

PAXCOM

Behind the
Sales Surge: Analyzing
Key Consumer Trends
from **Amazon** GIF and
Flipkart BBD



This document contains data for the top 5 ranked products on Flipkart and Amazon from September 26- Oct 6.

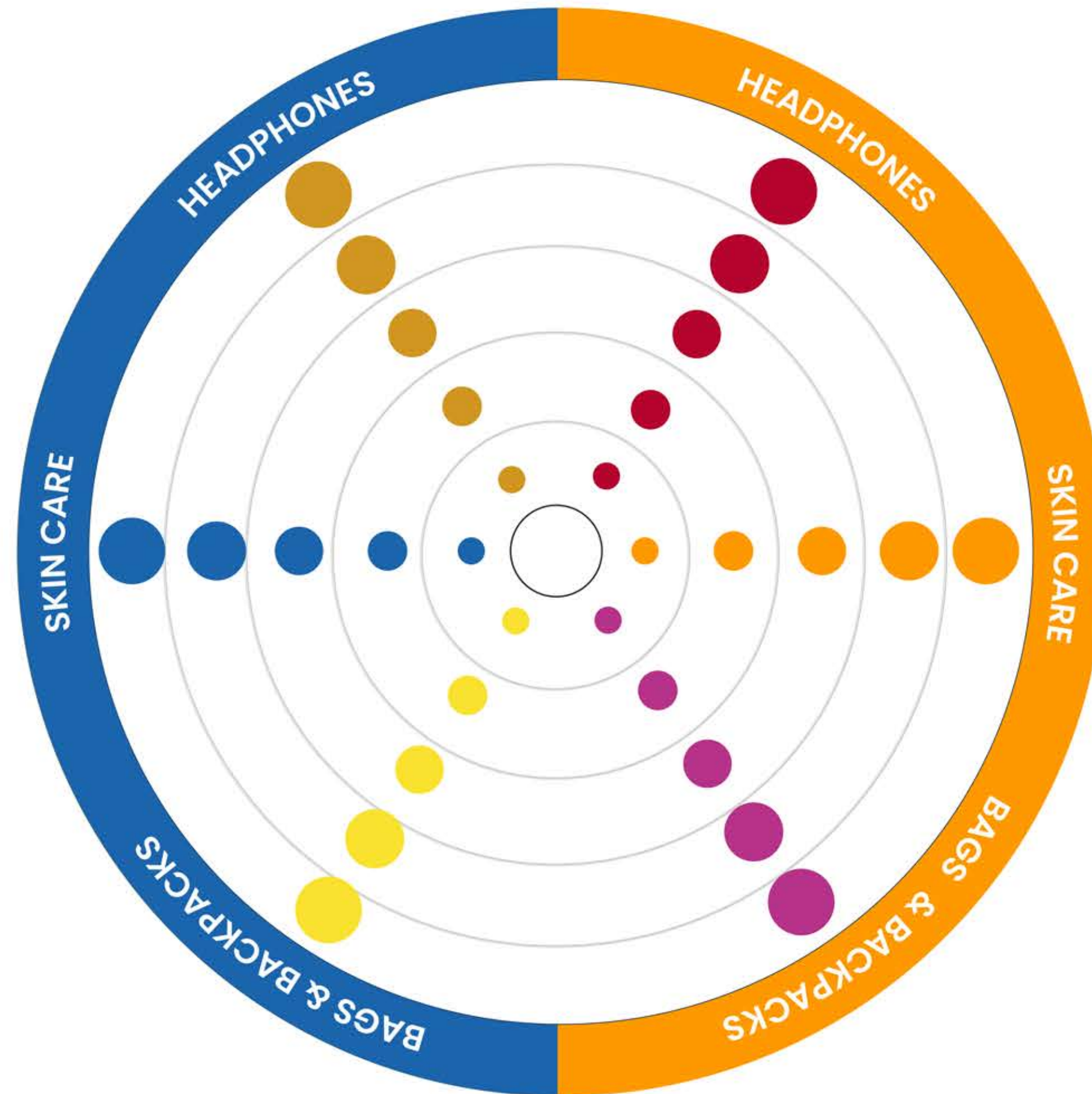


TOP PERFORMING BRANDS – CATEGORY LEVEL



Flipkart

Amazon



*In this visualization, the size of each bubble represents the market share: larger bubbles indicate a higher market share, while smaller bubbles reflect a lower market share





Key Takeaways

1. Headphones

Flipkart: Boat holds a commanding lead with 47.27%, followed by Boult (23.64%) and Zebronics (18.18%). These numbers suggest a strong preference for Indian brands known for affordability.

Amazon: OnePlus dominates with 40%, followed by Boult (27.27%) and Boat lagging behind with only 10.91%.

2. Skin Care

Flipkart: Nivea leads with 20%, while Vaseline follows at 14.55%, showing a preference for well-known brands. Minimalist also holds a decent share at 12.73%, reflecting interest in newer, ingredient-focused skincare.

Amazon: The top spot goes to Fixderma at 10.91%, with Lotus Herbals, Nivea, FCL, and Vaseline trailing with 7.27% each, suggesting a more fragmented market.

3. Bags & Backpacks

Flipkart: Provogue leads with a 29.09% share, closely followed by Safari at 27.27%. Brands like Wrogn and HP hold smaller shares (both at 10.91%), indicating a more diverse spread across mid-range brands.

Amazon: Safari dominates with a massive 41.82% share, far ahead of competitors like Boldfit (12.73%) and Genie (9.09%).

