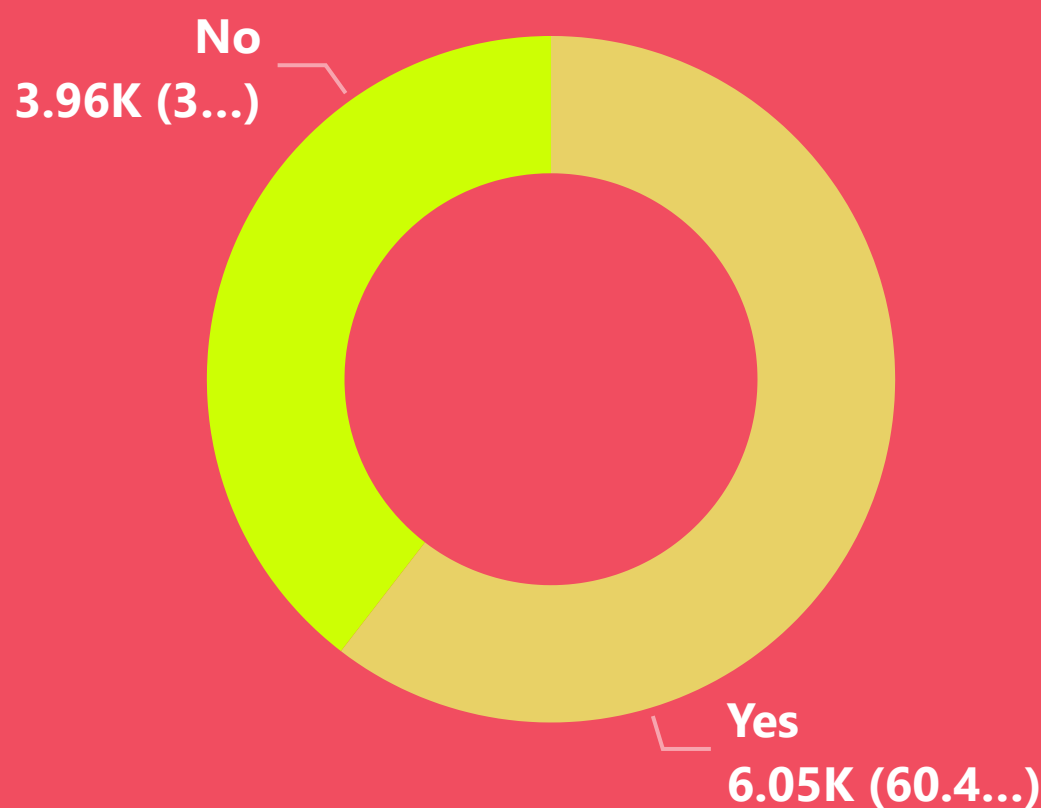


Codex Marketing data analysis

Health concerns



Reasons of choosing brand

Brand reputation

2.65K

Taste/flavor preference

