



Marketing Insights

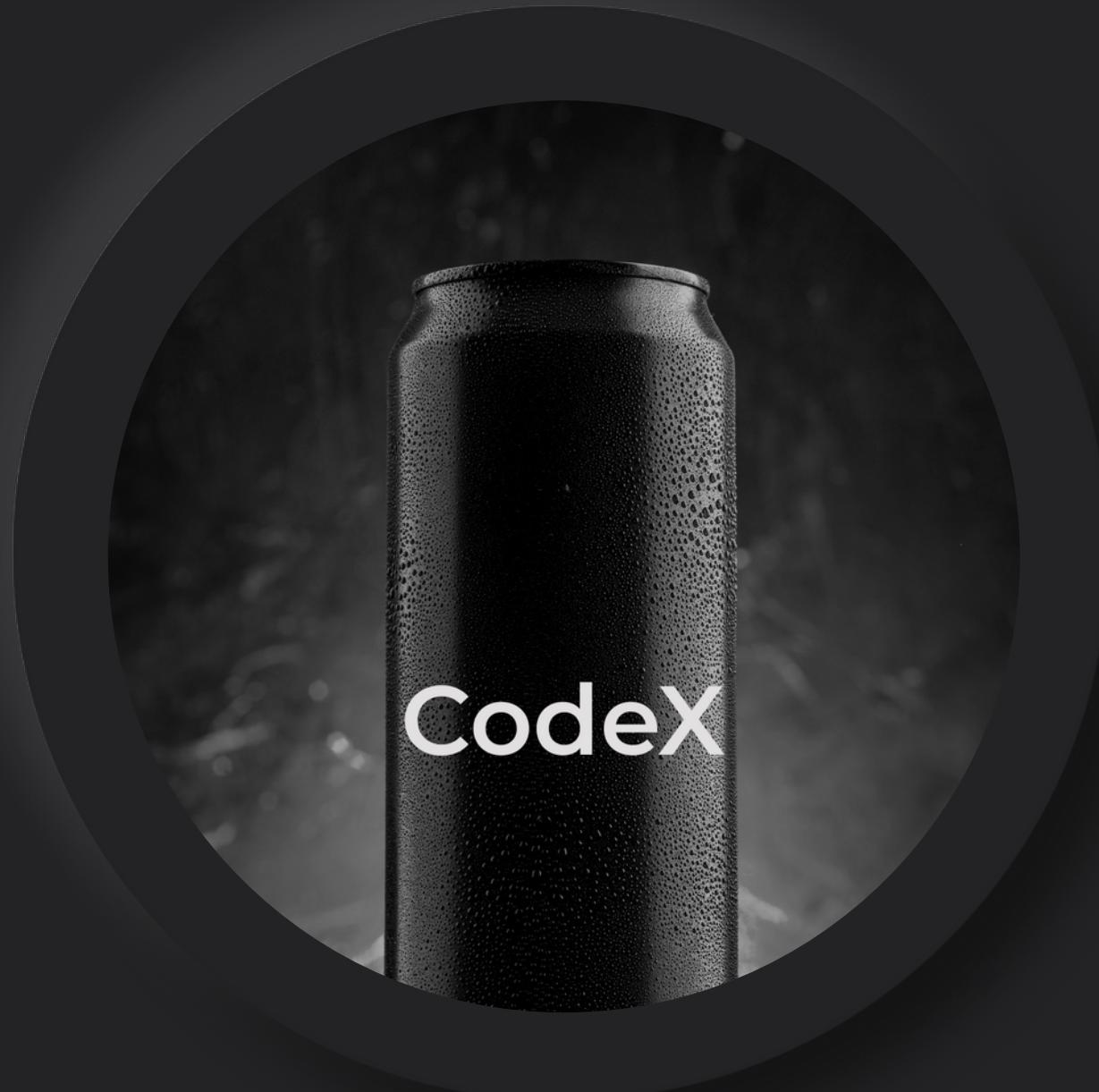
Food & Beverage Industry

Presented By- Sonali Gupta

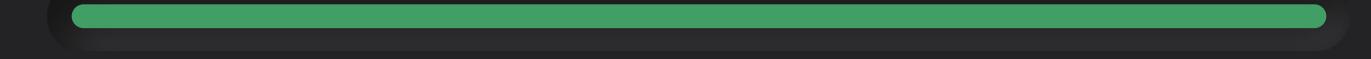


Agenda

- Company Overview
- Objective
- Market Analysis
- Primary Insights
- Secondary Insights
- Recommendations



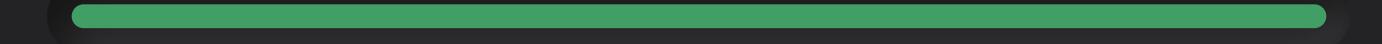
Company Overview



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.

Objective



As a marketing data analyst my task is to collect the data from survey and convert these survey results to meaningful insights which the team can use to drive actions.

Market Analysis

The India energy drink market is projected to register a CAGR of 9.98% over the next five years (2023-2028).

- **Market Leaders-** Goldwin Healthcare, Power Horse Energy Drinks GMBH, Monster Beverage Corporation, Nutra like Health Care, Red Bull GMBH
- **Product Type-** Drinks, Shots, Mixers
- **Distribution Channels-** supermarkets/hypermarkets, convenience stores, pharmacies/health stores, online retail, and other distribution channels.
- **Consumption Reason-** ignite the mind, refresh the body, and enhance performance and stamina.

Major soft drink companies like PepsiCo and Coca-Cola entered the market for energy drinks to compete with industry leaders in India. Energy drinks also called as non-carbonated, non-alcoholic, caffeinated, and sports drinks.



NUTRALIKE



Primary Insights



These insights can be derived from the survey responses

Demographic Insights



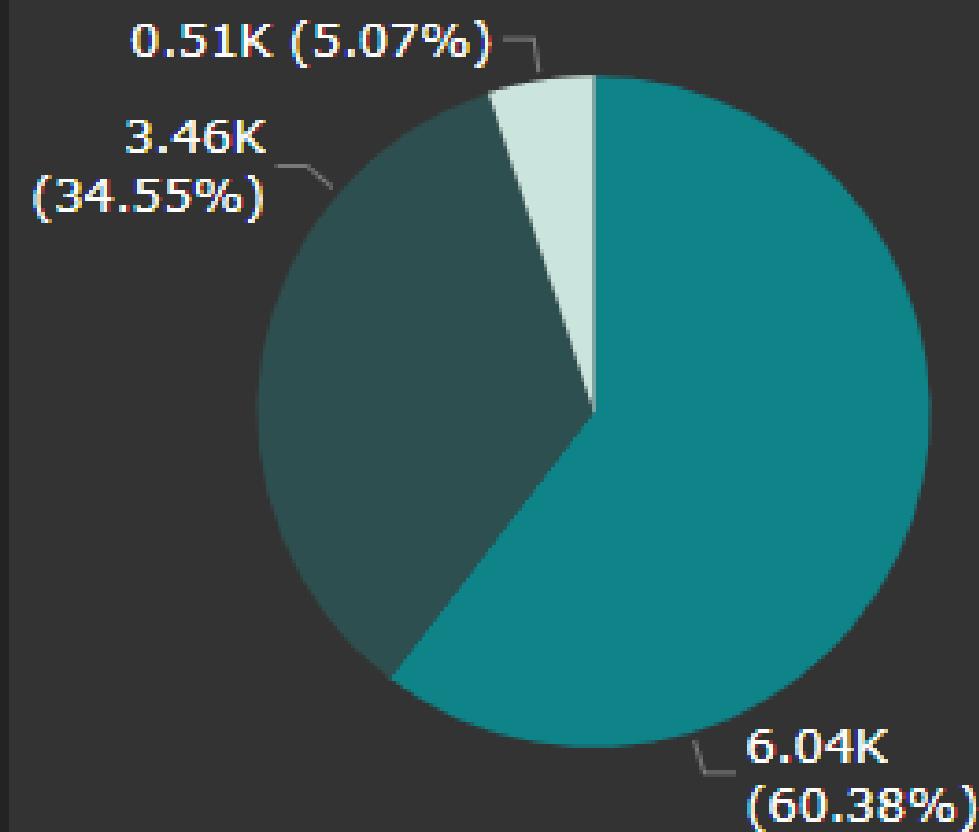
Who prefers energy drink more?

	Gender	Total_Respondents
1	Male	6038
2	Female	3455
3	Non-binary	507



Preference Count by Gender

Gender • Male • Female • Non-binary

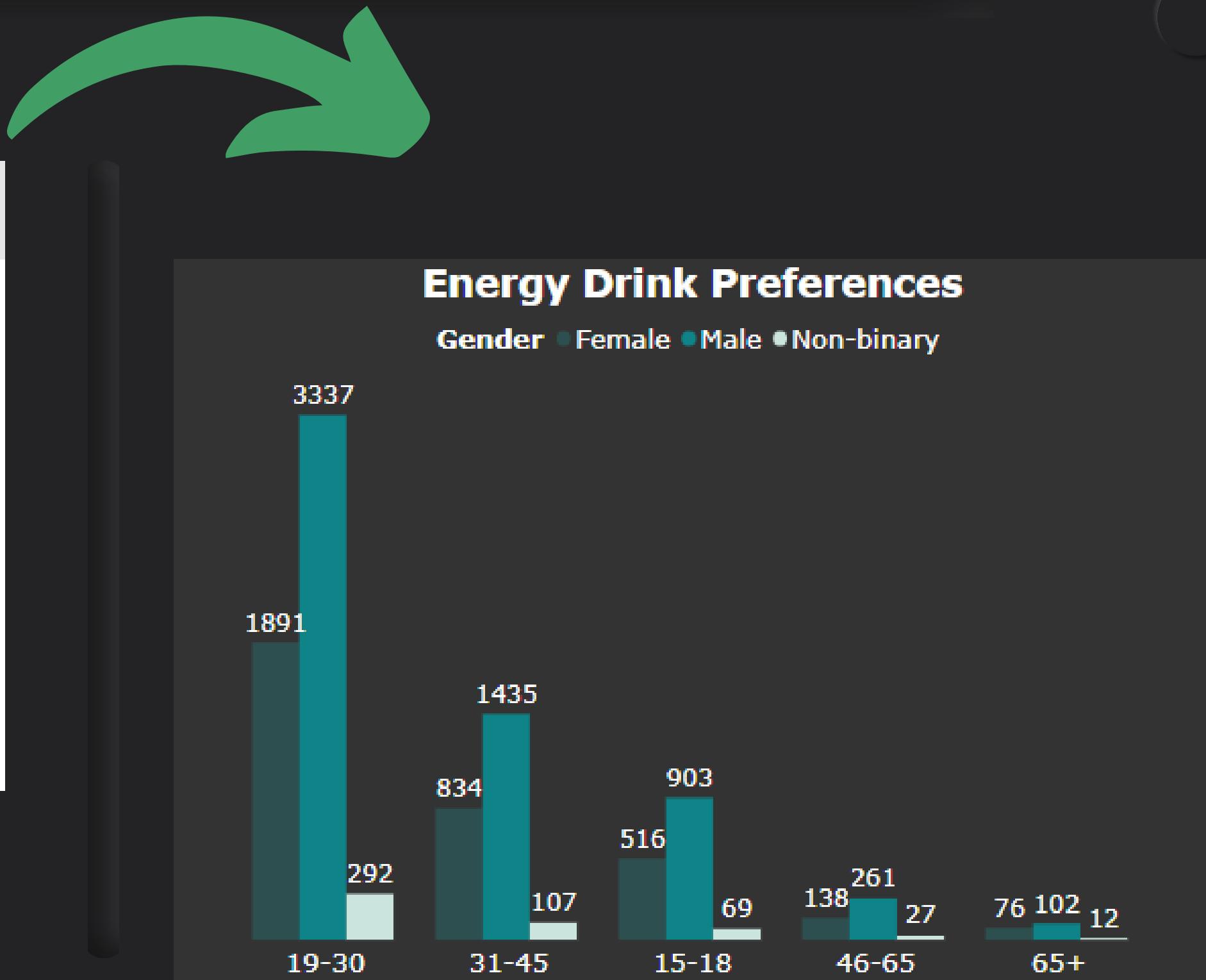


- Males preferred more energy drink i.e. 60.38% among all genders.
- Followed by females (34.55%) and non binary (5.07%)

Which age group prefers energy drinks more?

