



CODEx

(Food & Beverage Industry)



Content



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About Codex



Codex is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, We launched a energy drink in 10 cities in India.

We conducted a survey in those 10 cities and received results from **10k** respondents.

Objective

The objective of this report on market research on energy drinks is to gain a comprehensive understanding of the Indian market, specifically focusing on consumer preferences, age group preferences, and the type of market that reaches the youth. By conducting a survey on 10,000 individuals across 10 different cities, the project aims to analyze and identify the following:

Demographic Insights, Consumer Preferences, Competition Analysis, Marketing Channels and Brand Awareness, Brand Penetration, Purchase Behavior, Product Development.

By achieving these objectives, the project aims to provide valuable insights and recommendations to energy drink companies operating in the Indian market, enabling them to make informed decisions regarding product development, marketing strategies, and market positioning.

Primary Insights



Presented by:
Monika Maheshwari



Demographic Insights

Who prefers energy drink more? (male/female/non-binary?)

Age ▾

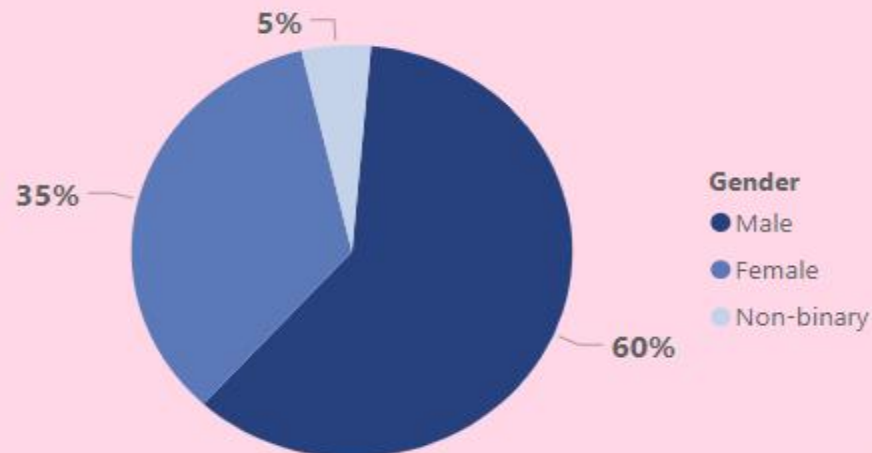
All ▾

Brands ▾

All ▾

The survey conducted on **10000** people. In this survey it is found that the preference of energy drink were higher in males in comparison to females.
on an average **60%** males consumes more energy drink while their were only **35%** females who likes to consume energy drink.

