

PAXCOM



# BLACK FRIDAY & CYBER MONDAY REPORT – CATEGORY, PROMOTIONS AND BEST SELLERS THAT STOLE THE SPOTLIGHT!

SWIPE RIGHT →

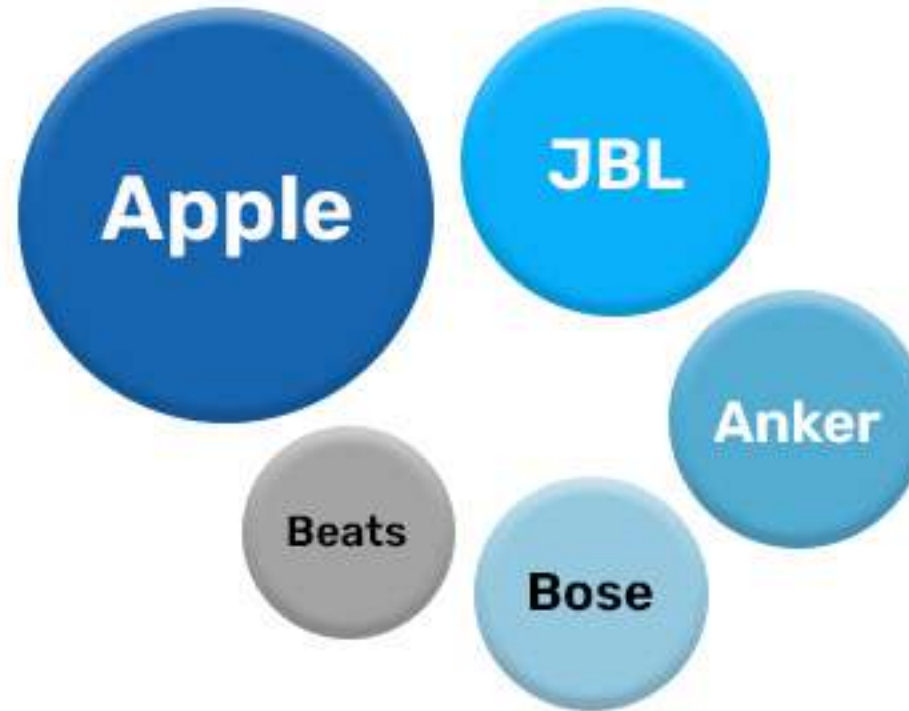


\*This document contains the dates as follows: Nov 18 - Nov 28

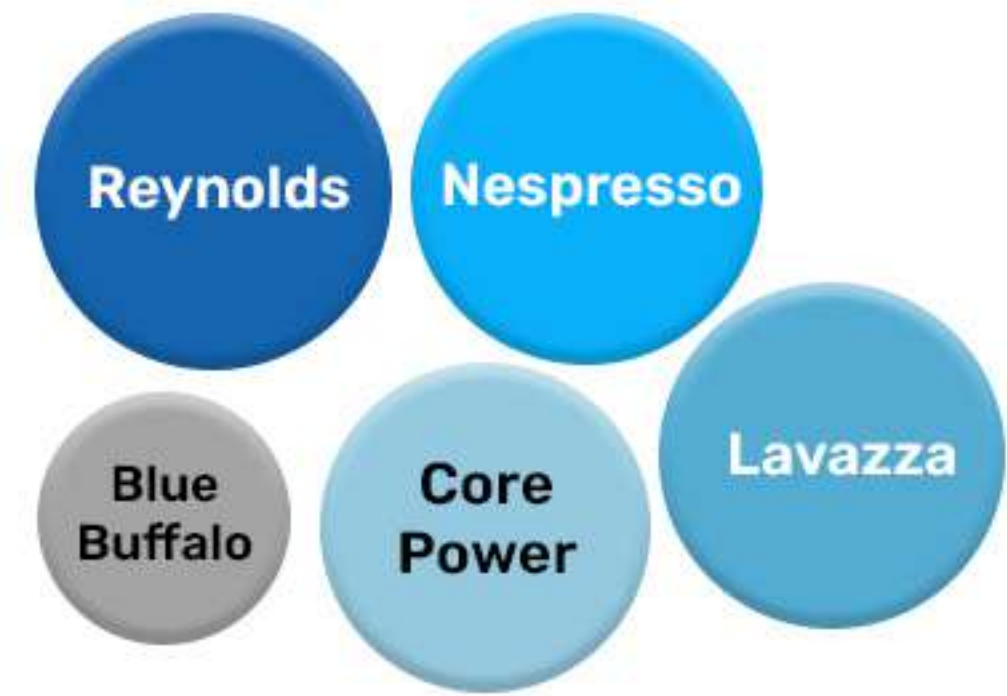
# TOP PERFORMING BRANDS



## Cell Phones & Accessories



## Grocery & Gourmet Food



Pre

During

Post

### Cellphones & Accessories

- **Apple's** share declined by **6%** from the pre-phase to the post-phase, moving from the first to the second position during the post-phase
