

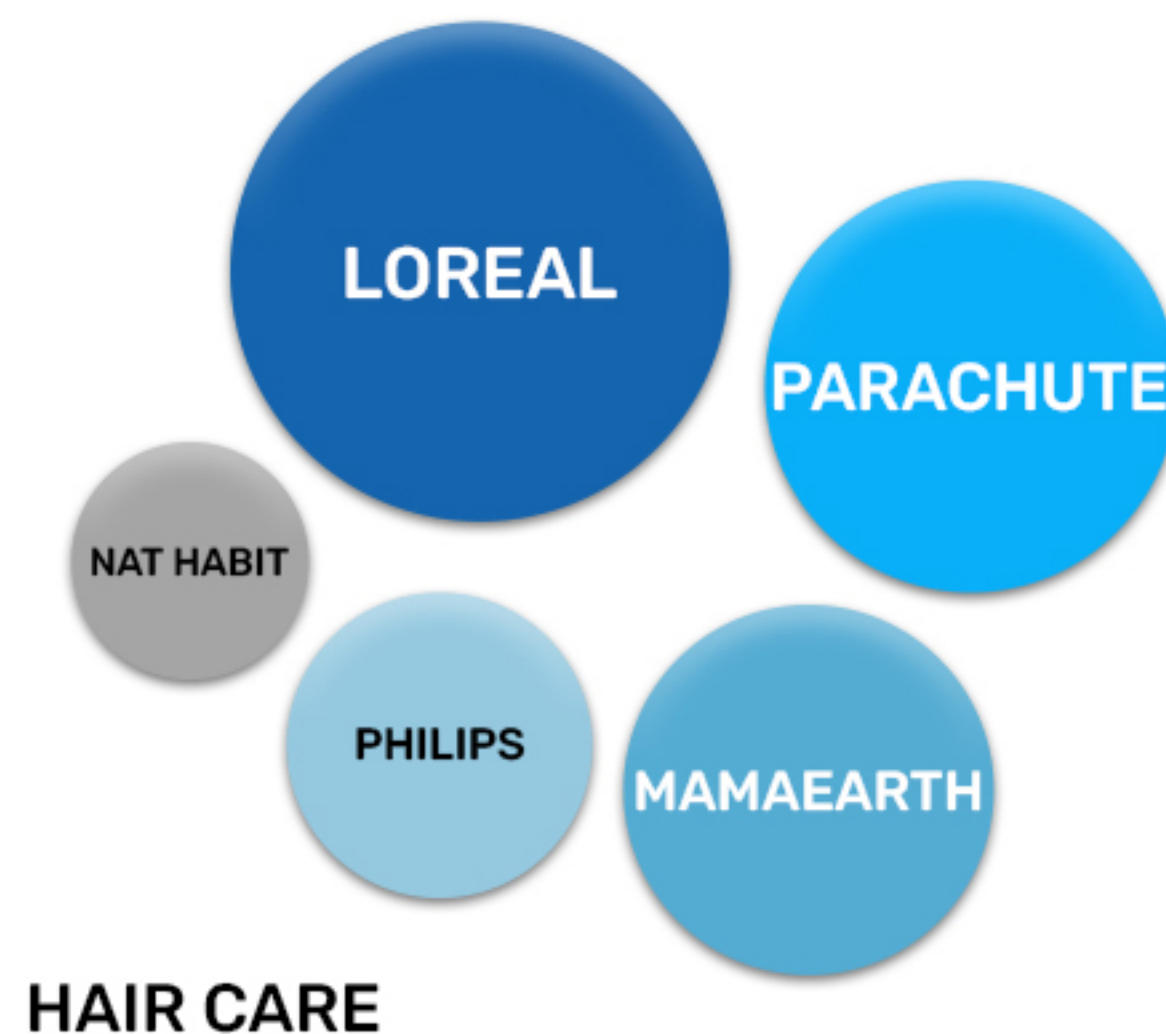
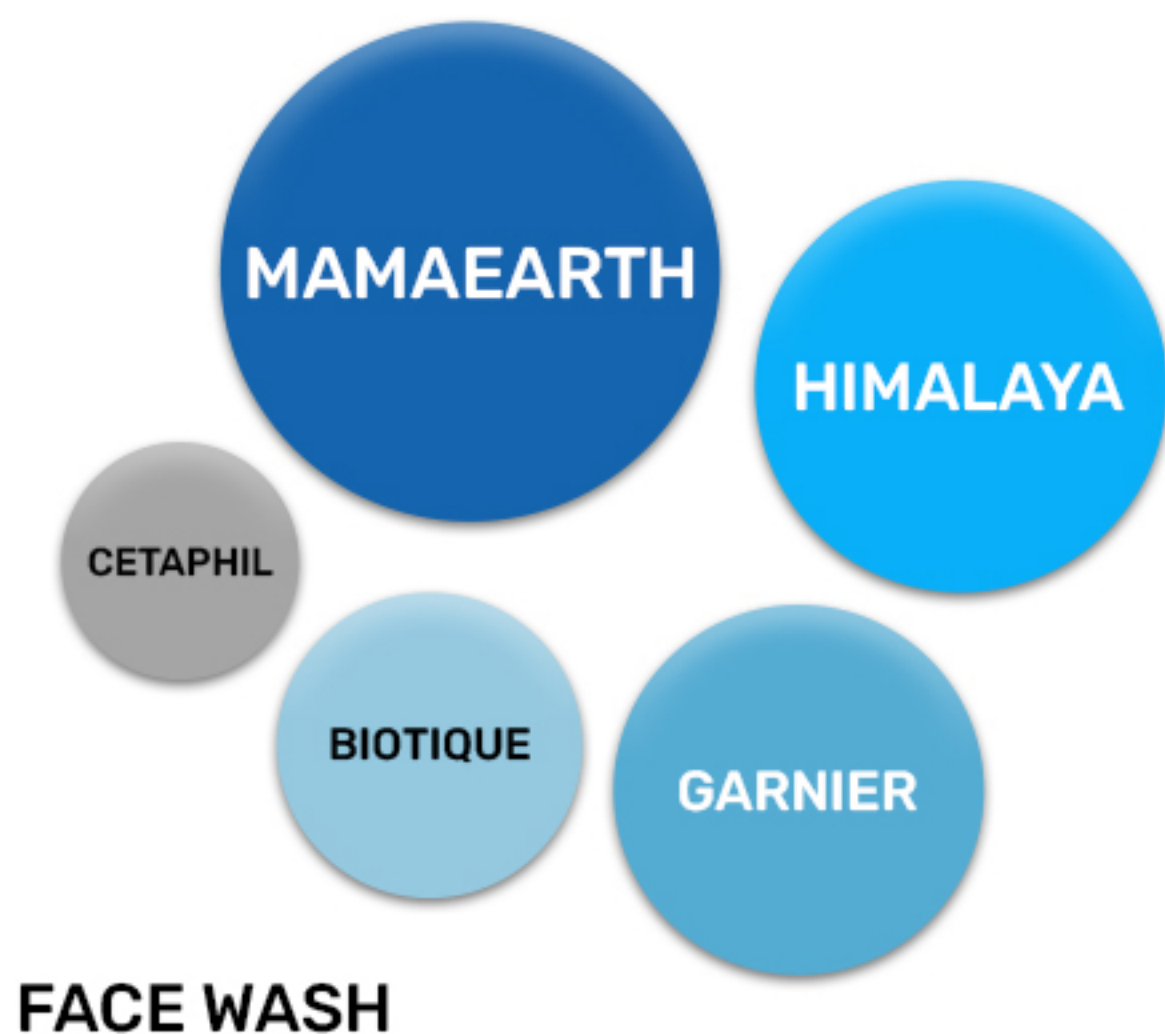
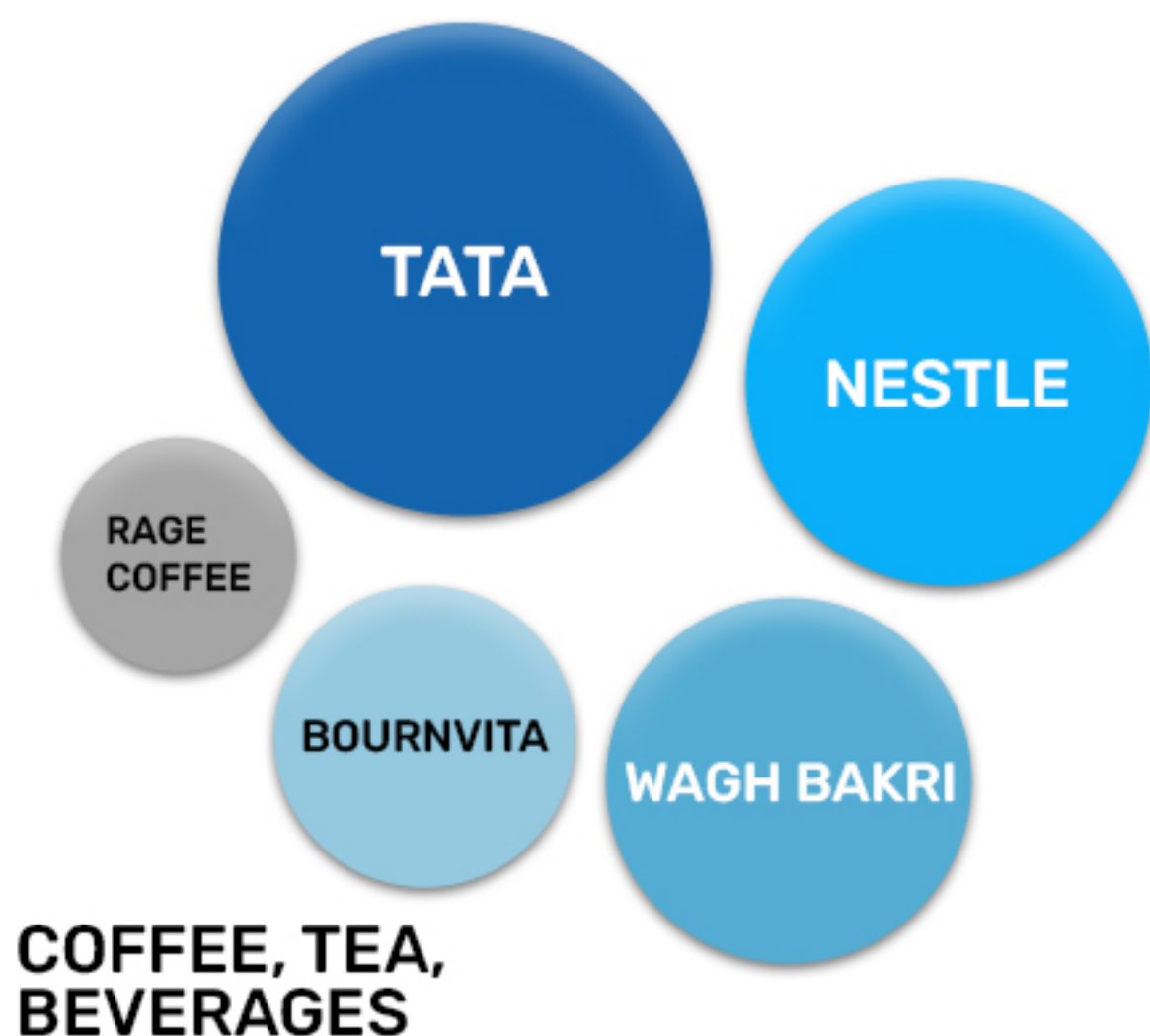
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Category Breakdown: Analyzing Amazon **primeday** Performance in INDIA



