

Marketing Insights

Food and beverage industry

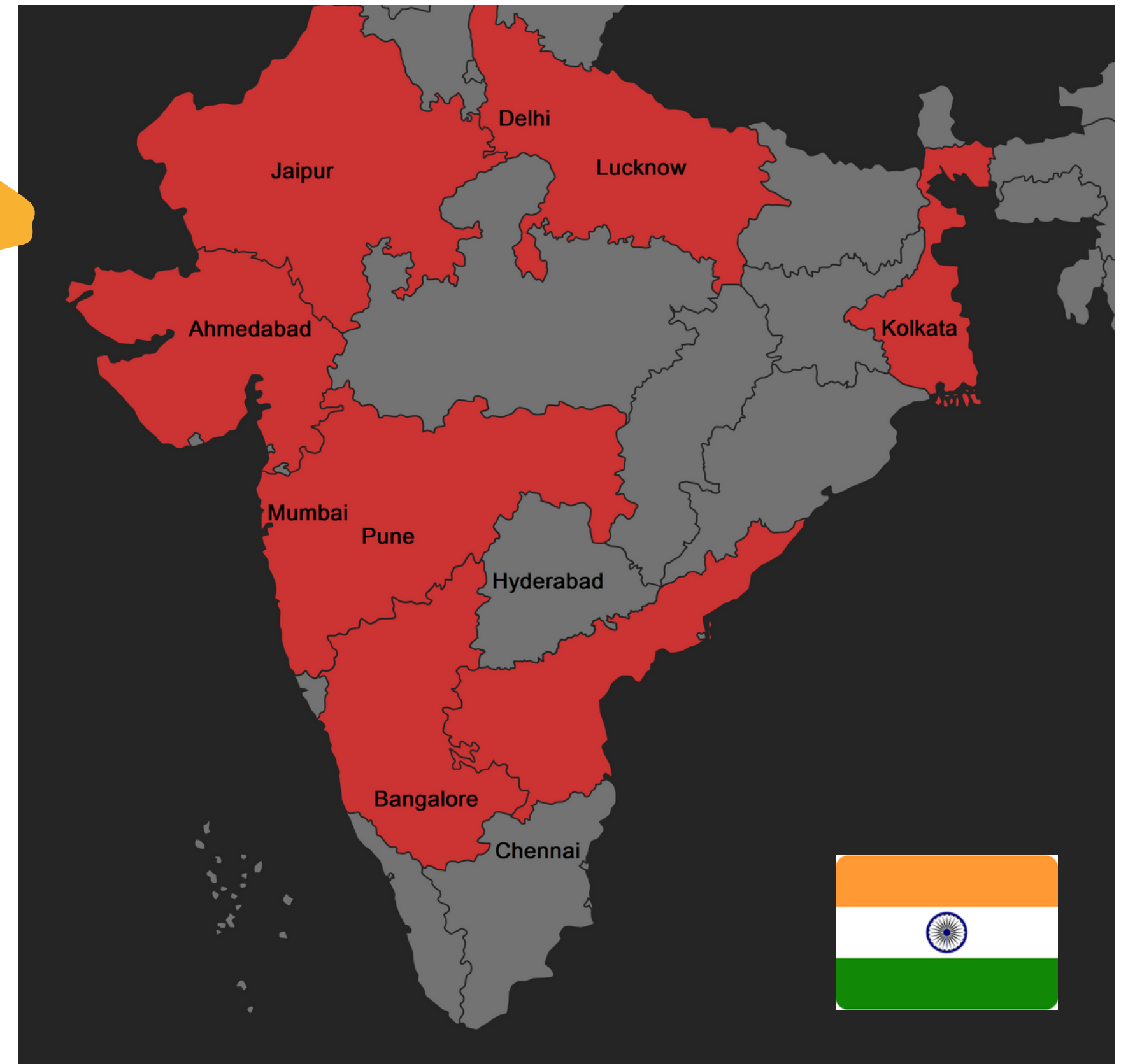


Presented by
Virat Gajjar

About The Company



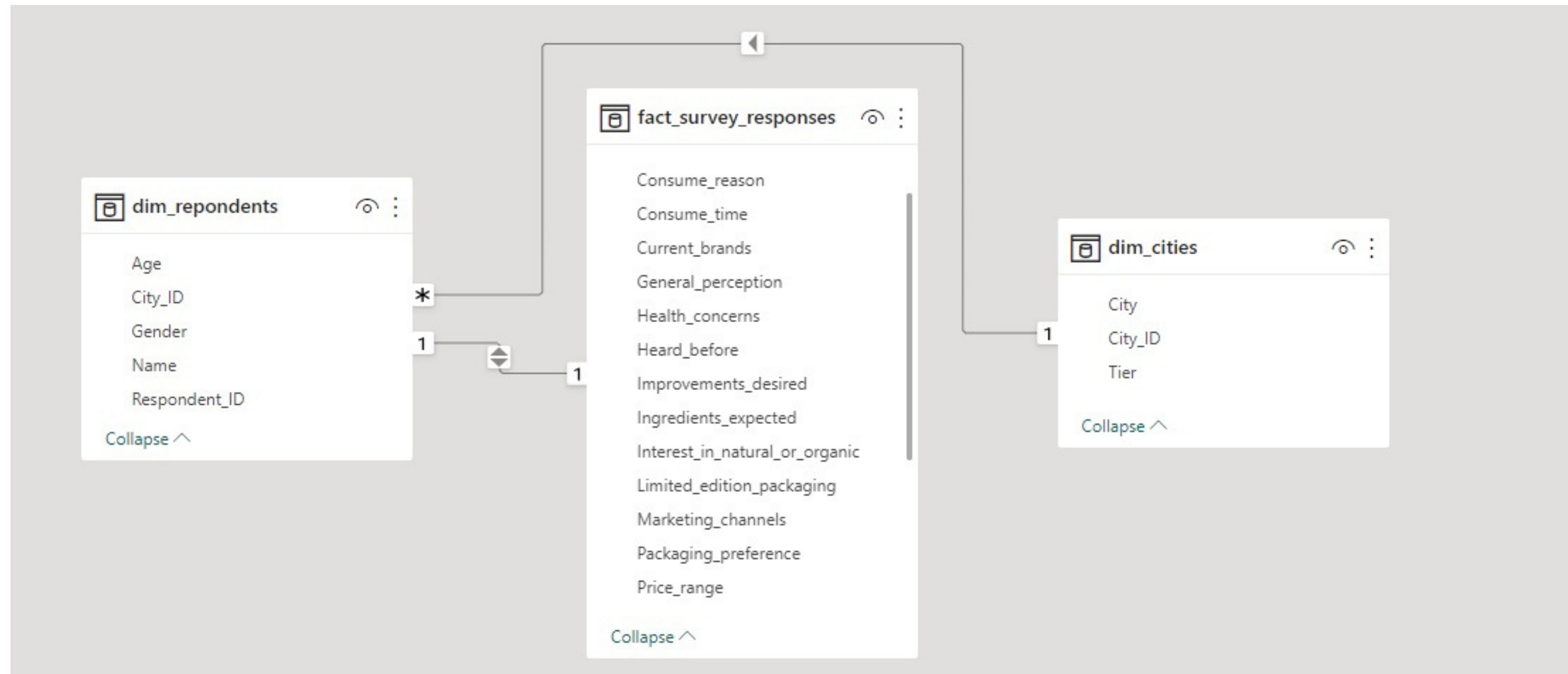
- **CodeX** is a Germany based (fictional) beverage company, just a few months ago they launched their **new energy drink** in 10 cities across India.
- They conducted a survey in those 10 cities and received results from 10k respondents.



Objectives

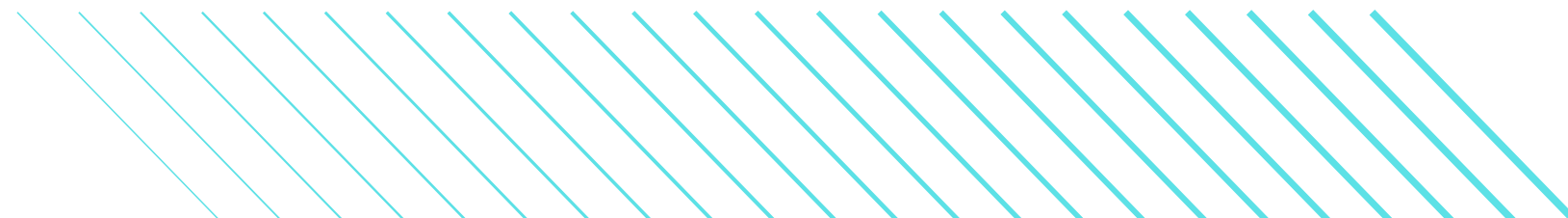
- The marketing team **wants valuable insights from the survey** conducted so that they can plan :
 1. **Future sales and marketing campaign,**
 2. **Develop their energy drink according to market demands**
 3. **Strengthen their position in Indian energy drink market**
- They appointed their in house data analyst to provide them with the insights.