2.01K

Availability

1.91K

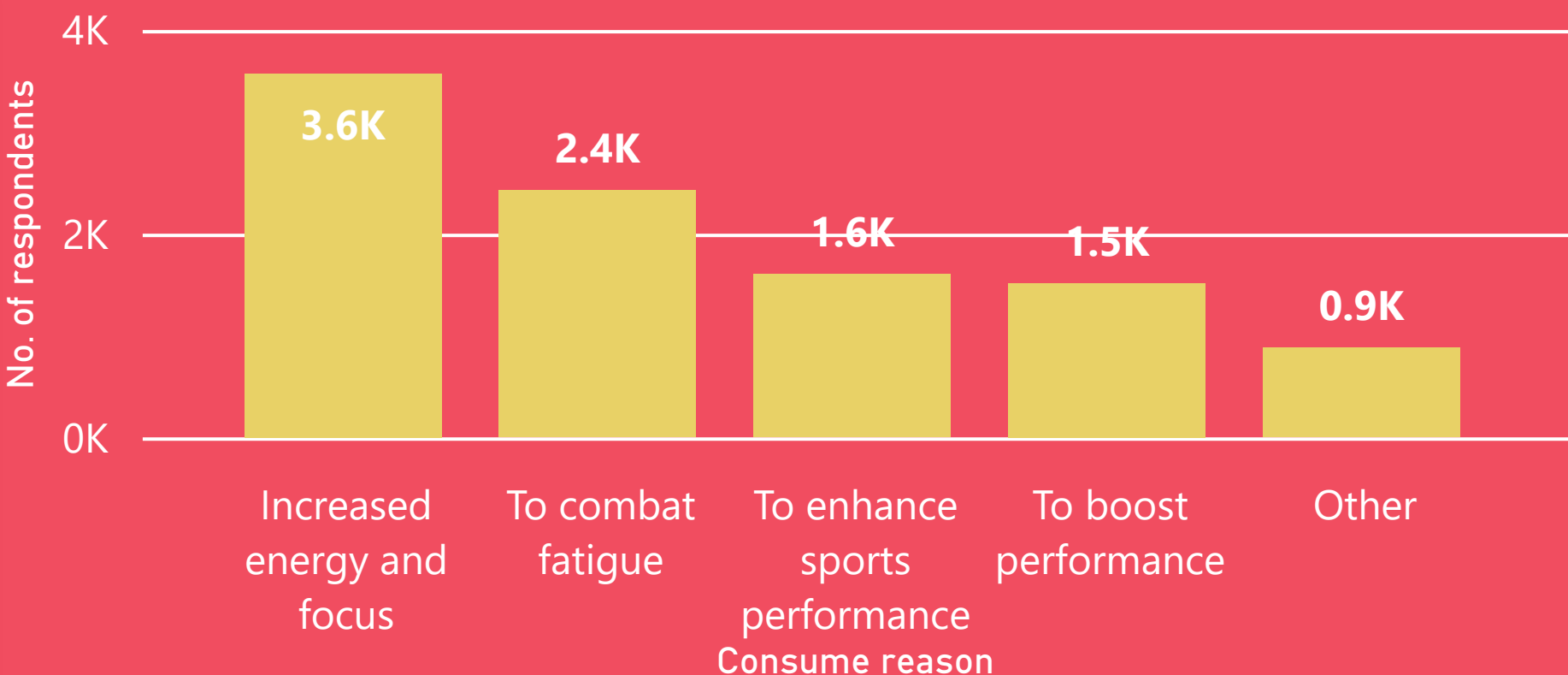
Effectiveness

1.75K

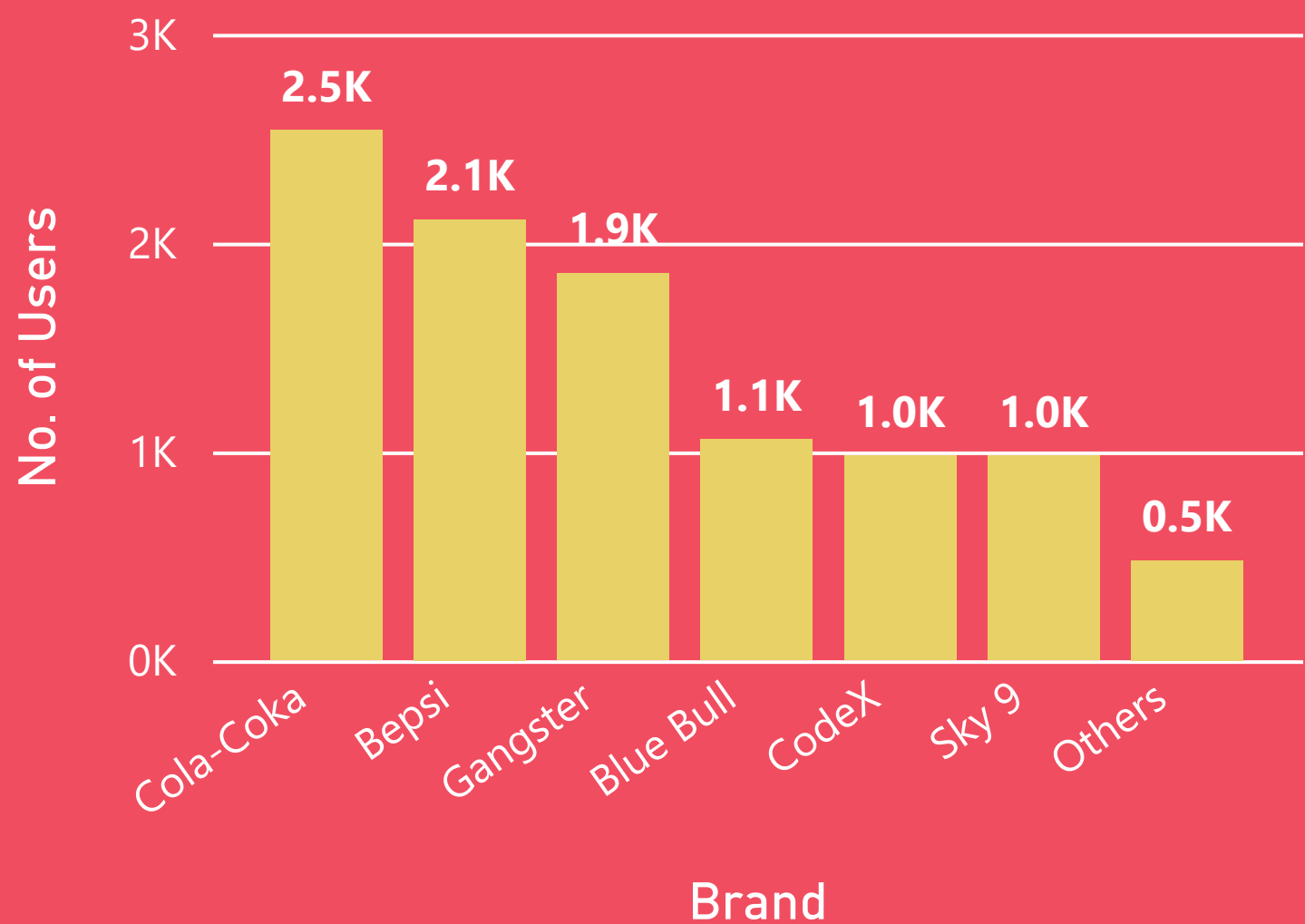
Other

1.68K

