

Survey-Based Analysis of CodeX's Brand Awareness & Market Potential in India

Insights from 10,000 survey respondents across 10 Indian cities

CodeX

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Marketing Analytics Team

Agenda

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Situation

Overview of CodeX's market entry in India and survey background

2

Task

Analysis of 10,000 responses to identify key market insights

3

Insights

Key findings on demographics, preferences, and market positioning

4

Suggestions

Strategic recommendations for brand growth and market penetration

Situation

- 🌐 CodeX, a German beverage company, has entered the Indian market with the launch of its energy drink in 10 cities.
- ⌚ The Marketing team focuses on increasing brand awareness, market share, and product development.
- 📊 A survey was conducted across the 10 cities, gathering responses from 10,000 participants.
- 💡 The aim is to provide meaningful insights and recommendations that align with CodeX's goals and drive success in the market.



Task

-  Analyze **10,000 survey responses** collected across 10 cities to identify key insights about CodeX's brand performance in the Indian market.
-  Uncover **market trends, consumer preferences, and competitive positioning** to understand CodeX's current standing.
-  Identify primary drivers of **awareness, consideration, and purchase decisions** among target consumers.
-  Translate findings into **actionable recommendations** to enhance brand awareness, market share, and product development strategies.



Main Goals



Identify Target Consumers

Determine key demographics, preferences, and behaviors of potential CodeX consumers in the Indian market

↳ Target: Define 3 core consumer personas



Increase Brand Awareness

Develop strategies to enhance CodeX's visibility and recognition across all target segments

↳ Target: +40% awareness in key cities



Product Development

Identify opportunities for product improvement and innovation based on consumer feedback and preferences

↳ Target: Launch 2 new variants in 6 months



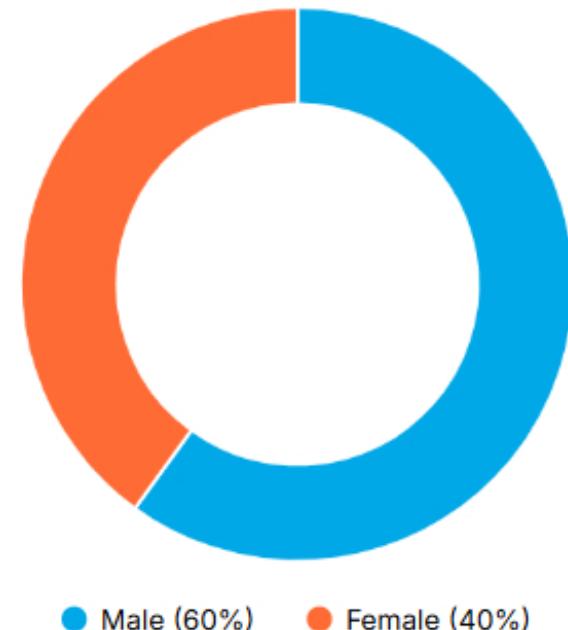
Grow Market Share

Expand CodeX's position in the competitive energy drink market through targeted strategies

↳ Target: Achieve 15% market share by year-end

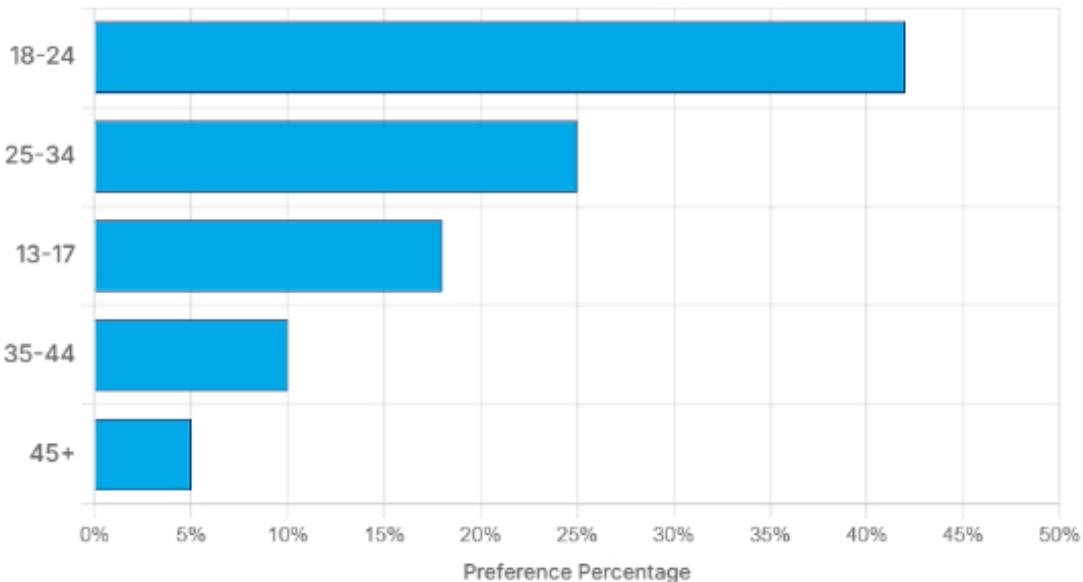
Who Prefers Energy Drinks More?

