



MARKETING ANALYSIS

Provide Insights to Marketing Team
Food & Beverage Industry

Presented By
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Introduction

Codex, a German beverage company, recently launched its energy drink in 10 major Indian cities and is planning further expansion. Before proceeding, the Marketing team aims to boost brand awareness, increase market share, and enhance product development. To support these goals, they conducted a survey that received 10,000 responses.

This presentation provides an in-depth analysis of the survey findings, guiding the Marketing team's strategies for brand enhancement and product refinement.

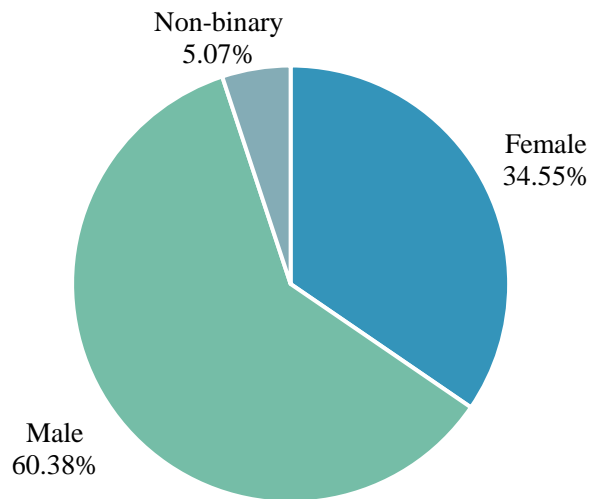
Let's explore the preferences, habits, and perceptions of Indian consumers toward energy drinks to uncover opportunities for growth and success.

Demographics Insights

Gender Preferences

Among the 10k respondents,

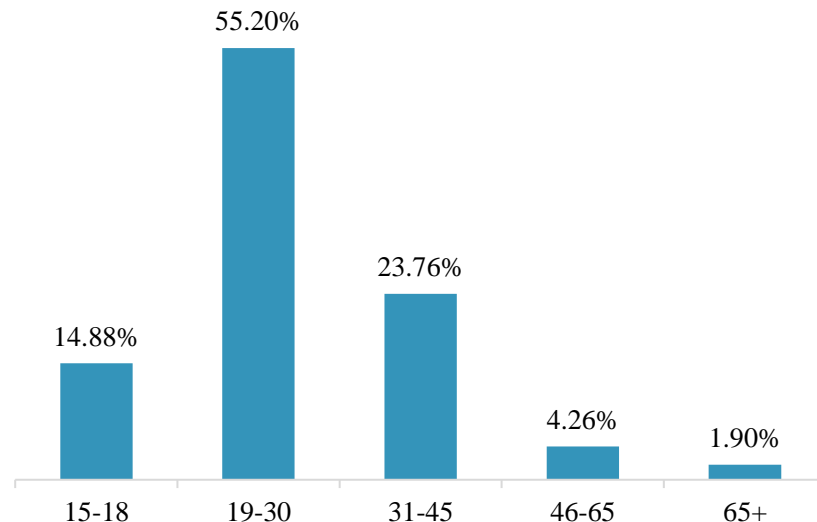
- **Male consumers have the highest preference for energy drinks, accounting 60.38% of the total.**
- Female consumers follow with around 34.55%, and non-binary individuals make up about 5.07%.



Demographics 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.

