

PAXCOM

Analyzing Amazon's GIF and Flipkart's BBD performance (6th- 16th October, 2023)

swipe right →





TOP PERFORMING BRANDS - CATEGORY LEVEL

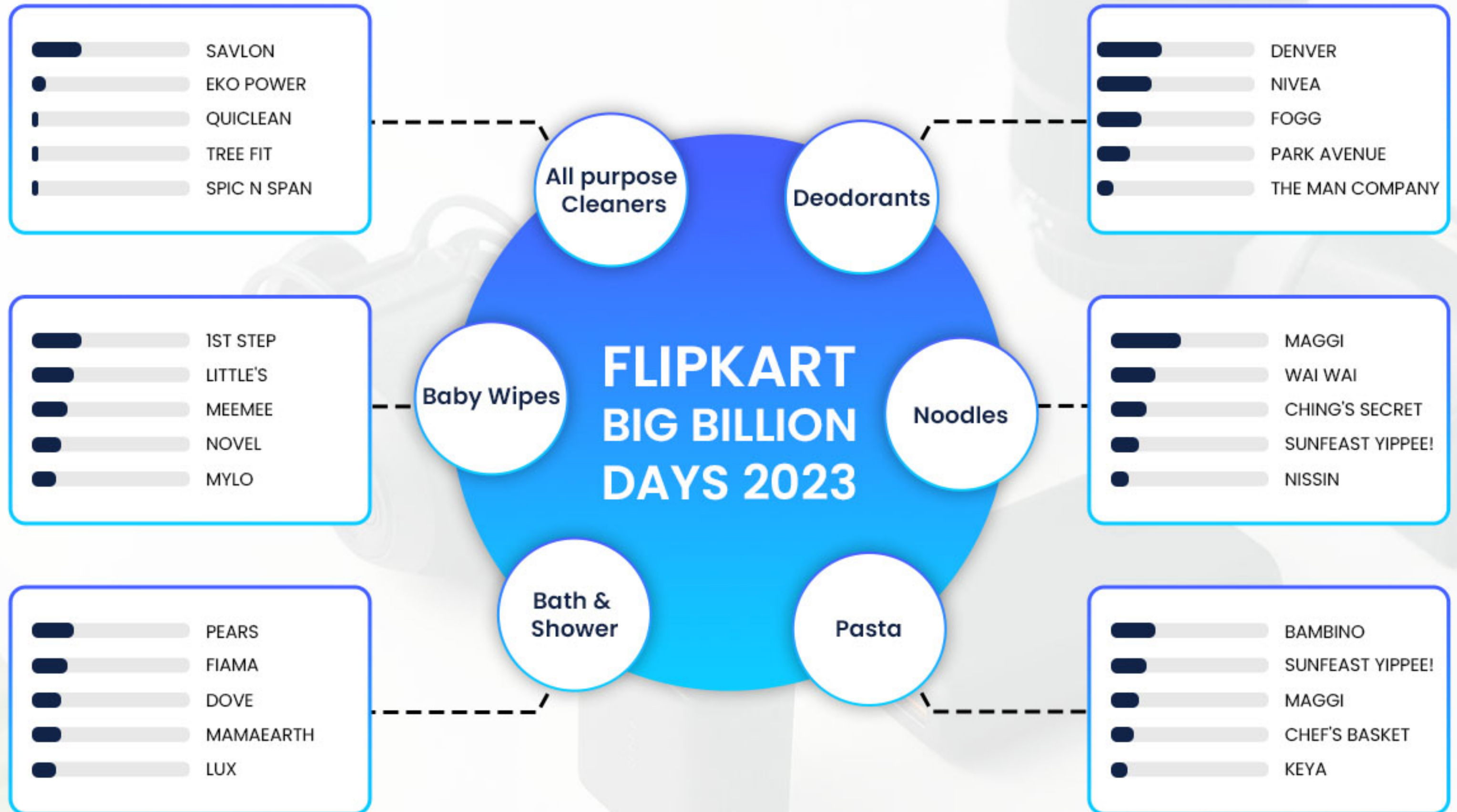


The above data reveal the brand and category-level trends during **The Amazon Great Indian Festival * (Oct 7- Oct 15)**. We observed the shift in trends, highlighting the event's influence on category visibility and brand share.

