

PAXCOM

Baby Category Market Insights

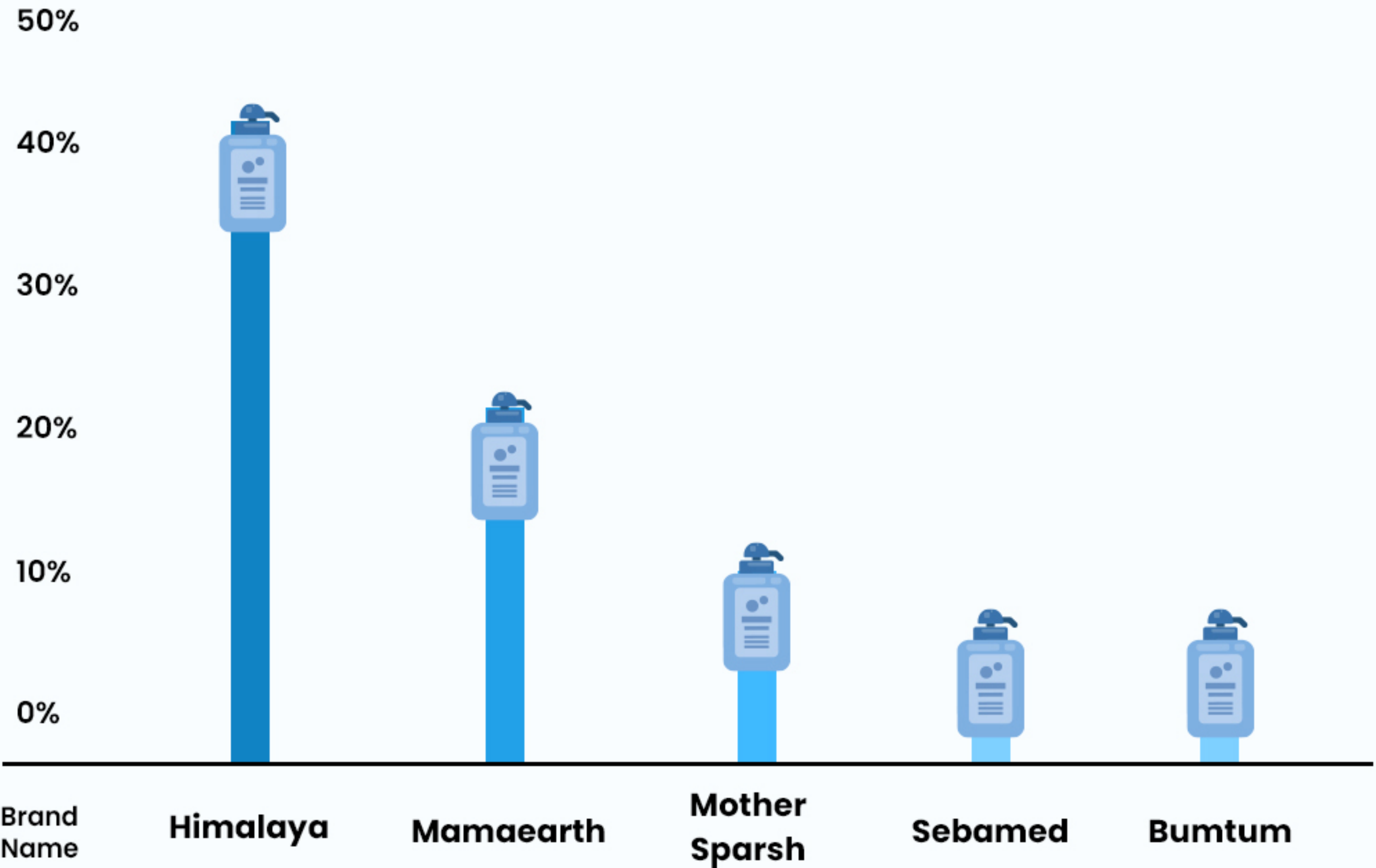
Top 5 Organic and Sponsored Brand Leaders

(Marketplace Keyword Visibility Report)





BABY WASH | ORGANIC



INSIGHTS

Himalaya leads with a dominant **42.66%** share, highlighting its strong SEO, brand recognition, and consumer trust.

