

PAXCOM

*Diwali*  
**Keywords  
Performance  
Snapshot**

**October 29-30**



This document contains data for the top 5 ranked products on Amazon and Blinkit from Oct 29 - 30



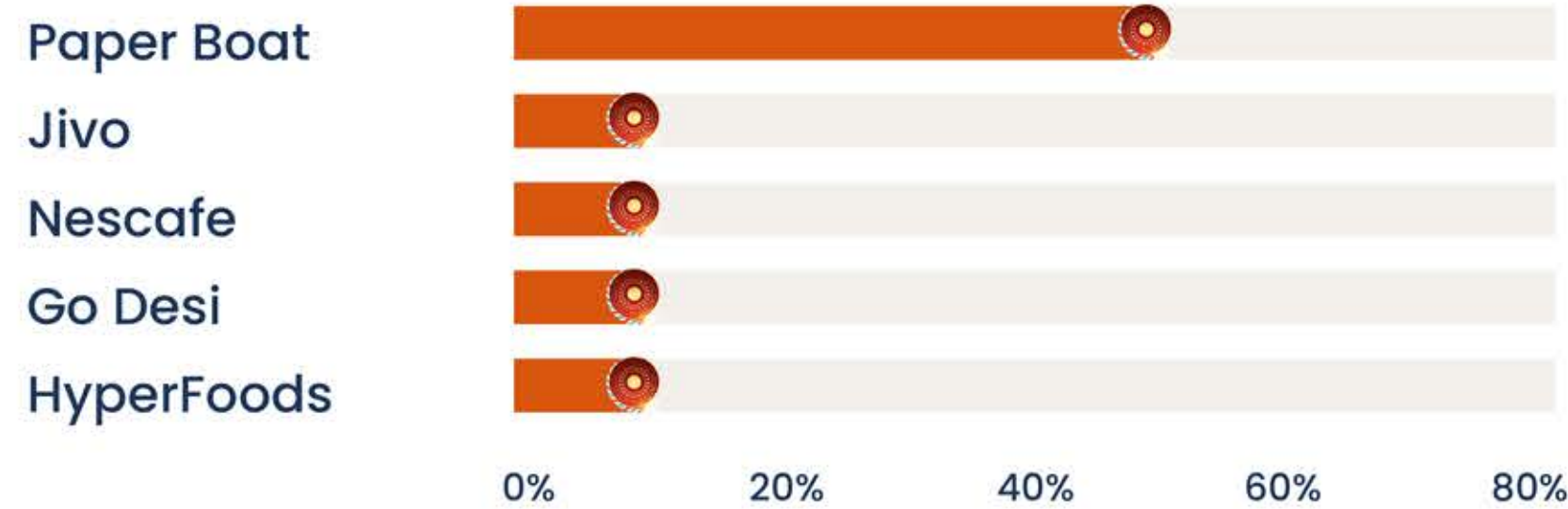


# TOP PERFORMING BRANDS- KEYWORD LEVEL

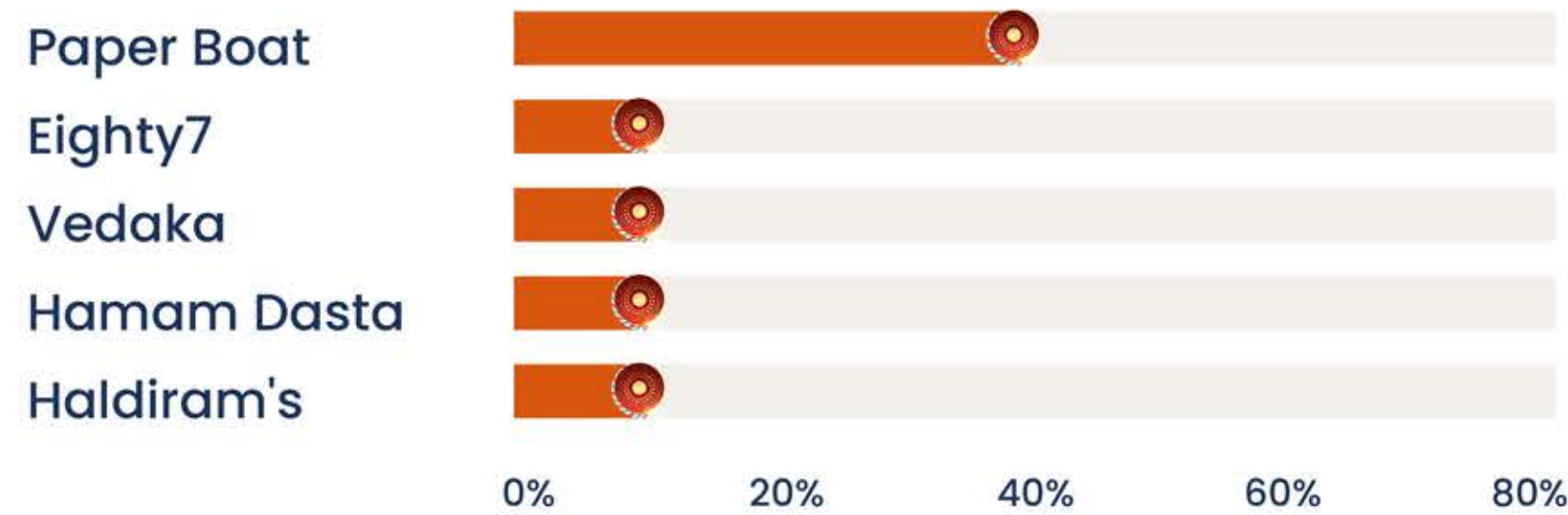


## AMAZON

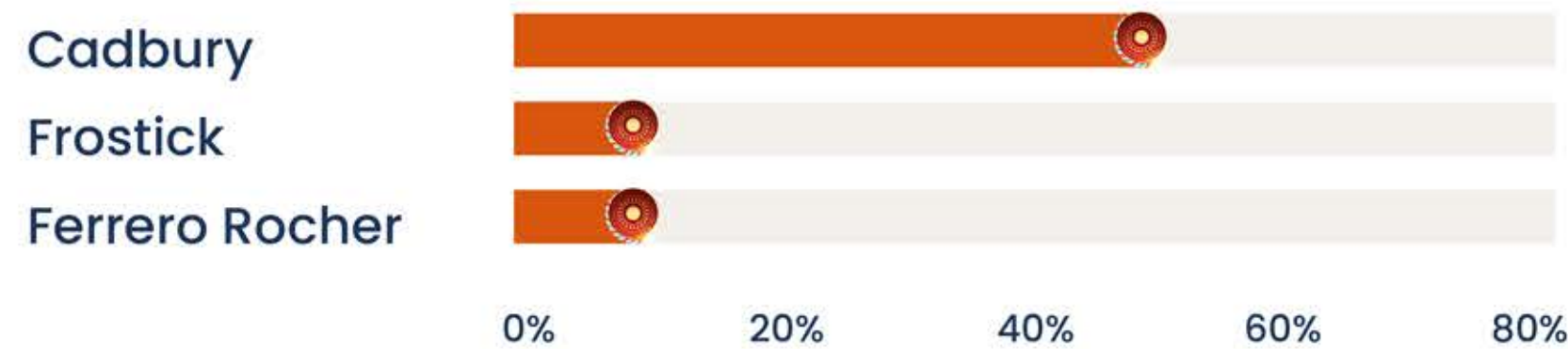
### Diwali Gift Box



### Dry Fruits Gift Box For Diwali



### Diwali Chocolate Box



- Paper Boat emerges as a strong player in the Diwali gift box and dry fruits gift box categories, demonstrating its ability to capture consumer attention and market share.
- Cadbury's dominance in the Diwali chocolate box category highlights its strong brand positioning and consumer preference for its products.
