



Marketing Analysis



Demography



Consumer Preferences/ Purchase Behavior



Marketing channels Brand Penetration



Competition Analysis



Product Development & Rating

Total Respondent

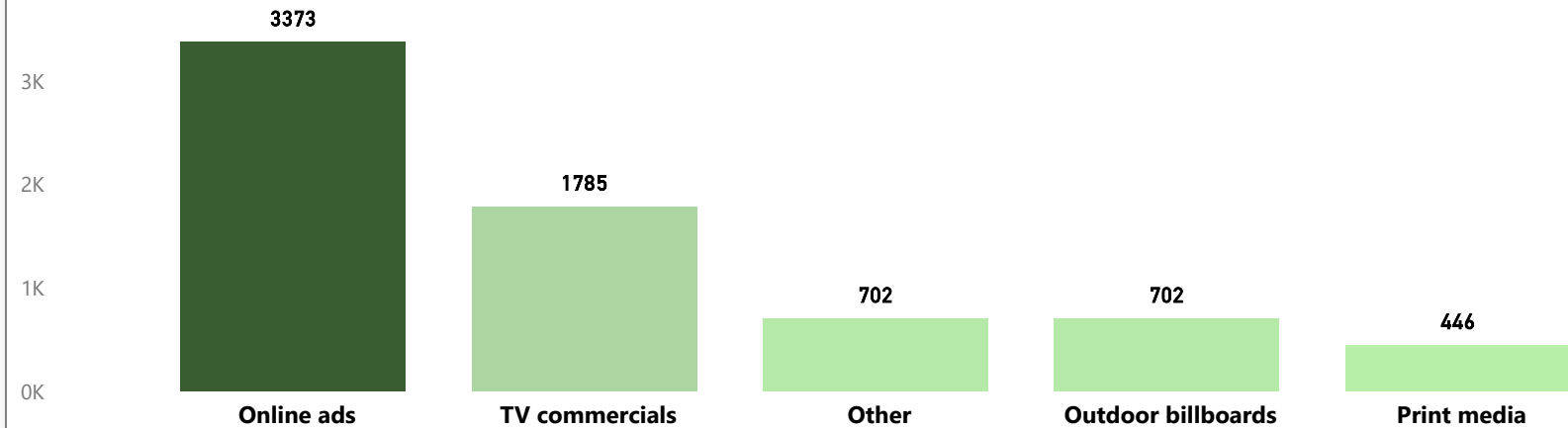
10K

Female

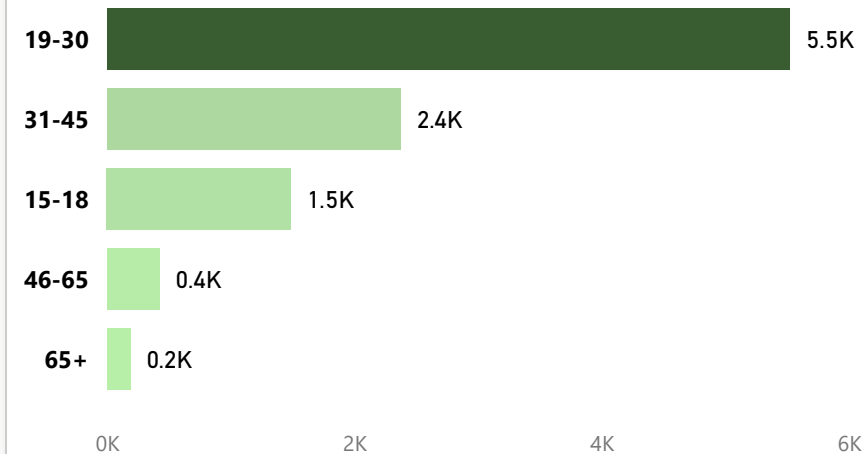
Male

Non-bin...

