



Food & Bevarage Industry

INSIGHTS

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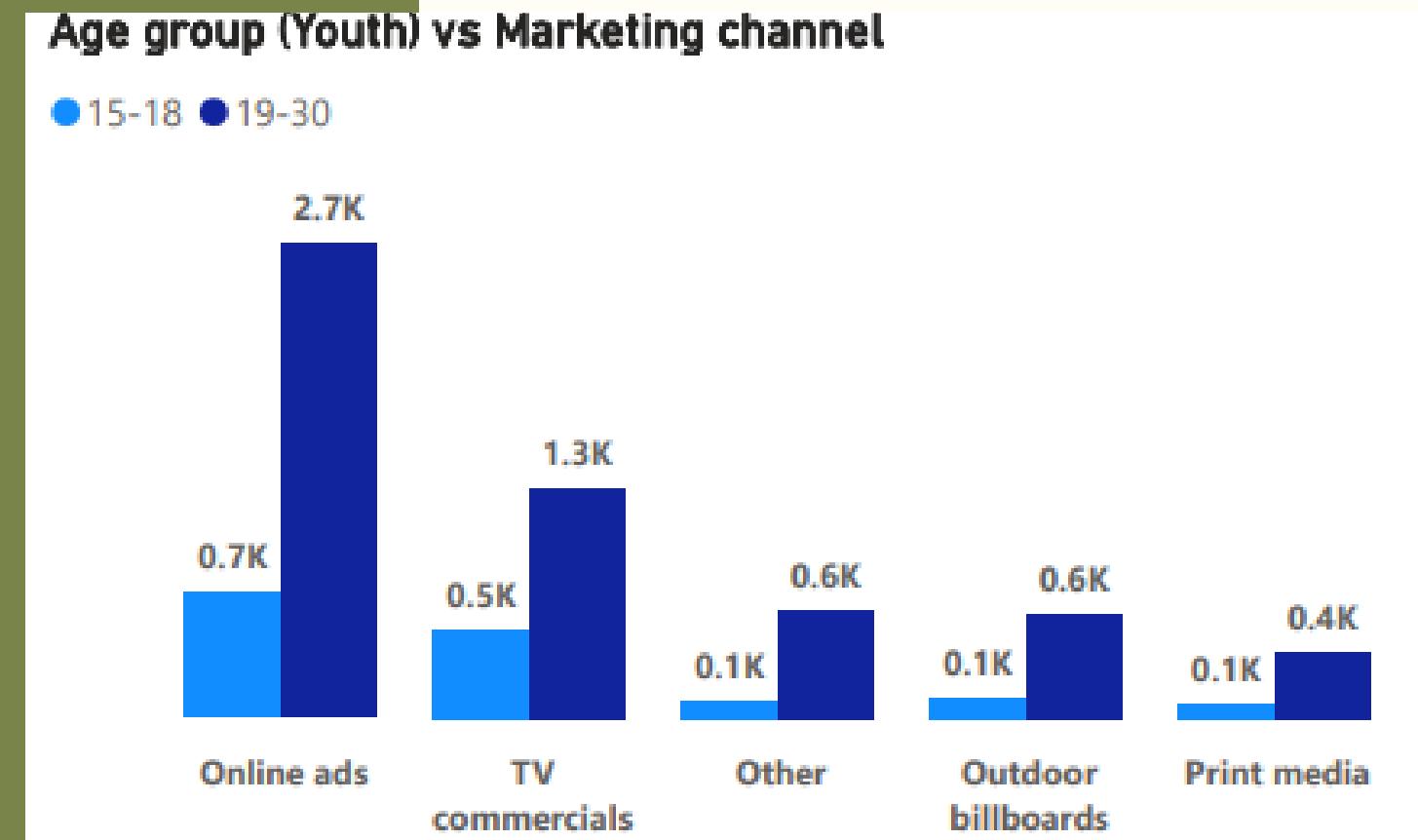
CodeX



CodeX, a German beverage company, has launched its energy drink in 10 Indian cities as part of its market expansion. The Marketing team conducted a survey with 10,000 participants in these cities to gain valuable insights for improving brand recognition, market presence, and product offerings. The objective is to analyze the survey results and provide actionable insights to the marketing team.

