Demographic

10000
No Respondent

980
CodeX Respondent

3.27
CodeX Avg Taste Exp

City	Total Response	CodeX Response
Ahmedabad	456	45
Bangalore	2828	292
Chennai	937	92
Delhi	429	40
Hyderabad	1833	182
Jaipur	360	28
Kolkata	566	48
Lucknow	175	5
Mumbai	1510	156
Pune	906	92
Total	**10000**	**980**
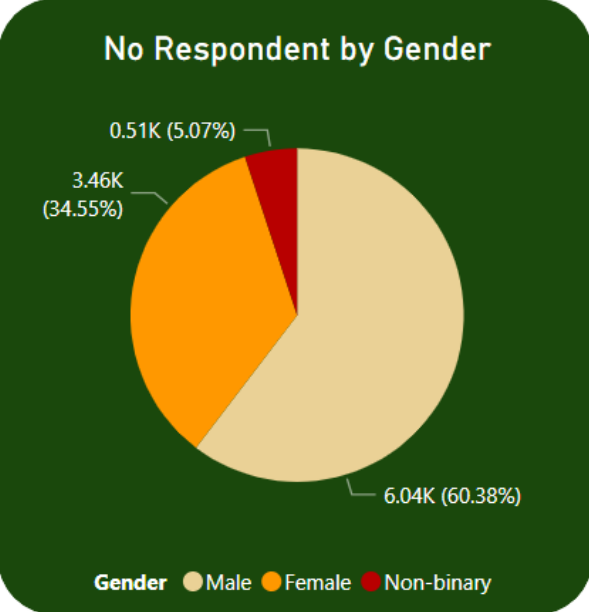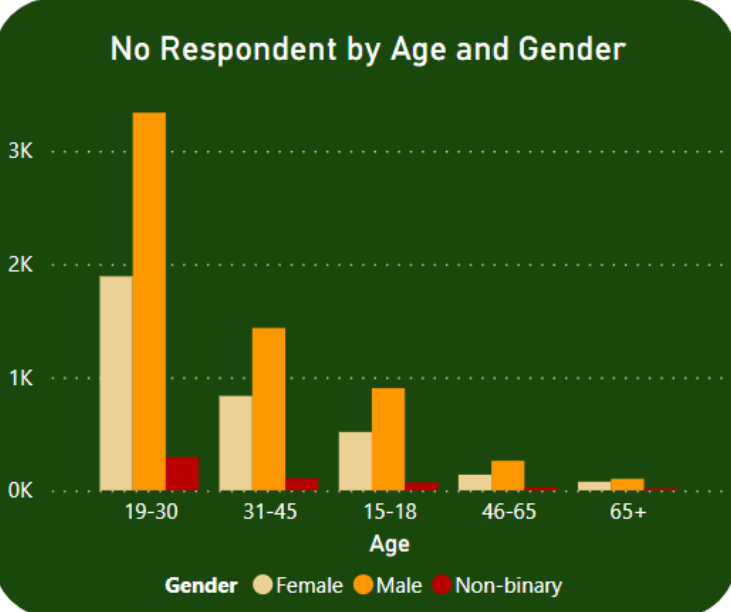
No Respondent by Age and Gender

Gender: Female, Male, Non-binary

No Respondent by Gender

0.51K (5.07%)
3.46K (34.55%)
6.04K (60.38%)

Gender: Male, Female, Non-binary

Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	**4020**
Other	94	608	408	78	37	**1225**
Outdoor billboards	117	585	431	65	28	**1226**
Print media	75	371	310	57	28	**841**
TV commercials	495	1290	737	117	49	**2688**
Total	**1488**	**5520**	**2376**	**426**	**190**	**10000**

No Respondent by Age

1.5K, 5.5K, 2.4K, 0.4K, 0.2K
(Age: 15-18, 19-30, 31-45, 46-65, 65+)

No Respondent by Consume frequency and Gender

Consume_frequency: 2-3 times a week, Rarely, 2-3 times a month, Once a week, Daily

