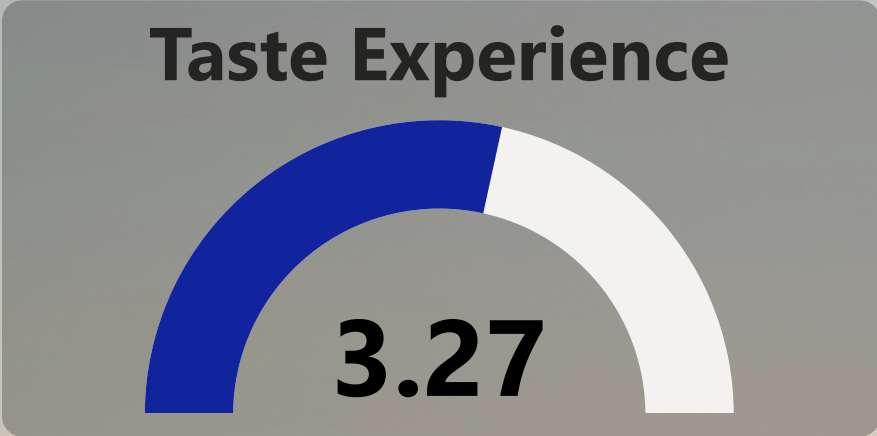


CodeX - Demographics Insights



City

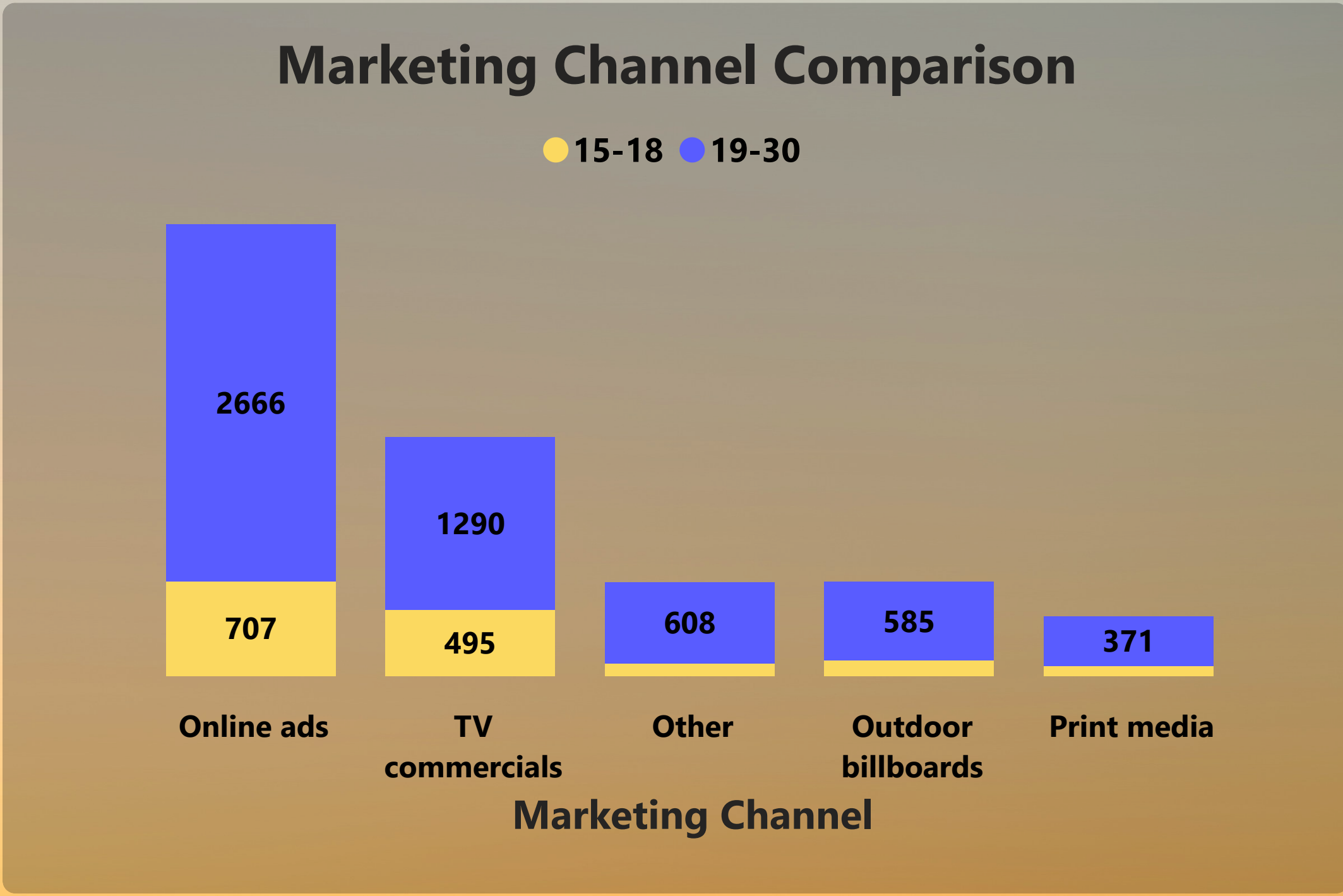
