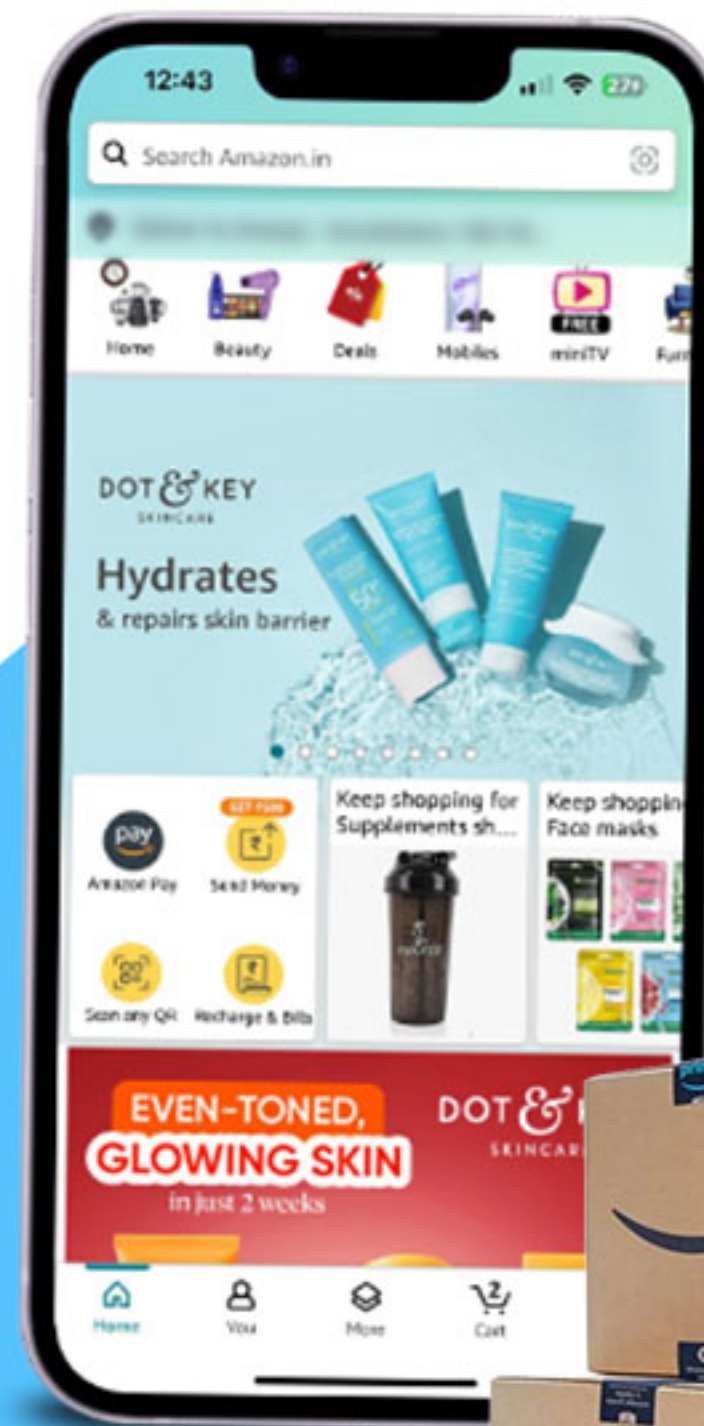


Amazon Great Summer Sale

Breakdown of Top Brands (Category and Keyword Level)

