

# AMAZON.IN & FLIPKART MARKETPLACE REFRIGERATOR 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

amazon.in & Flipkart sales

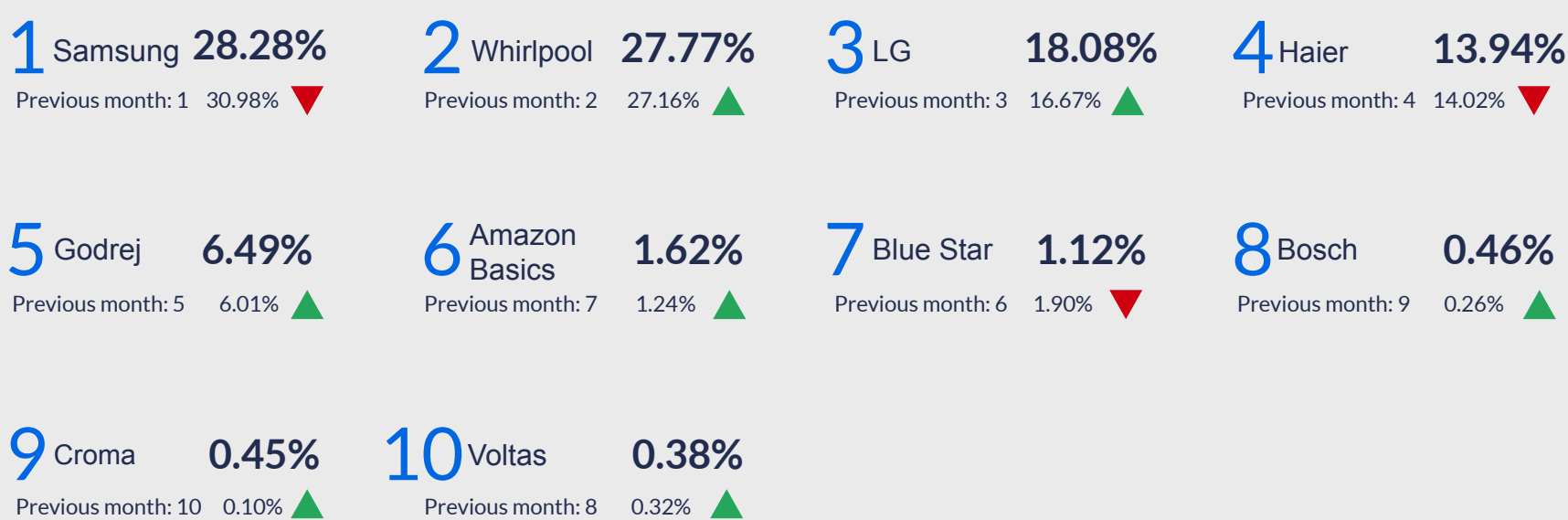
**+61.54%**

average amazon.in & Flipkart price change

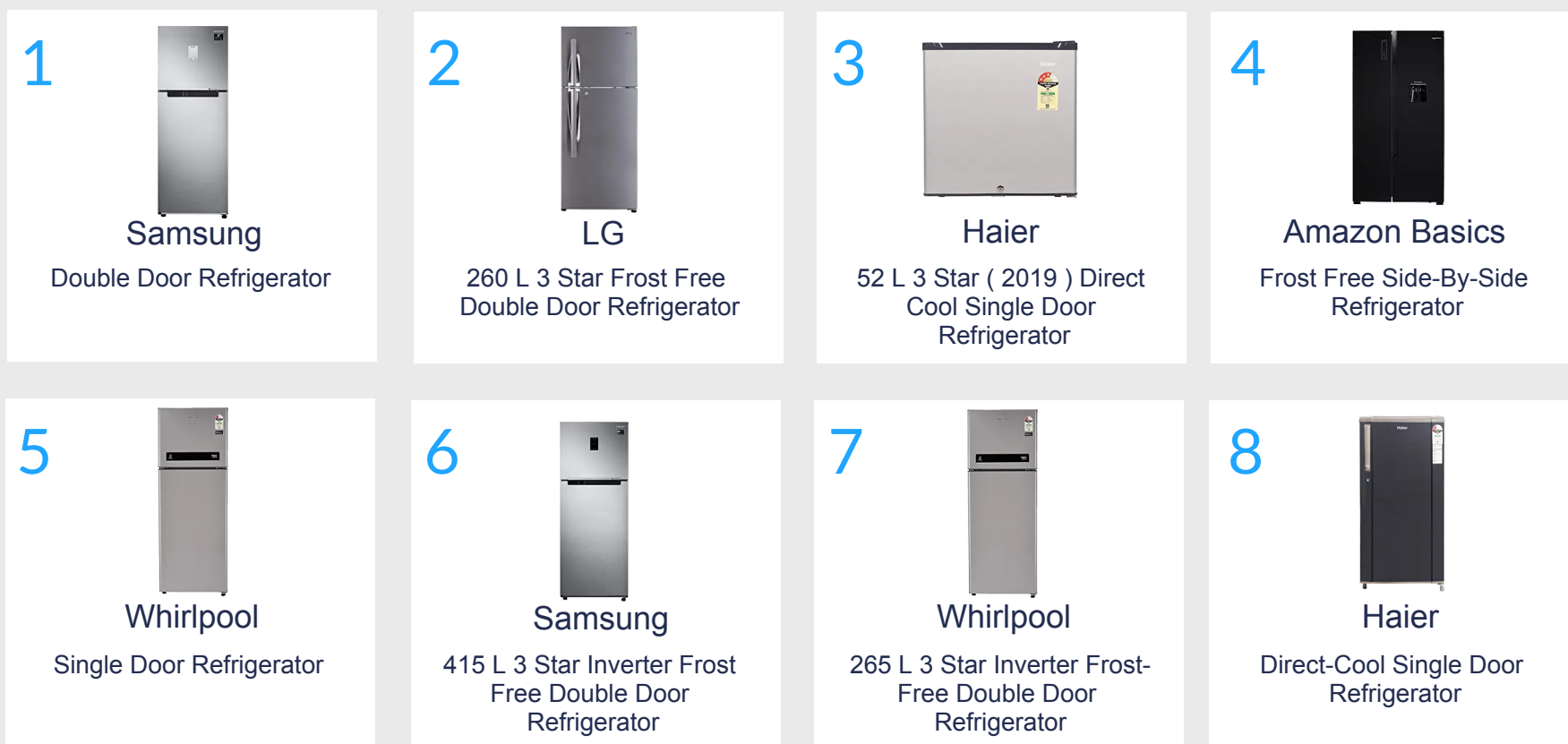
**-1.40%**

The refrigerator category had a huge spike in amazon.in and Flipkart sales in June, totalling ₹ 880 million – which is up 61% compared to the prior month. 74% of overall sales came from just three brands – Samsung (28%), Whirlpool (28%), and LG (18%). Contributing to the sales spike in June, was 9 ‘Best Deal’ promotions and a slight decrease in the average retail price dropping to ₹17.60k.

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



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



## 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](http://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