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Flipkart Republic Day Sale Report:

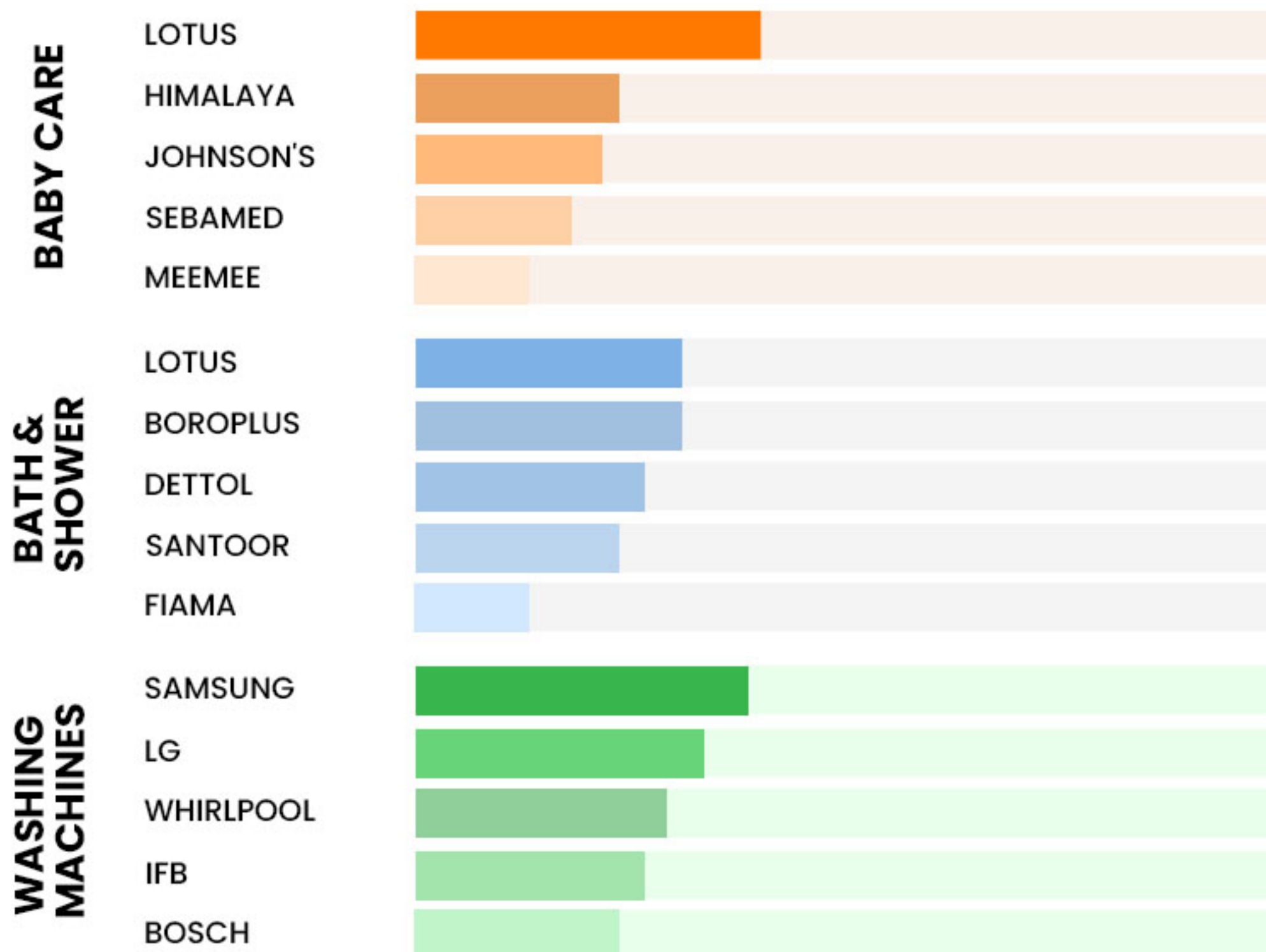
Featuring Top Brands and
Exclusive Promotions

Swipe Right →

*This document contains the data for Flipkart (Jan 13th-19th)



TOP PERFORMING BRANDS - CATEGORY LEVEL



The above data reveal the brand and category-level trends (top 50 ranks) during **The Flipkart Republic Day Sale 2024 (Jan 13th - Jan 19th)**.

Baby Care:

Lotus dominates Baby Care with **74.41%**, while Himalaya holds a noteworthy **12.94%**, solidifying its significant position.

