



# CODEX Insights



## Demographics

This section identifies which gender and age group prefer energy drinks the most, and highlights the most effective marketing strategies for reaching the youth demographic



## Marketing Channel & Brand Awareness

Explore various marketing channels to identify the most effective strategies for reaching a wider customer base and enhancing brand awareness



## Consumer Preference

Explore consumer preferences for energy drinks, focusing on favored ingredients and preferred packaging options among respondents



## Purchasing Behavior

It explores respondents preferred purchasing locations for energy drinks, typical consumption situations, and the factors influencing their purchase decisions, including price range and limited edition packaging.



## Competition Analysis

Identify current market leaders and analyze the key factors driving consumer preference for these brands over ours.



## Brand Penetration

Evaluate overall brand perception through consumer ratings and identify key cities for targeted improvement strategies.



## Recommendations

Identify current market leaders and analyze the key factors driving consumer preference for these brands over ours.



# Demographics



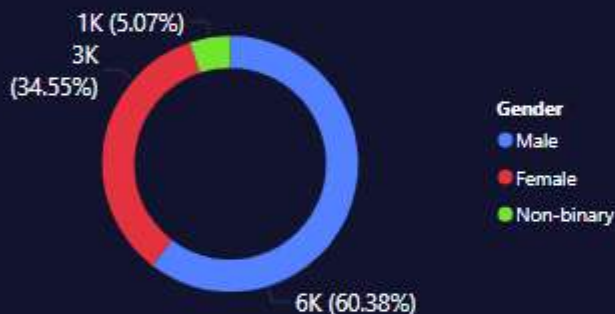
Total Respondents

10K

Codex Respondents

980

Respondents by Gender



Marketing Channels

Channels	15-18	19-30	31-45	46-65	65+
Online ads	707	2666	490	109	48
Other	94	608	408	78	37
Outdoor billboards	117	585	431	65	28
Print media	75	371	310	57	28
TV commercials	495	1290	737	117	49

Respondents by Age Group

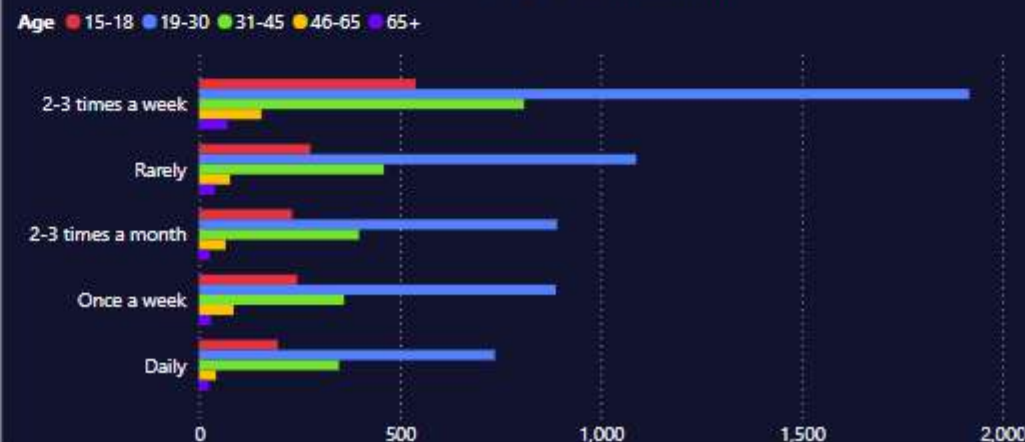


City	Respondents
Lucknow	175
Jaipur	360
Delhi	429
Ahmedabad	456
Kolkata	566
Pune	906
Chennai	937
Mumbai	1510
Hyderabad	1833
Bangalore	2828
Total	10000

