



CHOCOLATE CONSUMPTION TRENDS IN INDIA



DEMOGRAPHICS DEEP DIVE

Cadbury Dairy Milk

Top Brand

Local Shop

Top Purchase Mode

OVERVIEW

6481

Total Consumers

₹ 1.03K

Avg Spend

BEHAVIOURAL INSIGHTS

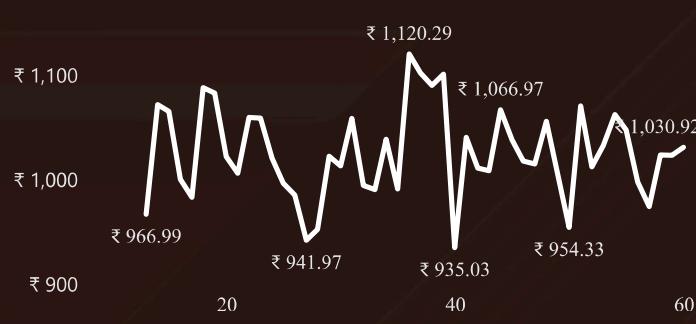
Happy

Top Mood

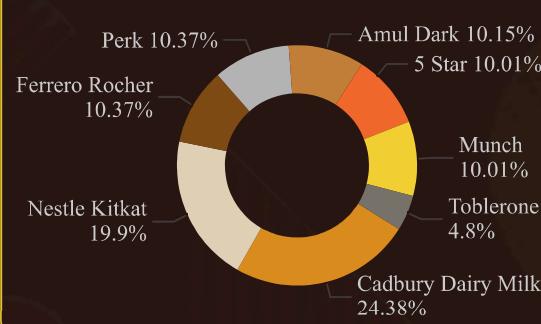
Birthday

Top Occasion

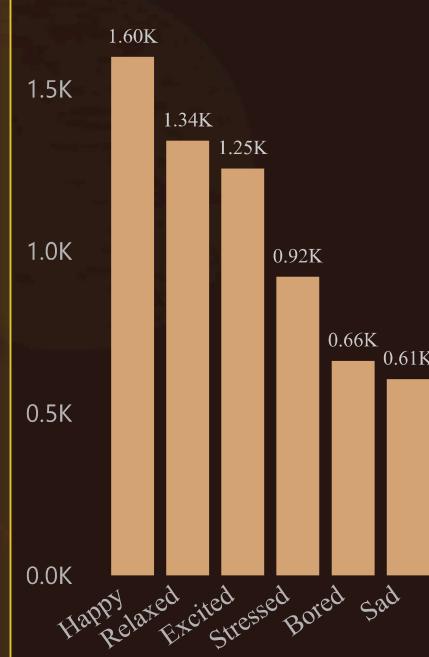
Age VS Average Spend



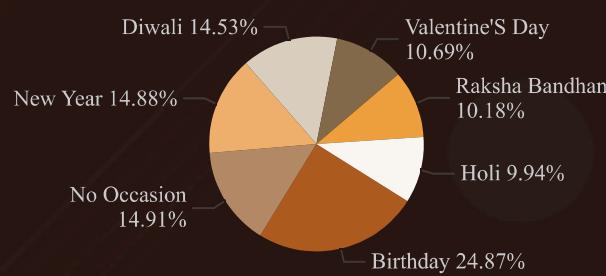
Brand Preference Distribution



Purchase Frequency by Mood



Purchase Frequency by Occasion



Average Spend by Region



Gender

- Female
- Male
- Other

Mood

- All

Region

- All

Purchase Mode

- All



BEHAVIOURAL INSIGHTS



Region

Monthly

Common Purchase Frequency

71.3%

Purchase Consistency

Under 18

Top Age Group

