

Consumer Preferences

Filter by City

All

Filter by Gender

All

Filter by Age

All

Filter by Current Brand

All

10K

Total Respondent

980

CodeX Respondent

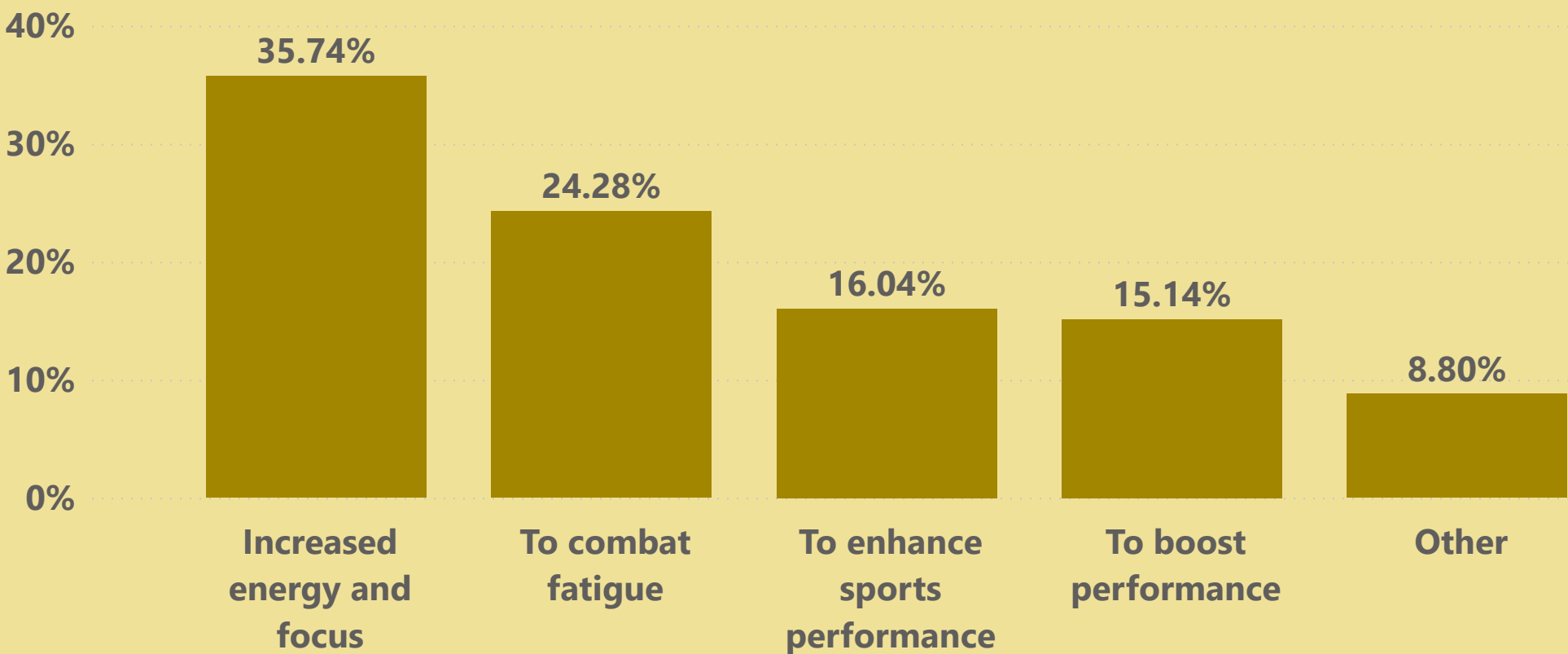
3.27

CodeX Avg taste exp

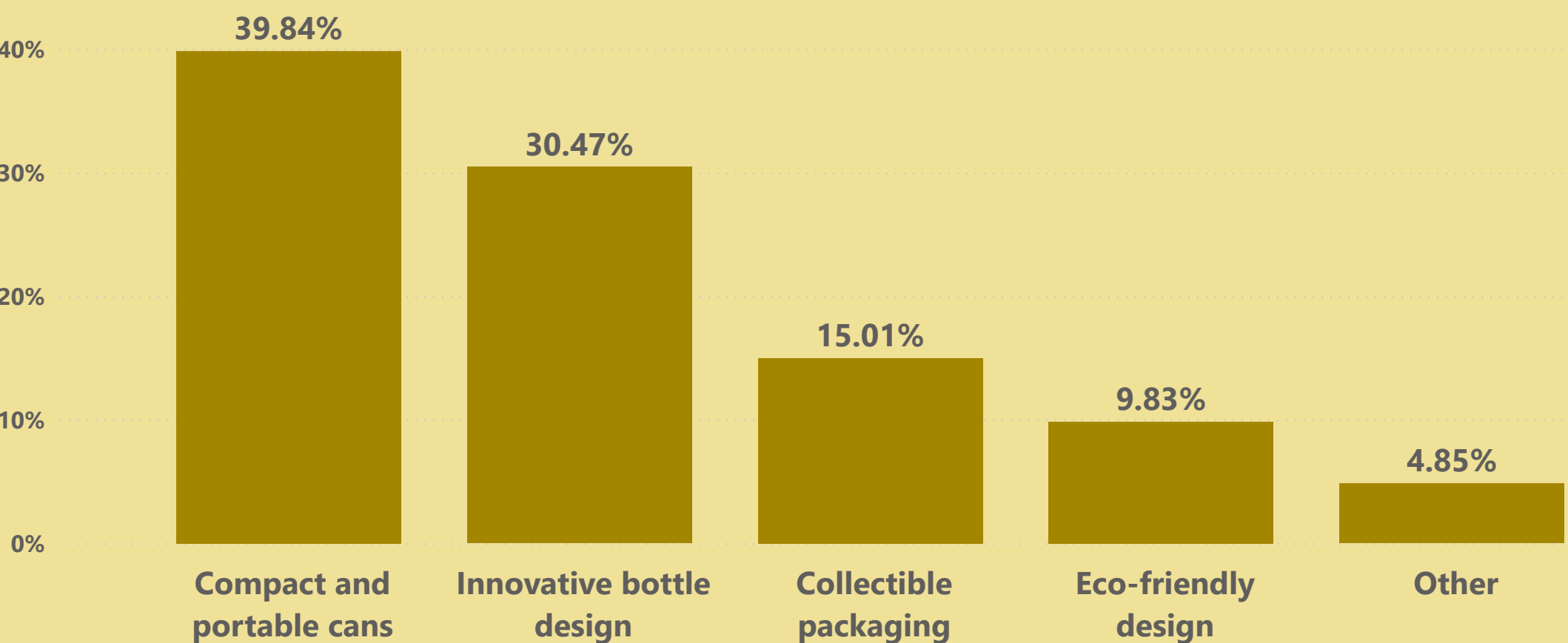
Price Preference

Age	100-150	50-99	Above 150	Below 50	Total
+ 15-18	348	687	281	172	1488
+ 19-30	1365	2965	655	535	5520
+ 31-45	1257	499	428	192	2376
+ 46-65	137	85	151	53	426
+ 65+	35	52	46	57	190
Total	3142	4288	1561	1009	10000