Preference of energy drink



980

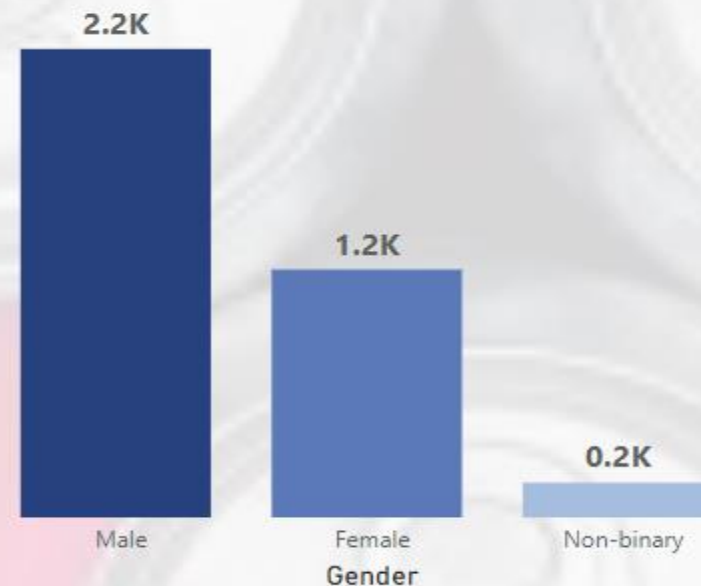
Respondent



10000

Total no. of People

Energy drink Respondent by Gender





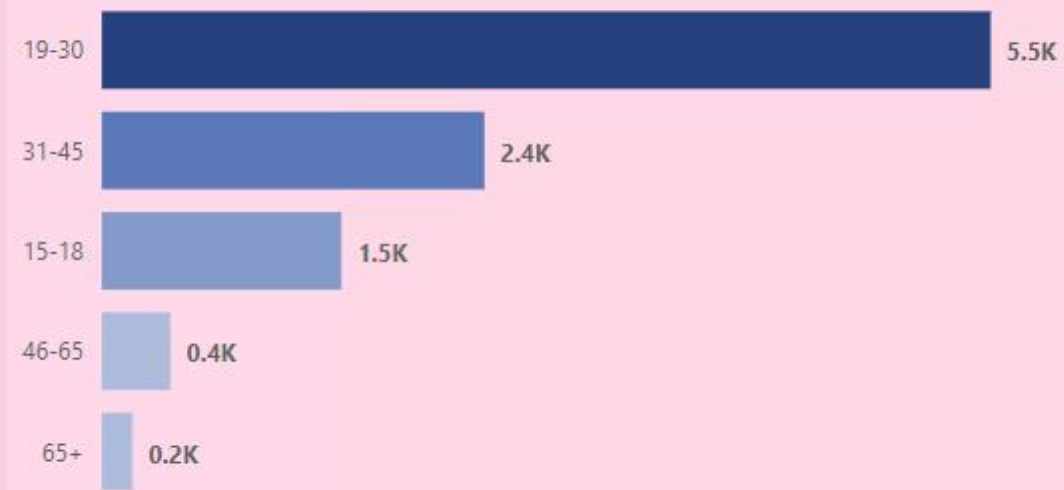
Demographic Insights



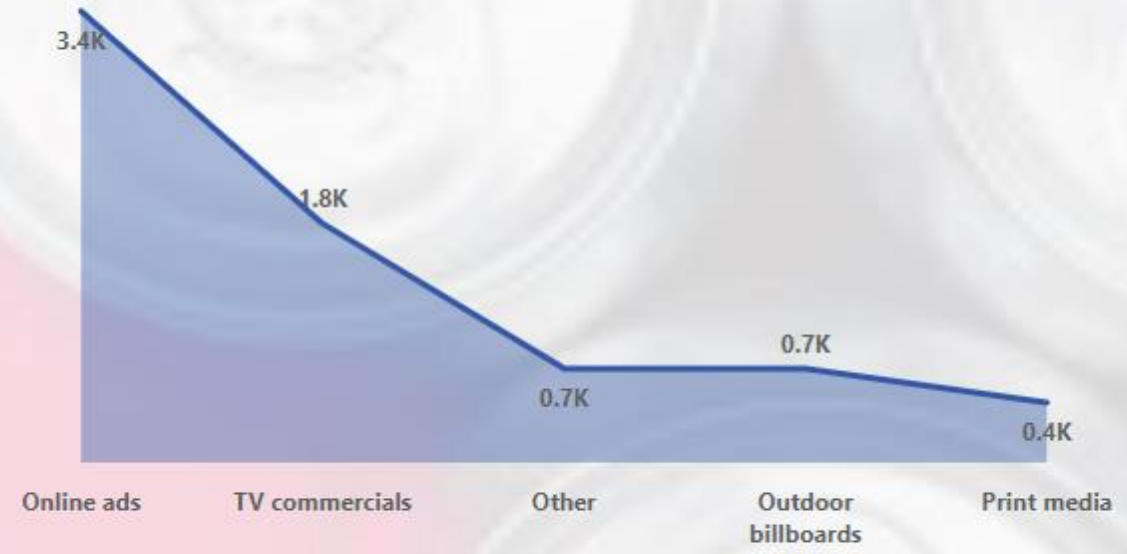
Which age group prefers energy drinks more?/ Which type of marketing reaches the most Youth (15-30)?

- . Youngsters between age group **19 to 30** exhibit a high preference of energy drink. Around **55.2 %** of this age group consume more energy drink in comparison to other age groups.
- . **Online advertising** marketing reaches to the most youth (15-30). Youngsters are more active socially that's why marketing things online is the most effective way to reach youth.

Preference of energy drink by Age Group



Marketing channels reaching Youth(15-30)



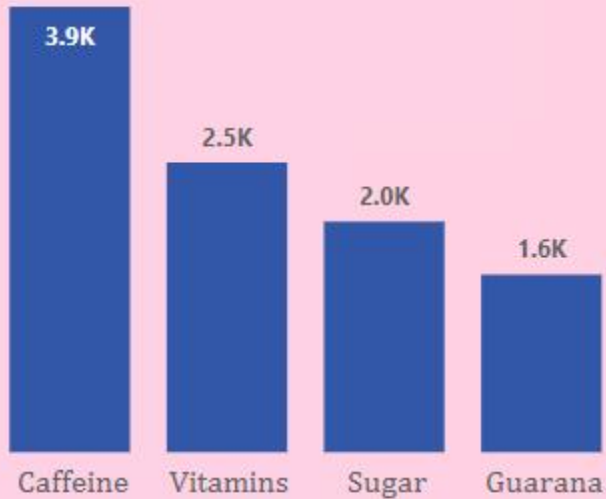


Consumer Preferences

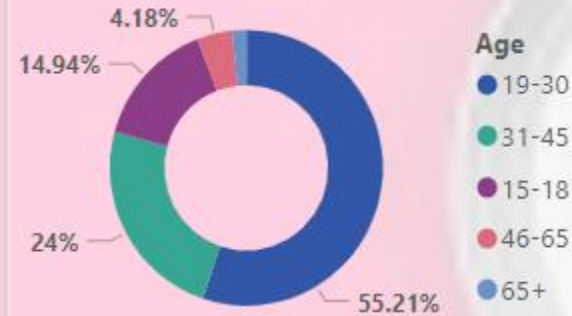


Preferred ingredients and packaging preference of energy drinks among respondents?

Ingredients expected among Respondent



Caffeine expected by Age group

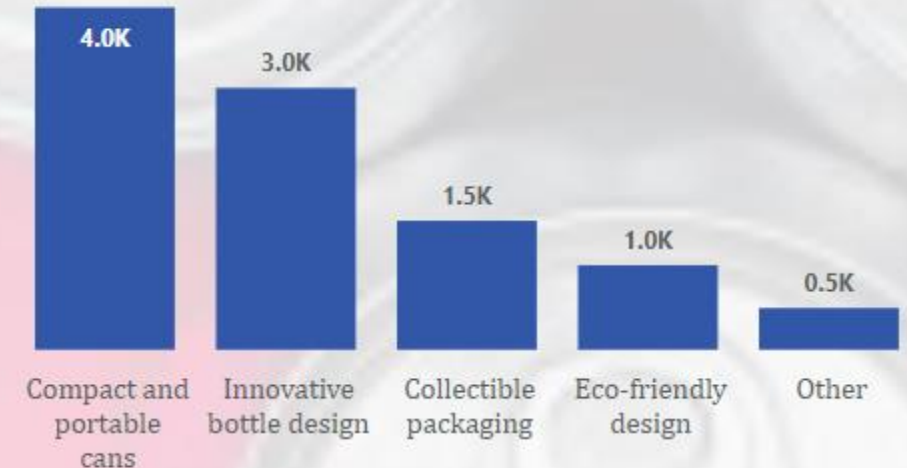


According to the survey, **Caffeine** was the most preferable ingredient by the respondents. More than **3500** respondent like caffeine than other ingredient.

As you can see in the visual present in the left, It is found that youth preference in the ingredients was mostly for the caffeine.

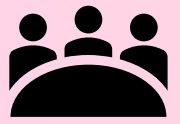


Packaging preference among Respondent



Compactable and portable cans were most preferred packaging option by the respondent. Around **40%** people prefer smaller and easily transportable cans. Innovative bottle designs were followed closely by 30%.