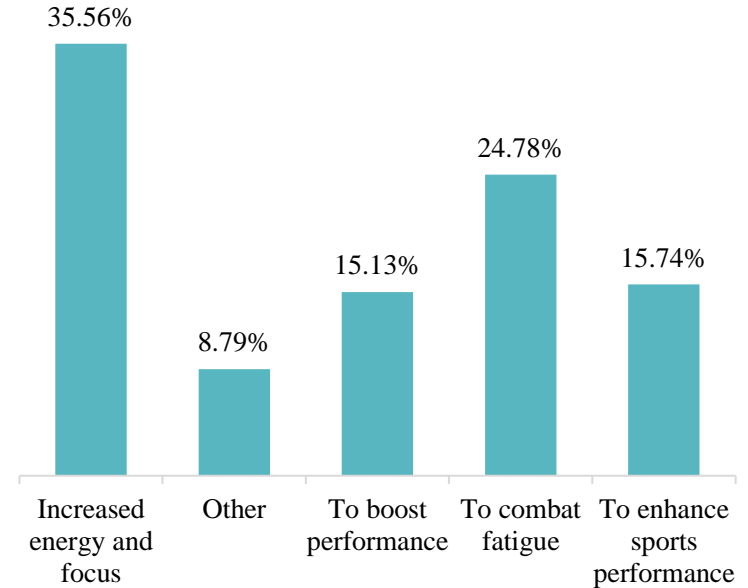


Demographics Insights

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.**

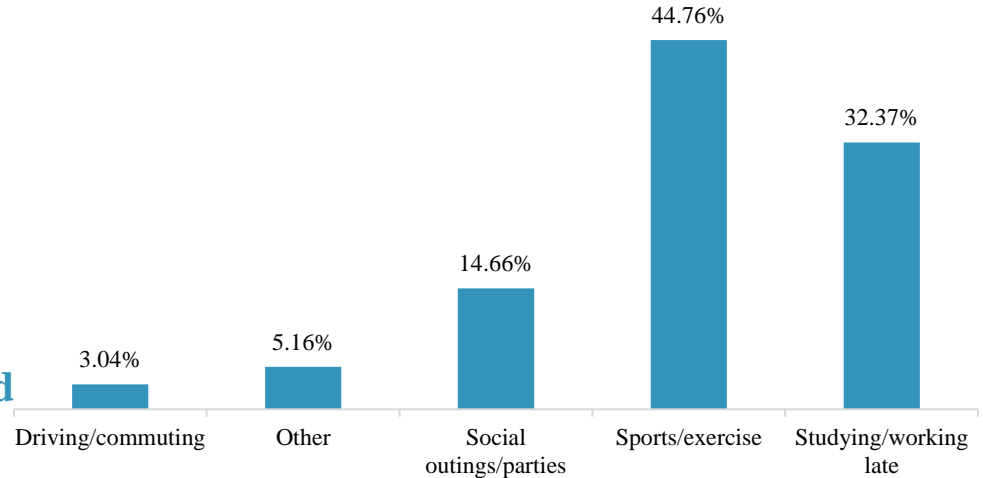
Indicating a motivation for alertness and productivity.



Demographics Insights

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

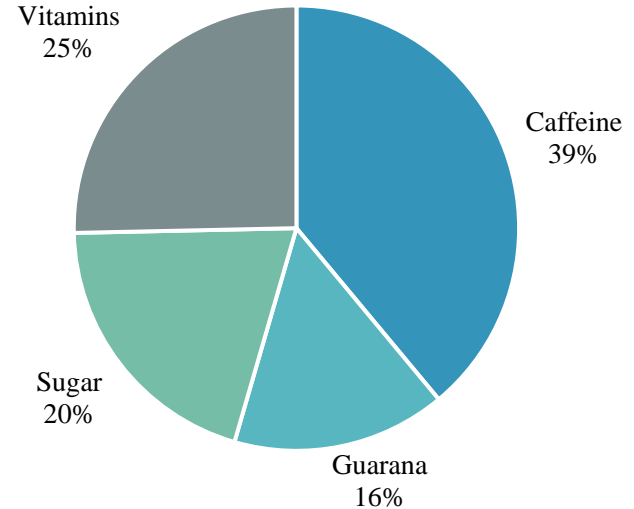
This insight aligns with the earlier findings on their preference for increased energy and focus & combating fatigue .



Consumer Preference

Ingredients Preference

- **Caffeine and Vitamins** are the most expected ingredients in energy drinks, with **39% and 25%** of respondents expressing a preference for them.



