

Noodles Weekly Insights

SKU's Count  
27,184

Total Reviews  
3,07,30,964

Avg. Rating  
4.21

Clear all slicers

Week  
All

E-Com Platform  
All

Week Start & End Date  
All

Brand  
All

Reviewers  
All

Sponsored  
All

Rating (/5 stars)  
All

Available  
All

Weight  
All

Price per Gram  
All

Share of Search by Category

Brand	% Products
Nestle	10.8%
Samyang	9.1%
Nissin	8.9%
Nongshim	5.9%
Sunfeast	5.0%
Ching's	4.5%
Koka	4.3%
MasterChow	3.8%
Total	100.0%

Share of Reviews by Brand

Brand	% Reviews
Nestle	52.0%
Sunfeast	9.8%
Samyang	7.7%
Nissin	6.9%
Ching's	3.2%
Saffola	2.2%
Nongshim	2.2%
Wai Wai	1.9%
Total	100.0%

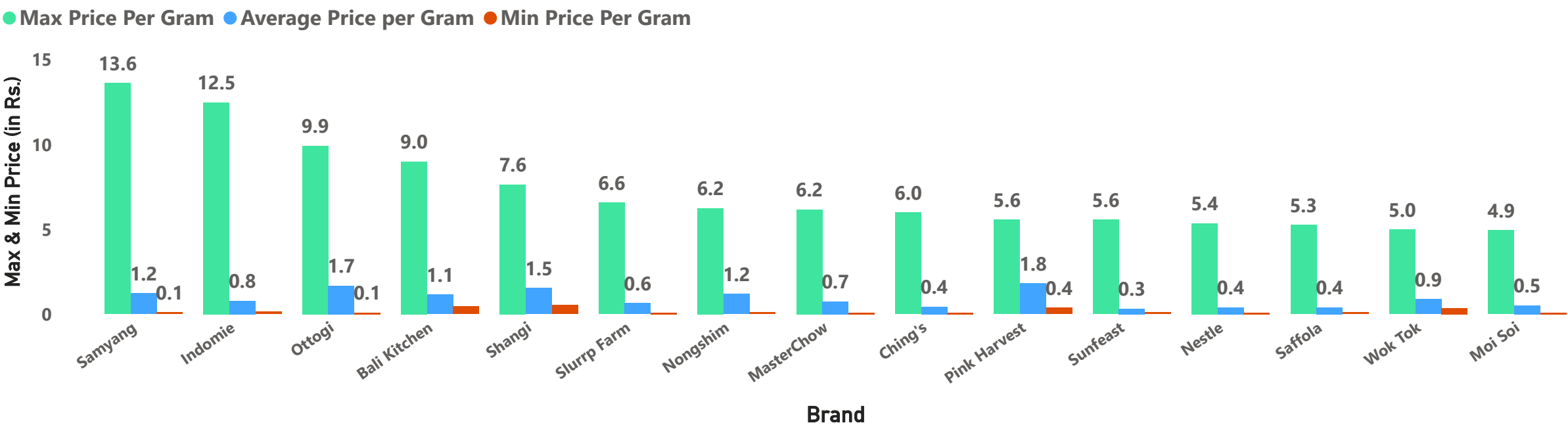
Rating by Brand

Brand	Reviews	Max.	Min.	Avg.
Nestle	16030384	4.60	2.80	4.24
Sunfeast	3025274	4.50	3.40	4.26
Samyang	2366600	4.80	3.30	4.16
Nissin	2114270	4.50	3.10	4.14
Ching's	978188	4.60	3.60	4.09
Saffola	687742	4.60	4.00	4.05
Nongshim	662812	4.70	3.10	4.33
Wai Wai	595780	4.40	3.50	4.15
Slurpp Farm	576012	4.60	3.30	4.12
Indomie	519850	4.70	3.40	4.30
Total	30730964	4.80	2.40	4.21

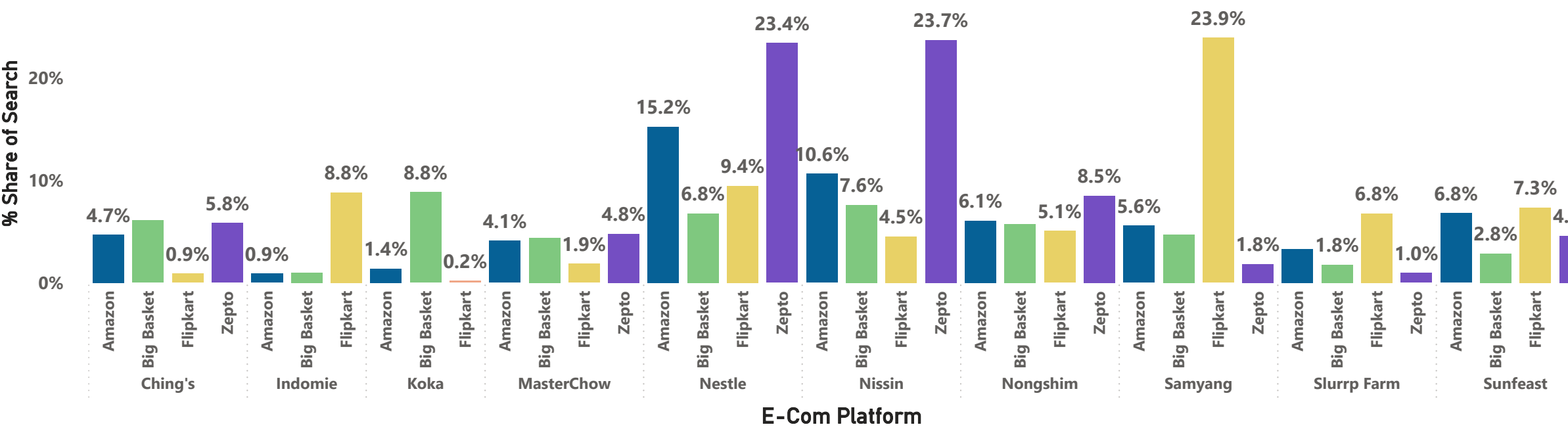
Avg Selling Price (in Rs Per Gram) by Brand

