

PAXCOM

# Summer Sizzlers:

Top Brands winning

**Nykaa's Pink Summer Sale**

Category and Keyword Level

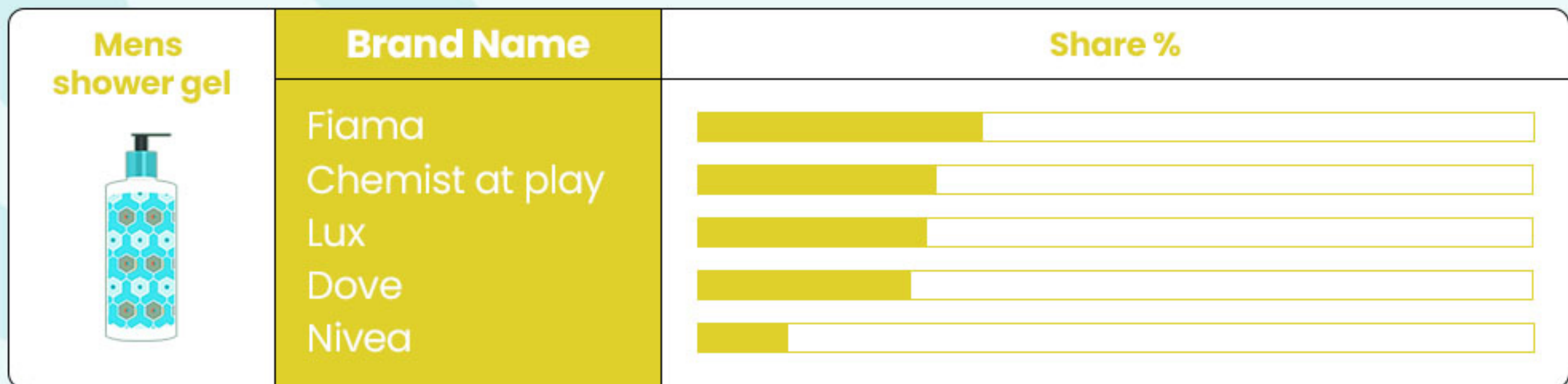
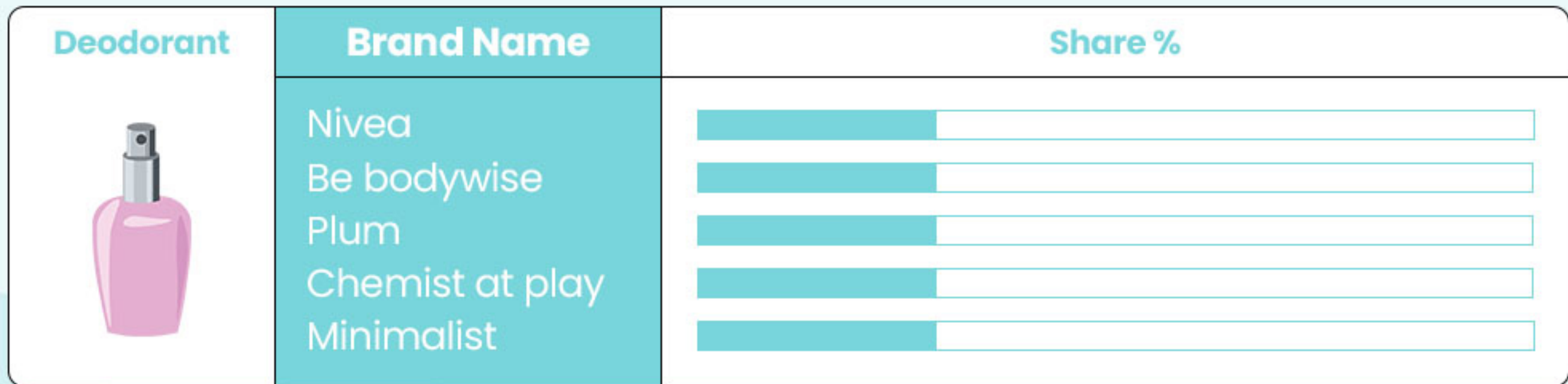
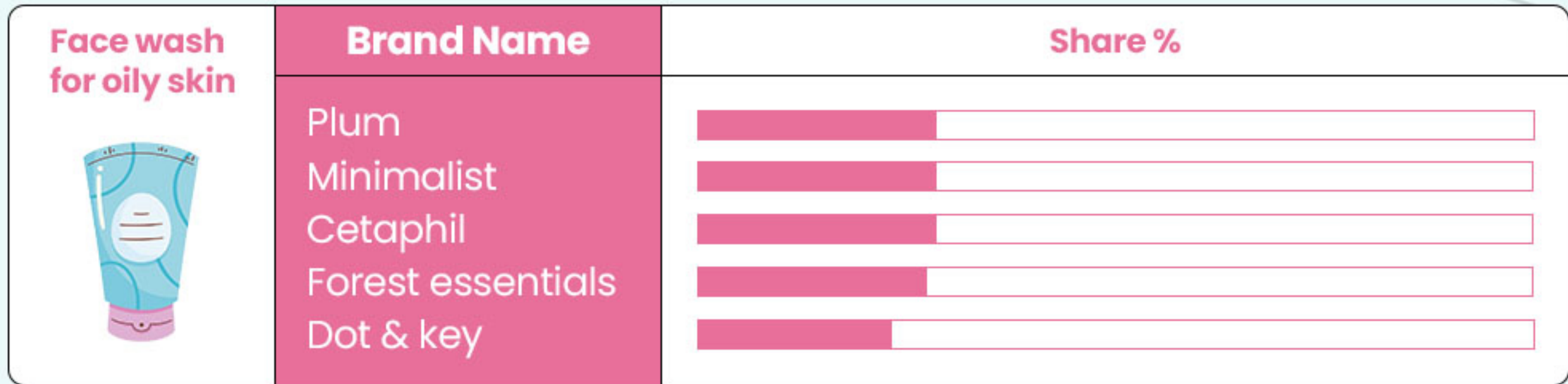
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\*This document contains the data for Nykaa (Top 5 ranks) (May 10-May 18).