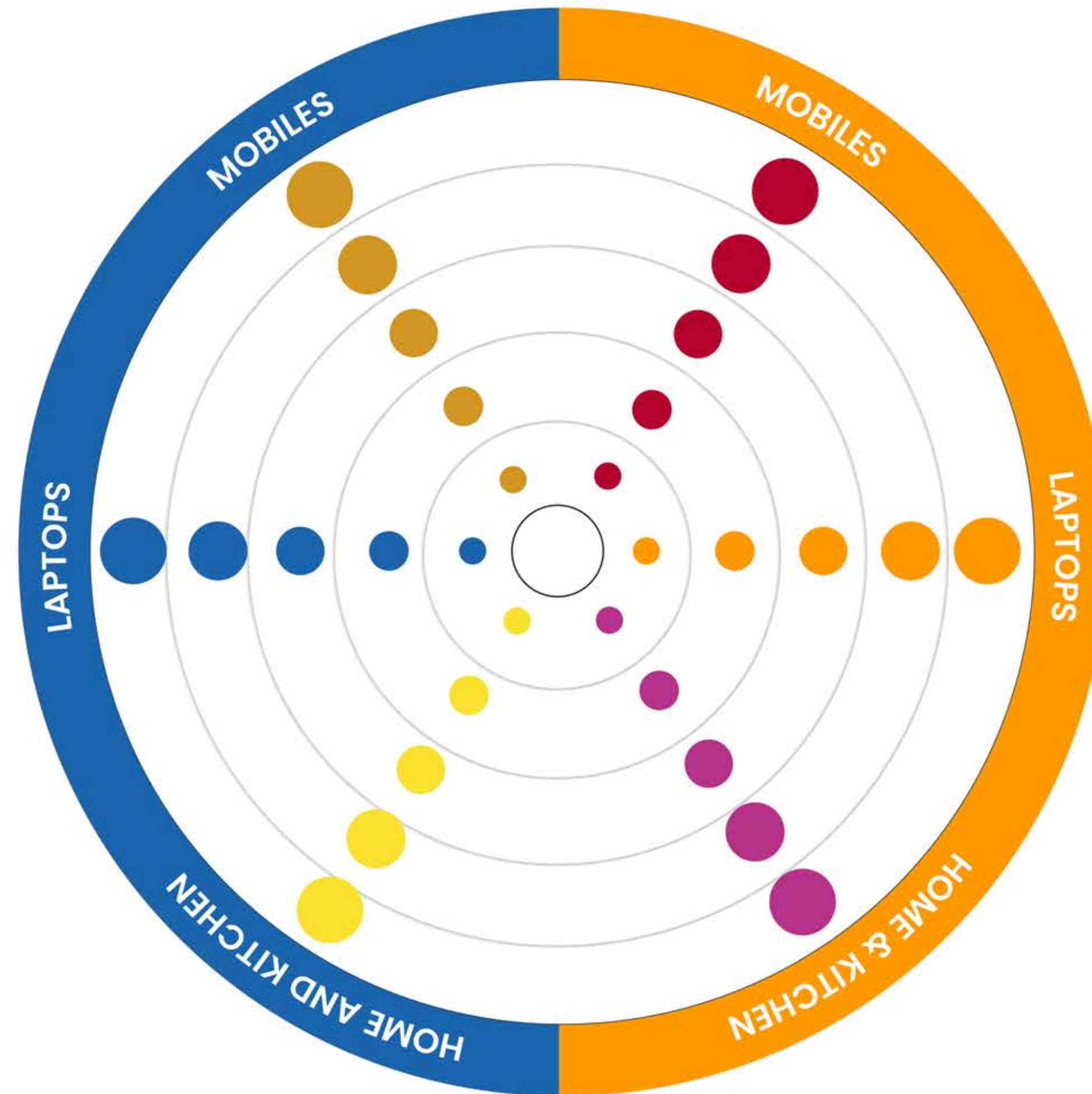


TOP PERFORMING BRANDS – CATEGORY LEVEL



Flipkart

Amazon



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Key Takeaways

4. Mobiles

Flipkart: Apple leads with 23.64%, followed closely by Samsung (21.82%) and Motorola (20%), showing strong competition between premium and mid-range brands.

Amazon: Apple leads again at 25.45%, but Itel takes a surprising 23.64%, indicating a significant preference for budget phones. Oneplus and Redmi hold smaller shares.

5. Laptops

Flipkart: Acer commands an overwhelming 61.82%, with other brands like Chuwi (12.73%) and Asus (9.09%) trailing significantly.

Amazon: Apple leads with 27.27%, followed by Acer (21.82%) and HP (18.18%), showing a more competitive and premium-focused landscape.

6. Home and Kitchen

Flipkart: Ecovacs leads with 25.45%, followed by Pigeon at 20%. Other brands like Pure and Nova hold smaller shares, indicating a more diverse brand landscape.

Amazon: Pigeon and Aliston each hold 20%, with brands like Polycab and K Kitchentour at 9.09%, reflecting a more evenly distributed market.



