

PARACHUTE CBD'S MARCH 2024 REPORT

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EXECUTIVE SUMMARY

This report analyzes feedback from 43 respondents regarding Parachute CBD beverages for April 2025, comparing results with March 2025 data (87 respondents). Overall satisfaction remains high across key metrics, though with slight variations from the previous month. The data continues to demonstrate strong product-market fit with positive consumer reception

PRODUCT RATINGS ANALYSIS

TASTE RATING: April 2025: 4.65/5 (↓ from 4.72/5 in March)

- Demonstrates continued excellent consumer satisfaction with flavor
- Slight 1.5% decrease from March but maintains premium quality positioning

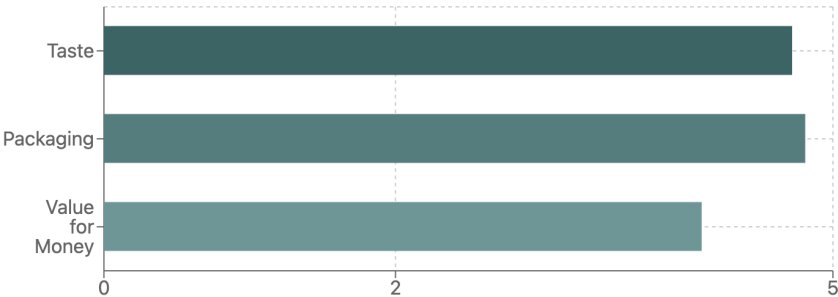
PACKAGING RATING: April 2025: 4.74/5 (↓ from 4.81/5 in March)

- Indicates sustained outstanding consumer approval of design and functionality
- Minimal 1.5% decrease from March while maintaining exceptional standards

VALUE FOR MONEY RATING: April 2025: 4.02/5 (↓ from 4.10/5 in March)

- Shows continued strong satisfaction with price-to-quality ratio
- 2% decrease from March rating
- 23.3% of respondents gave 3/5 or lower (↑ from 21.6% in March)

Product Ratings (Average out of 5)



PURCHASE BEHAVIOUR

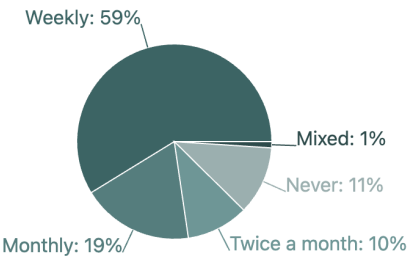
The survey revealed the following purchase patterns among April respondents compared to March:

Purchase Frequency	April 2025	March 2025	Change
Weekly Purchasers	55.8% (24)	58.8% (57)	-3.0%
Monthly Purchasers	20.9% (9)	18.6% (18)	+2.3%
Twice Monthly	11.6% (5)	10.3% (10)	+1.3%
Non-Purchasers	11.6% (5)	11.3% (11)	+0.3%
Mixed Frequency	0% (0)	1.0% (1)	-1.0%

These patterns indicate:

- Weekly consumption remains the dominant purchase pattern
- Slight increase in monthly and twice-monthly purchasers
- Consistent proportion of non-purchasers between months

Purchase Frequency



These patterns suggest that the product is primarily used as a regular weekly beverage, with a significant segment of monthly users.

KEY CONSUMER INSIGHTS

April 2025 ratings across taste (4.65/5), packaging (4.74/5), and value (4.02/5) compared to March indicate:

- Maintained strong product-market fit despite slight rating decreases
- Consistent delivery of consumer expectations
- Continued competitive advantage in taste profile and packaging design
- Value perception concerns showing slight increase (23.3% dissatisfied in April vs. 21.6% in March)

BRAND LOYALTY AND MARKET POSITION

EMAIL OPT-IN RATE

- 80.41% (78 respondents) opted to receive future communications
- Indicates strong interest in the brand and future products
- Suggests high potential for customer retention and engagement

CURRENT MARKET COMPETITION

This area would require additional research to identify specific competitors.

