

Marketing Insight's

Demographic Insights



"The demographic report provides a comprehensive overview of participant statistics categorized by age groups, gender, and geographical locations."

Consumer Preference

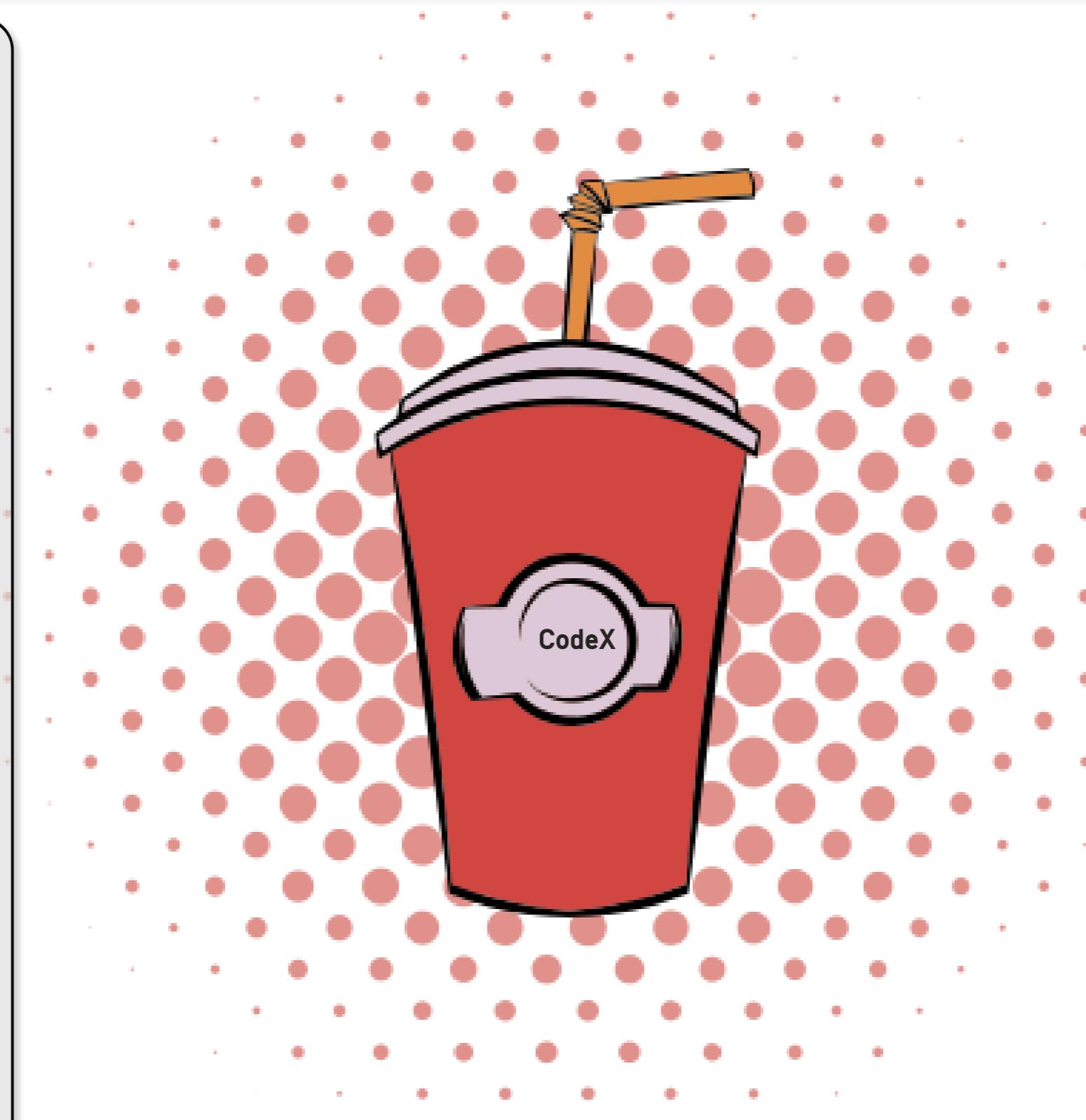


"This report delves into consumer behavior, examining factors such as price sensitivity, packaging preferences, anticipated consumption timelines, and motivations driving product usage."

Purchasing Behaviors



"This report explores consumer purchasing behaviors, encompassing factors such as motivations behind product acquisition, expectations from the products, preferred purchase locations, and perceptions of various brands."



Competition Analysis



"The demographic report provides a comprehensive overview of participant statistics categorized by age groups, gender, and geographical locations."

Marketing View



The survey responses shows the consumers behavior for consumption and buying the products. This reports contains these metrics to find the opportunities to market CodeX.

CodeX Performance



"CodeX" Performance report contains the metrics of consumer behavior towards our Codex.

