

Amazon Prime Day India

Unboxing Prime Day India:

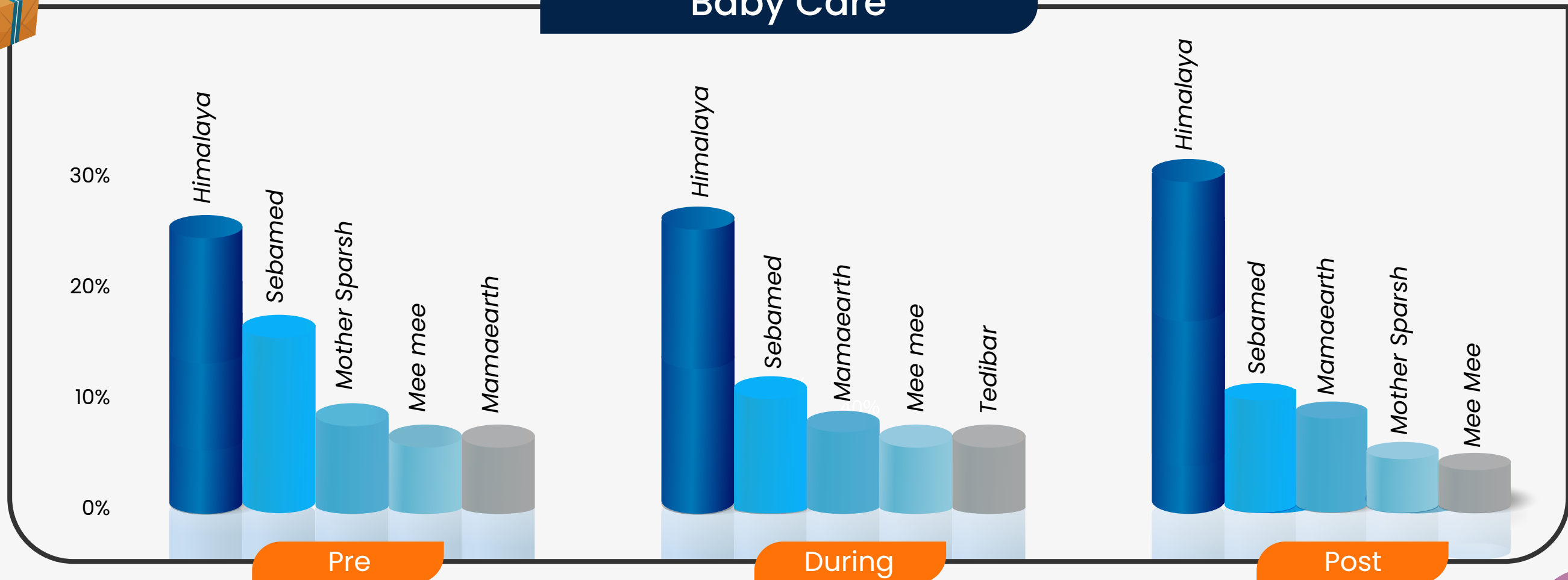
A Data-Driven Look Before, During & Post the Big Event



