Blinkit
India's Last Minute App

Filters
OUTLET LOCATION
All

OUTLET SIZE
All

OUTLET TYPE
All

KPIs
$1.20M — TOTAL SALES

$141 — AVERAGE SALES

8523 — NUMBER OF ITEMS

3.9 — AVERAGE RATINGS

OUTLET ESTABLISHMENT

Year	Value
2012	$78K, $130K
2014	$132K, $131K
2016	$132K, $133K
2018	$205K
2020	$129K
2022	$131K

Tabs
Total Sales | Average Sales | No of Items | Average Rating

FAT CONTENT
Low Fat ● Regular

$425.36K

$1.20M Total Sales

$776.32M

FAT BY OUTLET
Low Fat ● Regular

Tier	Low Fat	Regular
Tier 3	$0.31M	$0.17M
Tier 2	$0.25M	$0.14M
Tier 1	$0.22M	$0.12M

$0.0M — $0.2M — $0.4M

ITEM TYPE

Item	Value
Fruits a...	$0.18M
Snack F...	$0.18M
Househ...	$0.14M
Frozen ...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking ...	$0.08M
Health ...	$0.07M
Meat	$0.06M
Soft Dri...	$0.06M
Breads	$0.04M
Hard Dr...	$0.03M
Others	$0.02M
Starchy ...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M

OUTLET SIZE
● Medium ● Small ● High

$248.99K (20.72%)
$507.90K (42.27%)
$444.79K (37.01%)

OUTLET LOCATION

100%

Tier	Value
Tier 3	$472.13K
Tier 2	$393.15K
Tier 1	$336.40K

71.3%

OUTLET TYPE

Outlet Type	Total Sales	No of Items	Average Sales	Average Rating	Item Visibility
Grocery Store	$151.94K	1083	$140.29	3.9	113.57
Supermarket Type1	$787.55K	5577	$141.21	3.9	338.65
Supermarket Type2	$131.48K	928	$141.68	3.9	56.62
Supermarket Type3	$130.71K	935	$139.80	3.9	54.80