Analysis of F&B Industry Survey Data

by Rahul Wagh

Introduction

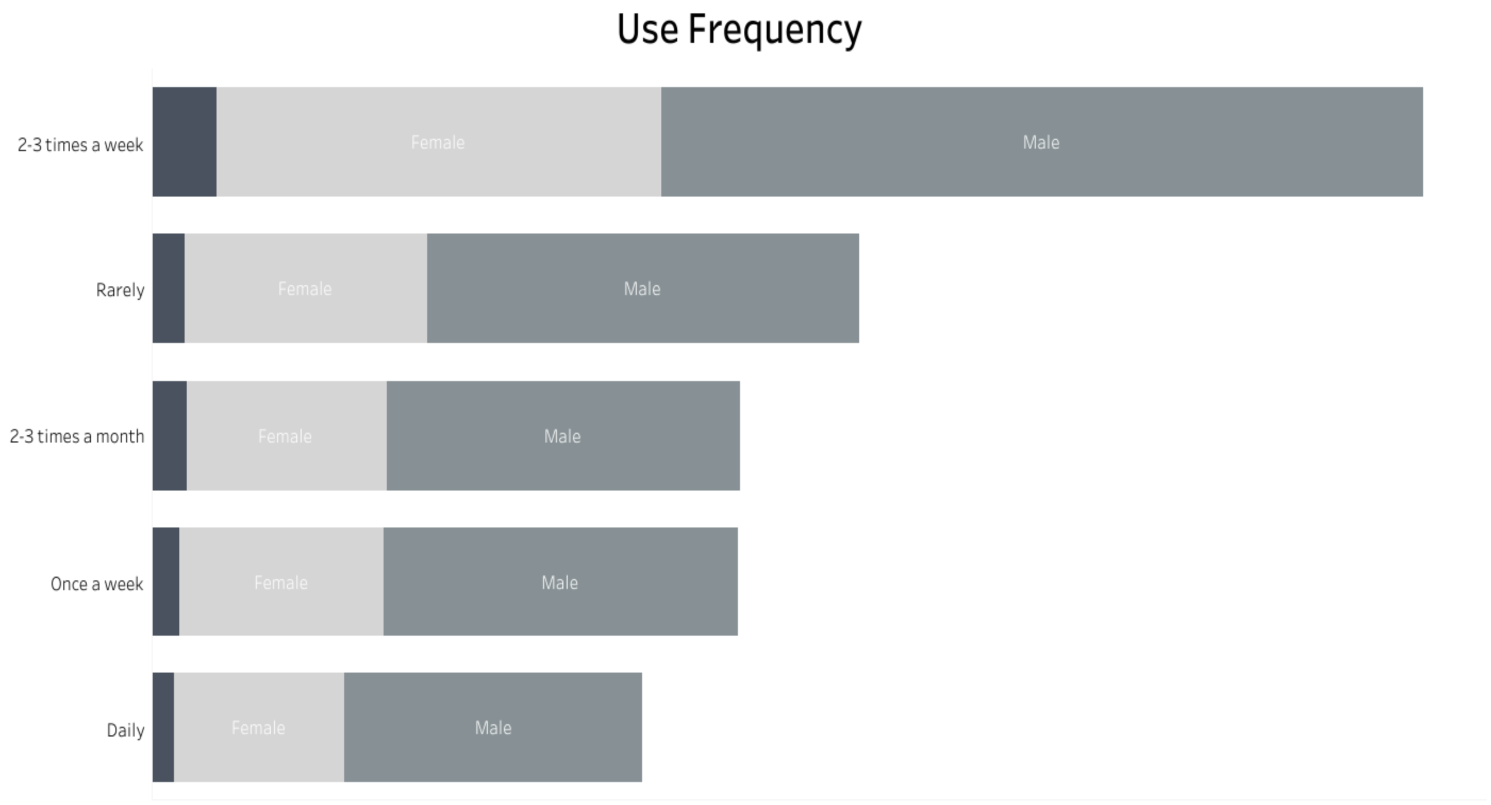
The analysis is based on a survey of 10,000 respondents in the F&B industry.

Key focus areas include demographics, product usage, brand preferences, purchase behaviour, and consumption reasons.

The goal is to understand consumer preferences and identify opportunities for product improvements.