- **JBL** gained an impressive **11%** share from the pre-event to post-event phase, surpassing both **Anker** and **Apple** during the "during" phase.

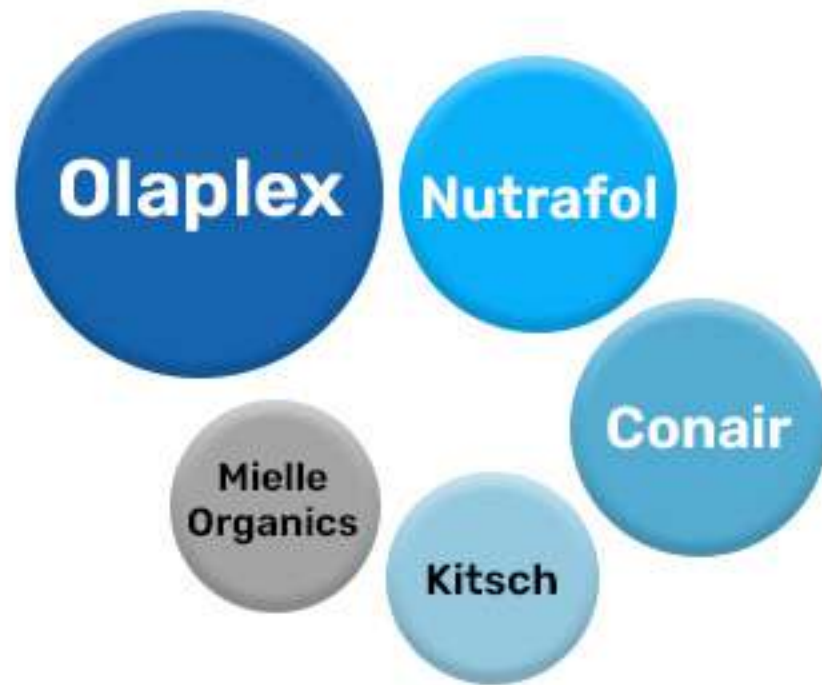
### Grocery & Gourmet Food

- **Nespresso** led with **8.71%** pre-event and held strong at **4.76%** during, maintaining its top spot, but experienced a **4.5%** decline post-event.
- **Lavazza** held **3.60%** pre-event, maintained **4.29%** during, and resiliently sustained **4.17%** post-event, consistently securing the second position.