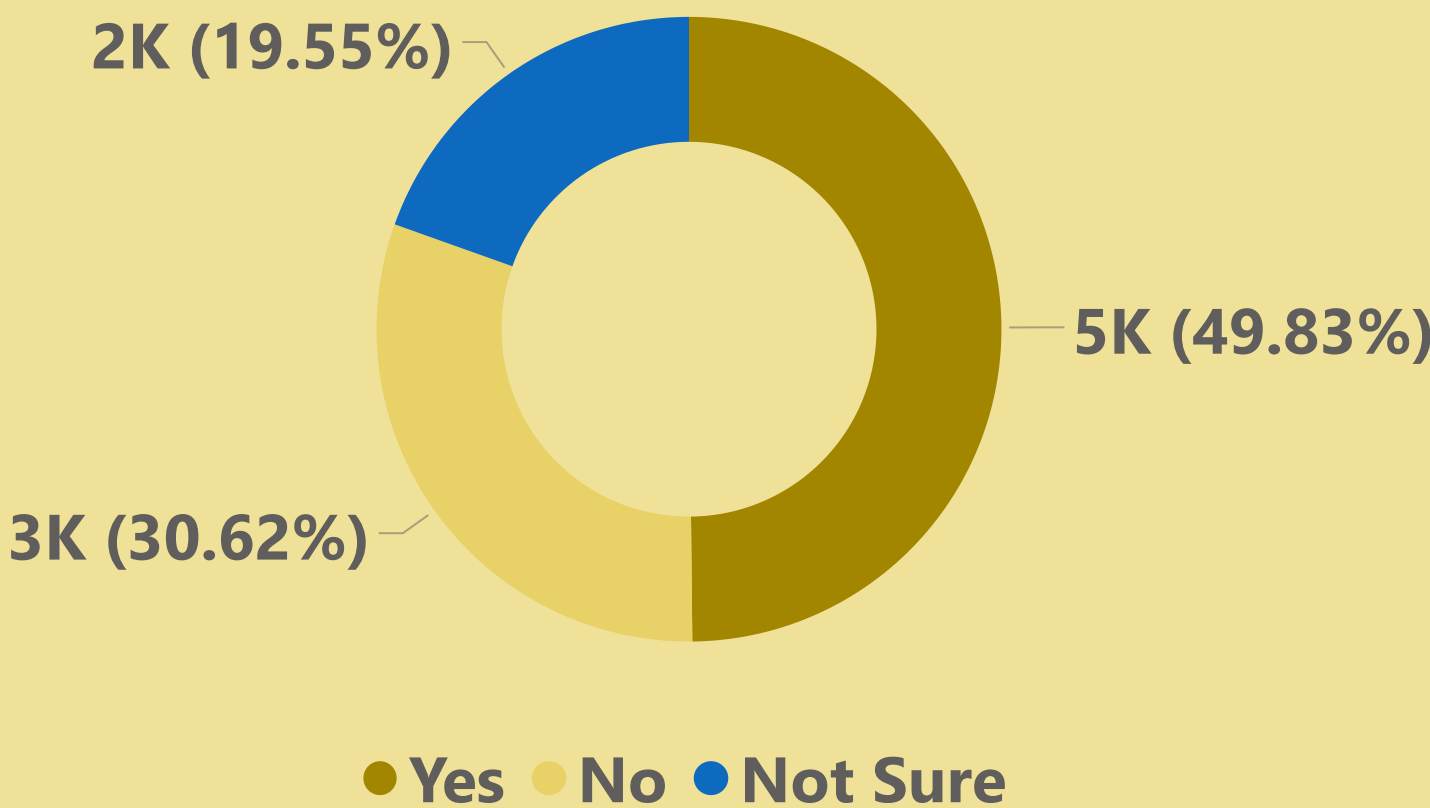
Consumption Reason



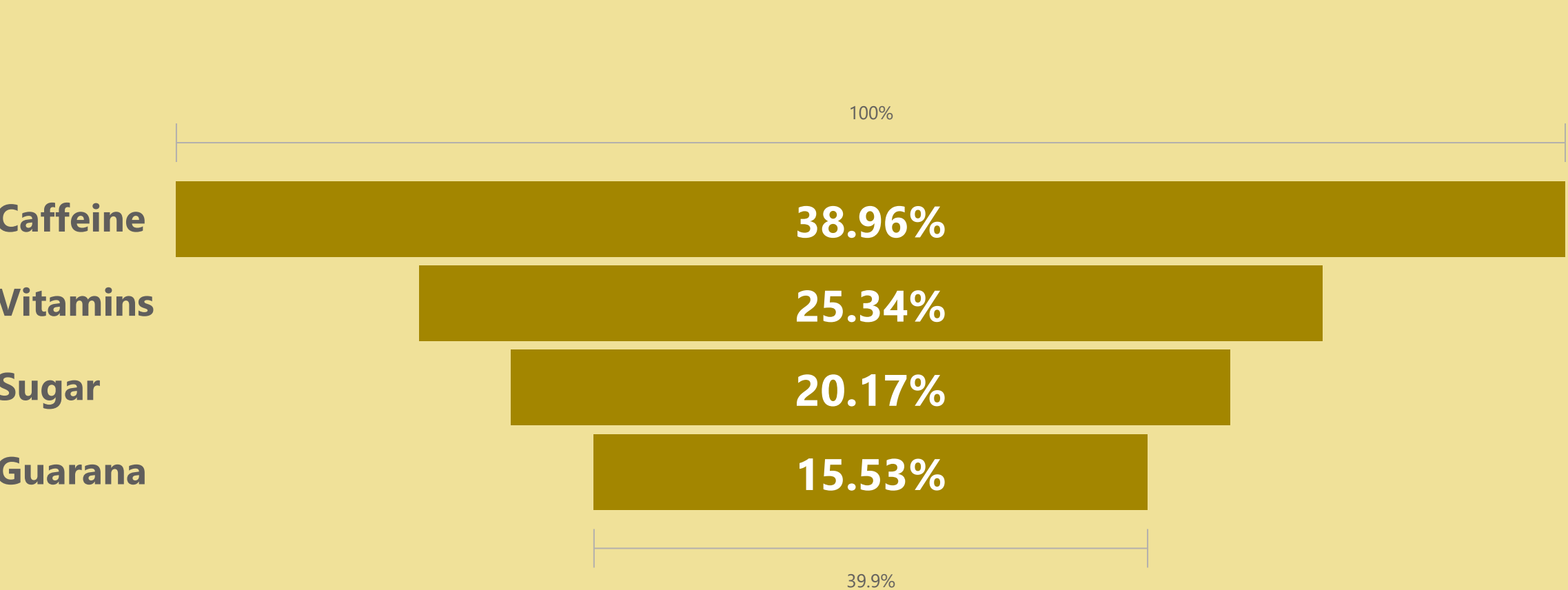
Packaging Preferences



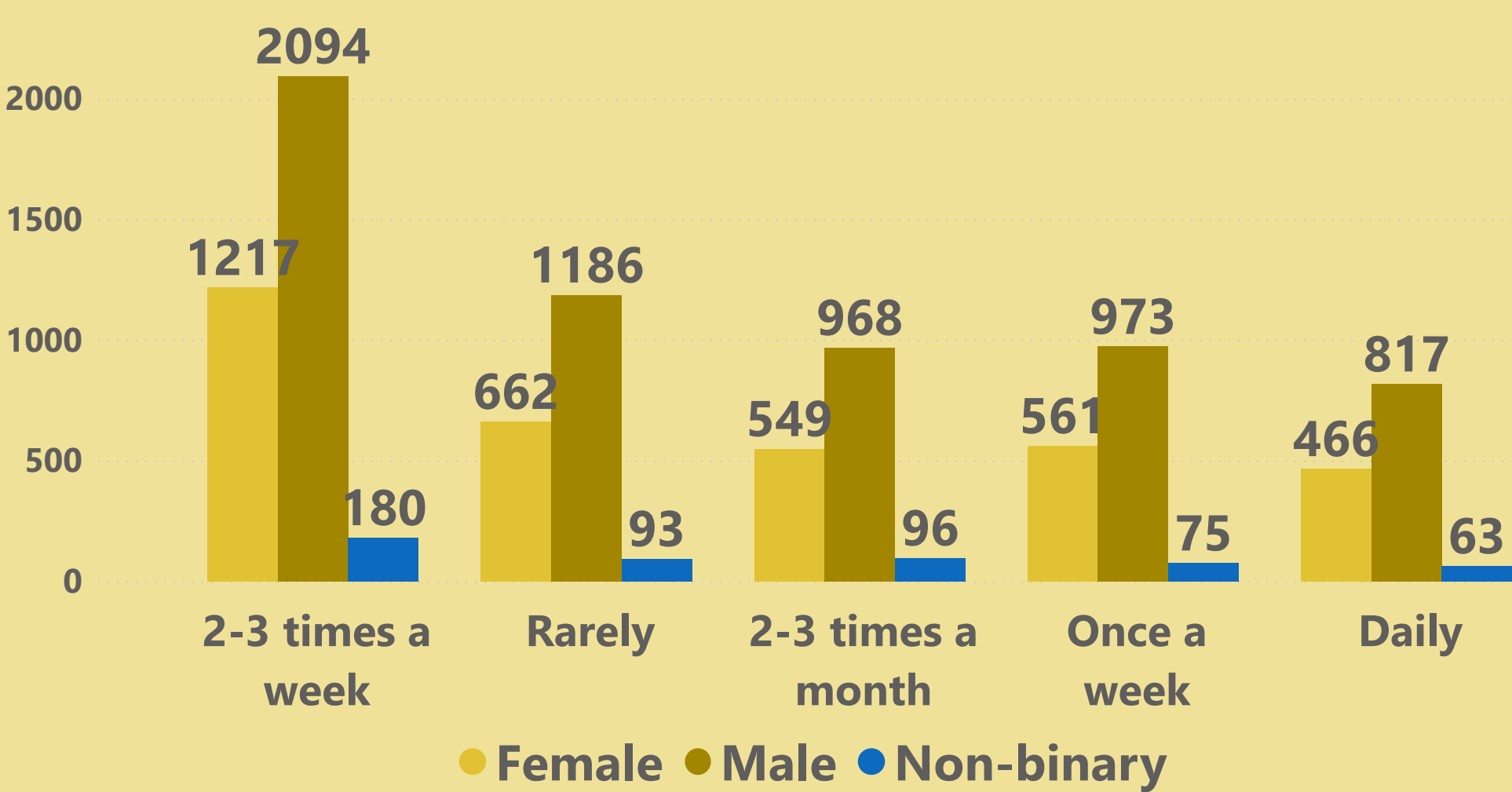
Interest In Natural or Organic Product



Ingredients Expected



Consumption frequency by Gender



purchasing

All

All

All

All

Total Respondent

CodeX Respondent

CodeX Avg taste exp

Reasons_for_choosing_brands	Female	Male	Non-binary	Total
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Reasons_for_choosing_brands	Female	Male	Non-binary	Total
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15-18 19-30 31-45 46-65 65+

Health concerns	336	1236	547	97	42
Not available locally	345	1340	590	106	50
Not interested in energy drinks	305	1254	509	83	42
Other	206	695	288	57	22
Unfamiliar with the brand	296	995	442	83	34

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
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Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
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A donut chart illustrating the age distribution of the top 1000 influencers. The chart is divided into four segments, each representing an age group and its corresponding percentage of the total. The segments are: 50-99 (42.88%, dark blue), 100-150 (31.42%, light blue), Above 150 (15.61%, orange), and Below 50 (10.09%, red). A legend at the bottom identifies the color coding for each age group.