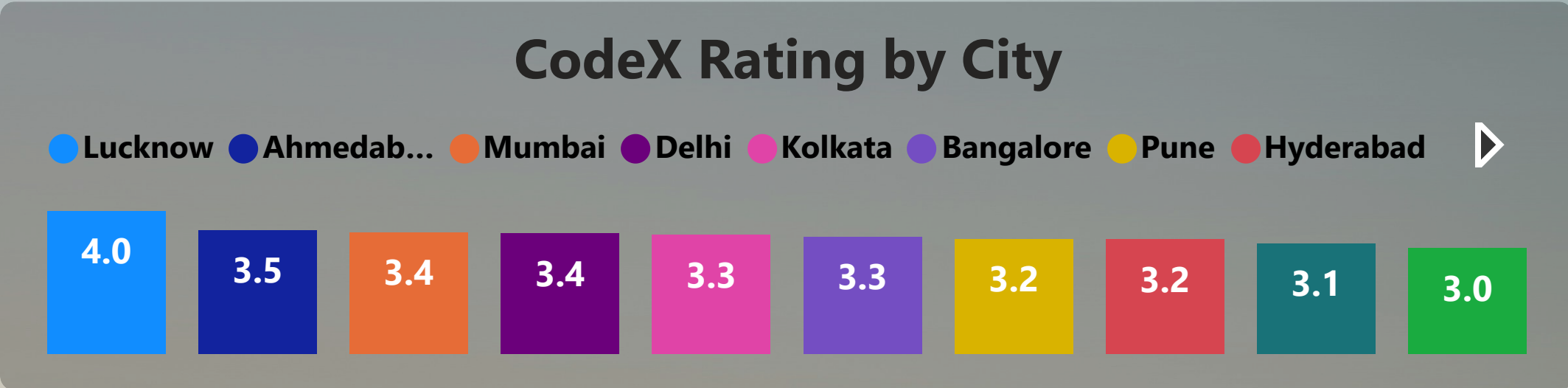
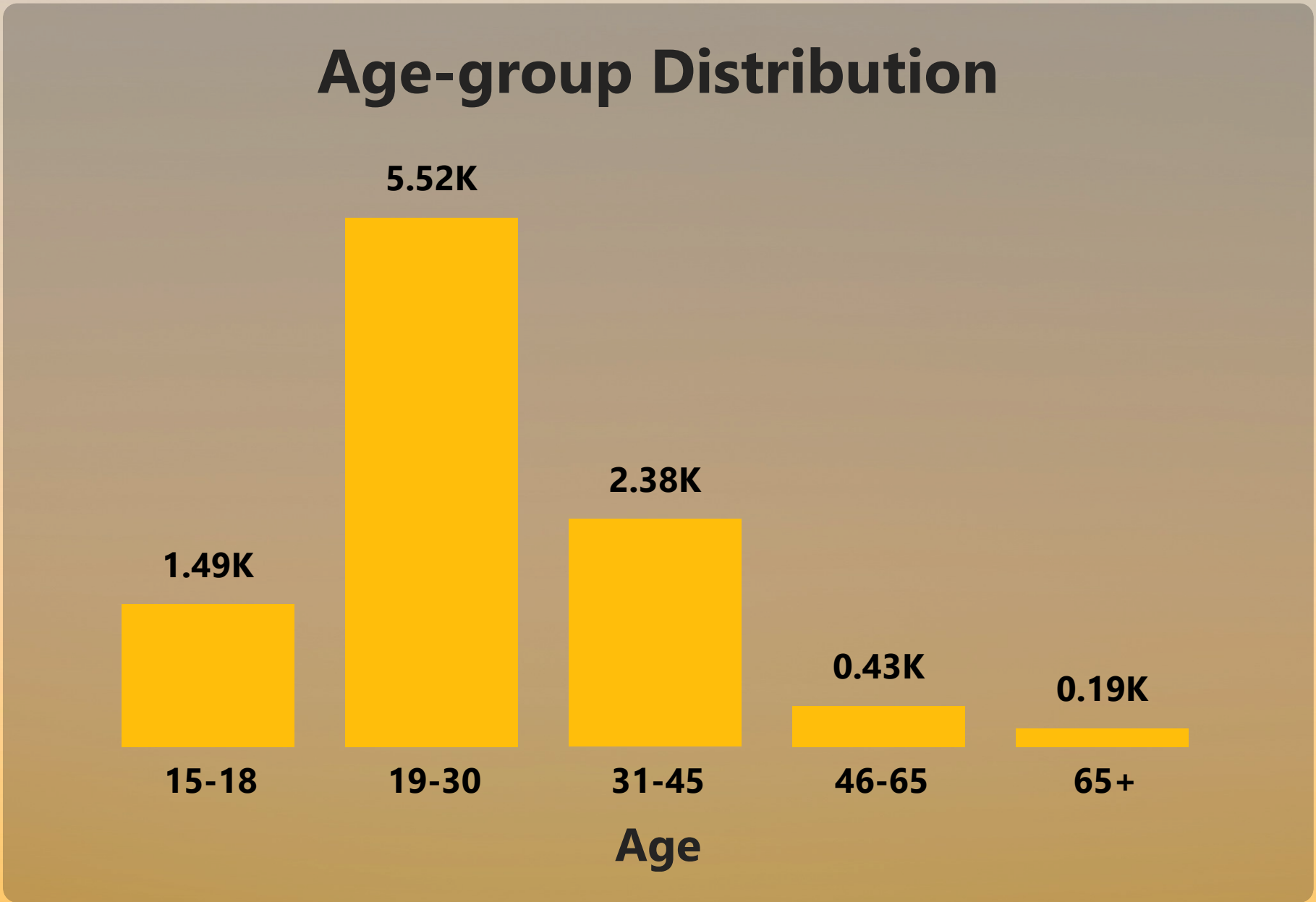
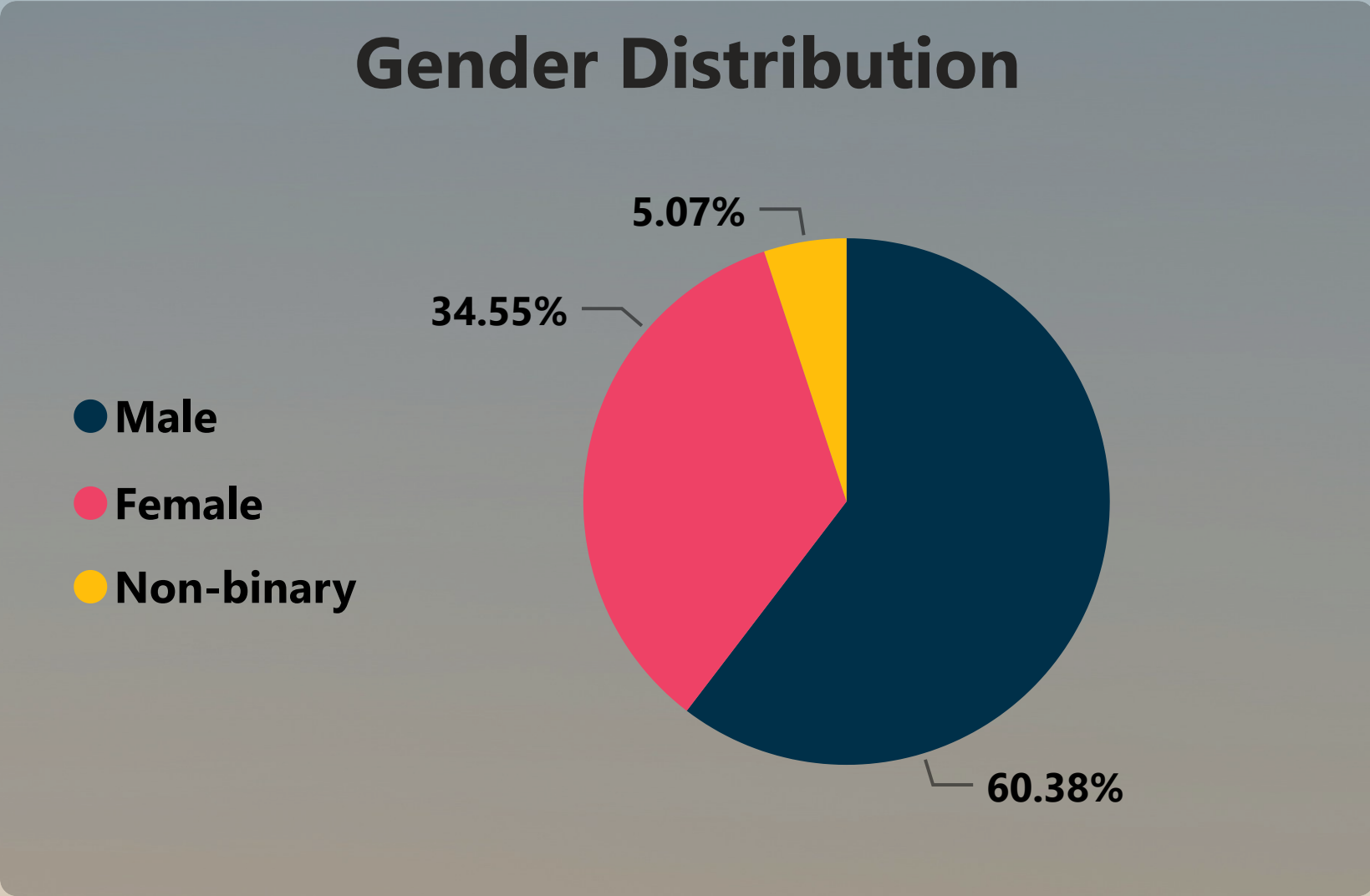
All

