



Demography Insights

Brands Category

All

Age

All

Gender

All

City

Select all

Ahmedabad

Bangalore

Chennai

Delhi

Hyderabad

Jaipur

Kolkata

Lucknow

Mumbai

Pune

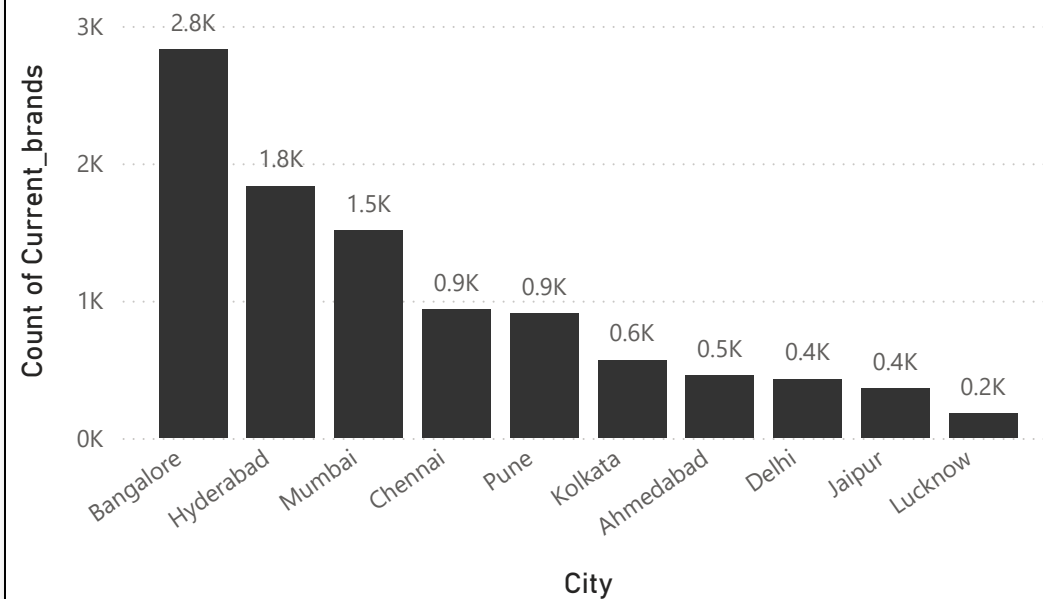
10K

Total Respondents