Age Group	Percentage
50-99	42.88%
100-150	31.42%
Above 150	15.61%
Below 50	10.09%

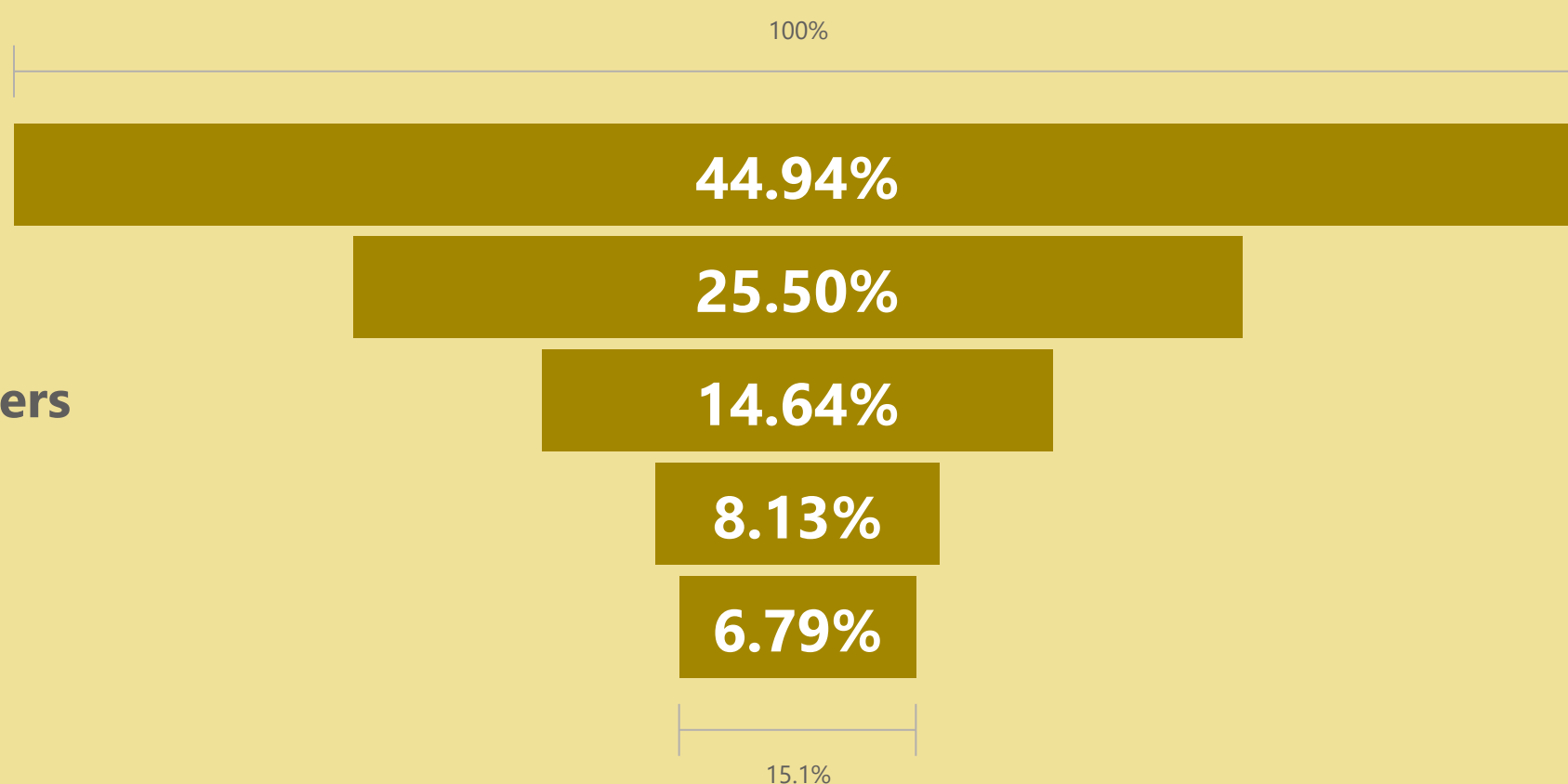
Supermarkets

Online retailers

Gyms and fitness centers

Local stores

Other



Attribute	Number of Products
Reduced sugar content	2995
More natural ingredients	2498
Wider range of flavors	2037
Healthier alternatives	1472
Other	998

Competition Analysis

Filter by City

All

Filter by Gender

All

Filter by Age

All

Filter by Current Brand

All

10K

Total Respondent

980

CodeX Respondent

3.27

CodeX Avg taste exp

Availability frequency per brand

Current_brands	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
Bepsi	19.79%	27.32%	16.05%	16.81%	20.03%
Blue Bull	17.01%	27.32%	17.67%	15.60%	22.40%
CodeX	19.90%	26.43%	17.96%	17.14%	18.57%
Cola-Coka	20.09%	24.27%	17.06%	17.65%	20.92%
Gangster	18.28%	27.56%	18.23%	16.67%	19.26%
Others	17.95%	29.23%	18.16%	16.49%	18.16%
Sky 9	18.59%	26.56%	19.20%	15.83%	19.82%