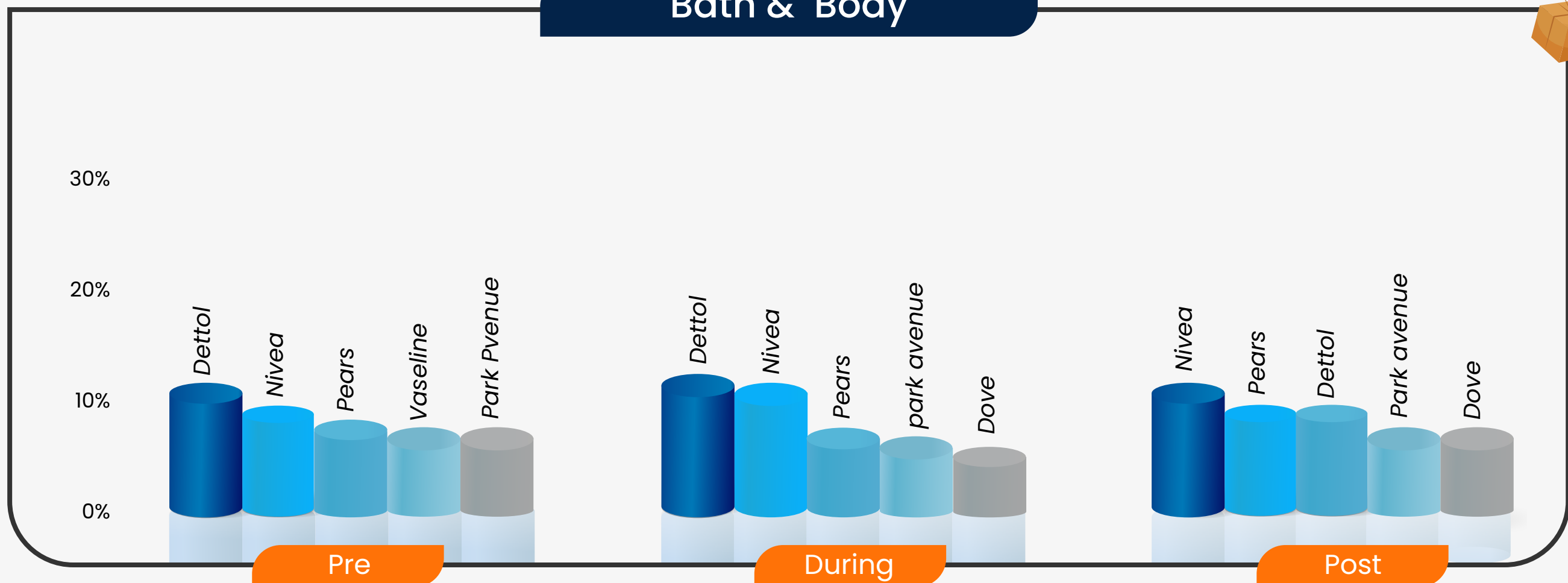
Top Performing Brands In Category Level



Baby Care



Bath & Body

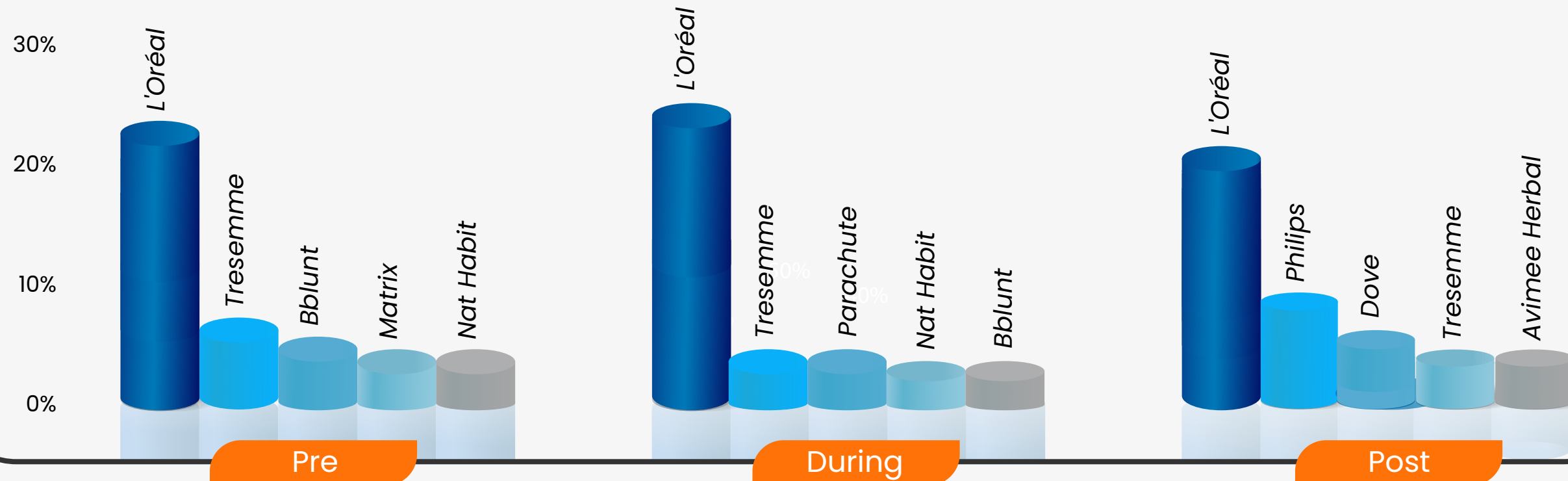


Himalaya's market share increased steadily, peaking post-Prime Day with a **6.80%** increase from the pre-event period. **Sebamed's** market share decreases during the event but recovers slightly afterward. **Mamaearth** gains momentum during and after Prime Day, indicating successful promotional strategies. **Dettol** and **Nivea** are the dominant brands, with **Nivea** eventually taking the lead of **2%** from pre-event to post-event. **Park Avenue** shows consistent growth, while **Dove** makes a notable entry post-Prime Day. The bath and body category sees a dynamic shift with close competition among top brands.

