

PAXCOM

MARKETPLACE KEYWORD VISIBILITY REPORT

TOP BRANDS FOR
'**WORLD CUP**'
(SPONSORED AND ORGANIC)
OCTOBER 2023





Marketplace

Top 10 rank share (Brand Level)

ORGANIC

amazon



JRS



JASPO

S4S SPORTS FOR
STARS

TOSKA



BOLDFIT

Flipkart



CEAT



LYCAN



JASPO



MRF



PUMA

SPONSORED

Flipkart



PUMA



ISBN



HRSGS



LYCAN



THE VILLAIN

In the period between **October 10-12**, we analyzed the top **20** ranks and discovered **38** unique brands for the "**cricket bat**" keyword from **Amazon** and **Flipkart**, for which we have conducted a detailed analysis.

ORGANIC

Amazon: Share: **63.33%**

JRS leads with almost one-fifth of the total share

Flipkart: Share: **95.24%**

Ceat leads with over one-third of the total share

SPONSORED

Flipkart: Share: **77.78%**

Puma and **ISBN** lead with over one-fifth (each) of the total share



Marketplace

Top 10 rank share (Brand Level)

ORGANIC

amazon



DSC



SG



ADIDAS



PUMA



VECTOR X

Flipkart



PROASE



DSC



ASE



B-TUF



ADIDAS

SPONSORED

Flipkart



AIRSON



PLAETO



PICAASO

In the period between **October 10-12**, we analyzed the top **20** ranks and discovered **24** unique brands for the "**cricket shoes**" keyword from **Amazon** and **Flipkart**, for which we have conducted a detailed analysis.

ORGANIC

Amazon: Share: **73.33%**

DSC leads with almost one-fifth of the total share

Flipkart: Share: **100%**

Proase and **DSC** leads with over almost-third (each) of the total share

SPONSORED

Flipkart: Share: **100%**

All the three brands amount for equal share.

Marketplace

Top 10 rank share (Brand Level)

ORGANIC

amazon



INKHOLIC



NIVIA



PROKICK



JUSBALL



MPL SPORTS

Flipkart



KILLER



IZON



MAYHEM



FABWAX



ADIDAS

SPONSORED

amazon



PROKICK



JUSBALL



ADIDAS

Flipkart



KILLER

CAMBRIDGE
STORE

In the period between **October 10-12**, we analyzed the top 20 ranks and discovered **30** unique brands for the "cricket jersey" keyword from **Amazon** and **Flipkart**, for which we have conducted a detailed analysis.

ORGANIC

Amazon: Share: 57.69%

Inkholic leads with almost one-fifth of the total share

Flipkart: Share: 66.67%

Killer leads with approximately 20% of the total share

SPONSORED

Amazon: Share: 75%

All brands account for almost 25% share (each)

Flipkart: Share: 100%

Killer leads with more than 50% of the total share

Marketplace

Top 10 rank share (Brand Level)

ORGANIC

amazon



SG



REDMAX



RAISCO

Flipkart



CLUB



DIABLO



SSI



SUN FLY



HHS SPORTS

In the period between **October 10-12**, we analyzed the top **20** ranks and discovered **24** unique brands for the "**cricket leather ball**" keyword from **Amazon** and **Flipkart**, for which we have conducted a detailed analysis.

ORGANIC

Amazon: Share: 53.33%

SG leads with more than half of the total share

Flipkart: Share: 70%

Club leads with almost one-fifth of the total share

Marketplace

Top 10 rank share (Brand Level)

ORGANIC

amazon



KLAPP



SG



SQ SPORTS



JASPO



ABSO

Flipkart



HF



STRAUSS



VICKY



OSTRICH



JASPO

SPONSORED

Flipkart



STRAUSS

In the period between **October 10-12**, we analyzed the top **20** ranks and discovered **28** unique brands for the "**cricket kit**" keyword from **Amazon** and **Flipkart**, for which we have conducted a detailed analysis.

ORGANIC

Amazon: Share: 100%**Klapp** leads with more than half of the total share**Flipkart:** Share: 91.67%

HF leads with almost half of the total share

SPONSORED

Flipkart: Share: 100%**Strauss** leads with 100%

PAXCOM

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