# Top Brand Showdowns : Keyword Level



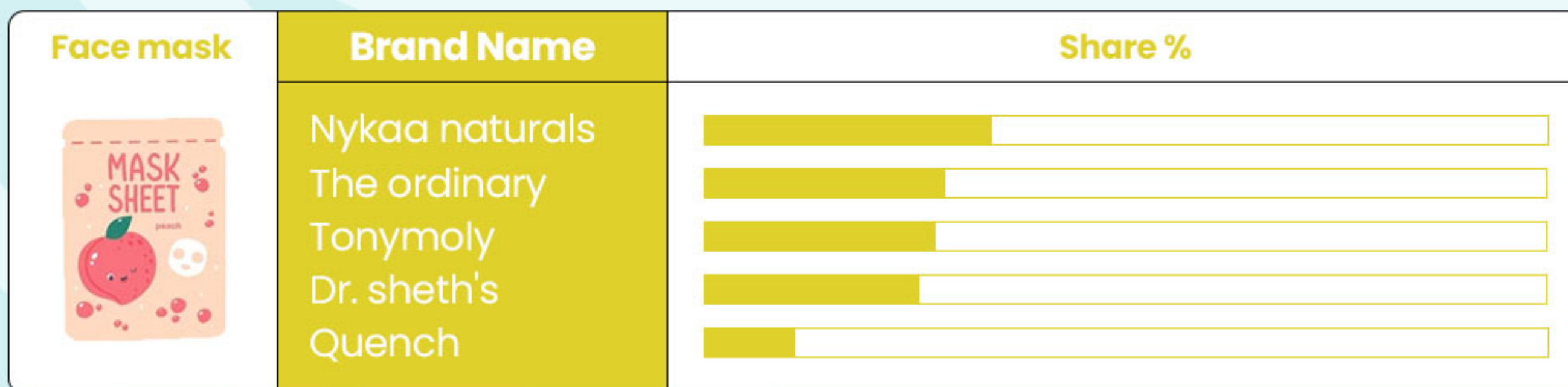
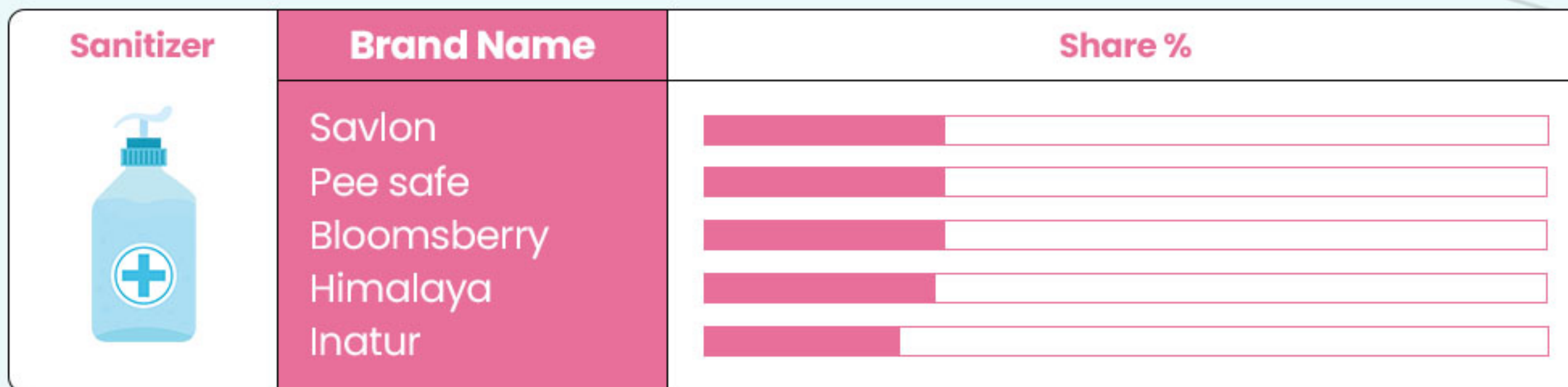
**Face wash for oily skin:** Traditional and newer brands like Cetaphil, Minimalist, and Dot & Key have a **20%** share, showing a balanced market. Plum and Forest Essentials are popular for their natural ingredients, each holding around **18-20%**.

