

Avant Garde Solutions Newsletter

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Happy Dashain 2083

As we celebrate the joyous occasion of Dashain, we extend our warmest wishes to you and your loved ones. May this festive season bring happiness, prosperity, peace, and togetherness, and may the spirit of Dashain inspire new beginnings and brighter opportunities.

Wishing you and your family a very Happy and Prosperous Dashain!



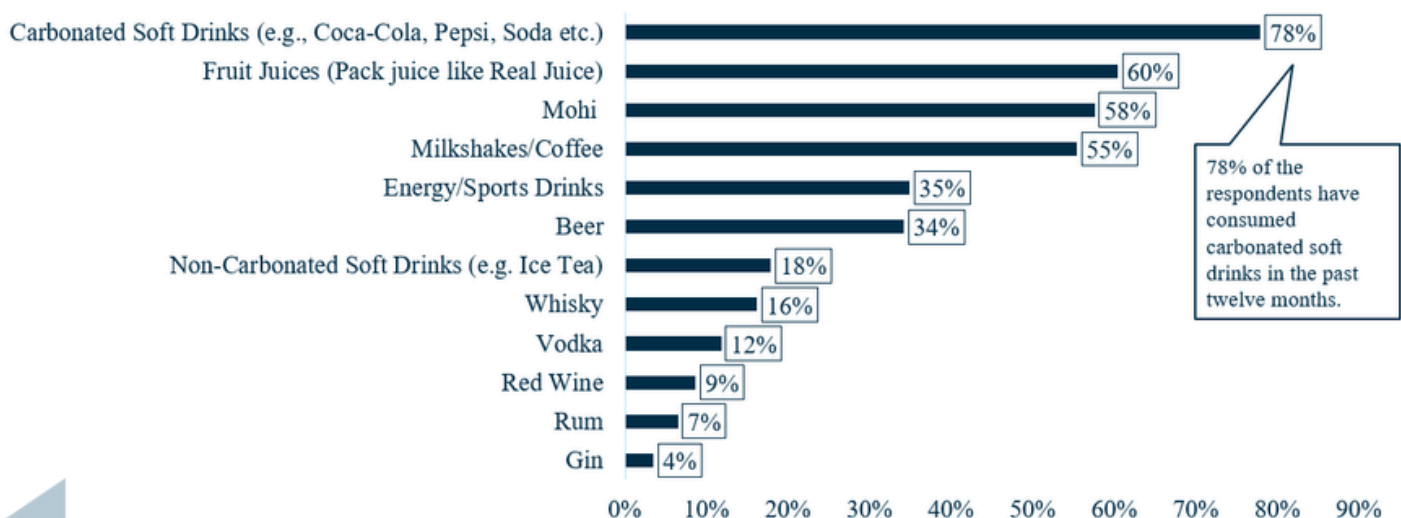
Beverage Consumption and Penetration Study

The study assesses the penetration of various beverage categories among consumers aged 18–64 years in Kathmandu Valley by examining consumption across the past 12 months, 3 months, 1 month, and 1 week. A quantitative survey was conducted among 1,000 respondents, comprising 500 males and 500 females, between 29th June and 14th July 2026. Data were collected through structured questionnaires using Computer-Assisted Personal Interview (CAPI).

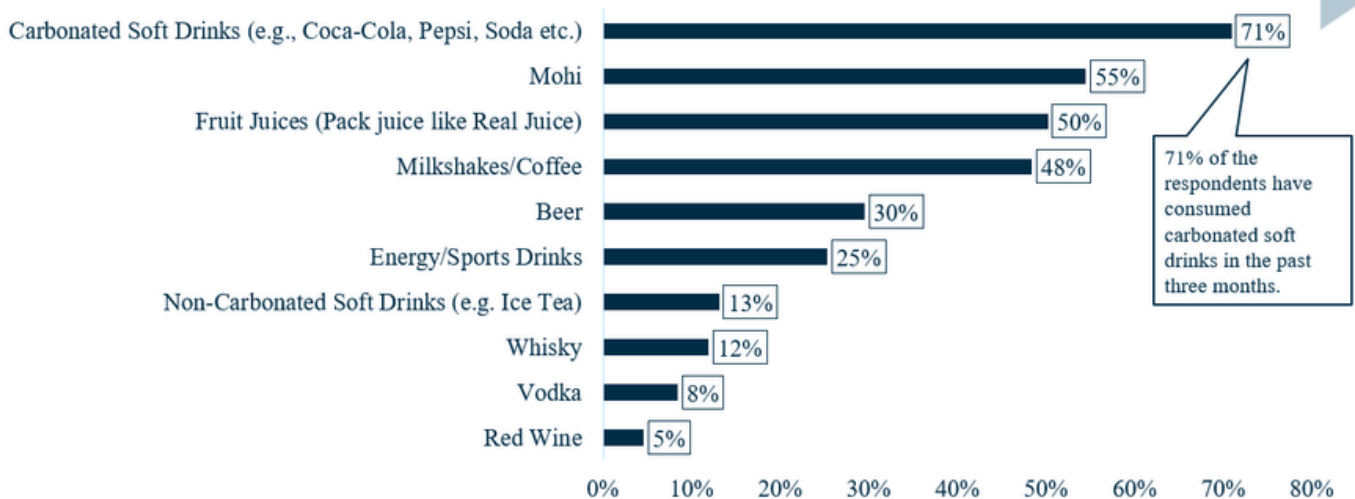
The findings show that Carbonated Soft Drinks have the highest penetration across all consumption periods, with 78% of respondents consuming them in the past 12 months, 71% in the past 3 months, 63% in the past 1 month, and 48% in the past 1 week. Mohi consistently ranked second across the shorter consumption periods, while Fruit Juices ranked second over the past 12 months. Milkshakes/Coffee also maintained relatively strong penetration, while Energy/Sports Drinks and Beer showed comparatively lower penetration. Carbonated Soft Drinks remained the leading category among both male and female respondents across the different periods, although female respondents reported slightly higher consumption in the past week (51%) compared to males (46%).

