

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

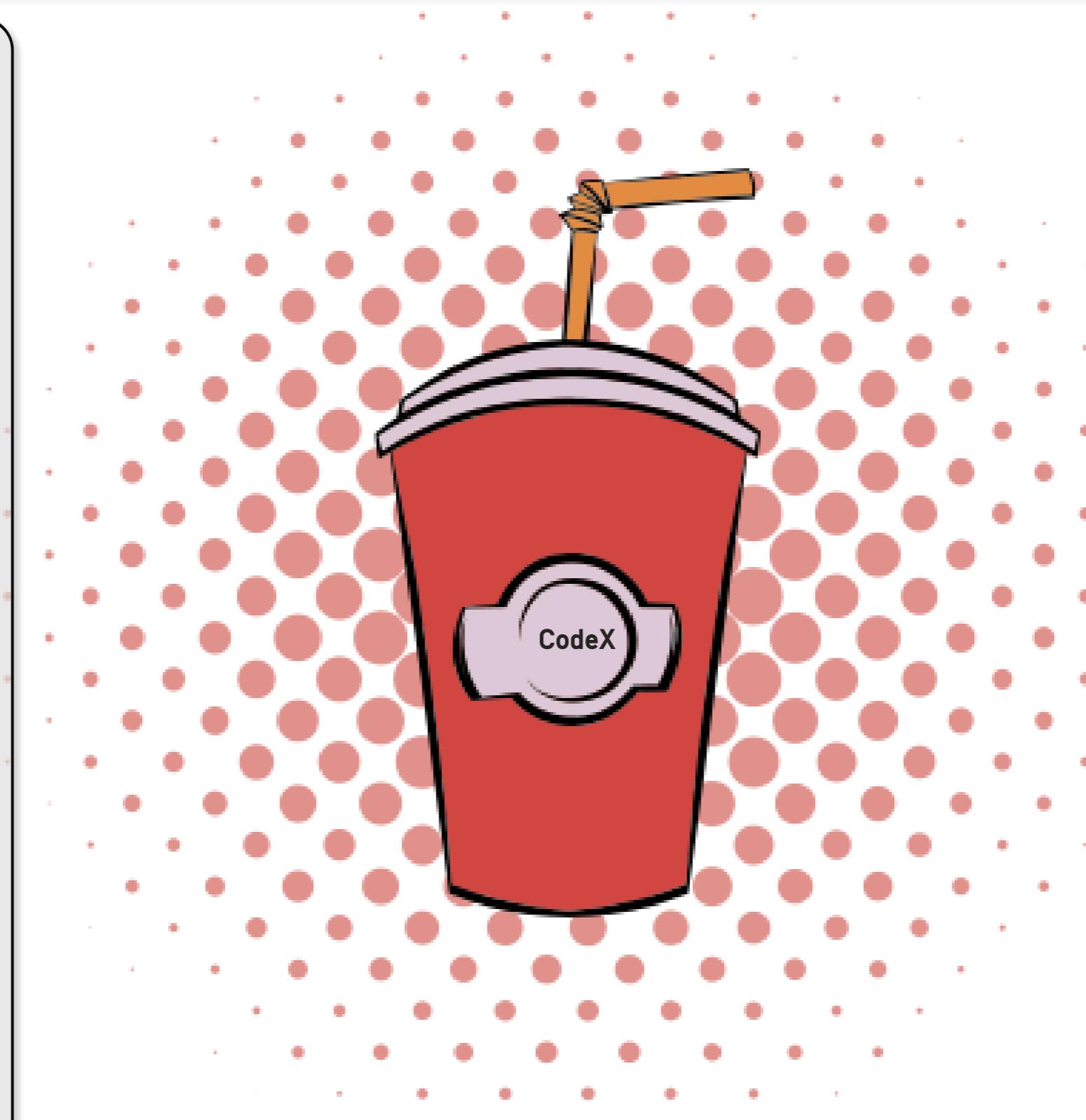


"This report delves into consumer behavior, examining factors such as price sensitivity, packaging preferences, anticipated consumption timelines, and motivations driving product usage."