**Deodorant:** Nivea, Be Bodywise, Plum, Chemist at Play, and Minimalist have an equal market share at **20%**, suggesting high competition and variable consumer loyalty.

**Men's Shower Gel:** Fiama tops at **29%** with a fragmented market behind it—Chemist at Play (**20%**), Lux (**18%**), Dove (**16%**), and Nivea.



# Top Brand Showdowns : Keyword Level

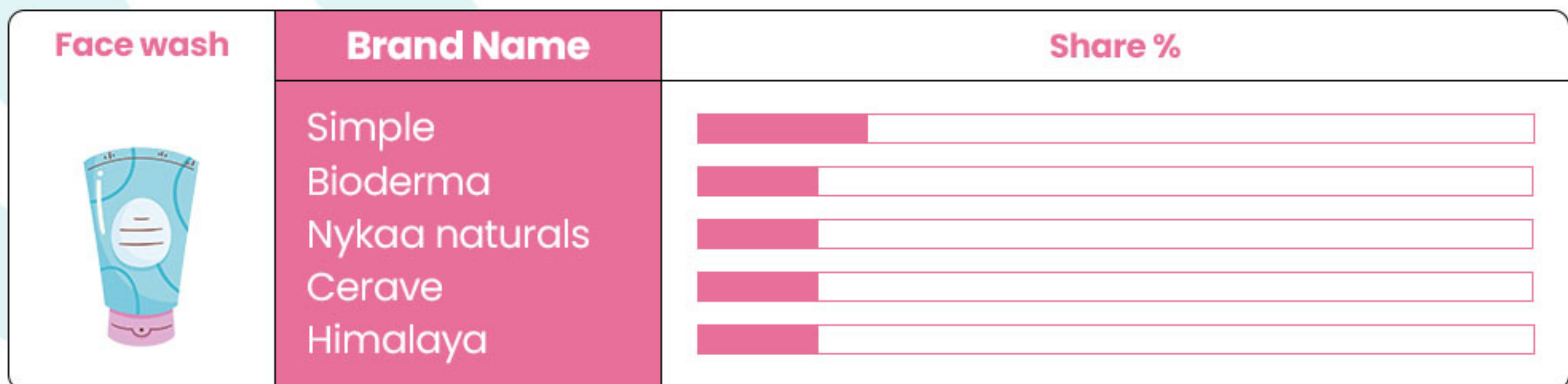
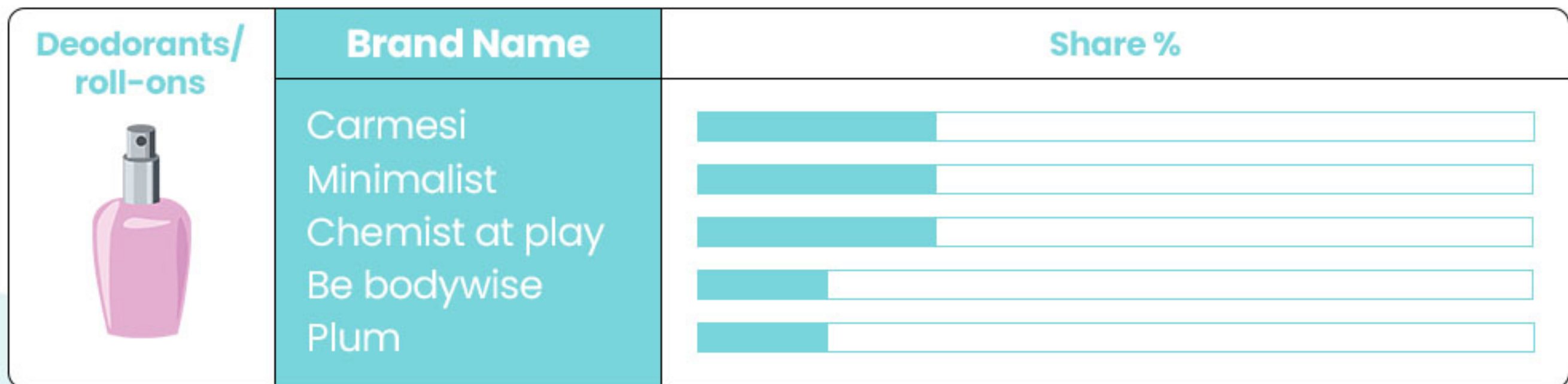
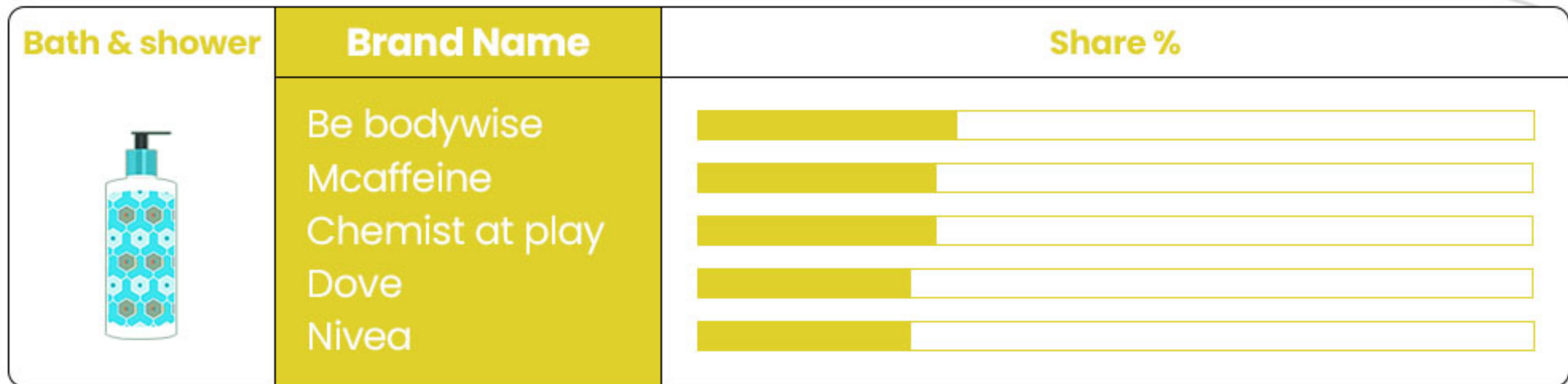


