



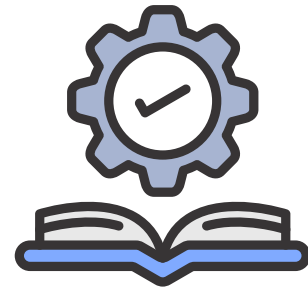
MARKET INSIGHTS AND STRATEGIC RECOMMENDATIONS FOR THE FOOD & BEVERAGE INDUSTRY

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- Objective
- Insights
- Recommendations



introduction

CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10k respondents.



Main Objective

- To transform these survey results into actionable insights

- To increase brand awareness



- To increase market share



- Product Development



Primary Insights

1. Demographic Insights

- a. Who prefers energy drink more? (male/female/non-binary?)
- b. Which age group prefers energy drinks more?
- c. Which type of marketing reaches the most Youth (15-30)?

2. Consumer Preferences:

- a. What are the preferred ingredients of energy drinks among respondents?
- b. What packaging preferences do respondents have for energy drinks?

3. Competition Analysis:

- a. Who are the current market leaders?
- b. What are the primary reasons consumers prefer those brands over ours?

4. Marketing Channels and Brand Awareness:

- a. Which marketing channel can be used to reach more customers?
- b. How effective are different marketing strategies and channels in reaching our customers?

5. Brand Penetration:

- a. What do people think about our brand? (overall rating)
- b. Which cities do we need to focus more on?

6. Purchase Behavior:

- a. Where do respondents prefer to purchase energy drinks?
- b. What are the typical consumption situations for energy drinks among respondents?
- c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

7. Product Development

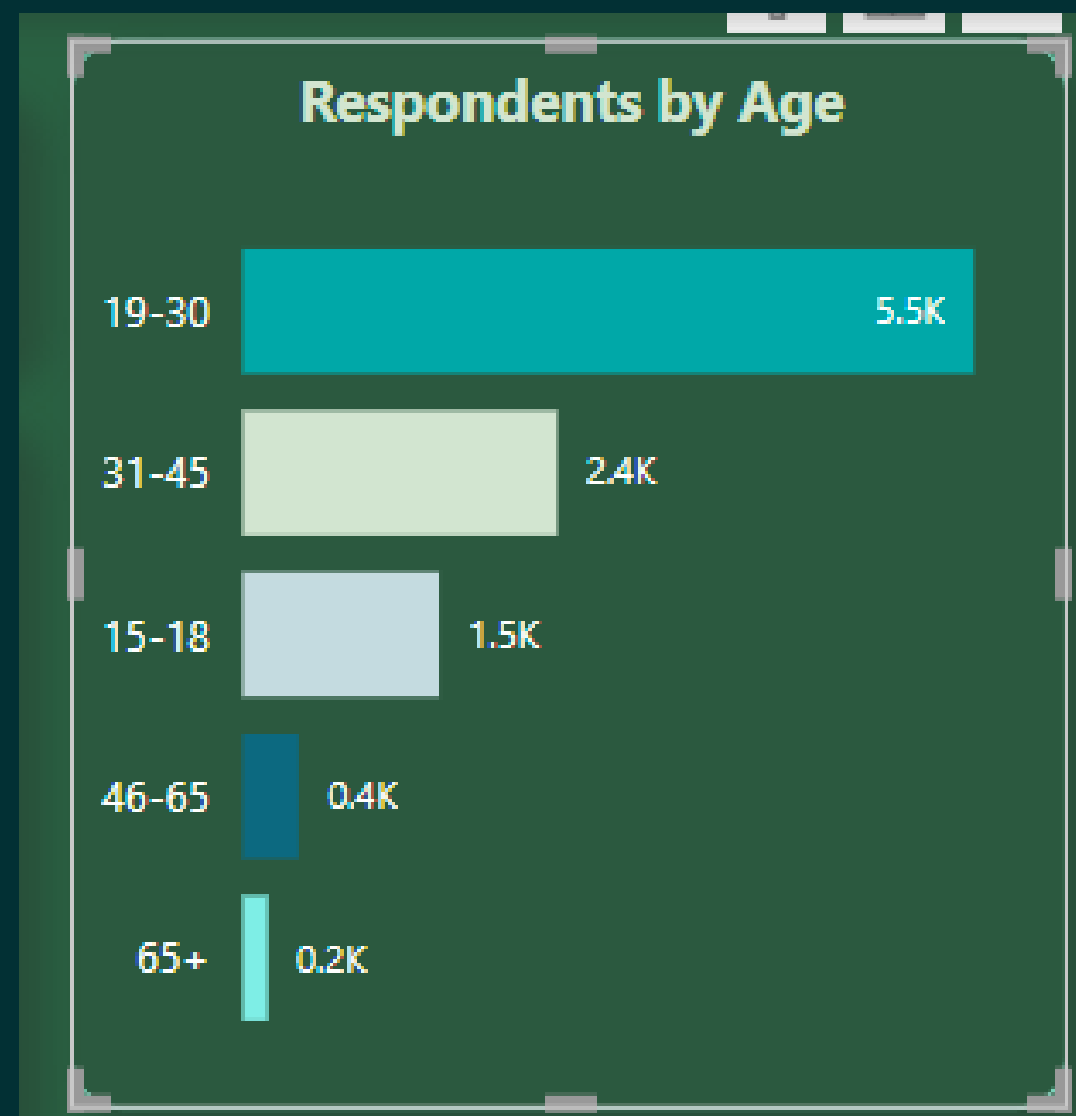
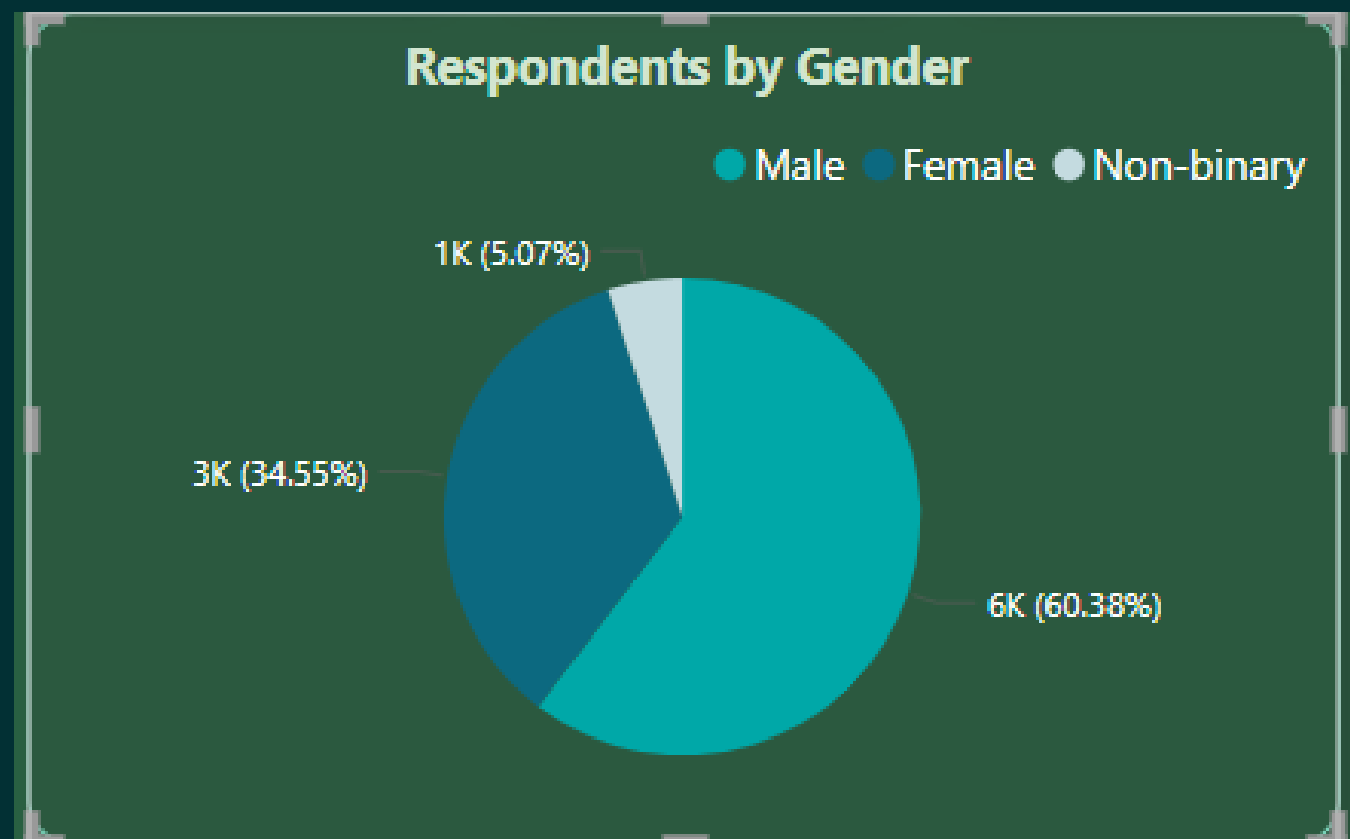
- a. Which area of business should we focus more on our product development? (Branding/taste/availability)

