Food and Beverage Industry Survey Dashboard

Total

10.00K

Gender
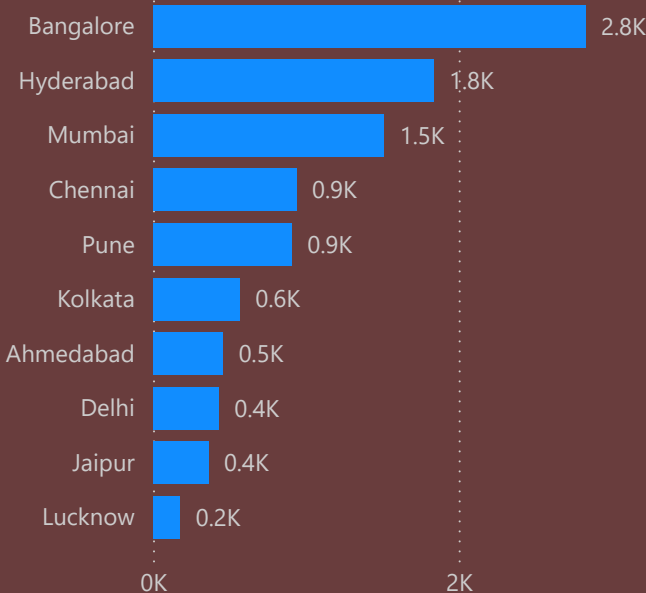- ☐ Female
- ☐ Male
- ☐ Non-binary
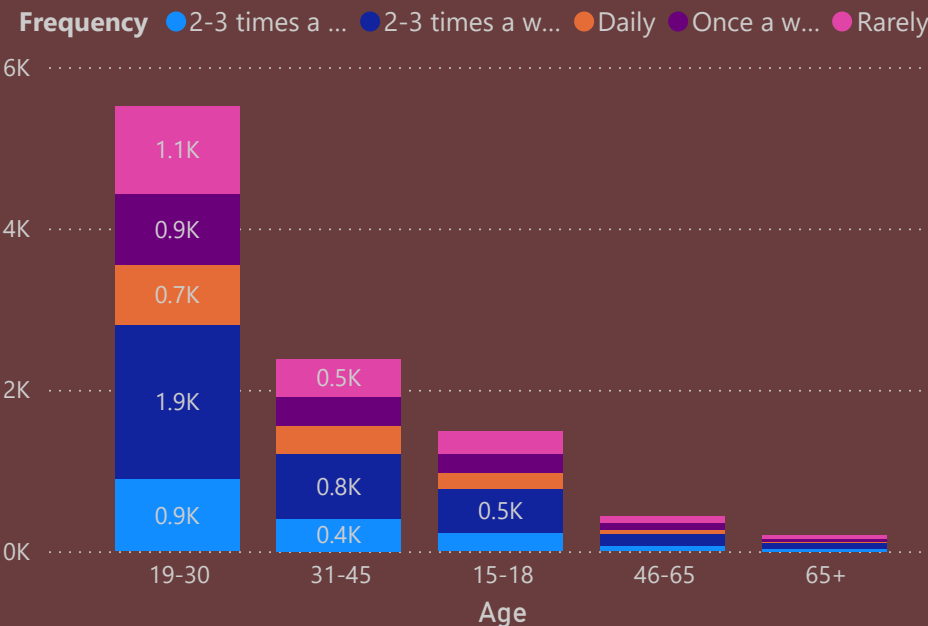
Consumer Behavior | Consumer Preferences | Consumer Perception
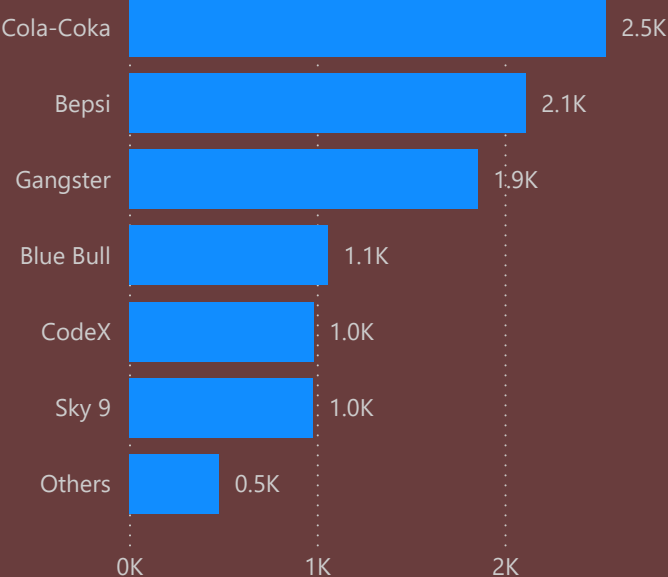
Consumption by City