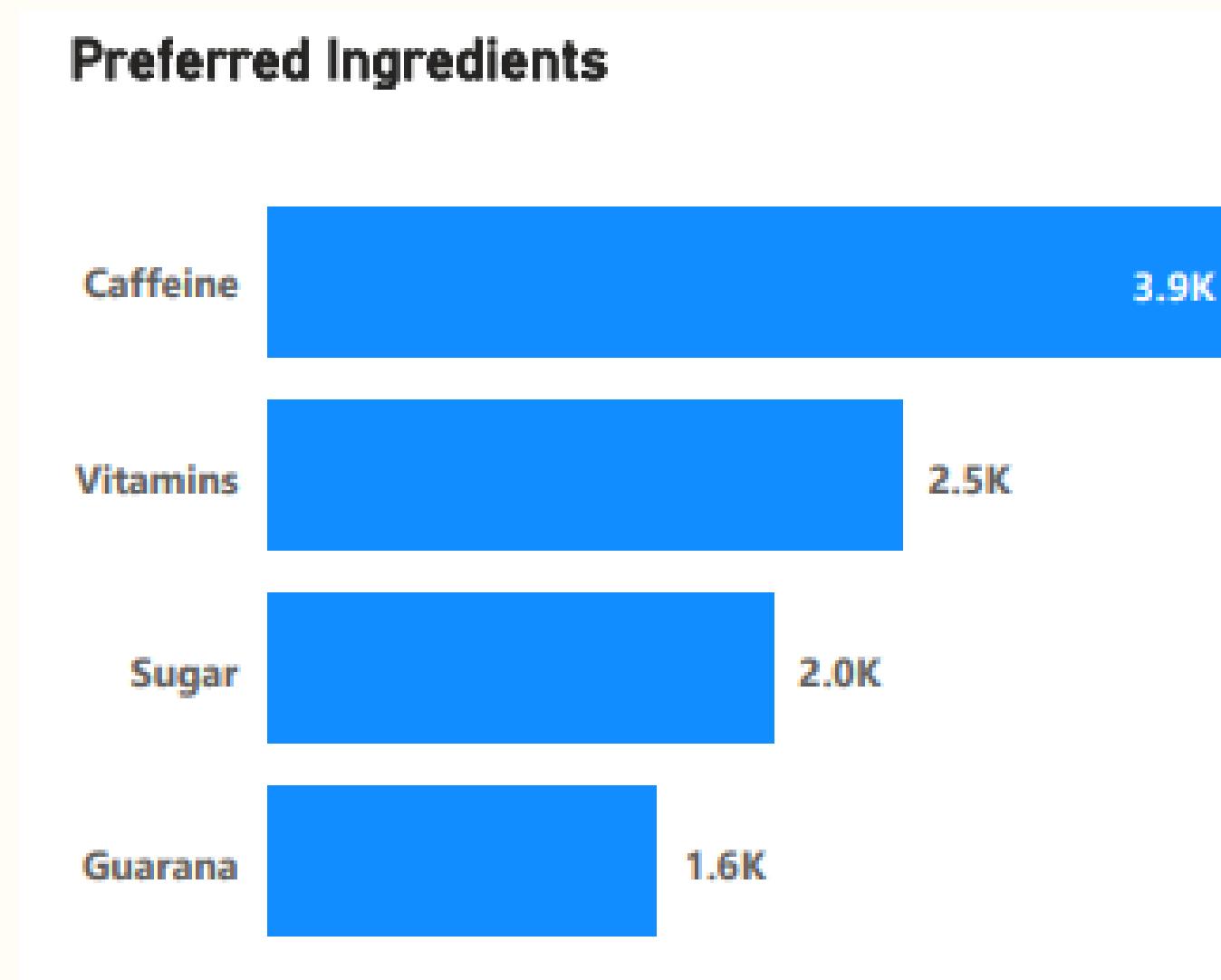
Demographic Insights

1. Energy drinks are predominantly consumed by males (60%).
2. The age group of 15-30 is the primary consumer of energy drinks (70%) due to their active lifestyle and large population.
3. Online advertising reaches 49% of youth.