Who prefers energy drink more?

- **61% of male** consume the energy drink more frequently.

Which age group prefers energy drinks more?

- 5.5k people aged between **19 and 30** prefer energy drinks more.



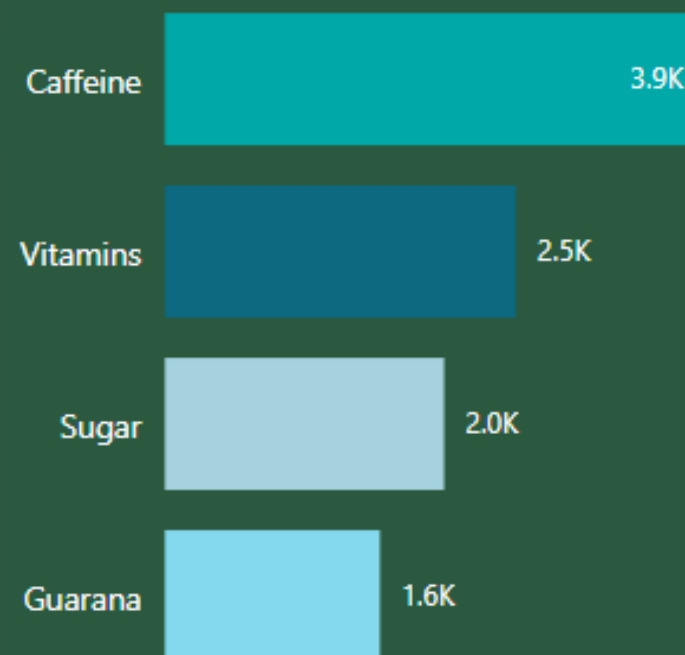
Marketing channels by Age Group

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

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

- **Online ads** marketing primarily targets the most youth (ages 15-30).