**Sanitizer:** Savlon is the frontrunner at **33%**, with Pee Safe, Bloomsberry, and Himalaya at **17%** and Inatur at **9%**, indicating diverse brand trust.

**Handwash:** Fiama leads narrowly at **50.91%** over Savlon's **49.09%**, showing a duopoly in consumer preference.

**Face Mask:** Nykaa Naturals dominates at **40%**, followed by The Ordinary at **31%**, with TonyMoly, Dr. Sheth's, and Quench capturing smaller segments.

# Top Brand Showdowns : Category Level



**Bath & Shower:** Be Bodywise (**22%**) takes the lead, followed by a mix of established brands (Mcaffeine, Lux) and challenger brands (Chemist at Play).

**Deodorants/Roll-Ons:** The category showcases a balanced competition with Carmesi, Minimalist, Chemist at Play sharing the top spot (**20%** each).


**Face Wash:** Bioderma, Nykaa Naturals, Cerave, and Himalaya each hold a **9%** share, indicating a fragmented market and highly competitive landscape.







# Top Brand Showdowns : Category Level



Sheet masks	Brand Name	Share %
	Nykaa naturals	<div style="width: 24%;"></div>
	Tonymoly	<div style="width: 18%;"></div>
	Lakme	<div style="width: 18%;"></div>
	Quench	<div style="width: 15%;"></div>
	O3+	<div style="width: 8%;"></div>

Handwash	Brand Name	Share %
	Wanderlust	<div style="width: 24%;"></div>
	Dove	<div style="width: 18%;"></div>
	Kimirica	<div style="width: 15%;"></div>
	Himalaya	<div style="width: 15%;"></div>
	Better body	<div style="width: 10%;"></div>
	bombay	<div style="width: 10%;"></div>

Hand sanitizer	Brand Name	Share %
	Bloomsberry	<div style="width: 38%;"></div>
	Savlon	<div style="width: 20%;"></div>
	Himalaya	<div style="width: 18%;"></div>
	Bath & body works	<div style="width: 12%;"></div>
	Dettol	<div style="width: 8%;"></div>