*This document contains the dates for Prime Day as follows - July 15-16

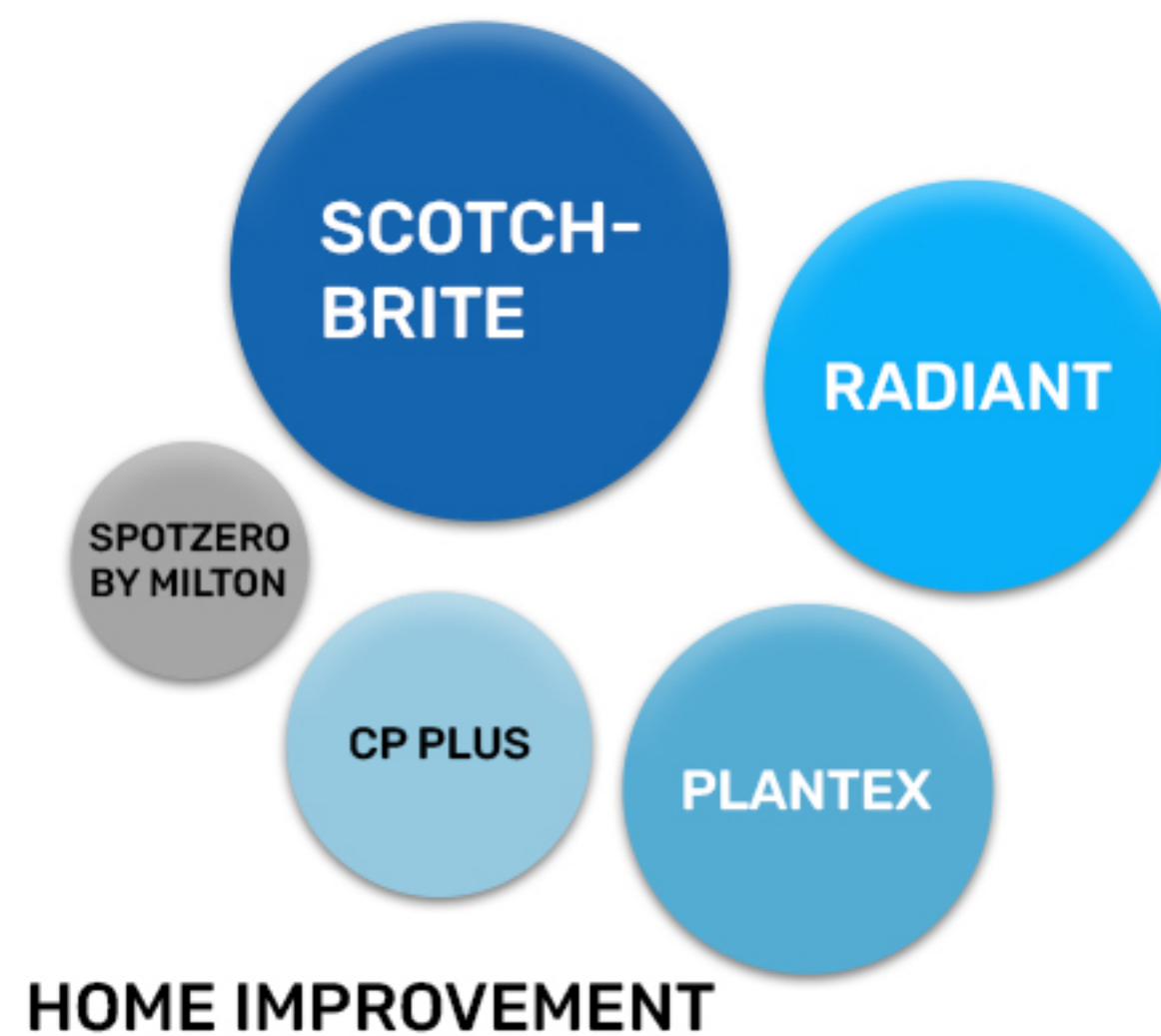
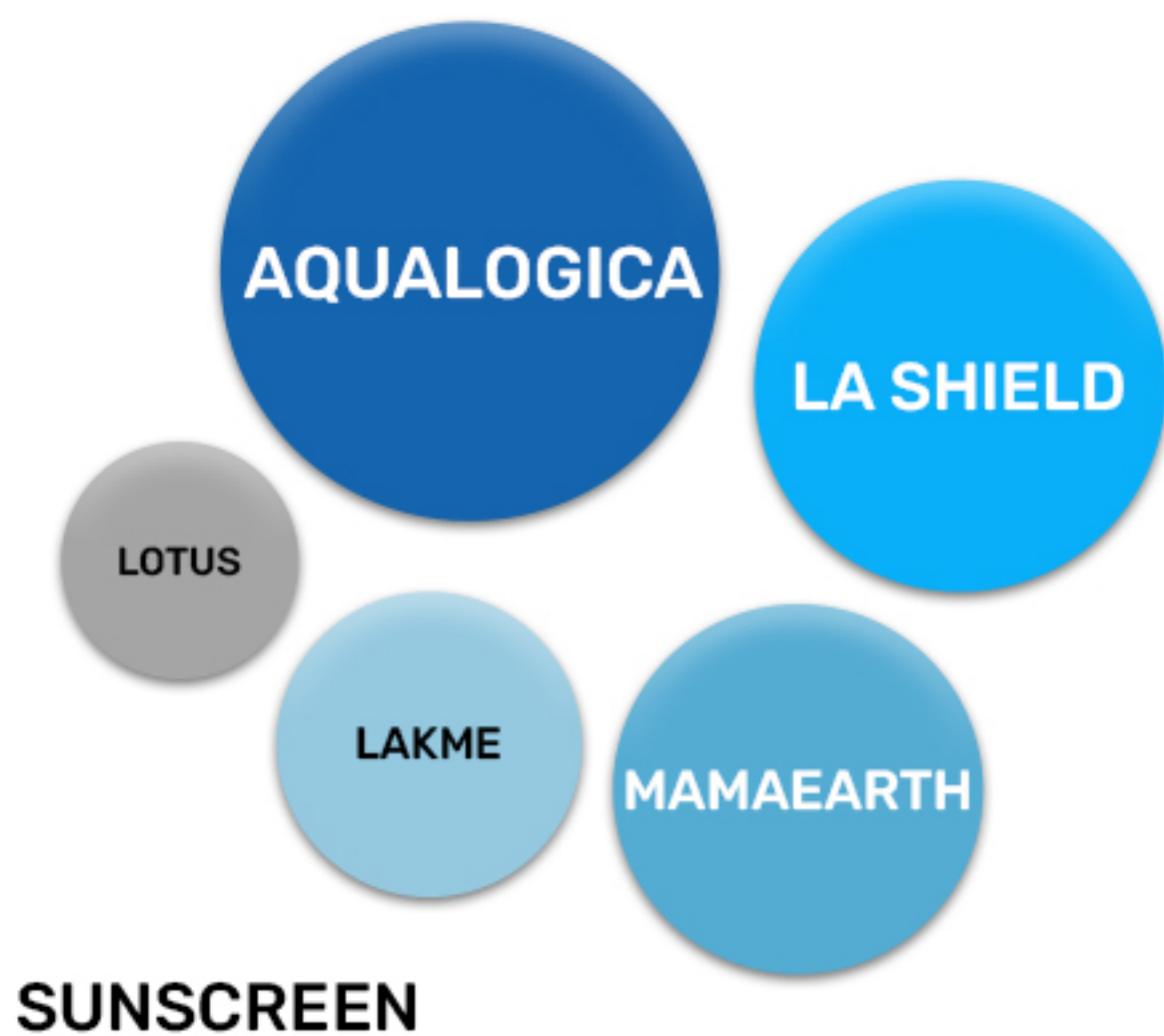
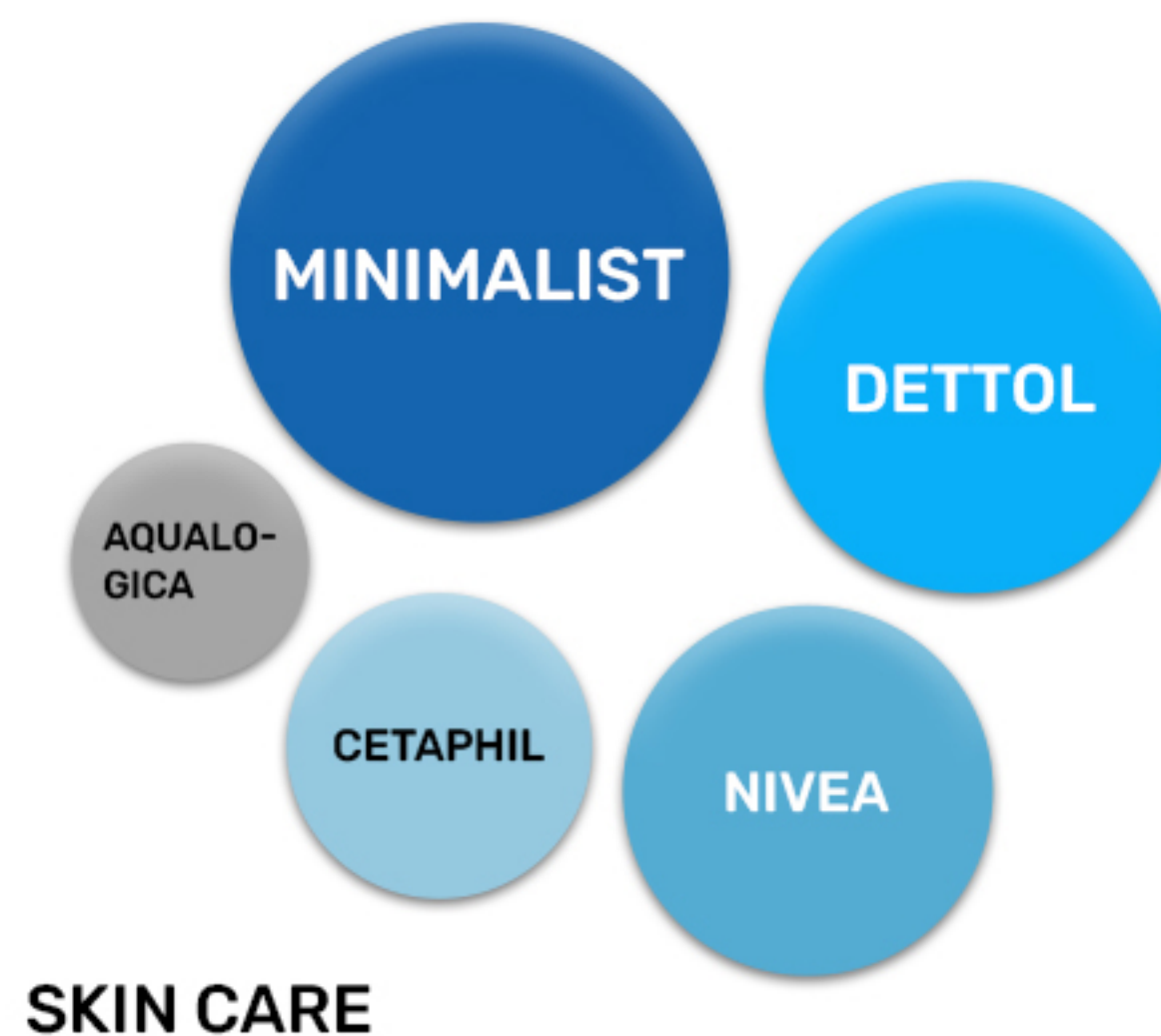
