



10K

Total Responses

6.04K

Total Males

3.46K

Total Females

507

Non-Binary

Tier, City

All

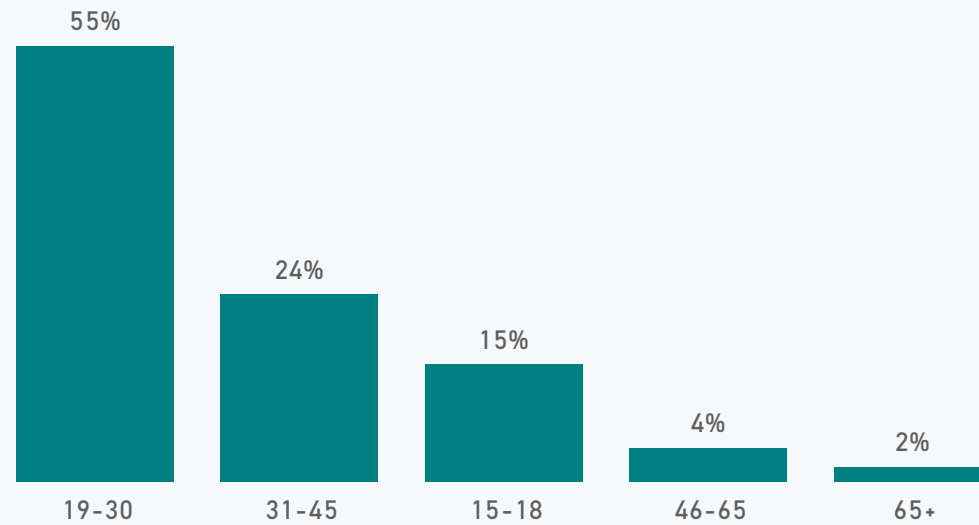
Age

All

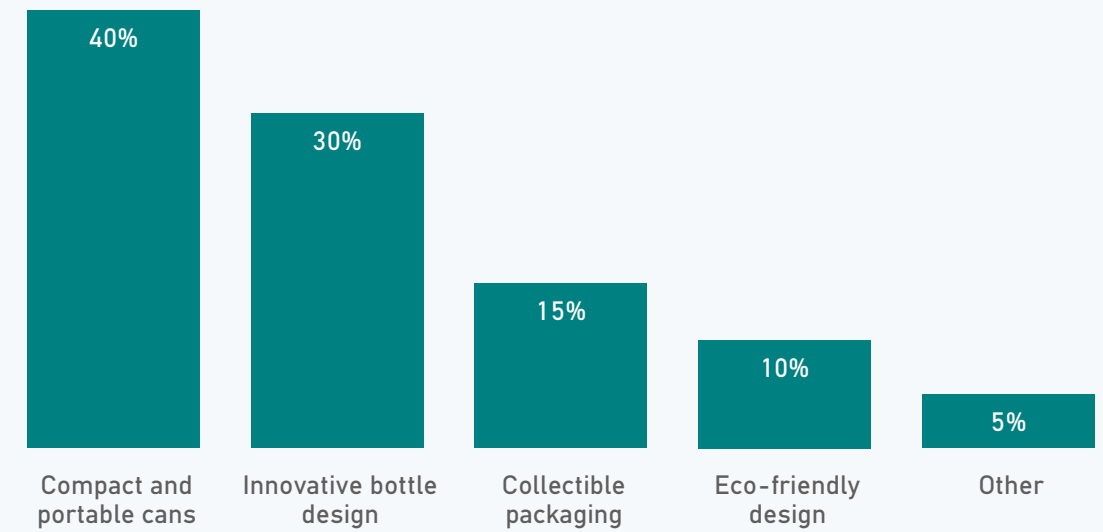
Gender

All

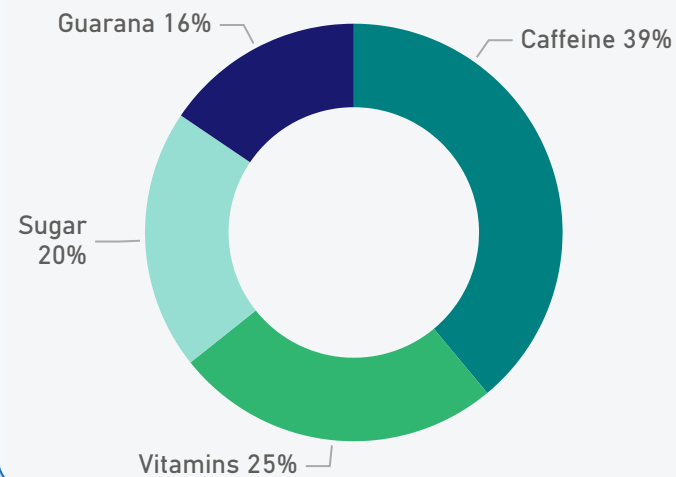
Which age group prefers energy drinks more?