Ingredients expected

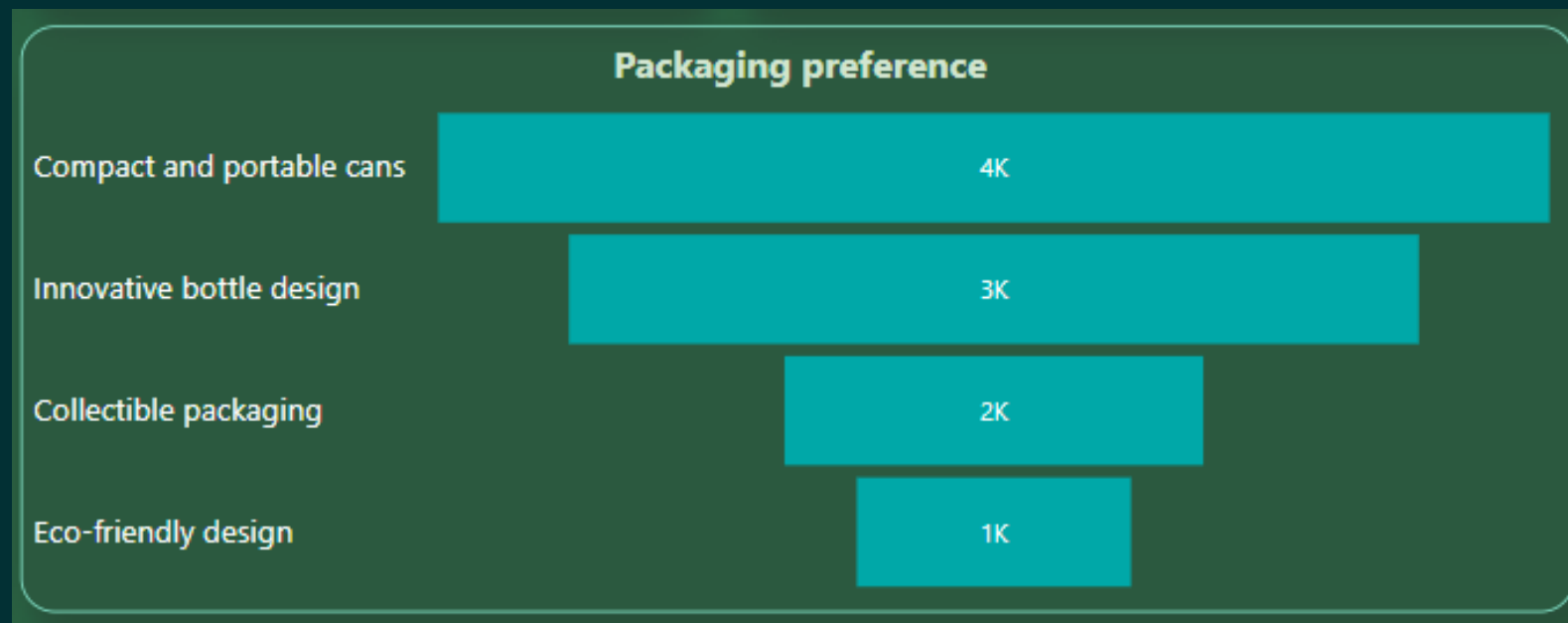


What are the preferred ingredients of energy drinks among respondents?

- The most preferred ingredients of energy drinks among respondents are **Caffeine and Vitamins**

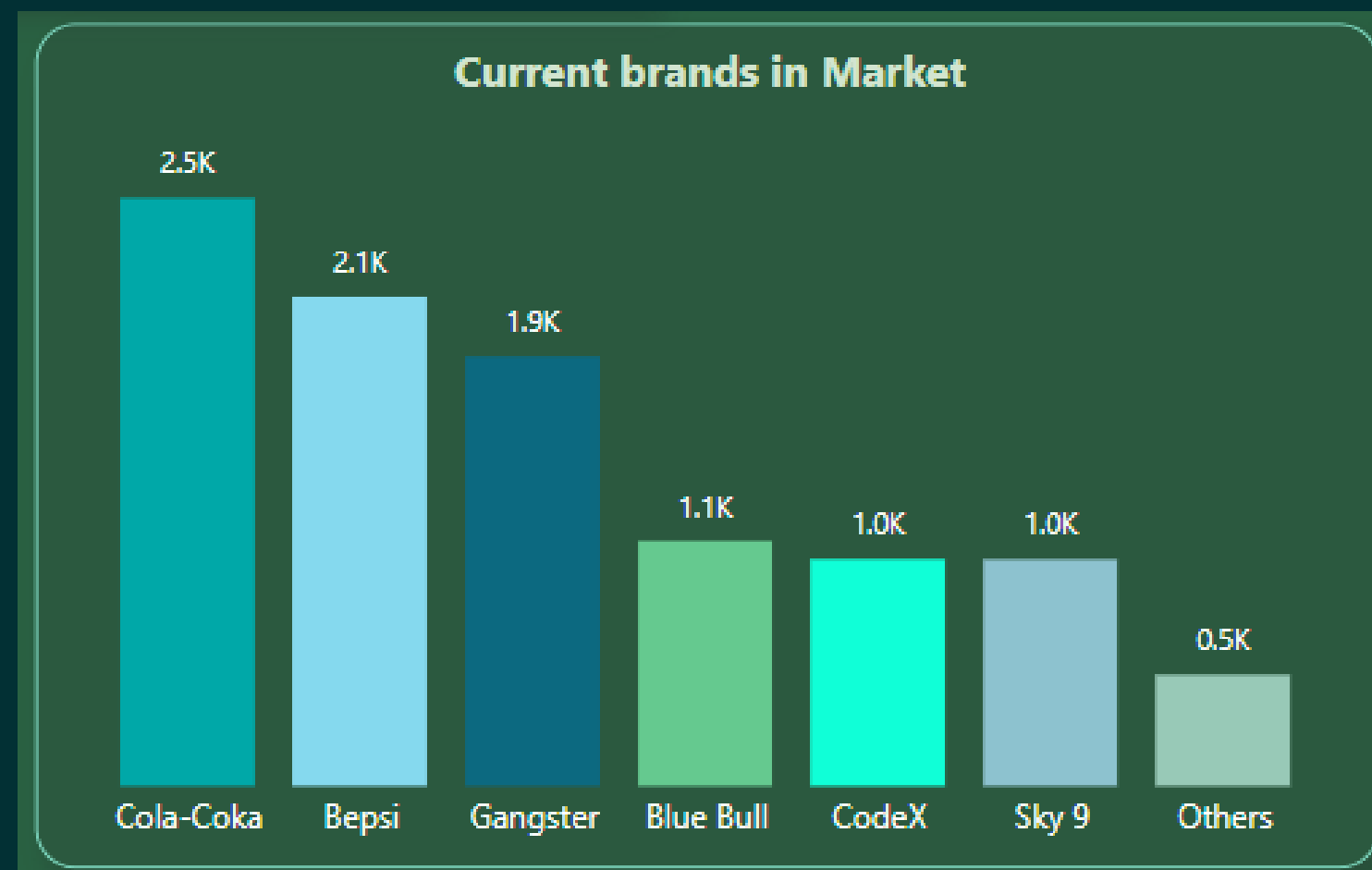
What packaging preferences do respondents have for energy drinks?

- **4K** respondents prefer energy drinks to be packaged in **compact and portable cans** compared to other packaging.



Who are the current market leaders?

- The current market leader is **Cola-Coka**, followed by Bepsi, Gangster, Blue Bull, Sky9 and others.



| Reason for choosing Brands | | | | | | |
|----------------------------|--------------|------------------|---------------|-------|-------------------------|-------|
| Current_brands | Availability | Brand reputation | Effectiveness | Other | Taste/flavor preference | Total |
| Cola-Coka | 510 | 616 | 433 | 448 | 531 | 2538 |
| Bepsi | 418 | 577 | 339 | 355 | 423 | 2112 |
| Gangster | 339 | 511 | 338 | 309 | 357 | 1854 |
| Blue Bull | 180 | 289 | 187 | 165 | 237 | 1058 |
| CodeX | 195 | 259 | 176 | 168 | 182 | 980 |
| Sky 9 | 182 | 260 | 188 | 155 | 194 | 979 |
| Others | 86 | 140 | 87 | 79 | 87 | 479 |

What are the primary reasons consumers prefer those brands over ours?

