Consumer Insights for the Beverage Market

Consumer Demographics & Consumption Trends

Brand Awareness & Perception

Taste Experience & Barriers to Trial

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Dashboards

- Consumer Demographics & Consumption Trends
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Filters

City: All

Age: All

Gender: All

Total Respondents
10K

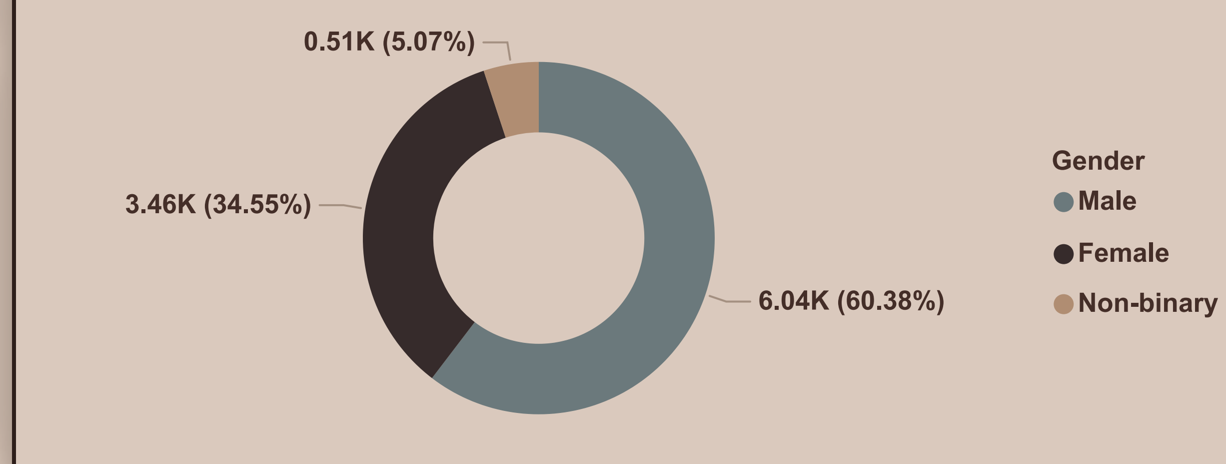
Total Tried Respondents
5K

Regular Consumers %
0.48

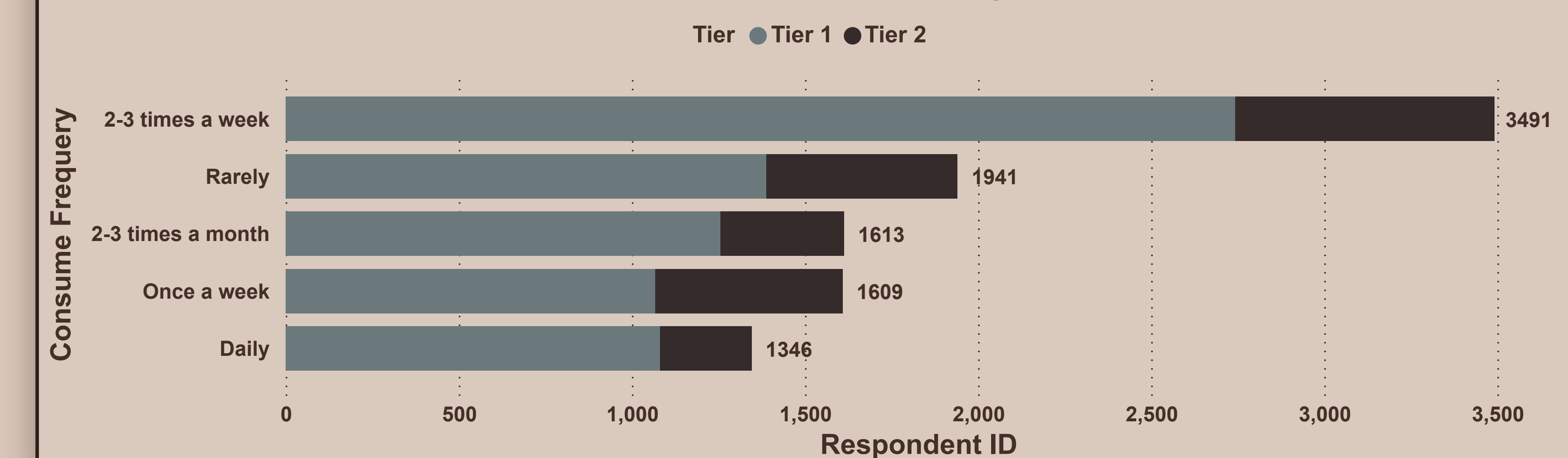
Key Insights

- Slight male majority (60.38%) among respondents.
- 2–3 times a week is most common.
- Tier 1 cities have more young consumers (18–35).
- 2.2K people consume less often—ideal for targeted campaigns.