Gender: Female, Male, Non-binary
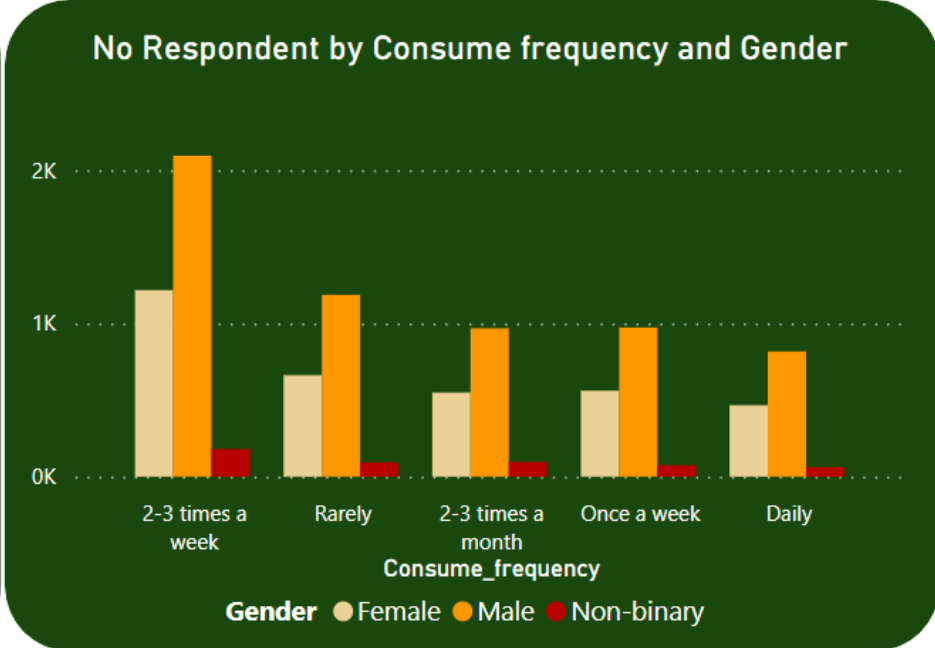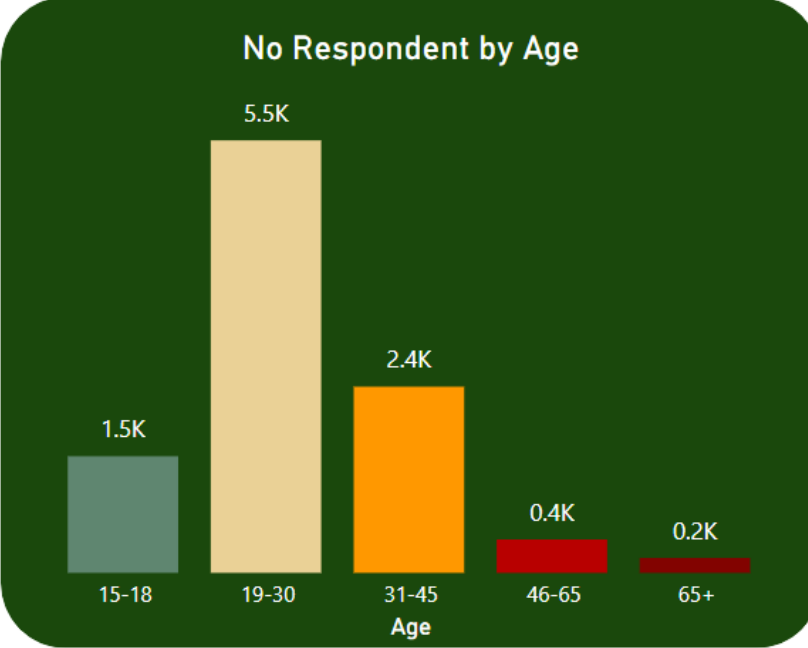
Consumer References

980
CodeX Respondent

3.27
CodeX Avg Taste Exp

No Respondent by Consume Time

- To stay awake during work/study: 3.4K
- Before exercise: 3.1K
- For mental alertness: 2.0K
- Throughout the day: 1.4K

% No Respondent by Consume Reason

- Increased energy and focus: 35.74%
- To combat fatigue: 24.28%
- To enhance sports performance: 16.04%
- To boost performance: 15.14%
- Other: 8.80%