- ♂ Male consumers show significantly higher preference for energy drinks, accounting for **60%** of all consumers.
- ♀ Female consumers represent **40%** of the energy drink market, indicating an opportunity for targeted product development.
- ⌚ Recommendation: Develop gender-specific marketing campaigns that address the unique needs and preferences of both demographics.
- ↗ Growth opportunity: Design products that appeal to **female consumers** to expand market share while maintaining male-focused offerings.



Male consumers over-index by +20 points vs females

Which Age Group Prefers Energy Drinks?



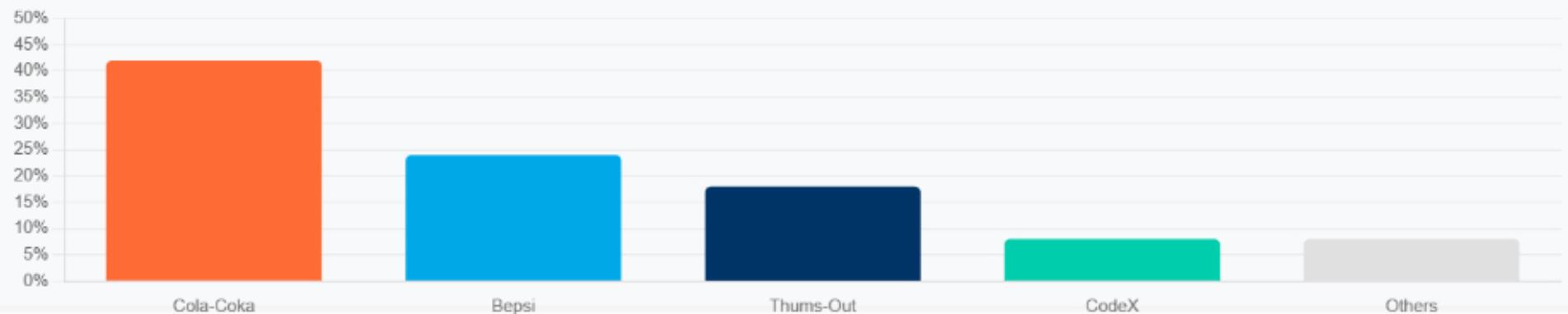
Key Insight

The **18-24 age group** shows the strongest preference for energy drinks, followed closely by the **25-34 segment**. Together they represent **over 65%** of the energy drink market in India.

- 👤 Young adults (18-34) should be the **primary target audience** for CodeX marketing campaigns and product development.
- 📢 Tailor messaging to youth with emphasis on **energy boost, performance enhancement, and social consumption**.
- 💻 Focus digital marketing on platforms popular with younger demographics: **Instagram, YouTube, and gaming platforms**.
- 📈 Significant **growth opportunity** in the 13-17 segment with appropriate product variants and responsible marketing.

Current Market Leader & Reason for Choice

Market Share Comparison



Brand Reputation

Consumers trust Cola-Coka due to its established market presence and consistent brand messaging across channels

1



Taste Experience

Preferred flavor profile balancing sweetness with functional benefits appeals to broad consumer base

2



Availability

Wide distribution network ensures product accessibility across different retail channels and geographies

Brand Perception

 **Taste Experience:** Customers describe the flavor as **refreshing** but some find it **too sweet** compared to competitors.

 **Energy Effect:** Receives **positive feedback** for providing sustained energy without the common crash experienced with other brands.

