



PAXCOM

Pure Play and QCommerce Platforms:

Capturing the Month-Start Sales Surge

This document contains data for the top 10 ranked products on Amazon Fresh, Flipkart Grocery, and Blinkit India Mobile App for the last week of June and the first week of July.

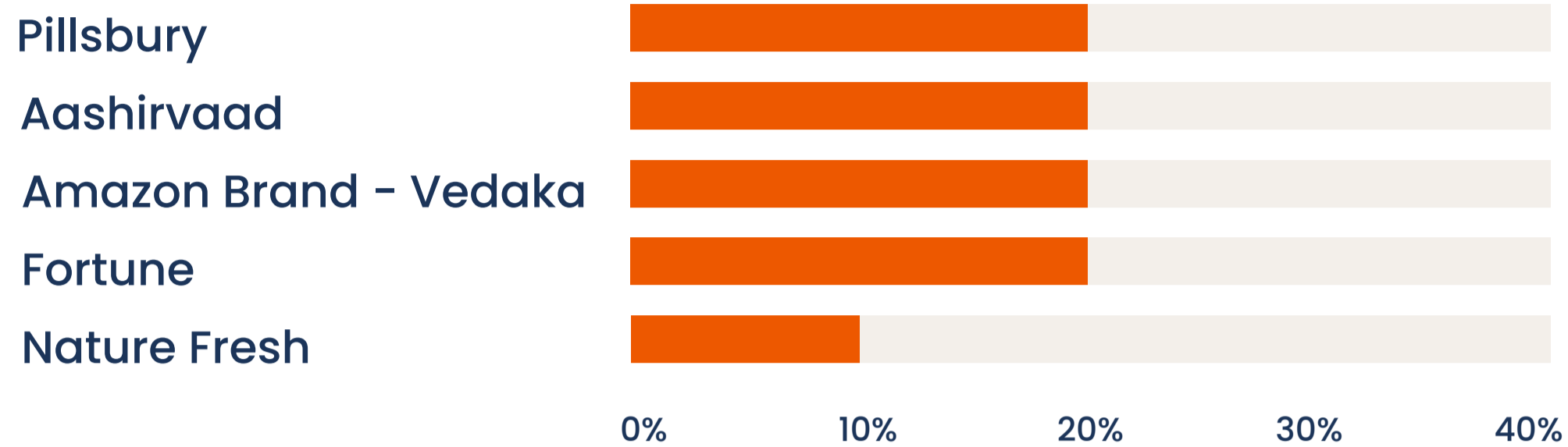


Share of Voice- Search Term

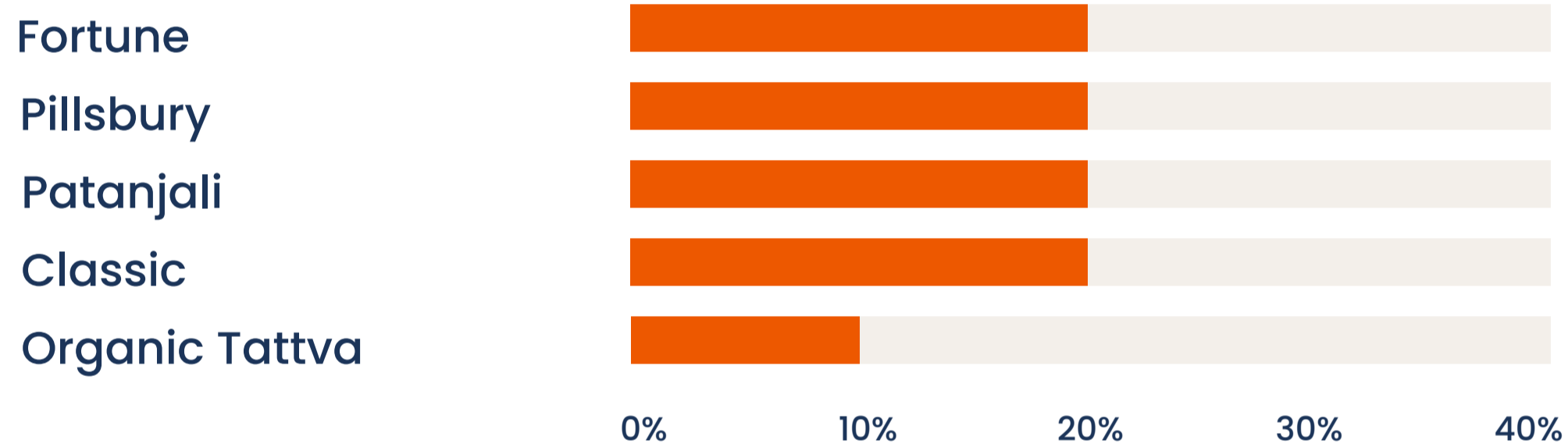
Chakki Atta



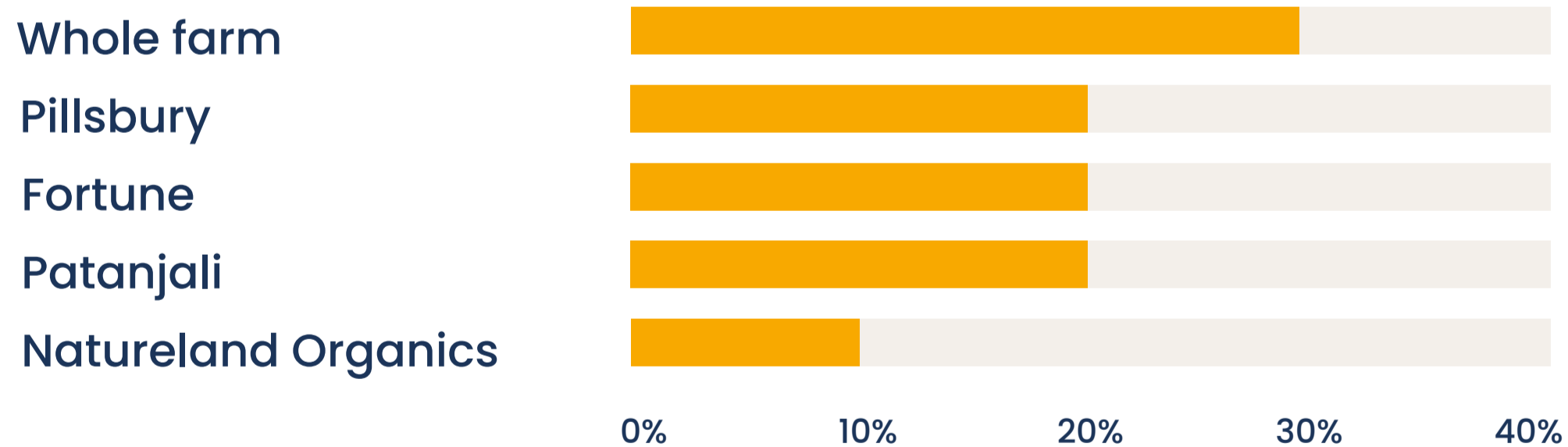
Amazon Fresh Mobile App



Flipkart Grocery Mobile App



Blinkit India Mobile App



Amazon Fresh: The market is evenly split with four brands (Pillsbury, Aashirvaad, Vedaka, and Fortune) each holding 20%, and Nature Fresh at 10%, indicating a highly competitive setting with no clear leader.

Flipkart Grocery: Fortune leads with 30%, suggesting effective brand positioning. Pillsbury, Patanjali, and Classic closely follow at 20%, with Organic Tattva at 10%, showing a more tiered competition.

Blinkit India: Whole Farm dominates with 30%. Pillsbury, Fortune, and Patanjali each have 20%, and Natureland Organics at 10%, highlighting a mix of dominant and emerging players.