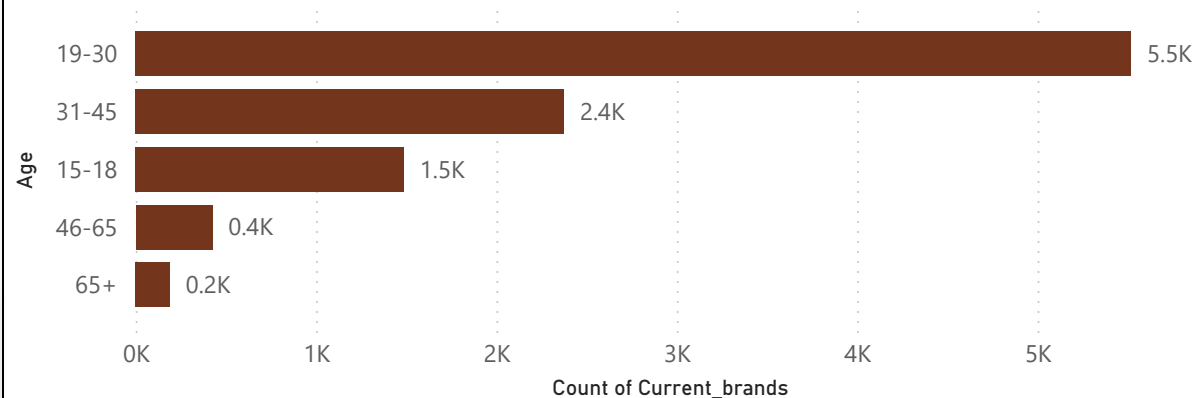
10

Total Cities

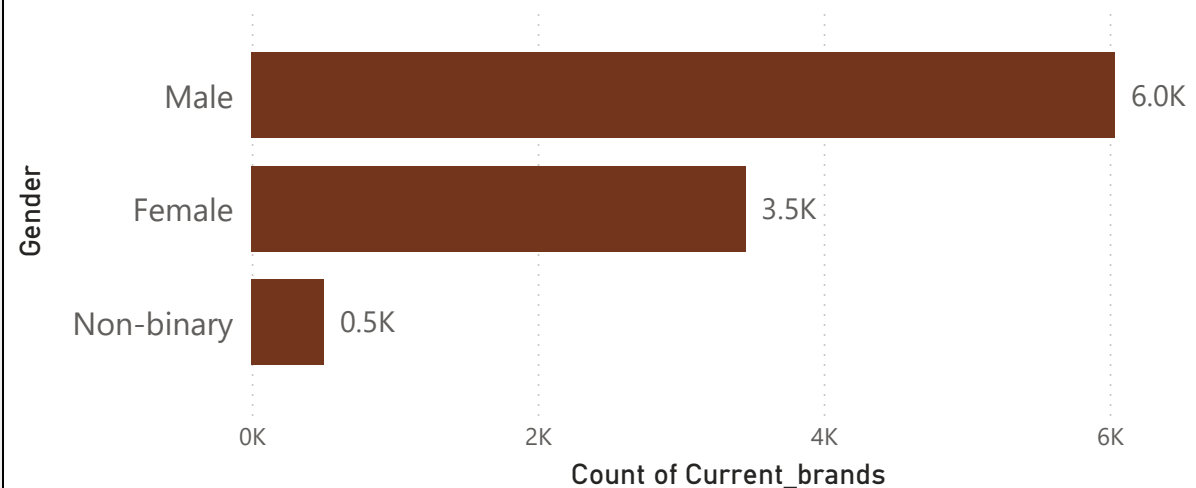
Count of Current_brands by City



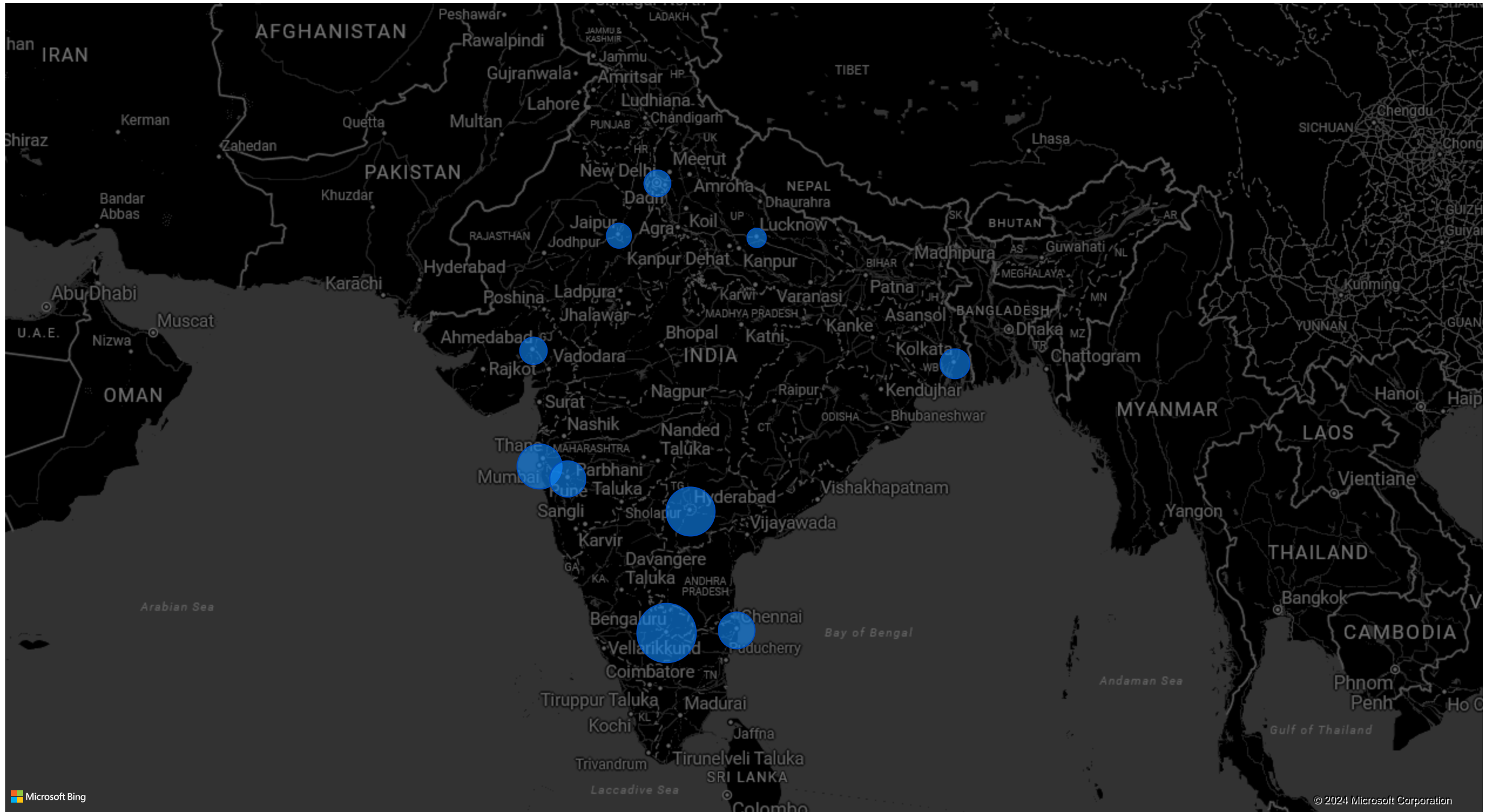
Brands Preference by Age



Brands Preference by Gender