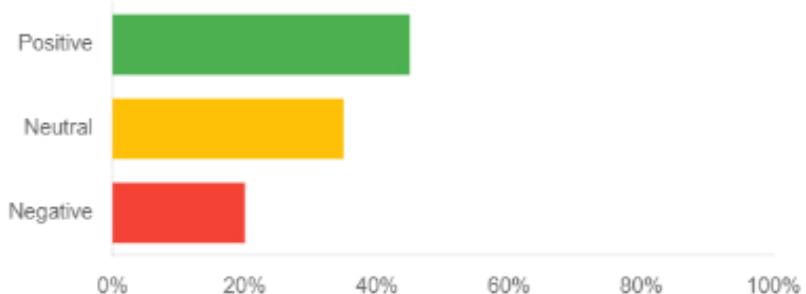
 **Packaging:** The can design is viewed as **modern and attractive**, with good portability being highlighted as a strength.

Key Insights

 **Strengths:** Energy effectiveness, modern packaging, brand innovation perception

 **Improvement Areas:** Sugar content reduction, taste refinement, increased awareness campaigns

Customer Sentiment



Overall Rating



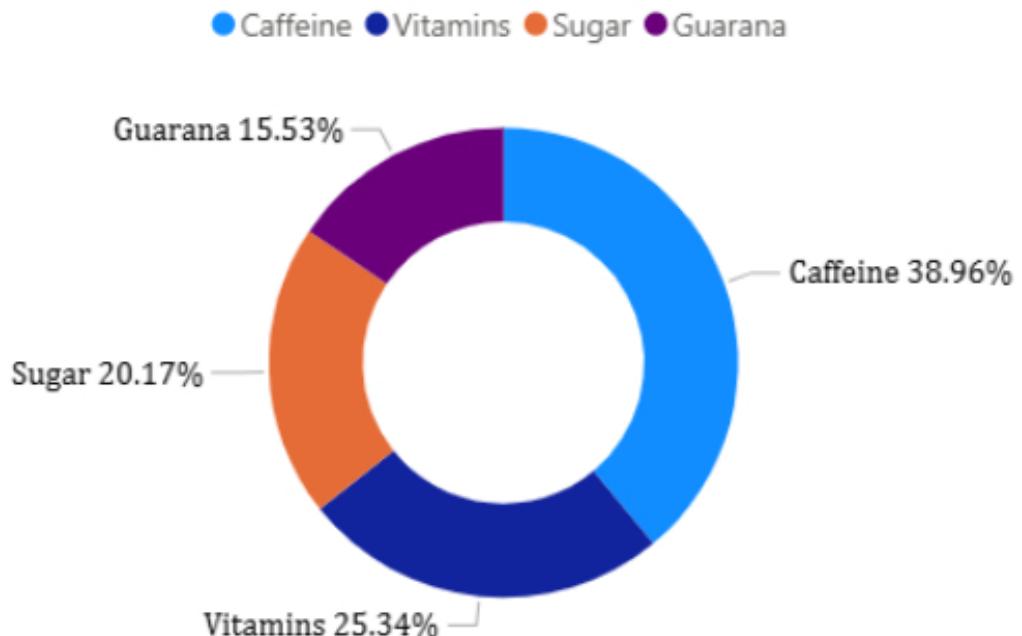
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Based on survey responses