Tier

All

Gender

All

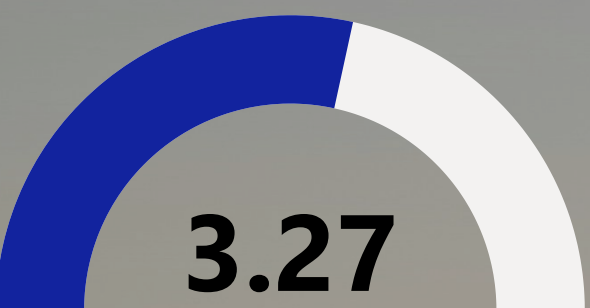


CodeX - Consumer Preferences & Competition Analysis

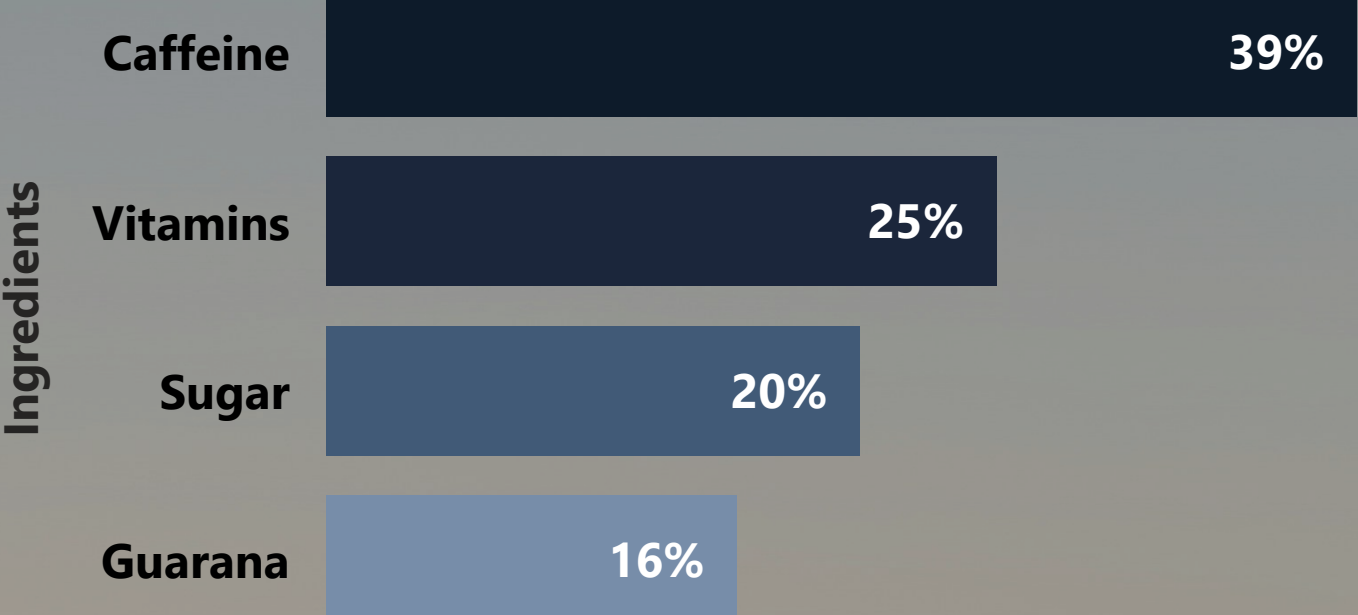
Total Respondants

10000

Taste Experience



Preferred Ingredients



Demographics

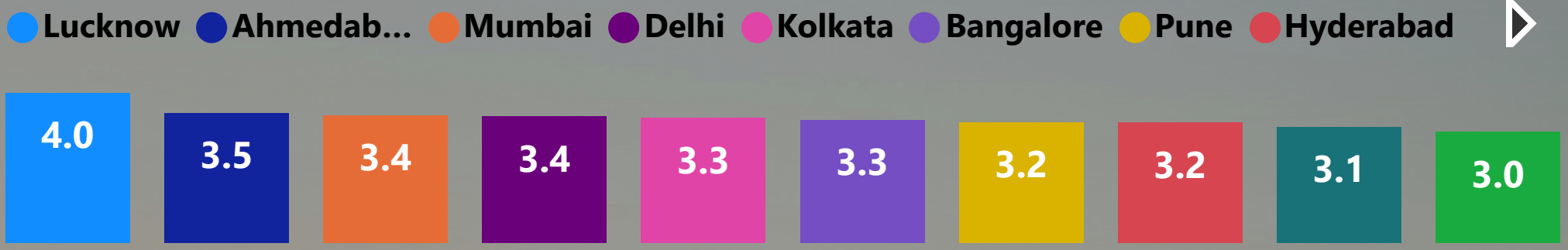
Consumer Preferences & Competitors

Marketing, Brand Awareness & Penetration

Purchase Behavior

Product Development

CodeX Rating by City



City

All

