

PAXCOM



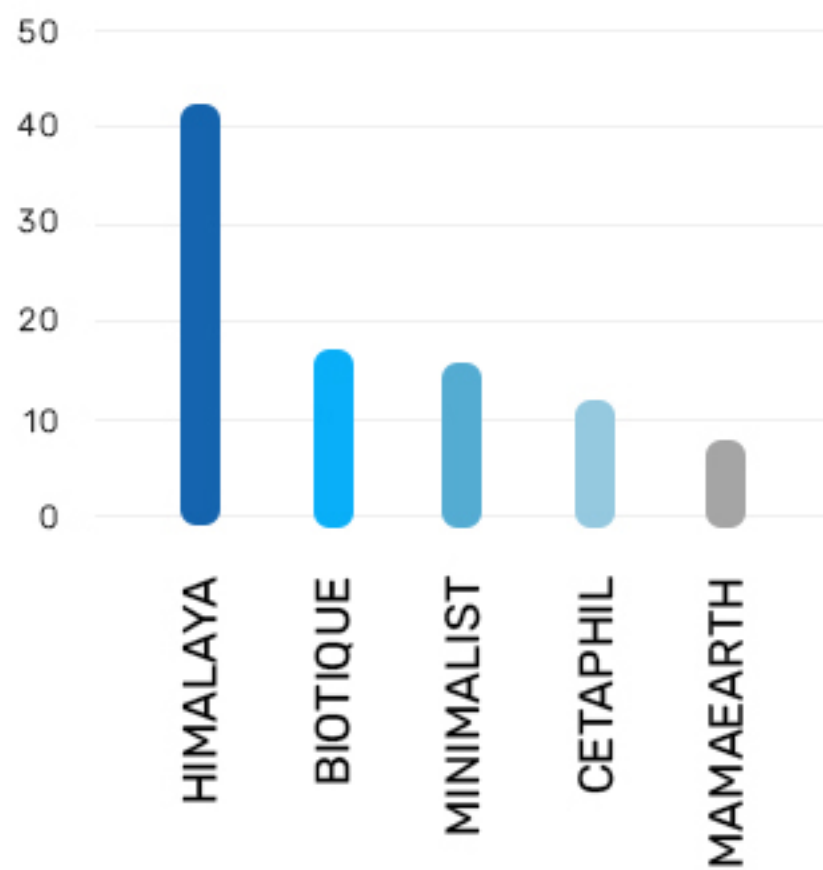
**Marketplace Keyword Visibility Report:**  
Top Brands for 'Face Wash, Toner,  
and Moisturizer'

(Sponsored and Organic)  
July 2023

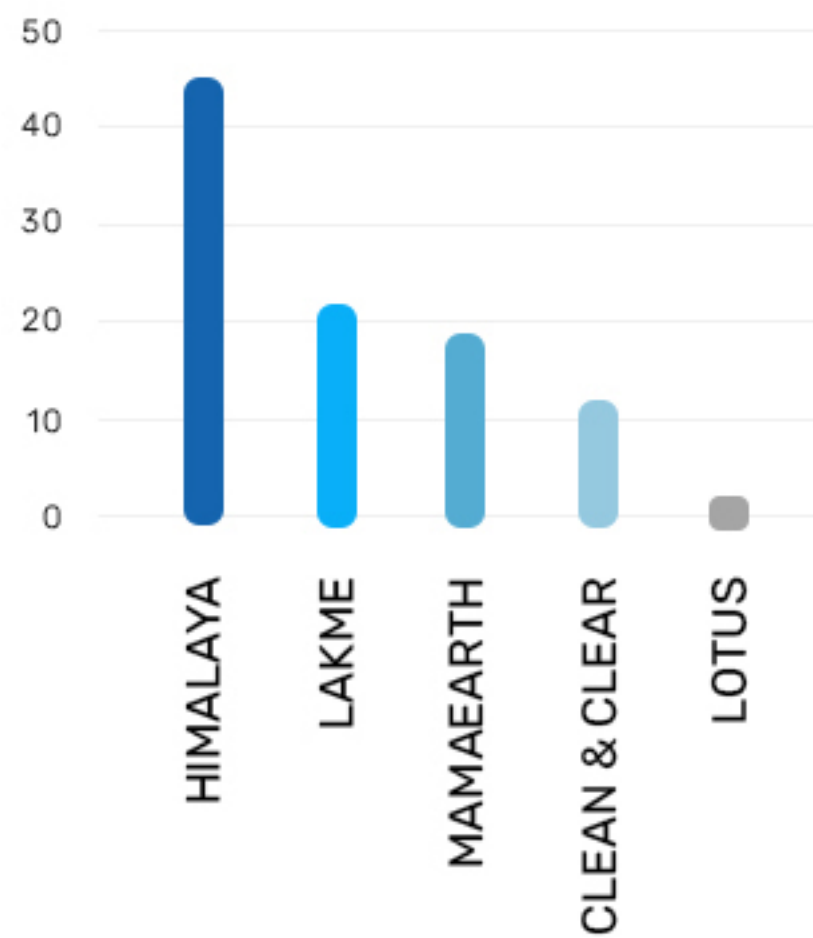
# SHARE OF VOICE - SEARCH TERM FACE WASH **ORGANIC**