DEMOGRAPHIC ANALYSIS

AGE DISTRIBUTION

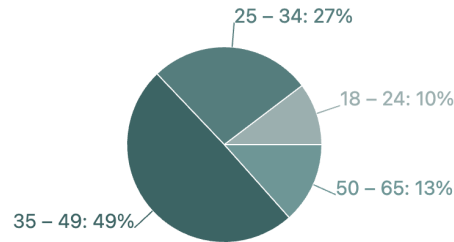
1. CORE CUSTOMER BASE

- Complete April age demographic breakdown to be compared with March data:
 - 35-49 age group: 49.5% in March
 - 25-34 age group: 26.8% in March
 - 50-65 age group: 13.4% in March
 - 18-24 age group: 10.3% in March

-

2. MARKET OPPORTUNITIES

- Strong presence in the 35-49 age group, representing nearly half of all customers
- Good representation in the 25-34 demographic
- Potential for growth in younger (18-24) and older (50-65) demographics
- Clear opportunity for targeted marketing to younger consumers

Age Distribution

CONSUMER BEHAVIOR INSIGHTS

CUSTOMER SENTIMENT ANALYSIS

1. RATING DISTRIBUTION PATTERNS

● ELITE SATISFACTION GROUP

- 66 respondents (68%) gave perfect scores (5/5) for both taste and packaging
- 8 respondents (8.2%) rated taste at 5/5 and packaging at 4/5
- 3 respondents (3.1%) gave 4/5 for both categories

2. KEY PERFORMANCE INDICATORS

- 91.75% of respondents gave high ratings (4-5) for both taste and packaging
- Strong correlation between taste and packaging satisfaction
- Minimal variance between taste and packaging scores

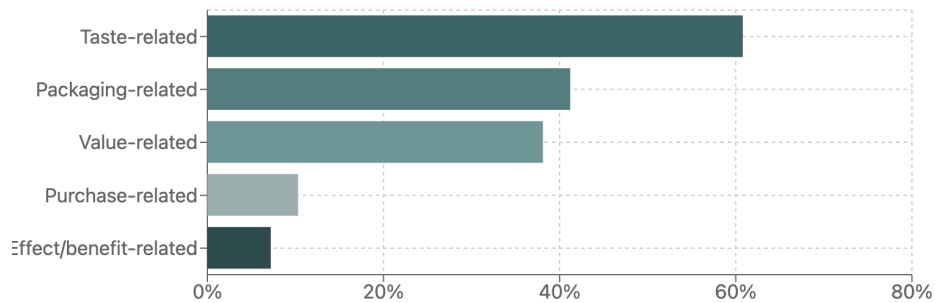
QUALITATIVE FEEDBACK ANALYSIS

1. Key Positive Descriptors

- "Love" mentioned in 36.1% of feedback
- "Good" appears in 15.5% of reviews
- "Great" mentioned in 13.4% of feedback

2. Product Experience Themes (Most commonly mentioned aspects in customer feedback):

- Taste-related comments: 60.82% of feedback
- Packaging-related comments: 41.24% of feedback
- Value-related comments: 38.14% of feedback
- Purchase-related comments: 10.31% of feedback
- Effect/benefit-related comments: 7.22% of feedback

Feedback Themes (% of Comments)

PRODUCT INNOVATION OPPORTUNITIES

FLAVOR DEVELOPMENT

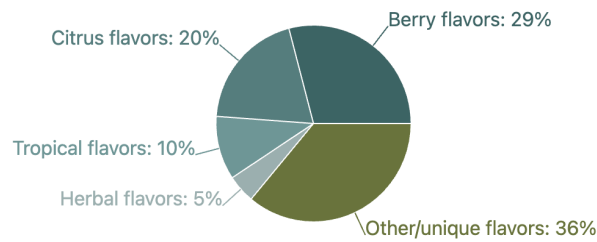
1. CUSTOMER FLAVOR SUGGESTIONS TOP CATEGORIES FROM 86 FLAVOR SUGGESTIONS:

