

Market Analysis of Coolberg Beverages Pvt. Ltd. in Bhubaneswar: A Retailer and Consumer Perspective

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Abstract

This research investigates into the market dynamics, consumer behavior, and retail perspectives surrounding Coolberg Beverages Pvt. Ltd., a pioneering non-alcoholic beer brand in India. Drawing insights from a field study conducted in Bhubaneswar, the research explores the company's product positioning, distribution efficiency, consumer awareness, and retailer sentiment. Through primary and secondary data analysis, the study identifies the factors influencing product acceptance, competitive positioning, and purchase intent in the emerging non-alcoholic beverage market. Findings highlight the impact of pricing, awareness, and distribution challenges on Coolberg's market penetration. The study concludes with strategic implications for expanding brand visibility, improving supply chain efficiency, and enhancing customer engagement in urban Indian markets.

Keywords:- Non-alcoholic Beverages, Market Penetration, Distribution Efficiency, Brand Visibility

1. Introduction

The fast-moving consumer goods (FMCG) sector in India is among the most vibrant and competitive segments of the economy, contributing substantially to national growth and employment. Within this sector, the non-alcoholic beverage market has experienced rapid transformation, fueled by changing lifestyles, urbanization, and increasing health consciousness among consumers. As individuals become more mindful of their consumption habits, there is a noticeable shift toward healthier and innovative drink alternatives that align with modern aspirations. One of the pioneering companies leading this transformation is Coolberg Beverages Pvt. Ltd., established in 2016 and headquartered in Mumbai. Coolberg has emerged as a trendsetter in the Indian beverage industry by introducing malt-based, alcohol-free beers, offering consumers the experience and sophistication of beer without the effects of alcohol. The brand specifically targets young, health-conscious, and socially active consumers who seek refreshing and premium alternatives to sugary soft drinks or alcoholic

beverages.

As part of its national expansion, Coolberg has focused on establishing its presence in Tier-2 cities, where urbanization, rising disposable income, and evolving consumption patterns present strong growth potential. Among these cities, Bhubaneswar, the capital of Odisha, represents a dynamic and emerging market characterized by a mix of traditional values and modern consumer lifestyles. With its growing youth population, expanding retail infrastructure, and increasing exposure to national and international brands, Bhubaneswar provides an ideal testing ground for Coolberg's products.

This research therefore examines Coolberg's market performance and consumer reception in Bhubaneswar, exploring key factors such as consumer awareness, pricing strategies, retailer cooperation, and buyer preferences that influence the company's regional success. By analyzing both retailer and consumer perspectives, the study seeks to deepen the understanding of challenges, opportunities, and behavioral trends shaping the non-alcoholic beverage sector in emerging Indian markets, offering strategic

insights for future growth and market penetration.

Objectives of the Study

The primary objective of this research is to analyze consumer behavior, retailer response, and market acceptance of Coolberg's non-alcoholic beverages in Bhubaneswar. Specific objectives include:

- To evaluate consumer preferences, buying behavior, and perceptions of non-alcoholic beer.
- To assess retailer attitudes toward stocking and promoting Coolberg products.
- To identify key challenges in pricing, distribution, and marketing strategies.
- To provide actionable recommendations for improving Coolberg's market share and consumer engagement.

Scope and Limitations

The scope of the study is confined to Bhubaneswar city, encompassing selected commercial areas such as Patia, Gajapati Nagar, Puri Bypass Road, Cuttack Road, and Shaheed Nagar. The study focuses on two key stakeholders—retailers and consumers—and evaluates their perception of Coolberg products. While findings offer valuable insights for similar urban markets, the results are not generalizable to all regions of India due to cultural and demographic variations. Additionally, the study was limited by time constraints, seasonal variations in beverage consumption, and the availability of respondents.

2. Study Method

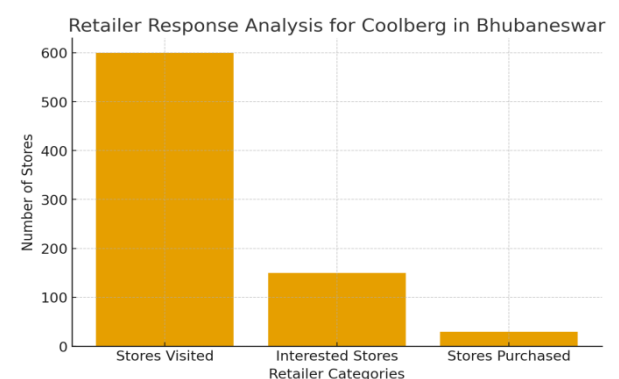
The research employed a mixed-methods approach, integrating both primary and secondary data collection to gain comprehensive insights into consumer and retailer perspectives toward Coolberg products in Bhubaneswar. The study design was exploratory and descriptive, aimed at understanding attitudes, perceptions,

and behavioral patterns influencing market acceptance.

Primary data were collected through structured surveys, interviews, and direct observations conducted among approximately 600 consumers and 600 retailers across key commercial areas of Bhubaneswar. The consumer survey focused on variables such as brand awareness, purchase intent, product perception, and satisfaction levels. Simultaneously, retailer interviews explored aspects of sales performance, product margins, stock availability, and customer feedback, providing a dual perspective on market performance.