% No Respondent by Packaging Preference

- Compact and portable cans: 39.84%
- Innovative bottle design: 30.47%
- Collectible packaging: 15.01%
- Eco-friendly design: 9.83%
- Other: 4.85%
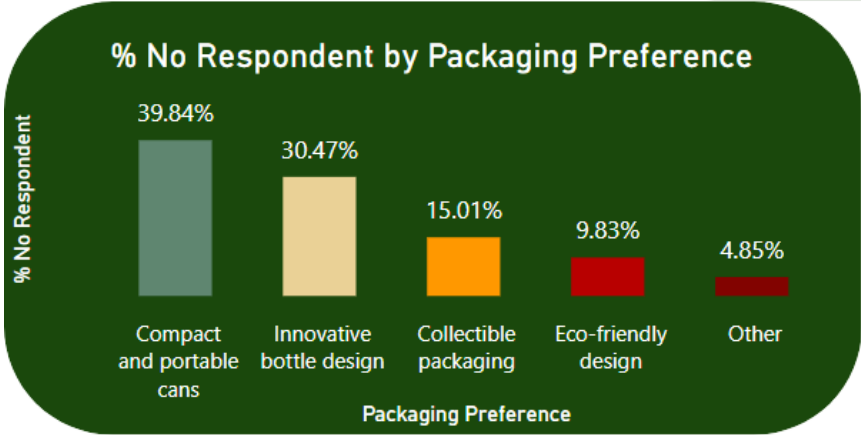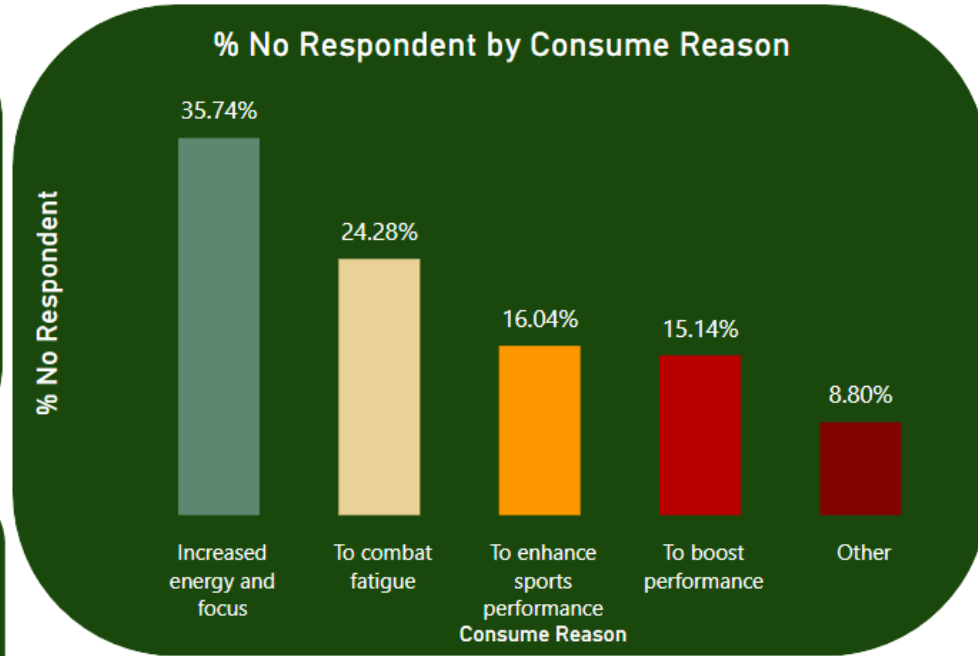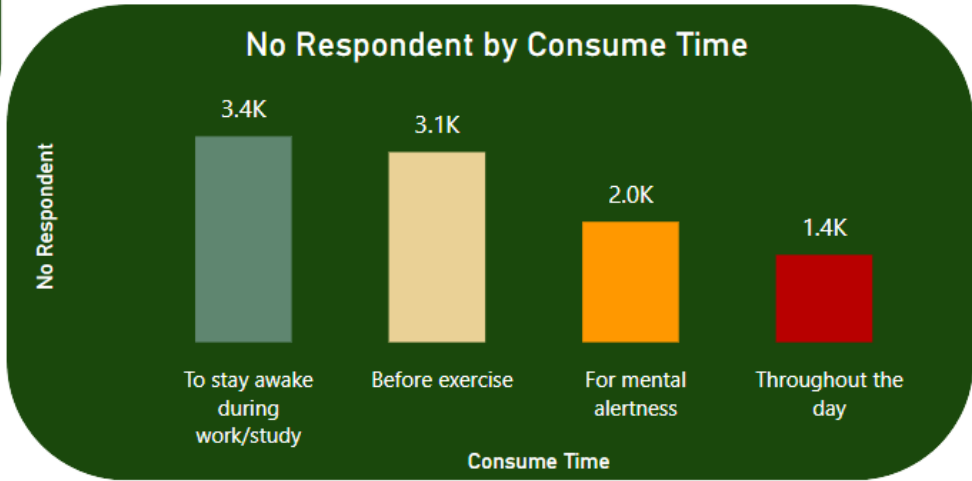
Age	100-150	50-99	Above 150	Below 50	Total
15-18	348	687	281	172	1488
19-30	1365	2965	655	535	5520
31-45	1257	499	428	192	2376
46-65	137	85	151	53	426
65+	35	52	46	57	190
Total	3142	4288	1561	1009	10000
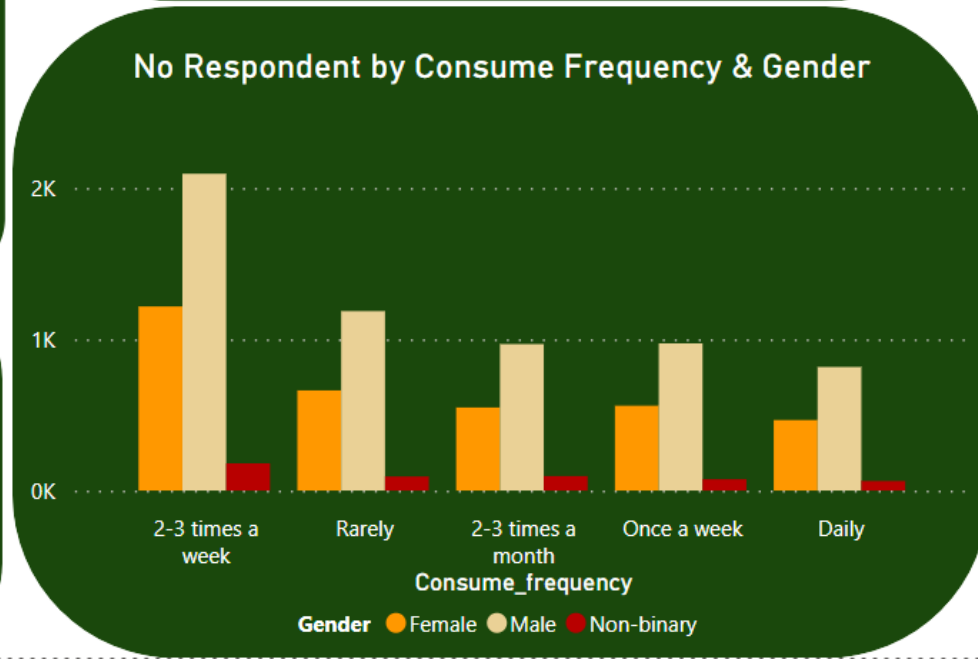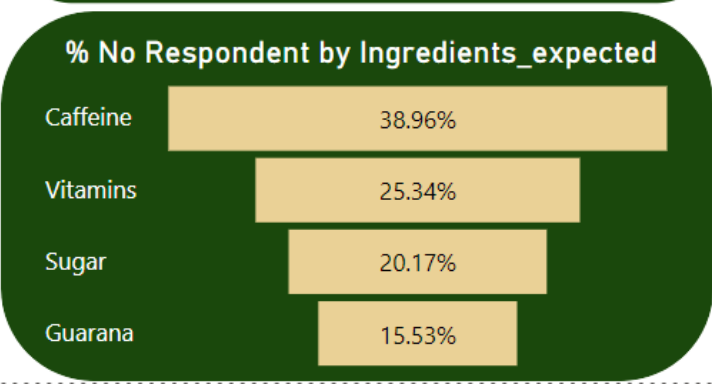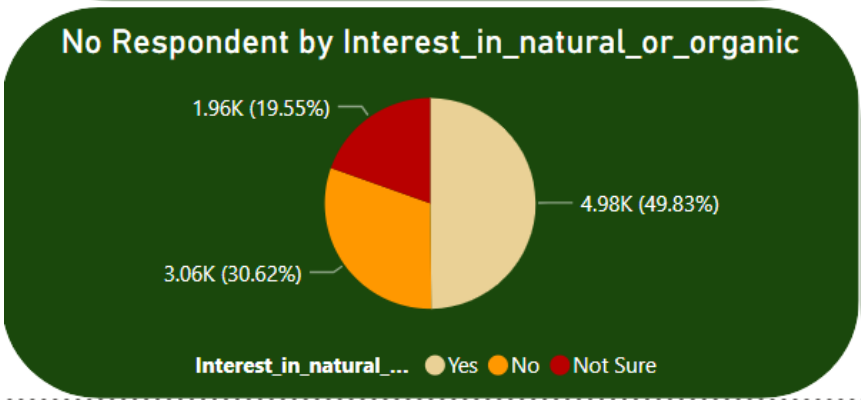
No Respondent by Consume Frequency & Gender

