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# A Orange, White, and Green Boost: **Amazon's Independence Day**

## Report 2024

This document contains data for the top 5 ranked brands  
on Amazon.in from August 6 - 12.

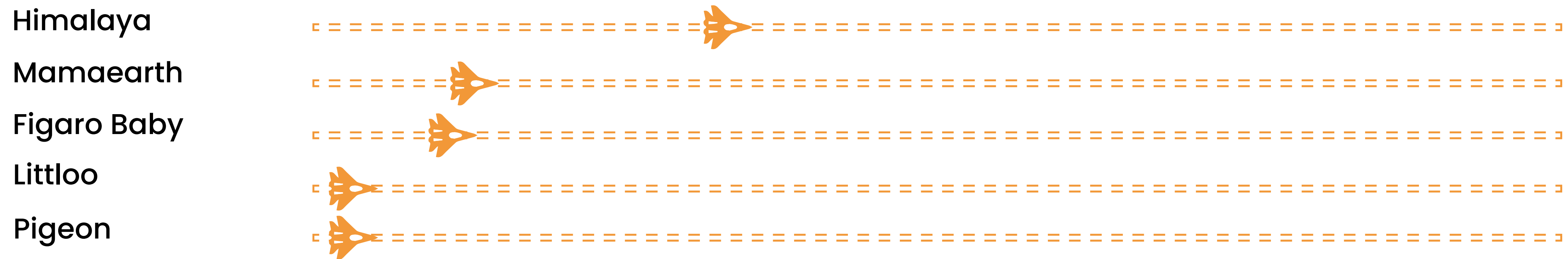




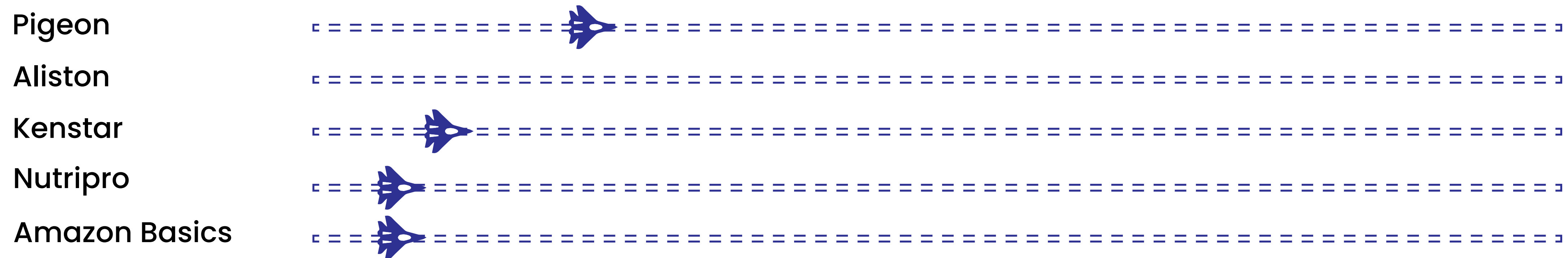
# Top Performing Brands Category Level



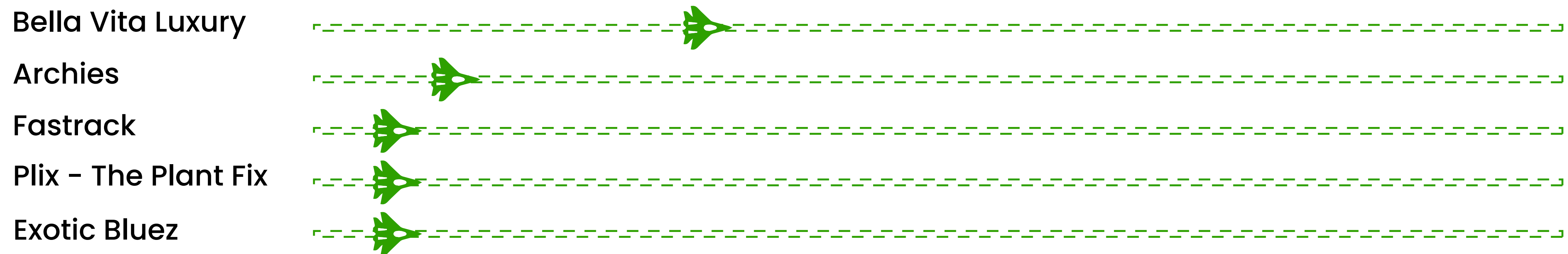
## Baby Care



## Kitchen & Home Appliances



## Perfume



**Baby Care:** Himalaya dominates with 40% market share, followed by Mamaearth at 14.29%.

**Kitchen & Home Appliances:** Pigeon and Aliston share the lead at 20% each, with Kenstar trailing at 11.43%.

**Perfume:** Bella Vita Luxury leads with 31.43%, with Archies at 11.43%.

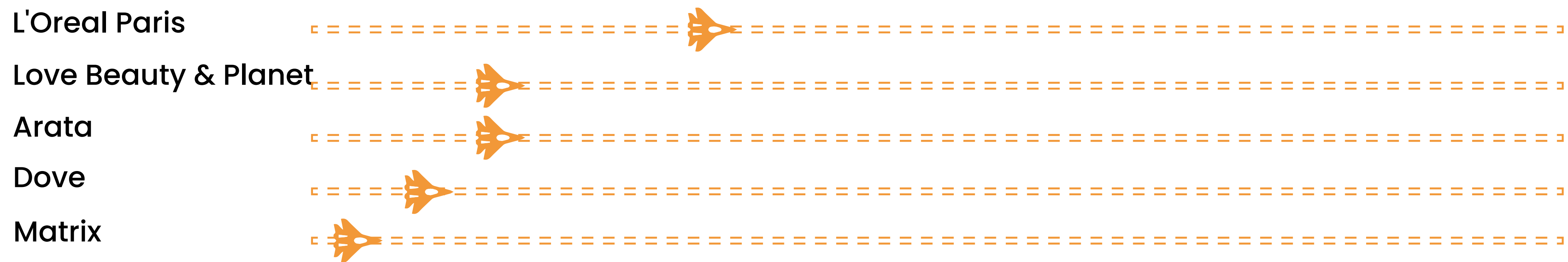
Each category has clear leaders with varying degrees of competition.