- The primary reasons consumers prefer these brands over ours are their **availability, brand reputation, and higher preference for taste or flavor** is high

| Marketing channels by Age Group | | | | | | |
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Which marketing channel can be used to reach more customers

- As we have seen before, **online ads** are the most effective marketing channel for reaching more customers.

What do people think about our brand? (overall rating)

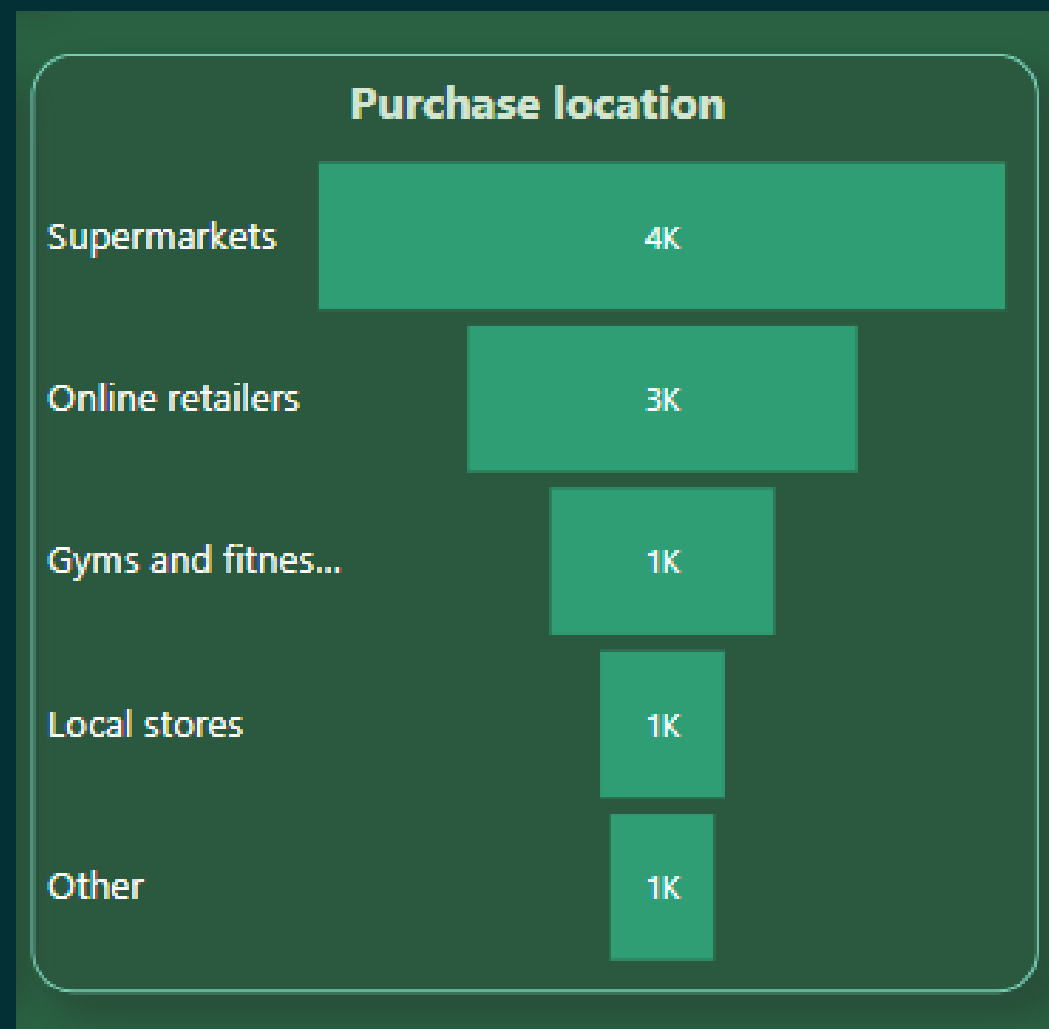
- Out of 980 respondents, 455 have heard of our brand before. Additionally, the average taste experience rating for our product is 3.27.

| Reason for choosing Brands | | | | | | |
|----------------------------|--------------|------------------|---------------|-------|-------------------------|-------|
| Current_brands | Availability | Brand reputation | Effectiveness | Other | Taste/flavor preference | Total |
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Which cities do we need to focus more on?

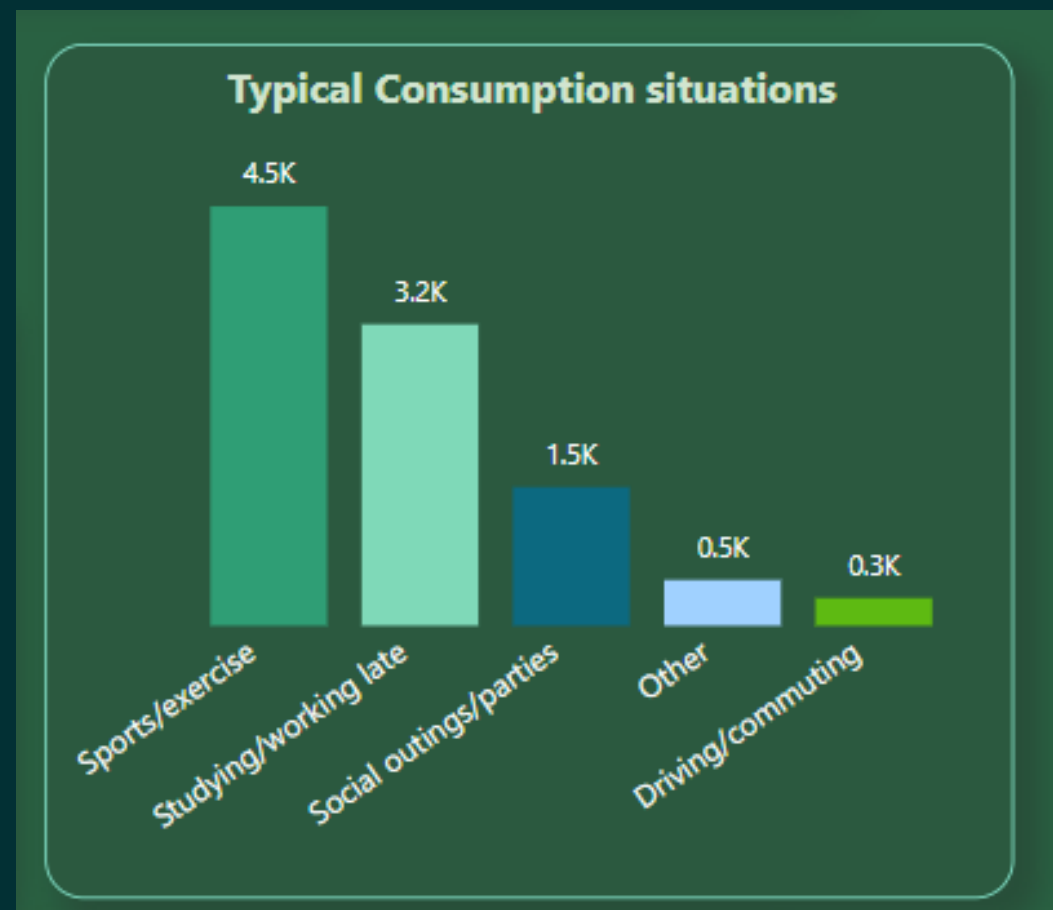
- Brand perception in Bangalore, Hyderabad, and Mumbai shows neutral to positive feedback, so we should focus on these cities.

