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Nykaa Republic Day Sale Report:

Featuring Top Brands and
Exclusive Promotions

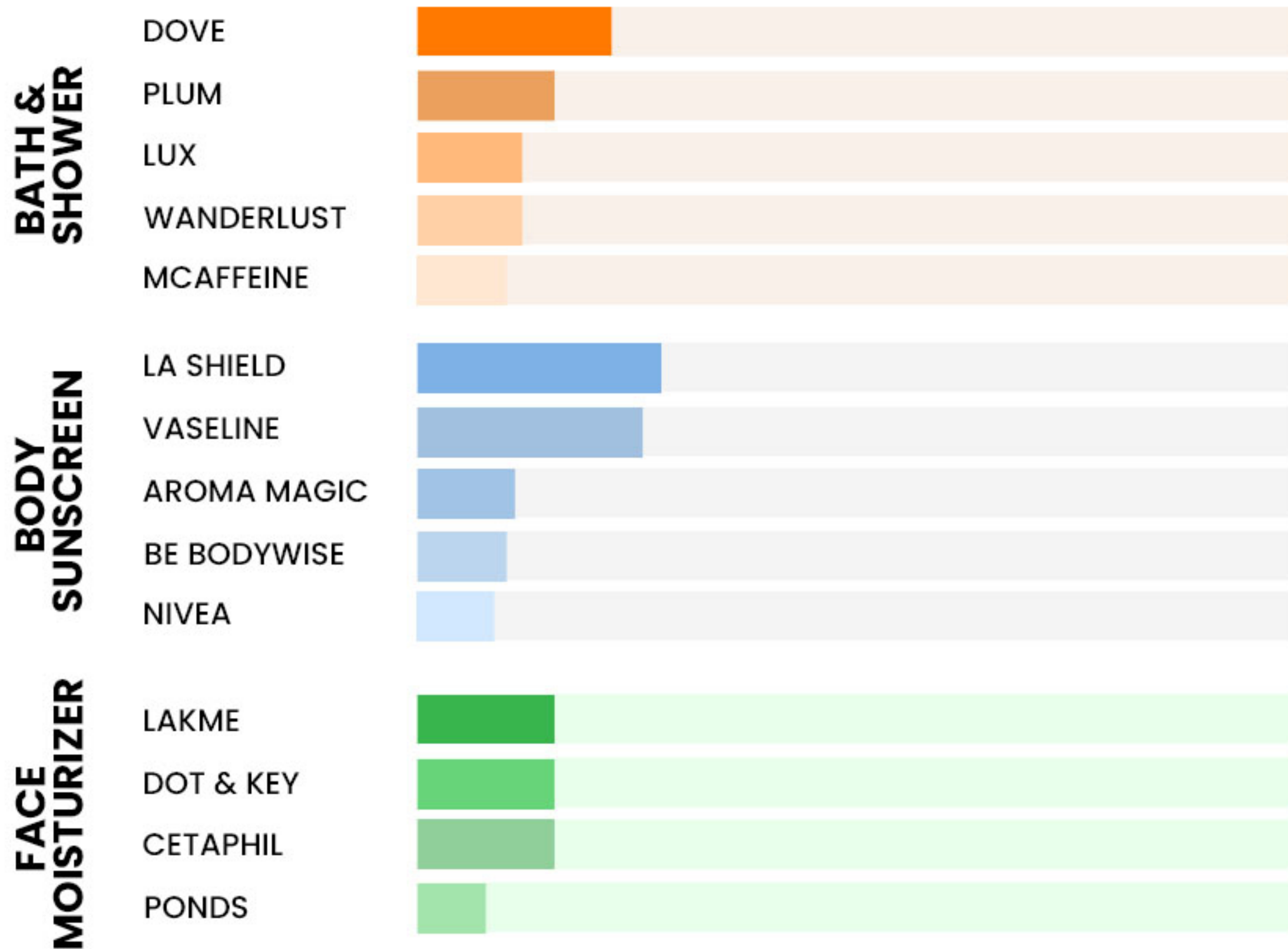
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*This document contains the data for Nykaa (Jan 14th-26th).



TOP PERFORMING BRANDS – CATEGORY LEVEL



The above data reveal the brand and category-level trends during **The Nykaa Republic Day Sale 2024 (Jan 14th – Jan 26th)**.