0.55

Spend Variability Index

Mood

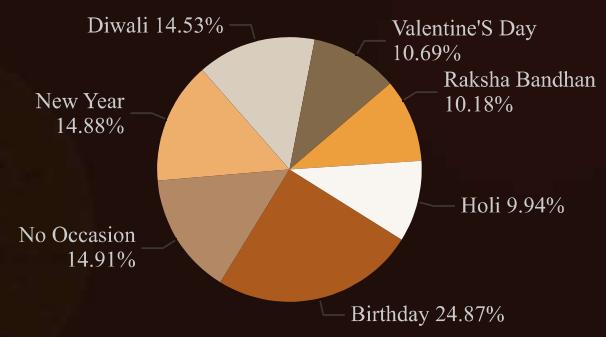
Average Spend by Purchase Frequency



Average Spend by Region and Purchase Frequency



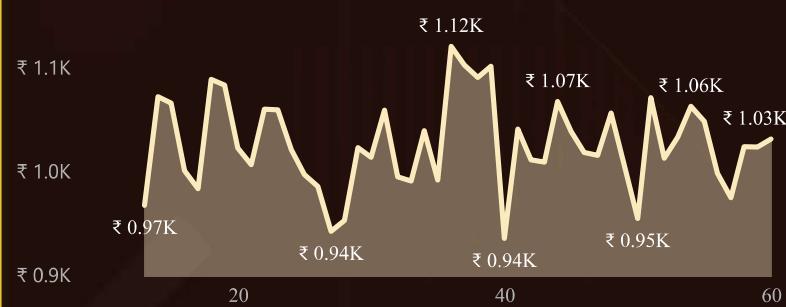
Count of Customer by Occasion



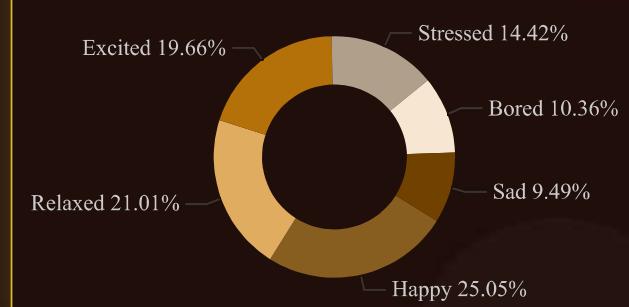
Customer Satisfaction Index



Age VS Average Spend



Mood While Purchasing



DEMOGRAPHICS DEEP DIVE



Region

North India

Top Spending Region

26.5%

Regional Spend Share

51.1%

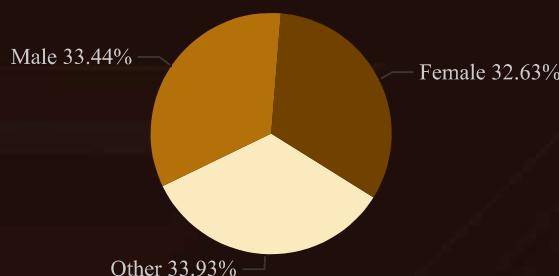
Premium Spend Share

Occasion

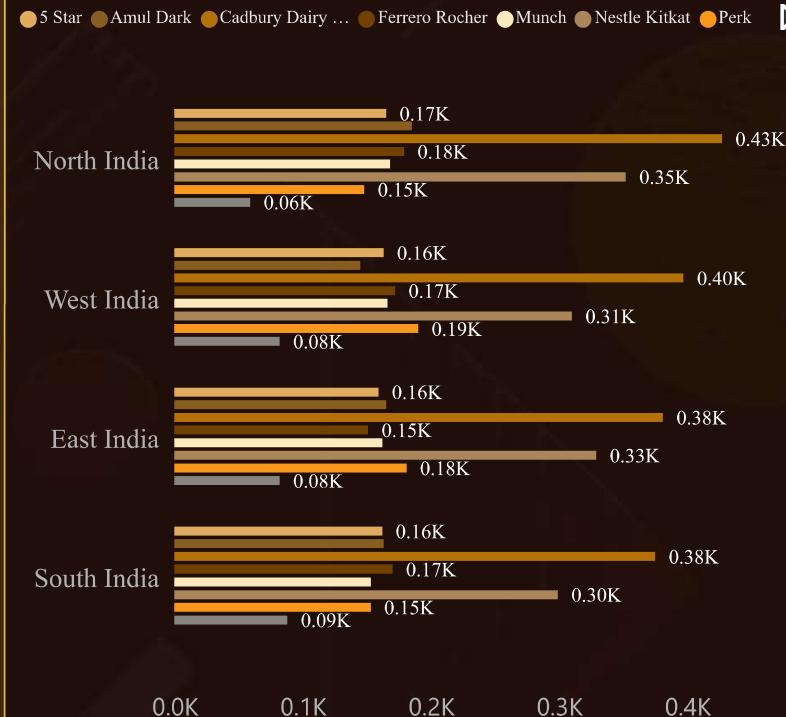
Happy

Top Mood

Gender wise distribution



Customers by Region and Brand



Average Spend by Region



Regional Purchase Mode Preference



Customer Count by Purchase Frequency