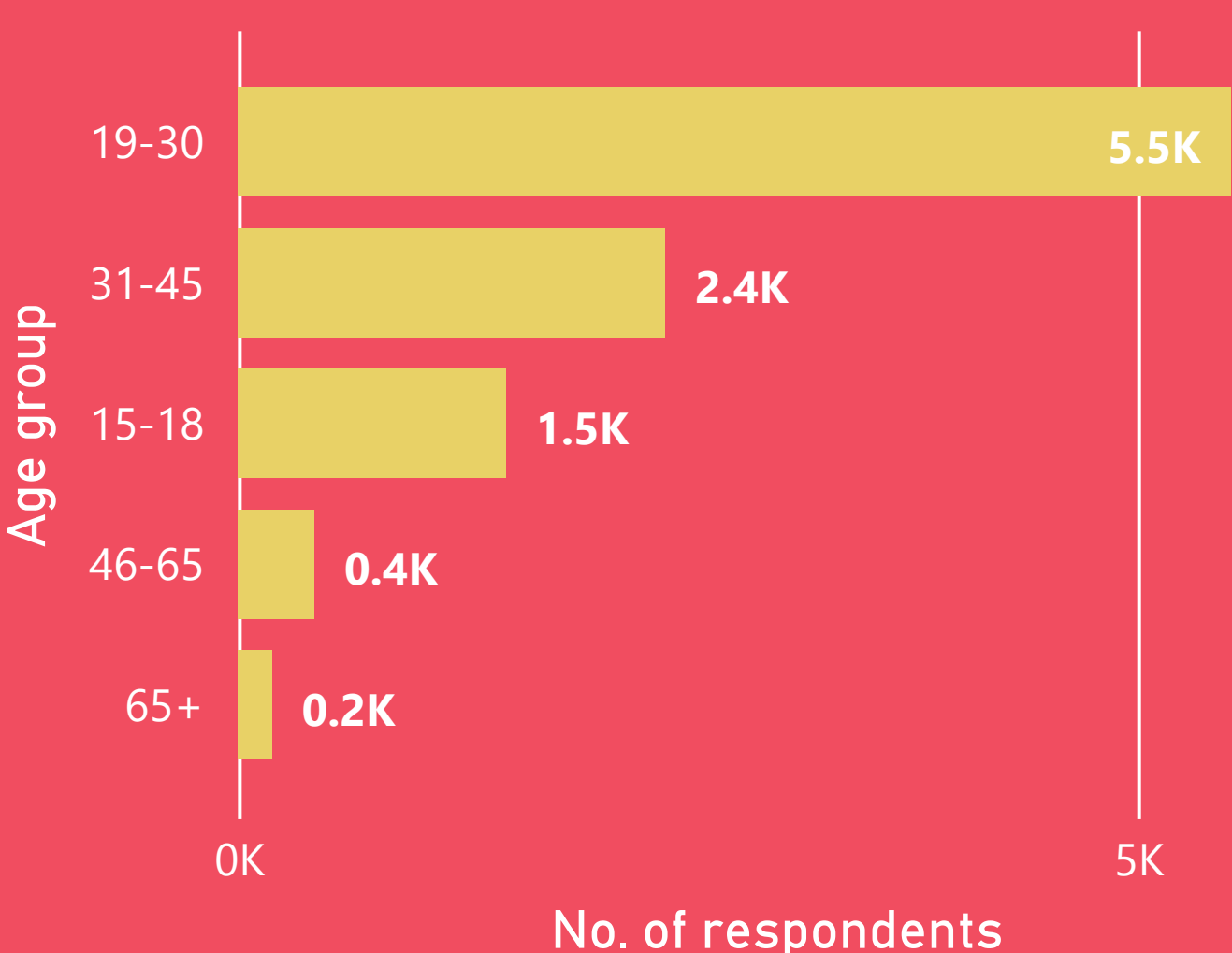
Consume reason



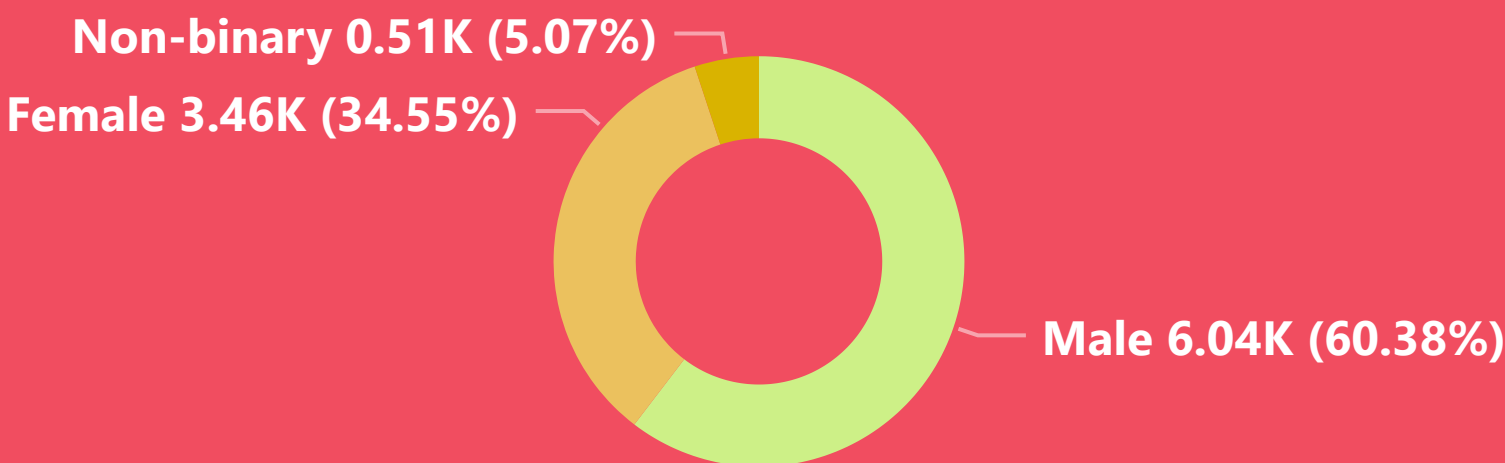
Users vs Brands



Users vs Age group



Gender



Marketing channels