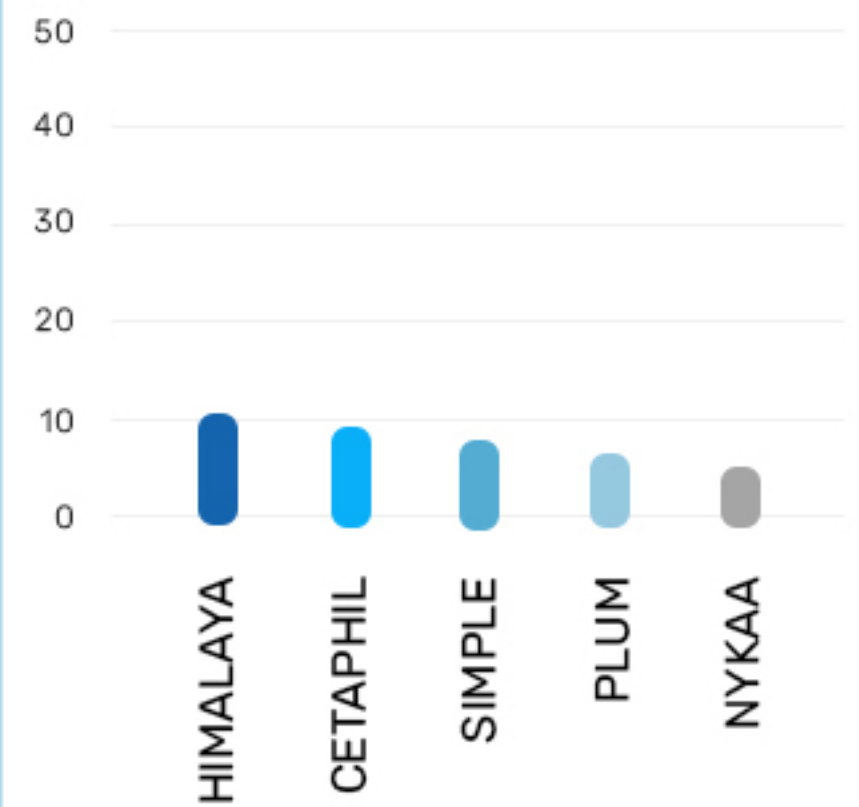
## AMAZON



## FLIPKART



