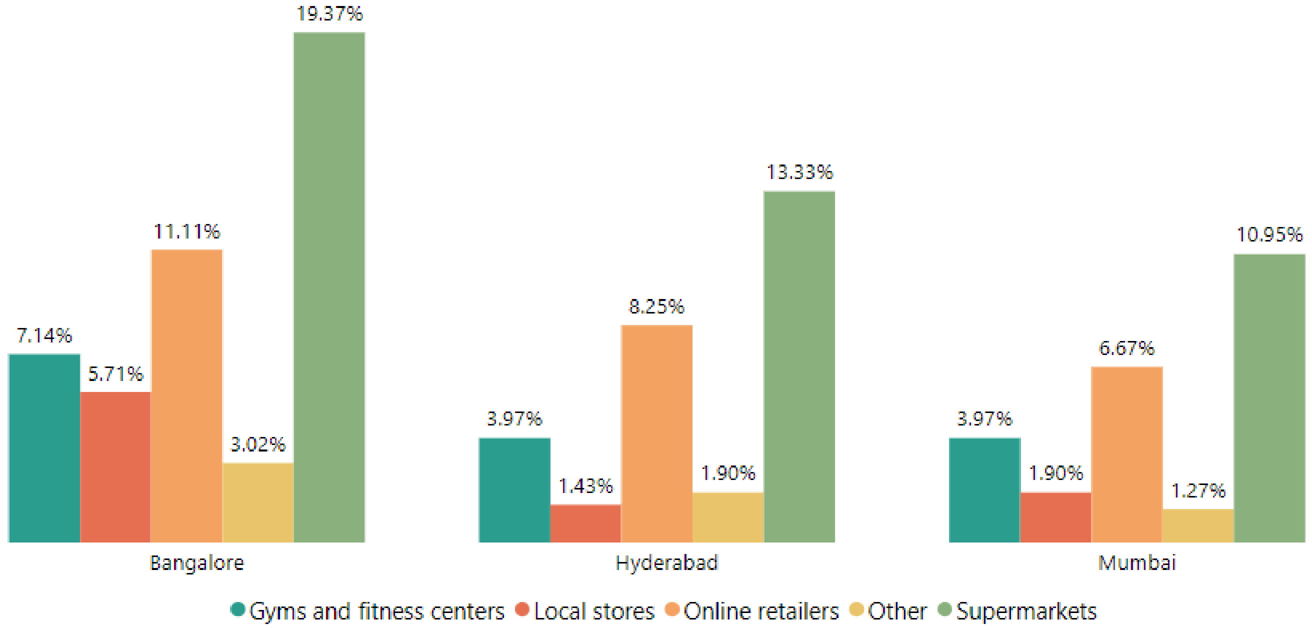
- **Supermarkets** are the most preferred location for purchasing energy drinks, **with 44.94% of respondents choosing this option.**
- **Online retailers** are also a popular choice, accounting for 25.50% of respondents.
- **Gyms and fitness centers are another significant channel** for energy drink purchases, with **14.64% of respondents.**



Purchase Behaviour

Purchase Location

- Among the **top three cities (Bangalore, Hyderabad, and Mumbai), supermarkets emerge** as the **most favored place** to **purchase energy drinks,** with 19.37% of respondents from Bangalore, 13.33% from Hyderabad, and 10.95% from Mumbai
- **Online retailers are also a popular choice** for purchasing energy drinks, with 11.11% of respondents from Bangalore, 8.25% from Hyderabad, and 6.67% from Mumbai

