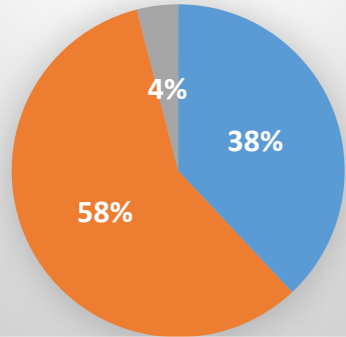


Dairy Product Positioning Report

This project analyzes **consumer insights** in the dairy milkshake category, covering demographics, brand awareness, satisfaction levels, and purchase drivers. The report highlights key opportunities for the **Client Brand**, including demand for **healthier variants** (low sugar, vegan/lactose-free) and the role of digital platforms in influencing **purchase intent**. It showcases how **raw survey data** can be transformed into a **story-driven, actionable** topline report for strategic decision-making.

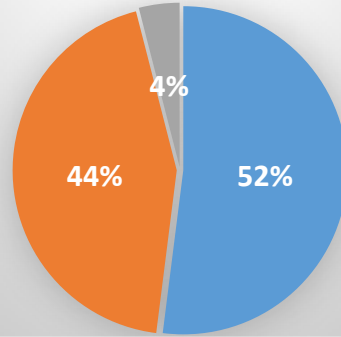
Demos

Gender:



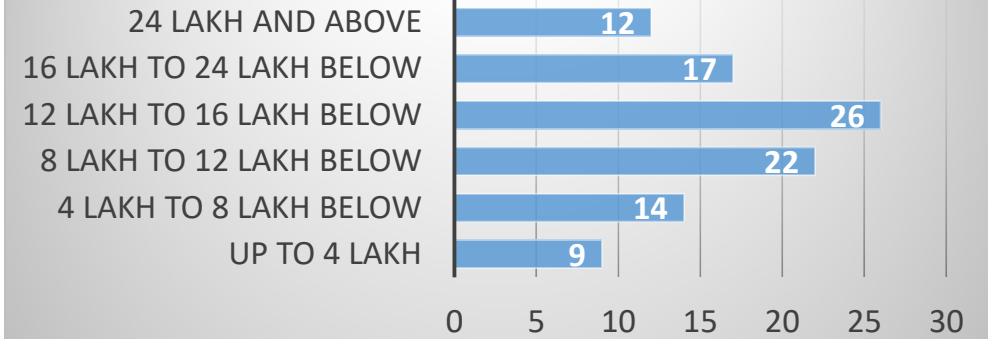
Male Female Other

Age:

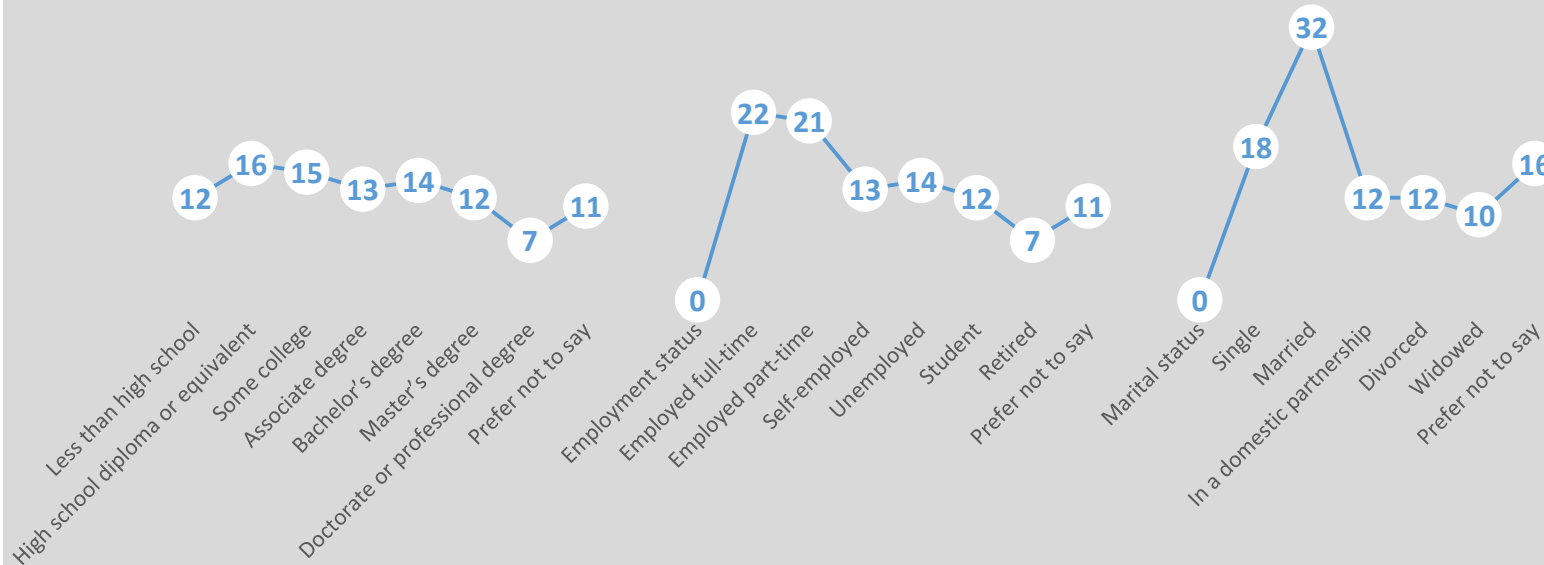


18-34 45-64 65+

Income:



EDUCATION/EMPLOYMENT AND MARITAL STATUS



Demographics

- **Gender:** Female (58%), Male (38%), Other (4%).
- **Age:** 18-34 (52%), 45-64 (44%), 65+ (4%).
- **Income:** Most earn below 16 lakh.

Summary of product awareness

- **Top known brands and consumed in Past 3 Months :**

- Amul (44%)
- Nestlé (25%)
- Client Brand (22%)

