

# PROVIDE INSIGHTS TO THE MARKETING TEAM IN FOOD & BEVERAGE INDUSTRY



## Demographic Insights

## Age

- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

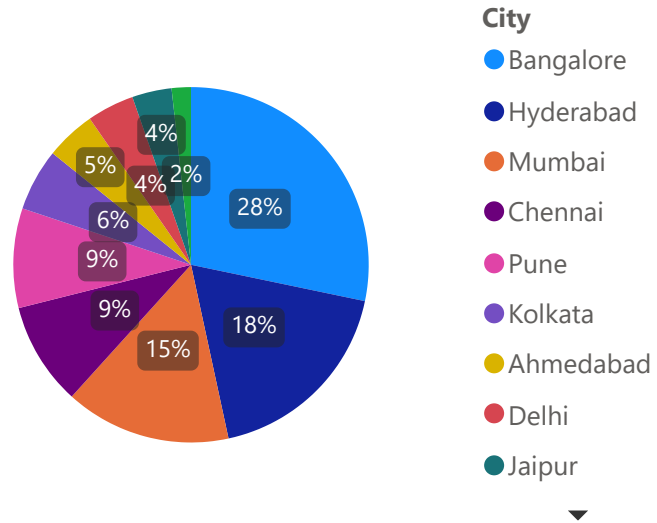
## Gender

- ☐ Female
- ☐ Male
- ☐ Non-binary

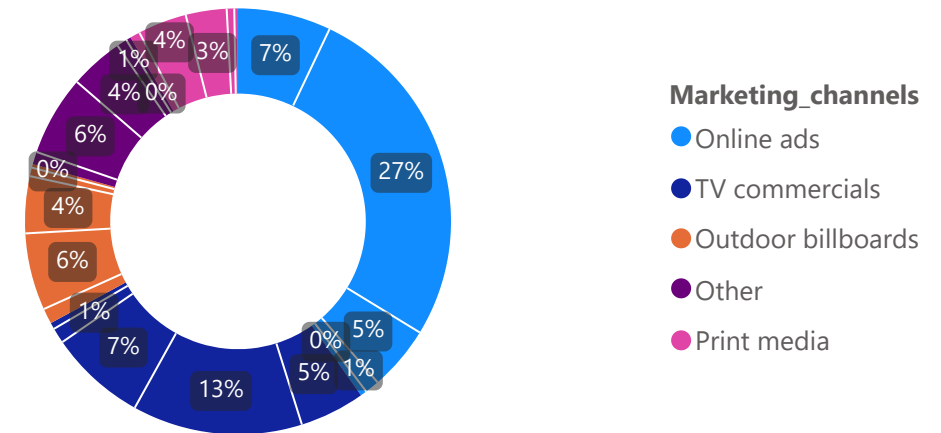
## Tier

- ☐ Tier 1
  - ☐ Tier 2

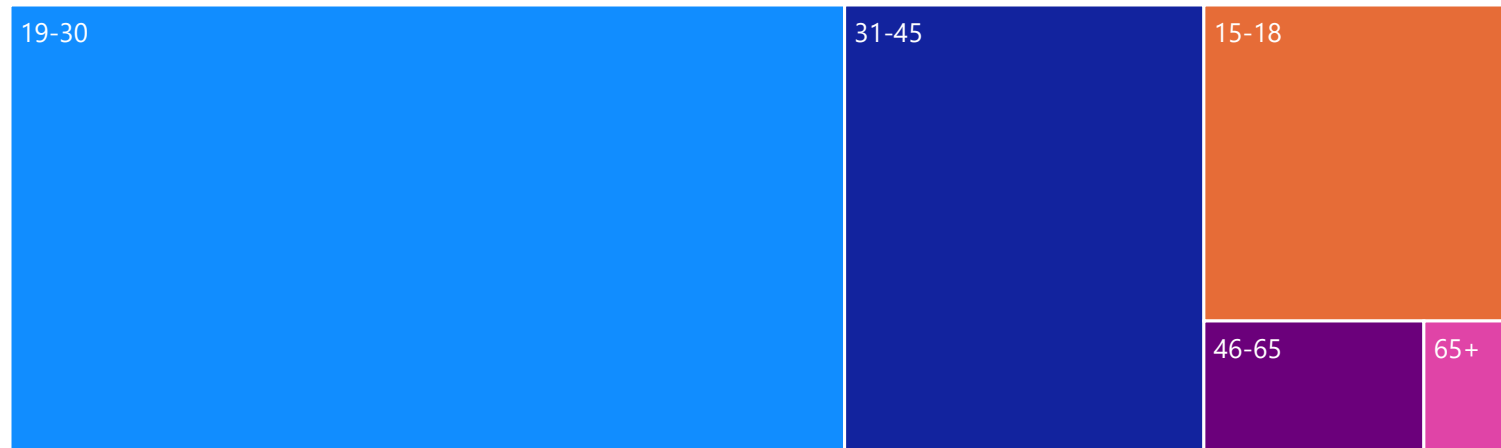
## Which city has the highest energy drink purchases?