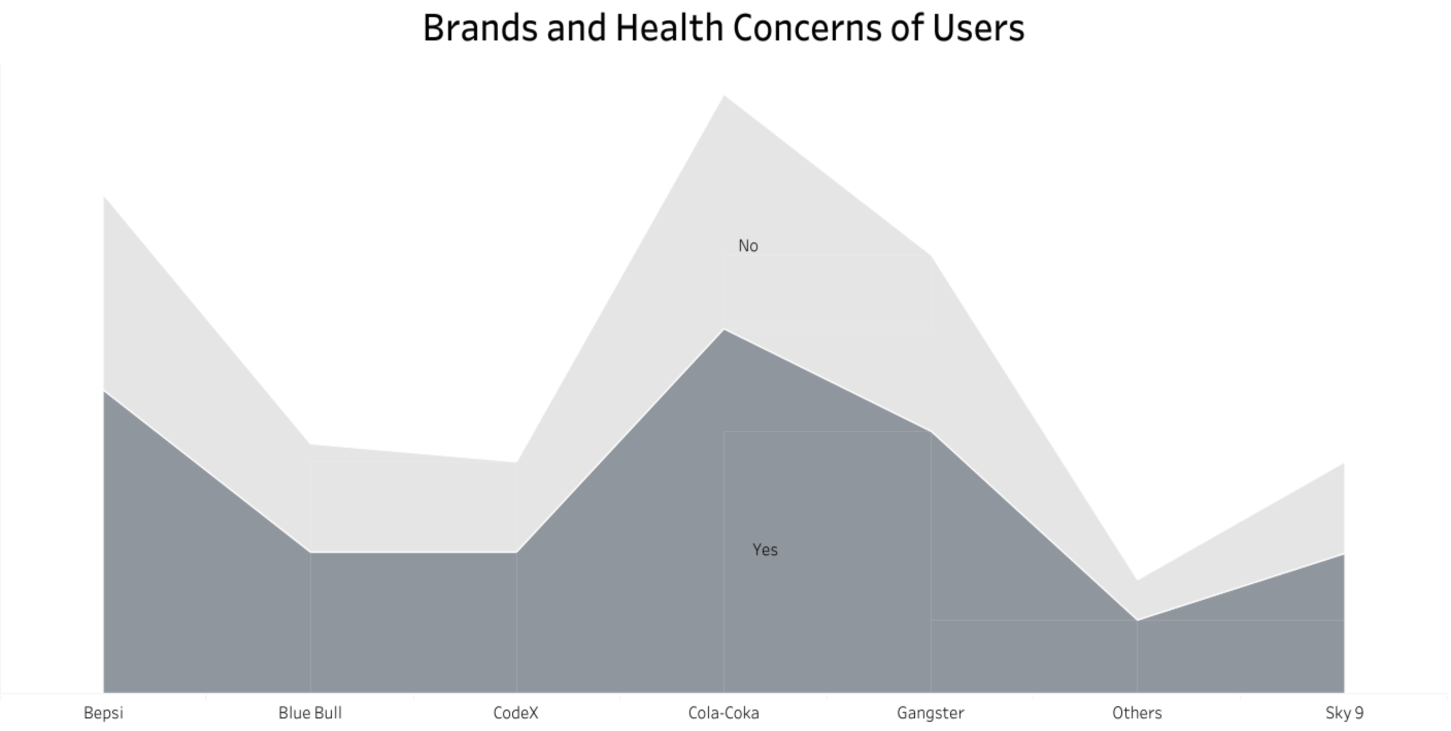
Use Frequency

1. Female and male use frequency is similar across categories.
2. "Rarely" and "2-3 times a week" are the most common usage frequencies.
3. “Daily" usage is the least common.
4. There is a slight variation in usage frequency between females and males, but the differences are not significant.