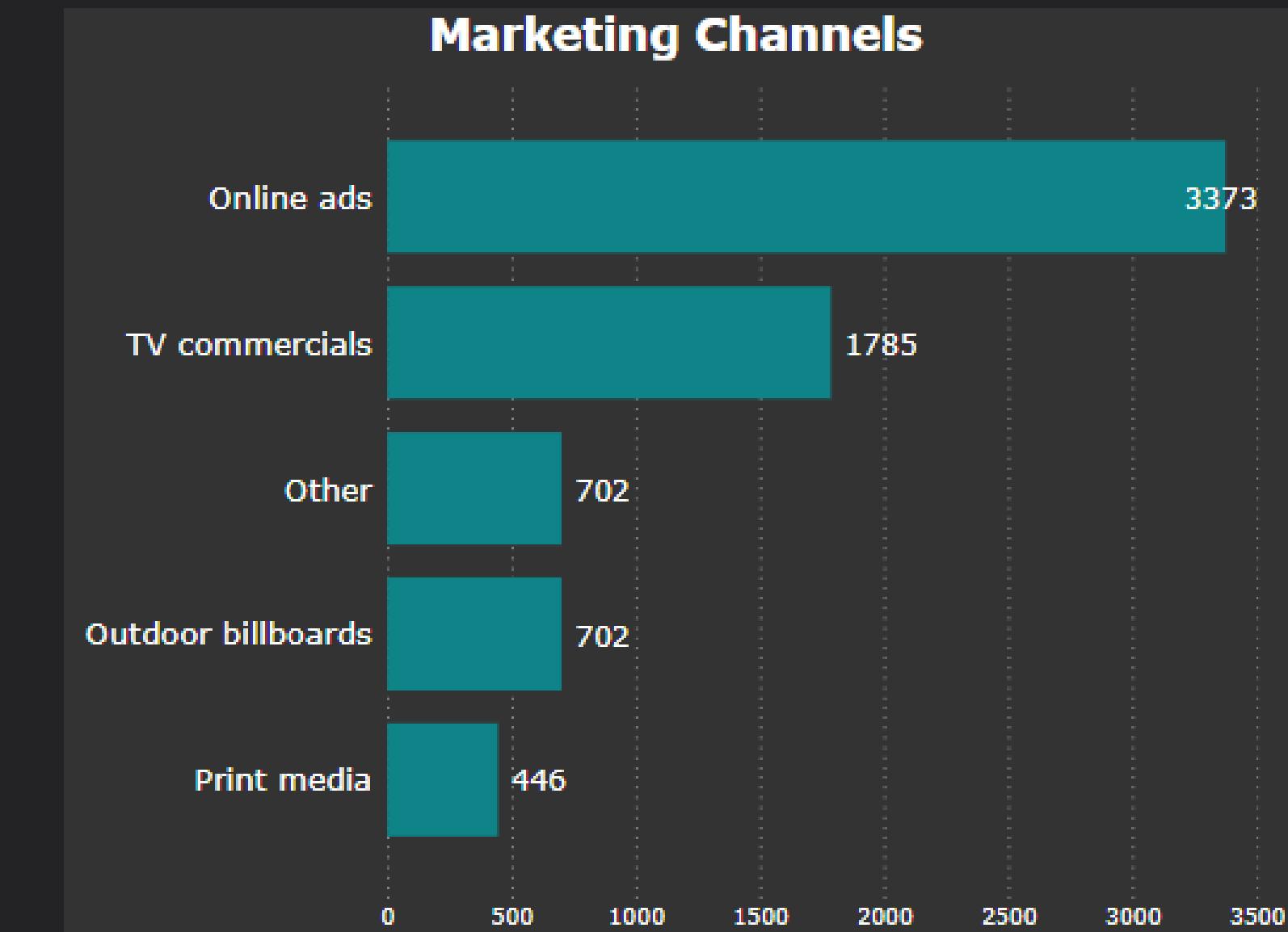
	age	Total_Respondents
1	19-30	5520
2	31-45	2376
3	15-18	1488
4	46-65	426
5	65+	190

- 19-30 age group consumes maximum energy drink followed by 31-45.
- People above 65 years of age consume less energy drink.



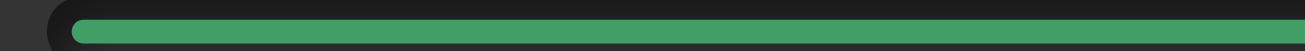
Which type of marketing reaches the most Youth (15-30)?

	Marketing_channels	Total_Respondent
1	Online ads	3373
2	TV commercials	1785
3	Outdoor billboards	702
4	Other	702
5	Print media	446



- Young people spend most of the time using internet nowadays. So, the online ads is the best way to reach maximum youths.
- TV commercials is also an effective marketing tools after online platforms.

Consumer Preferences

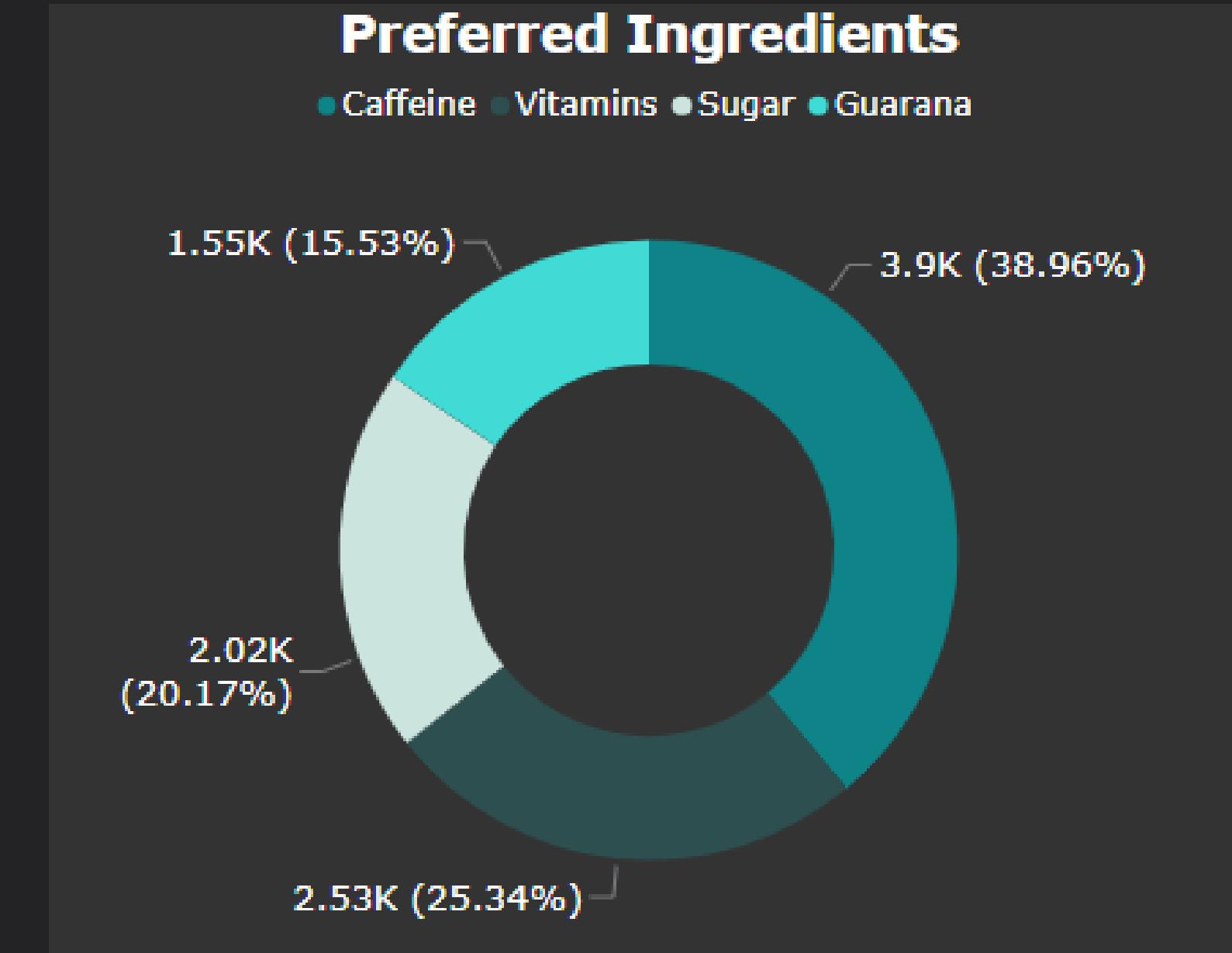


What are the preferred ingredients of energy drinks among respondents?



	Preferred_Ingredients	Total_Respondent
1	Caffeine	3896
2	Vitamins	2534
3	Sugar	2017
4	Guarana	1553

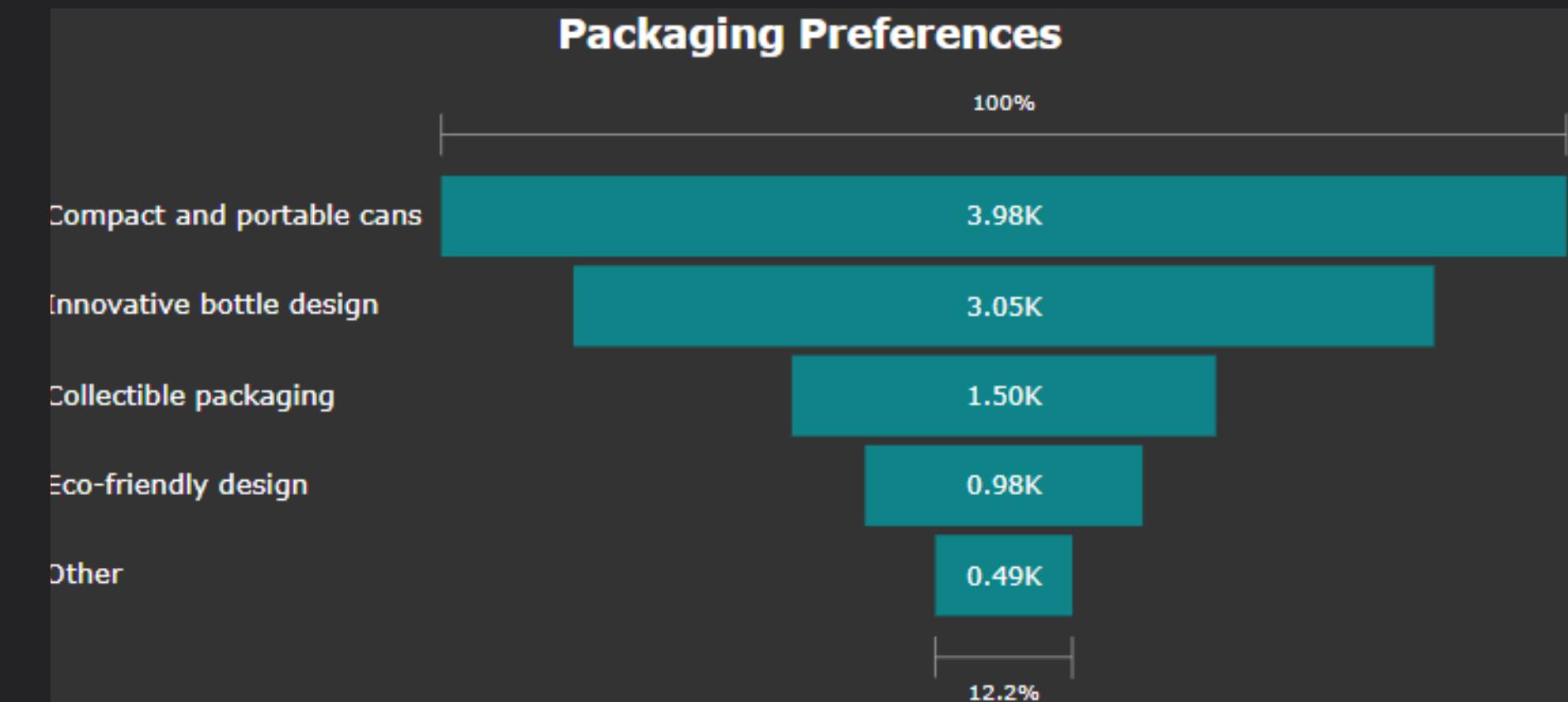
- Caffeine is the preferred ingredient among respondents followed by vitamins and sugar.
- Approx 3.9k people want caffeine as their main ingredient in the energy drink.



What packaging preferences do respondents have for energy drinks?