TOP PERFORMING BRANDS – KEYWORD LEVEL



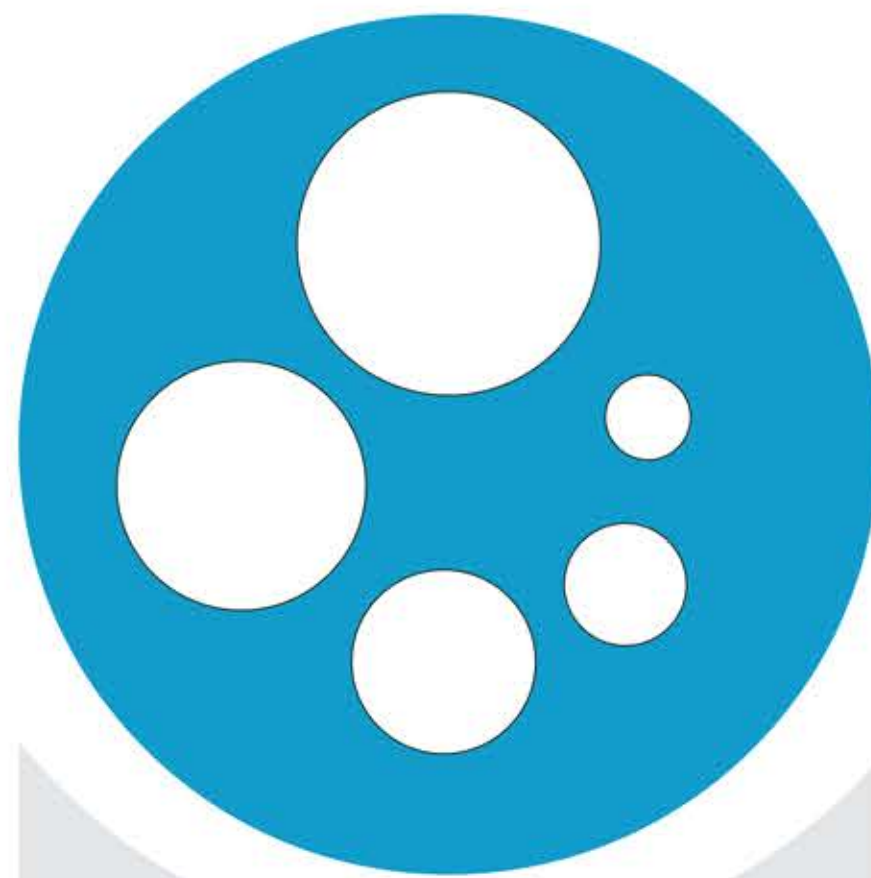
Flipkart

Laptop Under 40000

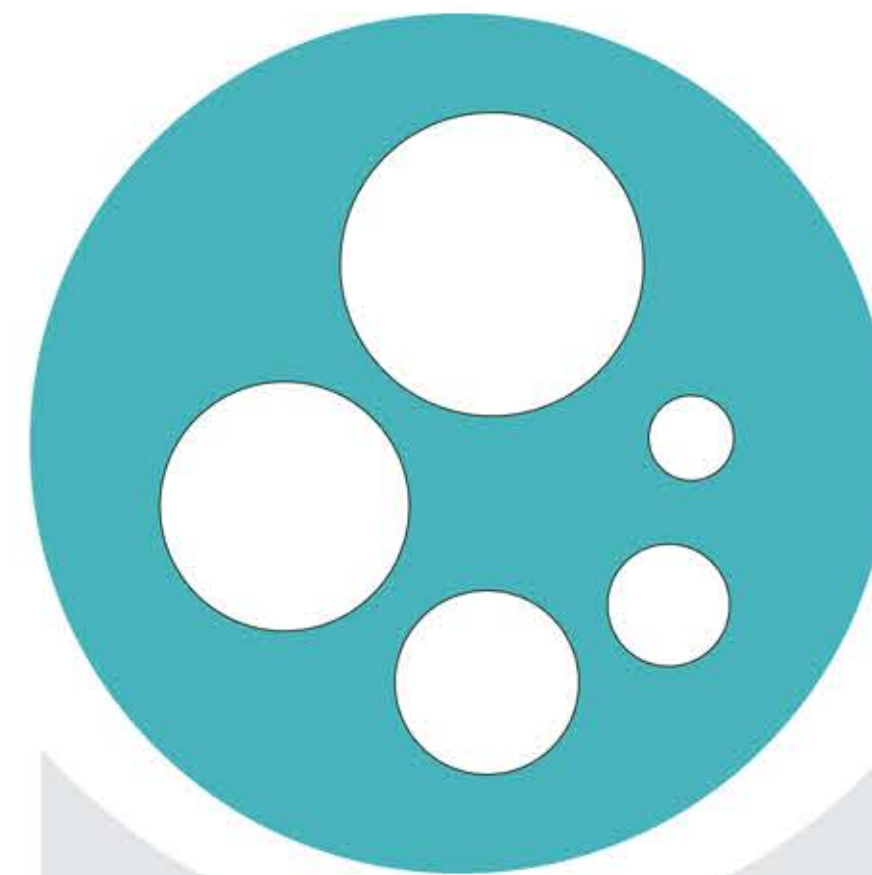
Mobile phone

Skincare Products

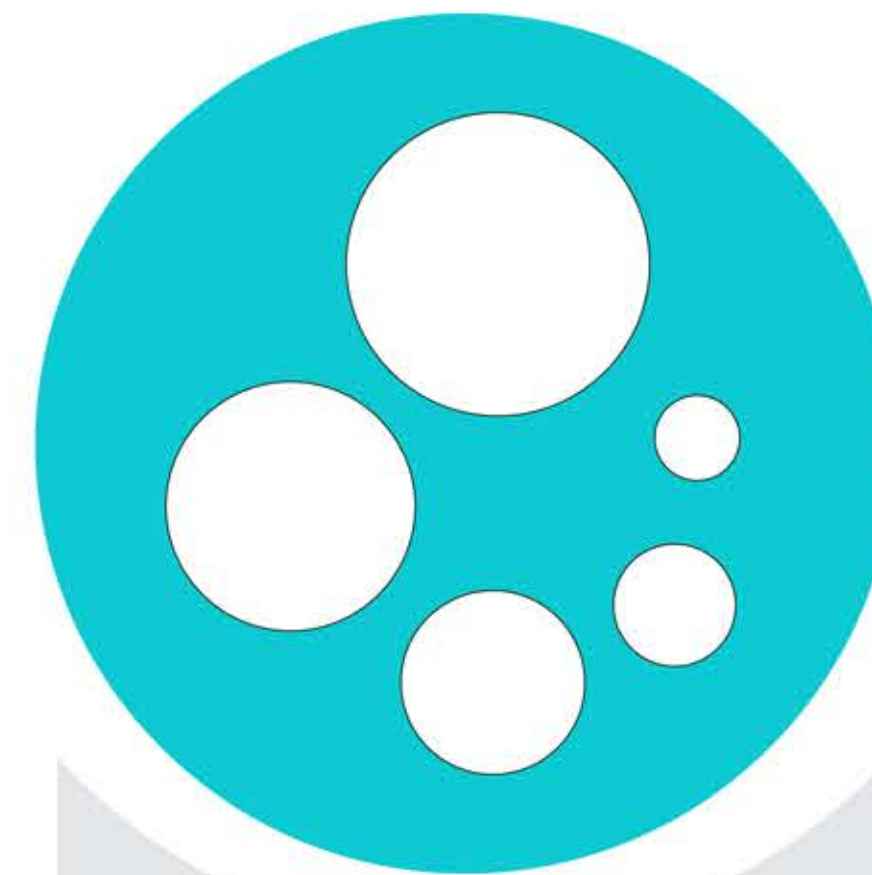
Travel Bags



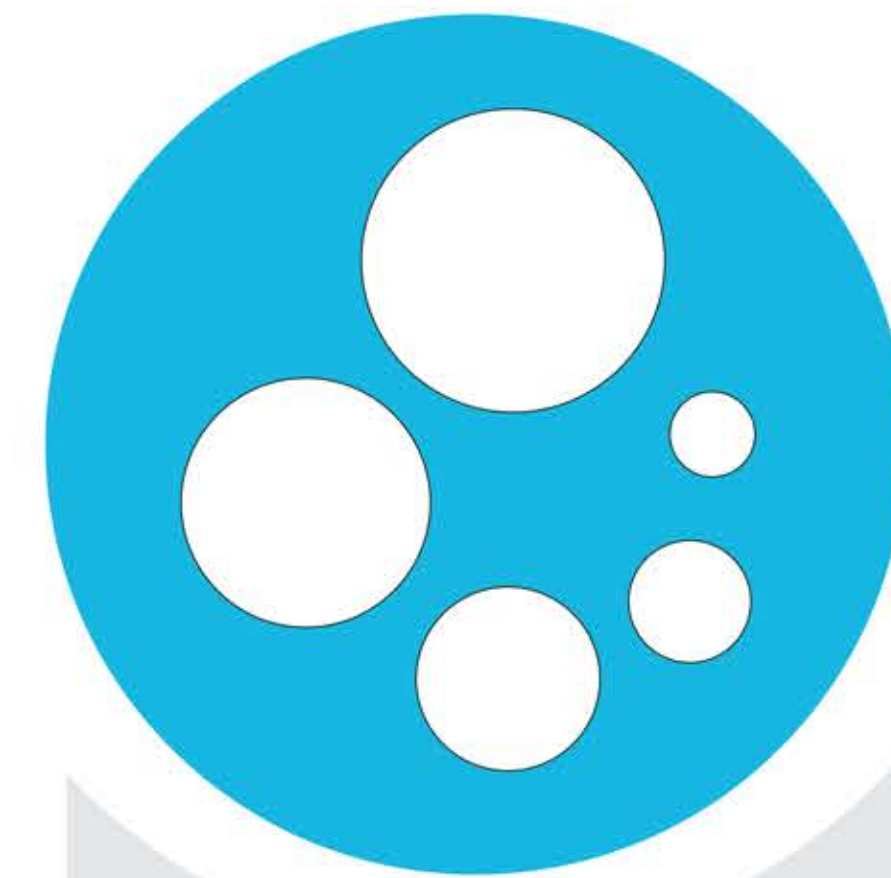
- ASUS
- HP
- Dell
- Acer
- CHUWI



- Apple
- Motorola
- Samsung
- Nothing
- CMF



- BIOTIQUE
- The Moms Co.
- Pilgrim
- Kanpeki
- Vedic



- Impulse
- Safari
- Wildcraft
- WROGN
- American Tourister

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TOP PERFORMING BRANDS – KEYWORD LEVEL



Key Takeaways

Laptop Under 40,000: ASUS leads with 49.09%, followed by HP at 14.55% and Dell at 12.73%.

(ASUS's lead highlights its focus on performance for cost-sensitive users, while HP and Dell can capitalize on unique features or promotions to gain share.)

Mobile Phone: Apple and Motorola each hold 27.27%, with Samsung at 16.36% and Nothing at 14.55%.

(Apple and Motorola reflect a preference for established brands, while Samsung's and Nothing's presence suggests an appetite for both reliability and innovation)

Skincare Products: Biotique leads at 21.82%, with The Moms Co. and Pilgrim at 18.18% each.

(Biotique's lead shows demand for natural products, while The Moms Co. and Pilgrim reflect a shift toward innovative skincare solutions, creating room for brands to highlight unique benefits.)

Travel Bags: Impulse dominates at 32.73%, followed by Safari at 27.27% and Wildcraft at 20%.

(Impulse's success points to effective branding, while Safari and Wildcraft leave space for niche brands to innovate and capture more market share.)