Brand	Avg Price per Gram
Batchleors	4.2
Batchelor's	4.1
Japanese Choice	3.3
Pink Harvest	1.8
Wai-Wai	1.8
Blue Dragon	1.7
Ottogi	1.7
Befikar	1.7
Teumsae	1.6
Pocket Kitchen	1.6
Total	0.7

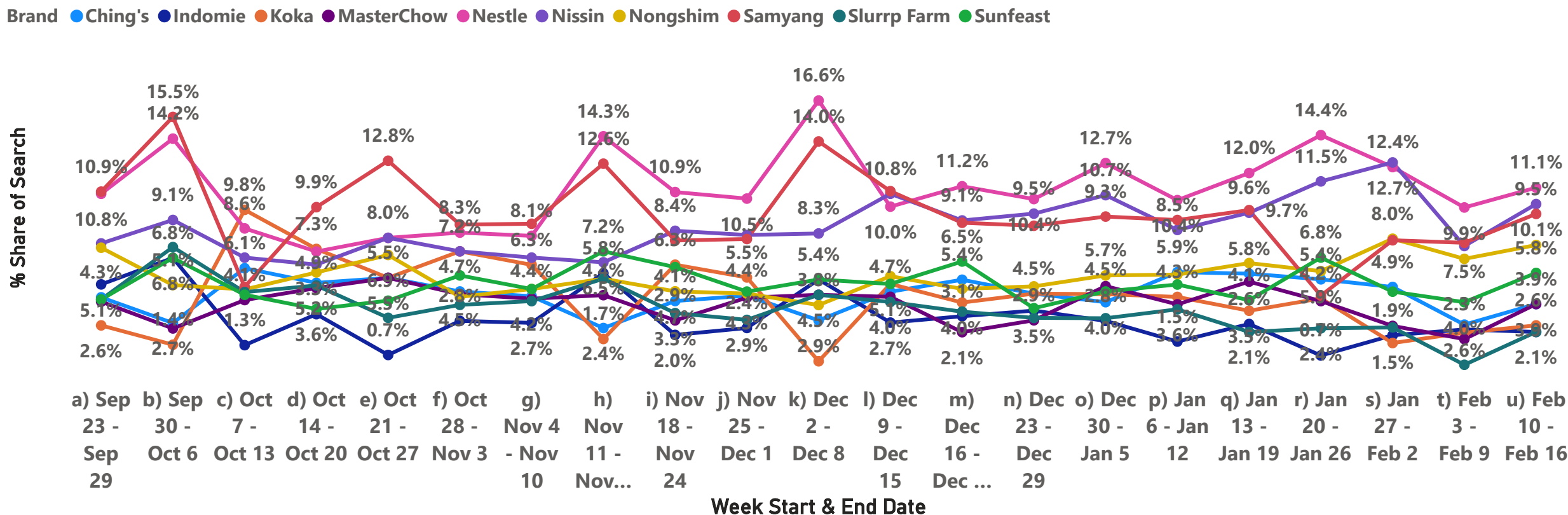
Competitor's Price Comparison for Top 15 Brands (in Rs Per Gram)



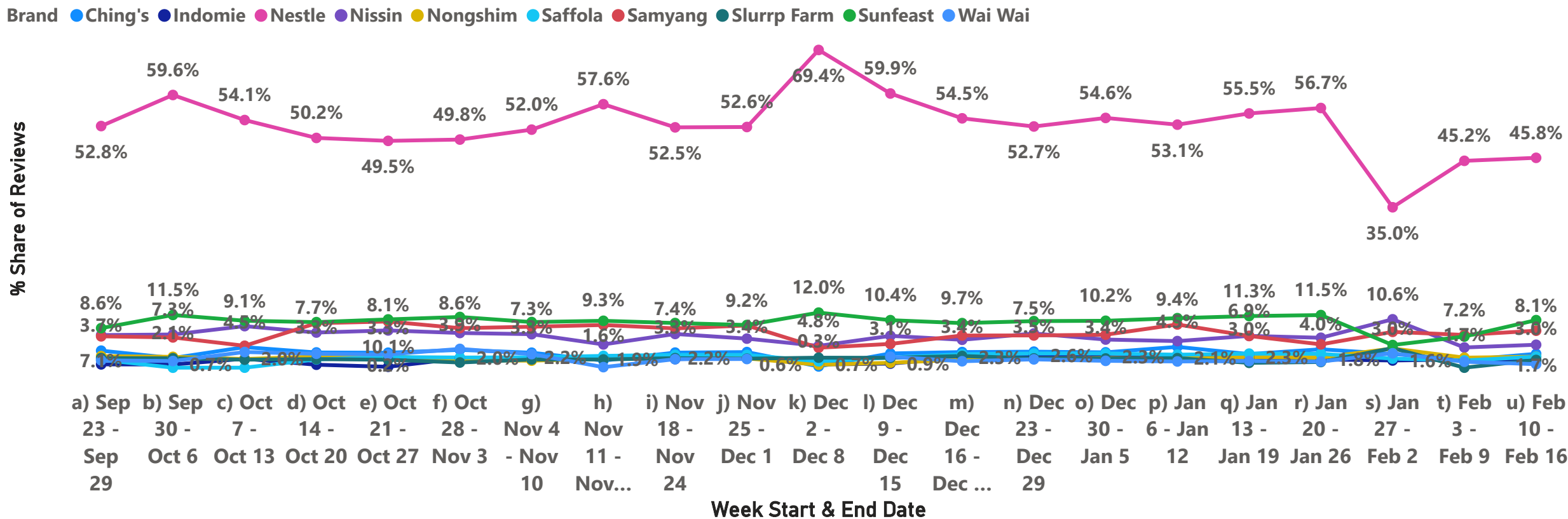
Brand Share of Search (Top 10 Brands)