Online ads

4.02K

TV commercials

2.69K

Outdoor billboards

1.23K

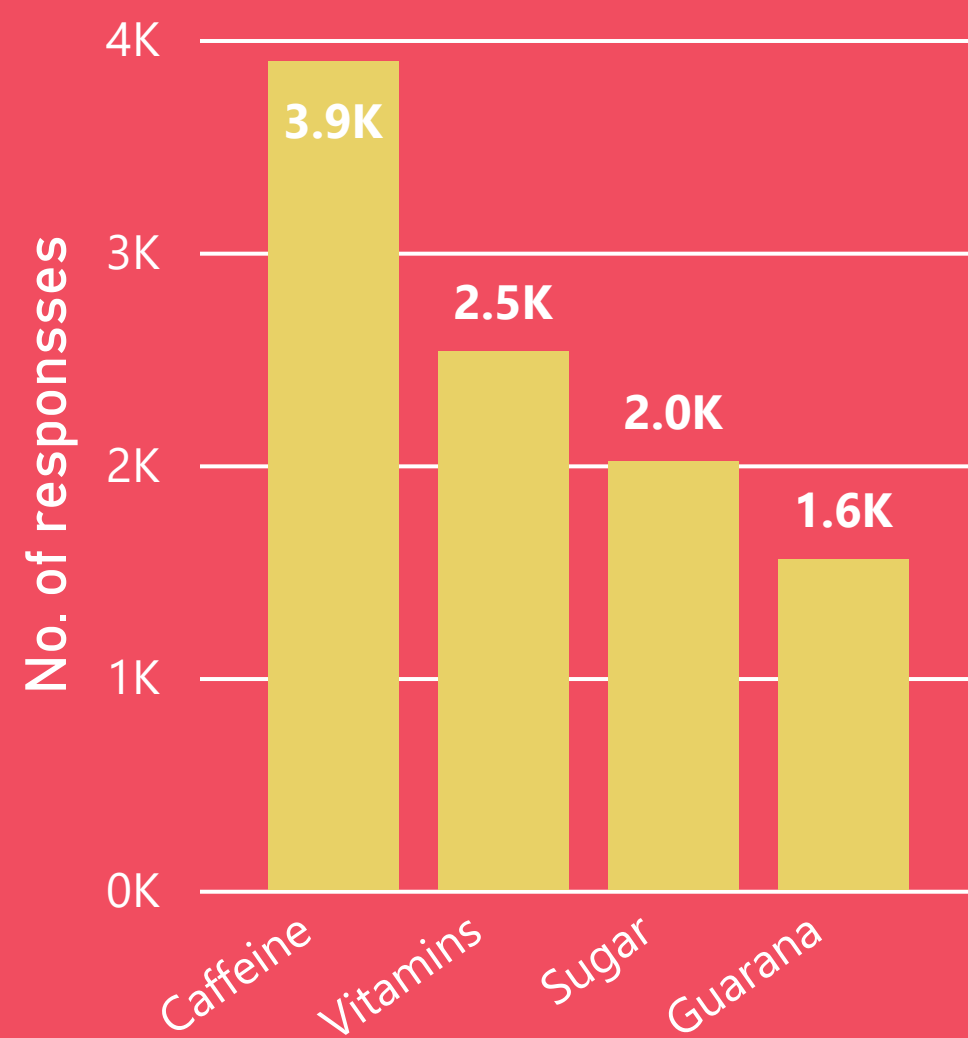
Other

1.23K

Print media

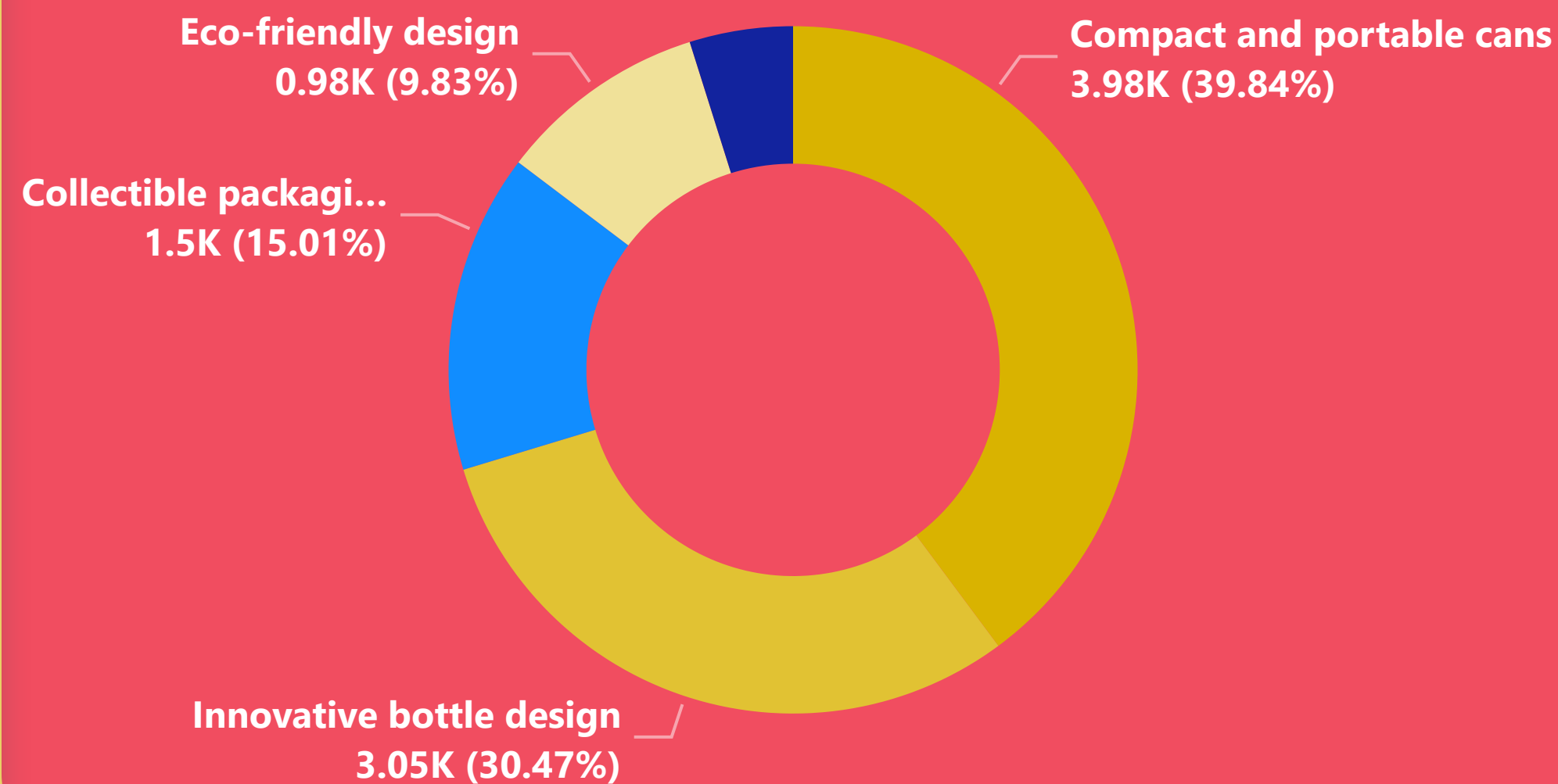