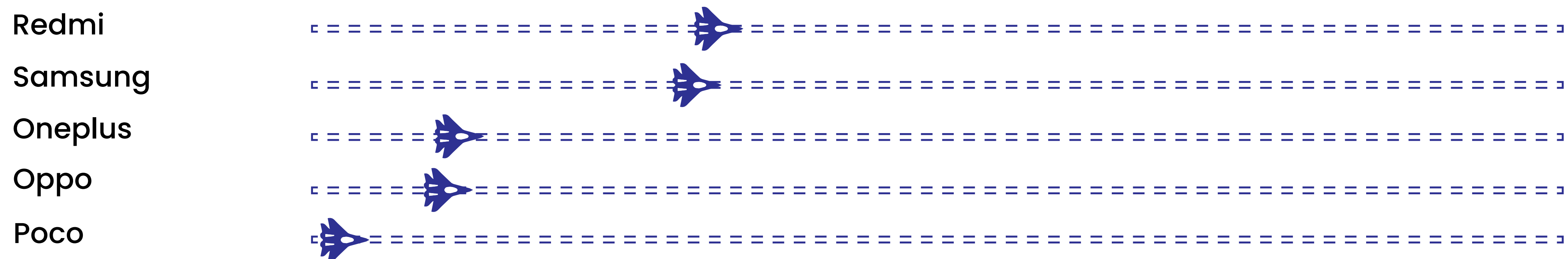
# Top Performing Brands Category Level



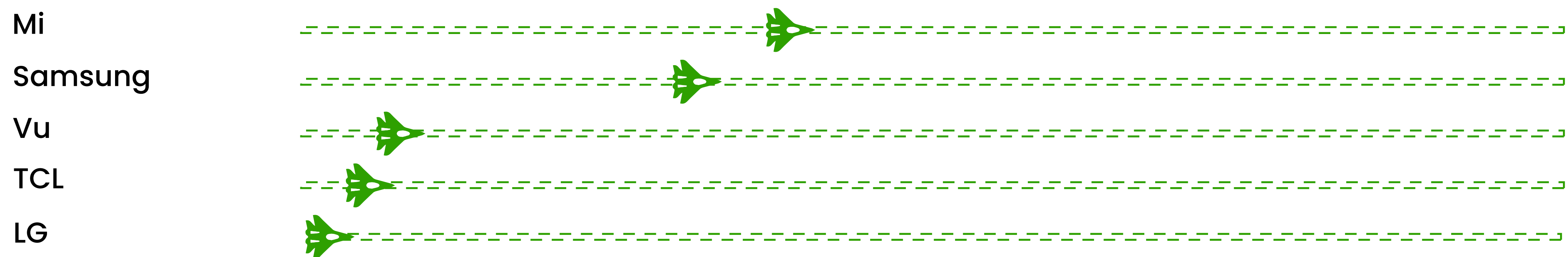
## Shampoo & Conditioner



## Smartphones & Basic Mobiles



## Televisions



**Shampoo & Conditioner:** L'Oreal Paris tops at 34.29%, with Love Beauty & Planet and Arata tied at 17.14%.

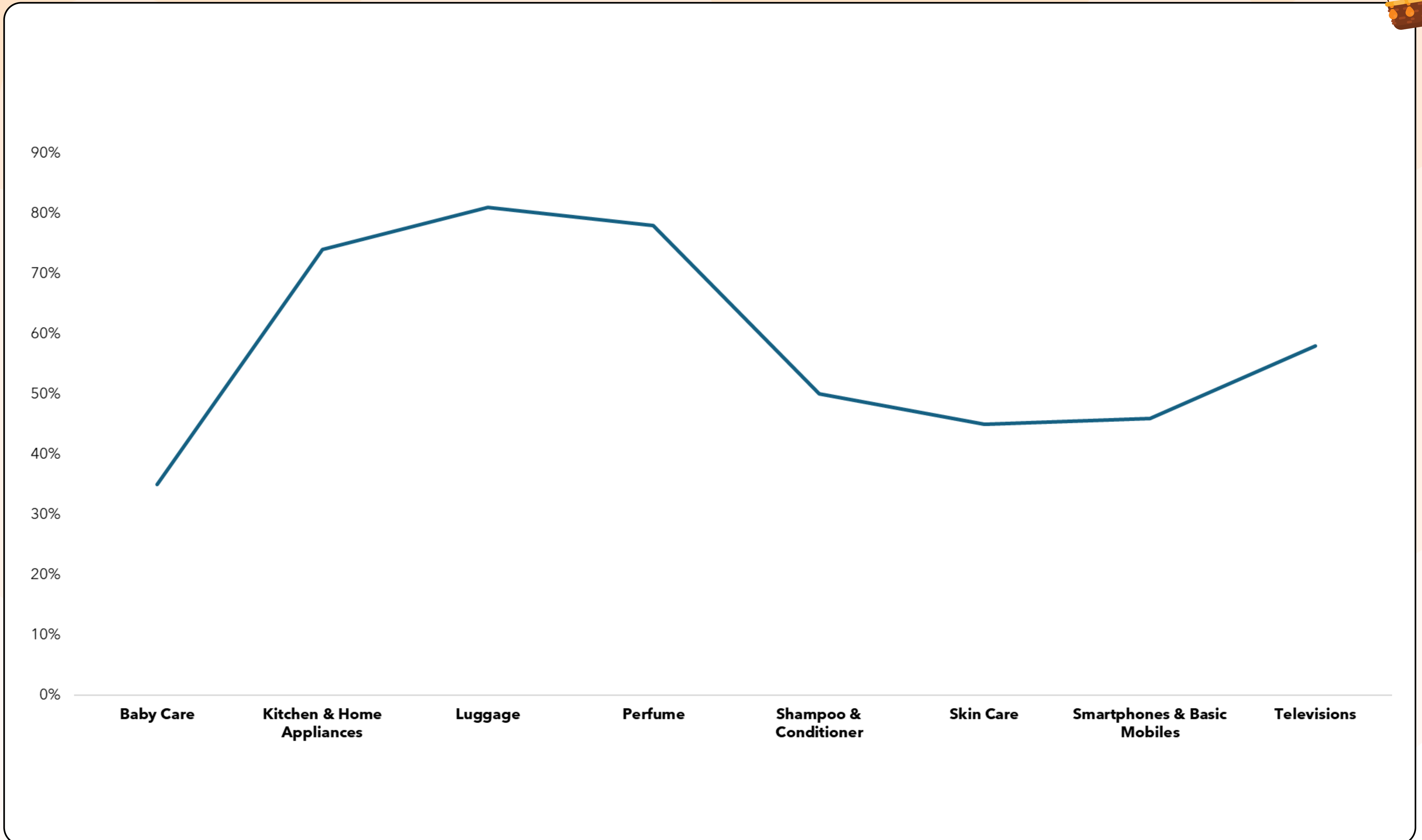
**Smartphones & Basic Mobiles:** Redmi holds 34.29%, closely followed by Samsung at 31.43%.