Demographic Insights

City

All

Age

All

Brands

All

Tier

All

Gender

All

Home



Clear Filter


507
NON BINARY

6038
MALE

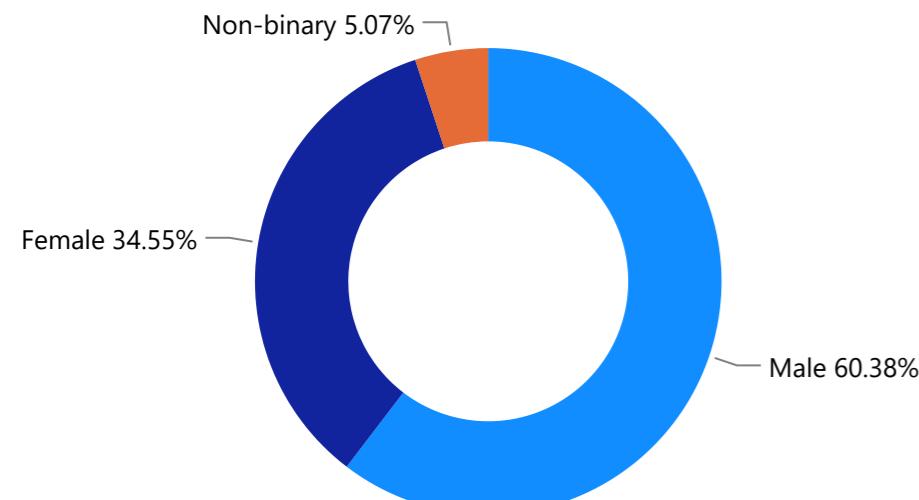
3455
FEMALE

10000
Total...

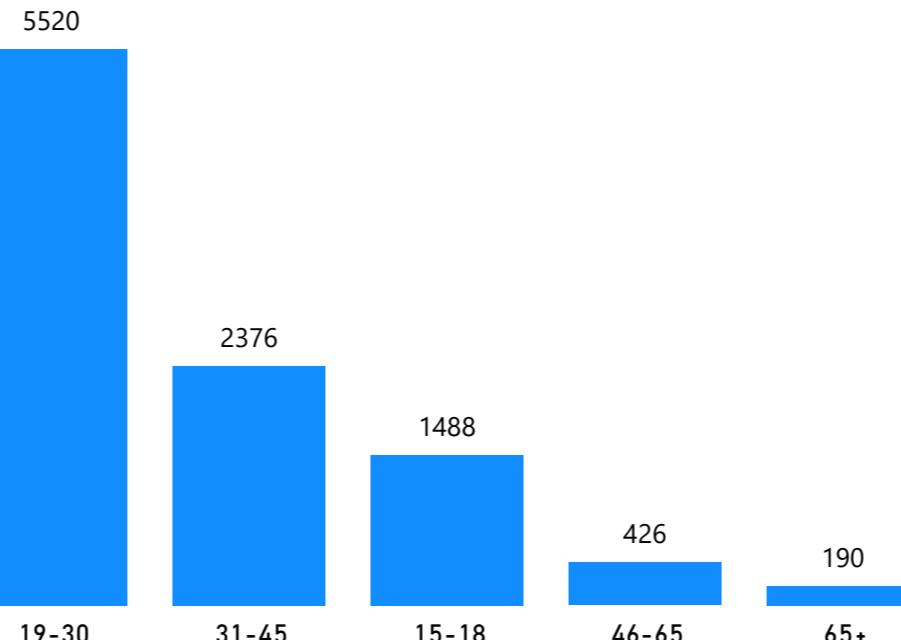
3.27
CodeX Avg.Tes...

980
CodeX...

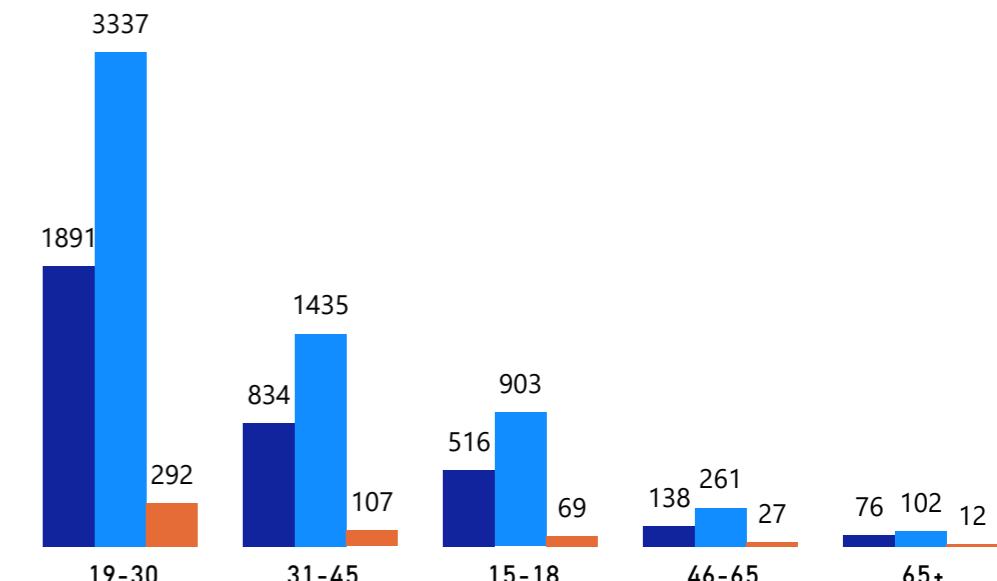

Respondent by Gender

Gender ● Male ● Female ● Non-binary


Respondent by Age



Respondent by Age Group and Gender

Gender ● Female ● Male ● Non-binary


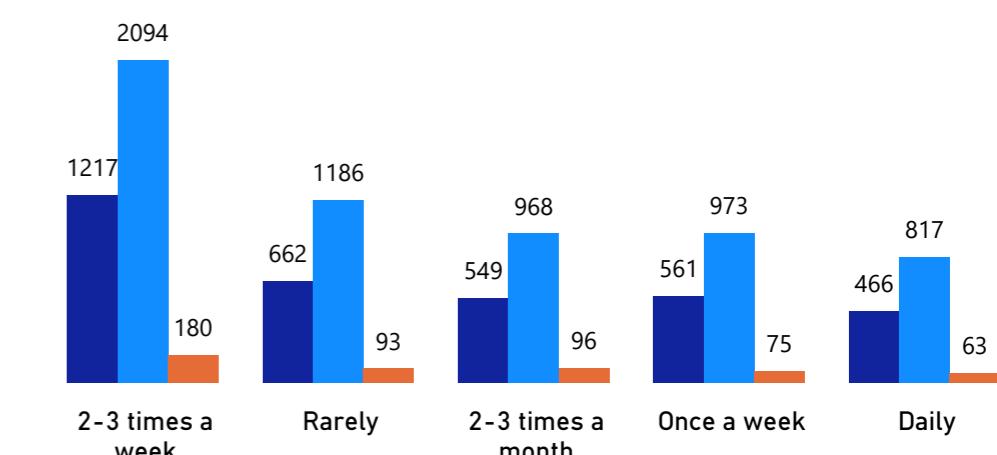
City & Age Wise Response

| City | Total Response | CodeX Responses |
|-----------|----------------|-----------------|
| Ahmedabad | 456 | 45 |
| Bangalore | 2828 | 292 |
| Chennai | 937 | 92 |
| Delhi | 429 | 40 |
| Hyderabad | 1833 | 182 |
| Jaipur | 360 | 28 |
| Kolkata | 566 | 48 |
| Lucknow | 175 | 5 |
| Mumbai | 1510 | 156 |

