CodeX
Energy Drink

Comprehensive analysis of consumer preferences, demographics, and strategic recommendations for CodeX energy drinks

Who Drinks Energy Drinks?

60.38%

Male

6038 out of 10,000 respondents were male, showing clear gender preference

34.55%

Female

3455 out of 10,000 respondents were female, indicating a significant segment of the market

5.07%

Non-binary

507 out of 10,000 respondents identified as non-binary, representing an emerging demographic

70%

Youth Market

Ages 15-30 dominate consumption, with 23% in the 31-45 bracket alone

Marketing Channels for Age Group 15-30

Advertising Channels

Online Ads
48.13%

TV Commercials
25.47%

Other / Outdoor
10.02 %

Print Media
1%

What Consumers Want

Preferred Ingredients

1. Caffeine - 38.96 %

   Top choice for attention and alertness boost

2. Vitamins - 25.34 %

   Second most expected ingredient for health benefits

Packaging Preferences

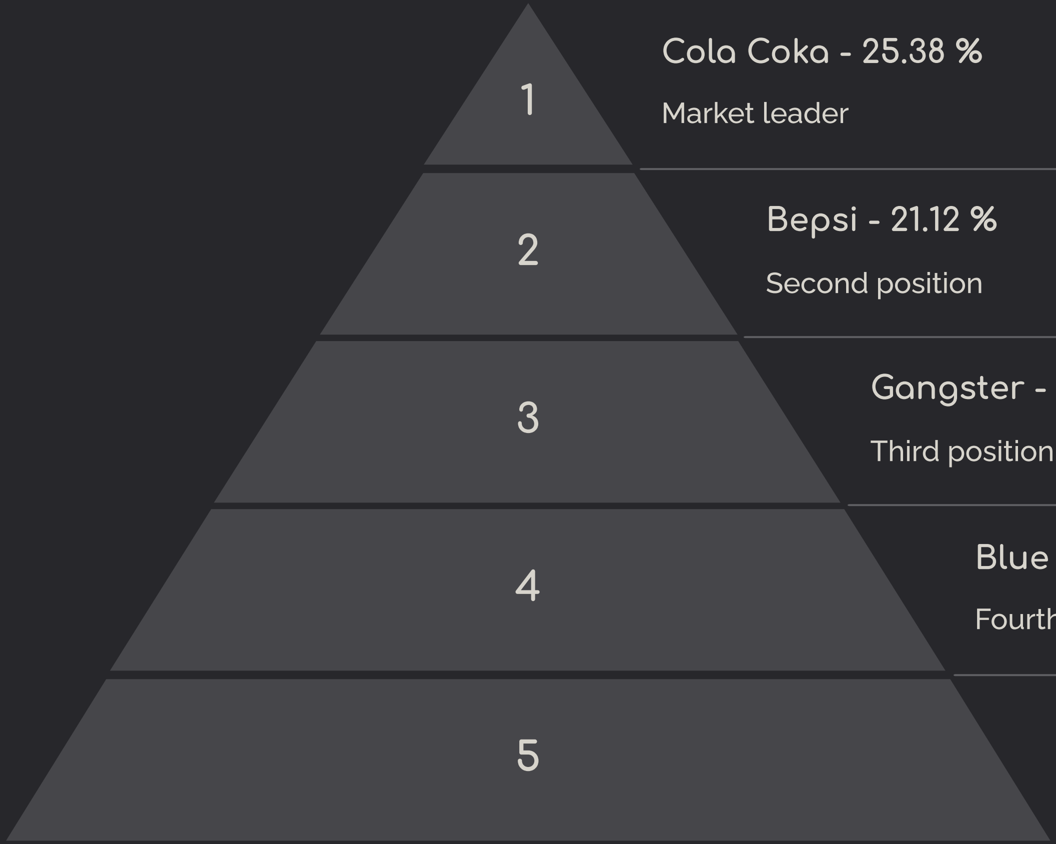
1. Compact Cans - 40 %

   Portable and convenient for on-the-go consumption

2. Innovative Bottles - 30 %

   Creative designs that stand out on shelves

Market Leaders



Cola Coka - 25.38 %

Market leader

Bepsi - 21.12 %

Second position

Gangster - 18.54 %

Third position

Blue bull - 10.58 %

Fourth position

CodeX - 9.80 %

Our market share

Brand reputation is the primary factor influencing consumers' choices. Cola Coka leads the market, followed by Bepsi, which attracts more respondents than other competing brands

