

# Codex Energy Drink Analysis

City

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All

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Tier

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All

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Purchase\_location

▼

All

▼

Current\_brands

▼

All

▼

Marketing\_channels

▼

All

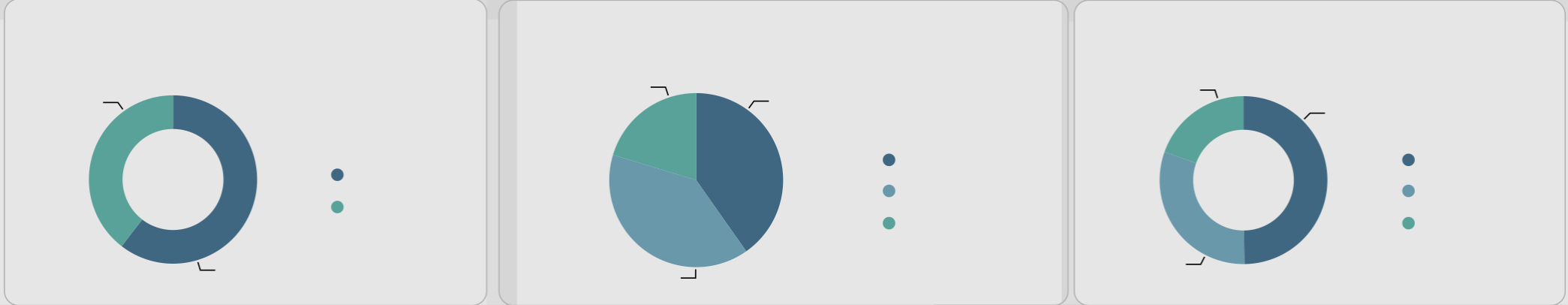
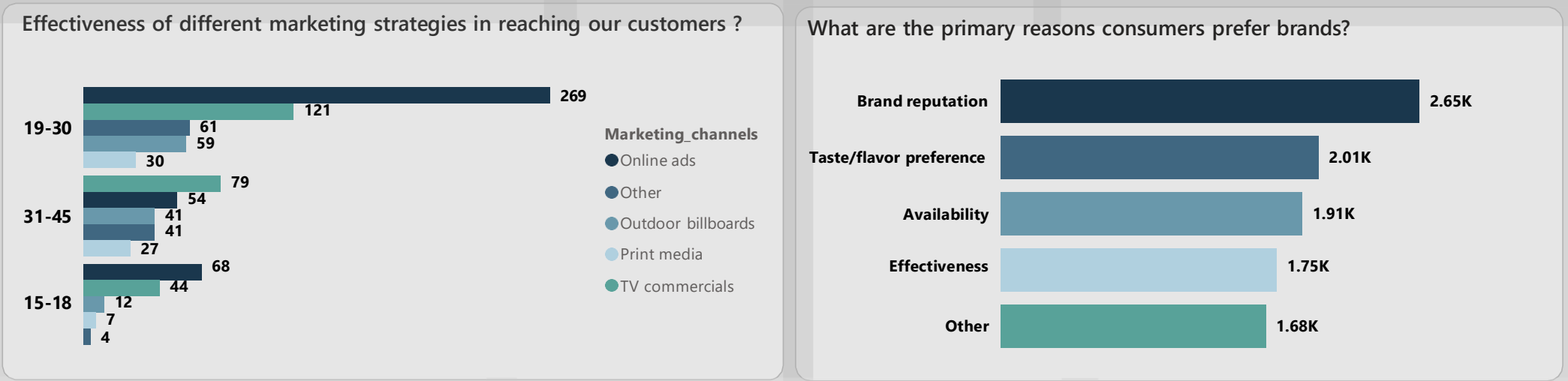
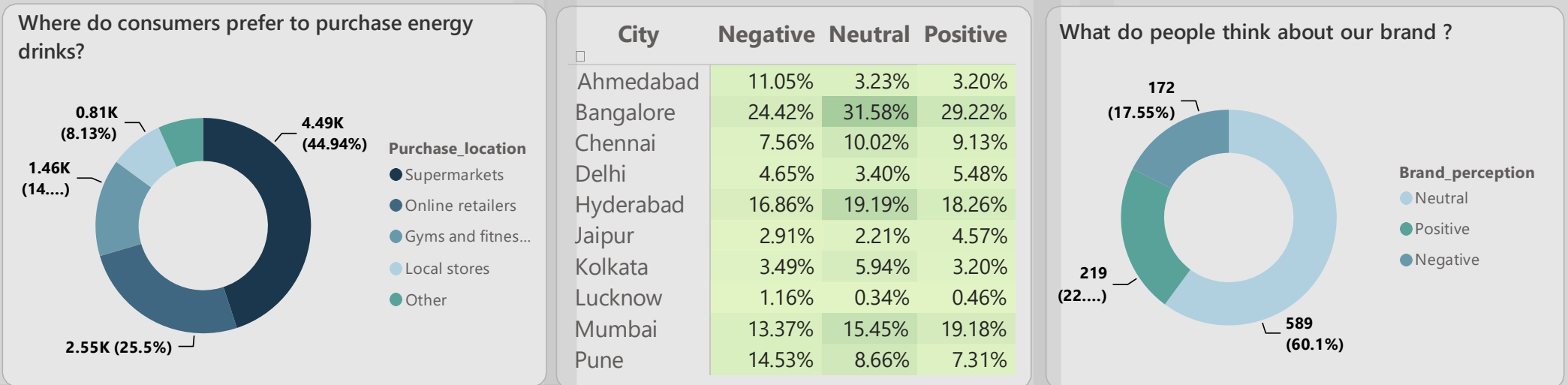
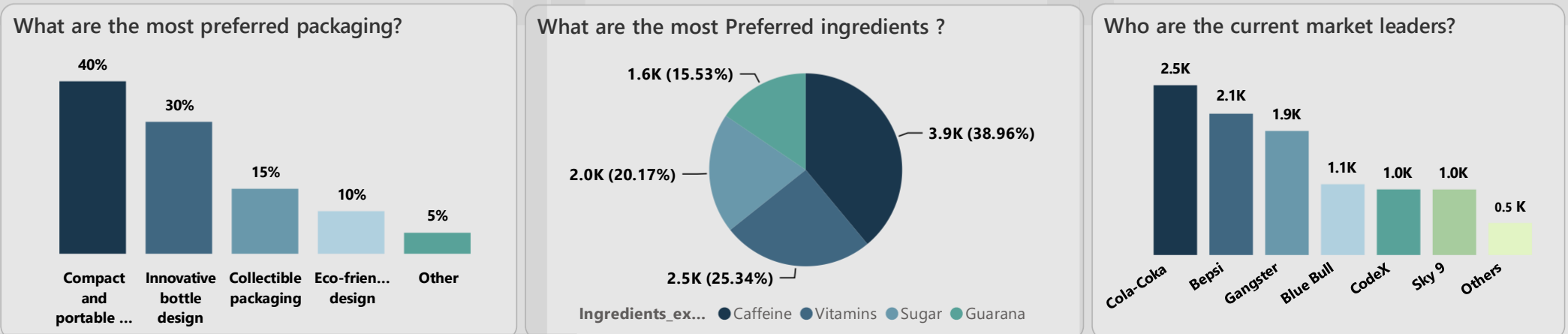
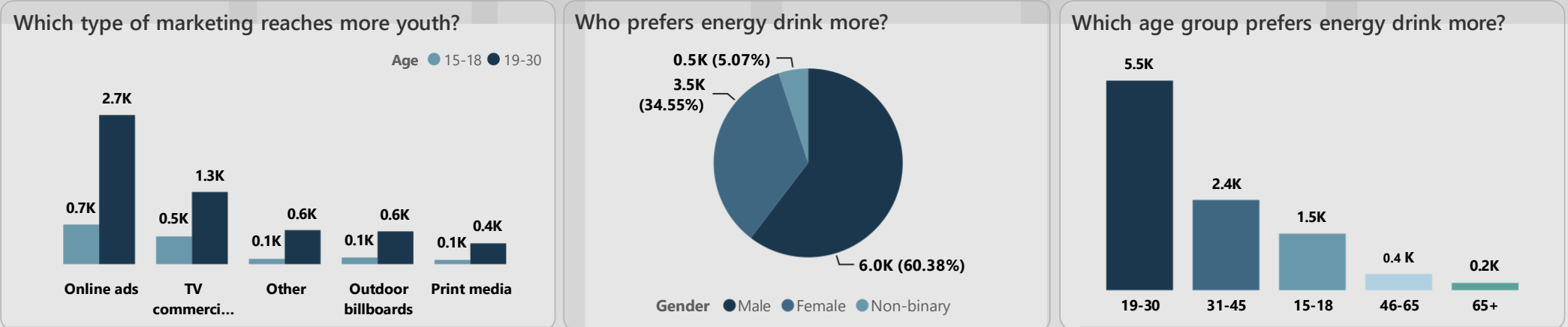
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Age

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All

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| Typical_consumption_situations | 15-18 | 19-30 | 31-45 | 46-65 | 65+ | Total |
|--------------------------------|-------|-------|-------|-------|-----|-------|
| Driving/commuting              | 33    | 168   | 70    | 20    | 6   | 297   |
| Other                          | 73    | 285   | 107   | 20    | 6   | 491   |
| Social outings/parties         | 204   | 809   | 383   | 54    | 37  | 1487  |
| Sports/exercise                | 680   | 2471  | 1065  | 190   | 88  | 4494  |
| Studying/working late          | 498   | 1787  | 751   | 142   | 53  | 3231  |
| Total                          | 1488  | 5520  | 2376  | 426   | 190 | 10000 |

100%

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