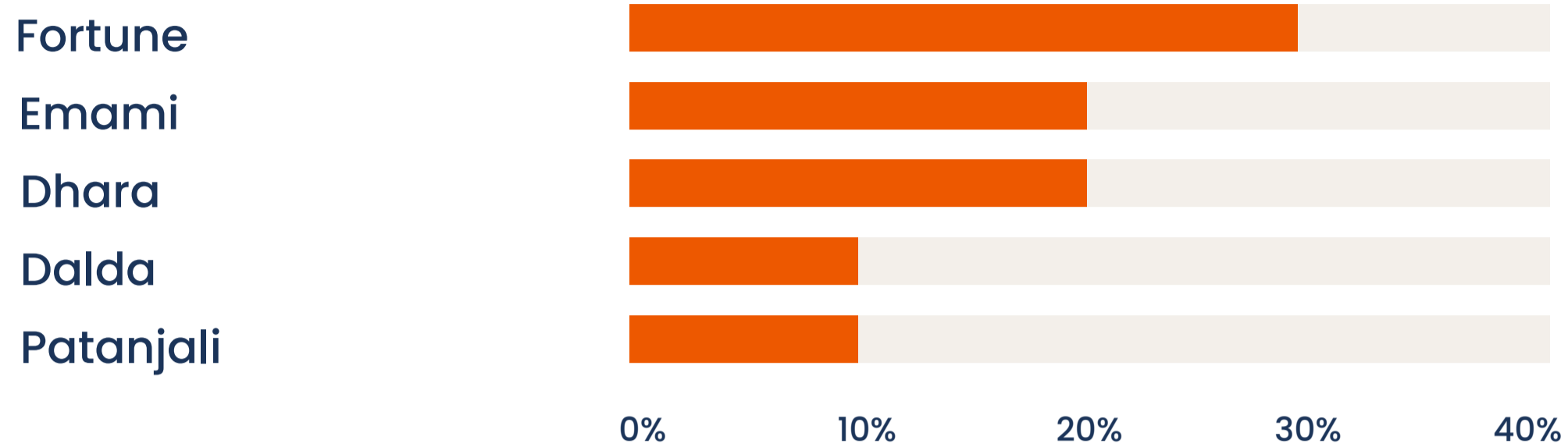


Share of Voice- Search Term

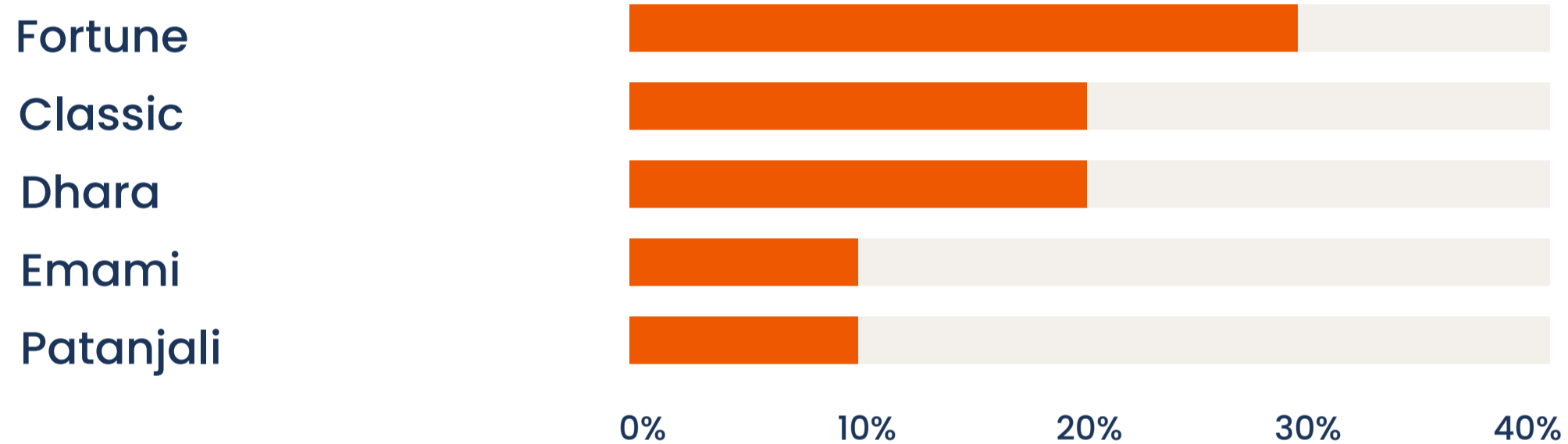
Mustard Oil



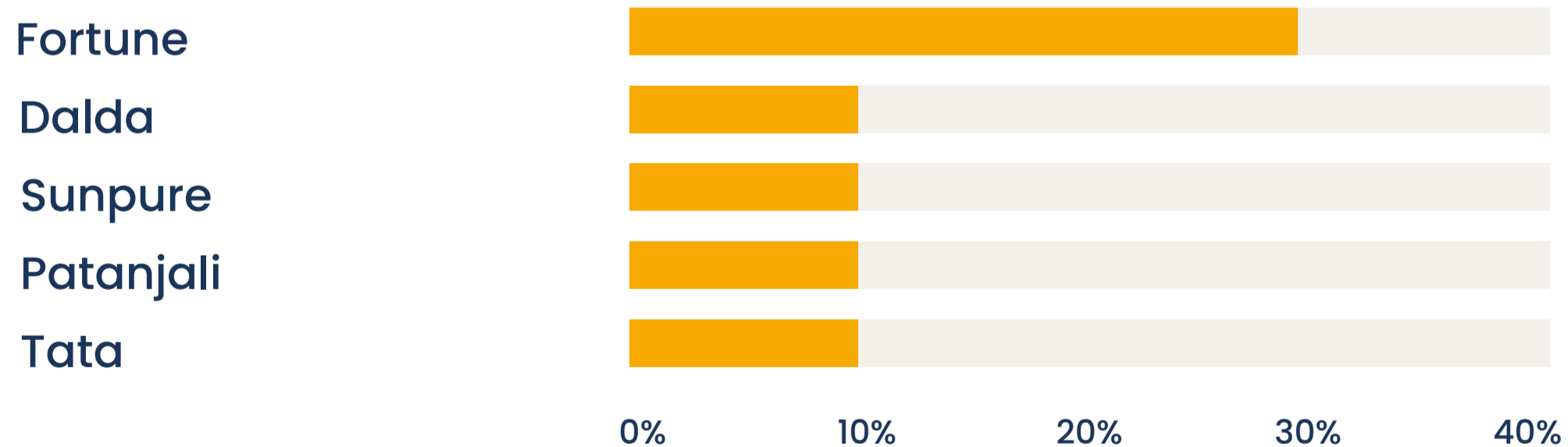
Amazon Fresh Mobile App



Flipkart Grocery Mobile App



Blinkit India Mobile App



Amazon Fresh: Fortune leads with 30% share, showing strong market capture. Emami and Dhara both hold 20%, indicating solid brand preference. Dalda and Patanjali have lower visibility at 10%.

Flipkart Grocery: Fortune again dominates with 30%. Classic and Dhara share 20% each, displaying competitive positioning. Emami and Patanjali are less prominent, each with 10%.

Blinkit India: Fortune maintains a consistent lead at 30% across all platforms. Dalda, Sunpure, Patanjali, and Tata each have 10%, showing a more fragmented market with no clear secondary leader.