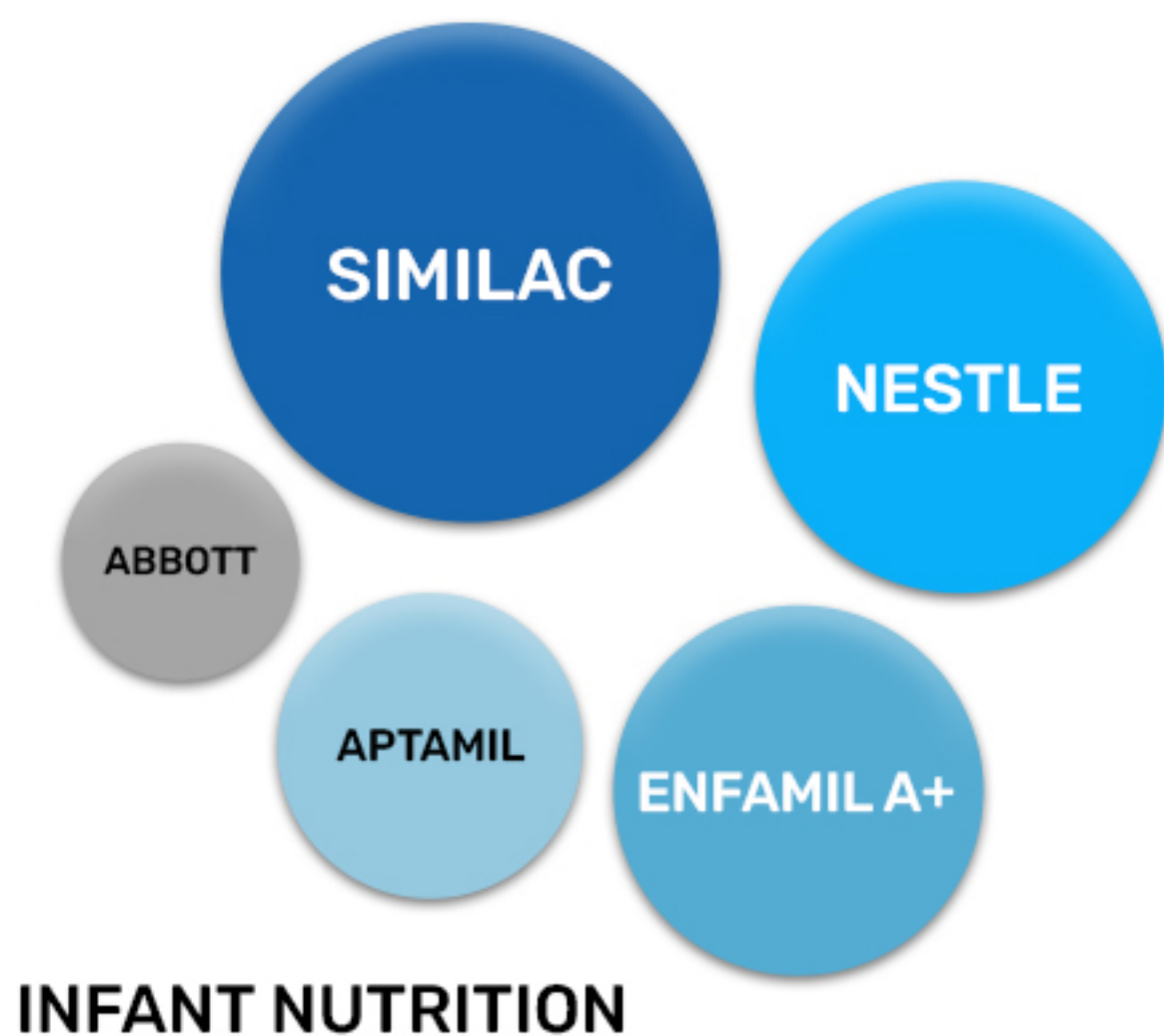
Top performing brands - Category Level