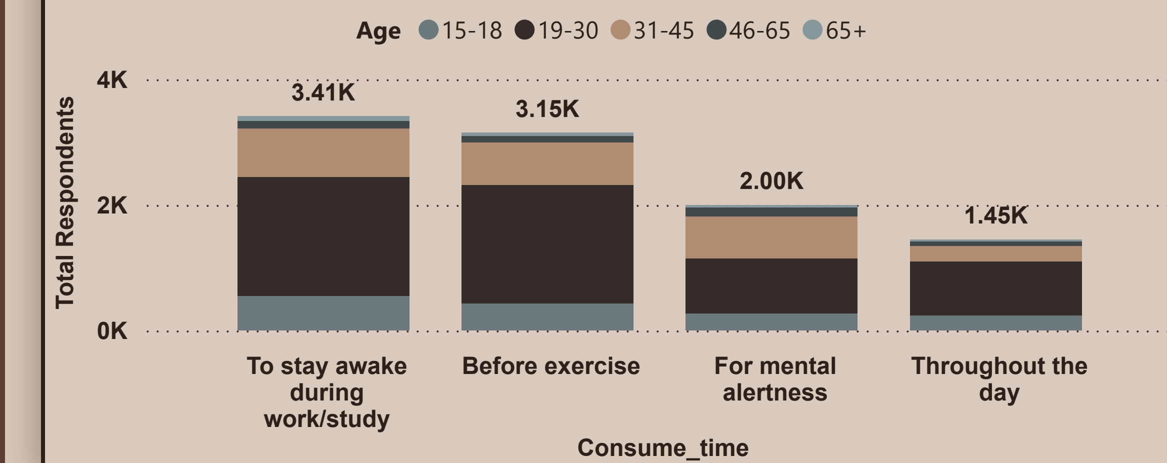
Gender Distribution



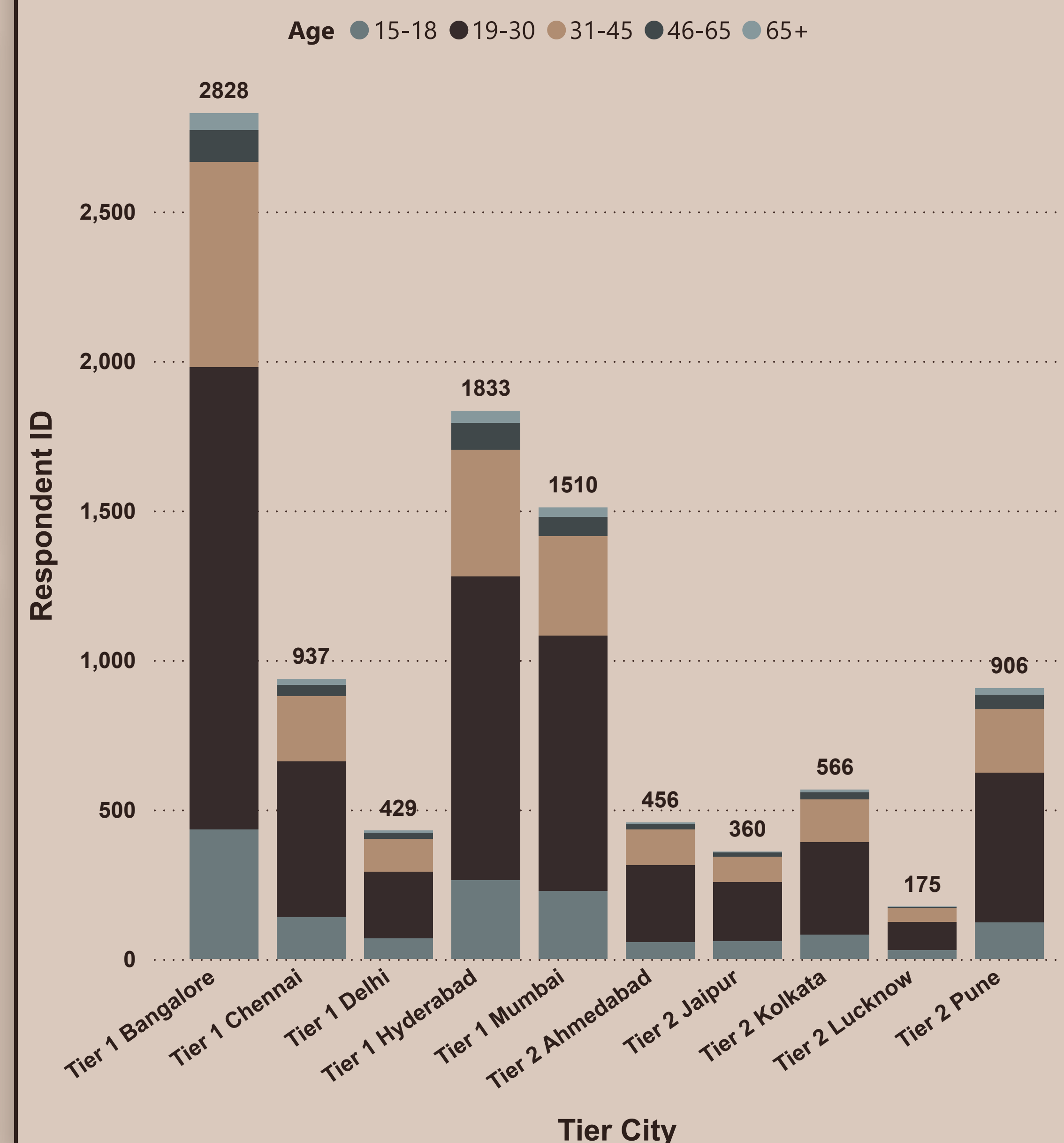
Consumption Frequency



Peak Consumption Time by Age



Respondent ID by City Tier and Age



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Heard Brand %