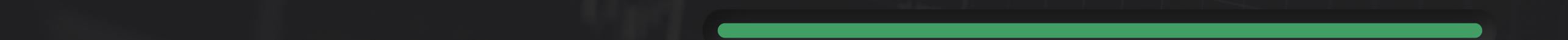


	Packaging_preference	Total_Respondent
1	Compact and portable cans	3984
2	Innovative bottle design	3047
3	Collectible packaging	1501
4	Eco-friendly design	983
5	Other	485



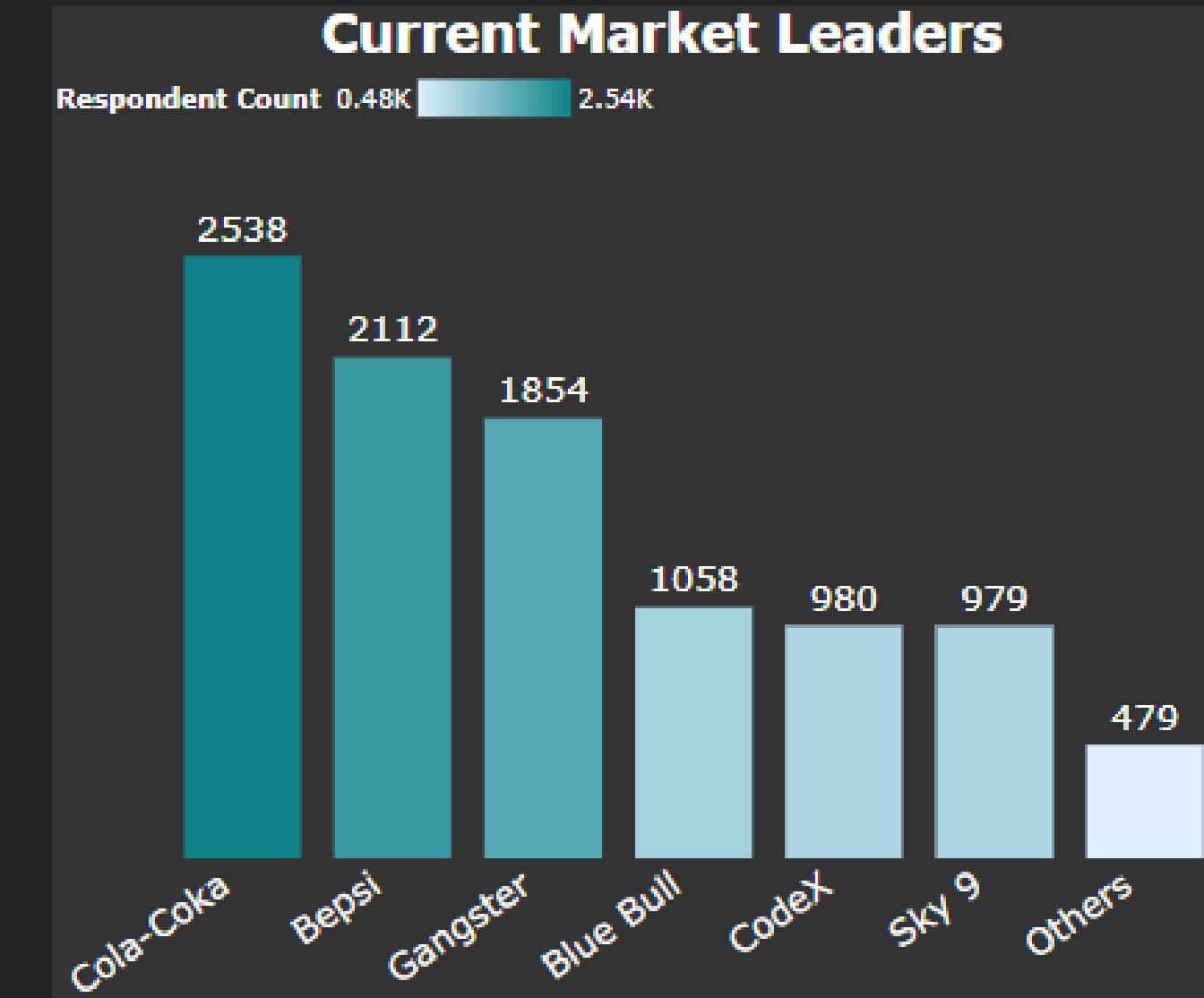
- Compact and portable cans packaging are used more because of convenience, mobility and dynamic lifestyles.

Competition Analysis



Who are the current market leaders?

	Current_Marketing_Leaders	Total_Respondents
1	Cola-Coka	2538
2	Bepsi	2112
3	Gangster	1854
4	Blue Bull	1058
5	CodeX	980
6	Sky 9	979
7	Others	479



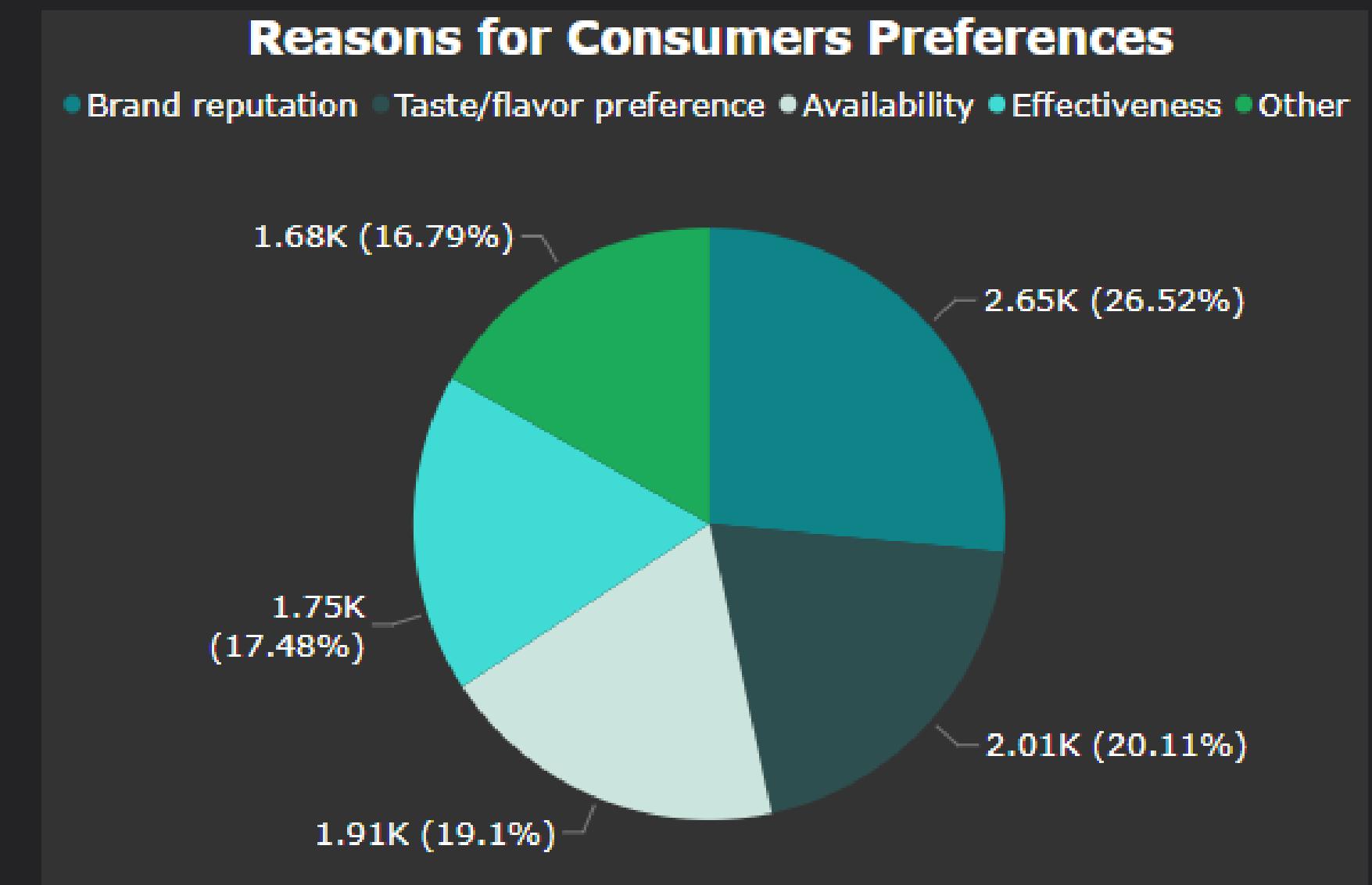
- Top 4 market leaders are- Cola-Coka, Bepsi, Gangster, Blue Bull.
- CodeX immediate competitor is Sky 9.
- For remains in good position, CodeX needs to continue monitor market dynamics and assess their performance.

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



Other_Brands	Total_Respondents
Brand reputation	2652
Taste/flavor preference	2011
Availability	1910
Effectiveness	1748
Other	1679

- Brand reputation and taste preference are the primary reasons.
- To combat this problem, we have to enhance our product offering by evaluating the flavor, packaging.



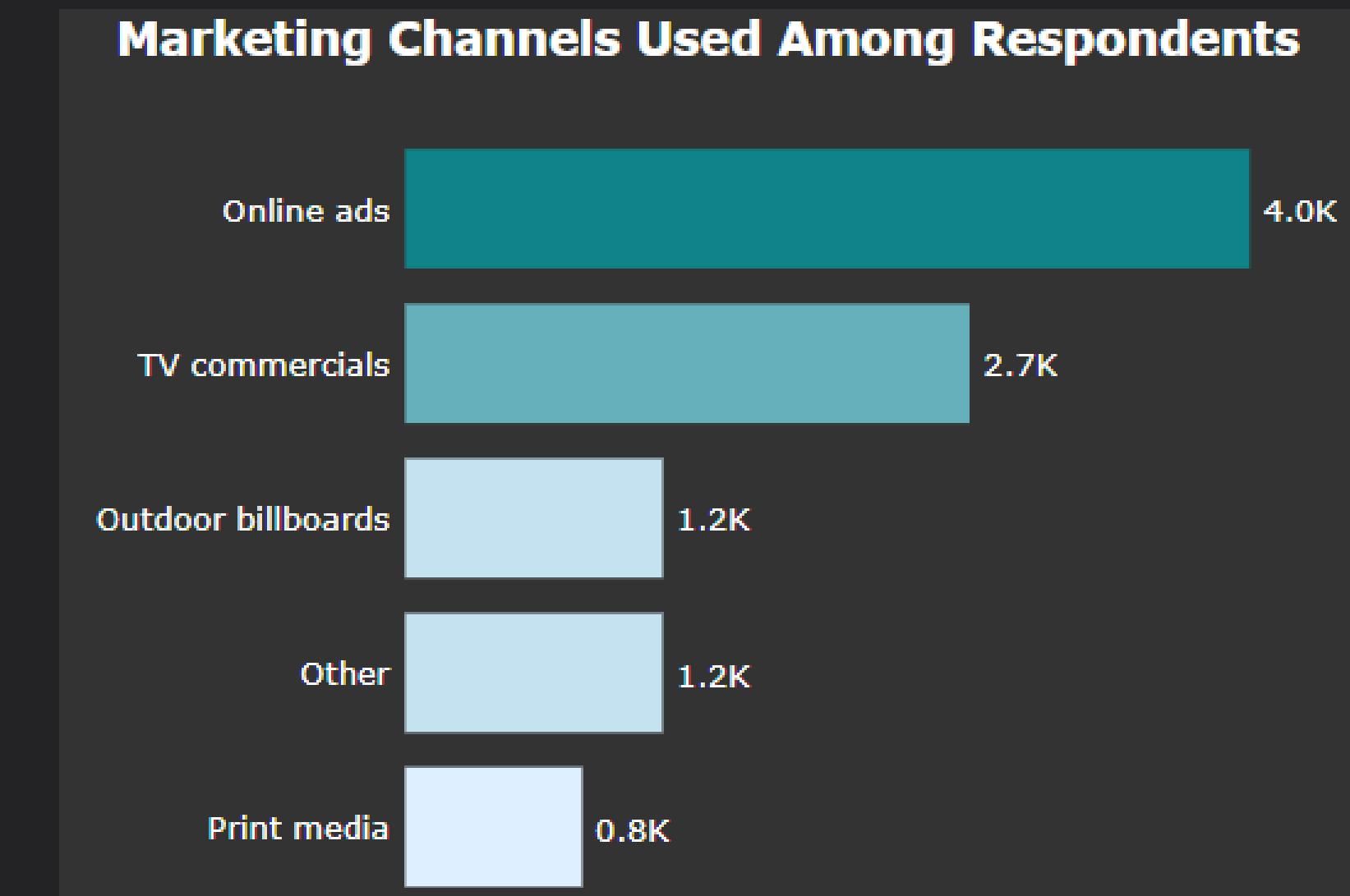
Marketing Channels and Brand Awareness



Which marketing channel can be used to reach more customers?