Data and Tools



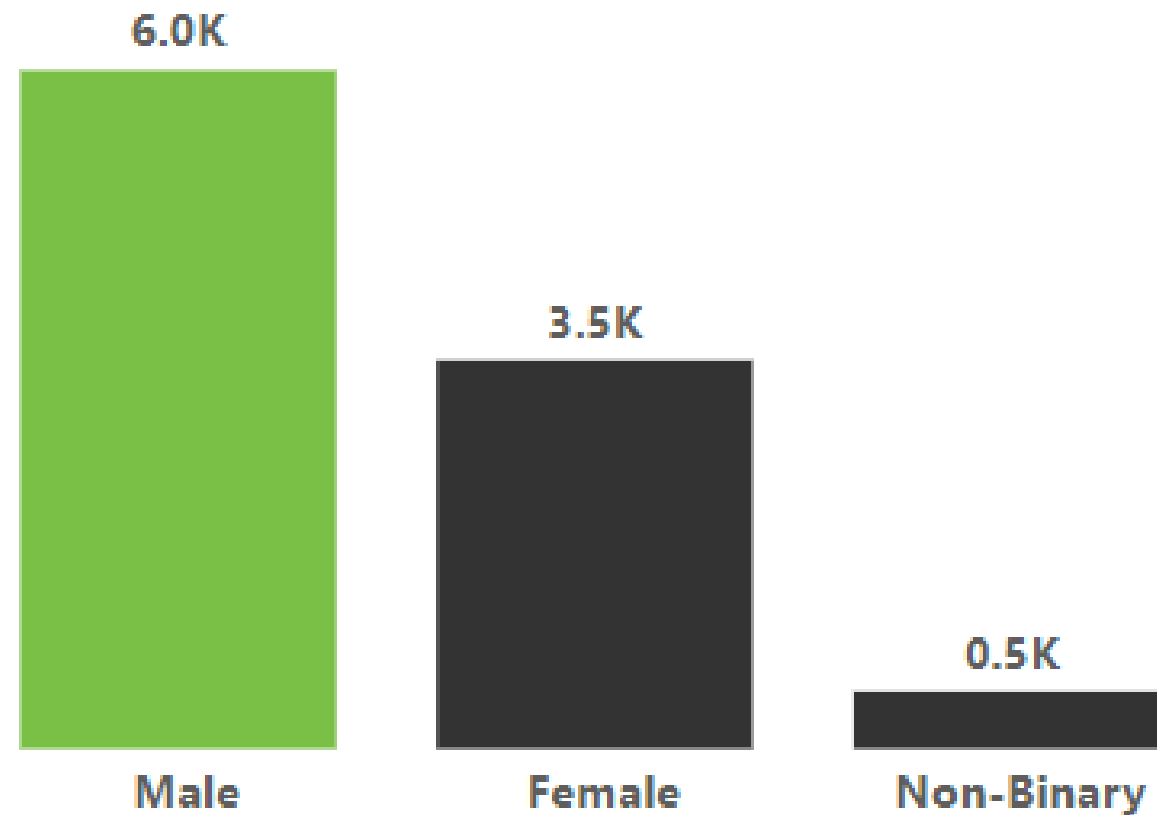
DEMOGRAPHICS

INSIGHTS



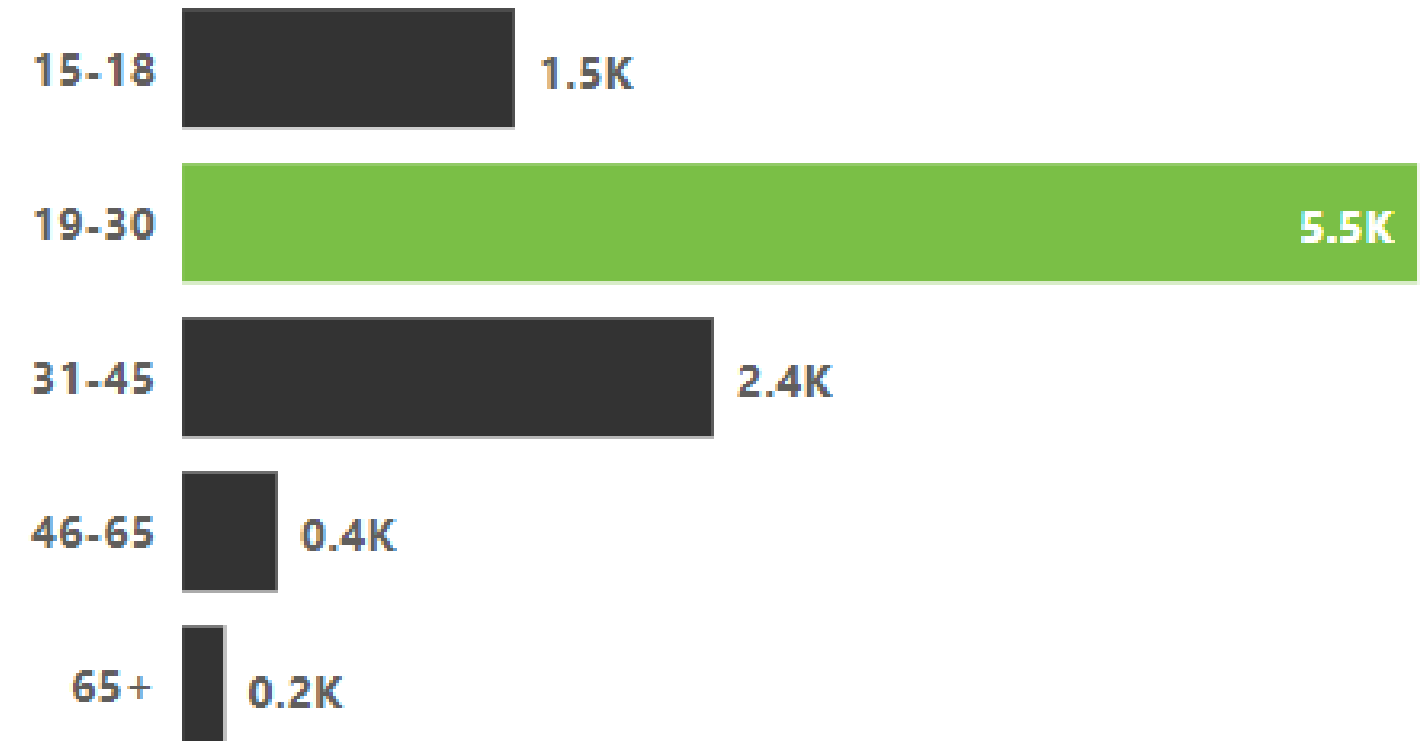
Preference by Gender?

Gender Preference Analysis



Preference by Age Group?

Age Group Preference Analysis

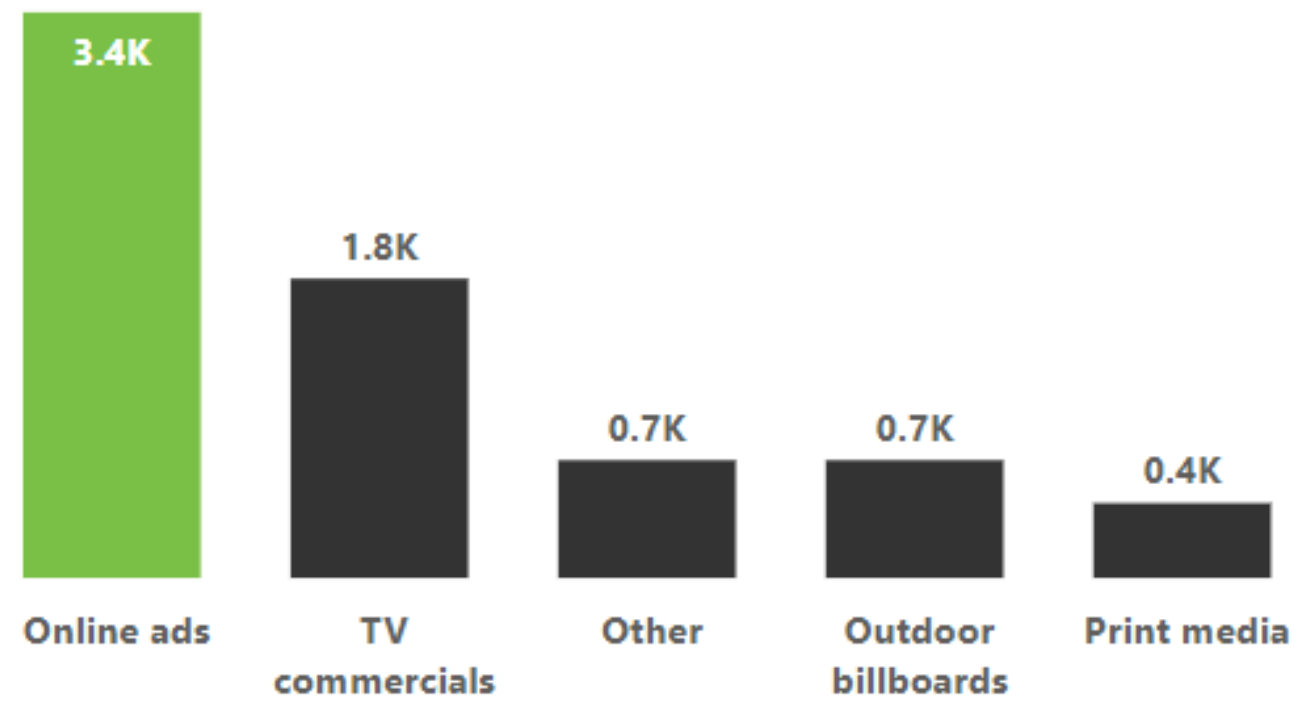


Insight :

- Men between the age group of 19-30 years have demonstrated a significantly greater preference for energy drinks, almost twice as much as women.

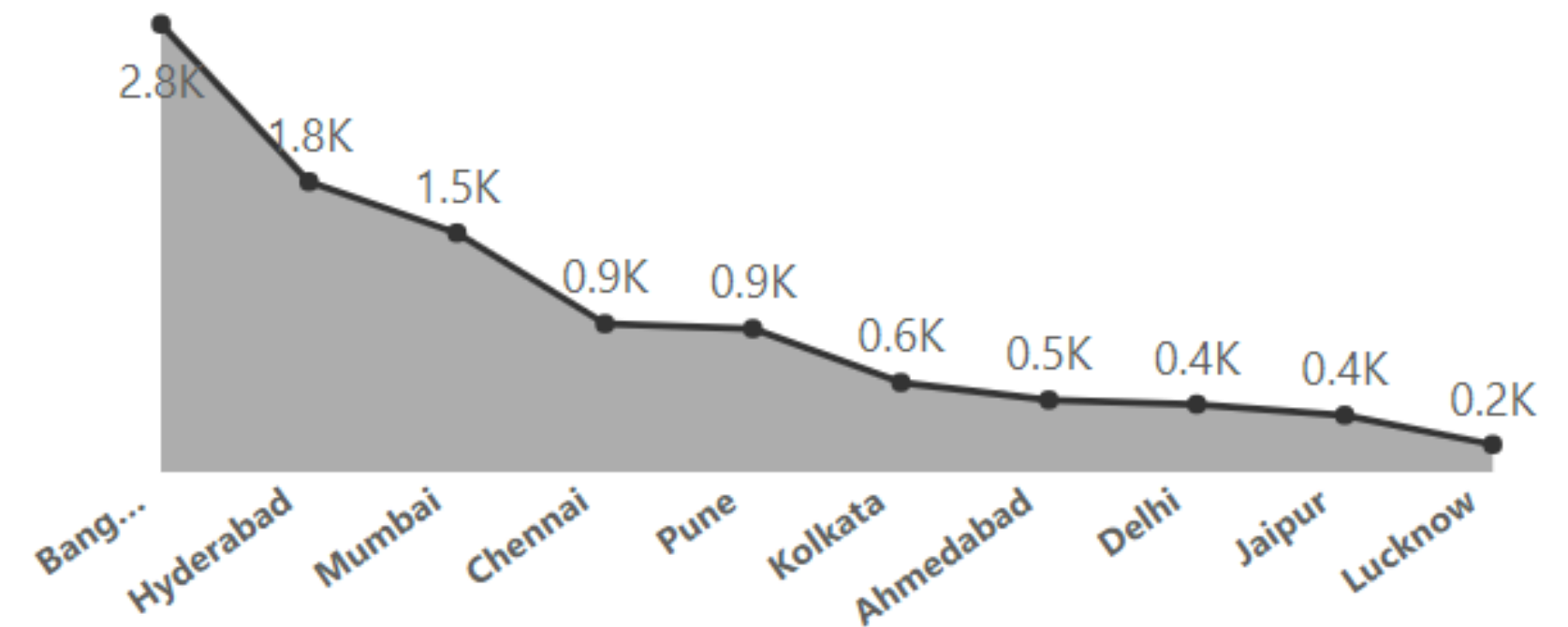
Type of marketing reaches most youth (15-30)?