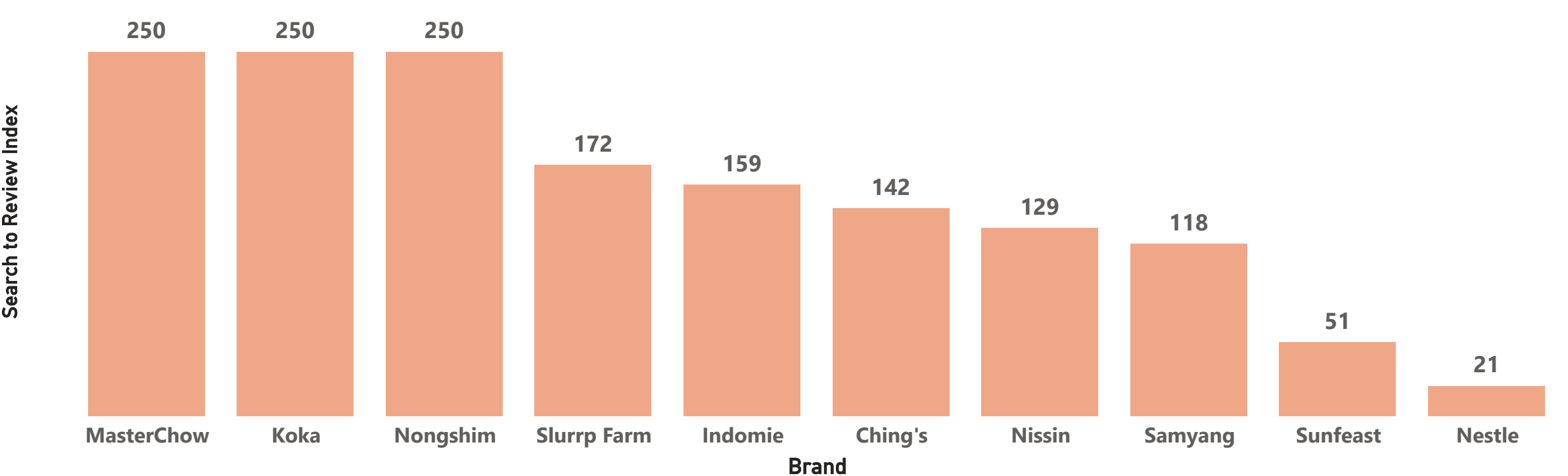
Weekly Share of Search Trend (Top 10 Brands)



Weekly Share of Review Trend (Top 10 Brands)



Search to Review Share Index for Top 10 Brands (Capped at 250)



Top SKU's by Share of Search

Brand	Title
Nestle	Maggi 2-Minute Masala , Easy to Make Instant Noodles Vegetarian
Nestle	Maggi 2-Minute Noodles Masala
Nestle	Nutri-licious Masala Oats Instant Noodles - With Millet Magic
Nissin	Cup Noodles - Spiced Chicken
Nissin	Cup Noodles - Veggi Manchow
Nissin	Geki - Hot & Spicy Korean Veg Flavoured Ramen Instant Noodles
Nongshim	Nongshim Shin Ramyun Korean Style Spicy Noodle Soup Instant Noodles, 21.16 Oz 600 G
Nongshim	Nongshim Shin Ramyun Korean Style Spicy Noodle Soup Instant Noodles, 21.16 oz â„® 600 g
Nongshim	Shin Ramyun 5-In-1 Noodle Soup - Gourmet Spicy
Nongshim	Shin Ramyun Noodle Soup - Gourmet Spicy
Nongshim	Soon Veggie Ramyun Noodle Soup - Gourmet Mild
Samyang	Samyang Buldak FIRE CHICKEN CARBONARA (Pack of 5) Ramen Instant Noodles Non-vegetarian
Samyang	Samyang Buldak Hot Chicken Flavor Ramen 140g * 5Pack(Imported)(Stir-Fried Instant Noodle) Instant Noodles Non-ve