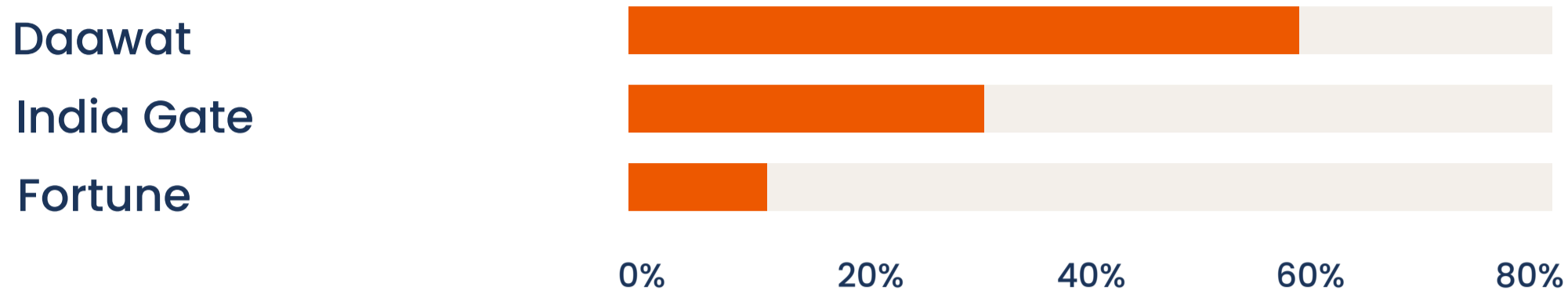


Share of Voice- Search Term

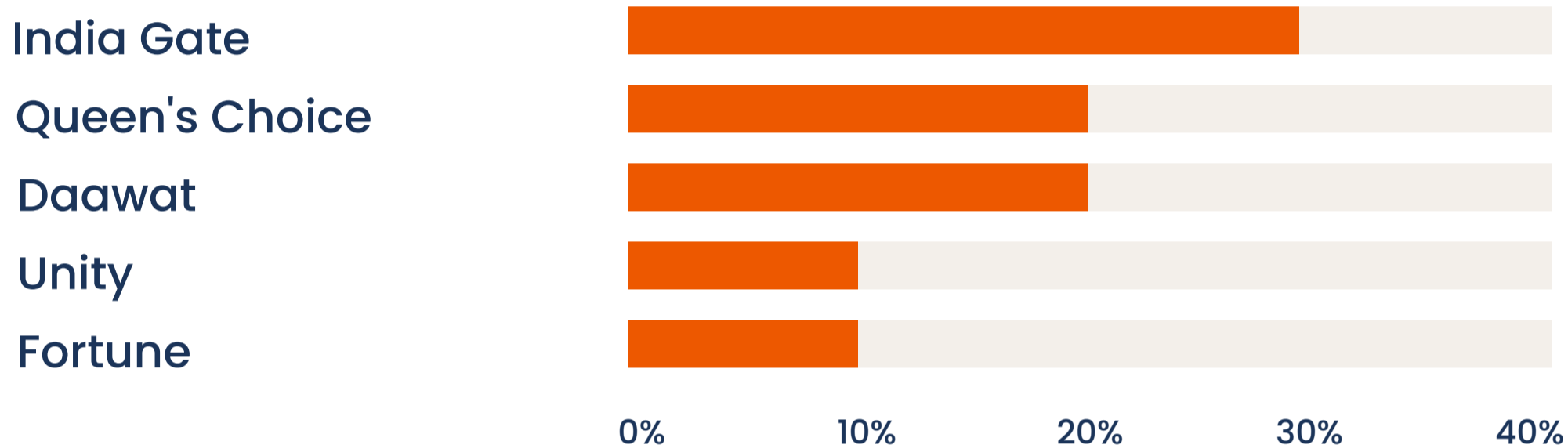
Basmati Rice



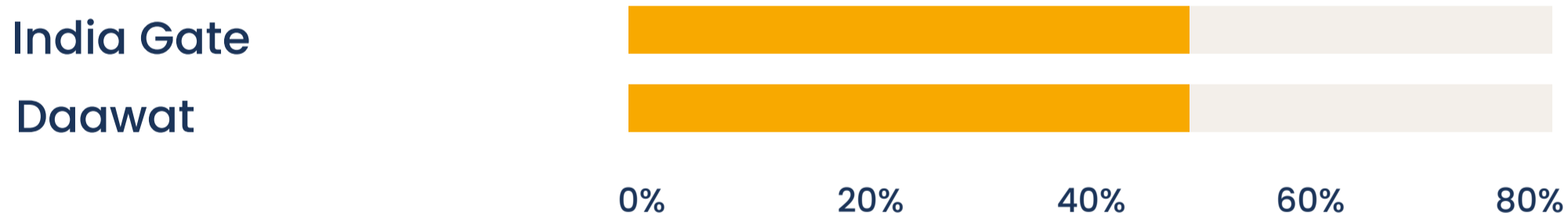
Amazon Fresh Mobile App



Flipkart Grocery Mobile App



Blinkit India Mobile App



Amazon Fresh: **Daawat** holds a commanding market share of **60%**, indicating a strong brand preference among Amazon Fresh customers. Occupies the second position with a **30%** share, suggesting a significant presence but trailing Daawat considerably. With a **10%** share, **Fortune** holds a smaller but noticeable position in the market.

