

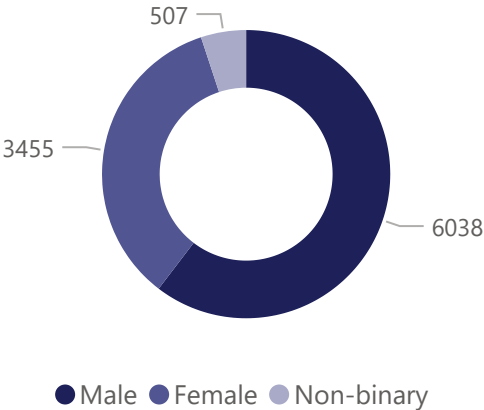
Demographic Insights,
Brand Awareness and
Market Performance

Total Responses
10000

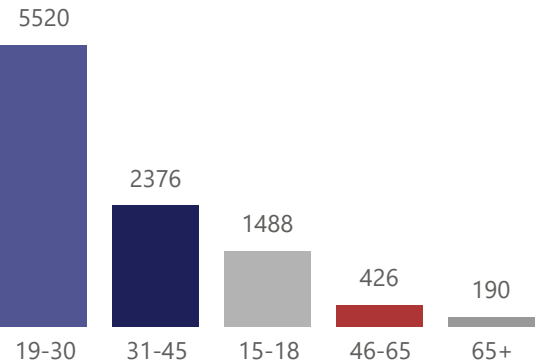
Users tried the brand
4.447K

Users heard about the brand
2.026K

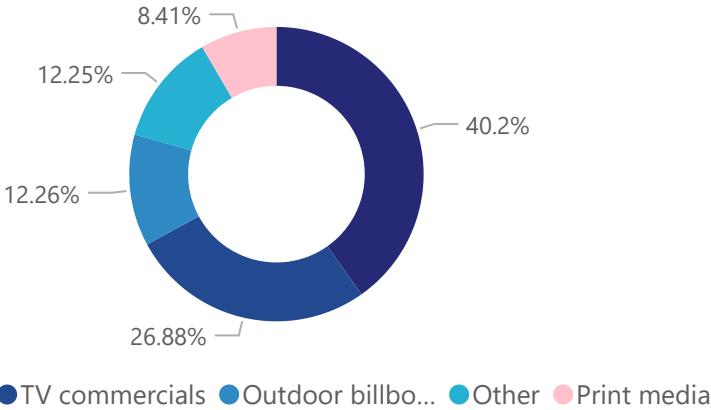
Drinks preferences based on gender



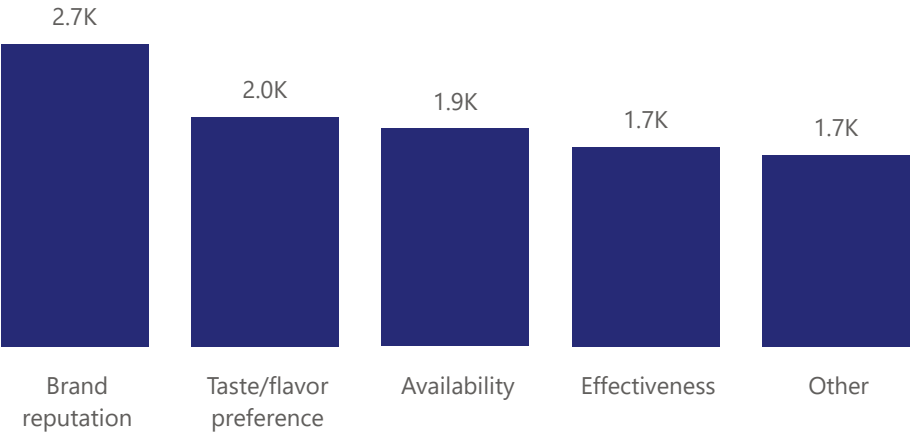
Preferences based on Age and
Marketing channels