| City wise Brand perception | | | | |
|----------------------------|----------|---------|----------|-------|
| City | Negative | Neutral | Positive | Total |
| Ahmedabad | 19 | 19 | 7 | 45 |
| Bangalore | 42 | 186 | 64 | 292 |
| Chennai | 13 | 59 | 20 | 92 |
| Delhi | 8 | 20 | 12 | 40 |
| Hyderabad | 29 | 113 | 40 | 182 |
| Jaipur | 5 | 13 | 10 | 28 |
| Kolkata | 6 | 35 | 7 | 48 |
| Lucknow | 2 | 2 | 1 | 5 |
| Mumbai | 23 | 91 | 42 | 156 |
| Pune | 25 | 51 | 16 | 92 |



Where do respondents prefer to purchase energy drinks?

- Out of the 10,000 respondents, 4,000 prefer to purchase energy drinks from supermarkets, while 3,000 prefer to buy them from online retailers. This indicates that respondents favor purchasing energy drinks from both **supermarkets and online retailers.**

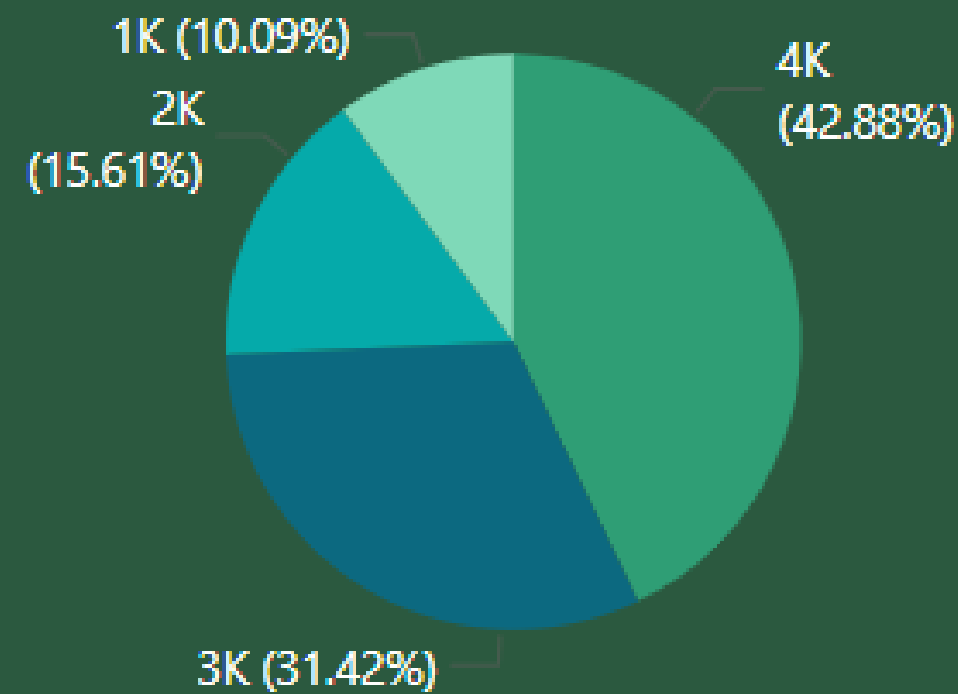


What are the typical consumption situations for energy drinks among respondents?

- Among respondents, the typical consumption situations for energy drinks are during **sports or exercise and while studying or working late.**

Price range

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

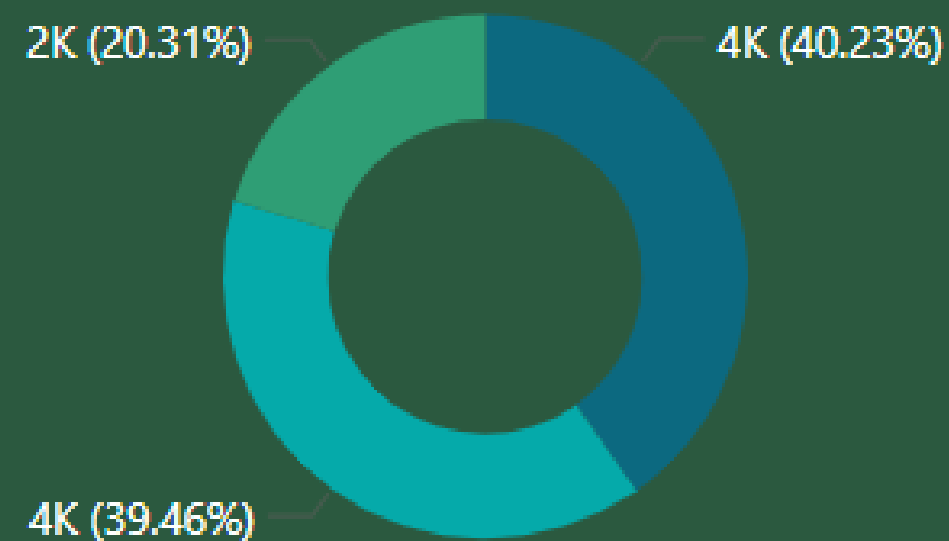


What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

- 42% of respondents prefer to buy the product within the price range of 50-99.
- When comes to the limited edition packaging 39% of respondents saying “yes”.