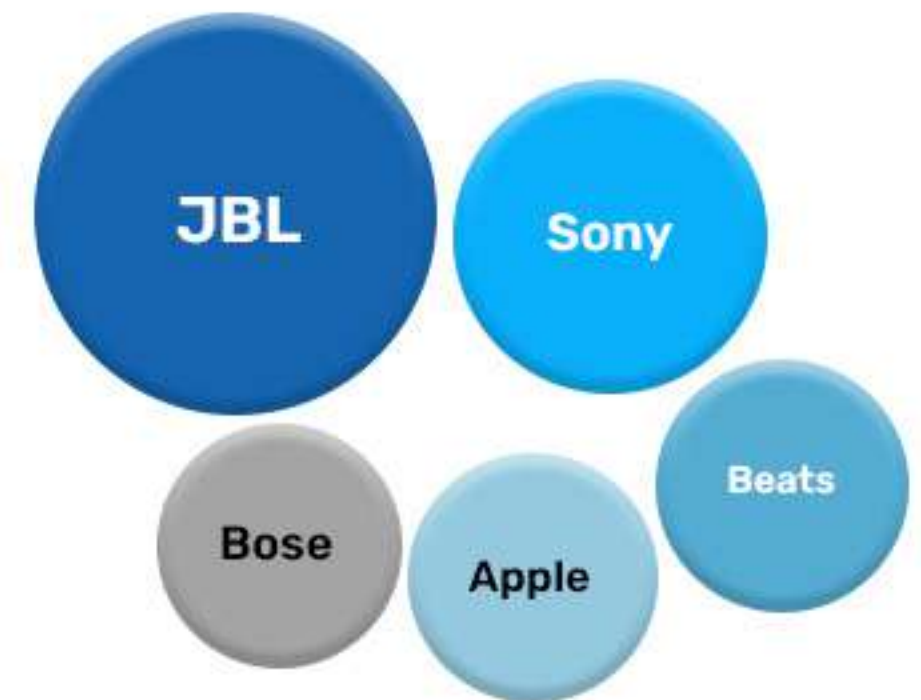
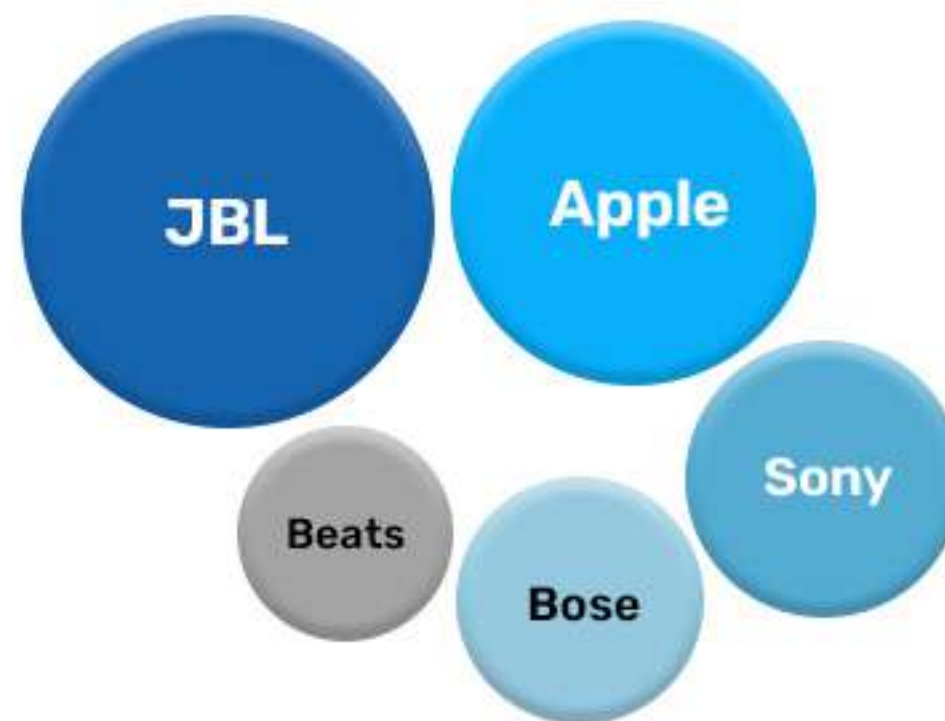
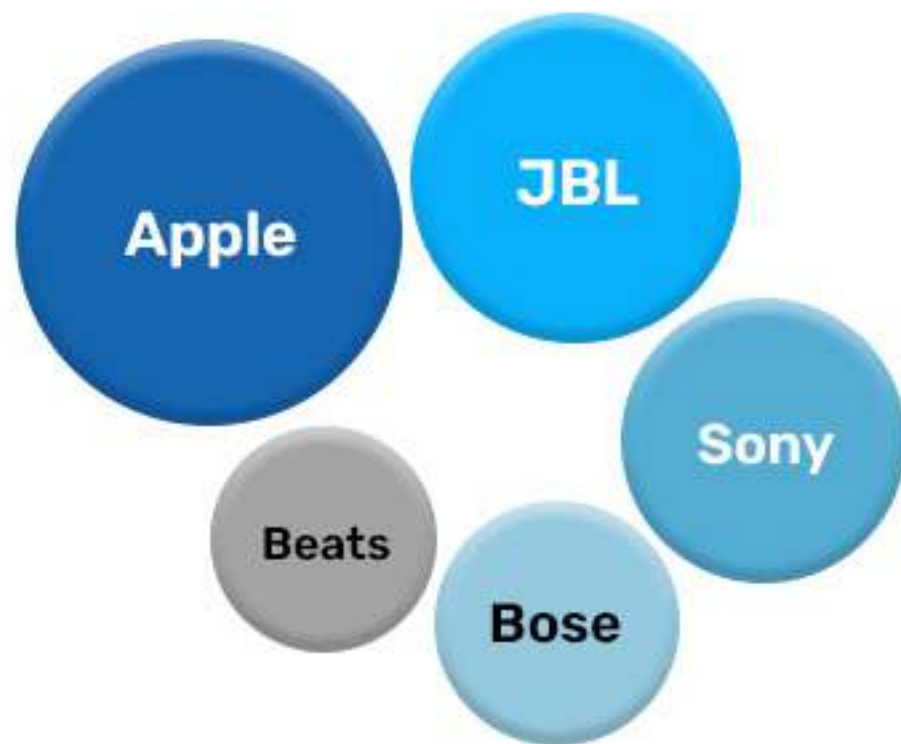
# TOP PERFORMING BRANDS



