# FLIPKART & AMAZON.IN MARKETPLACE SMALL HOME APPLIANCES SUBCATEGORY REVIEW

Data insights from PiWheel, Powered by Stackline - for amazon.in & Flipkart May 17 - 30, 2020 vs May 31 - Jun 13, 2020



amazon.in & Flipkart sales change

+39.69%

average amazon.in & Flipkart price change

-5.67%

## PiWheel Insights

The small kitchen appliance category on amazon.in & Flipkart totalled ₹82.98m worth of sales, between May 31 – Jun 13; this is an increase of 40% compared to the 2-weeks prior. The top 3 brands only equal 35% of total sales, Prestige and Inalsa being the leading brands by market share. Four of the top 8 small kitchen appliance products are 'Fryers' - Havell Fryer is the best-selling within the whole category.

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

Prestige 14.03%

Previous month: 1 15.91%

Previous month: 2 14.67%

Previous month: 5

4 Philips LED **7.59%** Previous month: 4 6.98%

Havells Previous month: 3 9.04% Previous month: -

4.65% 0.00%

Wonderchef 3.82% Previous month: 7

American Micronic Instruments Previous month: 9 1.47%

1.96% Previous month: 6 3.75%

Craftsman India Online

1.96%

Previous month: 8 1.74%

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

Havells Prolife Digi 1230-Watt Air Frver (Black)

Frendz Forever **Hand Mixer** 



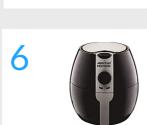
FP 3811 Food Processor Copper Motor with 13 Accessories





#### **Prestige**

PIC 16.0+ 1900- Watt Induction Cooktop with Push button (Black)



**American Micronic** 

AMI-AF1-35CLDx- 3.5 Liters 1500 Watts Imported Air Fryer (Silver & Black)



Prestige PAF 6.0 1200-Watt Air Fryer (Black)





### PiWheel, Powered by Stackline

PiWheel, Powered by Stackline is a retail intelligence and software company based in Dubai and founded 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

NAME Previous month: 1 XX.X% 5



- 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