Gender: Female, Male, Non-binary

Consume_frequency: 2-3 times a week, Rarely, 2-3 times a month, Once a week, Daily

No Respondent by Interest_in_natural_or_organic

- 1.96K (19.55%)
- 4.98K (49.83%)
- 3.06K (30.62%)

Interest_in_natural_...: Yes, No, Not Sure

% No Respondent by Ingredients_expected

- Caffeine: 38.96%
- Vitamins: 25.34%
- Sugar: 20.17%
- Guarana: 15.53%

Purchasing Behavior

% No Respondent by Purchase_location

Purchase_location	%
Supermarkets	44.94%
Online retailers	25.50%
Gyms and fitness ...	14.64%
Local stores	8.13%
Other	6.79%
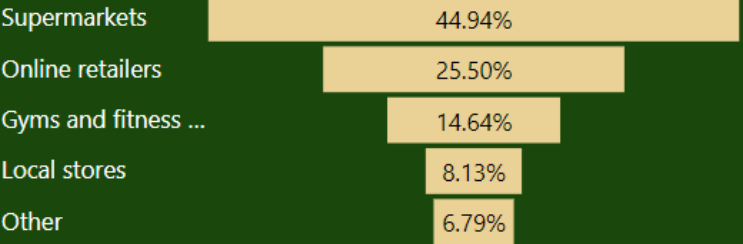
No Respondent by Price_range