Overall, Carbonated Soft Drinks demonstrate the strongest and most consistent consumer penetration in Kathmandu Valley, maintaining their leading position across all measured consumption periods and among both genders. Mohi, Fruit Juices, and Milkshakes/Coffee also show notable consumer reach, indicating their importance within the beverage market.

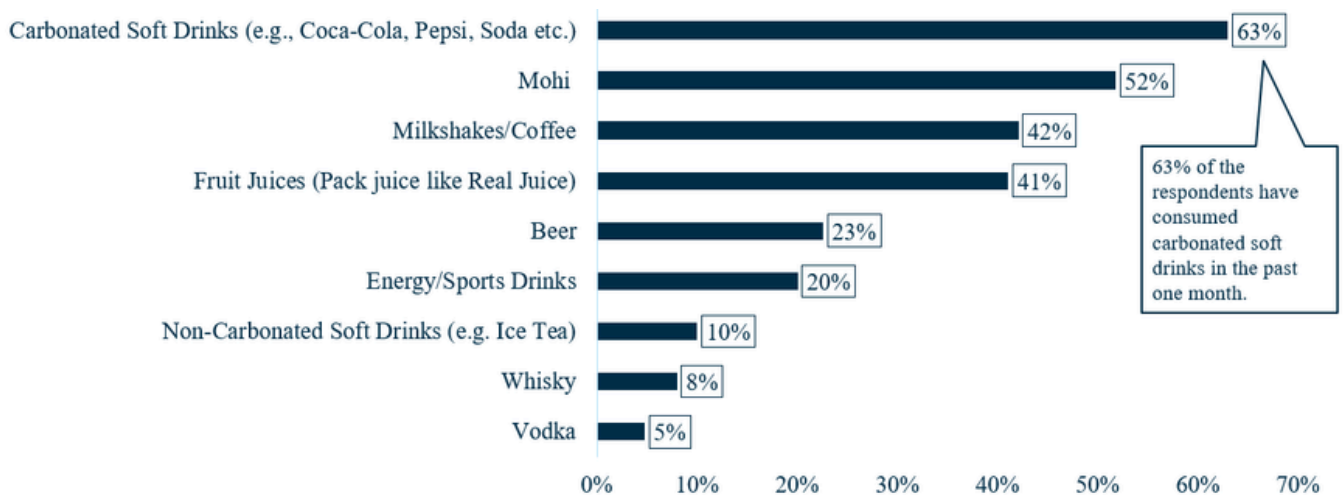
Consumption of Beverage Categories in the Past Twelve Months



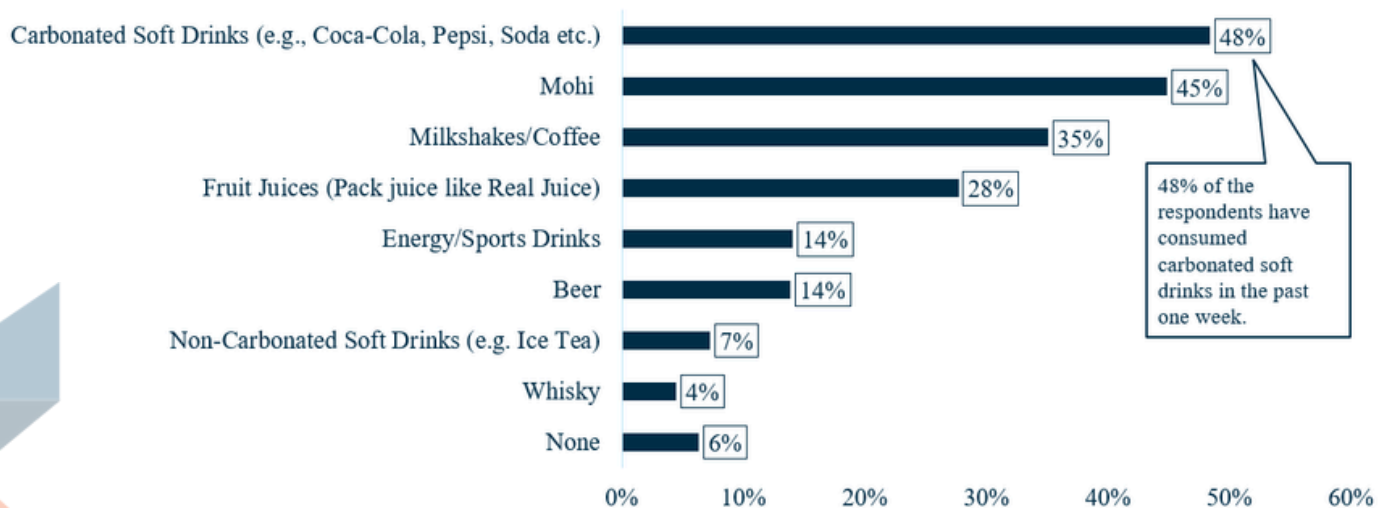
Consumption of Beverage Categories in the Past Three Months