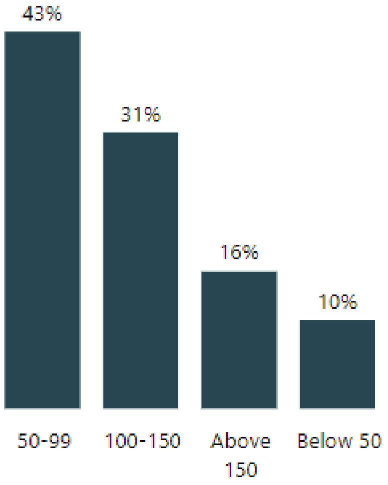


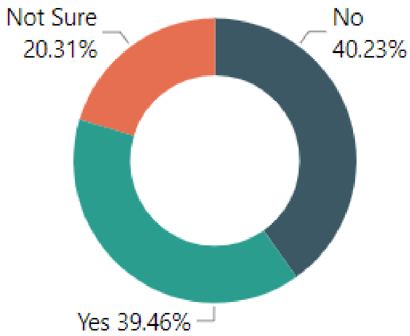
Purchase Behaviour

Factors Influence Purchase Decisions

Price Range

- **The majority of respondents (43%)** prefer energy drinks within the price range of **50-99** indicating a **mid-range price** is the most popular among consumers.
- A portion of **respondents (31%)** also show a preference for energy drinks priced between **100-150,** demonstrating that a considerable market exists for higher-priced energy drinks.

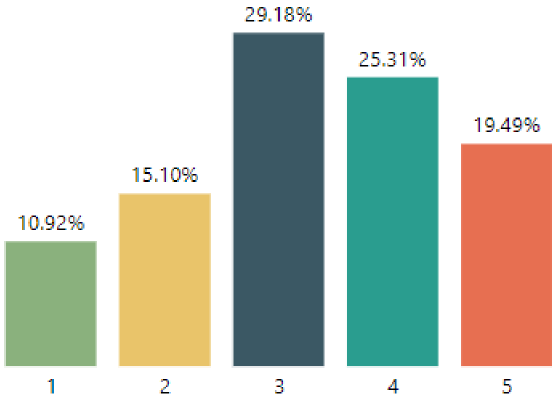




Limited Edition Packaging

- Approximately 39% of respondents have expressed an interest in limited edition packaging.

Product Development



Based on Brand Perception

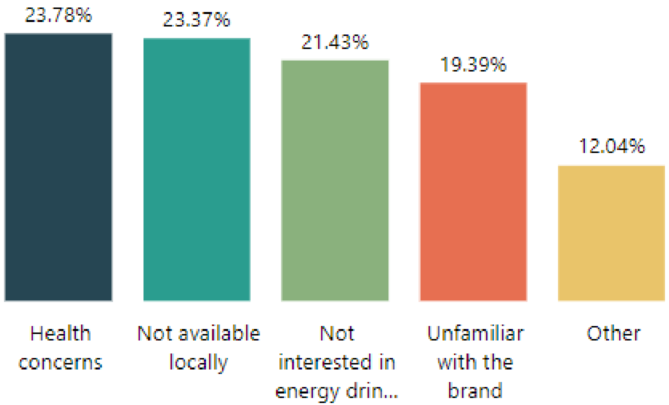
- Around **59% of consumers** responded with a **neutral perception** of the brand, **24% with a positive perception**, and **17% with a negative perception.**

Based on Taste/Flavor Rating

- Respondents who have tried the energy drink **rated their taste, flavor, and overall experience** with an average rating of **3.28.**

Based on Reason Preventing from Trying

- **23.37% of respondents** mentioned the **lack of availability locally** prevents them from trying the product. Addressing distribution and availability issues can help reach a wider audience and increase product accessibility.
- **21.43% of consumers** who expressed **disinterest in energy drinks**, strategic marketing campaigns can be employed to educate and create awareness about the unique benefits of Codex's energy drink. Highlighting its ingredients, health benefits, can generate interest and attract potential customers.



Recommendations

Product Improvements:

- Identify areas for taste and flavor enhancement. Incorporate natural or organic ingredients to meet the preference of health-conscious consumers.
- Consider adding essential vitamins and caffeine to the energy drink, as these are the most preferred ingredients by consumers.

Pricing Strategy:

- Set the price within the range preferred by a majority of respondents, which is between 50 to 99.
- Offer promotional deals for product to encourage and attract new customers.

Recommendations

Marketing Campaigns and Brand Ambassador :

- Most of the consumers shows strong preference for energy drinks due to their desire for increased energy and improved focus, along with combatting fatigue. So conduct marketing campaigns emphasizing these benefits, especially during sports and study sessions.
- Collaborating with fitness influencers and athletes on social media can also attract the consumers.
- Identify a well-known sports or fitness personality as a brand ambassador.

Target Audience:

- Focus on the 19-30 age group, as they represent the largest consumer segment with the highest preference for energy drinks.
- And target individuals, students, and young professionals who engage in sports, physical activities, and mental tasks like studying or working late.