Marketing_channels	Total_Respondents
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841



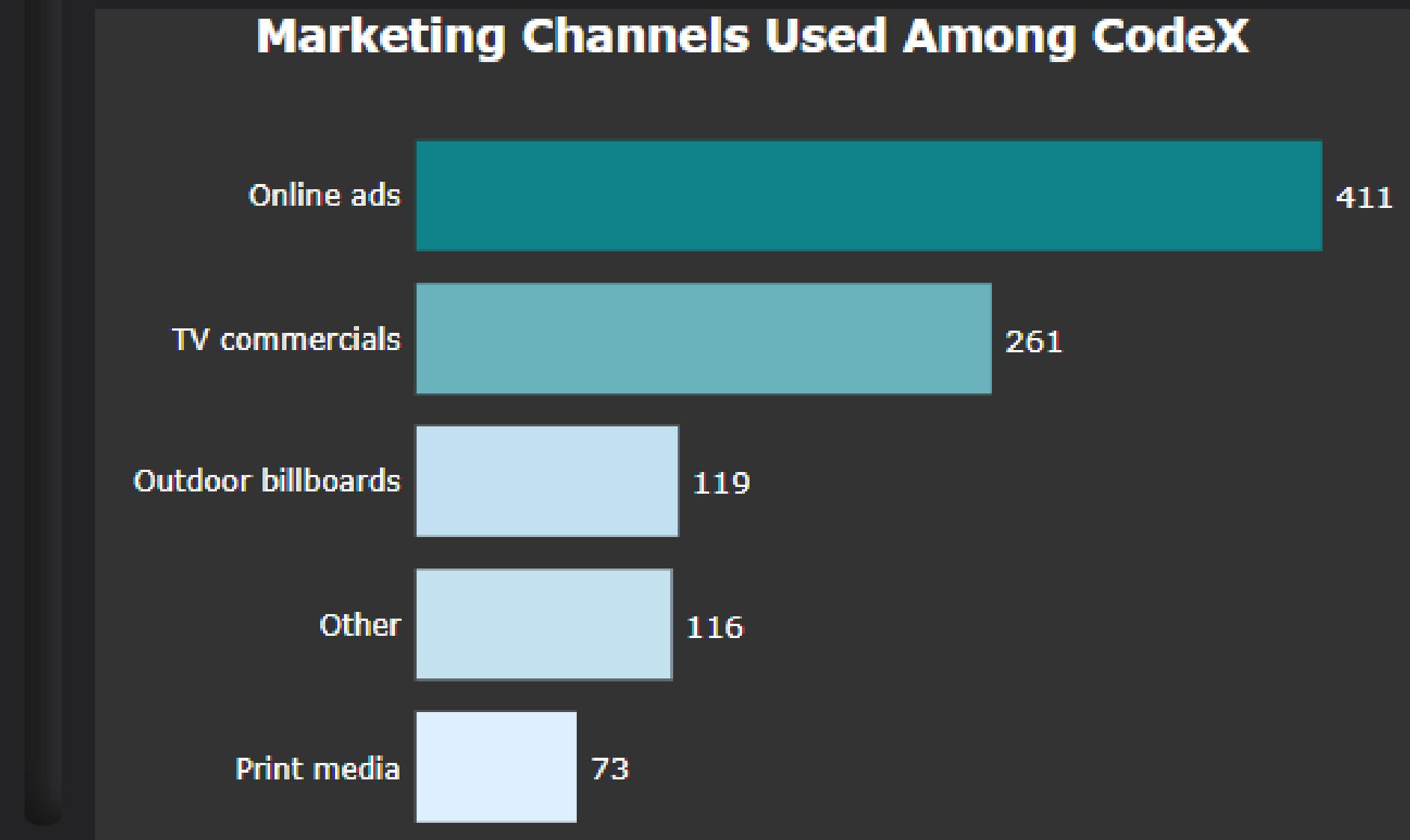
- Online ads and TV commercials are more reachable due to their wide reach and ability to deliver engaging content.
- Online ads engagement is 4.0k and TV commercials engagement is 2.7k.

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



Marketing_channels	Total_Respondents
Online ads	411
TV commercials	261
Outdoor billboards	119
Other	116
Print media	73

- Effectiveness of marketing strategies can vary based on factors such as target audience demographics, consumer preferences, competition etc.



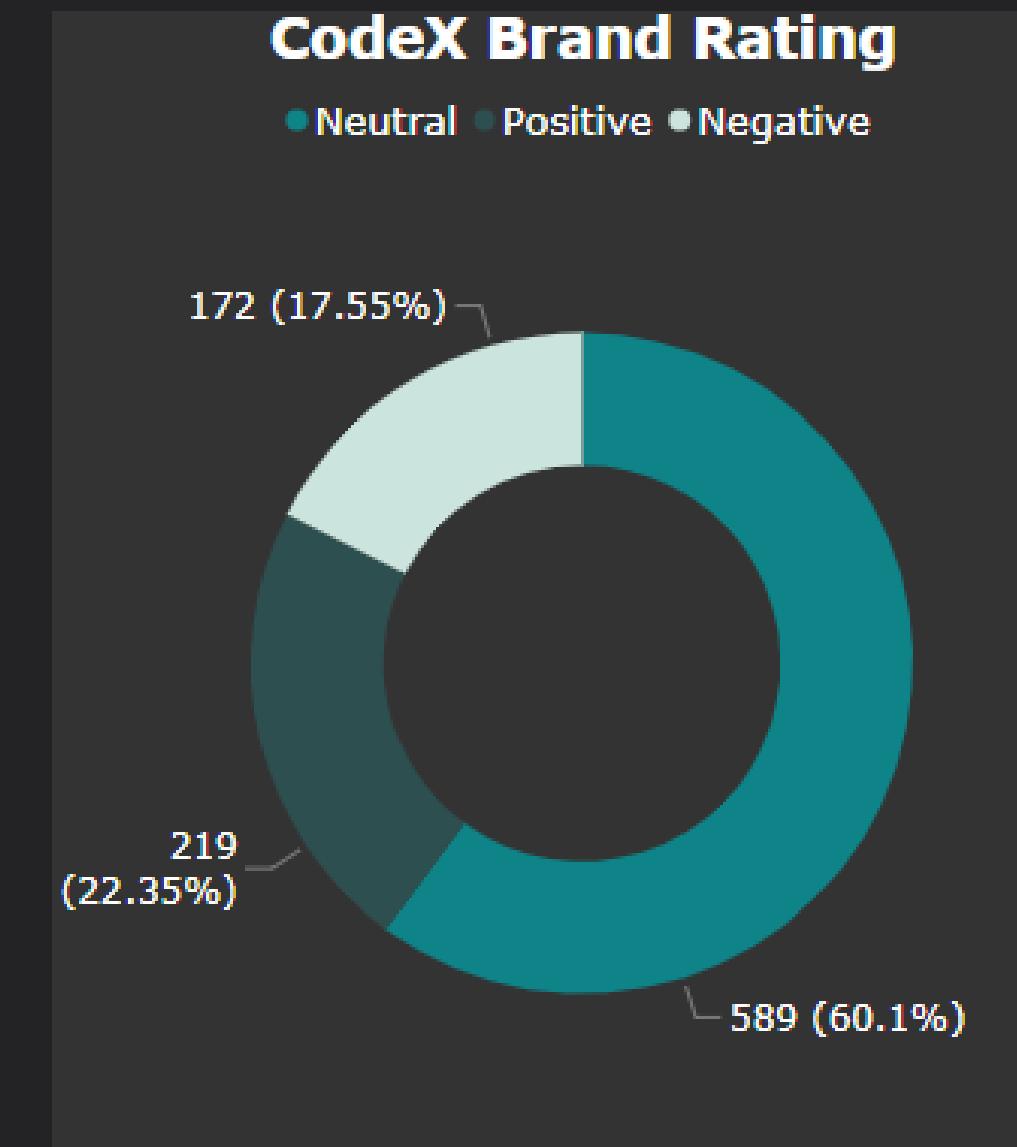
Brand Penetration

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



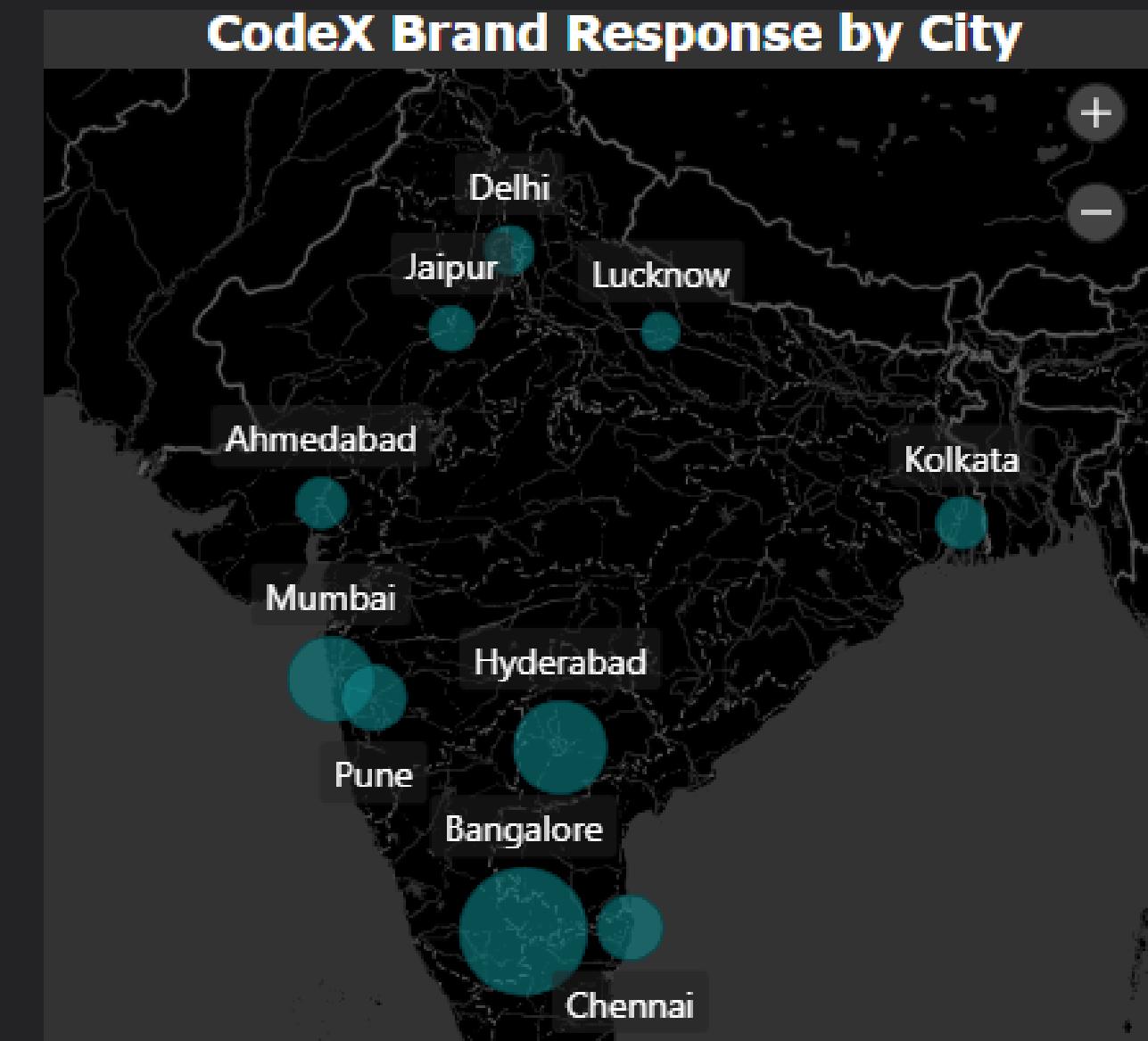
Brand_perception	Brand_Count	Rating
Neutral	589	60%
Positive	219	22%
Negative	172	17%

- 60% people give neutral, 22% people give positive and 17% people gives negative ratings towards our brand.



Which cities do we need to focus more on?

