

AMAZON.IN & FLIPKART MARKETPLACE CAT FOOD SUBCATEGORY REVIEW

Data insights from PiWheel, Powered by Stackline for amazon.in & Flipkart
May 3 - 16, 2020 vs May 17 - 30, 2020



amazon.in & Flipkart sales

+12.91%

average amazon.in & Flipkart sales price

+12.40%









PiWheel, Powered by Stackline Insights

Cat food amazon.in & Flipkart sales increased by 13% in the last two weeks of May, vs the first. The average retail price is 732.90 ₹, an increase of 12.40%. Whiskas is the clear market leader, claiming almost half of the total cat food sales. It also has 7 of the top 8 selling products. Meat Up has the second-best-selling product, which has a long running buy-one-get-one-free promotion. Using highly focused SEO on-page content to highlight the offer, it manages to compete with the dominant Whiskas brand.

Top 10 brands on amazon.in & Flipkart, by market share

1 Whiskas 46.05% Previous month: 1 54.46% ▼	2 Purepet 8.59% Previous month: 5 6.98% ▲	3 Meat Up 7.70% Previous month: 2 8.53% ▼	4 Royal Canin 7.20% Previous month: 3 8.35% ▼
5 Drools 5.03% Previous month: 4 7.30% ▼	6 Heads Up For Tails 3.36% Previous month: 6 1.76% ▲	7 Me-O 2.43% Previous month: 7 2.10% ▲	8 Farmina 2.25% Previous month: 6 2.40% ▼
9 Sheba 2.01% Previous month: 10 1.14% ▲	10 Maxi 1.95% Previous month: 9 1.33% ▲		

Top performing products on amazon.in & Flipkart, by retail sales

1  Whiskas Adult Dry Cat Food, Ocean Fish Flavour, 7kg Pack	2  Meat Up Adult Cat Food, Ocean Fish - 1.2 kg Pack & 3 kg Pack (Buy 1 GET 1 Free)	3  Whiskas Adult Wet Cat Food, Fish Selection, 48 Pouches	4  Whiskas Kitten Dry Cat Food, Ocean Fish, 1.1kg Pack
5  Whiskas Adult Wet Cat Food Combo - Chicken in Gravy+ Tuna in Jelly	6  Whiskas Wet Cat Food, Fish Selection, 12 Pouches	7  Whiskas Adult Dry Cat Food, Ocean Fish Flavour, 3kg Pack	8  Whiskas Adult Wet Cat Food, Whitefish in Gravy 48 Pouches

PiWheel, Powered by Stackline



PiWheel, Powered by Stackline is a retail intelligence and software company based in Dubai and founded in Seattle, WA by a group of Amazon veterans. Our technology activates data, automates execution, and optimises e-commerce marketing performance for hundreds of the world's largest companies.

piwheel.com

TOP BRANDS BY PRODUCT - DATA KEY

1 NAME **2** **XX.X%** **3**
Previous month: **4** XX.X% **5** ▲ **6**

1. Market share position
2. Brand Name
3. Market share %
4. Previous period market share position
5. Previous period market share %
6. Month on Month market share % indicator. Green arrow = Increase in. Red arrow = Decrease. Black line = No change. NEW = New brand