### Which type of marketing reaches the most Youth (15-30)?



### Which age group Interest in natural or organic things



# Consumer Preferences

## Age



- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

## Gender



- ☐ Female
- ☐ Male
- ☐ Non-binary

## City



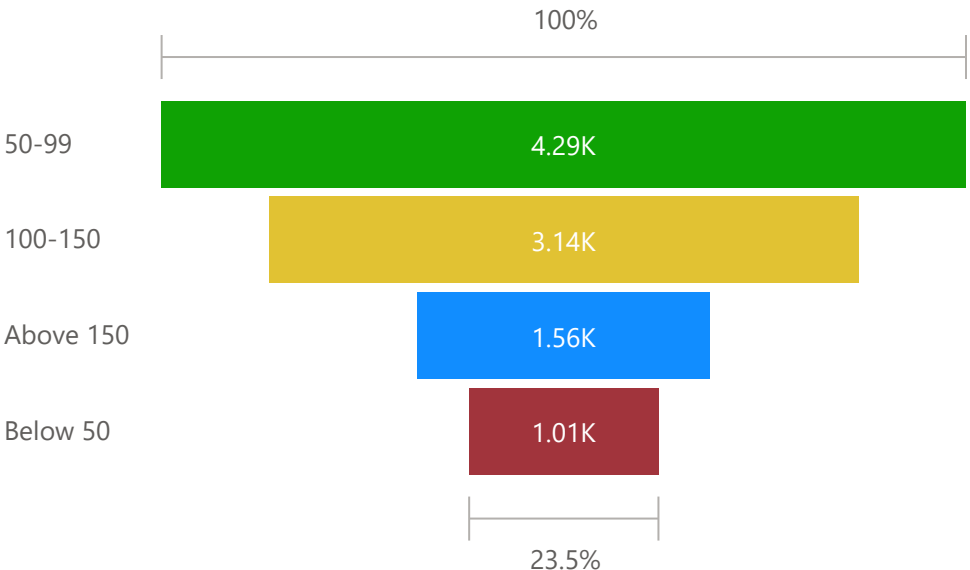
- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi

## Tier

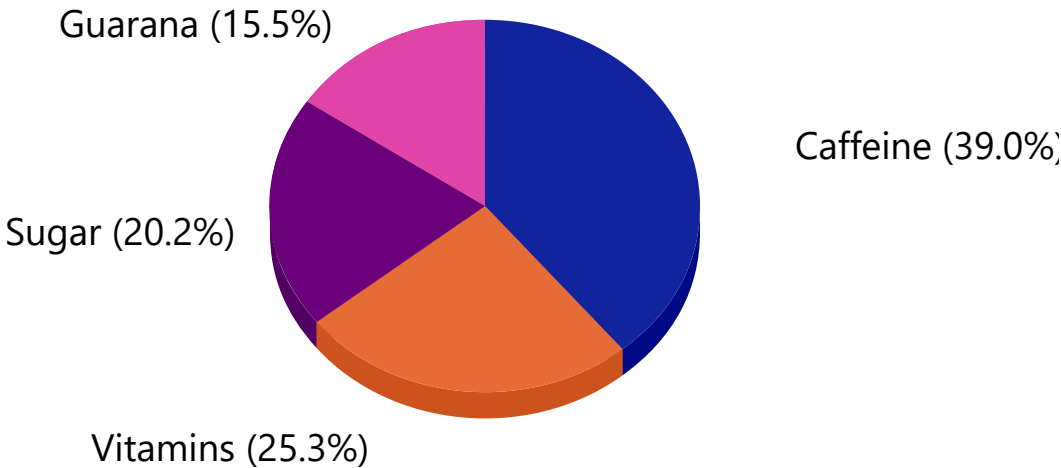


- ☐ Tier 1
- ☐ Tier 2

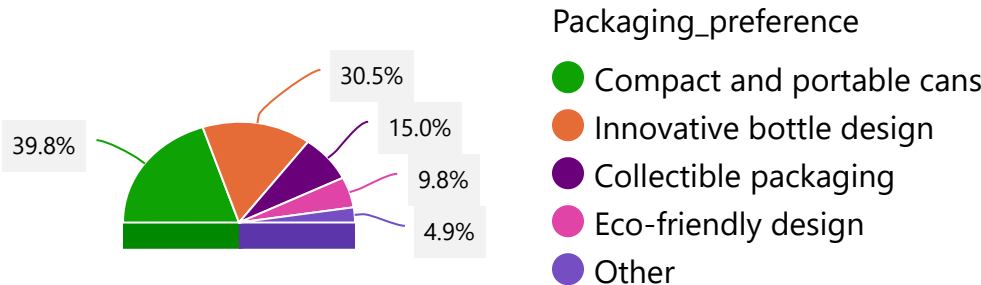
### What price range do you consider reasonable for an energy drink?



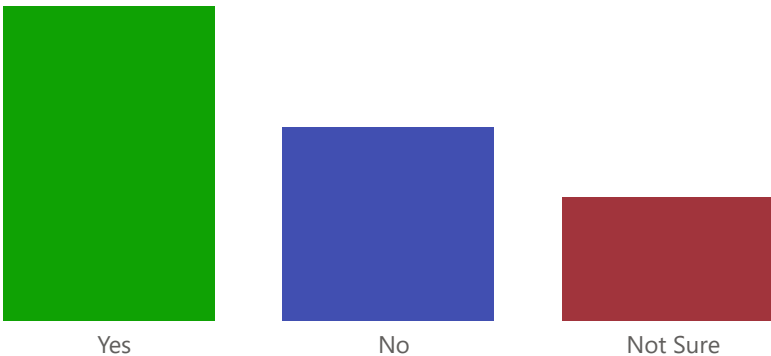
### What are the preferred ingredients of energy drinks among respondents?



### Count of Packaging\_preference by Packaging\_preference



### Do the respondents prefer an energy drink with natural or organic ingredients?



# Competition Analysis

## Age

- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

## Gender

- ☐ Female
- ☐ Male
- ☐ Non-binary

## City

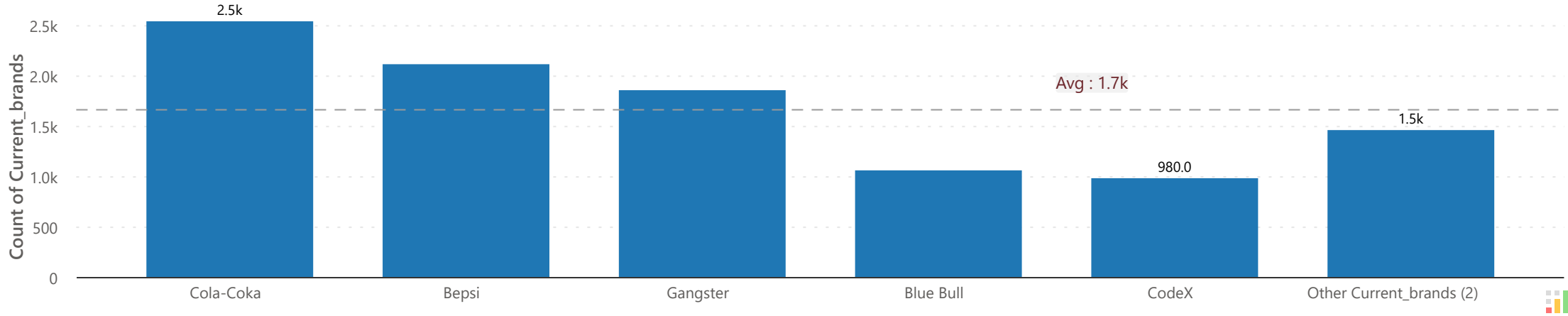
- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi

## Tier

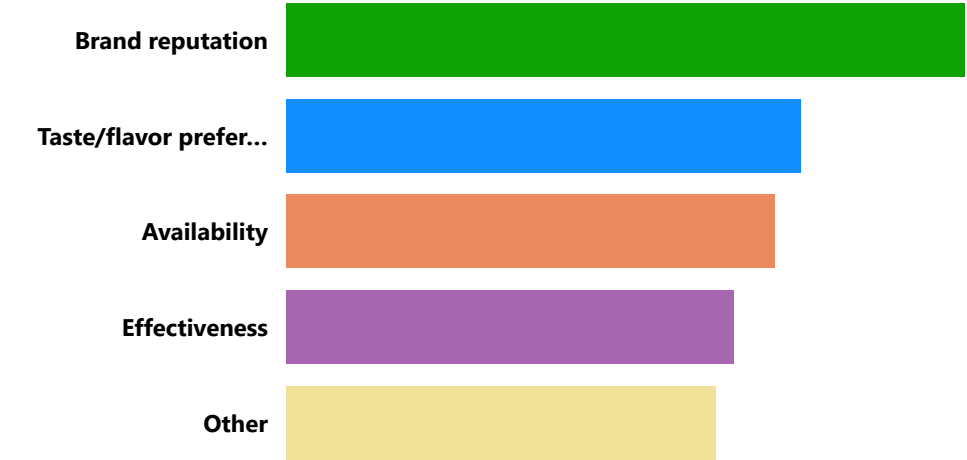
- ☐ Tier 1
- ☐ Tier 2

### Who are the current market leaders?

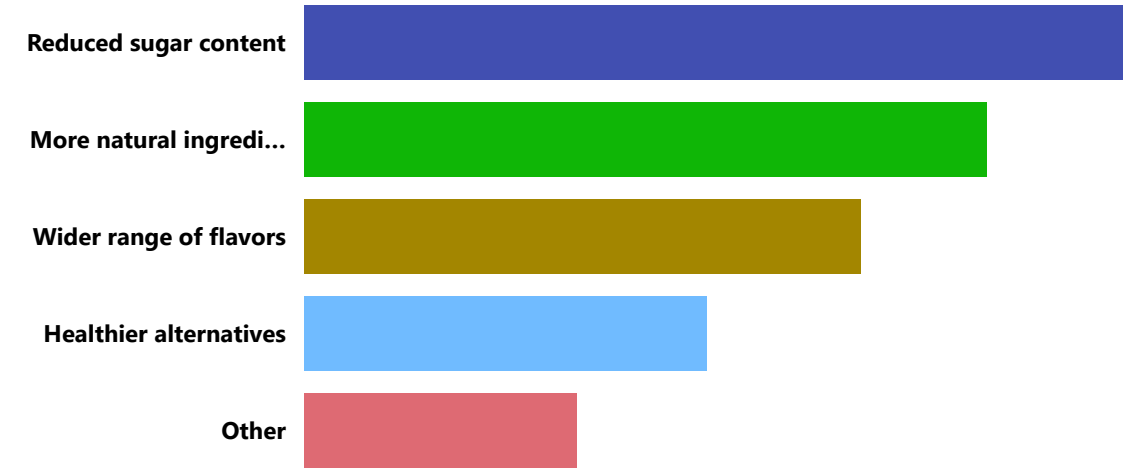
Count of Current\_brands by Current\_brands



### What are the primary reasons consumers prefer those brands?



### What improvements do consumers like to see in energy drinks currently available in the market?





# Brand Perception and Awareness

## Age

- ☐ 15-18
- ☐ 19-30
- ☐ 31-45
- ☐ 46-65
- ☐ 65+

## Gender

- ☐ Female
- ☐ Male
- ☐ Non-binary

## City

- ☐ Ahmedabad
- ☐ Bangalore
- ☐ Chennai
- ☐ Delhi
- ☐ Hyderabad

## Tier

- ☐ Tier 1
- ☐ Tier 2

## Are the respondents familiar with our brand?

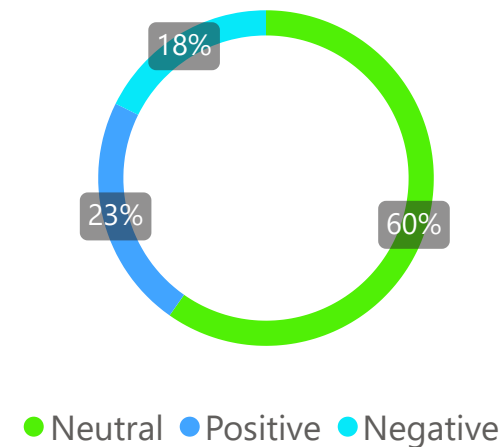
Heard\_before Tried\_before Total count

No	Yes	28.55%
No	No	26.98%
Yes	No	24.21%
Yes	Yes	20.26%

## What is consumers' rating, on a scale of 1 to 5, with 5 being the highest, for the overall experience of our product?



## What do you think of the brand name/logo/design?



## What are the reasons that prevent consumers from trying our brand?



# Purchase Analysis

Age

☐

15-18

☐

19-30

☐

31-45

☐

46-65

☐

65+

Gender

☐

Female

☐

Male

☐

Non-binary

City

☐

Ahmedabad

☐

Bangalore

☐

Chennai

☐

Delhi

☐

Hyderabad

Tier

☐

Tier 1

☐

Tier 2