Consumption of Beverage Categories in the Past One Month



Consumption of Beverage Categories in the Past One Week



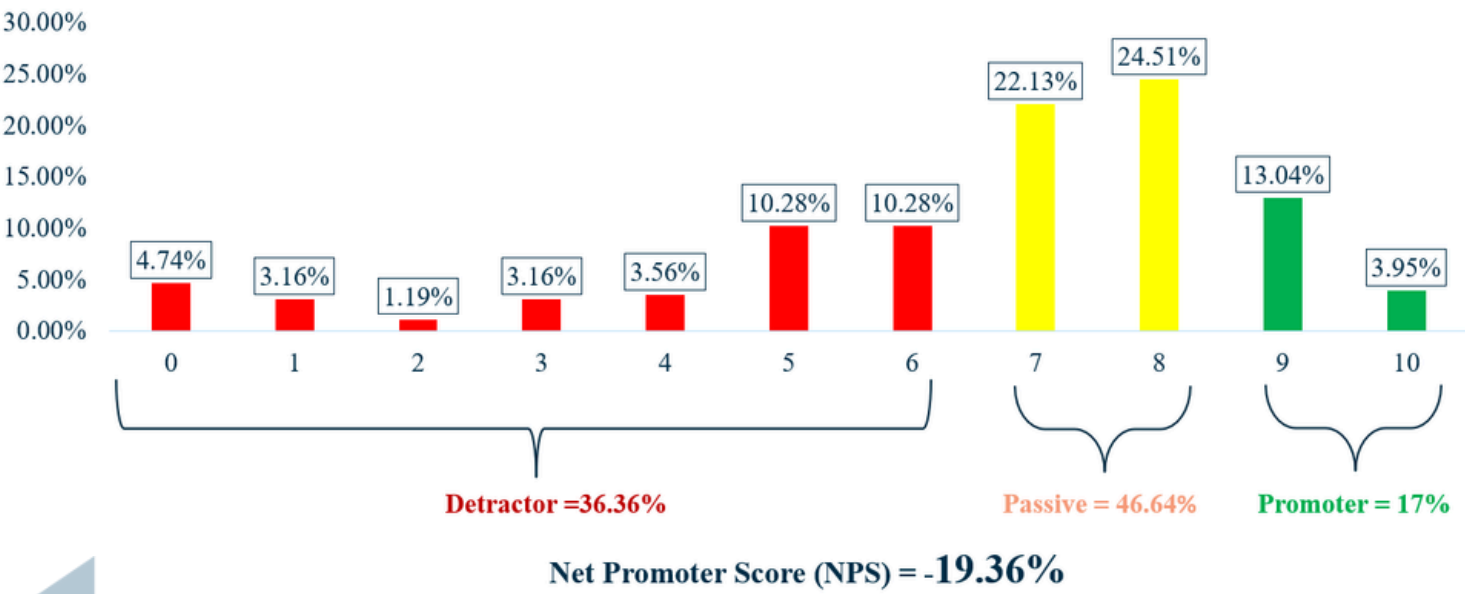
Energy Drink Consumption and Preference Study



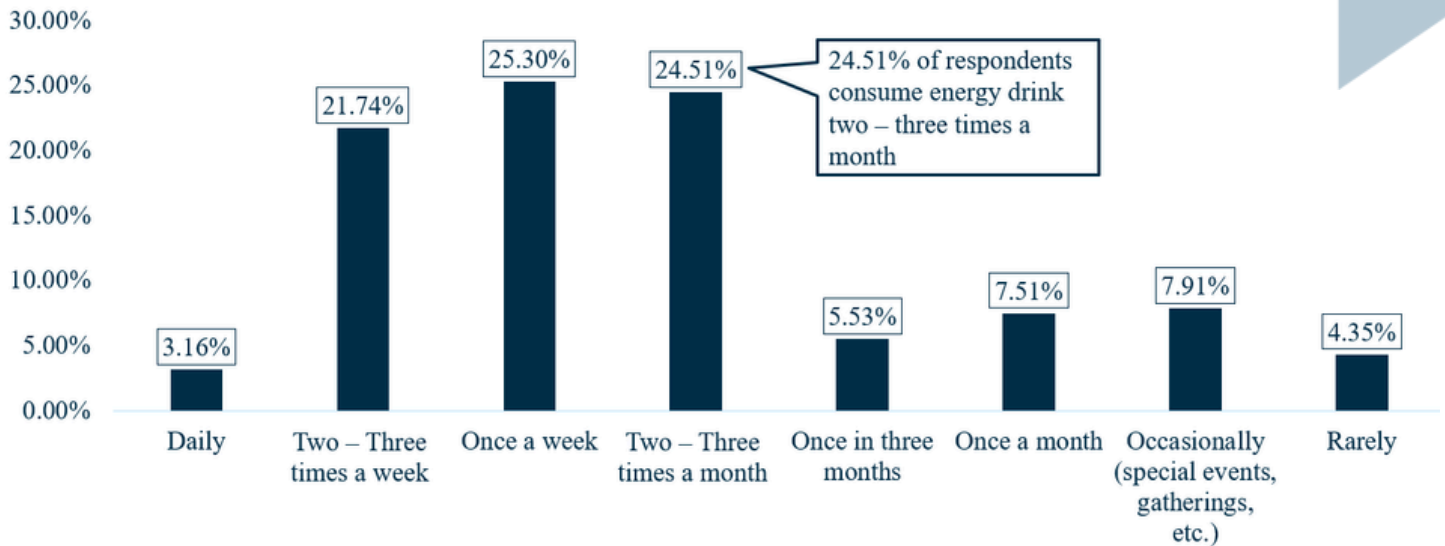
The study assesses the penetration, consumption patterns, purchase behavior, brand advocacy, and advertising effectiveness of energy drinks in Kathmandu Valley. A quantitative survey was conducted among 253 respondents aged 18–64 years, comprising 177 males and 76 females. Data was collected from June 29 to July 14, 2026, using structured questionnaires administered through digital data collection using Computer-Assisted Personal Interview (CAPI) by experienced enumerators.