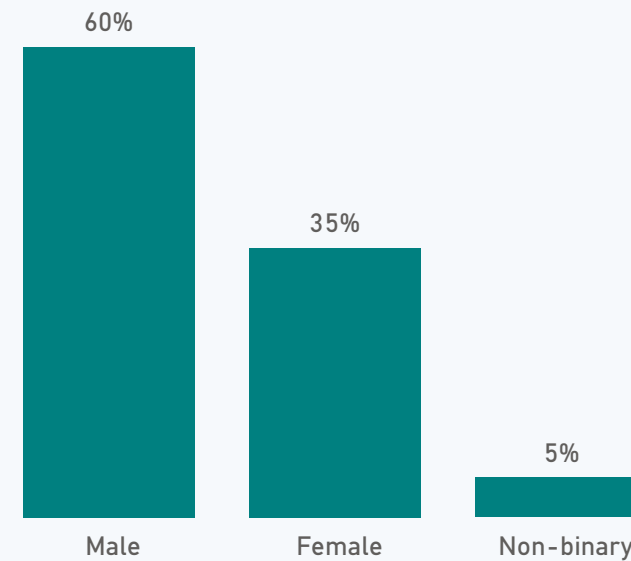
What packaging preferences do respondents have for energy drinks?



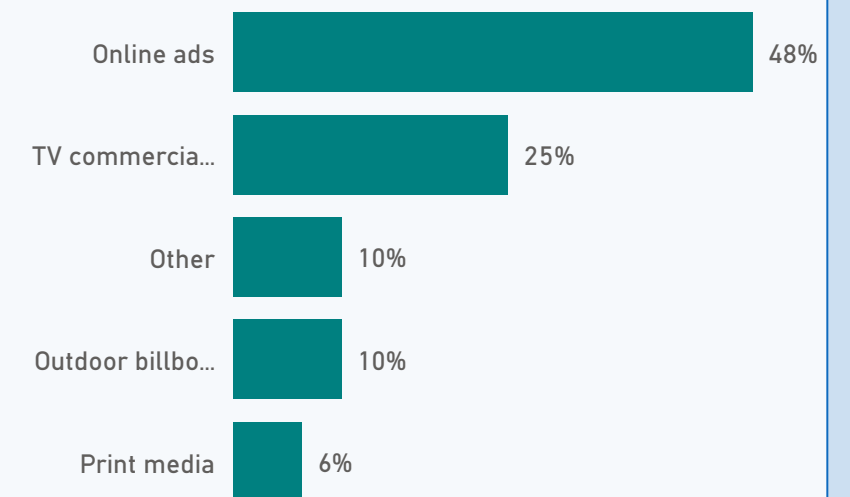
What are the preferred ingredients of energy drinks among respondents?



Who prefers energy drink more?



Which type of marketing reaches the most Youth?