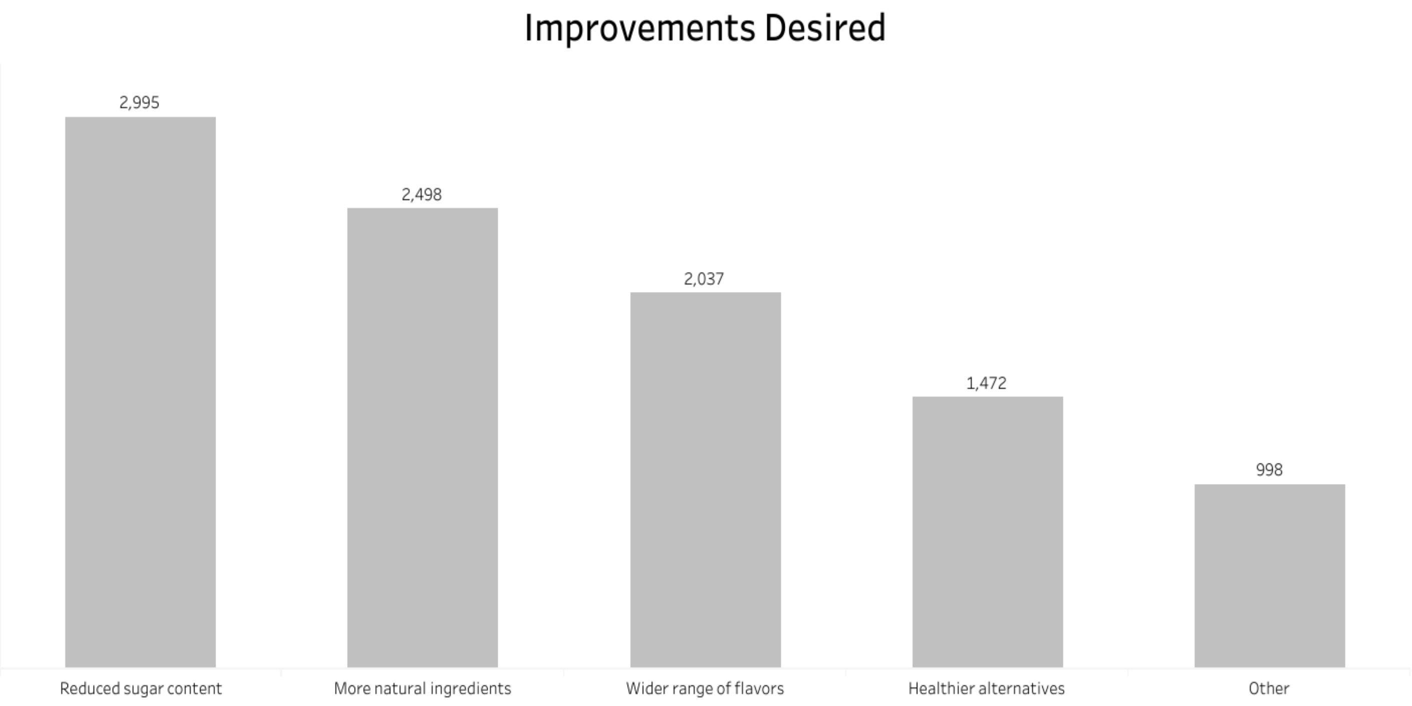
Brands and Health Concerns of Users

1. There are varying levels of health concerns associated with different brands.
2. Cola-Coka and Gangster have the highest levels of health concerns among users.
3. Sky 9, and Others have the lowest levels of health concerns among users.
4. Bepsi, Blue Bull, and Codex have mixed levels of health concerns.