The above data reveal the brand and category-level trends during Prime Day. We observed the shift in trends, highlighting the event's influence on category visibility and brand share.

*Top performing brand share on page-1

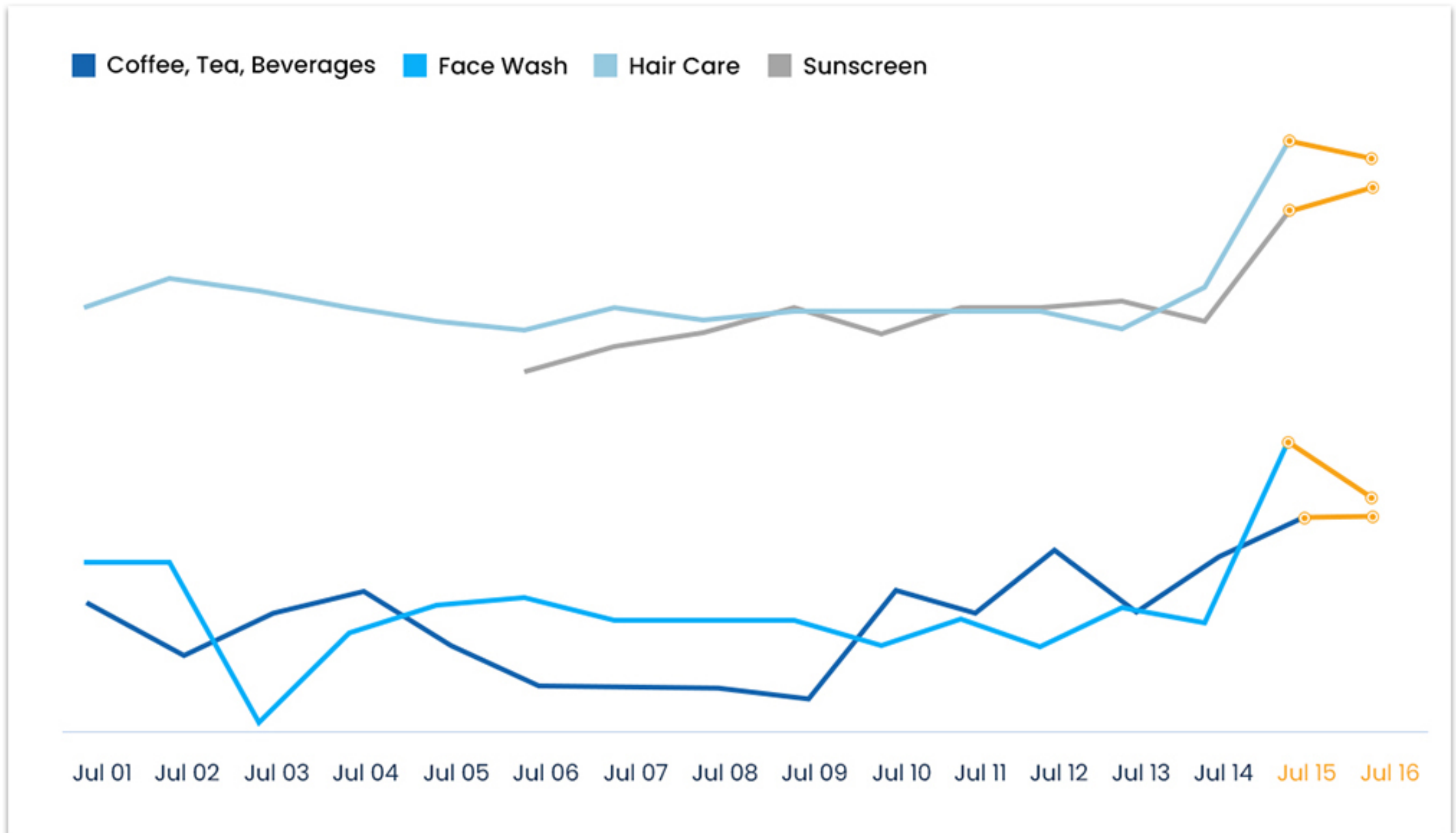
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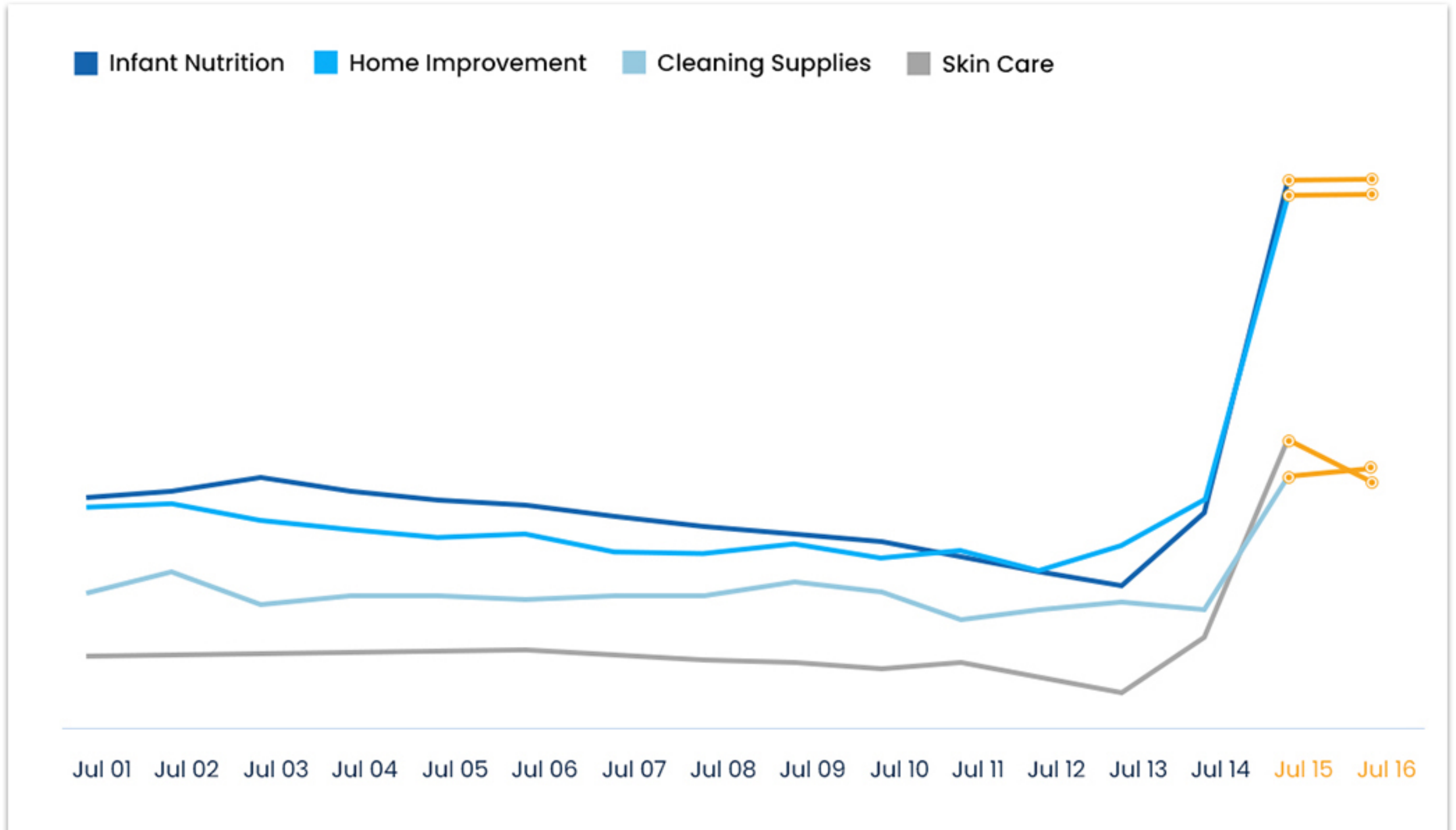
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Category Sales Trend