**Televisions:** Mi leads with 40%, with Samsung at 34.29%.

Each category has clear leaders with varying degrees of competition.



# Promotions Category Level



- **Luggage** had the highest average promotional offer at **81%**, making it the most aggressively discounted category.
- **Perfume** followed closely with an average offer of **78%**, indicating strong promotional activity.
- **Kitchen & Home Appliances** also saw significant discounts, averaging **74%**.
- **Televisions** had a notable average offer of **58%**, reflecting strong promotional efforts in this category.
- **Smartphones & Basic Mobiles** and **Shampoo & Conditioner** had moderate discounts with **46%** and **50%** respectively.
- **Skin Care** and **Baby Care** had the lowest average offers at **45%** and **35%**, suggesting more conservative promotions.



# Top Performing Brands Keyword Level

## Mobile Phone Under 30000



Oneplus



Samsung



Oppo



Motorola



Redmi

## Shampoo For Dry & Frizzy Hair



L'oreal Paris



Tresemme



Herbal Essences



Wishcare



Sebamed

## Smart TV



Mi



Visio World



Samsung



Redmi



VW

**Mobile Phone under 30,000:** OnePlus dominates with 40% share, followed by Samsung at 22.86% and Oppo at 20%.  
**Shampoo for Dry and Frizzy Hair:** L'Oreal Paris leads with 40%, while Tresemme, Herbal Essences, and Wishcare each hold 17.14%.

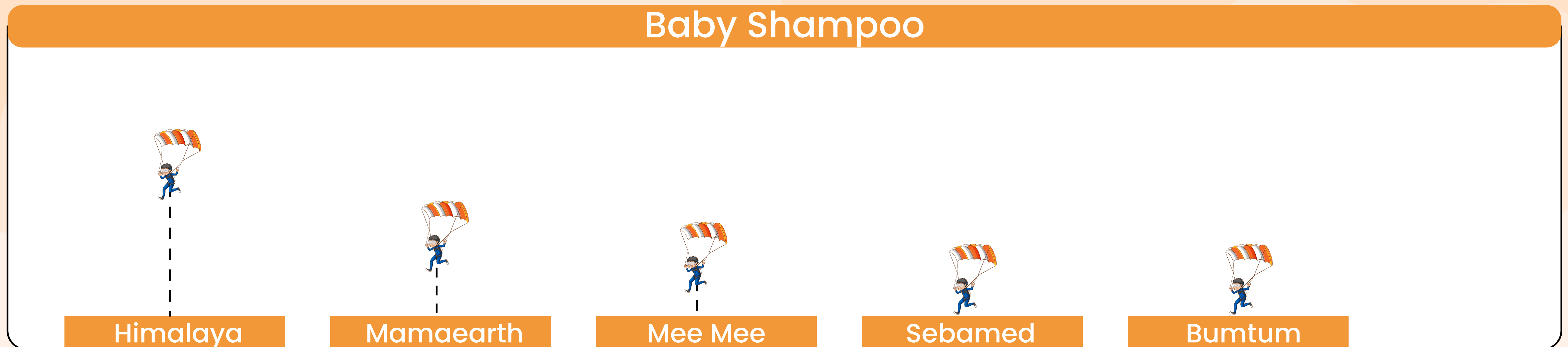
**Smart TV:** Mi tops the list with 22.86%, closely followed by Visio World and Samsung at 20% each.



