

CODEX Energy Drink

CodeX is a German beverage company that is aiming to make its mark in the Indian market.

Demographic view	→
Consumer Preferences	→
Brands & Competition	→
Marketing Channels & Competition	→
Purchase	→
Product Development	→



City

All

Age

All

Gender

All

Heard_before

All

Tried_before

All

Brand_perception

All

Reasons_for_ch...

All

Marketing_chan...

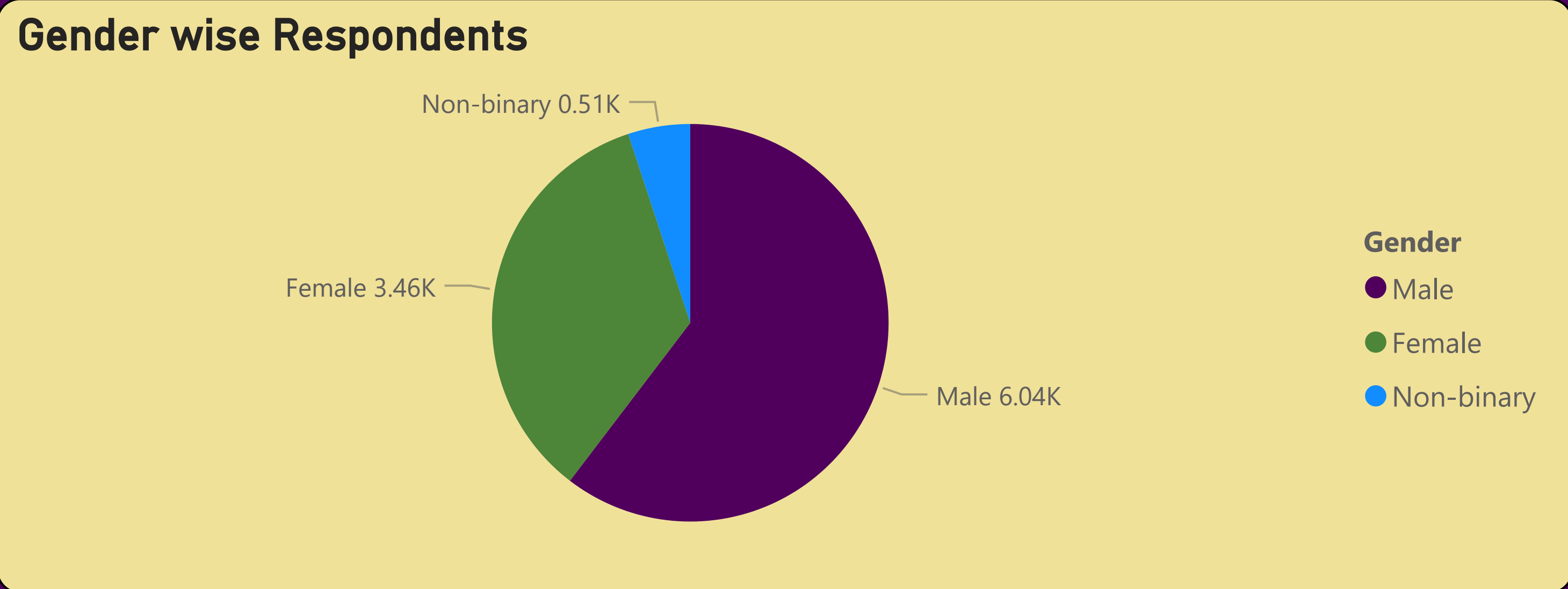
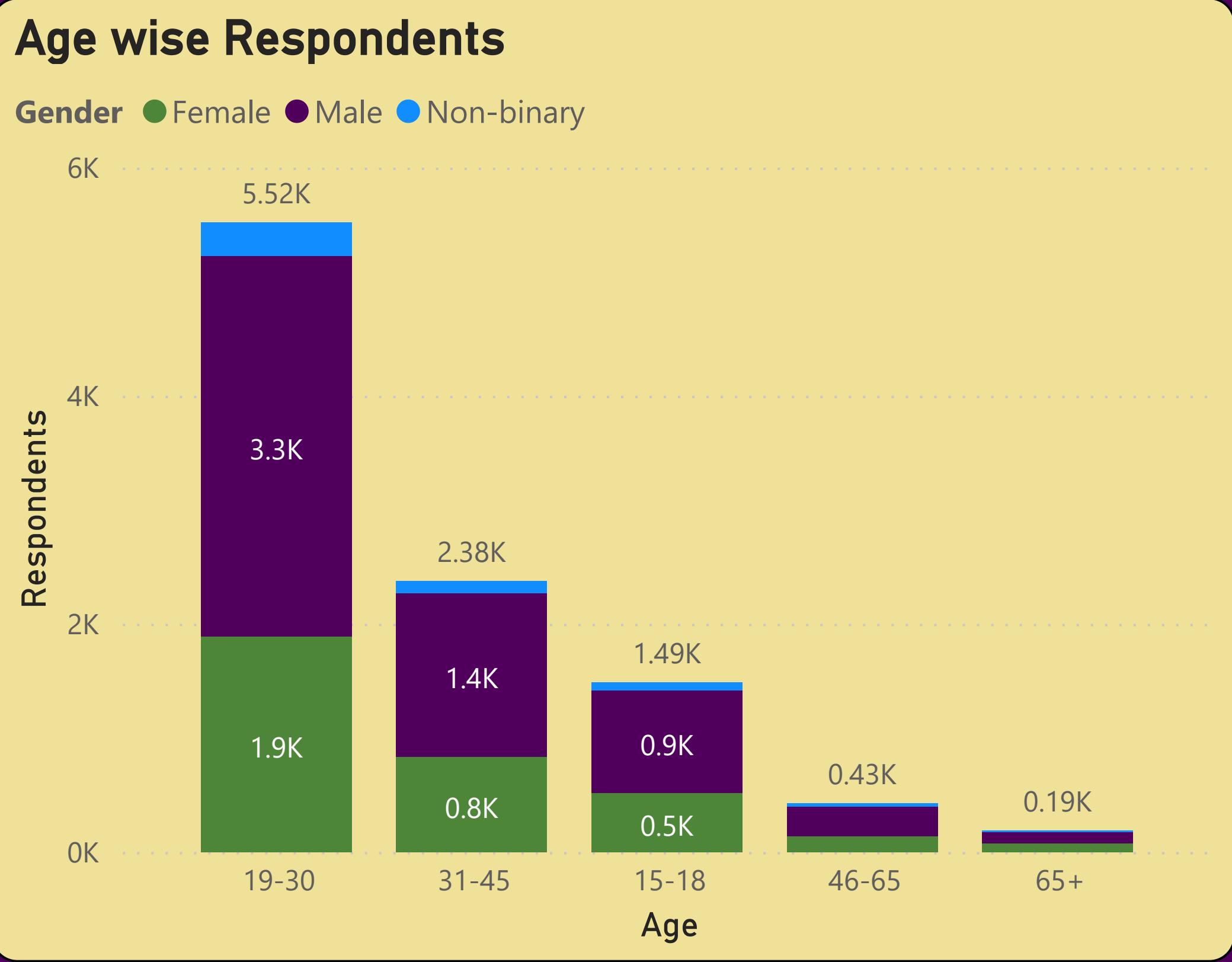
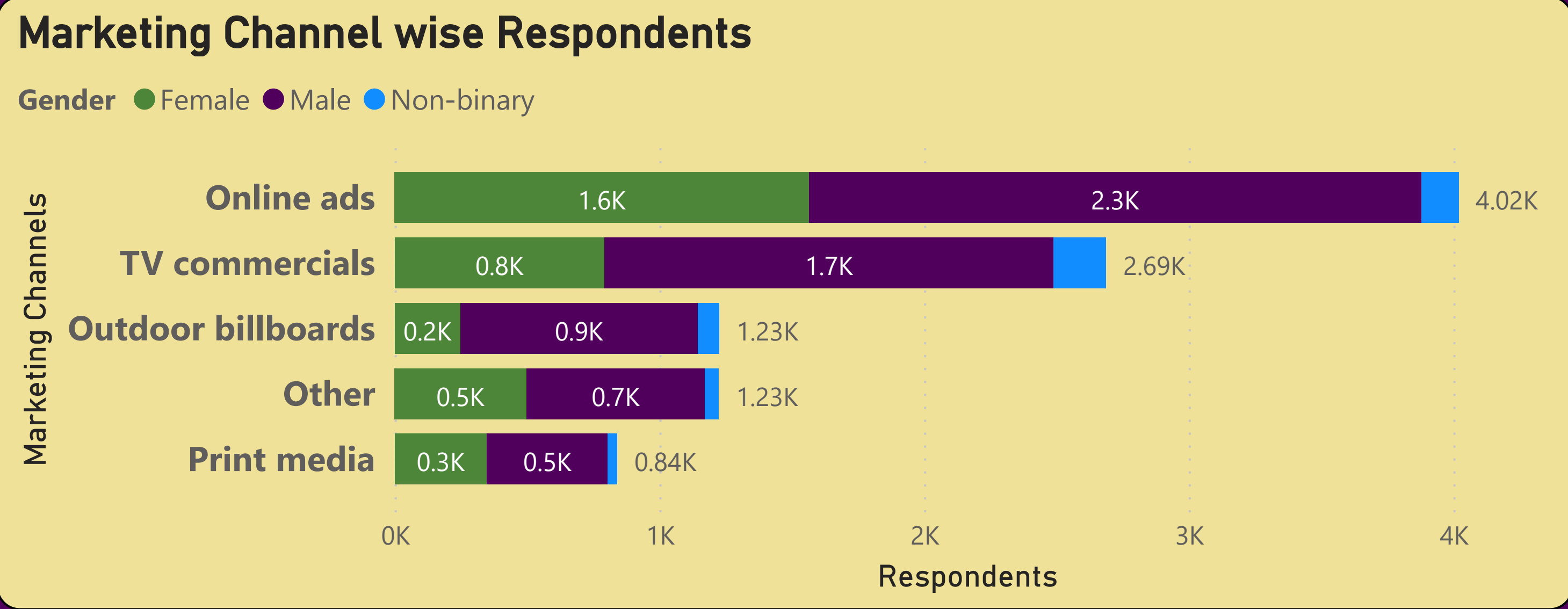
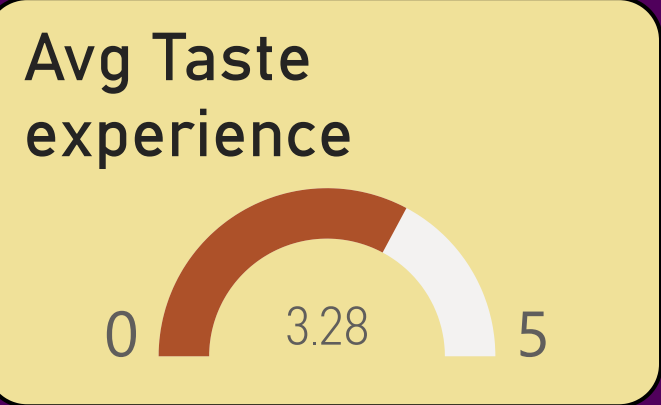
All

