

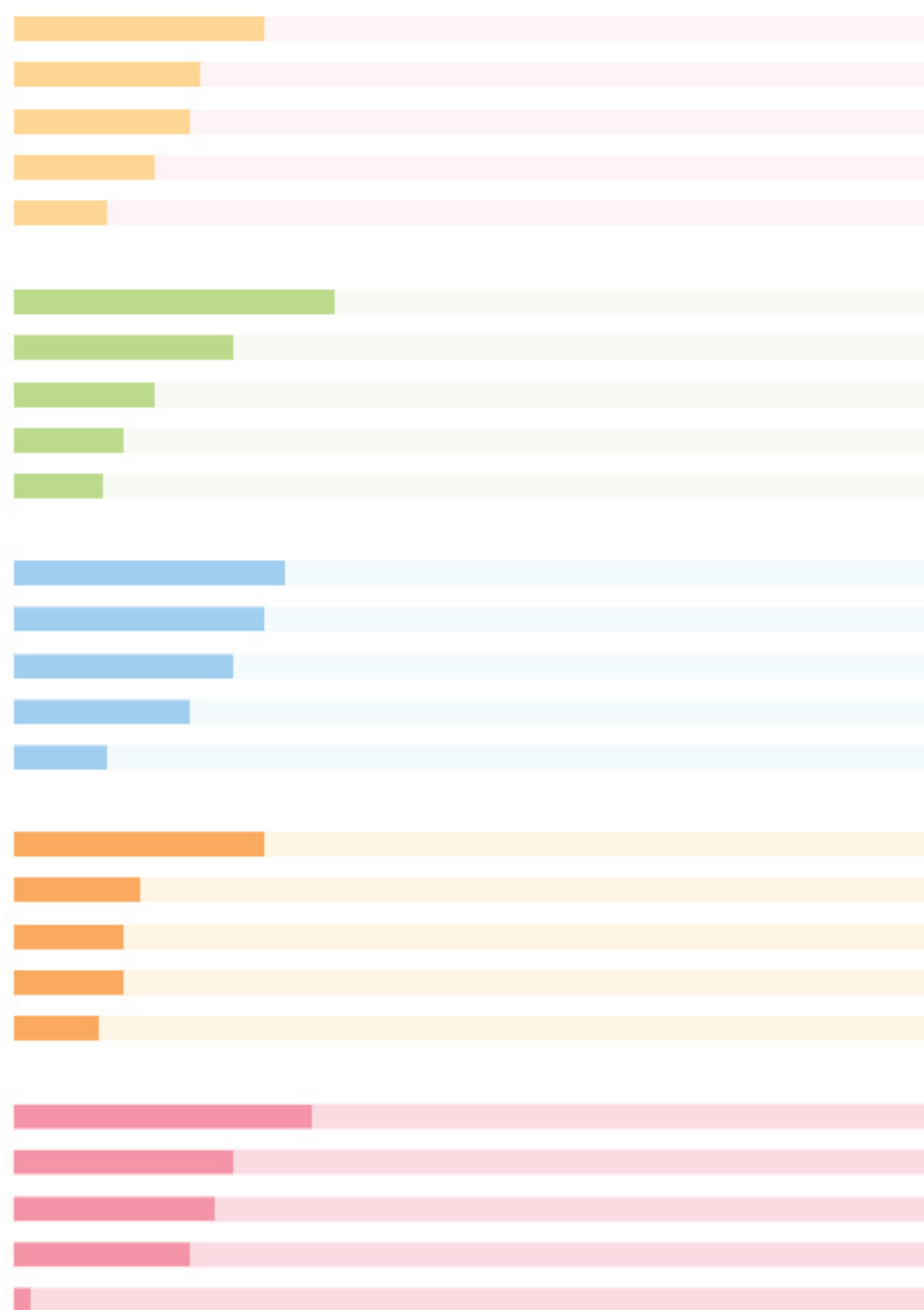
PAXCOM

**Marketplace
Keyword
Visibility Report:
Top Brands for
'Beverages, Juice,
and Cold Drinks'
(Sponsored and Organic)
JUNE 2023**