City & Age Wise Response

| Marketing_channels | 15-18 | 19-30 | 31-45 | 46-65 | 65+ | Total |
|--------------------|-------------|-------------|-------------|------------|------------|--------------|
| Online ads | 707 | 2666 | 490 | 109 | 48 | 4020 |
| Other | 94 | 608 | 408 | 78 | 37 | 1225 |
| Outdoor billboards | 117 | 585 | 431 | 65 | 28 | 1226 |
| Print media | 75 | 371 | 310 | 57 | 28 | 841 |
| TV commercials | 495 | 1290 | 737 | 117 | 49 | 2688 |
| Total | 1488 | 5520 | 2376 | 426 | 190 | 10000 |

Consumption Freq. by Gender

Gender ● Female ● Male ● Non-binary


Consumer Preference

City

All

Age

All

Brands

All

Tier

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Gender

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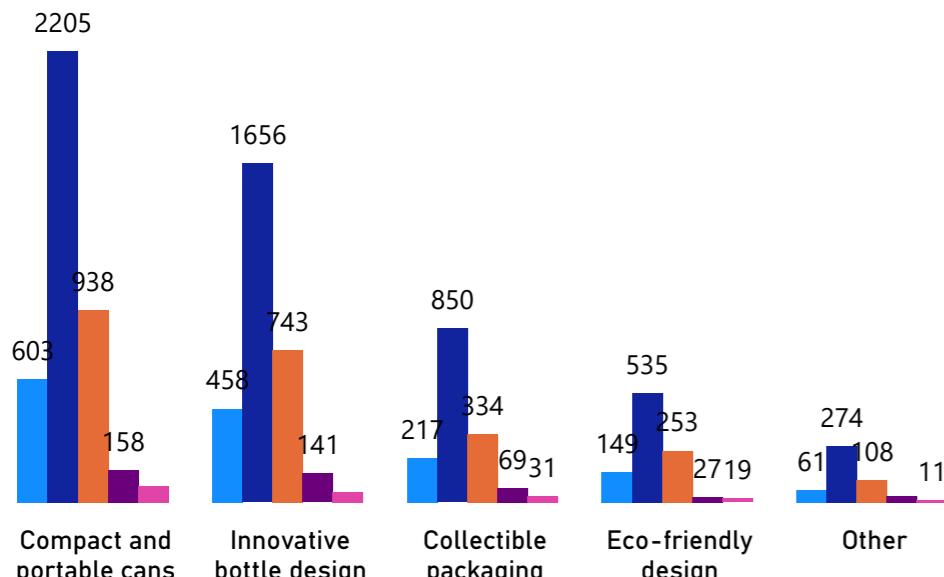
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980
CodeX...