*First spike



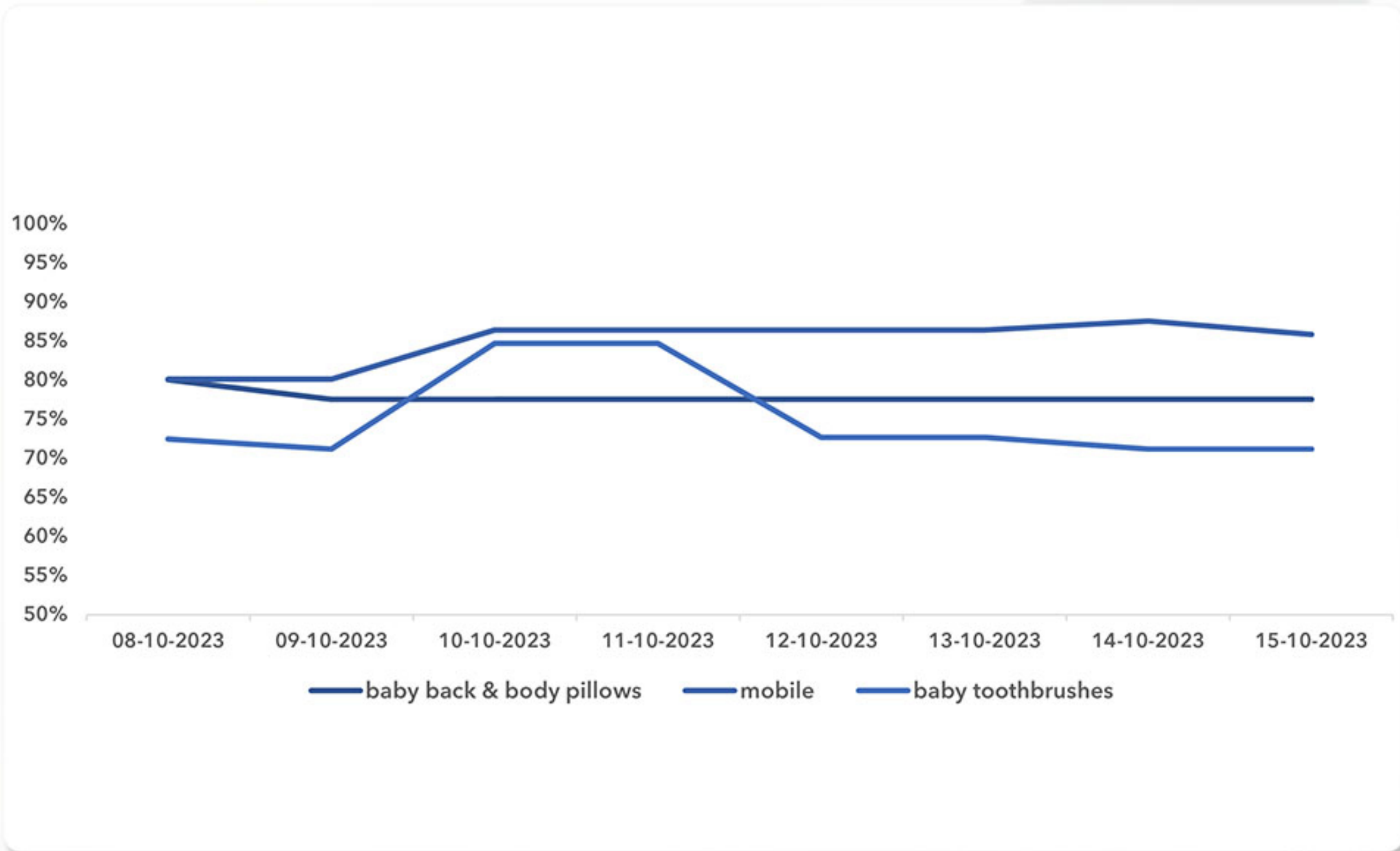
TOP PERFORMING BRANDS - CATEGORY LEVEL



The above data reveal the brand and category-level trends during **The Flipkart Big Billion Days 2023 (Oct 7- Oct 15)**. We observed the shift in trends, highlighting the event's influence on category visibility and brand share.