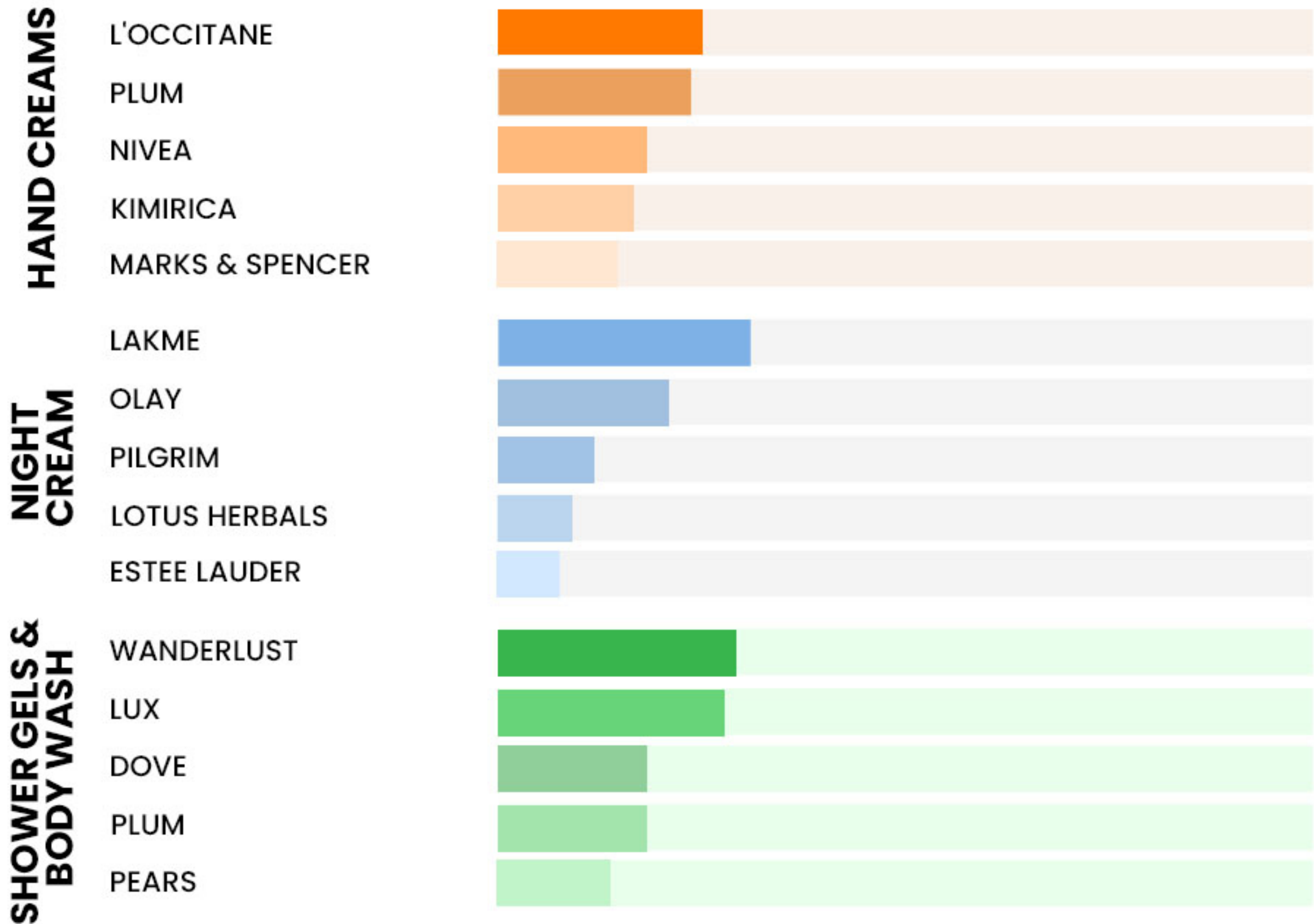
Bath & Shower: Dove leads with a **12.38%** share, followed closely by Plum, Lux, and Wanderlust. Mcaffeine shows emerging popularity with a **7.88%** share.

Body Sunscreen: La Shield dominates with a significant **15.00%** share. Vaseline follows with a **12.12%** share, while Aroma Magic and Nivea trail behind.

Face Moisturizer: Lakme, Dot & Key, and Cetaphil share the top spot with **10.00%** each. Ponds holds a **5.77%** share, indicating a competitive but slightly fragmented market.