- The remaining brands in each category are vying for a smaller share of the market, indicating a more competitive landscape with multiple brands vying for consumer attention.





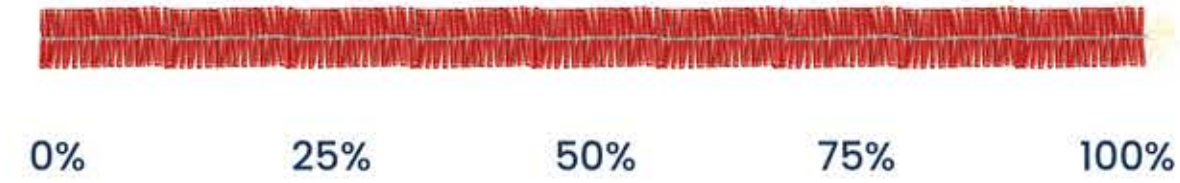
# TOP PERFORMING BRANDS- KEYWORD LEVEL



## BLINKIT

### Diwali Gift Box

Ferrero Rocher



### Dry Fruits Gift Box For Diwali

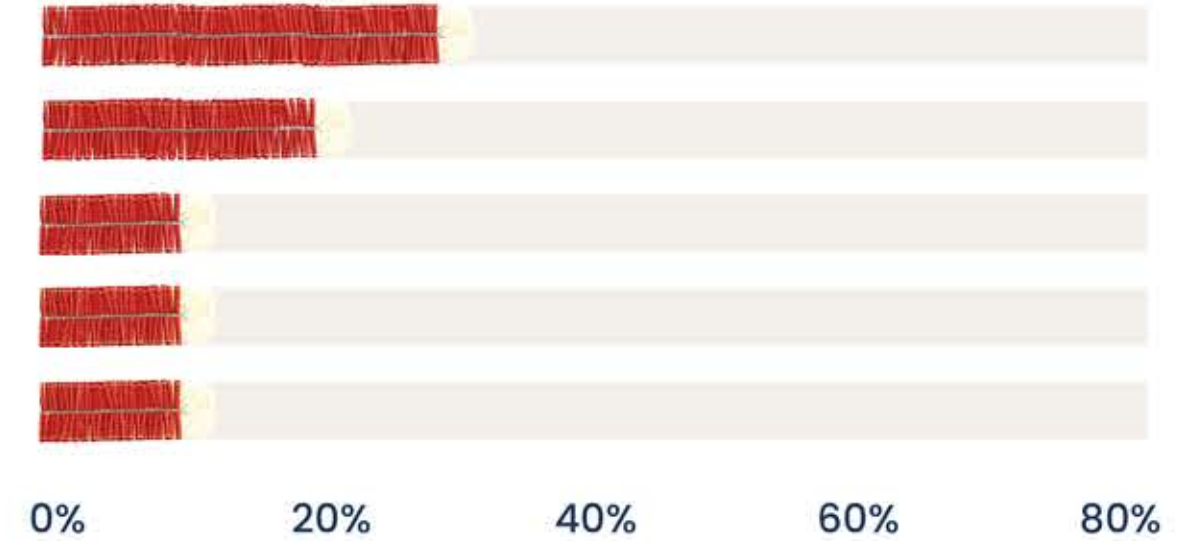
FNP

Festive Delight

Anand

Floweraura

Mr. Makhana



### Diwali Chocolate Box

Cadbury

Cococart



- Ferrero Rocher's dominance in the Diwali gift box category highlights the premiumization trend in the market.
- The dry fruits gift box category appears to be more fragmented, with multiple brands competing for a share of the market.
- Cadbury's strong position in the Diwali chocolate box category reaffirms its brand leadership.







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