- Berry flavors: 25 suggestions (29.1%)
- Citrus flavors: 17 suggestions (19.8%)
- Tropical flavors: 9 suggestions (10.5%)
- Herbal flavors: 4 suggestions (4.7%)
- Other/unique flavors: 31 suggestions (36%)

2. POPULAR SPECIFIC FLAVOR REQUESTS:

- Strawberry
- Watermelon
- Orange
- Raspberry
- Blackberry
- Peach
- Lemon
- Blueberry

Flavor Suggestions



STRATEGIC RECOMMENDATIONS

MARKET PENETRATION

- Leverage high email opt-in rate (80.41%) for targeted marketing campaigns
- Develop specific marketing strategies for the 35-49 and 25-34 age segments
- Create campaigns to increase purchase frequency among monthly purchasers

PRODUCT PORTFOLIO

- Develop berry-flavored products based on strong consumer interest
- Explore citrus and tropical variations as secondary priorities
- Consider seasonal limited-edition offerings based on popular flavor requests

DISTRIBUTION STRATEGY

- Focus on channels that support weekly purchase patterns
- Ensure product availability in both physical retail and online
- Consider subscription options to convert weekly/monthly purchasers to regular customers

MARKETING FOCUS

REPORT

- Emphasize taste quality in marketing materials (highest mentioned attribute)
- Highlight distinctive packaging in visual marketing
- Develop age-specific marketing campaigns
- Create educational content about product versatility and benefits

VALUE FOR MONEY

- 21.6% of respondents rated value for money 3/5 or lower, which is a significant signal.
- Effectively communicate your value proposition and why Parachute is a premium product.
- Highlight key differentiators like quality ingredients, health benefits, or sustainability to justify the price.

FUTURE GROWTH OPPORTUNITIES

PRODUCT INNOVATION

- Development of new berry-flavored products
- Exploration of different packaging formats
- Creation of limited edition seasonal flavors

MARKET EXPANSION

- Focus on younger consumer engagement (18-24 age group)
- Development of strategies for the 50-65 demographic
- Exploration of new market channels

DIGITAL PRESENCE

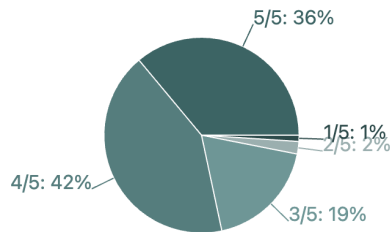
- Enhanced online retail presence
- Development of recipe and usage content
- Social media engagement strategy leveraging high product satisfaction

RISK FACTORS

VALUE PERCEPTION

- While value for money scored well (4.10/5), it was lower than taste and packaging
- 21.6% of respondents gave a 3/5 or lower for value
- Price sensitivity could affect long-term customer retention

Value for Money Ratings



RECOMMENDATIONS

PRODUCT DEVELOPMENT

- Maintain current product quality standards given the high taste satisfaction
- Consider developing berry-flavored products as the priority for new product development
- Maintain high packaging standards which received excellent ratings

MARKETING STRATEGY

- Focus on converting monthly purchasers to weekly buyers
- Target the segment of non-purchasers with targeted sampling campaigns
- Emphasize the high consumer satisfaction in marketing materials
- Use positive descriptors from customer feedback in marketing copy

DISTRIBUTION

- Ensure consistent weekly stock levels to support the dominant purchase pattern
- Consider subscription options to encourage regular consumption

MARKET EXPANSION

- Use the strong product ratings as leverage for market expansion
- Develop strategies to convert occasional buyers into regular customers
- Focus marketing efforts on the core 35-49 demographic while developing secondary campaigns for

CONCLUSION

The feedback data indicates that Parachute CBD has established a strong market position with exceptional consumer satisfaction ratings. The product's taste and packaging are performing well above average, providing a solid foundation for growth and market expansion. The high rate of weekly consumption indicates strong product loyalty, and flavor development opportunities provide clear direction for product innovation.

END OF REPORT