Most Expected Ingredient

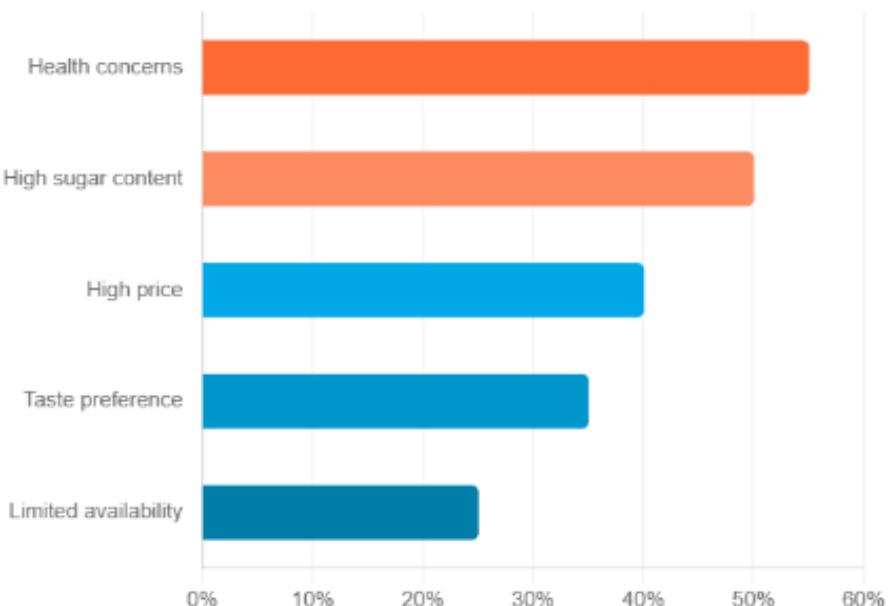
The Consumer Ingredient Preference

- Caffeine: **38.96%** - The undisputed leader
- Vitamins: **25.34%** - A strong second choice
- Sugar: **20.17%** - Maintaining significant
- Guarana: **15.53%** - The emerging natural



Reasons Preventing Purchase

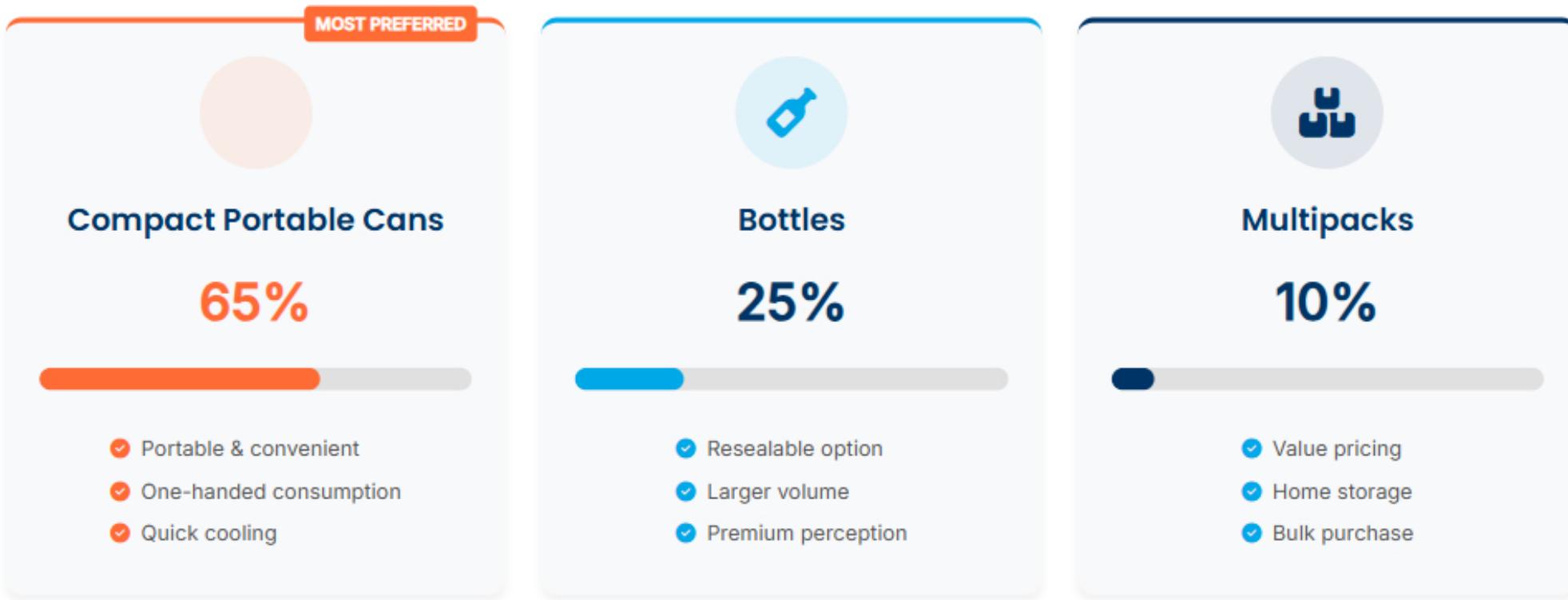
- 1 Health concerns and sugar content are the top barriers to purchase, accounting for over 50% of consumer objections.
- 2 Price sensitivity remains significant at 40%, particularly among younger demographics and tier-2 cities.
- 3 Availability is the least cited barrier (25%), indicating our distribution strategy has been relatively effective.



