

# 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



### 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.

amazon.in & Flipkart sales

+1.99%









average amazon.in & Flipkart price change

-11.61%

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

1 Wahl Previous month: 1	34.06% 42.42% ▼	2 Gillette Previous month: 2	18.72% 15.89% ▲	3 Philips LED Previous month: 3	7.41% 9.87% ▼	4 Dealsure Previous month: 4	5.04% 0.96% ▲
5 Wahl India Previous month: 8	2.47% 0.60% ▲	6 Quake Previous month: 6	1.97% 1.43% ▲	7 Braun Previous month: 4	1.89% 1.70% ▲	8 Daiyamondo Previous month: 10	1.80% 0.06% ▲
9 Nivea Previous month: 5	1.53% 1.47% ▲	10 Lifelong Previous month: 9	1.49% 0.45% ▲				

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

1  Wahl Professional 08466-424 Super Taper Professional Corded Clipper	2  Dealsure Kemei KM 809A Professional Design Perfect Shaver and Haircut	3  Philips LED MG7715 Multi-Grooming Kit for Men, Cordless Grooming Kit (Silver, Black)	4  Wahl 08747-024 Classic Series Clipper (Multicolor)
5  Wahl 08841-724 Beret L-ion Professional Prolithium Trimmer (Silver)	6  Wahl 08591-1024 Wahl Designer Cordless & Corded Clipper, Black (Black)	7  Gillette Mach 3 Manual Shaving Razor Blades - 4s Pack (Cartridge)	8  Gillette Mach Turbo 3 Shaving Blades- Pack of 6 (Cartridges)

### 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. 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