- **Consumer Preferences**

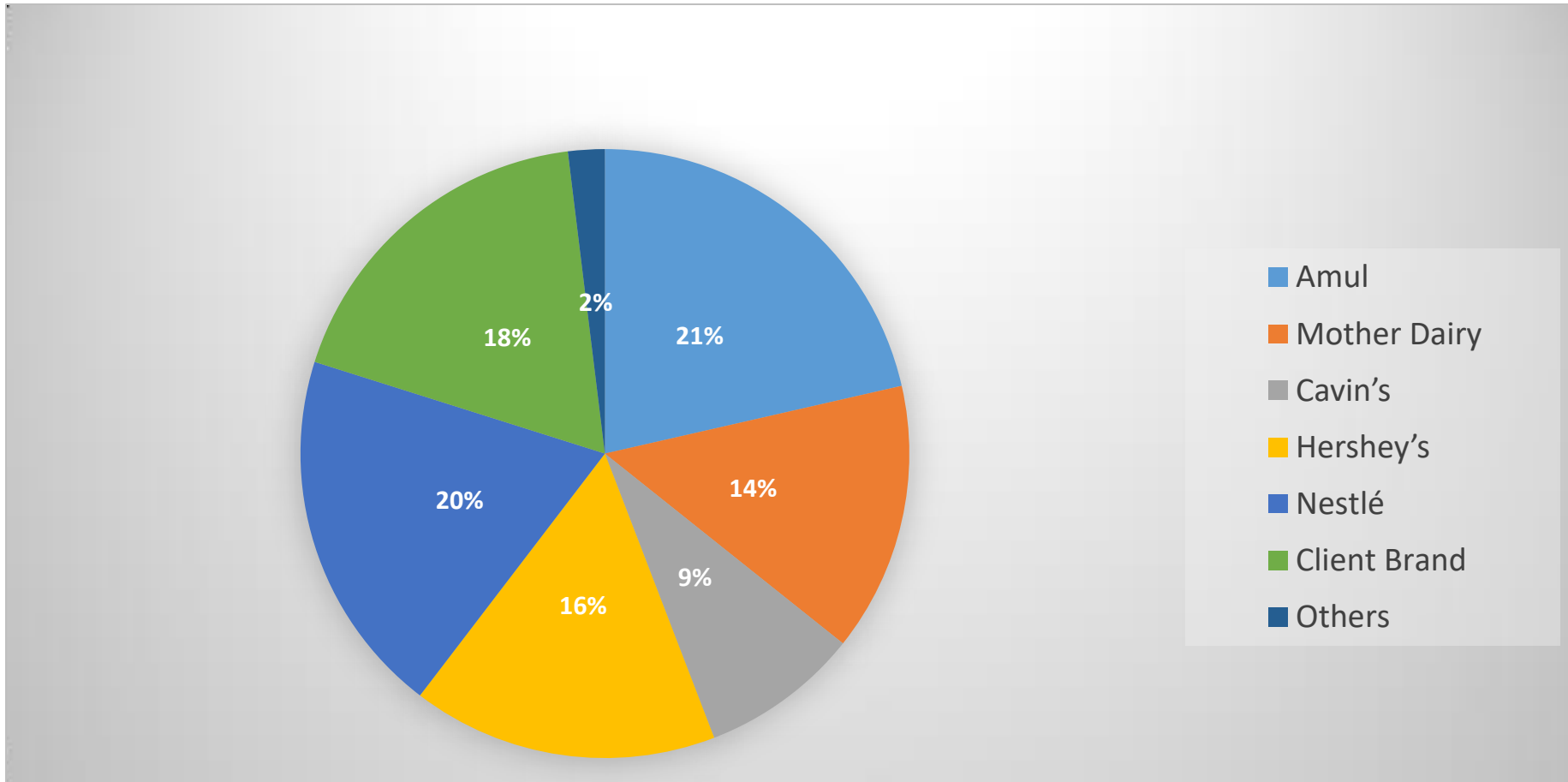
- **Top Flavours:**

- Vanilla (32%)
- Strawberry (28%)
- Banana (25%)

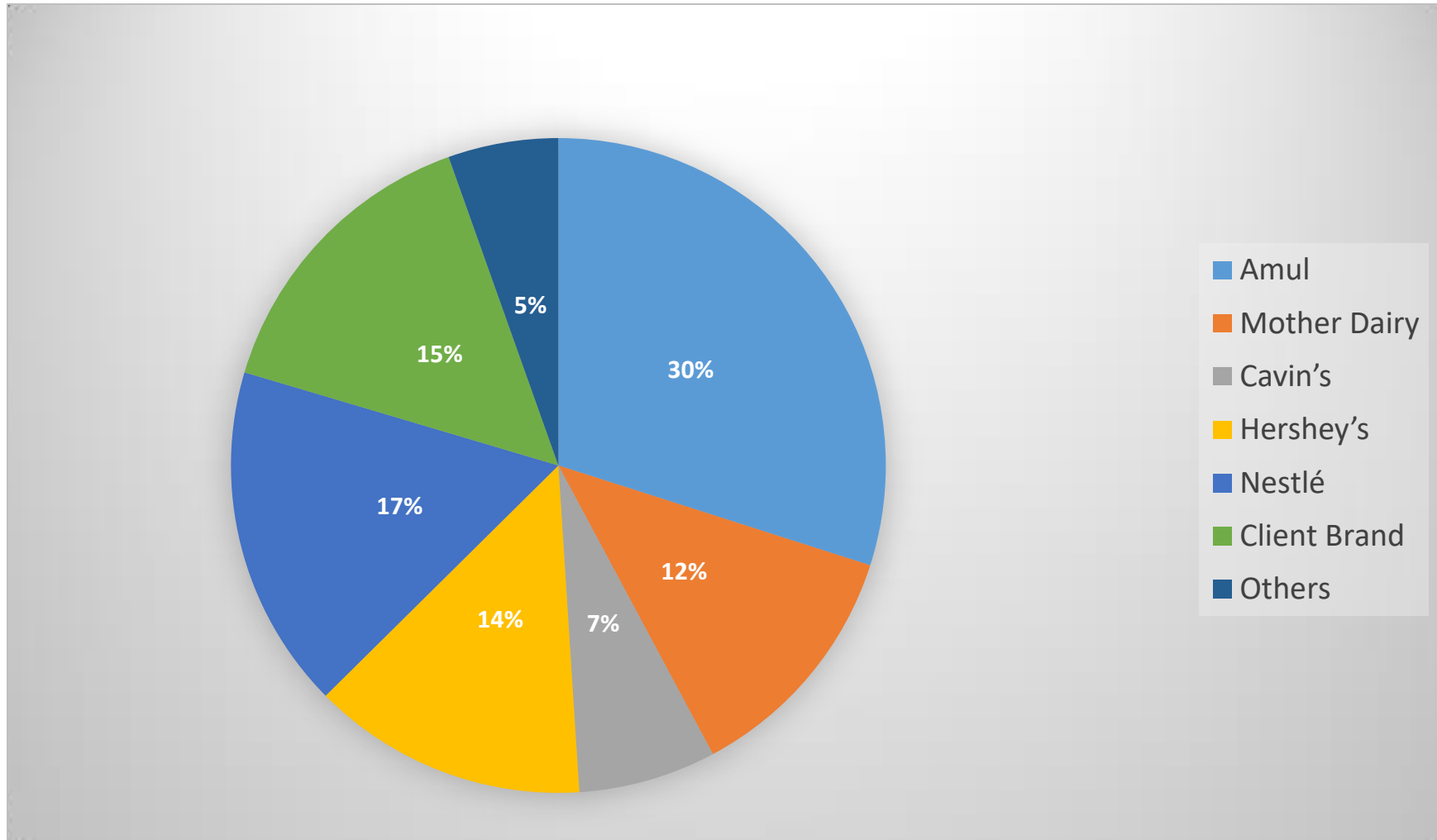
- **Purchase Locations:**

- Supermarkets (35%)
- Local Diary (28%)
- Online (24%)