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

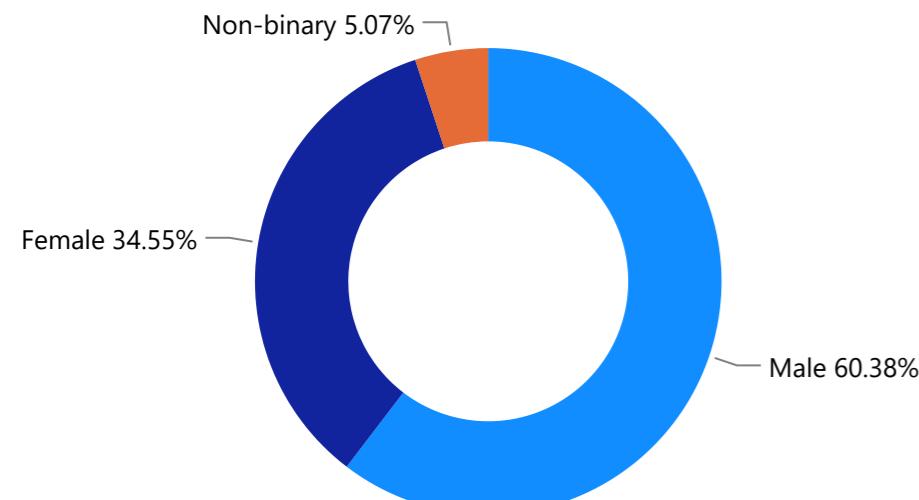
3455
FEMALE

10000
Total...

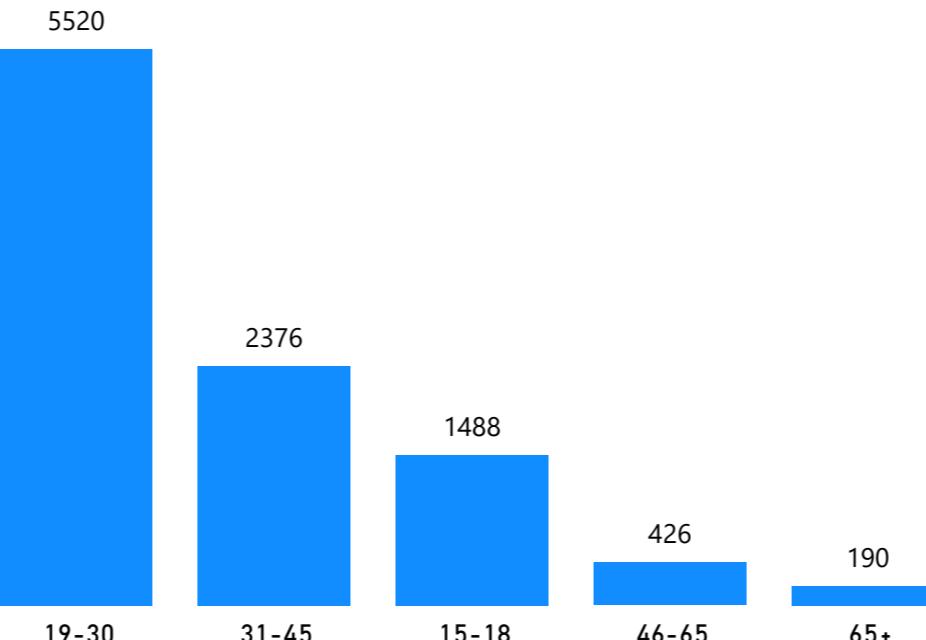
3.27
CodeX Avg.Tes...

980
CodeX...

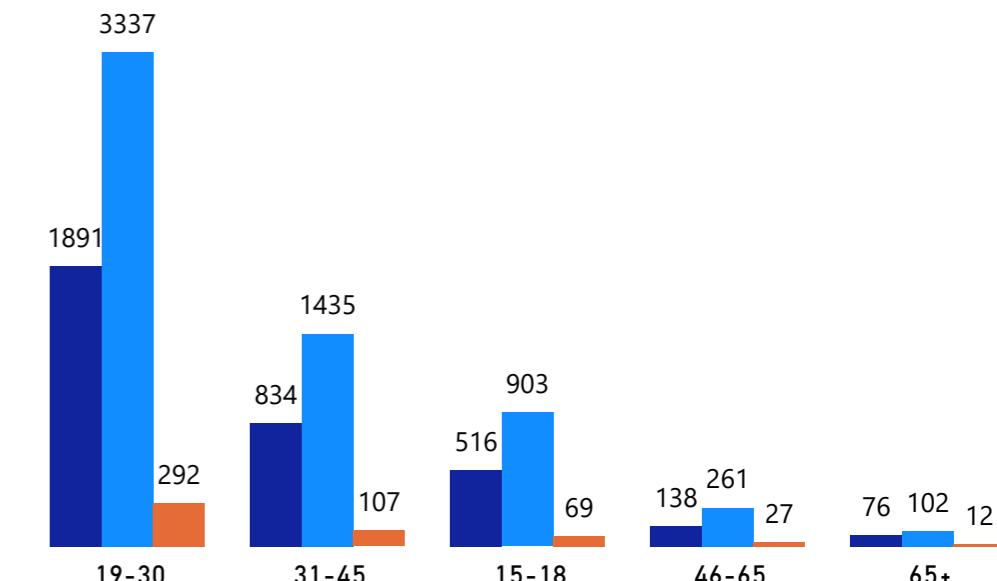

Respondent by Gender

Gender ● Male ● Female ● Non-binary


Respondent by Age



Respondent by Age Group and Gender

Gender ● Female ● Male ● Non-binary


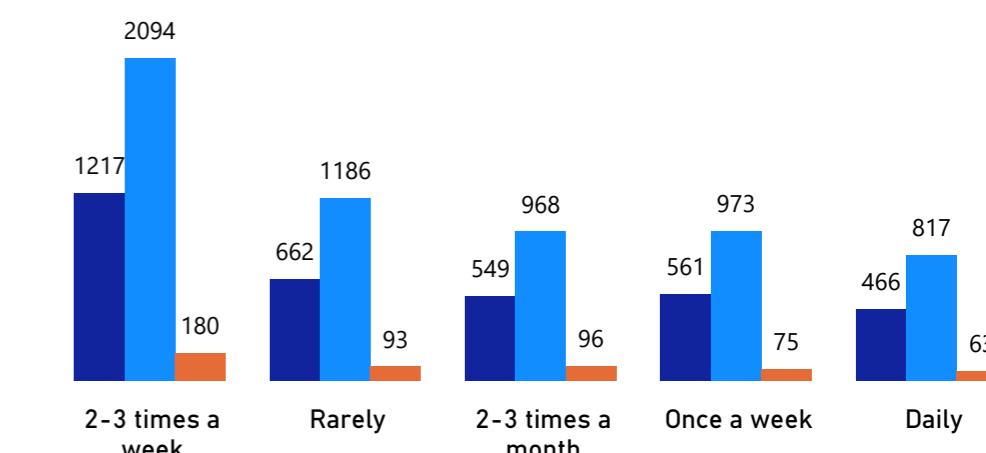
City & Age Wise Response

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

All

Gender

All

Home



Clear Filter



507

NON BINARY



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MALE



3455

FEMALE



10000

Total...



3.27

CodeX Avg.Tes...