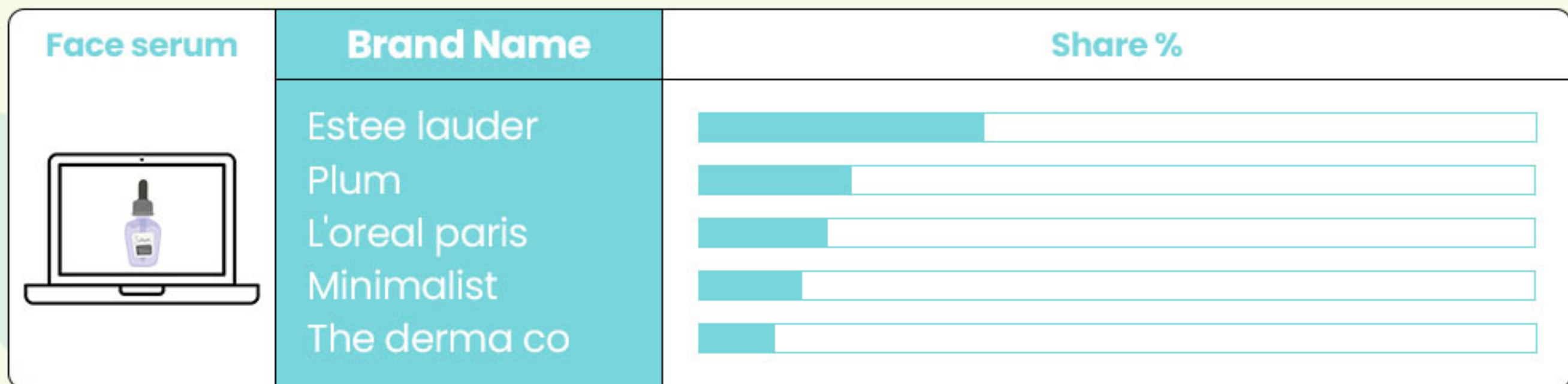
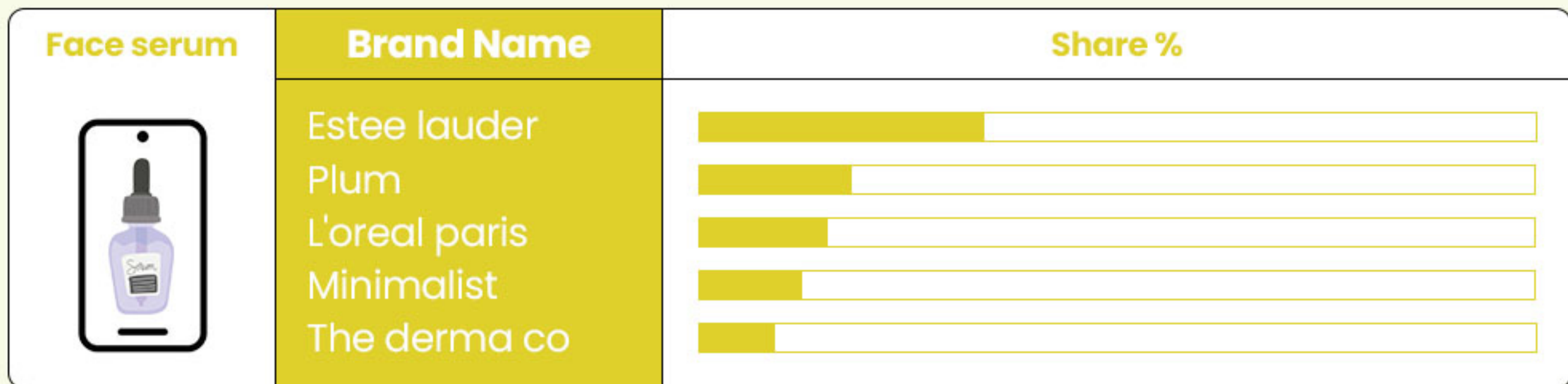
**Sheet Masks:** Nykaa Naturals (**24%**) leads, possibly leveraging its private label advantage. Established cosmetics brands like Lakme and international players like TonyMoly are strong contenders.

**Handwash:** Wanderlust (**24%**) emerges as a surprising leader, potentially a niche brand catering to a specific audience. Established players like Dove and Himalaya hold significant shares.

**Hand Sanitizer:** Bloomsberry (**38%**) dominates, indicating a potential niche brand capitalizing on a post-pandemic demand. Savlon, a trusted hygiene brand, maintains a strong presence (**20%**).



