



PAXCOM

**Marketplace Keyword
Visibility Report: Top
Brands for 'Deodorant
and Handwash'**

**(Sponsored and Organic)
August 2023**



Marketplace

Top 5 rank share (Brand Level)

amazon



SET WET



NIVEA



THE MAN COMPANY



BRUT



YARDLEY LONDON

Flipkart



DENVER



NIVEA



FOGG



SET WET



BELLA VITA ORGANIC

bigbasket



NIVEA



AXE



ENGAGE



REXONA



BRUT

When analyzing 72 brands across 3 platforms (top 20 ranks, result type - organic) for the "deodorant" keyword, reveals the top 5 brands' organic share in the top 5 ranks.

Amazon- 86.09% | Flipkart - 88.17 % | BigBasket Mobile - 70.07 %



Marketplace

Top 5 rank share (Brand Level)

amazon



BRUT



SANFE



FOGG

Flipkart



AXE



REXONA



DENVER



THE MAN COMPANY



WILD STONE

bigbasket



WILD STONE



PARK AVENUE

When analyzing 27 brands across 3 platforms (top 20 ranks, result type - sponsored) for the "deodorant" keyword, reveals the top 5 brands' organic share in the top 5 ranks.

Amazon - 100 % | Flipkart - 80.65 % | BigBasket Mobile - 100 %



Marketplace

Top 5 rank share (Brand Level)

amazon

DETTOL



GODREJ PROTEKT



SANTOOR



SAVLON



YARDLEY LONDON

bigbasket

GODREJ PROTEKT



DETTOL



SANTOOR

Flipkart

DETTOL



SAVLON



GODREJ PROTEKT

When analyzing **32 brands** across **3 platforms** (top **20** ranks, result type - organic) for the "Handwash" keyword, reveals the top **5 brands'** organic share in the top **5** ranks.

Amazon - 78.71% | BigBasket Mobile - 100% | Flipkart - 94.74%



Marketplace

Top 5 rank share (Brand Level)

 bigbasket

DETTOL



LIFEBUOY



BIGBASKET

Flipkart



DETTOL



SAVLON



SANTOOR



FIAMA

When analyzing 14 brands across 2 platforms (top 20 ranks, result type - organic) for the "Handwash" keyword, reveals the top 5 brands' organic share in the top 5 ranks.

Flipkart - 100% | BigBasket Mobile - 100%

PAXCOM

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Contact us at info@paxcom.net