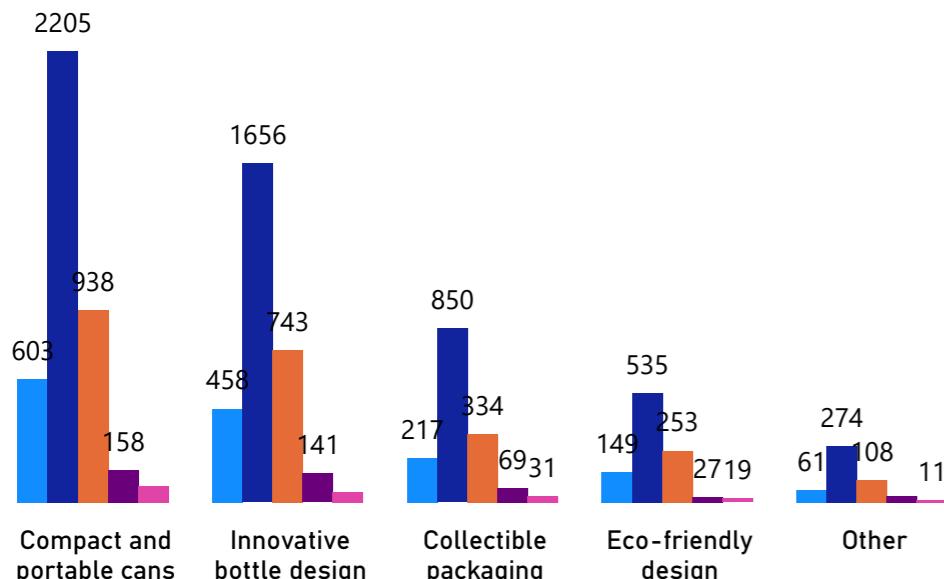
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CodeX...