Top 3 Marketing Channels

Online Ads –

- Reach: **4,020 respondents** (highest overall)
- Strongest with **15–30 age group (3,373 combined)**
- Fast, wide, and cost-effective for youth outreach

TV Commercials –

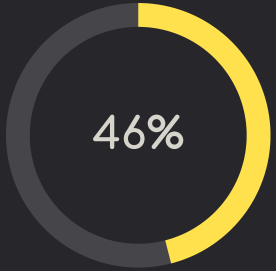
- Reach: **2,688 respondents**
- Performs best in the **31–45 age group**
- Good for mass awareness but costlier than digital

Outdoor Billboards –

- Reach: **1,226 respondents**
- Moderate impact, strongest in **19–30 age group**
- Works as a complementary channel to digital/TV

Online ads remain the most effective channel for reaching the largest audience quickly and in a cost-efficient manner.

Brand Health & Perception Analysis

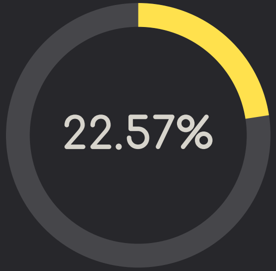


Brand Awareness

455 out of 980 respondents have heard of CodeX

Taste Rating

Matches industry average - no immediate concern

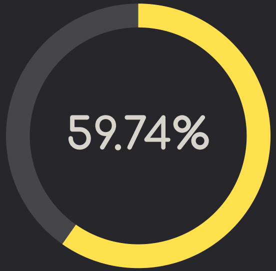


Positive Perception

Only 221 respondents have positive brand perception

Negative Perception

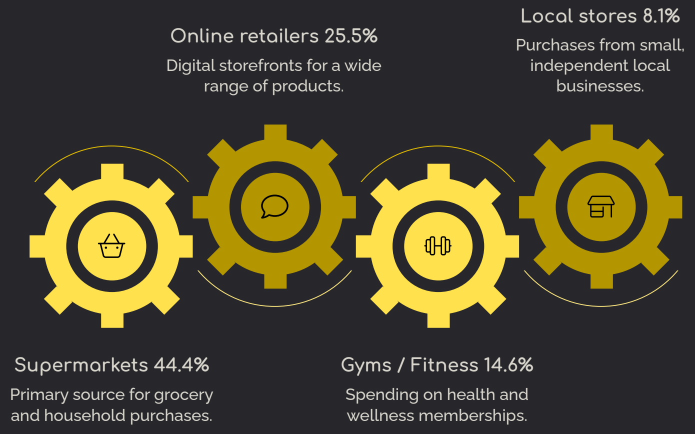
Only 173 respondents have positive brand perception