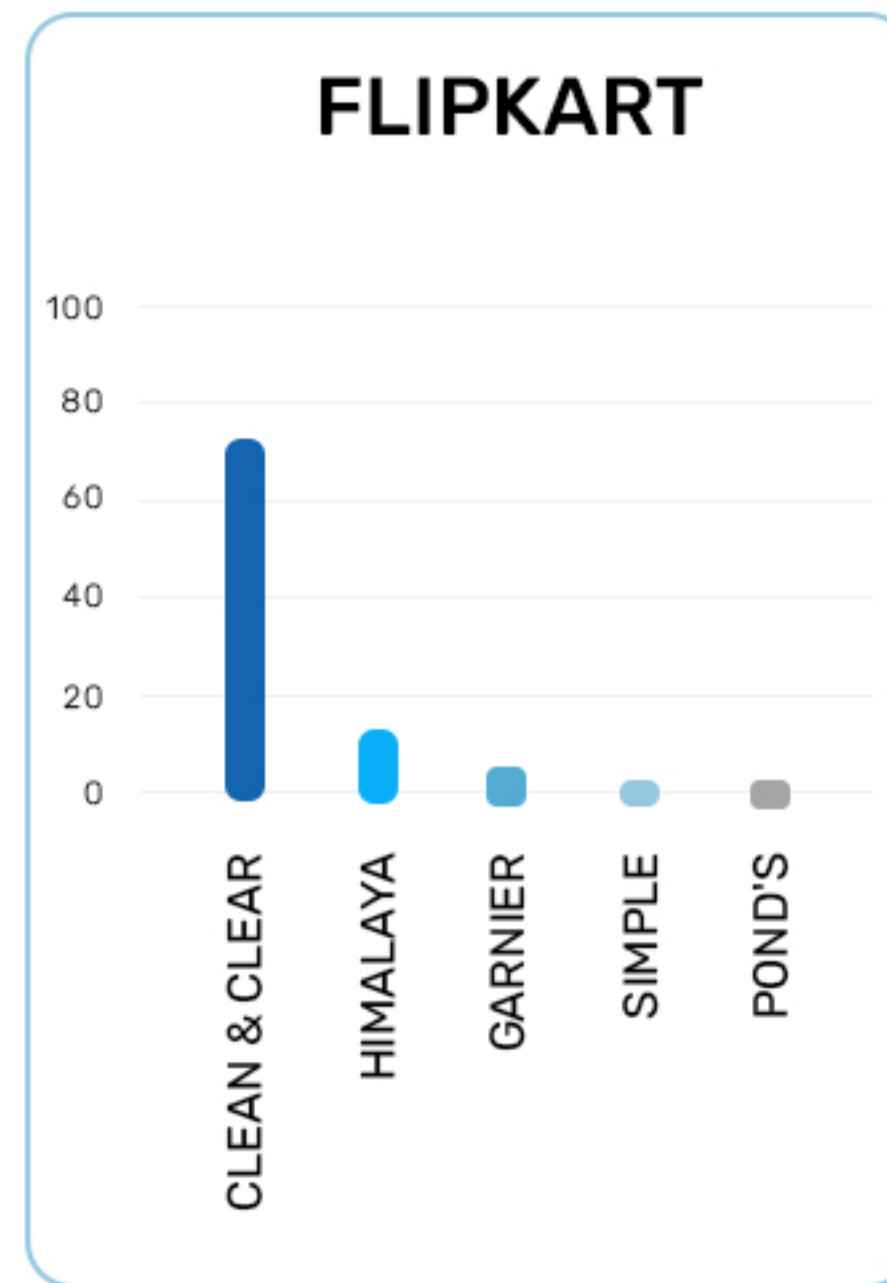
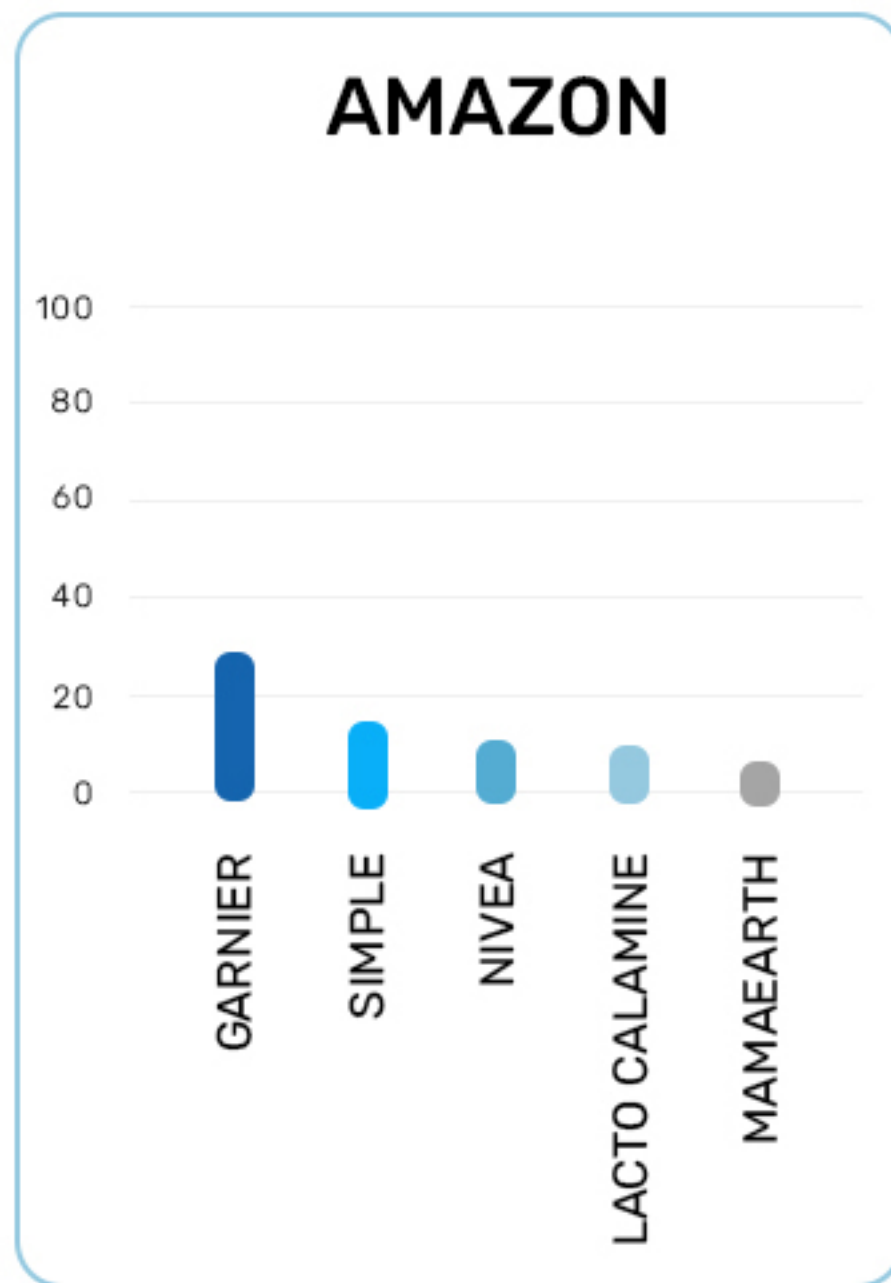
## NYKAA



