AMAZON.IN & FLIPKART MARKETPLACE MEN'S SHAVING SUBCATEGORY REVIEW

Data insights from PiWheel, Powered by Stackline for amazon.in & Flipkart May 3 - 30, 2020 vs May 31 - Jun 27, 2020



amazon.in & Flipkart sales

+1.99%

average amazon.in & Flipkart price change

-11.61%

PiWheel Insights

In June the men's shaving category sales for Flipkart and amazon.in had a slight uplift, to ₹80 million (+2%). There were no sales promotions during the time, but still, the average retail price for the category dropped by 12%. Wahl is the dominating men's shaving category brand - claiming 34% market share and having 4 of the top 8 best selling products in June. However, it is worth noting Wahl did also drop a significant 8% market share. The best performing subcategory within men's shavers is Hair Cutting Tools, which makes up 49% of overall sales.

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

Wahl 34.06%

Previous month: 1 42.42%

Gillette

Previous month: 2

15.89%

Previous month: 3

7.41%

4 Dealsure 5.04% 0.96% Previous month: 4

Wahl India **2.47%** Previous month: 8

Quake

Previous month: 6

1.97% 1.43%

1.89% Previous month: 4 1.70%

Daiyamondo Previous month: 10

Nivea

Previous month: 5

Lifelong

Previous month: 9

0.45%

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



Dealsure

Kemei KM 809A Professional Design Perfect Shaver and Haircut

Philips LED

MG7715 Multi-Grooming Kit for Men, Cordless Grooming Kit (Silver, Black)

08747-024 Classic Series Clipper (Multicolor)



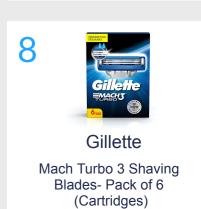
08841-724 Beret L-ion Professional Prolithium Trimmer (Silver)



08591-1024 Wahl Designer Cordless & Corded Clipper, Black (Black)



Gillette Mach 3 Manual Shaving Razor Blades - 4s Pack (Cartridge)





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 ecommerce marketing performance for hundreds of the world's largest companies.

piwheel.com

TOP BRANDS BY PRODUCT - DATA KEY

NAME XX.X% Previous month: 1⁴ 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