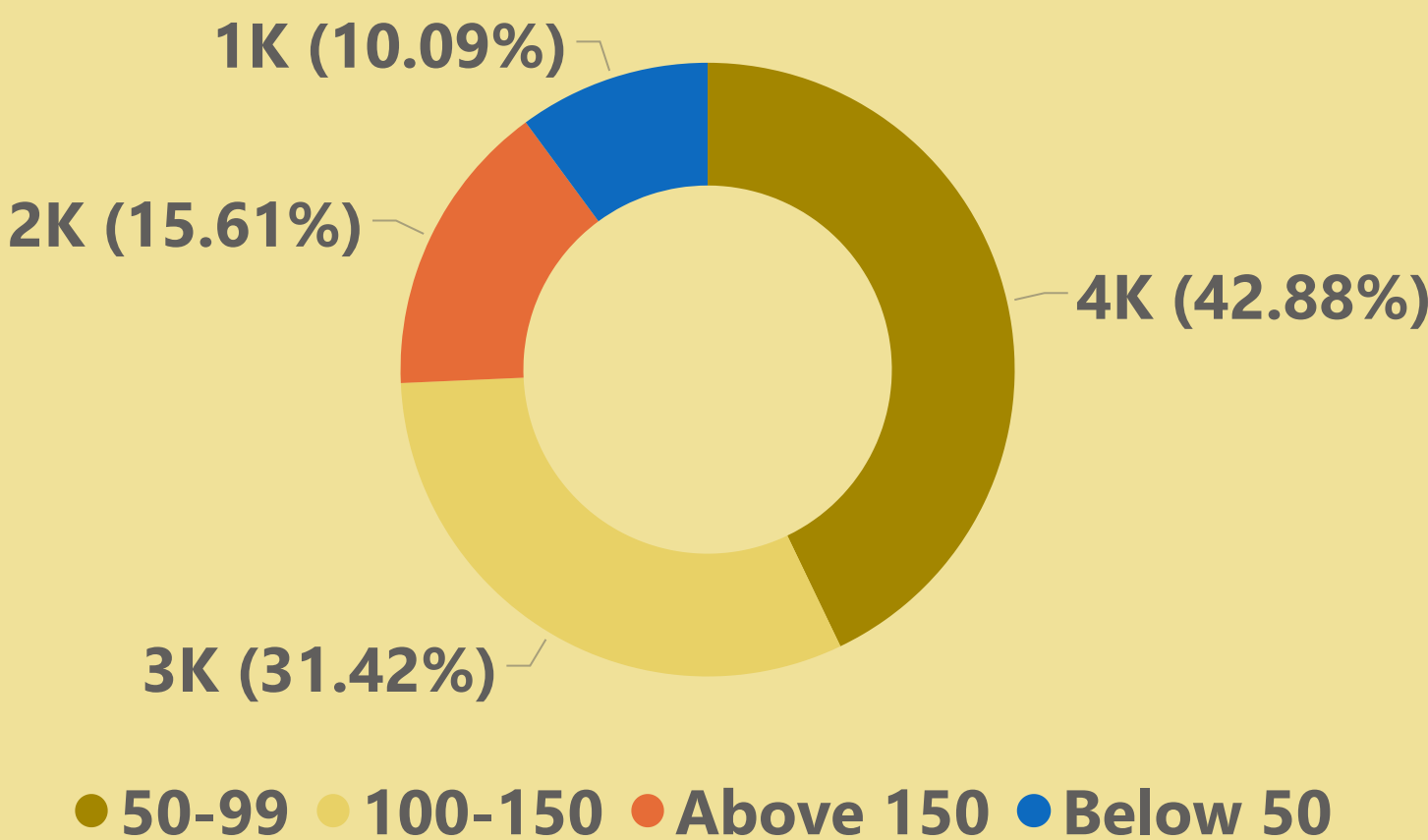
General frequency Perception per brand

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	23.86%	29.12%	22.16%	24.86%
Blue Bull	22.59%	29.21%	20.13%	28.07%
CodeX	21.84%	29.18%	22.45%	26.53%
Cola-Coka	21.83%	29.63%	22.34%	26.20%
Gangster	22.38%	27.62%	24.49%	25.51%
Others	22.34%	28.81%	24.22%	24.63%
Sky 9	20.94%	30.34%	20.94%	27.78%