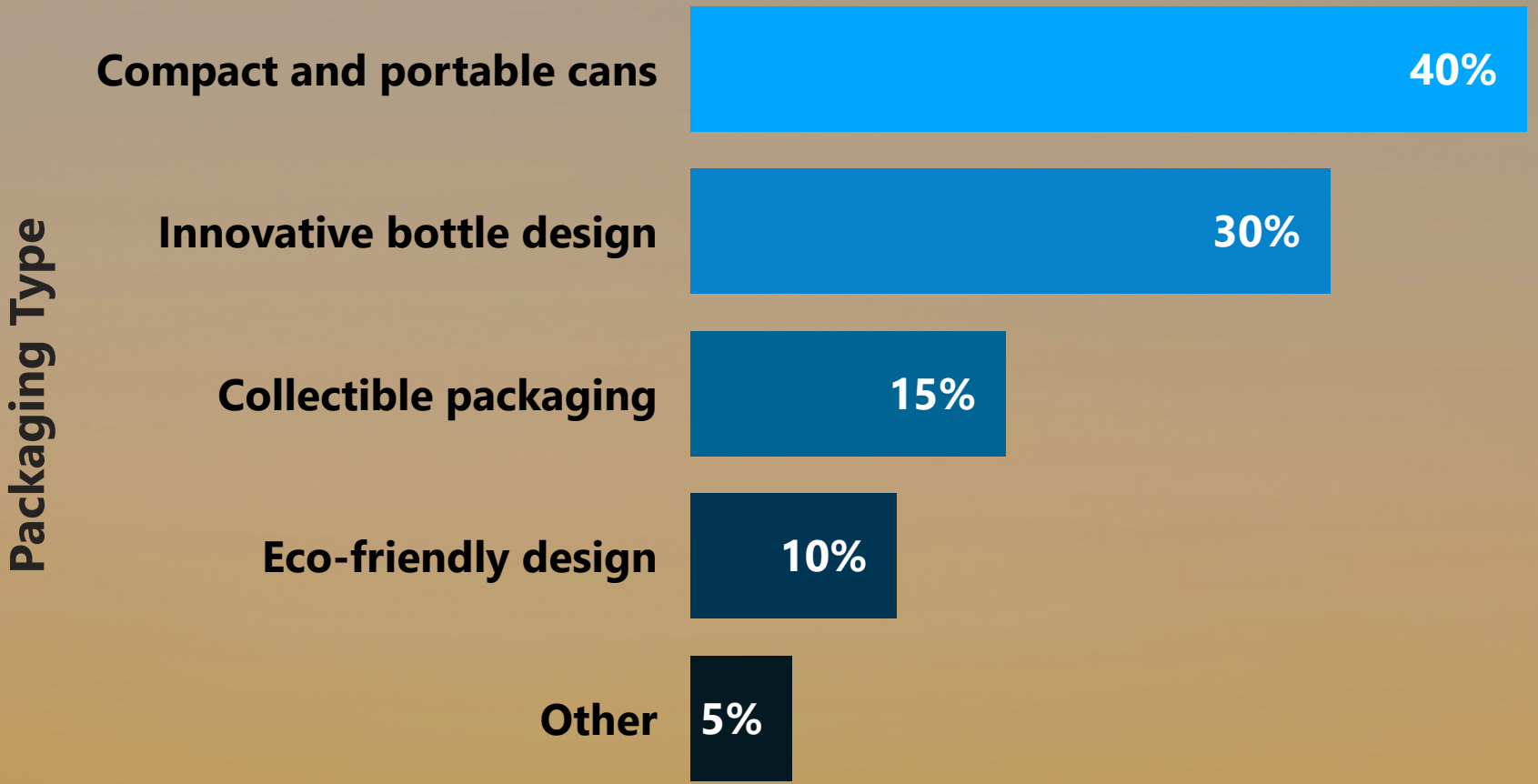
Tier

All

Gender

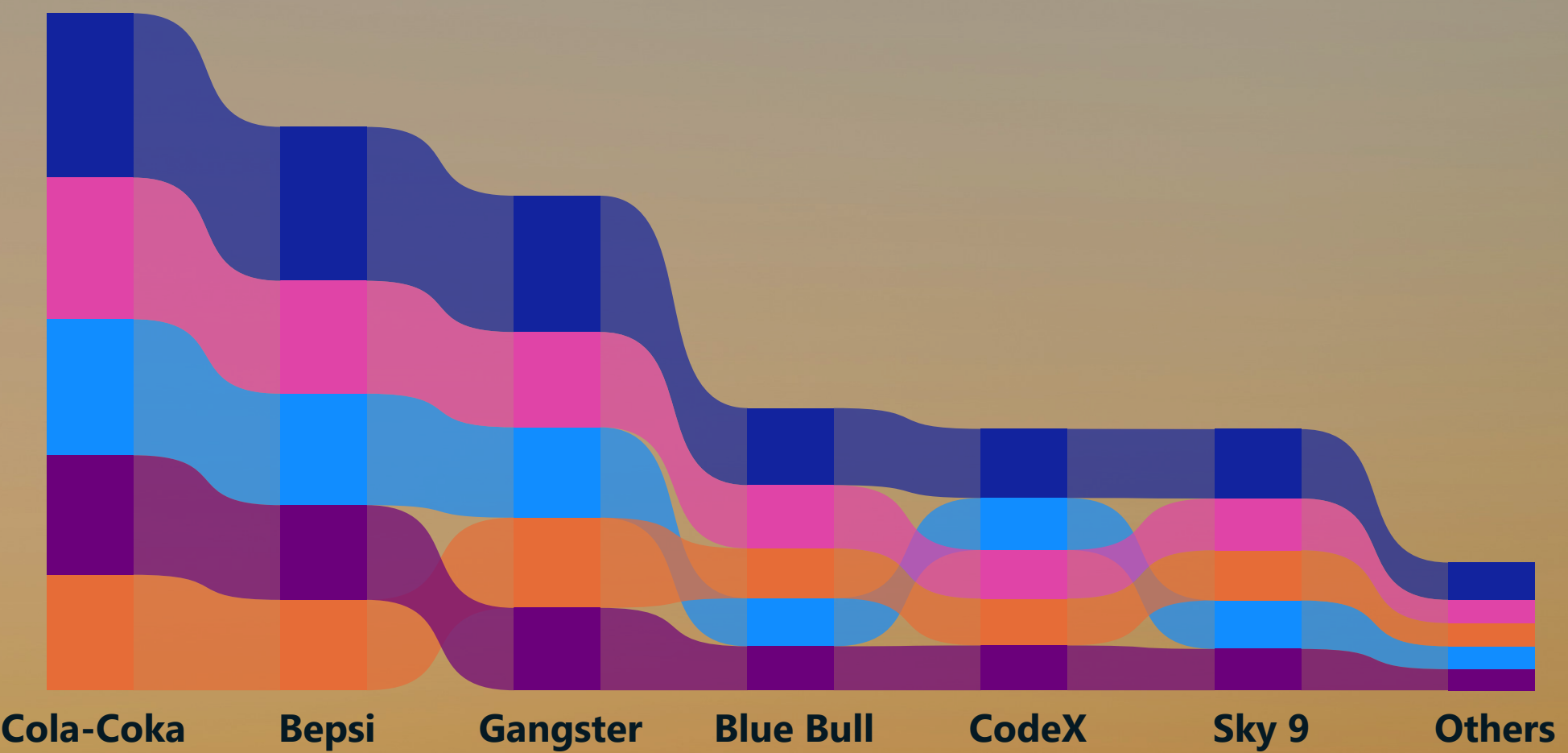
All

Preferred Packaging



Competing Brands and Reasons of choosing them

Availability Brand reputation Effectiveness Other Taste/flavor preference

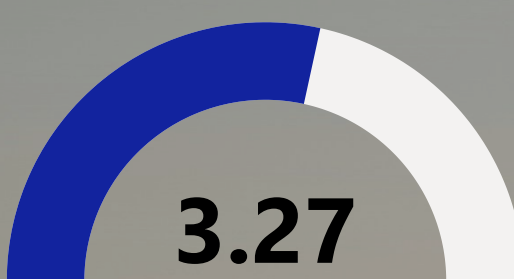


CodeX - Marketing, Brand Awareness & Penetration

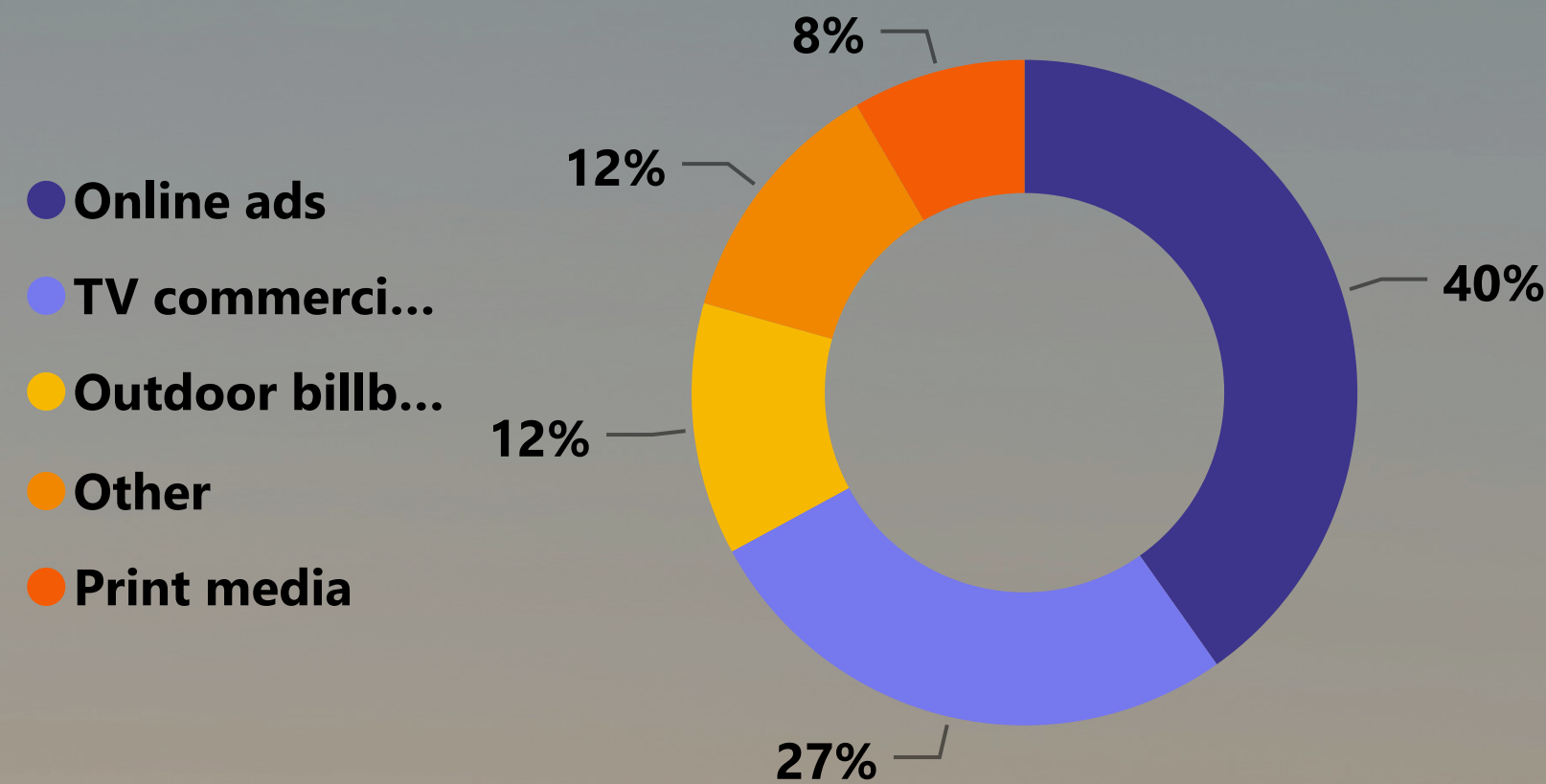
Total Respondants

10000

Taste Experience



Marketing Channels (all brands)