Consumer Preference

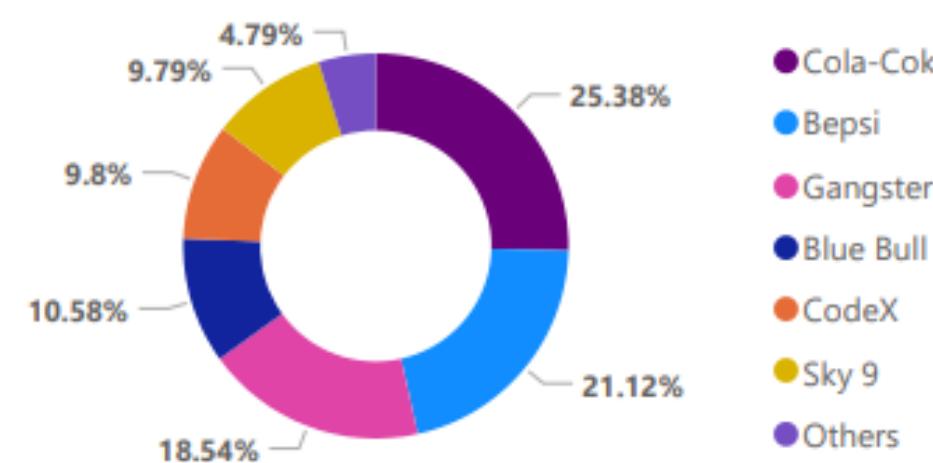
1. Among respondents, the favored ingredients are caffeine (39%) for its energy-boosting effect and vitamins (25%) for health-conscious reasons.
2. Only 20% chose sugar as an ingredient.



Approximately 40% prefer compact and portable cans as their packaging choice for convenience on the go.

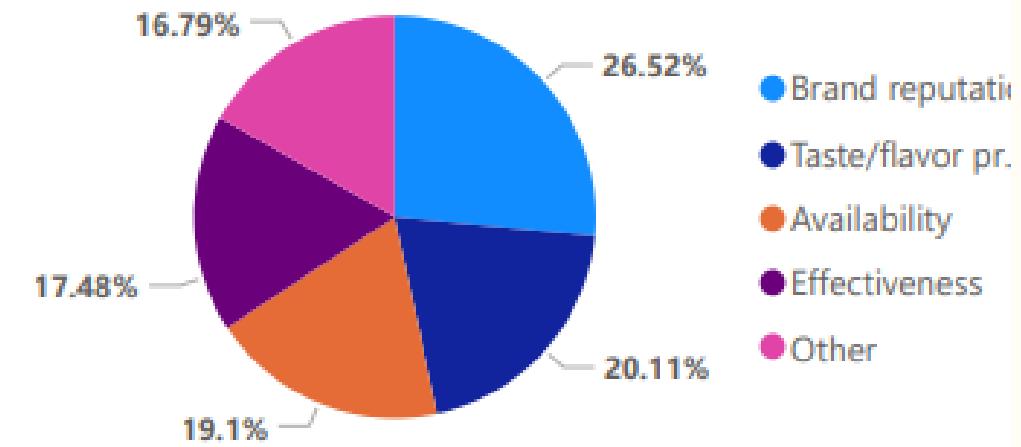
Competition Analysis

Current Brands share



The current market leader is Cola-Coka (25%), while CodeX holds the fifth position with a 10% market share, signaling its growing presence in the market.

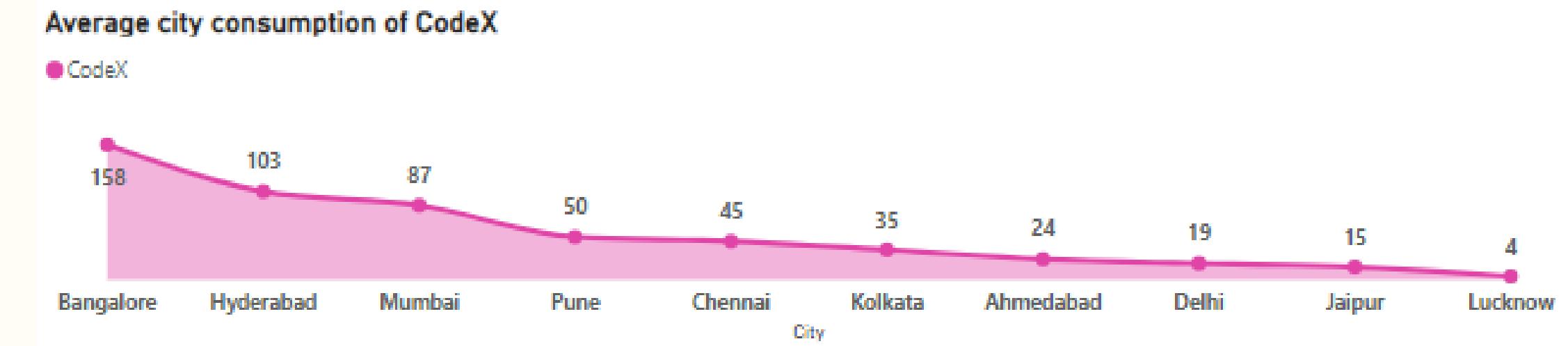
Reasons for choosing other brands



Respondents prefer other brands over CodeX mainly because of brand reputation (27%), followed by taste (20%) and availability (19%).