City	Value
Bangalore	2.8K
Hyderabad	1.8K
Mumbai	1.5K
Chennai	0.9K
Pune	0.9K
Kolkata	0.6K
Ahmedabad	0.5K
Delhi	0.4K
Jaipur	0.4K
Lucknow	0.2K

Consumption by Age and Frequency

Frequency: ● 2-3 times a ... ● 2-3 times a w... ● Daily ● Once a w... ● Rarely

Age 19-30:
- 1.1K (Rarely)
- 0.9K (Once a w...)
- 0.7K (Daily)
- 1.9K (2-3 times a w...)
- 0.9K (2-3 times a ...)

Age 31-45:
- 0.5K
- 0.8K
- 0.4K

Age 15-18:
- 0.5K

Age 46-65

Age 65+

Brands Consumed Currently

Brand	Value
Cola-Coka	2.5K
Bepsi	2.1K
Gangster	1.9K
Blue Bull	1.1K
CodeX	1.0K
Sky 9	1.0K
Others	0.5K

Consume_reason	Count of Name
Increased energy and focus	3574
To combat fatigue	2428
To enhance sports performance	1604
To boost performance	1514
Other	880

Consume_time	Count of Respondent_ID
To stay awake during work/study	3409
Before exercise	3148
For mental alertness	1995
Throughout the day	1448

Typical_consumption_situations	Count of Respondent_ID
Studying/working late	3231
Sports/exercise	4494
Social outings/parties	1487
Other	491
Driving/commuting	297

Food and Beverage Industry Survey Dashboard
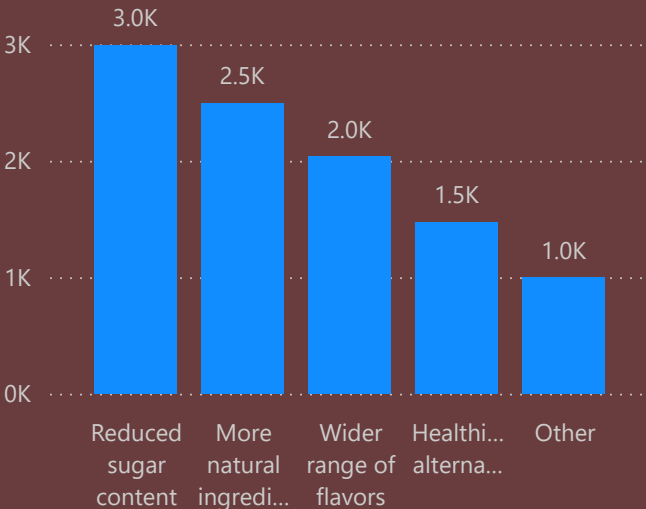
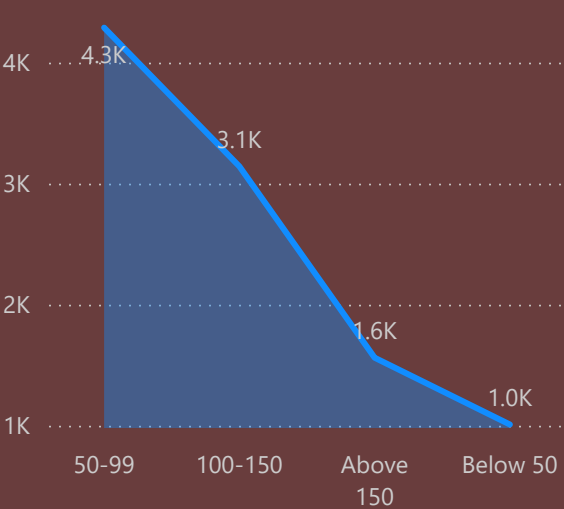**Gender**
- ☐ Female
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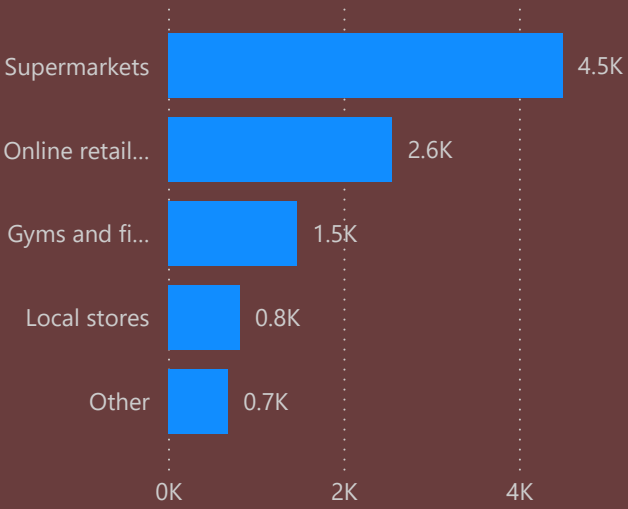Consumer Behavior | **Consumer Preferences** | Consumer Perception
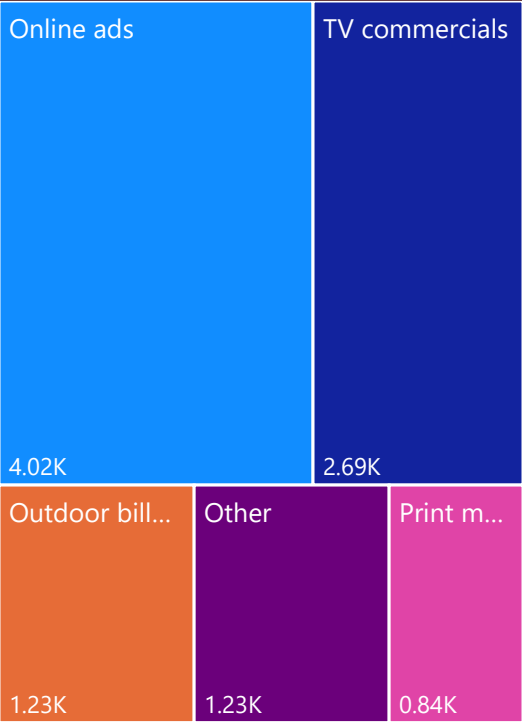
Preferred Improvements