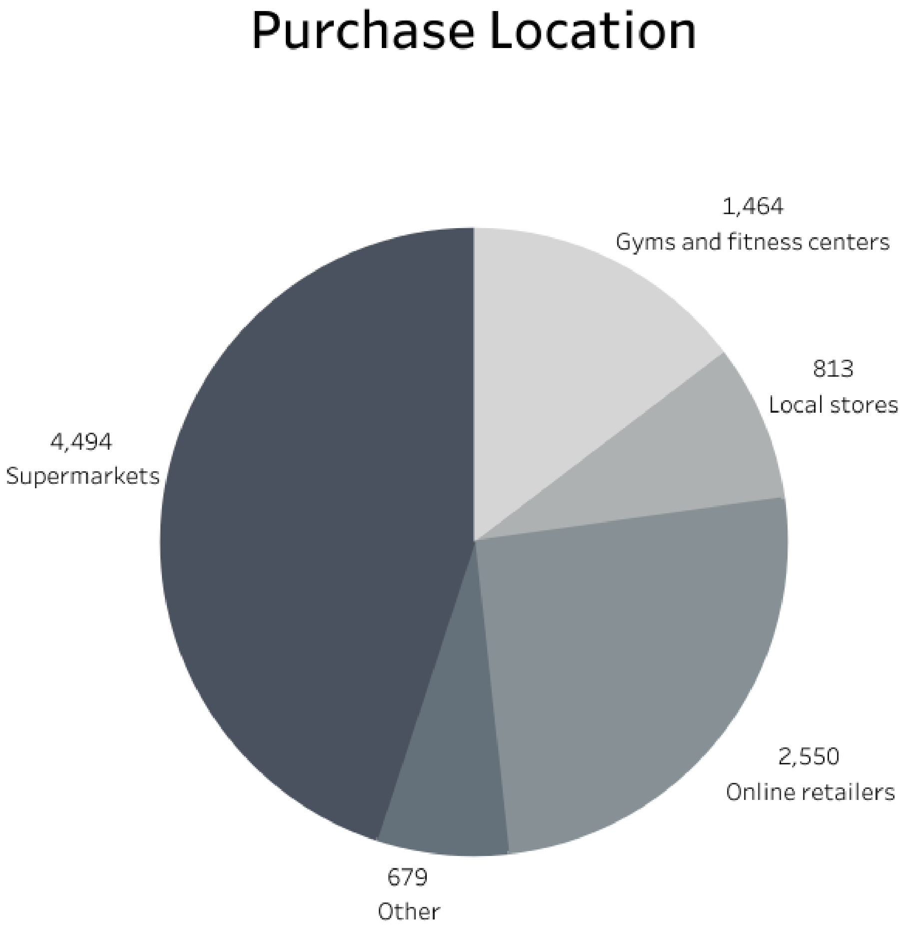
Improvements Desired

1. Reduced sugar content is the most desired improvement.
2. More natural ingredients is the second most desired improvement.
3. A wider range of flavours and healthier alternatives are also desired.
4. "Other" improvements were less frequently desired.



