

PAXCOM

BACK TO SCHOOL

Marketplace Keyword Visibility Report

Featuring Top brands



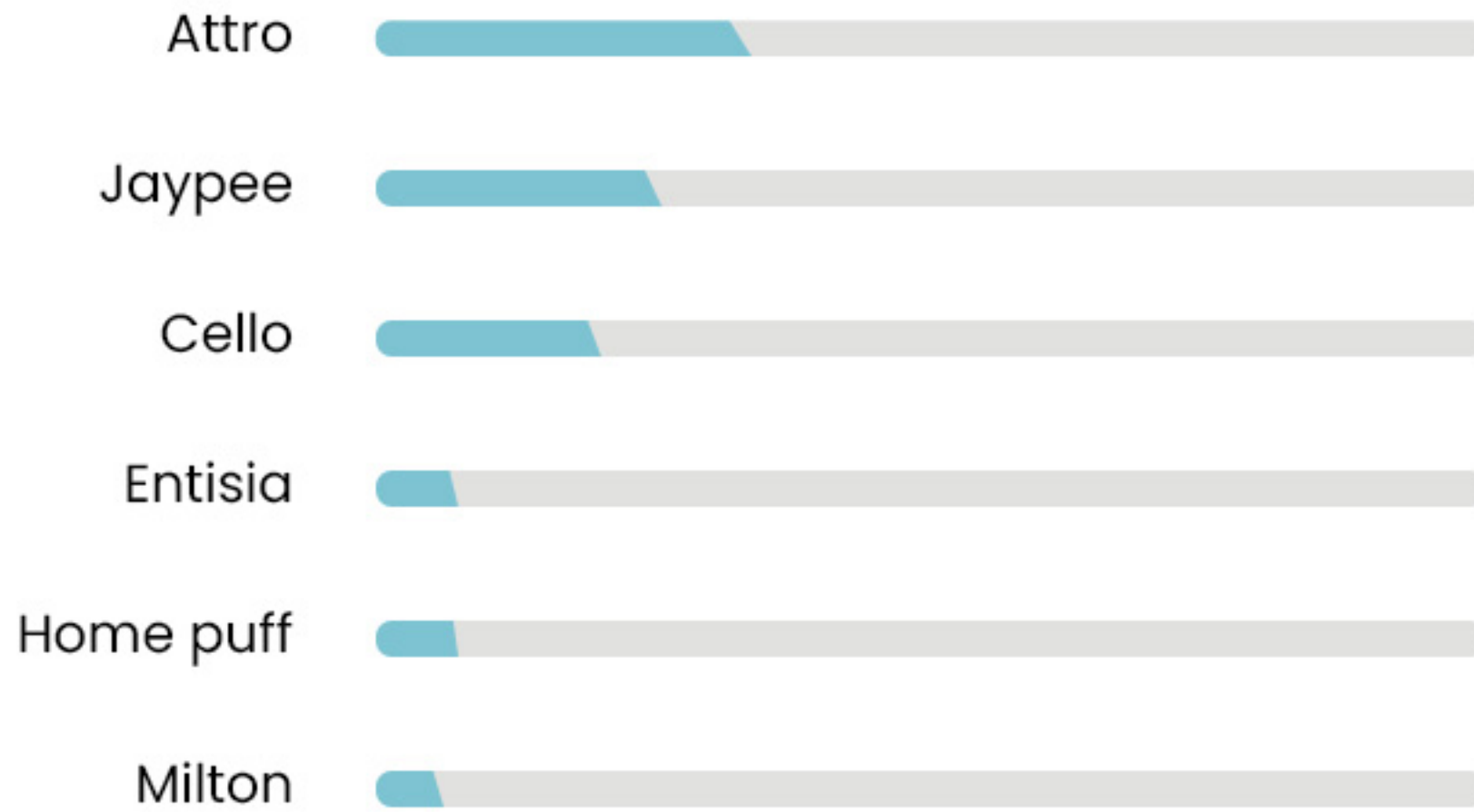
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Disclaimer - *This document contains the data for Amazon.in (organic share)
for the top 5 ranks (March 21st-April 1st).