Youth Marketing Reach by Channels



Number of consumers per city

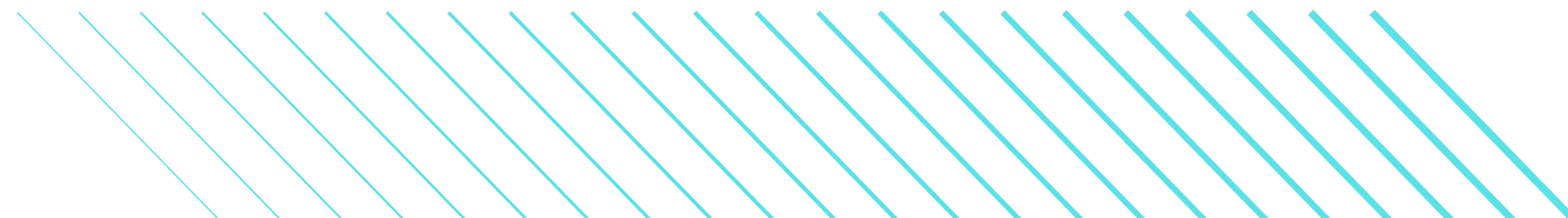
Number of Consumers per City



Insight :

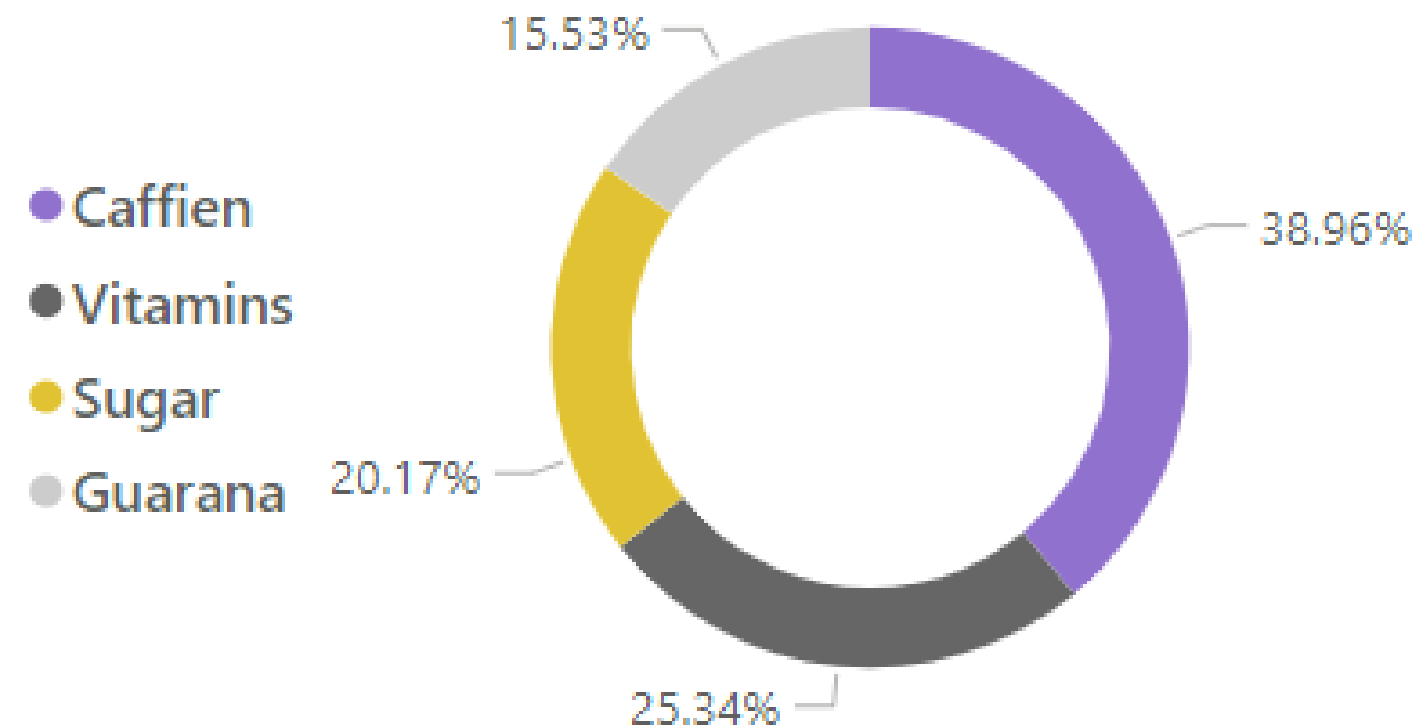
- **Online ads** are best for reaching youth, followed by **TV commercials**.
- Top 3 consumer cities: **Bangalore, Hyderabad, Mumbai**.

CONSUMER PREFERENCES & COMPETITION ANALYSIS



Preferred Ingredient ?

Preferred Ingredient By Respondents

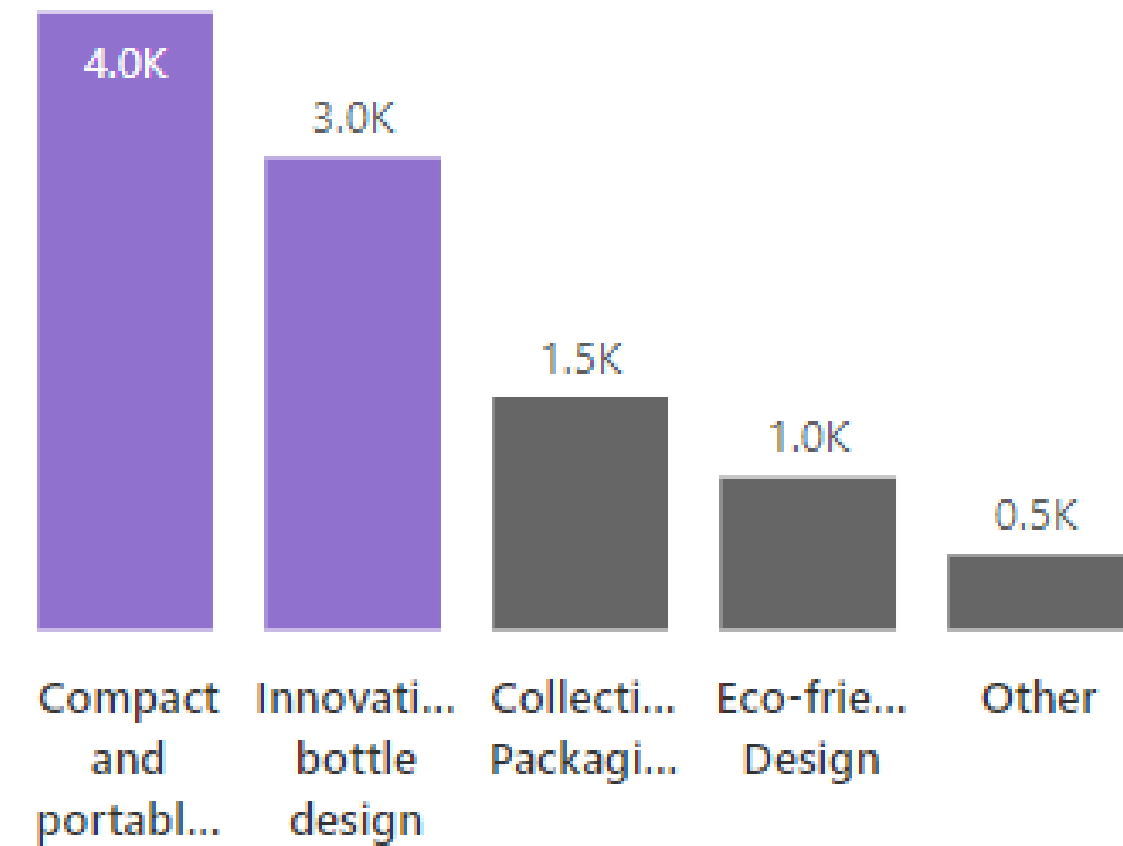


Insight :

- Most preferred ingredient is **caffien**
- Followed by **Added Vitamins**

Preferred Packaging ?

Preferred Packaging By Respondents

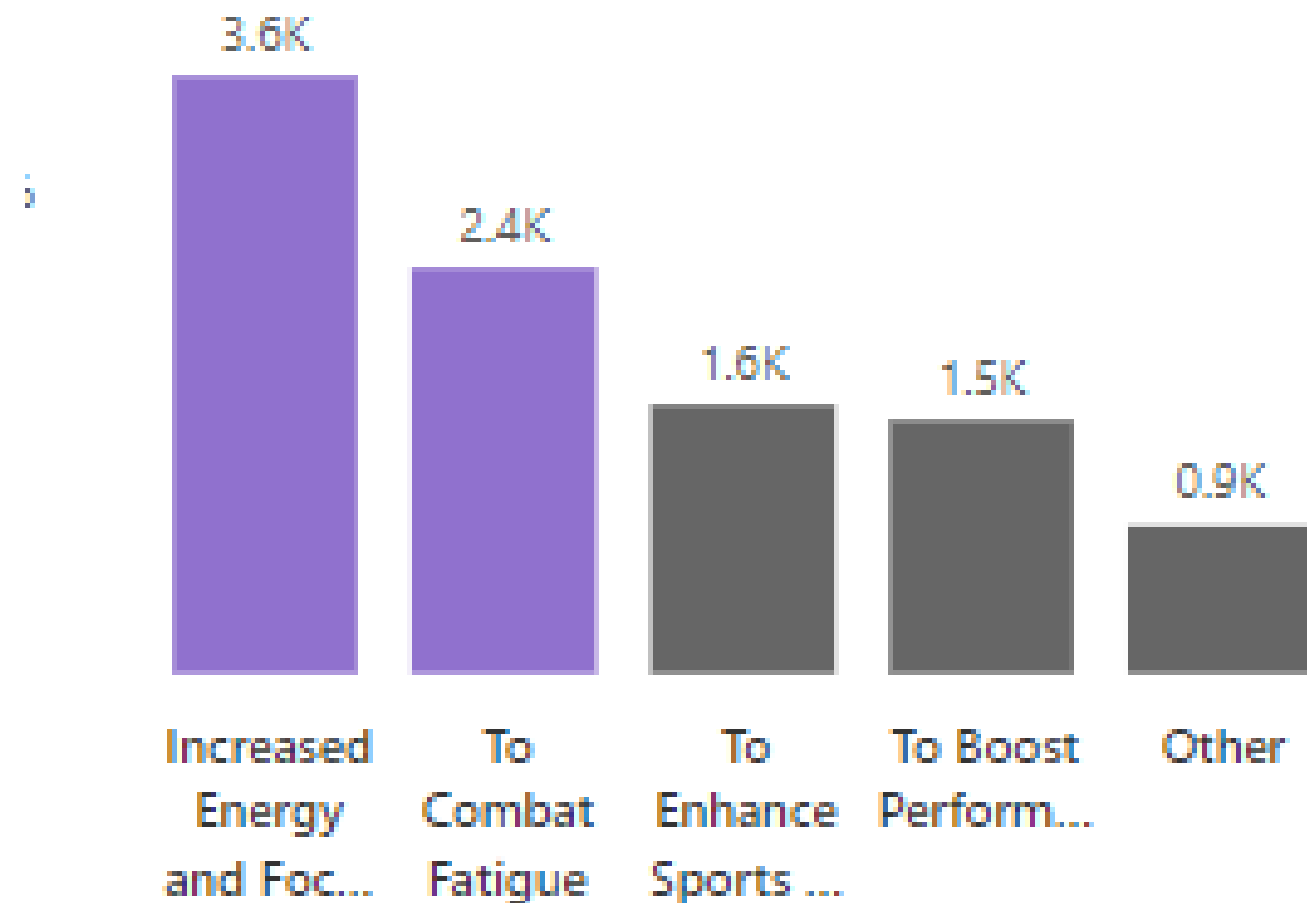


Insight :

- Most preferred packaging is **Cans**
- Followed by **Innovative bottle design**

Reason for consuming?