0.84K

Ingredients expected

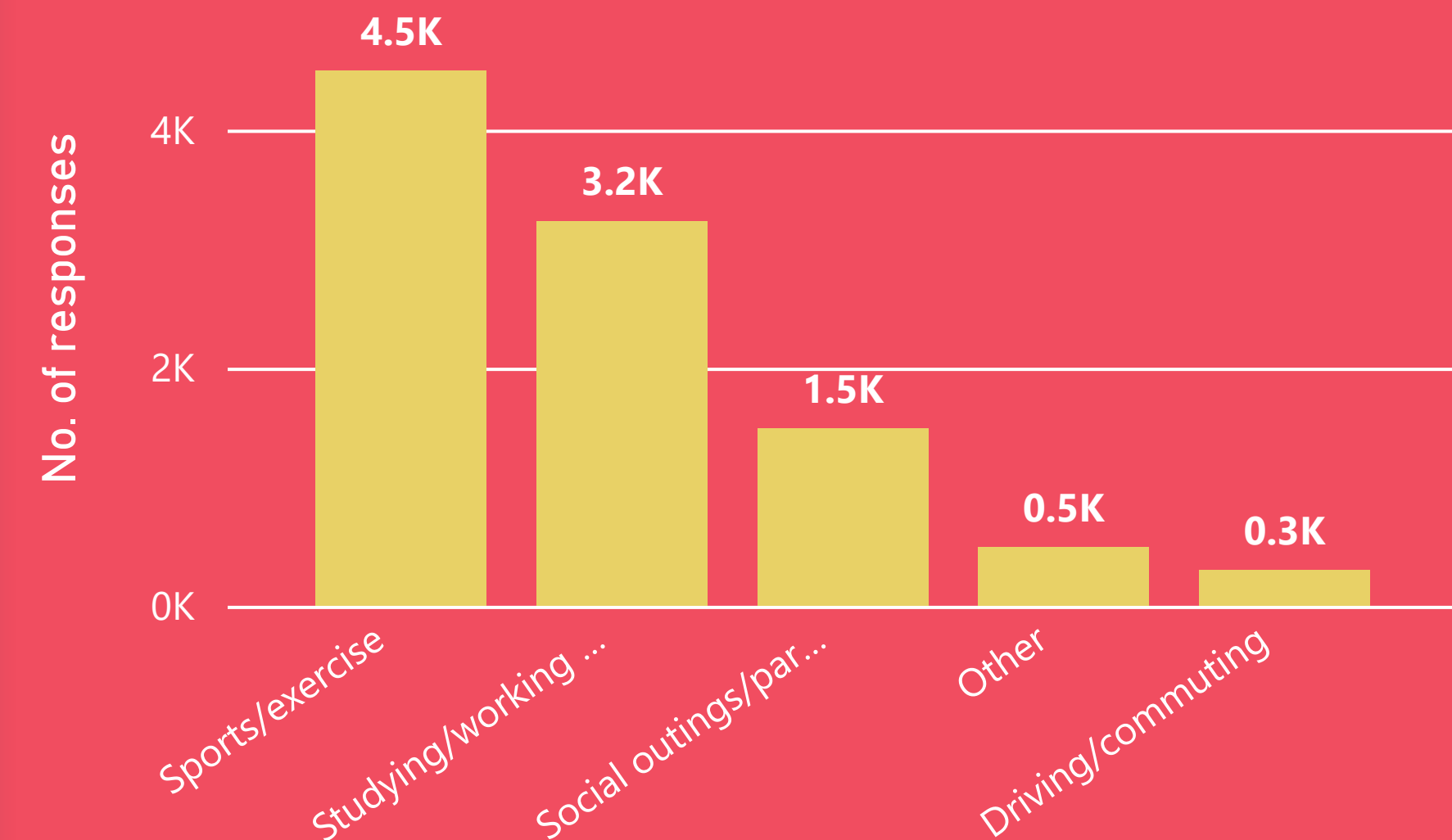


Ingredients

Packaging preference

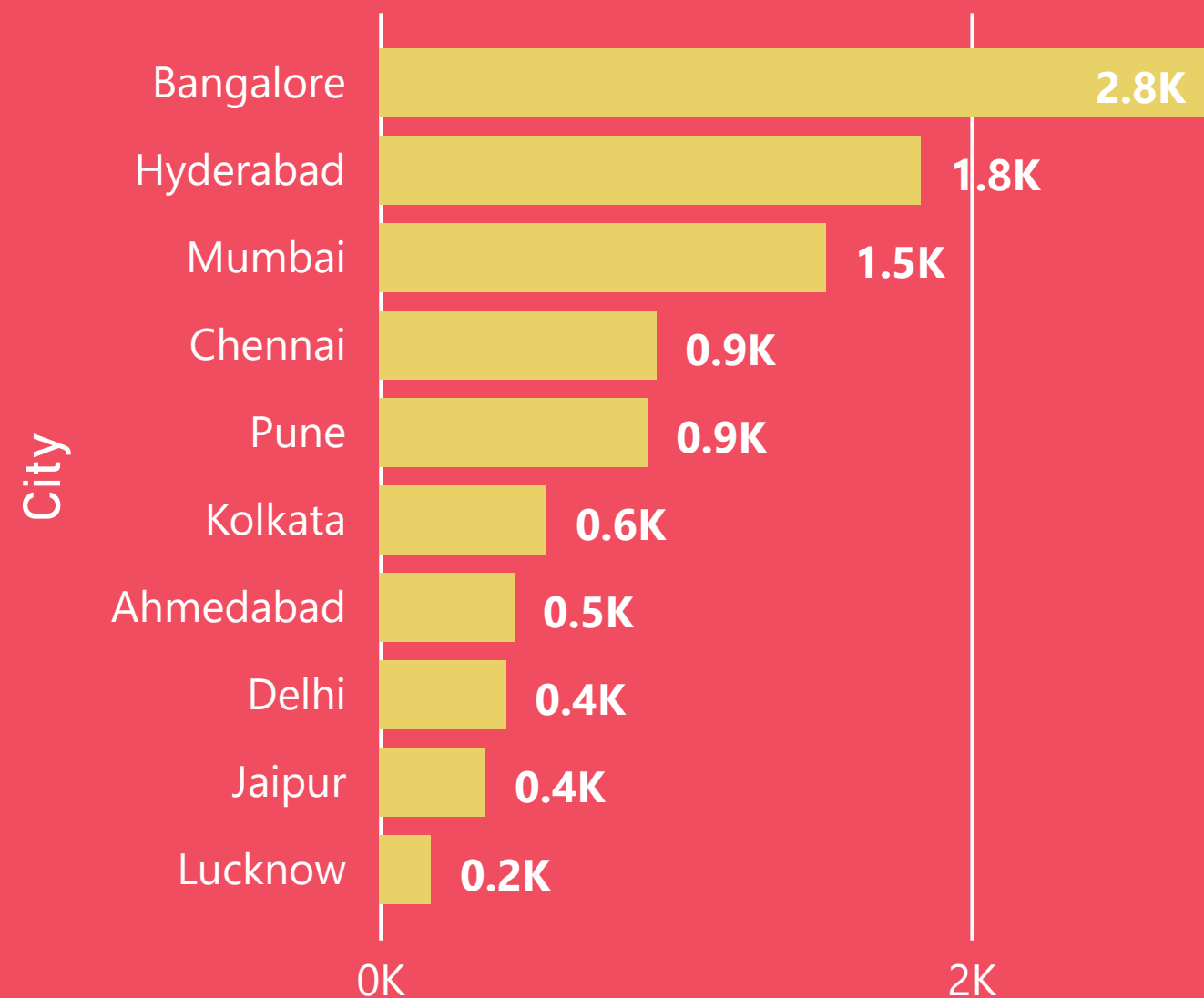