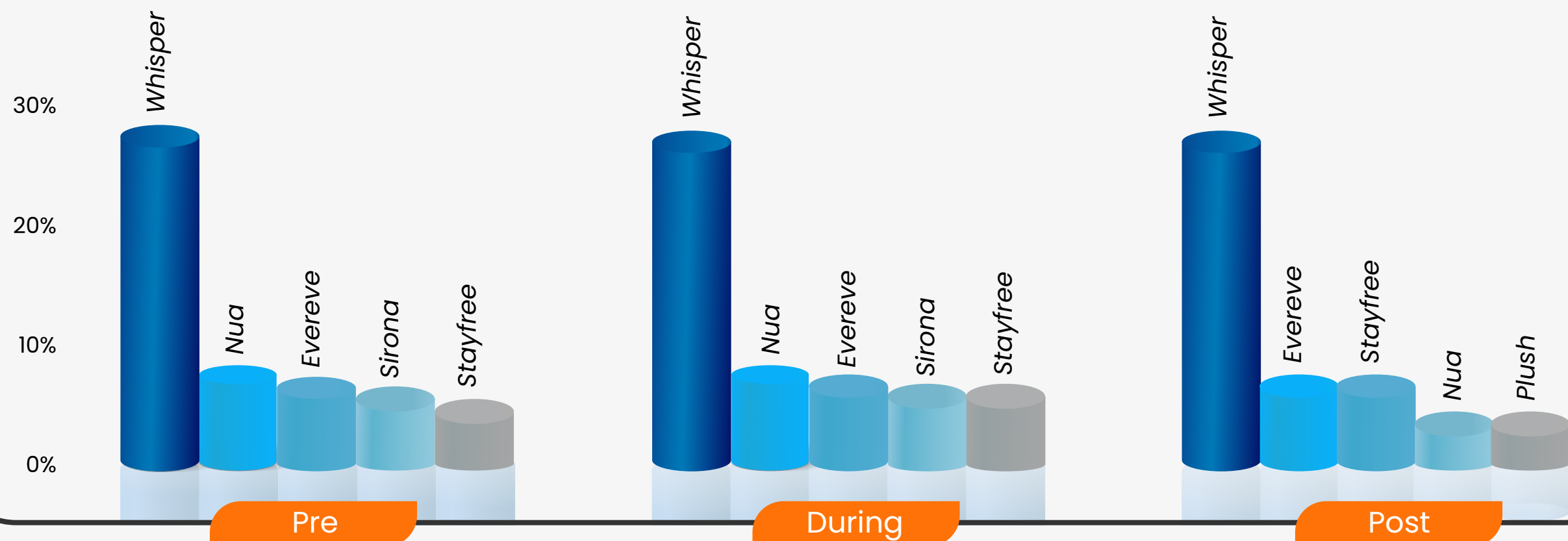
Top Performing Brands In Category Level



Hair Care

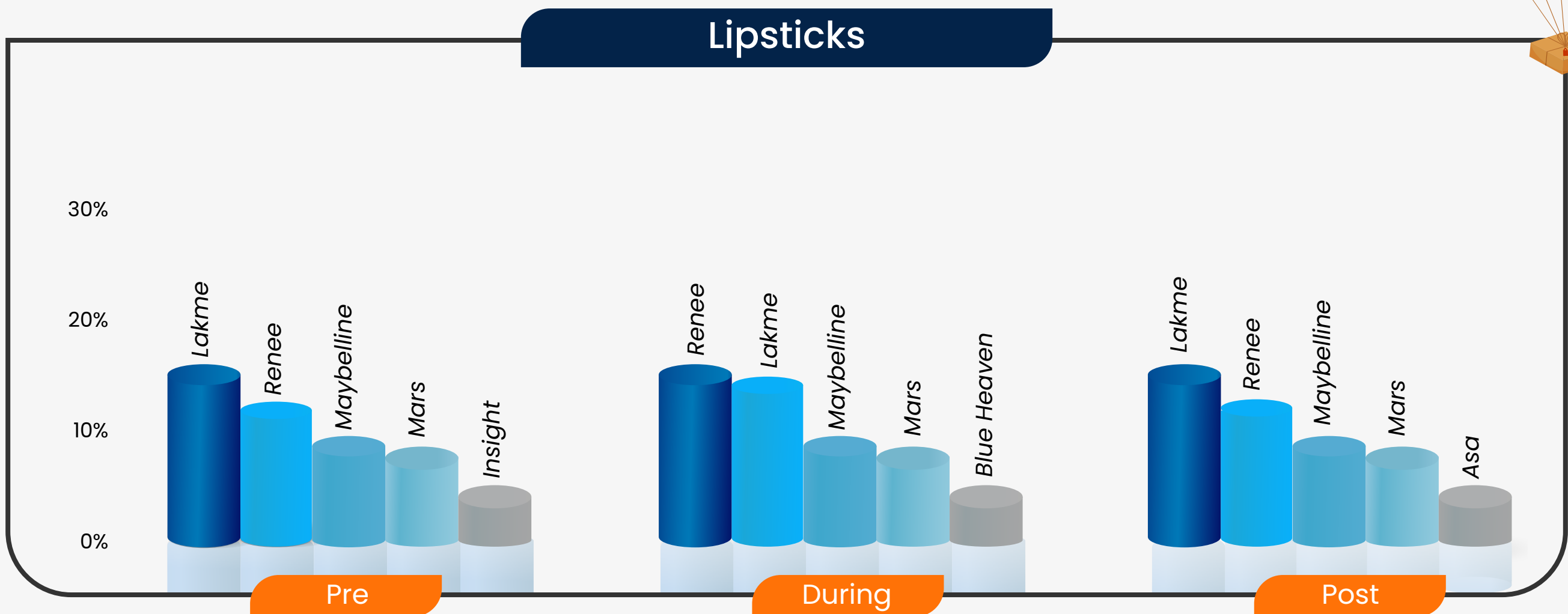
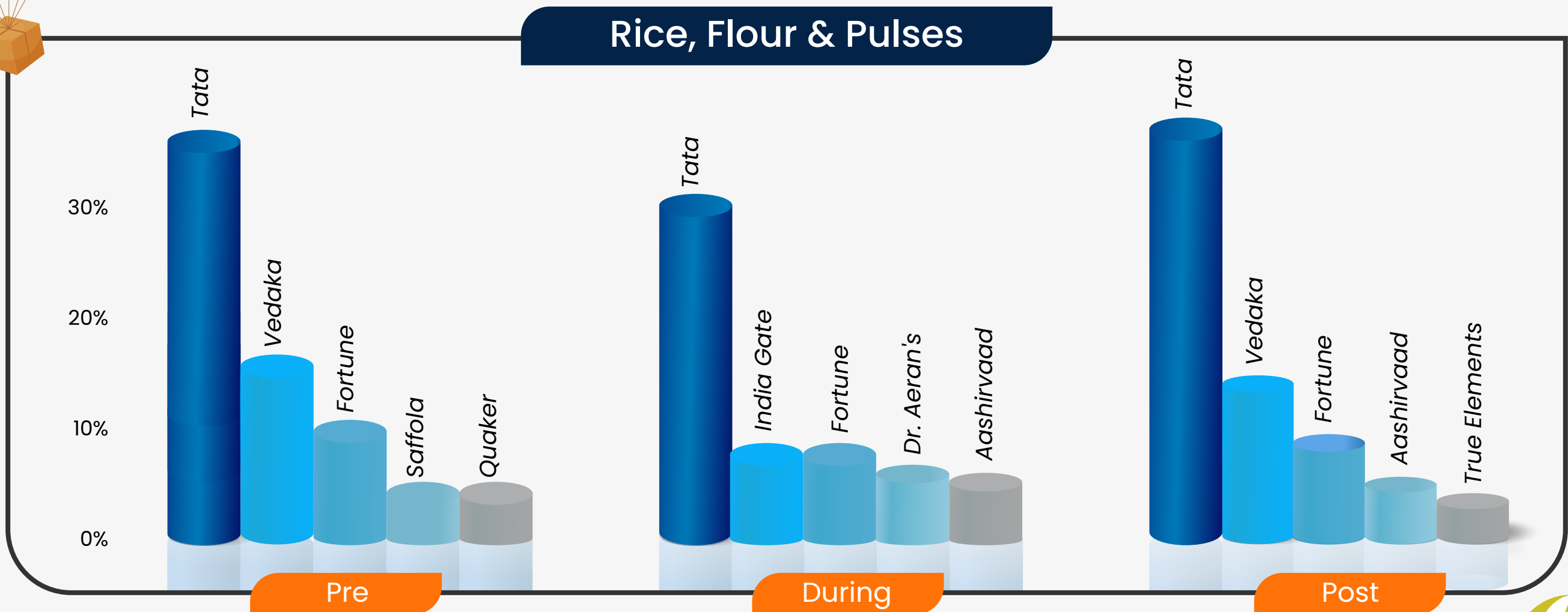


Intimate Care & Hygiene



Loreal maintained strong leadership with shares of **24%** pre-Prime Day, **25%** during Prime Day, and **22%** post-Prime Day. **Whisper** dominated the intimate care category with shares of **29%** pre-Prime Day, **28%** during Prime Day, and **28%** post-Prime Day. **Philips** made a significant entry post-Prime Day with a **10%** share, suggesting a successful late promotional strategy. Consistency in brands like **Nua** and **Evereve** demonstrates effective customer retention strategies. **Treseemme's** fluctuating market share suggests potential areas for improvement in competitive positioning and promotional strategies. **Plush** entered the market post-Prime Day with a **4%** share in the intimate care category.