Preferred Consumption Reason

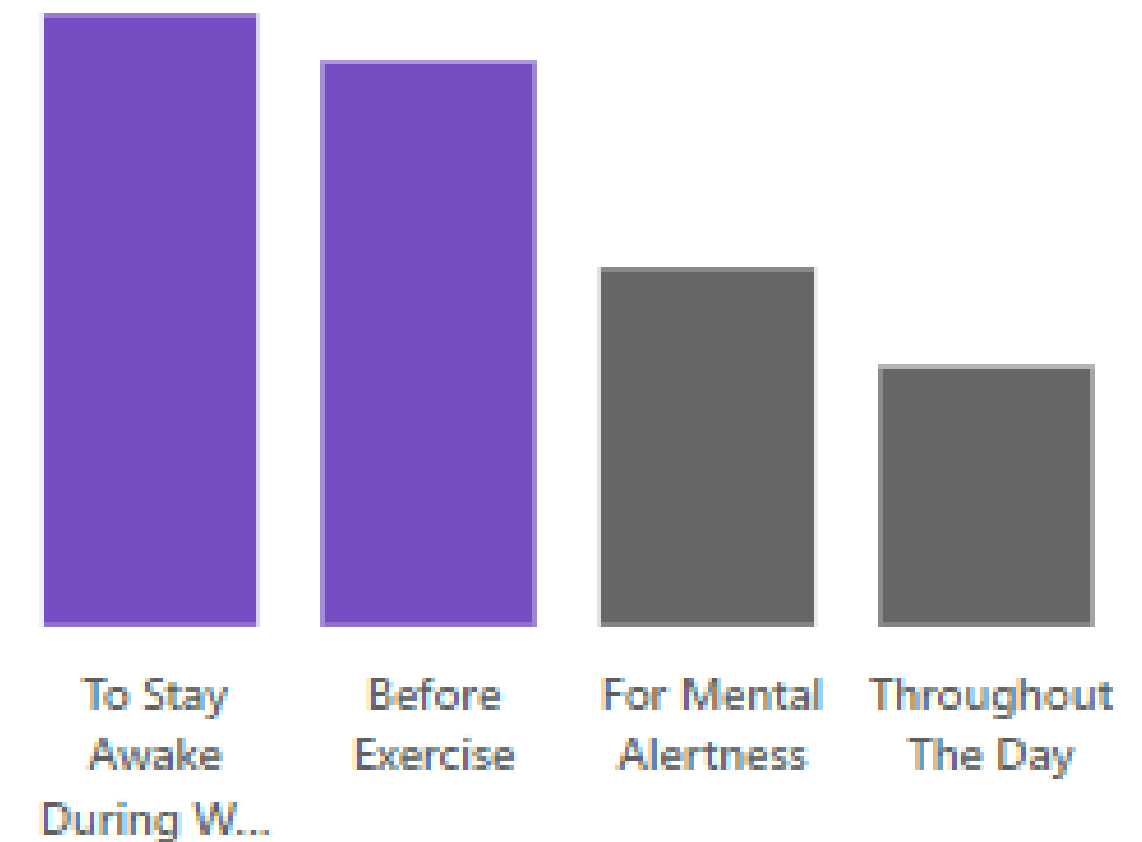


Insight :

- Energy and focus, along with combating fatigue, are the main reasons for consuming energy drinks.

Consumption Time?

Preferred Consumption Time



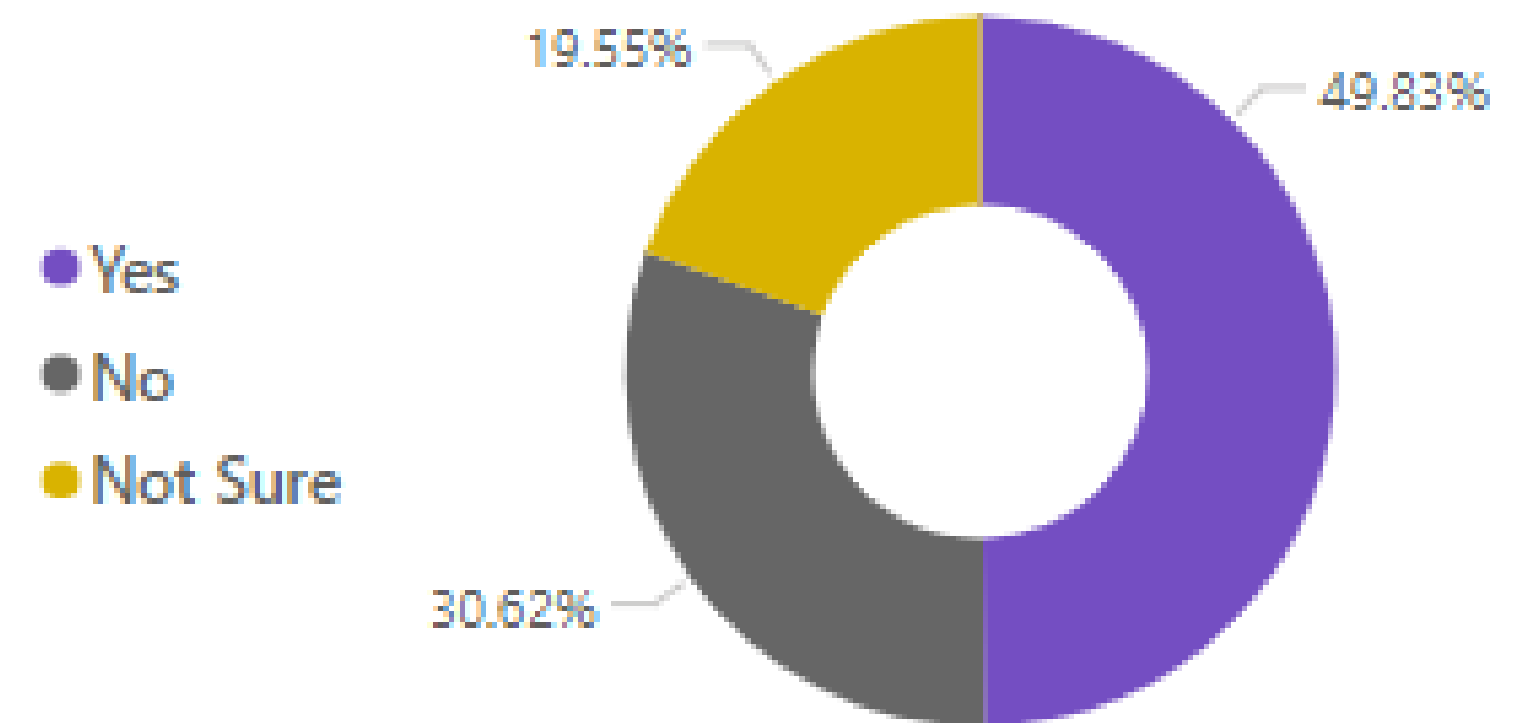
Insight :

- Commonly consumed to stay awake during work and before exercise.

7. Are they interested in an energy drink with natural or organic ingredients?

Natural or Organic Ingredients

	Interest_in_natural_or_organic	Total
1	Yes	4983
2	No	3062
3	Not Sure	1955

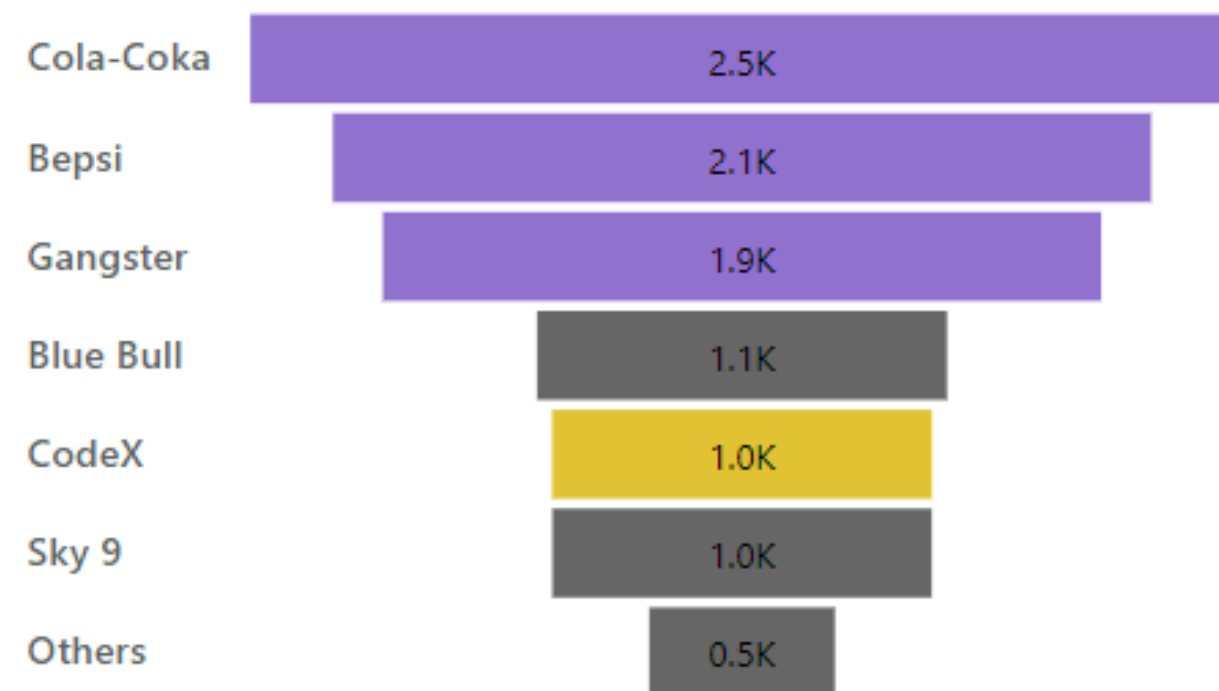


Insight :

- Majority of consumers **do prefer** to have natural or organic ingredient in their energy drink

The current market leaders?