Total Cities

10

Total Respondents

10K



City

All

Age

All

Gender

All

Heard_before

All

Tried_before

All

Brand_perception

All

Reasons_for_ch...

All

Marketing_chan...

All

Total Cities

10

Total Respondents

10K

Avg Taste experience

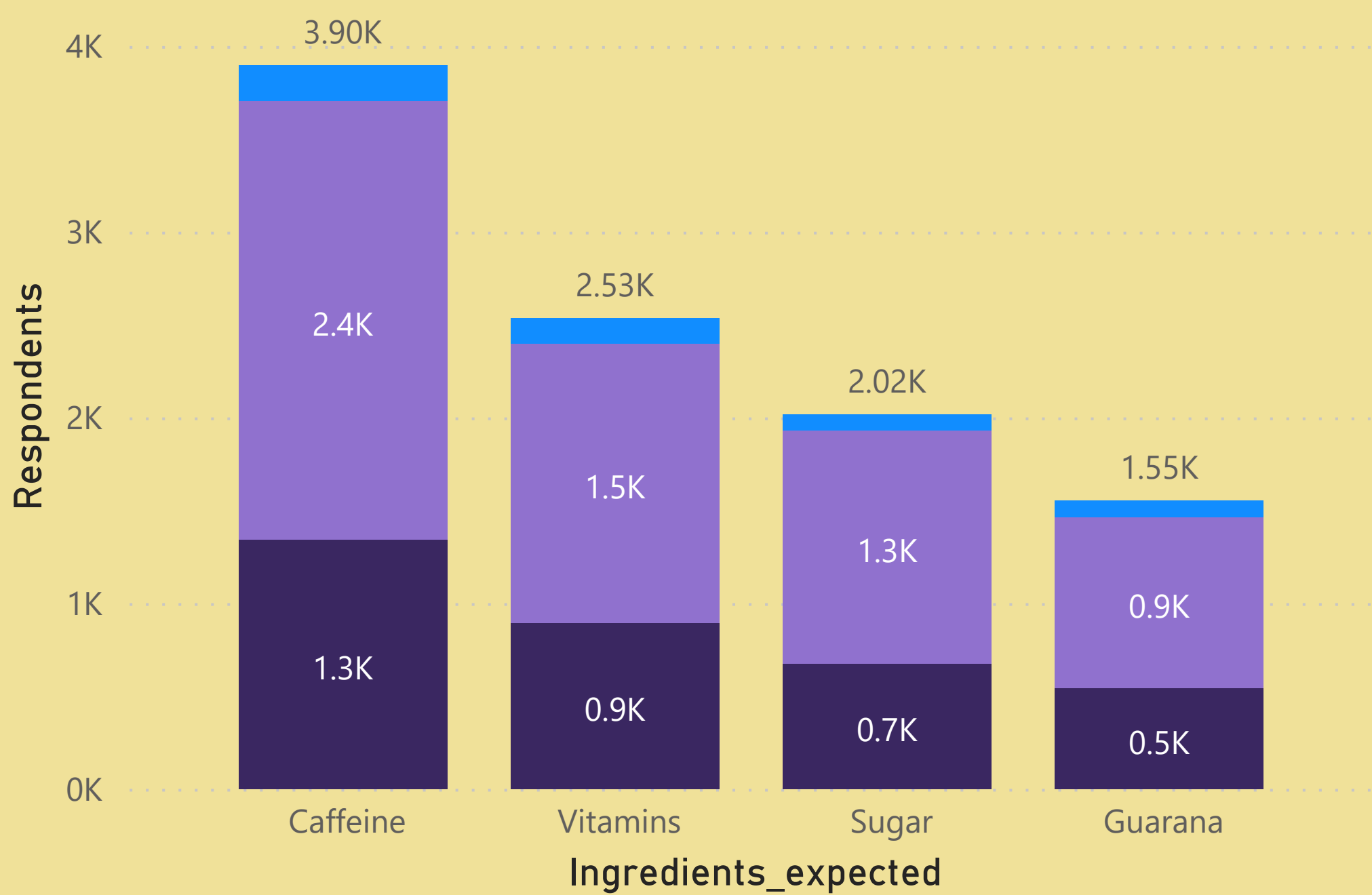
0

3.28

5

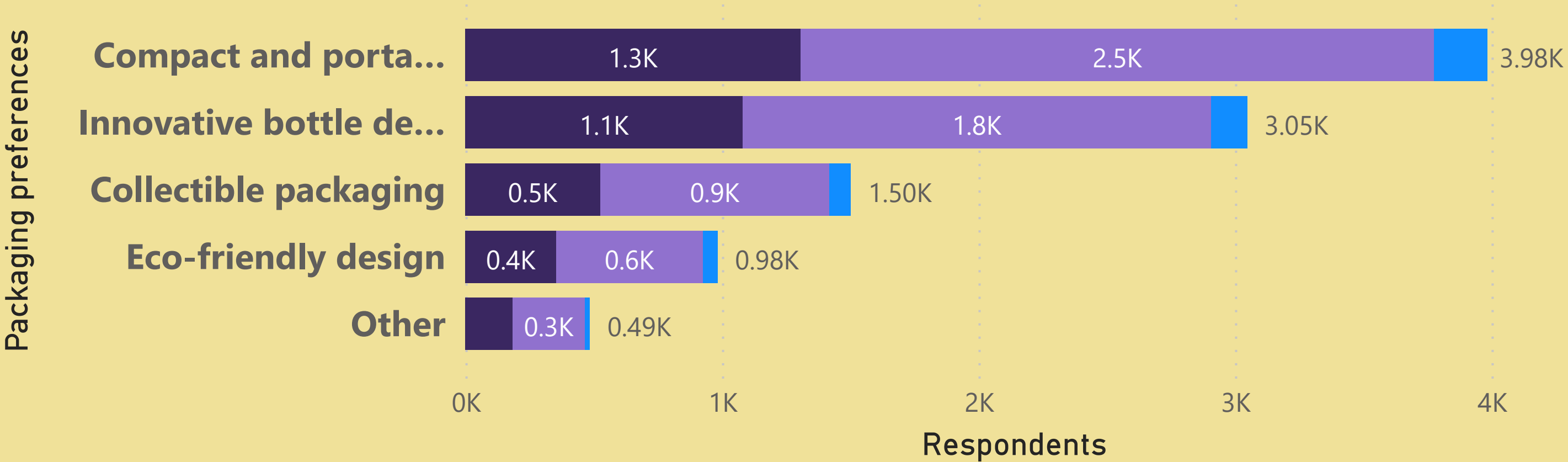
Ingredients expected wise Respondents

Gender ● Female ● Male ● Non-binary



Packaging preferences wise Respondents

Gender ● Female ● Male ● Non-binary



Health Concern wise Respondents



City

All

Age

All

Gender

All

Heard_before

All

Tried_before

All

Brand_perception

All

Reasons_for_ch...

All

Marketing_chan...

