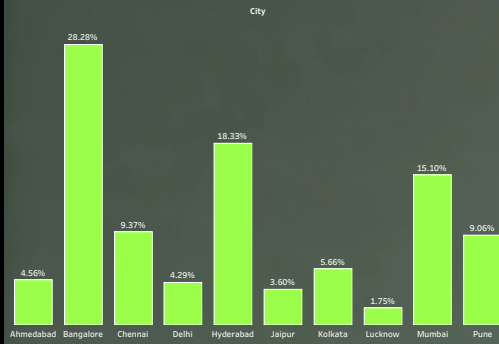
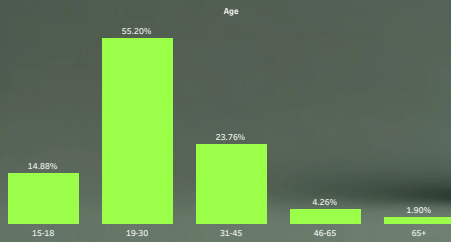


DEMOGRAPHICS

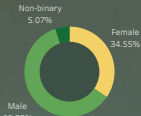
City wise Response



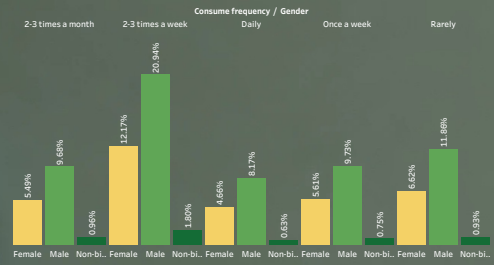
Age-Wise Response



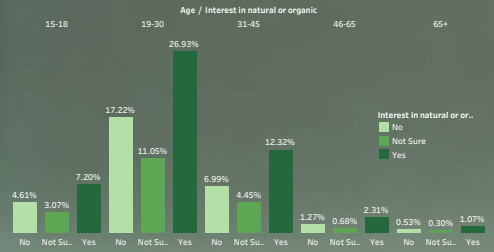
Gender-wise-repsonse



Consumption-frequency gender wise



Age vs. Interest in Natural or Organic Product by Gender



- Gender
- ☒ Female
 - ☒ Male
 - ☒ Non-binary
- Age
- ☒ 15-18
 - ☒ 19-30
 - ☒ 31-45
 - ☒ 46-65
 - ☒ 65+
- Current brands
- ☒ Bepal
 - ☒ Blue Bull
 - ☒ Codex
 - ☒ Cola-Coka
 - ☒ Gangster
 - ☒ Others
 - ☒ Sky 9
- Tier
- All

NEXT

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

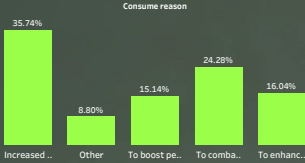
Lucknow

Mumbai

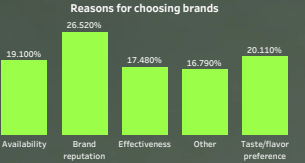
Pune

CONSUMER PREFERENCE

Resons for Consumption



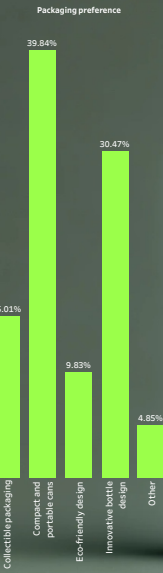
Reasons for Choosing a Brand



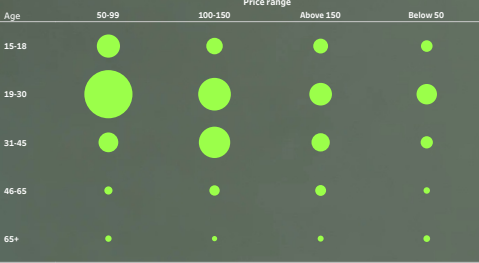
Expected Ingridients



Packaging Preference for Customers



Price Sensitivity by Age and Gender



Preferred Ingridients by Consumption Frequency

Consume f.	Ingridiants expected			
	Caffeine	Guarana	Sugar	Vitamins
2-3 times a month	639	245	317	412
2-3 times a week	1,354	537	732	868
Daily	529	221	258	338
Once a week	626	232	319	432
Rarely	748	318	391	484

Gender

☒ Female

☒ Male

☐ Non-binary

Age

☒ 15-18

☒ 19-30

☒ 31-45

☒ 46-65

☒ 65+

Current brands

☒ Pepsi

☒ Blue Bull

☒ CodeX

☒ Cola-Goka

☒ Gangster

☒ Others

☒ Sky 9

Tier all

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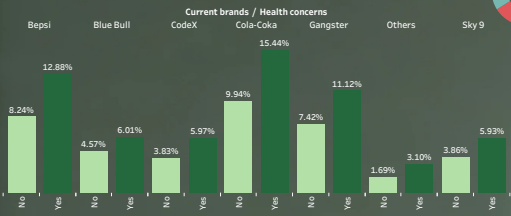
Lucknow