1.01K (10.09%)
1.56K (15.61%)
4.29K (42.88%)
3.14K (31.42%)

Price_range ● 50-99 ● 100-150 ● Above 150 ● Below 50

Reasons_for_choosing_brands
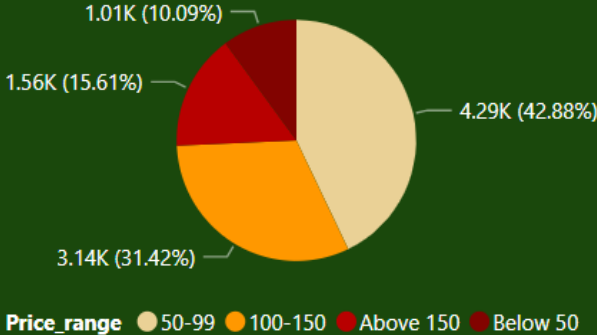
Reasons_for_choosing_brands	Female	Male	Non-binary	Total
Availability	340	1489	81	1910
Brand reputation	740	1781	131	2652
Effectiveness	719	912	117	1748
Other	806	807	66	1679
Taste/flavor preference	850	1049	112	2011
Total	**3455**	**6038**	**507**	**10000**

Typical_consumption_situations

Typical_consumption_situations	15-18	19-30	31-45	46-65	65+	Total
Driving/commuting	33	168	70	20	6	297
Other	73	285	107	20	6	491
Social outings/parties	204	809	383	54	37	1487
Sports/exercise	680	2471	1065	190	88	4494
Studying/working late	498	1787	751	142	53	3231
Total	**1488**	**5520**	**2376**	**426**	**190**	**10000**

Limited_edition_packaging
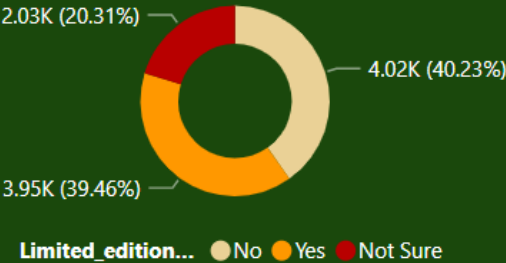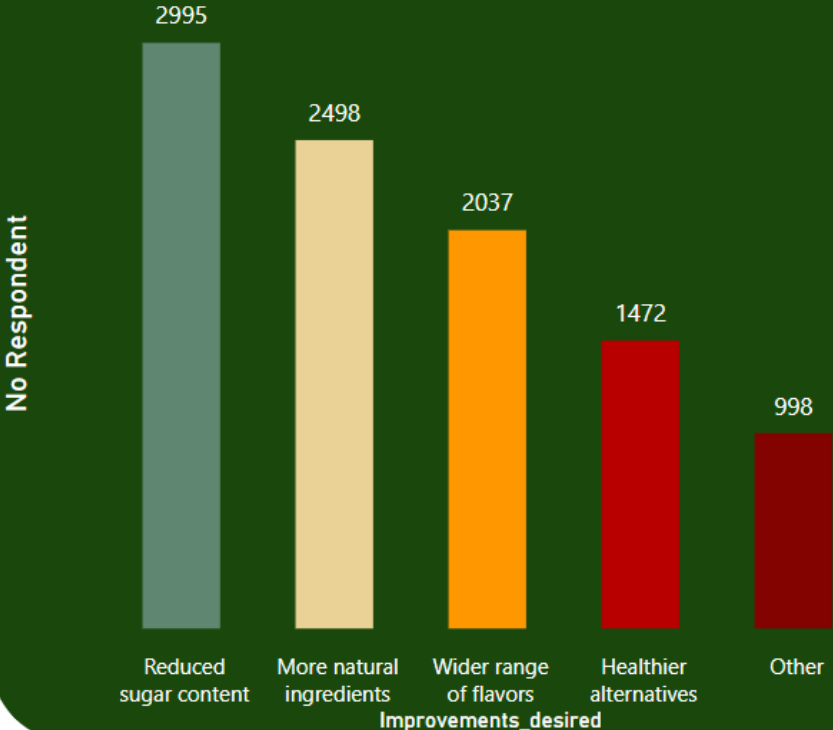
2.03K (20.31%)
4.02K (40.23%)
3.95K (39.46%)