Overall, 35% of respondents had consumed energy drinks in the past 12 months, while 25% had consumed them in the past three months. Past-month consumption was higher among males (30%) and respondents aged 18–24 years (29%), with the middle socio-economic class accounting for the largest share of consumers (39%). Once-a-week consumption was the most common pattern, while 70% typically consumed one can per day. Energy drinks were mainly consumed between 12 PM and 3 PM (36.76%), particularly while working (51%). Purchase behavior was largely convenience-driven, with 90% purchasing from local convenience stores and 93% not buying in bulk. In terms of advertising, hoarding boards on roads/streets generated the highest overall recall (60%), while Facebook (65%) was the leading social media platform recalled for energy drink advertising. However, the category recorded a negative NPS of -19.36%, indicating relatively weak consumer advocacy.

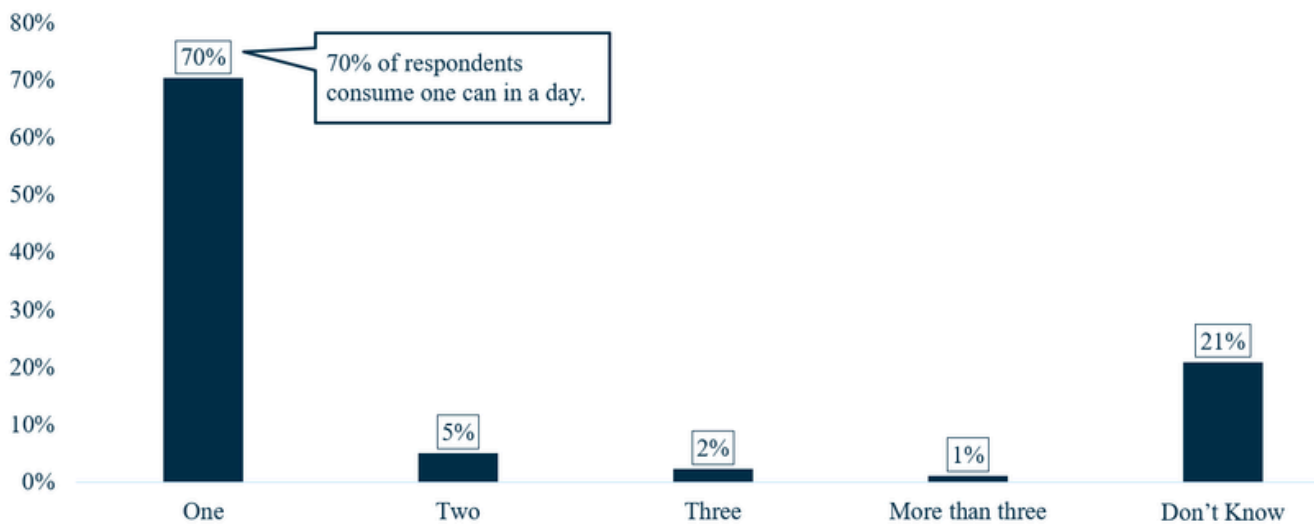
Net Promoter Score (NPS)