Demographics

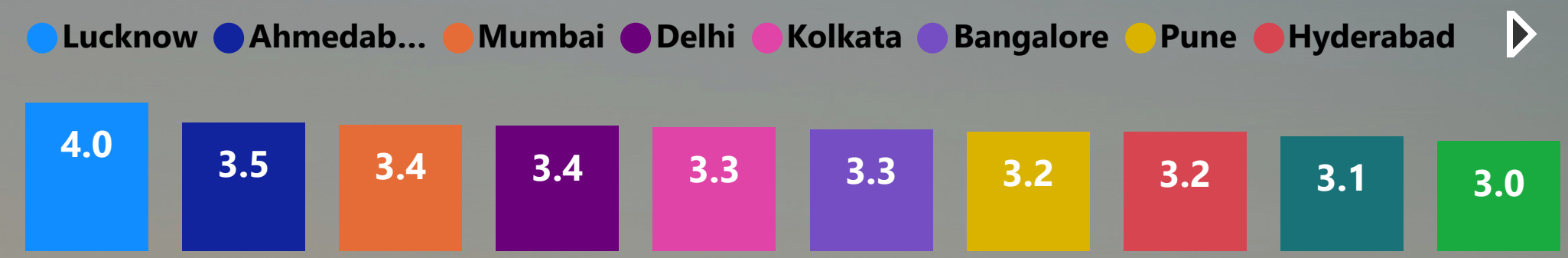
Consumer Preferences & Competitors

Marketing, Brand Awareness & Penetration

Purchase Behavior

Product Development

CodeX Rating by City



City

All

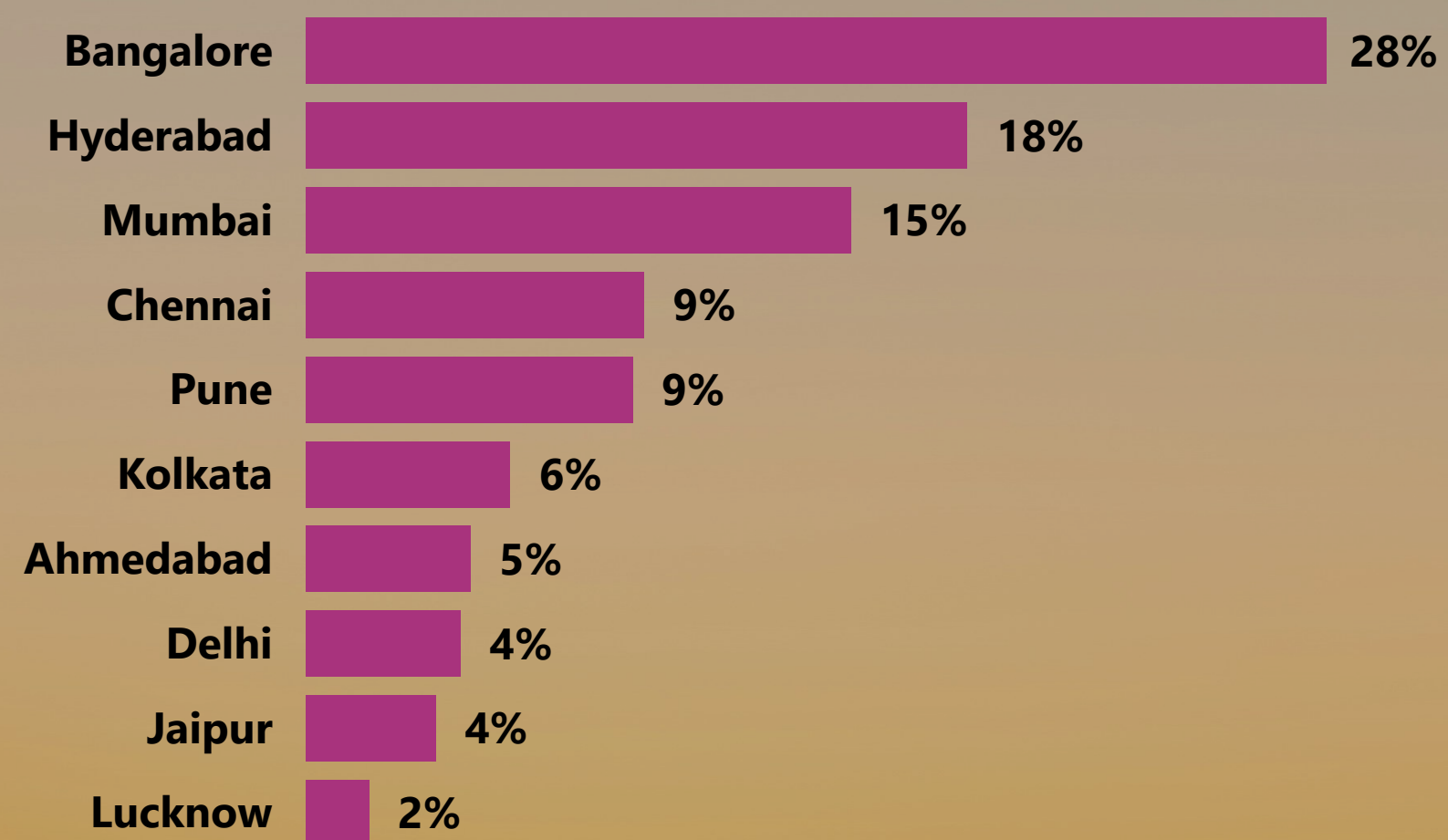
Tier

All

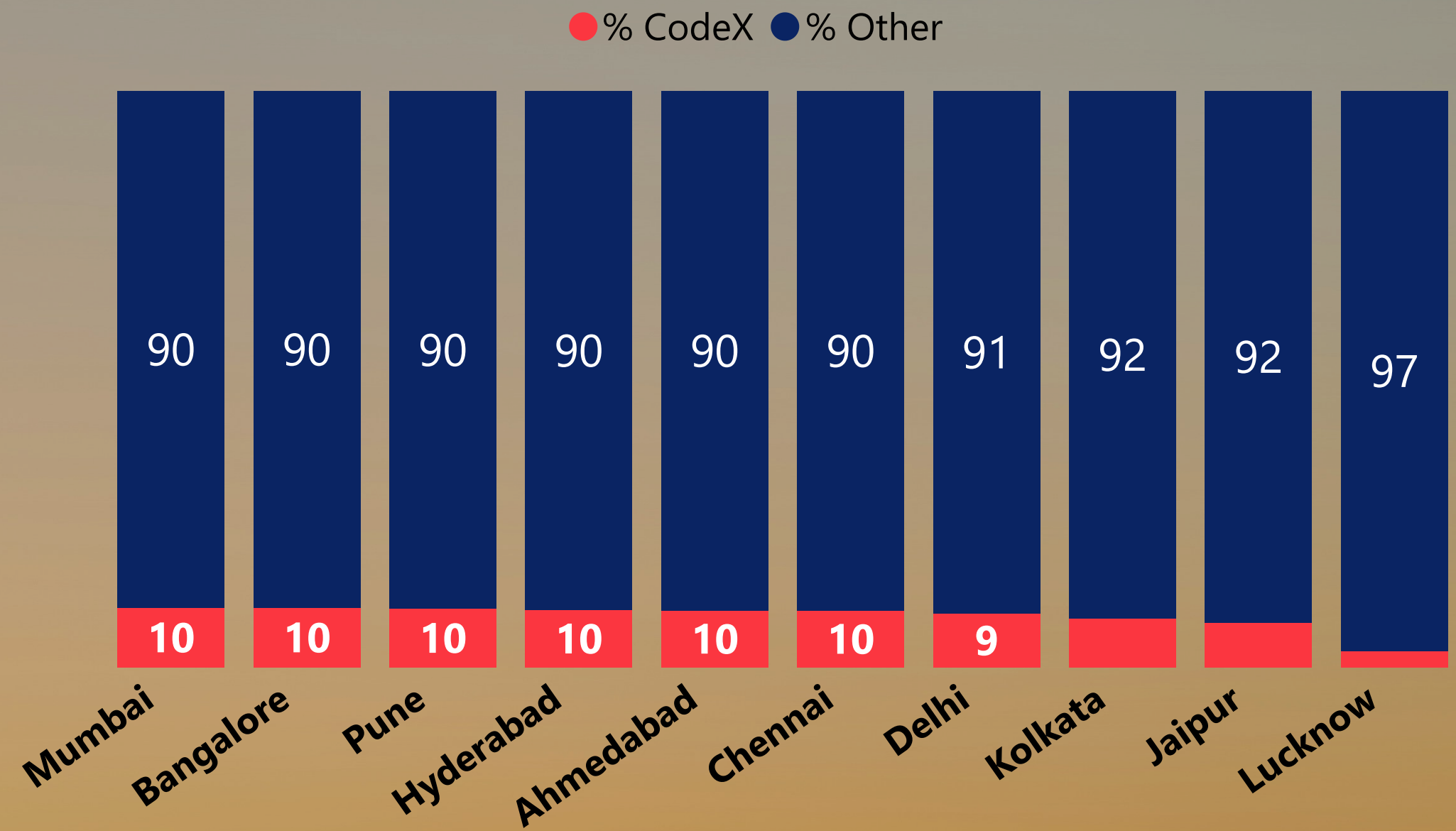
Gender

All

Cities



CodeX vs Other Brands in Cities