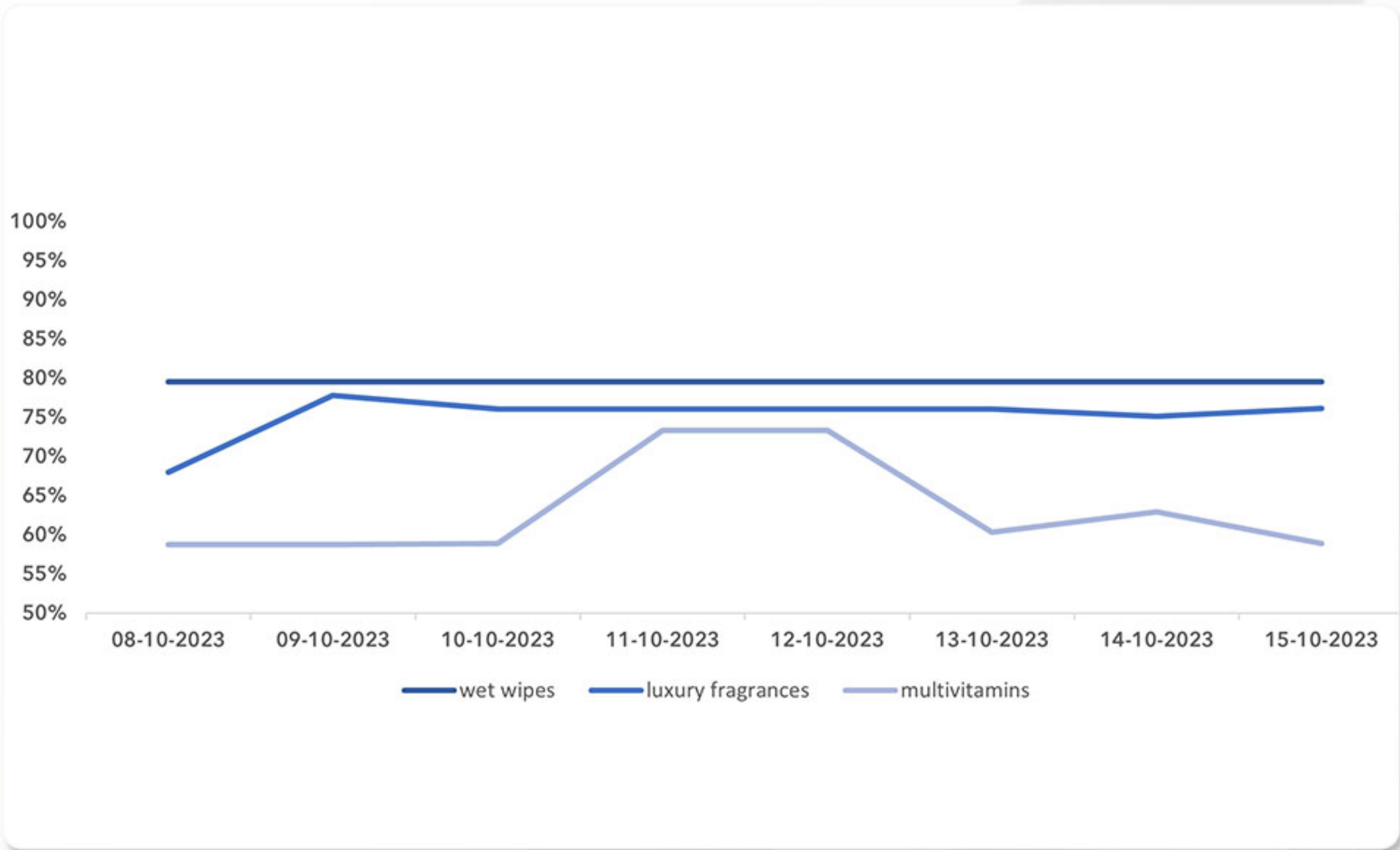
LIGHTNING DEAL PERFORMANCE- CATEGORY LEVEL



The above graph provides insights into offer percentage of lightning deals for three categories from **October 8th to 15th** for 'baby back and body pillows,' 'mobile,' and 'baby toothbrushes'.