	City	Tier	Total_Respondents
1	Bangalore	Tier 1	292
2	Hyderabad	Tier 1	182
3	Mumbai	Tier 1	156
4	Pune	Tier 2	92
5	Chennai	Tier 1	92
6	Kolkata	Tier 2	48
7	Ahmedabad	Tier 2	45
8	Delhi	Tier 1	40
9	Jaipur	Tier 2	28
10	Lucknow	Tier 2	5



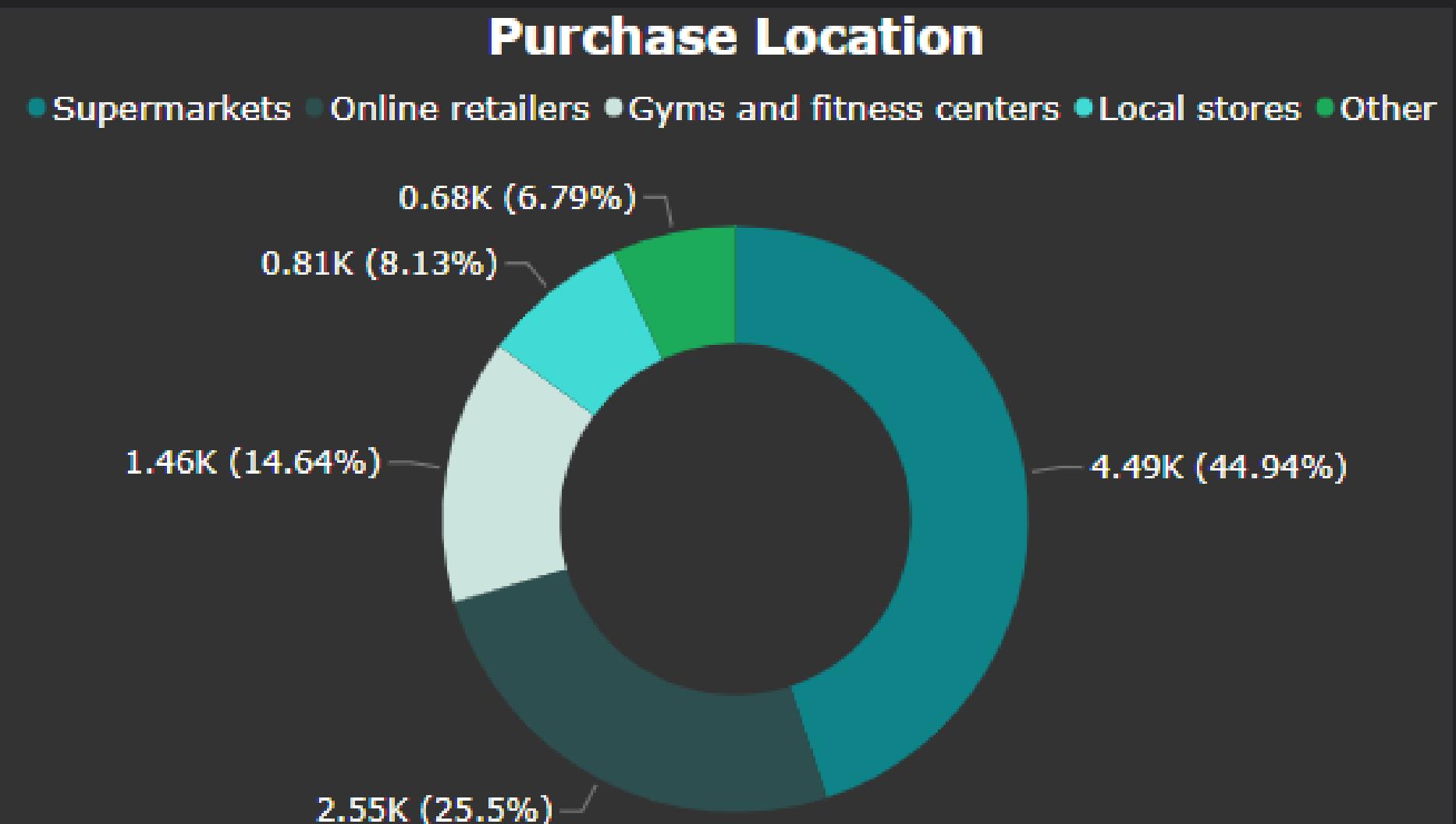
- In tier-1, Bangalore and Hyderabad are doing good. In tier-2, Pune and Kolkata are doing good.
- We need to focus on Delhi in tier-1 and Jaipur, Lucknow in tier-2.

Purchase Behavior



Where do respondents prefer to purchase energy drinks?

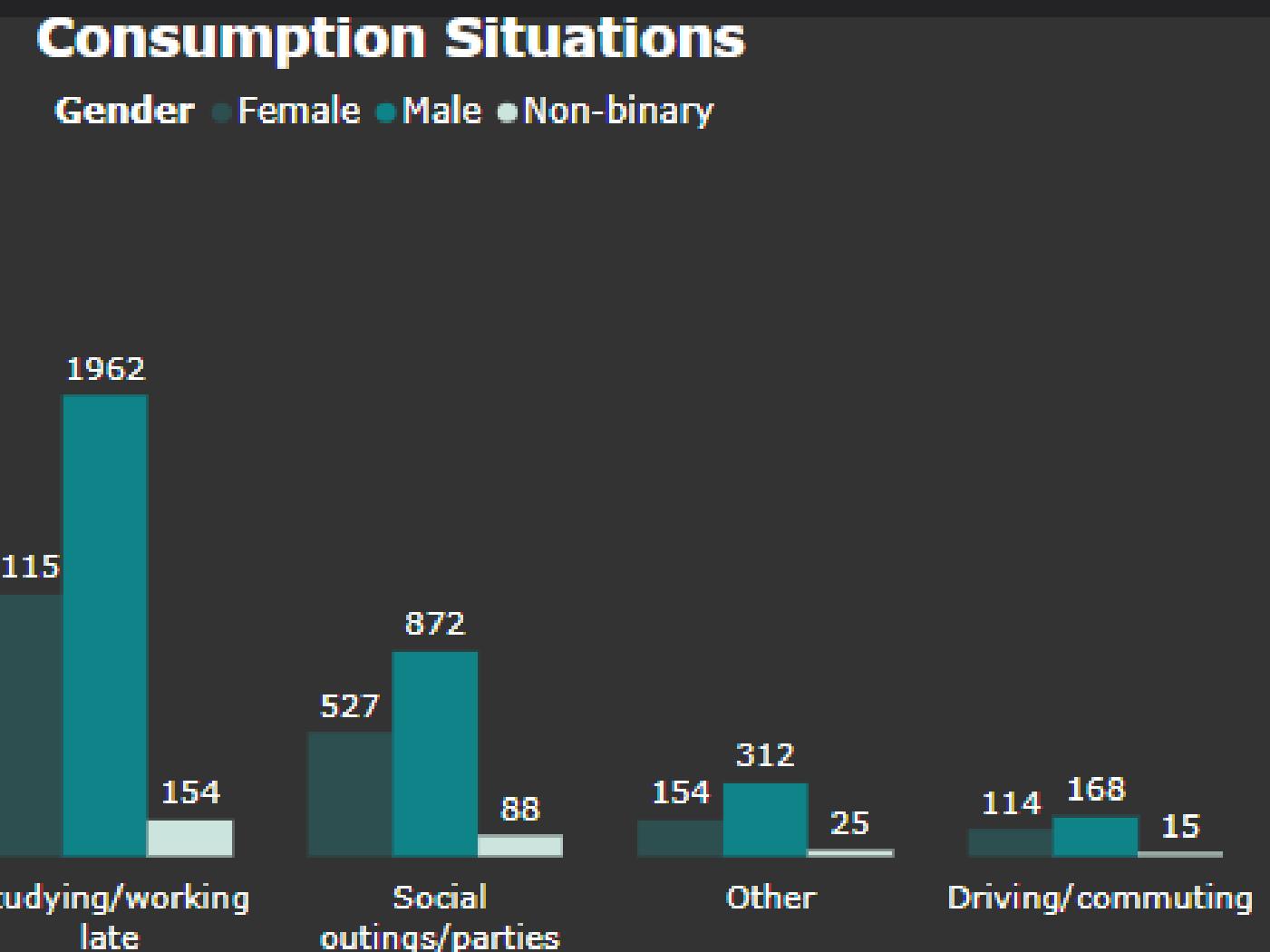
Purchase_location	Total_Respondents
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679



- Supermarkets are preferred by 4494 respondents followed by online retailers by 2550 respondents.

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

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



- A person who are doing physical activities like- sports, exercises consumes more energy drinks.
- Followed by the studious person and the persons who are working late.

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

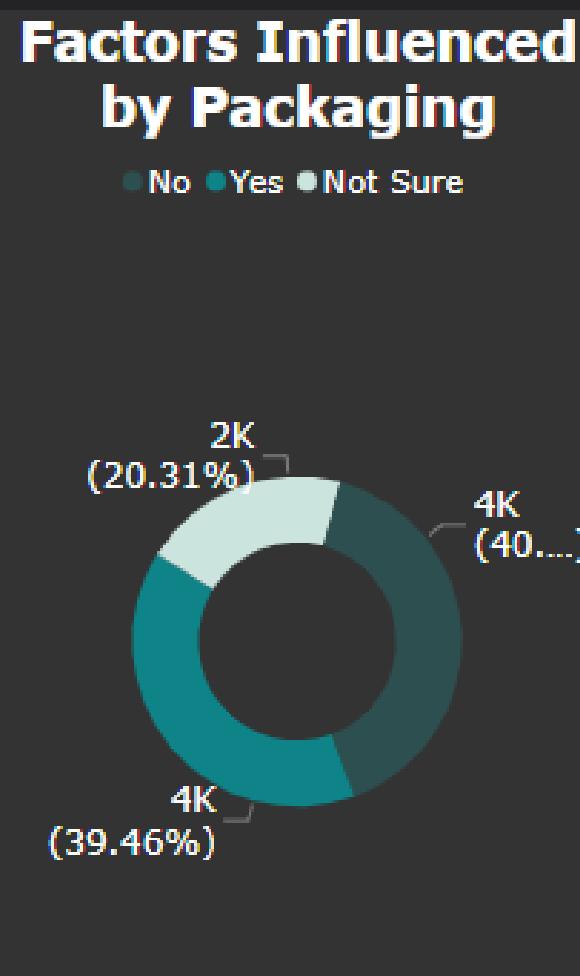
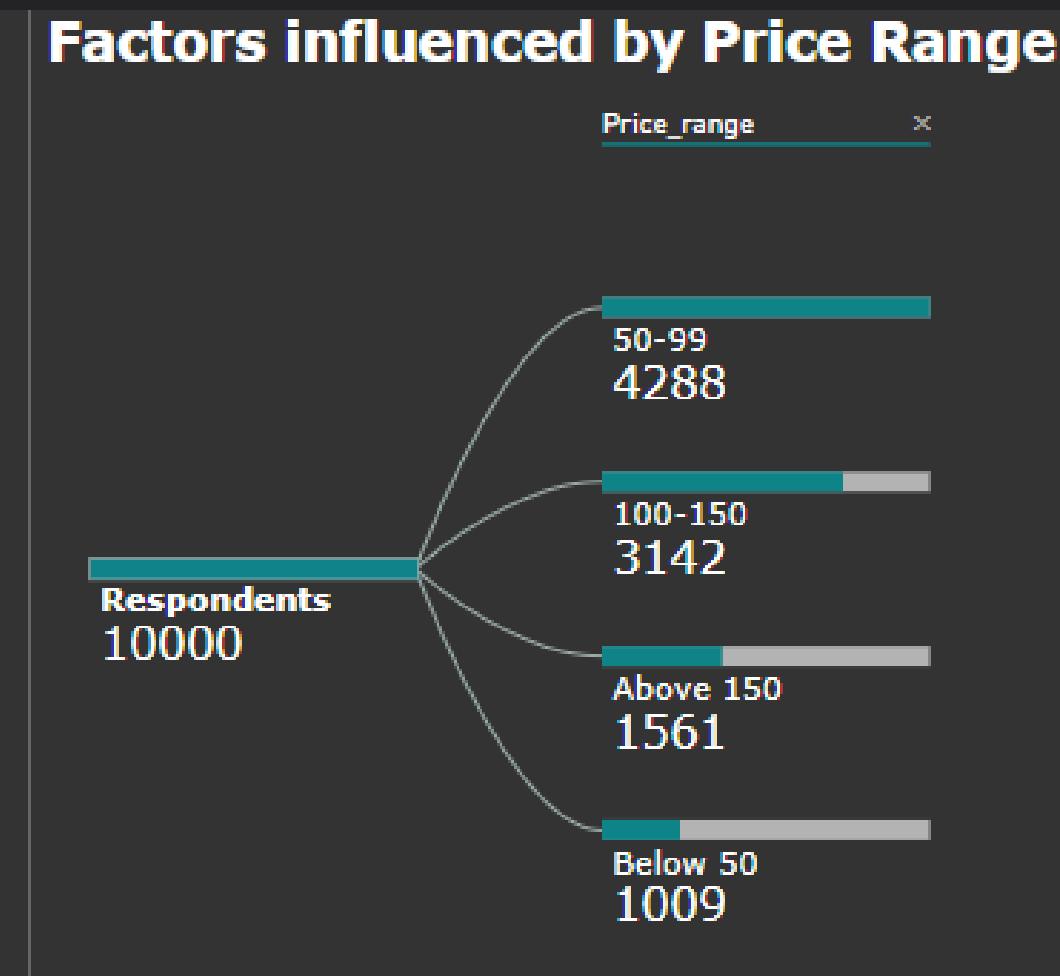
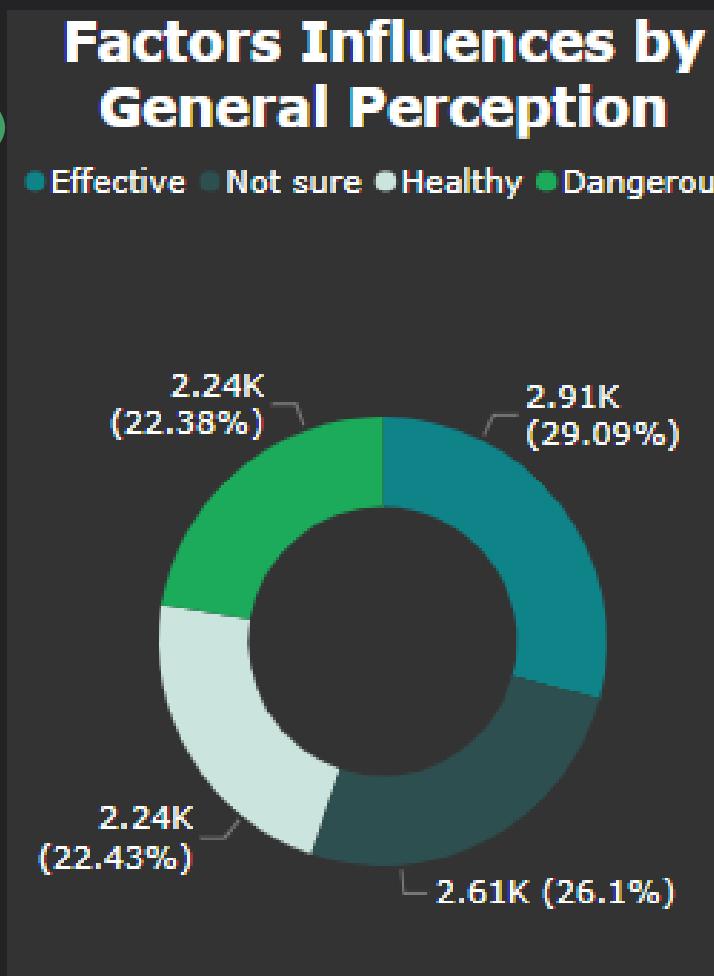
Price_range	Total_Respondents
50-99	4288
100-150	3142
Above 150	1561
Below 50	1009