Limited edition packaging

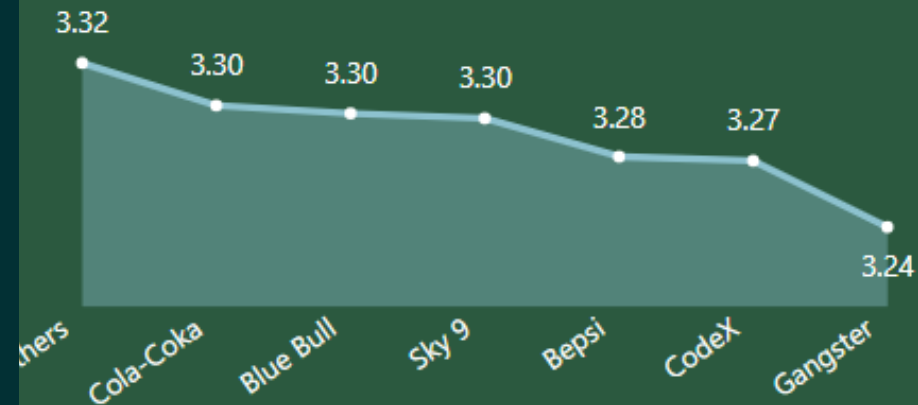
Limited_edition... ● No ● Yes ● Not Sure



Brand_perception codex respondent

| | |
|--------------|------------|
| Negative | 172 |
| Neutral | 589 |
| Positive | 219 |
| Total | 980 |

Avg taste exp of brands



Which area of business should we focus more on our product development? (Branding/taste/availability)

- The positive response for the brand perception of CodeX is 219 out of 980 respondents, highlighting the need to focus on branding efforts for product development.
- When it comes to taste experience, every brand has an average rating of 3, so there is no need to focus on taste.
- You can see that the availability of the product is low. To increase sales, you need to focus on improving the product's availability to consumers.

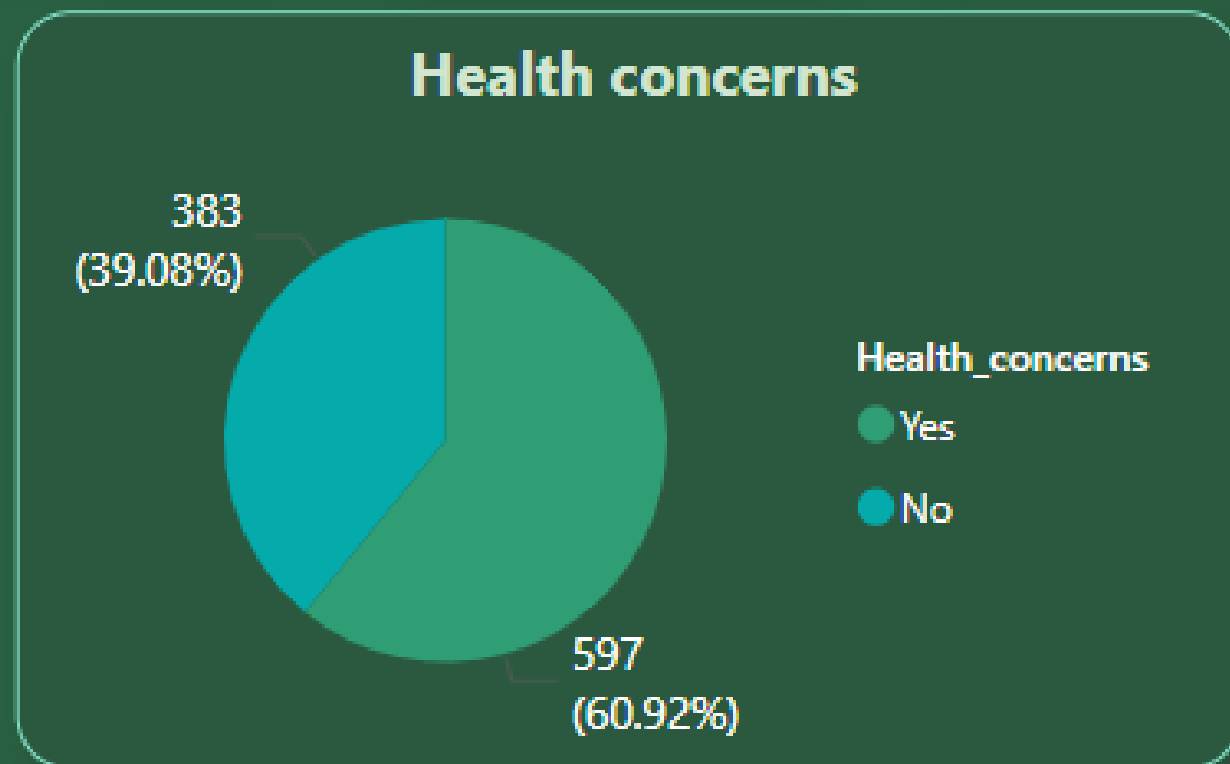
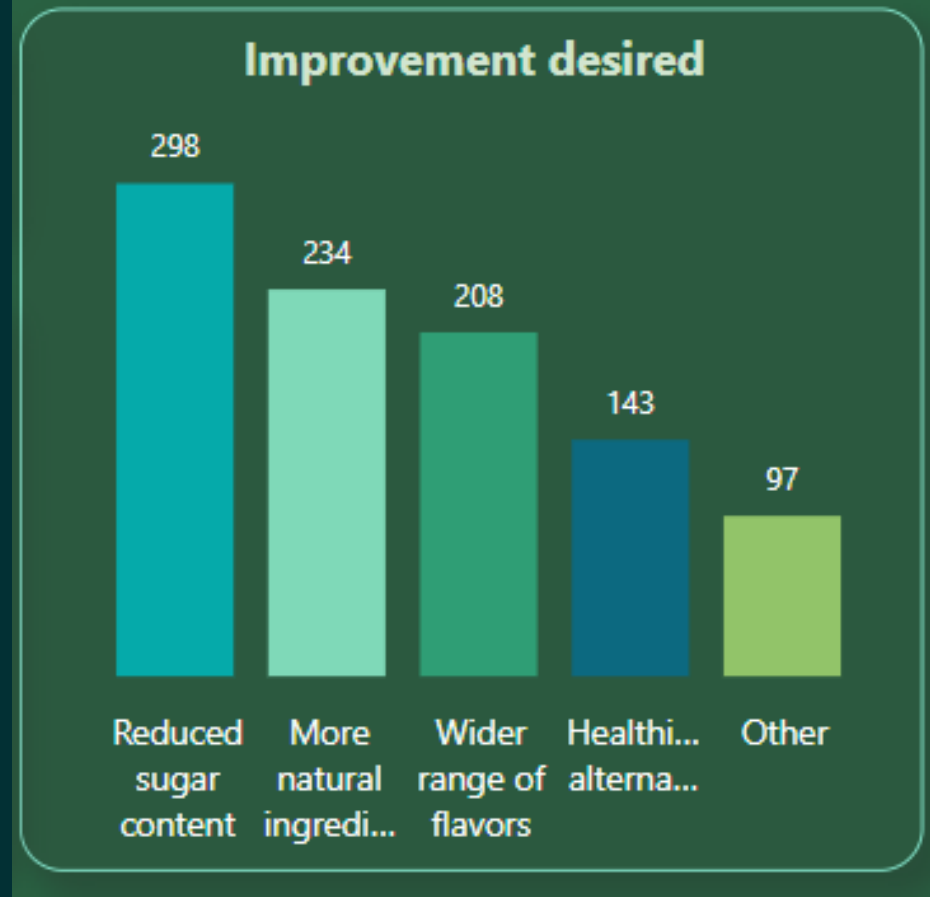
City codex avaiability codex respondent