The above data shows sales trend analysis of top performing categories during July with the big spike seen during prime day

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Best Sellers - Product Level



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Amazon miniTV Sell Best Sellers Today's Deals Mobiles New Releases Customer Service Prime Electronics Gift Ideas Home & Kitchen Amazon Pay Computers Fashion Books Coupons

Bestsellers Hot New Releases **Movers and Shakers** Most Wanted For Most Gifted


Amazon Movers & Shakers

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

Any Department

Movers and Shakers in Baby products

Page 1 of 5


#1 

MamyPoko Pants Standard Diapers, Large (L), 30 Count, 9-14 Kg

Visit the MamyPoko Store
4.2 ★★★★★ 31,983 ratings
64 answered questions

#1 Best Seller in Diaper Pants

15th July

#1 

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#1 Best Seller in Diaper Pants

16th July

Movers and Shakers in Sunscreen

Page 1 of 5


#1 

The Derma Co 1% Hyaluronic Sunscreen Aqua Ultra Light Gel with SPF 50 PA++++ For Broad Spectrum, UV A, UV B & Blue Light Protection - 50g(dermaco)

Visit the The Derma Co Store
4.3 ★★★★★ 8,958 ratings
158 answered questions

Amazon's Choice for "the derma co sunscreen"

15th July

#1 

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Amazon's Choice for "the derma co sunscreen"

16th July

Observed change in bestseller: Above are the day-wise bestseller rankings for the category.

Best Sellers - Product Level



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Bestsellers Hot New Releases **Movers and Shakers** Most Wishd For Most Gifted



