

PAXCOM

QUICK COMMERCE WINNERS

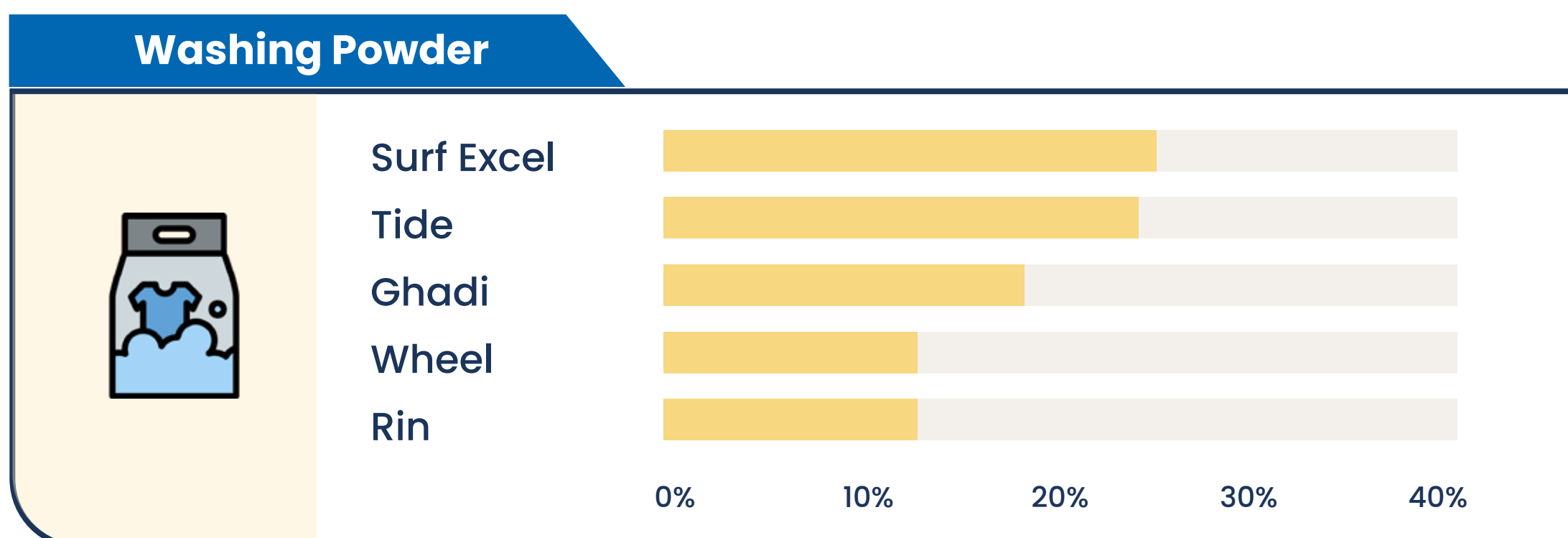