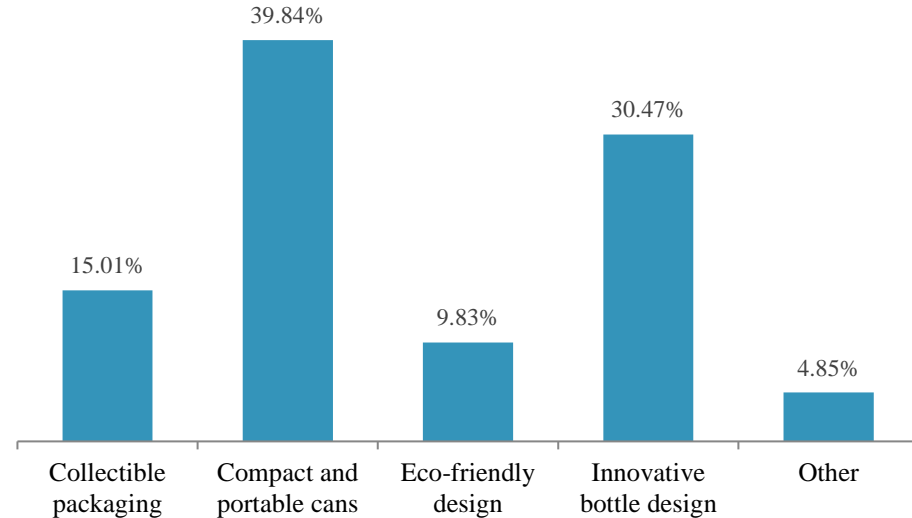
60% Concerned About Health
50% Prefer Natural/Organic

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**.

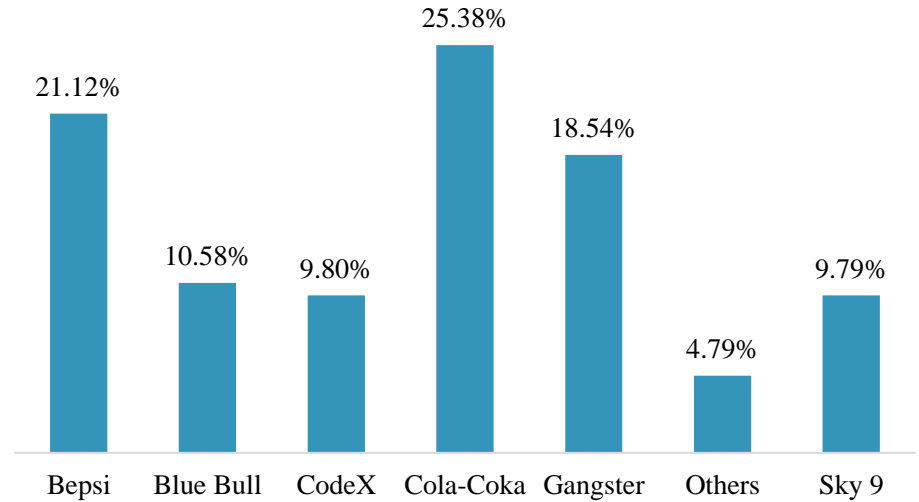
These insights suggests the importance of packaging in attracting consumers, with a significant **focus on portability, innovation, collectability, and eco-friendliness**.



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%** respectively, **indicating a competitive market for these brands**.