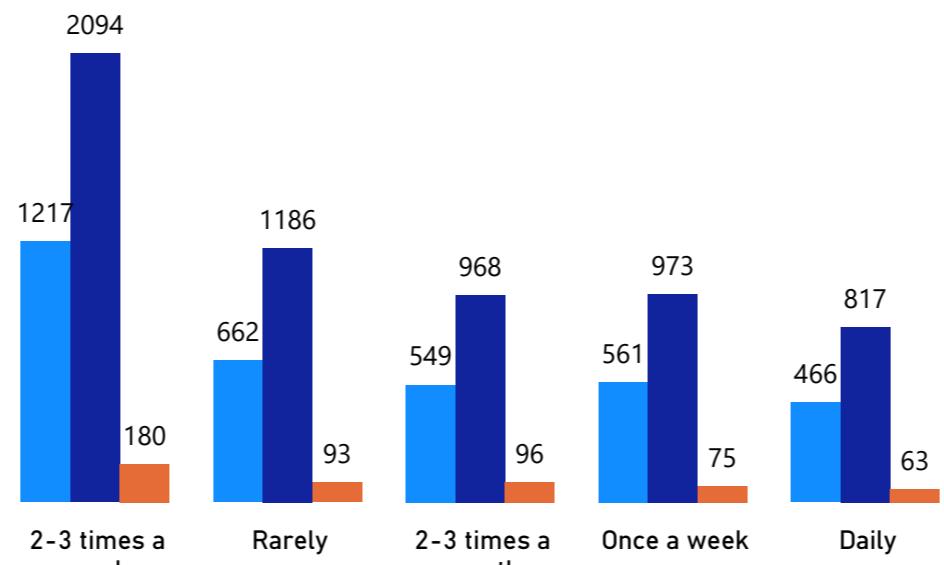

Packaging Preference by Age Group

Age ● 15-18 ● 19-30 ● 31-45 ● 46-65 ● 65+



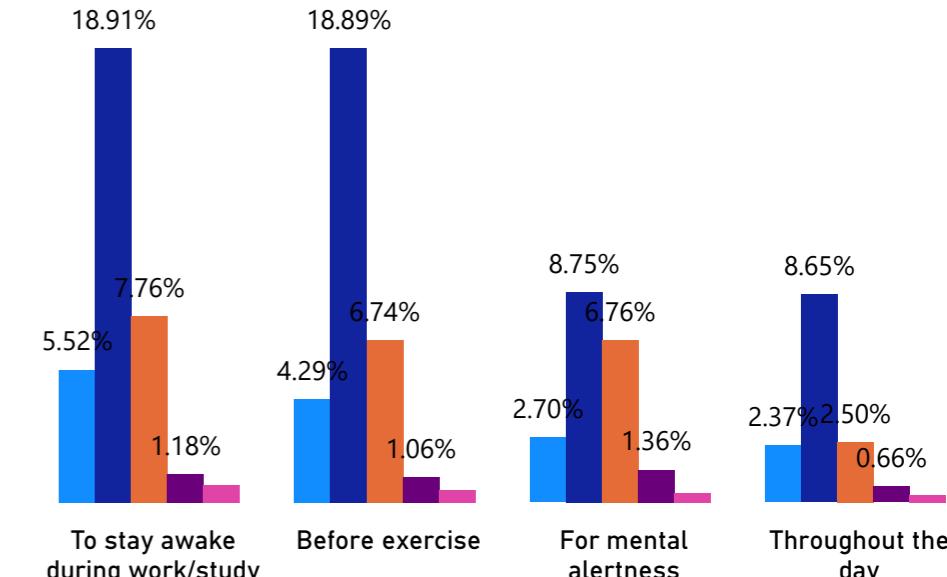
Consumption Frequency By Gender

Gender ● Female ● Male ● Non-binary



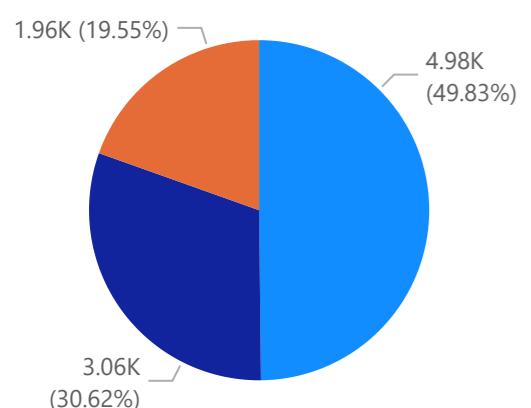
Consumption Time by Age Group

Age ● 15-18 ● 19-30 ● 31-45 ● 46-65 ● 65+



Interest in Natural or Organic

Interest... ● Yes ● No ● Not Sure



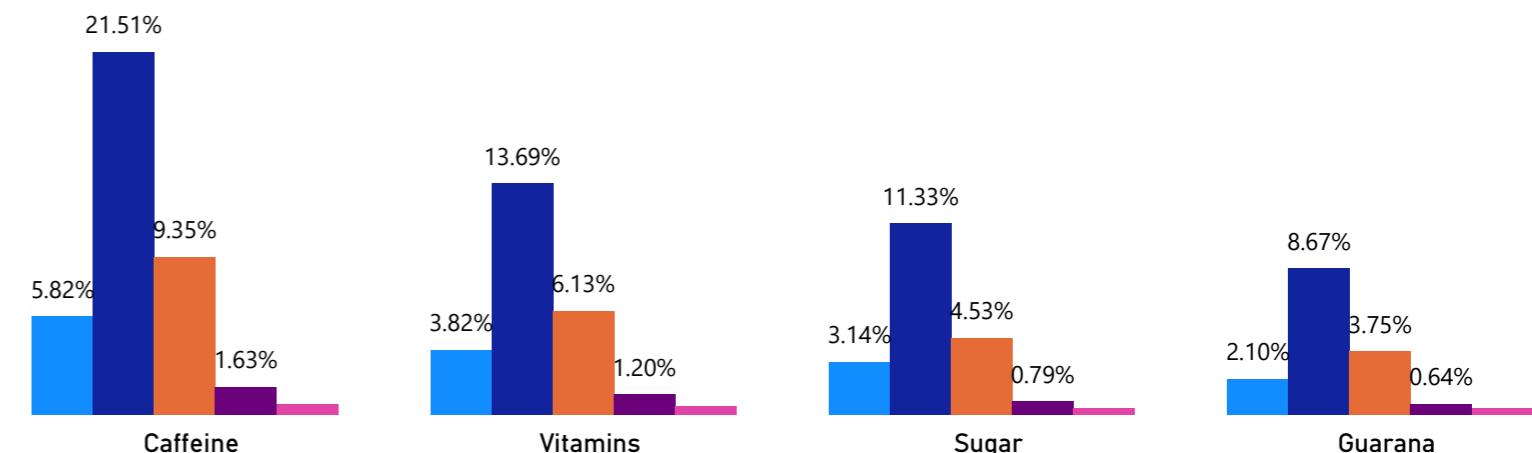
Price Preference by Age Group

Age 100-150 50-99 Above 150 Below 50 Total

| Age | 100-150 | 50-99 | Above 150 | Below 50 | Total |
|--------------|-------------|-------------|-------------|-------------|--------------|
| 15-18 | 348 | 687 | 281 | 172 | 1488 |
| 19-30 | 1365 | 2965 | 655 | 535 | 5520 |
| 31-45 | 1257 | 499 | 428 | 192 | 2376 |
| 46-65 | 137 | 85 | 151 | 53 | 426 |
| 65+ | 35 | 52 | 46 | 57 | 190 |
| Total | 3142 | 4288 | 1561 | 1009 | 10000 |

Ingredients Expected by Age Group

Age ● 15-18 ● 19-30 ● 31-45 ● 46-65 ● 65+



Purchasing Behaviors

City

All

Age

All

Brands

All

Tier

All

Gender

All

Home



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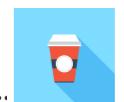
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Total...



3.27

CodeX Avg.Tes...

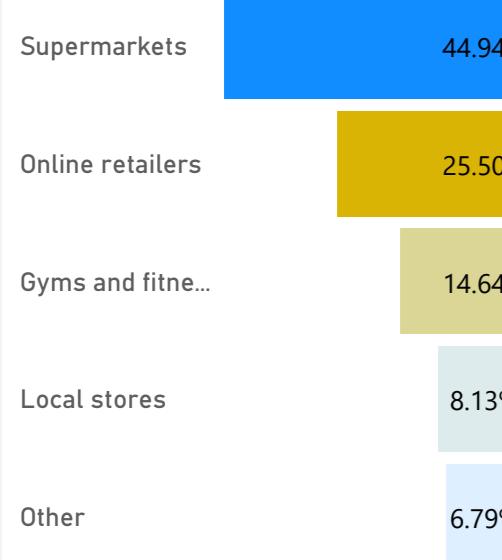


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CodeX...



