

# Food & Beverage Industry Energy Drink

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Insights for the Marketing Team

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# Summary: Energy Drink Insights

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## Energy Drink Insights:

- The energy drink market is a growing industry, with young adults and college students as the target audience.
- The most effective marketing channels for reaching this audience are digital marketing, social media, and in-store promotions.
- Code X needs to improve its branding and taste to increase its appeal to this audience.
- The company should also focus on making its products more available in different distribution channels, states and cities.

## Recommendations for Code X:

- Improve branding by creating a more distinctive logo and tagline.
- Improve taste by using higher quality ingredients.
- Price products between 100.00 and 150.00 per can.
- Target marketing campaigns to young adults and college students.
- Focus marketing campaigns on the benefits of energy drinks, such as increased energy and focus.
- Partner with a popular celebrity or athlete to be a brand ambassador.

## Conclusion

By following these recommendations, Code X can improve its branding, product development, and marketing strategies. This will help the company to reach its target audience and increase its sales.



# Objectives:

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- To provide an overview of the energy drink market
- To identify key insights that can be used to improve marketing strategies
- To make recommendations for Code X

The presentation will cover the following topics:

1. Demographic insights: Who drinks energy drinks and where they are most likely to be reached.
2. Consumer preferences: The most preferred ingredients and packaging.
3. Competition analysis: The current market leaders and why consumers prefer them.
4. Recommendations for Code X: How to improve its branding, product development, and marketing strategies.

Tableau Viz :

<https://public.tableau.com/app/profile/sethuraman6959/viz/MarketingEnergyDrinksInsights/Overview>

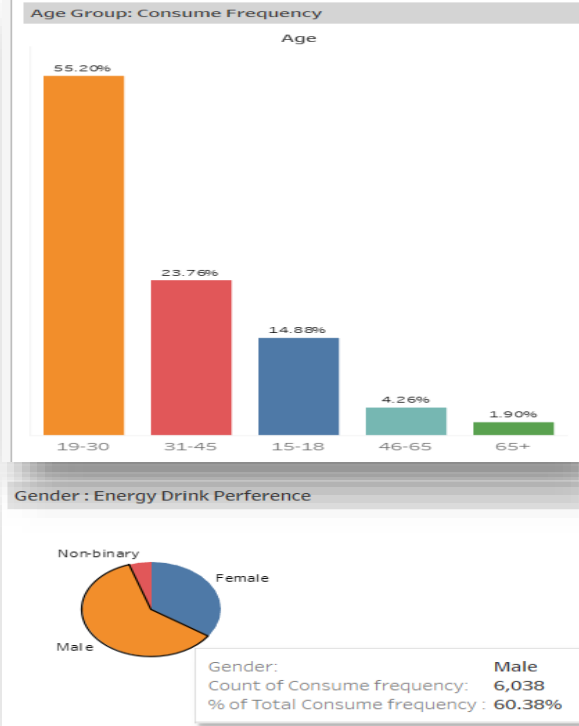
<https://drive.google.com/drive/folders/1T-CubJ6HnNkP2IfZiQAkNVGZBdNW7TVC?usp=sharing>



# Demographic Insights: 60.38% of Energy Drink Consumers Are Male

## Who Drinks Energy Drinks and Where They Are Most Likely to Be Reached

- Men are more likely to drink energy drinks than women.
- The 15-30 age group is the target market for energy drinks, as they are the most likely to consume them.
- Youth (15-30) are more likely to be reached by digital marketing channels, such as social media and online advertising.
- Digital marketing is the most effective way to reach youth (15-30), as they are the most likely to use these channels.



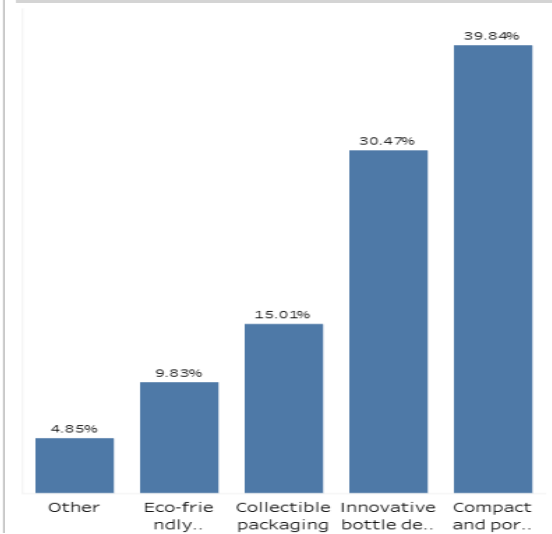
# Consumer Preferences:

**Ingredients:** The most preferred ingredients in energy drinks are caffeine, taurine, and B vitamins. Caffeine is a stimulant that can improve alertness and energy levels. B vitamins are essential for energy metabolism and can help to reduce fatigue.