Amazon Movers & Shakers

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

Any Department

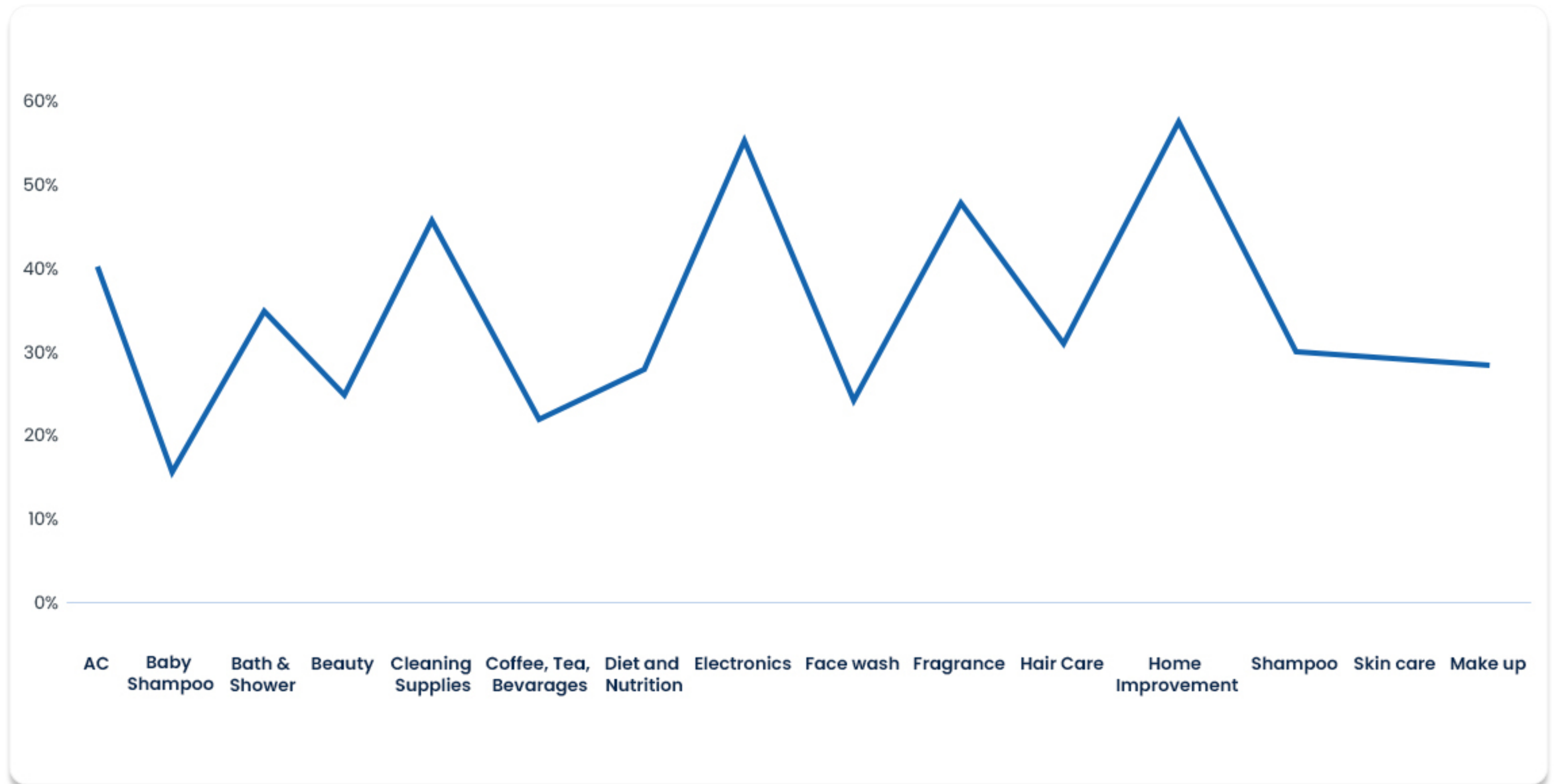
Movers and Shakers in Hair Care

Page 1 of 5

<p>#1</p> 	<p>#1</p> 
<p>L'Oreal Paris Conditioner, Paraben Free, Nourishing for Smooth & Straight Frizz-Free hair, With Precious Essential Oils, Extraordinary Oil Smooth, 440 ml</p> <p>Brand: L'Oreal Paris 4.2 ★★★★★ 325 ratings 5 answered questions</p> <p>15th July</p>	<p>L'Oreal Paris Conditioner, Paraben Free, Nourishing for Smooth & Straight Frizz-Free hair, With Precious Essential Oils, Extraordinary Oil Smooth, 440 ml</p> <p>Brand: L'Oreal Paris 4.2 ★★★★★ 325 ratings 5 answered questions</p> <p>16th July</p>

Observed change in bestseller: Above are the day-wise bestseller rankings for the category.

Promotions - Category Level



The data presents a trend analysis of category-level performance, highlighting spikes in promotions, with Home Improvement, Electronics, and Beauty reaching **90%**, **93%**, and **47%** promotions respectively.

Prime Day 2022 vs 2023 Search term Insights



SEARCH TERM



Observations

- ▶ "One Plus Nord ce 3 lite 5g" and "One Plus Nord 3" search terms were prominent this year.
- ▶ The data also shows that consumers are not only searching for the general brand name "Oneplus" but are also specifically looking for certain models, such as "Oneplus Nord ce 3 lite 5g" and "Oneplus Nord 3."
- ▶ There is a growing interest in smartwatches, with a potential gender-specific preference for "smartwatch for men."
- ▶ The appearance of "Realme 11 pro 5g" as a search term on 16th July indicates increasing curiosity about this smartphone model.

Prime Day 2022 vs 2023 Brand-level Insights



TOP CLICKED BRAND



Observations

- ▶ Apple remains the top-clicked brand on all Prime Day dates, showcasing strong market presence and consumer popularity.
- ▶ ONEPLUS consistently holds the second position, demonstrating its competitive appeal in the market.
- ▶ New entrants Beat XP and Realme are gaining traction and pose potential competition to established brands.
- ▶ Lenovo and HP attracted attention from consumers on specific dates, possibly due to promotions or product offerings.
- ▶ Boat did not rank among the top-clicked brands this year.

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