All

Total Cities

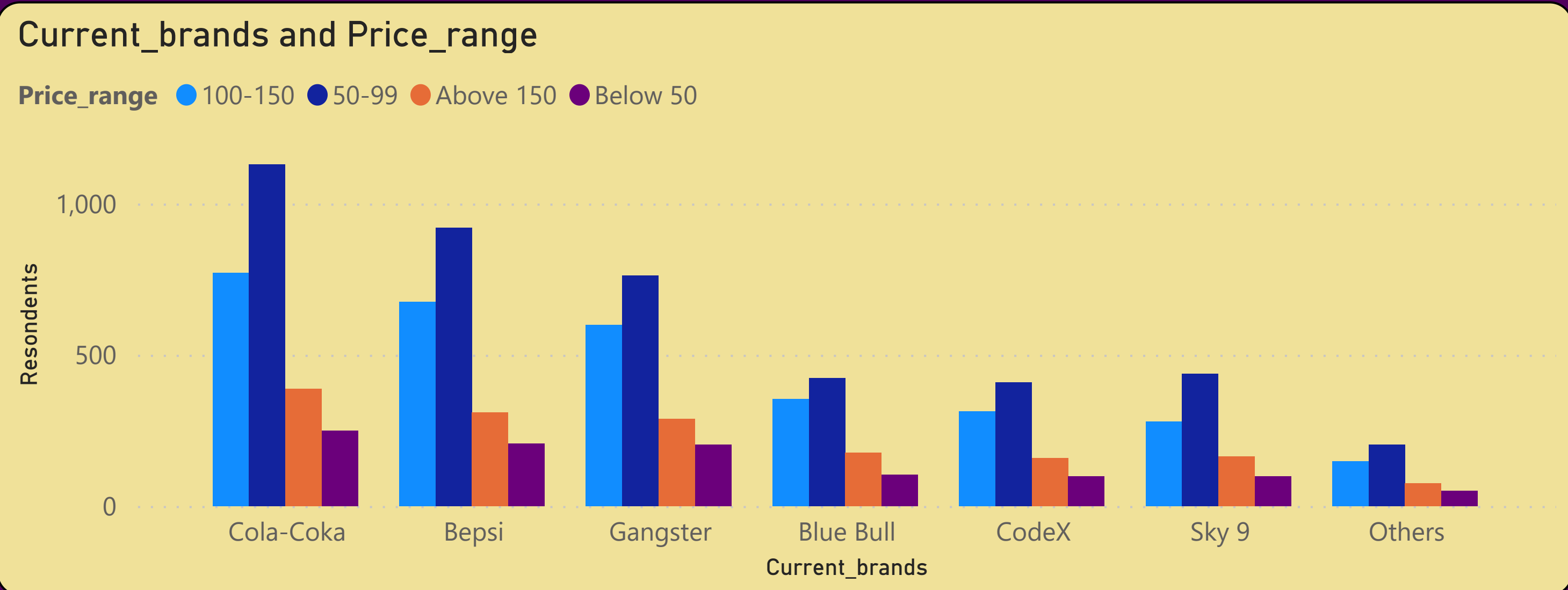