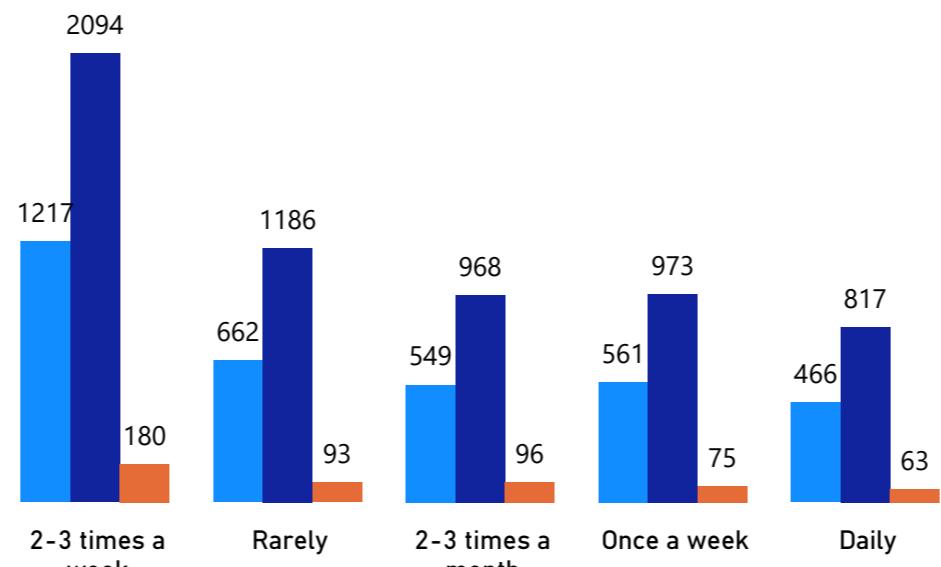
Packaging Preference by Age Group

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



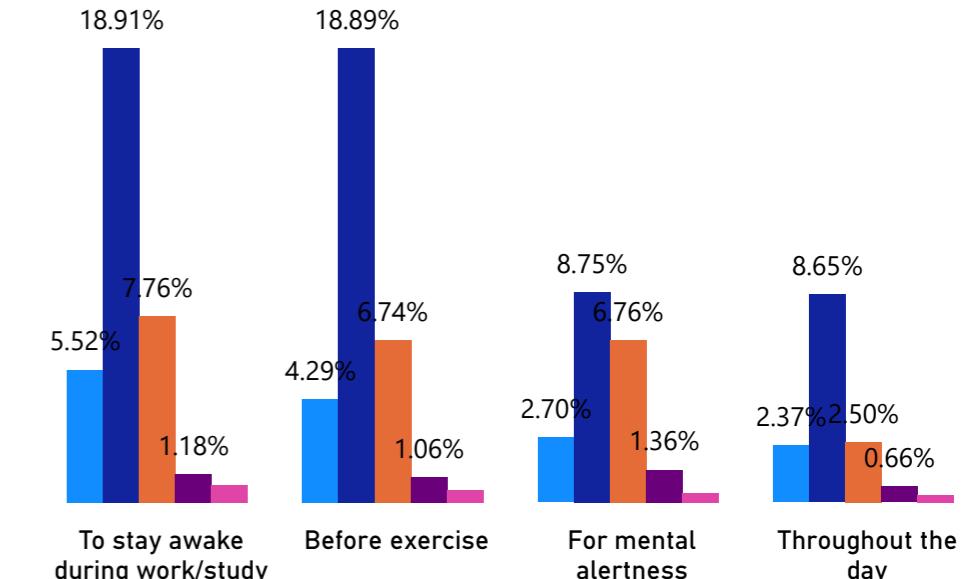
Consumption Frequency By Gender

Gender ● Female ● Male ● Non-binary



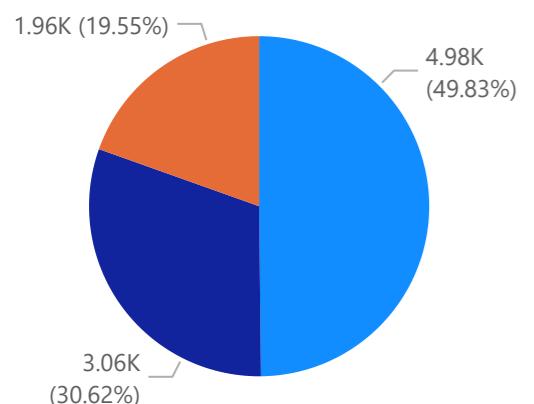
Consumption Time by Age Group

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



Interest in Natural or Organic

Interest... ● Yes ● No ● Not Sure



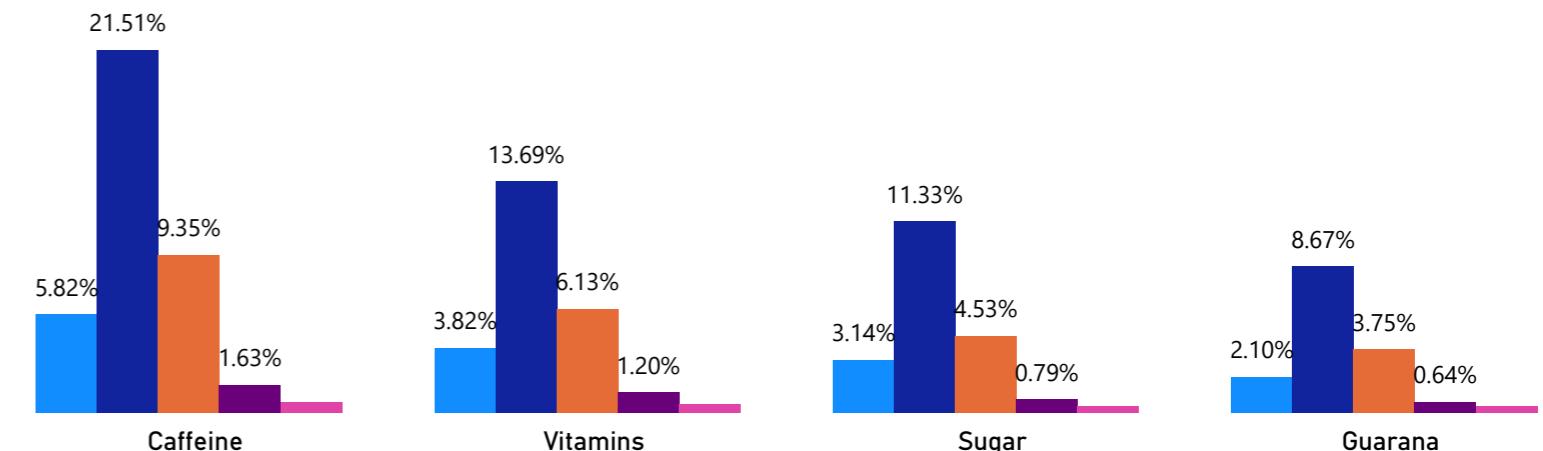
Price Preference by Age Group

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

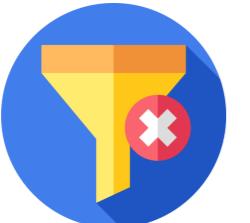
Gender

All

Home



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507

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10000

Total...



3.27

CodeX Avg.Tes...

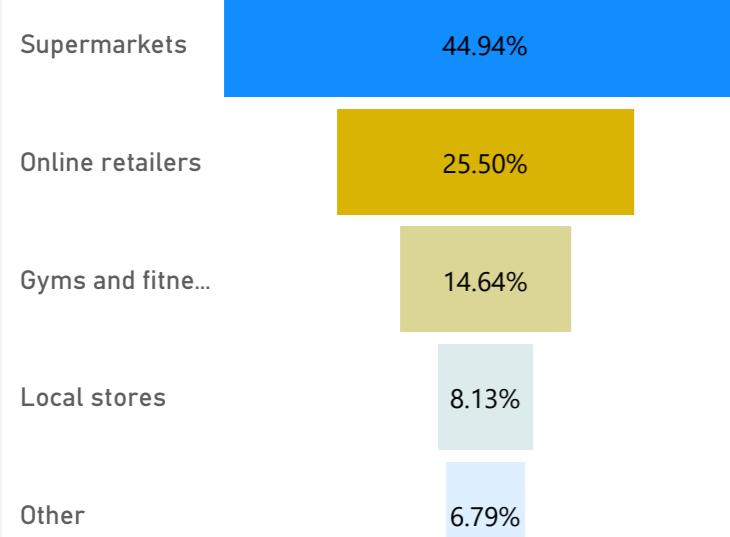


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CodeX...