Count of Current_brands by City





Consumer Insights

City

All

Brands Category

All

Age

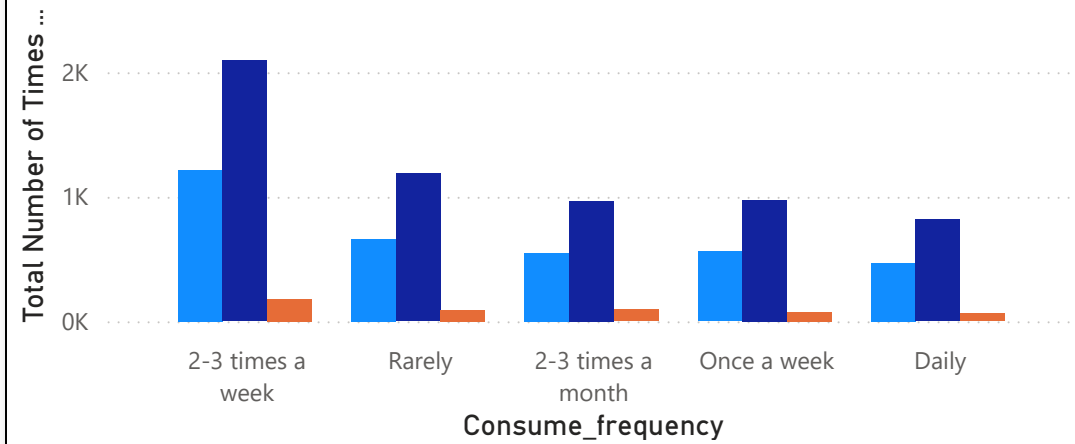
All

Gender

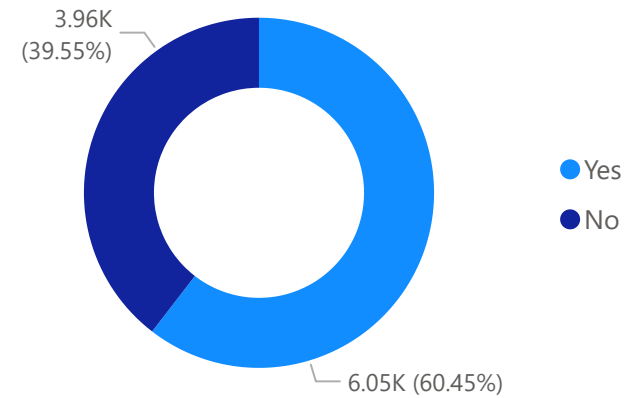
All

Brands Consume_frequency by Consume_frequency and Gender