Swipe Right ->

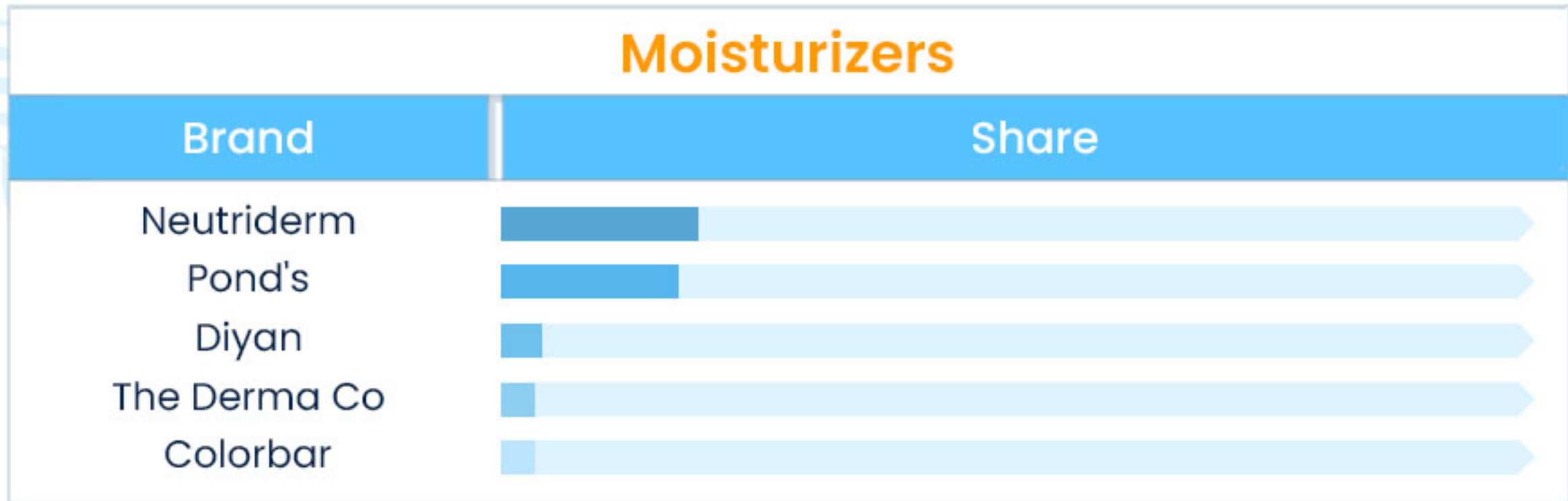


SUMMER SALE

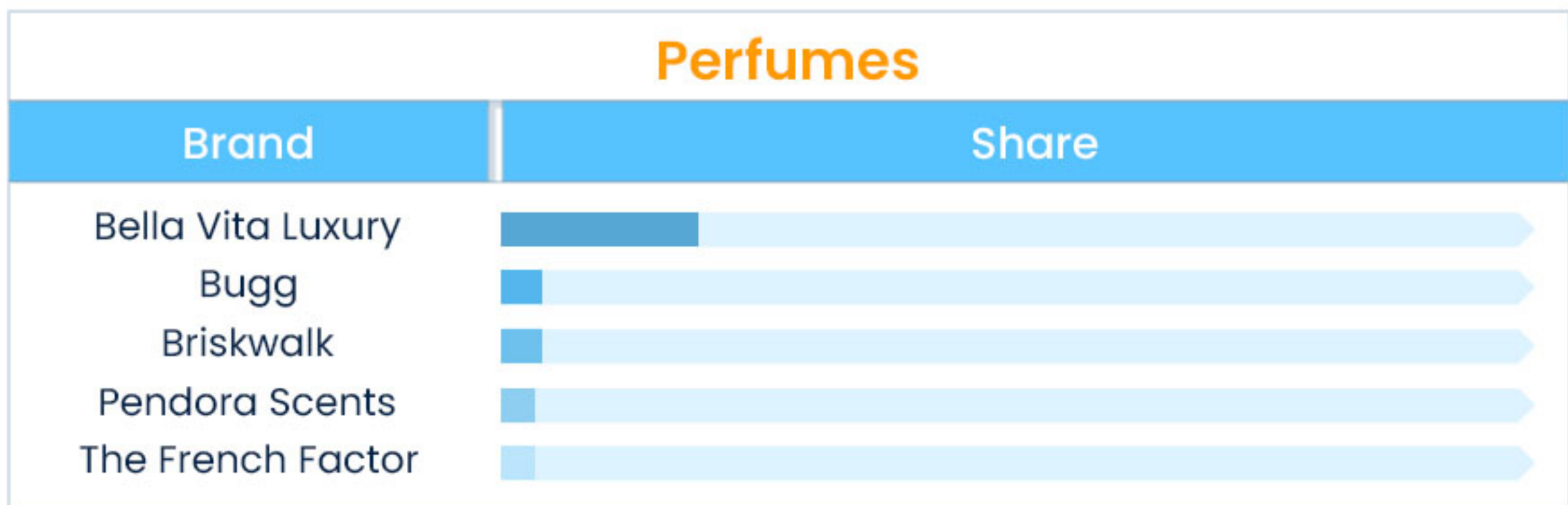




Top Performing Brands- Category Level



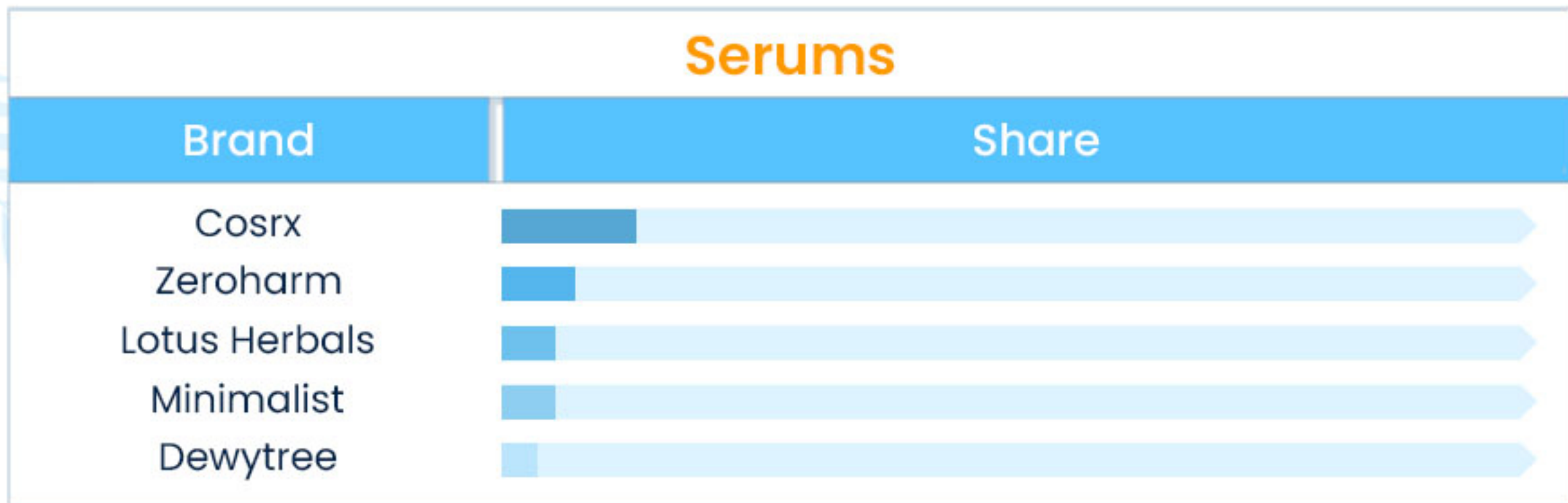
- Neutriderm leads with **10.67%**, showing strong consumer preference.
- Pond's follows with **7.33%**, reflecting established brand trust.
- Brands like Diyan, The Derma Co, and Colorbar, each around **2%**, indicate a highly fragmented market.



