

PAXCOM

Valentine's Day Marketplace Keyword Visibility Report

Featuring Top 5 brands



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*The document contains the data (organic share) for Valentine's Day 2024 for the top 20 ranks (Feb 6th - Feb 12th).



TOP PERFORMING BRANDS – KEYWORD LEVEL



The above data reveal the brand and category-level trends during **Valentine’s Day 2024 (Feb 6th – Feb 12th)**.

Cadbury’s Command: Cadbury dominates with **55%** share in "chocolates" and **20%** in "chocolate gift box for Valentine," showcasing strong brand loyalty.

Premium Preference: Ferrero Rocher captures **35%** of the chocolate market, indicating demand for upscale gifting options.

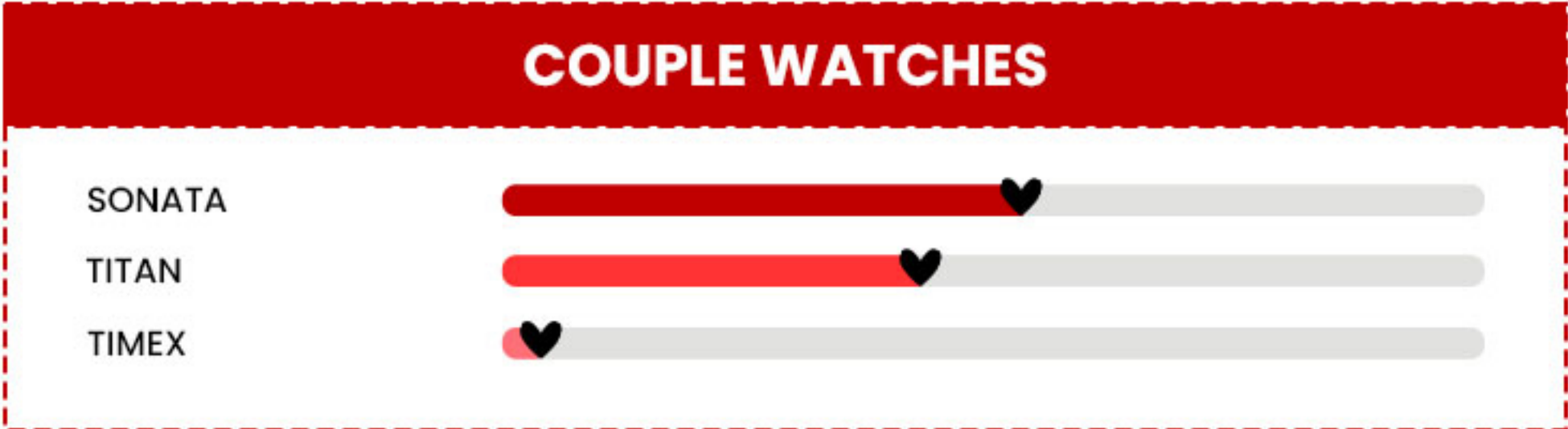
Emerging Players: Hyperfoods, Chocoloony, Katha Chocolates, and Chokola collectively hold an avg. of **18%** of "chocolate gift box for Valentine", signaling a rise in niche and artisanal brands.

Niche Appeal: Snickers and Pure Temptation cater to specific tastes, with **5%** share each, appealing to indulgent treat lovers.





TOP PERFORMING BRANDS – KEYWORD LEVEL



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Watch Market Leader: Sonata dominates with **56%**, followed by Titan at **40%**, indicating strong brand preference in couple watches.

Gift Set Diversity: Tied Ribbons leads with **19.35%**, closely followed by The Purple Tree and Kimirica at **16.13%**, showcasing various Valentine’s gift set options.