Market Share of Different Manufacturers



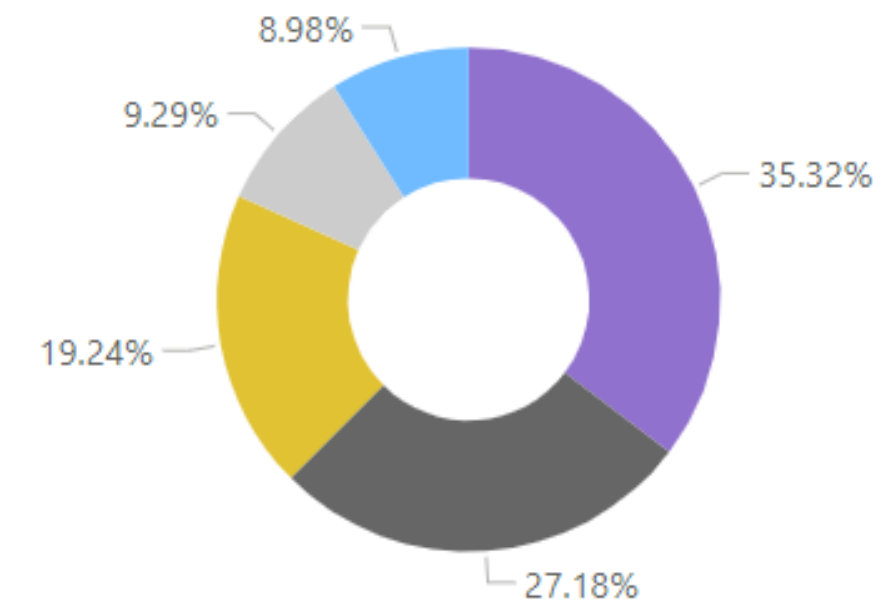
Insight :

- **Cola-Coka, Bepsi, and Gangster** appear to be the top players in the energy drink market.

Primary Reasons for choosing them?

Reasons for Choosing Other Brands

● Brand reputation ● Taste/Flavor preference ● Availability ● Other ● Effectiveness



Insight :

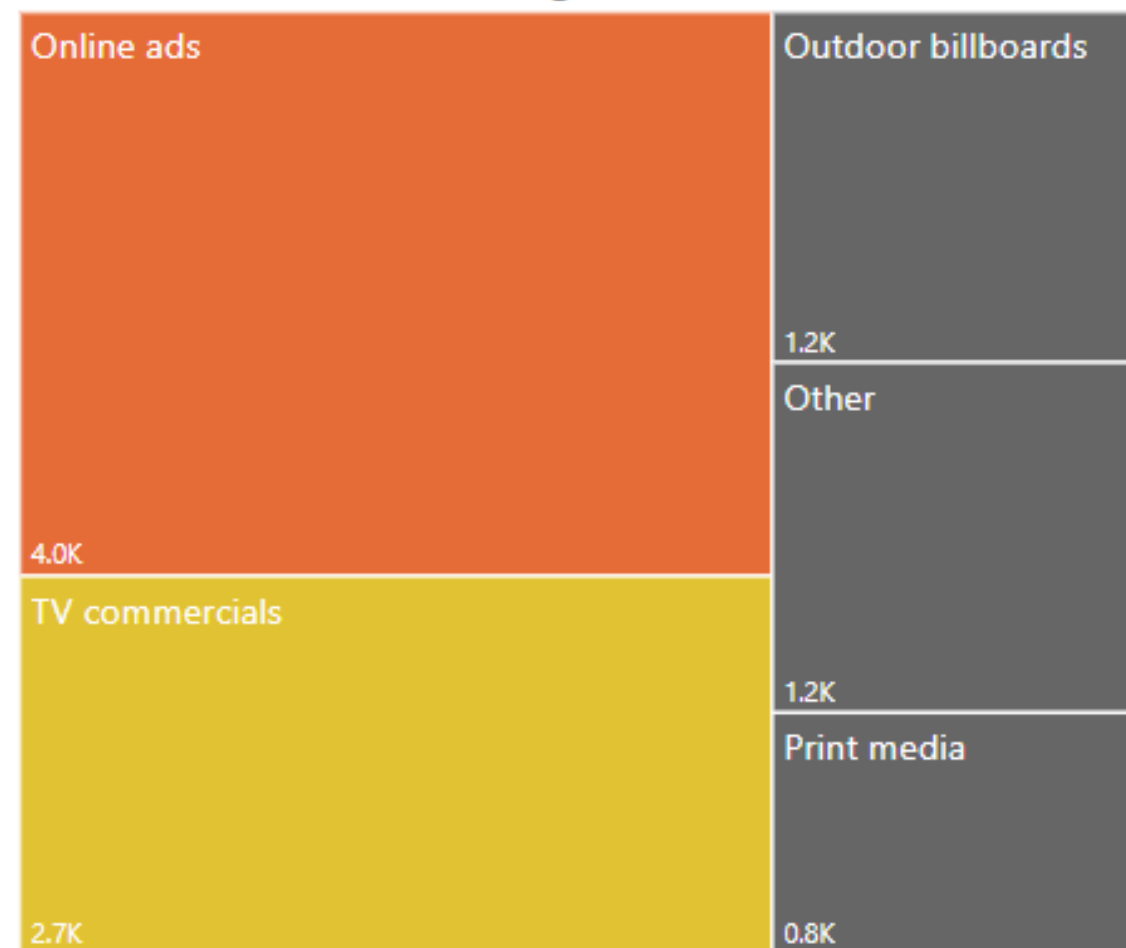
1. **Brand Reputation**
2. **Taste/Flavor**
3. **Availability**

MARKETING CHENNNELS & BRAND PENETRATION

A series of approximately 15 thin, light blue diagonal lines extending from the bottom left towards the bottom right, positioned below the word 'PENETRATION'.

Marketing channels potential reach ?

Potential Reach of Marketing Channels

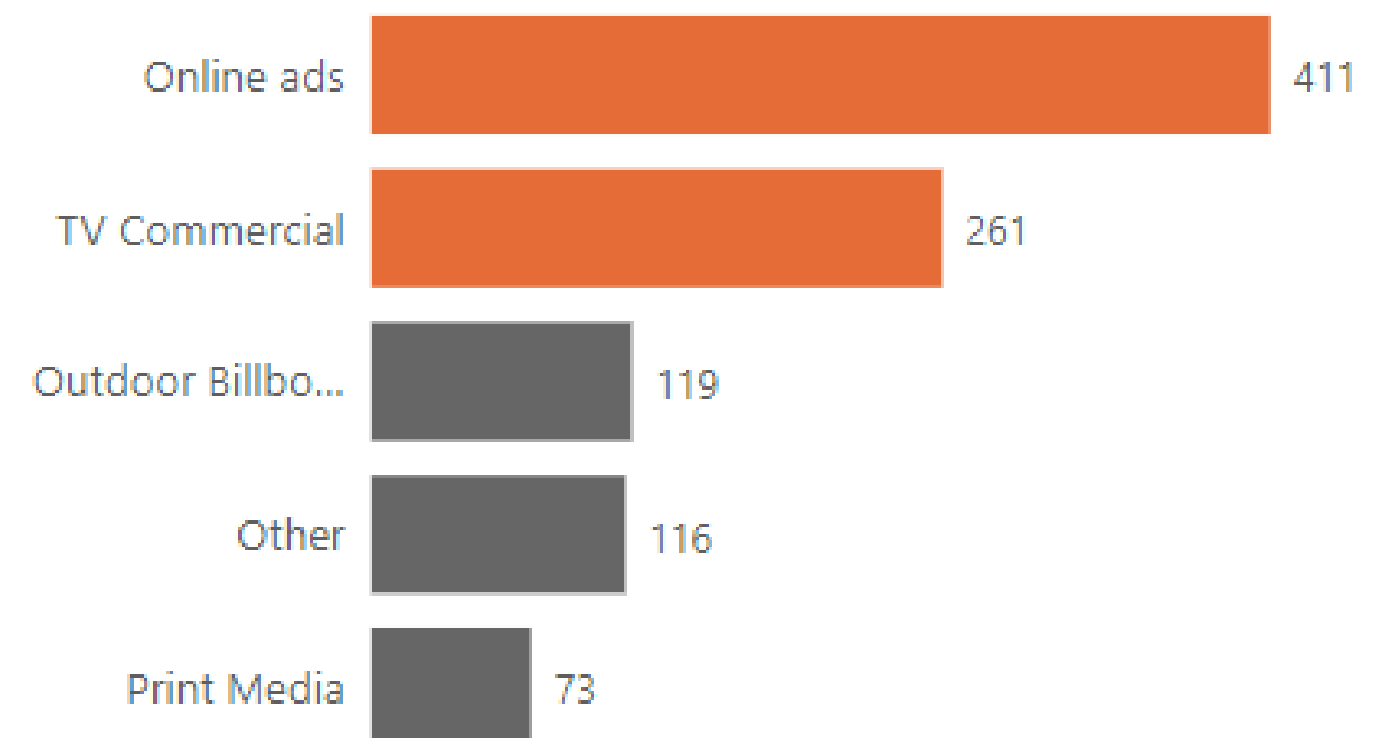


Insight :

- **Online ads** emerge as the most effective marketing medium with a high reach
- Closely followed by **TV commercials**. Both can be primarily utilized to reach a broader consumer base.

Marketing channels effectiveness reaching our customer?