BRAND

TOP 5 RANK SHARE



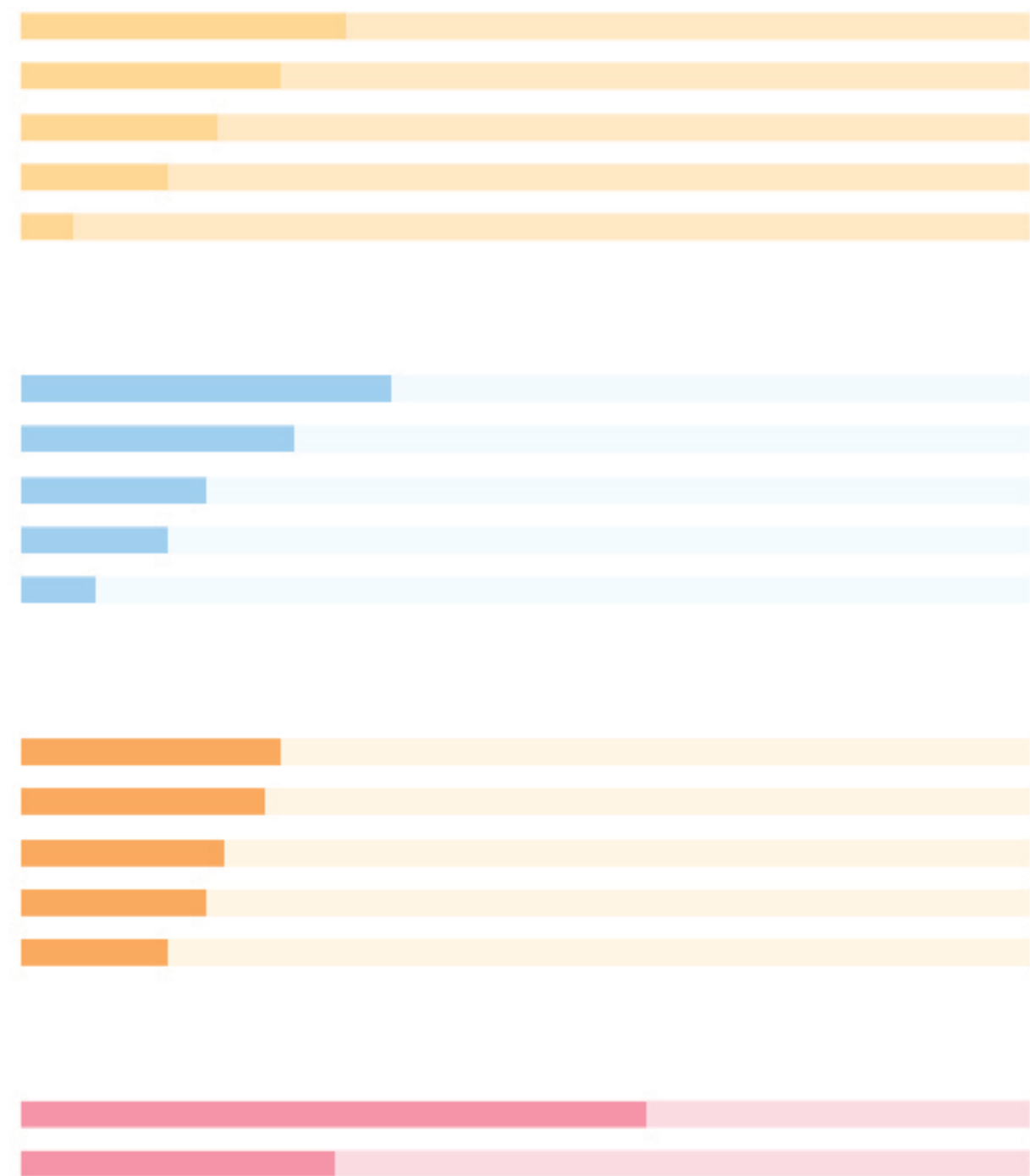
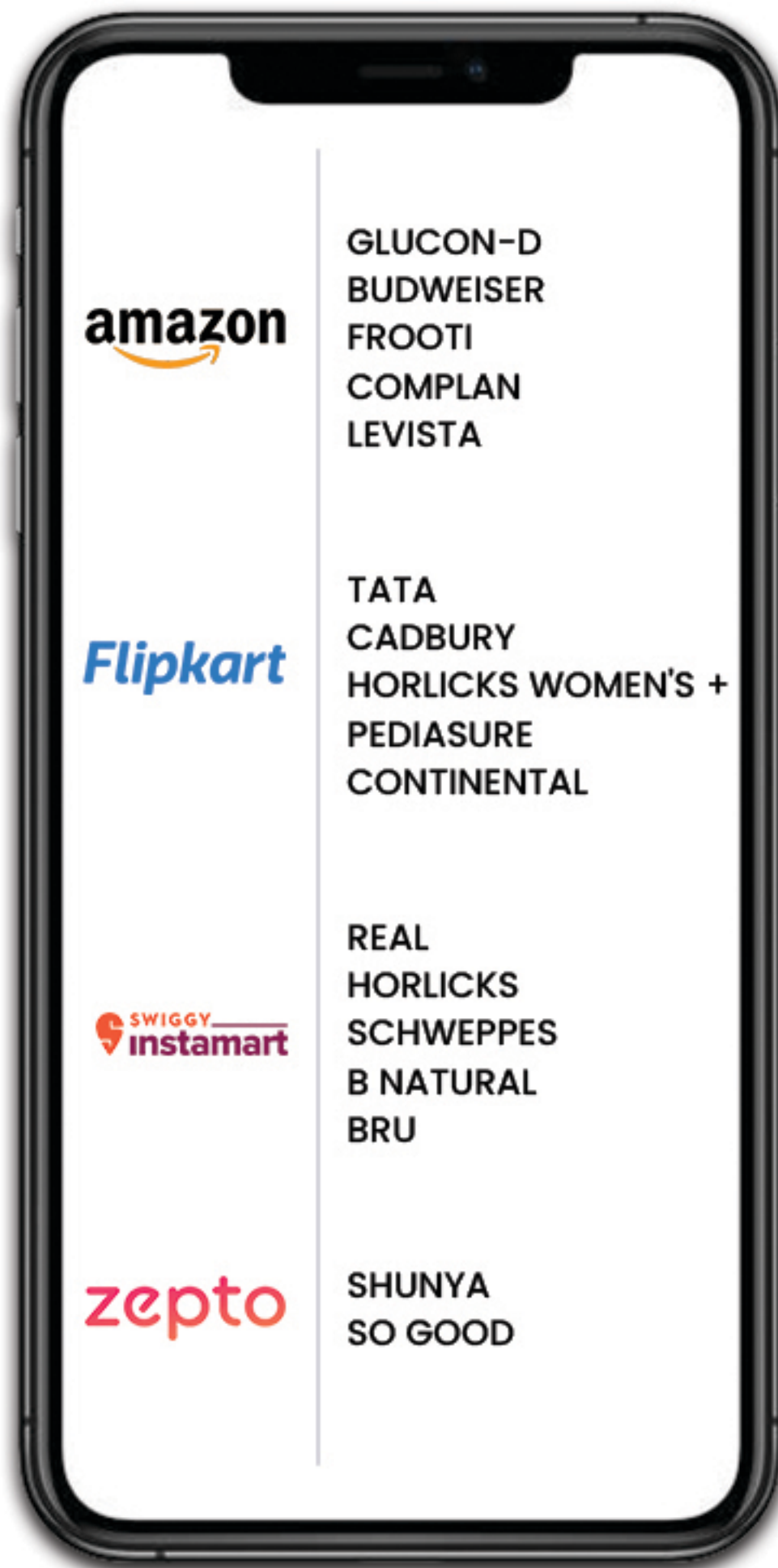
When analyzing 137 brands across five platforms (top 100 ranks) using the keyword "Beverages" the data reveals the page 1 organic share of the top 5 brands.