**Packaging:** Respondents prefer energy drinks that are packaged in cans or innovative bottles. Cans and bottles are easy to carry and store, and they are also recyclable.

**Price:** Respondents are willing to pay a premium for energy drinks that they perceive as being high quality. However, they are also price-sensitive and will switch to a lower-priced brand if they find a good alternative.

Energy Drink :Packaging Preferences



Energy Drink: Preferred Ingredient



Ingredients expected: Caffeine  
Count of Ingredients expected: 3,896  
% of Total Ingredients expected : 38.96%



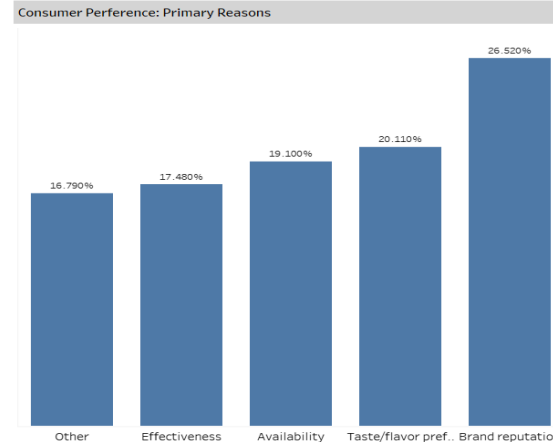
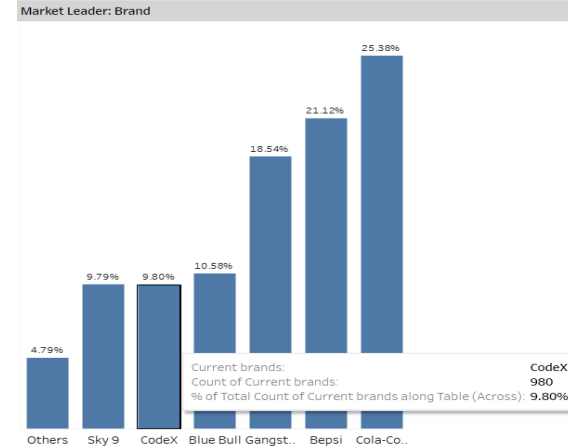
# Competitive Analysis:

**Market leaders:** The current market leaders in the energy drink industry are Coca-Cola (25.38%), Pepsi (21.12%), and our brand (9.80%).

**Well-known:** These brands are more well-known than others because they have been in the market for longer and have invested heavily in marketing.

**Wider distribution network:** These brands have a wider distribution network than others, which means that they are more easily available to consumers.

**Effective marketing:** These brands are more effective at marketing their products than others, which means that they are more likely to be seen by consumers.



# Marketing Channels and Brand Awareness:

**Digital marketing:** Code X can use digital marketing channels like SEO, PPC, and social media to reach a large audience of potential consumers.

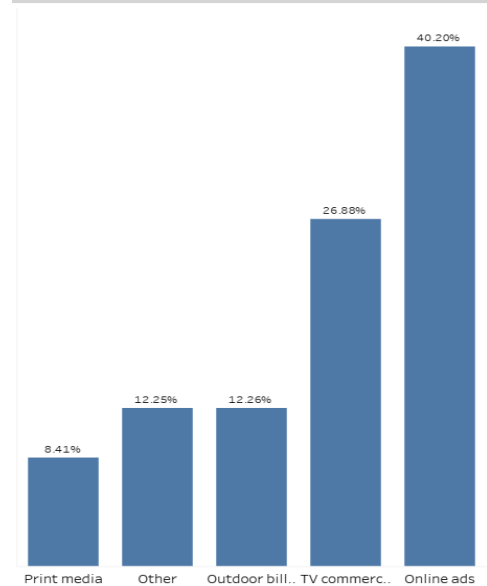
**Social media:** Code X can use social media platforms like Facebook, Twitter, and Instagram to connect with consumers and build brand awareness.

**In-store promotions:** Code X can partner with retailers to set up in-store promotions like point-of-sale displays and product sampling to reach consumers in person.

**Brand awareness:** Code X can increase its brand awareness by running marketing campaigns that target specific demographics, partnering with influencers, generating positive media coverage, and attending trade shows and events.

**Brand Penetration:** Code X has a low brand penetration rate, so the company needs to focus on increasing its distribution network and making its products more available to consumers.

