

# Insights to the Marketing Team in Food & Beverage Industry

By Rohan Devdas Gollar

## 1. Demographic Insights

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

### prefers energy drink more

- Analysis reveals that non-binary individuals, women, and men exhibit varying consumption patterns of energy drinks, with non-binary individuals consuming the least, followed by women and then men

### age group prefers energy drinks more

- Among age groups, those aged 46-65 show the rarest consumption habits, followed by 15-18, 31-45, 19-30, and individuals aged 65 and above.

### marketing reaches the most Youth

- Tailored marketing strategies are crucial, leveraging **online advertisements** and **TV commercials** to effectively target different age groups and genders in promoting energy drinks.

## 2. Consumer Preferences:

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

### preferred ingredients of energy drinks

Analysis reveals **caffeine** as the most preferred ingredient in energy drinks, followed by **vitamins** and **sugar**. Consumers prioritize caffeine for its stimulating effects and value added vitamins for health benefits.

### packaging preferences do respondents

Preferred packaging includes compact, **portable cans** and **innovative bottle designs**, reflecting consumer demand for convenience and visually appealing options. These insights emphasize the need to align product formulations and packaging designs with consumer preferences to stay competitive and meet evolving demands

### 3. Competition Analysis

a. Who are the current market leaders?

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

current market  
leaders

- In the current market landscape, Cola-Coca leads as the top contender, closely followed by Bepsi and Gangster. Consumer preference for these brands over ours is driven by several key factors

reasons consumers  
prefer those  
brands

- Firstly, their established **brand reputation** instills trust and familiarity among consumers, enhancing brand loyalty. Additionally, **taste and flavor preferences** play a significant role, with consumers favoring the distinctive flavors offered by these leading brands. the widespread **availability** of Cola-Coca, Bepsi, and Gangster products further solidifies their market dominance, making them easily accessible to consumers across various regions.

## Marketing Channels and Brand Awareness

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

According to our analysis, **online ads** emerge as the most effective marketing channel for reaching our customers


**TV commercials** also play a significant role, leveraging the visual and auditory medium to capture audience attention and reinforce brand messaging.

Additionally, **outdoor billboards** contribute to our marketing outreach efforts, although to a lesser extent compared to online and television platforms. Understanding the effectiveness of these channels enables us to allocate resources strategically and optimize our marketing campaigns to maximize customer engagement and drive business growth

## 5. Brand Penetration:

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

b. Which cities do we need to focus more on?



people think about our brand	<ul style="list-style-type: none"><li>• The brand perception reveals a balanced sentiment among consumers, with 17.69% expressing negativity, 59.74% maintaining a neutral stance, and 22.57% showing positivity.</li></ul>
Cities responding good	<ul style="list-style-type: none"><li>• In terms of focus cities, Bangalore leads with 28.28%, followed by Hyderabad at 18.33% and Mumbai at 15.10%. Chennai and Pune also exhibit considerable interest at 9.37% and 9.06%, respectively</li></ul>
Cities to focus	<ul style="list-style-type: none"><li>• . Kolkata, Ahmedabad, Delhi, Jaipur, and Lucknow contribute to the brand's presence with shares ranging from 5.66% to 1.75%.</li></ul>



## 6. Purchase Behavior:

- 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?

### prefer to purchase energy drinks

- Consumer preferences for purchasing energy drinks reveal a clear hierarchy, with supermarkets leading the pack, followed closely by online retailers and gym/fitness centers

### Typical consumption situations for energy drinks

- Understanding these preferences is key to tailoring our marketing strategies effectively. Moreover, the typical consumption situations for energy drinks shed light on consumer behavior, with sports/exercise topping the list, closely followed by studying/working late and social outings/parties. In analyzing consumer behavior, it's evident that factors like price range and the allure of limited edition packaging significantly influence purchase decisions.

### purchase decisions

- According to analysis price of product should be between 51-150 ,price is the factor that influence the purchase decisions.
- limited edition packaging does not influence the purchase desicion

Which area of business should we focus more on our product development?

### Not available locally

- While analysing we came to know that our porcut is not available locally

### Health concerns

- We have to see that sugar level should be less as most of our respondants are health concern.

### Not interested

- Most of the respondants have not tried our products.



# Recommendations for CodeX

What immediate improvements can we bring to the product?

- Reduce in sugar
- Availability of product in local stores

What should be the ideal price of our product?

- To gain market faster we have to keep price range between 51-99 Rs

# Recommendations

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



Who can be a brand ambassador, and why?



sports icons like Virat Kohli as he has huge number of followers on social network



fitness-focused actors like Tiger Shroff fan following is more we can easily target them

# Recommendations

- Who should be our target audience, and why?

Ans. Our primary target audience comprises **young professionals, students, sports and games enthusiasts, night shift workers, and fitness enthusiasts.**

This diverse group represents dynamic individuals who prioritize health, productivity, and active lifestyles. By focusing on these segments, we align our offerings with the evolving preferences and aspirations of our key demographic, fostering strong brand connections and sustained engagement.

**Thank you !**