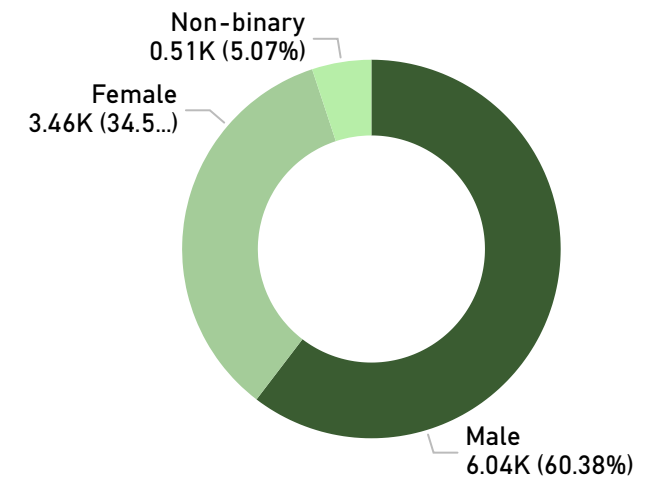
Marketing Channels with the Highest Youth Reach (15–30)



Energy Drink Preference Across Age Groups



Gender





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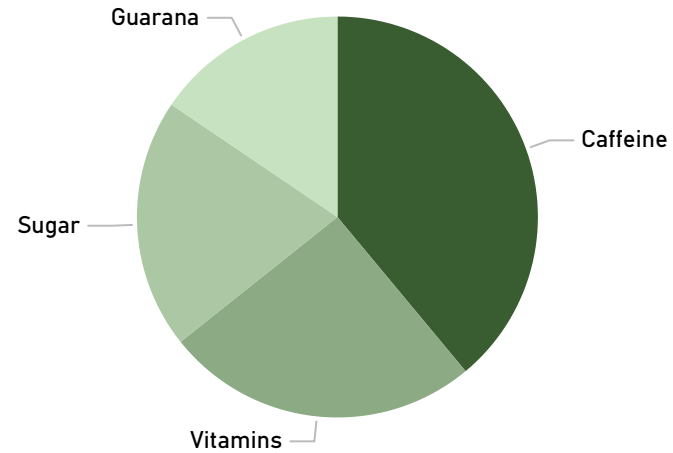