Clear all slicers

Week  
All

E-Com Platform  
All

Week Start & End Date  
All

Brand  
All

Reviewers  
All

Sponsored  
All

Rating (/5 stars)  
All

Available  
All

Weight  
All

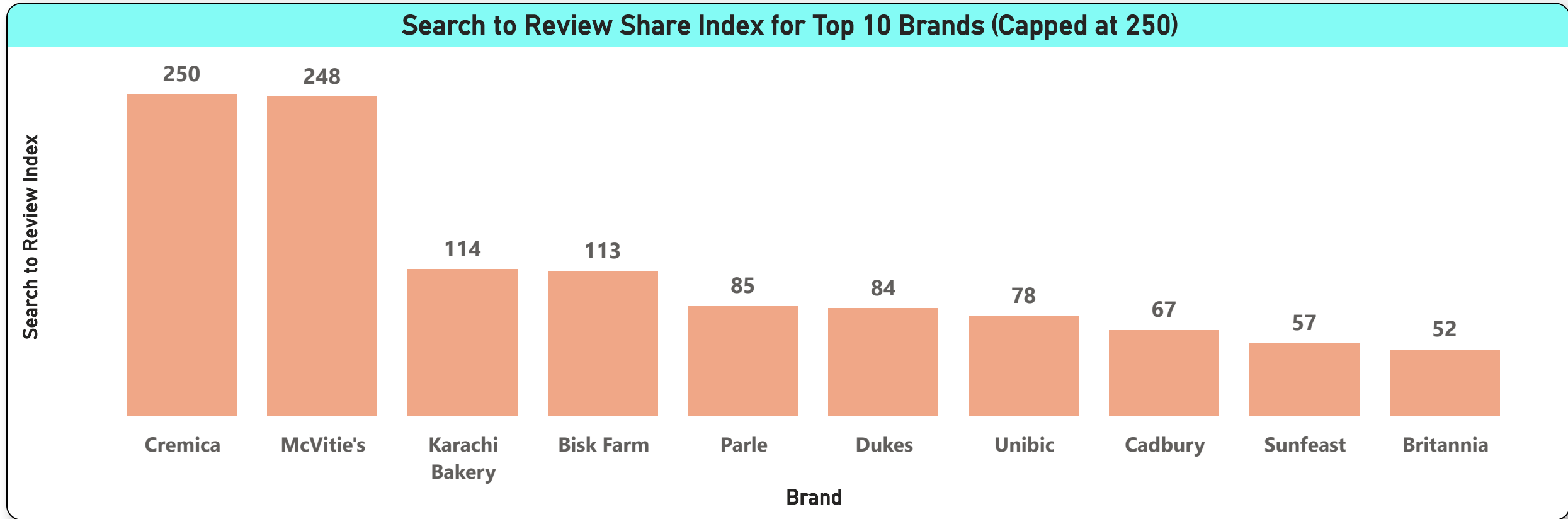