Consumption Frequency By Gender



Consumer Frequency By Age Group







# Consumer Preferences



Total Respondents

10K

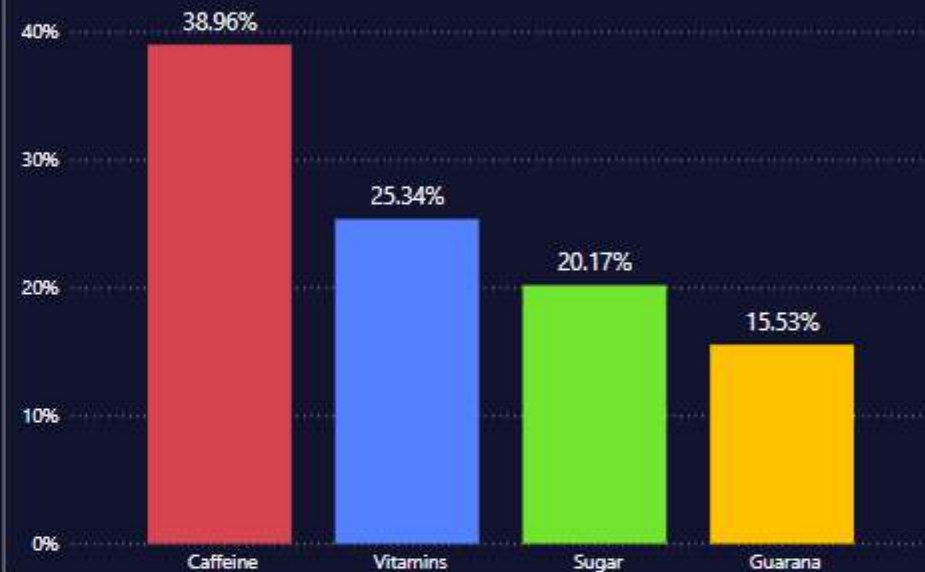
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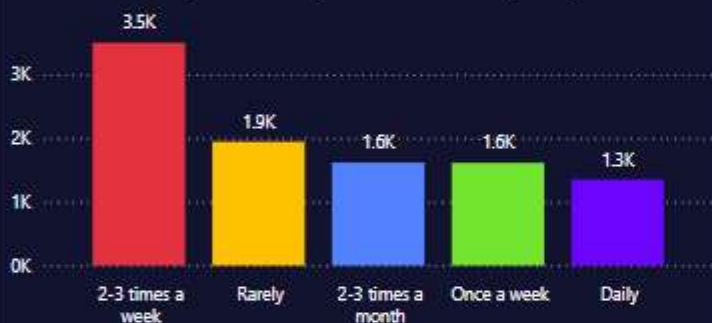
Average Taste Experience



Preferred Ingredients



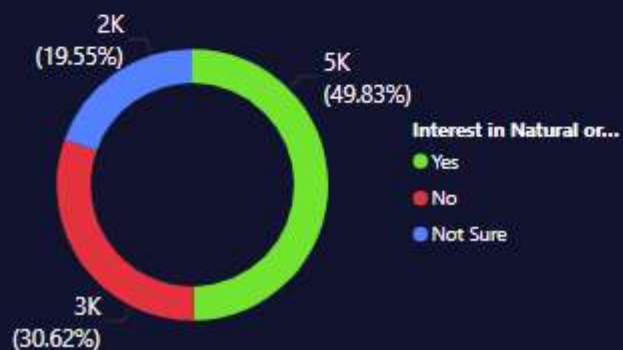
Respondents By Consumer Frequency



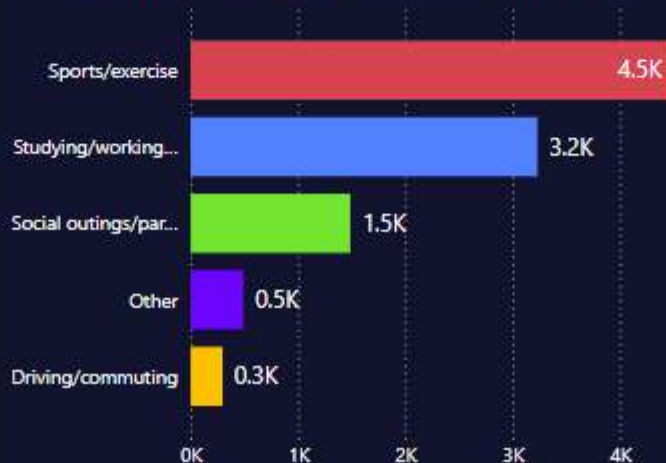
Price Preference By Age Group

Age	100-150	50-99	Above 150	Below 50
15-18	348	687	281	172
19-30	1365	2965	655	535
31-45	1257	499	428	192
46-65	137	85	151	53
65+	35	52	46	57
Total	3142	4288	1561	1009