Category	Value
Reduced sugar content	3.0K
More natural ingredi...	2.5K
Wider range of flavors	2.0K
Healthi... alterna...	1.5K
Other	1.0K

Preferred Price range

Range	Value
50-99	4.3K
100-150	3.1K
Above 150	1.6K
Below 50	1.0K

Preferred Purchase location

Location	Value
Supermarkets	4.5K
Online retail...	2.6K
Gyms and fi...	1.5K
Local stores	0.8K
Other	0.7K

Preferred Marketing channels

Channel	Value
Online ads	4.02K
TV commercials	2.69K
Outdoor bill...	1.23K
Other	1.23K
Print m...	0.84K

Preferred Ingredients

Ingredient	Percentage
Caffeine	38.96%
Vitamins	25.34%
Sugar	20.17%
Guarana	15.53%
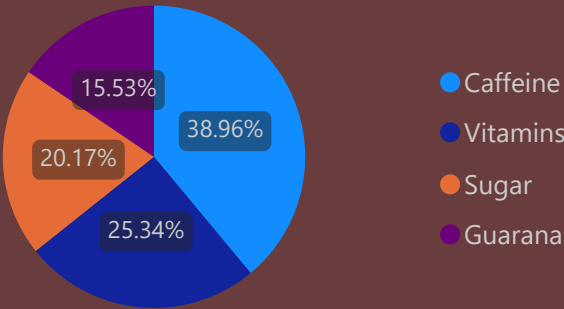
Reasons_for_choosing_brands	Count of Respondent_ID
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

Packaging_preference	Count of Respondent_ID
Compact and portable cans	3984
Innovative bottle design	3047
Collectible packaging	1501
Eco-friendly design	983
Other	485

Food and Beverage Industry Survey Dashboard

Total

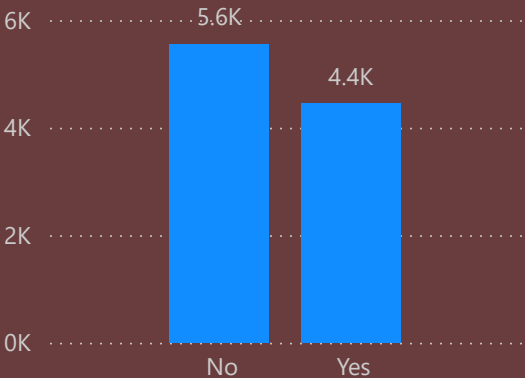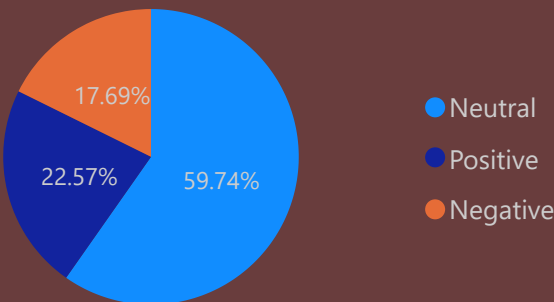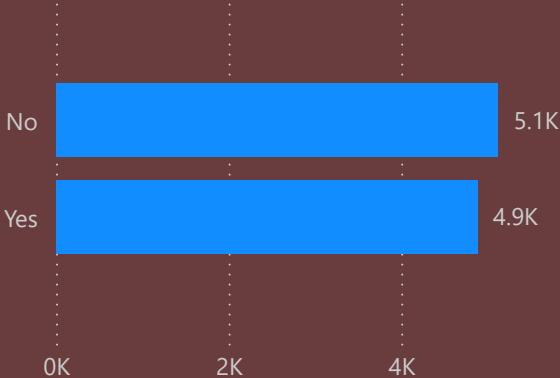**10.00K**