Competition Analysis



Product Development & Rating

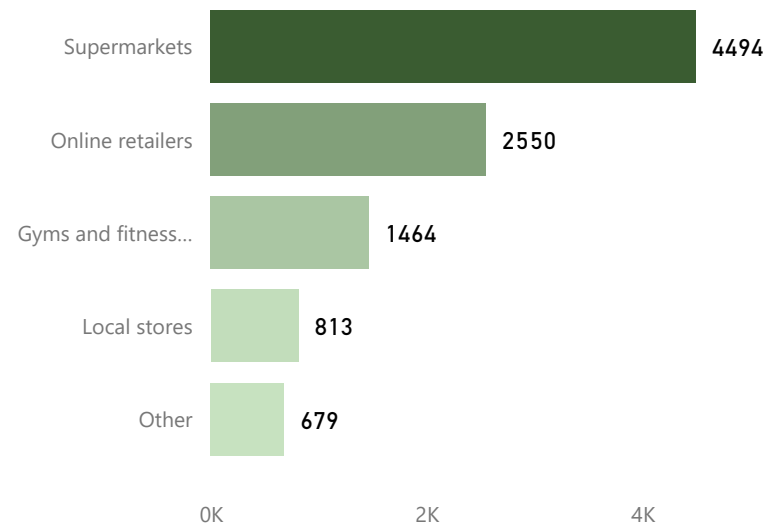
Energy Drink Ingredient Choices



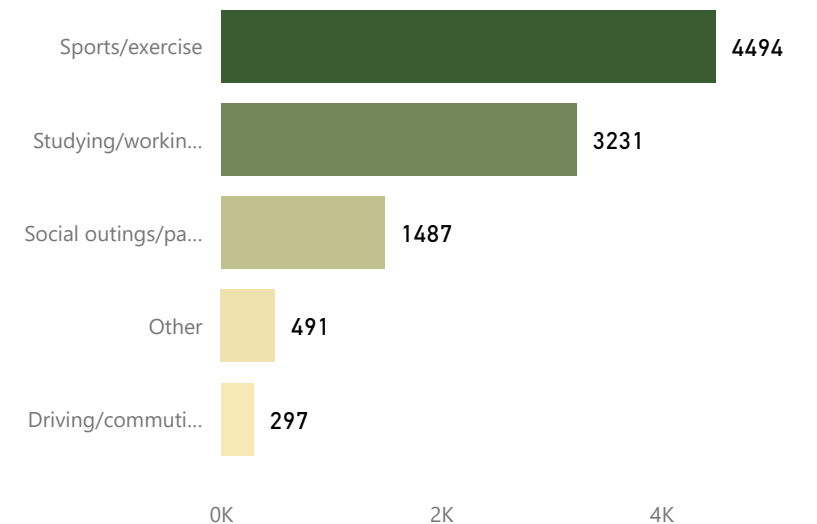
Preferred Packaging for Energy Drinks



Top Buying Spots for Energy Drinks



Typical Energy Drink Consumption Moments





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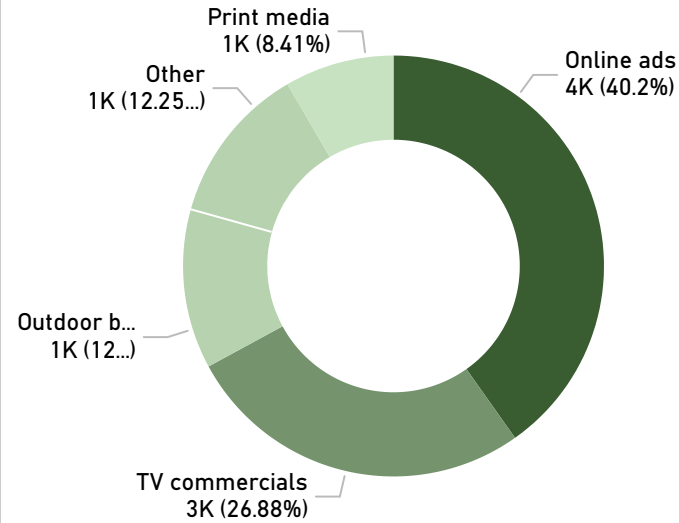