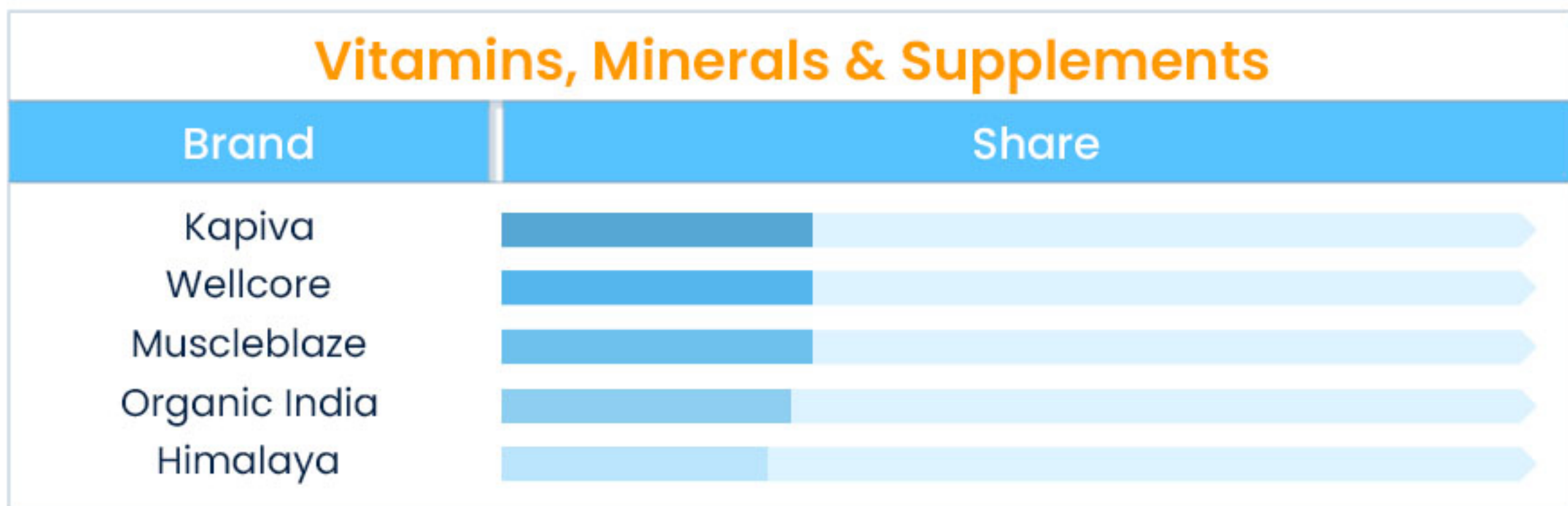
- Bella Vita Luxury tops with **11.33%**, preferred for its luxury appeal.
- A fragmented perfume market features Bugg, Briskwalk, Pendora Scents, and The French Factor, each with **2-3%**, showcasing varied consumer preferences.