Limited_edition_packaging	Total_Respondents
No	4023
Yes	3946
Not Sure	2031

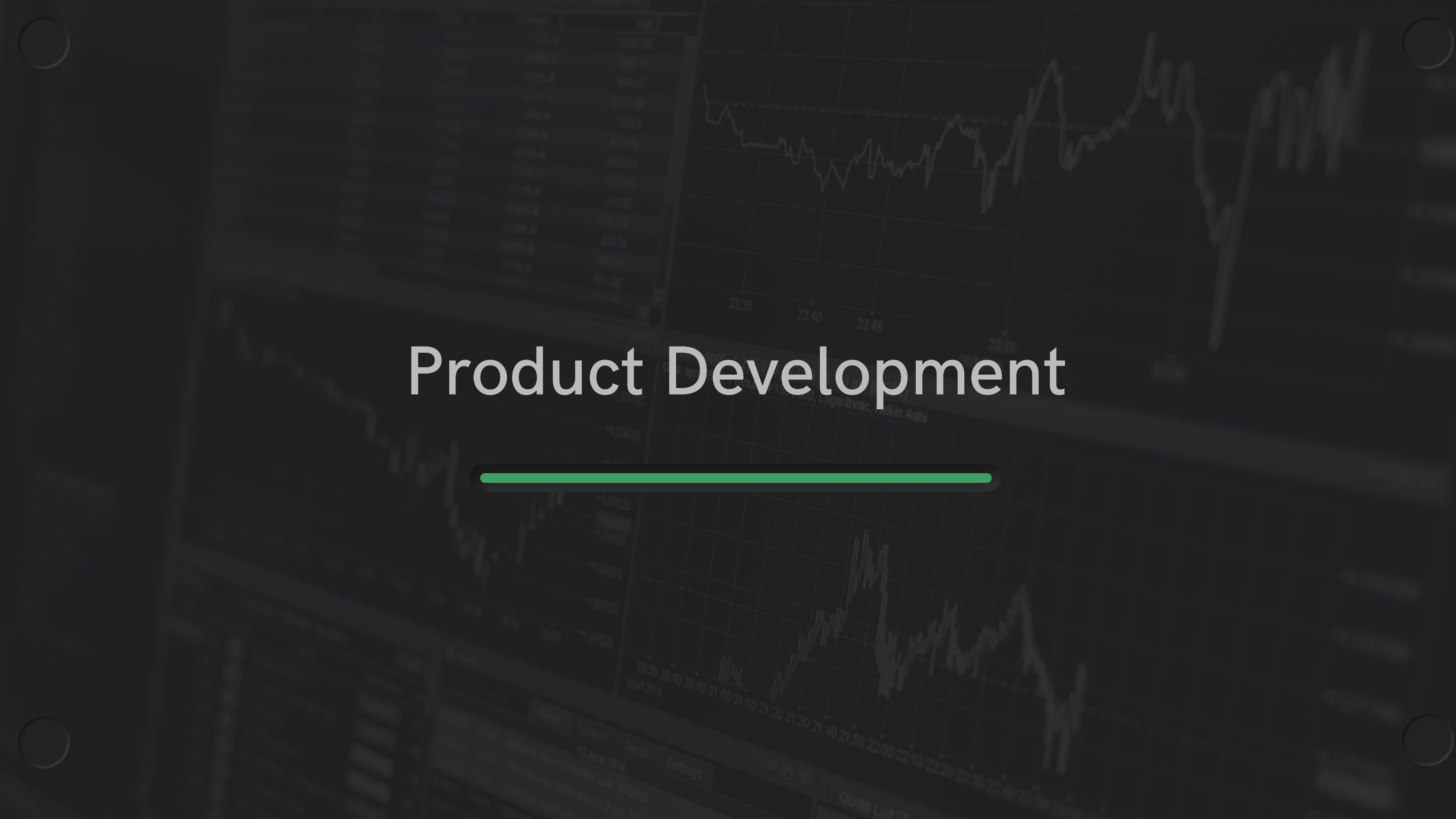
General_perception	Total_Respondents
Effective	2909
Not sure	2610
Healthy	2243
Dangerous	2238



- Price range between 50-99 are mostly preferred.
- Effectiveness of brands are also influenced respondents (29.09%).



Product Development

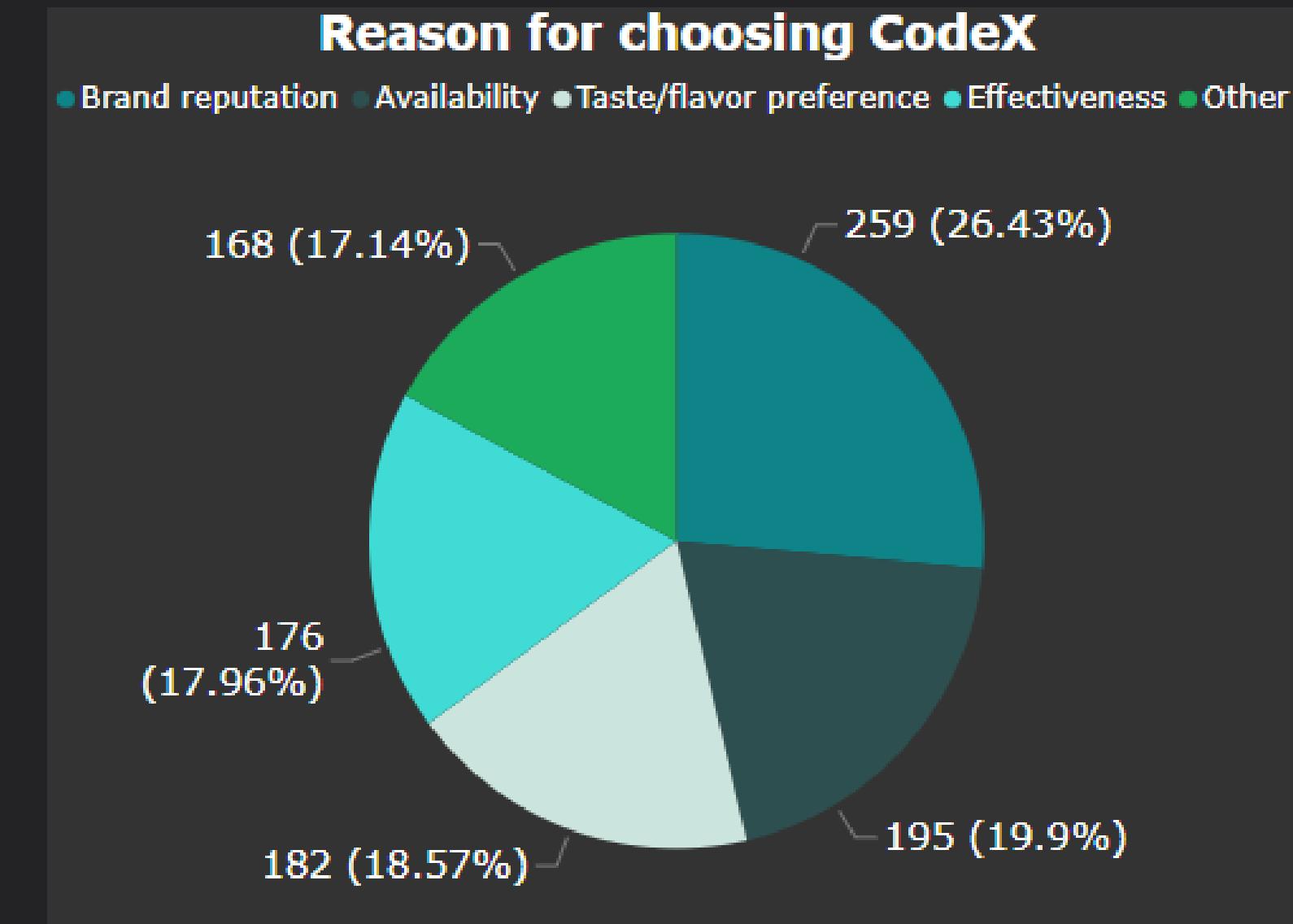


Which area of business should we focus more on our product development? (Branding/taste/availability)

Reasons_for_choosing_brands	Total_Respondents
Brand reputation	259
Availability	195
Taste/flavor preference	182
Effectiveness	176
Other	168



- We need to focus more on brand effectiveness and taste/flavor preferences.