Our Current Customer-Reach by Marketing Channels

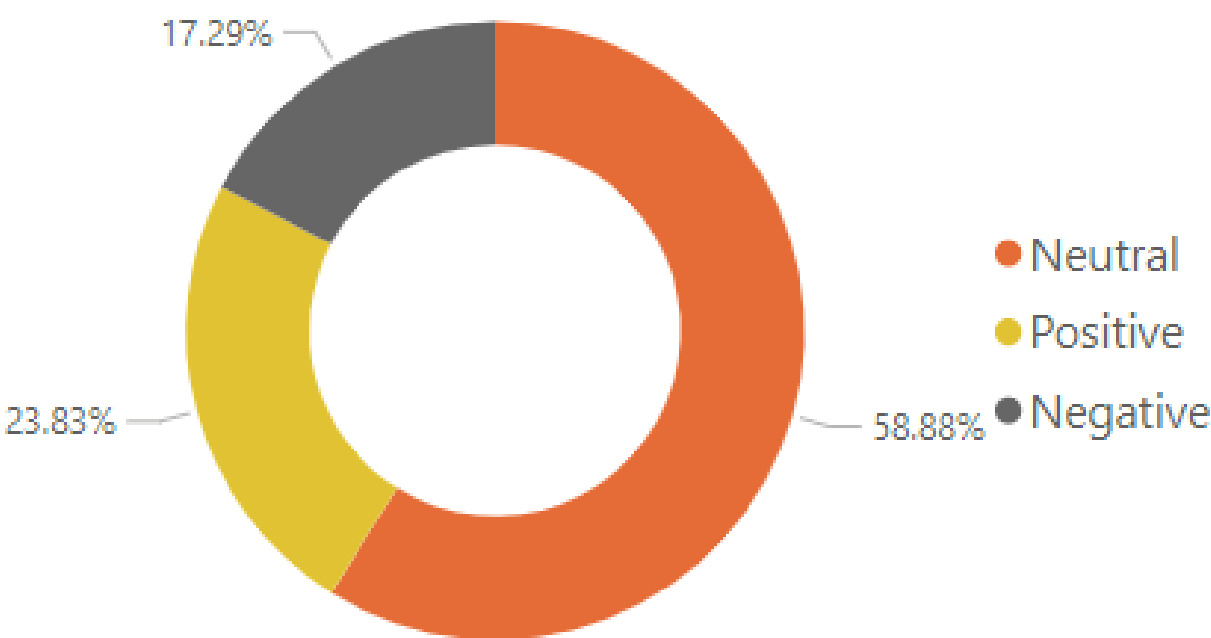


Insight :

- **Online ads** are the **most effective** marketing channel for reaching our customers
- While **TV commercials** can also be leveraged to enhance our reach.

What do people think about our brand?

Brand Perception



Insight :

- The majority of people hold a **neutral** perception of our brand
- While 23% expressing a **positive** perception as well.

Key Cities for Focus?

Consumers by City

City	Consumers
Bangalore	292
Hyderabad	182
Mumbai	156
Chennai	92
Pune	92
Kolkata	48
Ahmedabad	45
Delhi	40
Jaipur	28
Lucknow	5

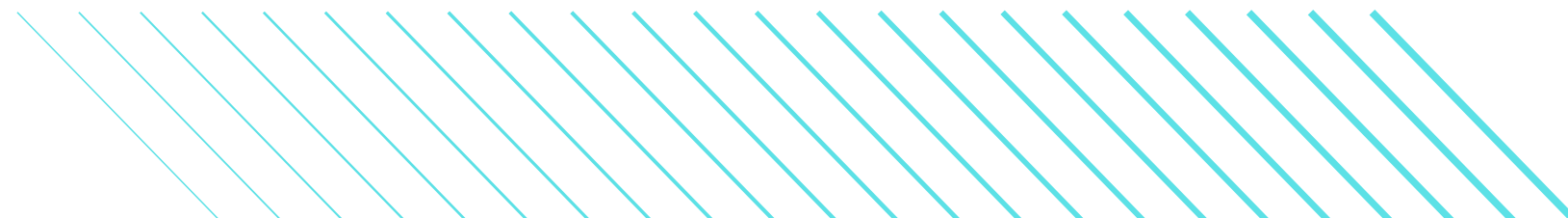
Insight :

- **Lucknow and Jaipur** require the highest priority as they have the lowest number of consumers
- Followed by **Delhi, Ahmedabad, and Kolkata.**

**PURCHASE
BEHAVIOR**

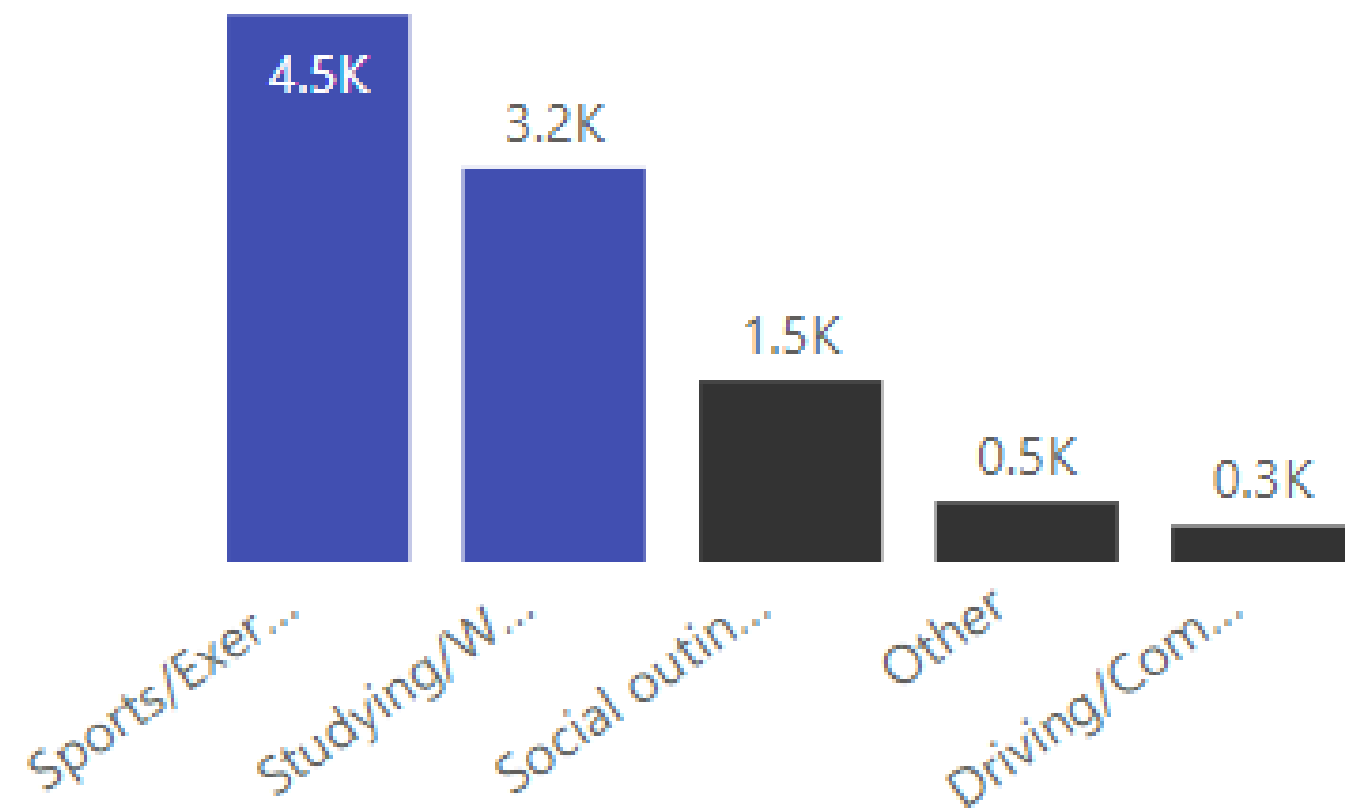
&

**PRODUCT
DEVELOPMENT**



Top Times to Enjoy Energy Drinks

Consumption situation Analysis

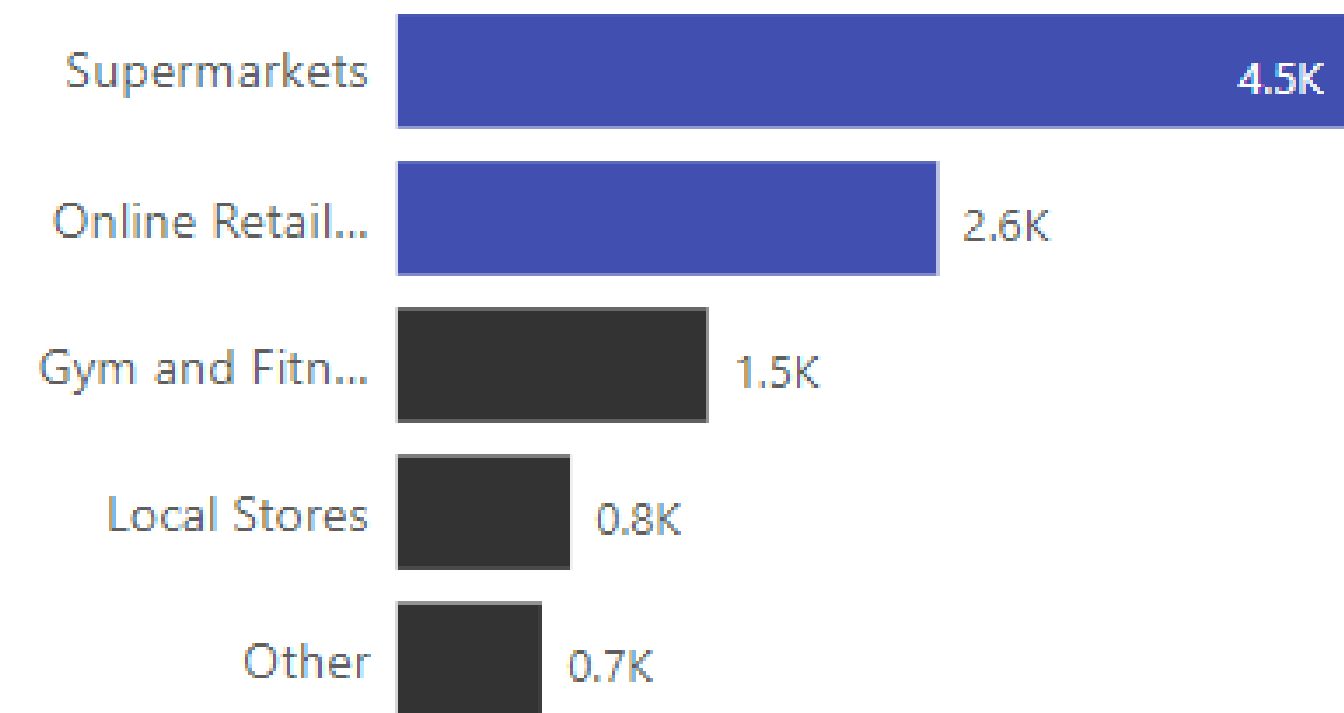


Insight :

- **Top energy drink situations:**
sports/exercise > studying > parties/social gatherings.

Best Places to Buy Energy Drinks?