## Hair Care Products



## Headphones, Earbuds & Accessories



Pre

During

Post

### Hair care Products

- **Olaplex** consistently secured the top spot, dominating from pre-event to post-event phases
- **Nutrafol** experienced a 3% dip in market share during the event phase, indicating a temporary setback.

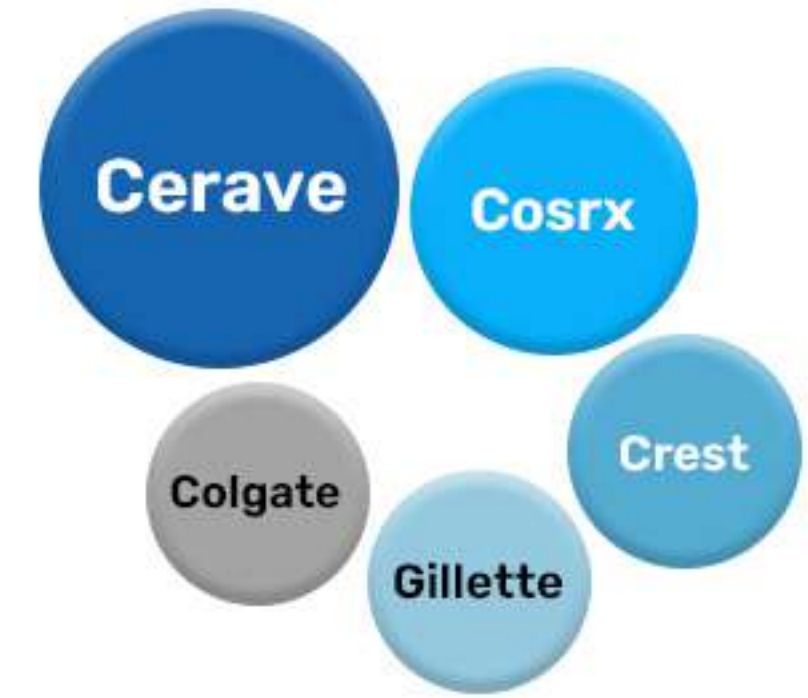
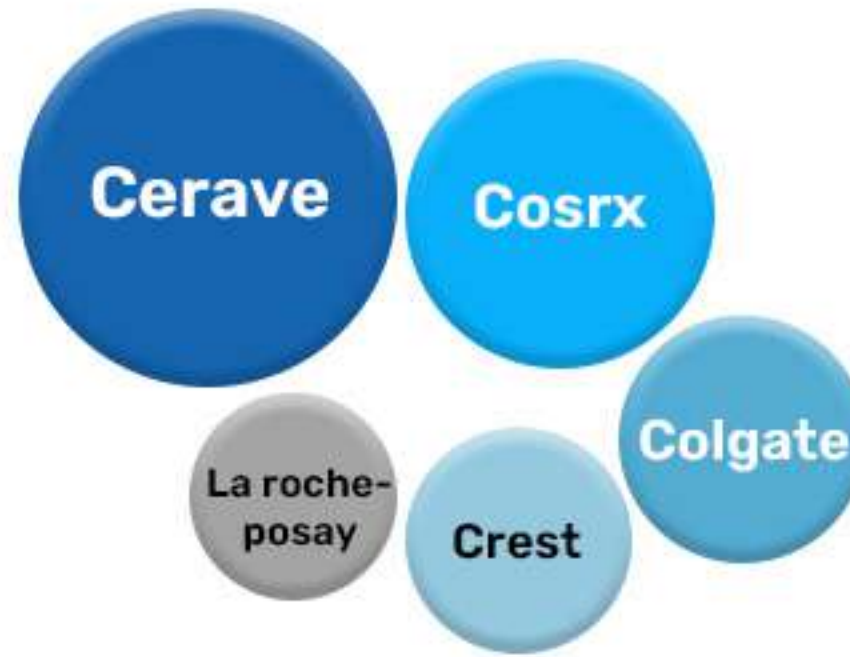
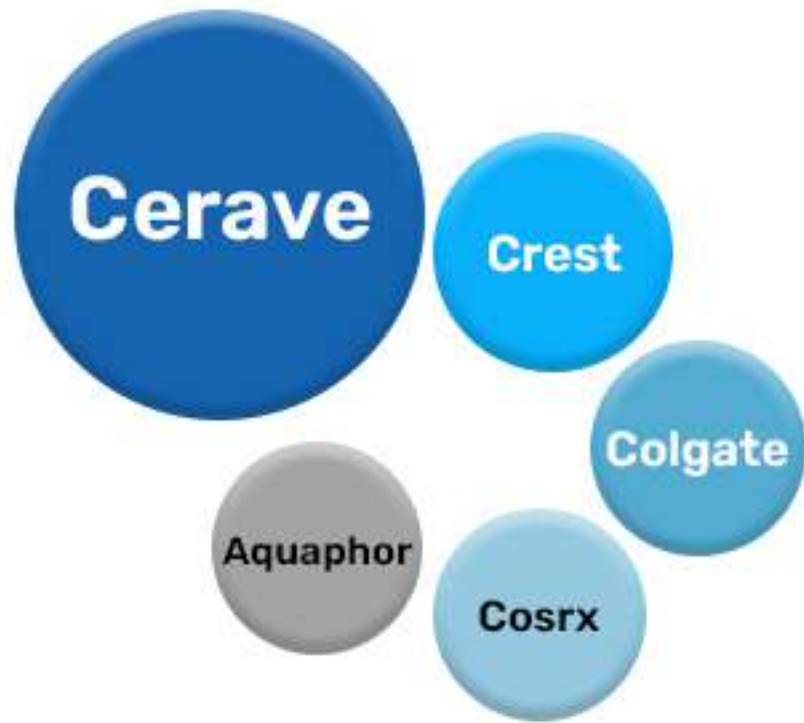
### Headphones, Earbuds & Accessories

