

# Energy Drink FMCG Analysis Report

## 1. Demographic Insights

- Gender Distribution: A majority of respondents were male (60.38%), followed by females (34.55%) and a small percentage identifying as non-binary (5.07%).
- Age Group Distribution: The most significant age group is 19-30 years, accounting for 5.52K respondents, followed by 31-45 years with 2.38K. The 15-18 age group had 1.49K respondents, while older groups, 46-65 and 65+, had considerably fewer.

## 2. Consumer Preferences and Competitor Analysis

- Preferred Ingredients: Caffeine is the top preferred ingredient (39%), followed by vitamins (25%), sugar (20%), and guarana (16%).
- Packaging Preferences: Compact and portable cans are the most favored packaging type (40%), followed by innovative bottle designs (30%). Collectible and eco-friendly designs had lesser preferences.
- Competing Brands: Cola-Coka, Bepsi, Gangster, and Blue Bull are significant competitors, with factors like availability, brand reputation, and taste being the main reasons for consumer choices.

## 3. Marketing and Brand Awareness

- Marketing Channel Effectiveness: Online ads were the most effective channel (40%), followed by TV commercials (27%). Outdoor billboards and print media were less impactful.
- Brand Awareness: 55.53% of respondents have heard of CodeX, while 44.47% have not. Reasons for not trying the brand include local unavailability (24.3%), health concerns (22.6%), and lack of interest in energy drinks (21.9%).

## 4. Purchase Behavior

- Purchase Locations: Supermarkets (45%) and online retailers (26%) are the most common purchase locations, followed by local stores (15%). Gyms and fitness centers had the least sales (8%).
- Consumption Situations: Energy drinks are primarily consumed during sports/exercise (45%) and studying/working late (32%). Social outings/parties and commuting situations had lower consumption rates.

## **5. Product Development Insights**

- Suggested Improvements: The main improvements consumers want are reduced sugar content (29.95%) and more natural ingredients (24.98%). Expanding flavor variety and offering healthier alternatives were also notable suggestions.
- Health Concerns: 60.45% of respondents expressed health concerns regarding energy drinks.
- Limited Edition Packaging: Consumers are divided, with 40.2% preferring limited editions, 39.5% not interested, and 20.3% unsure.

## **6. City-Specific Insights**

- Taste Experience Rating: CodeX received varying ratings, with the highest in Lucknow (4.0) and the lowest in Hyderabad (3.0).
- Brand Penetration: CodeX competes closely with other brands across major cities, holding significant market shares in cities like Mumbai, Bangalore, and Pune.