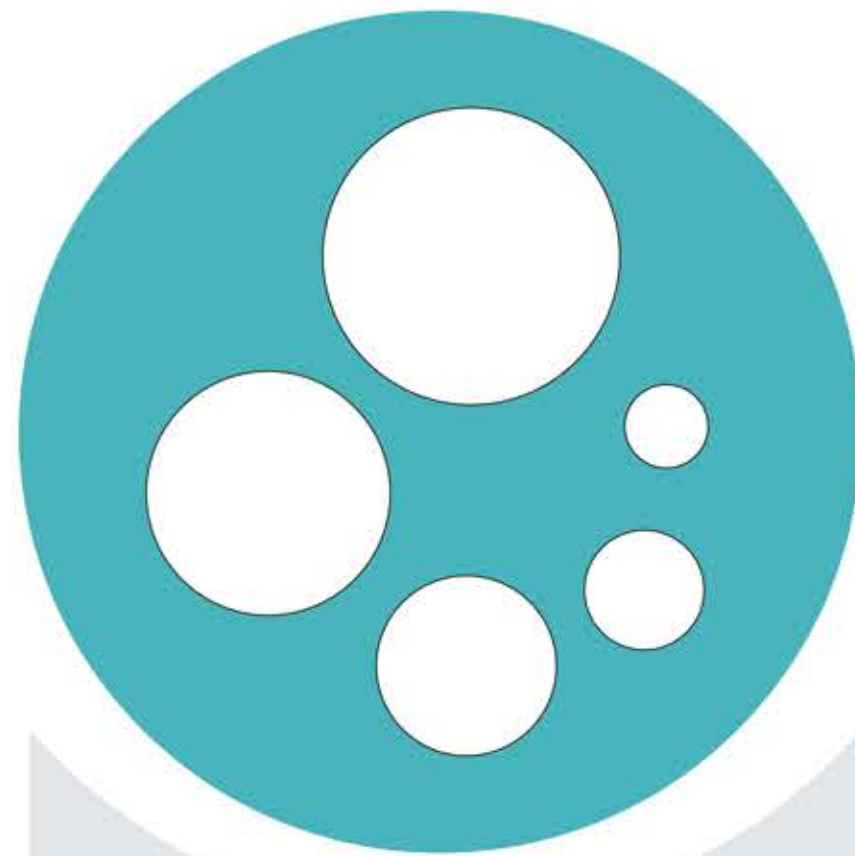


TOP PERFORMING BRANDS – KEYWORD LEVEL



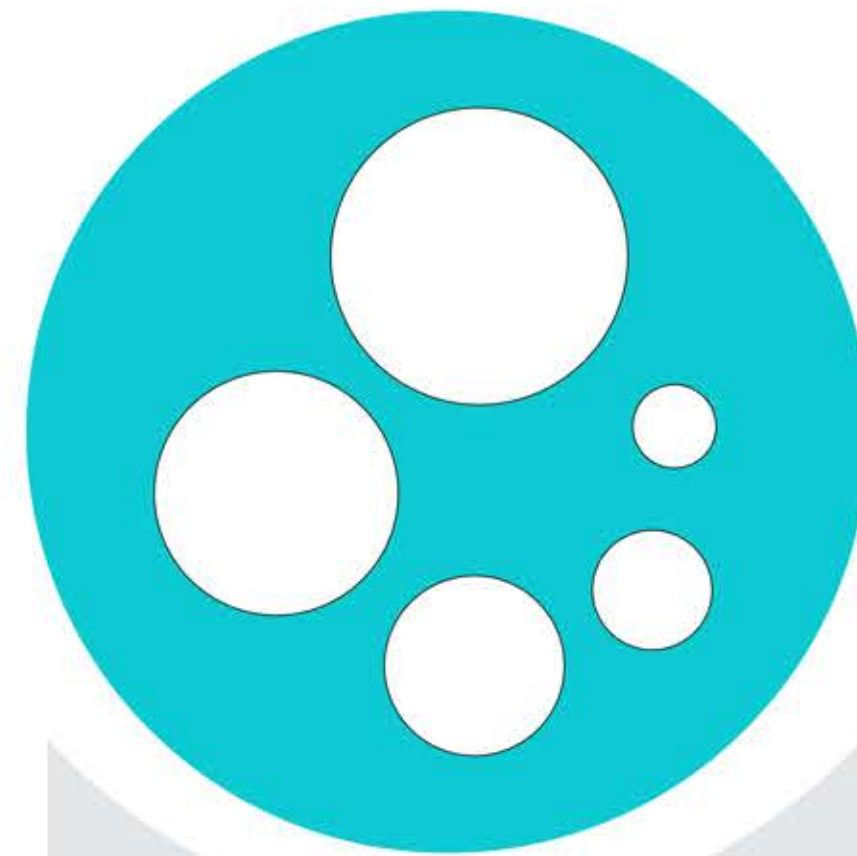
Amazon

Laptop Under 40000



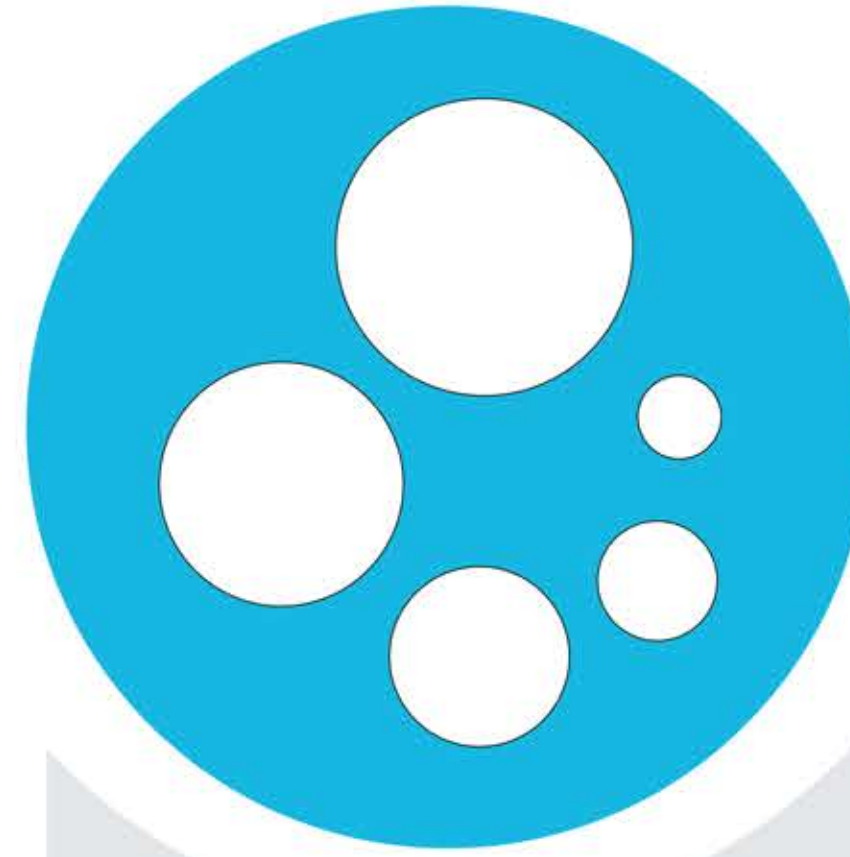
- HP
- Asus
- Lenovo
- Dell
- Acer

Mobile Phone



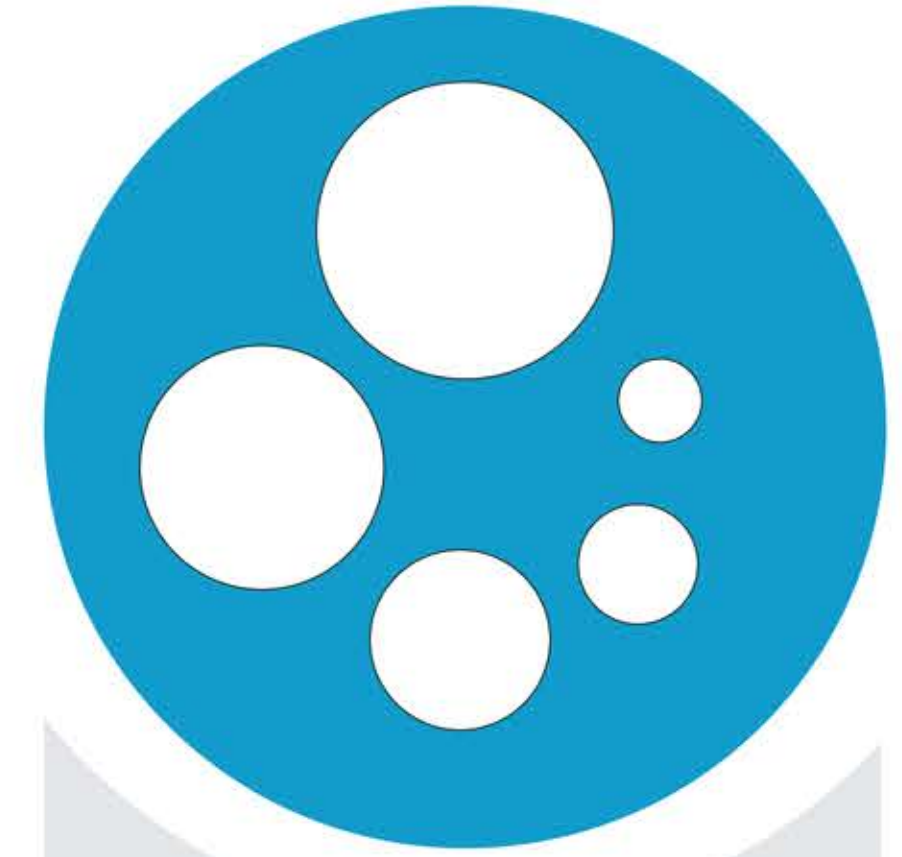
- Samsung
- Realme
- Poco
- Xiaomi
- Redmi

Skincare Products



- Cosrx
- Pilgrim
- Cetaphil
- Foxtale
- Glamveda

Kitchen Appliances



- Pigeon
- Seznik
- Nutripro
- Borosil
- Agaro

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TOP PERFORMING BRANDS – KEYWORD LEVEL



Key Takeaways

Laptop Under 40,000: HP holds 40%, followed by Asus at 29.09% and Lenovo at 14.55%.

(HP appeals to value-focused consumers, while Asus suggests a desire for design and specialized features.)

Mobile Phone: Samsung is at 32.73%, Realme at 30.91%, with POCO and Xiaomi each at 10.91%.

(Samsung's position highlights demand for premium mid-tier options, while Realme targets performance-focused buyers.)

Skincare Products: Cosrx leads at 20%, followed by Pilgrim at 18.18% and Cetaphil at 16.36%.

(The market is diversifying, with opportunities for new brands to focus on innovative ingredients.)

Kitchen Appliances: Pigeon leads at 27.27%, with Seznik and NutriPro at 20% each

(This dominance presents opportunities for competitors to enhance visibility and offer bundling deals to attract budget-conscious shoppers.)



PROMOTIONS – CATEGORY LEVEL



Flipkart

Key Takeaways

Bags & Backpacks: 92% promotions attract budget-conscious shoppers, driven by inventory clearance and seasonal demand.