Gender
- ☐ Female
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- ☐ Non-binary

Consumers Heard before

- No: 5.6K
- Yes: 4.4K

Brand perception by Consumers

- Neutral: 59.74%
- Positive: 22.57%
- Negative: 17.69%

Consumers who Tried before

- No: 5.1K
- Yes: 4.9K

Health concerns by Consumers

- Yes: 6.0K
- No: 4.0K
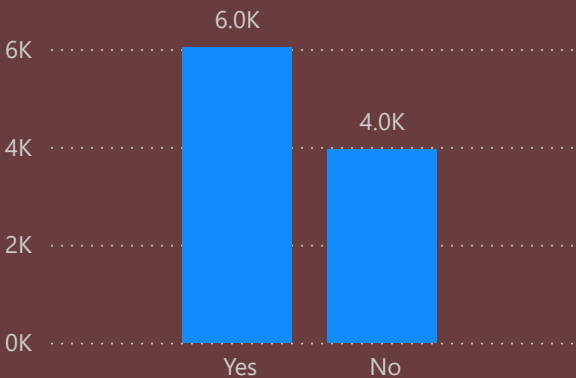
Consumer Taste Experience

- 1: 1.1K
- 2: 1.5K
- 3: 3.0K
- 4: 2.5K
- 5: 2.0K
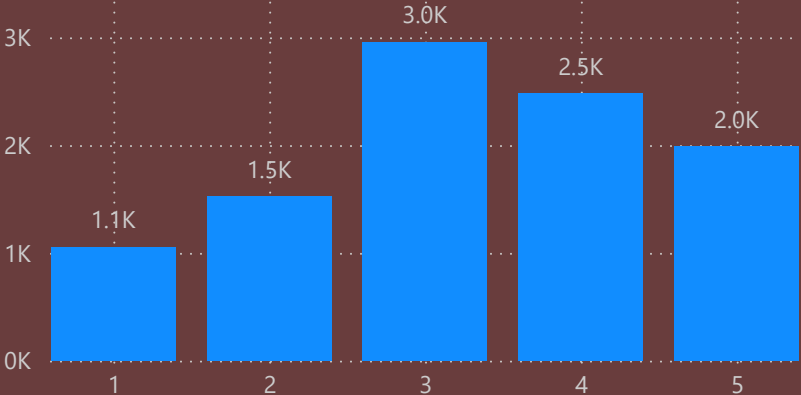
Consumer Reasons for Preventing Products

- Not available locally: 2.4K
- Health concerns: 2.3K
- Not interested in energy ...: 2.2K
- Unfamiliar with the brand: 1.9K
- Other: 1.3K
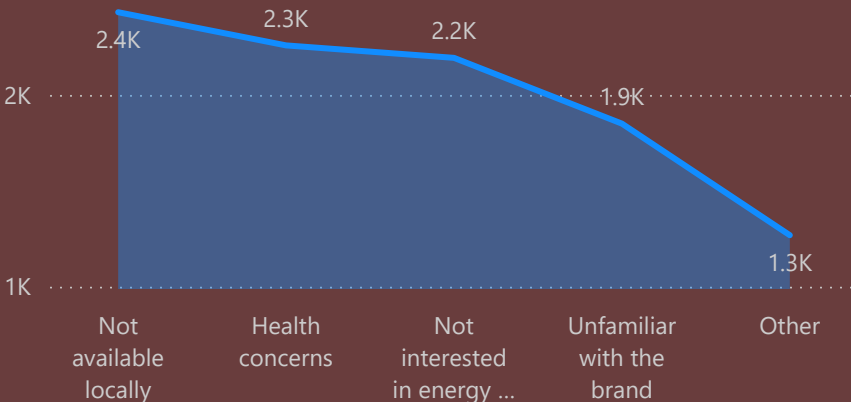
General Perception of Consumers

- Effective: 29.09%
- Not sure: 26.1%
- Healthy: 22.43%
- Dangerous: 22.38%