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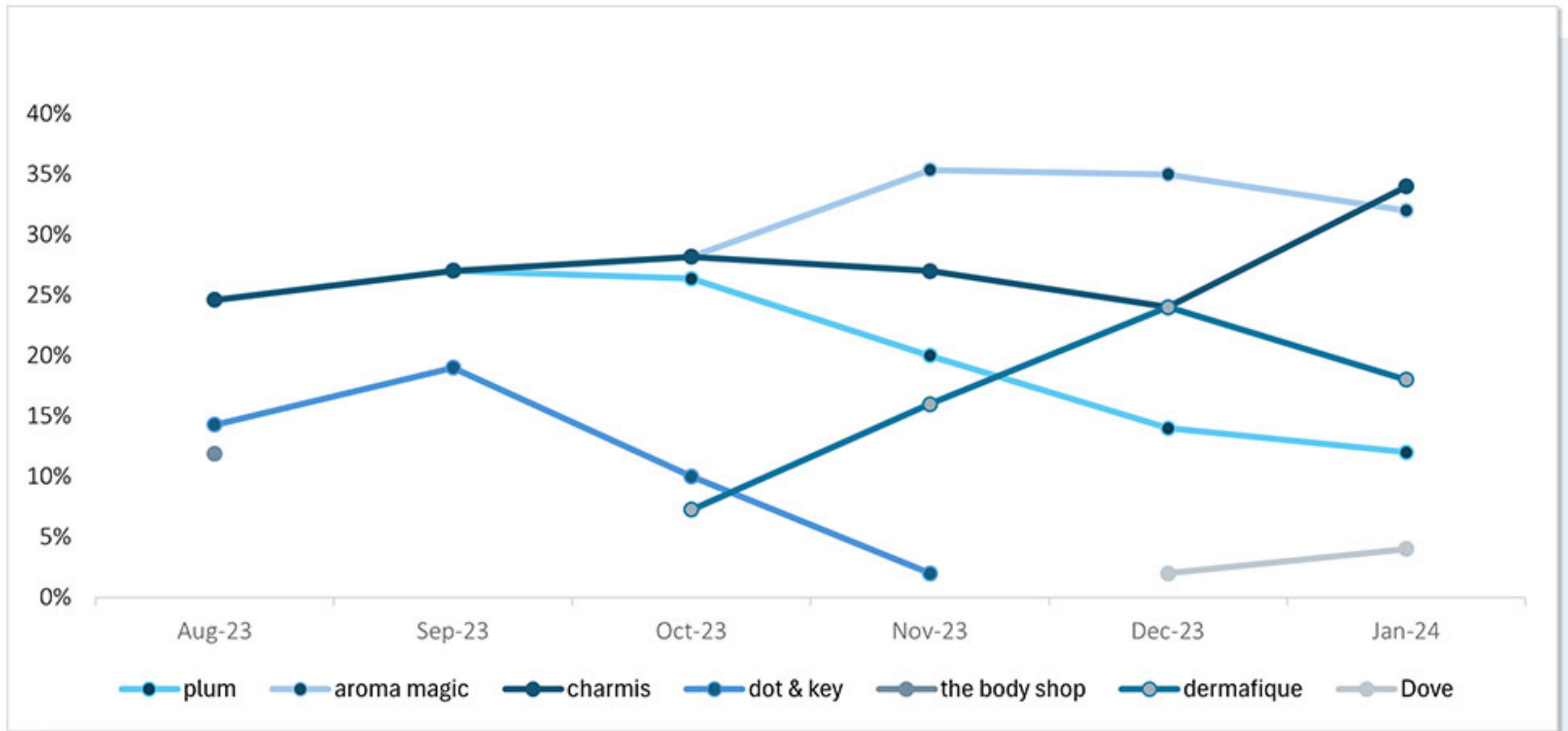
# WINTER

## Keyword Trends Analysis:

Marketplace Visibility Report  
(August 2023–January 2024)



# TOP PERFORMING BRANDS - KEYWORD LEVEL- HAND CREAM



The demand for hand cream has shown a fluctuating trend from **August 2023** to **January 2024**, with a noticeable decrease in January.

### Brand Dynamics:

**Aroma Magic** and **Plum** have maintained steady market shares throughout the period.

**Charmis** initially shared a similar trajectory with **Aroma Magic** and Plum but experienced a slight decline in January.

**Dot & Key** witnessed a significant increase in October but dropped notably in November and December.

In August, **The Body Shop** was ranked in the **top 5**, but after August, it lost its position and faced a downturn.