Here are the the share %ages for top 5 brands in the top 5 ranks on each platform:

Amazon Fresh- 70.83% | Flipkart Grocery- 79.74% | Swiggy Instamart - 59.23% | Zepto - 84.84% | Blinkit India - 75.28%

BRAND

TOP 5 RANK SHARE



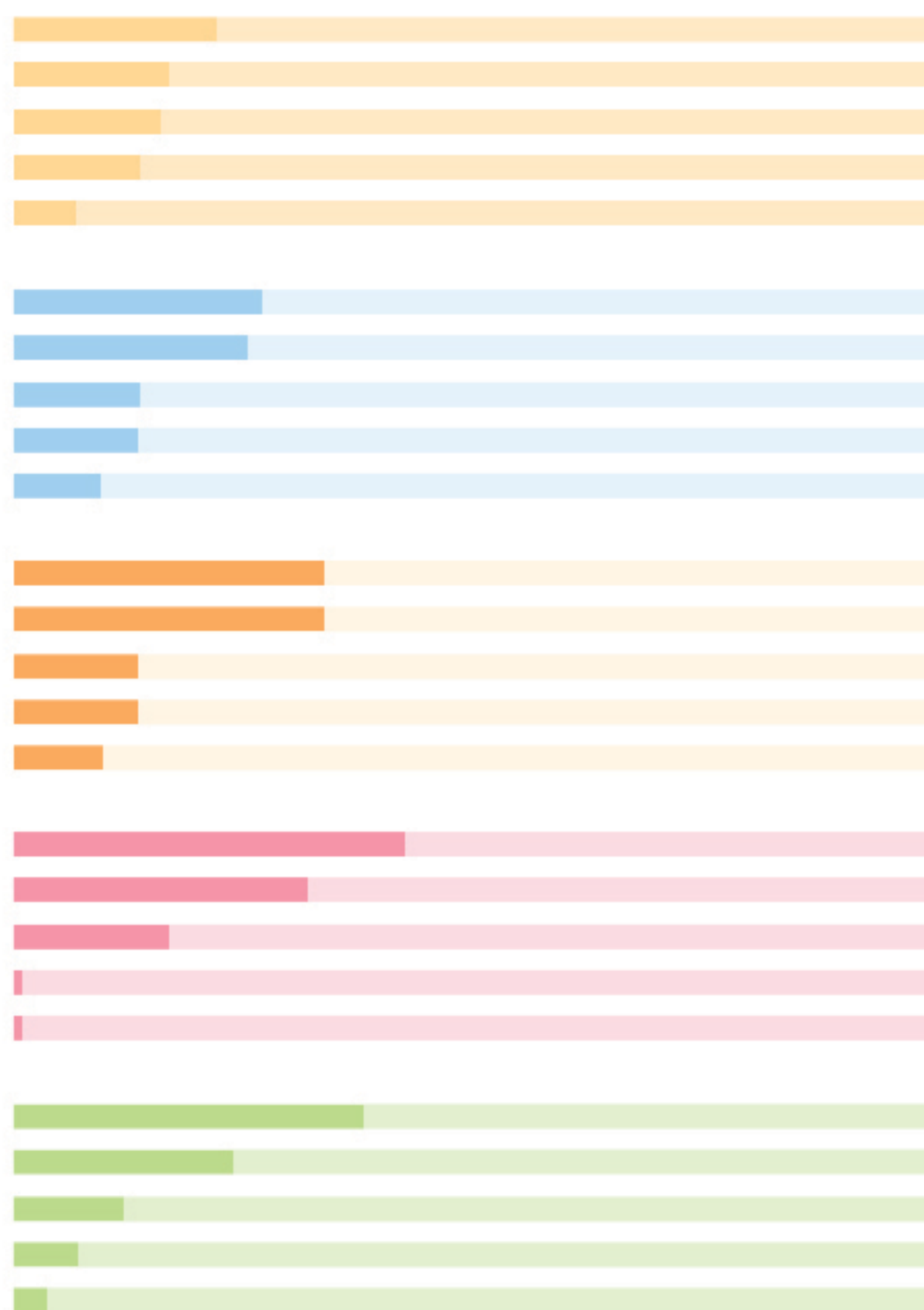
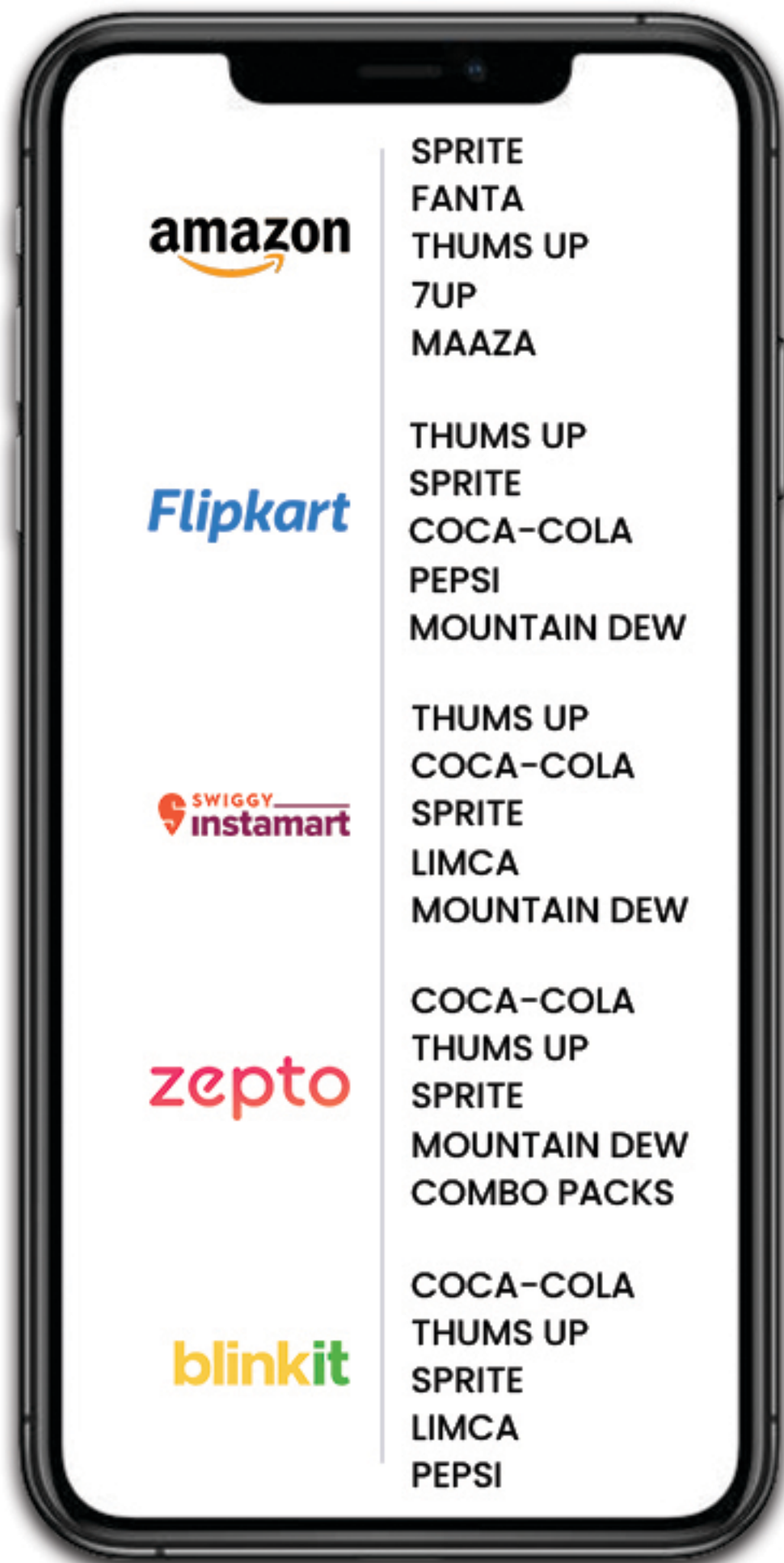
When analyzing 137 brands across five platforms (top 100 ranks) using the keyword "Beverages" the data reveals the page 1 sponsored share of the top 5 brands.