| | | |
|--------------|------------|------------|
| Ahmedabad | 3 | 45 |
| Bangalore | 71 | 292 |
| Chennai | 23 | 92 |
| Delhi | 7 | 40 |
| Hyderabad | 35 | 182 |
| Jaipur | 4 | 28 |
| Kolkata | 9 | 48 |
| Lucknow | 2 | 5 |
| Mumbai | 20 | 156 |
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| Total | 195 | 980 |

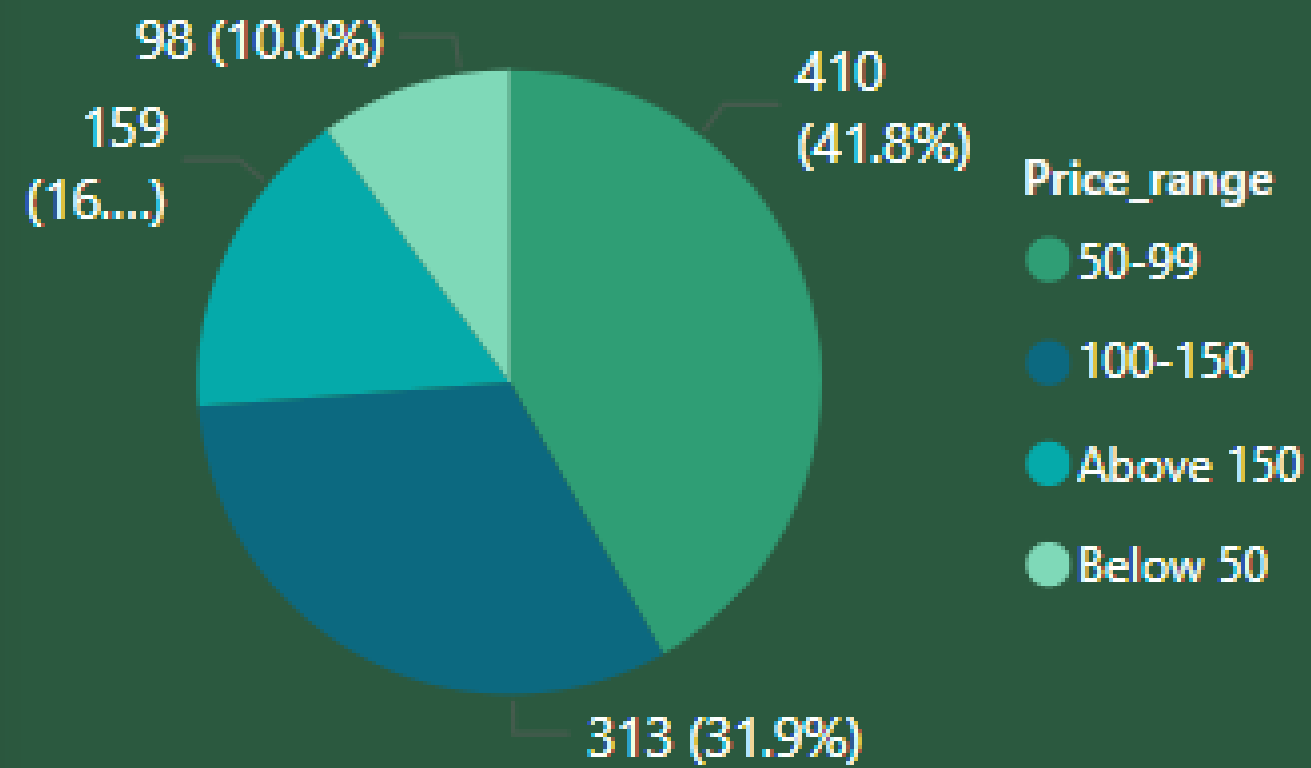
Recommendations for CodeX

What immediate improvements can we bring to the product?

- Reduce the sugar content, as many consumers do not prefer sugary drinks.
- Add natural ingredients to enhance health benefits.
- Offer a wider range of flavors so that consumers can choose their favorites.
- Availability



CodeX Price range



What should be the ideal price of our product?

- The ideal price for our product should be in between 50 to 150.

What kind of marketing campaigns, offers, and discounts we can run?