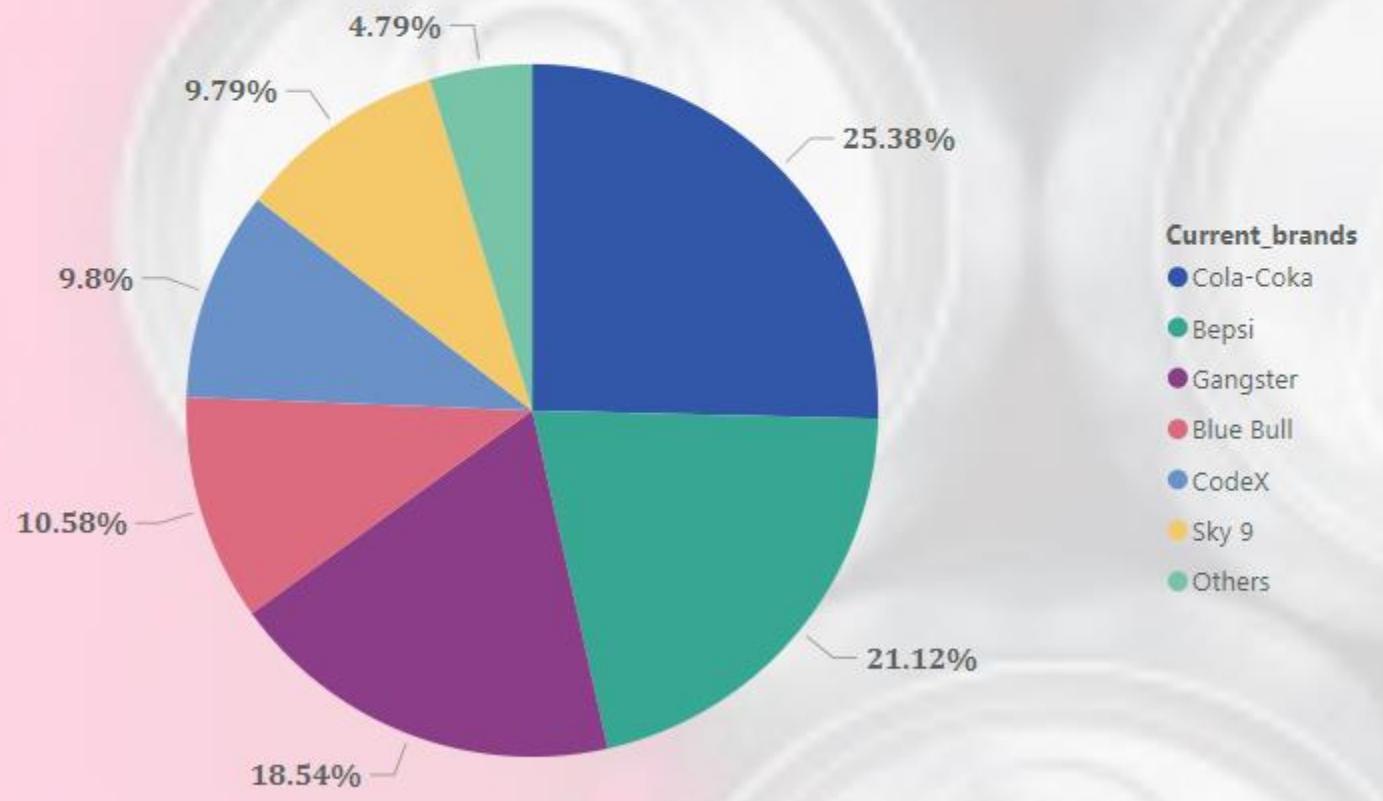
Competition Analysis

Current market leaders

| Top 3 Market Leaders | Total |
|----------------------|--------|
| ▲ | |
| Bepsi | 32.47% |
| Cola-Coka | 39.02% |
| Gangster | 28.51% |

The survey shows that the top three current market leaders are Cola-Coka, Bepsi and Gangster respectively. **Cola-Coka** is on the top with **39%** respondent shows interest in consuming this brand's energy drink. While Codex and Sky 9 are on the similar place with 9.8 % respondent interest.

Market Share



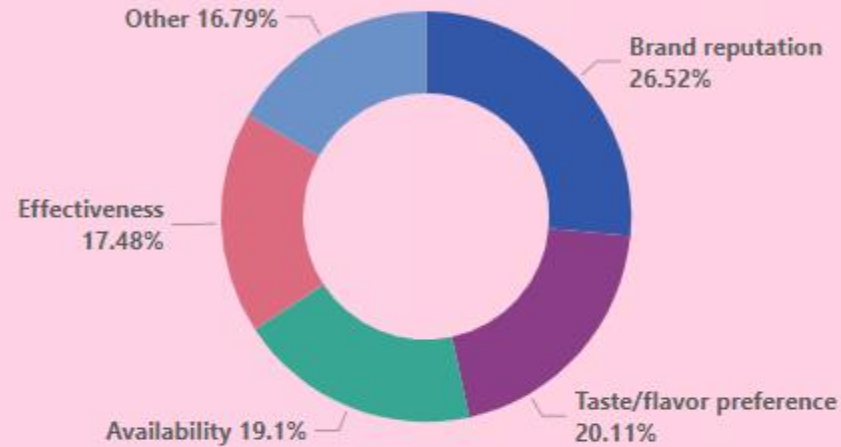


Competition Analysis



Primary reasons consumers prefer those brands over ours

Reasons for choosing Brand



There are so many reasons for choosing a brand. In which some primary reasons are :-

Brand reputation plays a major role in choosing a brand.