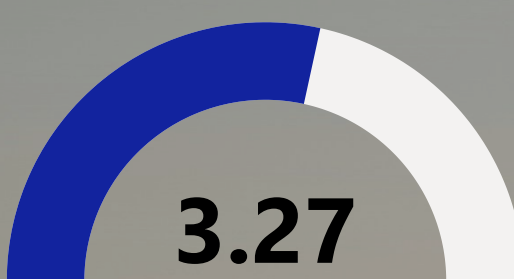


CodeX - Purchase Behavior

Total Respondants

10000

Taste Experience



City

All

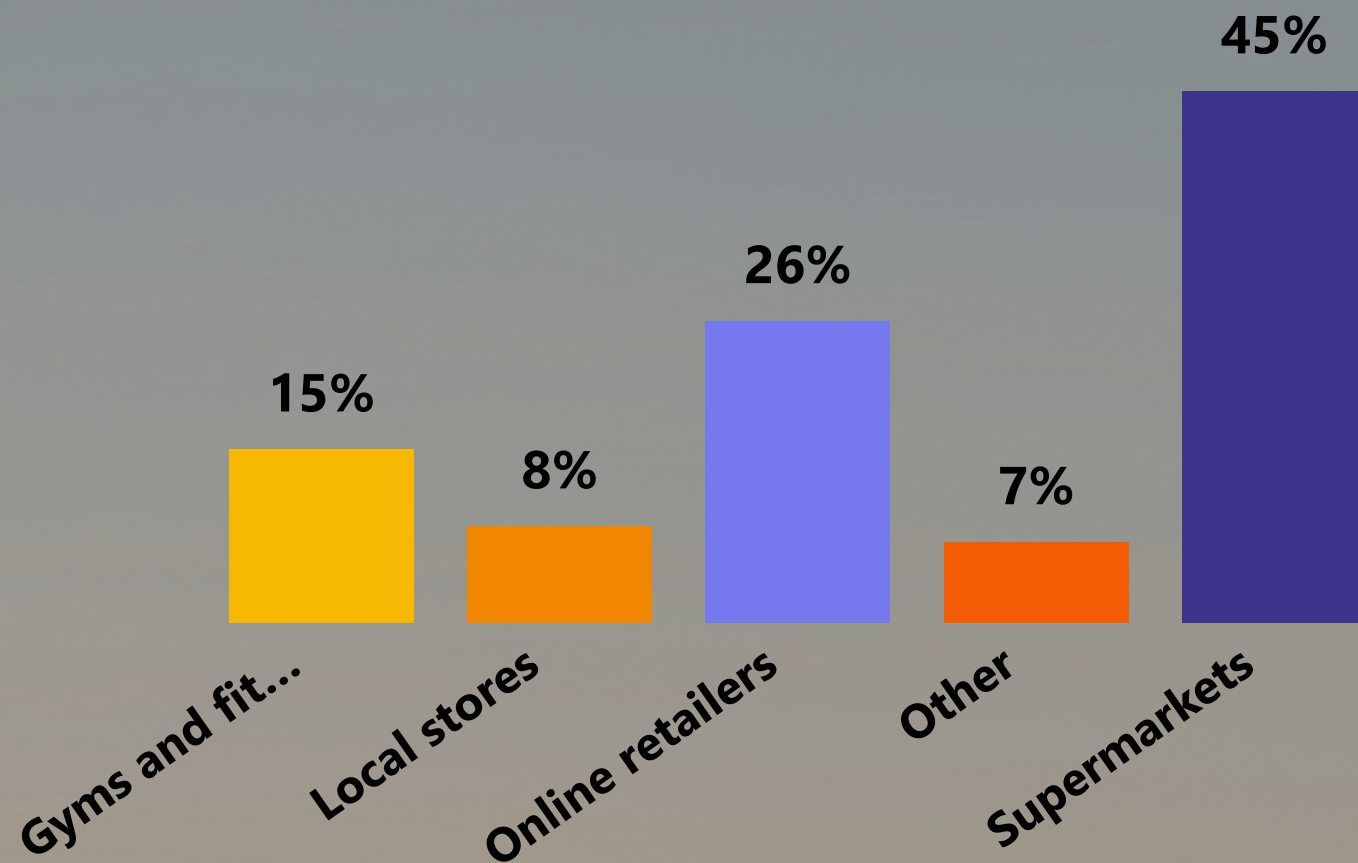
Tier

All

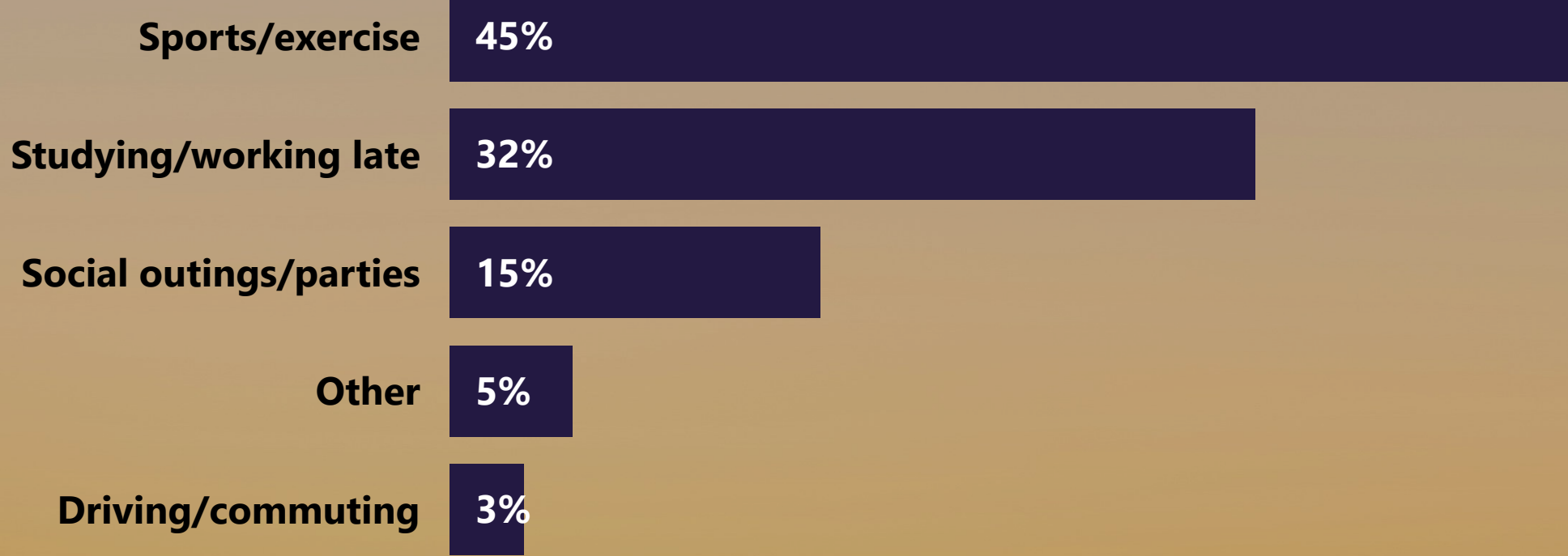
Gender

All

Purchase Location



Consumption Situations



Demographics

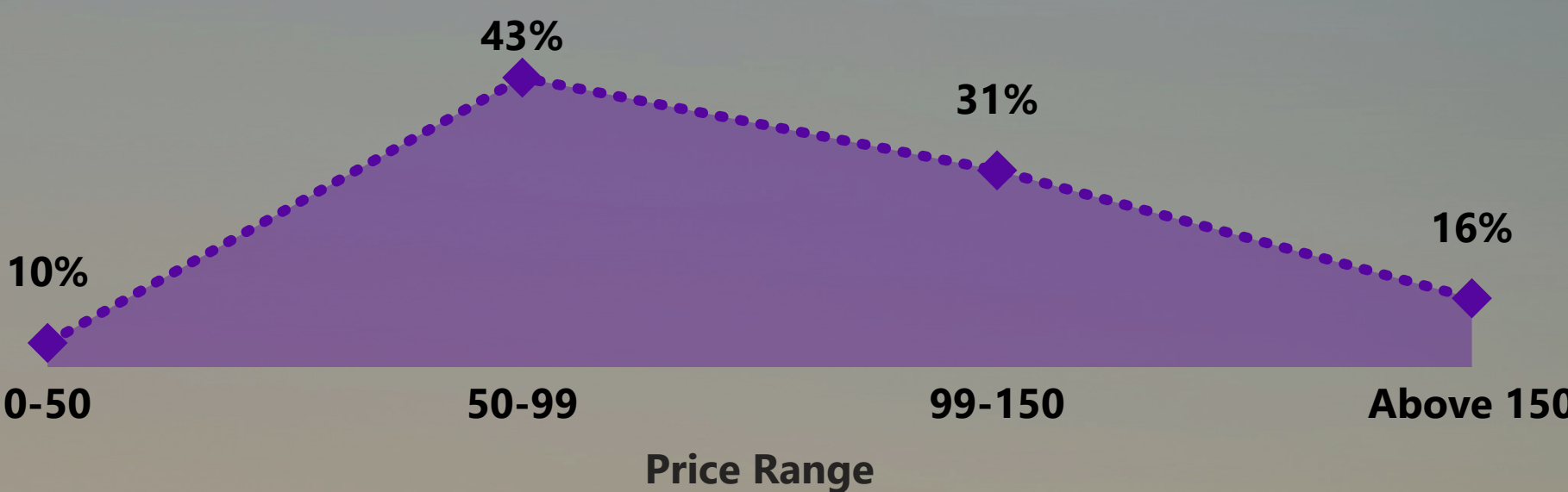
Consumer Preferences & Competitors