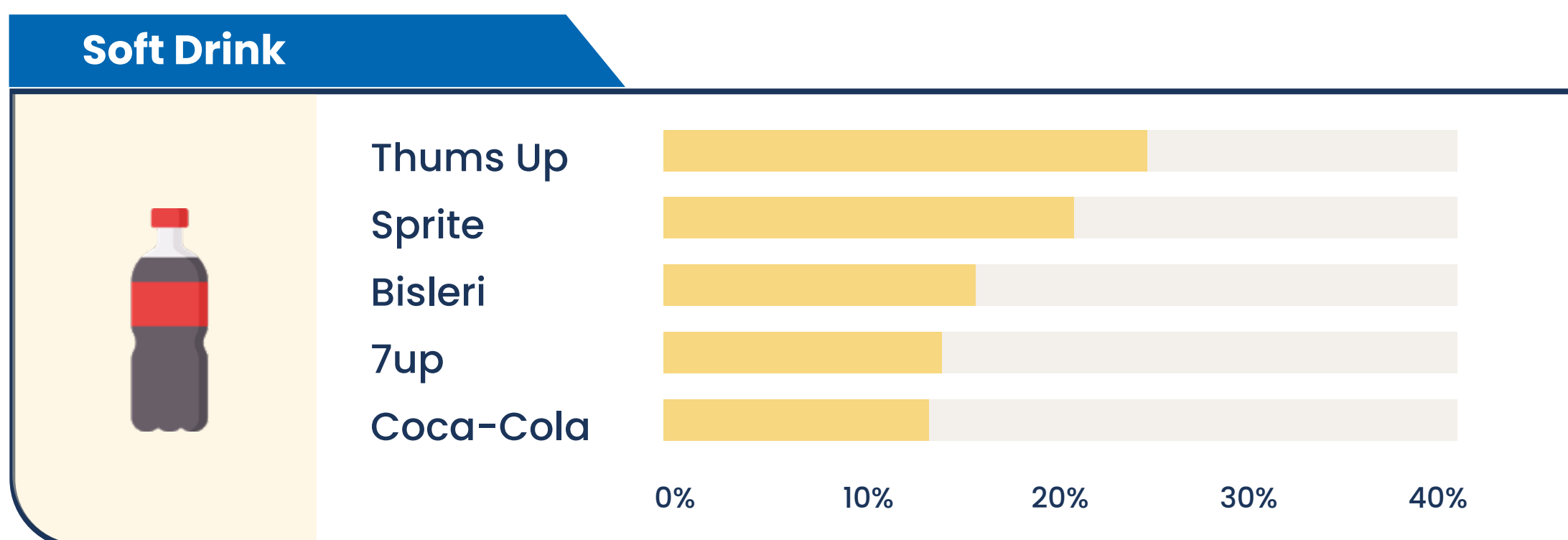
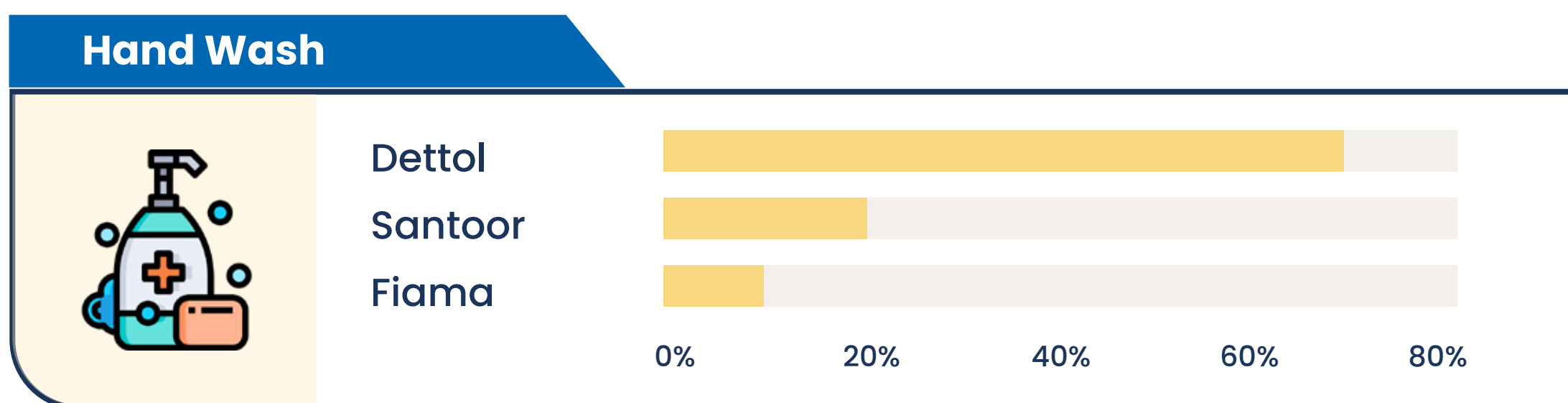