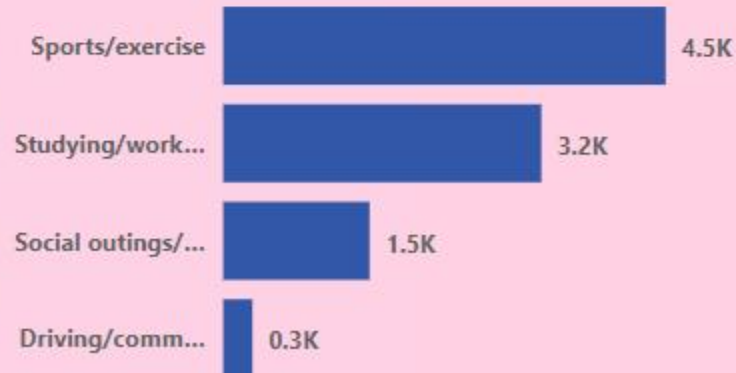
26.52% people chooses energy drink for consuming because of the energy drink brand's reputation.

For which purpose people are consuming energy drink plays an important role in choosing the brand and effectiveness of the energy drink also important for choosing it to consume.

Approximately **4500** people consumes energy to boost their energy level so they can do their exercises and involves in sports activities.

2900 people voted in effectiveness of the drink for general perception.

Typical_consumption_situations



General Perception



All Brands

All





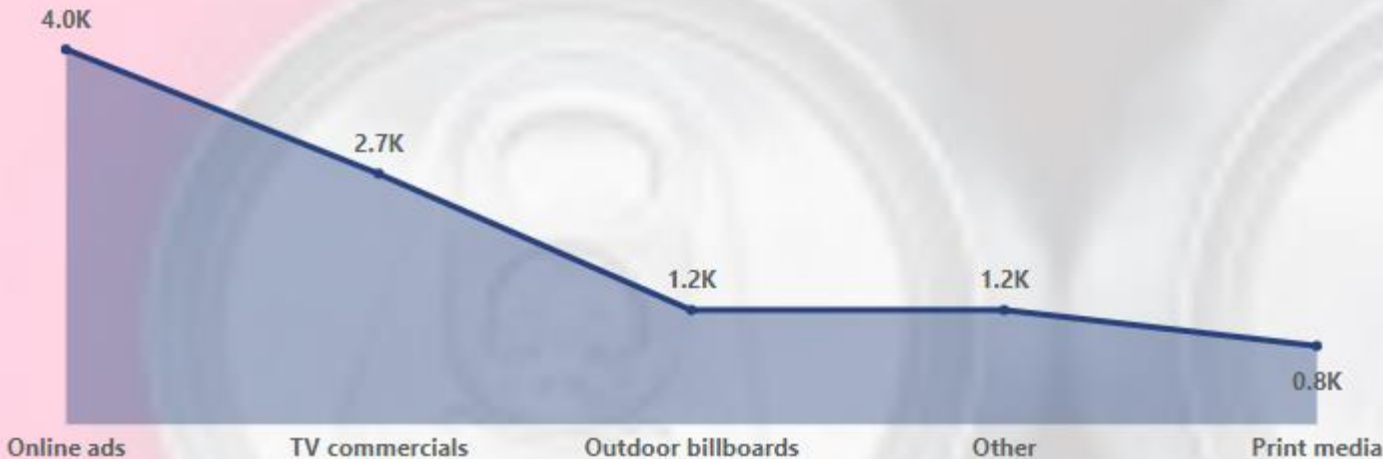
Marketing Channels and Brand Awareness



Marketing channel can be used to reach more customers

Online ads marketing are the most effective way to reach out the customers. it is a highly effective marketing channel that can help businesses reach a larger audience and connect with more potential customers as you can clearly see in the visuals.