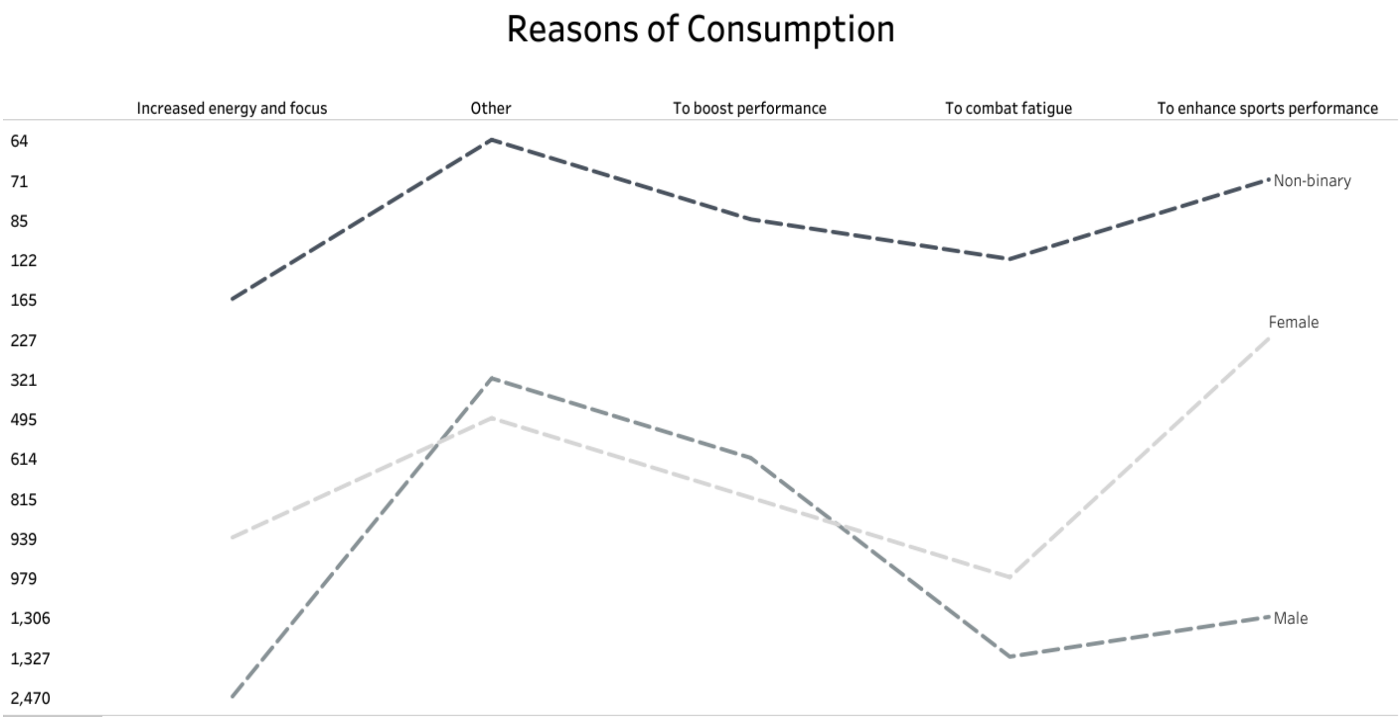
Purchase Location

1. Supermarkets are the most popular purchase location.
2. Online retailers are the second most popular purchase location.
3. Gyms-fitness centers and local stores have moderate market shares.
4. ”Other" purchase locations represent a relatively small percentage.



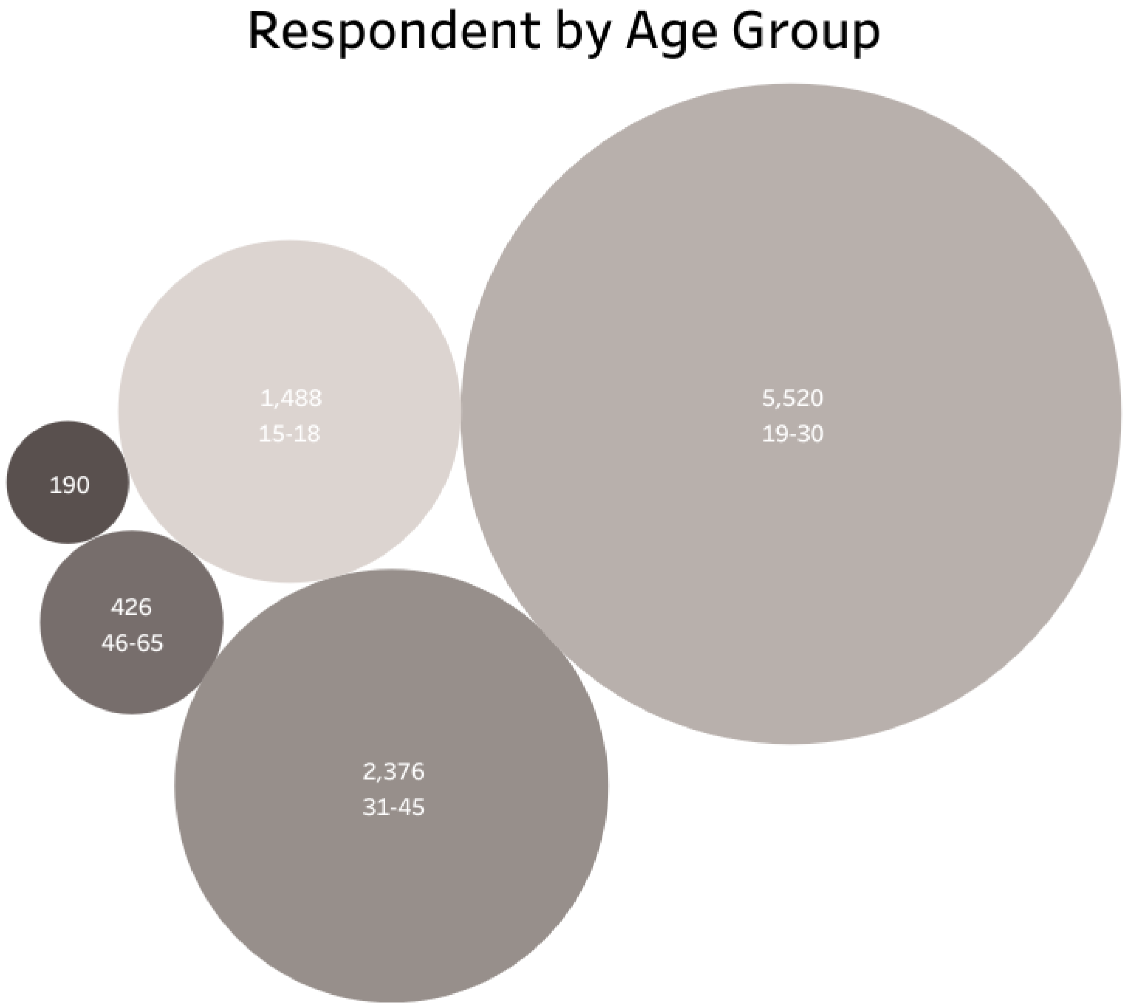
Reasons of Consumption

1. Increased energy and focus are the most common reasons for consumption across all genders.
2. Combat fatigue is the second most common reason for consumption, especially among males.
3. To boost performance and to enhance sports performance are less common reasons for consumption.
4. There are some gender-specific differences in reasons for consumption.