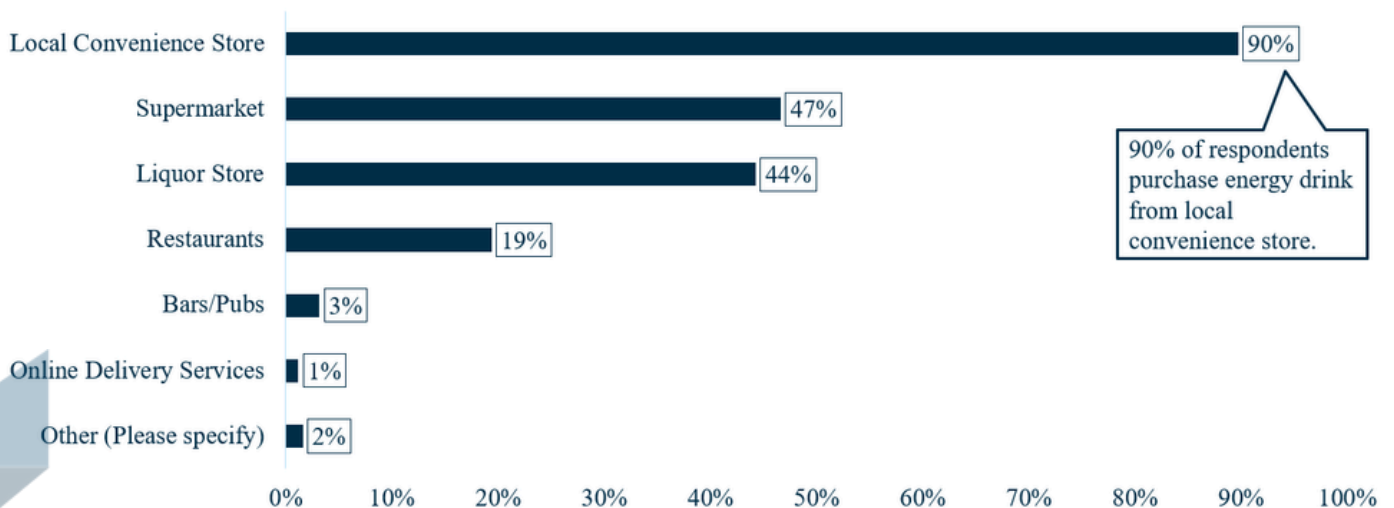
Consumption Frequency



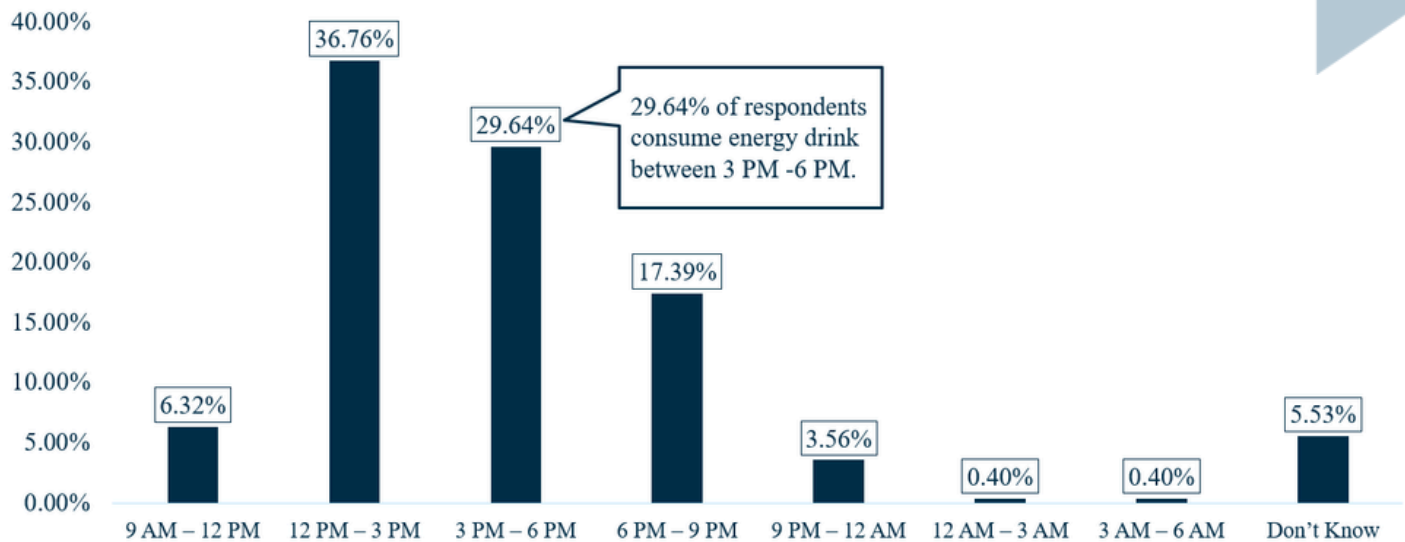
Number of Energy Drink Consumed in a Day