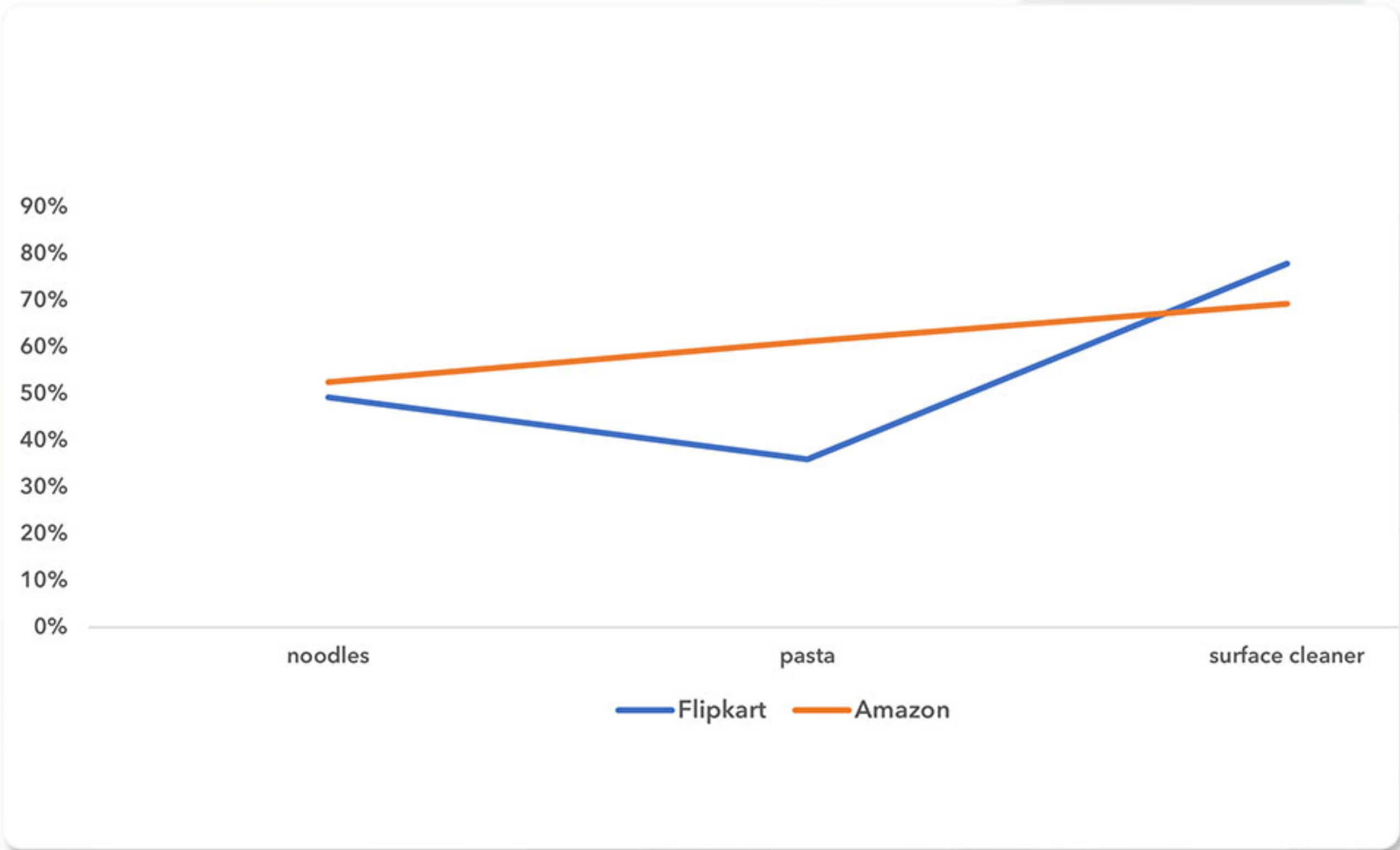
LIGHTNING DEAL PERFORMANCE- CATEGORY LEVEL



The above graph provides insights into offer percentage of lightning deals for three categories from **October 8th to 15th** for 'wet wipes,' 'luxury fragrances,' and 'multivitamins'.



