# **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



amazon.in & Flipkart sales

+61.54%

average amazon.in & Flipkart price change

-1.40%

### PiWheel Insights

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

1 Samsung 28.28%

Previous month: 1 30.98%

2 Whirlpool 27.77%

Previous month: 2 27.16%

18.08% Previous month: 3 16.67%

Previous month: 4 14.02%

Godrej Previous month: 5 6.01%

1.24%

Blue Star Previous month: 6 1.90%

**Bosch** 0.46% Previous month: 9 0.26%

Croma Previous month: 10 0.10%

Voltas Previous month: 8

0.38% 0.32%

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

Samsung

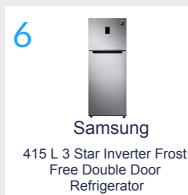
**Double Door Refrigerator** 

260 L 3 Star Frost Free **Double Door Refrigerator**  Haier

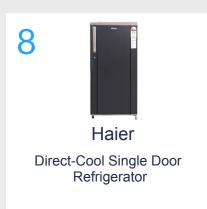
52 L 3 Star ( 2019 ) Direct Cool Single Door Refrigerator

**Amazon Basics** Frost Free Side-By-Side Refrigerator











#### 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: 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