# Top Brand Showdowns : Web & Mobile App

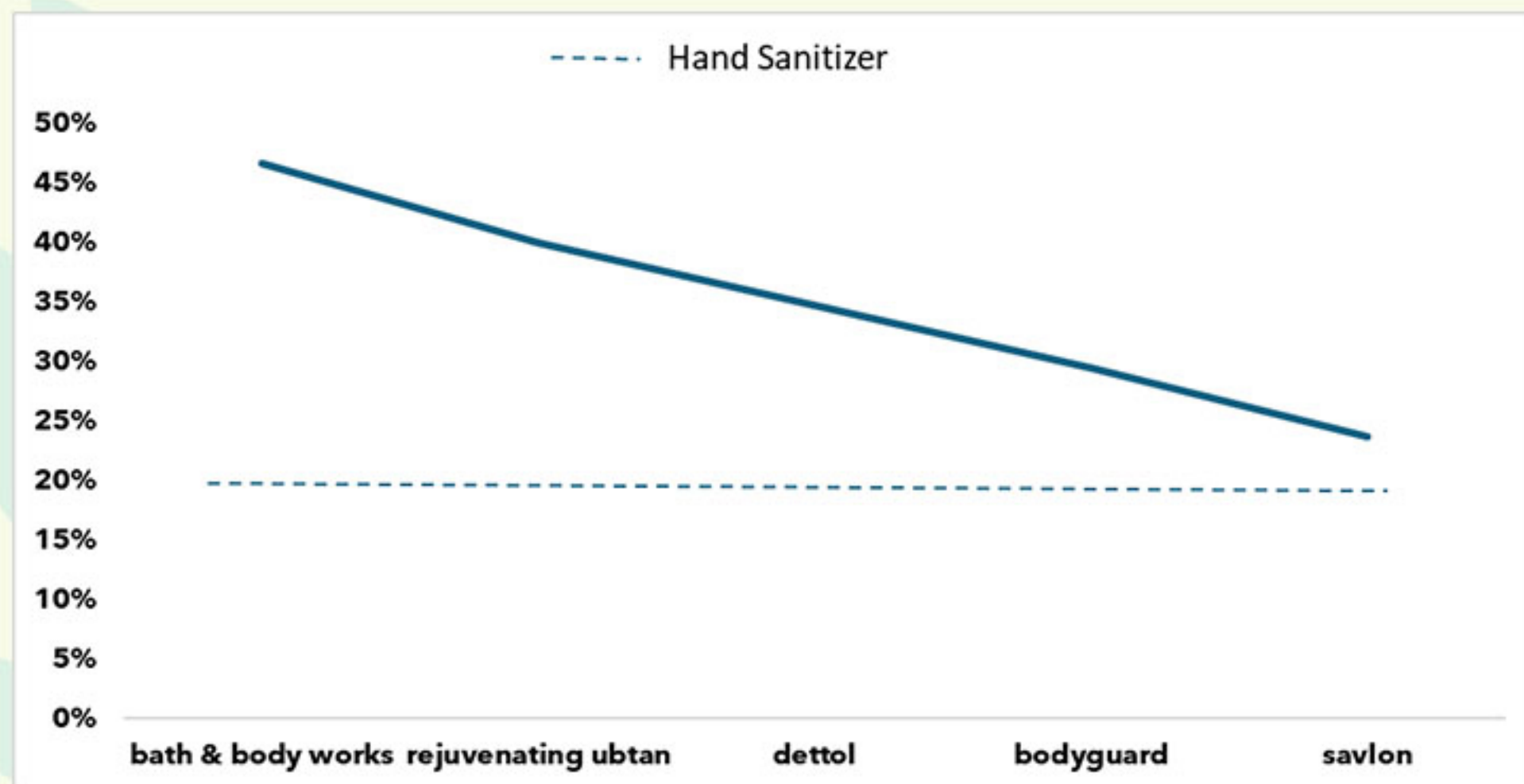
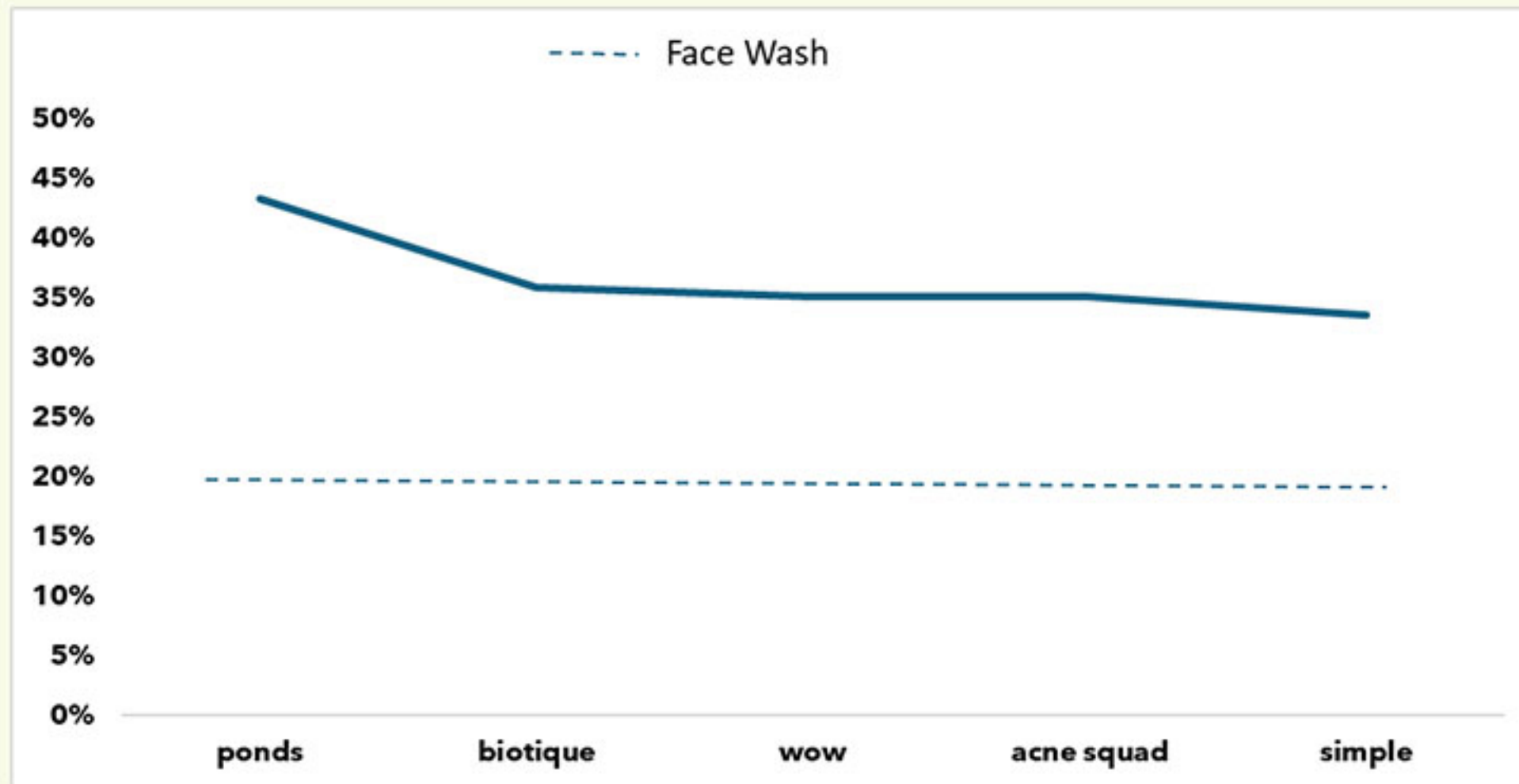