Marketing, Brand Awareness & Penetration

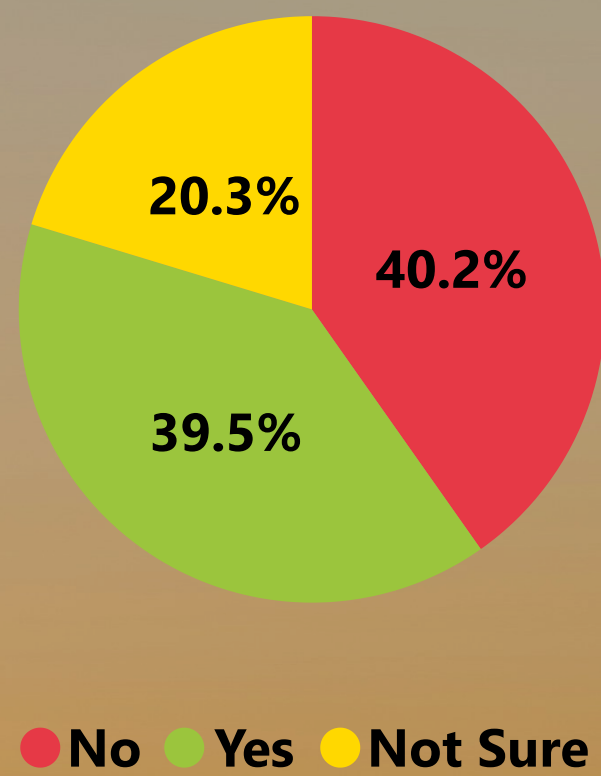
Purchase Behavior

Product Development

Price Range vs Purchase



Limited Edition Packaging Preference

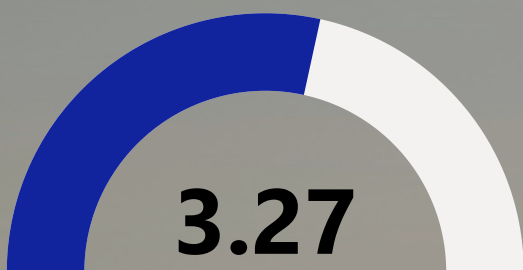


CodeX - Product Development

Total Respondants

10000

Taste Experience



City

All



Tier

All

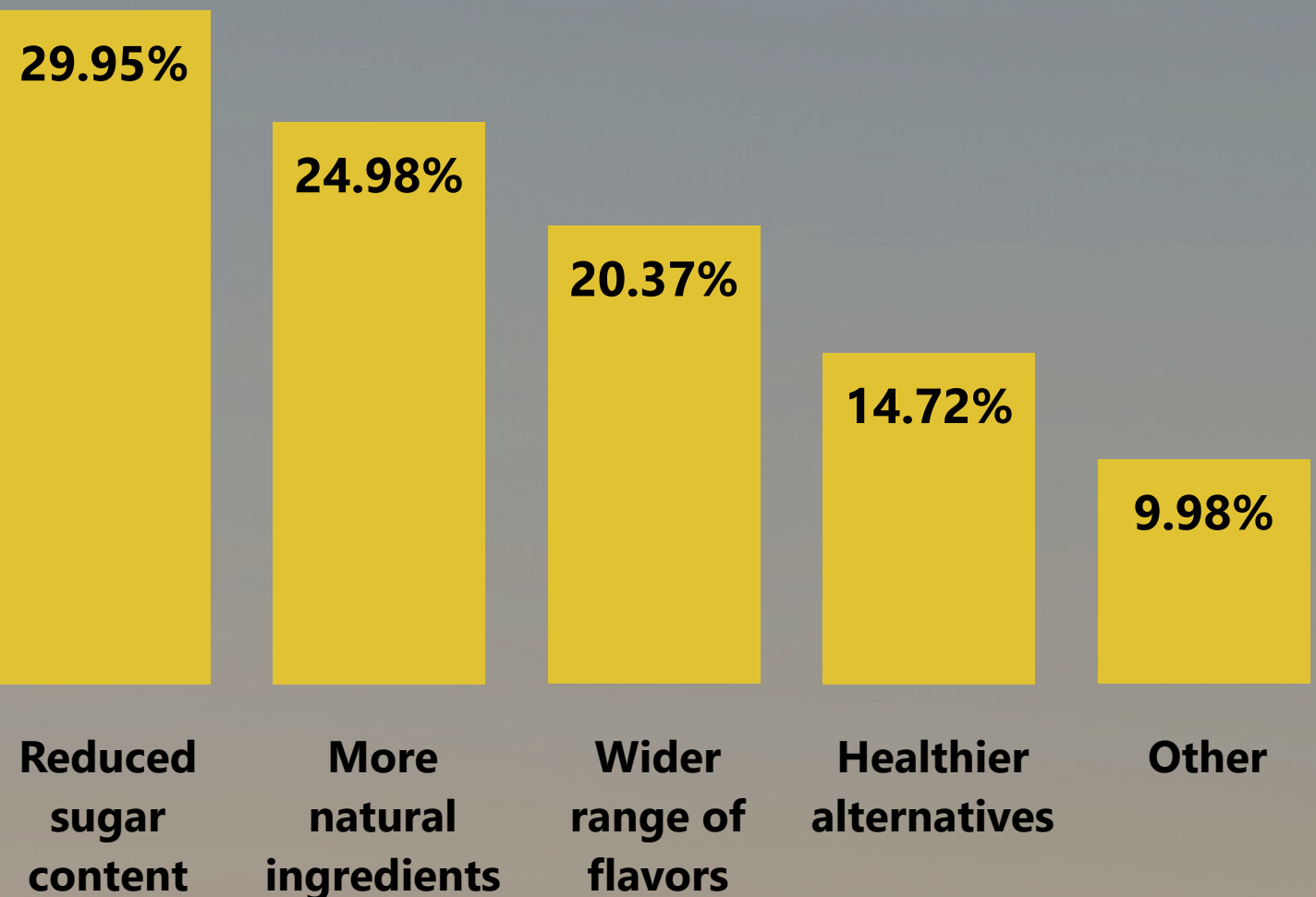