Purchase Location Analysis

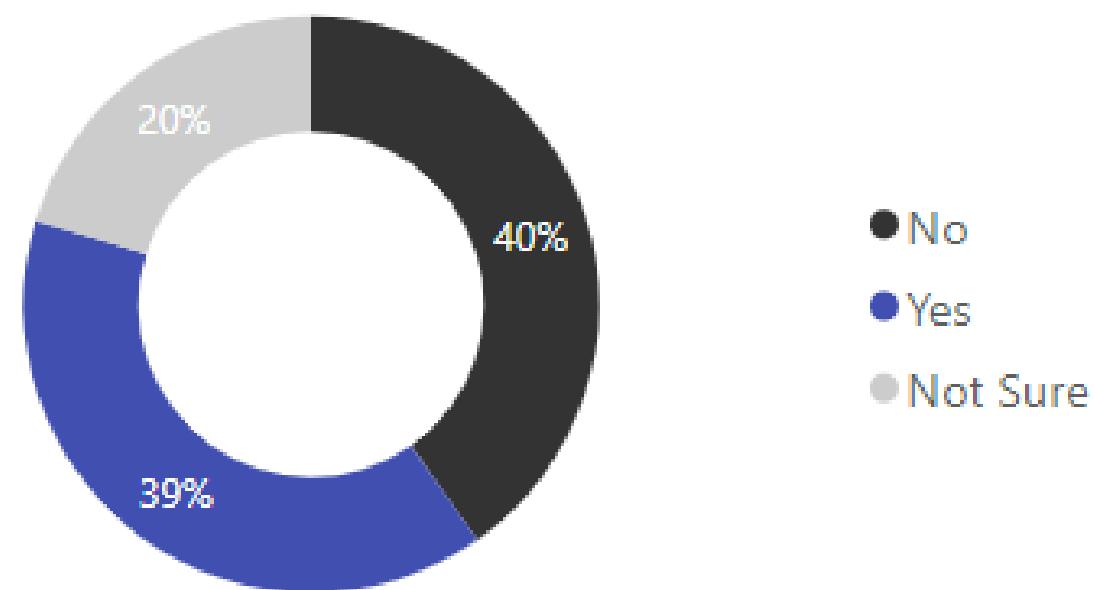


Insight :

- Consumers mostly purchase energy drink from **Supermarkets** and **online retailers**

Are Limited Edition Energy Drink Designs in Demand?

Interest in Limited Edition Packaging

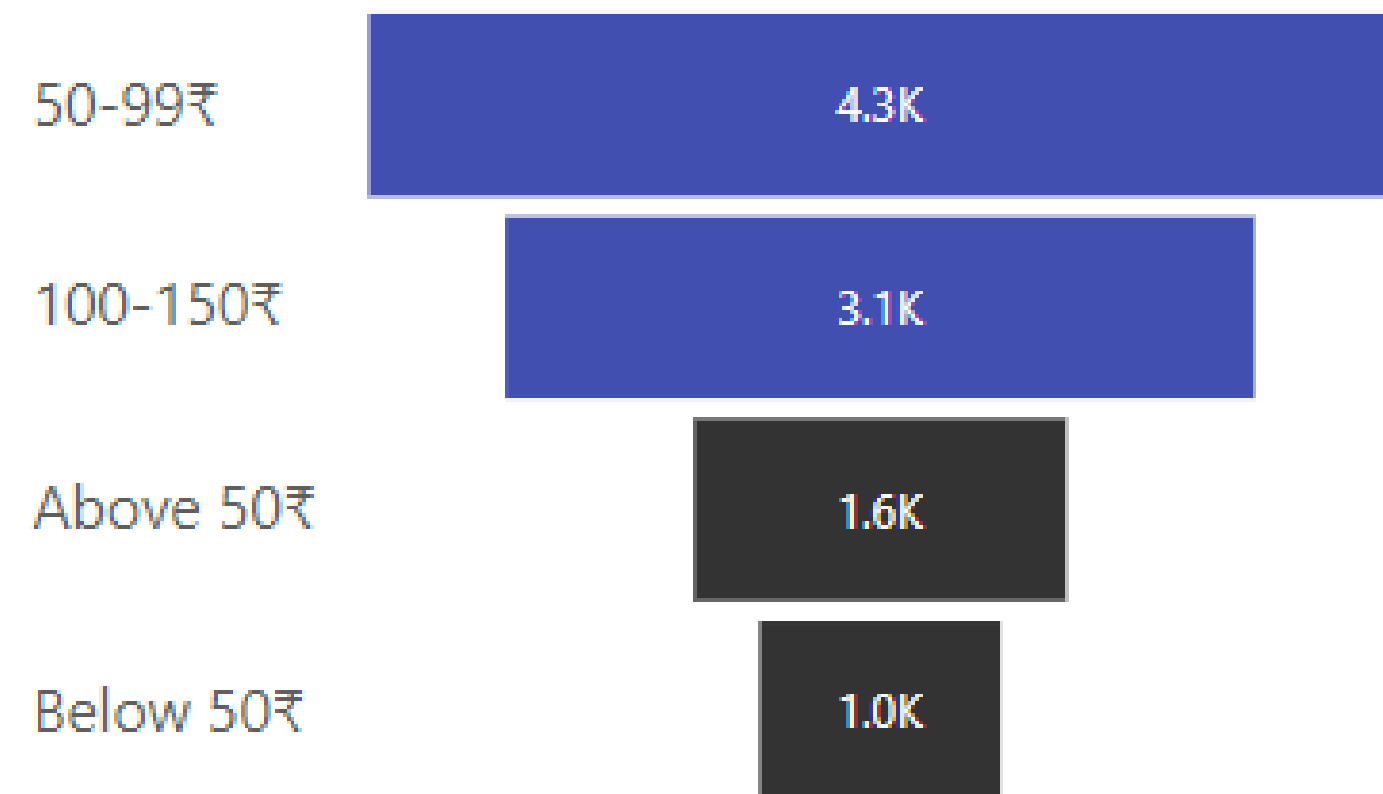


Insight :

- Consumers favor **50-99 rupees price range** and are **keen on limited edition packaging**.

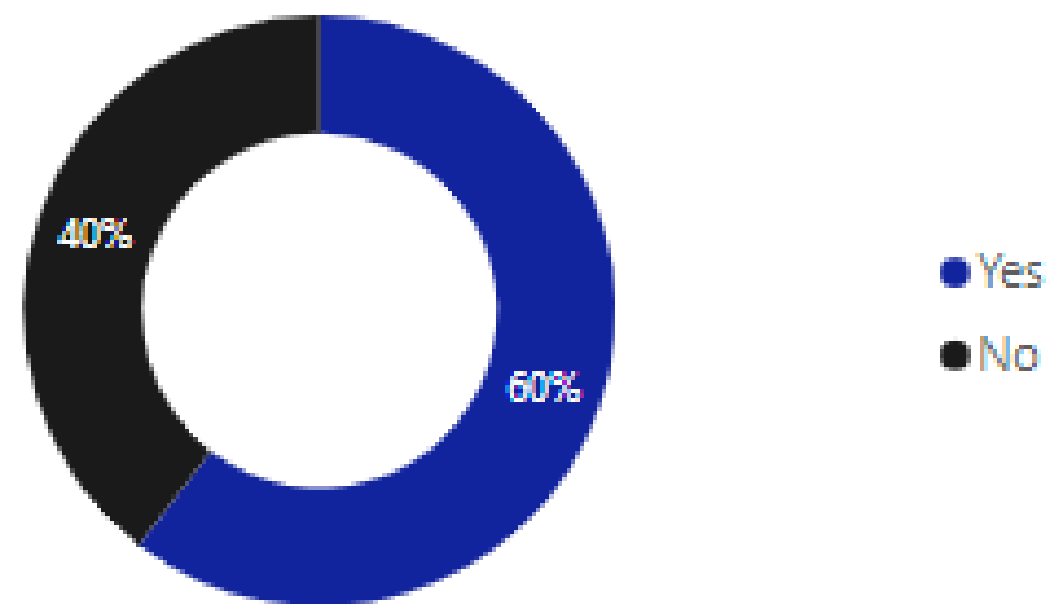
Any Trend in the price range?

Price Range and Purchase Behavior



Energy drink health concern?

Health Concern

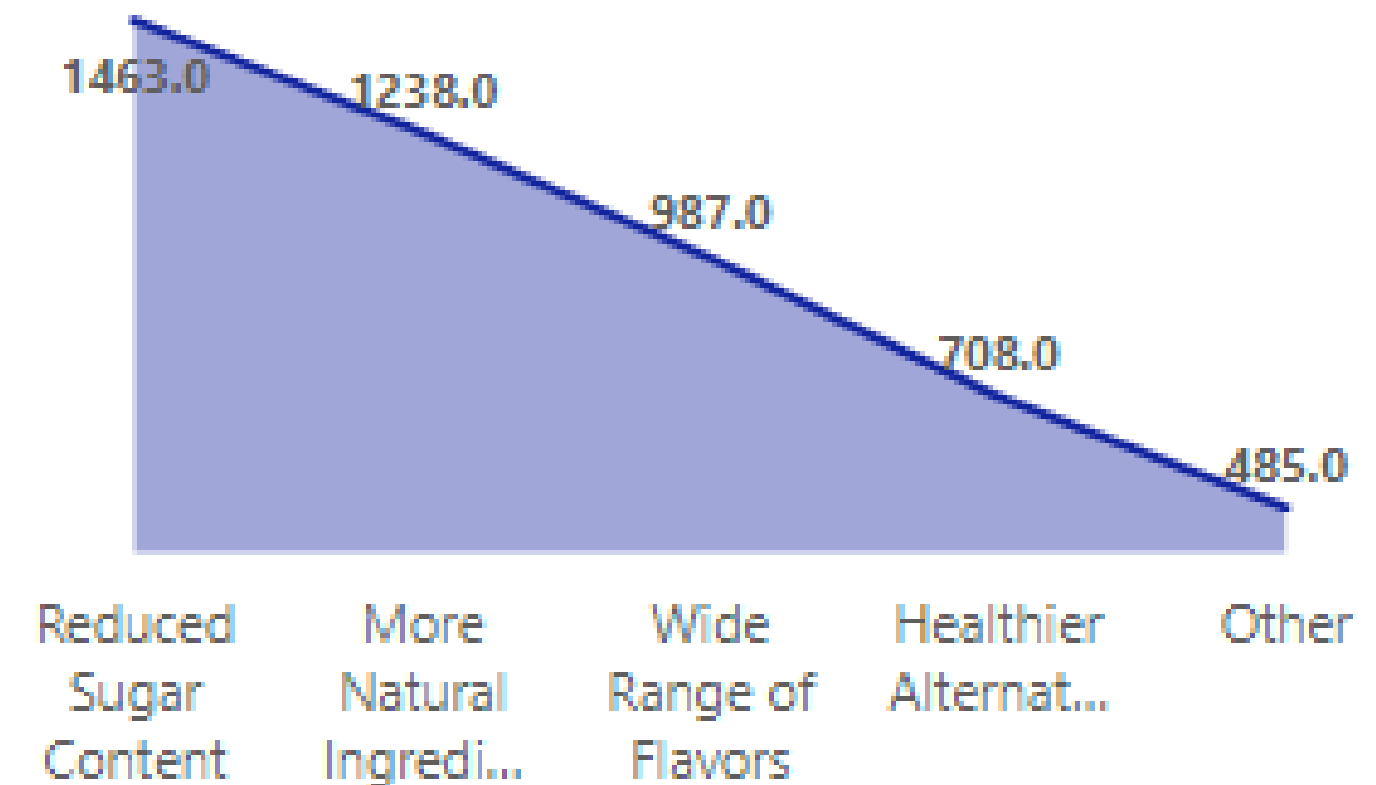


Insight :

- Consumers **have health worries** about energy drinks.