Top Performing Brands In Category Level



Tata maintained leadership with shares of **35.71%** pre, **32.00%** during, and **38.00%** post-Prime Day. **Lakme** maintained shares of **16.00%** pre, **15.00%** during, and **16.00%** post-Prime Day. **Vedaka** and **Renee** show effective promotional strategies, with **Renee** achieving a peak during Prime Day. New and emerging brands like **True Elements** and **Asa** indicate potential shifts in consumer preferences and market dynamics. The consistency in performance of brands like **Maybelline** and **Mars** highlights effective market positioning and customer retention strategies.

Best Sellers Product Level



The screenshot shows the Amazon.in website interface. At the top, there's a navigation bar with the Amazon logo, delivery location (Gurugram 122015), and a search bar. Below the navigation bar, there are tabs for 'Best Sellers', 'Hot New Releases', 'Movers and Shakers', 'Most Wished For', and 'Most Gifted'. The main content area is titled 'Amazon Bestsellers' and features two sections: 'Bestsellers in Lipsticks' and 'Bestsellers in Hair Care'. Each section displays a grid of product cards for the top five best-selling items on a given date. The 'Bestsellers in Lipsticks' section shows Maybelline New York Matte Lipstick as the top product from July 18th to July 21st, and Color Cupid Matte Intense Color Stay Liquid Lipstick as the top product on July 22nd. The 'Bestsellers in Hair Care' section shows Alps Goodness Rosemary Water Spray as the top product from July 18th to July 20th, and L'oreal Paris Moisture Filling Shampoo as the top product on July 21st and July 22nd. A small icon of a parachute with a box is visible in the bottom right corner of the screenshot.

Bestsellers in Lipsticks

Date	Product	Rating	Reviews
July 18th	Maybelline New York Matte Lipstick, Intense Colour, Keeps Lips Moisturised, 657 Nude Nuance, Color Sensational Creamy Matte Lipstick, 3.9g	4.1	62,276
July 19th	Maybelline New York Matte Lipstick, Intense Colour, Keeps Lips Moisturised, 657 Nude Nuance, Color Sensational Creamy Matte Lipstick, 3.9g	4.1	62,276
July 20th	Maybelline New York Matte Lipstick, Intense Colour, Keeps Lips Moisturised, 657 Nude Nuance, Color Sensational Creamy Matte Lipstick, 3.9g	4.1	62,276
July 21st	Maybelline New York Matte Lipstick, Intense Colour, Keeps Lips Moisturised, 657 Nude Nuance, Color Sensational Creamy Matte Lipstick, 3.9g	4.1	62,276
July 22nd	Color Cupid Matte Intense Color 18-Hour Stay Liquid Lipstick Infused with Hyaluronic Acid & Ceramide Transfer Proof & Kiss Proof Forever Love - Romantic Red 1.5 ml	3.9	38

Bestsellers in Hair Care

Date	Product	Rating	Reviews
July 18th	Alps Goodness Rosemary Water Spray For Hair Growth (200 ml) Hair Spray for Regrowth Rosemary Hair Mist Adds Shine Helps Reduce Hairfall Strengthens Hair Suitable For All Hair Types	4.5	186
July 19th	Alps Goodness Rosemary Water Spray For Hair Growth (200 ml) Hair Spray for Regrowth Rosemary Hair Mist Adds Shine Helps Reduce Hairfall Strengthens Hair Suitable For All Hair Types	4.5	186
July 20th	Alps Goodness Rosemary Water Spray For Hair Growth (200 ml) Hair Spray for Regrowth Rosemary Hair Mist Adds Shine Helps Reduce Hairfall Strengthens Hair Suitable For All Hair Types	4.5	186
July 21st	L'oreal Paris Moisture Filling Shampoo, With Hyaluronic Acid, For Dry & Dehydrated Hair, Adds Shine & Bounce, Hyaluron Moisture 72H, 180ml	4.2	9,189
July 22nd	L'oreal Paris Moisture Filling Shampoo, With Hyaluronic Acid, For Dry & Dehydrated Hair, Adds Shine & Bounce, Hyaluron Moisture 72H, 180ml	4.2	9,189

Our analysis reveals a dynamic shift in the best-selling product within the category

Best Sellers Product Level



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Bestsellers Hot New Releases Movers and Shakers Most Wished For Most Gifted

Amazon Bestsellers






Our most popular products based on sales. Updated frequently.