Marketing Channel: Customer Focus



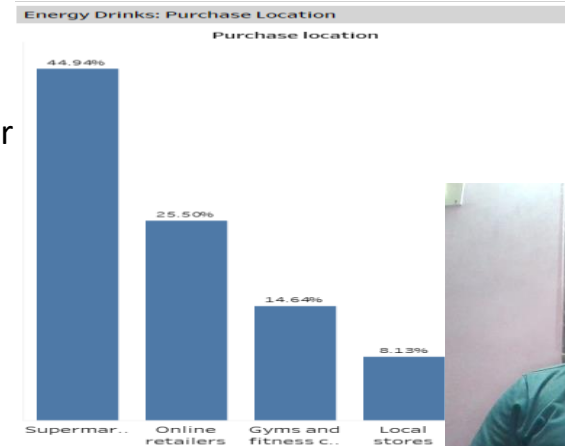
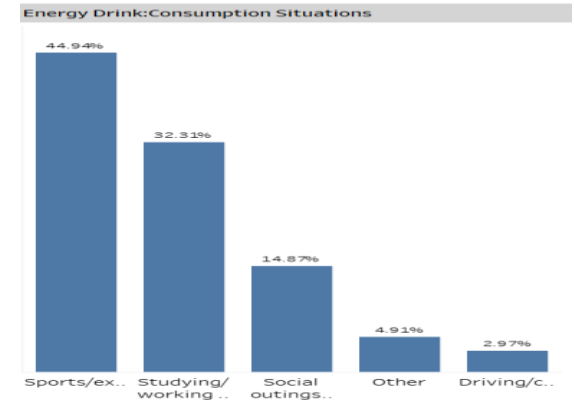
# Purchase Behaviour:

**Consumers buy energy drinks:** Convenience stores, gas stations, and grocery stores are the most popular places for consumers to buy energy drinks.

**When consumers drink energy drinks:** Energy drinks are typically consumed before or after working out, on long car rides, and during late-night study sessions.

**What factors influence consumers' purchase decisions:** Price range and limited edition packaging are two factors that influence consumers' purchase decisions.

**Other factors that influence consumers' purchase decisions:** Other factors that influence consumers' purchase decisions include the brand, the flavour, and the caffeine content of the energy drink.





# Product Development:

**Branding:** Codex should improve its branding by updating its logo, tagline, and website design. It should also focus on developing a strong brand identity that is consistent across all marketing materials.

**Taste:** Codex should improve the taste of its products by using higher-quality ingredients and developing new flavour's. It should also focus on making its products more refreshing and less sweet.

**Distribution:** Codex should make its products more available in different distribution channels. This includes expanding into new markets and partnering with more retailers.

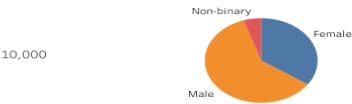
## Focused: Product Development

Improve...	Reasons for choosing ..	Marketing channels				
		Online a..	Other	Outdoor ..	Print me..	TV comm..
Healthier alternatives	Availability	6	3	3	2	12
	Brand reputation	11	6	3	2	13
	Effectiveness	13	6	2	3	4
	Other	5	4	2	4	5
More natural ingredients	Taste/flavor preference	18	2	3	2	9
	Availability	24	2	3	5	10
	Brand reputation	29	11	3	4	16
	Effectiveness	24	1	5	5	11
Other	Other	20	6	7	2	6
	Taste/flavor preference	16	7	2	6	9
	Availability	7	4	3	2	1
	Brand reputation	10		4	1	14
Reduced sugar content	Effectiveness	6	2	1	1	4
	Other	12	2	2	3	6
	Taste/flavor preference	4	3	1	1	3
	Availability	26	8	11	4	17
Wider range of flavors	Brand reputation	36	9	16	5	18
	Effectiveness	26	6	3	2	12
	Other	18	10	6	2	12
	Taste/flavor preference	21	6	8	3	13
	Availability	14	3	9	2	14
	Brand reputation	22	3	5	1	17
	Effectiveness	11	1	7	3	17
	Other	17	4	4	2	7
	Taste/flavor preference	15	7	6	6	11