Recommendation

Develop a **reduced-sugar variant** and create targeted messaging that addresses health perceptions while emphasizing quality ingredients and functional benefits.

Packaging Preferences



Strategic Insight:

The strong preference for compact, portable cans (65%) suggests CodeX should prioritize this packaging format. Emphasize portability and convenience in product design and marketing messages, particularly for on-the-go consumption during sports and active occasions.

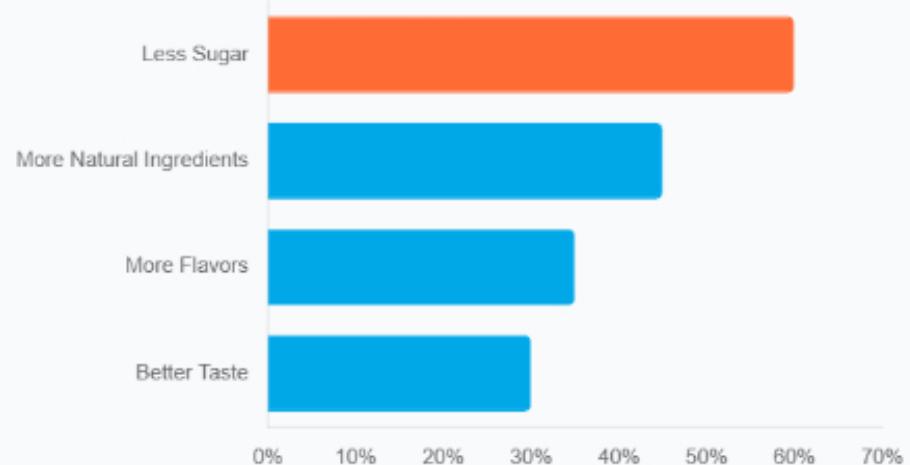
Customer Improvement Suggestions

- L** Sugar content is the top concern, with **60%** of respondents suggesting reduction.
- F** Natural ingredients ranked second, with **45%** of customers preferring more natural formulations.
- I** Expanding flavor variety (35%) and improving taste (30%) complete the top improvement areas.

💡 Strategic Recommendation

Develop a **reduced-sugar SKU** to directly address the primary consumer concern while maintaining the energy boost credentials.

Consider natural sweetener alternatives and highlighting "natural energy" messaging in packaging and promotions.