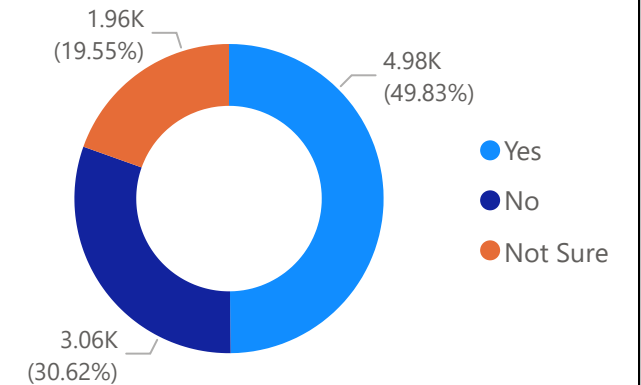
Gender Female Male Non-binary



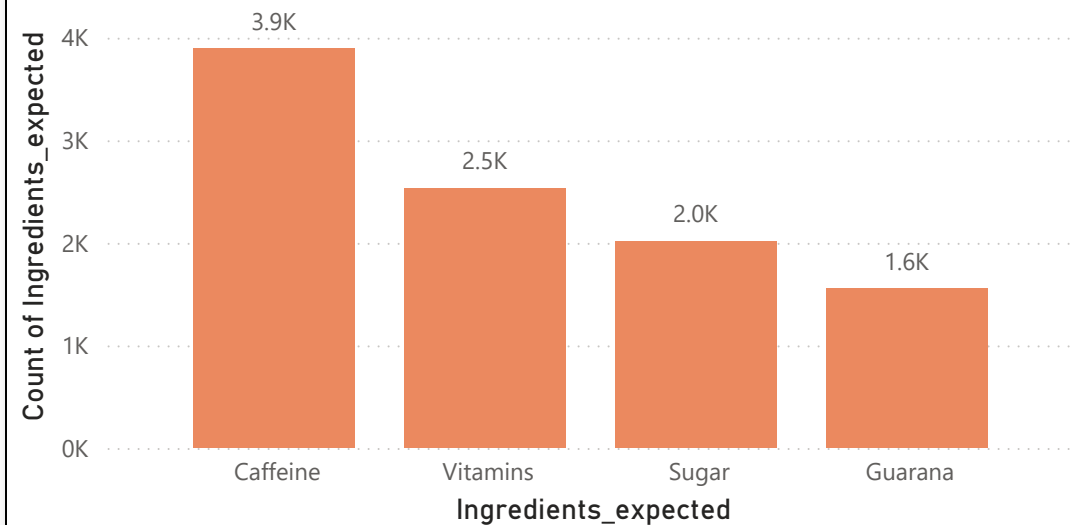
% of People having health concerns



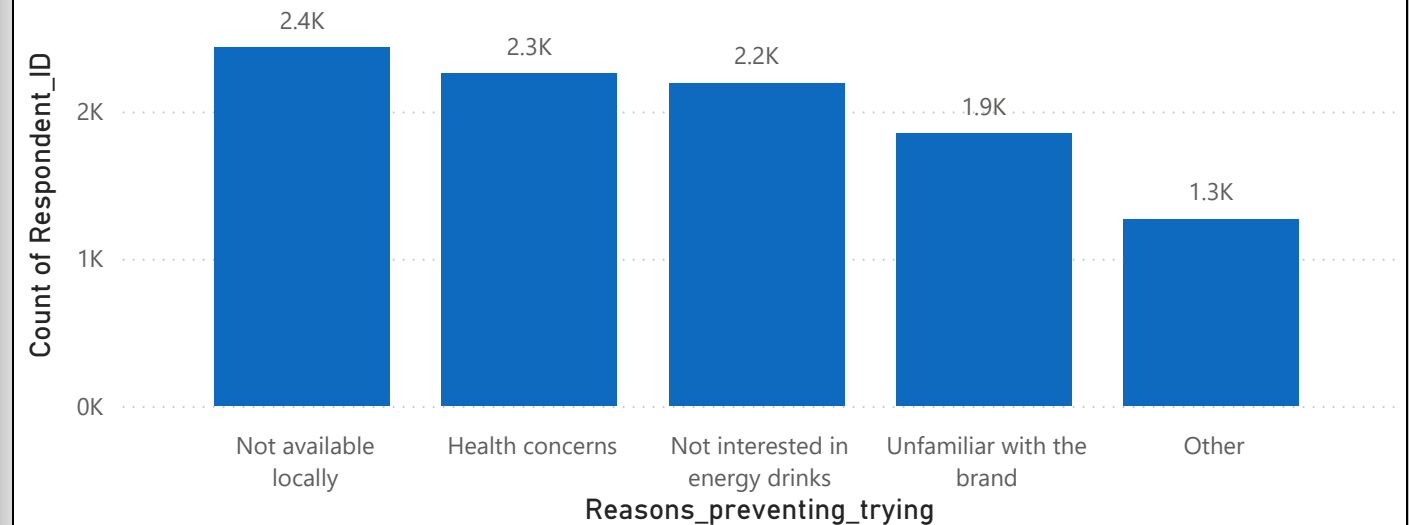
% of People interested in Natural or organic drink