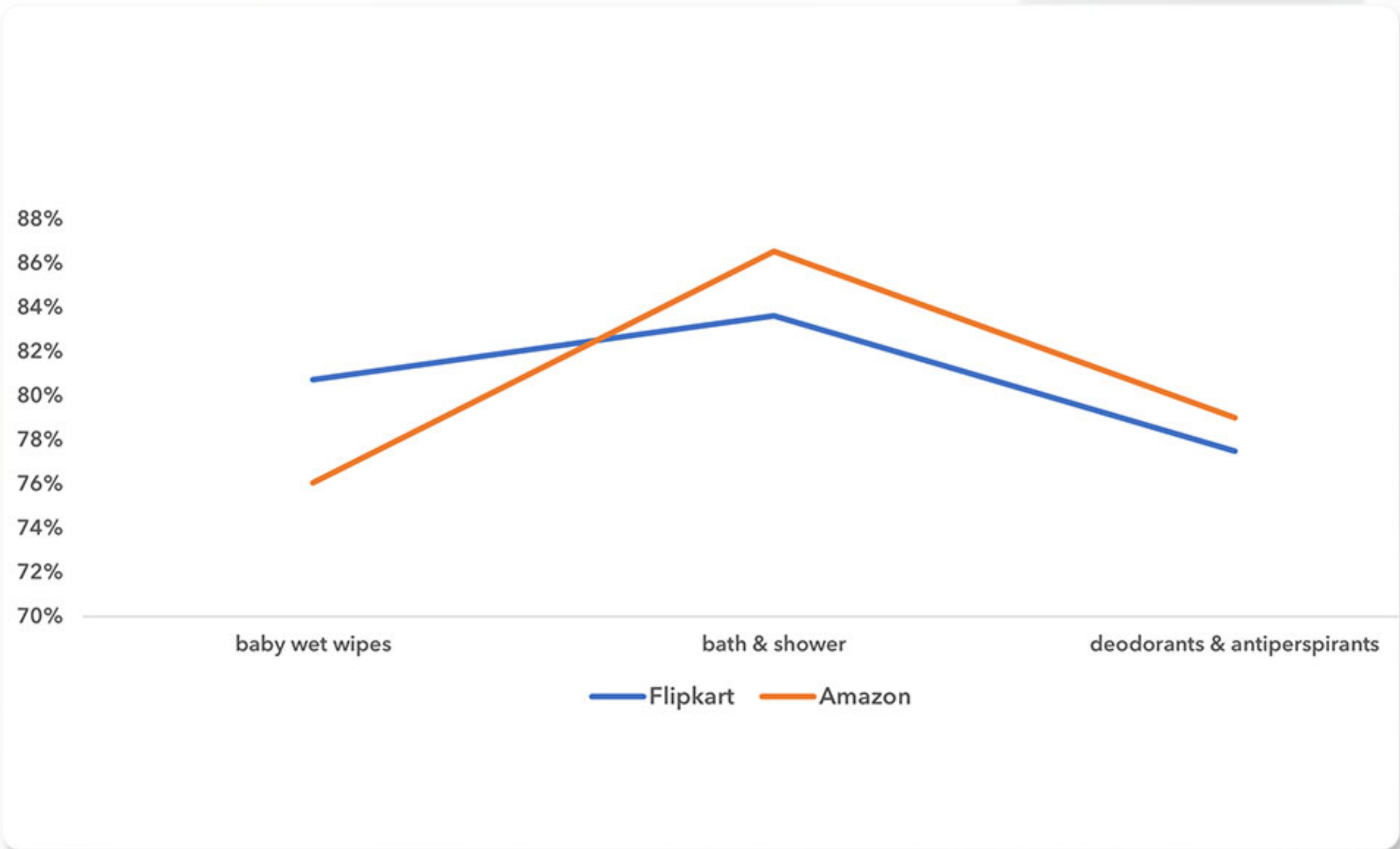
PROMOTIONS - CATEGORY LEVEL



The trend chart highlights promotional performance for Amazon and Flipkart. Promotional Increases by Category - Noodles showed a **53%** spike in Amazon and **49%** in Flipkart, Pasta showed a **61%** spike in Amazon and **36%** in Flipkart and, Surface Cleaner showed a **78%** increase on Amazon and **69%** on Flipkart. Brands can adapt their promotional plans based on category effectiveness.



PROMOTIONS - CATEGORY LEVEL



The trend chart highlights promotional performance for Amazon and Flipkart. Promotional Increases by Category - Baby Wet Wipes showed a **76%** spike in Amazon and **81%** in Flipkart, Bath & Shower showed a **87%** spike in Amazon and **84%** in Flipkart and, Deodorants and Antiperspirants showed a **79%** increase on Amazon and **78%** on Flipkart. Brands can adapt their promotional plans based on category effectiveness.













BEST SELLERS - PRODUCT LEVEL

Amazon Bestsellers

Our most popular products based on sales. Updated frequently.

- Any Department
- Beauty
 - Bath & Shower
 - Fragrance
 - Hair Care
 - Make-up
 - Manicle & Pedicure
 - Skin Care
 - Tools & Accessories