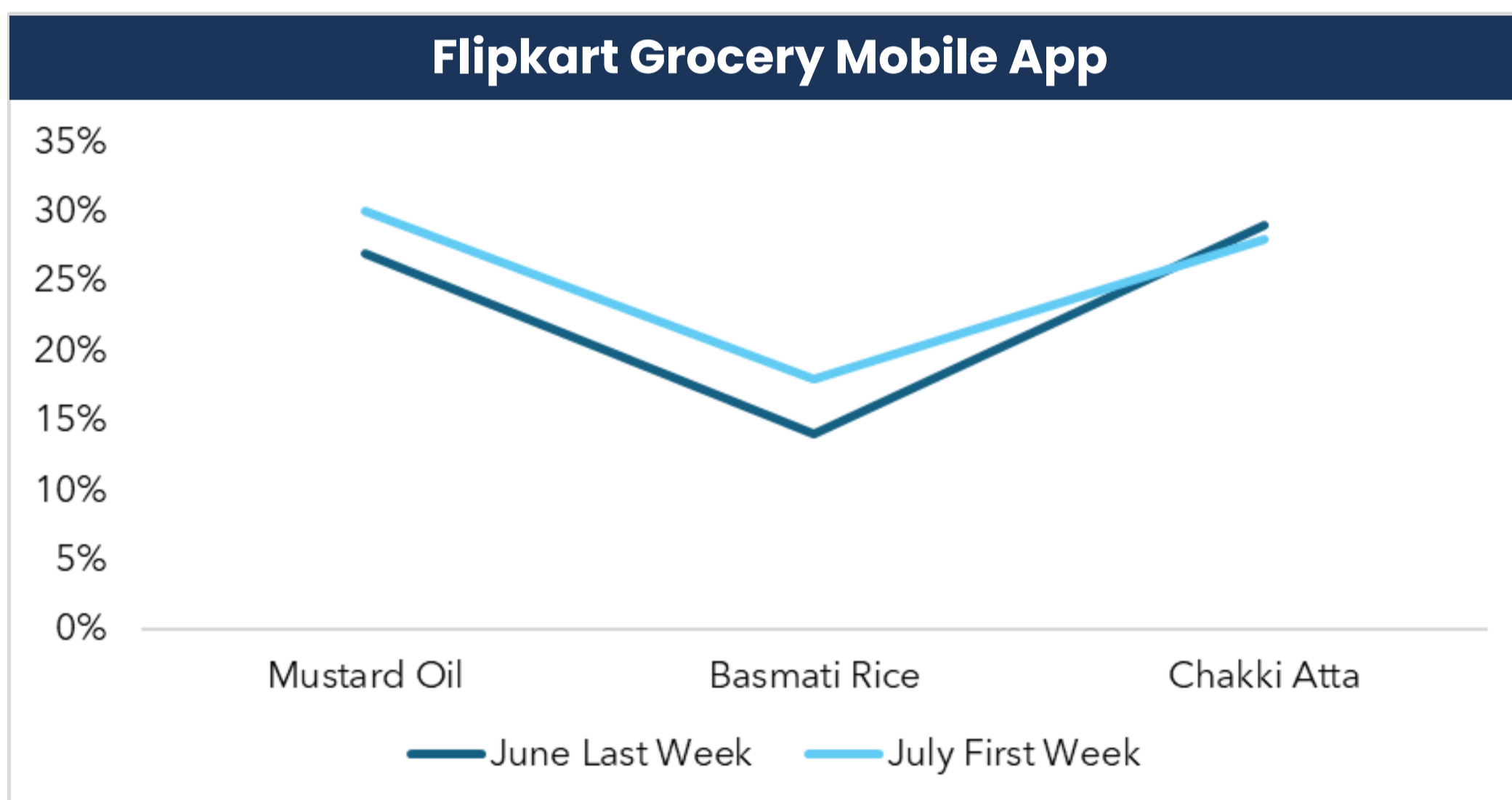
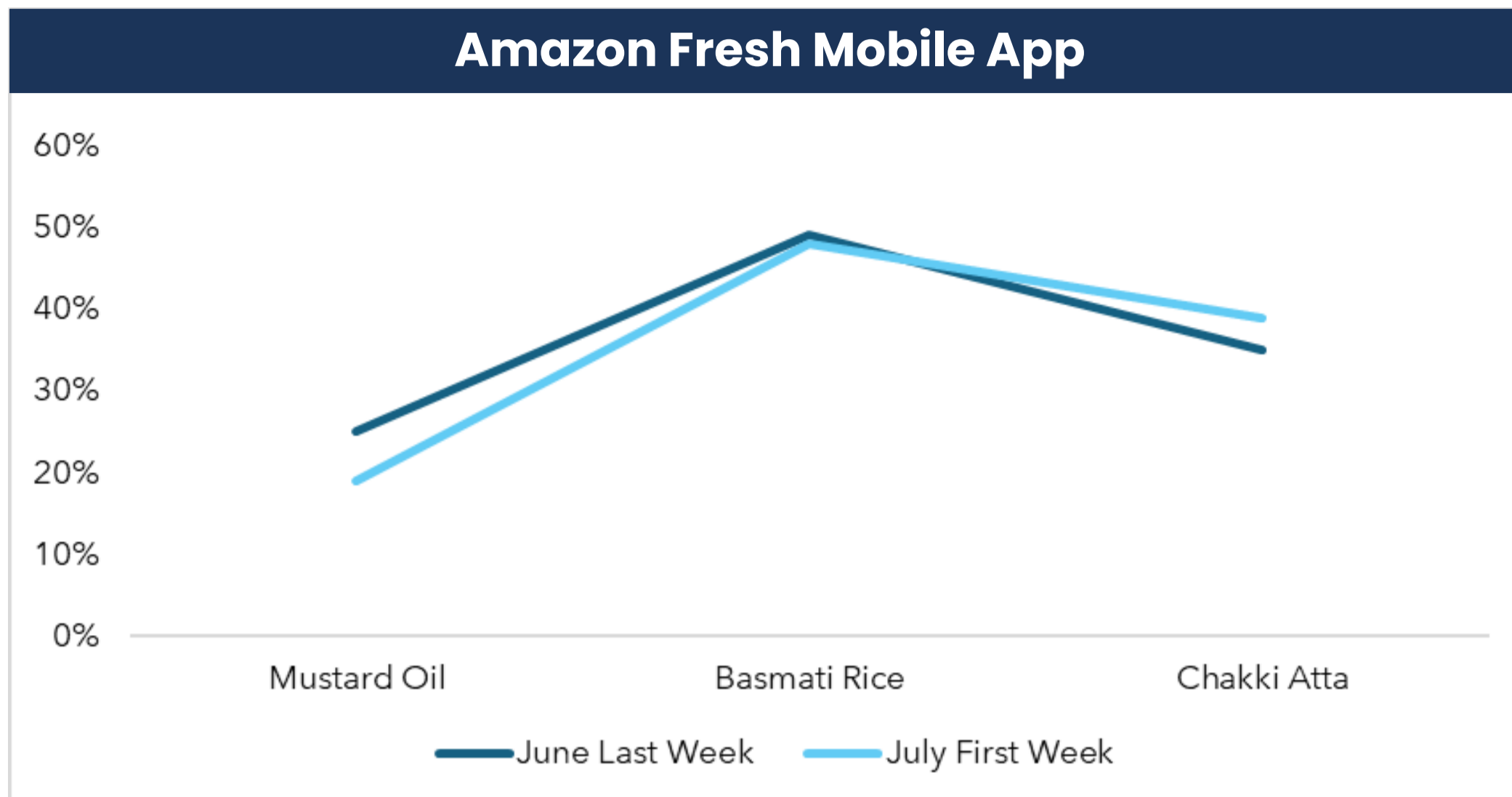
Flipkart Grocery: **India Gate** holds the top position with a **30%** share, followed by **Queen's Choice** and **Daawat** with **20%** each. The remaining brands, **Unity** and **Fortune**, share a **10%** market share each, indicating a more fragmented market compared to the other two channels.