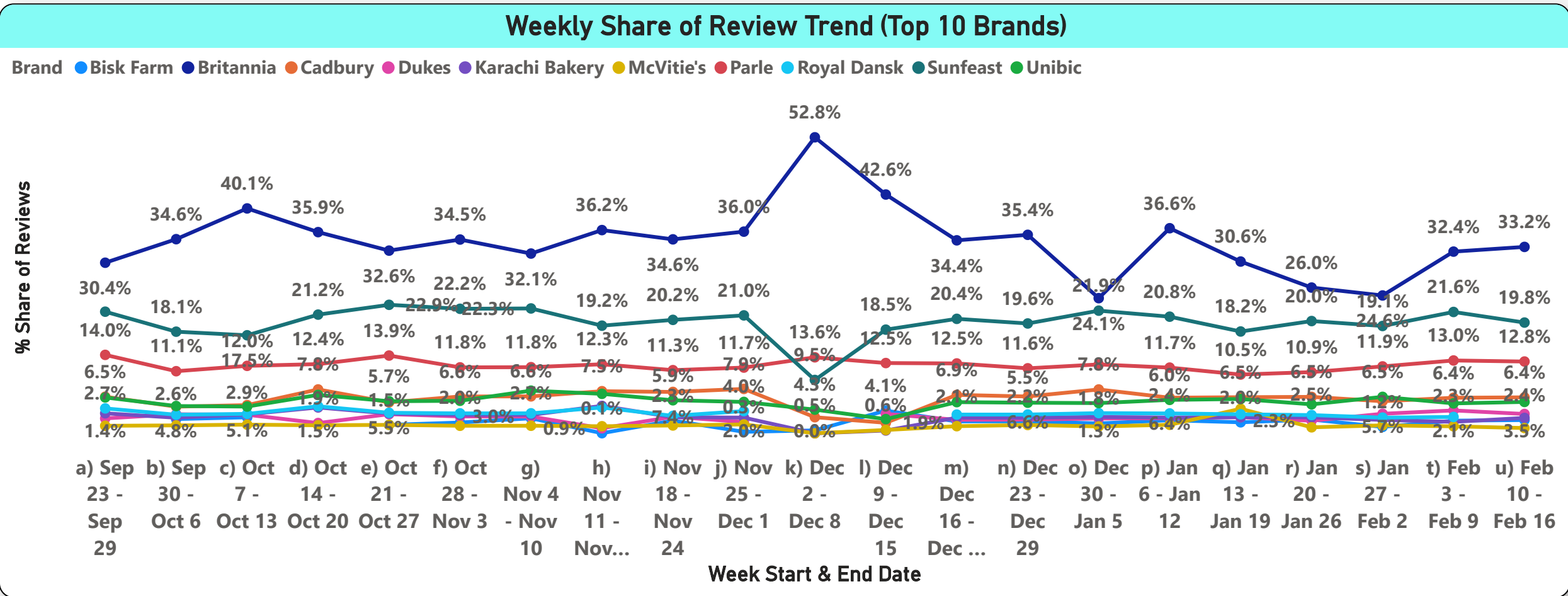
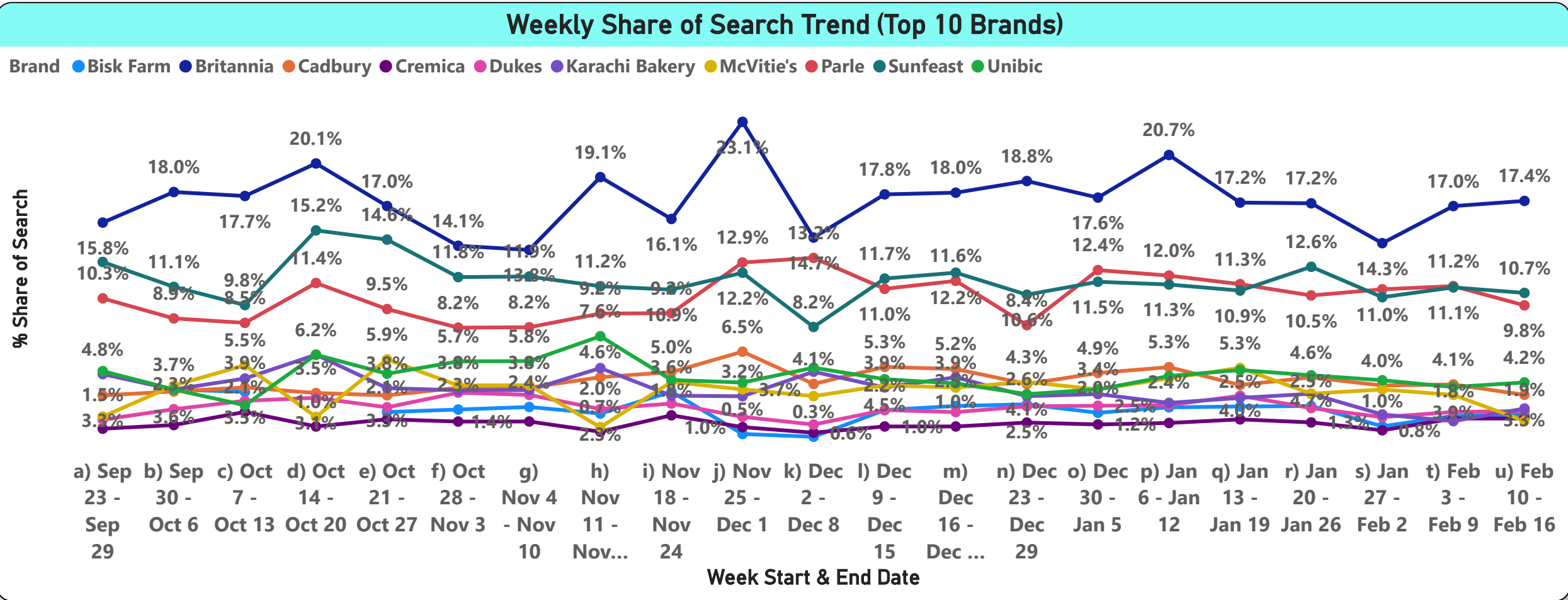
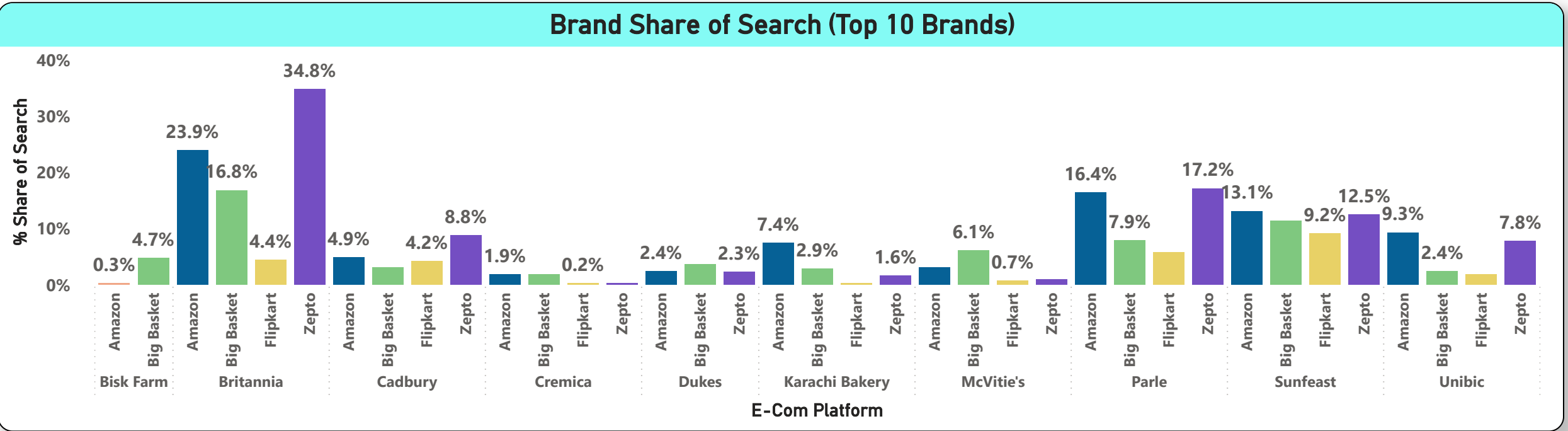
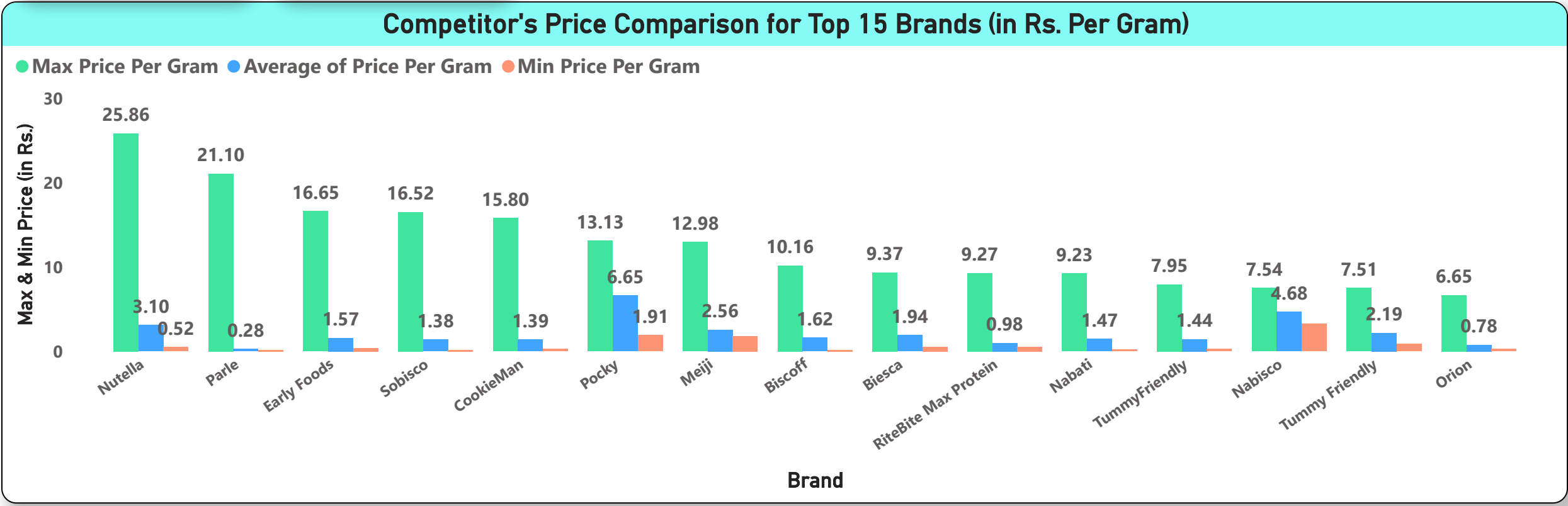
Price Per Gram  
All