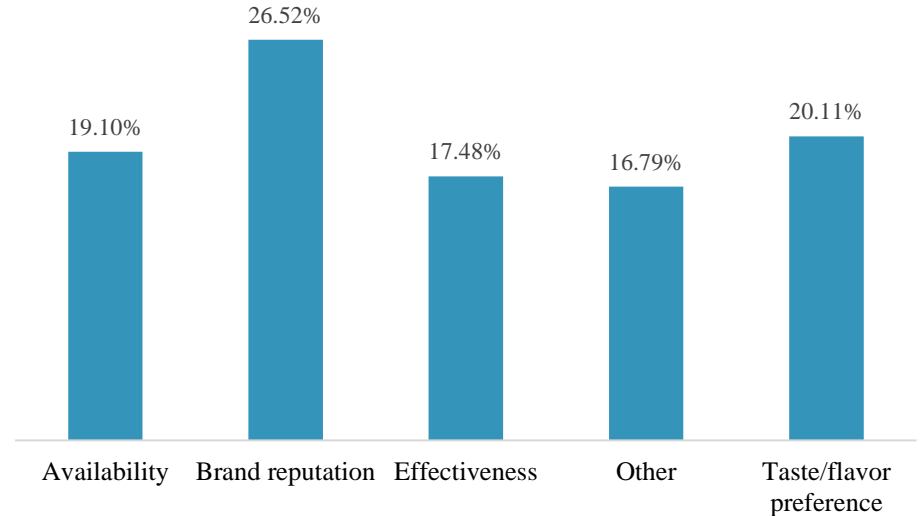


Competition Analysis

Reasons for preferring other brands

Based on the analysis of data,

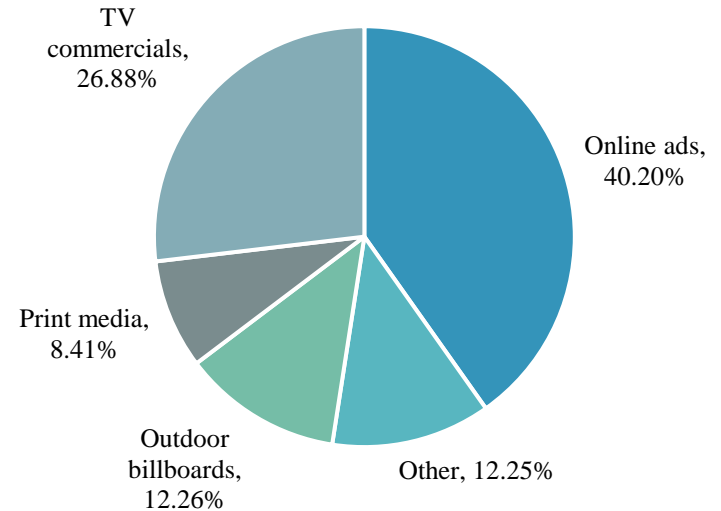
- **Brand reputation** is the most **influential factor**, with **26.52%** of respondents considering it as the primary reason for choosing a brand.
- **Taste/flavor preference and availability** also plays a significant role, influencing the respondents.



Marketing Analysis

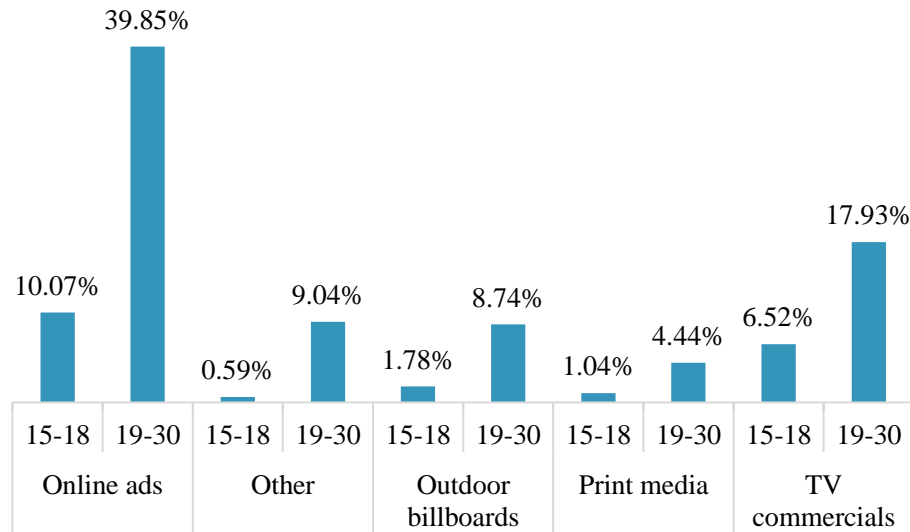
Marketing Channels

- **Online ads** is the most **effective marketing channel**, **reaching 40.20%**. 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

- **Online ads** remain the **most effective marketing channel** overall, particularly for the **19-30 age group**.
- To **effectively engage with this target consumers**, a **combination of online ads and TV commercials** should be considered.



