



PAXCOM

# E-commerce Keyword Visibility Report

Top Brands for '**Diwali Gift Pack and  
Dry Fruits Gift Pack for Diwali**'

**November 2023**

\*This document contains the dates as follows - **Nov 6 - Nov 10**





## Channel

## Top 5 rank share (Brand Level)

amazon



CADBURY



HALDIRAM'S



EAT BETTER CO



THE BAKER'S DOZEN



HYPERFOODS

blinkit



EAT BETTER CO



4700BC



PHOOL



NUTTY GRITTIES

Flipkart



NESCAFE



FERRERO ROCHER



CADBURY



LUVIT



BHAGAT'S

SWIGGY  
instamart

THE BAKER'S DOZEN



FARMLEY



LET'S TRY

The above data reveals the top 5 brands' organic share in the top 5 ranks

**Amazon – 100% | Flipkart – 88% | Blinkit – 100% | Swiggy Instamart – 100%**

- While analyzing the top 5 brands, the above data reveals the SOV difference between the top 1 and 5 positions. Swiggy Instamart leads with a **57%** share of voice, closely trailed by Amazon at **38%**. Meanwhile, Blinkit secures a **20%** share, and Flipkart holds an **8%** share.
- The above data indicates that brands Eatbetter Co and Baker's Dozen, maintain a consistent presence across both Quick Commerce and pure-play marketplace platforms.
- When comparing the top 5 brands on Amazon and Flipkart for the '**Diwali Gift Pack**' keyword, the data indicates that Chocolates and Ladoo emerge as the leading category.











Channel

Top 5 rank share (Brand Level)





amazon

 SONATURE	 HYPERFOODS	 T X T EXPORTS	 PAPER BOAT	 GRANOLA
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blinkit

 TRUE ELEMENTS	 NUTTY GRITTIES	 FARMLEY	 WONDERLAND	 ANAND
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Flipkart 

 WONDERLAND	 SONATURE	 DELICIOUS	 NATURE'S BRIDGE	 VT REAL NUTRI
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SWIGGY instamart

 SUPREME HARVEST	 FARMLEY	 HAPPILO		
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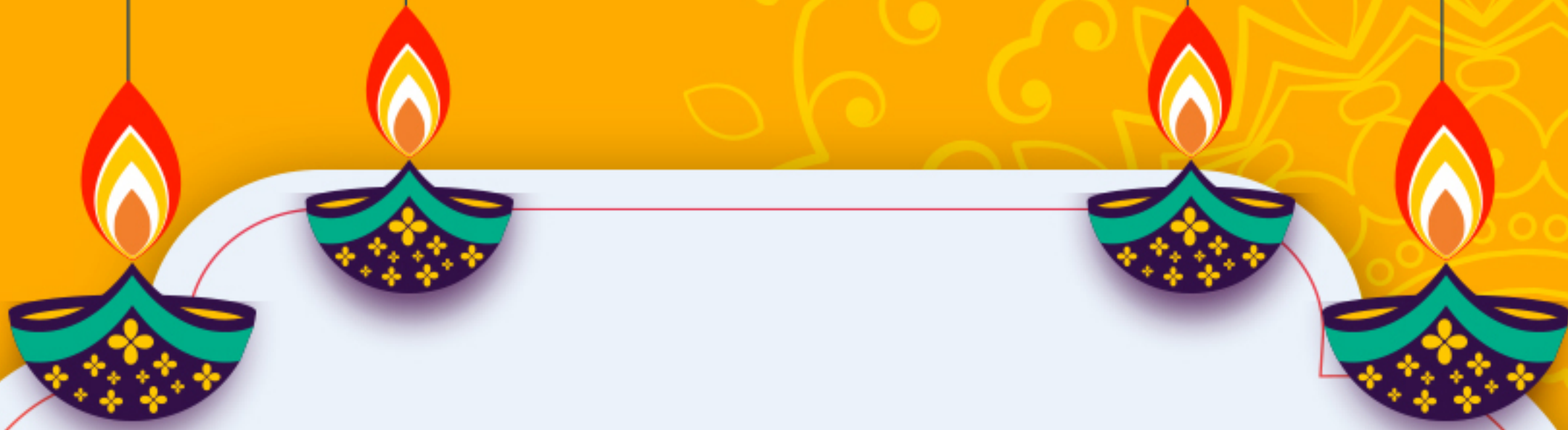
The above data reveals the top 5 brands' organic share in the top 5 ranks

**Amazon - 80.95% | Flipkart - 100% | Blinkit - 96% | Swiggy Instamart - 70%**

- While analyzing the top 5 brands, the above data reveals the SOV difference between the top 1 and 5 positions. Swiggy Instamart leads with a **30%** Share of Voice in dry fruits, closely followed by Flipkart at **29.41%**. Amazon and Blinkit sustain balanced competition with **19%** and **20%** shares, respectively.
- The above data indicates that brands Nutty Gritties, Wonderland, and Farmley maintain a consistent presence across both QuickCommerce and pure-play marketplace platforms.







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