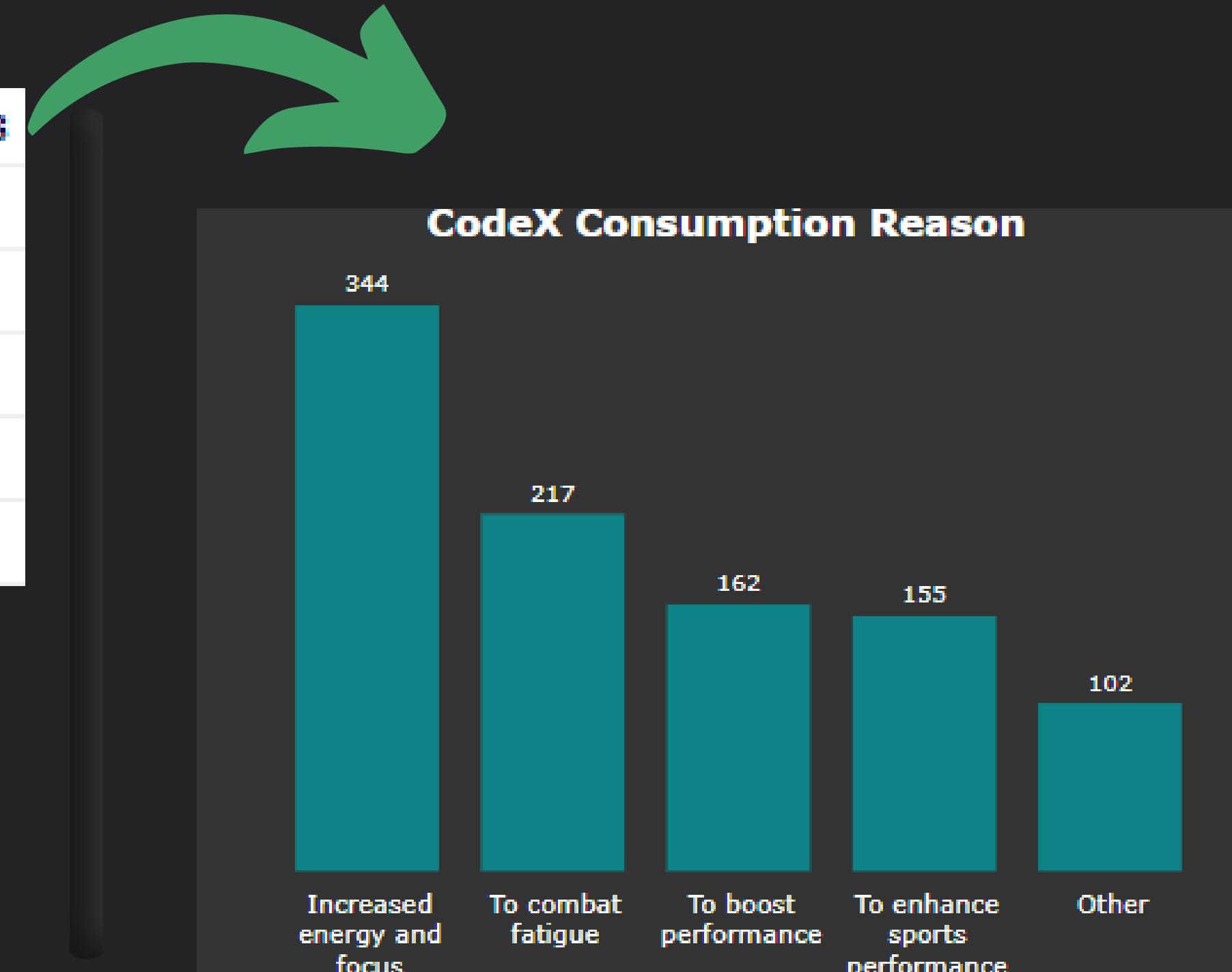
Secondary Insights



These insights can be derived from the additional market research and additional informations provided in the datasets.

What are the main reasons for consuming energy drinks?

Consume_reason	Total_Respondents
Increased energy and focus	344
To combat fatigue	217
To boost performance	162
To enhance sports performance	155
Other	102



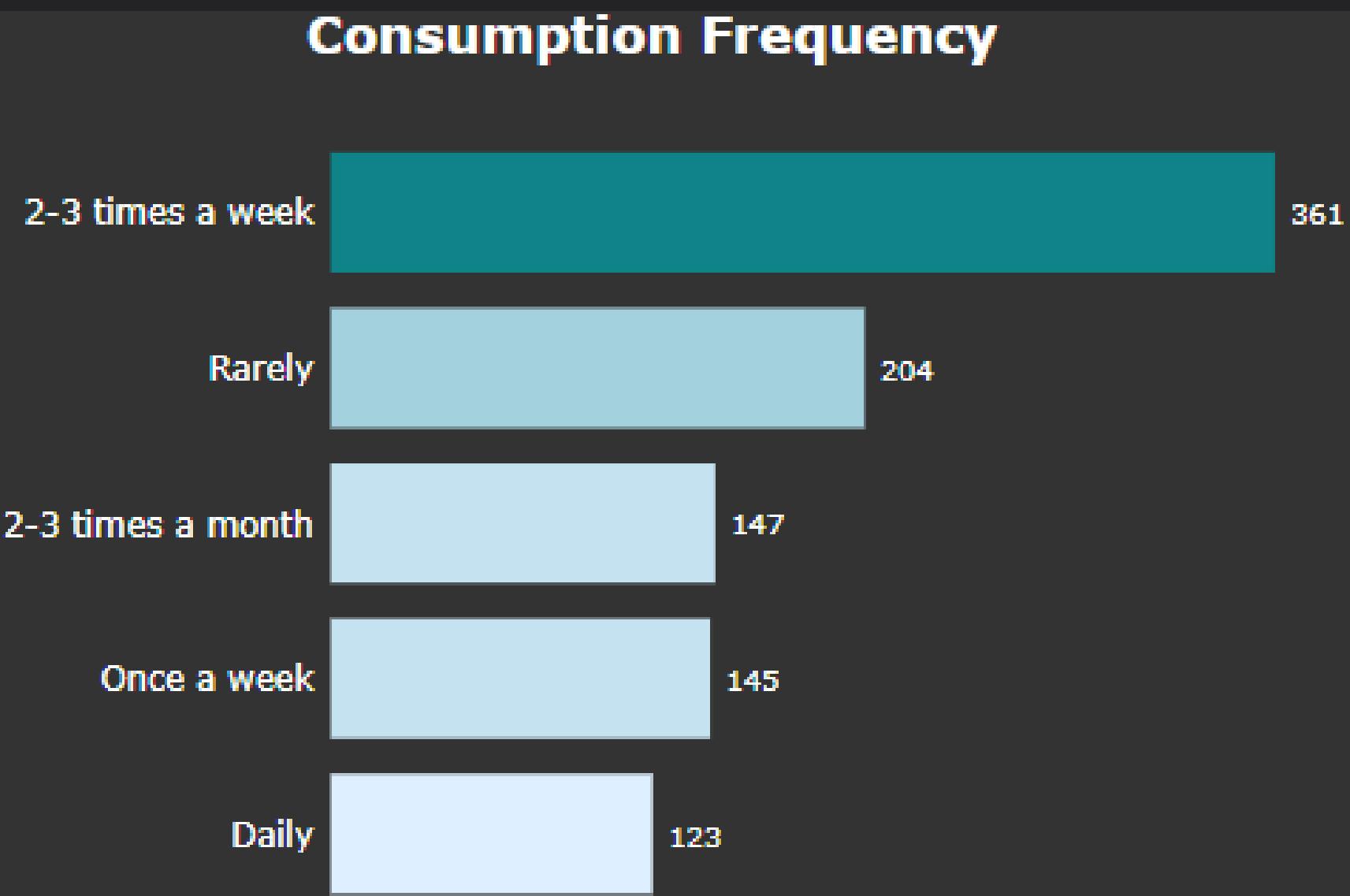
- For increasing energy and focus and to combat fatigue are two main reason for consumption.

How often do you consume energy drinks?

Consume_frequency	Total_Respondents
2-3 times a week	361
Rarely	204
2-3 times a month	147
Once a week	145
Daily	123

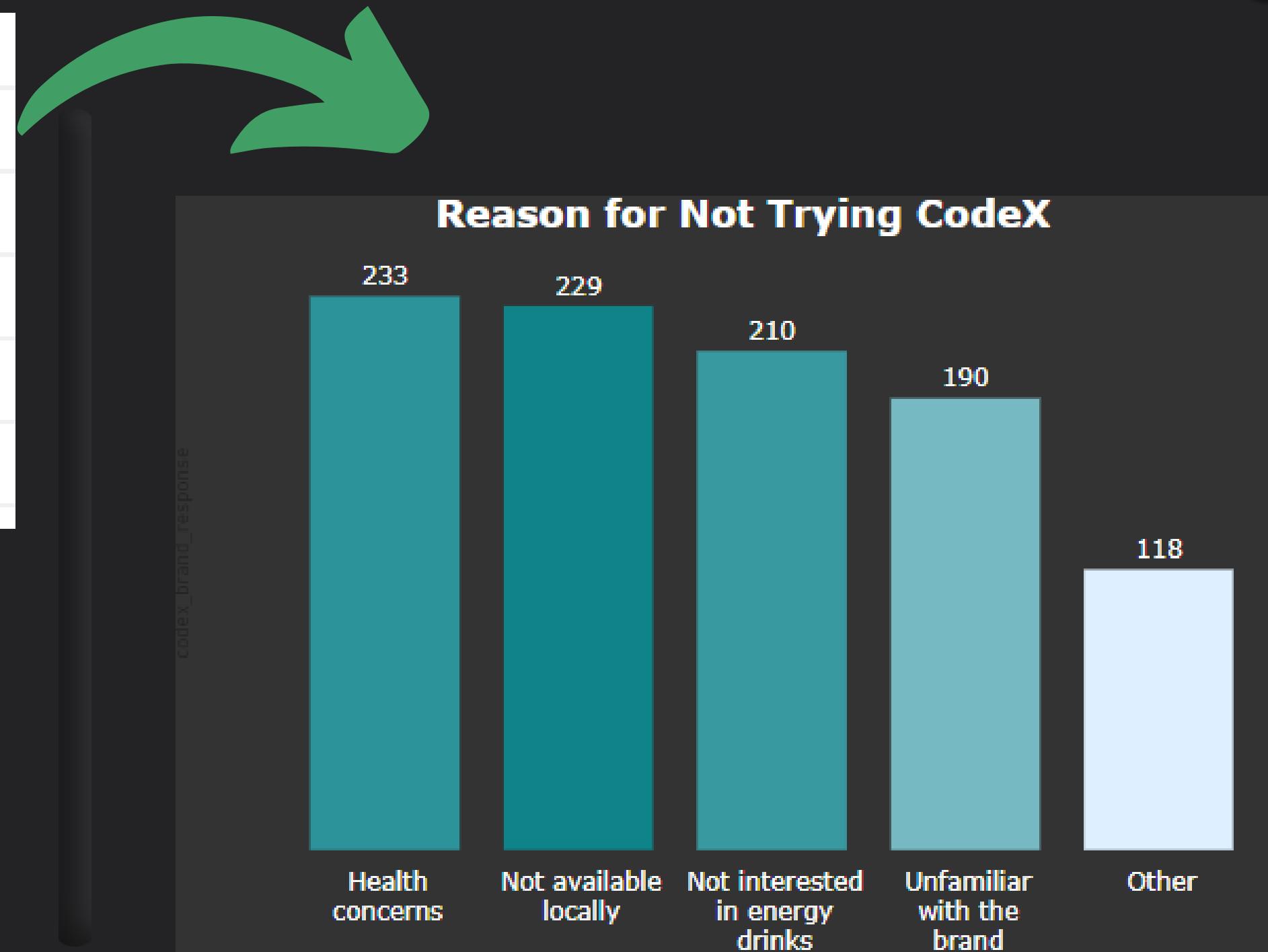


- 361 respondents consumes energy drink 2-3 times a week.
- 204 respondents consumes energy drink rarely.



What are the reasons for not trying energy drinks?