Any Department
Amazon Launchpad
Amazon Renewed
Apps for Android
Baby Products
Bags, Wallets and Luggage
Beauty
Books
Car & Motorbike
Clothing & Accessories
Computers & Accessories
Electronics
Garden & Outdoors
Gift Cards
Grocery & Gourmet Foods
Health & Personal Care
Home & Kitchen
Home Improvement
Industrial & Scientific
Jewellery
Kindle Store
Movies & TV Shows
Music
Musical Instruments
Office Products
Pet Supplies
Shoes & Handbags
Software
Sports, Fitness & Outdoors
Toys & Games
Video Games
Watches

Bestsellers in Bath & Body

 <p>#1</p> <p>Park Avenue Premium Men's Soaps for Bath – Pure Luxury 125g (Pack of 4) Enriched with Shea Butter & Coconut Oil Grade 1 Soap For All Skin Types</p> <p>Visit the Park Avenue Store 4.1 ★★★★★ - 5,135 ratings Search this page 10K+ bought in past month</p> <p>July 18th</p>	 <p>#1</p> <p>Park Avenue Premium Men's Soaps for Bath – Pure Luxury 125g (Pack of 4) Enriched with Shea Butter & Coconut Oil Grade 1 Soap For All Skin Types</p> <p>Visit the Park Avenue Store 4.1 ★★★★★ - 5,135 ratings Search this page 10K+ bought in past month</p> <p>July 19th</p>	 <p>#1</p> <p>Dettol Original Germ Protection Bathing Soap Bar (400gm) Kills 99.99% germs, 100g - Pack of 4</p> <p>Visit the Dettol Store 4.4 ★★★★★ - 381 ratings Search this page #1 Best Seller in Solid Soap Bars</p> <p>July 20th</p>	 <p>#1</p> <p>Dettol Liquid Handwash Refill – Skincare Hand Wash- 1500ml pH Balanced 10x Better Germ Protection</p> <p>Visit the Dettol Store 4.5 ★★★★★ - 52,168 ratings Search this page #1 Best Seller in Beauty</p> <p>July 21st</p>	 <p>#1</p> <p>Dettol Liquid Handwash Refill – Skincare Hand Wash- 1500ml pH Balanced 10x Better Germ Protection</p> <p>Visit the Dettol Store 4.5 ★★★★★ - 52,168 ratings Search this page #1 Best Seller in Beauty</p> <p>July 22nd</p>
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Bestsellers in Intimate Care & Hygiene Products

 <p>#1</p> <p>Sofy Women Anti Bacteria Extra Long Sanitary Pads, X-Large, Pack Of 48</p> <p>Visit the Sofy Store 4.5 ★★★★★ - 901 ratings Search this page 10K+ bought in past month</p> <p>July 18th</p>	 <p>#1</p> <p>Sofy Women Anti Bacteria Extra Long Sanitary Pads, X-Large, Pack Of 48</p> <p>Visit the Sofy Store 4.5 ★★★★★ - 901 ratings Search this page 10K+ bought in past month</p> <p>July 19th</p>	 <p>#1</p> <p>Sofy Women Anti Bacteria Extra Long Sanitary Pads, X-Large, Pack Of 48</p> <p>Visit the Sofy Store 4.5 ★★★★★ - 901 ratings Search this page 10K+ bought in past month</p> <p>July 20th</p>	 <p>#1</p> <p>Sofy Women Anti Bacteria Extra Long Sanitary Pads, X-Large, Pack Of 48</p> <p>Visit the Sofy Store 4.5 ★★★★★ - 901 ratings Search this page 10K+ bought in past month</p> <p>July 21st</p>	 <p>#1</p> <p>WHISPER ULTRA HYGIENE+COMFORT SANITARY PADS, 50 XL+ PADS, FOR HEAVY FLOW, LONG LASTING PROTECTION, LOCKS ODOUR & WETNESS, DRY TOP SHEET, DISPOSABLE WRAPPER</p> <p>Brand: Whisper 4.5 ★★★★★ - 50,334 ratings Search this page</p> <p>July 22nd</p>
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Our analysis reveals a dynamic shift in the best-selling product within the category

Best Sellers Product Level



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Bestsellers Hot New Releases Movers and Shakers Most Wished For Most Gifted

Amazon Bestsellers

Our most popular products based on sales. Updated frequently.