Bestsellers in Bath & Shower

| | | | | |
|---|---|--|---|---|
|  <p>#1</p> <p>Park Avenue Good Morning Soap Pack of 4 500gm</p> <p>★★★★☆ - 27,949 20K+ bought in past month</p> <p>₹140 (₹28/100 g) M.R.P: ₹280 (50% off)</p> <p>07 Oct 2023</p> |  <p>#1</p> <p>Godrej Protekt Germ Fighter Handwash Refill Pack Aqua Germ Protection & Soft on Hands - 1.5 L</p> <p>★★★★☆ - 23,050 20K+ bought in past month</p> <p>₹198 (₹13.20/100 ml) Buy 2 items, get 2% off promo code: G...</p> <p>08 Oct 2023</p> |  <p>#1</p> <p>Godrej Protekt Germ Fighter Handwash Refill Pack Aqua Germ Protection & Soft on Hands - 1.5 L</p> <p>★★★★☆ - 23,050 20K+ bought in past month</p> <p>₹198 (₹13.20/100 ml) Buy 2 items, get 2% off promo code: G...</p> <p>09 Oct 2023</p> |  <p>#1</p> <p>Dove Deeply Nourishing Body Wash 250 ml Moisturizing Body Wash For Softer, Smoother Skin Dove Body...</p> <p>★★★★☆ - 9,606 10K+ bought in past month</p> <p>Great Indian Festival</p> <p>₹70 (₹28/100 ml) M.R.P: ₹280 (44% off)</p> <p>10 Oct 2023</p> |  <p>#1</p> <p>NIVEA Nourishing Body Milk 600ml Body Lotion 48 H Moisturization With 2X Almond Oil Smooth and...</p> <p>★★★★☆ - 101,169</p> <p>Great Indian Festival</p> <p>₹312 (₹52/100 ml) M.R.P: ₹625 (50% off)</p> <p>11 Oct 2023</p> |
|  <p>#1</p> <p>NIVEA Nourishing Body Milk 600ml Body Lotion 48 H Moisturization With 2X Almond Oil Smooth and...</p> <p>★★★★☆ - 101,169</p> <p>Great Indian Festival</p> <p>₹312 (₹52/100 ml) M.R.P: ₹625 (50% off)</p> <p>12 Oct 2023</p> |  <p>#1</p> <p>NIVEA Nourishing Body Milk 600ml Body Lotion 48 H Moisturization With 2X Almond Oil Smooth and...</p> <p>★★★★☆ - 101,169</p> <p>Great Indian Festival</p> <p>₹312 (₹52/100 ml) M.R.P: ₹625 (50% off)</p> <p>13 Oct 2023</p> |  <p>#1</p> <p>BUY 500 g & GET 125 g FREE</p> <p>Pears Pure & Gentle Soap Bar (Combo Pack of 5) - With Glycerin for Soft, Glowing Skin & Body, Paraben...</p> <p>★★★★☆ - 43,444 20K+ bought in past month</p> <p>₹267 (₹42.72/100 g) M.R.P: ₹325 (18% off)</p> <p>14 Oct 2023</p> |  <p>#1</p> <p>NIVEA Nourishing Body Milk 600ml Body Lotion 48 H Moisturization With 2X Almond Oil Smooth and...</p> <p>★★★★☆ - 101,169</p> <p>Great Indian Festival</p> <p>₹312 (₹52/100 ml) M.R.P: ₹625 (50% off)</p> <p>15 Oct 2023</p> |  <p>#1</p> <p>NIVEA Nourishing Body Milk 600ml Body Lotion 48 H Moisturization With 2X Almond Oil Smooth and...</p> <p>★★★★☆ - 101,169</p> <p>Great Indian Festival</p> <p>₹312 (₹52/100 ml) M.R.P: ₹625 (50% off)</p> <p>16 Oct 2023</p> |

Observed change in bestseller: Above are the day-wise bestseller rankings for the category



BEST SELLERS - PRODUCT LEVEL

Amazon Bestsellers

Our most popular products based on sales. Updated frequently.

- Any Department
- Beauty
 - Bath & Shower
 - Fragrance
 - Hair Care
 - Make-up
 - Manicure & Pedicure
 - Skin Care
 - Tools & Accessories

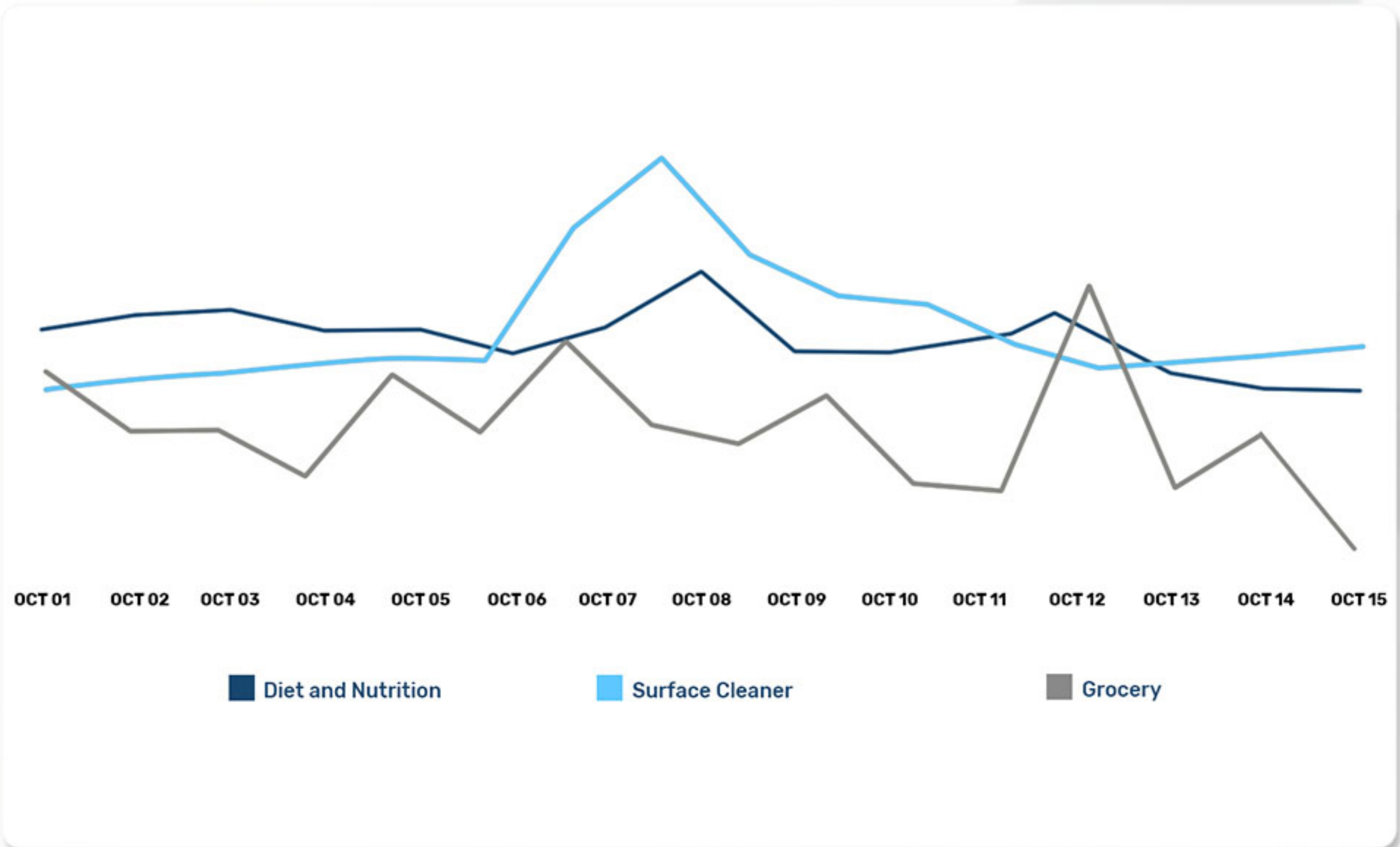
Bestsellers in Deodorants & Antiperspirants