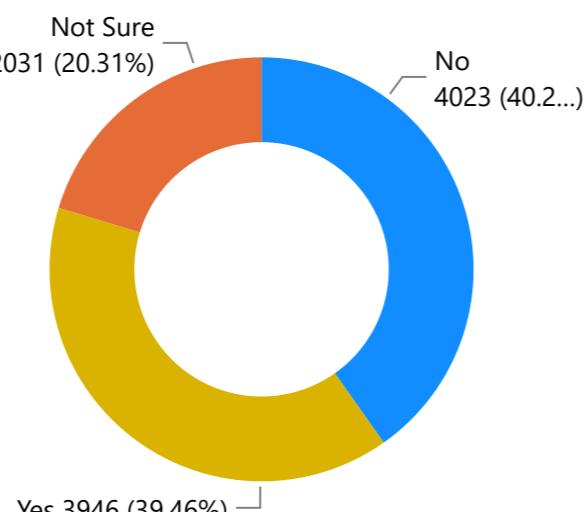


Purchasing location



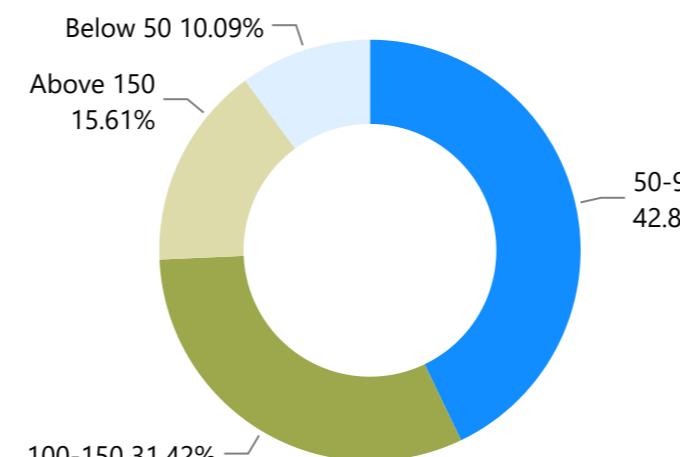
Limited edition packaging

Limited e... ● No ● Yes ● Not Sure

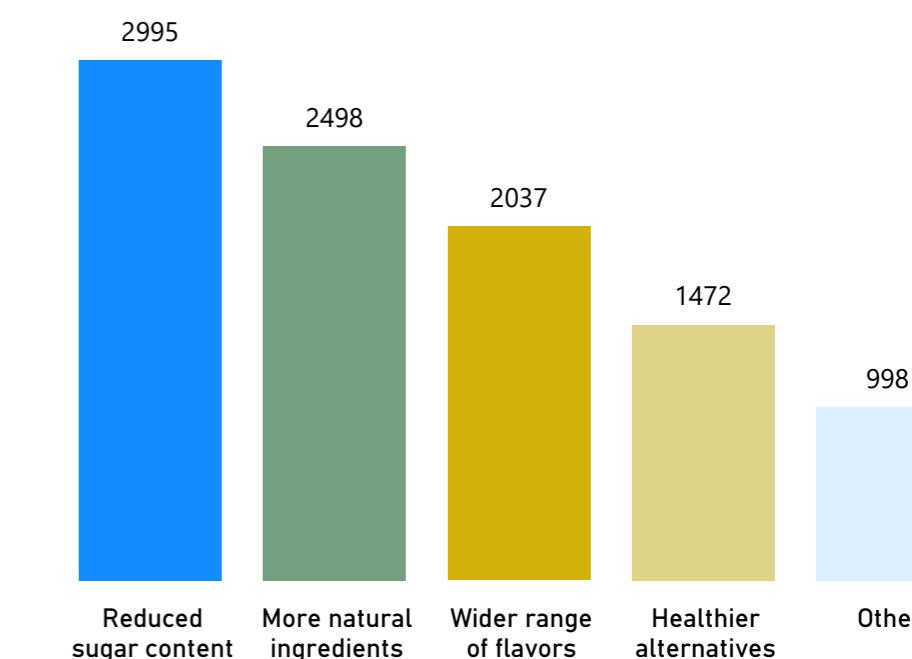


Price preference

Price ran... ● 50-99 ● 100-150 ● Above 150



Improvements desired



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

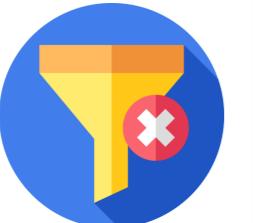
Gender

All

Home



Clear Filter


507
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MALE

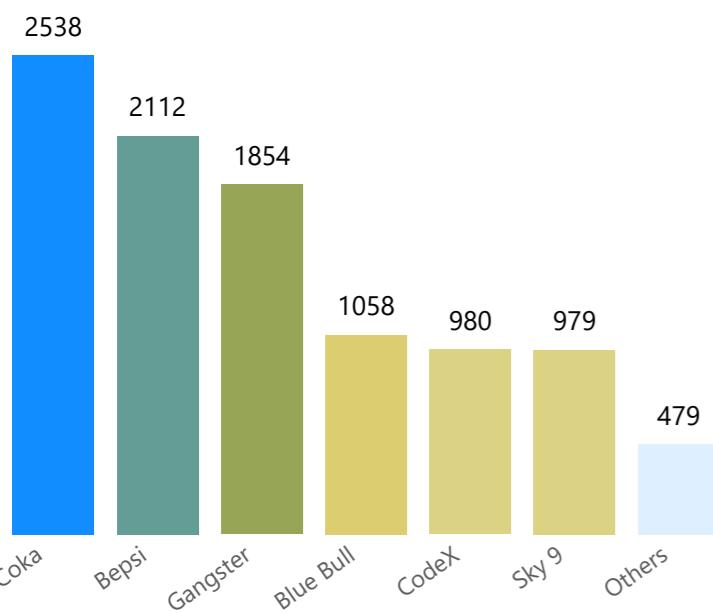
3455
FEMALE

10000
Total...

3.27
CodeX Avg.Tes...

980
CodeX...


Brands in markets



Brands general perception