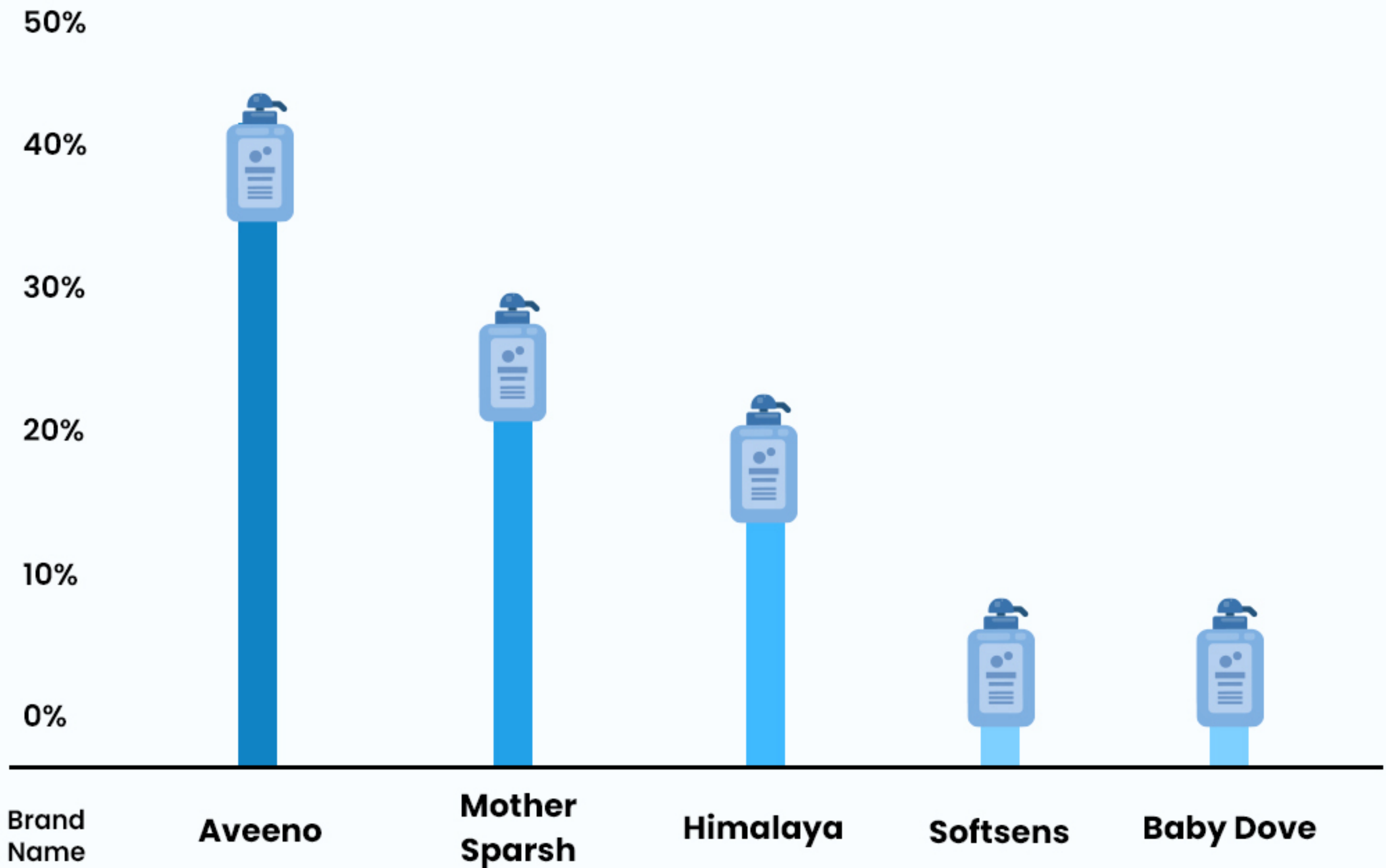
Mamaearth follows with **21.33%**, showing solid brand engagement and a growing customer base.

Mother Sparsh holds **10.14%**, positioned as a key challenger but with room to grow.

Sebamed and **Bumtum** each have **6.99%**, indicating a competitive environment for a stronger market presence.



BABY WASH | SPONSORED



INSIGHTS

Aveeno dominates sponsored share for ""baby wash"" keywords.