Respondents Interested in Natural or Organic



Respondents By Typical Consumption Situations



Packaging Preference





# Competition Analysis



Total Respondents

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Codex Respondents

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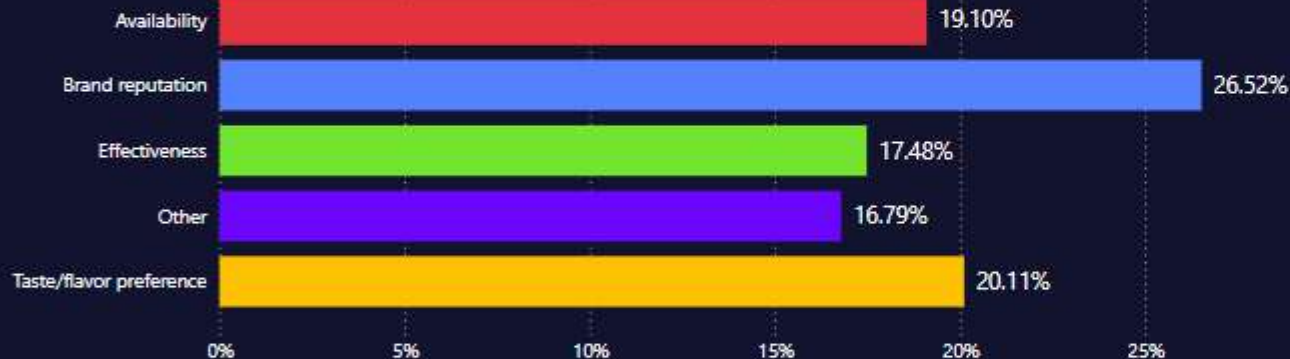
Average Taste Experience



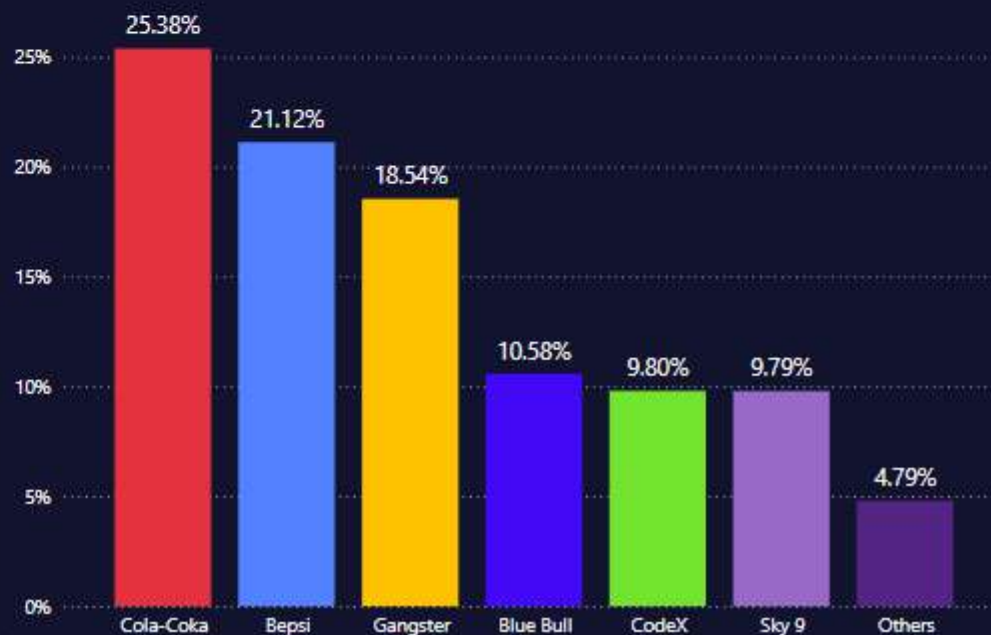
Consumption Frequency By Brands

Brands	2-3 times a month	2-3 times a week	Daily	Once a week	Rarely
Bepsi	326	744	272	358	412
Blue Bull	179	375	147	165	192
CodeX	147	361	123	145	204
Cola-Coka	435	858	323	423	499
Gangster	307	646	271	291	339
Others	63	174	73	72	97
Sky 9	156	333	137	155	198
<b>Total</b>	<b>1613</b>	<b>3491</b>	<b>1346</b>	<b>1609</b>	<b>1941</b>

Reasons For Choosing Brands



Brands Available in Market



Price Preference By Age Group

Brands	100-150	50-99	Above 150	Below 50
Bepsi	676	920	310	206
Blue Bull	354	424	176	104
CodeX	313	410	159	98
Cola-Coka	772	1130	387	249
Gangster	599	763	289	203
Others	149	204	76	50
Sky 9	279	437	164	99
<b>Total</b>	<b>3142</b>	<b>4288</b>	<b>1561</b>	<b>1009</b>

Brand Perception By Age Group

Brands	Negative	Neutral	Positive
Bepsi	391	1281	440
Blue Bull	204	587	267
CodeX	172	589	219
Cola-Coka	429	1535	574
Gangster	320	1097	437
Others	77	294	108
Sky 9	176	591	212
<b>Total</b>	<b>1769</b>	<b>5974</b>	<b>2257</b>