Current_brands Dangerous Effective Healthy Not sure

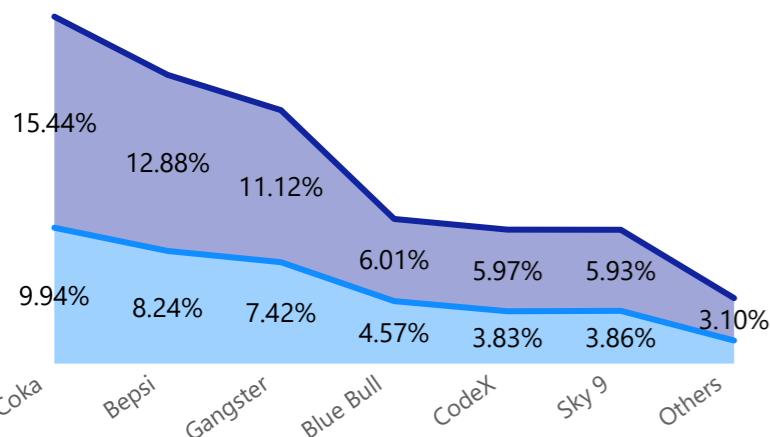
Bepsi	504	615	468	525
Blue Bull	239	309	213	297
CodeX	214	286	220	260
Cola-Coka	554	752	567	665
Gangster	415	512	454	473
Others	107	138	116	118
Sky 9	205	297	205	272
Total	2238	2909	2243	2610

Brands consumption frequency

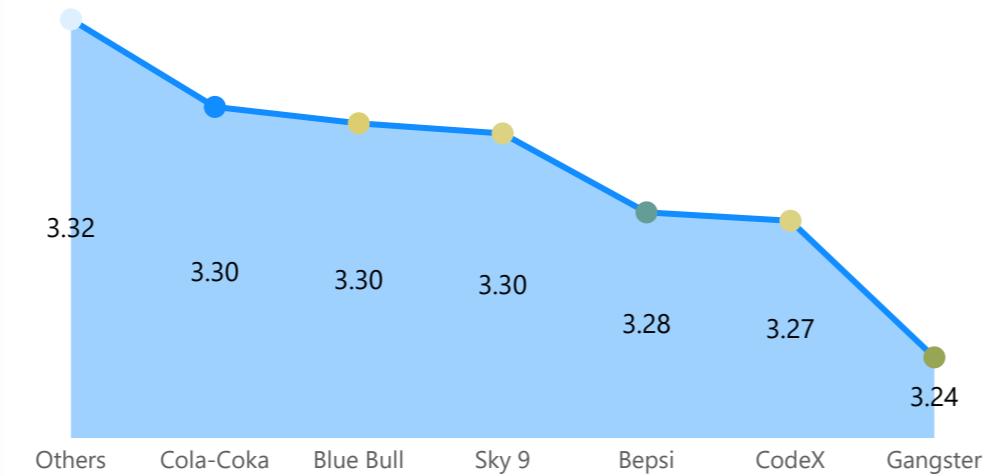
Current_brands 2-3 times a month 2-3 times a week Daily Once a week Rarely

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

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CodeX Avg.Tes...

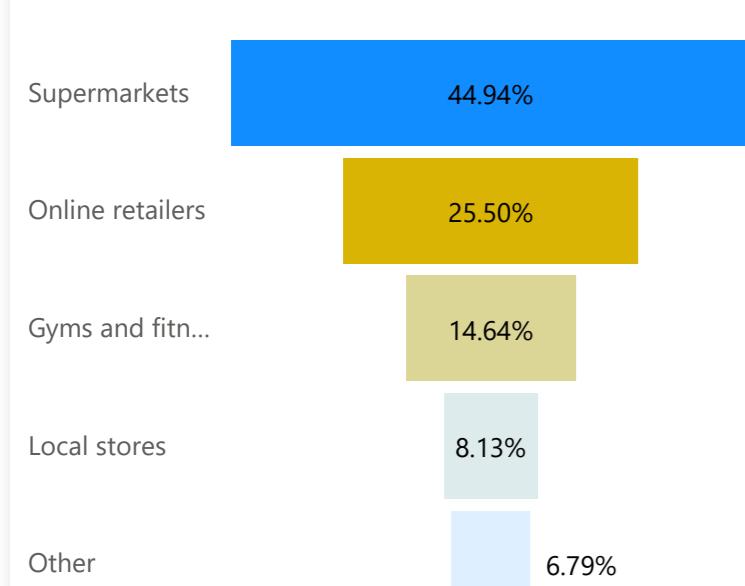


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CodeX...