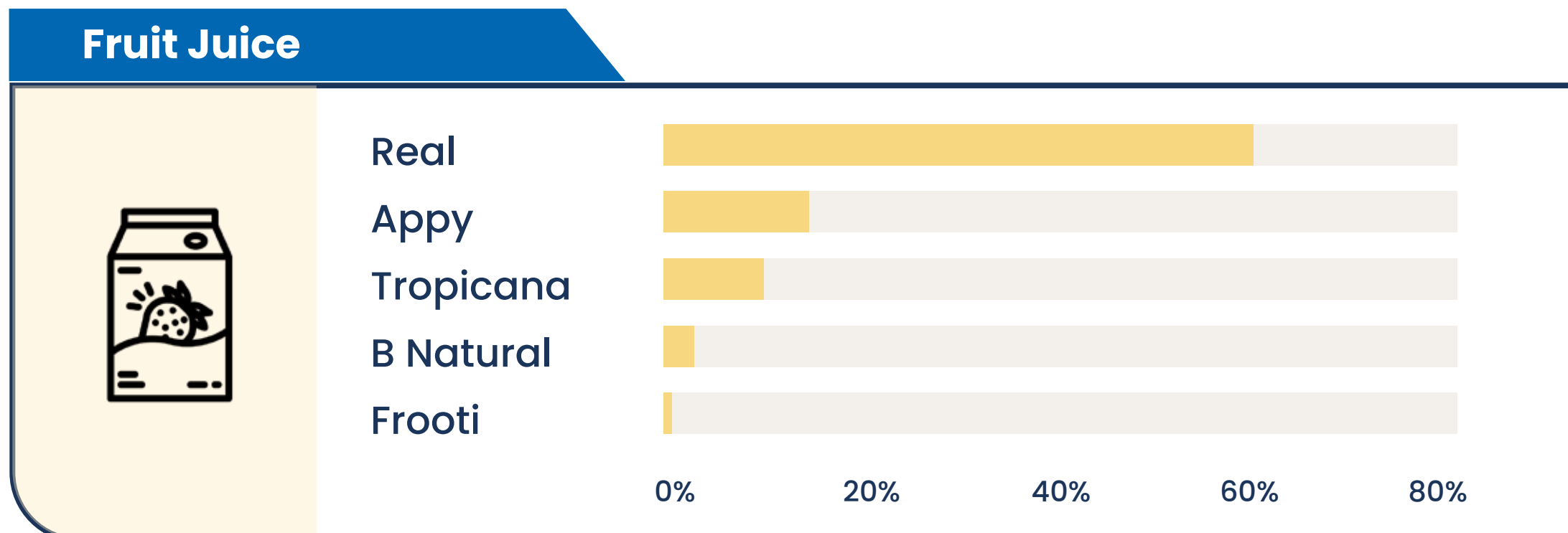
5 BRANDS LEADING THE WAY



