

PAXCOM

Amazon Republic Day Sale Report:

Featuring Top Brands, Bestsellers,
Exclusive Promotions & Lightning Deals

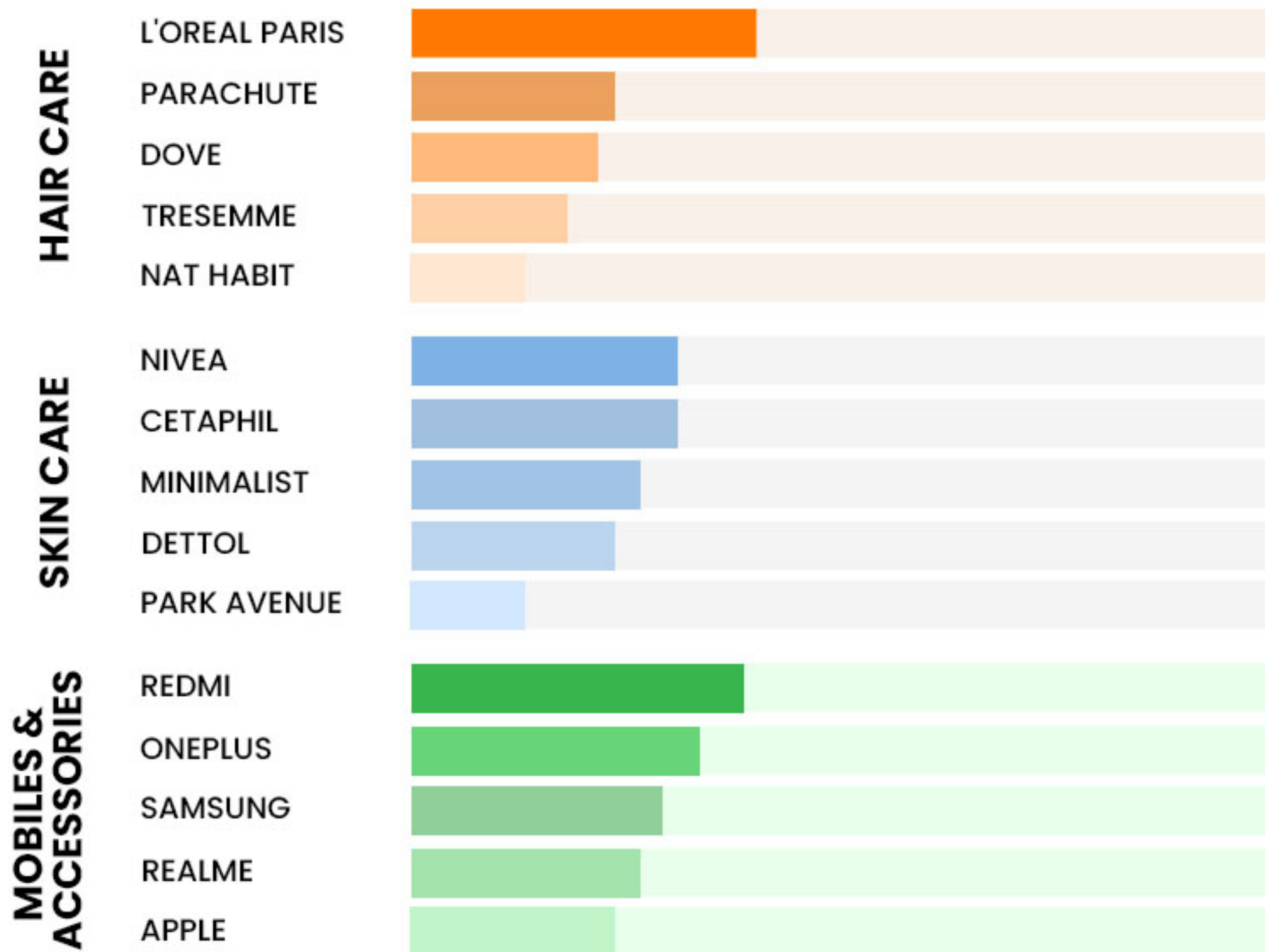
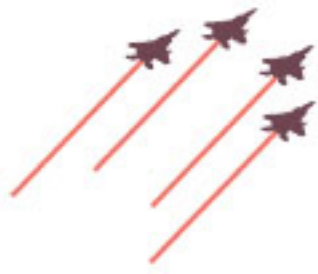
Swipe Right →



*This document contains the data for Amazon.in (Jan 13th-19th).