Reasons_preventing_trying	Total_Respondents
Health concerns	233
Not available locally	229
Not interested in energy drinks	210
Unfamiliar with the brand	190
Other	118



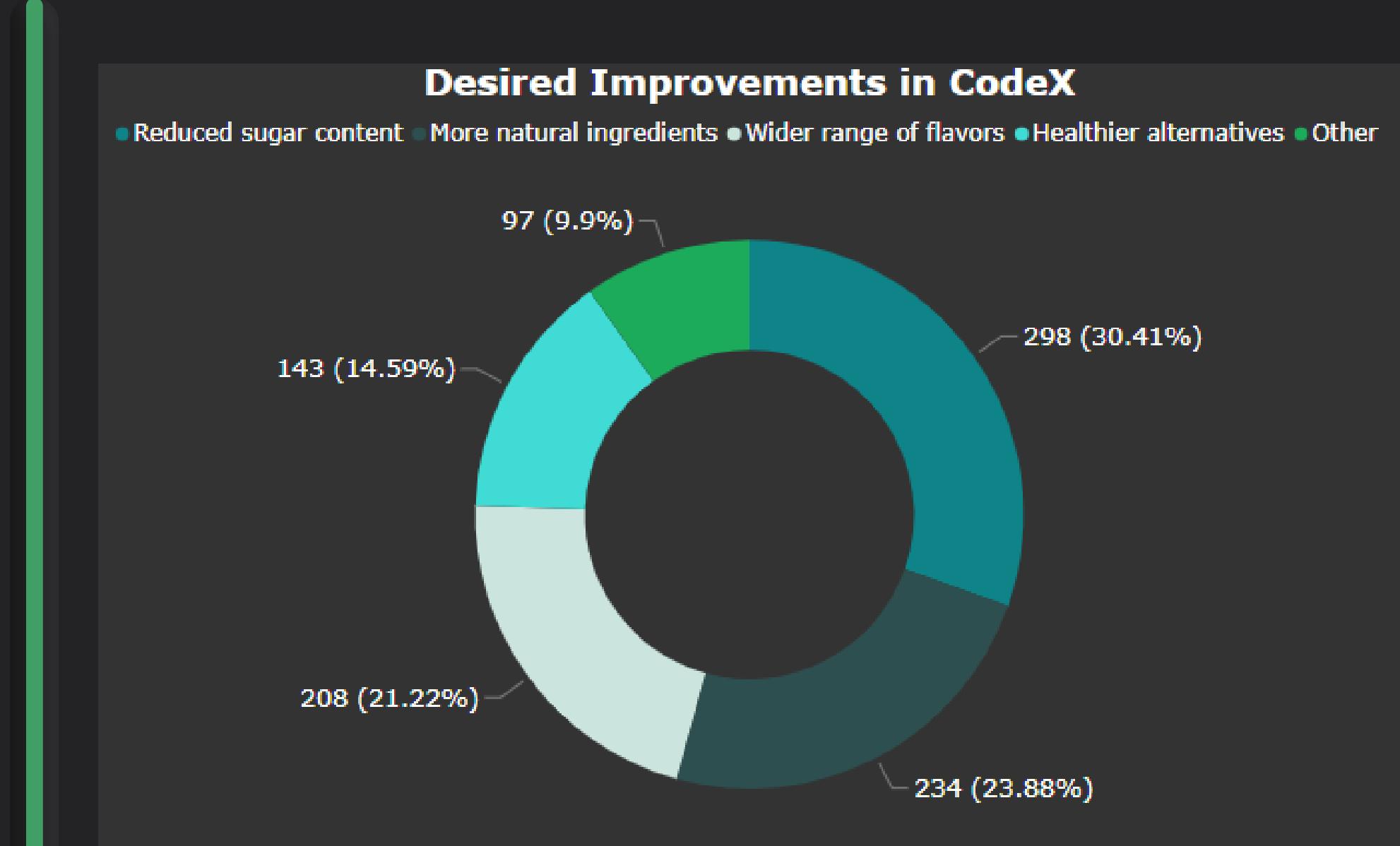
- Because of health concerns 233 people are not trying CodeX energy drink.
- Other reason is the non availability of the drink (229) in their areas and some persons (210) are not interested in energy drinks.

Recommendations



What immediate improvements can we bring to the product?

- Reduced sugar content can be beneficial for health-conscious customers.
- Add more natural ingredients like- caffeine, fruit extracts, herbs, vitamin B.
- Flavors that are added to energy drinks- citrus, berry, apple, mint, cola, grapes.

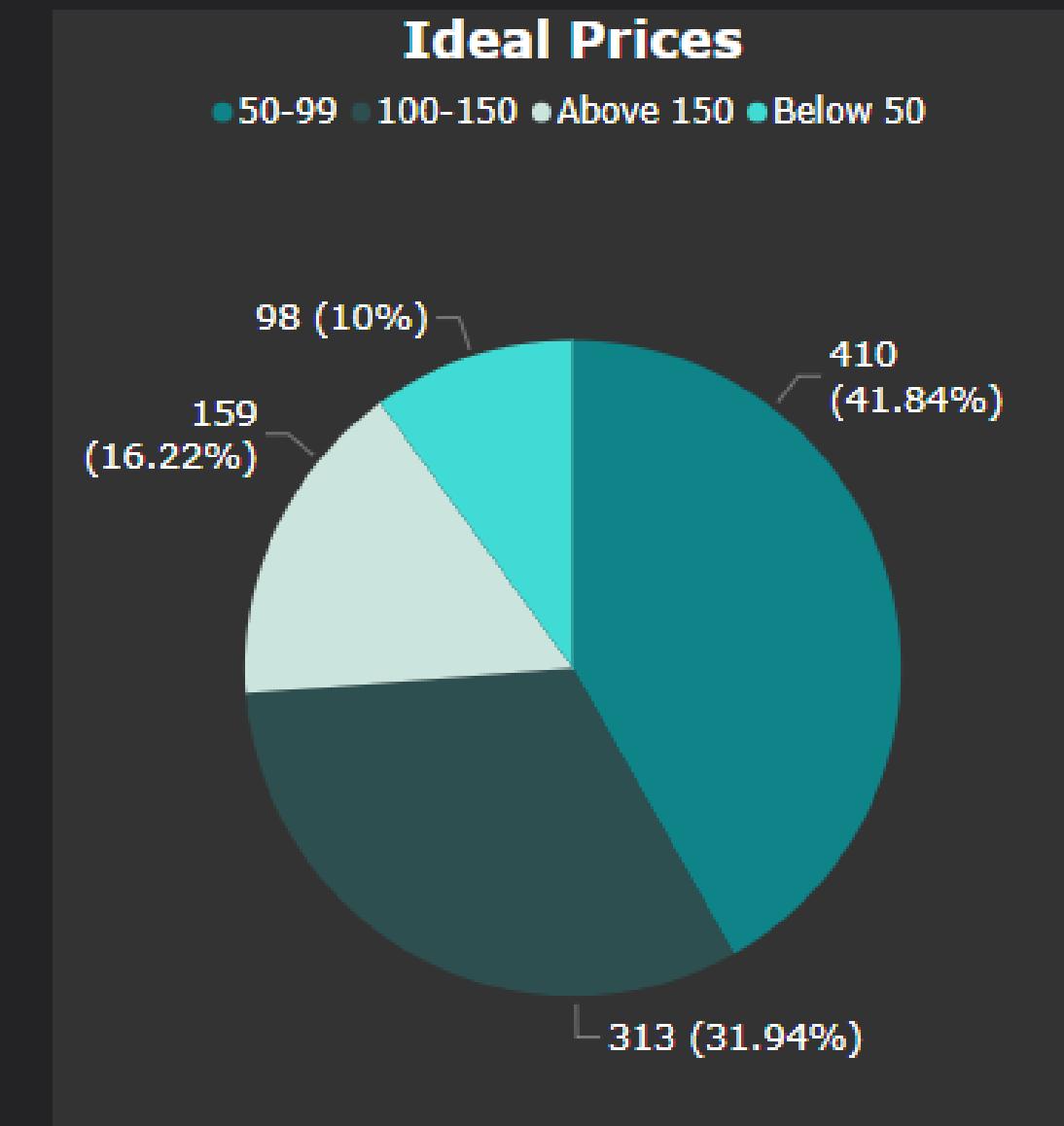


What should be the ideal price of our product?

- The price range within the range of 50-150 is the ideal choice for our product without compromising quality, affordability, brand reputation.

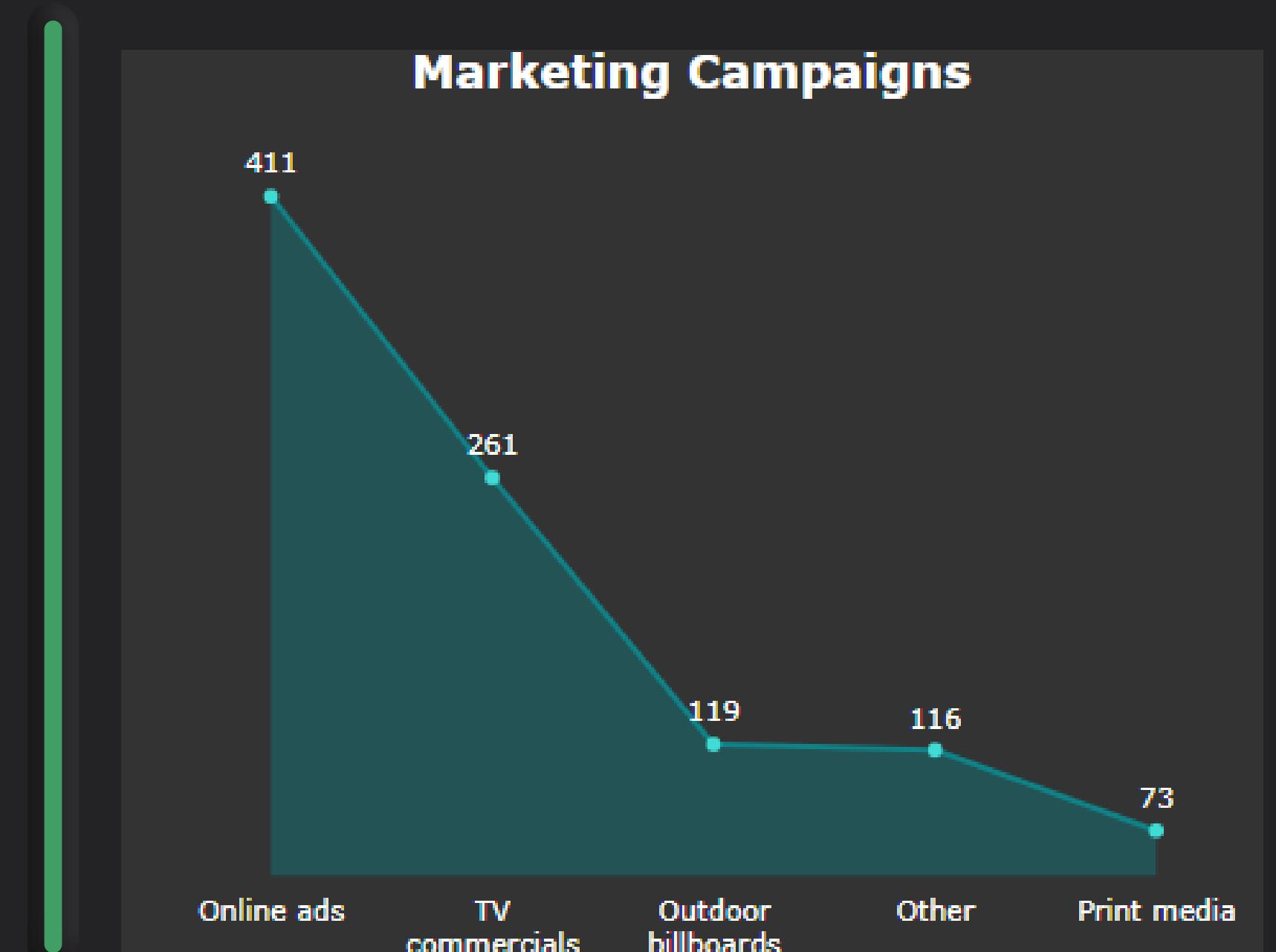
- Average price range = $(41.84\% * 75) + (31.94\% * 125) + (10\% * 25) + (16.22\% * 175)$
 $= 31.38 + 39.93 + 2.50 + 28.45$
 $= 102.26.$

As per the given calculation, the ideal price for product is approx 102.



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

- Marketing Campaigns-
online advertising in platforms like: facebook, instagram, youtube can engage more with customers.
- Offers and discounts-
It can provide buy one get one (BOGO) offers, free sampling, festive discounts, loyalty programs etc to attract more customers.



Who can be a brand ambassador, and why?

- Our target audience are youth (15-30). So, the person whose brand value, online presence, enthusiast level is high considered as the ideal choice.
- According to me, Virat Kohli and PV Sindhu is best choice.
- Virat Kohli- Successful and influential Indian cricketer has a massive fan base. Known for his energy level and fitness.
- PV Sindhu- Great badminton player and olympic medalist has a widespread recognition. Known for her energy, fitness.



Who should be our target audience, and why?

- From the insights we can say that our target audience are youth (15-30).
- Many young people are indulge in multiple activities like-studies, work, social activities. They need energy drinks to boost their energy level and to combat fatigue. So, that they can do their work more effectively.
- Youth also involved in sports and fitness activities where energy drinks enhance performance and endurance.



CodeX

Compiled

Recommendations

- Targeted Age Group: 15-30 years
- Drink Preference: Male > Female > Non-binary
- Preferred Ingredients: Caffeine
- Marketing Channels: Online ads and TV commercials
- Packaging Preference: Compact and portable cans
- Consumption Reason: Increase energy and focus, to combat fatigue
- Ideal Price: Between 50-100
- Brand Ambassador: Virat Kohli and PV Sindhu



Thank You