Top Performing Brands- Category Level



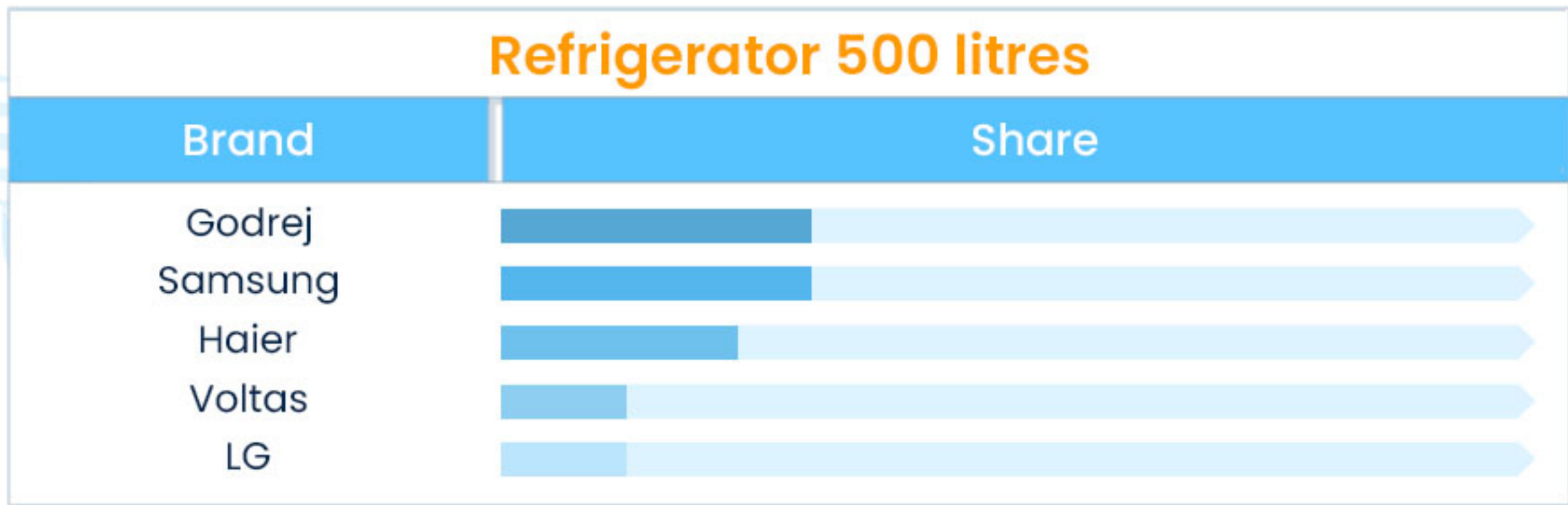
- Cosrx is the frontrunner with **6.67%**, possibly due to niche appeal.
- Zeroharm, Lotus Herbals, and Minimalist are competitive, each with about **2.67%**.
- Dewytree holds **2%**, suggesting opportunities for new entrants



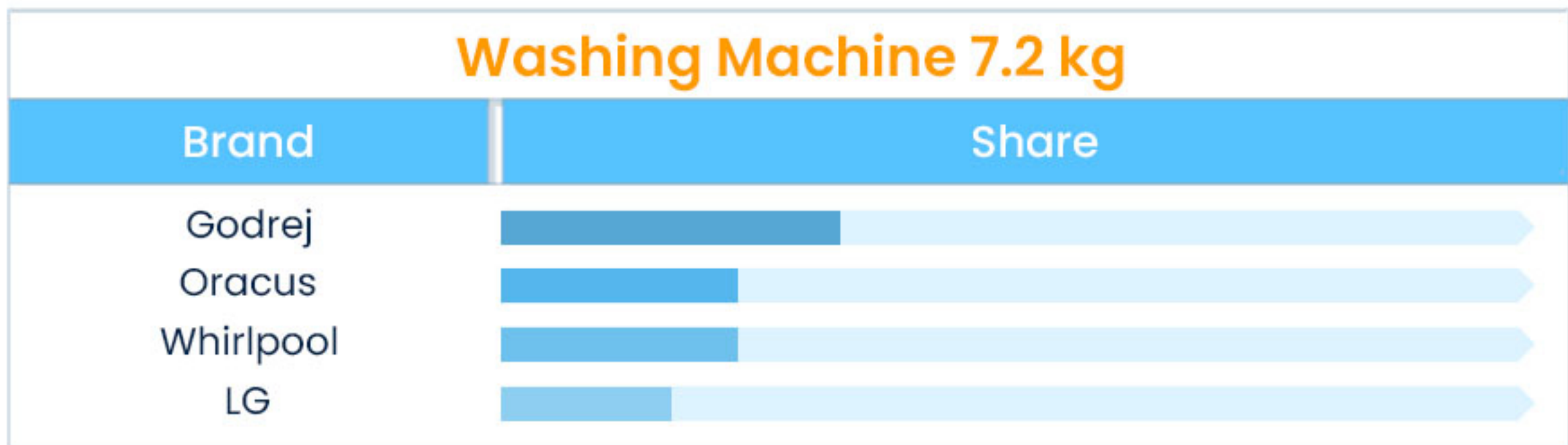
- Kapiva, Wellcore, and MuscleBlaze each hold **20.00%** share, indicating a tie for the top position
- Organic India follows closely with **17.00%** share, indicating consumer preference for organic products
- Himalaya secures a **15.00%** share, showing popularity but slightly lower than the top contenders



Top Performing Brands- Keyword Level



- Godrej and Samsung dominate the market equally, each holding a **30%** share of the refrigerator sales.
- Haier follows with a significant **20%** share, indicating strong consumer preference.
- Voltas and LG both have a smaller presence in this category, each securing a **10%** market share.