Brand Awareness

1. CodeX has an average rating of 3.2, which is above the overall average, suggesting there's potential for improvement.
2. In cities, Tier 1 (Bangalore, Hyderabad, Mumbai) respondents make up half of CodeX's consumer base, highlighting the need for CodeX to prioritize these cities for its growth strategy.



Preferred Purchase Location

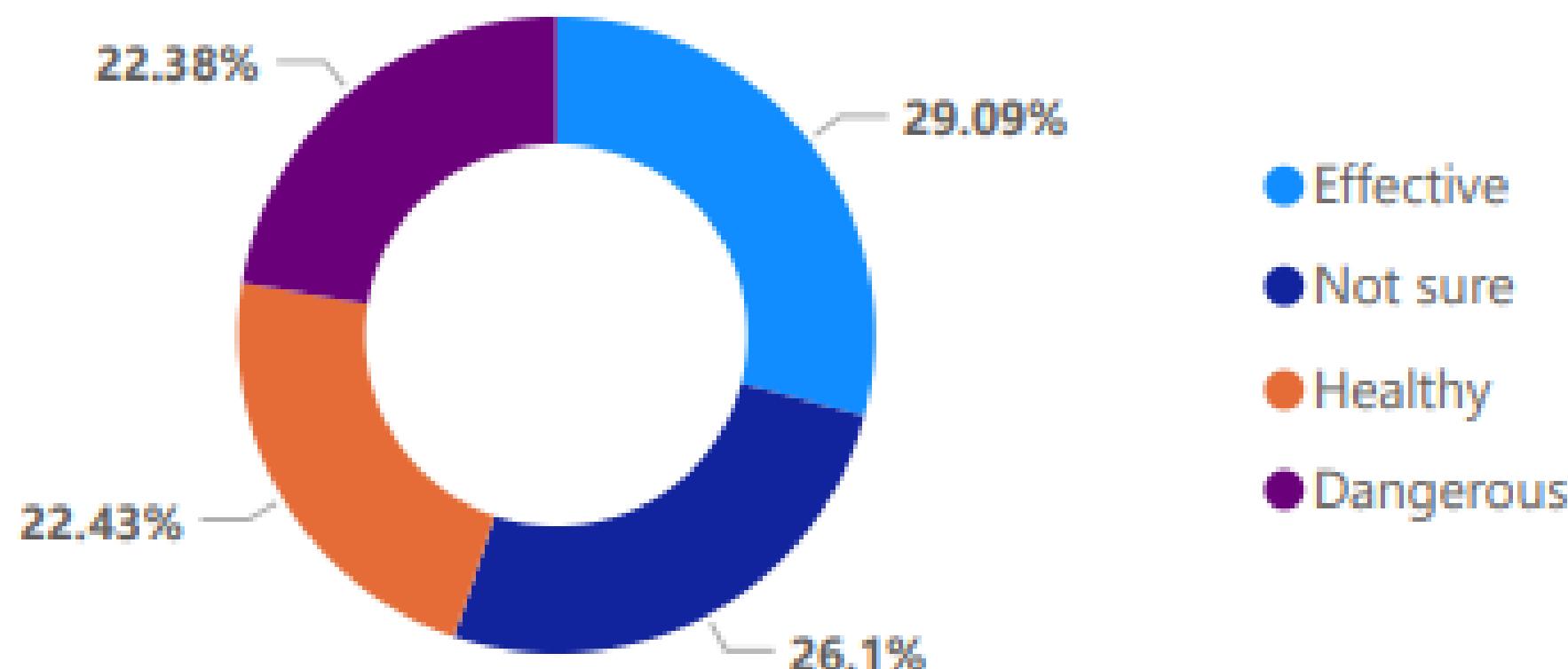


Purchase Behavior

1. Approximately 45% prefer purchasing energy drinks from supermarkets, with only half of that number choosing to buy online, suggesting some trust issues with online retailers.
2. When asked about their ideal consumption reasons, 34% of respondents mentioned studying or working, while 14% indicated they consume energy drinks throughout the day.