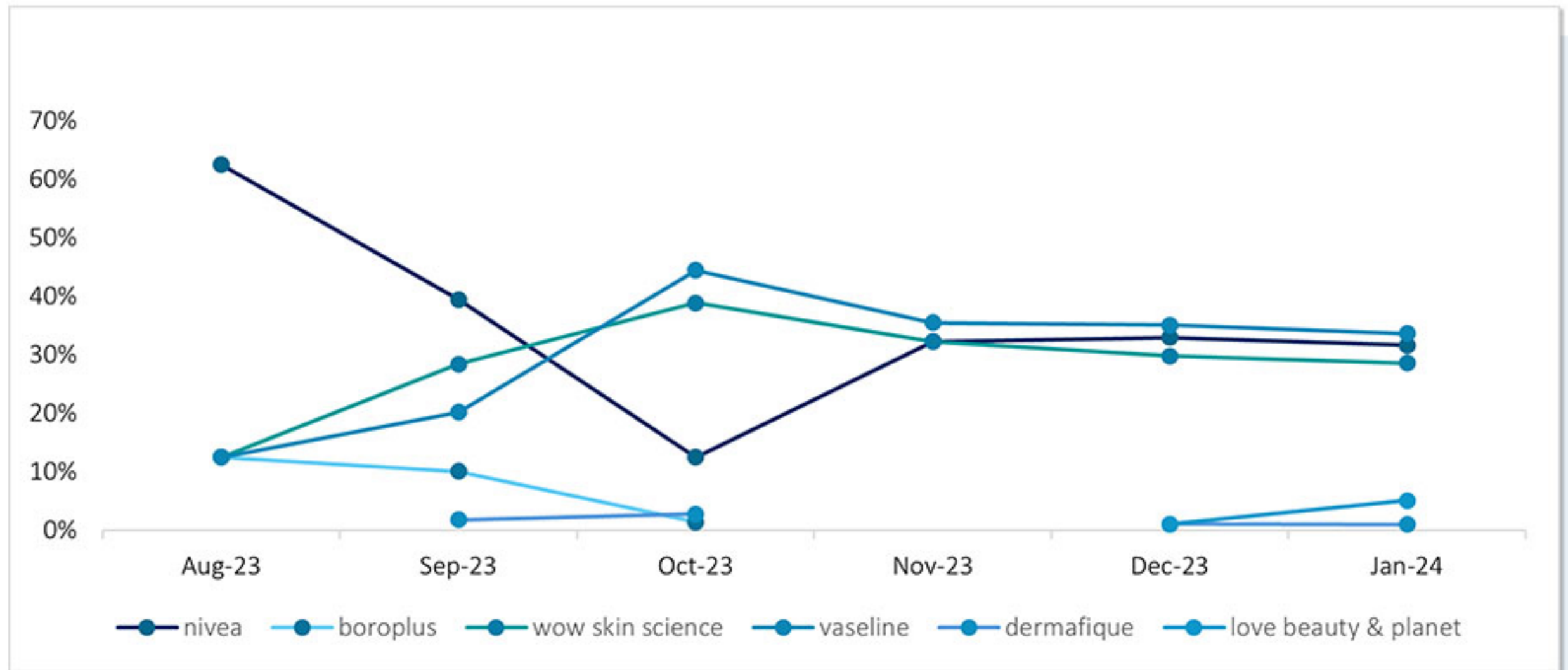
**Dermafique** and **Dove** showed relatively lower market shares than other brands, with inconsistent performance over the months.

### Seasonal Variations:

There is a clear indication of seasonality, with peak demand observed in November and December, likely due to the onset of winter. However, January showed a notable decline, possibly due to the end of the holiday season.



# TOP PERFORMING BRANDS – KEYWORD LEVEL- BODY LOTION



The demand for body lotion has shown a fluctuating trend from **August 2023** to **January 2024**, with a noticeable decrease in January.

### Brand Dynamics:

**Nivea:** Started strong but declined steadily over the period.

**Vaseline:** Experienced exponential growth, securing a substantial market share by Jan '24.

**Wow Skin Science:** Experienced a sluggish start in August but subsequently witnessed an increase in its market share.

**Dermafique:** Maintained a small but consistent share throughout.

**Boroplus and Love Beauty & Planet:** Showed intermittent presence, with fluctuations in market share.

### Seasonal Variations:

Similar to hand creams, there's a clear seasonal pattern, with peak demand in Nov-Dec, followed by a slight decline in Jan '24.

### Competitive Landscape:

Nivea faced tough competition from Vaseline, which emerged as a dominant player.

Other brands showed varying degrees of competitiveness, with fluctuations in market share.



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