10K

Total Responses

Current Brand

All

Tier, City

All

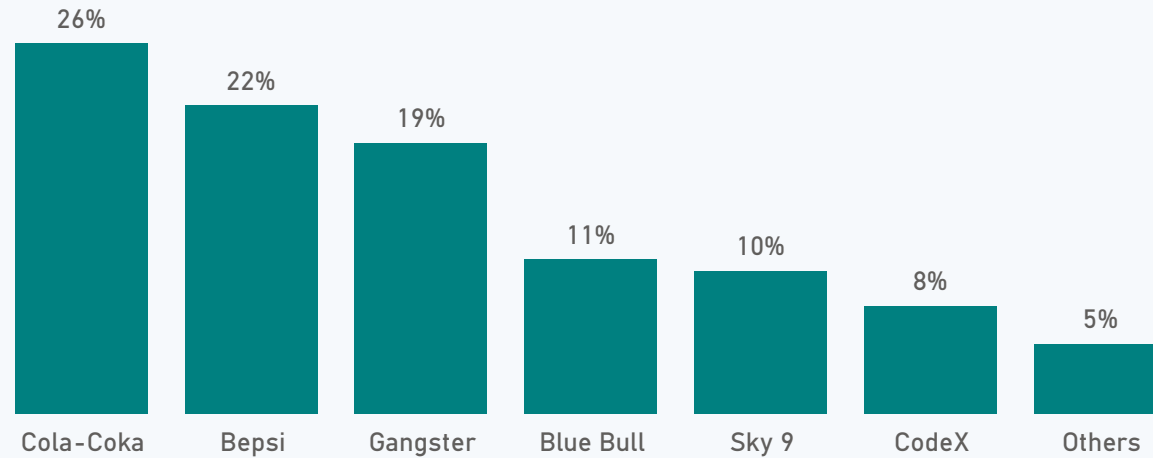
Age

All

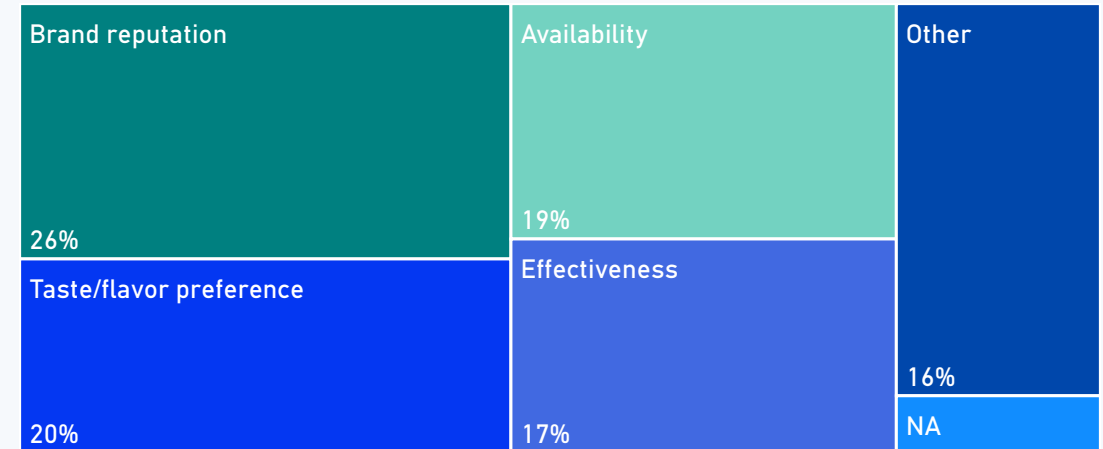
Gender

All

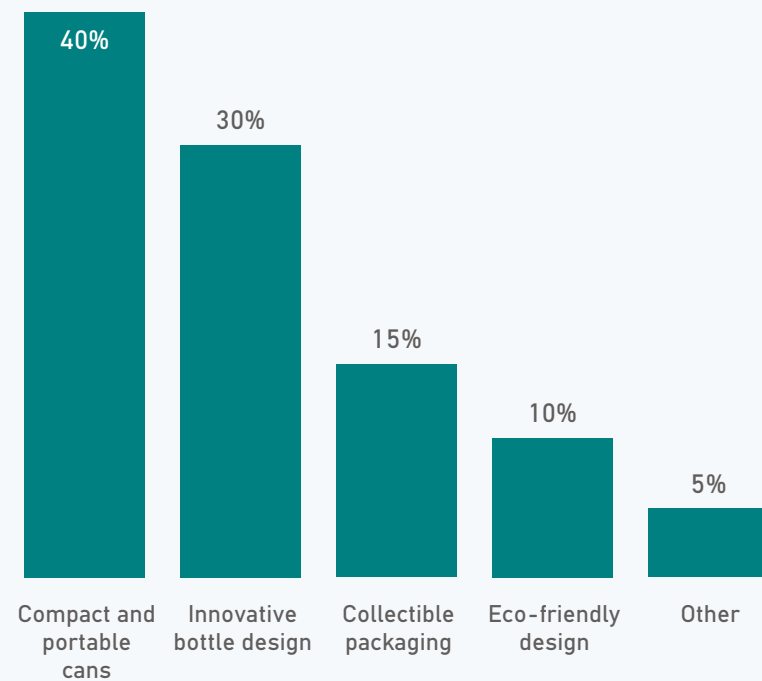
Who are the current market leaders?