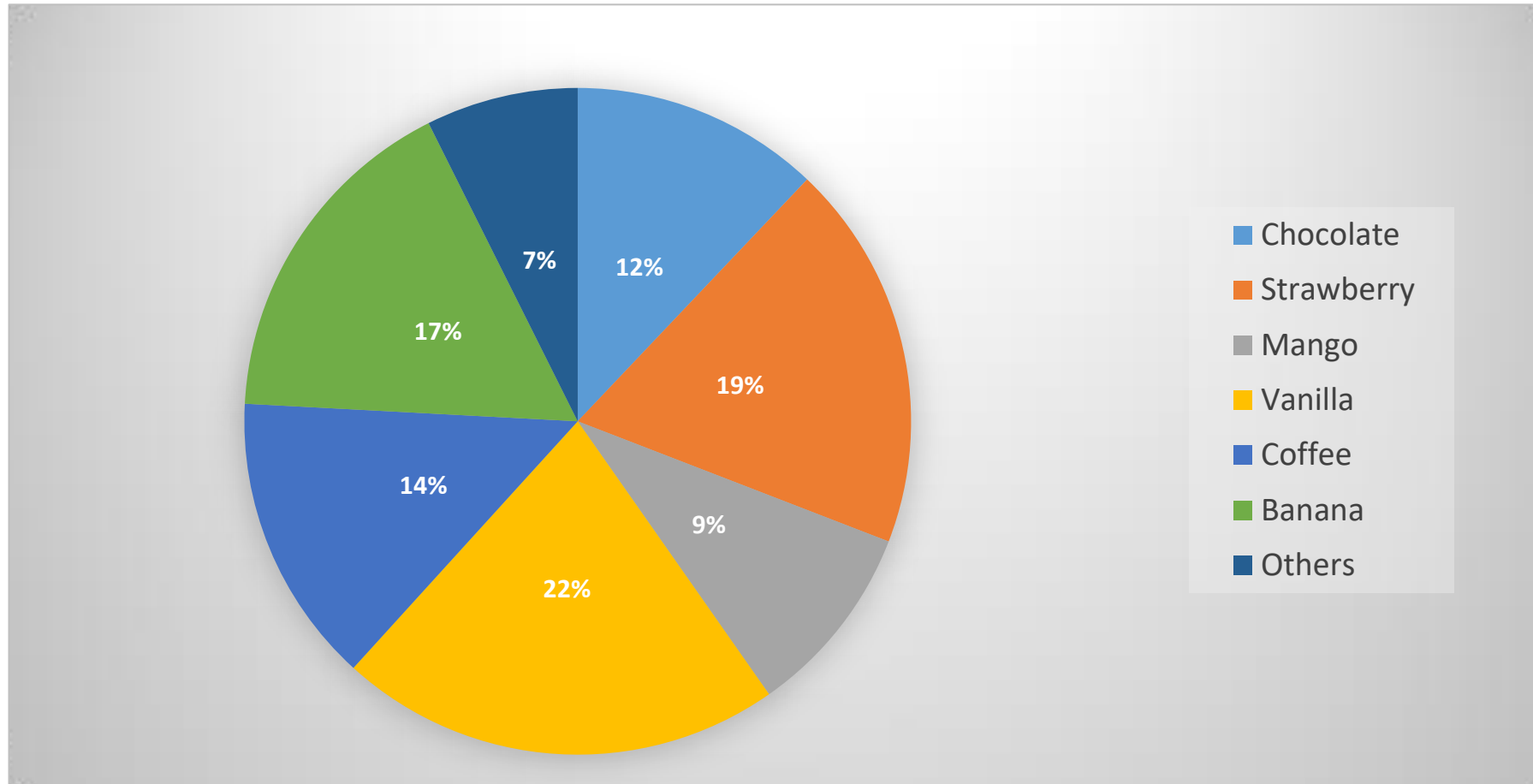
- ✓ **Top known Brands:**
Amul (44%), Nestlé (25%), Client Brand (22%).



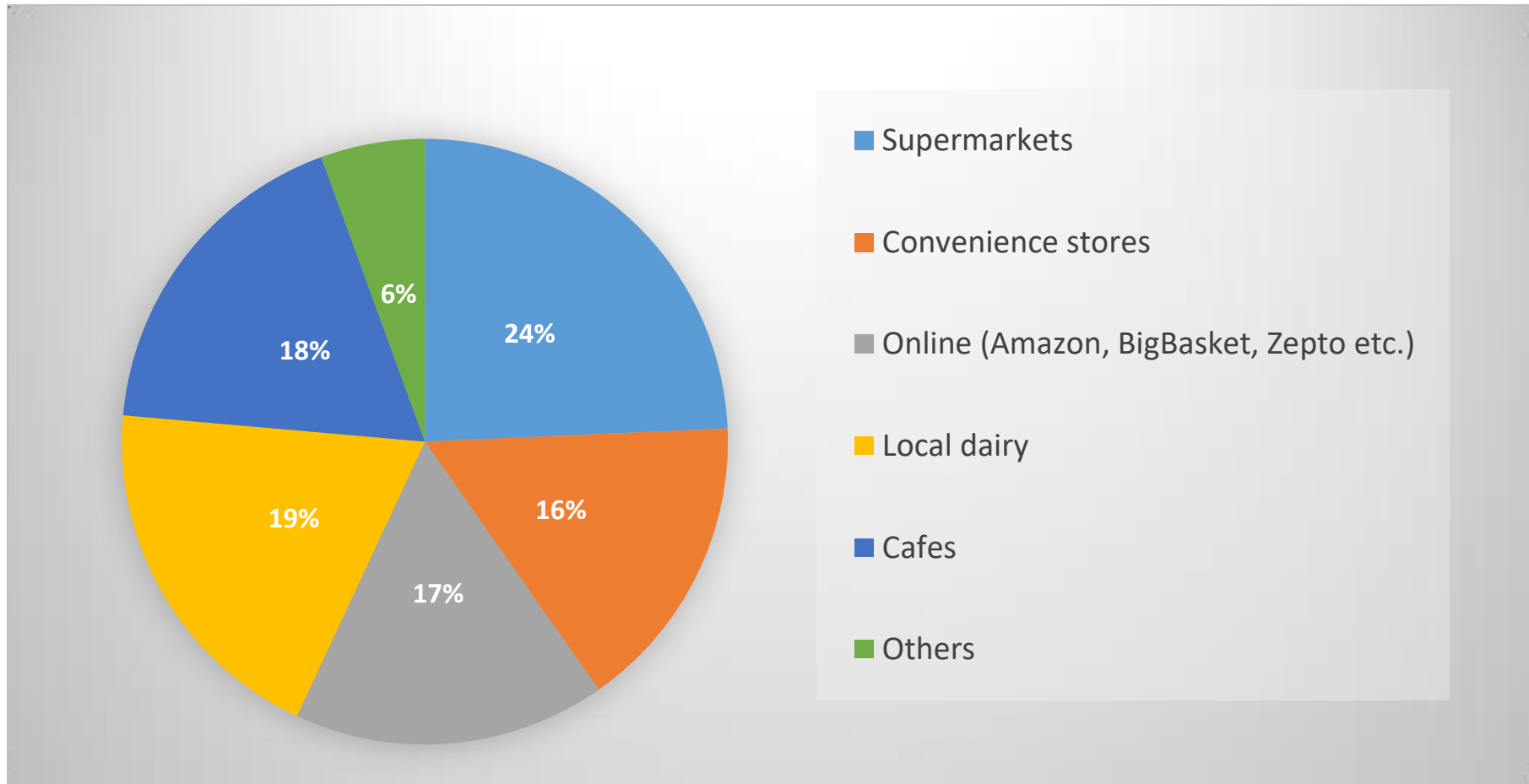
- ✓ Top brands consumed in past 3 months:
Amul, Nestlé, and Client Brand



- ✓ **Top Flavours:**
Vanilla (32%), Strawberry (28%), Banana (25%).



- ✓ **Purchase Locations:**
Supermarkets (35%), Local Dairy (28%), Online (24%).