- **JBL** led during and post-event with a 17% market share, surpassing **Apple** in both phases.
- **Sony** saw a post-event increase, securing the second spot from third.

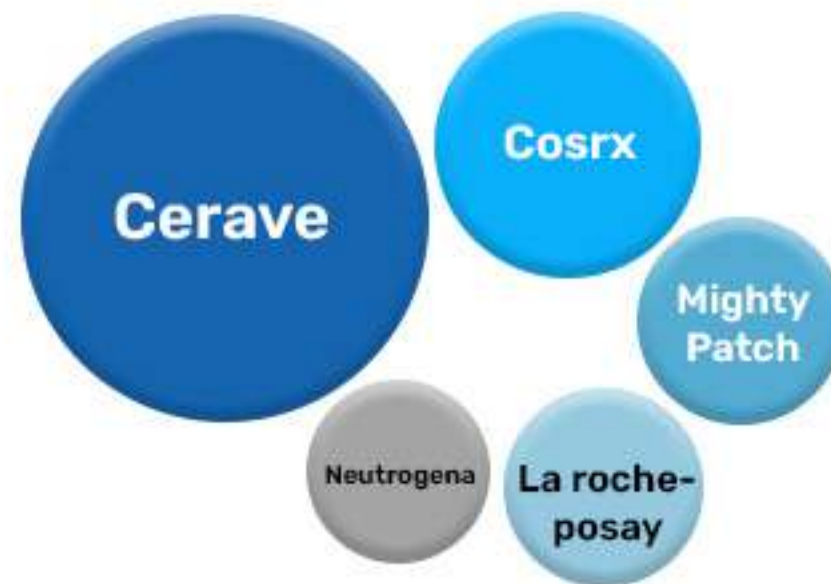
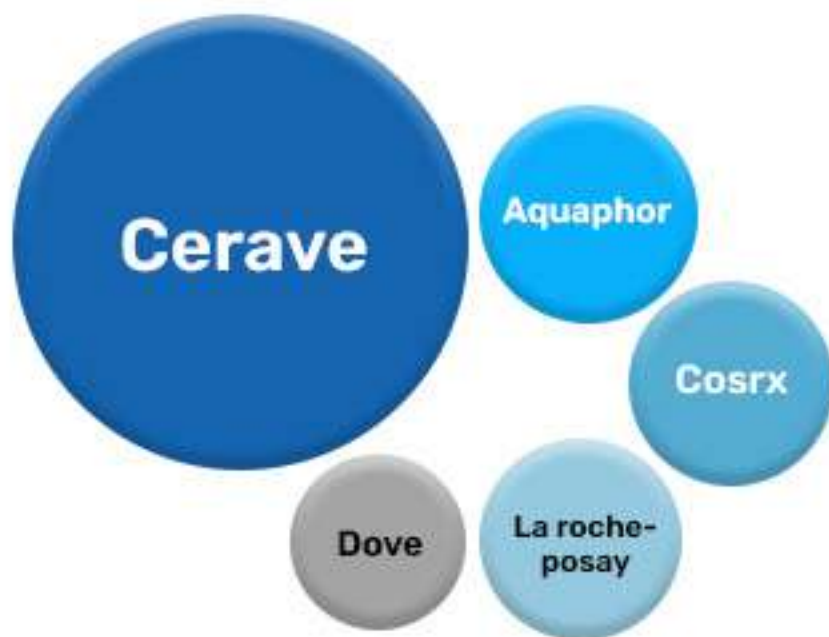