This document contains data for the top 5 ranked products across the following mobile apps from October 1st to 16th October: Blinkit, Swiggy Instamart, and Zepto.



Top Performing Brands- Keyword Level





Top Performing Brand Keyword Level

Insights

Fruit Juice: Real commands **62.80%** of the market, benefiting from strong brand recognition and extensive distribution, while Appy **at 16.40%** effectively targets younger demographics. Tropicana holds **9.80%**, appealing to health-focused consumers but lagging behind the top brands.

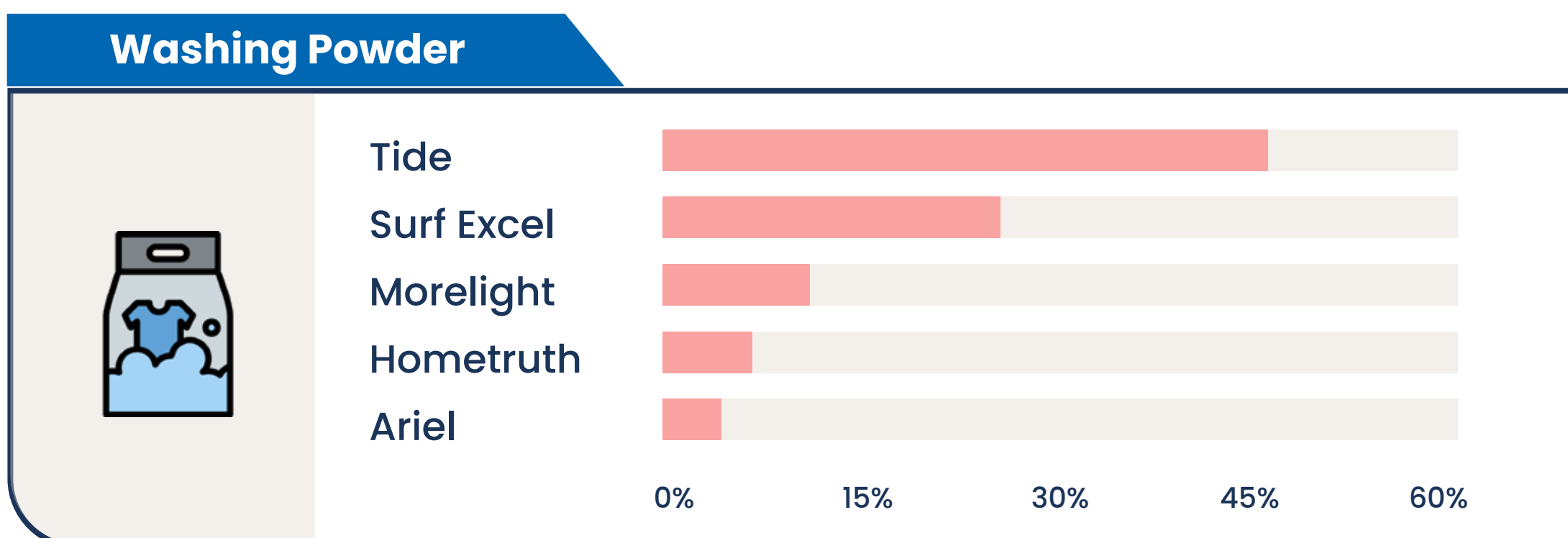
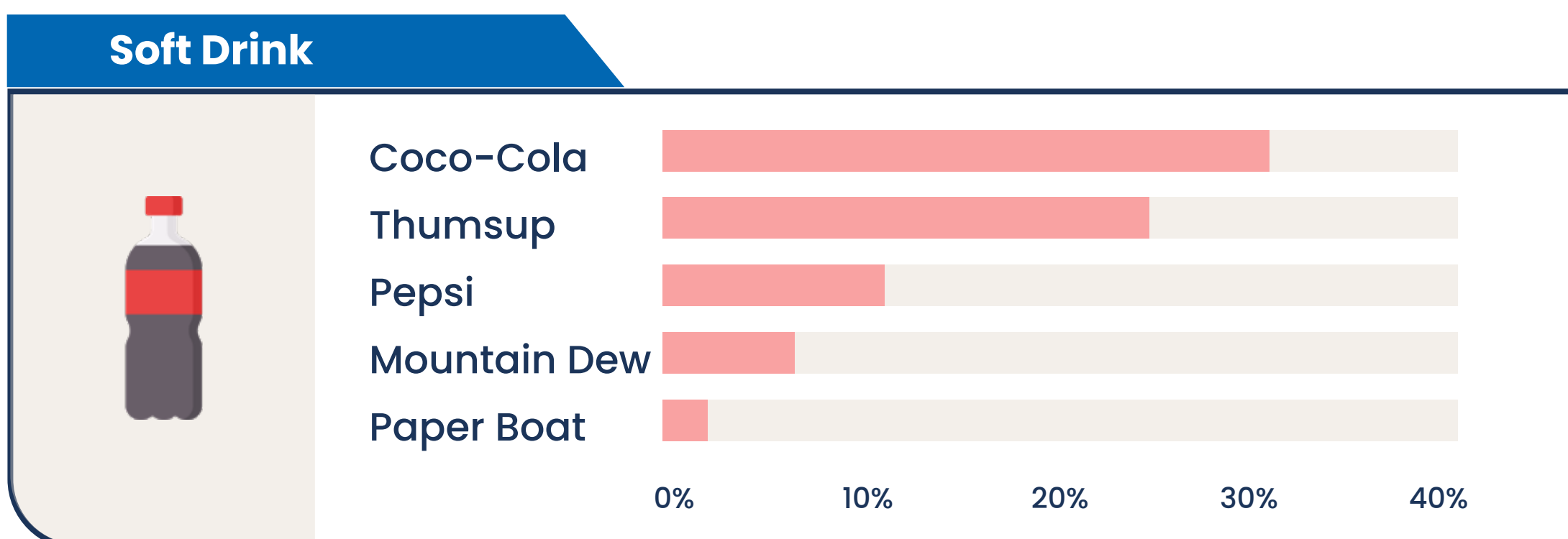
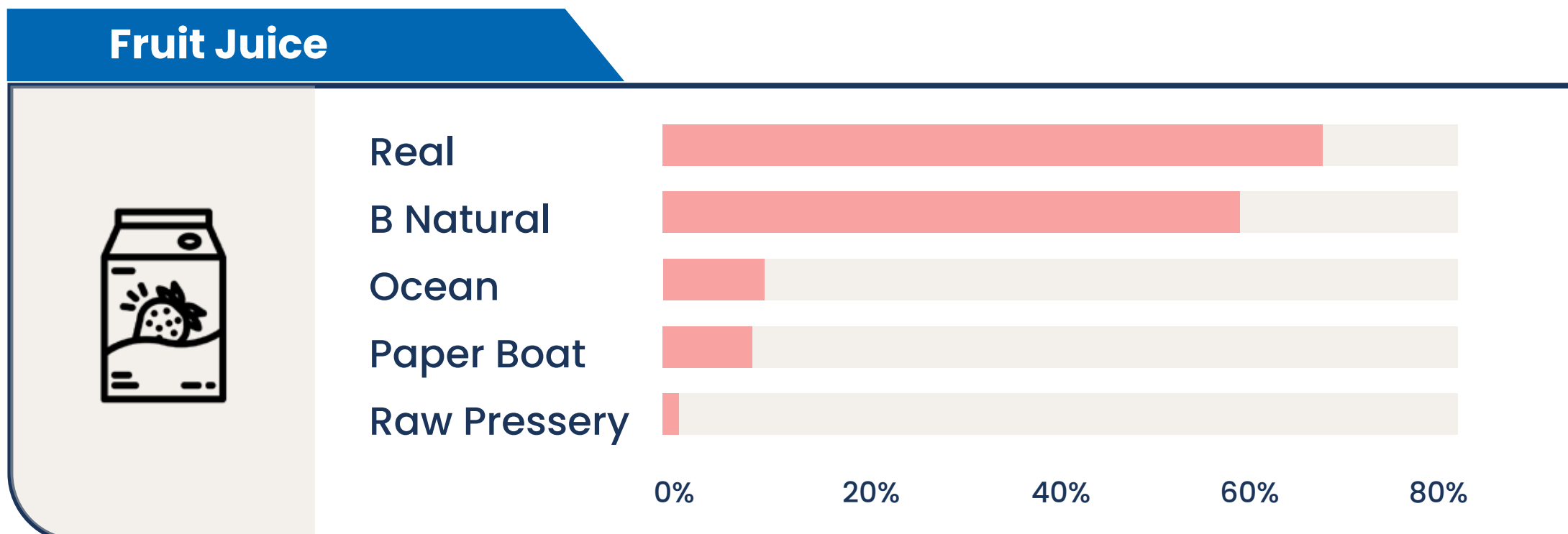
Hand Wash: Dettol captures **70.00%** of the market share, leveraging its longstanding reputation, with Santoor at **20.00%** appealing to cost-conscious buyers. Fiama, at **10.00%**, focuses on unique branding strategies.