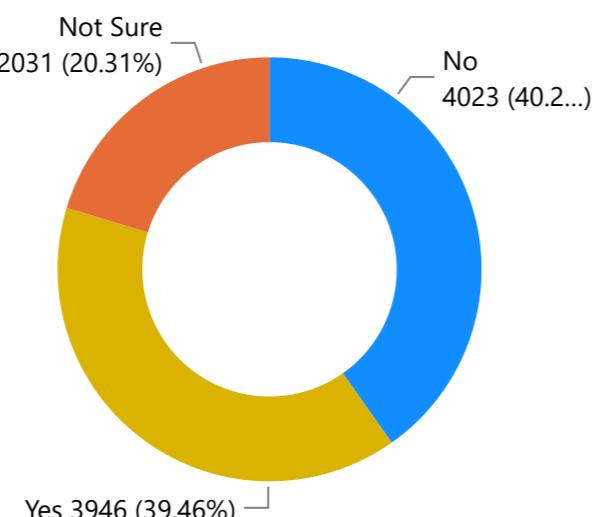
Purchasing location



Limited edition packaging

Limited edition packaging

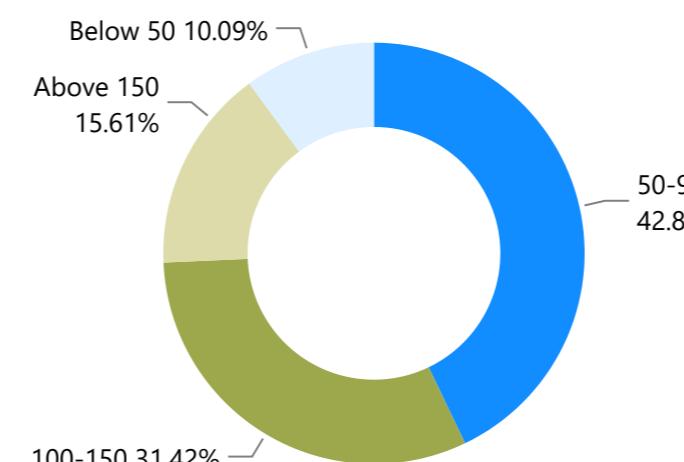
● No ● Yes ● Not Sure



Price preference

Price range

● 50-99 ● 100-150 ● Above 150



Improvements desired

2995

Reduced sugar content

2498

More natural ingredients

2037

Wider range of flavors

1472

Healthier alternatives

998

Other

Reason for choosing brand

| Reasons | Female | Male | Non-binary |
|-------------------------|-------------|-------------|------------|
| Brand reputation | 740 | 1781 | 131 |
| Taste/flavor preference | 850 | 1049 | 112 |
| Availability | 340 | 1489 | 81 |
| Effectiveness | 719 | 912 | 117 |
| Other | 806 | 807 | 66 |
| Total | 3455 | 6038 | 507 |

Reasons preventing trying

| Reasons preventing trying | 15-18 | 19-30 | 31-45 | 46-65 | 65+ |
|---------------------------------|-------------|-------------|-------------|------------|------------|
| Health concerns | 336 | 1236 | 547 | 97 | 42 |
| Not available locally | 345 | 1340 | 590 | 106 | 50 |
| Not interested in energy drinks | 305 | 1254 | 509 | 83 | 42 |
| Other | 206 | 695 | 288 | 57 | 22 |
| Unfamiliar with the brand | 296 | 995 | 442 | 83 | 34 |
| Total | 1488 | 5520 | 2376 | 426 | 190 |

Consumption Situations

| Consumption situations | 15-18 | 19-30 | 31-45 | 46-65 | 65+ |
|------------------------|-------------|-------------|-------------|------------|------------|
| Driving/commuting | 33 | 168 | 70 | 20 | 6 |
| Other | 73 | 285 | 107 | 20 | 6 |
| Social outings/parties | 204 | 809 | 383 | 54 | 37 |
| Sports/exercise | 680 | 2471 | 1065 | 190 | 88 |
| Studying/working late | 498 | 1787 | 751 | 142 | 53 |
| Total | 1488 | 5520 | 2376 | 426 | 190 |

Competition Analysis

City

All

Age

All

Brands

All

Tier

All

Gender

All

Home



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MALE

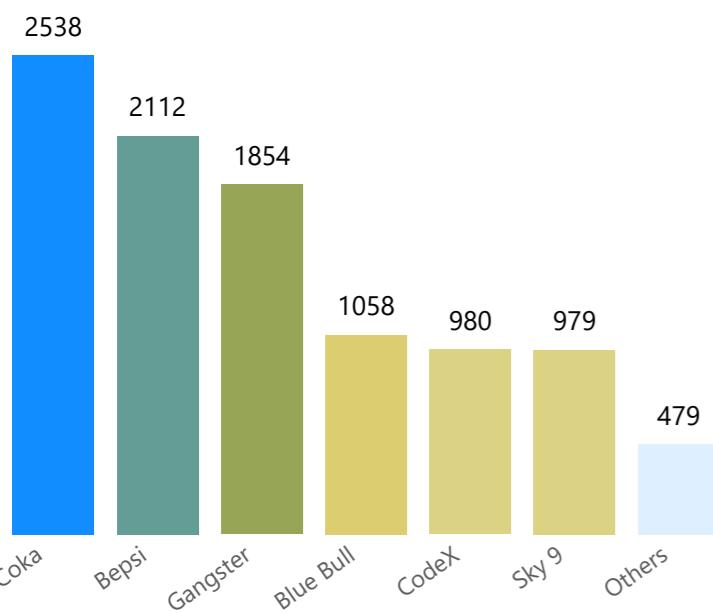
3455
FEMALE

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Total...

3.27
CodeX Avg.Tes...

980
CodeX...


Brands in markets



Brands general perception

Current_brands Dangerous Effective Healthy Not sure

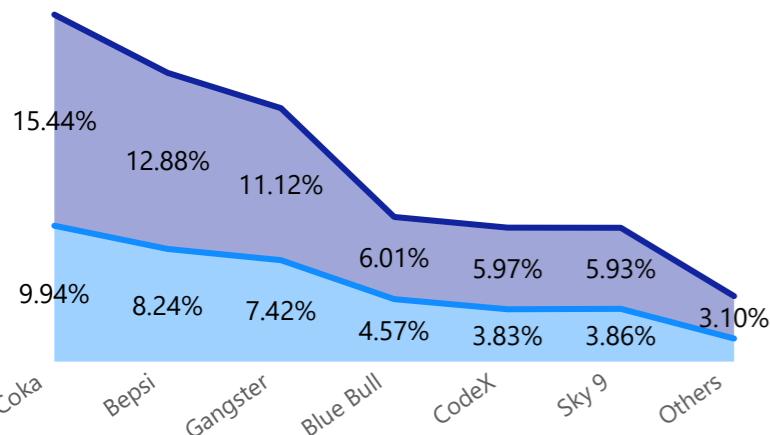
| | | | | |
|--------------|-------------|-------------|-------------|-------------|
| Bepsi | 504 | 615 | 468 | 525 |
| Blue Bull | 239 | 309 | 213 | 297 |
| CodeX | 214 | 286 | 220 | 260 |
| Cola-Coka | 554 | 752 | 567 | 665 |
| Gangster | 415 | 512 | 454 | 473 |
| Others | 107 | 138 | 116 | 118 |
| Sky 9 | 205 | 297 | 205 | 272 |
| Total | 2238 | 2909 | 2243 | 2610 |