# TOP PERFORMING BRANDS



## Personal Care Products



## Skin Care Products



Pre

During

Post

### Personal Care Products

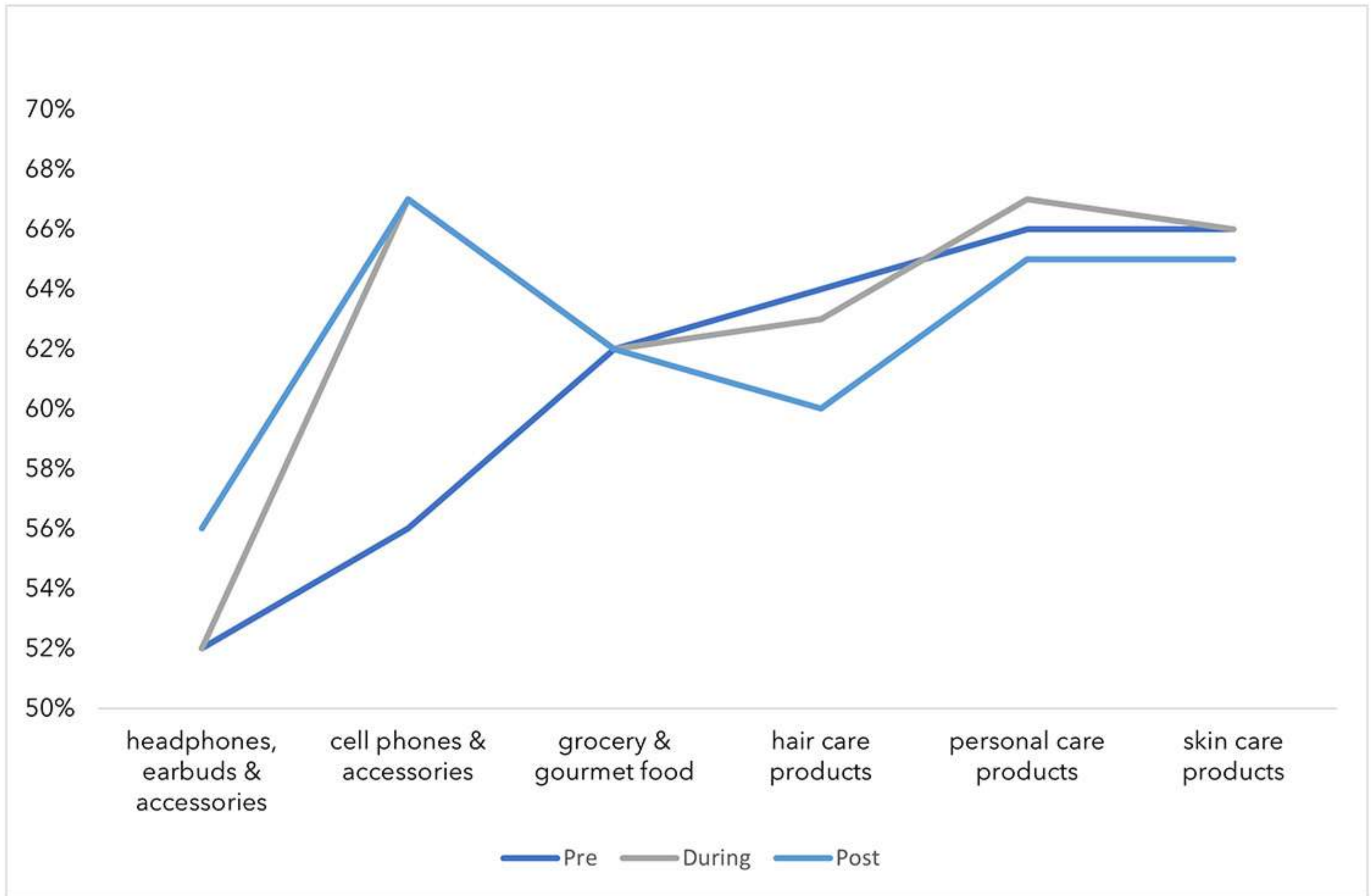
- **CeraVe** consistently led in all event phases, securing the top spot.
- **Cosrx** maintained a steady second position throughout.