People Preference for Ingredients in drinks



Number of People not trying drinks for different reasons





Market Trends

City

All

Brands Category

All

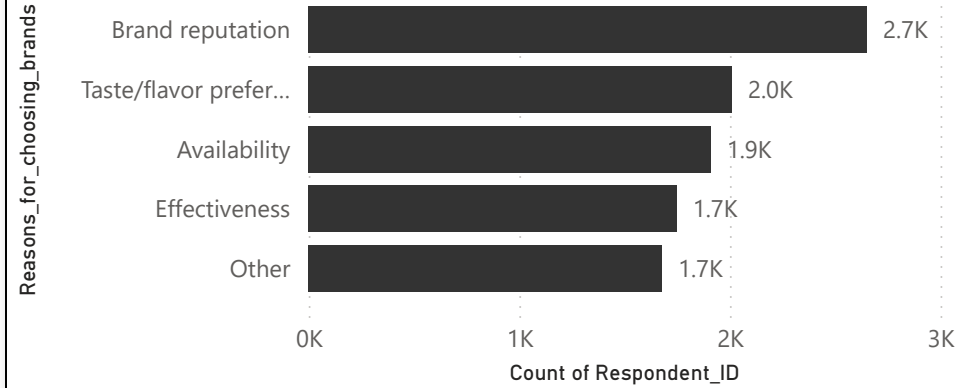
Age

All

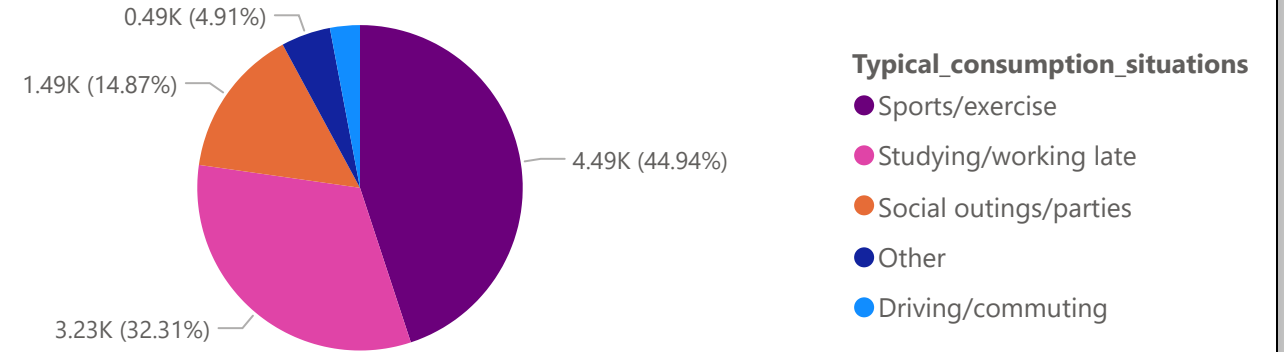
Gender

All

Reasons behind people choosing a brand



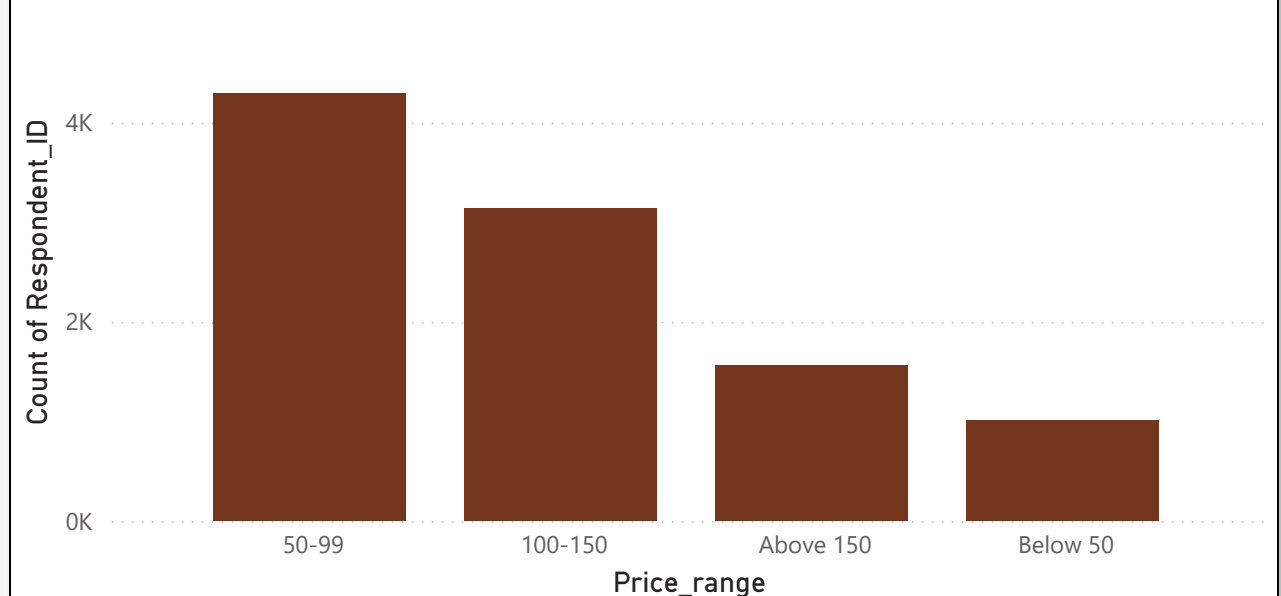
Most Preferred Drink Consumption Situations