When analyzing **86** brands across three platforms (top **20** ranks, result type - organic) for the "face wash" keyword, reveals the top **5** brands' organic share in the top **5** ranks.

**Amazon - 97.70%**  
**Flipkart - 100%**  
**Nykaa - 43.23%**

# SHARE OF VOICE - SEARCH TERM FACE WASH **SPONSORED**



When analyzing **36** brands across three platforms (top **20** ranks, result type - sponsored) for the "face wash" keyword, reveals the top **5** brands' sponsored share in the top **5** ranks.

**Amazon - 75%**  
**Flipkart - 93.55%**

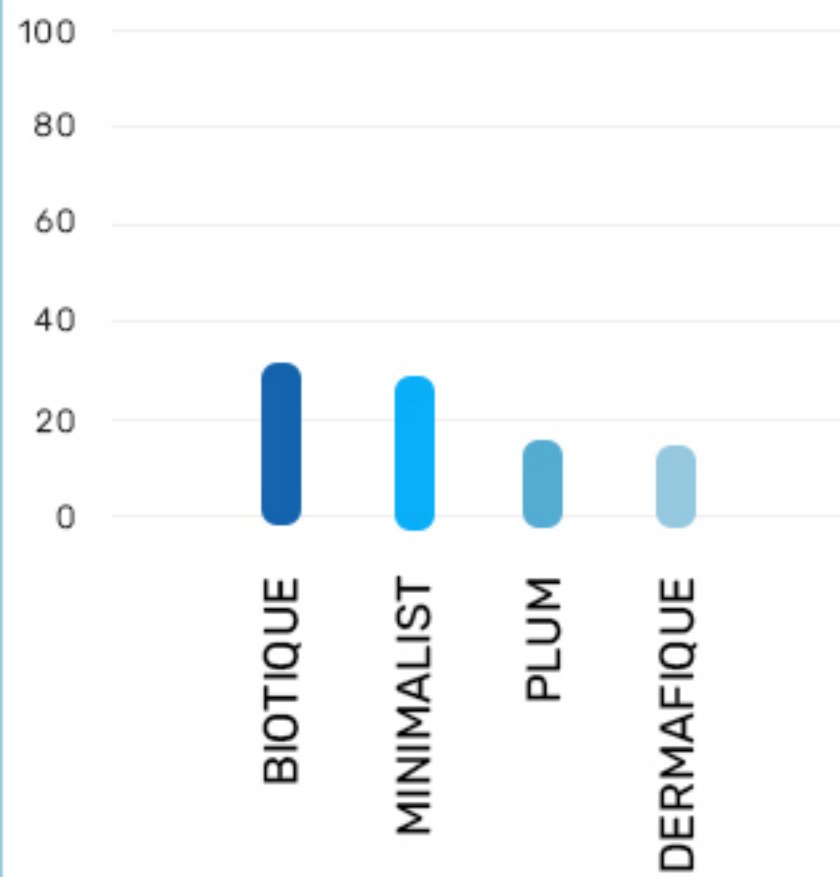


# SHARE OF VOICE - SEARCH TERM

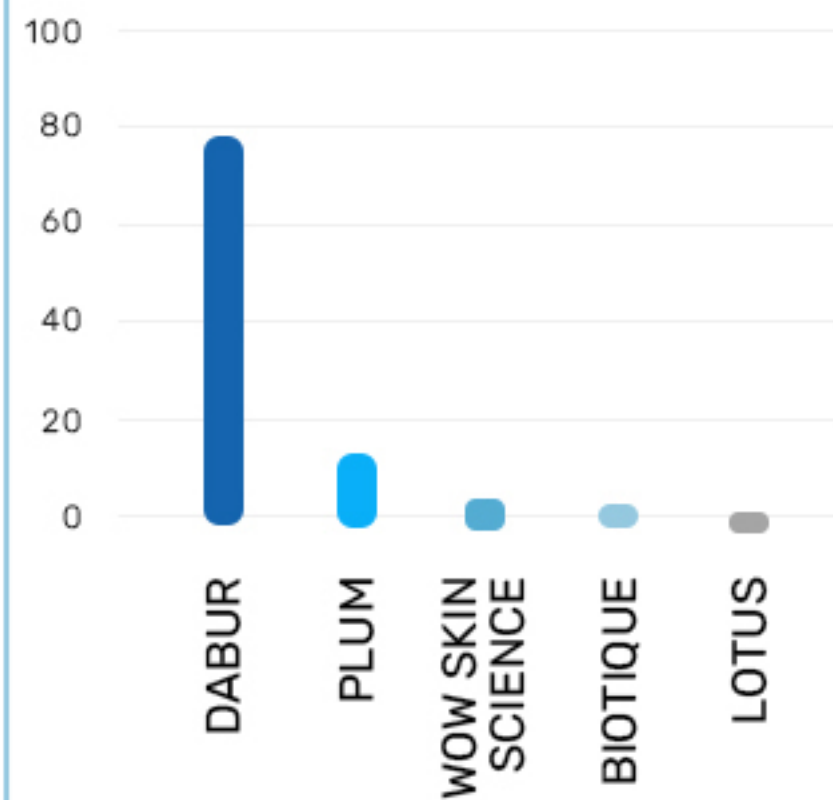
## TONER **ORGANIC**



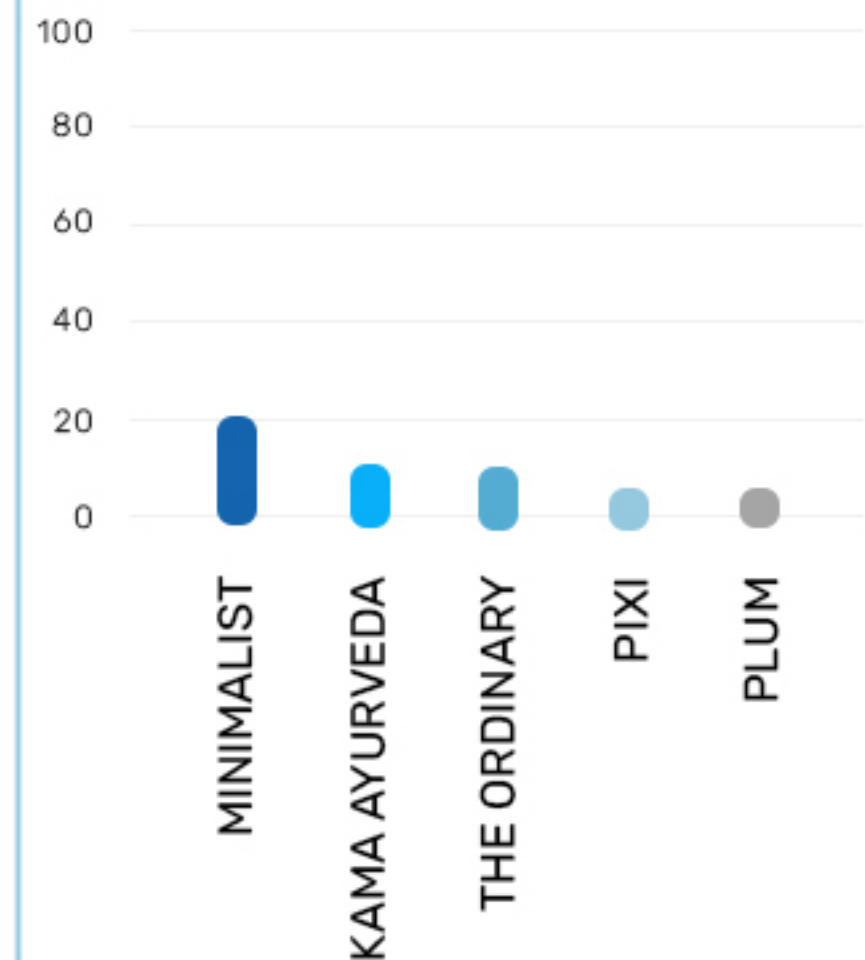
### AMAZON



### FLIPKART



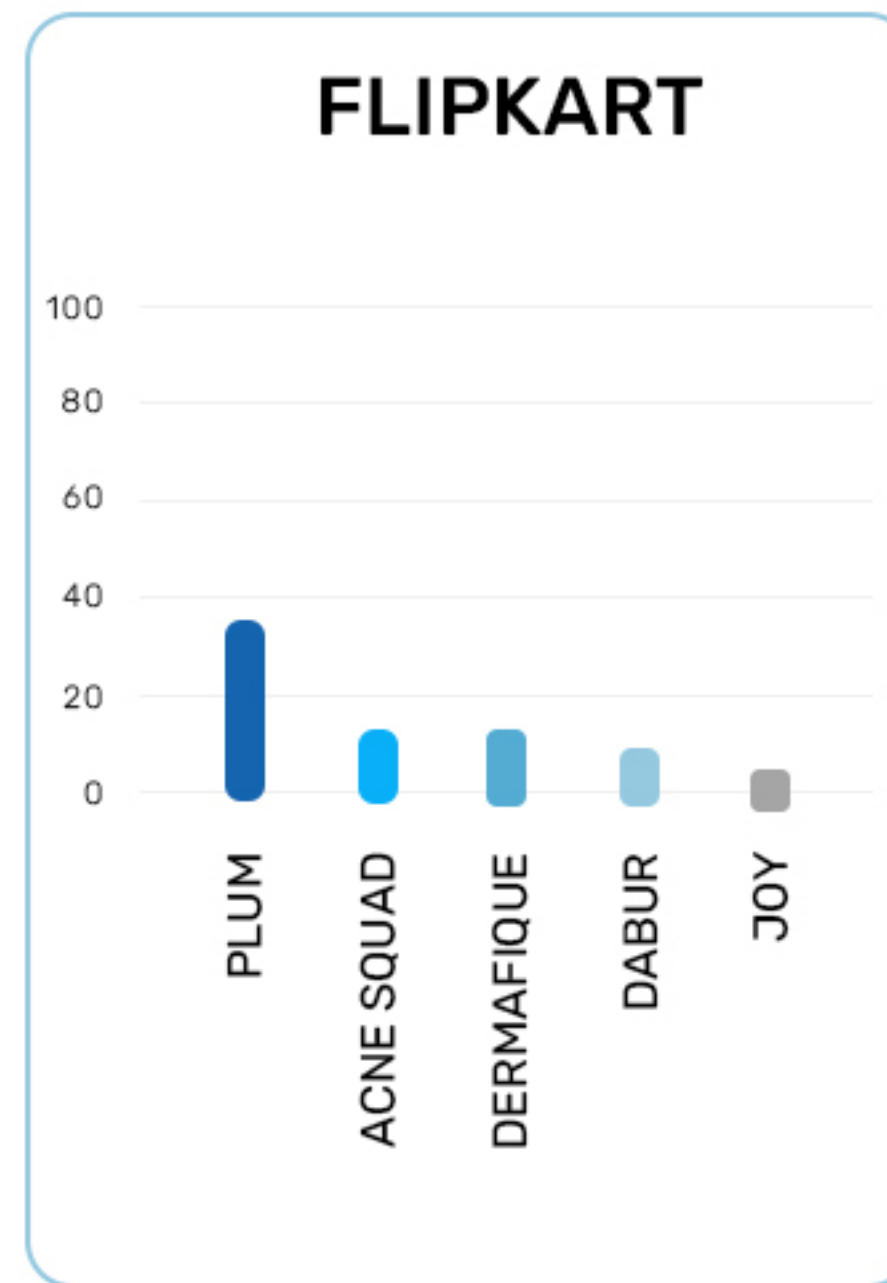
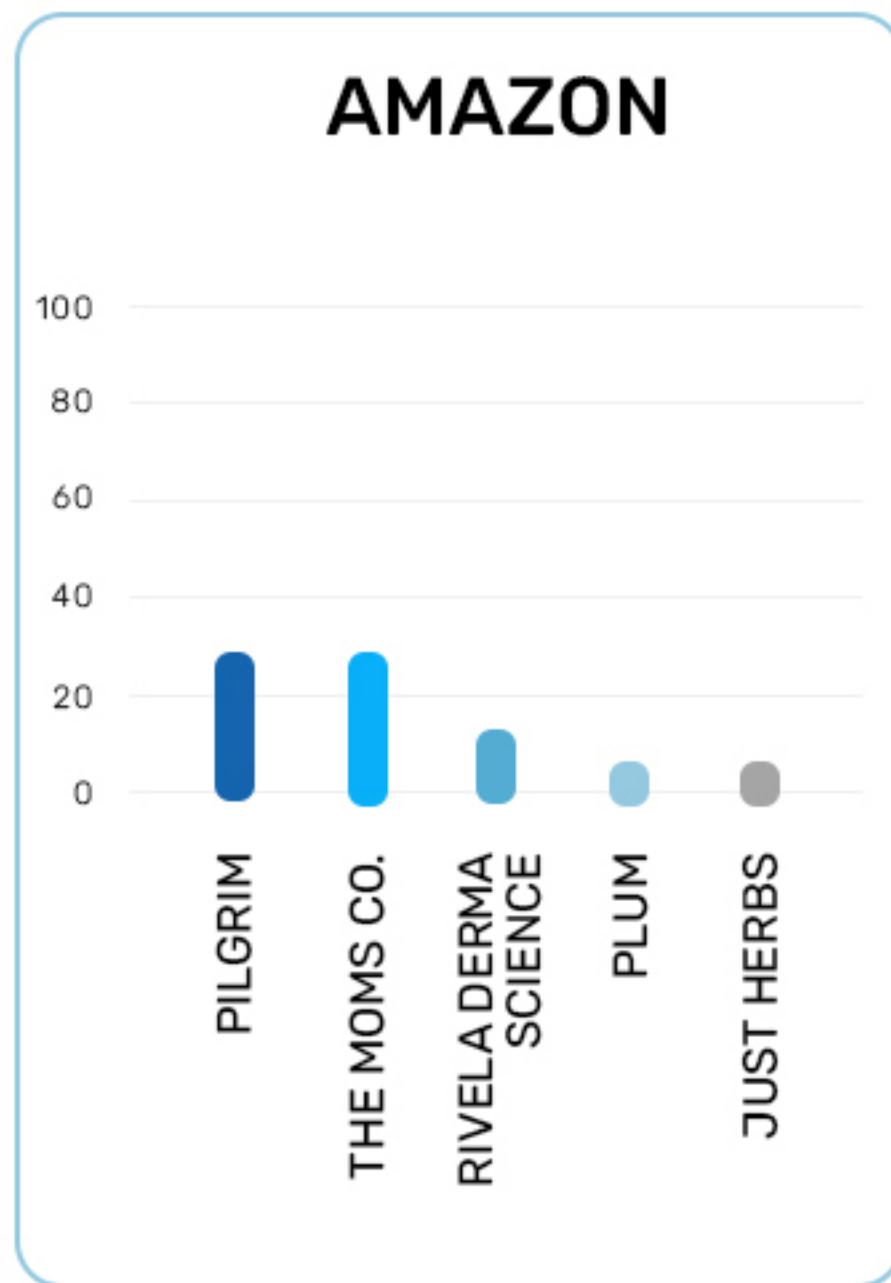
### NYKAA