### Skin Care Products

- **CeraVe** consistently led in all event phases with an avg. of **15.7%** share, securing the top spot.
- **Cosrx** saw an increase of **4%** from pre to post-event, securing second spot both during and post-phase.



# PROMOTIONS



The trend chart highlights promotional performance in different categories: pre, during, and post. Promotional share increases by Category: **Cell phones & accessories** showed a **11% spike**, while **headphones, earbuds & accessories** followed with a **4% increase**. The remaining categories maintain a steady and consistent promotional performance, providing a comprehensive view for informed decision-making. Brands can adapt their promotional plans based on category effectiveness.

# BESTSELLERS



## Amazon Bestsellers

Our biggest gainers in sales rank over the past 24 hours. Updated frequently.

### Bestsellers in Beauty & Personal Care [See More](#)

#1	#2	#3	#4
			
COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Snail Secretion Filtrate for Dull Skin & Fine Lines, Korean Skincare	COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Snail Secretion Filtrate for Dull Skin & Fine Lines, Korean Skincare	COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Snail Secretion Filtrate for Dull Skin & Fine Lines, Korean Skincare	COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Snail Secretion Filtrate for Dull Skin & Fine Lines, Korean Skincare
4.6 ★★★★★ 60,777 ratings	4.6 ★★★★★ 60,777 ratings	4.6 ★★★★★ 60,777 ratings	4.6 ★★★★★ 60,777 ratings
24th November	25th November	26th November	27th November

### Bestsellers in Electronics [See More](#)

#1	#2	#3	#4
			
Apple AirPods (2nd Generation) Wireless Ear Buds, Bluetooth Headphones with Lightning Charging Case Included, Over 24 Hours of Battery Life, Effortless Setup for iPhone	Apple AirPods (2nd Generation) Wireless Ear Buds, Bluetooth Headphones with Lightning Charging Case Included, Over 24 Hours of Battery Life, Effortless Setup for iPhone	Apple AirPods (2nd Generation) Wireless Ear Buds, Bluetooth Headphones with Lightning Charging Case Included, Over 24 Hours of Battery Life, Effortless Setup for iPhone	Apple AirPods (2nd Generation) Wireless Ear Buds, Bluetooth Headphones with Lightning Charging Case Included, Over 24 Hours of Battery Life, Effortless Setup for iPhone
4.7 ★★★★★ 598,626 ratings	4.7 ★★★★★ 598,626 ratings	4.7 ★★★★★ 598,626 ratings	4.7 ★★★★★ 598,626 ratings
24th November	25th November	26th November	27th November

\*This slide contains the dates as follows: During: **Nov 24 - Nov 27**



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