Brand Affinity

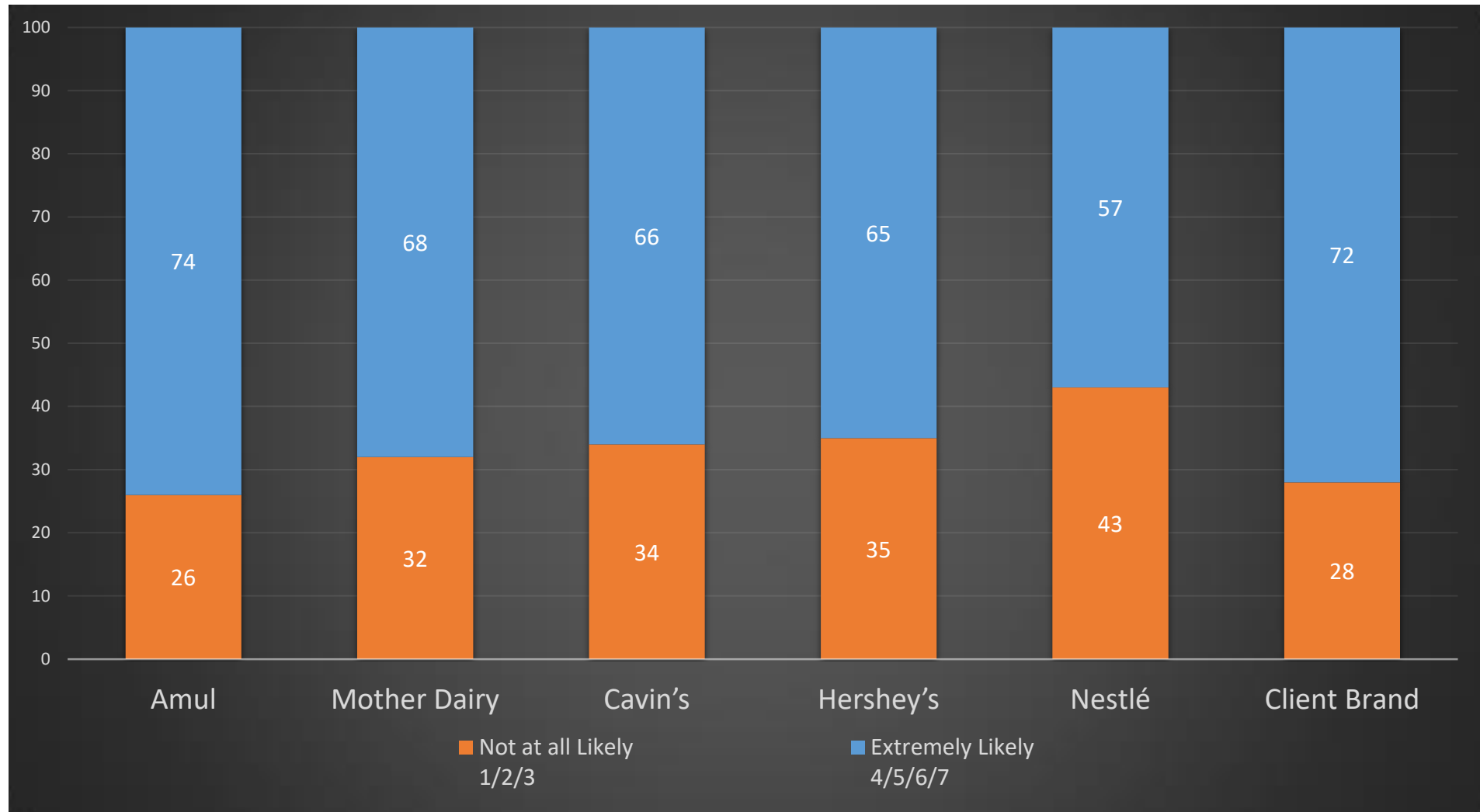
- **Most Liked Milkshake Brands:**

- Amul (74%)
- Client Brand (72%)
- Hershey's (68%)

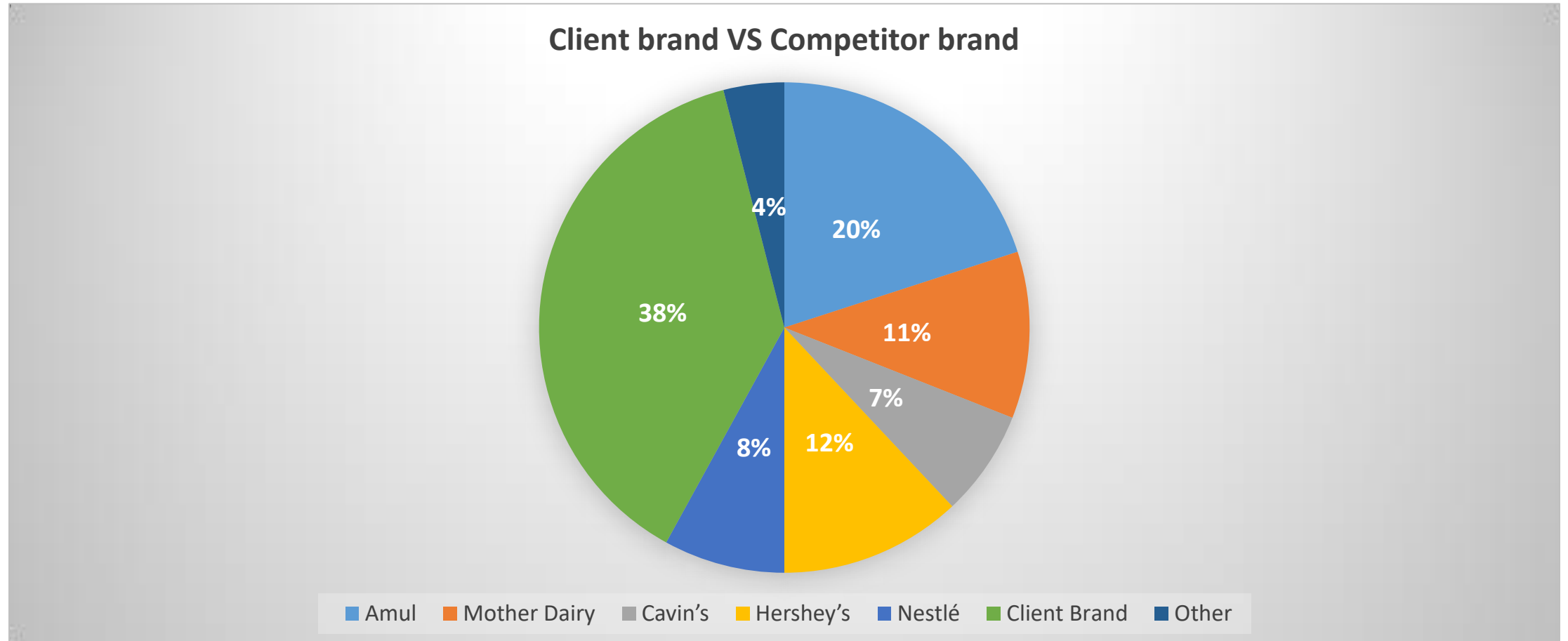
- **Survey Participation:**

- Client Brand (38%)
- Amul (20%)
- Hershey's (12%)

- ✓ Milkshake brands that consumers like:
Amul (74%), Client brand(72%), Mother Dairy(68%)



- ✓ **Survey answered brands:**
Client brand(38%), Amul(20%), Hershey's(12%)



Key Purchase Drivers -Client VS Competitor brands

Client brand:

- **Satisfaction:** 65% are satisfied with the Client Brand milkshake.
- **Influential Factors:** Price, Flavour, and Availability.