# Dashboard

Total Respondent Performance

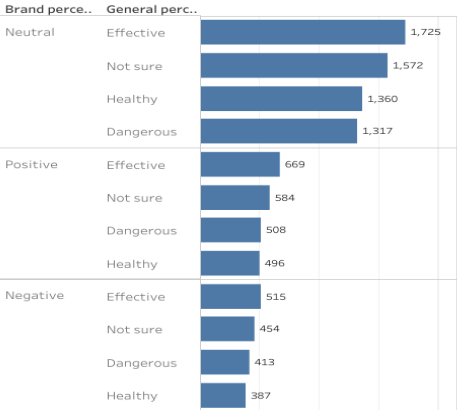


Gender : Energy Drink Performance

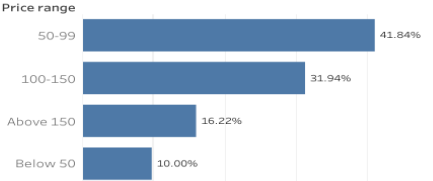
Energy Drink: Preferred Ingredient



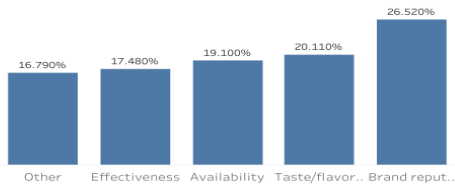
Brand : Consumer Perception



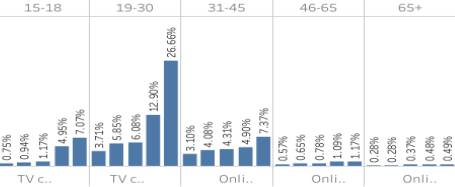
Code X : Price Range



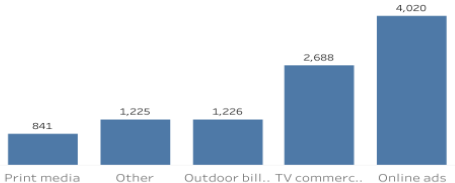
Consumer Perfence: Primary Reasons



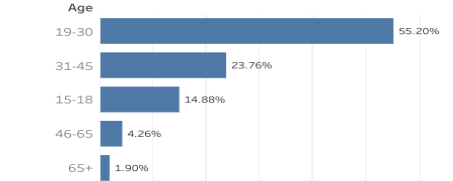
Youth: Influential Marketing Channel



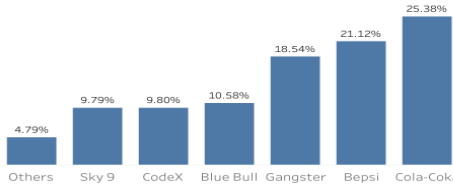
Marketing Channel: Customer Focus



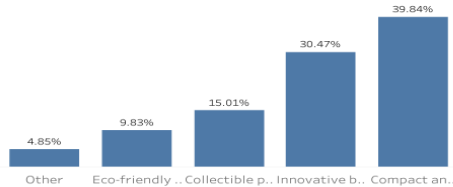
Age Group: Consume Frequency



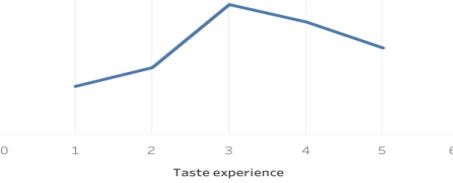
Market Leader: Brand



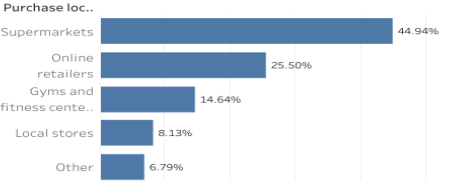
Energy Drink :Packaging Preferences



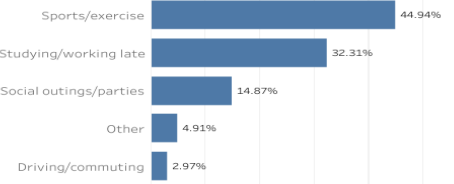
Code X: Taste Experience



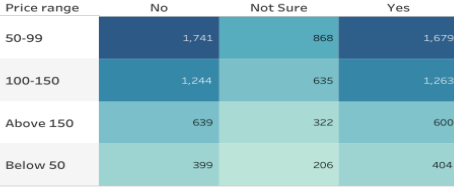
Energy Drinks: Purchase Location



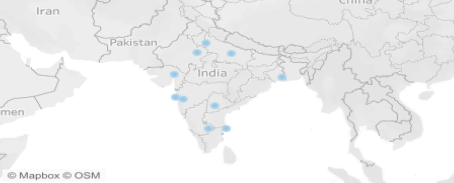
Energy Drink:Consumption Situations



Energy Drink:Purchase Decisions Price\_Edition



Code X: Focus City



# Recommendations for Code X:

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- The company should improve its branding by creating a more distinctive logo and tagline.
- The company should also improve the taste of its products by using higher quality ingredients.
- The ideal price for Code X products is between 100.00 and 150.00 per can.
- The company should run marketing campaigns that target young adults and college students.
- The company should also run marketing campaigns that focus on the benefits of energy drinks, such as increased energy and focus.
- The company should partner with a popular celebrity or athlete to be a brand ambassador for Code X.
- The company's target audience should be young adults and college students who are looking for a way to increase their energy and focus.



# Thanks!

\*Please feel free to reach out to me if you have any questions ?