Gender

All



Suggested Improvements



Demographics

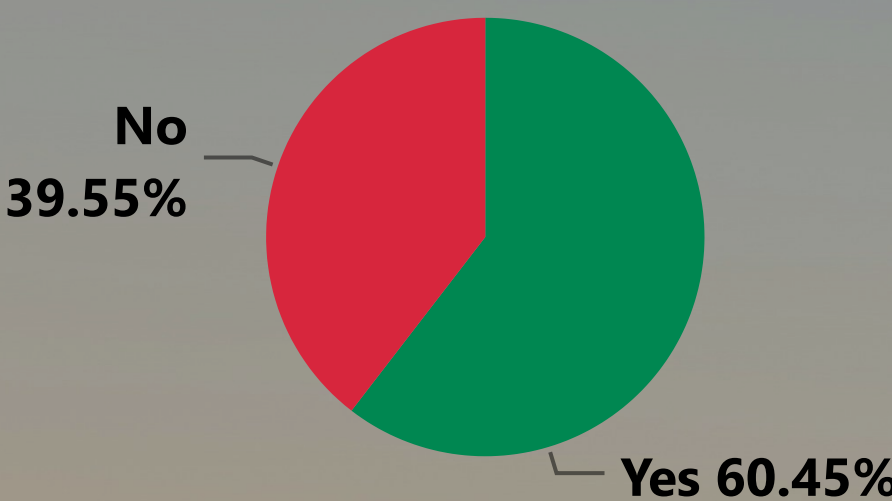
Consumer
Preferences &
Competitors

Marketing,
Brand
Awareness &
Penetration

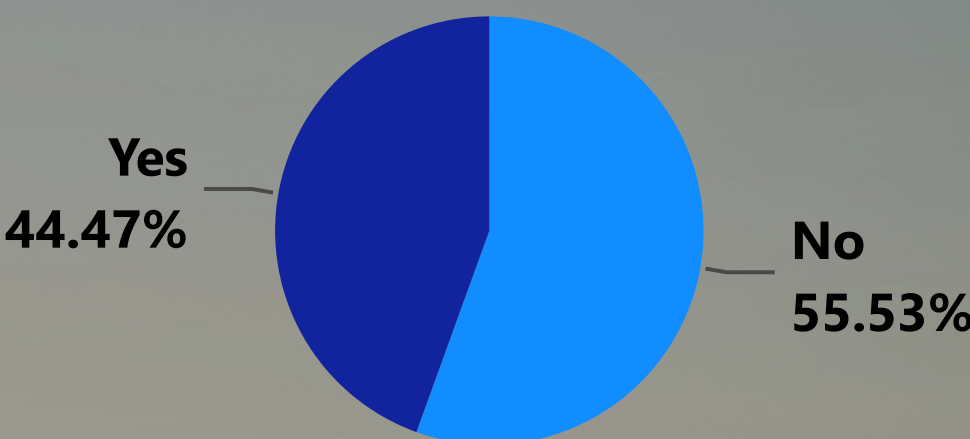
Purchase
Behavior

Product
Development

Concerns Health



Heard About Brand



Reasons for Not Tried



CodeX Availability by City