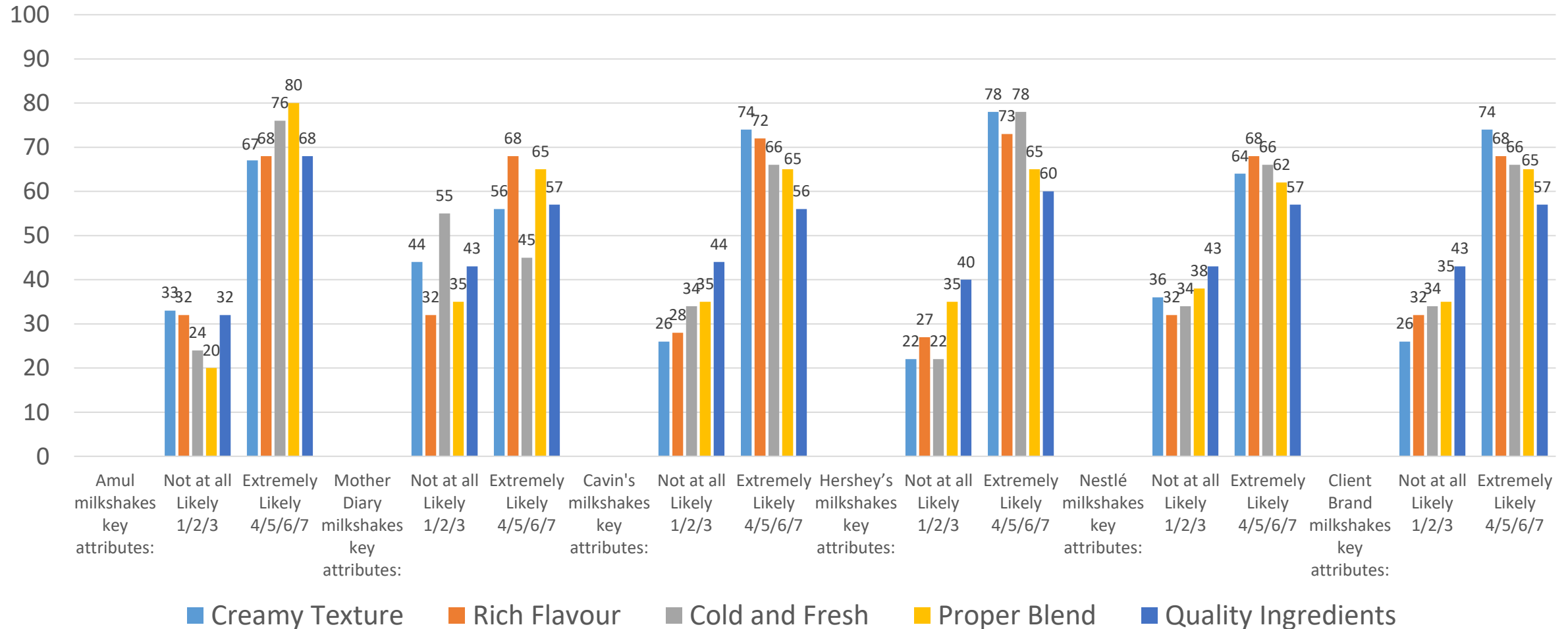
Amul:

- **Satisfaction:** 72% are satisfied with the Client Brand milkshake.
- **Influential Factors:** Brand reputation, Availability, Flavour.

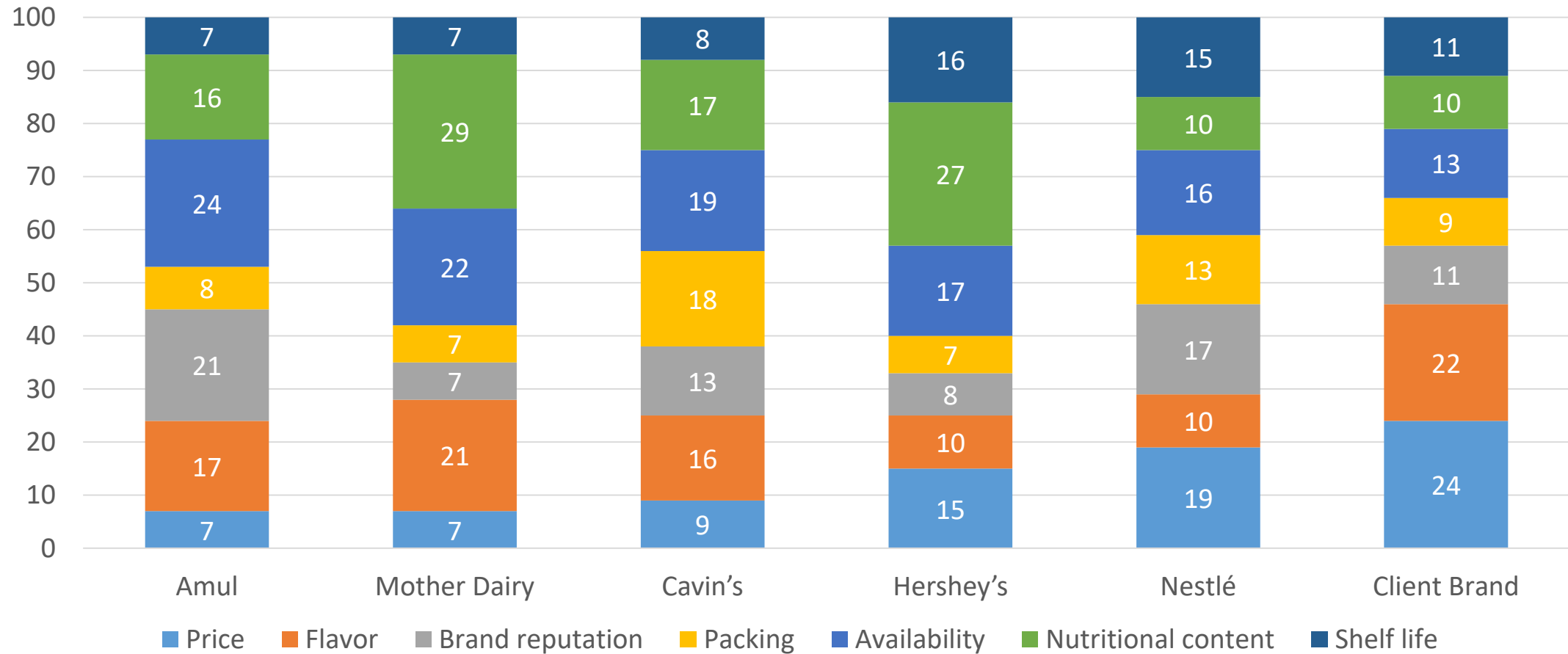
Hershey's:

- **Satisfaction:** 61% are satisfied with the Client Brand milkshake.
- **Influential Factors:** Nutritional content, Shelf life, and Availability.

✓ Key attributes enjoyed by brand level:



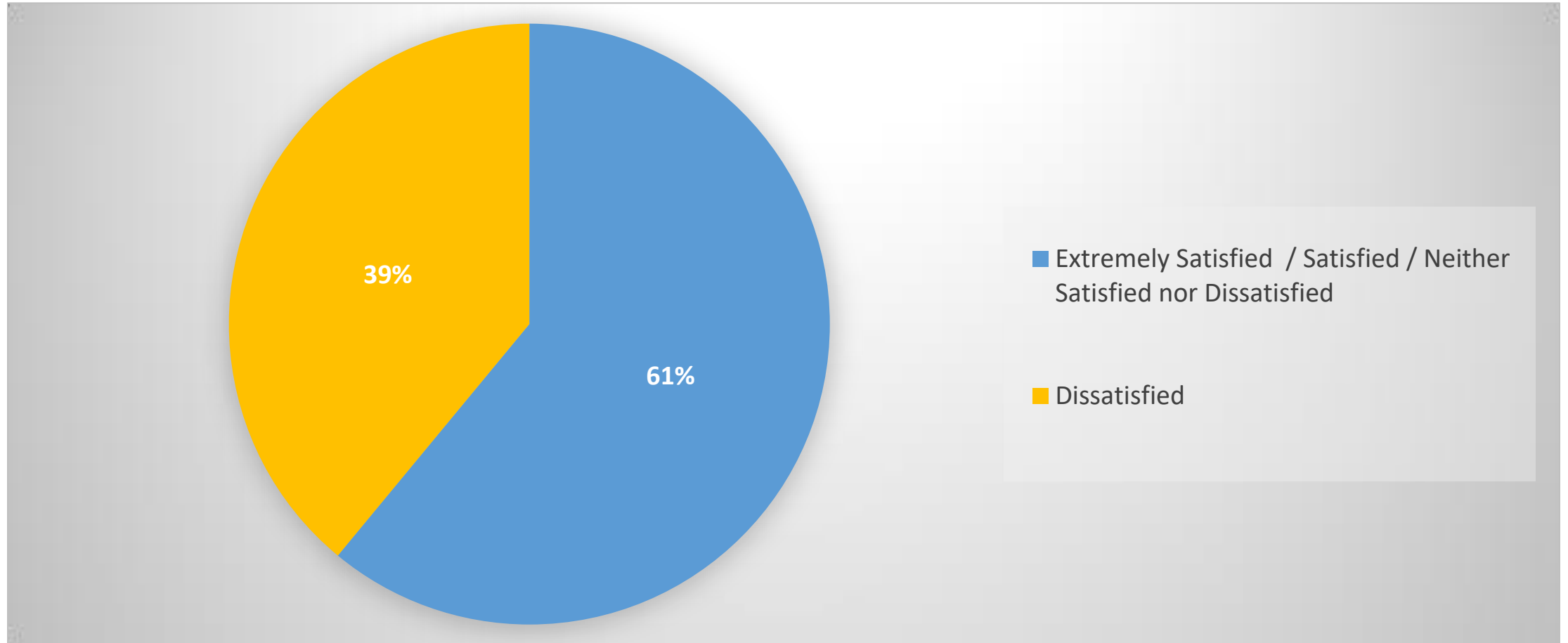
✓ key factors that influence when purchasing client brand