Brands consumption frequency

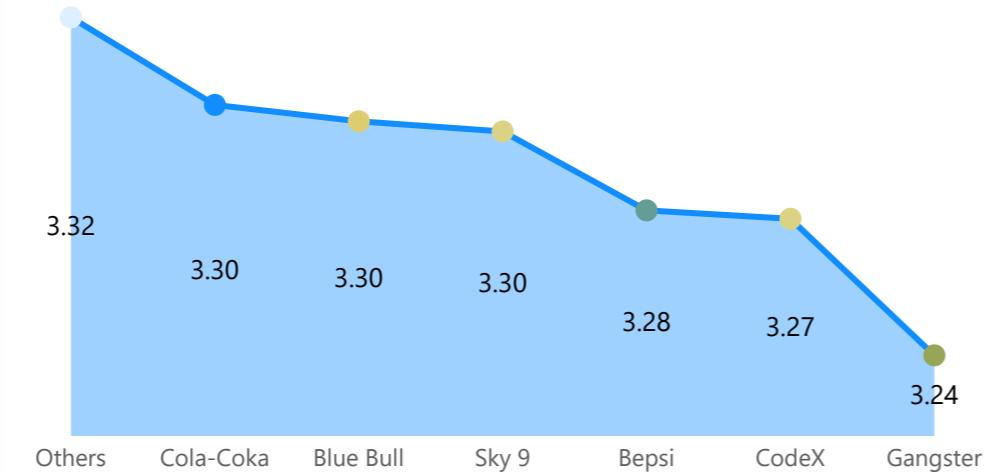
Current_brands 2-3 times a month 2-3 times a week Daily Once a week Rarely

| | | | | | |
|--------------|---------------|---------------|---------------|---------------|---------------|
| Bepsi | 15.44% | 35.23% | 12.88% | 16.95% | 19.51% |
| Blue Bull | 16.92% | 35.44% | 13.89% | 15.60% | 18.15% |
| CodeX | 15.00% | 36.84% | 12.55% | 14.80% | 20.82% |
| Cola-Coka | 17.14% | 33.81% | 12.73% | 16.67% | 19.66% |
| Gangster | 16.56% | 34.84% | 14.62% | 15.70% | 18.28% |
| Others | 13.15% | 36.33% | 15.24% | 15.03% | 20.25% |
| Sky 9 | 15.93% | 34.01% | 13.99% | 15.83% | 20.22% |
| Total | 16.13% | 34.91% | 13.46% | 16.09% | 19.41% |

Health concerns for different brands



Avg. test experience per brands



Reason for choosing brand

| Reasons | Bepsi | Blue Bull | CodeX | Cola-Coka | Gangster | Others | Sky 9 |
|-------------------------|-------------|-------------|------------|-------------|-------------|------------|------------|
| Brand reputation | 577 | 289 | 259 | 616 | 511 | 140 | 26 |
| Taste/flavor preference | 423 | 237 | 182 | 531 | 357 | 87 | 19 |
| Availability | 418 | 180 | 195 | 510 | 339 | 86 | 18 |
| Effectiveness | 339 | 187 | 176 | 433 | 338 | 87 | 18 |
| Other | 355 | 165 | 168 | 448 | 309 | 79 | 15 |
| Total | 2112 | 1058 | 980 | 2538 | 1854 | 479 | 979 |

Marketing View

City

All

Age

All

Brands

All

Tier

All

Gender

All

Home



Clear Filter



507

NON BINARY



6038

MALE



3455

FEMALE



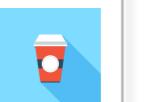
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Total...



3.27

CodeX Avg.Tes...

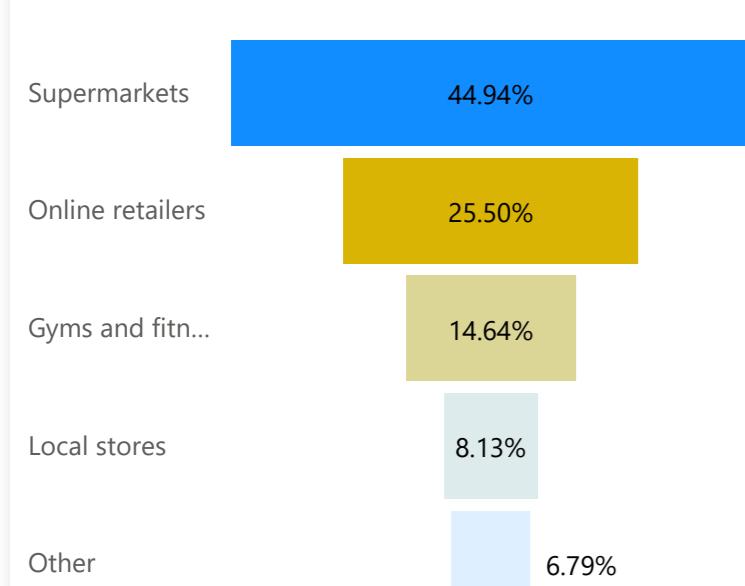


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CodeX...