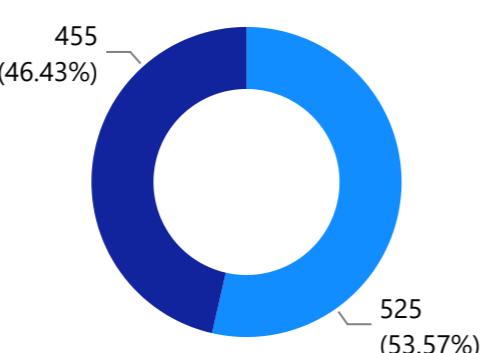


Purchase Location



Heard before CodeX

Heard... ● No ● Yes

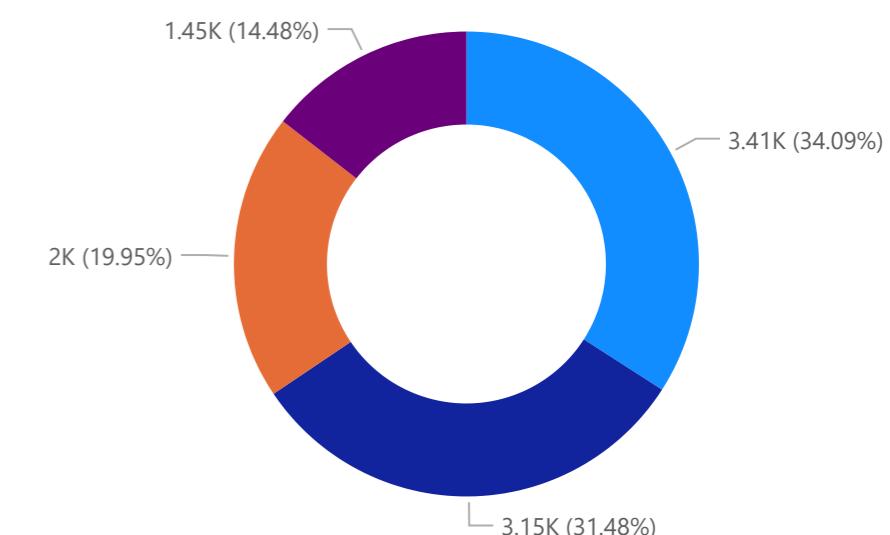


Marketing Channels

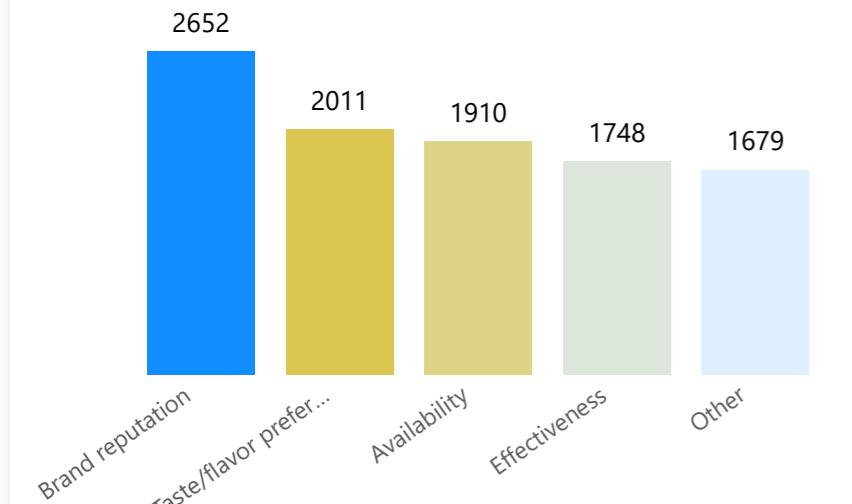
Marketing_channels	15-18	19-30	31-45	46-65	65+
Online ads	707	2666	490	109	48
Other	94	608	408	78	37
Outdoor billboards	117	585	431	65	28
Print media	75	371	310	57	28
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Total	1488	5520	2376	426	190

Brands consumption frequency

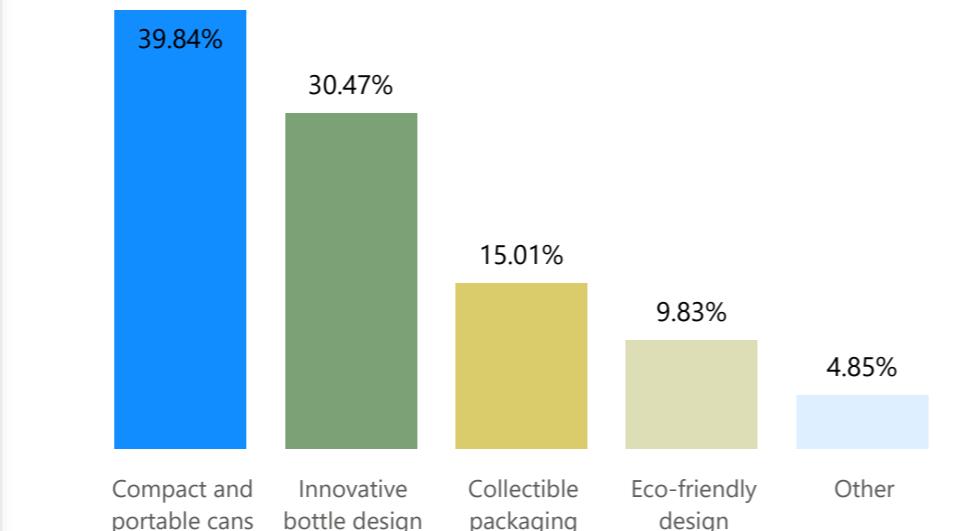
Consume_time ● To stay awake... ● Before exercise ● For mental al... ● Througho...