Bath & Shower:

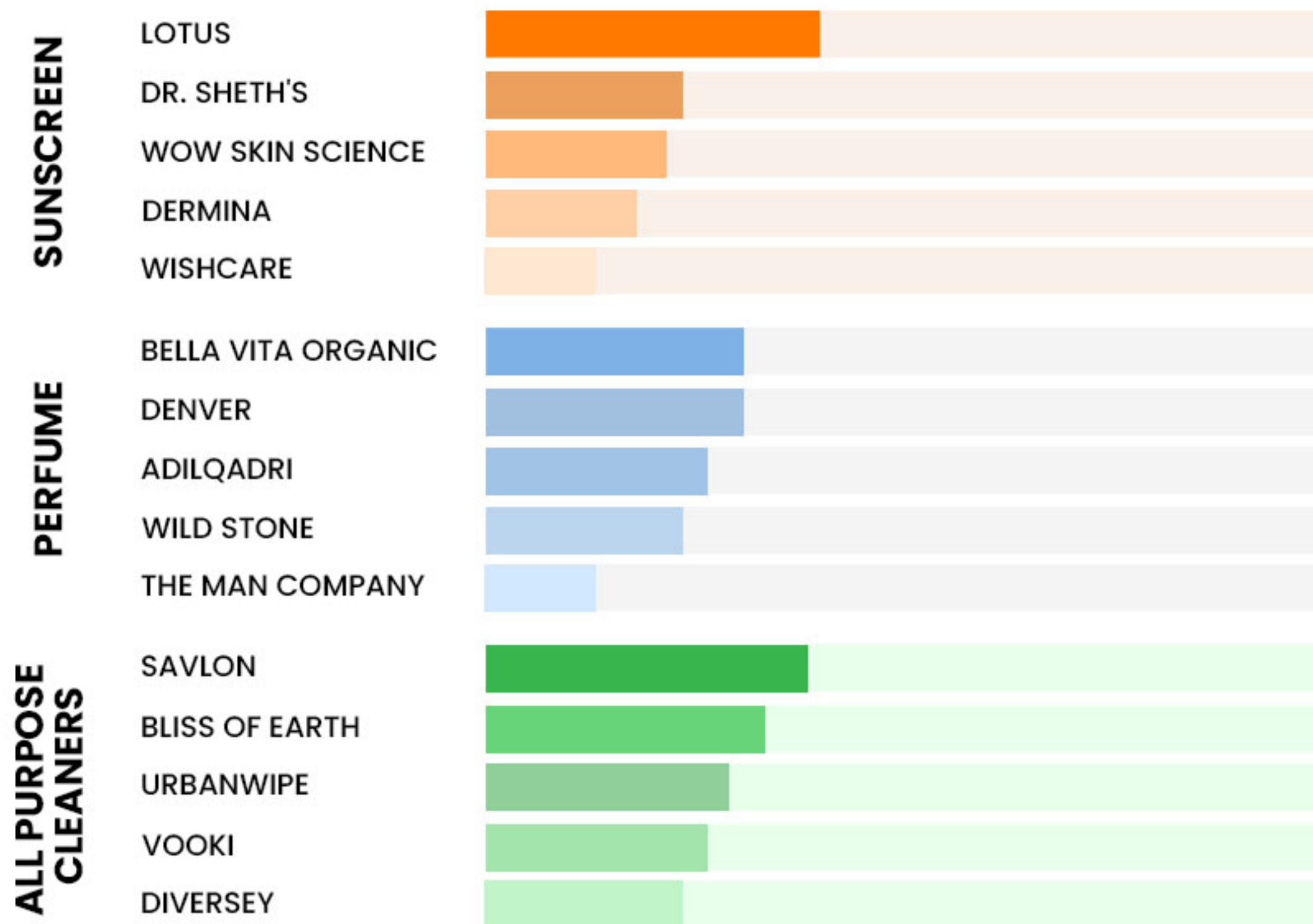
Lotus leads Bath & Shower with **60.86%**, with collective contributions from Boroplus, Dettol, Santoor, and Fiama.

Washing Machines:

Samsung leads Washing Machines with **27.78%**, followed by LG and Whirlpool. Realme Techlife holds a notable **5.56%** share.



TOP PERFORMING BRANDS - CATEGORY LEVEL



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Sunscreen:

Lotus dominates Sunscreen with an overwhelming **94.29%**, establishing itself as the go-to brand.