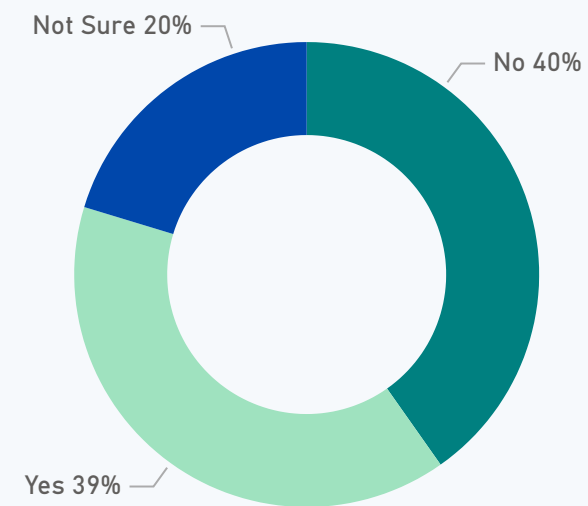
What are the primary reasons consumers prefer those brands over ours?



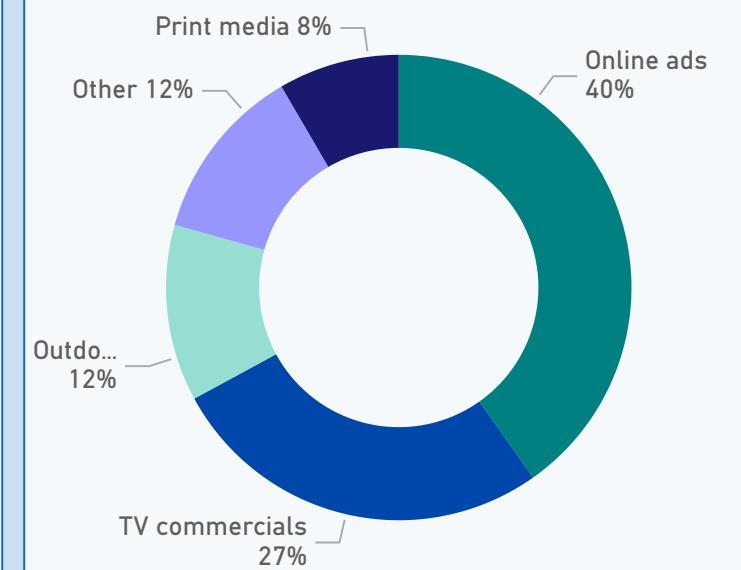
What packaging preferences do respondents have for energy drinks?



Would you be more likely to buy an energy drink with limited edition packaging?



Which marketing channel can be used to reach more customers?