Consumption Situations



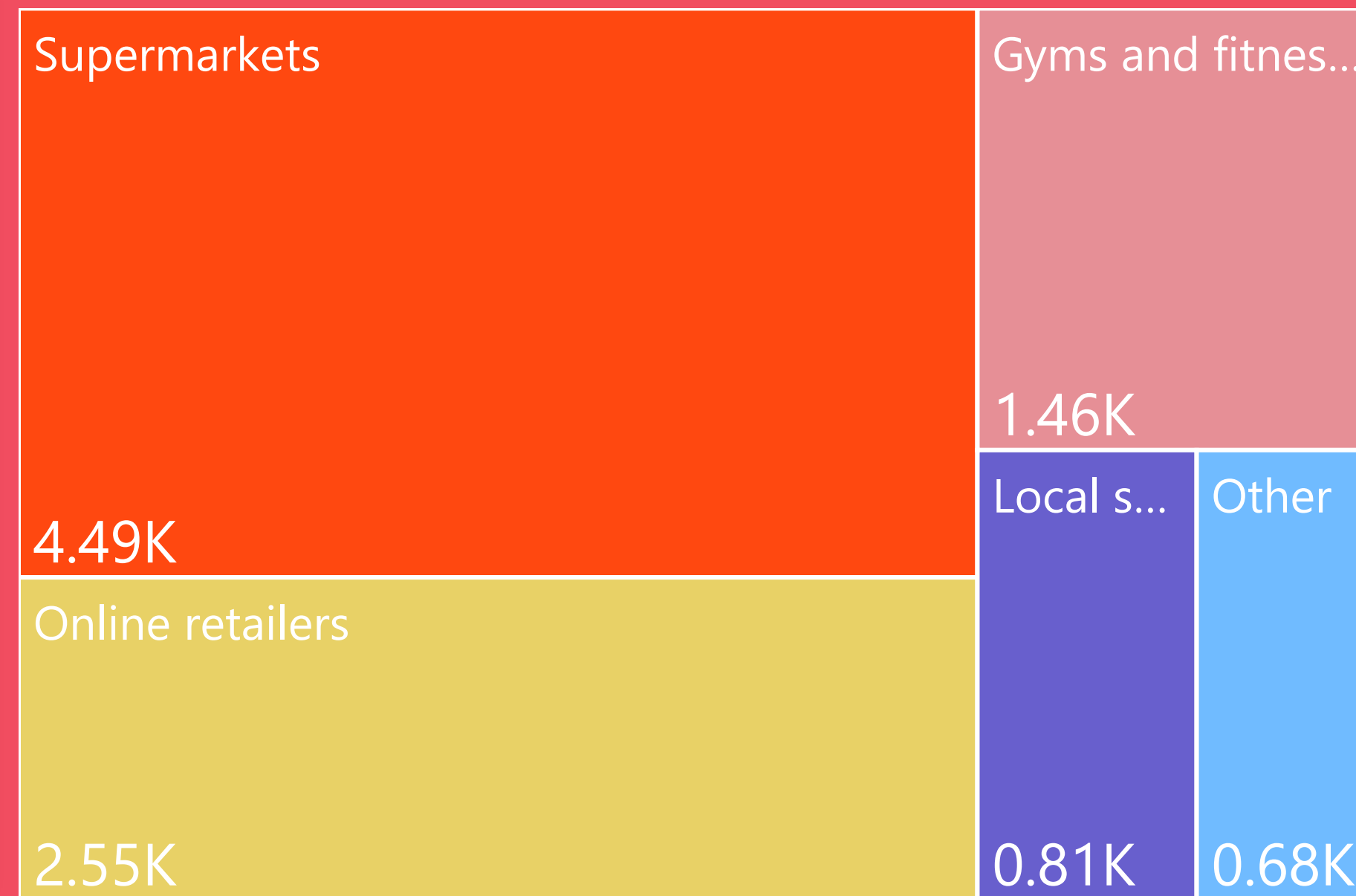
Consumption situations

City vs No. of consumers

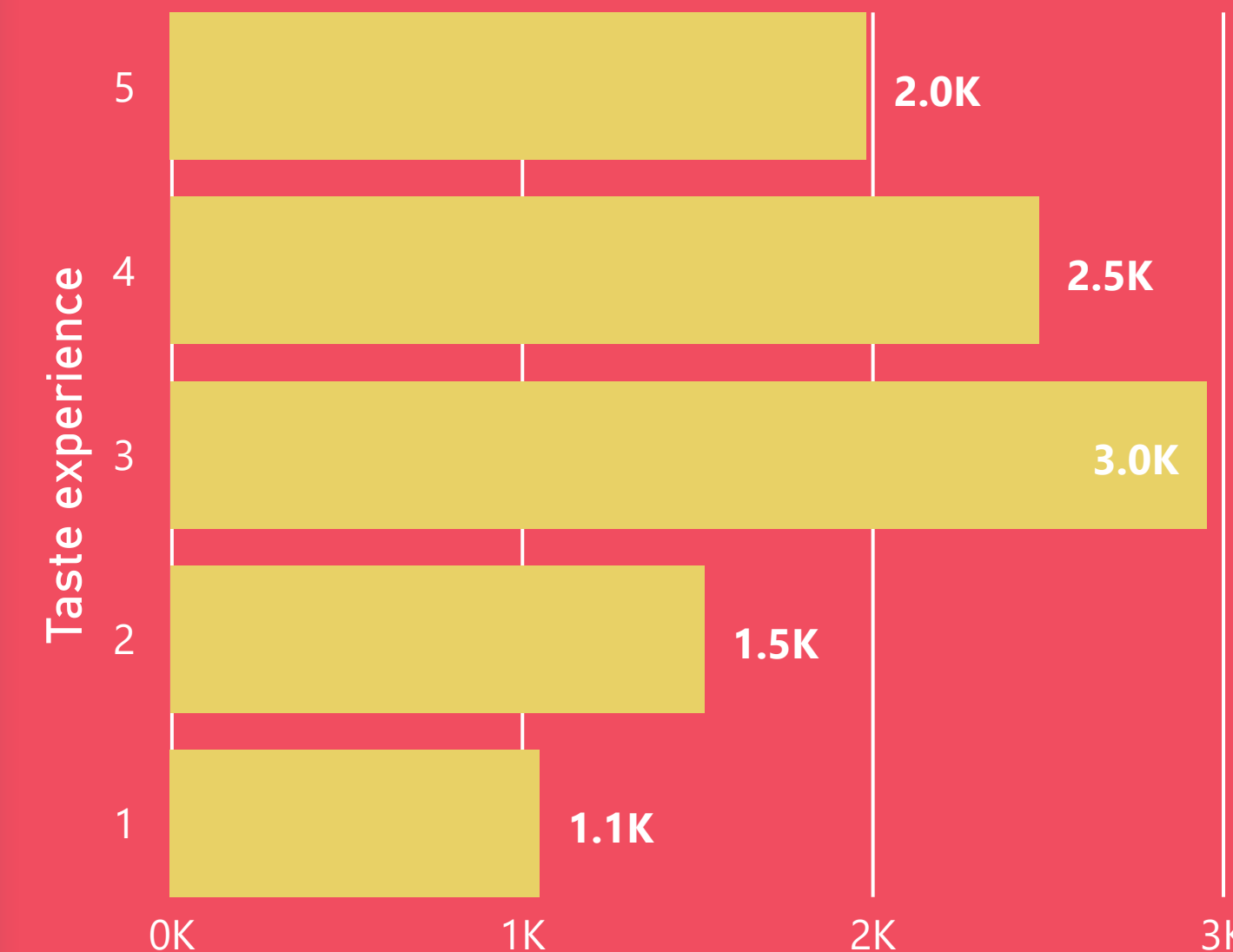