Marketing Channels



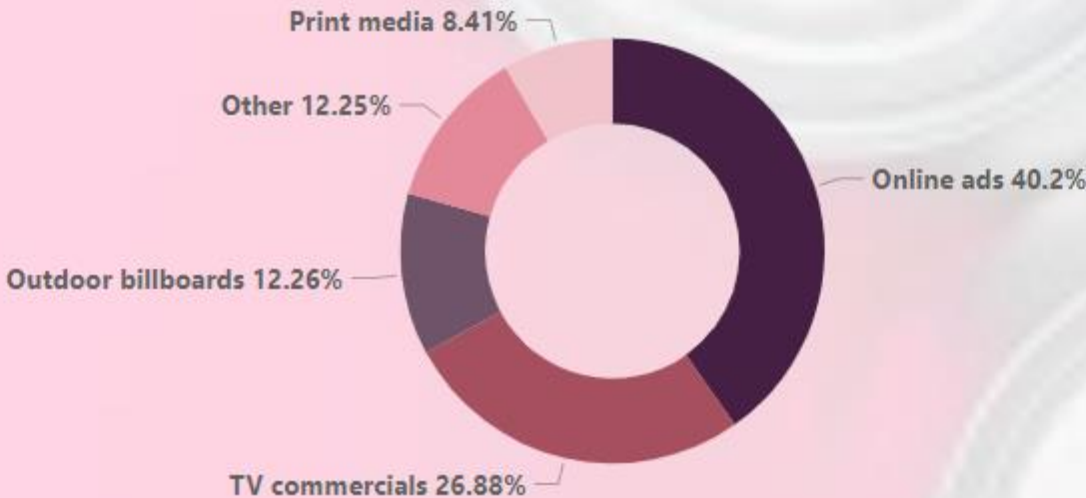
Gender

All



Brands

All





Marketing Channels and Brand Awareness

Different marketing strategies and channels in reaching our customers

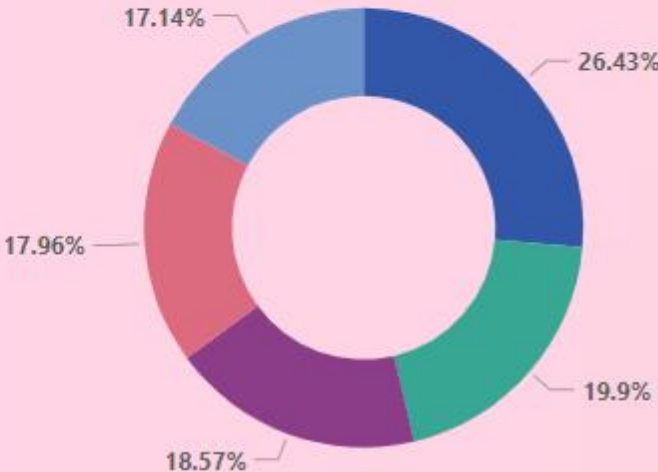
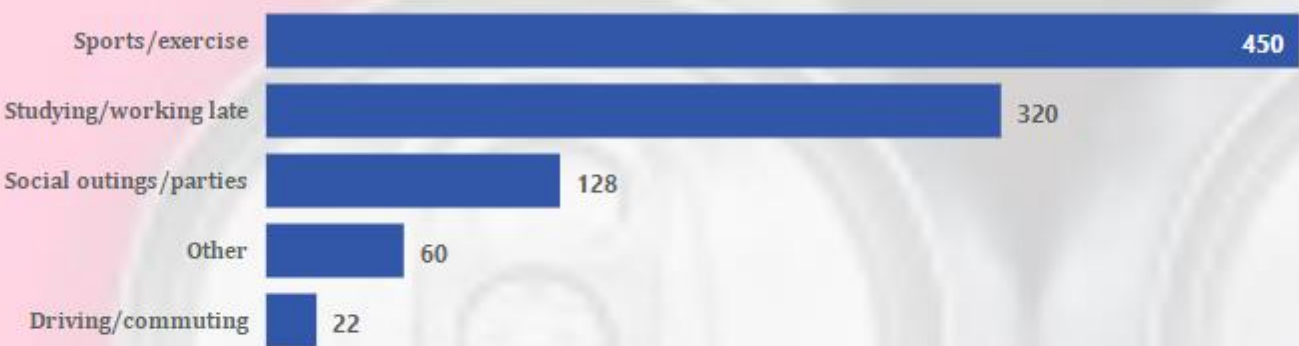
Gender