Perfume:

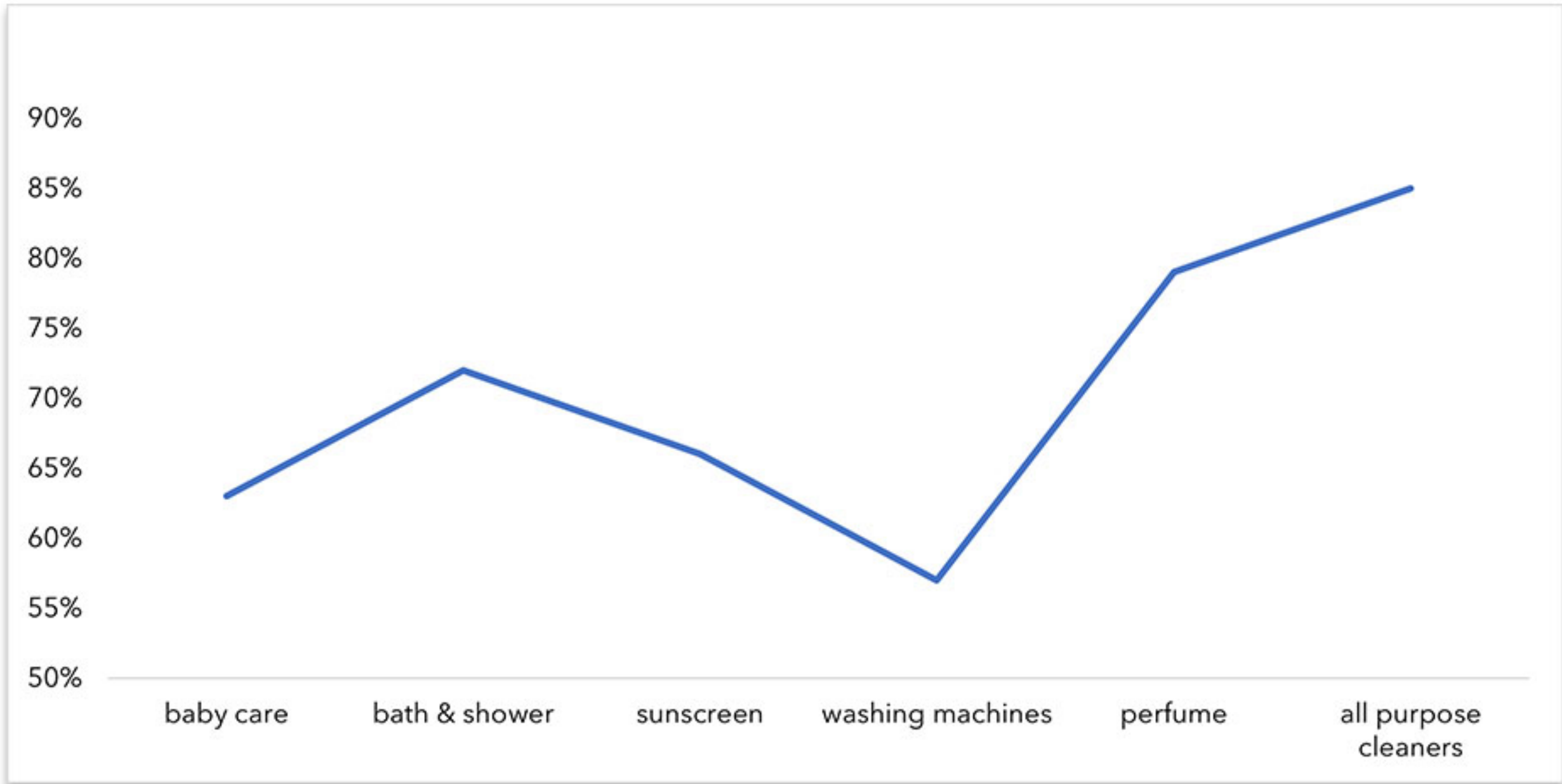
Bella Vita Organic leads Perfume with **22.86%**, while Denver, Adilqadri, Wild Stone, and The Man Company contribute significantly.

All-Purpose Cleaners:

Savlon leads All-Purpose Cleaners with a strong **17.08%**, with contributions from Bliss of Earth, UrbanWipe, Vooki, and Diversey.



PROMOTIONS - CATEGORY LEVEL



The data reveals differing promotion effectiveness across categories. **Perfume** and **All purpose cleaners** show **high average** offer rates, while others rely on promotions, likely due to fierce competition. Brands can refine strategies based on category dynamics. Brands should analyze the correlation between promotions and sales for insights into promotional effectiveness and fine-tune future marketing strategies accordingly.



PERFUME BRANDS' LEADERS SETTING TRENDS AND MAKING WAVES



Here, we notice a unique trend where CEOs of certain perfume brands actively embody their brand image. For instance, the CEO of Bella Vita personally engaged in mall advertising for their brand, demonstrating a hands-on approach. Notably, both brands ranked among the **top 5** during the Republic Day sales on Flipkart.

Additionally, On Shark Tank, Alqadri's CEO highlighted the superior **ROI** from their self-promoted social media videos over influencer collaborations, showcasing the tangible success of their strategy.



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