Competition Analysis

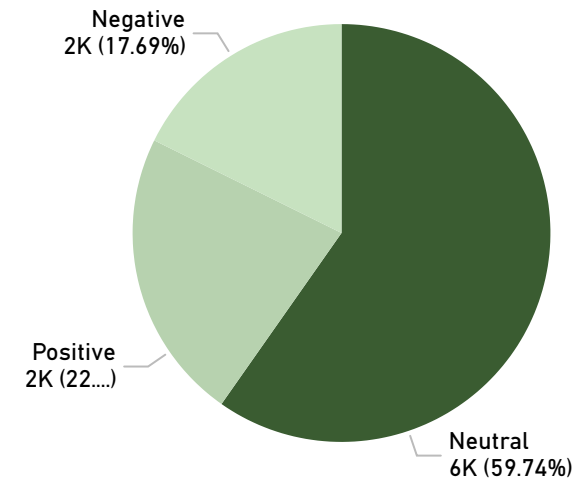


Product Development & Rating

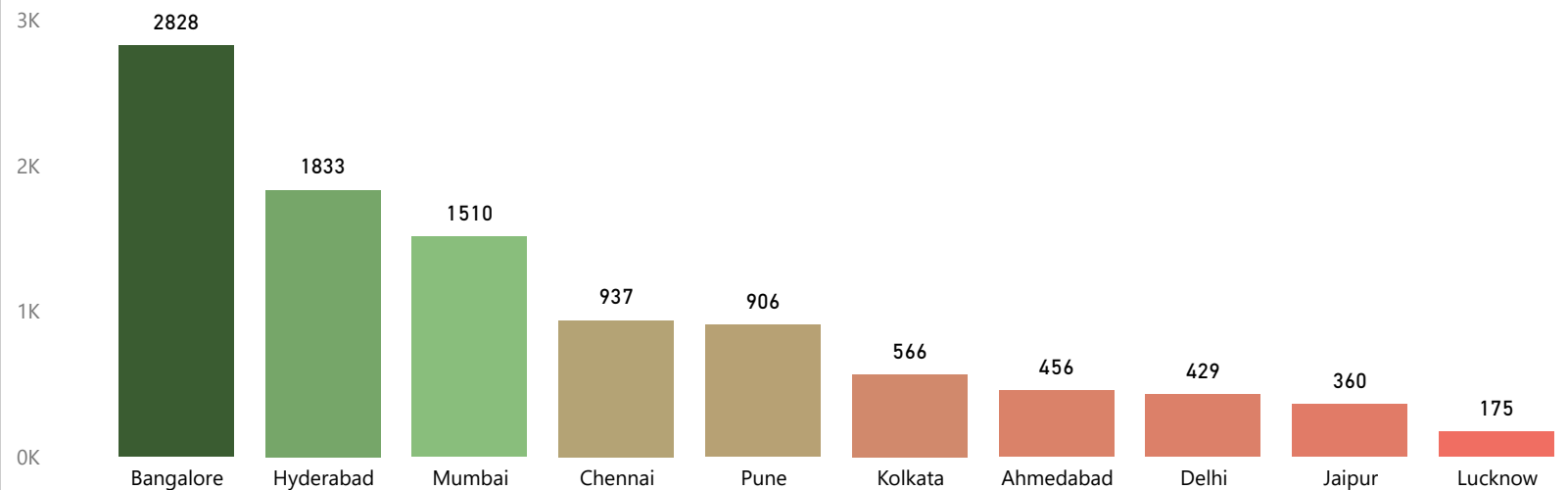
Top Customer Reach by Marketing Channel"



Brand Sentiment Overview



TOP Cities vs Respondents





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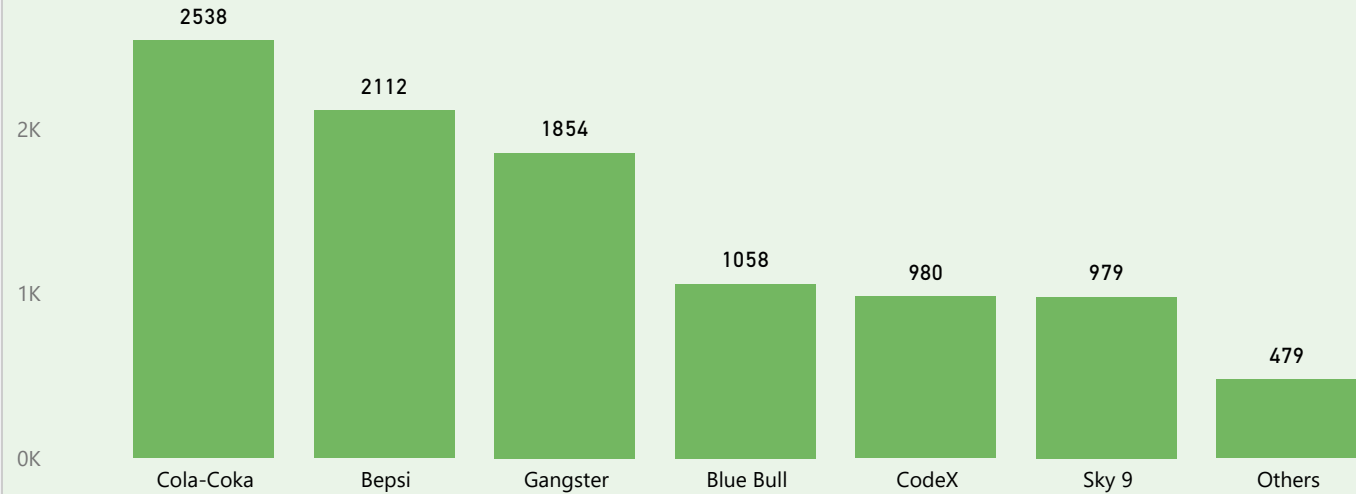