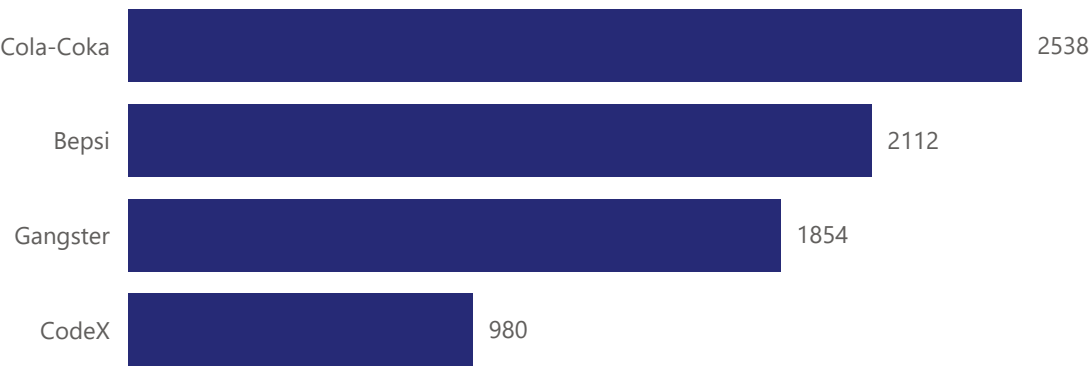
Effective_Marketing_Channels



Reason_for_choosing_other_brands



Top Competitors



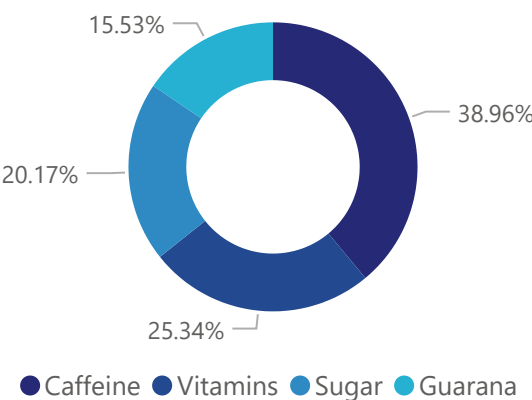
Consumer Behavior

Total Responses
10000

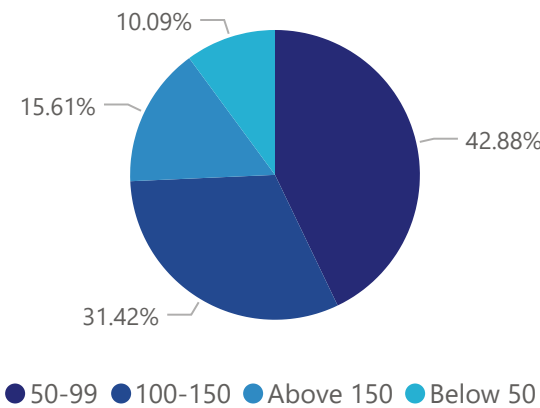
Users tried the brand
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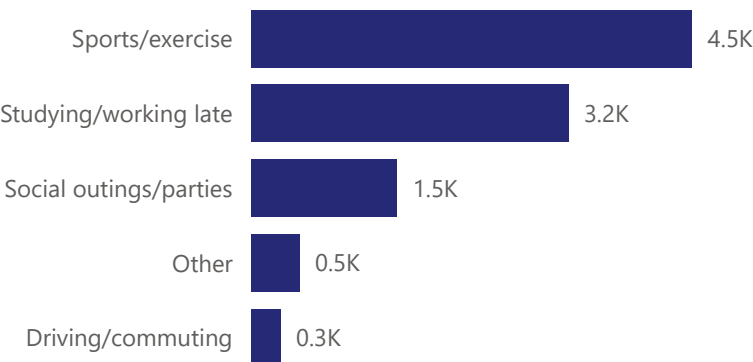
Ingredients Preferences



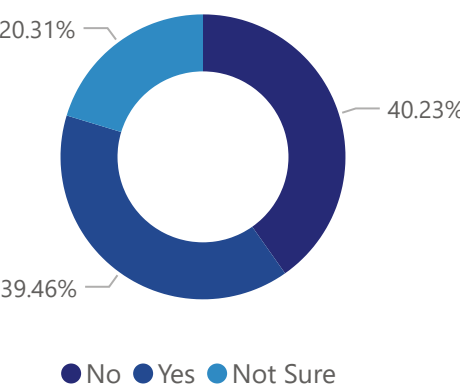
Preferred price range



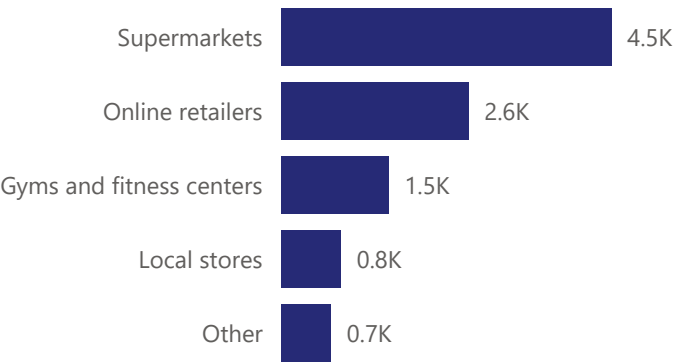
Consumption Situation



Effect_of_limited_edition_packaging



Location Preferences



Packaging Preferences