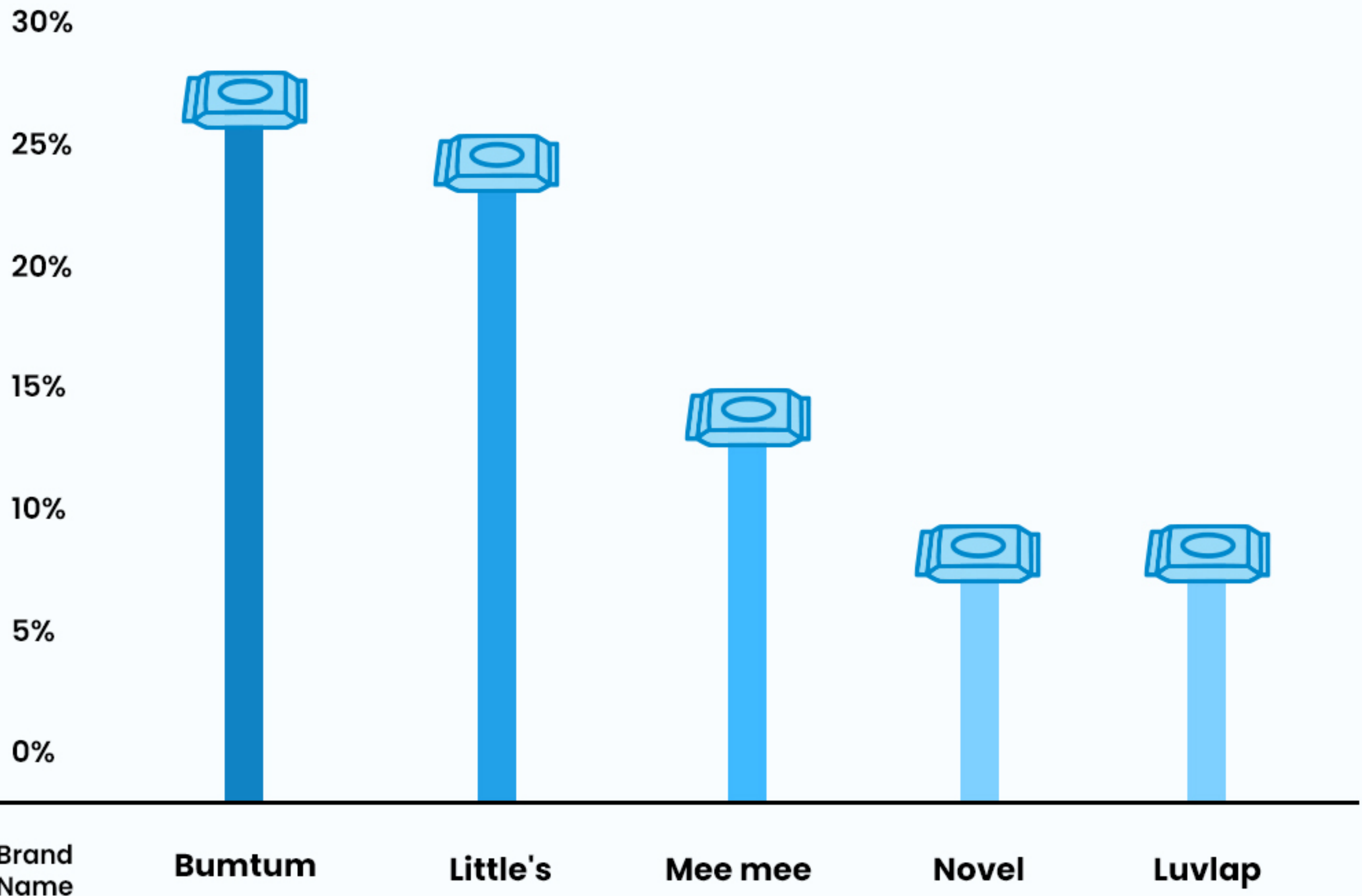
Mother Sparsh and **Himalaya** hold notable share indicating a strong presence in sponsored advertising for baby wash.

Softsens and **Baby Dove** each have a minimal share, likely focusing on organic search or other marketing channels.