All

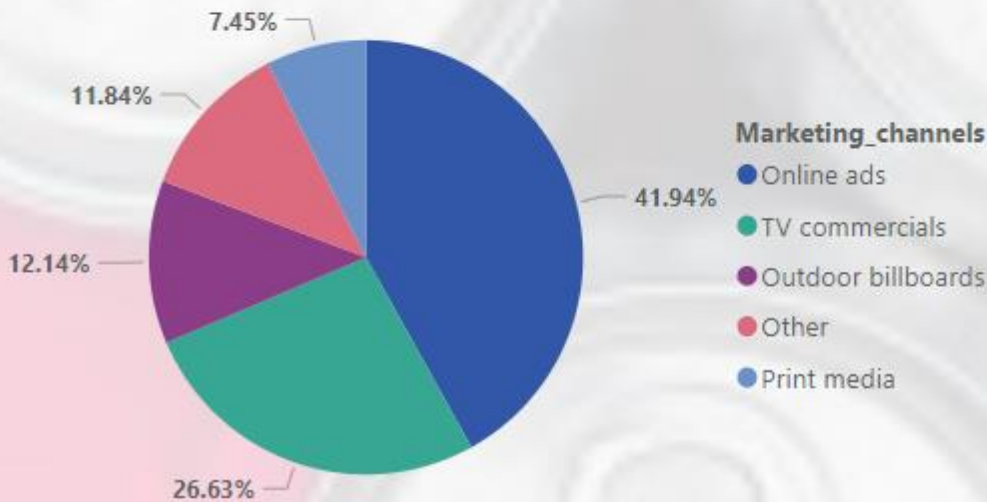
General_perception



Consumption Situation



Brand reputation Availability Taste/flavor preference Effectiveness Other



Marketing channels

Online ads
TV commercials
Outdoor billboards
Other
Print media

Presented by:
Monika Maheshwari



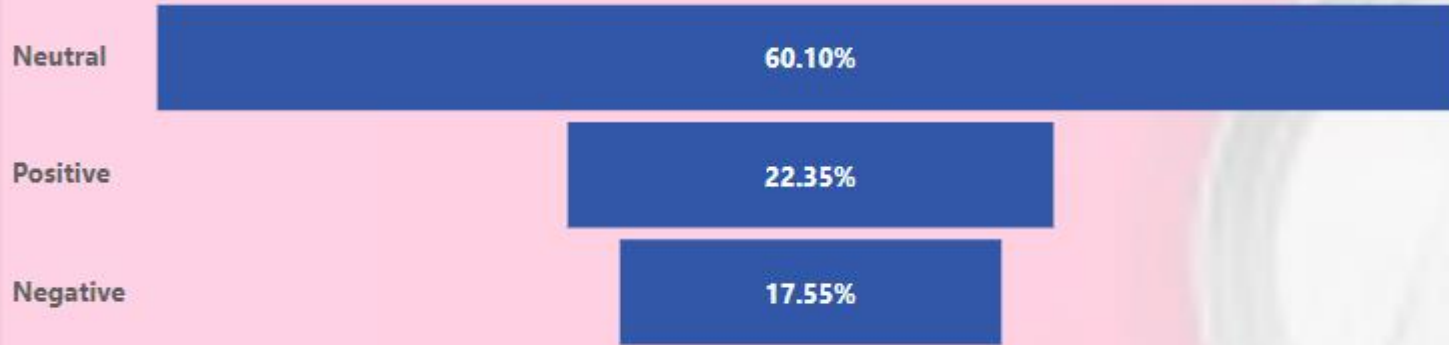
Brand Penetration

People thinks about Codex

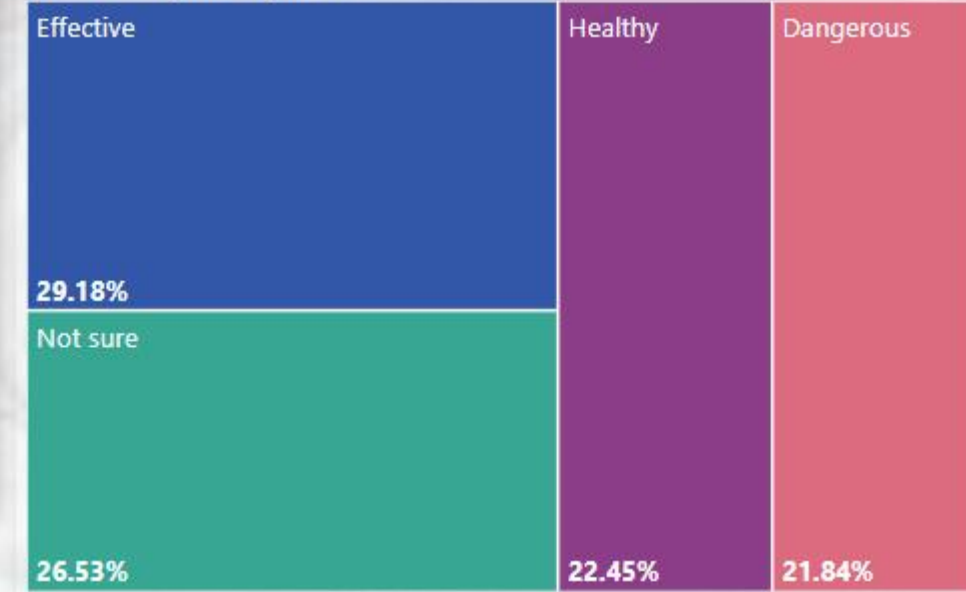
Gender

All

Brand perception



General perception



- . Out of 980 respondent **60%** respondent found codex's energy drink neutral and nearly **22%** gave it a positive rating.
- . **29%** respondent found our brand's energy drink effective and about **23%** respondent found it healthy.
- . Taste experience overall rating was about **3.27** out of 5.

Overall rating



Presented by:

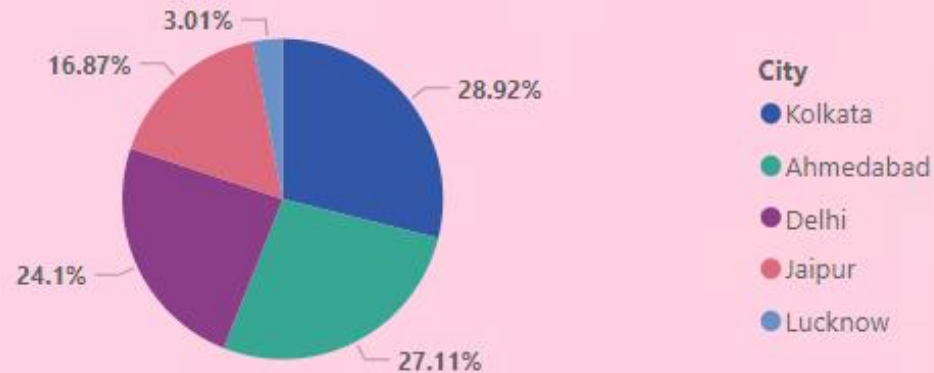
Monika Maheshwari



Brand Penetration

Cities we need to focus more on

Cities needs to focus on



| City | Tier | Total Respondent |
|-----------|--------|------------------|
| Bangalore | Tier 1 | 292 |
| Hyderabad | Tier 1 | 182 |
| Mumbai | Tier 1 | 156 |
| Chennai | Tier 1 | 92 |
| Pune | Tier 2 | 92 |
| Kolkata | Tier 2 | 48 |
| Ahmedabad | Tier 2 | 45 |
| Delhi | Tier 1 | 40 |
| Jaipur | Tier 2 | 28 |
| Lucknow | Tier 2 | 5 |

From the table it can be seen that the top 2 performing cities are **Bangalore** and **Hyderabad**.

And the worst performing cities are Kolkata, Ahmedabad, Delhi, **Jaipur** and **Lucknow**.

So we have to focus on these cities more to make their performance better by investing time, money and many other measures.



Purchase Behavior



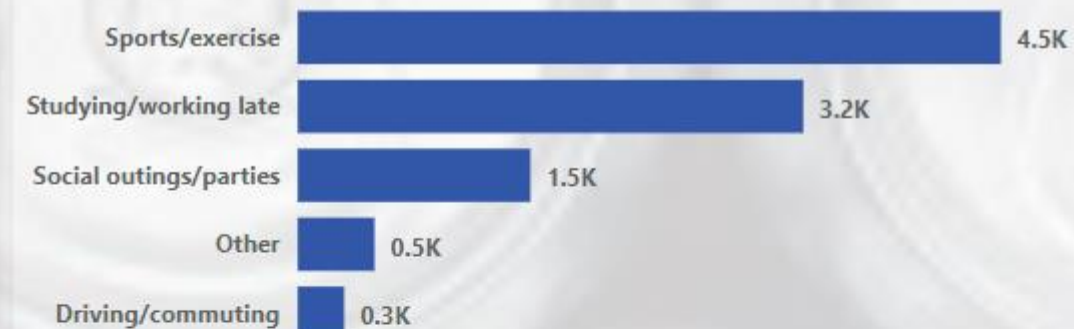
Purchase location and typical consumption situations of respondent

Purchase location



Most of the respondent purchasing location were **Supermarkets**. **45%** of respondent bought energy drink from supermarket. After supermarket, online retailers comes on the second place with 26% respondent in purchasing location.