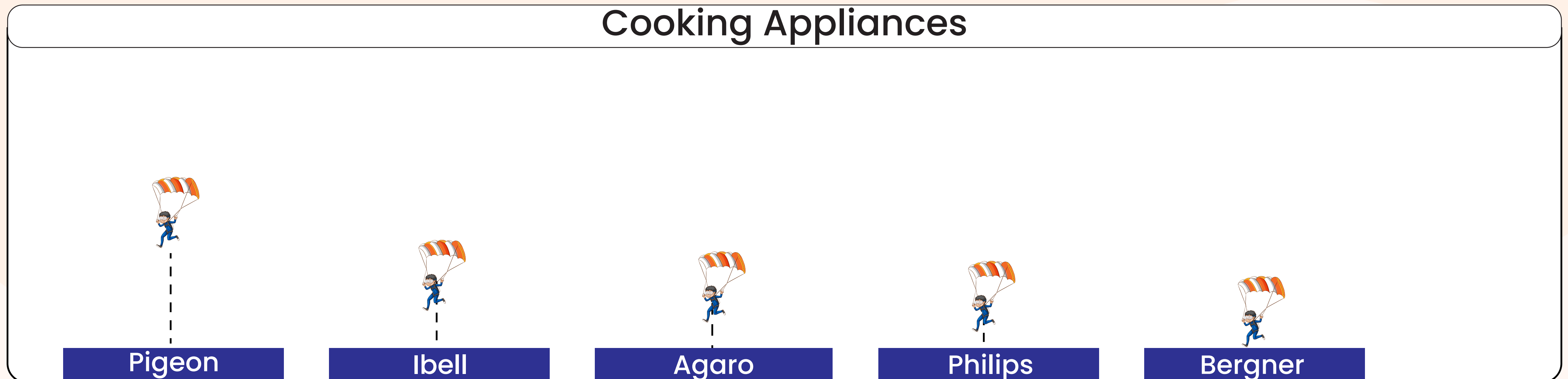


# Top Performing Brands Keyword Level

## Baby Shampoo



## Cooking Appliances



## Face Wash For Oily Skin



**Baby Shampoo:** Himalaya holds a strong lead with 54.29%, followed by Mamaearth at 22.86%.

**Cooking Appliances:** Pigeon dominates with 42.86%, with iBell at 20% and Agaro at 17.14%.

**Face Wash for Oily Skin:** The Derma Co leads with 28.57%, followed by Minimalist and Dot & Key both at 20%.





# Best Sellers Product Level



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

## Amazon Bestsellers

Our most popular products based on sales. Updated frequently.

- Home & Kitchen
- Electronics
- Books
- Beauty
- Health & Personal Care
- Baby
- Home & Garden
- Automotive
- Video Games
- Arts & Crafts
- Office Products
- Tools & Hardware
- DIY
- Home Improvement
- Industrial & Scientific
- Medical
- Books & TV Shows
- Music
- Personal Care
- Other Products

### Bestsellers in Baby Care

 <b>#1</b> <b>Himalaya Powder For Baby, 700G</b> Visit the Himalaya Store 4.4 ★★★★★ 87,081 ratings	 <b>#1</b> <b>Himalaya Powder For Baby, 700G</b> Visit the Himalaya Store 4.4 ★★★★★ 87,081 ratings	 <b>#1</b> <b>Himalaya Powder For Baby, 700G</b> Visit the Himalaya Store 4.4 ★★★★★ 87,081 ratings	 <b>#1</b> <b>Himalaya Powder For Baby, 700G</b> Visit the Himalaya Store 4.4 ★★★★★ 87,081 ratings	 <b>#1</b> <b>Himalaya Powder For Baby, 700G</b> Visit the Himalaya Store 4.4 ★★★★★ 87,081 ratings	 <b>#1</b> <b>Himalaya Powder For Baby, 700G</b> Visit the Himalaya Store 4.4 ★★★★★ 87,081 ratings	 <b>#1</b> <b>Himalaya Powder For Baby, 700G</b> Visit the Himalaya Store 4.4 ★★★★★ 87,081 ratings
Aug 6 <sup>th</sup>	Aug 7 <sup>th</sup>	Aug 8 <sup>th</sup>	Aug 9 <sup>th</sup>	Aug 10 <sup>th</sup>	Aug 11 <sup>th</sup>	Aug 12 <sup>th</sup>