Secondary data were sourced from company records, market reports, and industry databases, including Euro-monitor, Mintel, and Statista, which offered contextual insights into national and global non-alcoholic beverage trends. The study adopted a targeted sampling method, emphasizing youth and higher-income groups who constitute Coolberg's key consumer segment. Descriptive statistical techniques and visual tools such as bar charts and pie charts were used to summarize and interpret the findings, allowing for a clear understanding of Coolberg's market position, consumer behavior, and retail dynamics within Bhubaneswar's growing beverage industry.

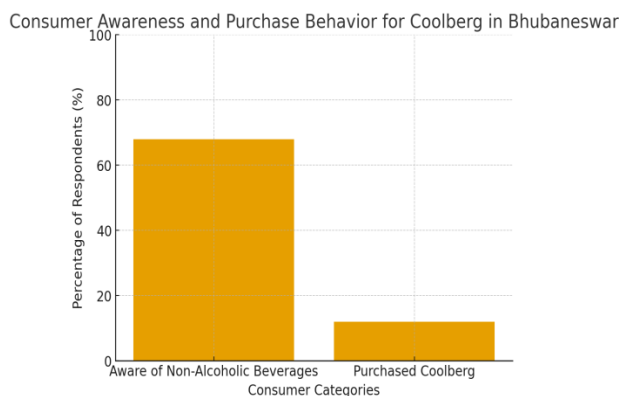
3. Data Analysis and Interpretation



(Source: Own Compilation)

The data analysis provided meaningful insights into Coolberg's market position in Bhubaneswar,

revealing both opportunities and challenges in its regional operations. Retailer feedback indicated a moderate level of interest but low sales conversion, reflecting the practical barriers to market expansion. Out of approximately 600 retail outlets visited, around 150 expressed interest in stocking Coolberg's non-alcoholic beverages, yet only 30 stores actively purchased during the study period. This equates to an adoption rate of about 5%, underscoring the impact of factors such as pricing, distribution inefficiencies, and insufficient brand awareness.



(Source: Own Compilation)

From the consumer perspective, the data showed that although 68% of respondents were familiar with non-alcoholic beverages, only 12% had actually purchased Coolberg products. The findings indicate that price sensitivity remains a major obstacle, as many consumers perceive the ₹99 price point to be high relative to soft drinks and comparable to entry-level alcoholic beers, reducing their willingness to purchase. Retailers also cited inconsistent distribution schedules, limited promotional support, and the absence of return policies for unsold stock as major operational challenges. Consumers emphasized the need for greater flavor variety, affordability, and accessibility, suggesting that strategic awareness campaigns and sampling initiatives could effectively increase product trials, enhance acceptance, and strengthen Coolberg's market penetration.

4. Findings and Discussion

The findings underscore that Coolberg operates in a promising yet challenging market environment where its differentiation as a non-alcoholic beer appeals to a niche, health-conscious audience but faces limitations in pricing and distribution. The brand's retail price of ₹99 per bottle positions it as a premium product, reducing affordability among price-sensitive consumers in Tier-2 markets. Inconsistent distributor engagement often results in delayed deliveries and unfulfilled retailer orders, further hindering sales. Moreover, strong competition from established brands such as Budweiser 0.0, Red Bull, and Monster, coupled with their robust marketing networks, poses a significant challenge to Coolberg's market expansion. Minimal advertising and promotional activities have limited consumer awareness and trial opportunities, while the absence of retailer-friendly policies, such as product return or replacement options, affects retailer confidence. The SWOT analysis highlights Coolberg's strengths in its unique product concept, premium quality, and appeal to health-conscious consumers, yet weaknesses in marketing visibility and retail availability restrict its growth potential. Despite these constraints, the brand can capitalize on opportunities arising from urban population growth and increasing health awareness, even as it navigates threats from intense competition and evolving consumer preferences.

5. Future Implications

To sustain and expand its market share, Coolberg should focus on implementing a comprehensive strategy encompassing competitive pricing, product diversification, enhanced advertising, retail engagement, and consumer sampling. The company must adjust its pricing to remain competitive with other non-alcoholic beverage brands while maintaining product quality, and introduce new low-priced variants to attract a broader consumer base. Investing in digital

marketing and influencer collaborations can significantly strengthen brand recall and visibility among young, health-conscious audiences. Simplifying distributor networks and introducing retailer-friendly return policies would improve market penetration and retailer confidence.

Additionally, conducting campus and event-based sampling initiatives can drive first-time trials, boost awareness, and encourage word-of-mouth promotion. Future research may extend this study across multiple cities to provide comparative insights or employ longitudinal methods to assess consumer loyalty and repeat purchase behavior.

6. Conclusion

The study concludes that Coolberg Beverages Pvt. Ltd. possesses strong potential in India's emerging non-alcoholic beverage segment but must address structural and strategic challenges to enhance market share. In Bhubaneswar, the brand's current market presence is limited by pricing strategy, distribution inefficiencies, and low awareness levels among both consumers and retailers. Nevertheless, the research confirms

growing consumer interest in health-oriented and alcohol-free beverages, indicating an opportunity for Coolberg to strengthen its position through targeted marketing, price adjustments, and improved retail partnerships.

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