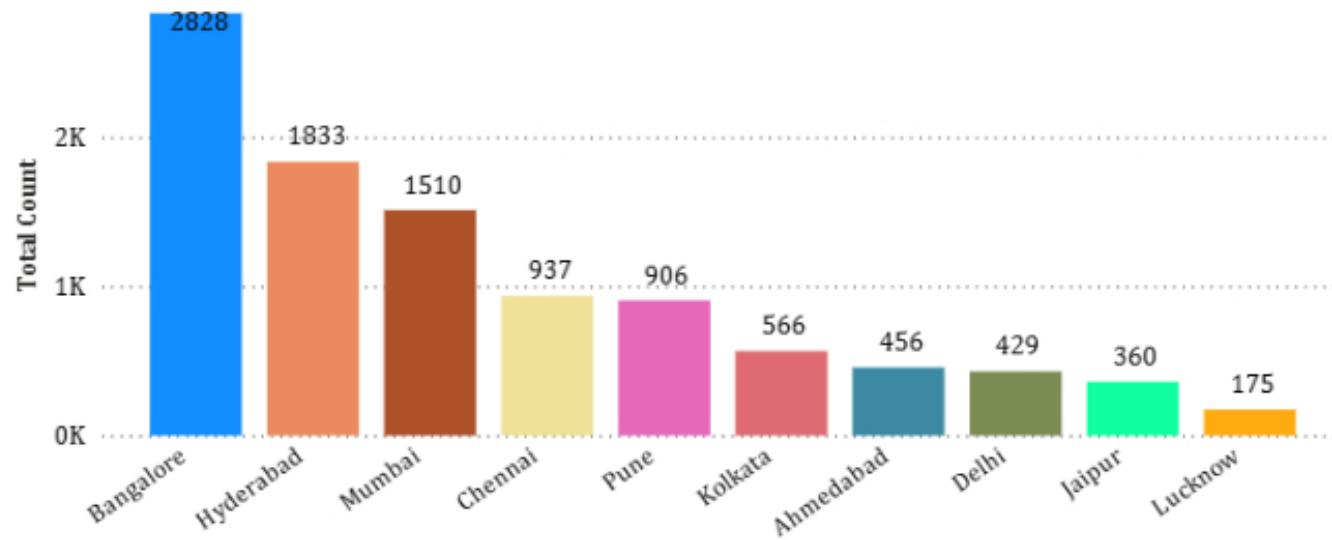


Key Insight

Low-sugar formulation presents the clearest opportunity to address consumer demands and differentiate from competitors.

Where to Focus Geographically

City Wise Total Count



Strategic Recommendations

- ⌚ Prioritize Tier 2 cities for growth - lower competition with higher adoption potential
- 🛡️ Defend position in Delhi despite lower penetration through targeted campaigns
- 〽️ Develop city-specific marketing strategies based on consumption patterns and preferences

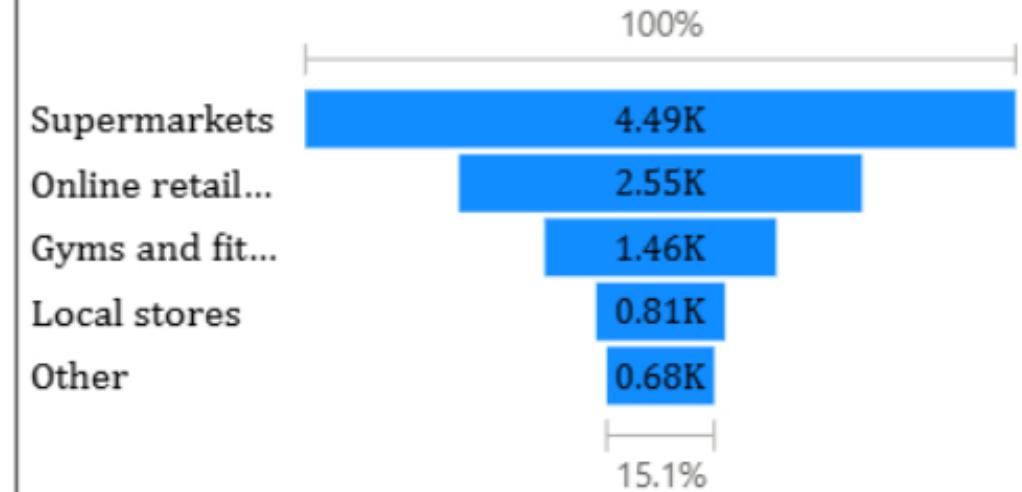
Purchase Locations

-  Superstores are the most preferred purchase location with 55% of consumers choosing them for energy drink purchases.
-  Convenience stores (30%) and e-commerce (20%) represent significant secondary channels for distribution.
-  Modern retail formats dominate purchasing behavior, reflecting changing consumer habits in urban Indian markets.

Strategic Recommendation

Strengthen visibility and promotions in modern trade channels, especially superstores. Implement eye-catching displays and exclusive offers to capitalize on high foot traffic in these locations.

Preferred Purchase Location



 Superstores - Prime retail locations with wide product selection

 Convenience Stores - Neighborhood quick-stop shops

 E-commerce - Online retail platforms

 Kiosks - Small standalone retail points

Marketing Channels

-  Our survey reveals the most effective channels to **reach and engage** with our target audience.
-  **Online advertisements** emerge as the most effective channel, with **70%** of respondents indicating higher engagement and awareness.
-  Social media platforms rank second at **60%**, offering significant potential for brand building and community engagement.
-  Influencer marketing, retail promotions, and OOH advertising complete the top five channels for reaching our audience.

Key Insight

Digital channels deliver the highest reach-efficiency ratio for our target demographic of 18-34 year olds. Recommended allocation: 65% of marketing budget to online and social media channels.



Preferred Price Range

-  The majority of consumers (75%) prefer energy drinks priced between ₹50-99, with the 70-99 range being most popular at 40%.
-  Price sensitivity is moderate, with only 10% of consumers seeking options below ₹50, while 15% are willing to pay premium prices (₹100+).
-  Strategic pricing should focus on the ₹70-99 sweet spot for primary SKUs, with potential premium variants for the upmarket segment.