No. of consumers

Purchase Location

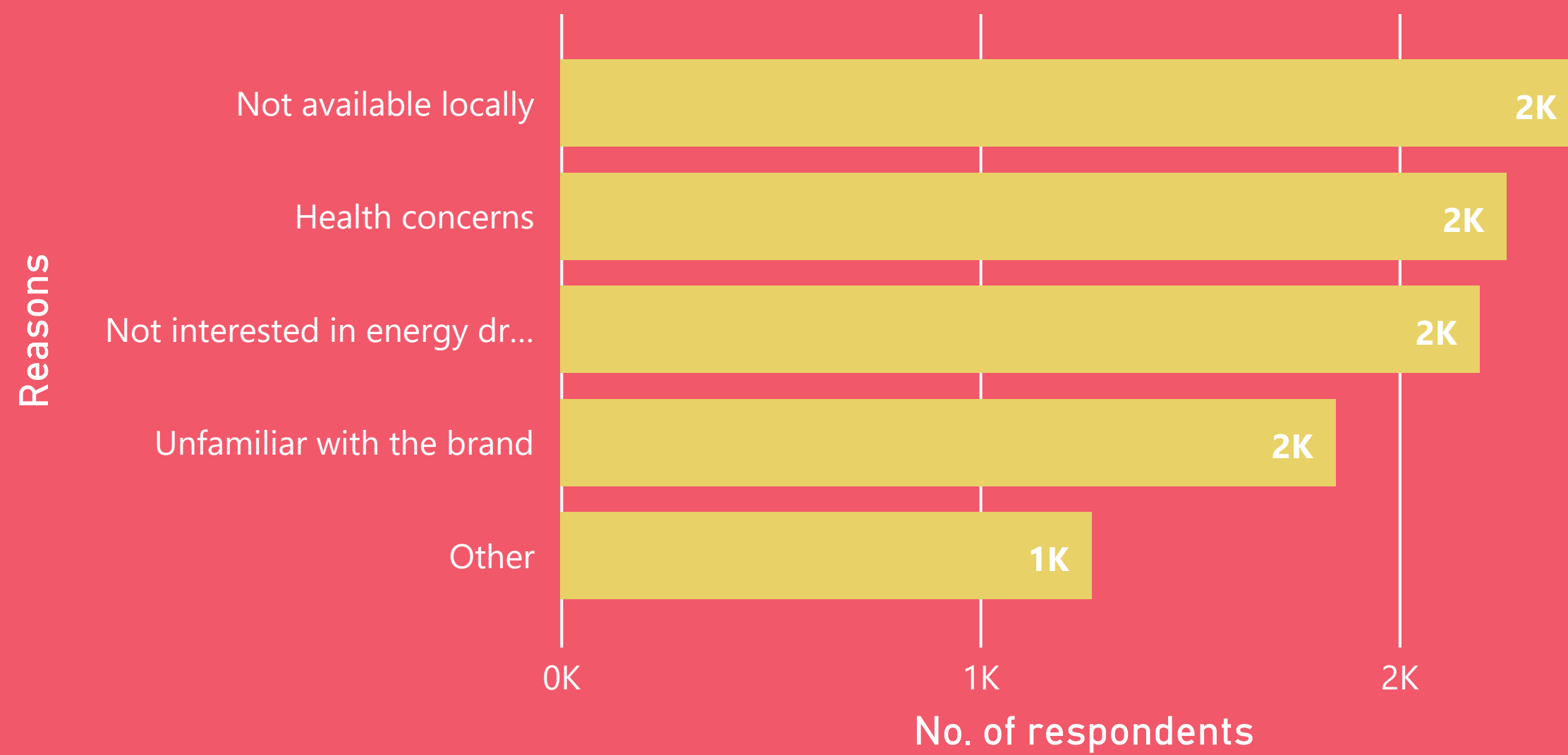


Taste Experience

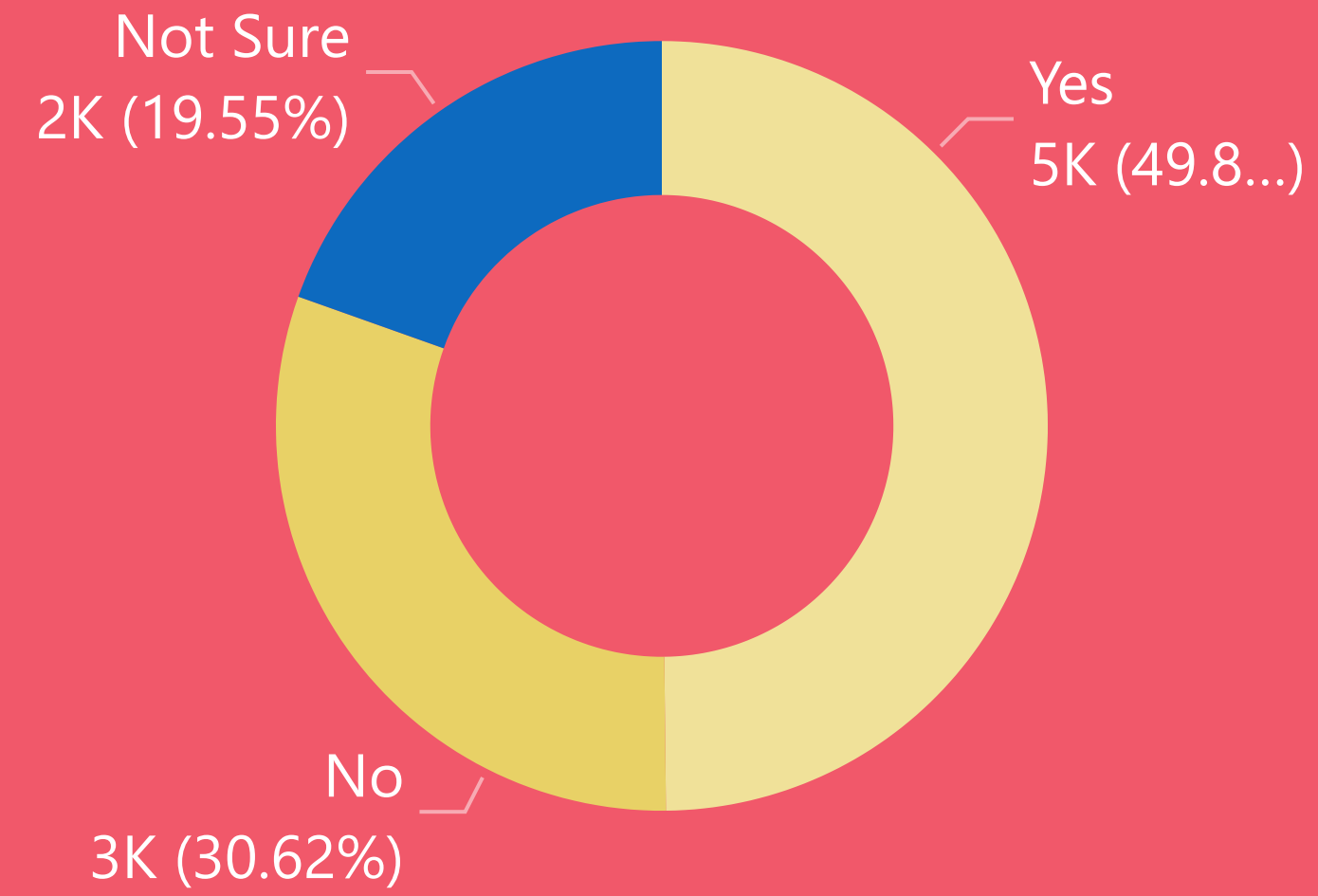


No. of Responses