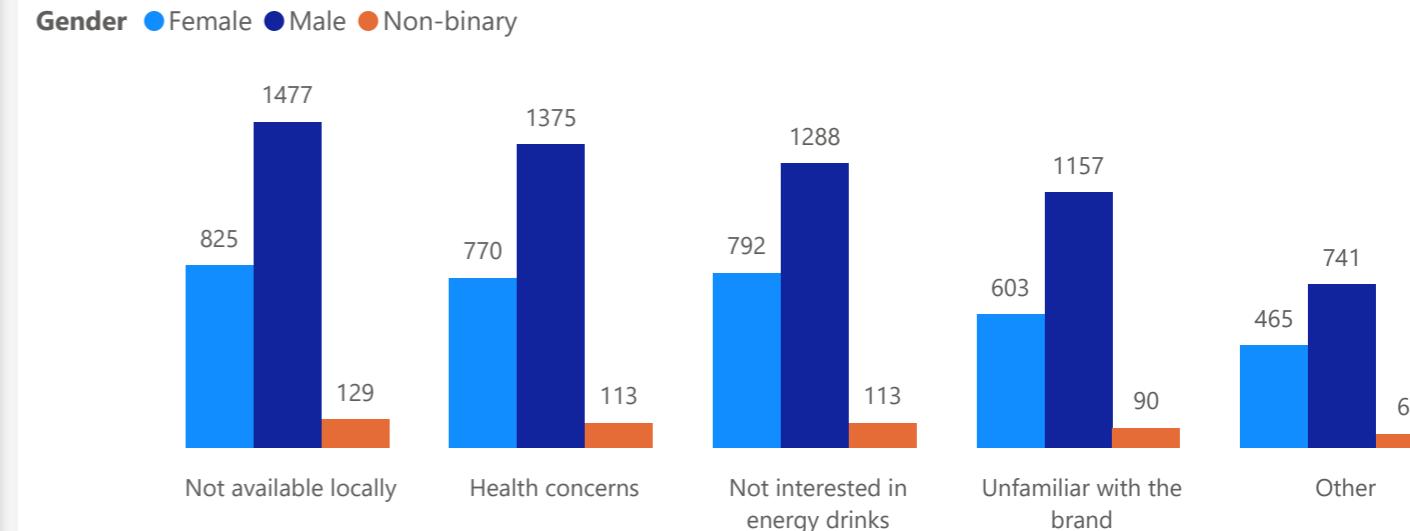
Reasons for choosing brands



Packaging preference



Reasons preventing trying



CodeX Performance

City

All

Age

All

Brands

All

Tier

All

Gender

All

Home



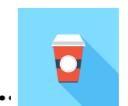
Clear Filter


507
NON BINARY

6038
MALE

3455
FEMALE

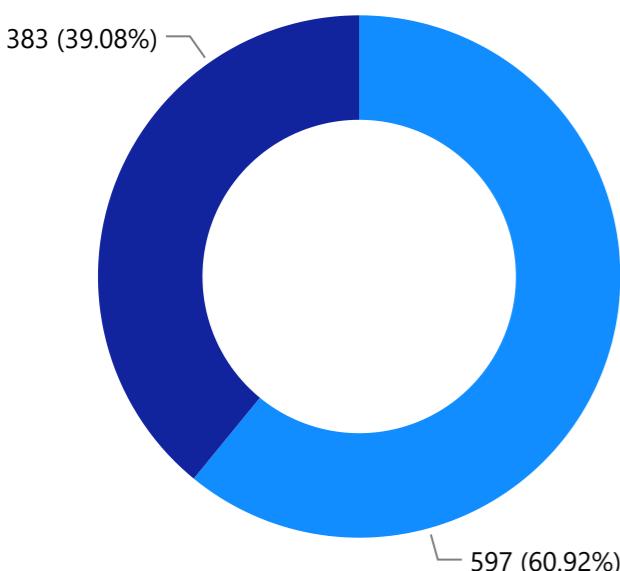
10000
Total...

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

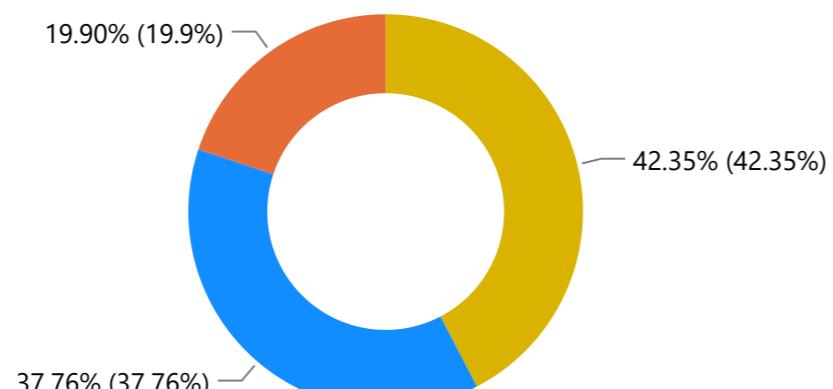
Health concerns



City wise response for brand perception

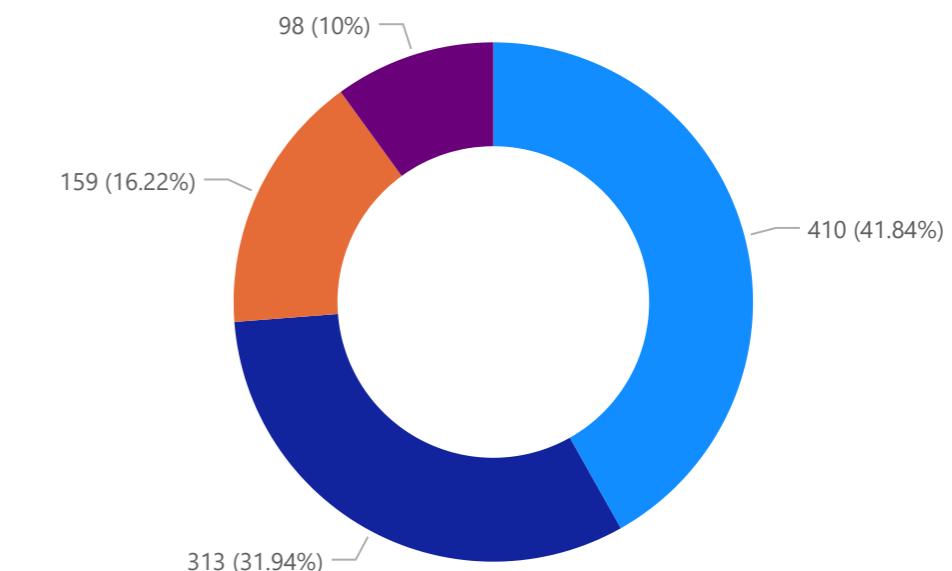
City	Negative	Neutral	Positive	Total
Bangalore	4.29%	18.98%	6.53%	29.80%
Hyderabad	2.96%	11.53%	4.08%	18.57%
Mumbai	2.35%	9.29%	4.29%	15.92%
Chennai	1.33%	6.02%	2.04%	9.39%
Pune	2.55%	5.20%	1.63%	9.39%
Kolkata	0.61%	3.57%	0.71%	4.90%
Ahmedabad	1.94%	1.94%	0.71%	4.59%
Delhi	0.82%	2.04%	1.22%	4.08%
Jaipur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