Blinkit India: Tied for the Top: **Daawat** and **India Gate** share an equal market share of **50%** each, suggesting a highly competitive landscape.



Promotions - Keyword Level

Pure Play Platforms



Amazon Fresh Mobile App: Mustard Oil promotions decreased by 6%. Basmati Rice remained stable with a minor decrease of 1%. Chakki Atta increased by 4%, showing a targeted promotional boost.

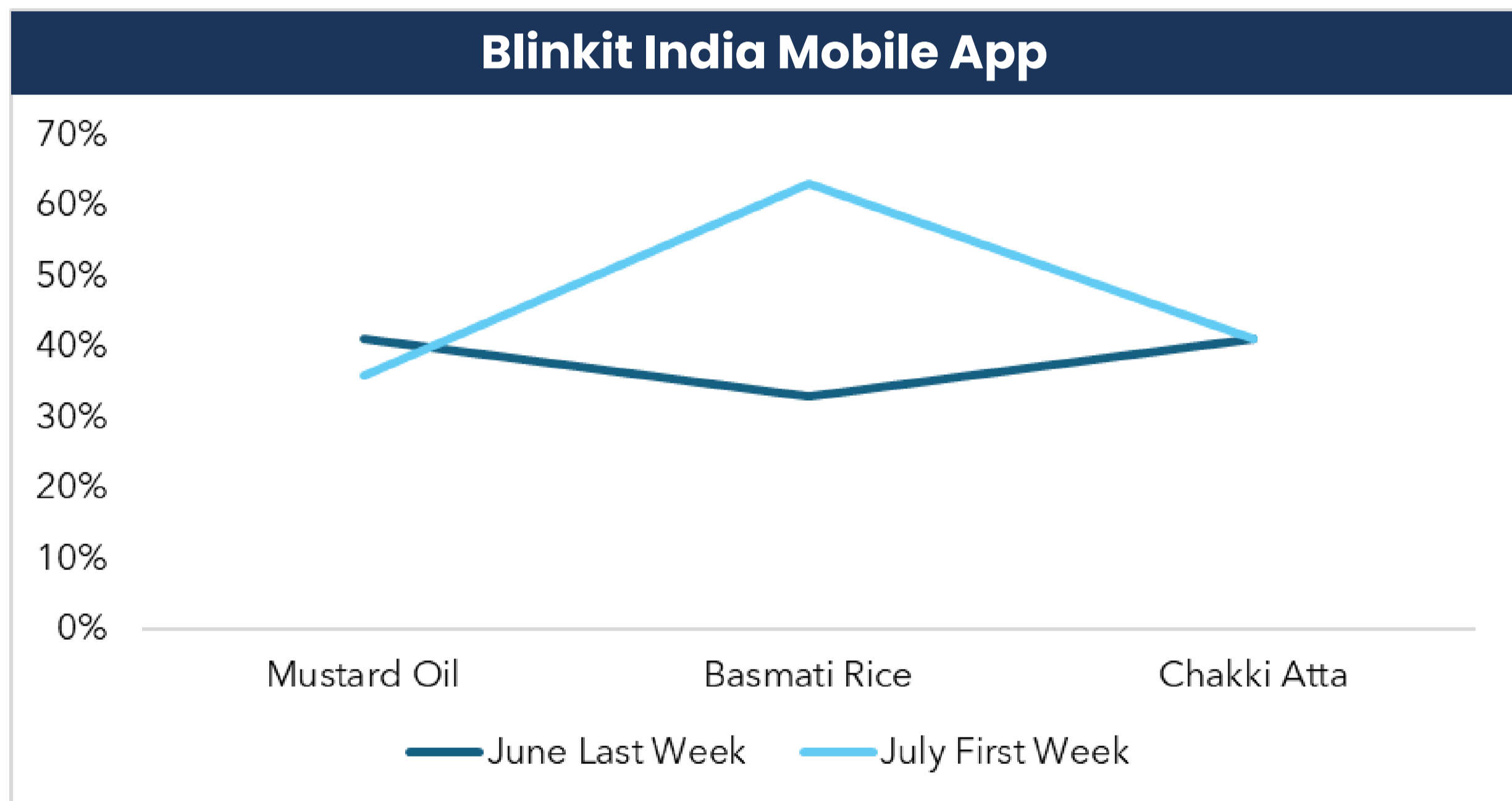
Flipkart Grocery Mobile App: Mustard Oil saw a decrease of 5%, possibly adjusting for market feedback. Basmati Rice surged impressively by 30%, highlighting a significant promotional focus. Chakki Atta promotions held steady at 41%, indicating consistent emphasis.