Marketing Campaigns

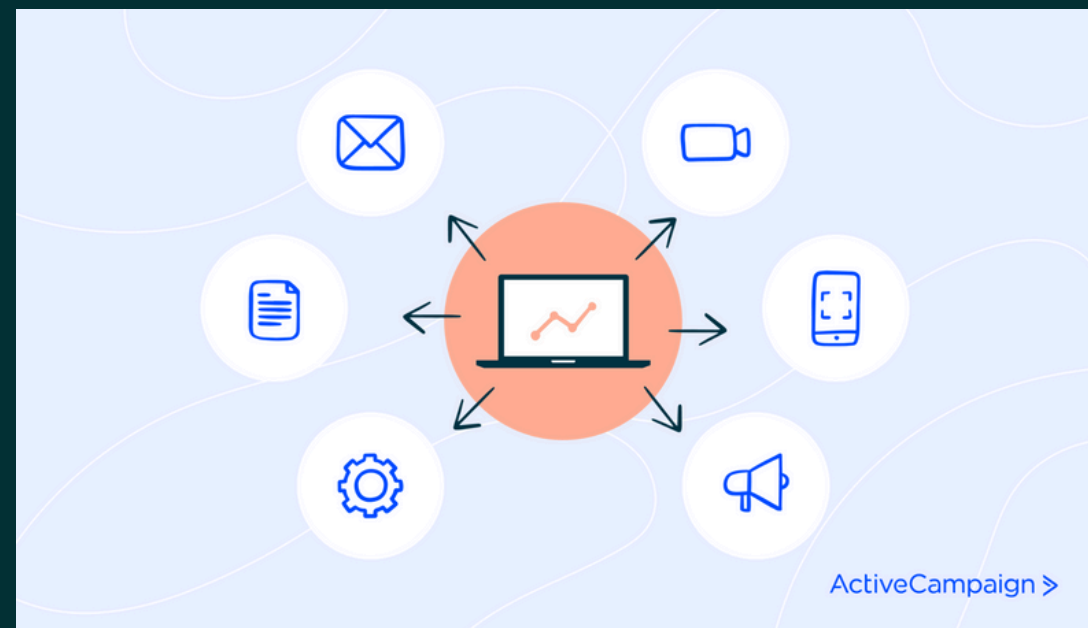
- Social media Marketing
- Influencer Marketing
- E-mail Marketing

Offers

- Buy on one get one offer
- Bundle Offer

Discounts

- Cashback offers



Who can be a brand ambassador, and why?

Having brand ambassadors from both the sports and movies categories can help us reach diverse audiences and boost our product's visibility. So i choose

Virat Kohli

- As we all know, Virat Kohli is an inspiration to us not only for his batting but also for his fitness.
- He has the most followers in social media
- He is an inspiration to the youth.



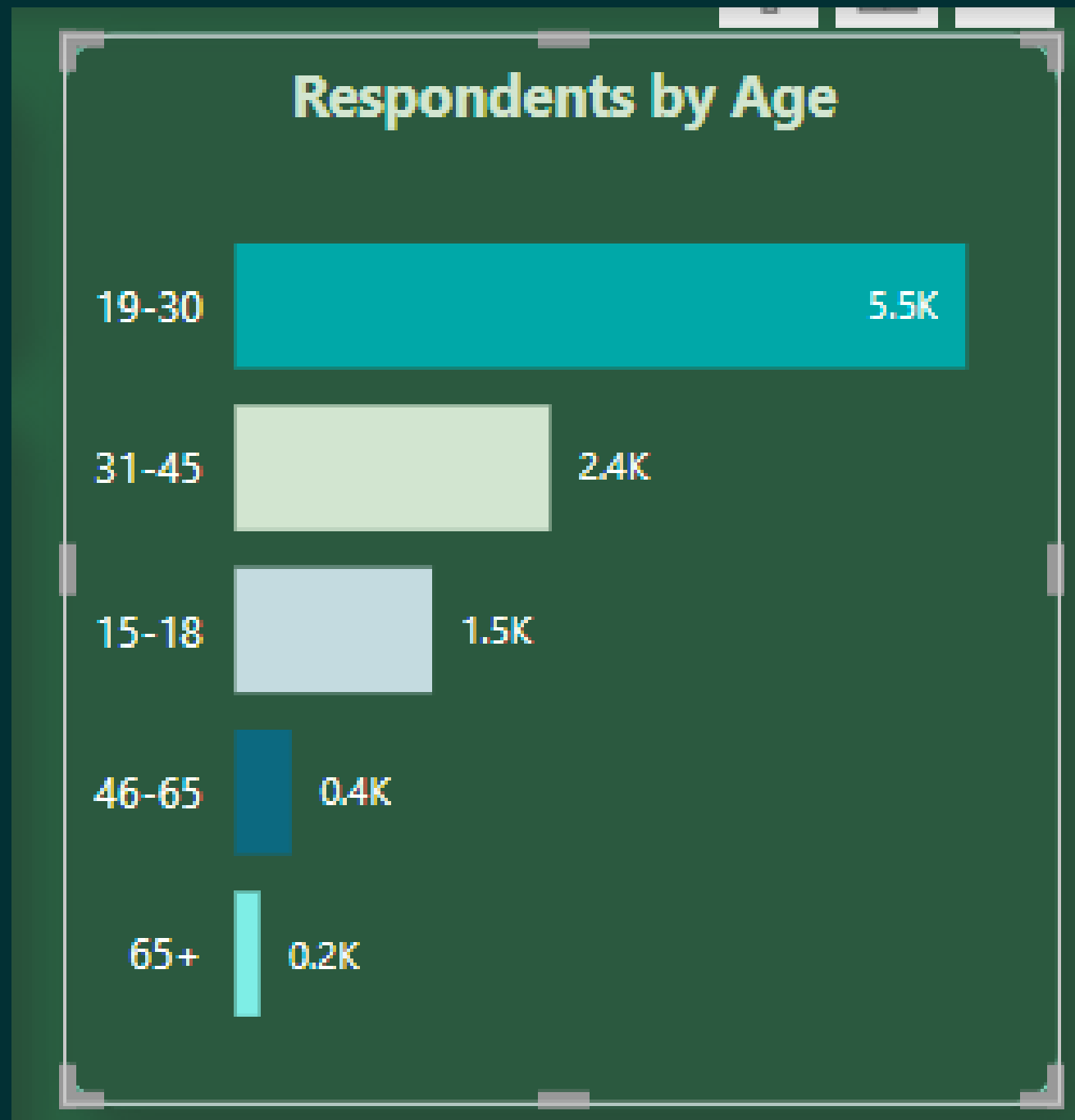
Allu Arjun

- Allu Arjun has a popular following in India.
- He has high energy when he dances.



Who should be our target audience, and why

- Our target audience is the age group between 15 and 30, as it has been observed that more young people prefer to drink the energy drinks.



Thank you