TOP PERFORMING BRANDS - CATEGORY LEVEL



The above data reveal the brand and category-level trends during **The Amazon Republic Day Sale 2024 (Jan 13th - Jan 19th)**.

Takeaways:

Diverse Brand Preferences:

Consumer preferences vary across categories, highlighting the need for brands to tailor strategies for specific product segments.

Brand Loyalty Matters:

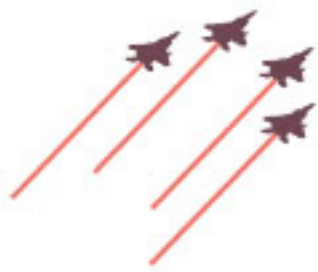
The top-performing brands exhibit strong brand loyalty, emphasizing the importance of consistent quality and market presence.

Strategic Insights for Growth:

Brands should leverage category specific insights to refine marketing strategies, ensuring they resonate with evolving consumer preferences.



BEST SELLERS - PRODUCT LEVEL



Amazon Movers & Shakers
Our biggest gainers in sales rank over the past 24 hours. Updated frequently.

Any Department

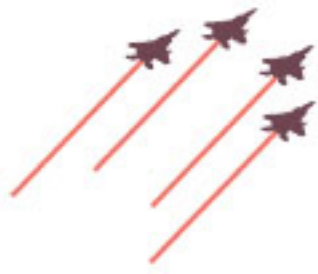
Movers and Shakers in Hair Care 1 of 5

Rank	Product Name	Image	Price	Discount	Date
#1	Navratna Ayurvedic Cool Oil Unique combination of 9 Ayurvedic Herbs Relieves Headache, Body ache, Tiredness, Sleeplessness & Tension Improves Scalp Health Relaxing & Rejuvenating cooling effect 500ml		₹330	₹100 (30%)	13 th Jan
#1	Indulekha Bringha Ayurvedic Hair Oil 100 ml Hair Fall Control and Hair Growth with Bringharaj & Coconut Oil - Comb Applicator Bottle for Men & Women		₹324	-25%	14 th Jan
#1	Tresemme Keratin Smooth, Shampoo, 1L, for Straighter, Shinier Hair, with Keratin & Argan Oil, Nourishes Dry Hair, Controls Frizz , for Men & Women		₹560	-45%	15 th Jan
#1	Ross Round Hair Scalp Massager Shampoo Hair Brush, Super Soft Bristles, Exfoliating, Anti-Dandruff (Light Green)		₹99	-50%	16 th Jan
#1	Ross Round Hair Scalp Massager Shampoo Hair Brush, Super Soft Bristles, Exfoliating, Anti-Dandruff (Light Green)		₹99	-50%	17 th Jan
#1	Garnier, Hair Colouring Creme, Long-lasting Colour, Smoothness & Shine, Color Naturals, Shade: 3 Darkest Brown, 70ml + 60g		₹200	₹100 (50%)	18 th Jan
#1	Dove Hair Fall Rescue, Shampoo, 1L, for Damaged Hair, with Nutrilock Actives, to Reduce Hairfall & Repair, Deep Nourishment to Damaged Hair		₹330	₹100 (30%)	19 th Jan

We observed a similar pack size of **shampoo** becoming the bestseller in the **hairecare category**, which could be an indicator of consumer pantry loading during event days.



BEST SELLERS - PRODUCT LEVEL



Amazon Movers & Shakers
Our biggest gainers in sales rank over the past 24 hours. Updated frequently.