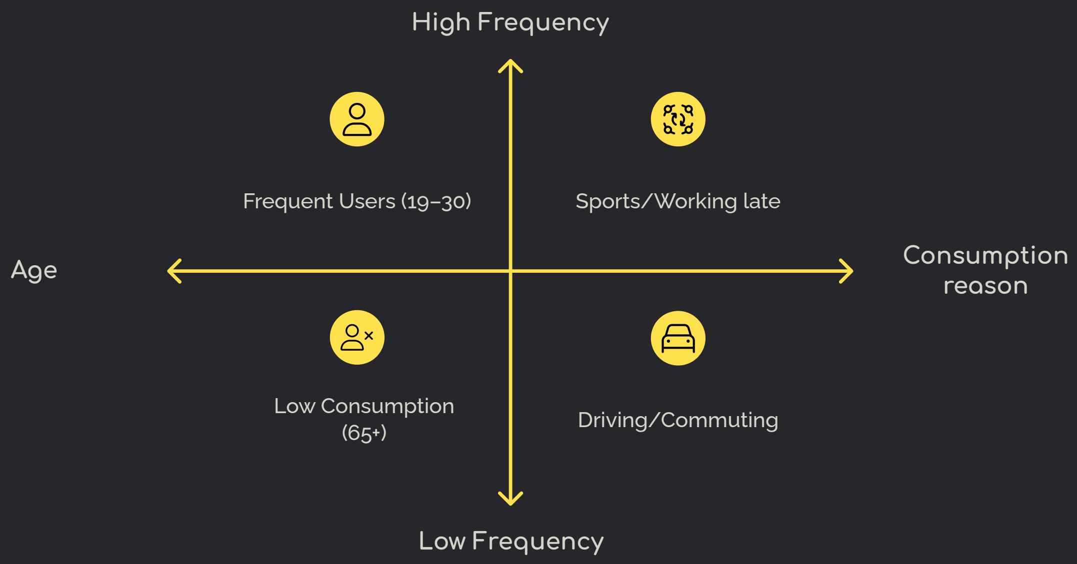
Neutral Perception

Only 586 respondents have positive brand perception

1. Where Consumers Shop



2. Major and minor scenario for energy drink consumption



Factors Driving Purchase Decisions

Understanding consumer preferences is key to optimizing product strategy. Here's a breakdown of the primary purchase drivers identified in our research:

Price is Key

43%

Prefer ₹50-99 Range

The most significant purchase driver, indicating a strong preference for affordability.

Consumers are highly price-sensitive, with nearly half favoring products within the ₹50-99 bracket.

Divided on Packaging

40%

Do Not Expect Limited Edition

A substantial portion of consumers do not prioritize or expect limited edition packaging.

39%

Open to Limited Edition

However, a nearly equal segment is receptive to special packaging, suggesting it can be a valuable, non-essential strategy.

Opinion is split on Limited Edition Packaging, presenting an opportunity for targeted campaigns rather than a universal approach.

Strategic Priorities for Product development

Taste – The Core Differentiator

- Consumers want health + flavor.
- Top factor in brand perception.
- Invest in regional taste profiles and innovation.

Branding – The Emotional Hook

- Drives first impressions and loyalty.
- Strong interest in limited edition packs and health messaging.
- Elevates product to premium status.

Availability – The Silent Killer

- Low scores in perception—fixable.
- Expand to convenience stores, online, and rural areas.
- Accessibility fuels growth.

Top 4 Immediate Product Enhancements

1. **Reduce Sugar, Salt, and Fat**
   - These ingredients are top concerns across demographics.
   - Reformulate or highlight “low” levels on packaging to boost health appeal.
2. **Launch Limited Edition Packaging**
   - Consumers show strong interest in novelty packs.
   - Seasonal or themed designs can drive impulse buys and brand buzz.
3. **Improve Availability Across Channels**
   - Availability scores low in brand perception.
   - Expand distribution to convenience stores and online platforms.
4. **Tailor Messaging by Age Group**
   - Different age groups prioritize different ingredients and benefits.
   - Customize ads—e.g., “High Protein” for 30–40, “Low Sugar” for 50+.

Marketing Campaign Strategy

Social Media Marketing

Target 15-30 age group through platforms they actively use. Cost-effective with immediate reach.

Influencer Partnerships

Collaborate with macro and micro influencers (10k-500k followers) for authentic brand promotion.

E-commerce Advertising

Run PPC campaigns on online grocery platforms to increase product visibility.

Guerrilla Marketing

Special supermarket displays and food festival participation for direct consumer engagement.

Brand Ambassador Recommendations

Virat Kohli

Youth icon known for discipline and fitness. Massive social media following but costly partnership.

Neeraj Chopra

Olympic champion at career peak. Cost-effective with ongoing media attention and upcoming tournaments.

MS Dhoni

Proven influence even post-retirement. IPL association ensures continued media presence and brand visibility.

Target Audience Strategy

Primary Target

Ages 15-30: 70% of consumers fall in this youth demographic

- Highly active on social media
- Responsive to online advertising
- Sports and study-focused lifestyle

Gender Focus

Male-centric approach: 60% of consumers are male

- Sports and fitness messaging
- Performance-oriented benefits
- Active lifestyle positioning