Share of Search by Brand	
Brand	% Share of Search
Britannia	17.2%
Sunfeast	11.4%
Parle	10.3%
Unibic	4.5%
Cadbury	4.3%
McVitie's	3.7%
Karachi Bakery	3.4%
Dukes	2.4%
Total	100.0%

Share of Reviews by Brand	
Brand	Reviews %
Britannia	33.2%
Sunfeast	20.1%
Parle	12.1%
Cadbury	6.4%
Unibic	5.7%
Royal Dansk	3.2%
Karachi Bakery	2.9%
Dukes	2.9%
Total	100.0%

Rating by Brand				
Brand	Reviews	Max.	Min.	Avg.
Britannia	8505325	4.50	3.30	4.20
Sunfeast	5159486	4.60	3.80	4.27
Parle	3095971	4.60	3.50	4.24
Cadbury	1626599	4.90	4.00	4.26
Unibic	1469730	4.40	3.30	4.14
Royal Dansk	813991	4.50	4.10	4.39
Karachi	754009	4.30	3.10	3.96
Bakery				
Dukes	731249	4.40	3.90	4.14
Bisk Farm	481051	4.30	4.00	4.14
Total	25575847	4.90	3.10	4.20

Avg Selling Price by Brand (in Rs.)	
Brand	Avg. Price Per Gram
Pocky	6.65
Nabisco	4.68
Glico	3.83
Heinz	3.47
Walkers	3.41
Nutella	3.10
Schar	2.82
Diabexy diabetic	2.75
Ambrosia Organic Farm	2.58
Meiji	2.56
Total	0.56



Top SKU's by Share of Search	
Brand	Title
Britannia	Britannia Good Day Cashew Cookies
Britannia	Britannia NutriChoice Digestive High Fibre Biscuits   0% Maida
Britannia	Nice Time - Sugar Showered Coconut Biscuits
Britannia	Nutri Choice Digestive High Fibre Biscuits
Cadbury	Cadbury Chocobakes ChocoChip Cookies
Cadbury	Cadbury Oreo Biscuit Vanilla Flavour Cream Sandwich Biscuit
Cadbury	Chocolate Flavour Creme Sandwich Biscuit
Cadbury	Original Chocolatey Sandwich Biscuit
Parle	Parle Monaco Classic Salty Biscuits
Parle	PARLE Platina Nutricrunch Digestive Biscuit
Parle	Parle-G Original Gluco Biscuits
Sunfeast	Farmlite Biscuit - Oats & Almonds



Cooking Oil Weekly Insights

SKU's Count

4077

Total Reviews

1,29,50,316

Avg. Rating

4.40

Clear all slicers

E-com Platform

All

Category

All

Week Start & End Date

All

Brand

All

Reviewers

All

Sponsored

All

Rating (/5 stars)

All

Available

All

Volume (in Ltrs)

All

Price Per Ltr

All

Share of Search by Brand

Brand	% Share of Search
Saffola	12.1%
Fortune	10.6%
Jivo	7.5%
Figaro	4.1%
Borges	4.0%
Anveshan	3.5%
Oleev	3.3%
Dhara	3.0%
Total	100.0%

Rating by Brand

Brand	Reviews	Max.	Min.	Avg.
Saffola	4707985	4.50	3.80	4.41
Fortune	2783327	4.50	3.90	4.41
Figaro	2474368	4.50	3.80	4.41
Dhara	438629	4.50	4.00	4.31
Borges	329931	4.50	3.80	4.41
Jivo	257689	4.80	3.00	4.21
Emami	165648	4.60	4.00	4.31
Oleev	135541	4.60	4.00	4.21
Del Monte	114734	4.70	4.00	4.31
Laxmi	110324	4.40	4.20	4.21
Total	12950316	4.90	3.00	4.40