44%

Brand Awareness

20%

Tried CodeX Drinks

3.28

Avg product experience

Tier, City

All

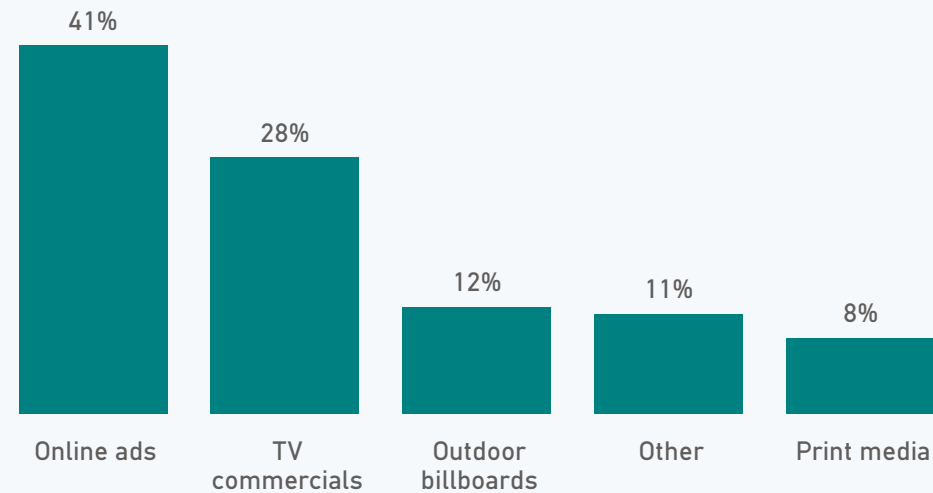
Age

All

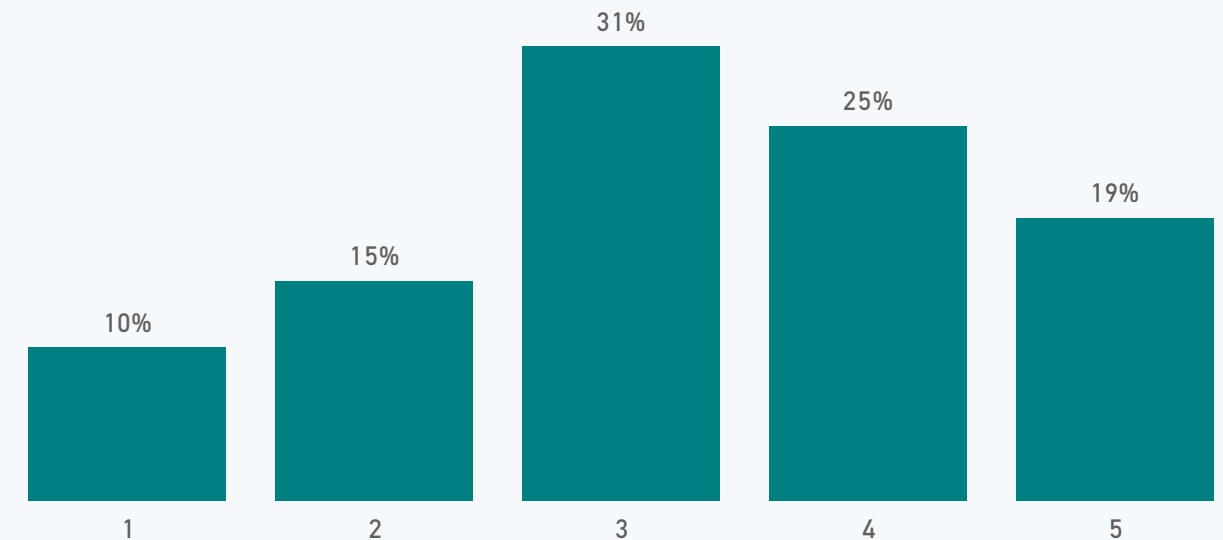
Gender

All

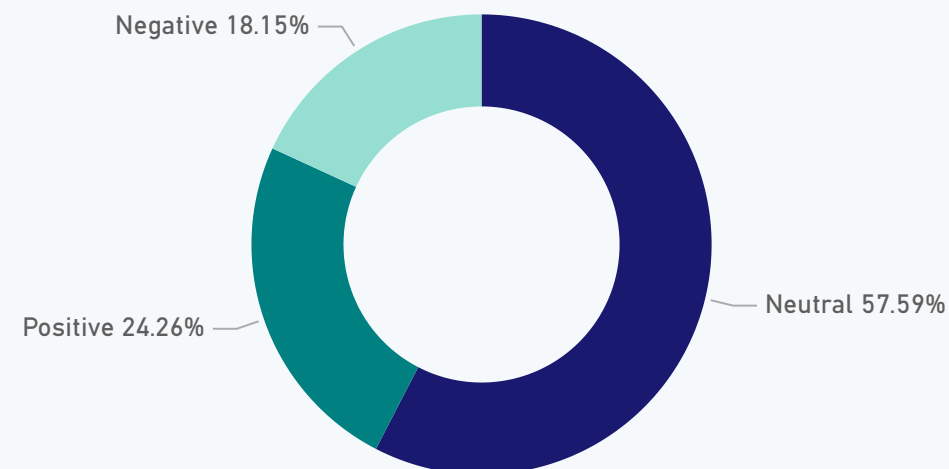
How effective are different marketing strategies and channels in reaching CodeX customers?