Here are the the share %ages for top 5 brands in the top 5 ranks on each platform:

Amazon Fresh- 76.14% | Flipkart Grocery- 87.58% | Swiggy Instamart - 99.22% | Zepto - 100%

BRAND

TOP 5 RANK SHARE



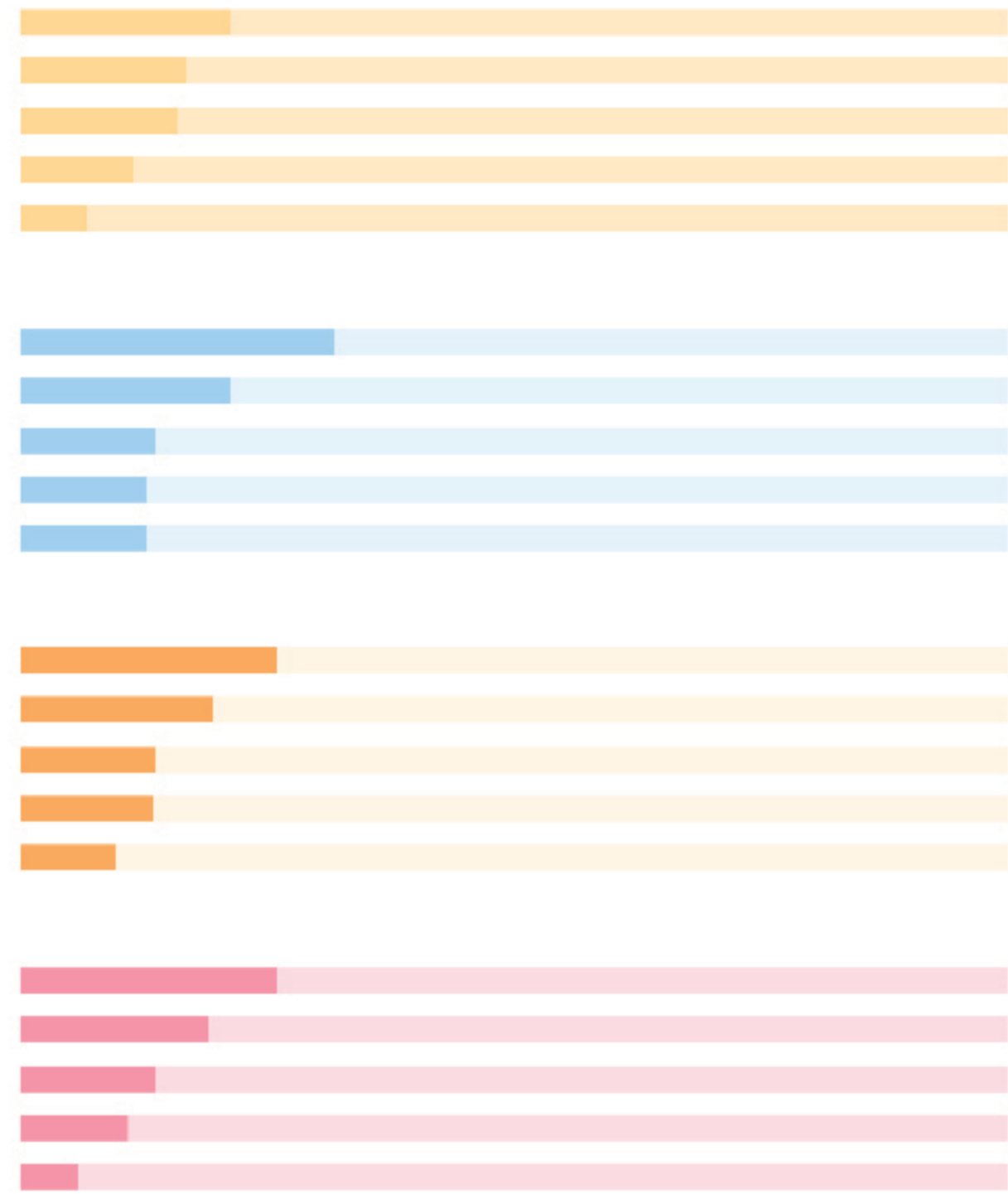
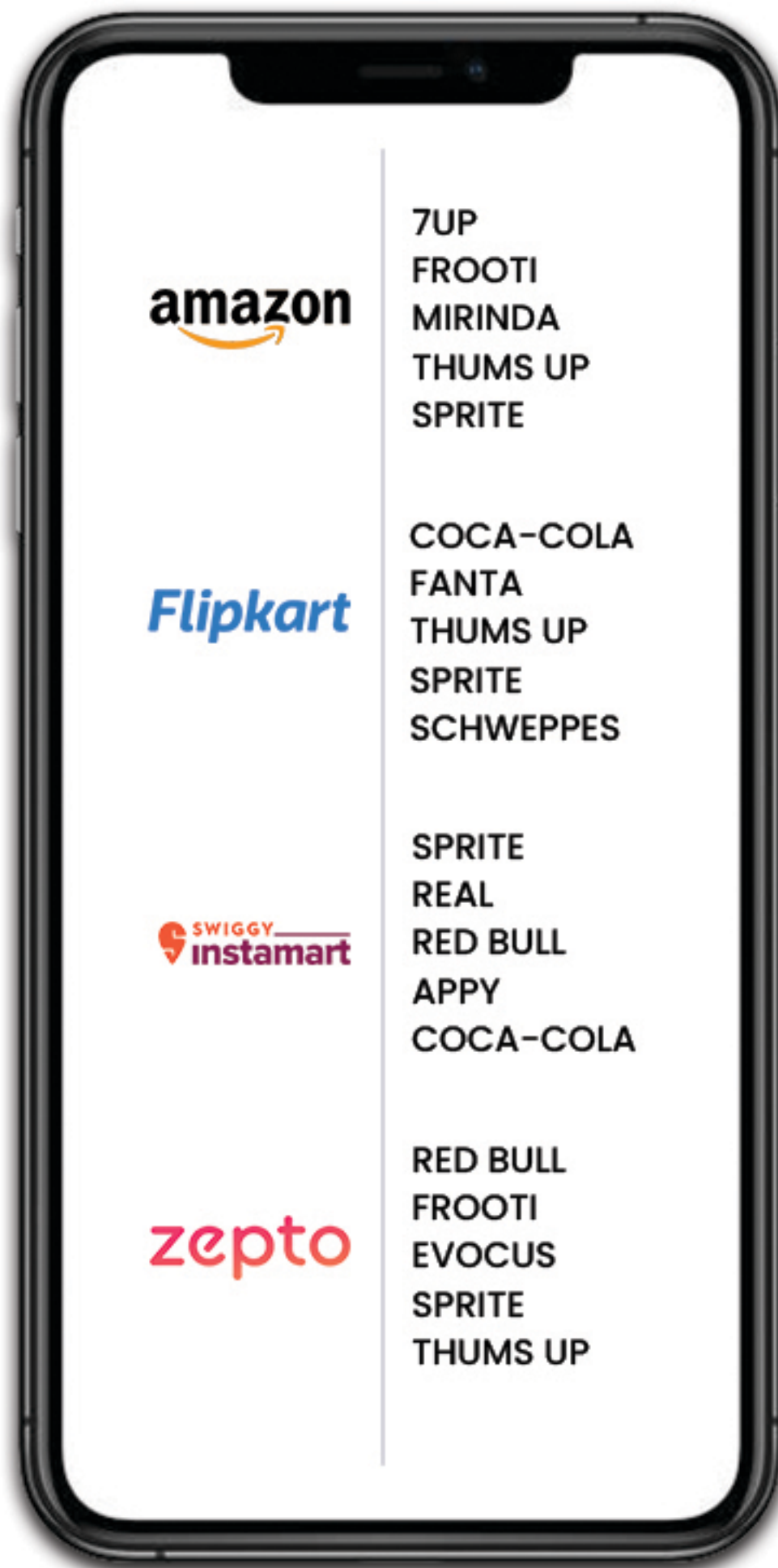
When analyzing 99 brands across five platforms (top 100 ranks) using the keyword "cold drinks," the data reveals the page 1 organic share of the top 5 brands.