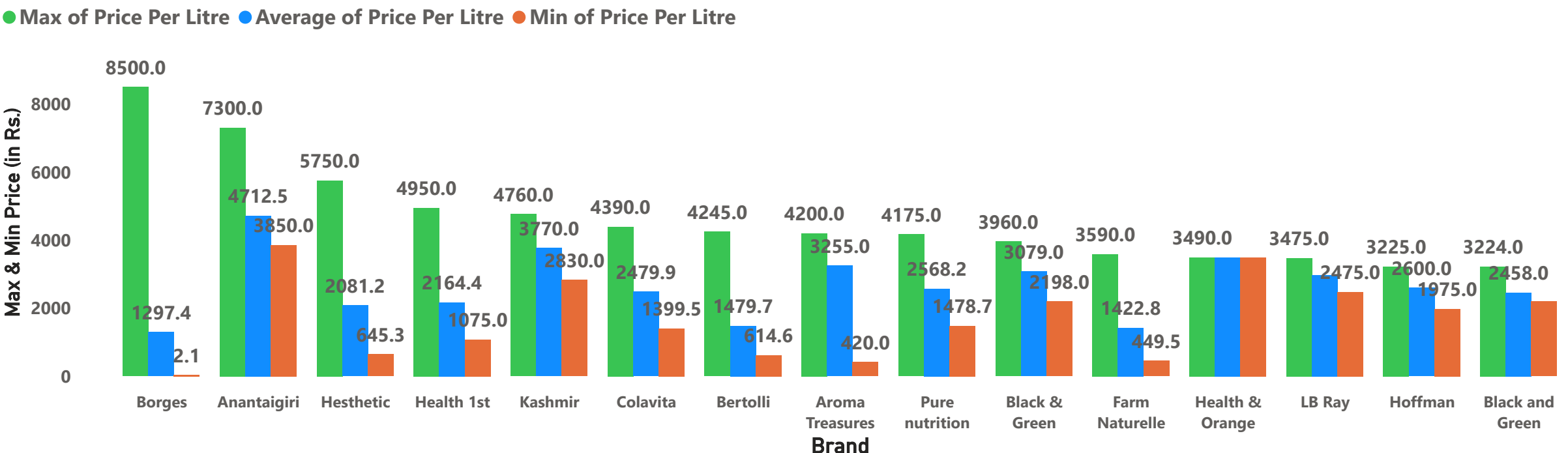
Share of Reviews by Brand

Brand	Reviews %
Saffola	36.3%
Fortune	21.5%
Figaro	19.1%
Dhara	3.4%
Borges	2.5%
Jivo	2.0%
Emami	1.3%
Oleev	1.0%
Total	100.0%

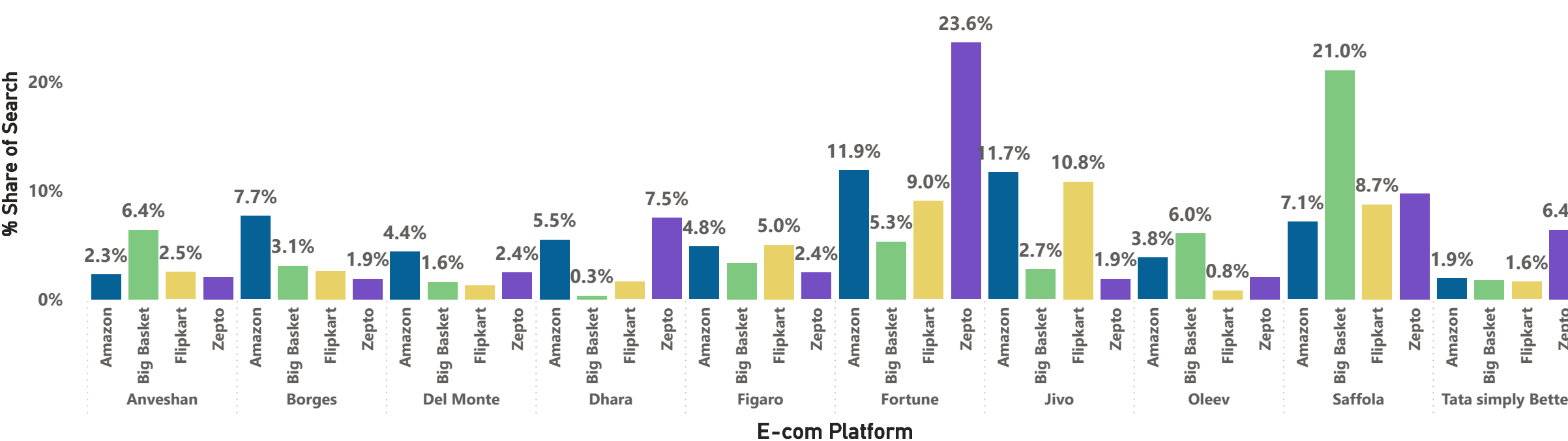
Avg Selling Price by Brand (in Rs.)