### Bestsellers in Shampoo & Conditioner

 <b>#1</b> <b>Khadi Natural Amla &amp; Bhringraj Shampoo/Cleanser for Controlling Dandruff &amp; Hair fall   Shampoo for Reducing Scalp Irritation   Paraben &amp; Sulphate-Free   Suitable for All Hair Types, 210ml</b> Visit the Khadi Natural Store 4.0 ★★★★★ 31,569 ratings	 <b>#1</b> <b>Khadi Natural Amla &amp; Bhringraj Shampoo/Cleanser for Controlling Dandruff &amp; Hair fall   Shampoo for Reducing Scalp Irritation   Paraben &amp; Sulphate-Free   Suitable for All Hair Types, 210ml</b> Visit the Khadi Natural Store 4.0 ★★★★★ 31,569 ratings	 <b>#1</b> <b>Khadi Natural Amla &amp; Bhringraj Shampoo/Cleanser for Controlling Dandruff &amp; Hair fall   Shampoo for Reducing Scalp Irritation   Paraben &amp; Sulphate-Free   Suitable for All Hair Types, 210ml</b> Visit the Khadi Natural Store 4.0 ★★★★★ 31,569 ratings	 <b>#1</b> <b>Khadi Natural Amla &amp; Bhringraj Shampoo/Cleanser for Controlling Dandruff &amp; Hair fall   Shampoo for Reducing Scalp Irritation   Paraben &amp; Sulphate-Free   Suitable for All Hair Types, 210ml</b> Visit the Khadi Natural Store 4.0 ★★★★★ 31,569 ratings	 <b>#1</b> <b>Khadi Natural Amla &amp; Bhringraj Shampoo/Cleanser for Controlling Dandruff &amp; Hair fall   Shampoo for Reducing Scalp Irritation   Paraben &amp; Sulphate-Free   Suitable for All Hair Types, 210ml</b> Visit the Khadi Natural Store 4.0 ★★★★★ 31,569 ratings	 <b>#1</b> <b>Khadi Natural Amla &amp; Bhringraj Shampoo/Cleanser for Controlling Dandruff &amp; Hair fall   Shampoo for Reducing Scalp Irritation   Paraben &amp; Sulphate-Free   Suitable for All Hair Types, 210ml</b> Visit the Khadi Natural Store 4.0 ★★★★★ 31,569 ratings	 <b>#1</b> <b>Khadi Natural Amla &amp; Bhringraj Shampoo/Cleanser for Controlling Dandruff &amp; Hair fall   Shampoo for Reducing Scalp Irritation   Paraben &amp; Sulphate-Free   Suitable for All Hair Types, 210ml</b> Visit the Khadi Natural Store 4.0 ★★★★★ 31,569 ratings
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Observed change in Best Seller – Above are the day-wise best seller rankings for the category.





# Best Sellers Product Level



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

## Amazon Bestsellers

Our most popular products based on sales. Updated frequently.

- Best Sellers
- Hot New Releases
- Movers and Shakers
- Most Wanted For
- Most Gifted