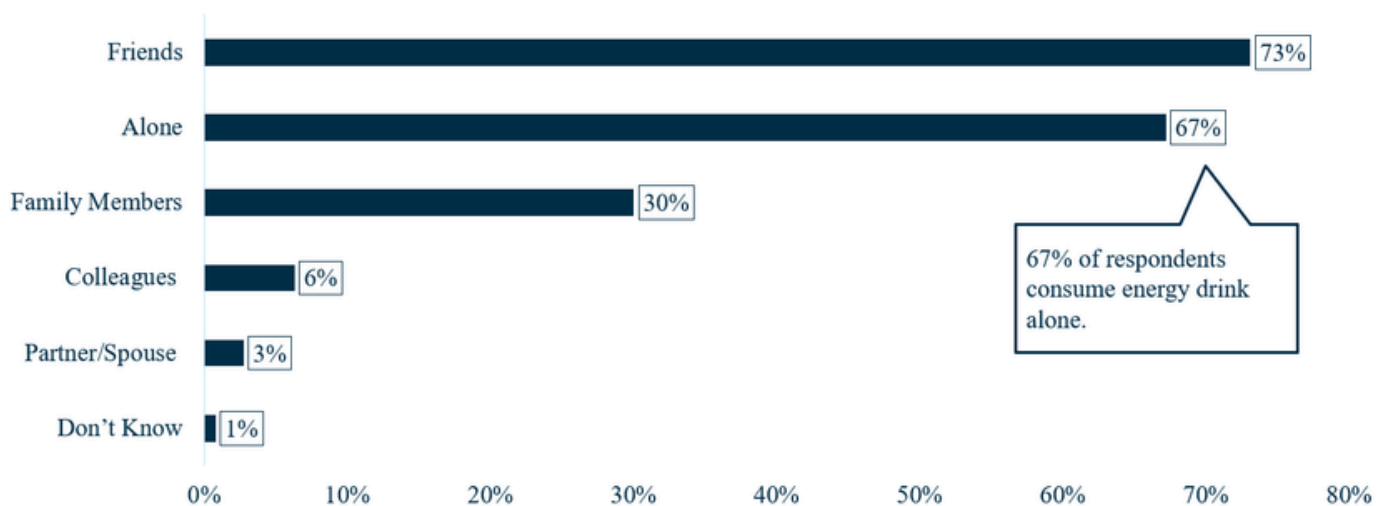
Usual Purchase Channel



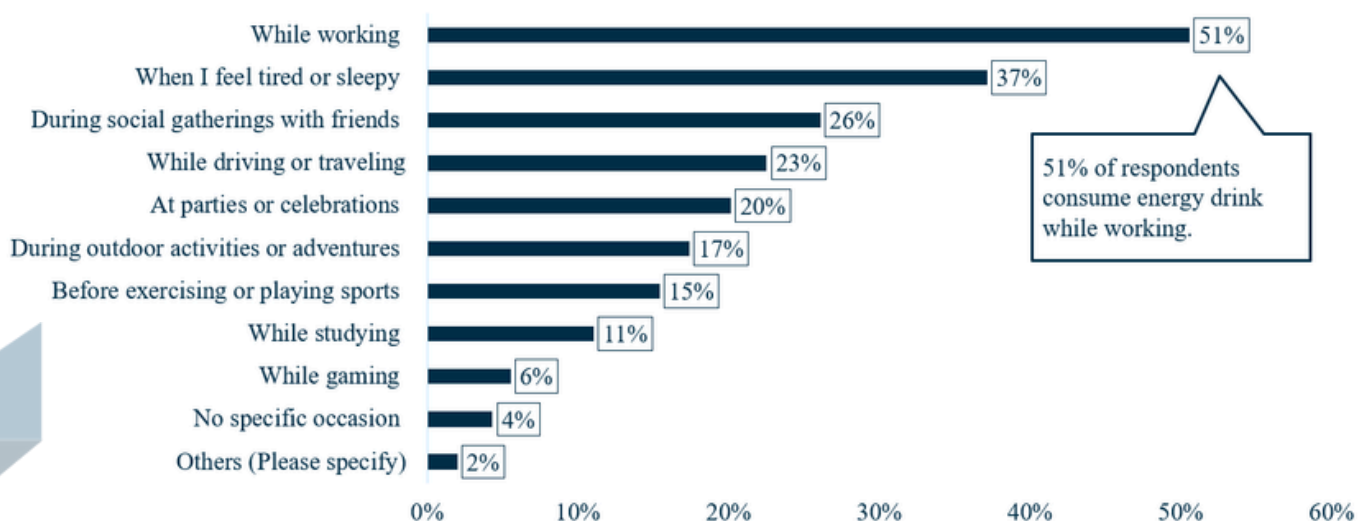
Usual Time of Consumption



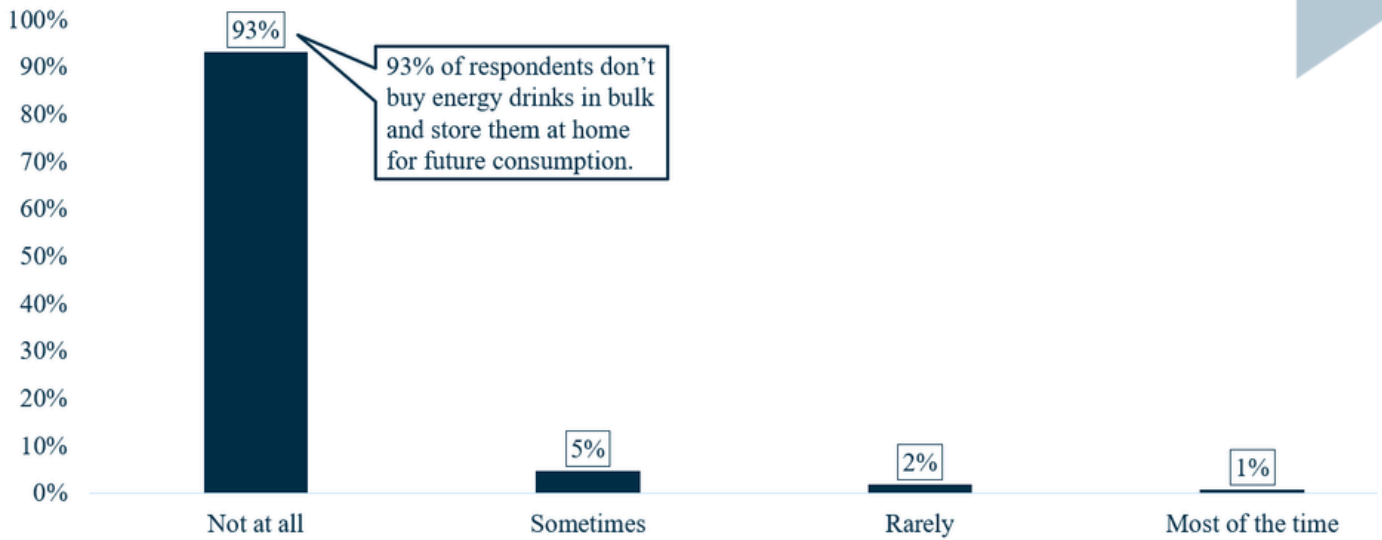
Consumption Companions



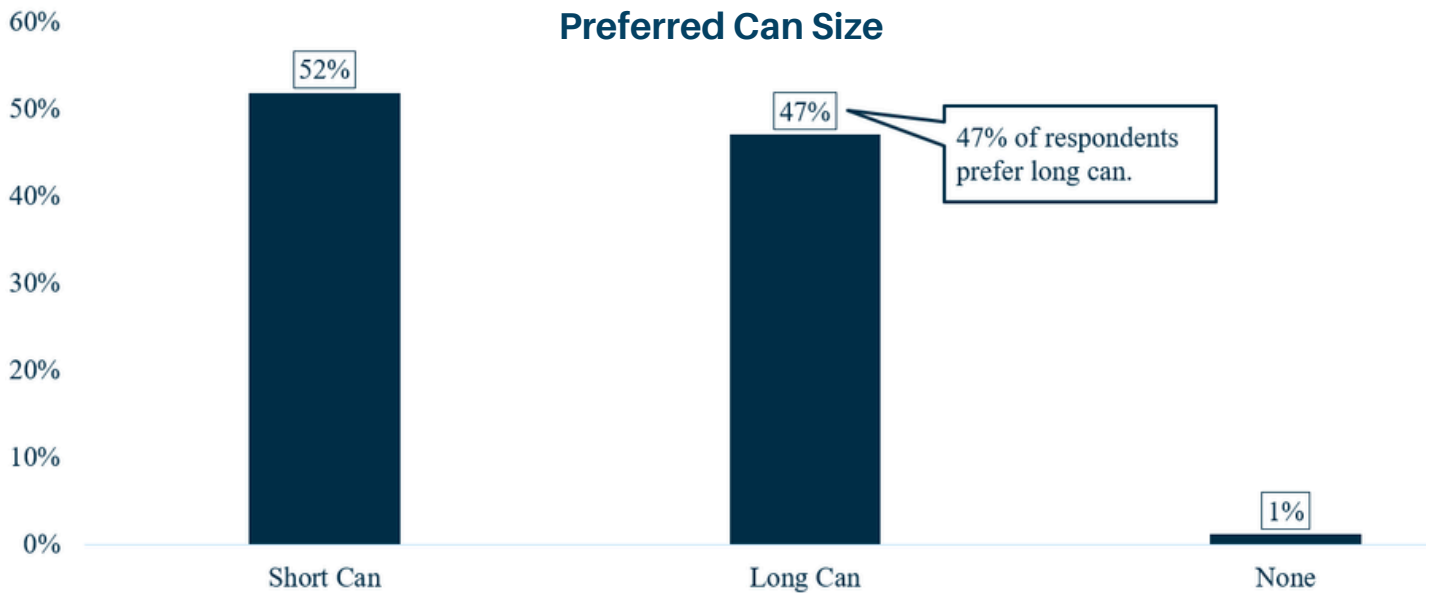
Consumption Occasions



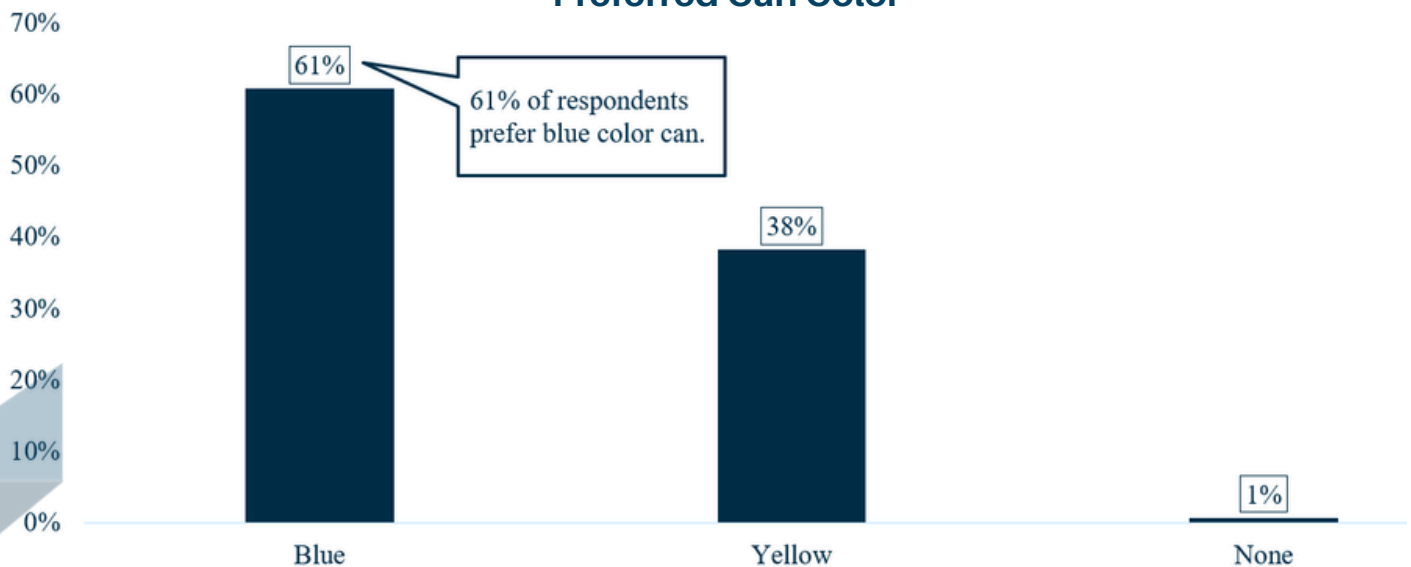
Bilk Purchase and Storage Frequency



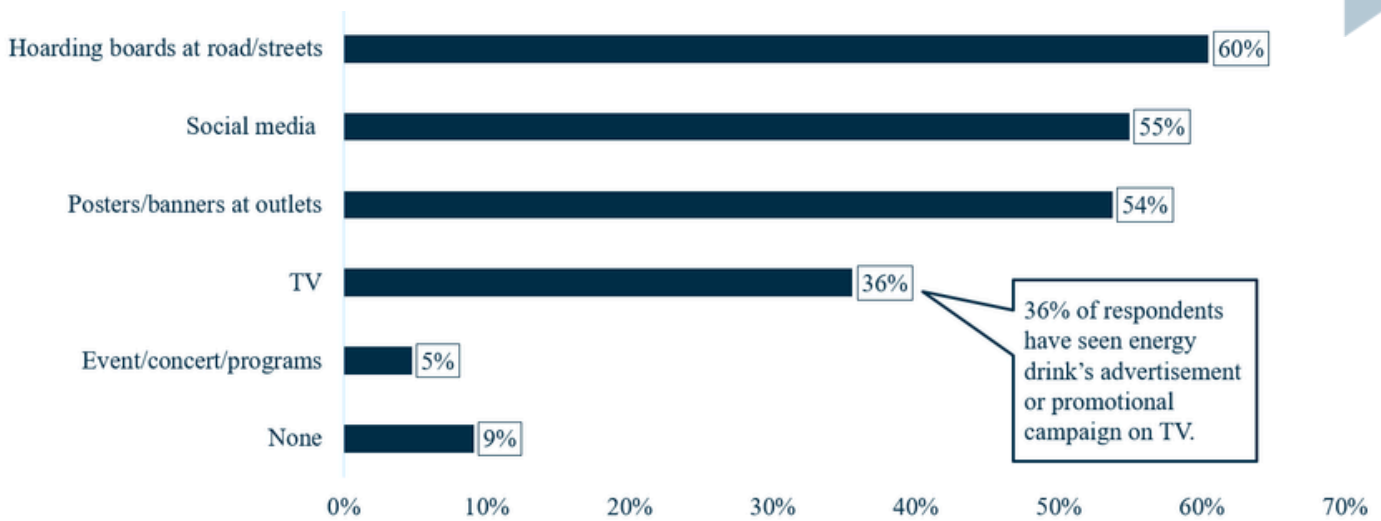
Preferred Can Size



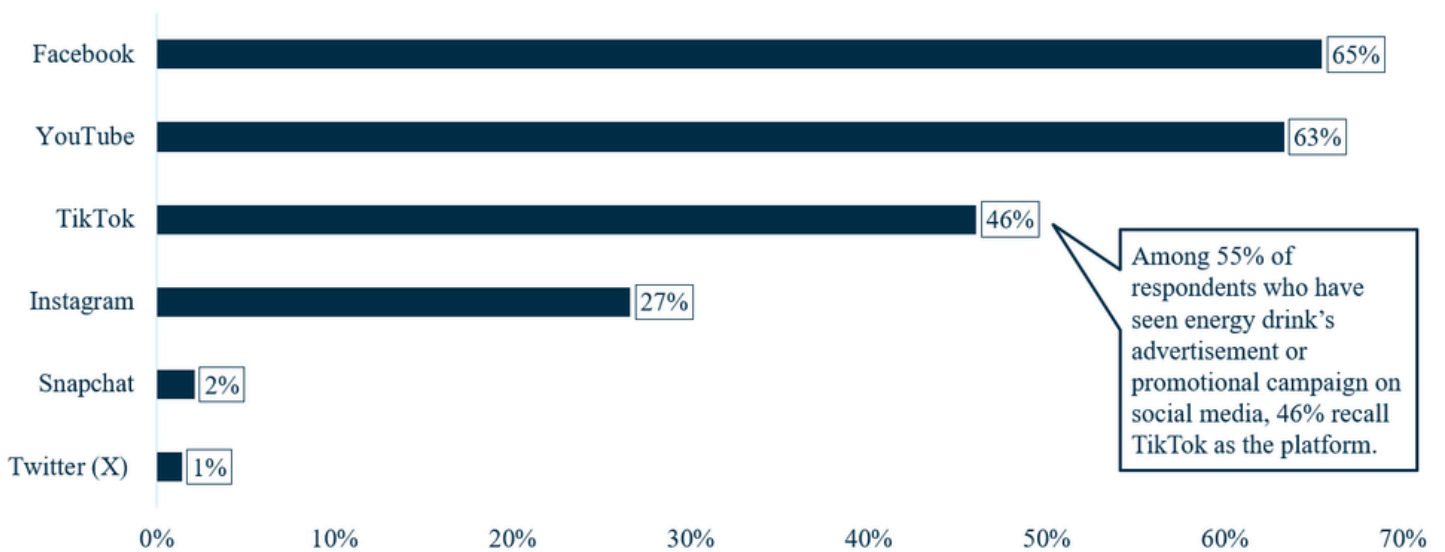
Preferred Can Color



Channels of Advertisement



Advertisement Recall on Social Media



In conclusion, the energy drink category shows moderate penetration, particularly among younger and male consumers, with consumption largely driven by convenience and immediate-use occasions such as working and socializing. Advertising has achieved good visibility across both outdoor and digital channels, but the negative NPS highlights an opportunity for brands to strengthen consumer satisfaction, loyalty, and advocacy.

Field Researchers Appreciation Program 2026

At Avant Garde Solutions Pvt. Ltd., we believe that every meaningful research insight begins with the people who make it possible.

Our field researchers are at the heart of this process, connecting with respondents across diverse communities, listening to their experiences, and ensuring that every response is captured with accuracy and care.



Our Field Researchers Appreciation Program is a way of recognizing and celebrating the dedication, commitment, and hard work of our field team. From navigating different locations and engaging with diverse respondents to working through challenging field conditions, our enumerators consistently demonstrate professionalism, patience, and responsibility in every assignment.

Their contribution goes beyond data collection. They build trust with respondents, represent the values of AGS in the field, and play a vital role in transforming real experiences and voices into meaningful research insights. Every interview completed and every response recorded contributes to the quality and impact of the work we deliver.



We sincerely thank our field researchers for their continued dedication, enthusiasm, and commitment. Your efforts make a difference, and your contribution is truly valued.