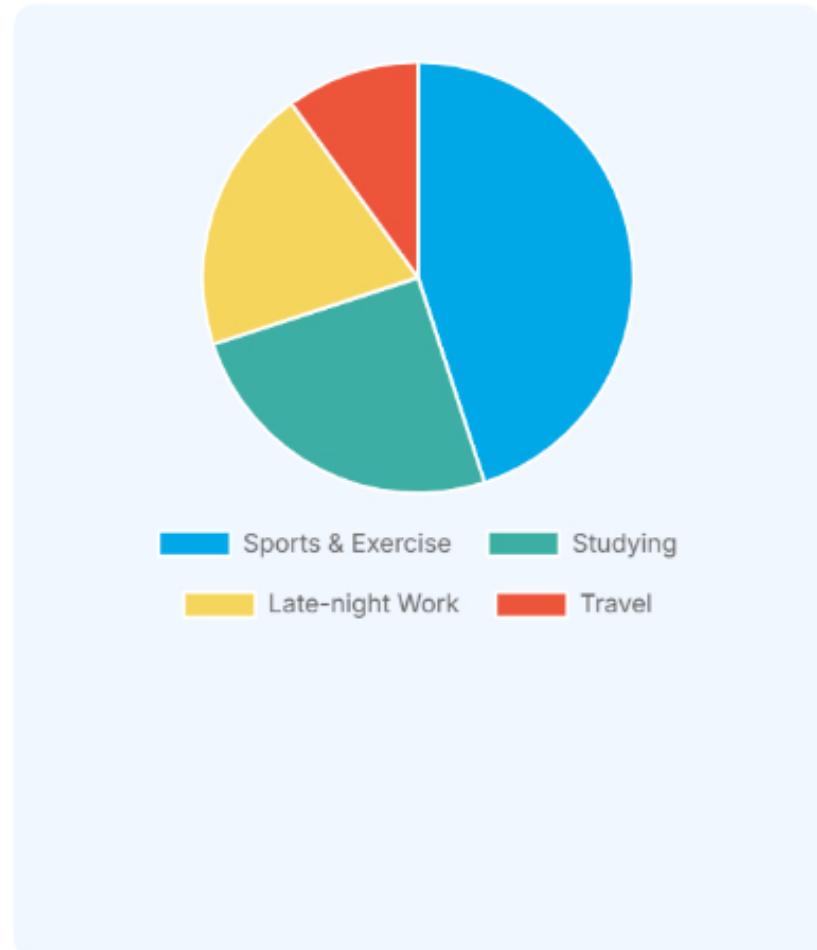
Recommendation: Implement a tiered price architecture with standard variants at ₹79-89 and premium/larger formats at ₹99-129 to maximize revenue and market penetration.

Price Range Distribution



Consumption Situations

-  Sports & exercise is the dominant consumption occasion at 45%, showing clear alignment with energy boosting positioning.
 -  Study sessions (25%) and late-night work (20%) represent significant secondary occasions, appealing to the youth demographic.
 -  Strong opportunity to target fitness enthusiasts and college students through focused marketing and distribution.
 -  Recommend developing sports partnerships and implementing on-ground sampling at gyms, sporting events, and university campuses.
-  Key Insight: CodeX has strong positioning potential in the sports/fitness segment, which aligns well with the predominant male 18-34 target audience.



Brand Ambassador Suggestion

STRATEGIC RECOMMENDATION

Partner with cricket superstars Virat Kohli or Rohit Sharma to amplify brand visibility



Key Benefits of Cricket Star Partnership

- Strong youth connection – Cricket players have massive following among Indian youth, perfectly aligning with CodeX's target demographic
- Enhanced brand credibility – Association with sports icons promotes image of energy, performance, and vitality
- Nationwide reach – Cricket transcends regional boundaries, helping CodeX penetrate both Tier 1 and **high-potential Tier 2** cities
- Social media amplification – Leverage players' combined 200M+ followers across platforms for enhanced visibility

Expected ROI & Implementation

Consider tiered endorsement options from limited appearances to full brand ambassadorship. Even short-term campaigns with cricket stars during key sports events can drive significant awareness spikes and double engagement metrics.