Competition Analysis



Product Development & Rating

Key Players in the Current Market



Top Reasons for Choosing Other Brands





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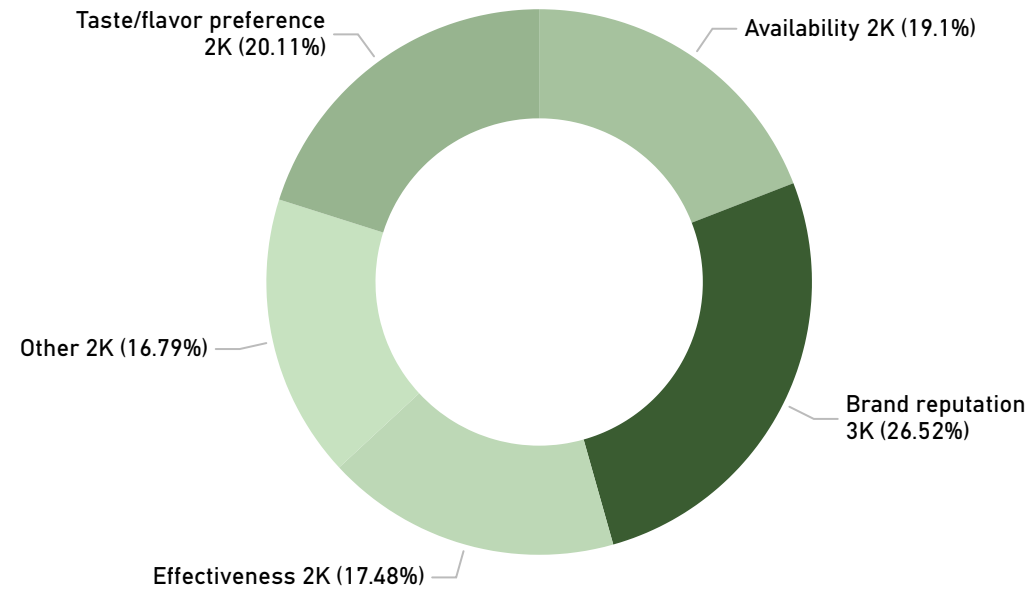


Competition Analysis

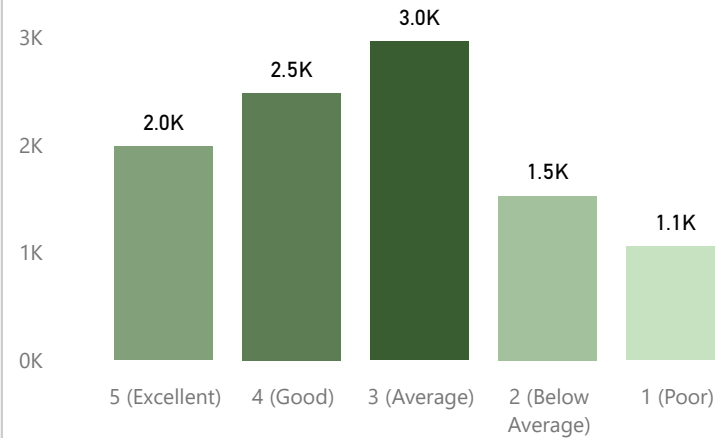


Product Development & Rating

Total_respondent by Reasons_for_choosing_brands



Rating by respondents



Price_range