Any Department
Amazon Launchpad
Amazon Renewed
Apps for Android
Baby Products
Bags, Wallets and Luggage
Beauty
Books
Car & Motorbike
Clothing & Accessories
Computers & Accessories
Electronics
Garden & Outdoors
Gift Cards
Grocery & Gourmet Foods
Health & Personal Care
Home & Kitchen
Home Improvement
Industrial & Scientific
Jewellery
Kindle Store
Movies & TV Shows
Music
Musical Instruments
Office Products
Pet Supplies
Shoes & Handbags
Software
Sports, Fitness & Outdoors
Toys & Games
Video Games
Watches

Bestsellers in Baby & Care

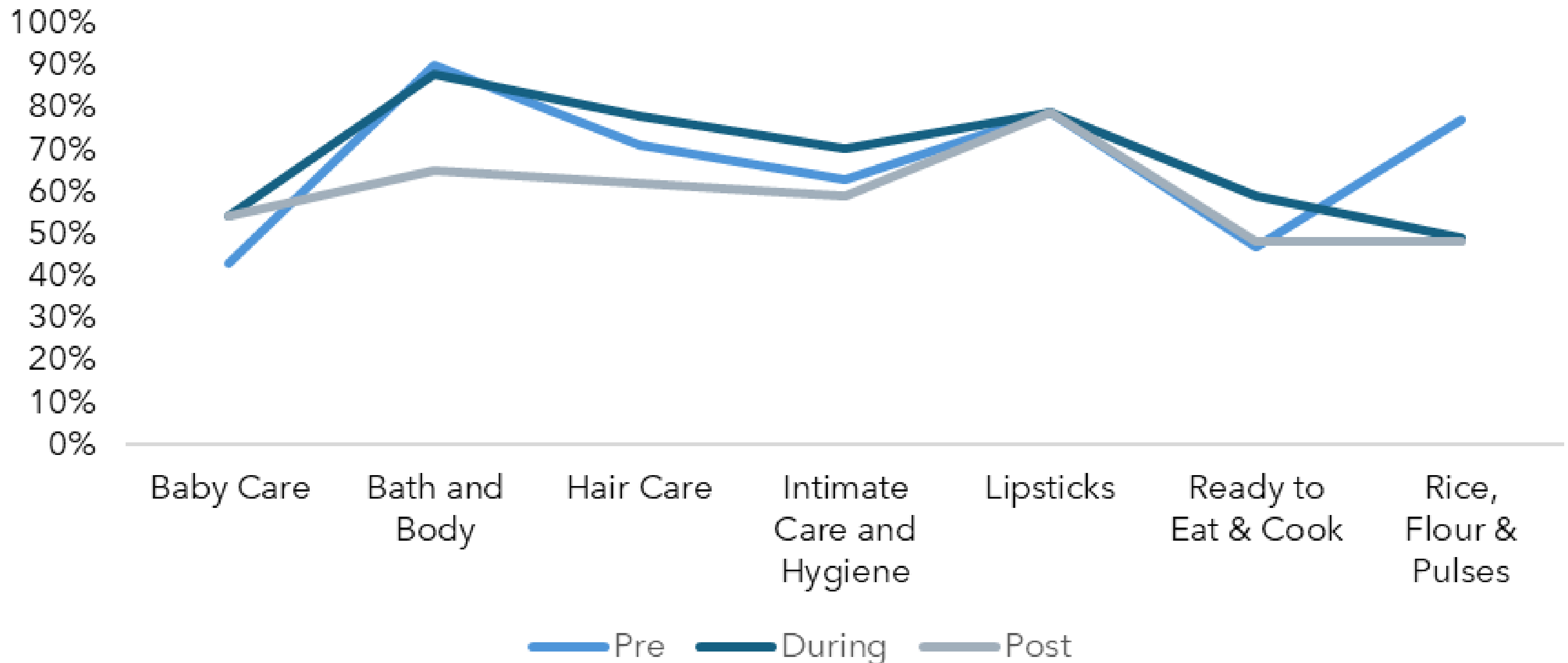
Product	Rating	Best Seller	Buyers	Date
Himalaya Powder For Baby, 700G	4.4	#1 Best Seller	10K+ bought in past month	July 18th
Himalaya Powder For Baby, 700G	4.4	#1 Best Seller	10K+ bought in past month	July 19th
Himalaya Powder For Baby, 700G	4.4	#1 Best Seller	10K+ bought in past month	July 20th
Himalaya Powder For Baby, 700G	4.4	#1 Best Seller	10K+ bought in past month	July 21st
Himalaya Gentle Baby Shampoo (400 ml)	4.3	#1 Best Seller	10K+ bought in past month	July 22nd