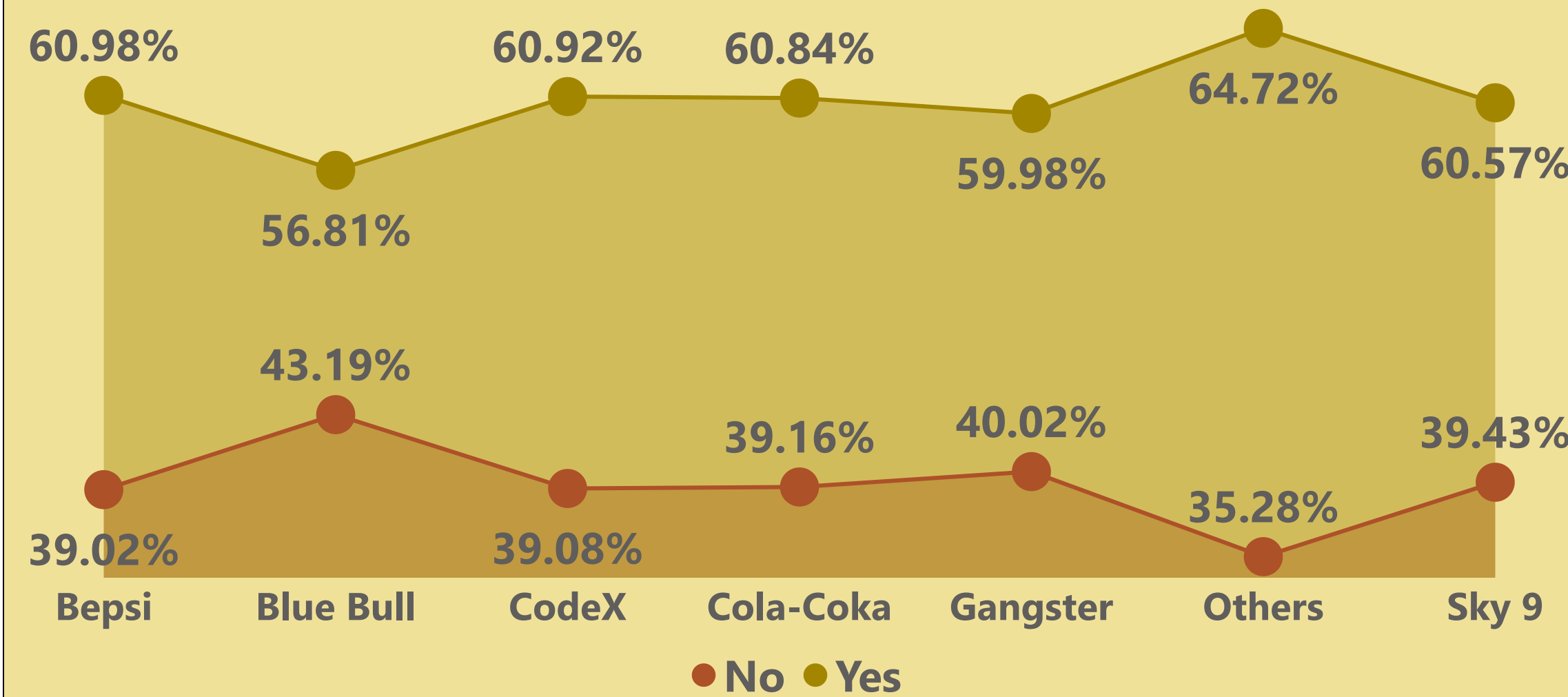
Consumption frequency per brand

Current_brands	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Bepsi	15.44%	35.23%	12.88%	16.95%	19.51%
Blue Bull	16.92%	35.44%	13.89%	15.60%	18.15%
CodeX	15.00%	36.84%	12.55%	14.80%	20.82%
Cola-Coka	17.14%	33.81%	12.73%	16.67%	19.66%
Gangster	16.56%	34.84%	14.62%	15.70%	18.28%
Others	13.15%	36.33%	15.24%	15.03%	20.25%
Sky 9	15.93%	34.01%	13.99%	15.83%	20.22%

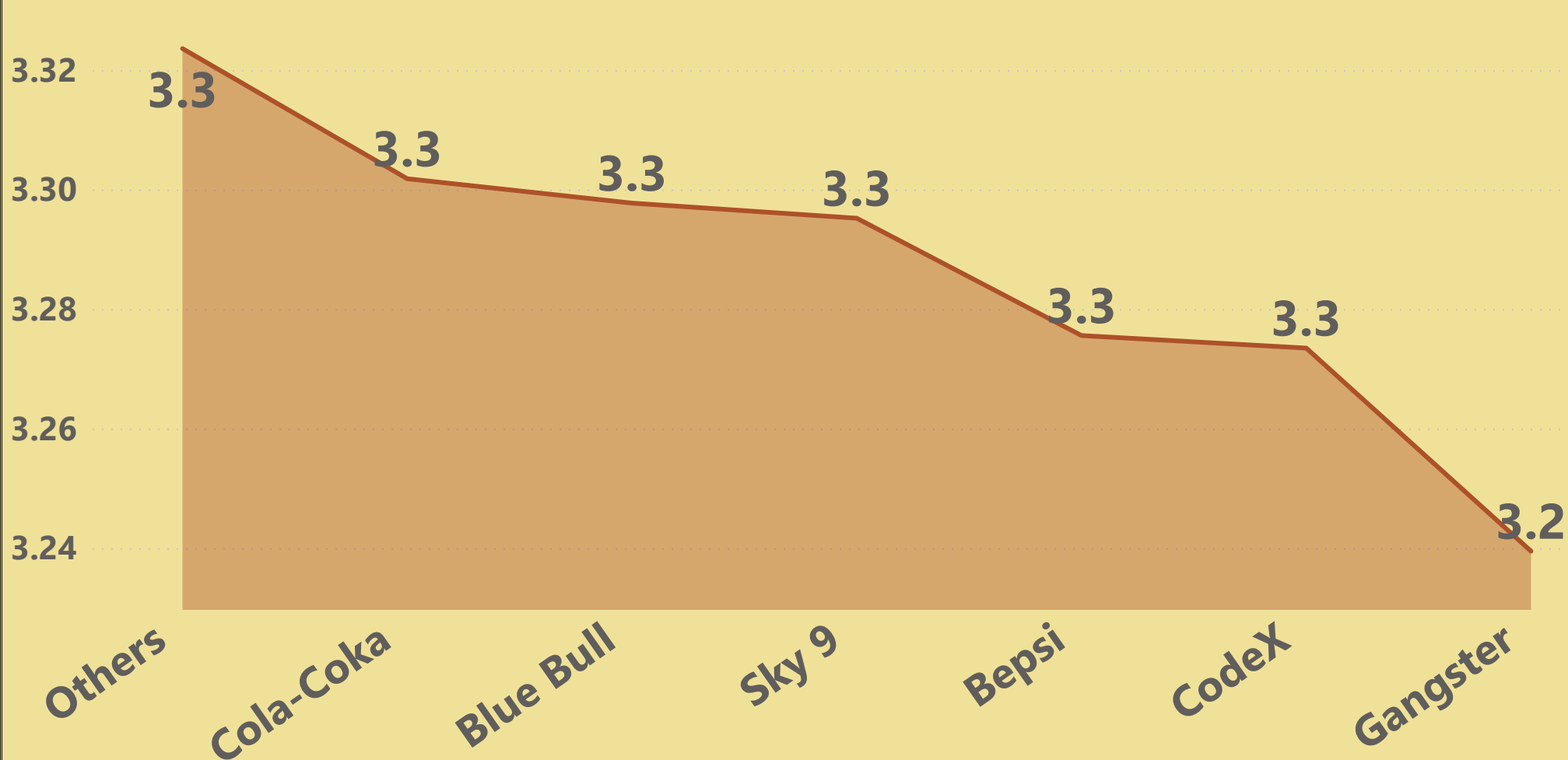
Price Preferences



Health Concern for Different Brand



Taste Experience of Different Brand



Marketing View

Filter by City

All

Filter by Gender

All

Filter by Age

All

Filter by Current Brand

All

10K

Total Respondent

980

CodeX Respondent

3.27

CodeX Avg taste exp

Purchasing Loaction

100%

Supermarkets

44.94%

Online retailers

25.50%

Gyms and fitness centers

14.64%

Local stores

8.13%

Other

6.79%

15.1%

General frequency Perception per brand

Current_brands

Dangerous

Effective

Healthy

Not sure

Bepsi

23.86%

29.12%

22.16%

24.86%

Blue Bull

22.59%

29.21%

20.13%

28.07%

CodeX

21.84%

29.18%

22.45%

26.53%

Cola-Coka

21.83%

29.63%

22.34%

26.20%

Gangster

22.38%

27.62%

24.49%

25.51%

Others

22.34%

28.81%

24.22%

24.63%

Sky 9

20.94%

30.34%

20.94%

27.78%

Consumption frequency per brand

Marketing_channels

15-18

19-30

31-45

46-65

65+

Online ads

707

2666

490

109

48

Other

94

608

408

78

37

Outdoor billboards

117

585

431

65

28

Print media

75

371

310

57

28

TV commercials

495

1290

737

117

49

Heard Before codeX

4K (44.47%)