When analyzing **87** brands across three platforms (top **20** ranks, result type - organic) for the "toner" keyword, reveals the top **5** brands' organic share in the top **5** ranks.

**Amazon - 100%**  
**Flipkart - 100%**  
**Nykaa - 62.58%**

# SHARE OF VOICE - SEARCH TERM TONER **SPONSORED**



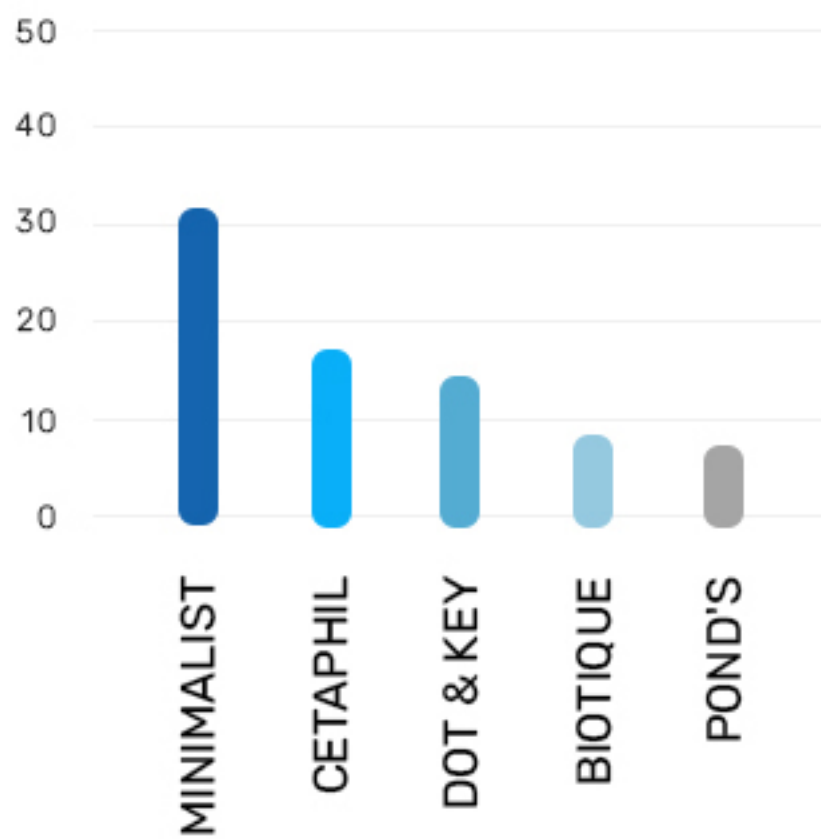
When analyzing **37** brands across three platforms (top **20** ranks, result type - sponsored) for the "toner" keyword, reveals the top **5** brands' sponsored share in the top **5** ranks.

**Amazon - 73.44%**  
**Flipkart - 88.71%**

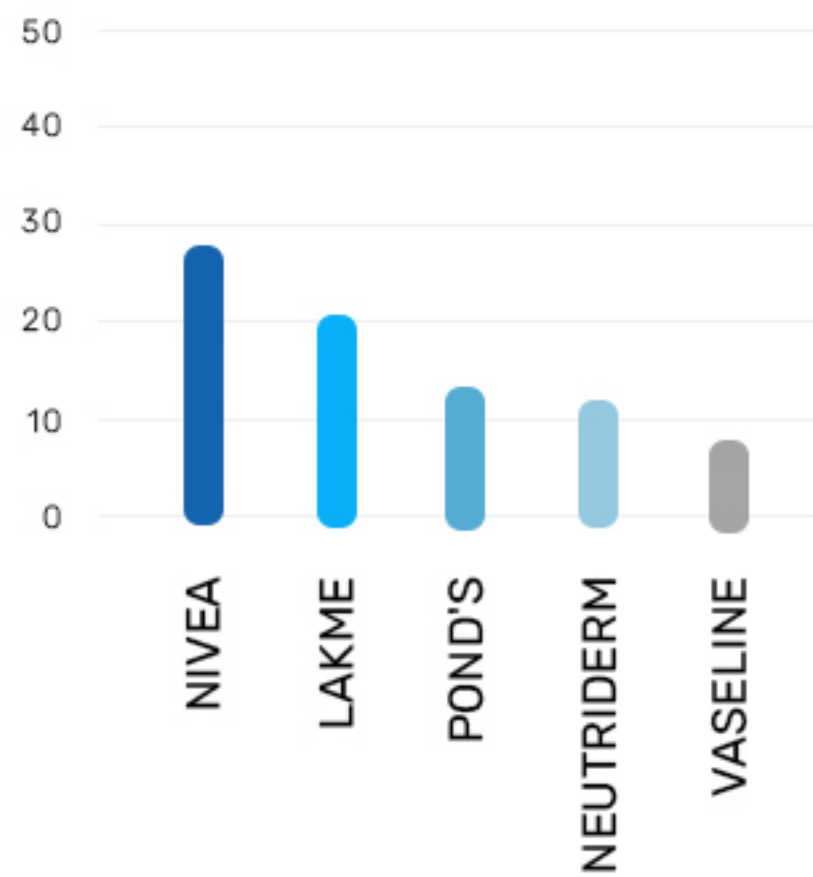
# SHARE OF VOICE - SEARCH TERM MOISTURIZER **ORGANIC**