Limited_edition... ● No ● Yes ● Not Sure

No Respondent by Improvements_desired

Improvements_desired	No Respondent
Reduced sugar content	2995
More natural ingredients	2498
Wider range of flavors	2037
Healthier alternatives	1472
Other	998

Current_brands

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Others	1.07%	1.38%	1.16%	1.18%
Sky 9	2.05%	2.97%	2.05%	2.72%
Total	**22.38%**	**29.09%**	**22.43%**	**26.10%**

Reasons_preventing_trying

Reasons_preventing_trying	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
Total	**1488**	**5520**	**2376**	**426**	**190**

Competition Analysis

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%

% No Respondent by Current_brands and Health_concerns

Health_concerns — No — Yes
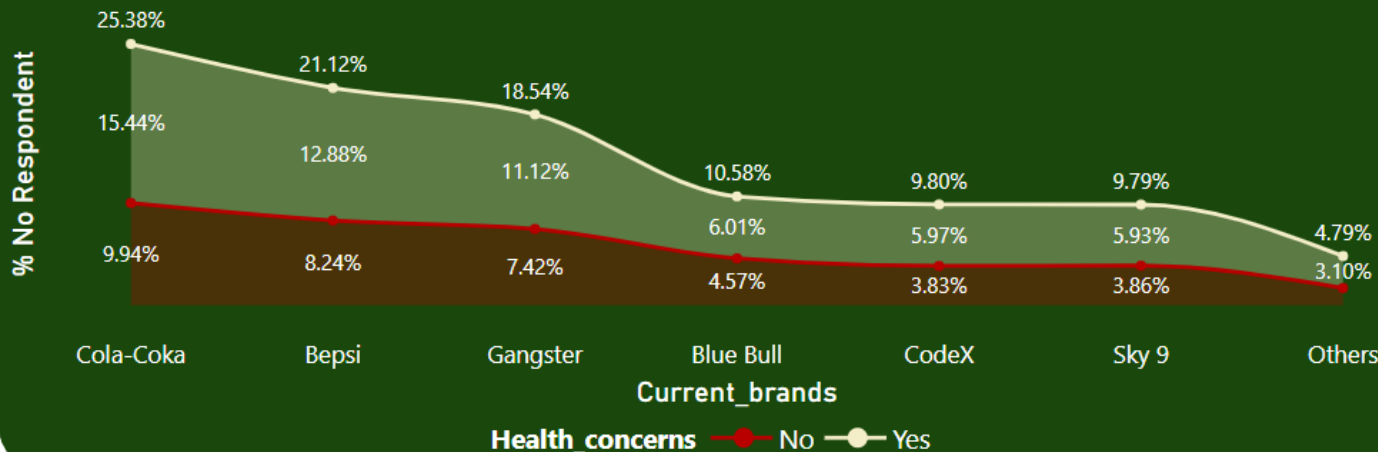
No Respondent by Current Brands
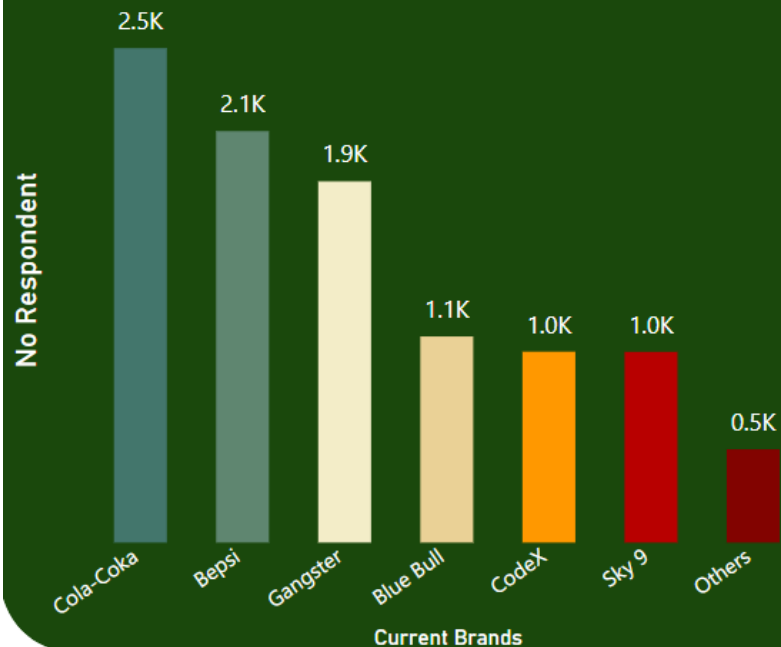
Average of Taste_experience by Current_brands
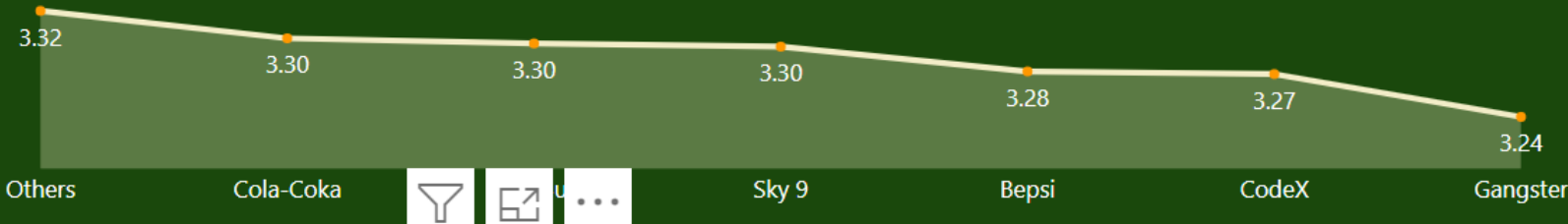
Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	5.04%	6.15%	4.68%	5.25%
Blue Bull	2.39%	3.09%	2.13%	2.97%
CodeX	2.14%	2.86%	2.20%	2.60%
Cola-Coka	5.54%	7.52%	5.67%	6.65%
Gangster	4.15%	5.12%	4.54%	4.73%
Others	1.07%	1.38%	1.16%	1.18%
Sky 9	2.05%	2.97%	2.05%	2.72%