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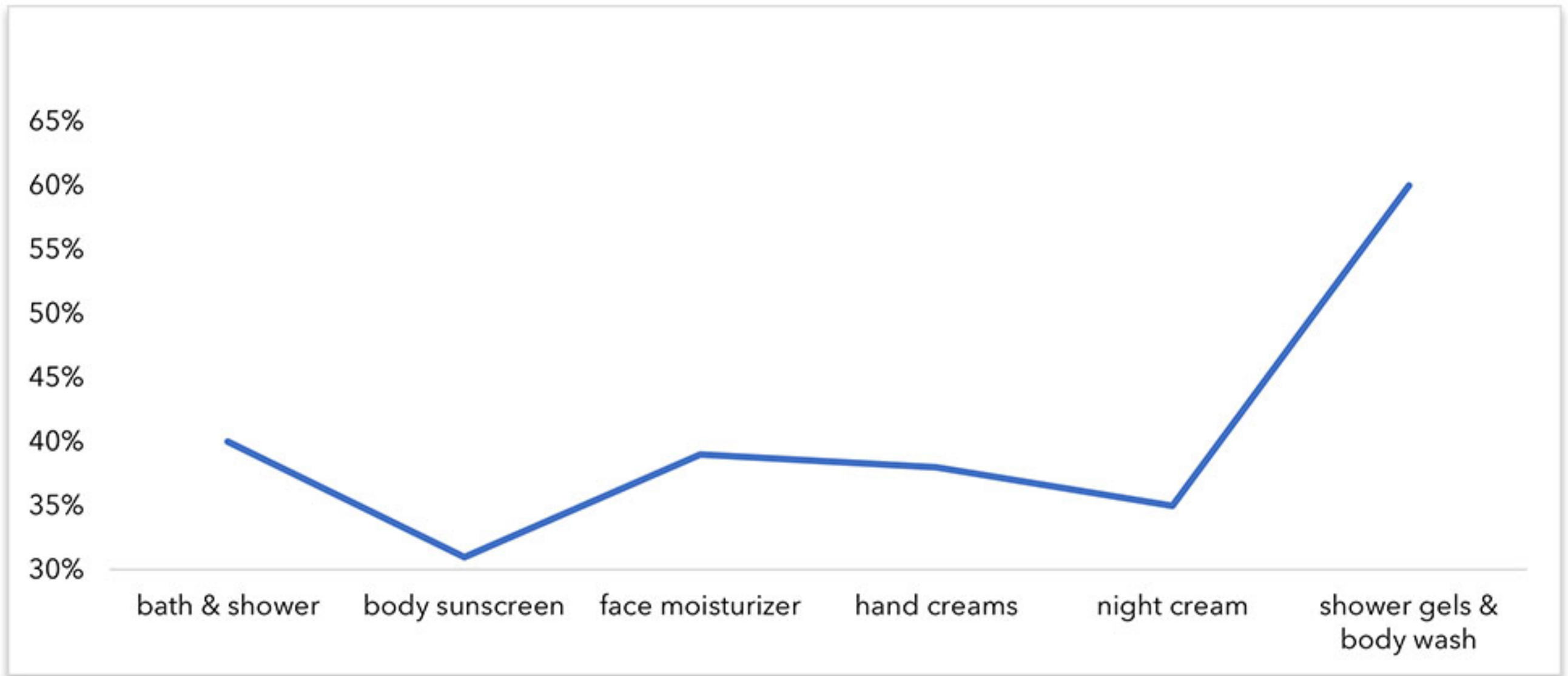
Hand Creams: L'Occitane leads with a **10.00%** share, showcasing strong brand recognition. Plum closely follows with a **9.42%** share, indicating competitive positioning. Nivea, Kimirica, and Marks & Spencer offer significant consumer options with smaller shares.

Night Cream: Lakme leads with a **9.62%** share, demonstrating its presence in day and night skincare routines. Olay follows with a **7.50%** share, showing strong competition. Pilgrim, Lotus Herbals, and Estee Lauder hold notable but smaller shares.

Shower Gels & Body Wash Wanderlust and Lux tie for the top spot with **10.19%** and **10.00%** shares, reflecting diverse consumer preferences. Dove follows closely with a **9.04%** share, indicating strong competition. Plum and Pears each hold **7.50%** shares, contributing to a competitive landscape.



PROMOTIONS – CATEGORY LEVEL



Promotion Intensity:

-Promotion levels varied from 31.00% to 60.00% across skincare categories.

Effect on Sales:

-Higher discounts drove increased sales, particularly in shower gels & body wash (**60.00%**) and bath & shower (**40.00%**).

-Even lower discounts boosted sales across categories like face moisturizers (**39.00%**), hand creams (**38.00%**), and night creams (**35.00%**).

Consumer Behavior:

-Significant discounts likely encouraged bulk purchases or experimentation, especially in the shower gels & body wash category.

-Consumers responded well to promotions across categories, regardless of the discount level.



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