| | | | | |
|---|--|--|---|---|
| <p>SET WET Deodorant For Men Charm Avatar Peppermint Punch, 150ml (Pack of 2)</p> <p>peppermint</p> <p>★★★★☆ - 3,247</p> <p>2K+ bought in past month</p> <p>₹290 (₹96.67/100 ml) M.R.P: ₹440 (54% off)</p> <p>07 Oct 2023</p> | <p>Bombay Shaving Company Body Spray for Men, 150ml each (Pack of 2) - Red Spice and Black Vibe</p> <p>Spicy</p> <p>★★★★☆ - 1,776</p> <p>10K+ bought in past month</p> <p>Great Indian Festival</p> <p>₹149 (₹70.50/millilitre) M.R.P: ₹440 (79% off)</p> <p>08 Oct 2023</p> | <p>Nivea Pearl & Beauty Deodorant 48 Hrs, 150ml & Naturally Good, Natural Avocado Body Lotion, 200ml</p> <p>4.1 ★★★★★ - 1,036 ratings 4 answered questions</p> <p>09 Oct 2023</p> | <p>Nivea Pearl & Beauty Deodorant 48 Hrs, 150ml & Naturally Good, Natural Avocado Body Lotion, 200ml</p> <p>4.1 ★★★★★ - 1,036 ratings 4 answered questions</p> <p>10 Oct 2023</p> | <p>Bombay Shaving Company Body Spray for Men, 150ml each (Pack of 2) - Red Spice and Black Vibe</p> <p>Spicy</p> <p>★★★★☆ - 1,771</p> <p>10K+ bought in past month</p> <p>₹199 (₹70.66/millilitre) M.R.P: ₹240 (72% off)</p> <p>11 Oct 2023</p> |
| <p>Bombay Shaving Company Body Spray for Men, 150ml each (Pack of 2) - Red Spice and Black Vibe</p> <p>Spicy</p> <p>★★★★☆ - 1,771</p> <p>10K+ bought in past month</p> <p>₹199 (₹70.66/millilitre) M.R.P: ₹240 (72% off)</p> <p>12 Oct 2023</p> | <p>SET WET Deodorant Spray Perfume Cool, Charm & Swag Avatar for men, 150ml (Pack of 3)</p> <p>Mint, Patchouli, Lavender</p> <p>★★★★☆ - 31,814</p> <p>10K+ bought in past month</p> <p>13 Oct 2023</p> | <p>SET WET Deodorant Spray Perfume Cool, Charm & Swag Avatar for men, 150ml (Pack of 3)</p> <p>Mint, Patchouli, Lavender</p> <p>★★★★☆ - 31,814</p> <p>10K+ bought in past month</p> <p>14 Oct 2023</p> | <p>The Man Company Body Spray Combo Pack For Men, Active, Legend, Intense & Bold, Long-Lasting...</p> <p>Sandalwood, Lavender</p> <p>★★★★☆ - 4,291</p> <p>10K+ bought in past month</p> <p>Great Indian Festival</p> <p>₹398 M.R.P: ₹1,196 (67% off)</p> <p>15 Oct 2023</p> | <p>The Man Company Body Spray Combo Pack For Men, Active, Legend, Intense & Bold, Long-Lasting...</p> <p>Sandalwood, Lavender</p> <p>★★★★☆ - 4,291</p> <p>10K+ bought in past month</p> <p>Great Indian Festival</p> <p>₹398 M.R.P: ₹1,196 (67% off)</p> <p>16 Oct 2023</p> |