Any Department

Movers and Shakers in Mobile & Tablets

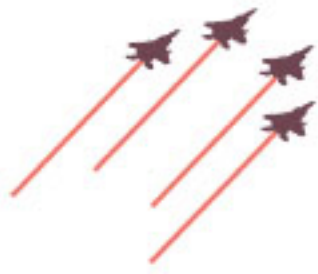
1 of 5

Product	Rank	Price	Date
Apple 20W USB-C Power Adapter (for iPhone, iPad & AirPods)	#1	₹1,699 (-11%)	13 th Jan
Toreto-Htech Tor-566 30W Mobile Charger Compatible with Honor 90, USB Type A, White	#1	₹699 (-46%)	14 th Jan
OnePlus Nord CE 3 Lite 5G (Chromatic Gray, 8GB RAM, 128GB Storage)	#1	₹19,999	15 th Jan
OnePlus Nord CE 3 Lite 5G (Chromatic Gray, 8GB RAM, 128GB Storage)	#1	₹19,999	16 th Jan
OnePlus Nord CE 3 Lite 5G (Chromatic Gray, 8GB RAM, 128GB Storage)	#1	₹19,999	17 th Jan
OnePlus Nord CE 3 Lite 5G (Chromatic Gray, 8GB RAM, 128GB Storage)	#1	₹19,999	18 th Jan
OnePlus Nord CE 3 Lite 5G (Chromatic Gray, 8GB RAM, 128GB Storage)	#1	₹19,999	19 th Jan

We observed that **OnePlus** retained its best-seller positions in the **Mobile & Tablets** category during the spike days.



BEST SELLERS - PRODUCT LEVEL



Amazon Movers & Shakers
Our biggest gainers in sales rank over the past 24 hours. Updated frequently.

Any Department

Movers and Shakers in Skin Care

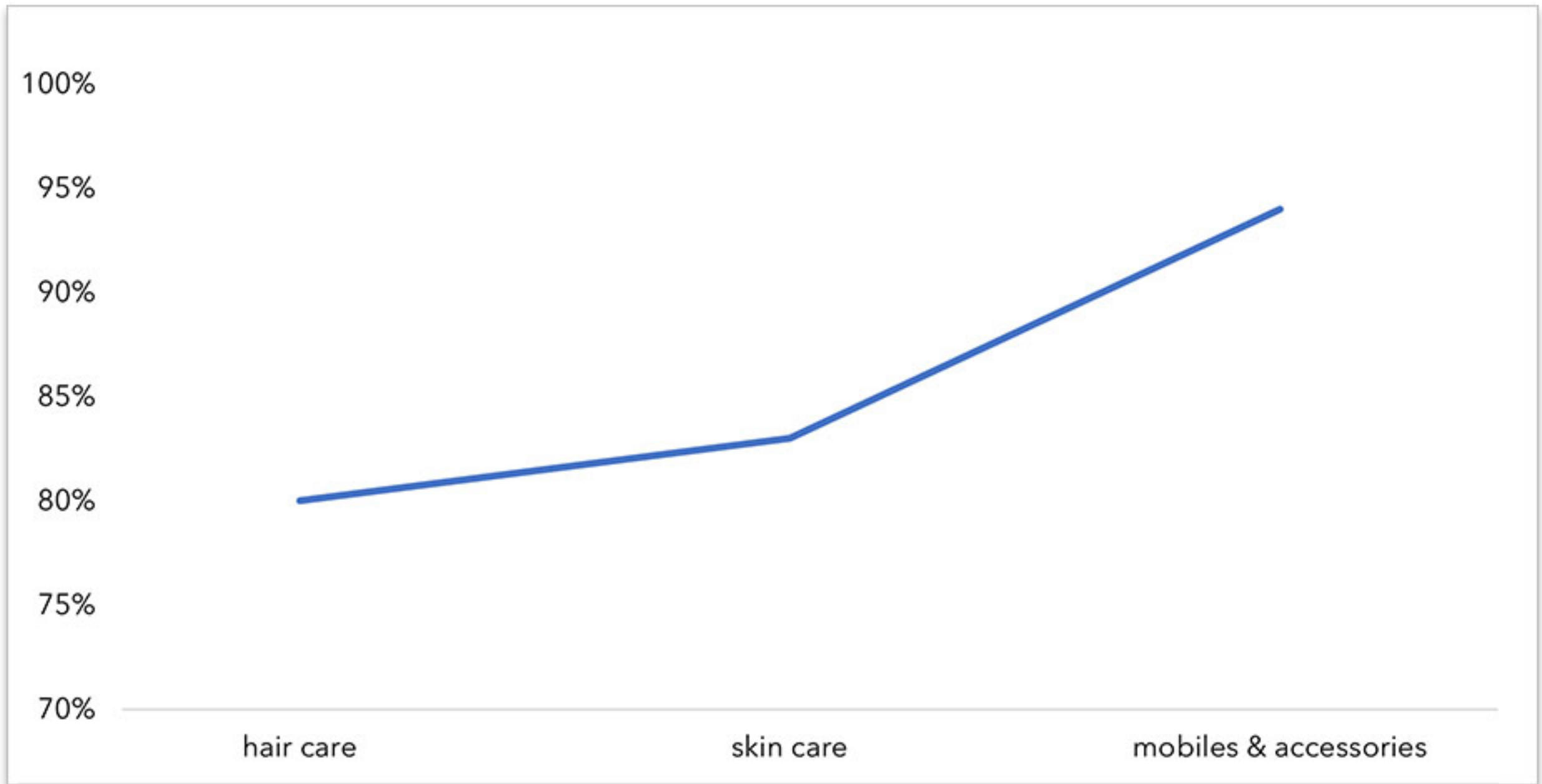
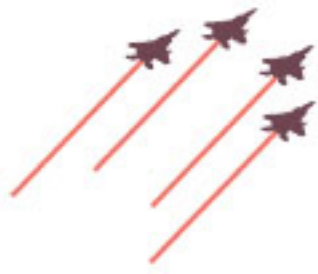
1 of 5