Soft Drink: Thums Up leads at **25.00%**, while Sprite at **20.80%** attracts a diverse audience. Bisleri (**16.40%**) and 7UP (**13.80%**) maintain stable shares, responding to various consumer trends.

Washing Powder: Surf Excel (**26.00%**) excels with brand loyalty and strong ads. Tide (**25.22%**) draws in consumers with trusted performance and promotions. Ghadi (**18.33%**) targets budget shoppers, while Wheel (**13.78%**) benefits from broad distribution. Rin (**13.44%**) focuses on value packaging, highlighting potential for growth in sustainability. Surf Excel (**26.00%**) excels with brand loyalty and strong ads. Tide (**25.22%**) draws in consumers with trusted performance and promotions. Ghadi (**18.33%**) targets budget shoppers, while Wheel (**13.78%**) benefits from broad distribution. Rin (**13.44%**) focuses on value packaging, highlighting potential for growth in sustainability.



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Insights

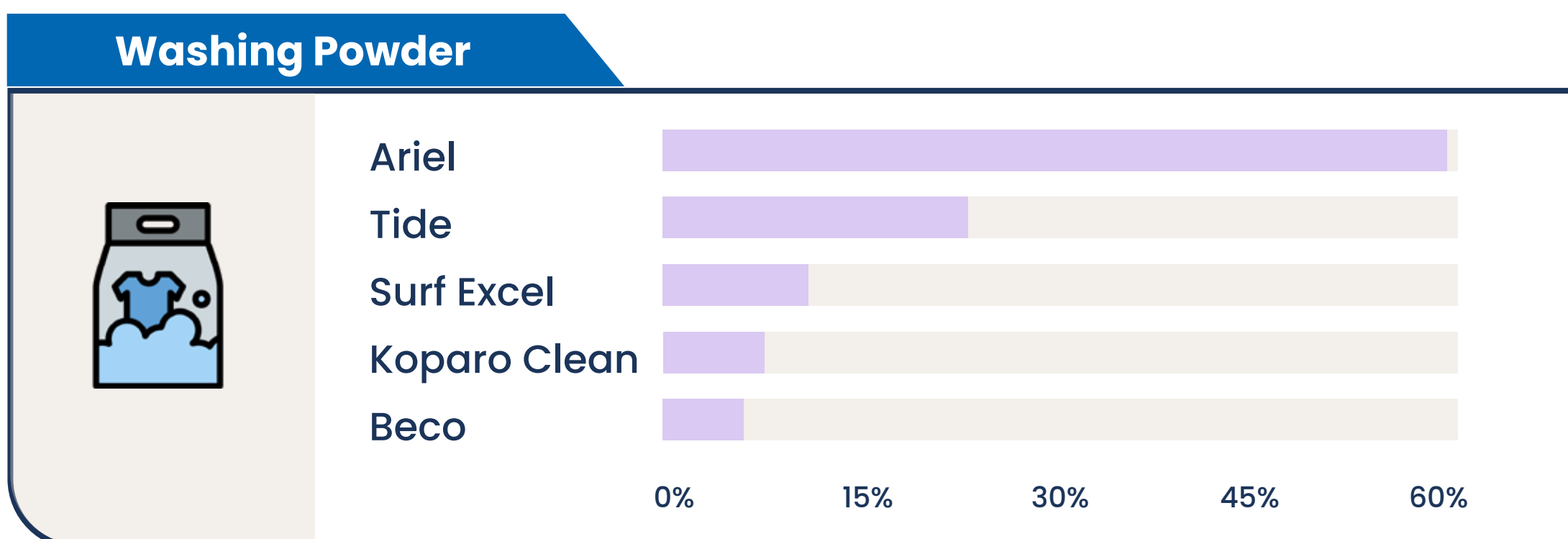
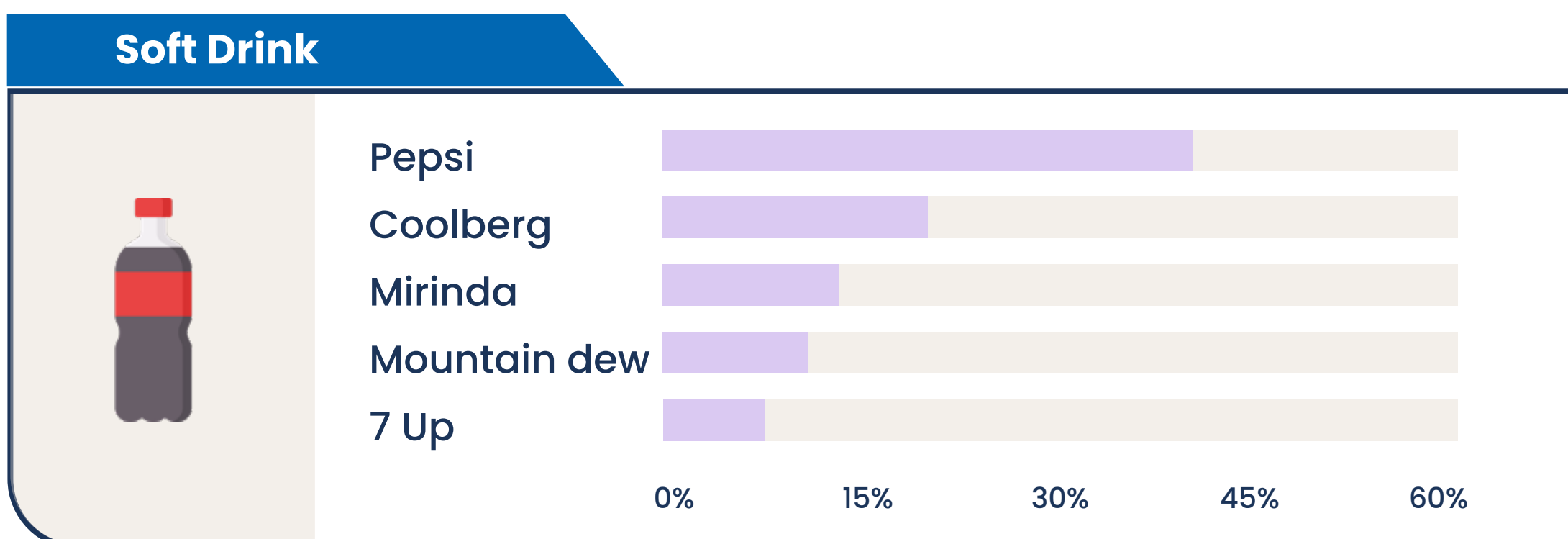
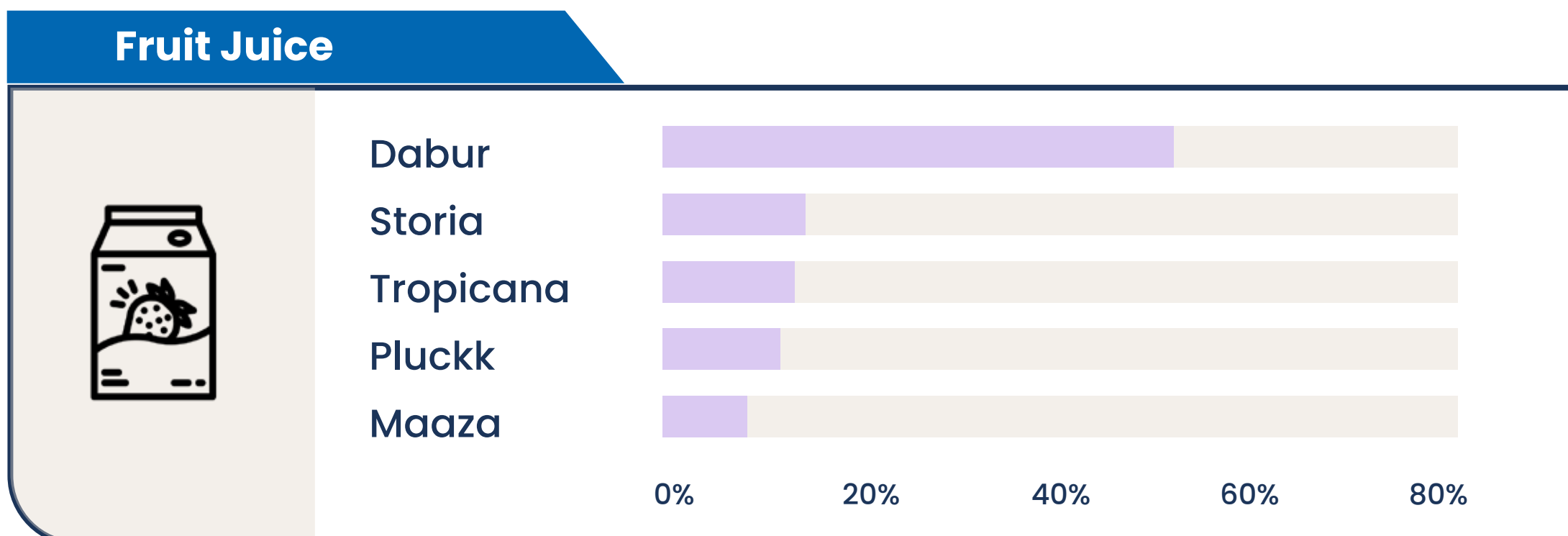
Fruit Juice: Real holds **68.63%** market share, fueled by strong marketing efforts and diverse flavors, while B Natural at **16.67%** capitalizes on the trend toward natural ingredients. Ocean (**6.27%**) and Paper Boat (**5.29%**) are appealing to health-focused and experiential consumers, respectively.