What improvements consumer want in out product?

Improvements Desired

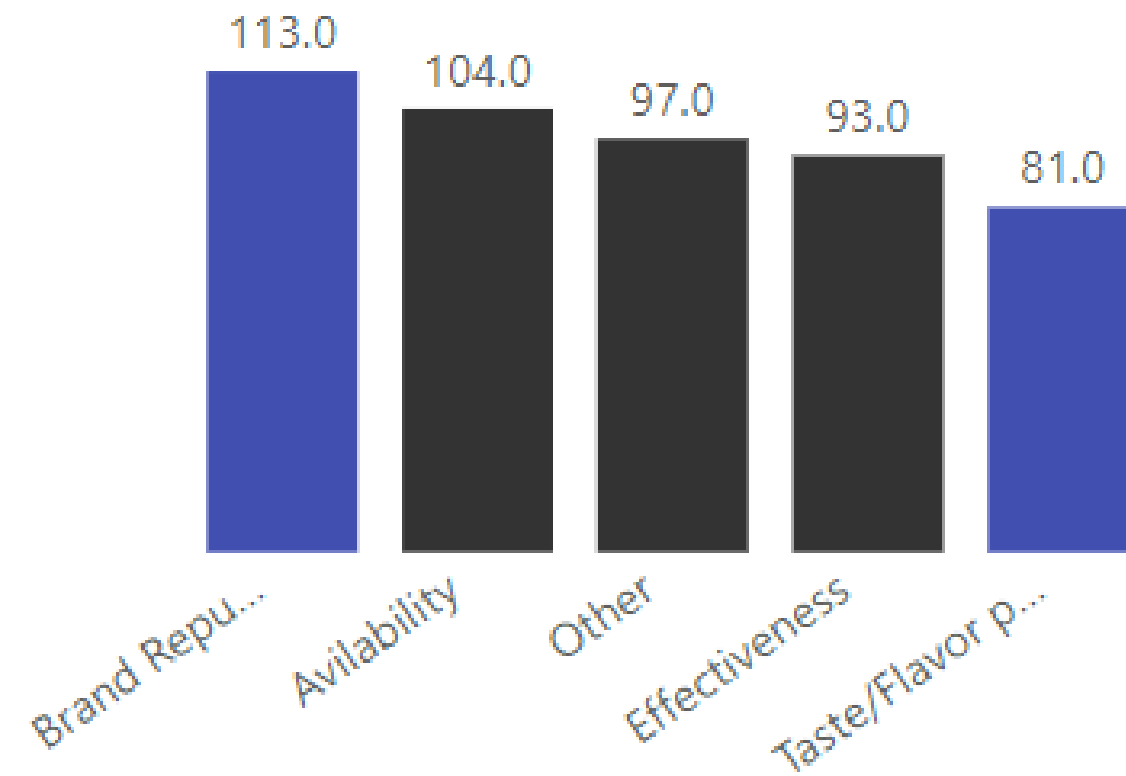


Insight :

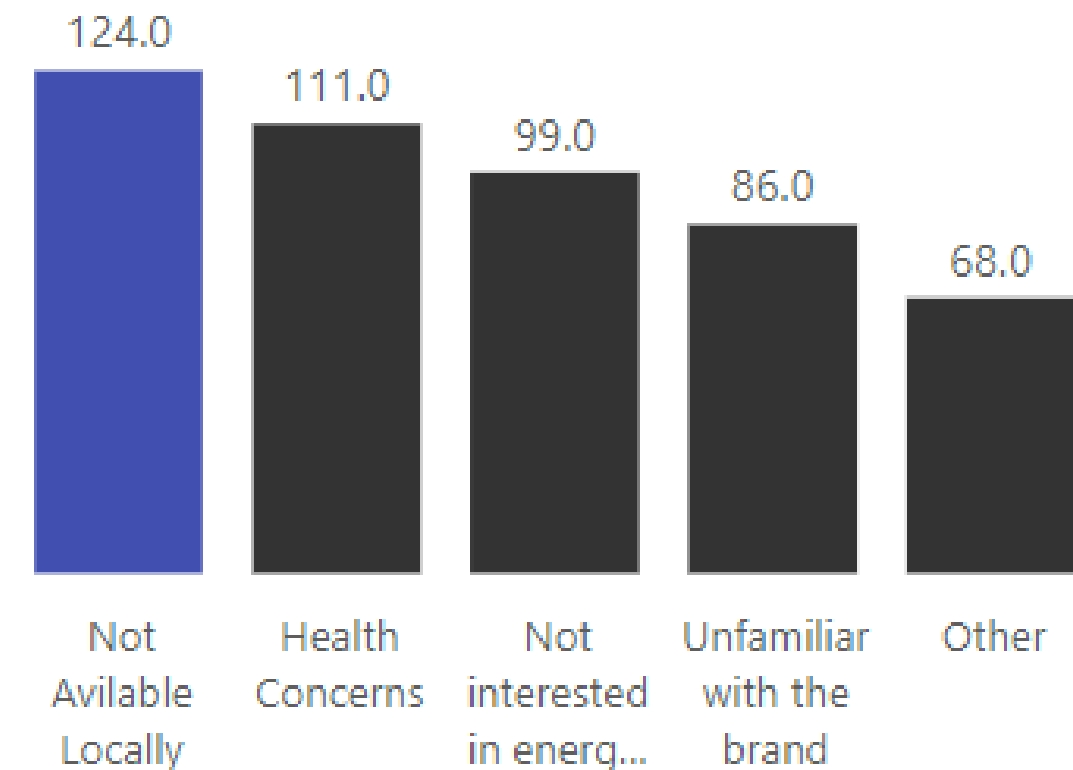
- Top Consumer Priorities: **Less Sugar, More Natural Ingredients.**

Area of focus for Product Development?

Attracting Factors for Trying



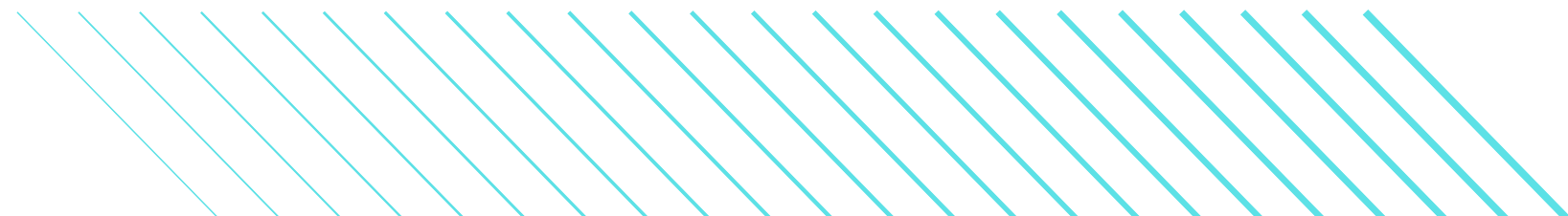
Preventing Factors From Trying



Insight :

- **Addressing availability is key**, prioritize improving it
- then focus on **introducing new flavors** and **enhancing taste**.
- Finally, work on **increasing brand reputation**.

ENERGY DRINK MARKET ANALYSIS



Current & Expected Growth

- Indian energy drink market grows fast, **reached \$2.7B in 2022.**
- Market to hit \$5.7B by 2028, **CAGR 13.19% (2023-2028).**

Report Attribute	Key Statistics
Base Year	2022
Forecast Years	2023-2028
Historical Years	2017-2022
India Sports and Energy Drinks Market Size in 2022	US\$ 2.7 Billion
India Sports and Energy Drinks Market Forecast in 2028	US\$ 5.7 Billion
India Sports and Energy Drinks Market Growth Rate 2023-2028	13.19%

Source : imarcgroup

Major Players In The Market

- The Market is dominated by **RedBull** which holds 61% share
- Followed by **Cloud9** and other manufactures such as Monster Energy, Burn, Zinga, Powerhorse
- **Sting** has captured 7% of the market and quite popular due to its aggressive pricing



Indian Energy Drink Market



Trends

- Health conscious customers looking for energy drink that are **low in sugars and calories**.
- Young Adults 18-35 who are looking for **quick shot of energy** to help them stay awake and focused.
- The growing consumption of energy drinks by **price-sensitive** college goers.

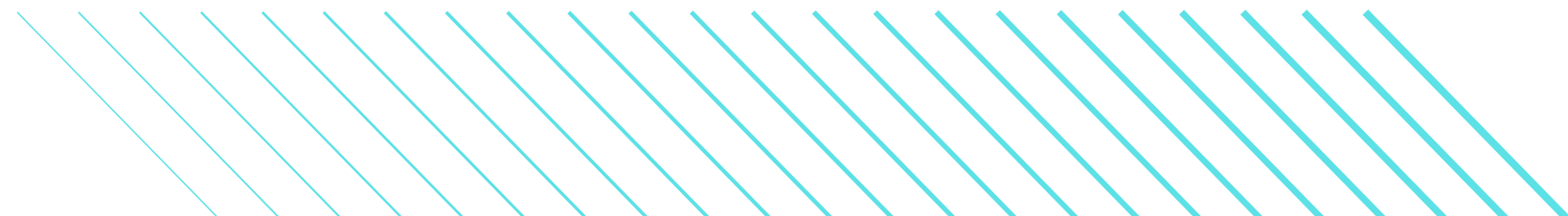
Drivers

- The increasing popularity of **functional drinks**.
- Increasing consumers **disposable income**.

Opportunities

- Increasing inclination towards fitness activities.

RECOMMENDATION FOR CODE X



Recommendation

Product Development / Improvement :

- Create a potent **pre-workout energy drink** for gym-goers with vital amino acids, (BCAAs), and electrolytes. Maximize performance and endurance
- Healthier option: Less sugar or **artificial sweeteners** for fewer calories
- **Natural caffeine**, Added Vitamins, Create refreshing flavors for health-conscious gym-goers.

Pricing & Packaging :

- Regular size: **50-99 Rs.**
- (New Option) Smaller bottles: **Below 50 Rs.**
- Our product will be offered in convenient, easy-to-carry **portable cans**, perfect for on-the-go gym-goers.
- Consider introducing various **bottle designs** to provide more options
- We'll experiment with **limited edition packaging** to create excitement and demand.

Marketing & Target Audience :

- Our target audience includes **physically active males aged 19-30**, as well as students..
- Choose a **fitness influencer** with strong online presence over major social media platform for primary marketing.
- A sports person probably from cricket who is seen as a fitness icon and has strong online prescense as the brand ambassador.
- Run marketing campaigns during **sports tournaments**, bodybuilding competitions, and partner with popular gym franchises.
- Offer **cashback on big orders**, provide party packs, introduce "buy 1 get 1" deals, and collaborate with supplement websites.

Improve local availability :

- Secure prominent sections in **major supermarket chains** in each city.
- Increase presence on major **e-commerce websites**.
- Distribute in fitness centers and sports complexes.

Thank You