Date	Product	Price	Sales Spike
13 th Jan	Cetaphil Face Wash Gentle Skin Cleanser for Dry to Normal, Sensitive Skin, 125 ml Hydrating Face Wash with Niacinamide, Vitamin B5	₹353	353
14 th Jan	L'Oréal Paris Revitalift Deep Purifying Crystal Cleansing Gel, 120 ML	₹409	353
15 th Jan	Vaseline Intensive Care, Deep Moisture Nourishing Body Lotion, 600ml, for Radiant, Glowing Skin, with Glycerin, Non-Sticky, Fast Absorbing, Daily Moisturizer for Dry, Rough Skin, For Men & Women	₹437	353
16 th Jan	Cetaphil Face Wash Gentle Skin Cleanser for Dry to Normal, Sensitive Skin, 125 ml Hydrating Face Wash with Niacinamide, Vitamin B5	₹353	353
17 th Jan	Cetaphil Face Wash Gentle Skin Cleanser for Dry to Normal, Sensitive Skin, 125 ml Hydrating Face Wash with Niacinamide, Vitamin B5	₹353	353
18 th Jan	Cetaphil Face Wash Gentle Skin Cleanser for Dry to Normal, Sensitive Skin, 125 ml Hydrating Face Wash with Niacinamide, Vitamin B5	₹353	353
19 th Jan	Cetaphil Face Wash Gentle Skin Cleanser for Dry to Normal, Sensitive Skin, 125 ml Hydrating Face Wash with Niacinamide, Vitamin B5	₹353	353

We observed that **Cetaphil** consistently secured bestseller status during the sale period's spike days.



