

PAXCOM

Marketplace Keyword Visibility Report

Top Brands for 'chocolate
and chocolate box'
(Sponsored and Organic)

August 2023



Marketplace

Top 5 rank share (Brand Level)

amazon



CADBURY



FERRERO ROCHER



HERSHEY'S



AMUL



NESTLE

Flipkart



CADBURY



SNICKERS



FERRERO ROCHER



AMUL

bigbasket



NESTLE



CADBURY



SNICKERS

blinkit



CADBURY



NESTLE



GALAXY



MILKY BAR



MUNCH

swiggy instamart



NESTLE



CADBURY



AMUL

When analyzing 117 brands across 6 platforms (top 20 ranks, result type - organic) for the "chocolate" keyword, reveals the top 5 brands' organic share in the top 5 ranks.

Amazon - 88.31% | Flipkart - 98.69% | Jiomart - 100% | BigBasket Mobile - 100%
Blinkit India Mobile App - 87.10% | Swiggy Instamart Mobile App - 95.93%

*The chocolate size represents brand share. Brand shares are listed in decreasing order.



Marketplace

Top 5 rank share (Brand Level)

amazon



CADBURY



GALAXY

Flipkart



CADBURY



SNICKERS



EFFETE



GETMYDATES



SUGARFREE D'LITE

bigbasket



HERSHEY'S



CADBURY



SNICKERS

swiggy
instamart

PILLSBURY



CADBURY



FABELLE



LEI5 PATISserie



MILKY BAR

When analyzing 37 brands across 4 platforms (top 20 ranks, result type – sponsored) for the "chocolate" keyword, reveals the top 5 brands' sponsored share in the top 5 ranks.

Amazon – 100% | Flipkart – 93.33% | BigBasket Mobile – 100%
Swiggy Instamart Mobile App – 97.30%

*The chocolate size represents brand share. Brand shares are listed in decreasing order.



Marketplace

Top 5 rank share (Brand Level)

amazon



CADBURY



FERRERO ROCHER



HERSHEY'S



SNICKERS



AMUL

Flipkart



SKYLOFTS



GHASITARAM GIFTS



CHOCHOLIK



FERRERO ROCHER



SNICKERS

bigbasket



CADBURY



SAPPHIRE



LINDT



SUGARFREE D'LTE

blinkit



FERRERO ROCHER



CADBURY



AMUL



LOYKA



MUNCH

swiggy instamart



FERRERO ROCHER



ENSURE



LOYKA



PARLE



CADBURY

When analyzing 117 brands across 6 platforms (top 20 ranks, result type – organic) for the “chocolate box” keyword, reveals the top 5 brands’ organic share in the top 5 ranks.

Amazon – 98.01% | Flipkart – 98.69% | Jiomart – 100% | BigBasket Mobile – 100%
Blinkit India Mobile App – 87.10% | Swiggy Instamart Mobile App – 95.93%

*The chocolate size represents brand share. Brand shares are listed in decreasing order.



Marketplace

Top 5 rank share (Brand Level)



FABELLE



CADBURY



CHOKO LA



SUGARFREE D'LITE



CHOKO LA



LINDBERG



FABELLE



CADBURY



LINDT

When analyzing 25 brands across 4 platforms (top 20 ranks, result type - sponsored) for the "chocolate box" keyword, reveals the top 5 brands' sponsored share in the top 5 ranks.

Amazon - 75% | Flipkart - 100% | BigBasket Mobile - 100%
Swiggy Instamart Mobile App - 93.55%

*The chocolate size represents brand share. Brand shares are listed in decreasing order.



PAXCOM

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decision-making with Kinator**

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Contact us at info@paxcom.net