Brand Analysis

3.28
OVERALL RATING

47%
HEARD & TRIED DRINK

50%
19-30 AGE
MAJORITY CONSUMER

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.**

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 the energy drink is **more popular among young adults.**

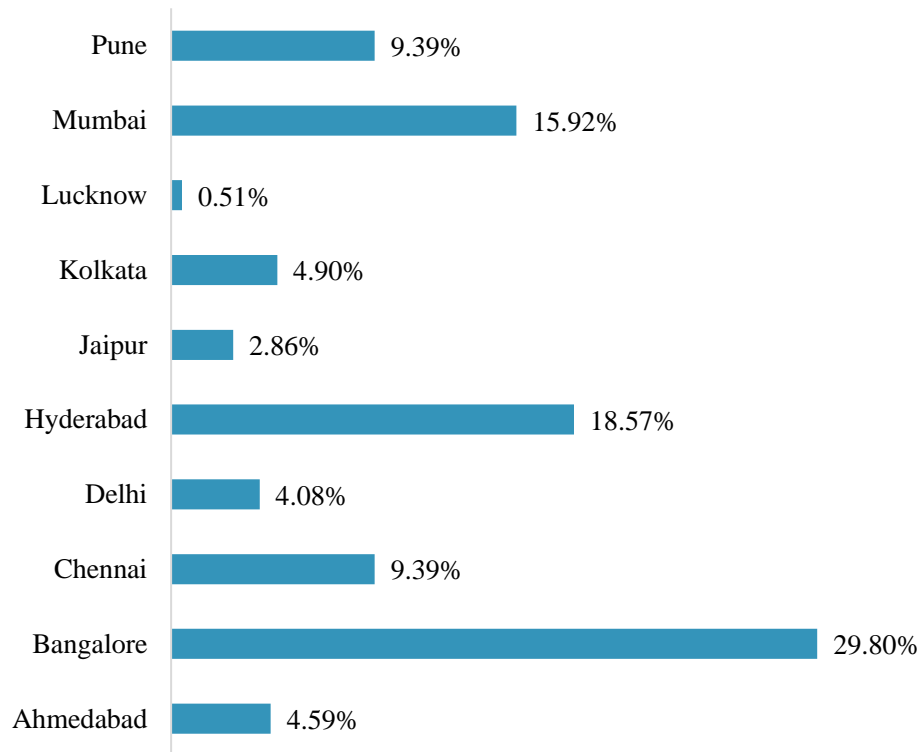
Brand Perception

- 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 showing a preference for Codex.



Purchase Behaviour

Purchase Location

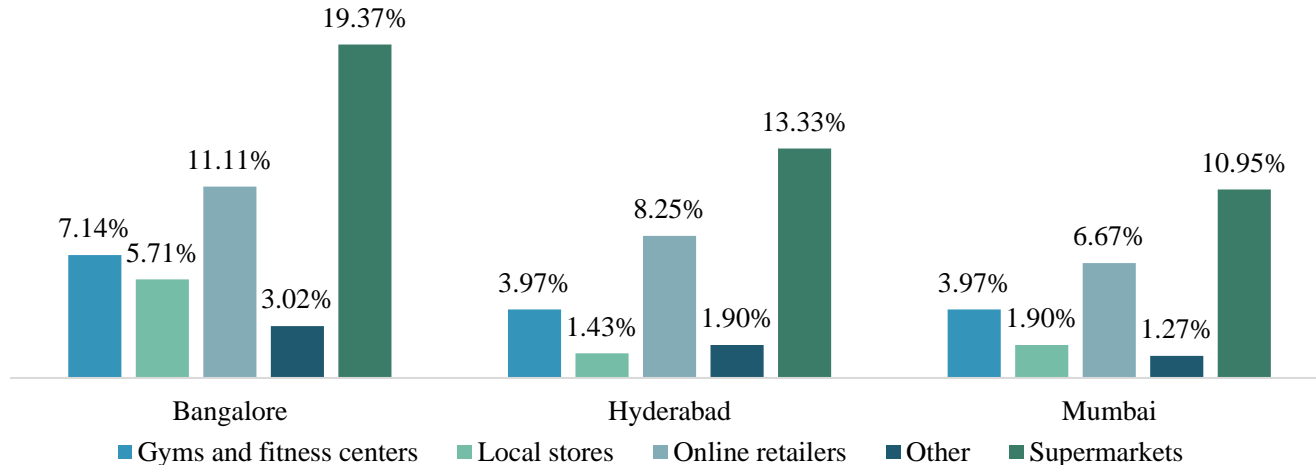
- **Supermarkets** are the most preferred location for purchasing energy drinks, with **44.94% of respondents** choosing this option.
- **Online retailers** are also a popular choice, accounting for **25.50%** of respondents.
- **Gyms and fitness centers** are another significant channel for energy drink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