Mumbai

Pune

COMPETITOR ANALYSIS

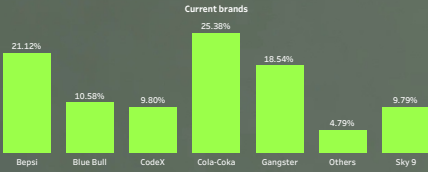
Health Concern for Brands



Packaging Preference



Brand Preference



consumption frequency per brand

Current bra..	Consume frequency				
	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Bepsi	3.26%	7.44%	2.72%	3.58%	4.12%
Blue Bull	1.79%	3.75%	1.47%	1.65%	1.92%
CodeX	1.47%	3.61%	1.23%	1.45%	2.04%
Cola-Coka	4.35%	8.58%	3.23%	4.23%	4.99%
Gangster	3.07%	6.46%	2.71%	2.91%	3.39%
Others	0.63%	1.74%	0.73%	0.72%	0.97%
Sky 9	1.56%	3.33%	1.37%	1.55%	1.98%

Brand's General Perception

Current bra..	General perception			
	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%

Gender

☒ Female

☒ Male

☐ Non-binary

Age

☒ 15-18

☒ 19-30

☒ 31-45

☒ 46-65

☒ 65+

Current brands

☒ Bepsi

☒ Blue Bull

☒ CodeX

☒ Cola-Coka

☒ Gangster

☒ Others

☒ Sky 9

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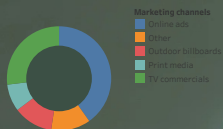
Pune

MARKETING ANALYSIS

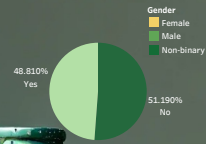
Buy option preference



Marketing Preference

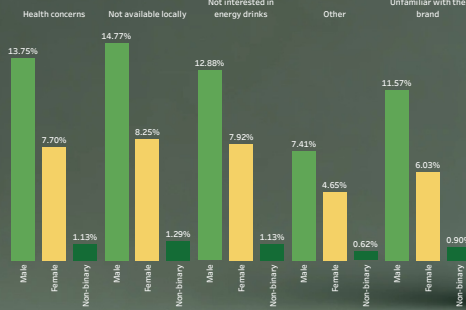


Tried Before



Reasons preventing Trying

Reasons preventing trying / Gender

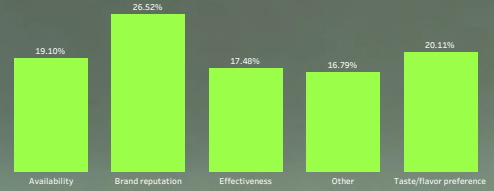


Response Through different mediums

Marketing channels	Brand perception		
	Negative	Neutral	Positive
Online ads	715	2,418	887
Other	215	765	245
Outdoor billboards	202	743	281
Print media	141	507	193
TV commercials	496	1,541	651

Reason for choosing brand

Reasons for choosing brands



Gender

☒ Female

☒ Male

☒ Non-binary

Age

☒ 15-18

☒ 19-30

☒ 31-45

☒ 46-55

☒ 65+

Current brands

☒ Pepsi

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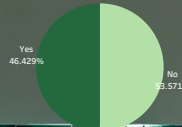
BRAND DEVELOPMENT

CodeX respondent Consumption

Consume Time

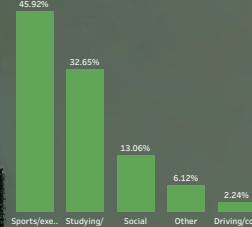


Heard of CodeX



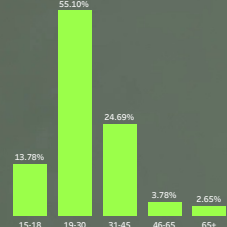
Typical Consumption

Typical consumption situations



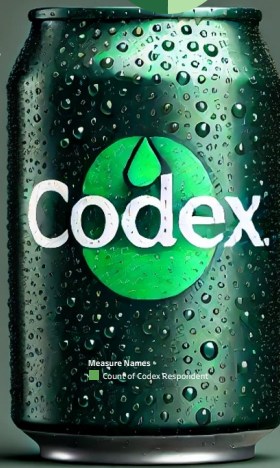
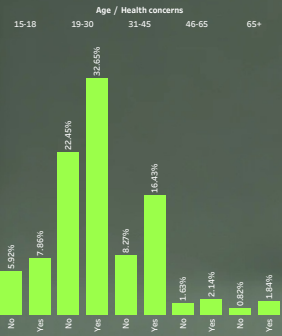
CodeX preference age wise

Age



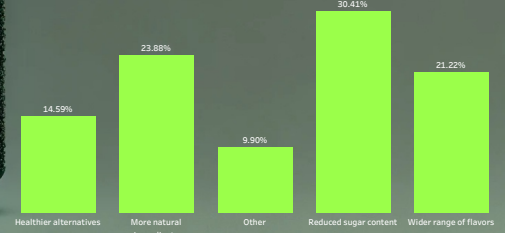
Codex Preference City wise

City



Improvements for CodeX

Improvements desired



- Gender
- ☒ Female
 - ☒ Male
 - ☒ Non-binary
- Age
- ☒ 15-18
 - ☒ 19-30
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 - ☒ 46-65
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