CodeX Taste Experience Rating



CodeX Brand Perception



Total Respondents by Reasons Preventing Trying





10K

Total Responses

Current_brand

All

Tier, City

All

Age

All

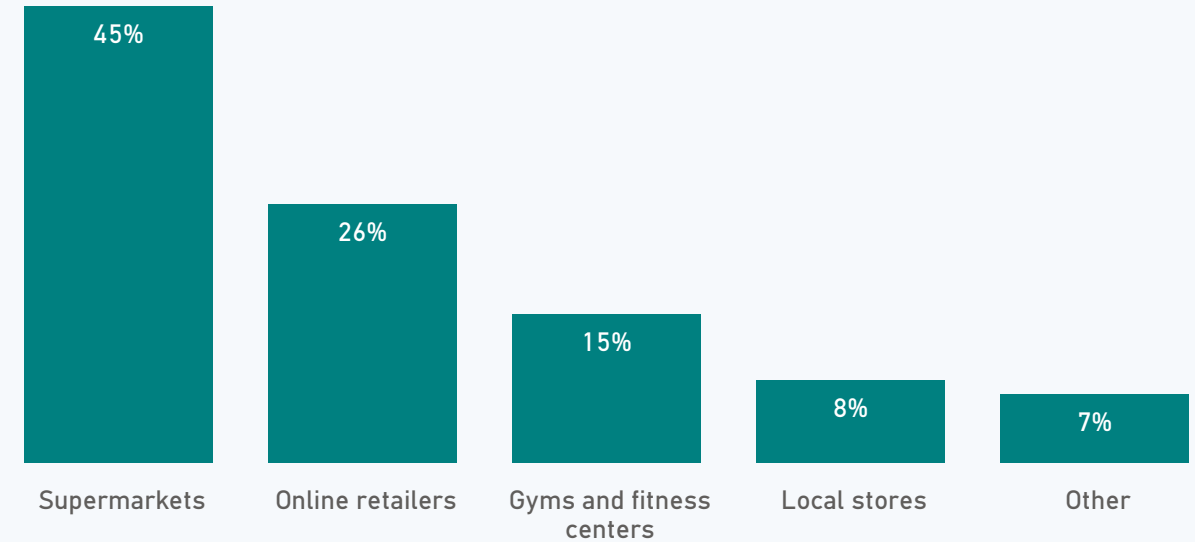
Gender

All

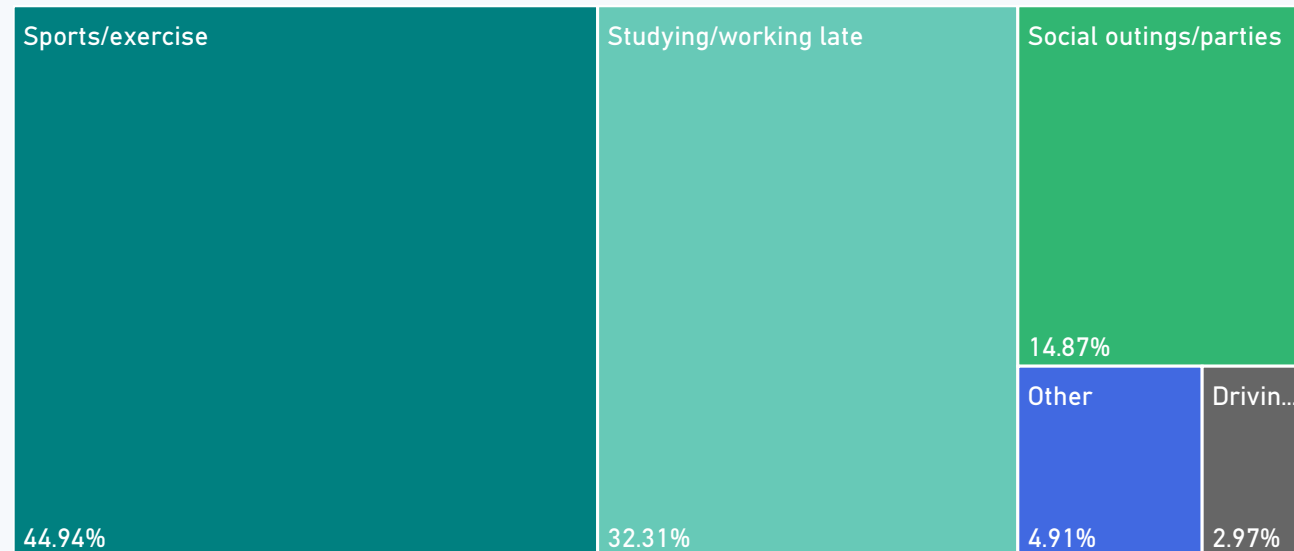
Which cities do we need to focus more on?



Where do you typically purchase energy drinks?



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



What price range do you consider reasonable for an energy drink?