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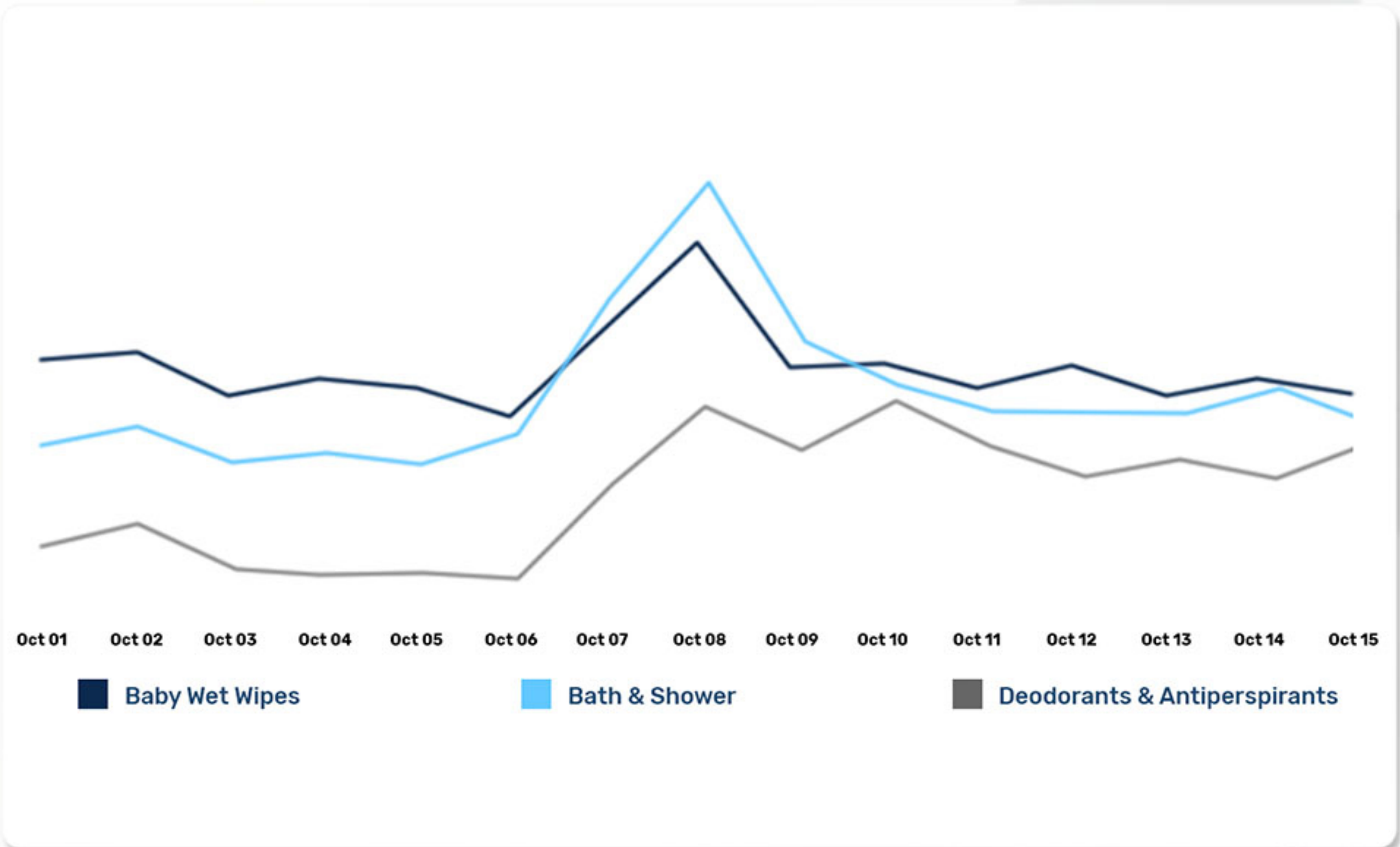
CATEGORY SALES TREND



The above data shows sales trend analysis of top performing categories during **Oct 1 - Oct 15** with the big spike seen during the **Amazon Great Indian Festival Sale** days.



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PAXCOM

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