Purchase Location Preference by People



Preferred Price Range in the Market





Product & Marketing Insights

City

All

Brands Category

All

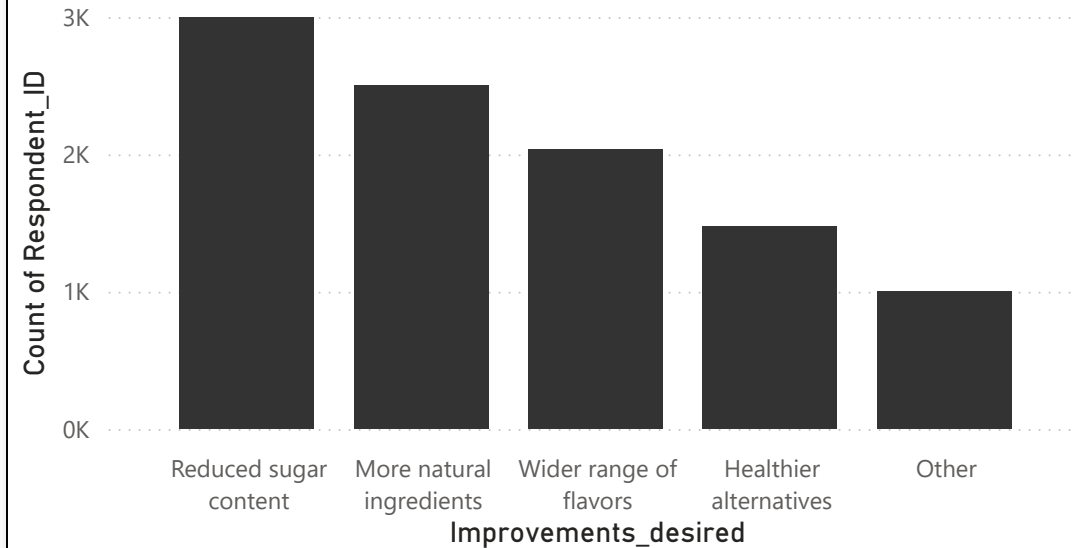
Age

All

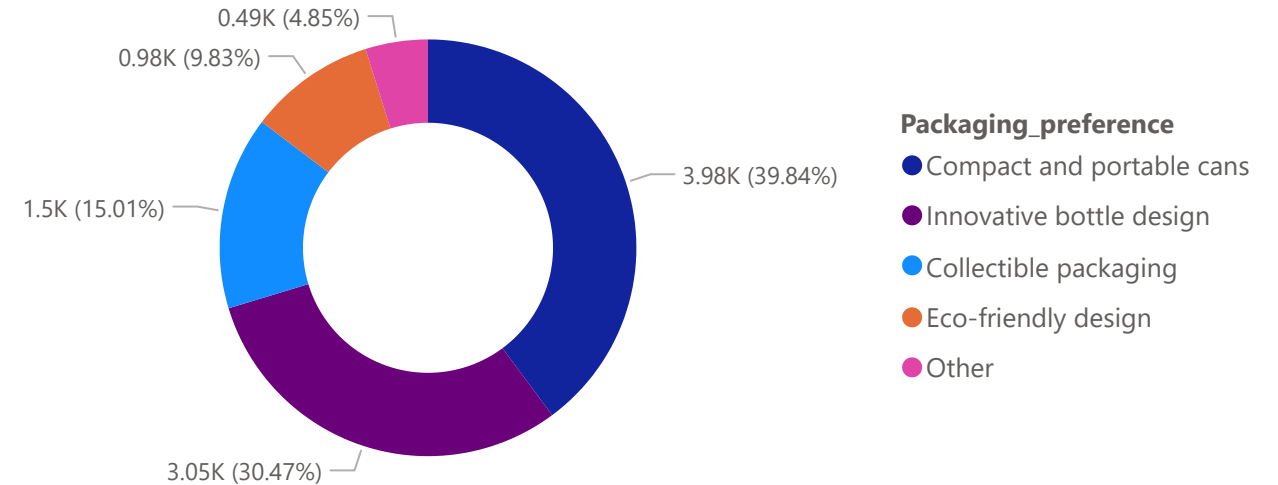