consumption situations



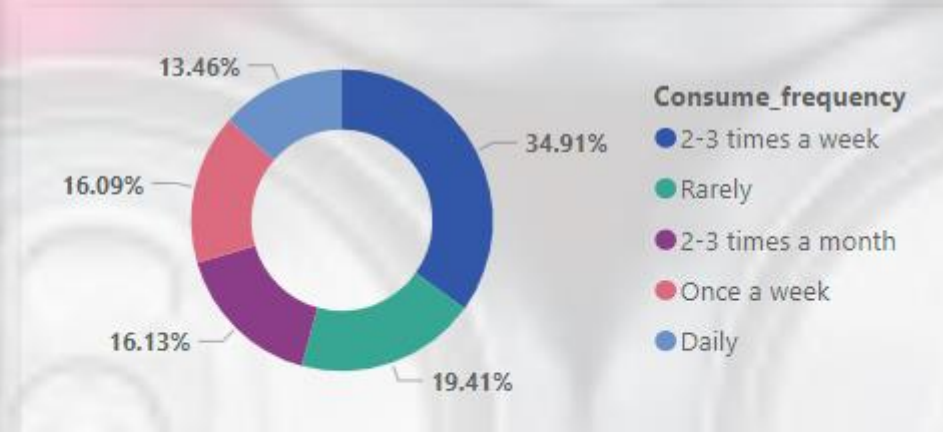
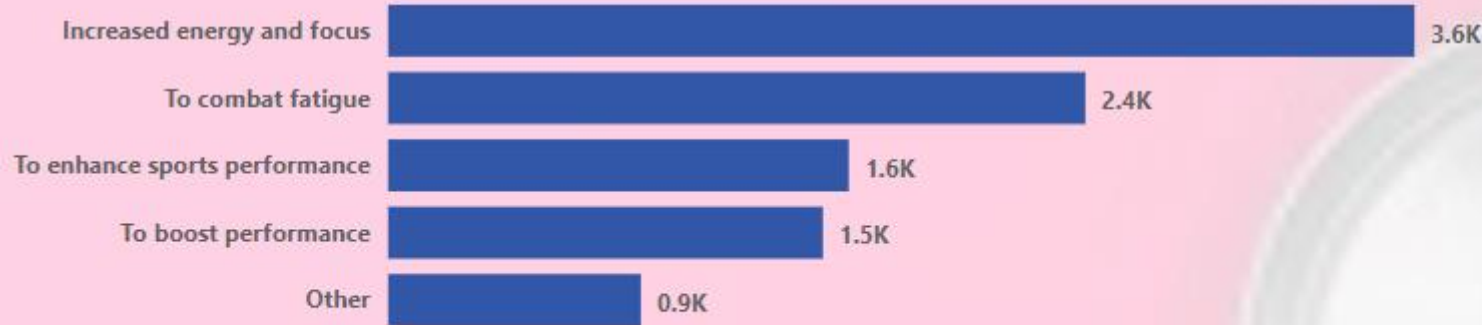
Sports/Exercise is on top for consuming energy drink with **4500** respondent. **45%** of respondents consuming energy drinks to boost energy level for their sport/exercise activities.



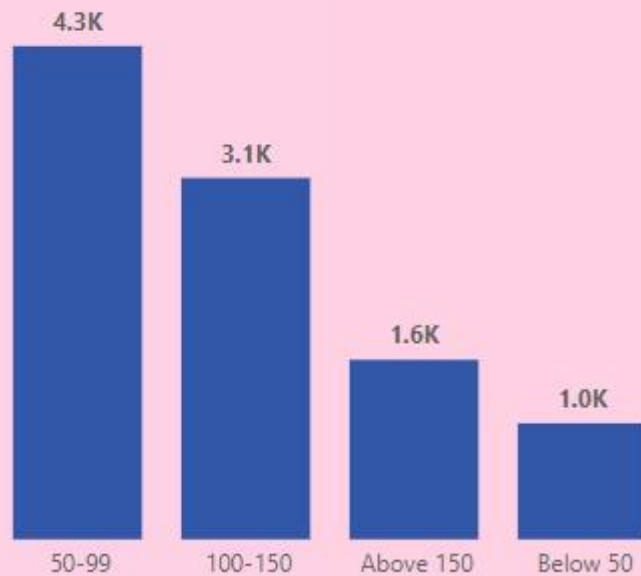
Purchase Behavior

Factors influence respondents purchase decisions

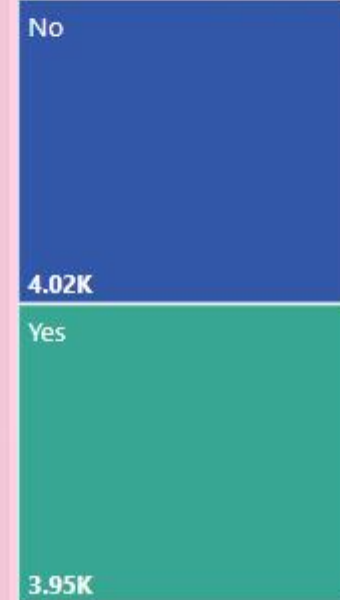
Consume_reason



Price Range



Limited Edition Packaging



- . About **3.6k** respondents consume energy drink to increase their energy levels.
- . **35%** respondent consume energy drink 2-3 times a week.
- . **4.3k** respondent prefers energy drink between **50-99 price range**. Preference of higher price range (above 150) for energy drink were lowest.

City

All



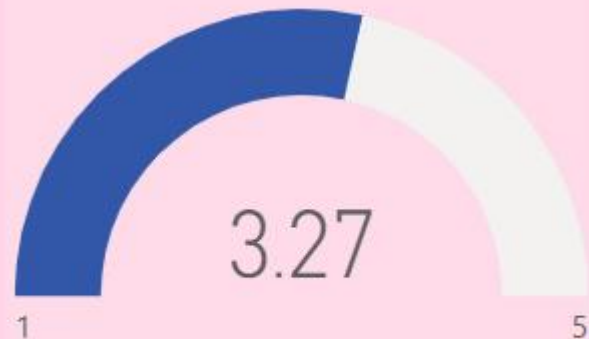
Product Development



Area of business we should focus more on our product development (Branding/taste/availability)

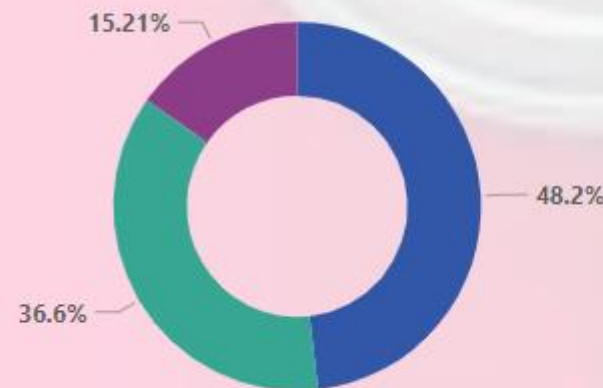
- Not being Available is a reason why people are unfamiliar with our brand.
We should focus on making the brand available locally so that people can know about it.
To increase the business, we should start marketing our brand's energy drink in area like--
 1. In **Gym** - because people drink energy drink while they are involved in sports/exercise activities to boost their energy level and stamina.
 2. In **Colleges/Offices**- To stay focused while studying and working late people prefers to consume energy drink.
- We should add more flavor, more natural ingredients and reduce the sugar level so the people consider it as a healthy alternative and this will increase the overall taste experience.