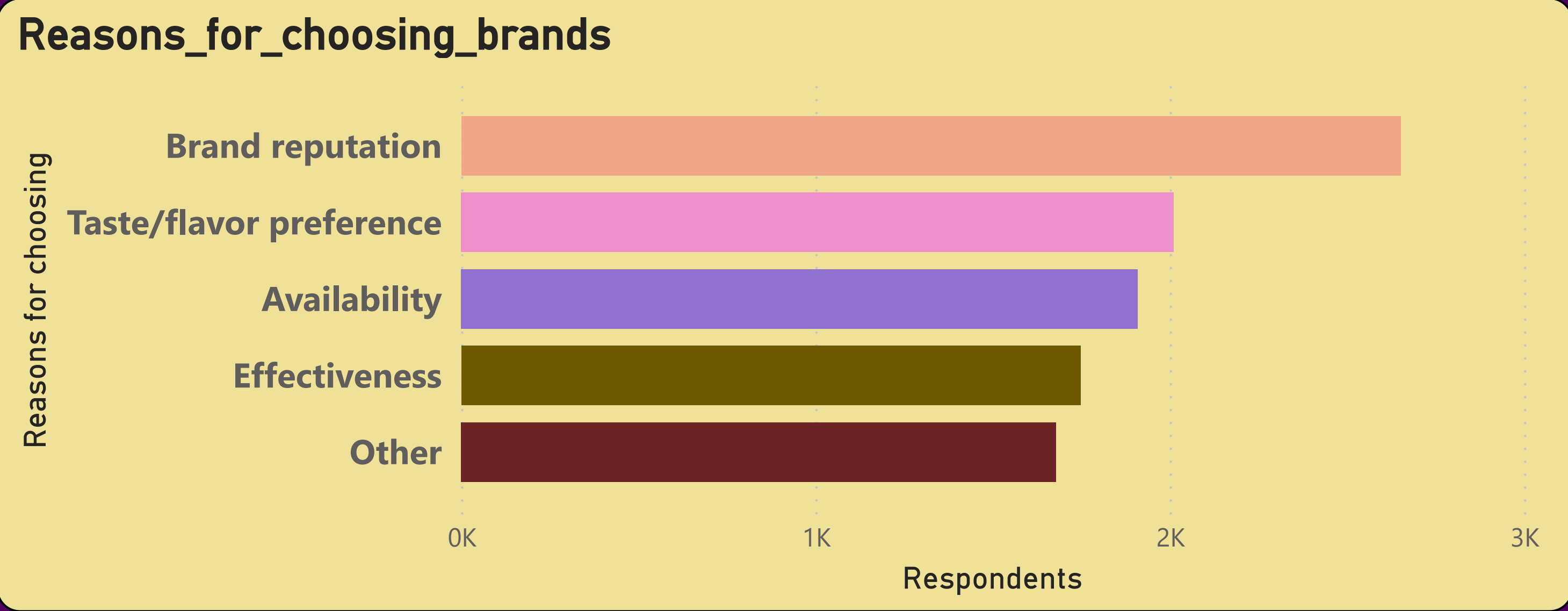
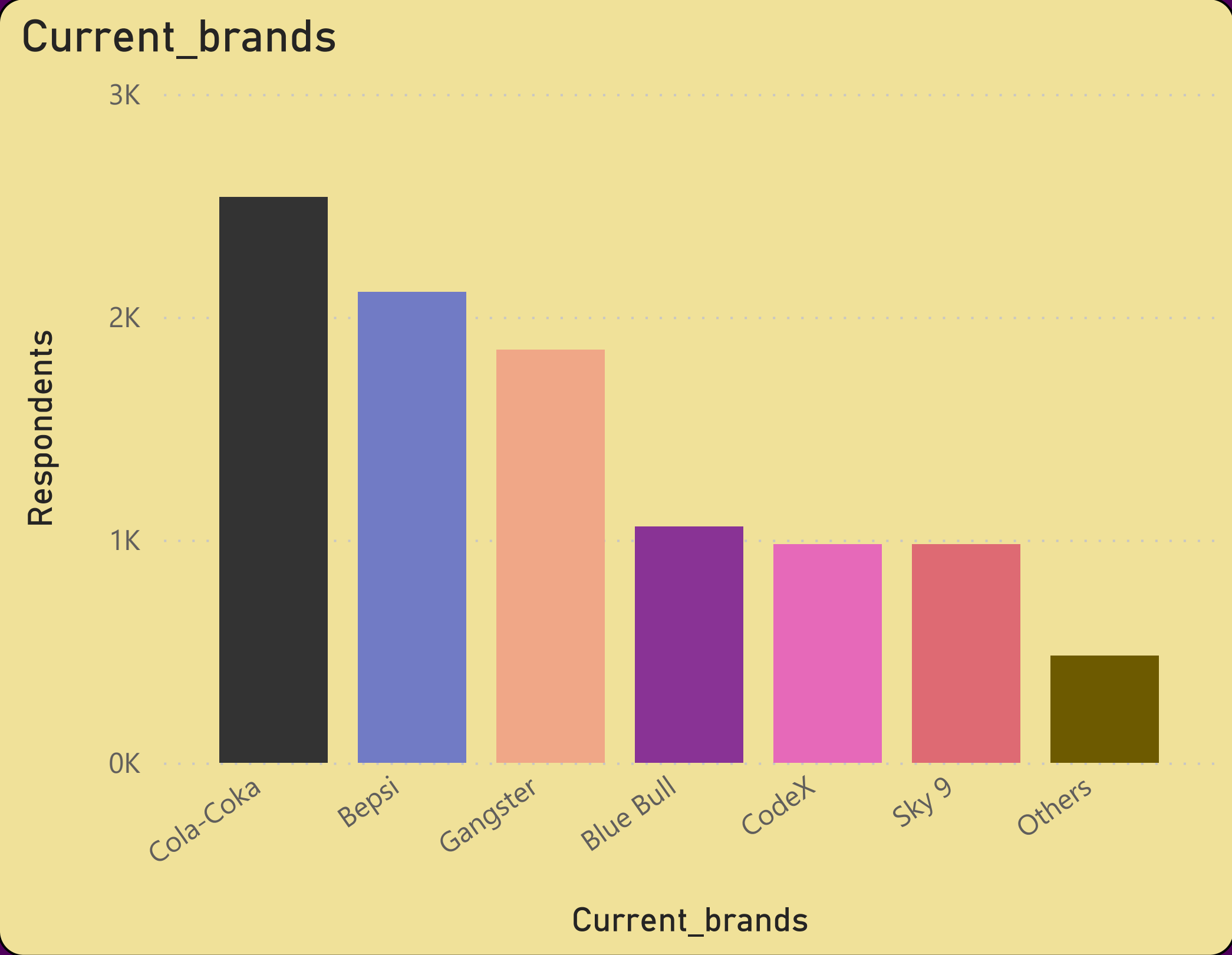
10