Gender

All

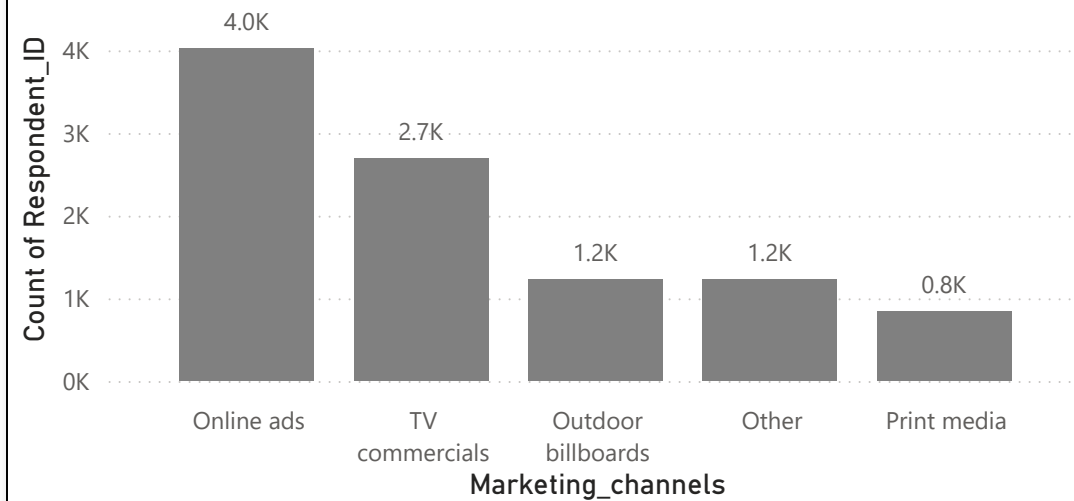
Areas to improve upon in drinks



Number of People buying drinks due to packaging



High Conversion Marketing Channels



Limited Edition Packaging Preference