Share of Voice – Search Term

BABY WIPES | ORGANIC



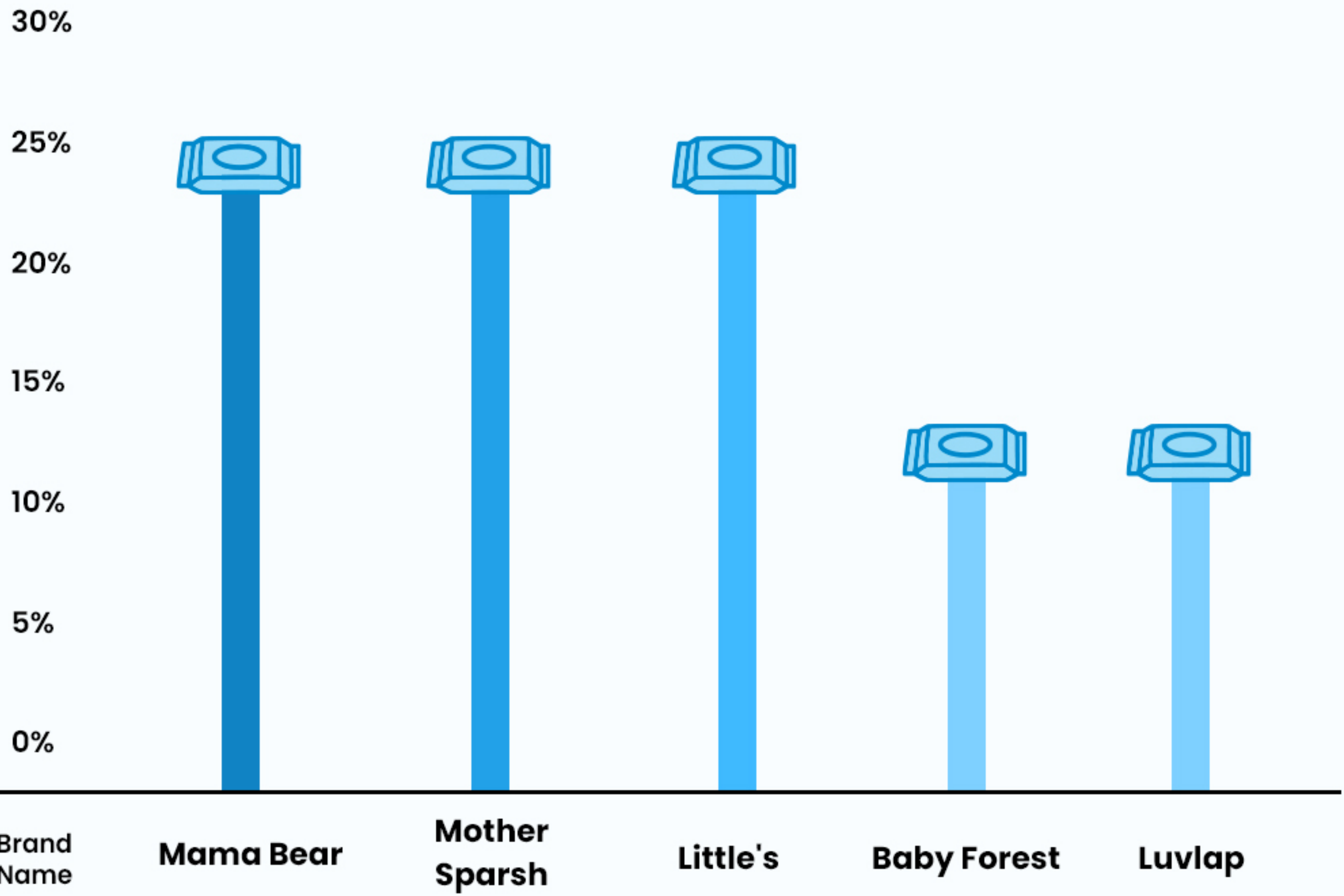
INSIGHTS

Bumtum leads with a **27.48%** share, indicating strong SEO and high consumer trust. **Little's** follows closely with **24.50%**, showing robust engagement and competitive positioning. **Mee Mee** captures a **14.24%** share, positioning itself as a notable player in the market. **Novel** ties with **Luvlap**. They might be a newer player – focus on brand awareness and competitive pricing for organic wipes.