6K (55.53%)

No

Yes

Packaging Preference

Packaging_preference % packaging_perference

Compact and portable cans

39.84%

Innovative bottle design

30.47%

Collectible packaging

15.01%

Eco-friendly design

9.83%

Other

4.85%

Respondents for Reason for Choosing Brand

2.7K

2.0K

1.9K

1.7K

1.7K

Brand reputation

Taste/flavor preference

Availability

Effectiveness

Other

CodeX Performance

codex

Filter by City

All



Filter by Gender

All



Filter by Age

All



Filter by Current Brand

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10K

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CodeX Respondent

3.27

CodeX Avg taste exp

City Wise for Brand Perception

City Negative Neutral Positive

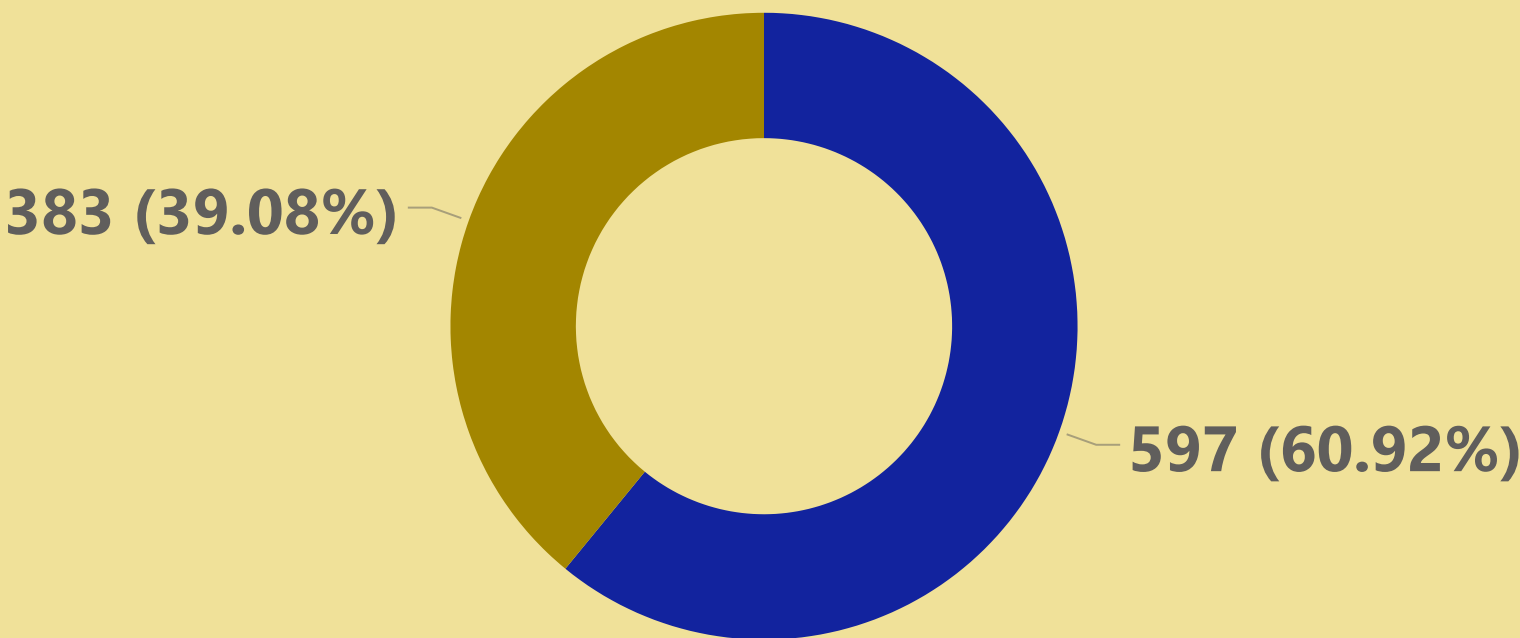
Ahmedabad	42.22%	42.22%	15.56%
Bangalore	14.38%	63.70%	21.92%
Chennai	14.13%	64.13%	21.74%
Delhi	20.00%	50.00%	30.00%
Hyderabad	15.93%	62.09%	21.98%
Jaipur	17.86%	46.43%	35.71%
Kolkata	12.50%	72.92%	14.58%
Lucknow	40.00%	40.00%	20.00%
Mumbai	14.71%	59.22%	26.02%