Total Respondents

10K

Avg Taste experience

0 3.28 5



City

All

Age

All

Gender

All

Heard_before

All

Tried_before

All

Brand_perception

All

Reasons_for_ch...

All

Marketing_chan...

All

Total Cities

10

Total Respondents

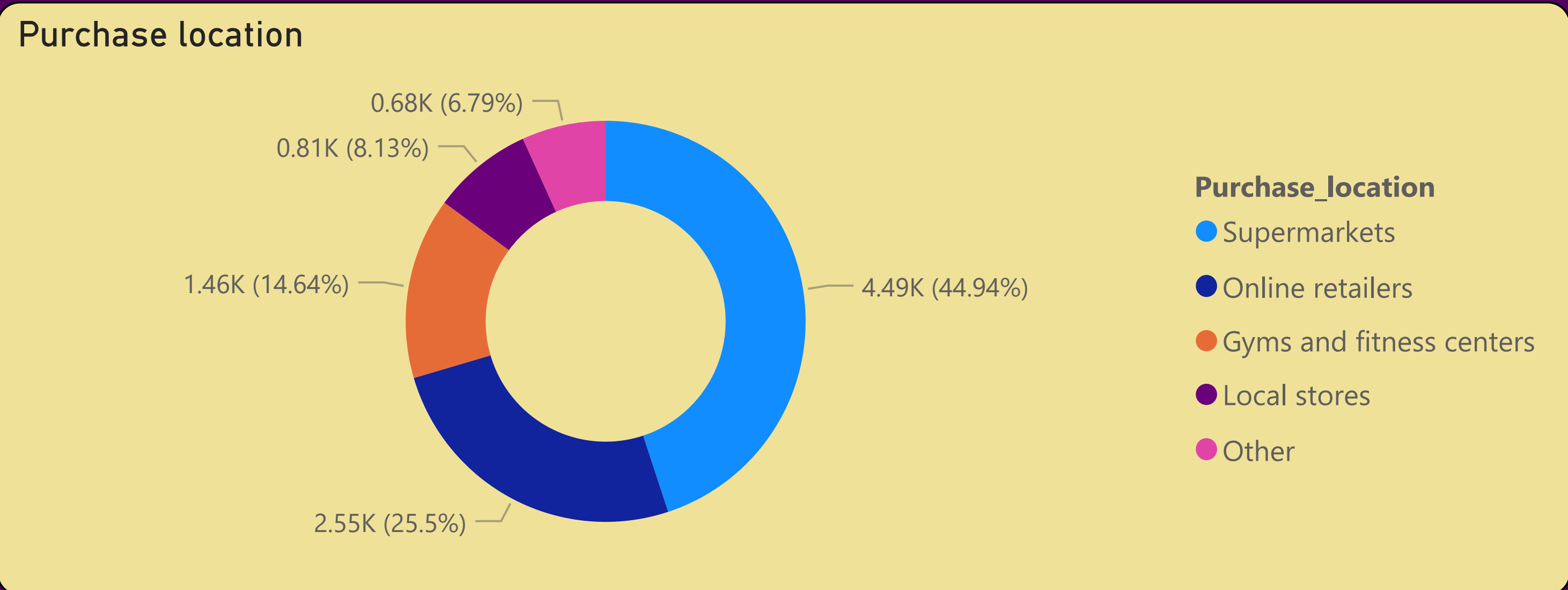
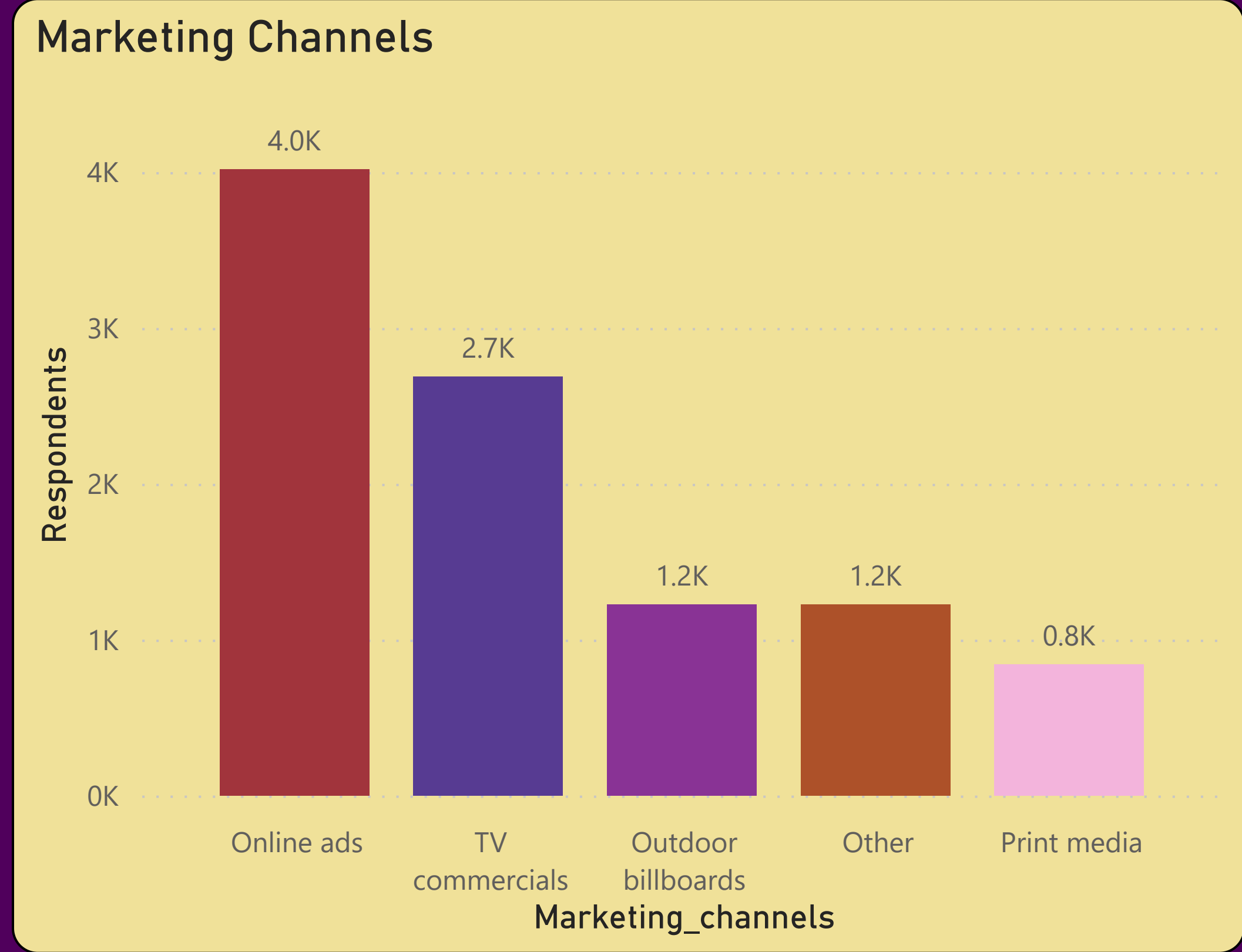
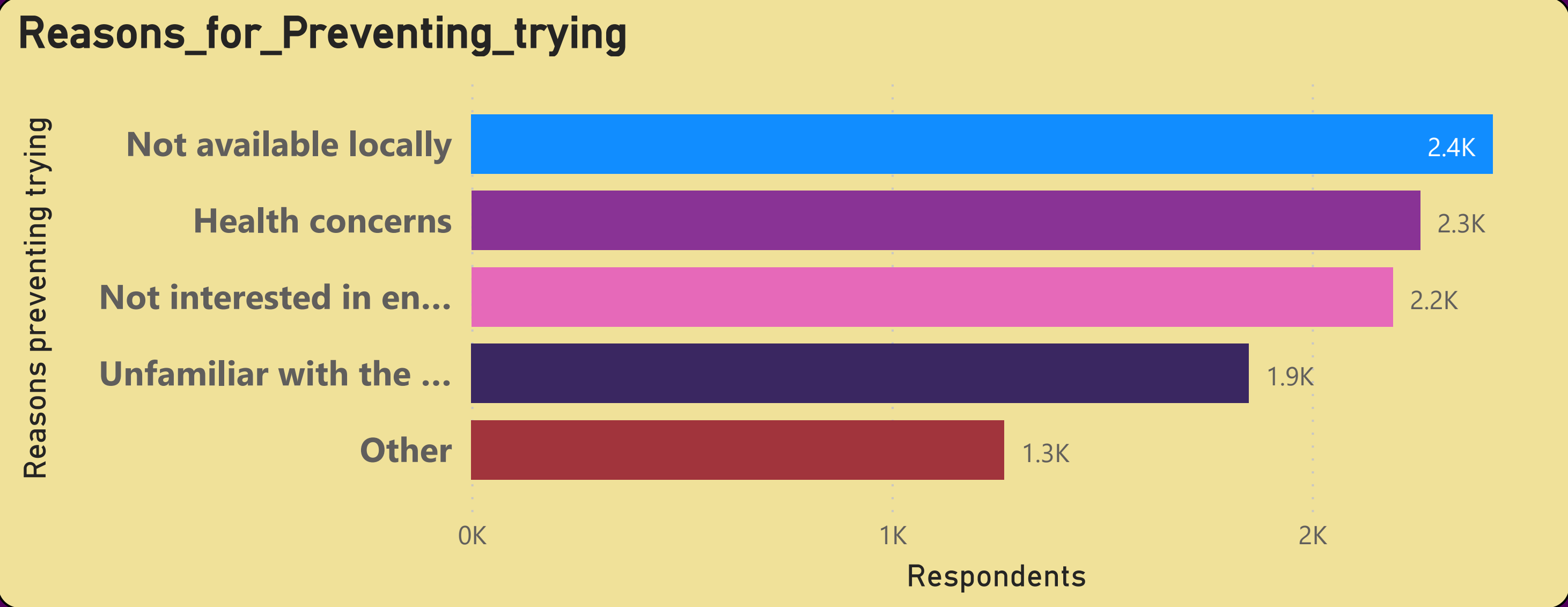
10K