Share of Voice – Search Term

BABY WIPES | SPONSORED



INSIGHTS

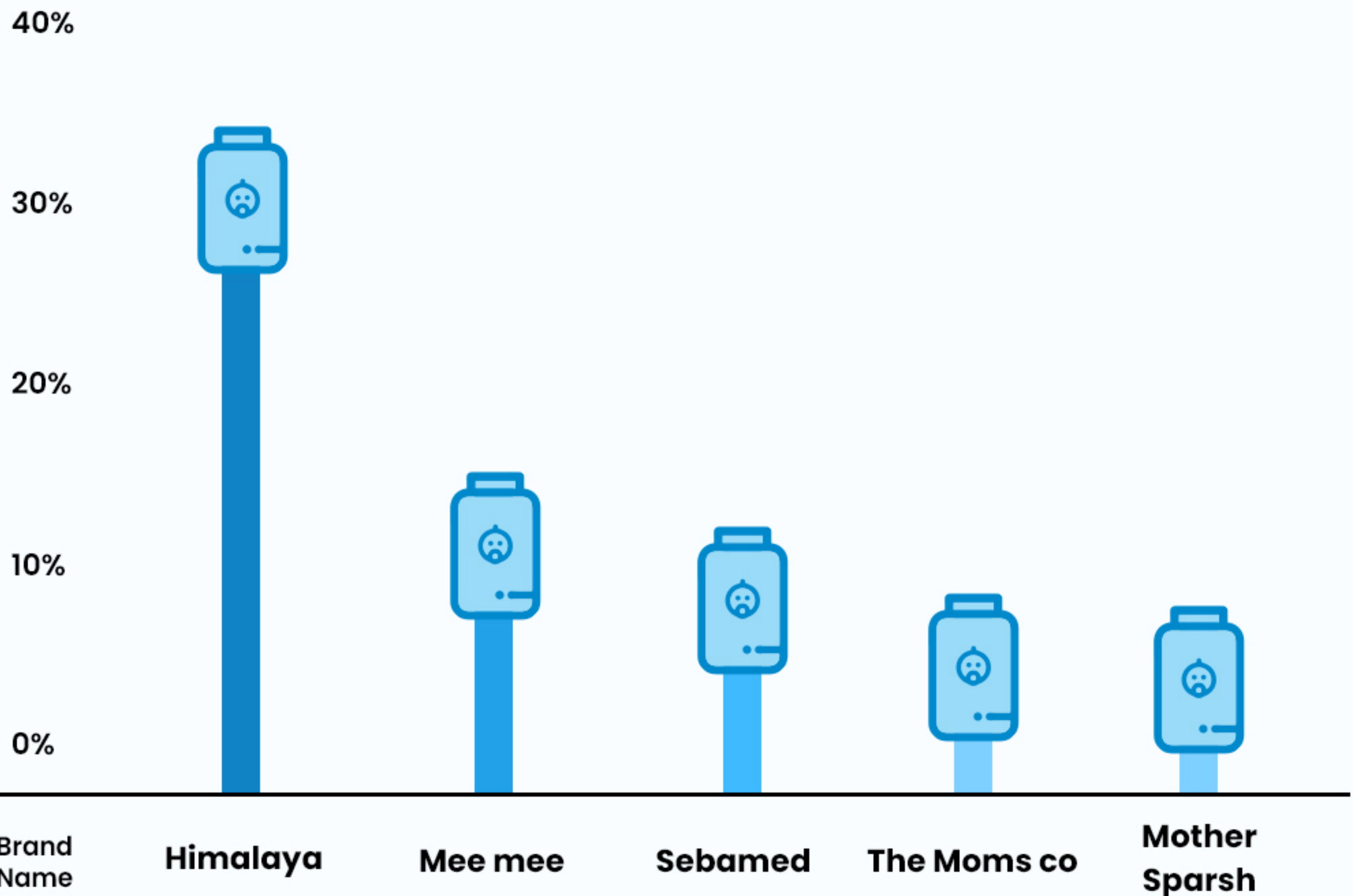
Mama Bear, Mother Sparsh & Little's (25% each) push sponsored ads for baby wash, aiming for new customers.

Baby Forest & Bumtium (12.5% each) focus on organic reach or target a different audience.



Share of Voice – Search Term

BABY POWDER | ORGANIC



INSIGHTS

Himalaya: Dominates the market with 32.78%, showcasing strong SEO performance and high consumer trust.

Mee Mee: Solid 14.90% share, with potential to close the gap with the market leader through targeted SEO efforts.