0.44

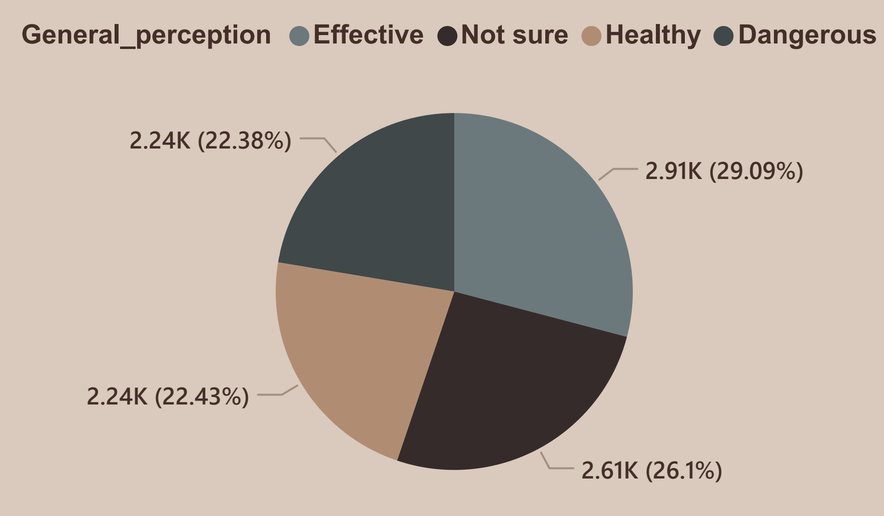
Tried Brand %
0.49

Trial Conversion %
1.10

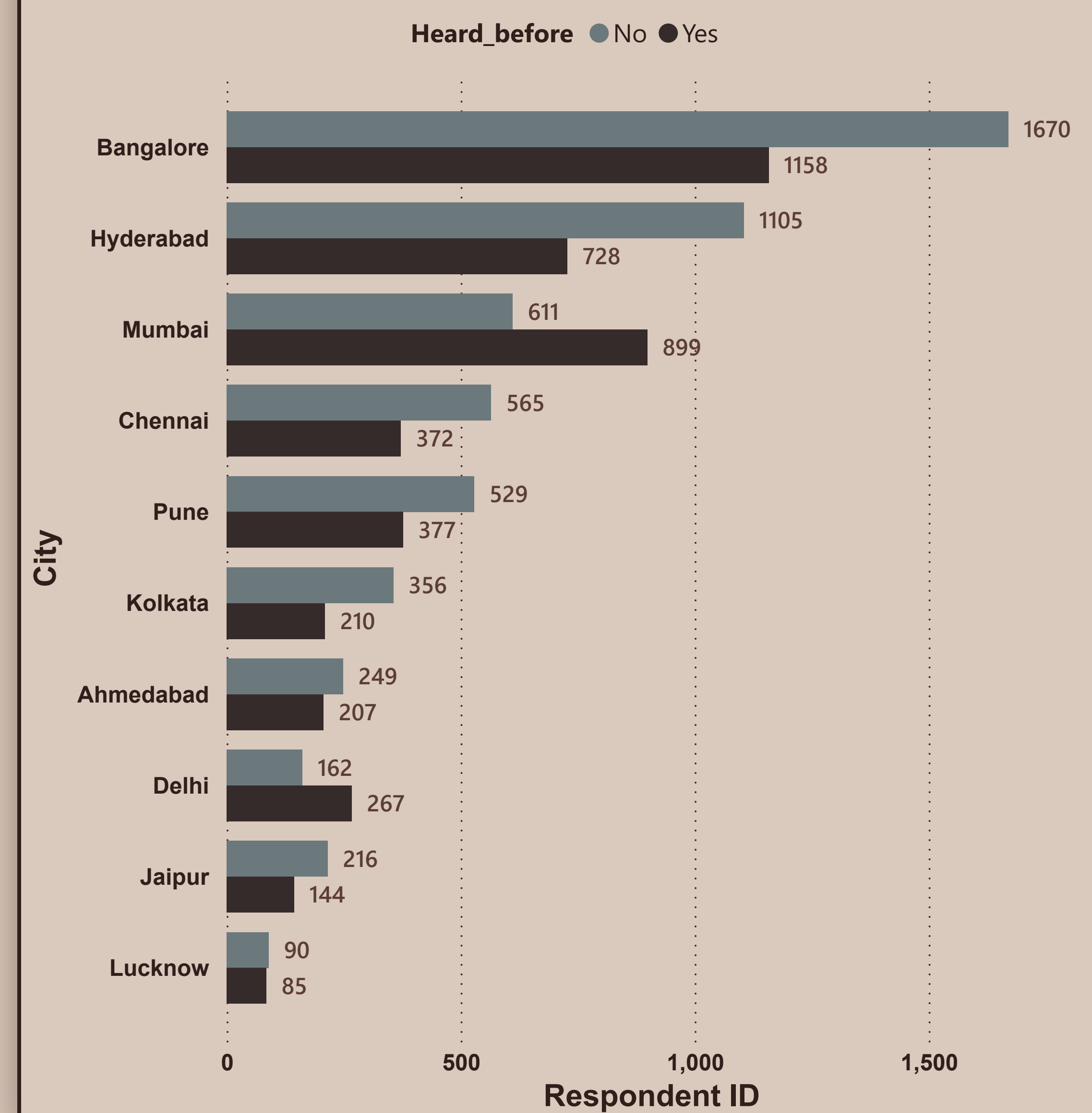
Key Insights

- Found low conversion (1.1%) despite high brand awareness flagged engagement gap.
- Tier1 vs. Tier 2 awareness divide suggested regional targeting.
- Identified trial barriers (taste, perception recommended sampling strategy.
- Noted split sentiment proposed tailored messaging to shift neutrals.