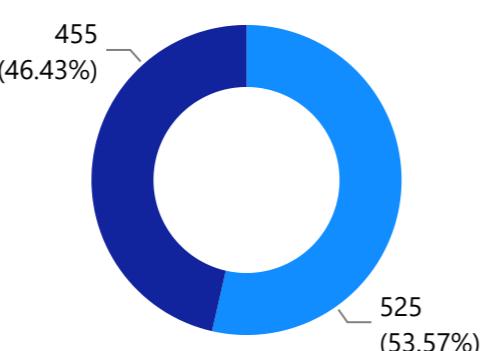


Purchase Location



Heard before CodeX

Heard... ● No ● Yes

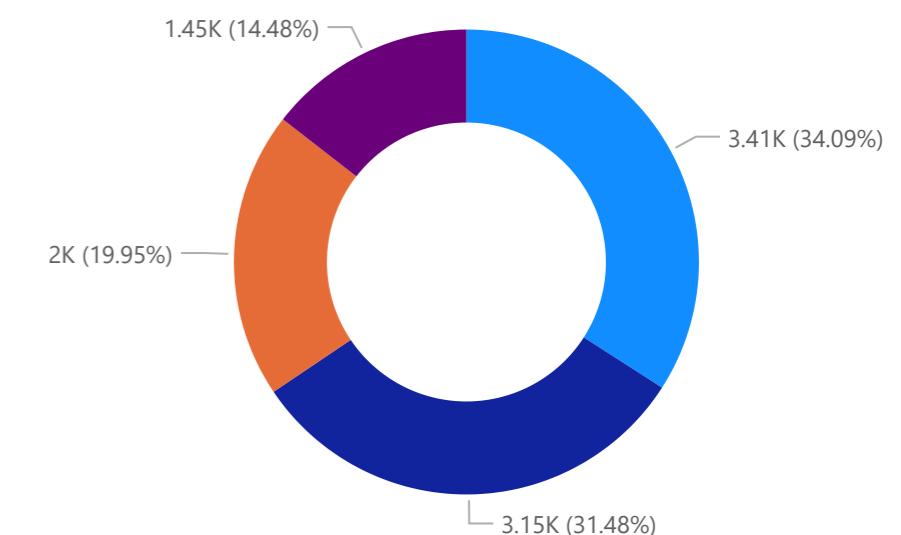


Marketing Channels

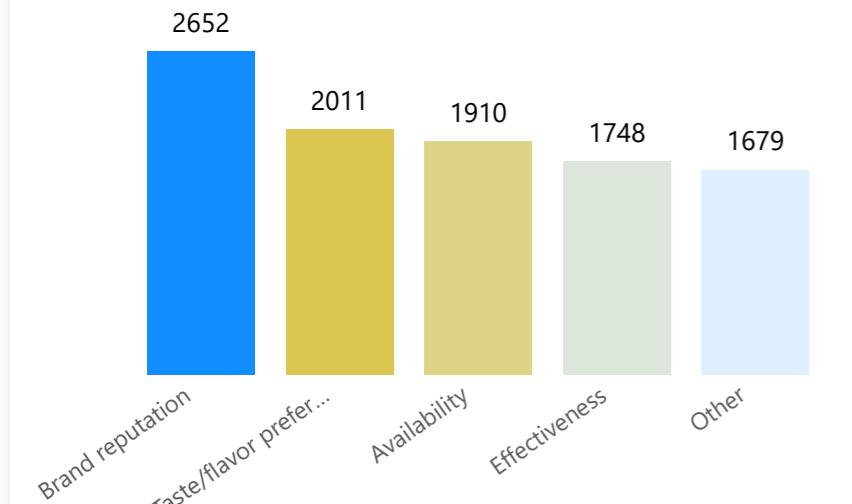
| Marketing_channels | 15-18 | 19-30 | 31-45 | 46-65 | 65+ |
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| Other | 94 | 608 | 408 | 78 | 37 |
| Outdoor billboards | 117 | 585 | 431 | 65 | 28 |
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| Total | 1488 | 5520 | 2376 | 426 | 190 |

Brands consumption frequency

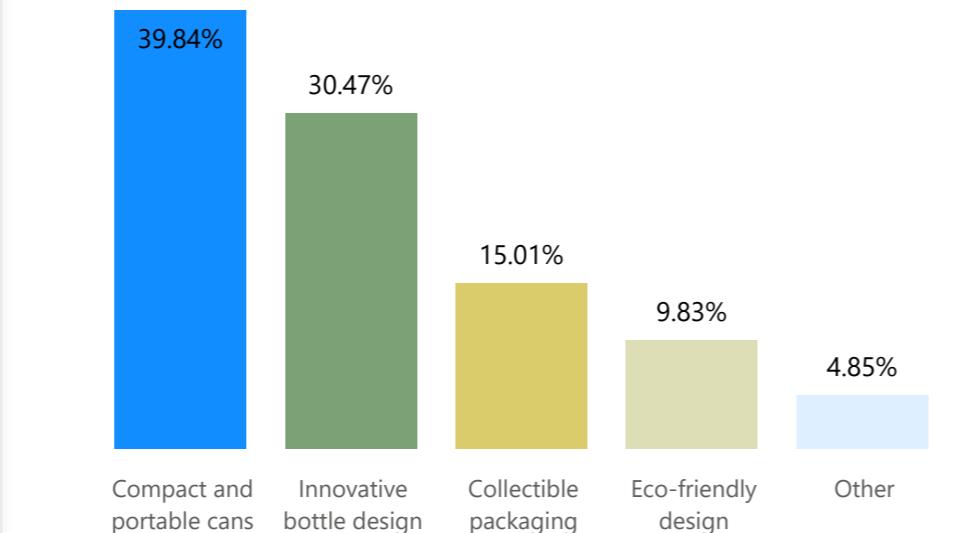
Consume_time ● To stay awake... ● Before exercise ● For mental al... ● Througho...



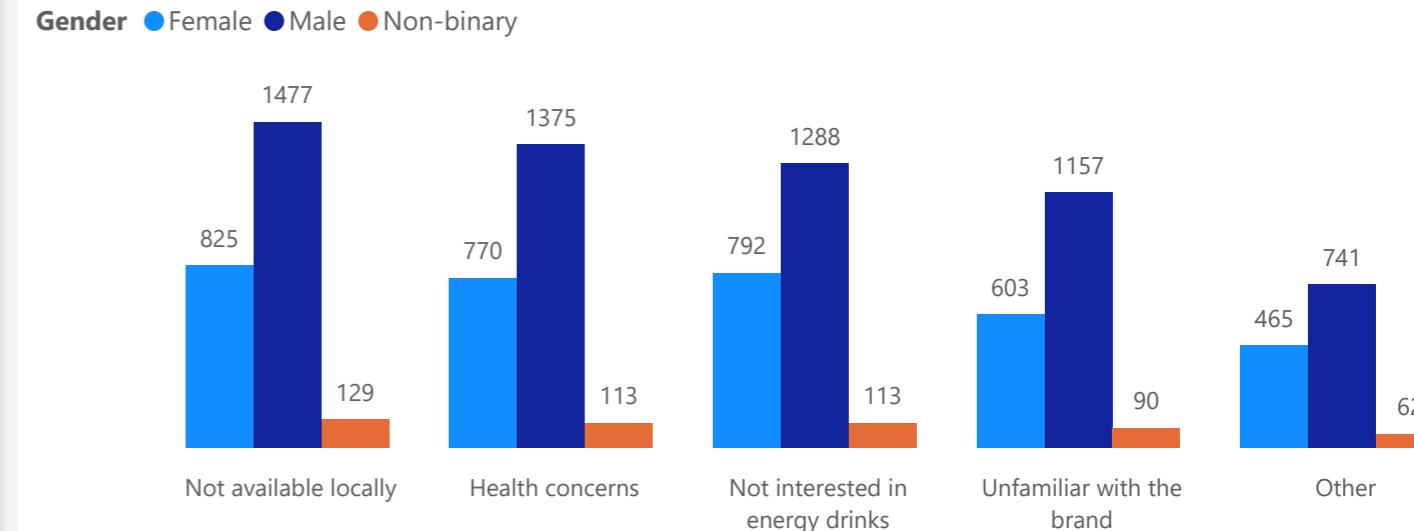
Reasons for choosing brands



Packaging preference



Reasons preventing trying



CodeX Performance

City

All

Age

All

Brands

All

Tier

All

Gender

All

Home



Clear Filter



507

NON BINARY



6038

MALE



3455

FEMALE



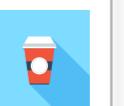
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Total...