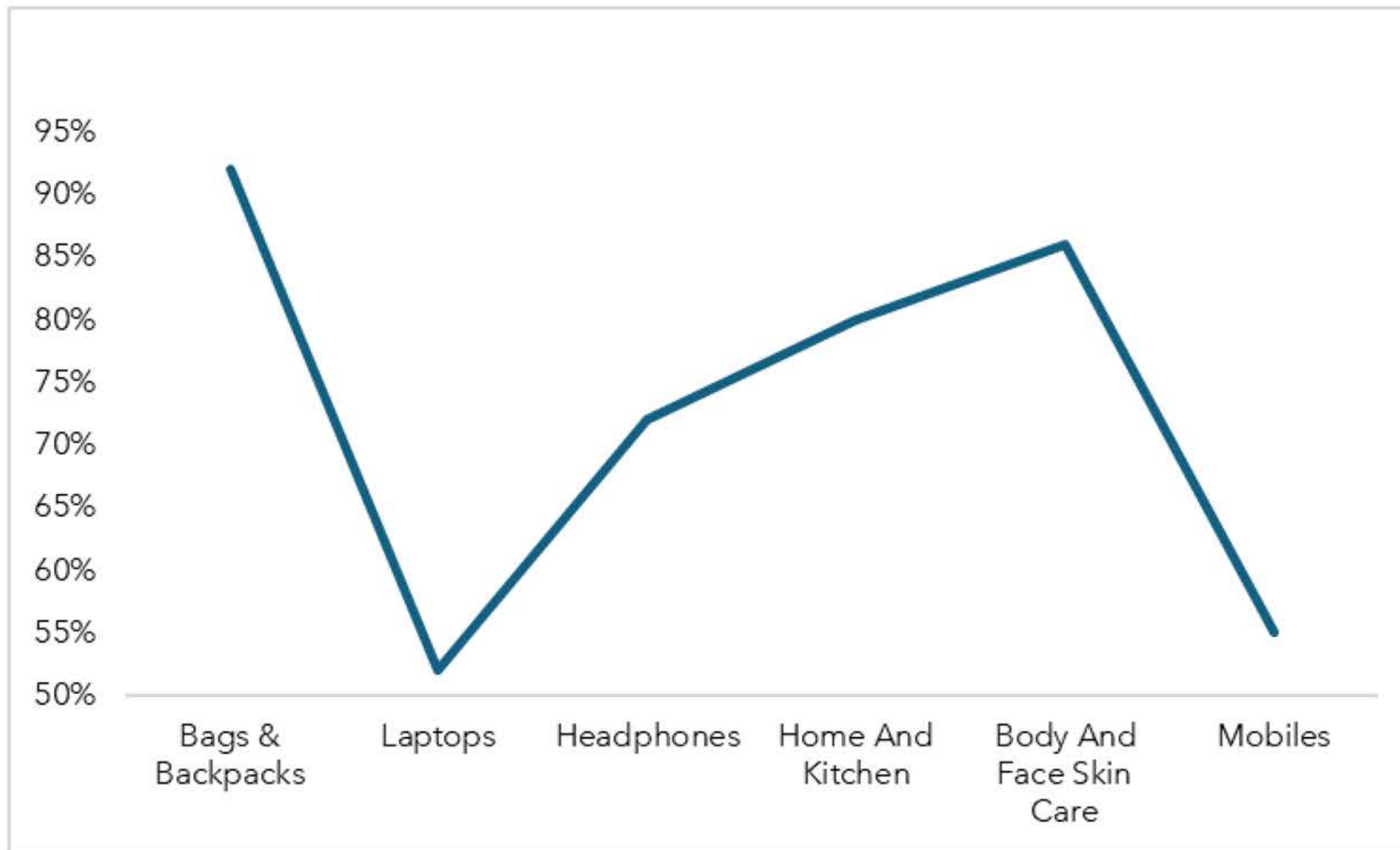
Laptops: 52% discounts target budget buyers, especially students and professionals.

Headphones: 72% promotions indicate clearance of older models, appealing to tech enthusiasts.

Home and Kitchen: 80% off suggests a focus on household upgrades and clearing older stock.

Body and Face Skincare: 86% discounts reflect fierce competition for repeat customers.

Mobiles: 55% off balances affordability and innovation, appealing to those upgrading to mid-range or premium smartphones.



PROMOTIONS – CATEGORY LEVEL



Amazon

Key Takeaways

Luggage & Bags: Discounts of up to 90% cater to budget-conscious shoppers.

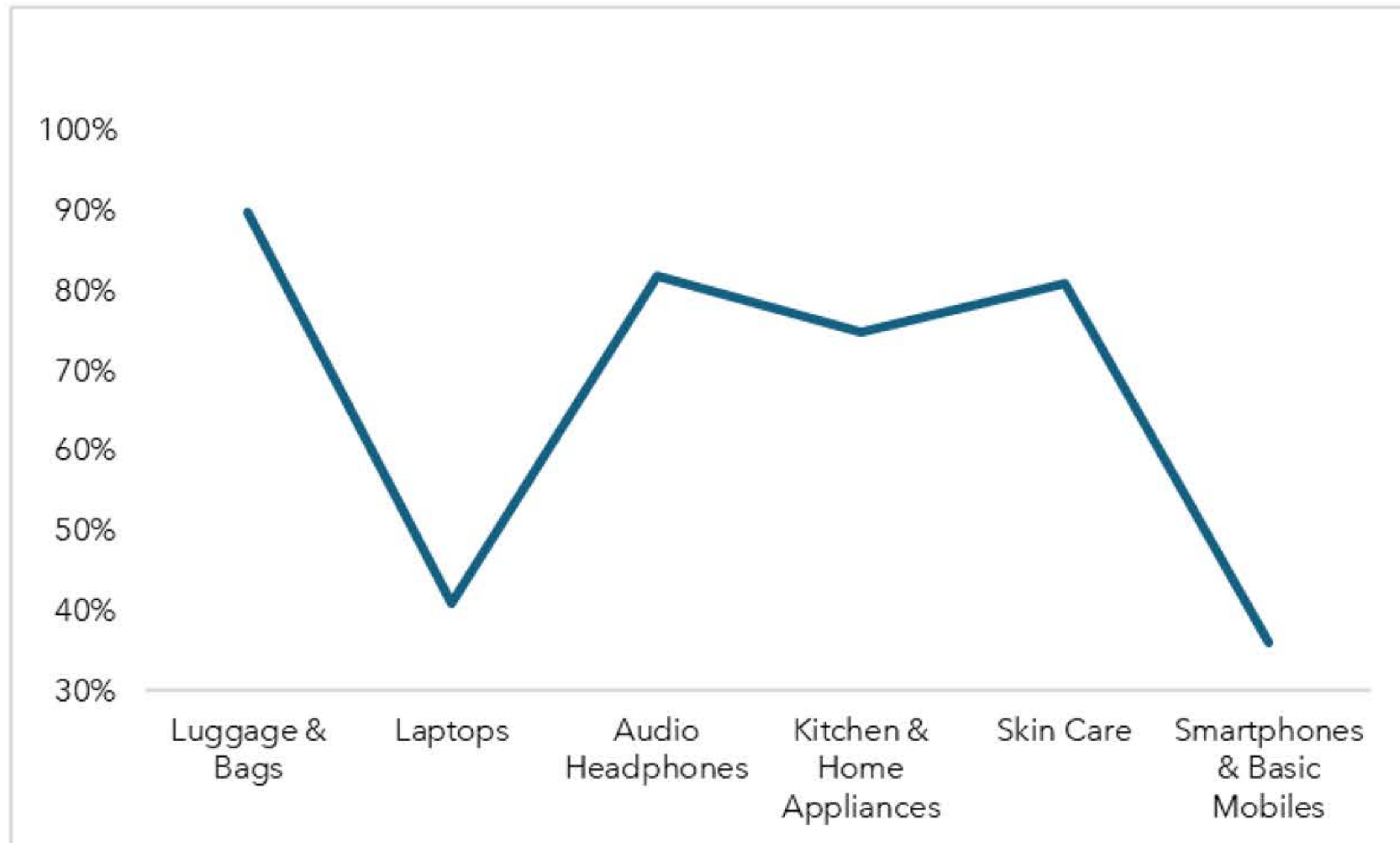
Laptops: A 41% discount appeals to budget-minded consumers.

