

Blushing Profits: A Breakdown of Nykaa's Pink Friday Sale 2023

A Detailed Analysis of Top Brands,
Keyword Visibility, and Categories

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HAND CREAMS	CATEGORY	TOP 5 BRANDS
	PLUM	
	NIVEA	
	KIMIRICA	
	NAT HABIT	
	NYKAA	

HAND CREAM	KEYWORD	TOP 5 BRANDS
	PLUM	
	NIVEA	
	NYKAA	
	O3+	
	RAAGA PROFESSIONAL	

This report reveals the top five brands based on their category level and keyword visibility.

- **Plum** and **Nivea** lead in the top **two** positions.
- **Nykaa** has advanced from **fifth** place in the **category** to **third** place in **keyword** visibility.



LIPSTICKS	CATEGORY	TOP 5 BRANDS
	NYKAA	
	SWISS BEAUTY	
	MARS	
	M.A.C	
	FACES CANADA	

LIPSTICKS FOR WOMEN	KEYWORD	TOP 5 BRANDS
	NYKAA	
	SWISS BEAUTY	
	MAYBELLINE NEW YORK	
	LAKME	
	FACES CANADA	

This report reveals the top five brands based on their category level and keyword visibility.

- **Nykaa** and **Swiss Beauty** maintain the top **two** spots at both category and keyword levels.

- **Maybelline New York, Swiss Beauty, and Nykaa** share equal keyword visibility, comprising nearly **50%** of the total share



NIGHT CREAM	CATEGORY	TOP 5 BRANDS
	LOTUS	
	OLAY	
	L'OREAL PARIS	
	LAKME	
	ESTEE LAUDER	

NIGHT CREAMS	KEYWORD	TOP 5 BRANDS
	OLAY	
	ESTEE LAUDER	
	PLUM	
	DOT & KEY	
	LOTUS	

This report reveals the top five brands based on their category level and keyword visibility.

- Lotus, initially fifth in the keyword visibility, now leads in category, while Olay dropped from first to second place.
- Brands at positions 3, 4, and 5 vary on both levels.



SERUMS & ESSENCE	CATEGORY	TOP 5 BRANDS
	MINIMALIST THE ORDINARY THE DERMA CO PLUM L'OREAL PARIS	

SERUMS	KEYWORD	TOP 5 BRANDS
	THE ORDINARY PLUM L'OREAL PARIS MINIMALIST ESTEE LAUDER	

This report reveals the top five brands based on their category level and keyword visibility.

- **Minimalist:** Over one-fifth category share, less than **10%** keyword share.
- **'Ordinary':** Consistent market share, holds a top **2** position.
- **Plum:** Improved keyword visibility.



PERFUME	CATEGORY	PERFUME
	BELLA VITA ORGANIC	
	DIOR	
	TOM FORD	
	YVES SAINT LAURENT	
	SKINN BY TITAN	

PERFUME	KEYWORD	PERFUME
	BELLA VITA ORGANIC	
	MOI	
	ENGAGE	
	YVES SAINT LAURENT	
	RENEE COSMETICS	

This report reveals the top five brands based on their category level and keyword visibility.

- **Bella Vita** holds the **first** spot at both levels.

- There are new entrants at both levels, each accounting for less than **10%** of the total market share.



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