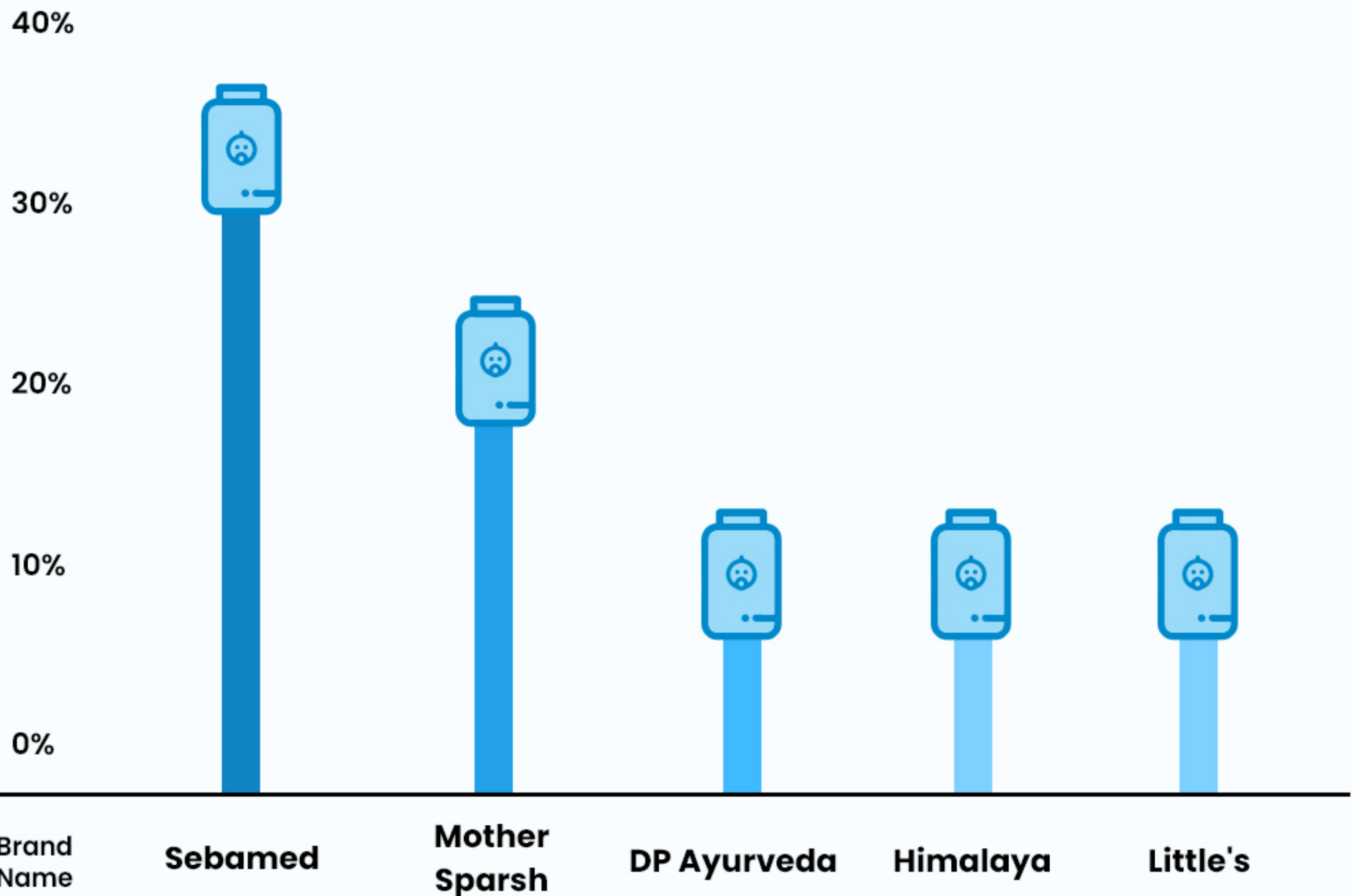
The Moms Co: Holds a 9.60% share, establishing itself as a notable player with potential for further market penetration.

Mother Sparsh: With a 9.27% share, has a competitive position and opportunities for enhancement.



Share of Voice – Search Term

BABY POWDER | SPONSORED



INSIGHTS

Sebamed indicates a strong focus on sponsored advertising for Sebamed baby powder.