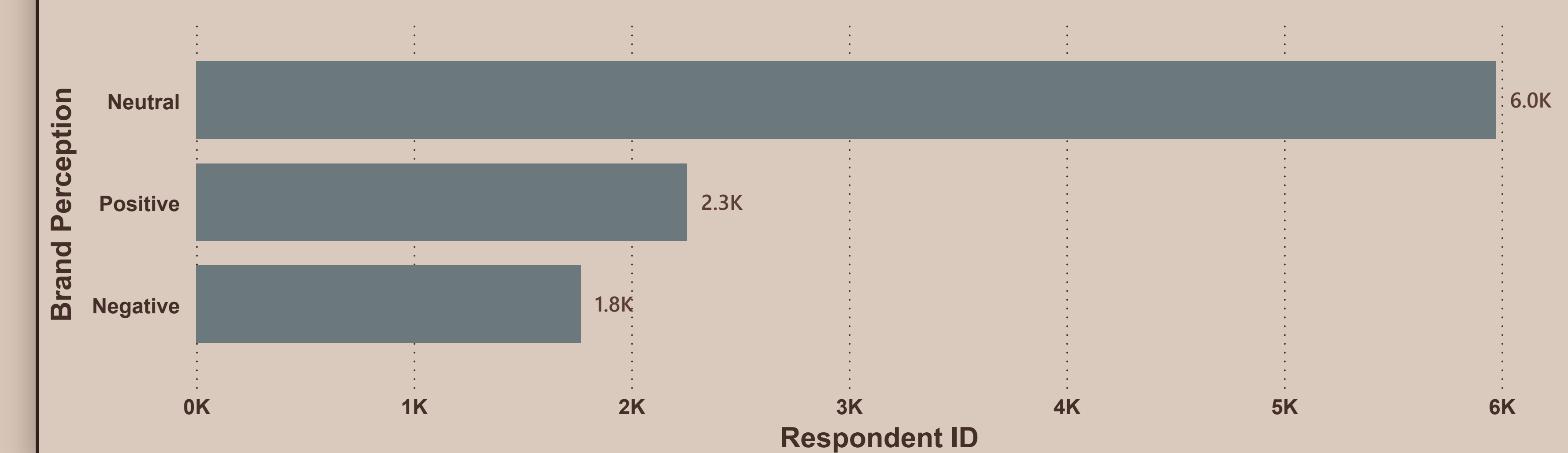
General Perception



Awareness by City Tier



Brand Perception



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Avg Taste Rating

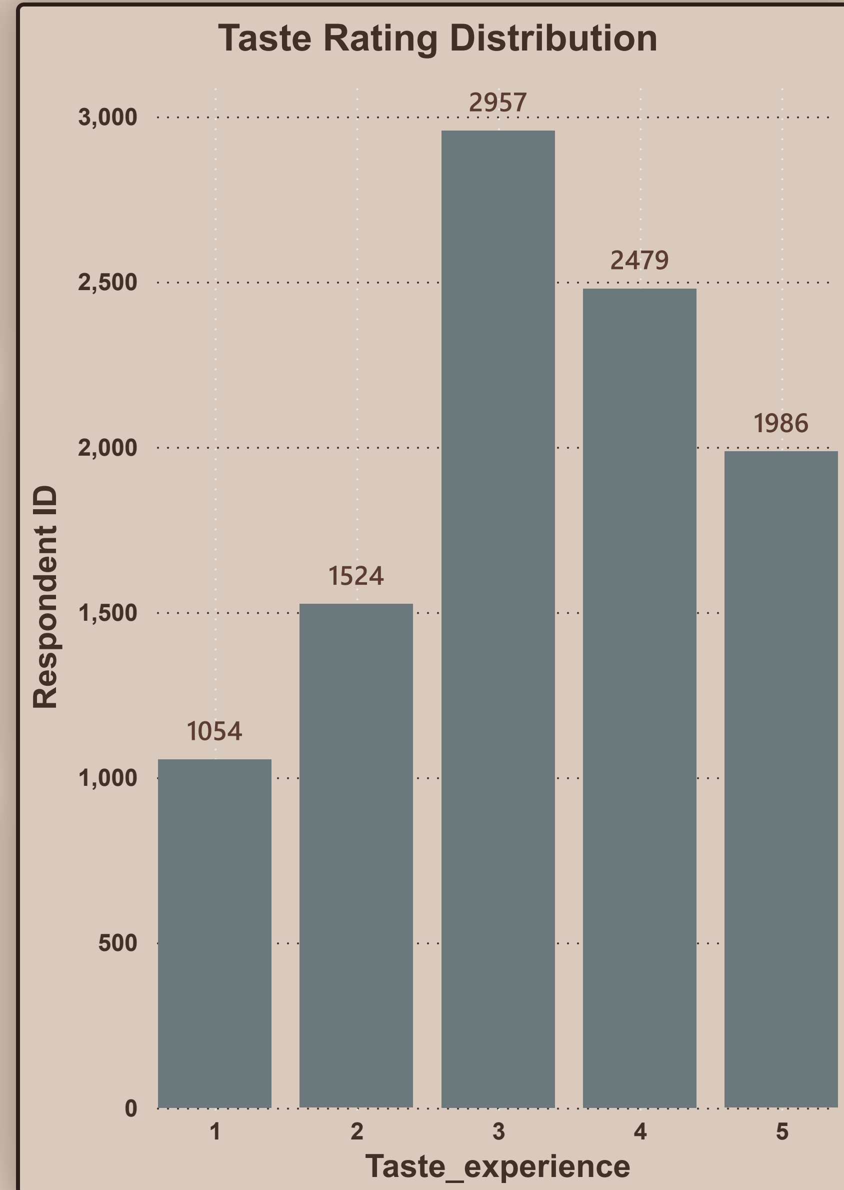
3.27

% Positive Taste Ratings

0.44

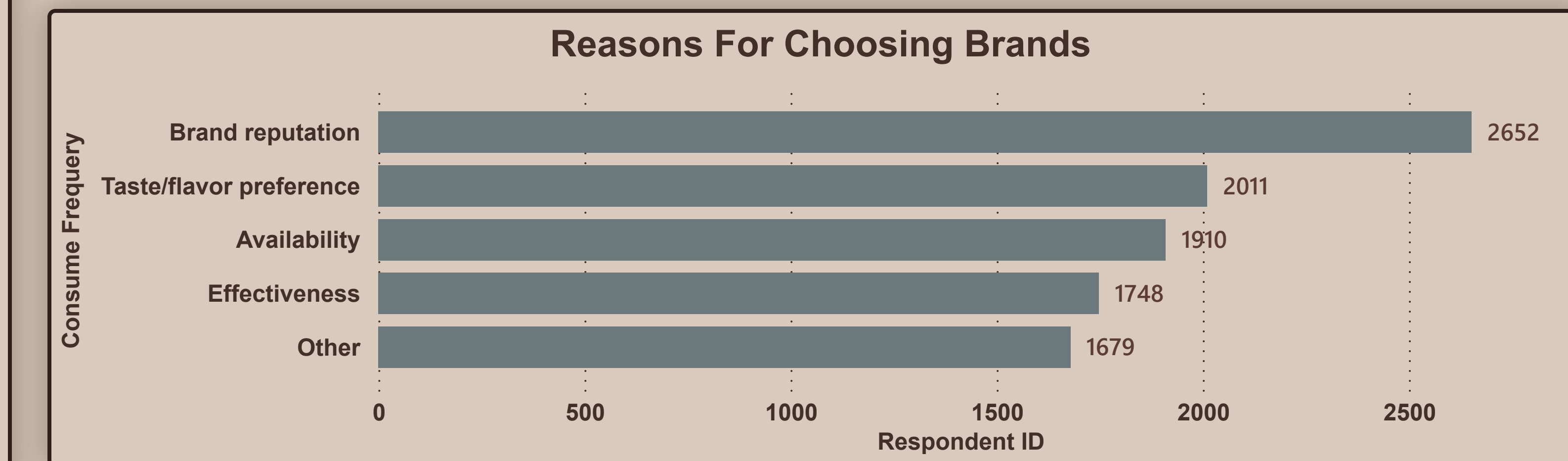
% Negative Perception

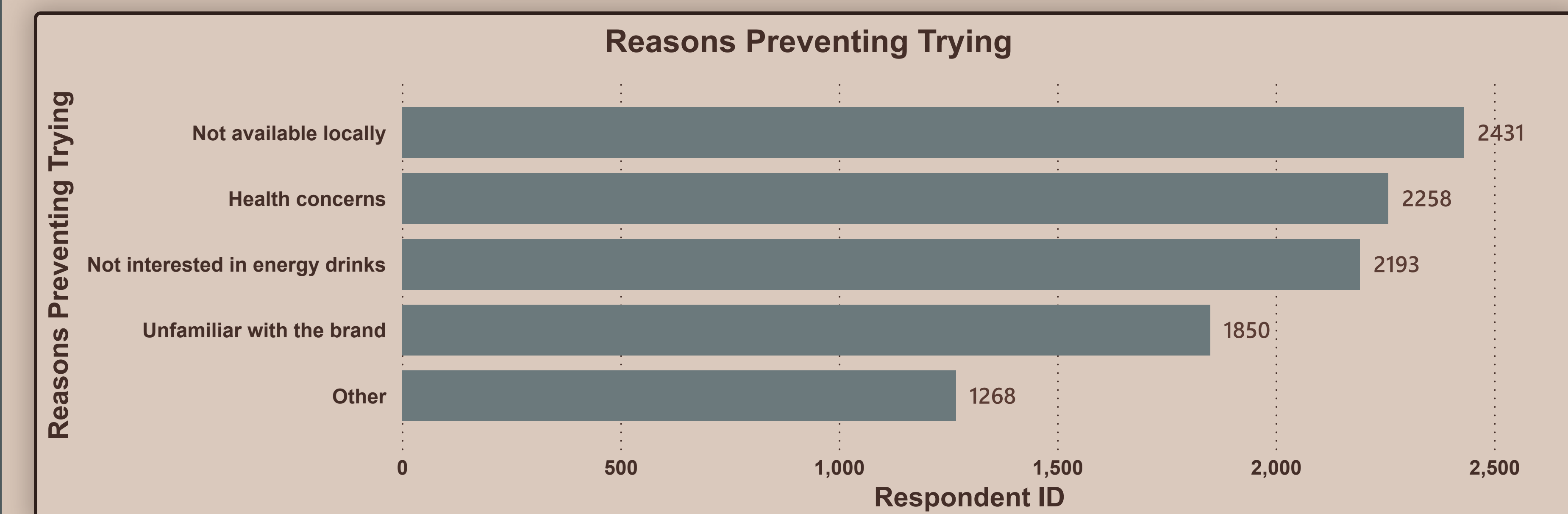
0.18



Key Insights

- Avg taste rating is 3.27 shows moderate consumer satisfaction.
- Top trial barrier is “Not available”.
- Taste is the #1 reason for brand choice, followed by price.
- 18% negative perception signals brand image concerns.
- Bangalore has highest cola-coka brands demand.





Top Current Brands by City

City	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9	Total
Ahmedabad	99	48	45	118	73	23	50	456
Bangalore	594	311	292	667	552	154	258	2828
Chennai	201	99	92	218	193	44	90	937
Delhi	73	42	40	128	76	25	45	429
Hyderabad	419	180	182	474	301	81	196	1833
Jaipur	76	49	28	91	73	15	28	360
Kolkata	113	67	48	142	101	28	67	566
Lucknow	42	20	5	50	31	5	22	175
Mumbai	292	142	156	402	304	73	141	1510
Pune	203	100	92	248	150	31	82	906
Total	**2112**	**1058**	**980**	**2538**	**1854**	**479**	**979**	**10000**