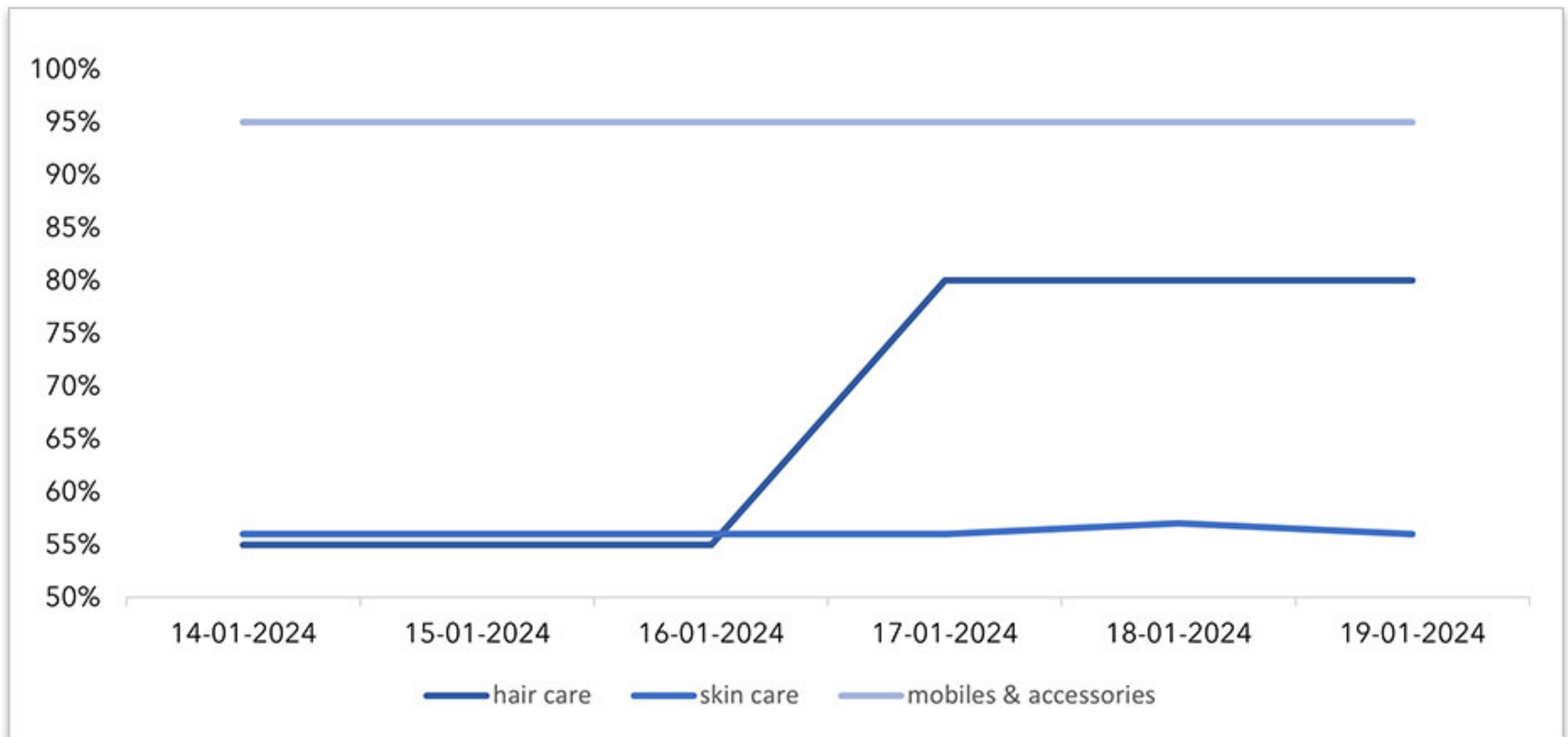
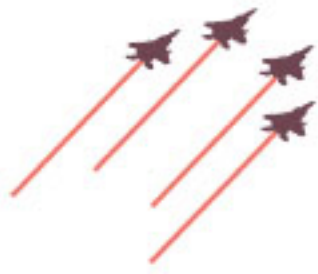
PROMOTIONS - CATEGORY LEVEL



The data reveals differing promotion effectiveness across categories. **Hair care** and **skin care** show **high average** offer rates, while **mobiles & accessories** heavily rely on **promotions**, likely due to fierce competition. Retailers can refine strategies based on category dynamics. Further analysis should explore promotion impact on sales and customer engagement for optimized future marketing.



LIGHTNING DEAL PERFORMANCE - CATEGORY LEVEL



We observed the steepest lightning deal went up by **25%** from **14th** to **19th Jan** in the **Haircare category**.

Skincare maintained consistent performance, while **Mobiles & Accessories** sustained an exceptionally high level of lightning deal engagement at **95%**, indicating strong and consistent consumer interest throughout the week.



PAXCOM

Discover the power of data-driven decision-making with Kinator

Track your data and achieve your brand goals

Contact us at info@paxcom.net