Bestsellers in Ready to Eat & Cook

Product	Rating	Best Seller	Buyers	Date
MAGGI 2-minute Instant Noodles, Masala Noodles with Goodness of Iron, Made with Choicest Quality Spices, Favourite Masala Taste, 70g (Pack of 18), 1.26kg, Pack	4.5	#1 Best Seller	10K+ bought in past month	July 18th
MAGGI 2-minute Instant Noodles, Masala Noodles with Goodness of Iron, Made with Choicest Quality Spices, Favourite Masala Taste, 420 grams Pouch	4.4	#1 Best Seller	10K+ bought in past month	July 19th
MAGGI 2-minute Instant Noodles, Masala Noodles with Goodness of Iron, Made with Choicest Quality Spices, Favourite Masala Taste, 420 grams Pouch	4.4	#1 Best Seller	10K+ bought in past month	July 20th
MAGGI 2-minute Instant Noodles, Masala Noodles with Goodness of Iron, Made with Choicest Quality Spices, Favourite Masala Taste, 420 grams Pouch	4.4	#1 Best Seller	10K+ bought in past month	July 21st
MAGGI 2-minute Instant Noodles, Masala Noodles with Goodness of Iron, Made with Choicest Quality Spices, Favourite Masala Taste, 420 grams Pouch	4.4	#1 Best Seller	10K+ bought in past month	July 22nd

Our analysis reveals a dynamic shift in the best-selling product within the category

Promotions Category Level



Varying Degrees of Impact: The magnitude of the increase in average offers varied across categories. Some categories like "Baby Care" and "Ready to Eat & Cook" experienced significant jumps, while others like "Lipsticks" remained relatively stable.

Post-Prime Day Correction: Following the sale, there was a general trend of average offers decreasing, suggesting a return to pre-Prime Day levels or a slight adjustment. However, some categories like "Bath and Body" and "Hair Care" experienced more substantial drops.

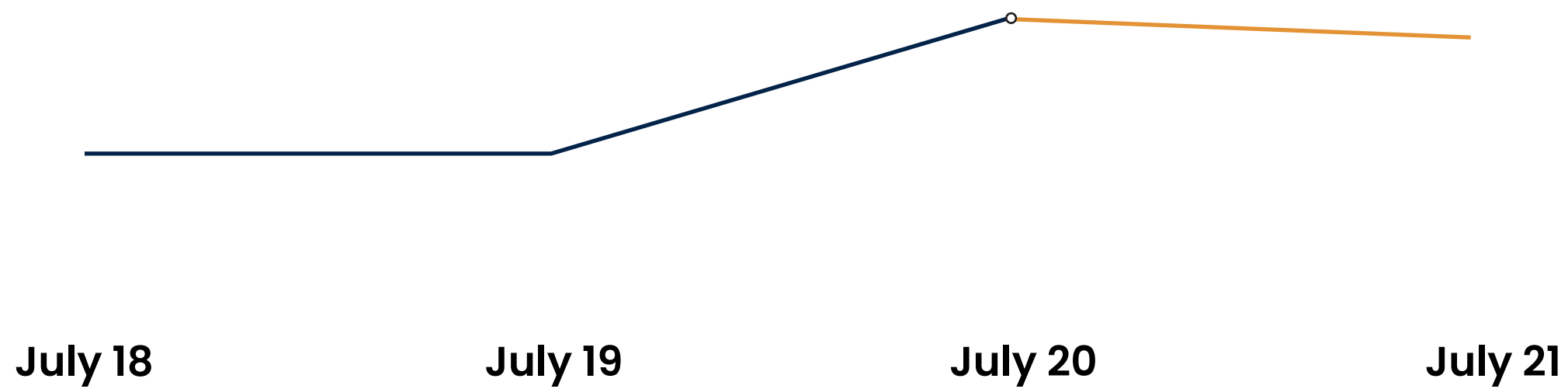
Lipsticks maintained a steady 79% average offer throughout all phases, indicating a well-planned, long-term promotional strategy.

Rice, flour, and pulses saw the most dynamic changes, dropping significantly from pre-event highs of 77% to a steady 48-49% during and post-event.

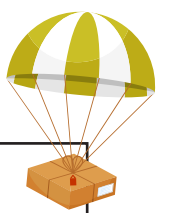
Category Performance Metrics



Grocery & Gourmet Foods



Beauty



Between July 18 and 21, we tracked impressions and clicks across various categories, revealing a notable surge during the Amazon Prime Day India event.

This data highlights a clear trend in user engagement at the category level, demonstrating the heightened activity and interest generated by this major sales event.



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