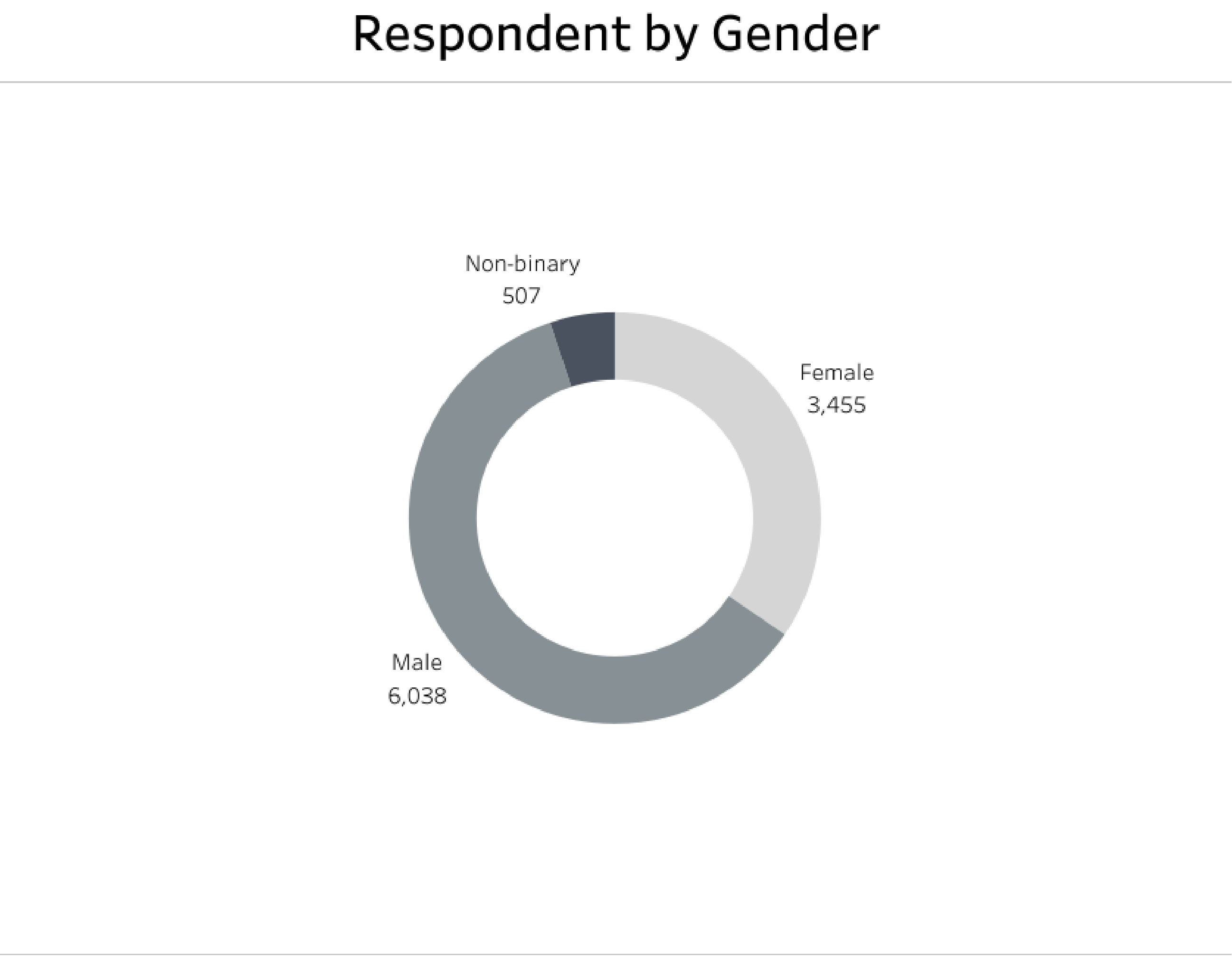
Respondent by Age Group

1. The 19-30 age group has the largest number of respondents.
2. The 31-45 age group has the second-largest number of respondents.
3. The 15-18 and 46-65 age groups have moderate numbers of respondents.
4. The 66+ age group has the smallest number of respondents.