Audio Headphones: Promotions averaging 82% indicate a focus on introducing new designs.

Kitchen & Home Appliances: Discounts of 75% indicate a strategy to refresh inventory and clear out stock.

Skin Care: An average of 81% off highlights the competition for customer loyalty.

Smartphones & Basic Mobiles: A 36% discount strikes a balance between affordability and technological advancement.



BEST SELLER – PRODUCT LEVEL



amazon.in Search Amazon.in

All Fresh MX Player Sell Best Sellers Today's Deals Mobiles Electronics Prime Home & Kitchen Customer Service Fashion New Releases Amazon Pay Computers Car & Motorbike

Bestsellers Hot New Releases Movers and Shakers Most Wanted 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 Skin Care

 Ghar Soaps Sandalwood & Saffron Magic Soaps For Bath (100 Gms Pack Of 2) Paraben Free Chandan & Kesar Bath Soap Handmade Soaps For Glowing Skin Brightening Soap For Men & Women Visit the Ghar Soaps Store 3.8 ★★★★★ 2,147 ratings Search this page 20K+ bought in past month	 Bombay Shaving Company Body Spray for Men, 150ml each (Pack of 2) - Red Spice and Black Vibe (Packaging may vary) Visit the Bombay Shaving Company Store 4.5 ★★★★★ 1,444 ratings Search this page 10K+ bought in past month	 Dot & Key Barrier Repair Hydrating Gentle Face Wash With Probiotics 15ml Visit the DOT & KEY Store 4.3 ★★★★★ 2,844 ratings Search this page Amazon's Choice	 NIVEA Nourishing Body Milk 600ml Body Lotion 48 H Moisturization With 2X Almond Oil Smooth and Healthy Looking Skin For Very Dry Skin Visit the NIVEA Store 4.4 ★★★★★ 50,949 ratings Search this page #1 Best Seller in Body Lotions	 Pears Pure & Gentle Soap Bar (Combo Pack of 8) - With Glycerin for Soft, Glowing Skin & Body, Paraben-Free Body Soaps For Bath Ideal for Men & Women Visit the PEARS Store 4.4 ★★★★★ 13,727 ratings Search this page
Sep 26 th	Sep 27 th	Sep 28 th	Sep 29 th	Sep 30 th
 Vaseline Intensive Care, Deep Moisture Nourishing Body Lotion, 600ml, for Radiant, Glowing Skin, with Glycerin, Non-Sticky, Fast Absorbing, Daily Moisturizer for Dry, Rough Skin, For Men & Women Brand: Vaseline 4.4 ★★★★★ 11,207 ratings Search this page Amazon's Choice in Moisturizers	 Dove Deeply Nourishing Body Wash, With Exfoliating Beads For Softer, Smoother Skin, 800 ml (Packaging May Vary) Visit the Dove Store 4.3 ★★★★★ 23,459 ratings Search this page 10K+ bought in past month	 Bombay Shaving Company Body Spray for Men, 150ml each (Pack of 2) - Red Spice and Black Vibe (Packaging may vary) Visit the Bombay Shaving Company Store 4.5 ★★★★★ 1,444 ratings Search this page 10K+ bought in past month	 Vaseline Intensive Care, Deep Moisture Nourishing Body Lotion, 600ml, for Radiant, Glowing Skin, with Glycerin, Non-Sticky, Fast Absorbing, Daily Moisturizer for Dry, Rough Skin, For Men & Women Brand: Vaseline 4.4 ★★★★★ 11,207 ratings Search this page Amazon's Choice in Moisturizers	 Oneplus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life, IP55 Dust and Water Resistant (Magico Black) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page
Oct 01 th	Oct 02 th	Oct 03 th	Oct 04 th	Oct 05 th

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All Fresh MX Player Sell Best Sellers Today's Deals Mobiles Electronics Prime Home & Kitchen Customer Service Fashion New Releases Amazon Pay Computers Car & Motorbike

Bestsellers Hot New Releases Movers and Shakers Most Wanted 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 Audio headphones