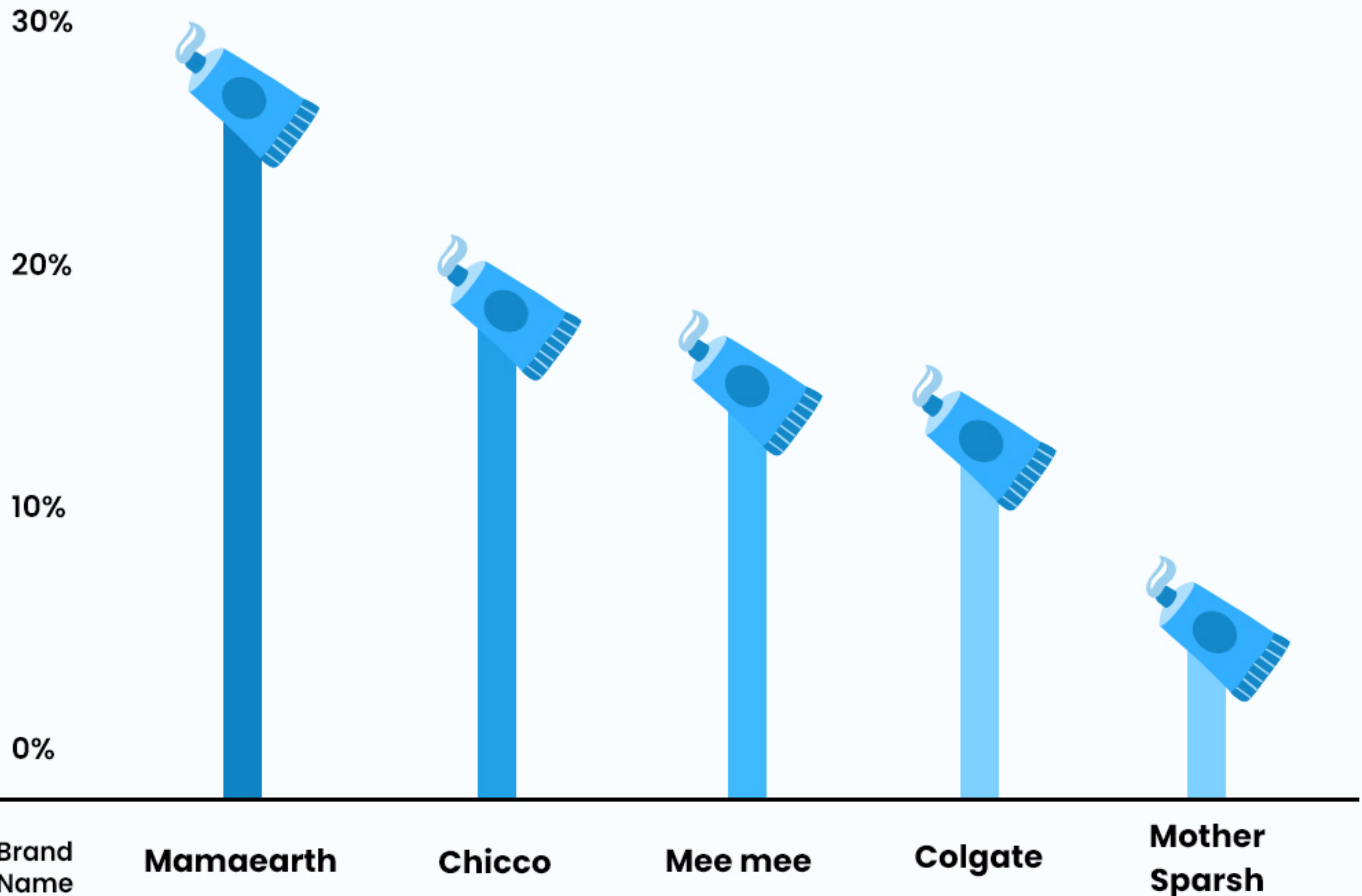
Mother Sparsh follows closely behind at 25%, suggesting a significant investment in sponsored search as well.

The remaining three brands (**DP Ayurveda**, **Himalaya**, and **Little's**) might be employing a less aggressive sponsored advertising strategy compared to the top 2 brands.