These insights reveal shifts in promotional strategies across platforms, with notable increases in key categories, particularly Basmati Rice on Flipkart, and a general steadiness in Chakki Atta promotions except for a slight increase on Amazon Fresh.



Promotions - Keyword Level

QCommerce Platform



Blinkit India Mobile App: Mustard Oil promotions increased by 3%, indicating a strategic uptick. Basmati Rice rose by 4%, reflecting enhanced promotional efforts. Chakki Atta saw a minor decrease of 1%, maintaining relative stability..

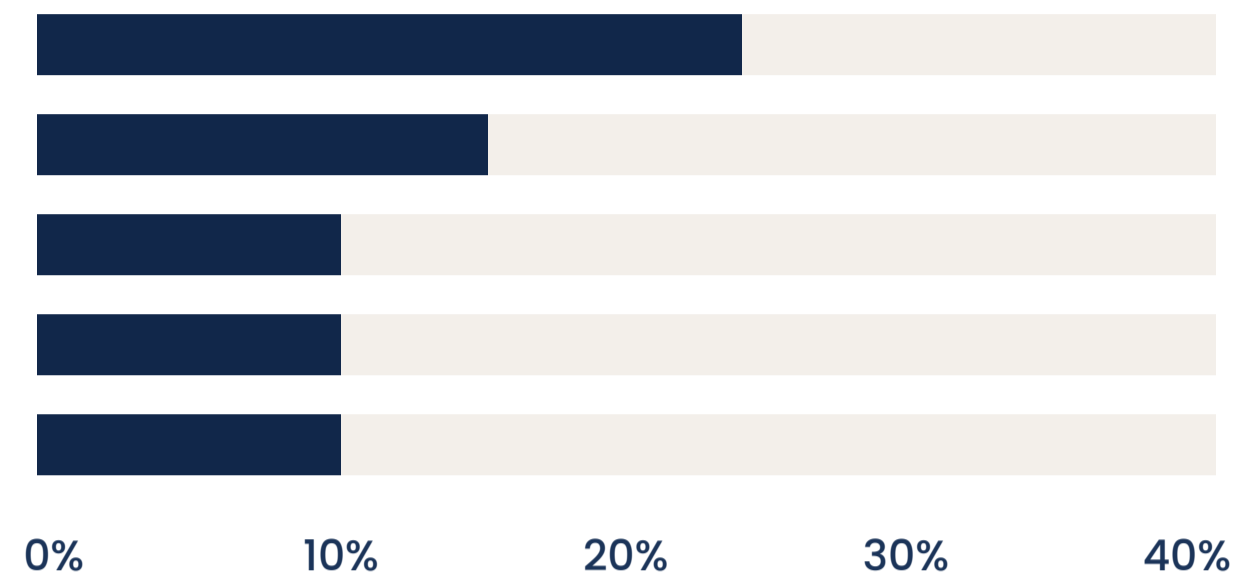
Top Performing Brands - Category Level

Pure Play vs Qcommerce

Amazon Fresh Mobile App



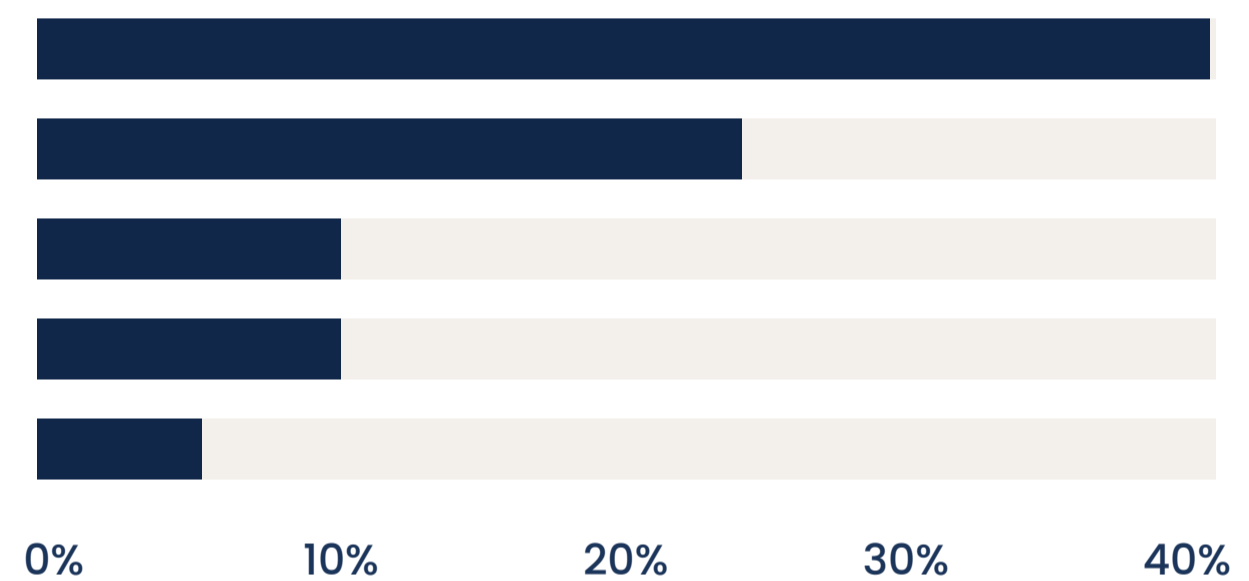
Fortune
Dhara
Organic Tattva
Dalda
Patanjali



Blinkit India Mobile App