 boAt Bassheads 100 in Ear Wired Earphones with Mic(Black) Visit the boAt Store 4.1 ★★★★★ 398,545 ratings Search this page	 OnePlus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 Mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life (Beam Blue) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page	 OnePlus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 Mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life (Beam Blue) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page	 Oneplus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life, IP55 Dust and Water Resistant (Magico Black) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page	 Oneplus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 Mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life (Beam Blue) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page
Sep 26 th	Sep 27 th	Sep 28 th	Sep 29 th	Sep 30 th
 OnePlus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life (Beam Blue) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page	 OnePlus Nord Buds 2r True Wireless in Ear Earbuds with Mic, 12.4mm Drivers, Playback Upto 38hr case, 4-Mic Design, IP55 Rating (Triple Blue) Visit the OnePlus Store 4.2 ★★★★★ 76,912 ratings Search this page	 Oneplus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life, IP55 Dust and Water Resistant (Magico Black) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page	 Oneplus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life, IP55 Dust and Water Resistant (Magico Black) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page	 Oneplus Bullets Z2 Bluetooth Wireless in Ear Earphones with Mic, Bombastic Bass - 12.4 mm Drivers, 10 Mins Charge - 20 Hrs Music, 30 Hrs Battery Life, IP55 Dust and Water Resistant (Magico Black) Visit the OnePlus Store 4.1 ★★★★★ 174,396 ratings Search this page
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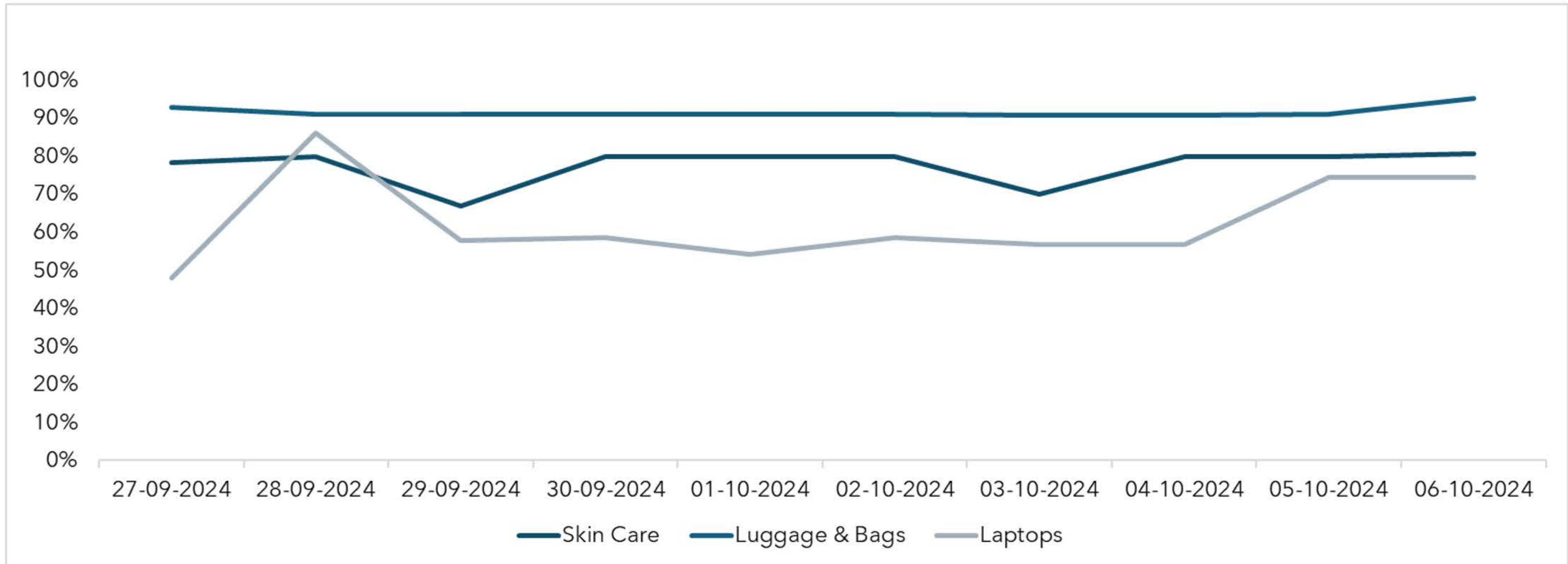
Observed change in Bestseller-
Above are the day-wise bestseller rankings for the category



LIGHTNING DEALS



Amazon



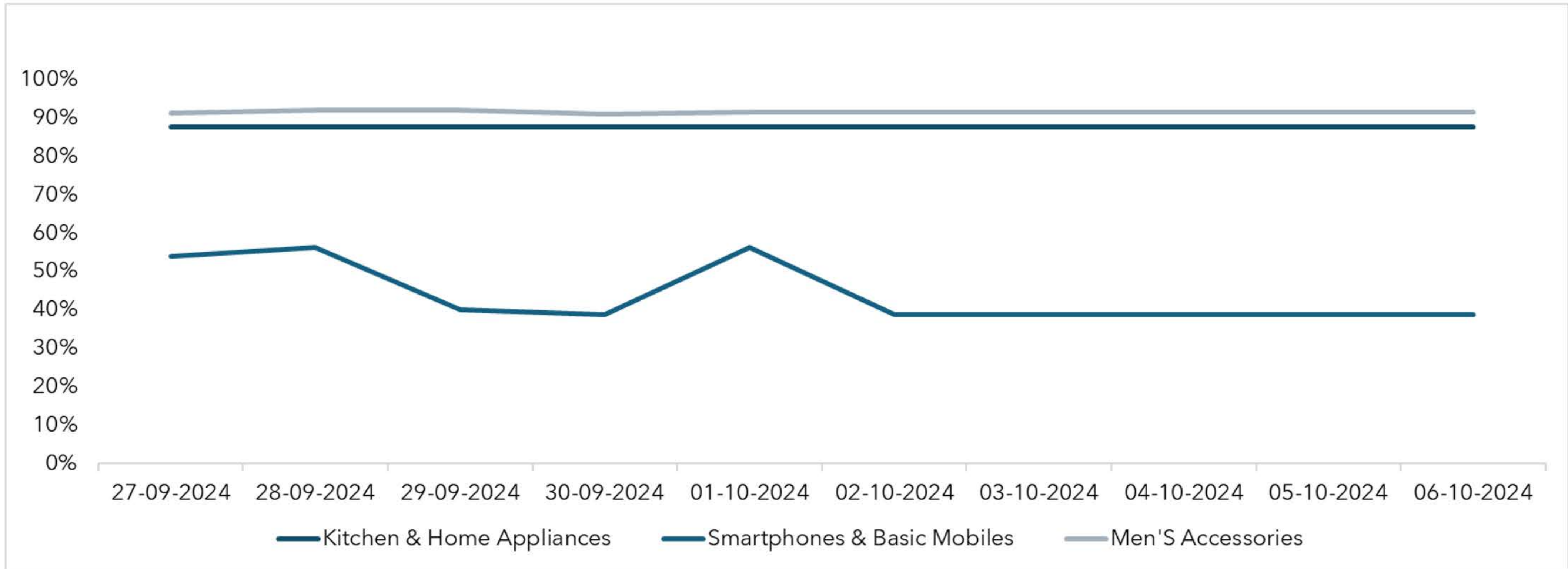
The graph above shows the offer percentages of lightning deals across three categories—Skin Care, Luggage & Bags, and Laptops—during the period from September 27th to October 6th.



LIGHTNING DEALS



Amazon



The graph above shows the offer percentages of lightning deals across three categories—Kitchen & Home Appliances, Smartphones & Basic Mobiles, and Men's Accessories—during the period from September 27th to October 6th.



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