Here are the the share %ages for top 5 brands in the top 5 ranks on each platform:

Amazon Fresh- 82.01% | Flipkart Grocery- 83.11% | Swiggy Instamart - 95.11% | Zepto - 98.26% | Blinkit India - 96.74%

BRAND

TOP 5 RANK SHARE



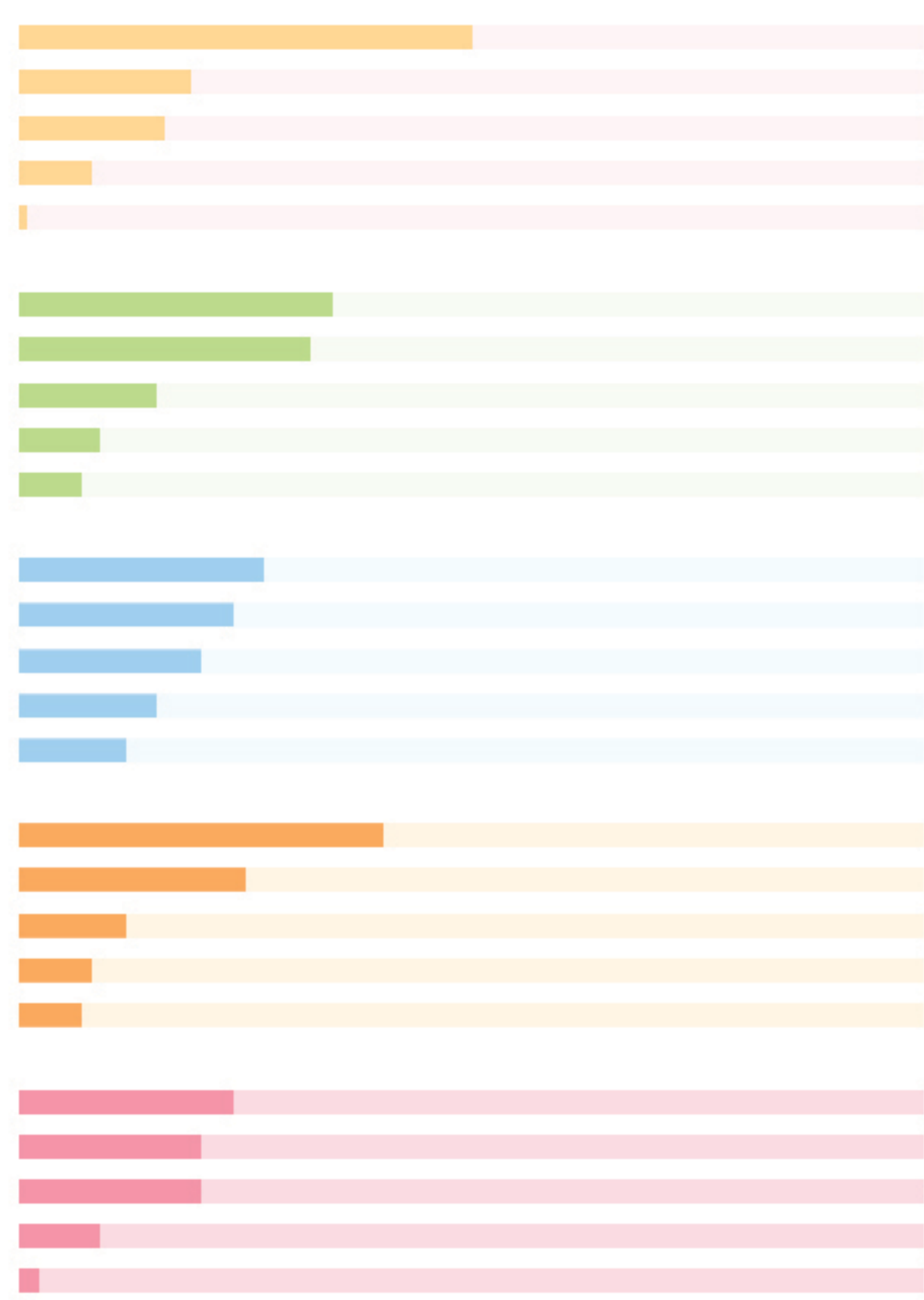
When analyzing 99 brands across five platforms (top 100 ranks) using the keyword "cold drinks," the data reveals the page 1 sponsored share of the top 5 brands.