Taste_experience

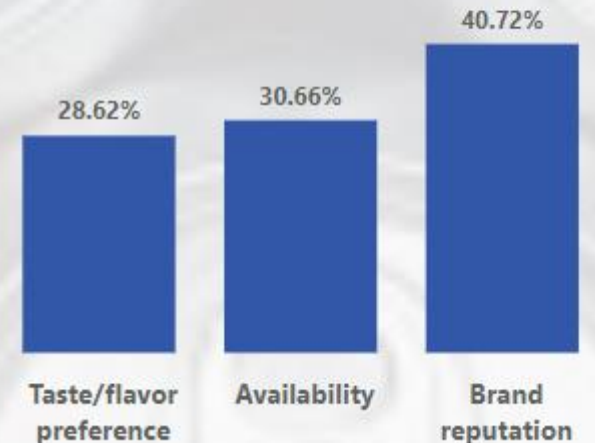


Typical_consumption_s...

- Sports/exercise
- Studying/working l...
- Social outings/parti...



Branding/Availability



Recommendations



Secondary insights

Recommendations

What immediate improvements can we bring to the product?

- . **Using natural ingredients** like fruit extracts, stevia and other natural sources to sugar can help in improving the taste of energy drink range without increasing its caloric content.
- . **Offer Sugar-free energy drinks** it is the perfect pre-workout treat for people trying to lose weight.
- . **Healthier Alternative-** Using plants that contain caffeine such as black or green tea, instead of synthetic caffeine powder gives our customers peace of mind that they're not consuming a chemical with unknown long-term health effects.
- . **Offer wider range of flavors-** Flavors like strawberry, lime, lemonade, and orange are consistent top sellers. Citrus and berry flavors are the most popular fruit flavors, with lemonade following close behind.

Recommendations

What should be the ideal price of our product?

- . Most of the respondent preferred a price range between **50-99**.
- . **43%** of respondent showed a significant preference of this price range.
- . Fixing the price in this range would be beneficial for price sensitive customers and ensure profitability for the business.



Recommendations

What kind of marketing campaigns, offers, and discounts we can run?

- **Health Benefits:** Highlight any health benefits or unique ingredients in your energy drink. Indian consumers are increasingly conscious of their health, so emphasizing the nutritional value or any natural, organic, or functional ingredients can be a selling point.
- **Local Partnerships:** Collaborate with local influencers, athletes, or celebrities to endorse your energy drink. This can help build trust and credibility among Indian consumers, as well as increase brand visibility.
- **Regional Marketing:** Customize your marketing efforts to target specific regions within India. Consider cultural nuances, language preferences, and regional festivals to create targeted campaigns that resonate with local consumers.
- **Sustainability:** Emphasize your commitment to sustainability by using eco-friendly packaging materials and promoting recycling initiatives. Indian consumers are becoming more environmentally conscious, and this can positively impact their perception of your brand.
- **Online Presence:** Strengthen your online presence through social media platforms, a dedicated website, and e-commerce partnerships. This will allow consumers to easily find information about your energy drink, make online purchases, and engage with your brand.

Brand Ambassador

When selecting a brand ambassador for an energy drink, it is important to consider individuals who align with the brand's values, target audience, and overall image. Professional athletes, especially those involved in high-energy sports like Cricket, basketball, or extreme sports, can be great brand ambassadors. Their active lifestyle and dedication to fitness can resonate with the energy drink's target audience, showcasing the product's potential benefits for performance and endurance.



VIRAT KOHLI will be the perfect fit for our brand ambassador of codex because he is the fittest Indian cricketer and people follows his fitness.

- **Fitness and Performance:** Virat Kohli is known for his exceptional fitness and performance on the cricket field. As a professional athlete, he embodies the qualities of energy, stamina, and endurance that align with the core values of an energy drink brand. His dedication to maintaining a healthy lifestyle and his success in the sporting world make him a credible and inspiring figure for consumers.
- **Virat Kohli's reputation** as a disciplined and focused athlete adds value to the brand's image. His commitment to excellence, hard work, and determination resonates with the qualities that an energy drink brand aims to promote. By aligning with Virat Kohli, the brand can enhance its credibility and position itself as a choice for individuals seeking to boost their energy levels and performance.

Target Audience

1. **Young Adults:** Energy drinks often appeal to young adults between the ages of 15 and 30. This demographic is typically seeking a boost of energy to help them stay alert, focused, and energized throughout the day.
2. **Students and Professionals:** Students and professionals who lead busy and demanding lifestyles may also be a target audience. They may rely on energy drinks to help them stay awake during late-night study sessions or to combat fatigue during long work hours.
3. **Athletes and Fitness Enthusiasts:** Energy drinks are often marketed to athletes and fitness enthusiasts who are looking for a pre-workout or post-workout energy boost. These individuals may be interested in the performance-enhancing benefits that energy drinks claim to provide.
4. **Nightlife and Partygoers:** Energy drinks are sometimes associated with the nightlife scene, as they are often mixed with alcoholic beverages. Therefore, individuals who frequent bars, clubs, or social events may also be part of the target audience.



THANK YOU!

Presented by:
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