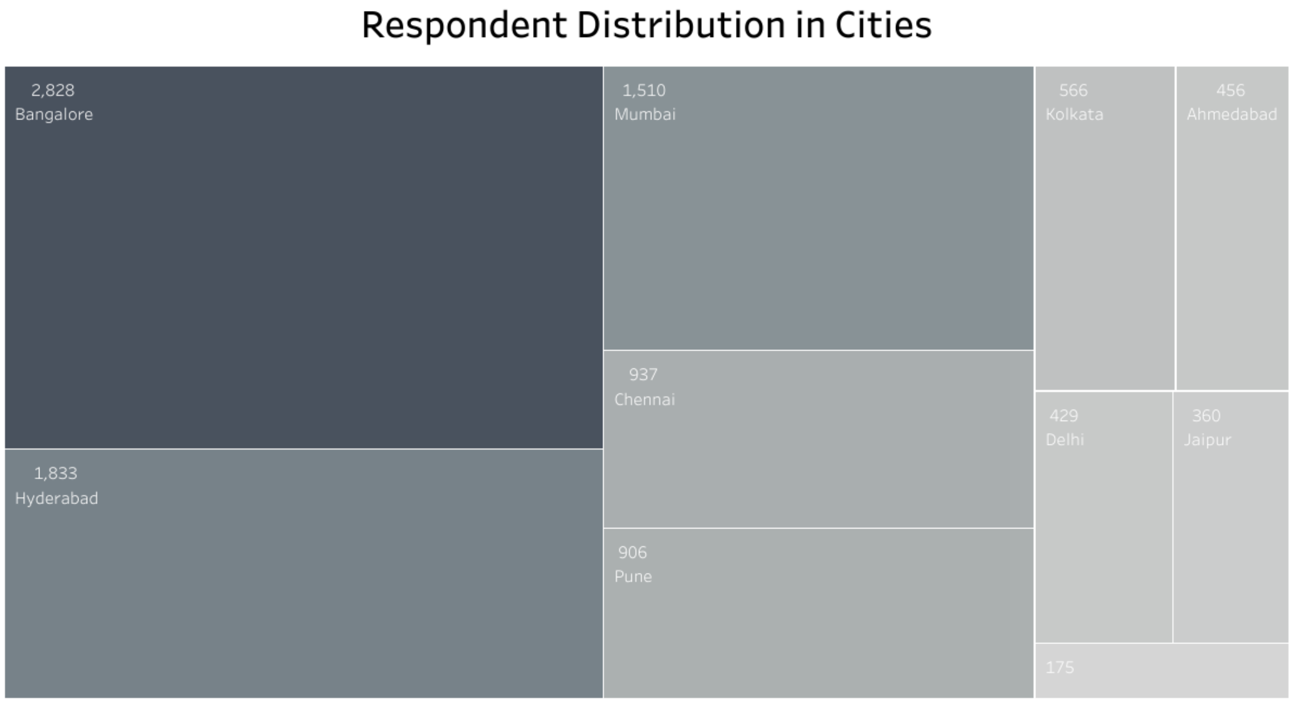
Respondent by Gender

1. Male respondents are the majority.
2. Female respondents are a significant minority.
3. Non-binary respondents are a smaller group.
4. The gender distribution is skewed towards males.



Respondent Distribution in Cities

1. Bangalore has the largest respondent base.
2. Mumbai and Hyderabad also have significant respondent bases.
3. Chennai, Pune, and Kolkata have moderate respondent bases.
4. Ahmedabad, Delhi, Jaipur, and other cities have smaller respondent bases.



F&B Industry Survey Analysis

Demographics: The majority are male, aged 19-30, with the largest base in Bangalore.