Soft Drink : Coca-Cola leads at **33.33%** due to its widespread distribution and iconic branding, with Thums Up at **27.06%**, driven by impactful advertising that engages younger consumers. Pepsi (**11.18%**) targets youth through dynamic marketing, while Mountain Dew (**7.25%**) emphasizes adventure, and Paper Boat (**3.92%**) introduces innovative flavors.

Washing Powder: Tide commands **45.78%** market share, supported by brand recognition and effective promotions, while Surf Excel at **24.80%** grows through targeted advertising. Morelight (**10.93%**) and Home Truths (**8.36%**) focus on value, while Ariel (**4.62%**) is gradually increasing its presence with eco-friendly messaging, responding to various consumer trends.



Top Performing Brands- Keyword Level





Top Performing Brand Keyword Level

Insights

Fruit Juice: Dabur leads with 54.21%, driven by effective marketing strategies, while Storia at 11.88% appeals to health-conscious families. Pluckk (9.58%) gains traction by focusing on natural ingredients.

Soft Drink: Pepsi holds 41.44%, leveraging widespread availability, with Coolberg (18.82%) attracting health-focused consumers. Mirinda (12.17%) and Mountain Dew (10.84%) maintain steady positions, while 7UP (6.46%) shows potential for growth.

Washing Powder: Ariel commands 50.58%, benefiting from competitive pricing, while Tide (23.38%) appeals to budget-conscious shoppers. Surf Excel (11.02%) remains stable, and both Koparo Clean (7.02%) and Beco (4.09%) emphasize sustainability, indicating opportunities in niche markets.



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