### Bestsellers in Perfume

 Bella Vita Luxury Man Perfume Gift Set 4 x 20 ml for Men with KLUB, OUD, CEO, G.O.A.T Perfume   Woody, Citrusy Long Lasting EDP Fragrance Scent Visit the Bella Vita Luxury Store 4.1 ★★★★★ 24,515 ratings	 Bella Vita Luxury Man Perfume Gift Set 4 x 20 ml for Men with KLUB, OUD, CEO, G.O.A.T Perfume   Woody, Citrusy Long Lasting EDP Fragrance Scent Visit the Bella Vita Luxury Store 4.1 ★★★★★ 24,515 ratings	 Bella Vita Luxury Man Perfume Gift Set 4 x 20 ml for Men with KLUB, OUD, CEO, G.O.A.T Perfume   Woody, Citrusy Long Lasting EDP Fragrance Scent Visit the Bella Vita Luxury Store 4.1 ★★★★★ 24,515 ratings	 Bella Vita Luxury Man Perfume Gift Set 4 x 20 ml for Men with KLUB, OUD, CEO, G.O.A.T Perfume   Woody, Citrusy Long Lasting EDP Fragrance Scent Visit the Bella Vita Luxury Store 4.1 ★★★★★ 24,515 ratings	 Bella Vita Luxury CEO Man & White Oud Unisex Perfume Combo with Tonka, Agarwood & Orange   Woody Long Lasting EDP Fragrance Scent, Pack of 2, 20 ml Each Visit the Bella Vita Luxury Store 4.1 ★★★★★ 2,438 ratings	 Bella Vita Luxury CEO Man & White Oud Unisex Perfume Combo with Tonka, Agarwood & Orange   Woody Long Lasting EDP Fragrance Scent, Pack of 2, 20 ml Each Visit the Bella Vita Luxury Store 4.1 ★★★★★ 2,438 ratings	 Bella Vita Luxury CEO Man & White Oud Unisex Perfume Combo with Tonka, Agarwood & Orange   Woody Long Lasting EDP Fragrance Scent, Pack of 2, 20 ml Each Visit the Bella Vita Luxury Store 4.1 ★★★★★ 2,438 ratings
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### Bestsellers in Smartphones & Basic Mobiles

 Apple iPhone 13 (128GB) - Starlight Visit the Apple Store 4.5 ★★★★★ 28,592 ratings   Search this page	 Redmi 13C 5G (Startrail Green, 4GB RAM, 128GB Storage)   MediaTek Dimensity 6100+ 5G   90Hz Display Visit the Redmi Store 4.0 ★★★★★ 6,507 ratings   Search this page	 Redmi 13C 5G (Startrail Green, 4GB RAM, 128GB Storage)   MediaTek Dimensity 6100+ 5G   90Hz Display Visit the Redmi Store 4.0 ★★★★★ 6,507 ratings   Search this page	 Redmi 13C 5G (Startrail Green, 4GB RAM, 128GB Storage)   MediaTek Dimensity 6100+ 5G   90Hz Display Visit the Redmi Store 4.0 ★★★★★ 6,507 ratings   Search this page	 Redmi 13C 5G (Startrail Green, 4GB RAM, 128GB Storage)   MediaTek Dimensity 6100+ 5G   90Hz Display Visit the Redmi Store 4.0 ★★★★★ 6,507 ratings   Search this page	 Redmi 13C 5G (Startrail Green, 4GB RAM, 128GB Storage)   MediaTek Dimensity 6100+ 5G   90Hz Display Visit the Redmi Store 4.0 ★★★★★ 6,507 ratings   Search this page	 Redmi 13C 5G (Startrail Green, 4GB RAM, 128GB Storage)   MediaTek Dimensity 6100+ 5G   90Hz Display Visit the Redmi Store 4.0 ★★★★★ 6,507 ratings   Search this page
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# Best Sellers Product Level



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

## Amazon Bestsellers








Our most popular products based on sales. Updated frequently.

- Best Sellers
- Hot New Releases
- Movers and Shakers
- Most Wanted For
- Most Gifted
- Home & Kitchen
- Electronics
- Books
- Beauty
- Health & Personal Care
- Travel
- Automotive
- Video Games
- Arts & Crafts
- Office Products
- DIY
- Tools
- Home Improvement
- Industrial & Scientific
- Medical Instruments
- Other