Here are the the share %ages for top 5 brands in the top 5 ranks on each platform:

Amazon Fresh- 84.13% | Flipkart Grocery- 98.41% | Swiggy Instamart - 86.35% | Zepto - 95.60%

BRAND

TOP 5 RANK SHARE



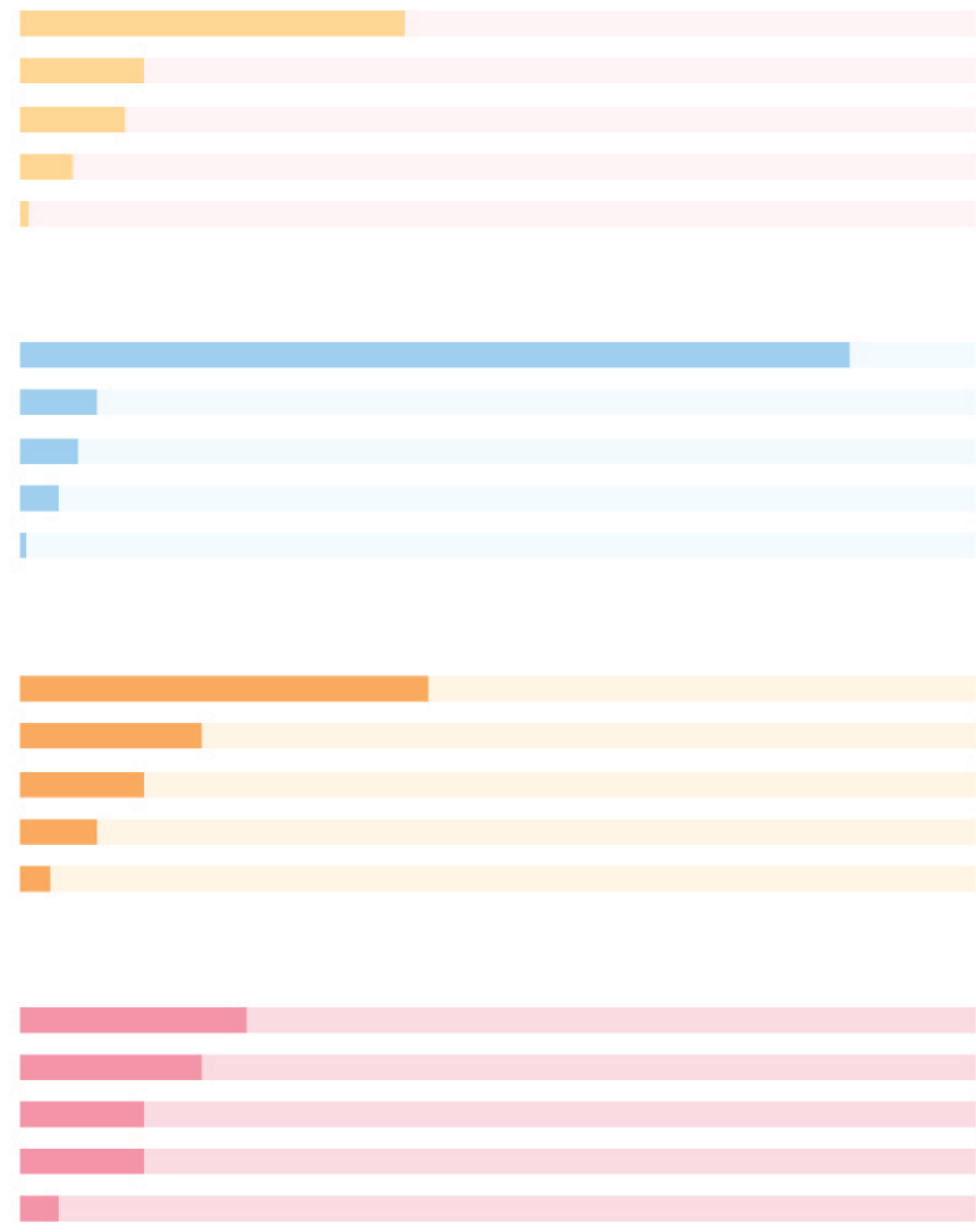
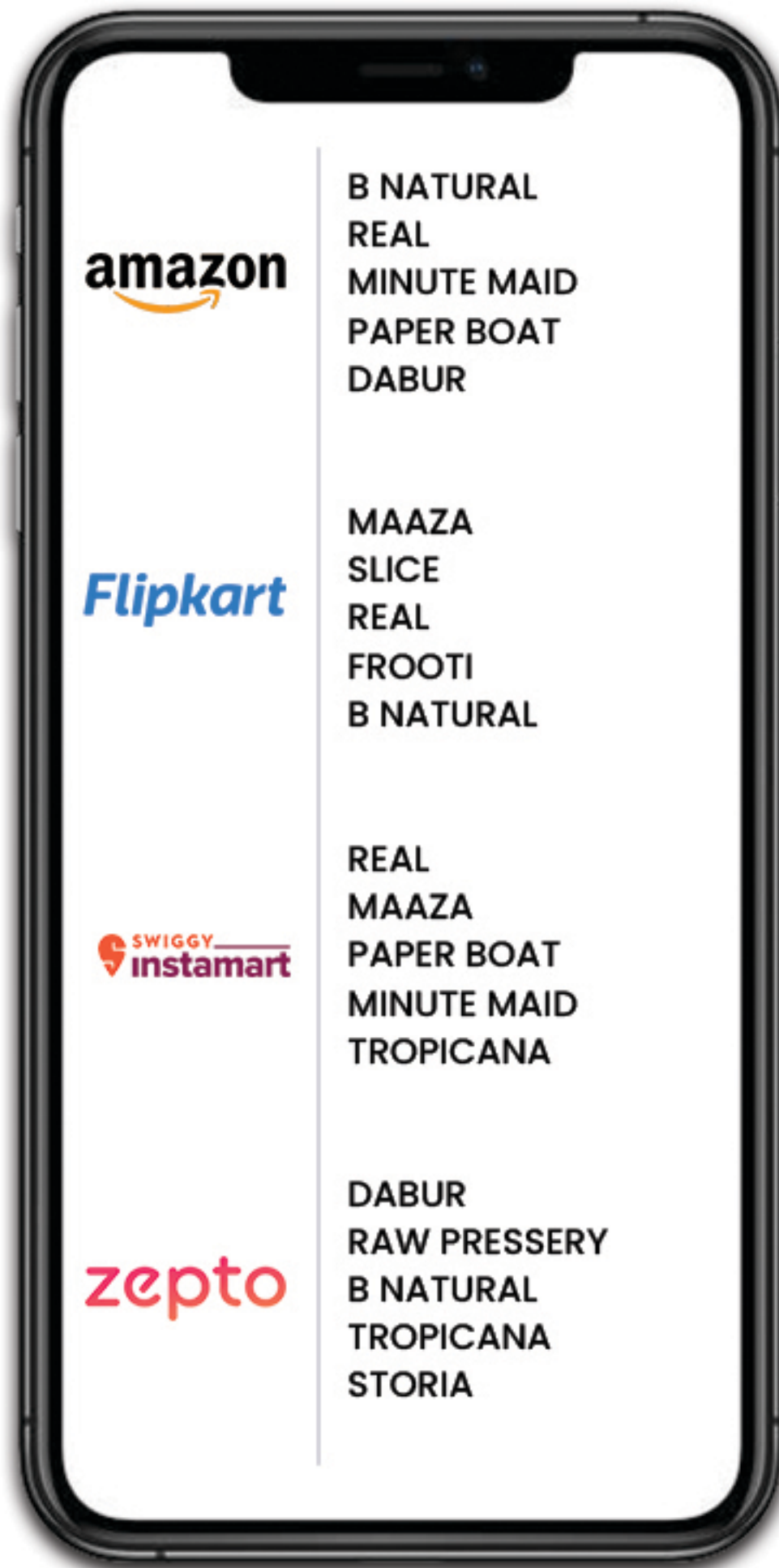
When analyzing 78 brands across five platforms (top 100 ranks) using the keyword "juice," the data reveals the page 1 organic share of the top 5 brands.

Here are the the share %ages for top 5 brands in the top 5 ranks on each platform:

Amazon Fresh- 100% | Flipkart Grocery- 88.32% | Swiggy Instamart - 86.89% | Zepto - 96.28% | Blinkit India - 95.92%

BRAND

TOP 5 RANK SHARE



When analyzing 78 brands across five platforms (top 100 ranks) using the keyword "juice," the data reveals the page 1 sponsored share of the top 5 brands.

Here are the the share %ages for top 5 brands in the top 5 ranks on each platform:

Amazon Fresh- 81.77% | Flipkart Grocery- 99.68% | Swiggy Instamart - 93.59% | Zepto - 95.45%

PAXCOM

**Discover the power of data-driven
decision-making with Kinator**

Track your data and achieve your brand goals