

CODEX BRAND PERFORMANCE ANALYSIS ⚡

Marketing Channels 📢

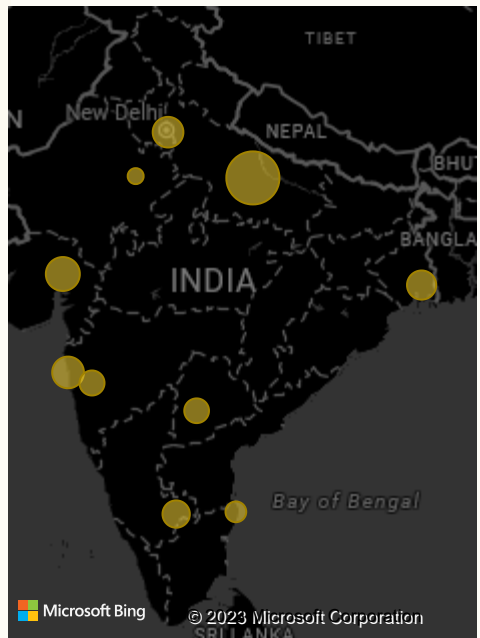
All

Brands 🏆

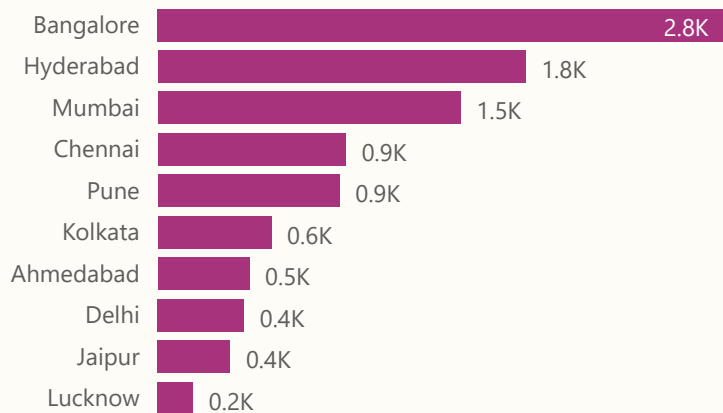
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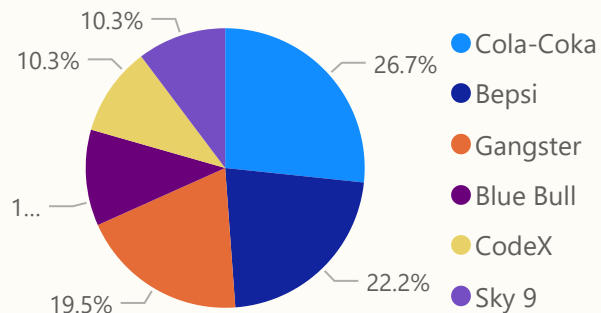
City Distribution - Brand Awareness



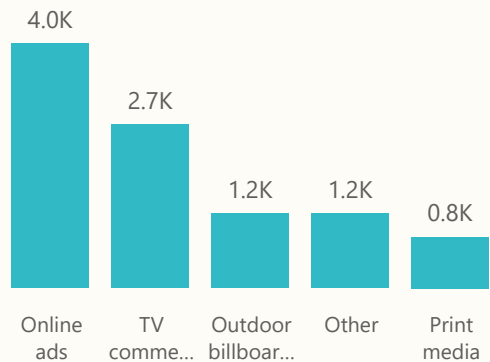
City-wise Distribution of Respondents



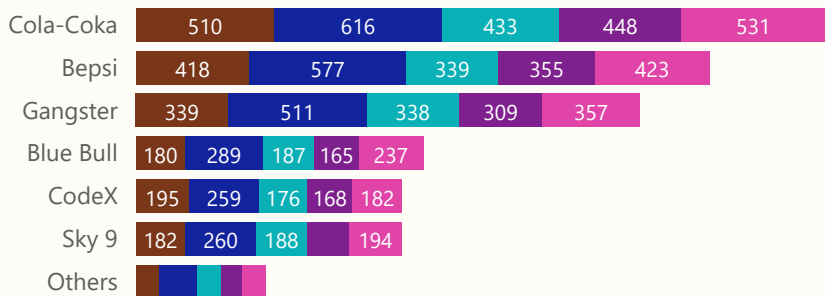
Current Market Leaders



Count of Marketing Channels

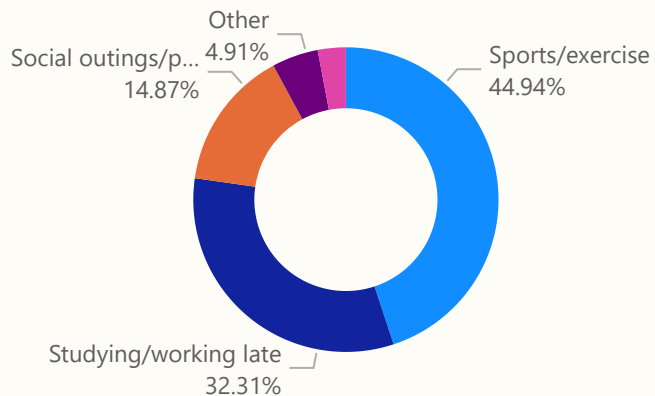


Reasons for Choosing Top Brands

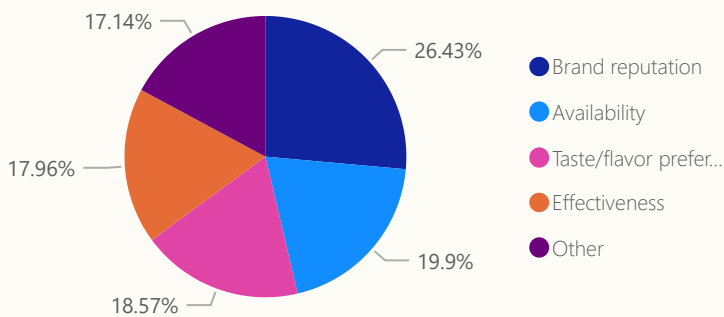


● Availability ● Brand reputation ● Effectiveness ● Other ● Taste/flavor preference

Consumption Situations for Energy Drinks



Focus Areas for Product Development



● Brand reputation
● Availability
● Taste/flavor preference
● Effectiveness
● Other