### Bestsellers in Televisions

 <p><b>#1</b></p> <p>Mi 108 cm (43 inches) X Series 4K Ultra HD Smart Google TV L43M8-A2IN (Black)</p> <p>Visit the Xiaomi Store 4.2 ★★★★★ 23,254 ratings</p> <p><b>Aug 6<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Xiaomi 80 cm (32 inches) A Series HD Ready Smart Google LED TV L32MA-AIN (Black)</p> <p>Visit the Xiaomi Store 4.1 ★★★★★ 13,616 ratings</p> <p><b>Aug 7<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Xiaomi 80 cm (32 inches) A Series HD Ready Smart Google LED TV L32MA-AIN (Black)</p> <p>Visit the Xiaomi Store 4.1 ★★★★★ 13,616 ratings</p> <p><b>Aug 8<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Xiaomi 80 cm (32 inches) A Series HD Ready Smart Google LED TV L32MA-AIN (Black)</p> <p>Visit the Xiaomi Store 4.1 ★★★★★ 13,616 ratings</p> <p><b>Aug 9<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Xiaomi 80 cm (32 inches) A Series HD Ready Smart Google LED TV L32MA-AIN (Black)</p> <p>Visit the Xiaomi Store 4.1 ★★★★★ 13,616 ratings</p> <p><b>Aug 10<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Xiaomi 80 cm (32 inches) A Series HD Ready Smart Google LED TV L32MA-AIN (Black)</p> <p>Visit the Xiaomi Store 4.1 ★★★★★ 13,616 ratings</p> <p><b>Aug 11<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Redmi 80 cm (32 inches) F Series HD Ready Smart LED Fire TV L32MA-FVIN (Black)</p> <p>Visit the Redmi Store 4.1 ★★★★★ 6,073 ratings</p> <p><b>Aug 12<sup>th</sup></b></p>
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### Bestsellers in Luggage

 <p><b>#1</b></p> <p>Kamiliant American Tourister Harrier 56 Cms Small Cabin Polypropylene (Pp) Hard Sided 4 Wheeler Spinner Wheels Luggage Suitcase (Grey)</p> <p>Visit the Kamiliant Store 4.1 ★★★★★ 8,169 ratings   Search this page</p> <p><b>Aug 6<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Safari Pentagon Set of 3 (Cabin + Medium + Large) Trolley Bags Hard Case Polypropylene 4 Wheels 360 Degree Wheeling Luggage, Travel Bags, Suitcase for Travel, Trolley Bags for Travel, Dusk Green</p> <p>Visit the Safari Store 4.2 ★★★★★ 20,416 ratings   Search this page</p> <p><b>Aug 7<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Safari Pentagon Set of 3 (Cabin + Medium + Large) Trolley Bags Hard Case Polypropylene 4 Wheels 360 Degree Wheeling Luggage, Travel Bags, Suitcase for Travel, Trolley Bags for Travel, Dusk Green</p> <p>Visit the Safari Store 4.2 ★★★★★ 20,416 ratings   Search this page</p> <p><b>Aug 8<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Safari Pentagon Set of 3 (Cabin + Medium + Large) Trolley Bags Hard Case Polypropylene 4 Wheels 360 Degree Wheeling Luggage, Travel Bags, Suitcase for Travel, Trolley Bags for Travel, Dusk Green</p> <p>Visit the Safari Store 4.2 ★★★★★ 20,416 ratings   Search this page</p> <p><b>Aug 9<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Safari Polypropylene (Pp) Pentagon Hardside Small, Medium &amp; Large Size Spinner 4 Wheels Cabin &amp; Check-in Luggage Set of 3 Suitcase Trolley Bags for Travel-Dark Grey Color,55Cm,66Cm&amp;75Cm,H-54 Cm</p> <p>Visit the Safari Store 4.2 ★★★★★ 20,416 ratings   Search this page</p> <p><b>Aug 10<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Safari Polypropylene (Pp) Pentagon Hardside Small, Medium &amp; Large Size Spinner 4 Wheels Cabin &amp; Check-in Luggage Set of 3 Suitcase Trolley Bags for Travel-Dark Grey Color,55Cm,66Cm&amp;75Cm,H-54 Cm</p> <p>Visit the Safari Store 4.2 ★★★★★ 20,416 ratings   Search this page</p> <p><b>Aug 11<sup>th</sup></b></p>	 <p><b>#1</b></p> <p>Safari Pentagon 3 Pc Set 55, 65 &amp; 75 Cms- Small, Medium &amp; Large Polypropylene (Pp) Hard Sided 4 Wheels 360 Degree Rotation Luggage Set/Speed_Wheel Suitcase Set/Trolley Bag Set (Cyan Blue)</p> <p>Visit the Safari Store 4.2 ★★★★★ 20,416 ratings   Search this page</p> <p><b>Aug 12<sup>th</sup></b></p>
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Observed change in Best Seller – Above are the day-wise best seller rankings for the category.







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