Reasons of preventing trying



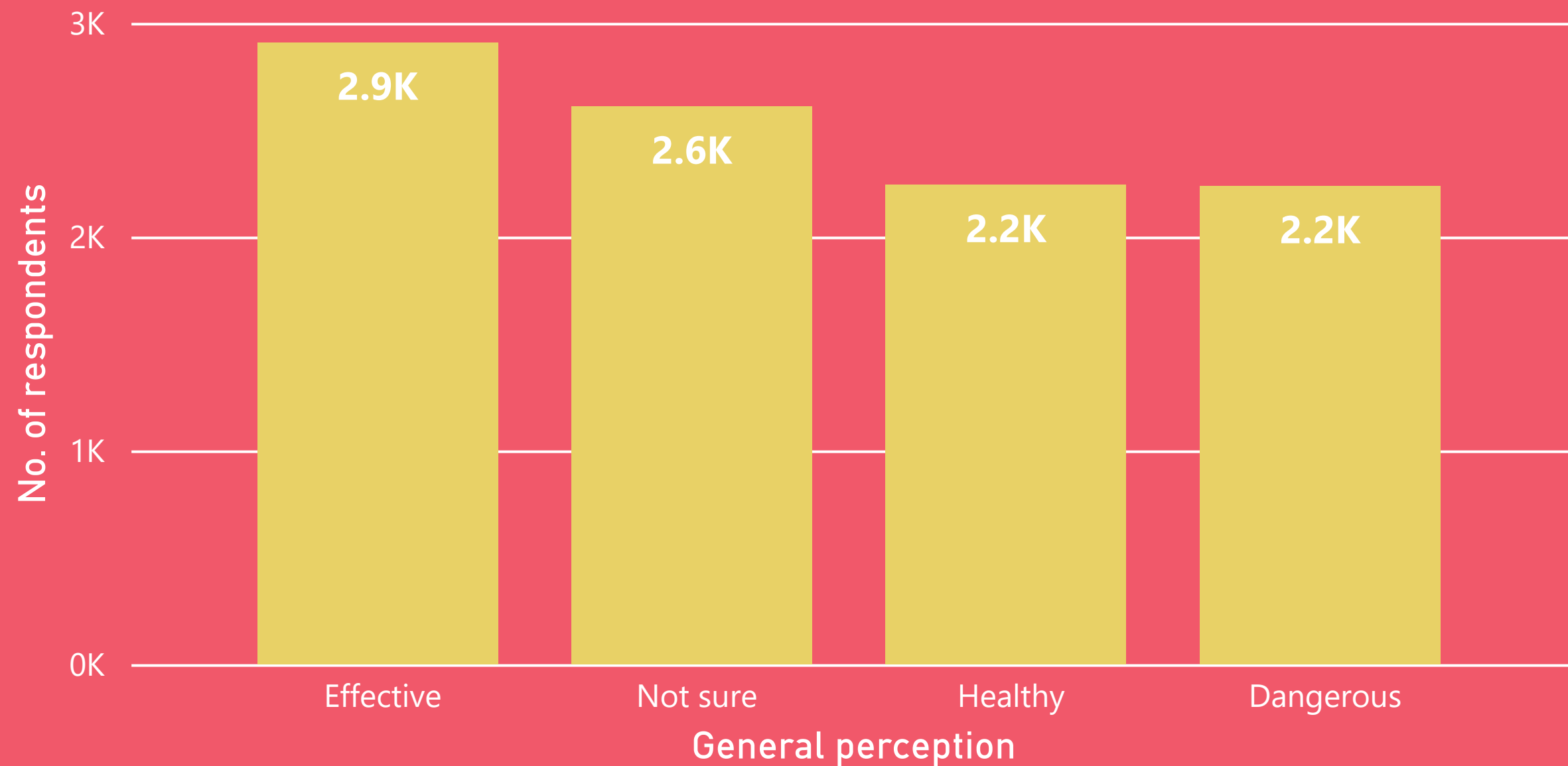
Interest in organic products



3.28

Avg. Test
experience

General perception



Consumption frequency