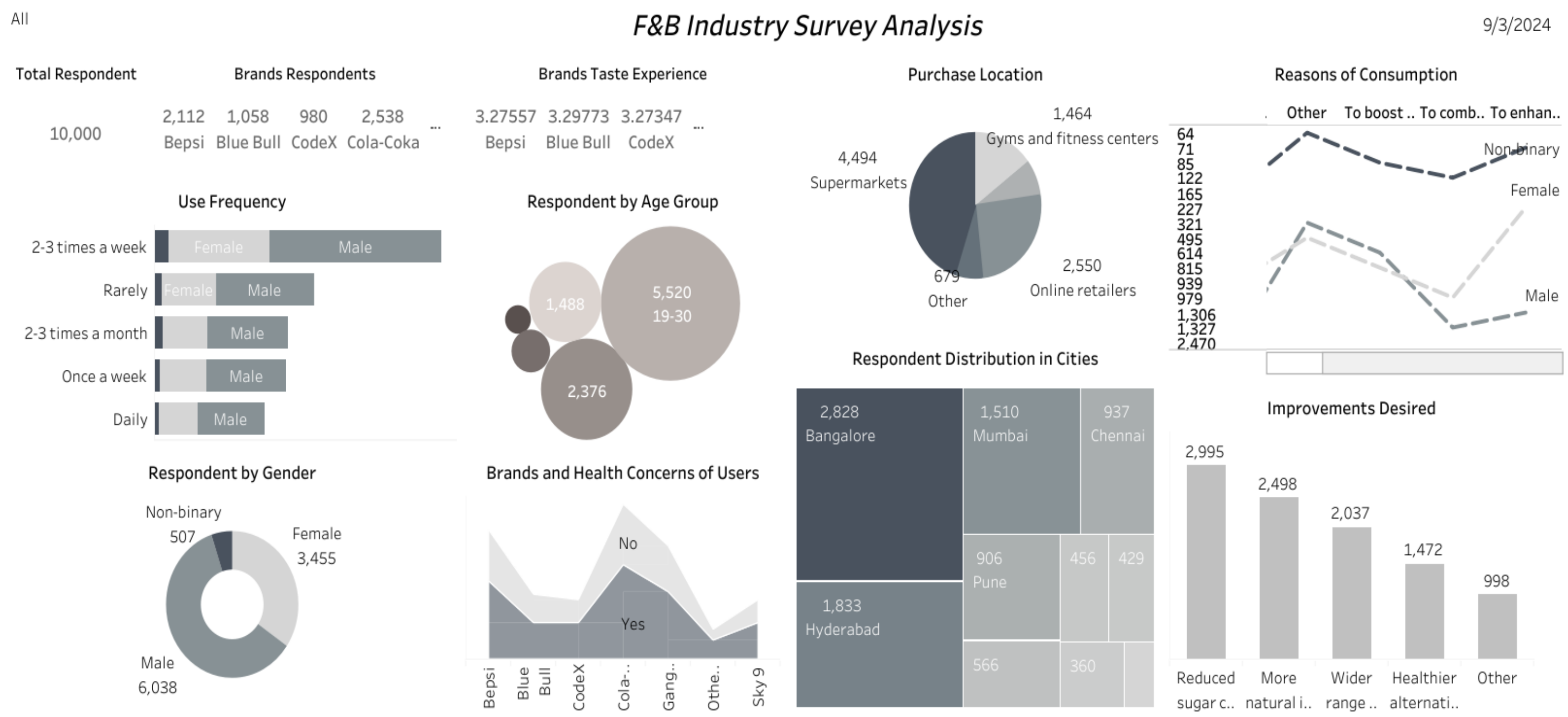
Product Usage: "2-3 times a week" is the most common frequency, with males using more frequently.

Brand Preferences: Cola-Coka is the top brand, while Cola-Coka and Gangster have the most health concerns.

Purchase Behavior: Supermarkets lead, followed by Online retailers.

Reasons for Consumption: Energy boost and focus are the top reasons, with males consuming also to combat fatigue.

Desired Improvements: Reduced sugar, natural ingredients, and more flavour variety.



Conclusion

The majority of respondents are male, aged 19-30, with supermarkets being the preferred purchase location.

Increased energy and focus are the primary reasons for consumption.

Consumers desire improvements such as reduced sugar content and more natural ingredients across brands.

Future Task

Further, investigate the role of emerging brands and health concerns to better address consumer needs.

Explore additional demographic segments for more tailored insights.

Develop strategies to address the most desired improvements, including product formulation and expanding flavour options.

Thank You…….