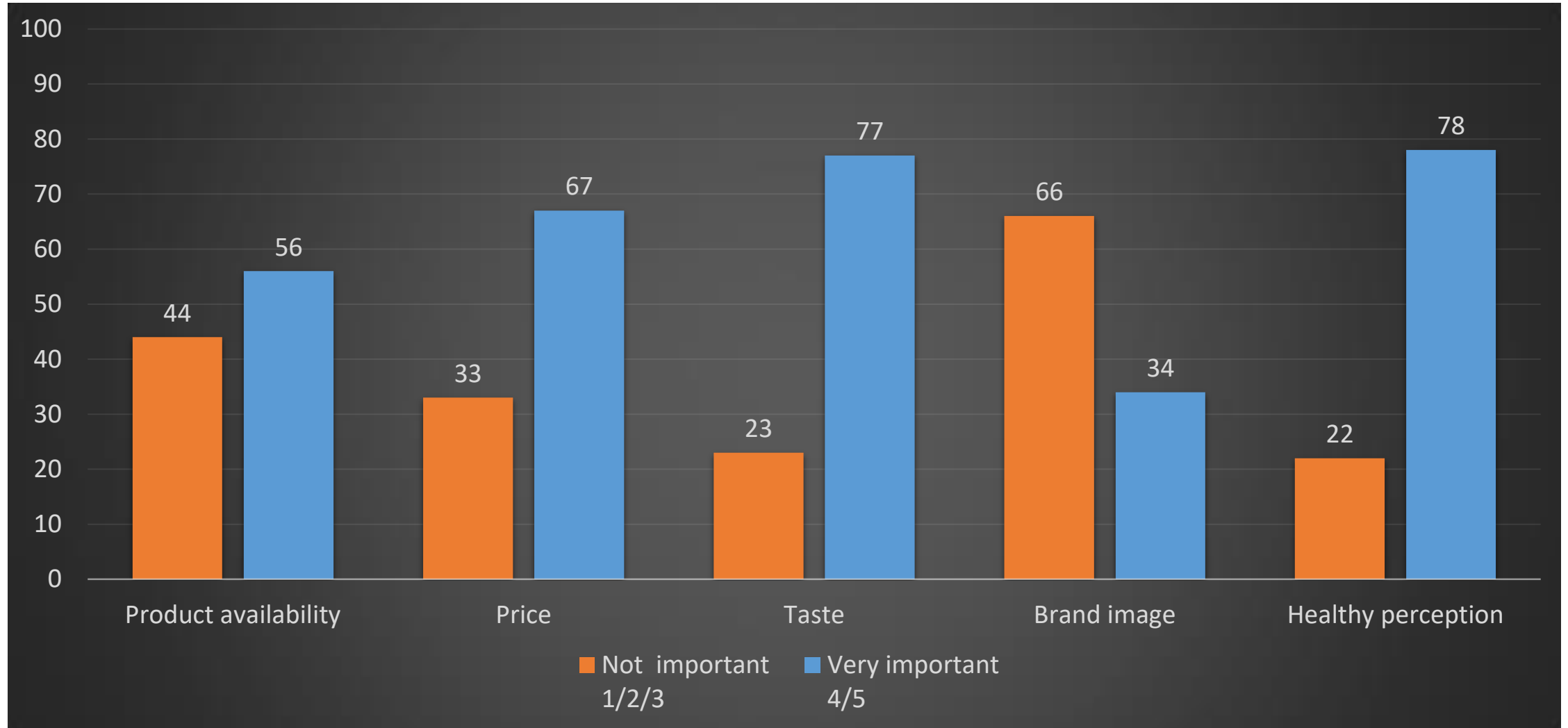
Areas of improvements on the available client product

- **Satisfaction:** 61% are satisfied with the Client Brand milkshake.
- **Influential Factors:** Nutritional content, Shelf life, Flavour, Healthy perception (Analysis done based on the survey conducted)

- ✓ 61% Satisfied with client brand milkshake



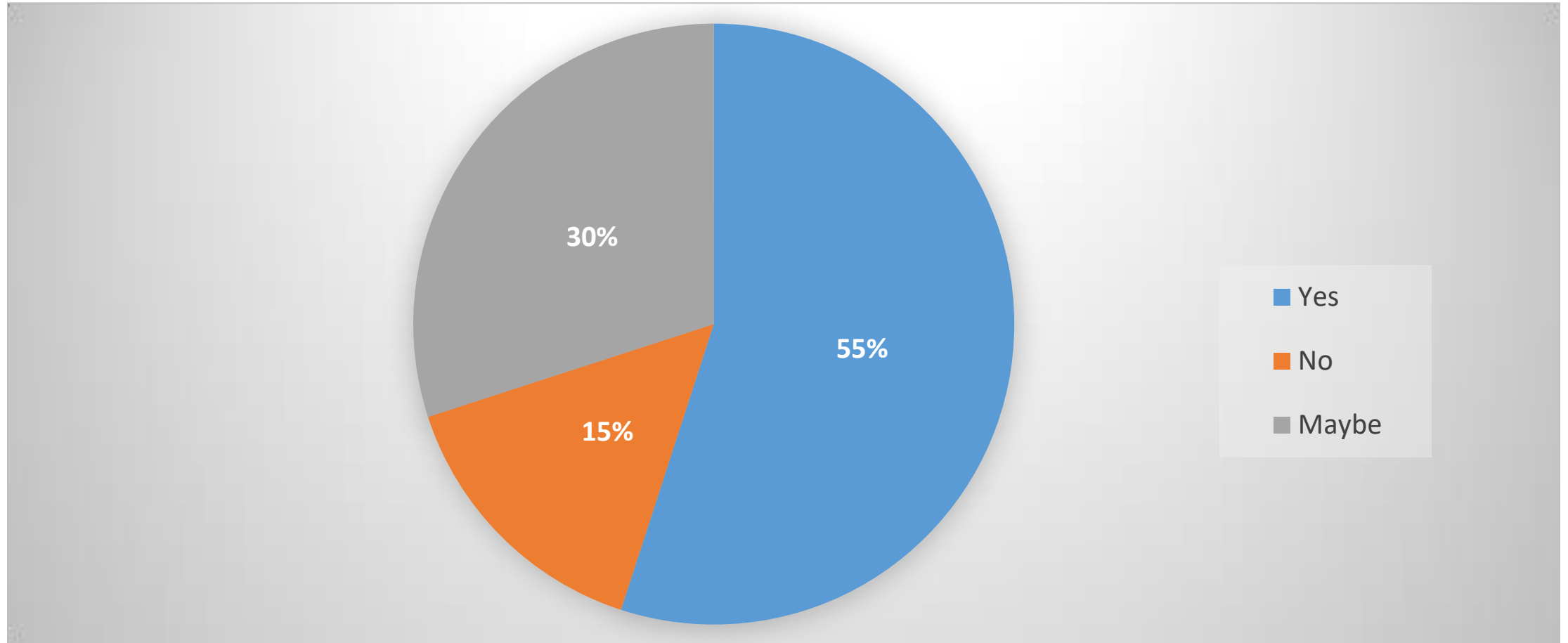
✓ Key aspects considered while purchasing client brand