# Purchasing Behavior



Total Respondents

10K

Codex Respondents

980

Average Taste Experience



Respondents By Purchase Location

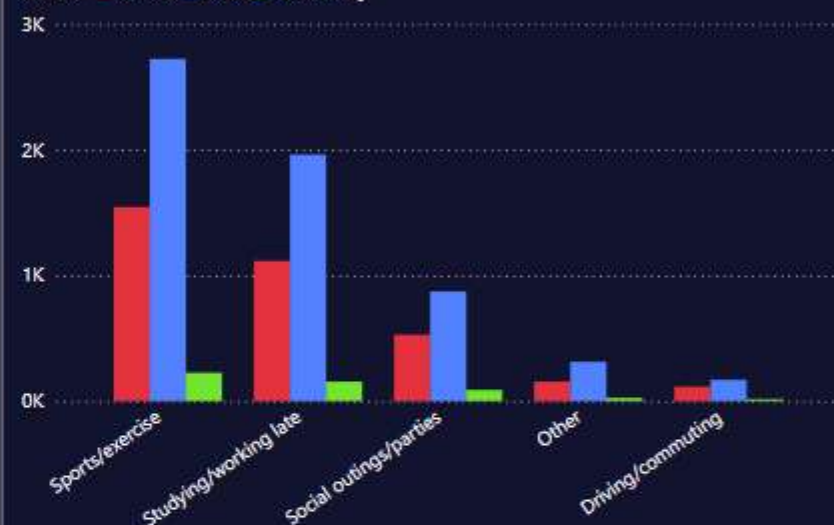


Respondents by Brand Perception

Gender	Dangerous	Effective	Healthy	Not sure
Male	1133	2000	1472	1433
Female	1016	756	658	1025
Non-binary	89	153	113	152
Total	2238	2909	2243	2610

Typical Consumption Situations For Energy Drinks

Gender: Female (Red), Male (Blue), Non-binary (Green)



Respondents By Limited Edition Packaging



Respondents By Price Range



Reason For Choosing Brands

Age	Availability	Brand reputation	Effectiveness	Other	Taste/flavor preference
19-30	1046	1468	929	953	1124
31-45	466	578	469	448	415
15-18	272	472	232	147	365
46-65	91	91	74	96	74
65+	35	43	44	35	33
Total	1910	2652	1748	1679	2011



# Brand Penetration



Total Respondents

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Codex Respondents

980

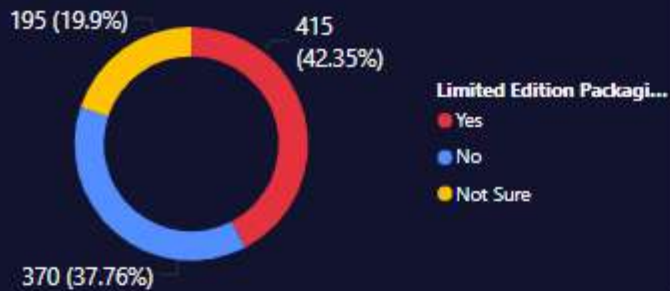
Average Taste Experience



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Codex Respondents By Limited Edition Packaging



Brands By Price Range

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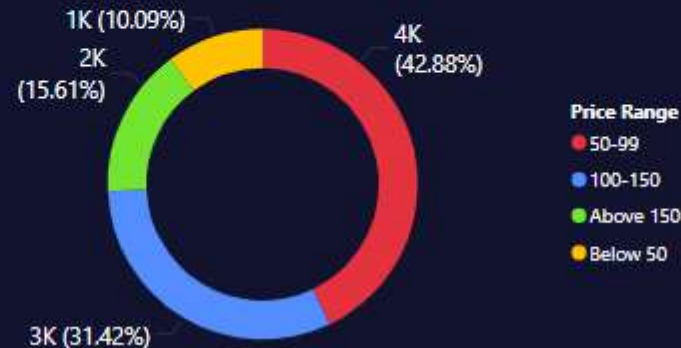
Desired Improvements For Codex



Respondents By Cities

City	Codex Respondents	Total Respondents
Bangalore	292	2828
Hyderabad	182	1833
Mumbai	156	1510
Chennai	92	937
Pune	92	906
Kolkata	48	566
Ahmedabad	45	456
Delhi	40	429
Jaipur	28	360
Lucknow	5	175
Total	980	10000

Respondents By Price Range



Reasons For Preventing / Trying