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%

Market View

Marketing channels by Age
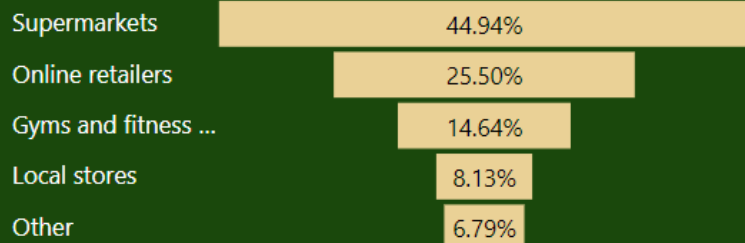
Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
Other	94	608	408	78	37	1225
Outdoor billboards	117	585	431	65	28	1226
Print media	75	371	310	57	28	841
TV commercials	495	1290	737	117	49	2688
Total	**1488**	**5520**	**2376**	**426**	**190**	**10000**

Current_brands

Current_brands	Dangerous	Effective	Healthy	Not sure
Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473
Others	107	138	116	118
Sky 9	205	297	205	272
Total	**2238**	**2909**	**2243**	**2610**

% No Respondent by Purchase_location

Purchase_location	%
Supermarkets	44.94%
Online retailers	25.50%
Gyms and fitness ...	14.64%
Local stores	8.13%
Other	6.79%

No Response by Reasons_for_choosing_brands

Reasons_for_choosing_brands	No Response
Brand reputation	2.7K
Taste/flavor preference	2.0K
Availability	1.9K
Effectiveness	1.7K
Other	1.7K

Count of Respondent_ID by Heard_before

- 455 (46.43%) — Yes
- 525 (53.57%) — No

Heard_before: ● No ● Yes
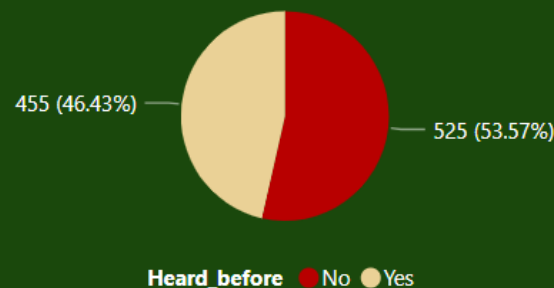
Reasons Preventing Trying and Gender

Reasons_preventing_trying (No Respondent): Not available locally, Health concerns, Not interested in energy drinks, Unfamiliar with the brand, Other

Gender: ● Female ● Male ● Non-binary
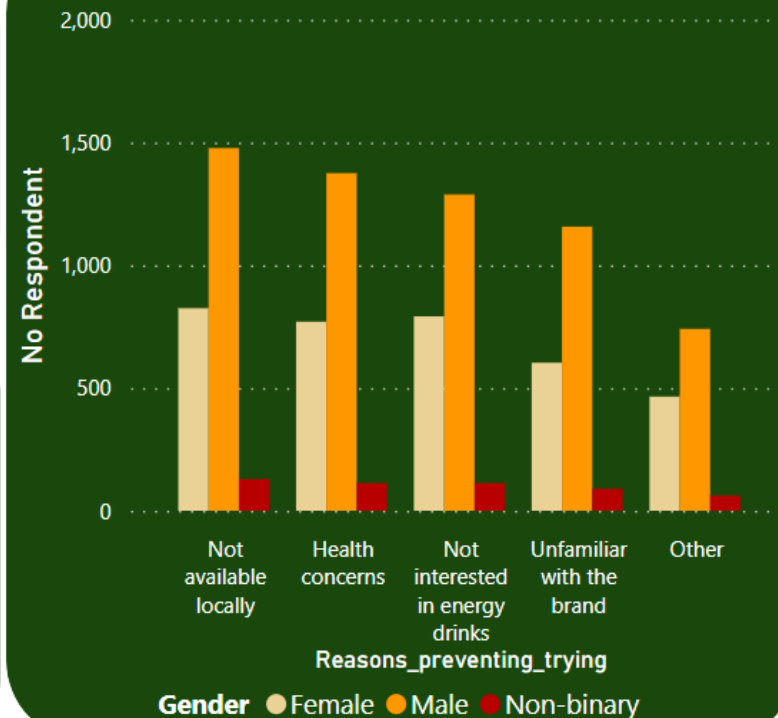
Count of Respondent_ID by Consume_time