Purchase Behaviour

Purchase Location

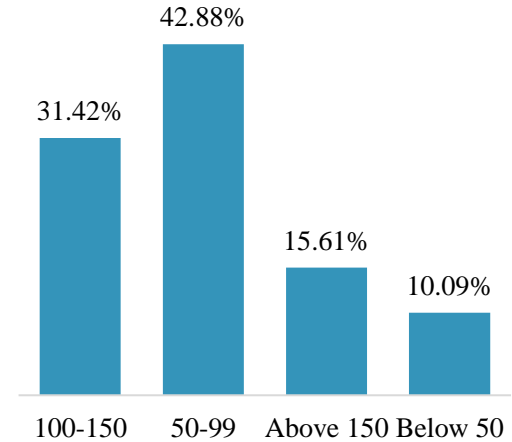
- Among the **top three cities (Bangalore, Hyderabad, and Mumbai)**, **supermarkets emerge** as the **most favored place** to **purchase energy drinks**, with 19.37% of respondents from Bangalore, 13.33% from Hyderabad, and 10.95% from Mumbai
- **Online retailers are also a popular choice** for purchasing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



Purchase Behaviour

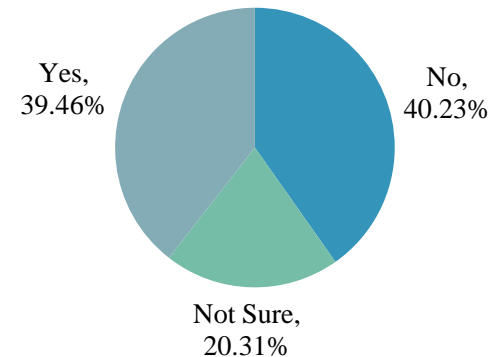
Price Range

- **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**.



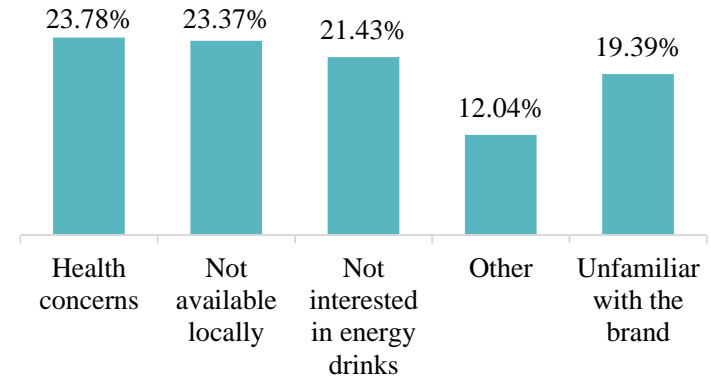
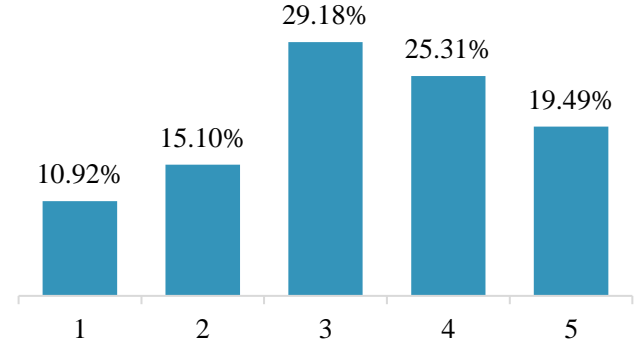
Product Development

Based on 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%** 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**.