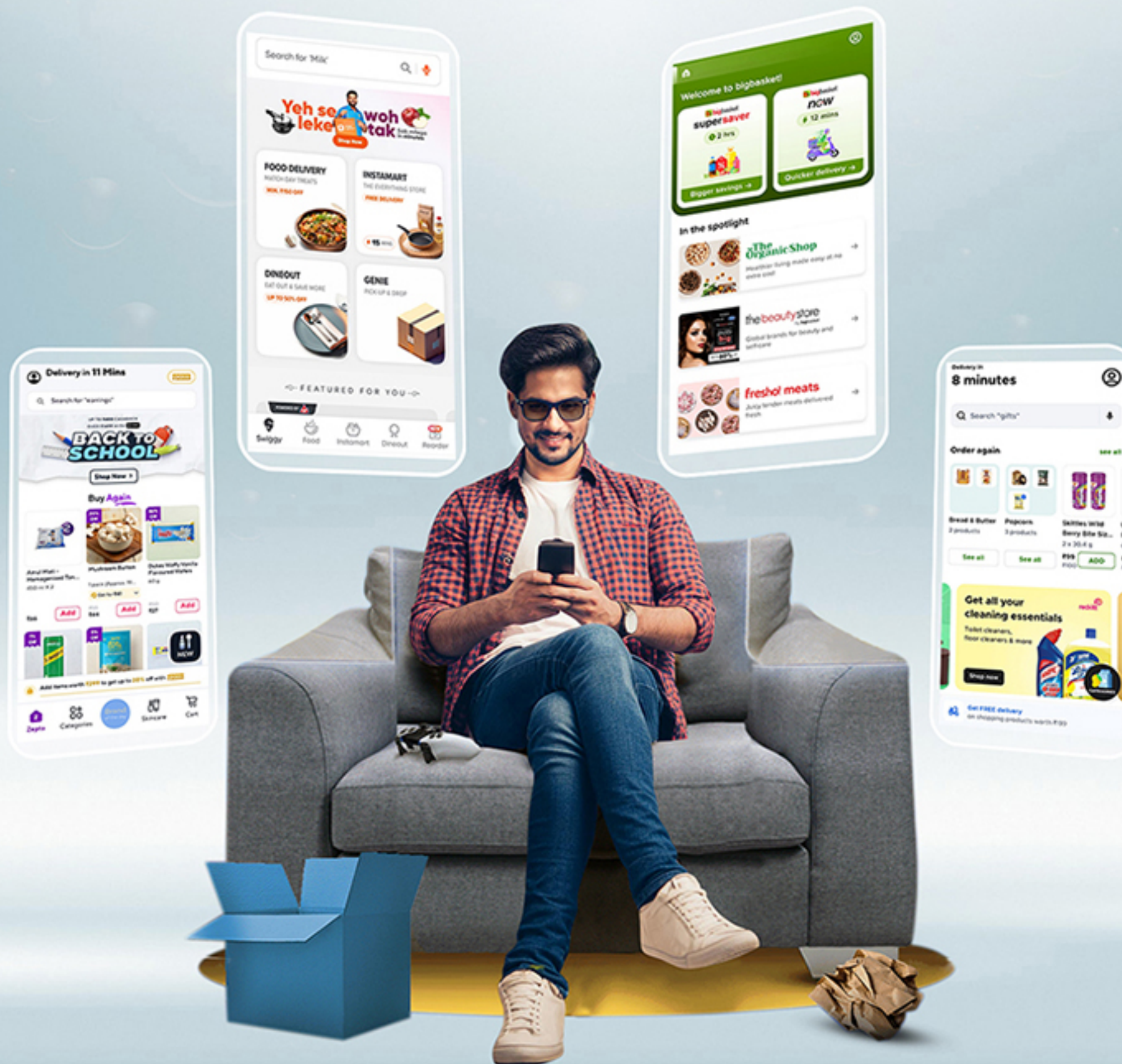


PAXCOM

Top 5 Detergent Showdown: Who wins in Delhi?

Marketplace Keyword Visibility
(Liquid Detergent)



*This document contains the data for the top 10 ranks - (May 1 - May 31) on Quick commerce channels.

Top 5 Brands – Pincode Level

110017



- **Ariel** is the dominant brand with a commanding brand share of **31.69%**. This suggests that Ariel is the most popular laundry detergent brand in the city on Blinkit.
- **Godrej** follows with a significant share of **23.50%**, making it a key player in the detergent segment.
- The remaining brands, **Beco, Wipro, and Surf Excel**, collectively hold a smaller share of the market, at approximately **30.60%**. This suggests that these brands may want to consider strategies to increase their brand awareness and market share in the city.