- 3.41K (34.09%)
- 3.15K (31.48%)
- 2K (19.95%)
- 1.45K (14.48%)

Consume_time: ● To stay awake d... ● Before exercise ● For mental alert... ● Throughout ...

Packaging_preference
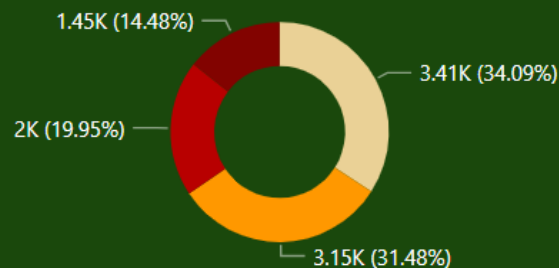
Packaging_preference	% Number of Respondent
Compact and portable cans	39.84%
Innovative bottle design	30.47%
Collectible packaging	15.01%
Eco-friendly design	9.83%
Other	4.85%
Total	**100.00%**

CodeX Performance

City	Count_Availability	Count of Respondent_ID
Ahmedabad	3	45
Bangalore	71	292
Chennai	23	92
Delhi	7	40
Hyderabad	35	182
Jaipur	4	28
Kolkata	9	48
Lucknow	2	5
Mumbai	20	156
Pune	21	92
Total	**195**	**980**

Current_brands	CodeX	
Reasons_for_choosing_brands	Respondents	Respondent_%
Availability	195	19.90%
Brand reputation	259	26.43%
Effectiveness	176	17.96%
Other	168	17.14%
Taste/flavor preference	182	18.57%
Total	**980**	**100.00%**

City	Negative	Neutral & Positive
Ahmedabad	11.05%	3.22%
Bangalore	24.42%	30.94%
Chennai	7.56%	9.78%
Delhi	4.65%	3.96%
Hyderabad	16.86%	18.94%
Jaipur	2.91%	2.85%
Kolkata	3.49%	5.20%
Lucknow	1.16%	0.37%
Mumbai	13.37%	16.46%
Pune	14.53%	8.29%
Total	**100.00%**	**100.00%**

Count of Respondent_ID by Price_range

98 (10%)
159 (16.22%)
410 (41.84%)
313 (31.94%)

Price_range ● 50-99 ● 100-150 ● Above 150 ● Below 50

No Respondent by Health_concerns

383 (39.08%)
597 (60.92%)

Health_concerns ● Yes ● No
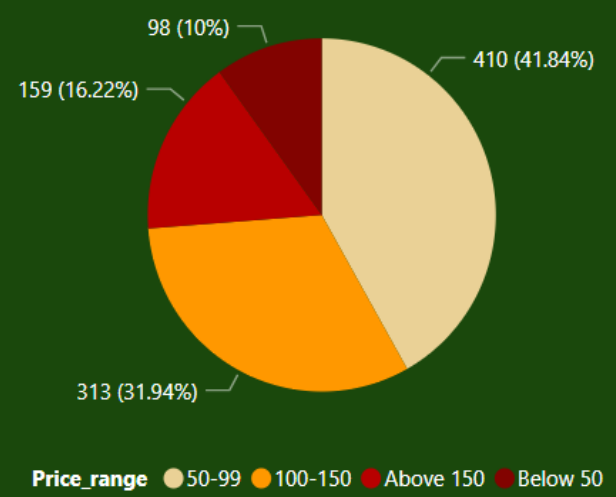
No Respondent by Limited_edition_packaging

195 (19.9%)
415 (42.35%)
370 (37.76%)

Limited_edition_p... ● Yes ● No ● Not Sure

% No Respondent by Improvements_desired

Improvements_desired	% No Respondent
Reduced sugar content	30.41%
More natural ingredients	23.88%
Wider range of flavors	21.22%
Healthier alternatives	14.59%
Other	9.90%