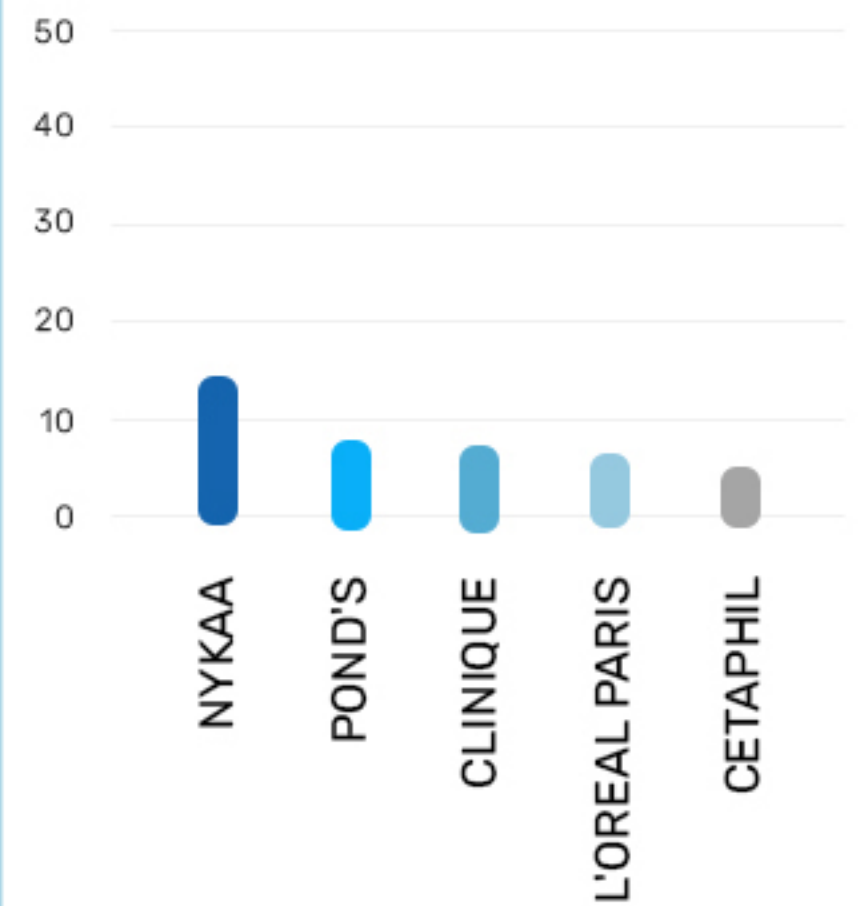
## AMAZON



## FLIPKART



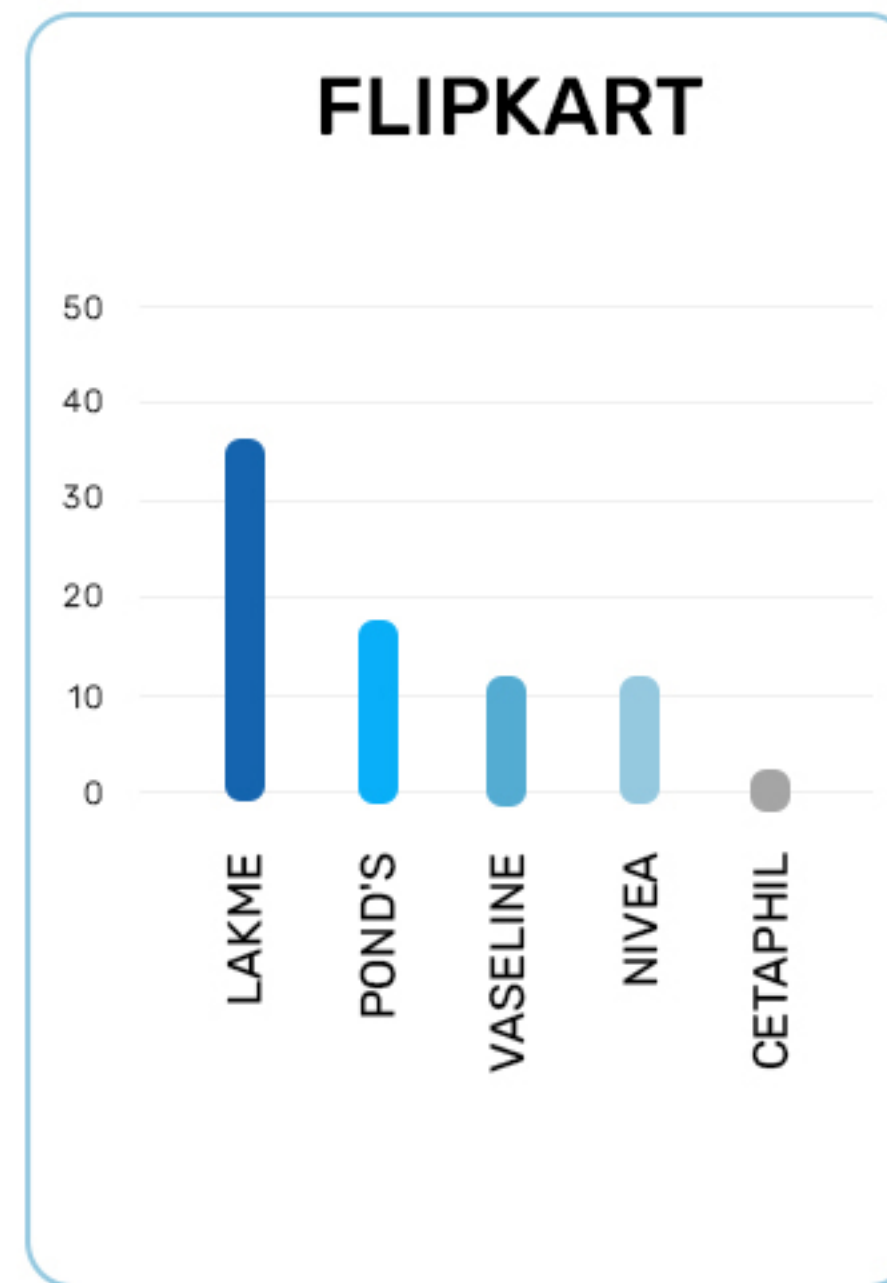
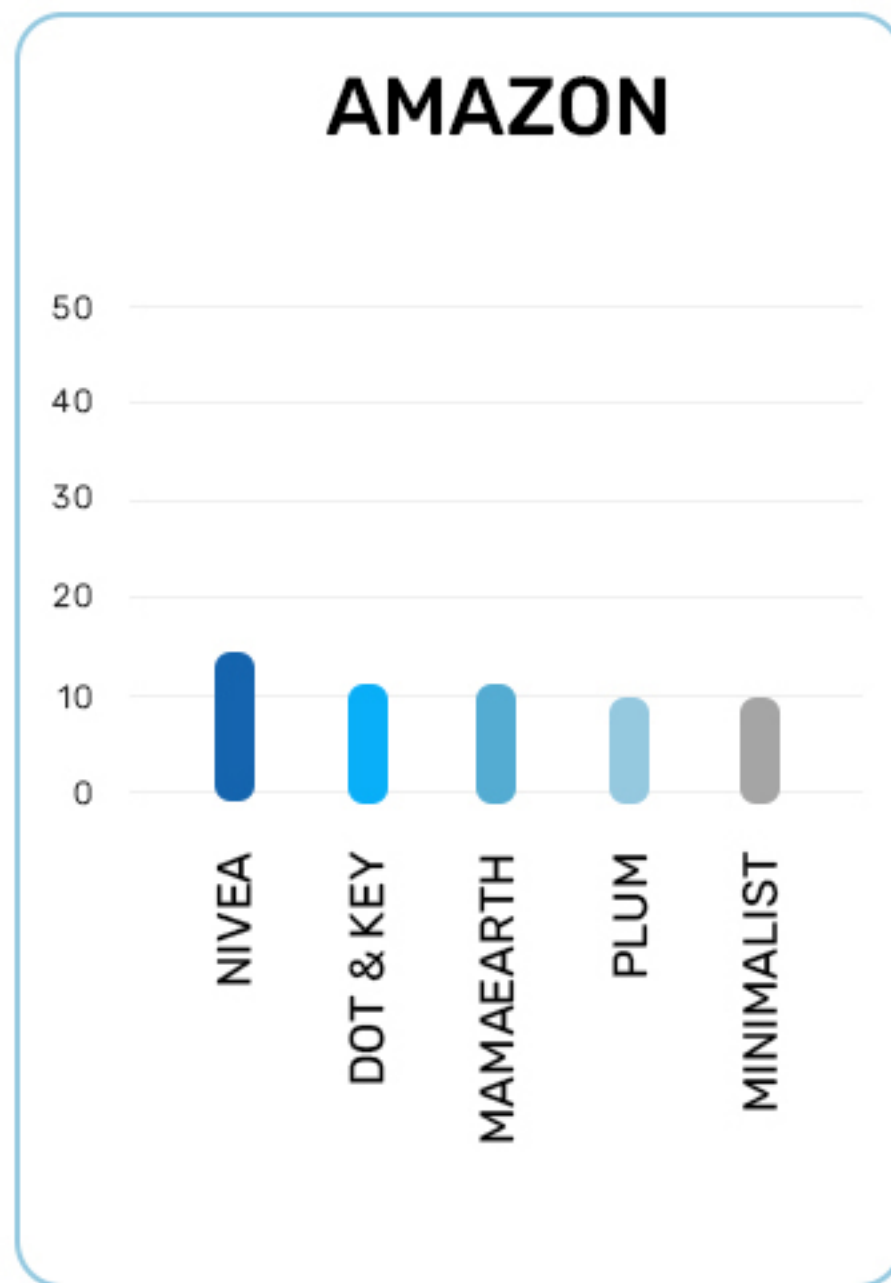
## NYKAA



When analyzing **104** brands across three platforms (top **20** ranks, result type - organic) for the "moisturizer" keyword, reveals the top **5** brands' organic share in the top **5** ranks.

**Amazon - 83.52%**  
**Flipkart - 82.80%**  
**Nykaa - 44.67%**

# SHARE OF VOICE - SEARCH TERM MOISTURIZER **SPONSORED**



When analyzing **34** brands across three platforms (top **20** ranks, result type - sponsored) for the "moisturizer" keyword, reveals the top **5** brands' sponsored share in the top **5** ranks.

**Amazon - 62.50%**  
**Flipkart - 87.10%**



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