Estee Lauder and Plum have the highest share of voice on both channels, followed by L'Oreal Paris, Minimalist, and The Derma Co. The overall share of voice for each brand remains consistent between the two platforms, indicating that users show similar brand preferences for face serum whether they are browsing the Nykaa website or app.



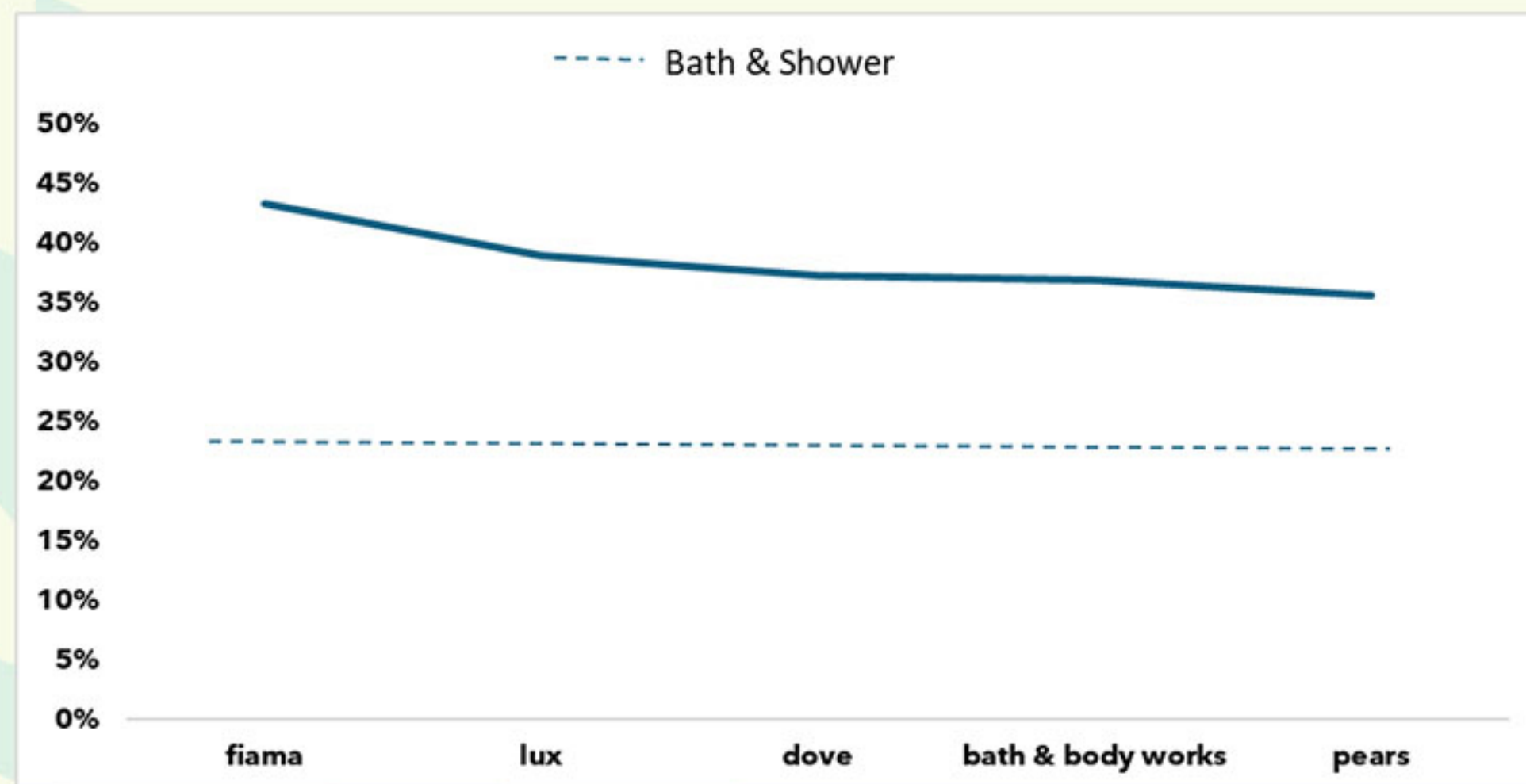
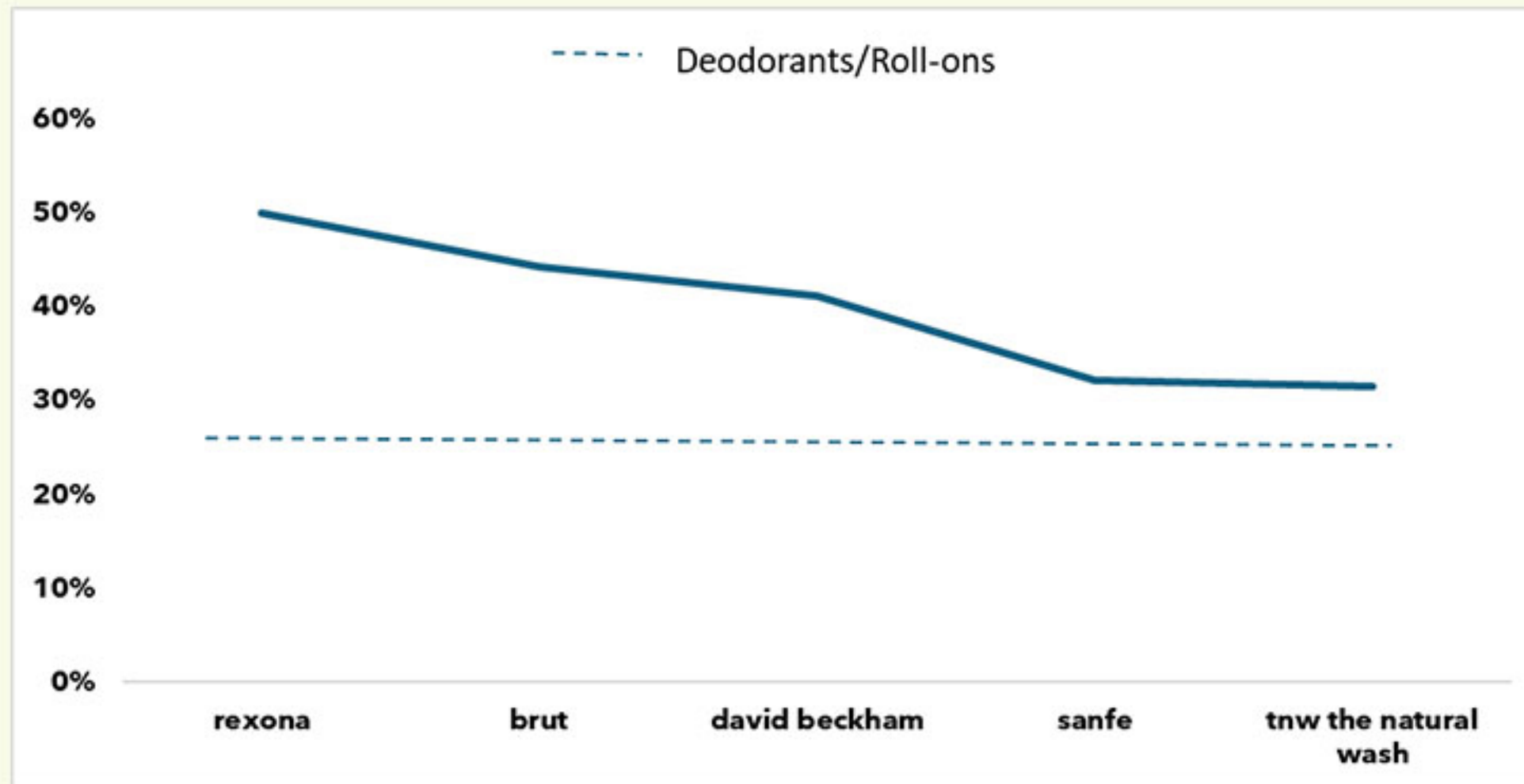


# Average Promotions - Category and Brand Level



A comparison of average promotion at the category level versus the average promotions for the top 5 brands within each category.

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A comparison of average promotion at the category level versus the average promotions for the top 5 brands within each category.





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