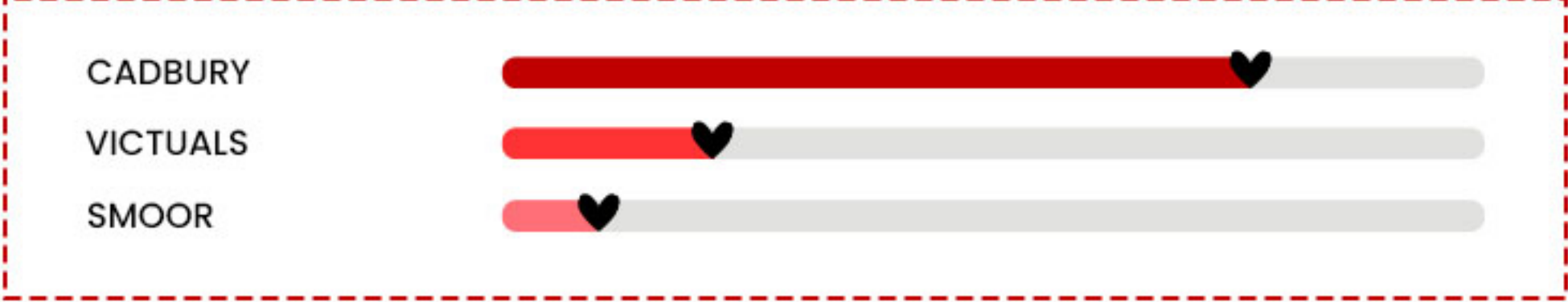


TOP PERFORMING BRANDS – KEYWORD LEVEL

CHOCOLATE GIFT BOX FOR VALENTINE



CHOCOLATES



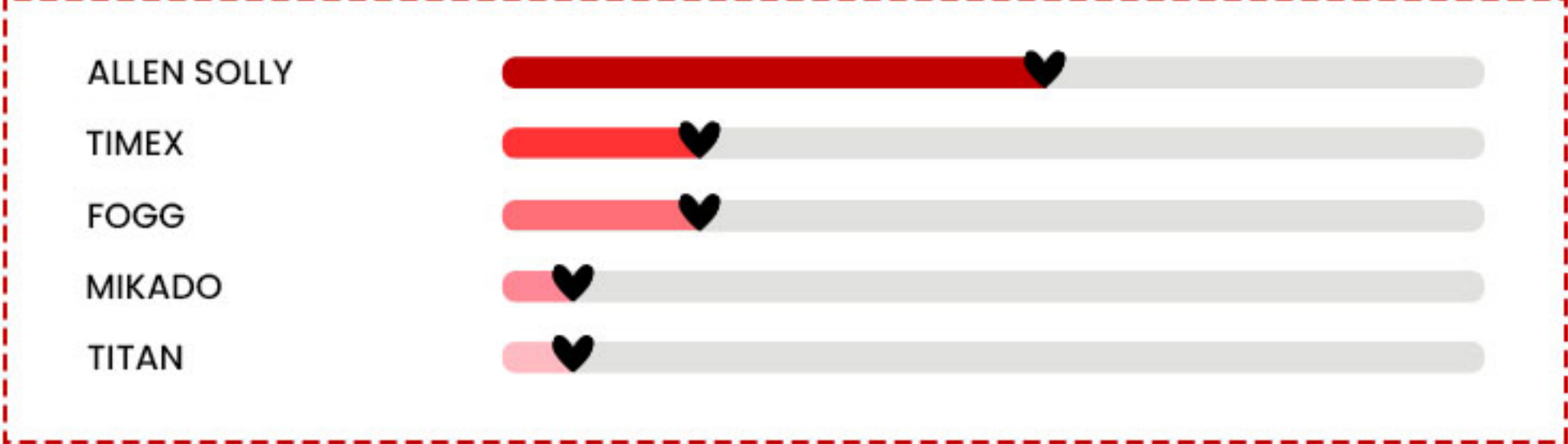
The above data reveal the brand and category-level trends during **Valentine's Day 2024 (Feb 6th – Feb 12th)**.

Cadbury dominates with **76%** organic share for "chocolates" on Flipkart.
Chocooloony leads with **80%** share for "chocolate gift box for valentine."
Cadbury's strong presence on both Flipkart and Amazon indicates market dominance.

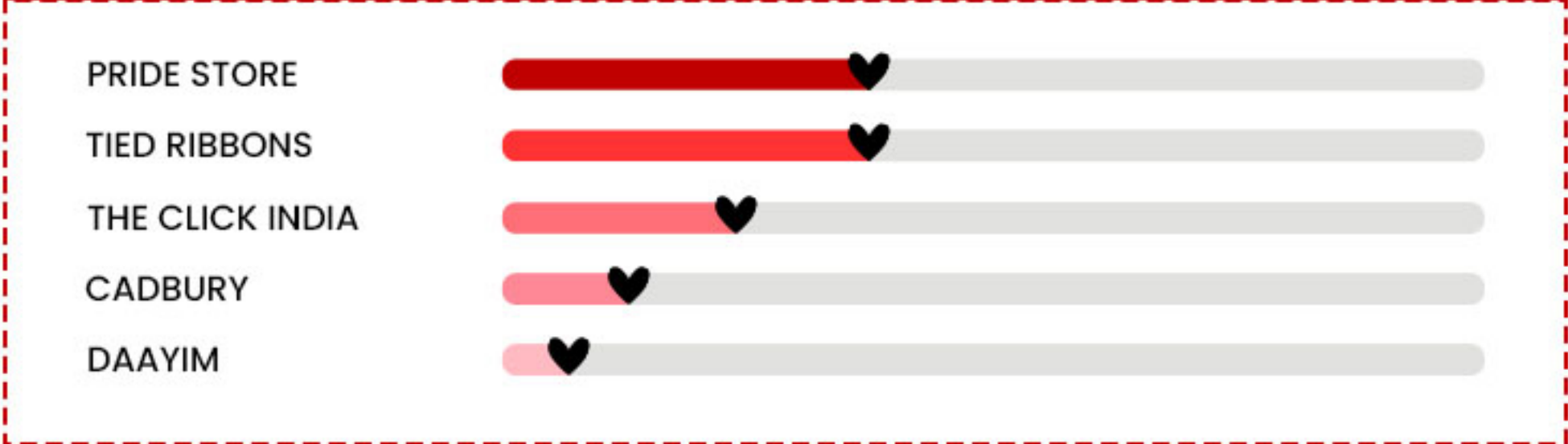


TOP PERFORMING BRANDS – KEYWORD LEVEL

COUPLE WATCHES



GIFT SET FOR VALENTINES



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Couple Watches:

Allen Solly leads with **52.17%**, showing strong preference. Timex and Fogg share **17.39%**, indicating competition. Allen Solly’s dominance reflects its strong appeal for couple watches on Flipkart, outperforming competitors like Timex and Fogg.

Gift Sets:

Pride Store and Tied Ribbons each hold **33.33%**, equal and competitive. The Click India follows with **14.29%**, notable but smaller presence. Pride Store and Tied Ribbons’ equal shares suggest a balanced market for gift sets, with brands competing closely.



PAXCOM

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