Share of Voice – Search Term

BABY TOOTHPASTE | ORGANIC



INSIGHTS

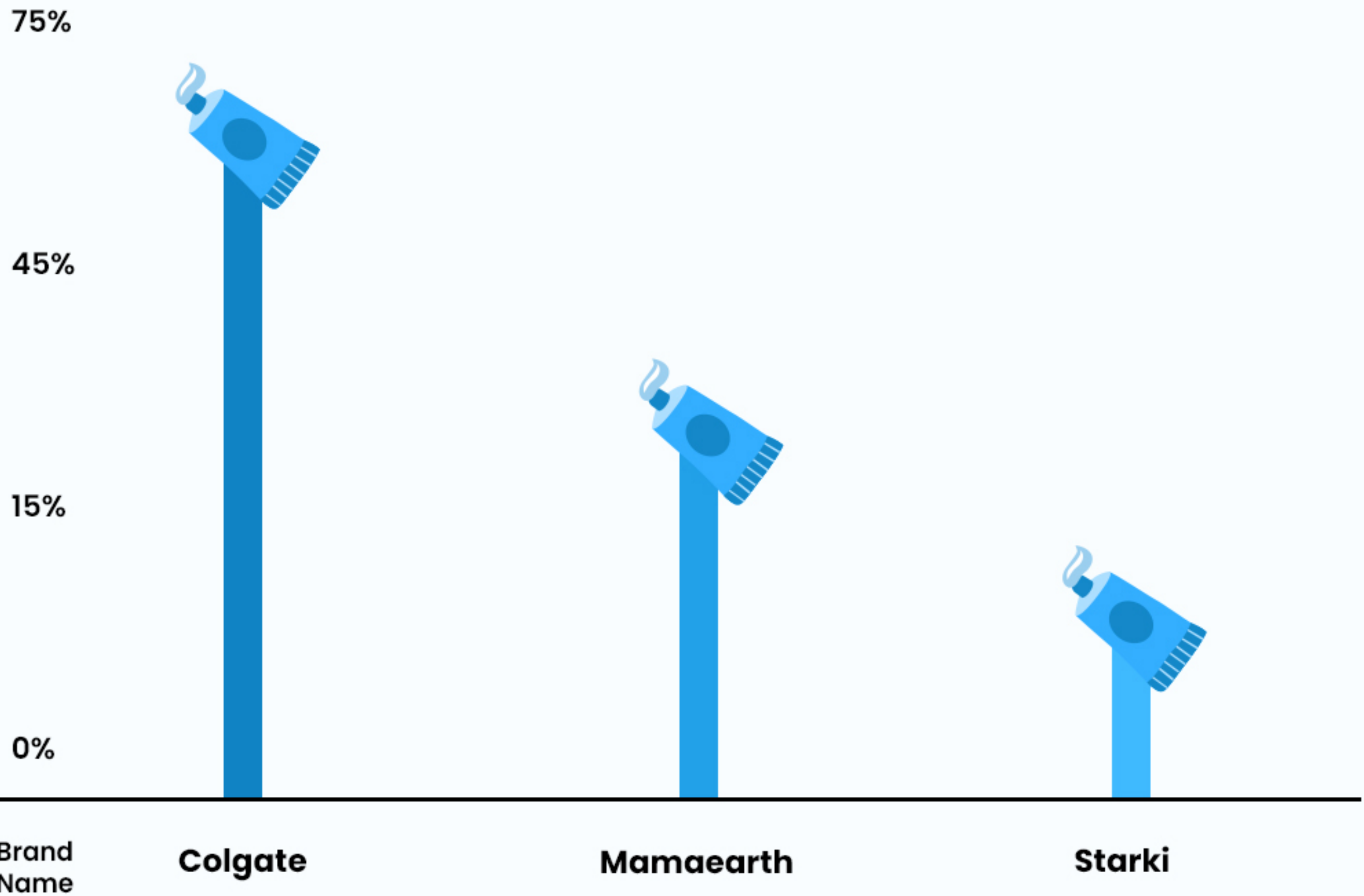
Mamaearth: stands out as the **dominant market leader** indicating strong brand awareness and a well-optimized website for organic search.

Chicco, Mee Mee, and Colgate: These brands are capturing over **15% share** each suggesting they are well-established players with a loyal customer base searching for them online.

Mother Sparsh: Emerging at **6.62% share**, seems to be a new player; strategic SEO can boost presence.



BABY TOOTHPASTE | SPONSORED



INSIGHTS

Colgate dominates sponsored ads (62.5%) for baby toothpaste. **Mamaearth & Starki** likely rely on organic reach or other strategies.

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