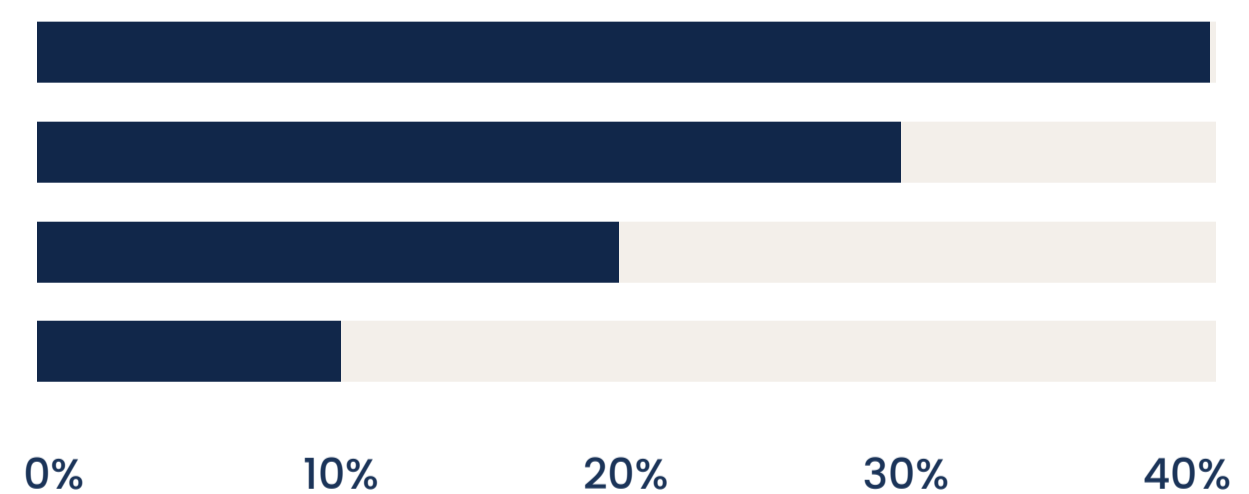
Aashirvaad
Whole Farm
Pillsbury
Fortune
24 Mantra



Blinkit India Mobile App



India Gate
Daawat
Whole Farm
Gts



Amazon Fresh Mobile App: Mustard Oil : Fortune leads (25%), followed by Dhara (15%). Organic Tattva, Dalda, and Patanjali each at 10%.

Blinkit India: Atta : Aashirvaad dominates (40%), Whole Farm strong at 25%. Pillsbury and Fortune both at 10%, 24 Mantra at 5%.

Blinkit India: Rice: India Gate (40%) and Daawat (30%) lead. Whole Farm holds 20%, Gts at 10%.

These insights underscore clear leaders in each category, with a notable spread of market shares among others.



The logo for PAXCOM, featuring the letters in a clean, modern, sans-serif font. The letters are dark blue and spaced out evenly.

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