Reason for choosing Brand

Reasons_for_choosing_brands count_respondent %choosing brand

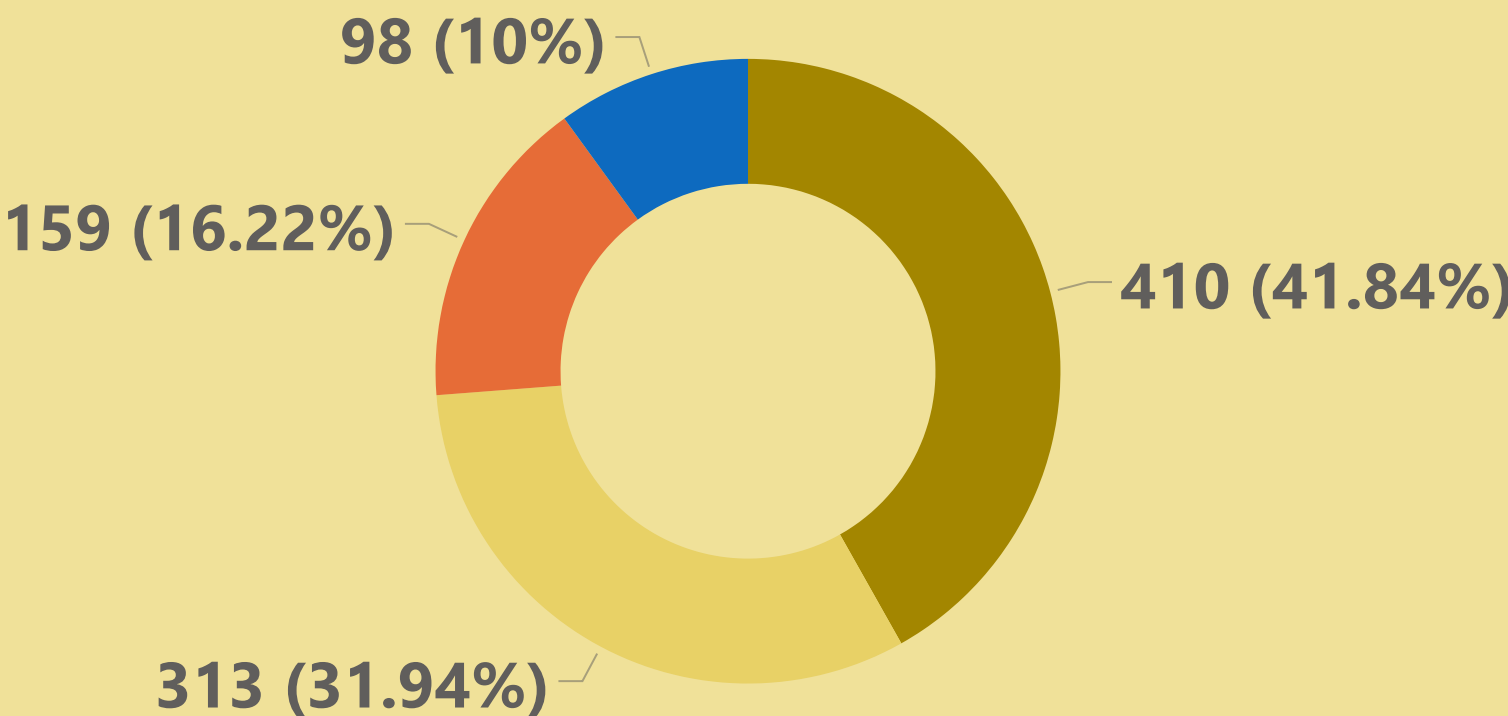
Availability	195	19.90%
Brand reputation	259	26.43%
Effectiveness	176	17.96%
Other	168	17.14%
Taste/flavor preference	182	18.57%

Consumption frequency per brand



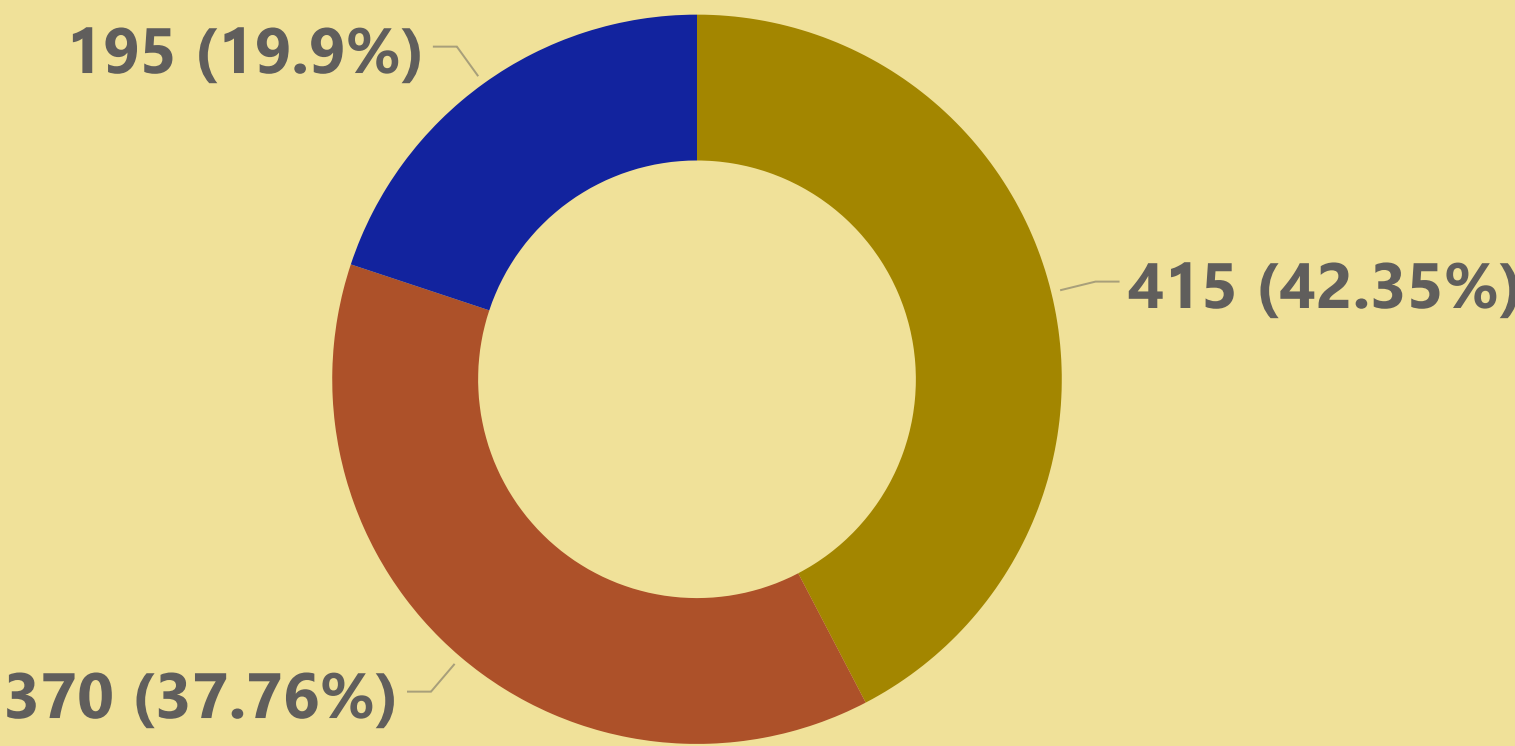
Yes No

Price Preference



50-99 100-150 Above 150 Below 50

Packaging Preference



Yes No Not Sure

Improvement Desired