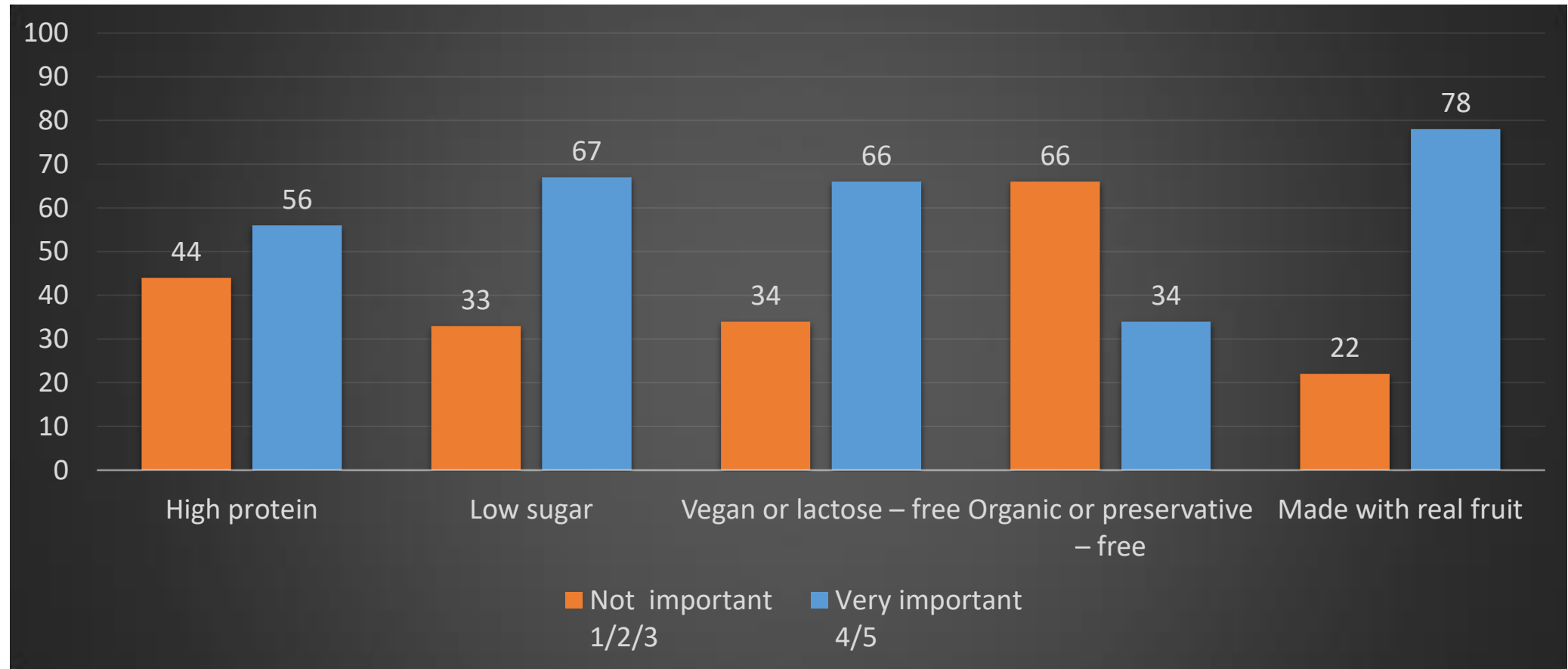
New Product Testing & Acceptance

- **Acceptance:** 55% are interested in trying new milkshake variants from the Client Brand.
- **Influential Factors:** Made with real fruit, low sugar, and vegan/lactose free.

✓ **55%** Interested in trying new milkshake variants from [client brand]:



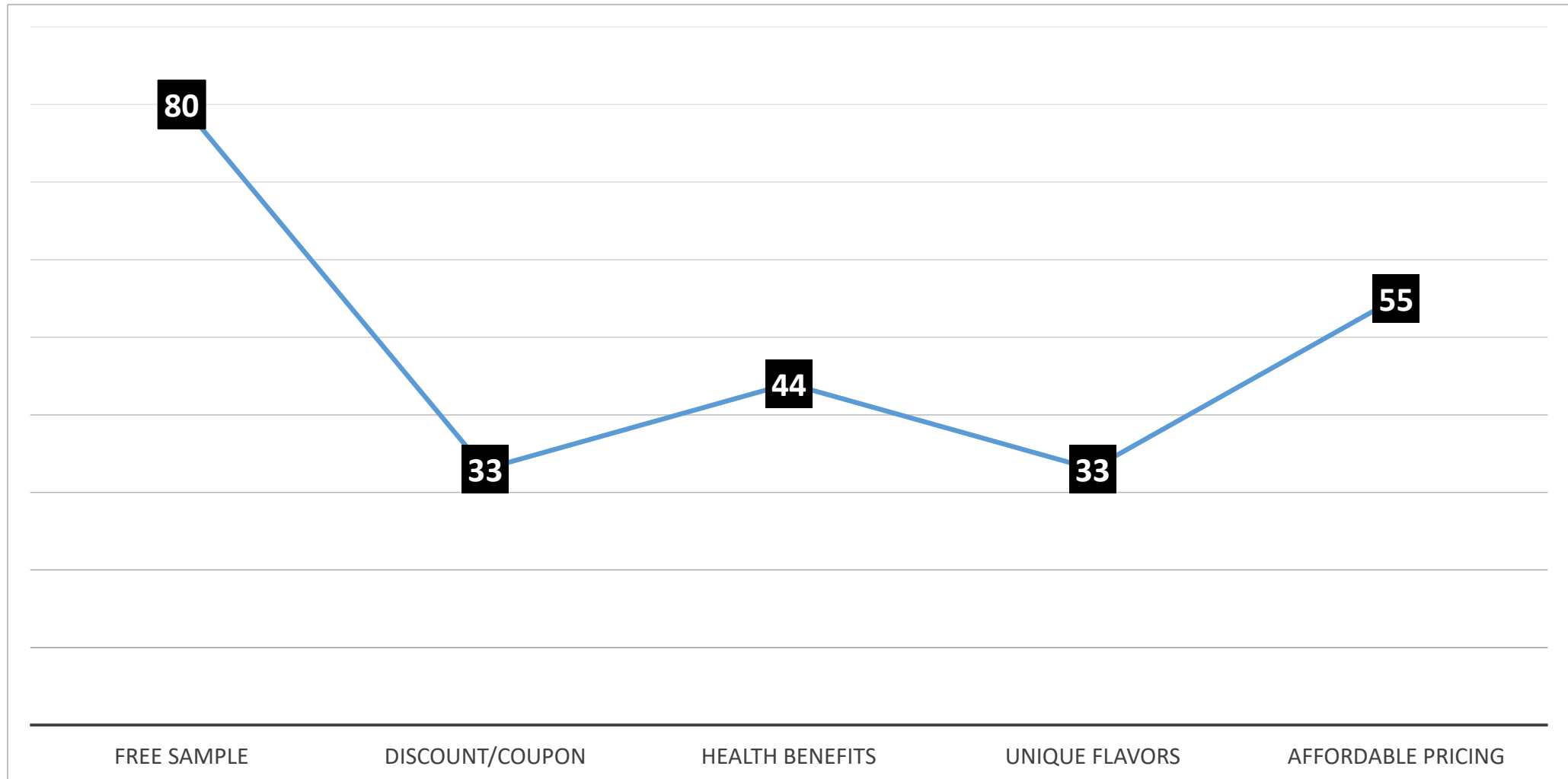
✓ Key factors for new product



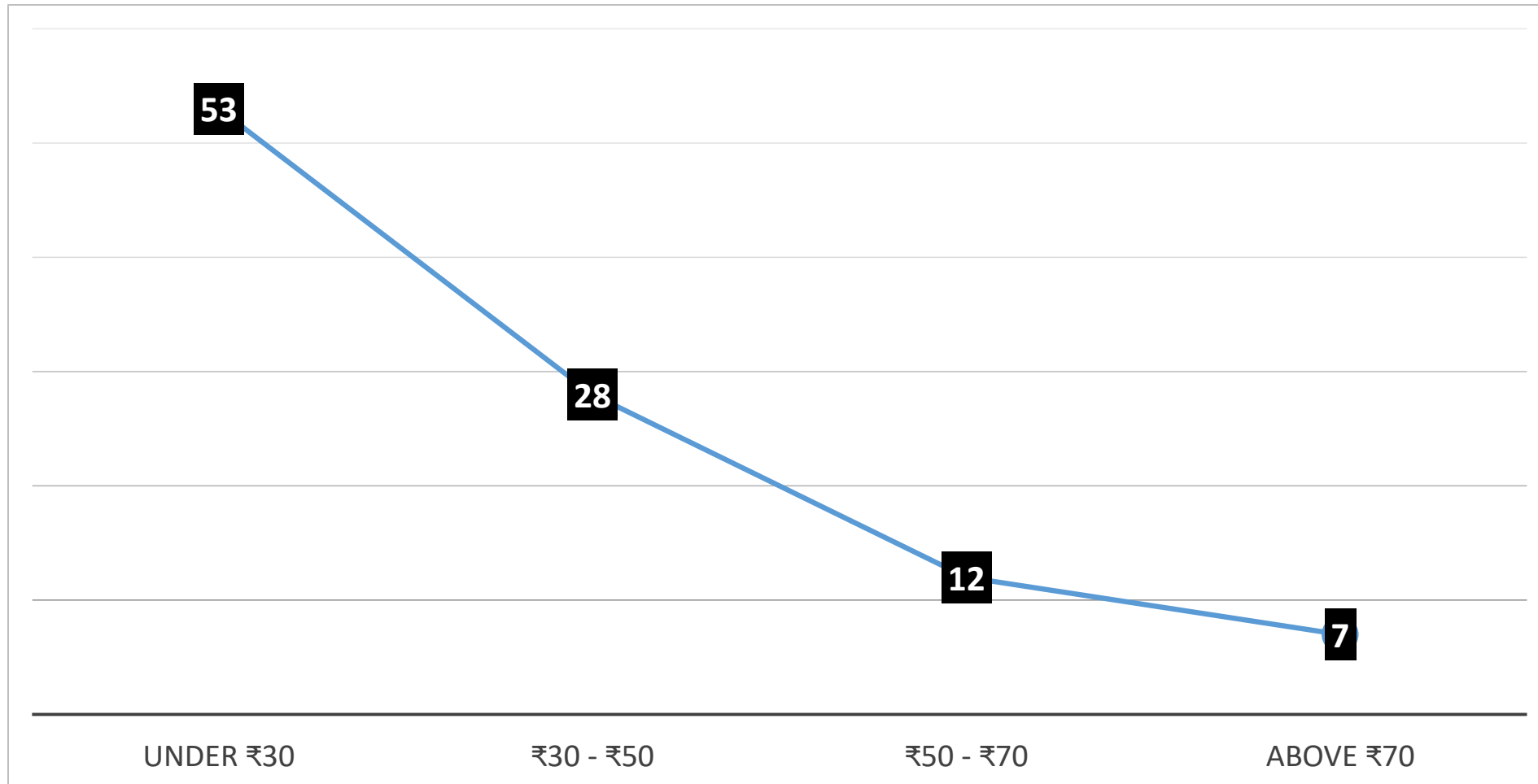
Marketing Preferences & Purchase Intent

- **Recommend:** 55% would recommend the Client Brand milkshake to friends and family.
- **Encourage people to try a new milkshake:** Free sample, Health benefits, and Affordable Pricing
- **Preferred communication channels:** Instagram, In store, Word of mouth, and YouTube
- **Preferred price range:** 81% - under ₹ 50

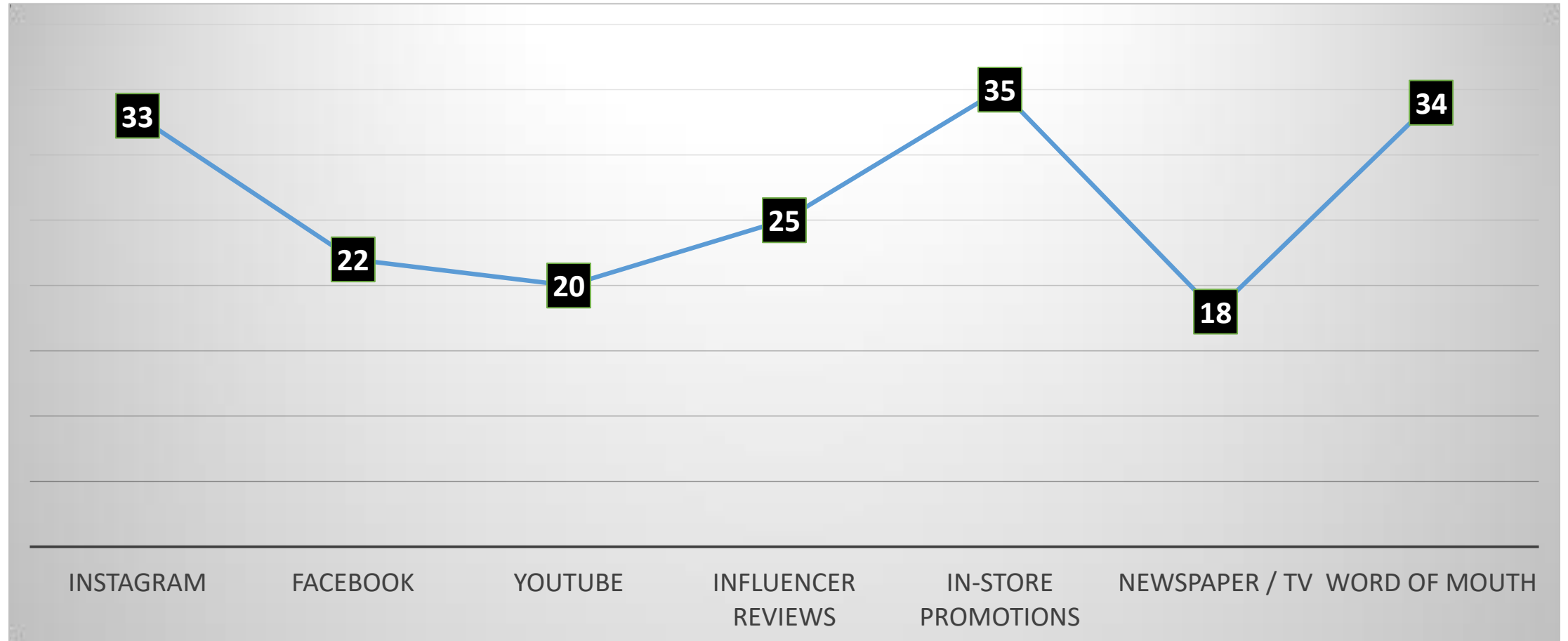
Encourage you to try the new product



- ✓ Preferred price range for a 200ml milkshake



- ✓ From where you prefer to hear about new milkshake products



✓ 55% Recommend client brand milkshake brand to **friends/family**