Top 5 Brands – Pincode Level

110022

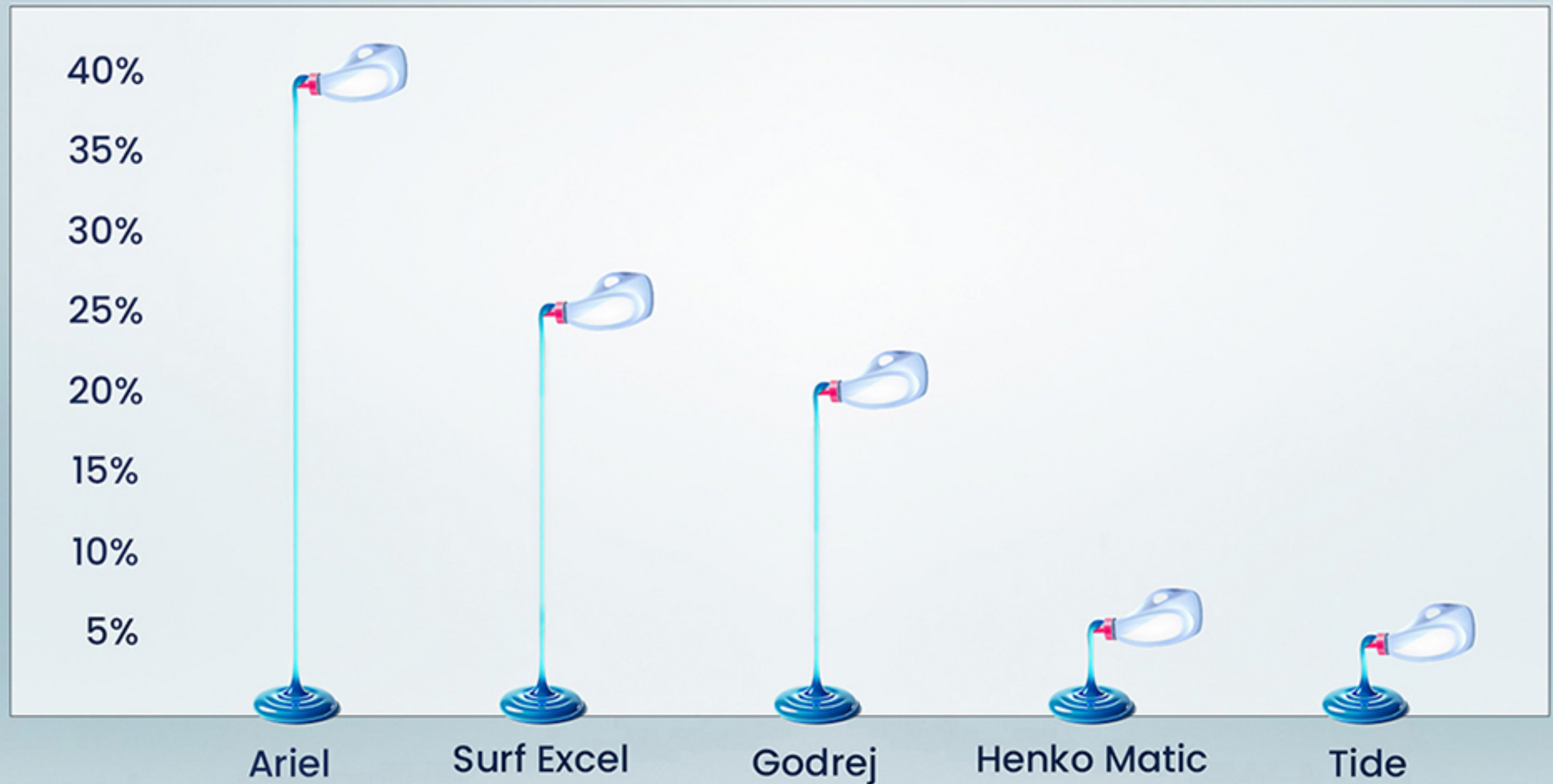


- **Close Race at the Top:** Bigbasket leads the pack with a brand share of **19.25%**, but Ariel and Surf Excel are close behind at **18.18%** each. This indicates a highly competitive market for laundry detergents at the city level.
- **Strong National Brands:** The presence of Ariel and Surf Excel, both well-established national brands, suggests brand loyalty and recognition play a significant role in consumer choice.
- **Henko Matic Makes a Mark:** Henko Matic captures a decent share (**10.16%**) of the market, indicating a strong presence of a potentially regional or private label brand.
- **SafeWash Rounds Out the Top 5:** SafeWash secures the last spot in the top 5 with a brand share of **9.09%**. This could be a local brand or a national brand with a smaller market share.



Top 5 Brands - Pincode Level

110065



- **Dominant Leader:** Ariel emerges as the clear market leader in Delhi with a significant brand share of **39.41%**.
- **Strong Competition:** The top 3 brands, Ariel, Surf Excel, and Godrej, collectively capture over **84.7%** of the market share, indicating a competitive landscape for other brands.
- **Other Players:** Brands like Safewash, Henko Matic, and Tide hold a combined market share of around **19%**, suggesting there's potential for niche players to grow in the Delhi market.



Top 5 Brands - Pincode Level

110065



- Zepto is the leading brand at the city level with a brand share of 32.94%, holding a significant lead of 2.94% over the second-ranked brand, Surf Excel.
- The top 3 brands (Zepto, Surf Excel, and Genteel) capture 80.00% of the market share, leaving 20.00% for the remaining brands.
- Overall, Zepto is the dominant brand in the city, with a brand share that is nearly three times that of the fifth-ranked brand, Rin.
- The top 3 brands capture a significant majority of the market share, suggesting that there is limited competition among a larger number of brands.



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