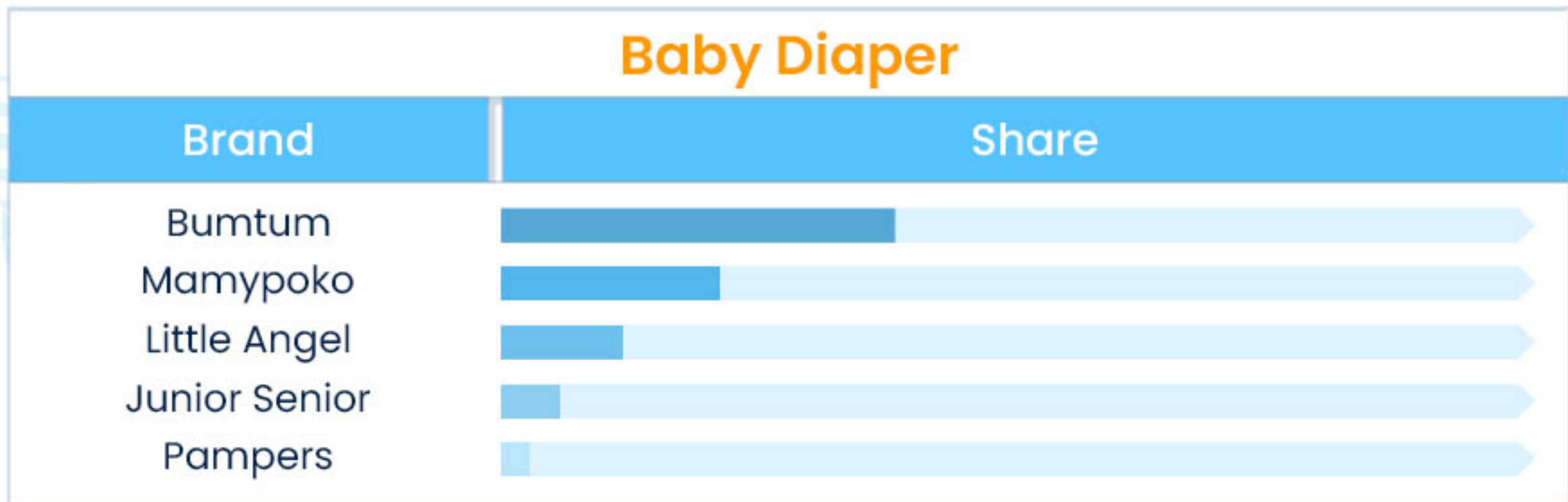


- Godrej leads this category with a higher market share of **37.5%**, indicating a strong brand preference among consumers purchasing washing machines.
- Oracus and Whirlpool each capture a **25%** share, suggesting competitive positioning against the leading brand.
- LG holds a **12.5%** share, which is notably less compared to its performance in the refrigerator segment.

Godrej leads in both washing machines and ties for first in refrigerators, demonstrating strong market positioning across appliance categories.



Top Performing Brands- Keyword Level



- Bumtum dominates the market significantly, holding a **58.33%** share, indicating a strong preference among consumers for this brand.
- MamyPoko maintains a solid market presence with a **25%** share, positioning it as a distant but significant second.
- Little Angel captures a 10% share, which suggests moderate consumer interest.
- Jr. Sr. holds a smaller segment of the market at **3.33%**, indicating limited but existing consumer preference.
- Pampers, a traditionally well-known brand, has a surprisingly low market share of only **1.67%**, suggesting challenges in competing with other brands in this event.

The Amazon Ads logo, featuring the word "amazon" in a lowercase sans-serif font with a curved arrow underneath it, followed by the word "ads" in a similar font.

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