3.27

CodeX Avg.Tes...



980

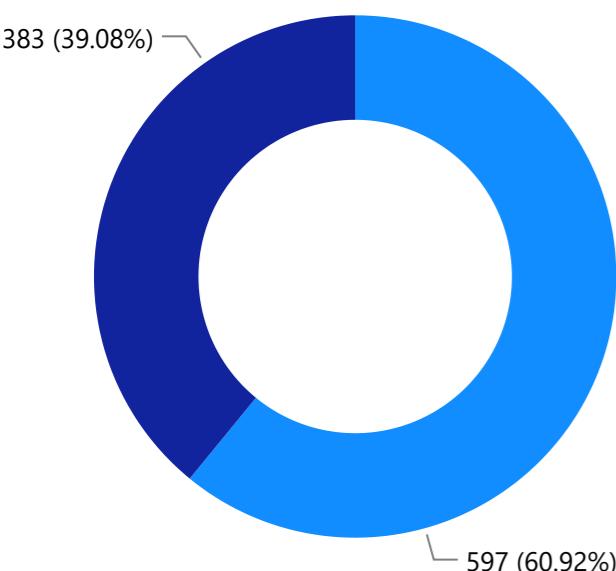
CodeX...



Reason for choosing the CodeX

| Current_brands | CodeX | |
|-----------------------------|-----------------|------------|
| Reasons for choosing brands | % of Respondent | Respondent |
| Brand reputation | 26.43% | 259 |
| Availability | 19.90% | 195 |
| Taste/flavor preference | 18.57% | 182 |
| Effectiveness | 17.96% | 176 |
| Other | 17.14% | 168 |
| Total | 100.00% | 980 |

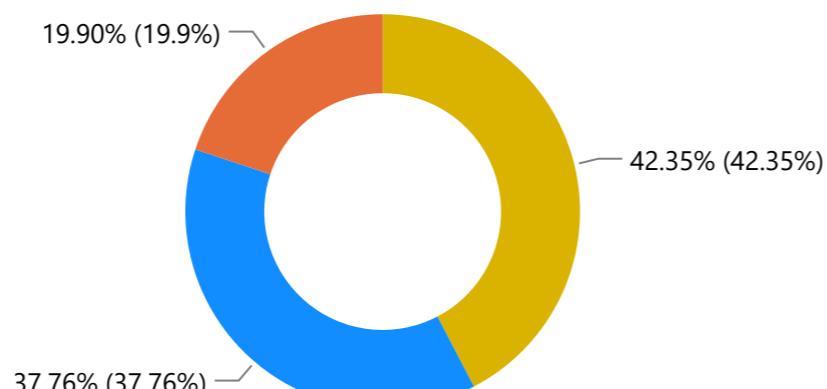
Health concerns



City wise response for brand perception

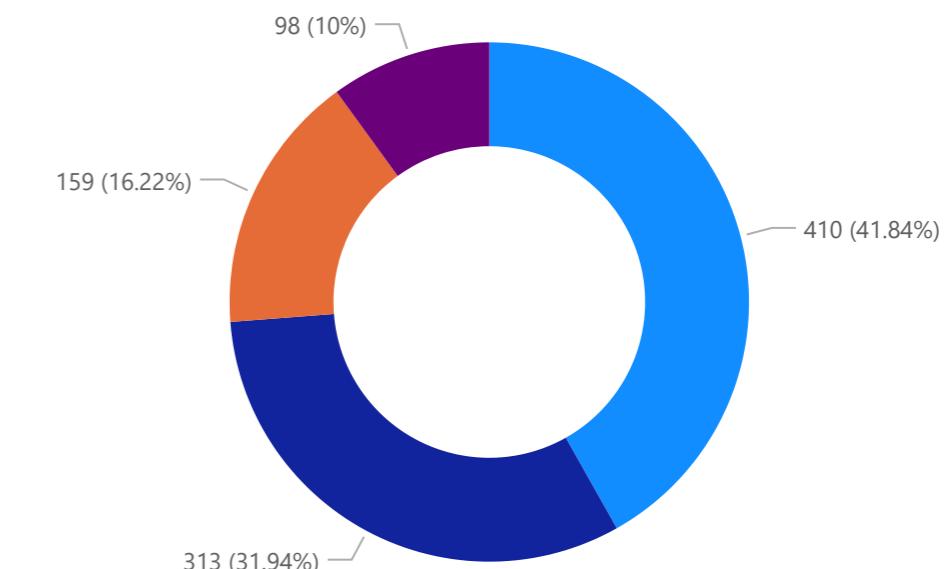
| City | Negative | Neutral | Positive | Total |
|-----------|----------|---------|----------|---------------|
| Bangalore | 4.29% | 18.98% | 6.53% | 29.80% |
| Hyderabad | 2.96% | 11.53% | 4.08% | 18.57% |
| Mumbai | 2.35% | 9.29% | 4.29% | 15.92% |
| Chennai | 1.33% | 6.02% | 2.04% | 9.39% |
| Pune | 2.55% | 5.20% | 1.63% | 9.39% |
| Kolkata | 0.61% | 3.57% | 0.71% | 4.90% |
| Ahmedabad | 1.94% | 1.94% | 0.71% | 4.59% |
| Delhi | 0.82% | 2.04% | 1.22% | 4.08% |
| Jaipur | 0.51% | 1.33% | 1.02% | 2.86% |
| Lucknow | 0.20% | 0.20% | 0.10% | 0.51% |

Limited edition packaging preference



Price preference for CodeX

Price_range ● 50-99 ● 100-150 ● Above 150 ● Below 50



Improvements desired