Avg Taste experience

0

3.28

5



City

All

Age

All

Gender

All

Heard_before

All

Tried_before

All

Brand_perception

All

Reasons_for_ch...

All

Marketing_chan...

All

Total Cities

10

Total Respondents

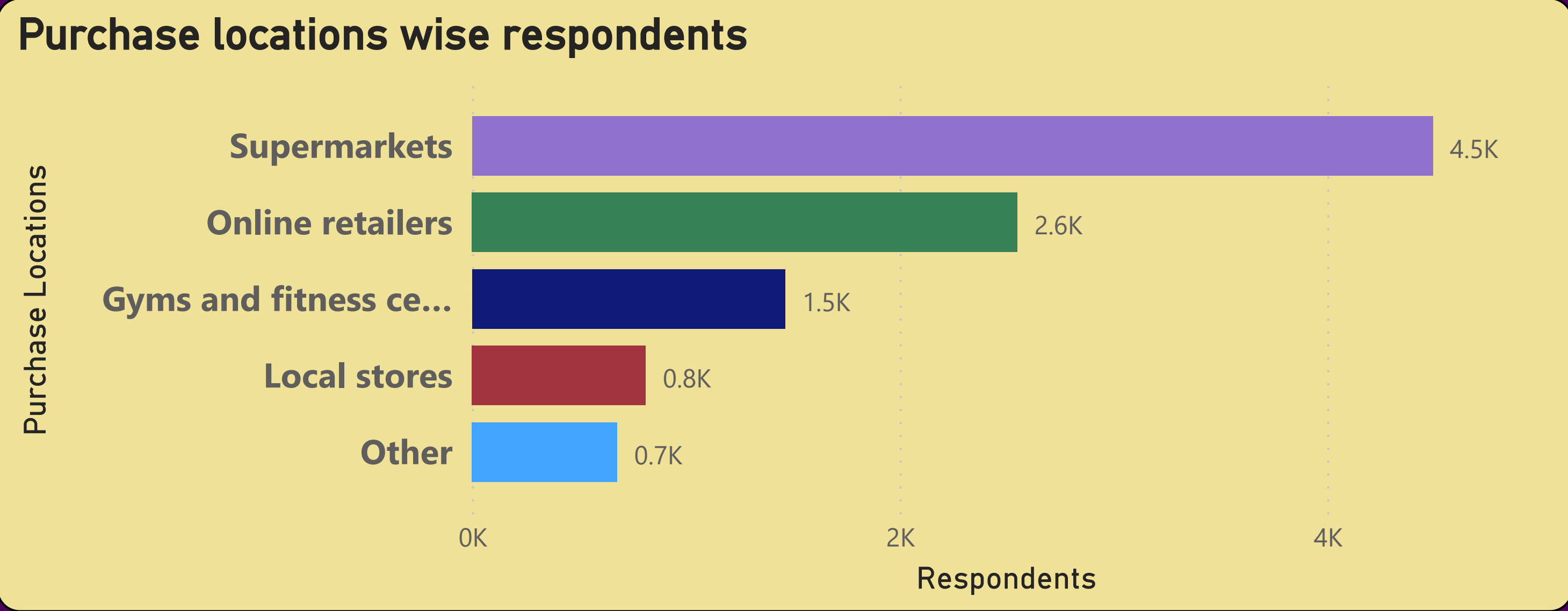
10K

Avg Taste experience

0

3.28

5



City

All▼

Age

All▼

Gender

All▼

Heard_before

All▼

Tried_before

All▼

Brand_perception

All▼

Reasons_for_ch...

All▼

Marketing_chan...

All▼

Total Cities

10

Total Respondents

10K

Avg Taste experience

03.285

