

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



PiWheel Insights

amazon.in & Flipkart
sales change

+39.69%

average amazon.in &
Flipkart price change









-5.67%

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

1 Prestige 14.03% Previous month: 1 15.91% ▼	2 Inalsa 12.42% Previous month: 2 14.67% ▼	3 Usha 7.89% Previous month: 5 6.49% ▲	4 Philips LED 7.59% Previous month: 4 6.98% ▲
5 Havells 7.50% Previous month: 3 9.04% ▼	6 Frenz Forever 4.65% Previous month: - 0.00% ▲	7 Wonderchef 3.82% Previous month: 7 3.74% ▲	8 American Micronic Instruments 3.56% Previous month: 9 1.47% ▲
9 Stok 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

1  Havells Prolife Digi 1230-Watt Air Fryer (Black)	2  Frenz Forever Hand Mixer	3  Usha FP 3811 Food Processor Copper Motor with 13 Accessories	4  Prestige Omega Deluxe Induction Base Non-Stick Kitchen Set, 3-Pieces
5  Prestige PIC 16.0+ 1900- Watt Induction Cooktop with Push button (Black)	6  American Micronic AMI-AF1-35CLDx- 3.5 Liters 1500 Watts Imported Air Fryer (Silver & Black)	7  Prestige PAF 6.0 1200-Watt Air Fryer (Black)	8  Philips LED HD9216 1425W Air Fryer (White)

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

1 NAME **XX.X%**
Previous month: **1** XX.X% **▲**

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