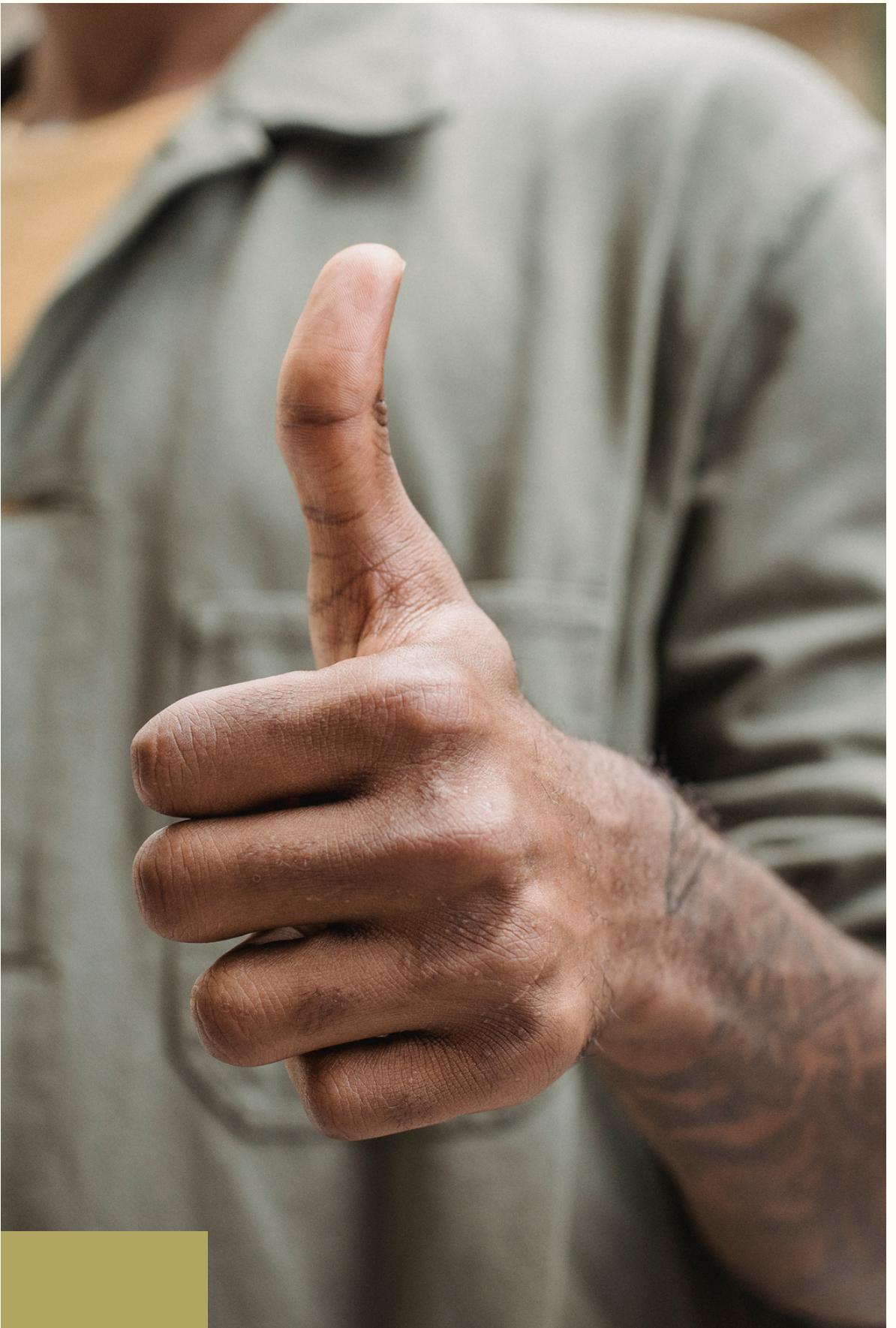
Product Development

General Perception



1. 29% believe energy drinks are effective, while an equal number of people (22% each) view them as both healthy and dangerous simultaneously.
2. 40% of people prefer a price range between 50-100.

To foster growth, the brand should concentrate on health consciousness, improving taste, and enhancing availability.



Recommendations

- *CodeX should prioritize taste improvement and sugar content to expand its customer base.*
- *Since 70% prefer portable cans, CodeX should concentrate on designing such products.*
- *Ensuring 24/7 availability of their drinks in local stores, particularly in Tier 1 cities where they have 50% of their customer base, is crucial.*
- *With approximately 50% of consumers seeking healthier and natural ingredients, a focus in this direction can significantly boost CodeX's growth.*
- *Collaborating with influencers who emphasize health and natural products would be an effective strategy for expanding their customer base.*

Thank you