TOP PERFORMING BRANDS – KEYWORD LEVEL

SCHOOL TIFFIN

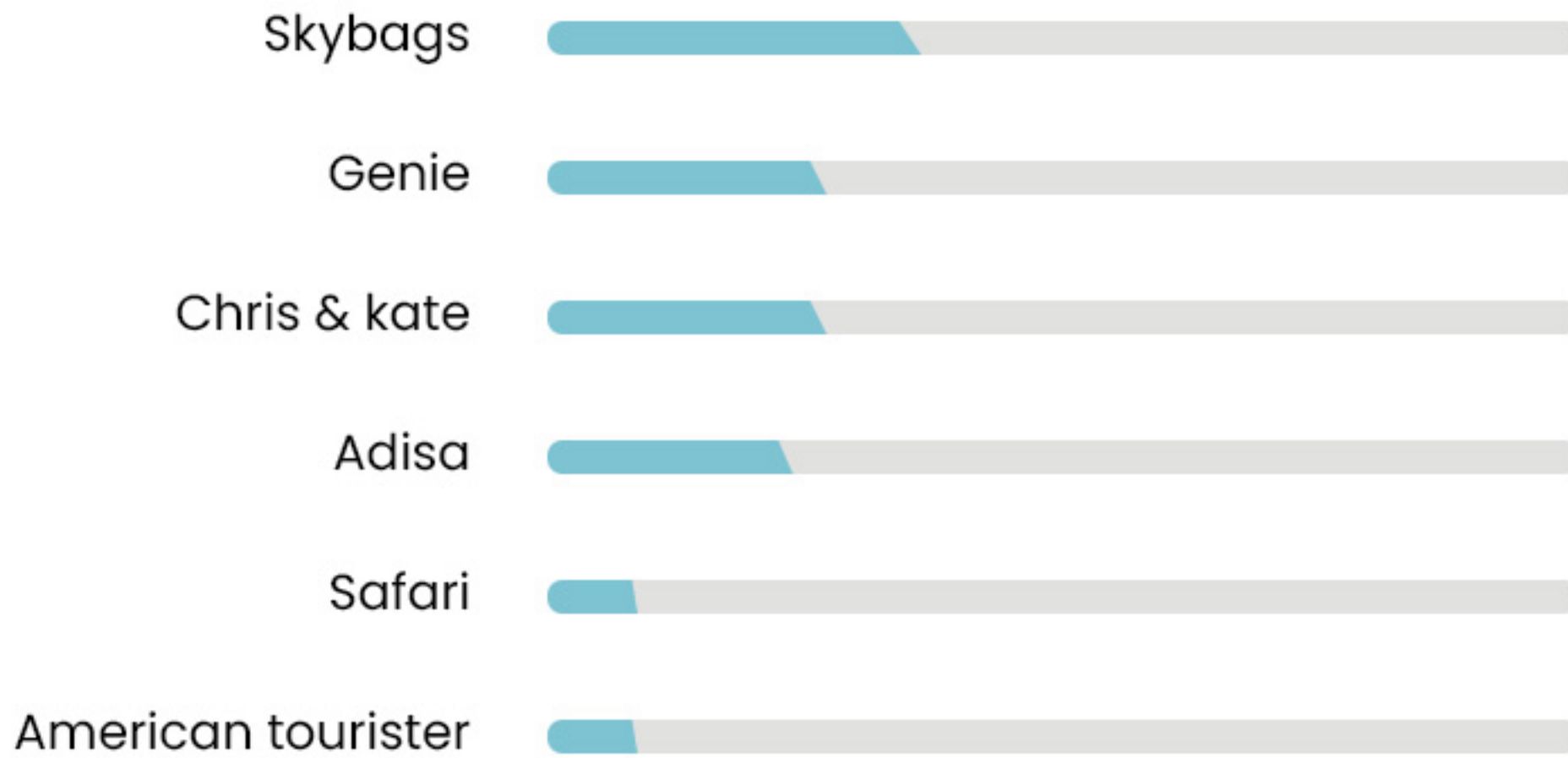


“Attro” seems to be the leading brand in this category, capturing a significant market share (almost **one fifth**). This might indicate a strong reputation for quality, design, or affordability among Indian consumers. “Jaypee” follows closely with **17.86%**, indicating significant market recognition. “Cello” is a well-established brand known for various household products. Their presence in the top 3 suggests they offer competitive school tiffin options, leveraging their brand recognition. “Entisa and Home Puff” tie for the fourth spot (**5-10%**), indicating they are niche players with a decent share of the market. They could be focusing on specific designs, materials, or price points to attract customers. “Milton”, with almost **5%** share is yet another established brand in housewares, rounds out the top 5. Their presence suggests they offer school tiffin options alongside their other products.



TOP PERFORMING BRANDS – KEYWORD LEVEL

SCHOOL BAG



"**Skybags**" leads the market with a significant **23.08%** share, indicating strong brand preference for school bags.

Both "**Genie**" and "**Chris & Kate**" share **15.38%** each, suggesting a competitive landscape with multiple popular choices among consumers.

"**Adisa**" holds an **11.54%** share, showcasing a notable presence in the market for school bags.

"**Safari**" and "**American Tourister**" share **7.69%** each, indicating a segment of the market with established brands but slightly lower market share compared to the leaders.



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