Brand	Avg. Price Per Litre
Anantaigiri	4712.5
Kashmir	3770.0
Health & Orange	3490.0
Aroma Treasures	3255.0
Purifry	3133.3
Sprig	3082.7
Black & Green	3079.0
LB Ray	2975.0
Hoffman	2600.0
Pure nutrition	2568.2
Total	540.7

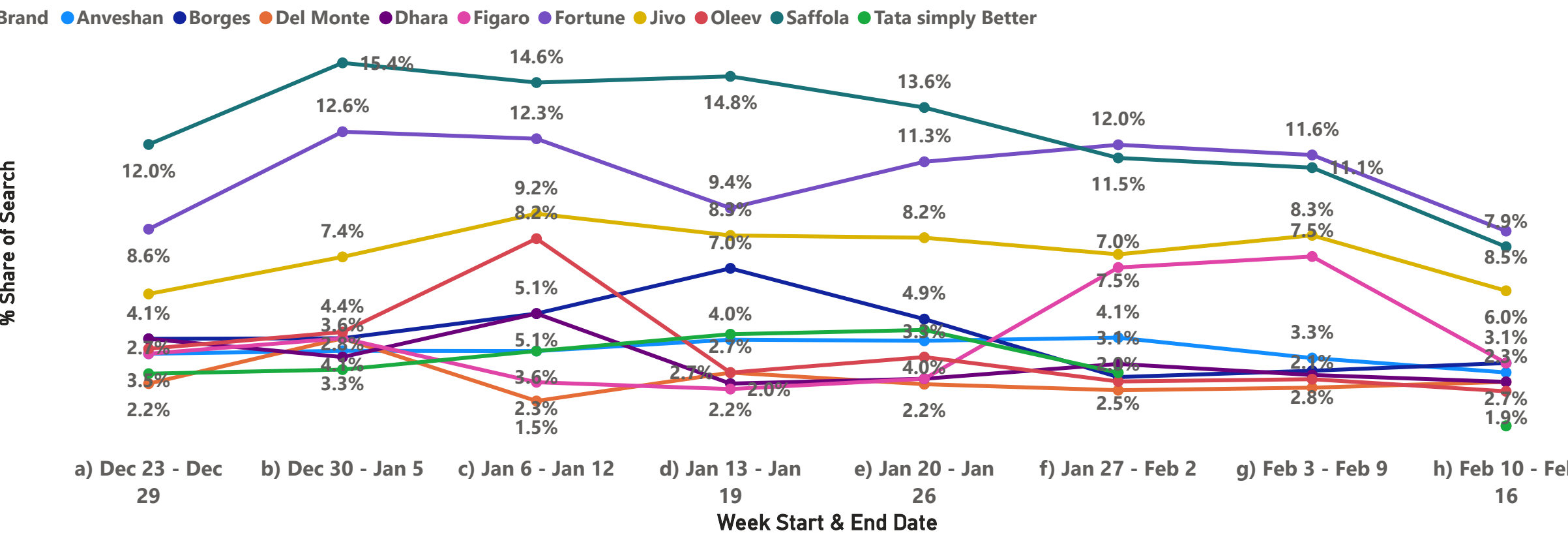
Competitor's Price Comparison for Top 15 Brands (in Rs. Per Litre)



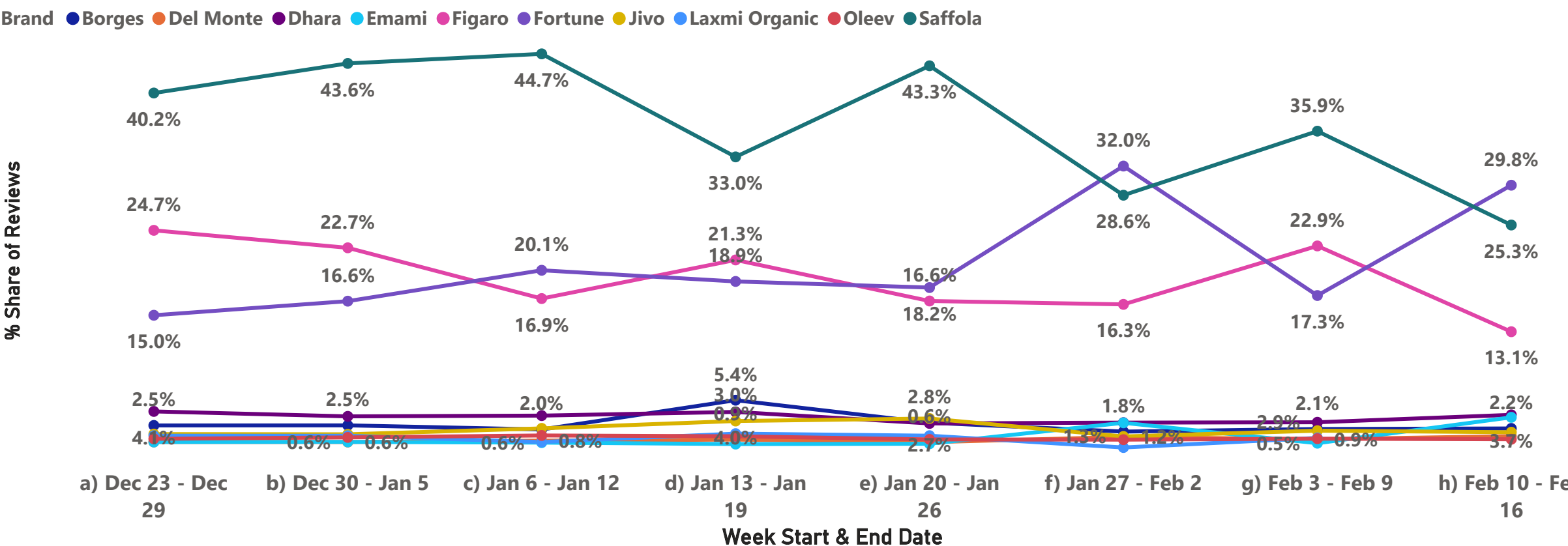
Brand Share of Search (Top 10 Brands)



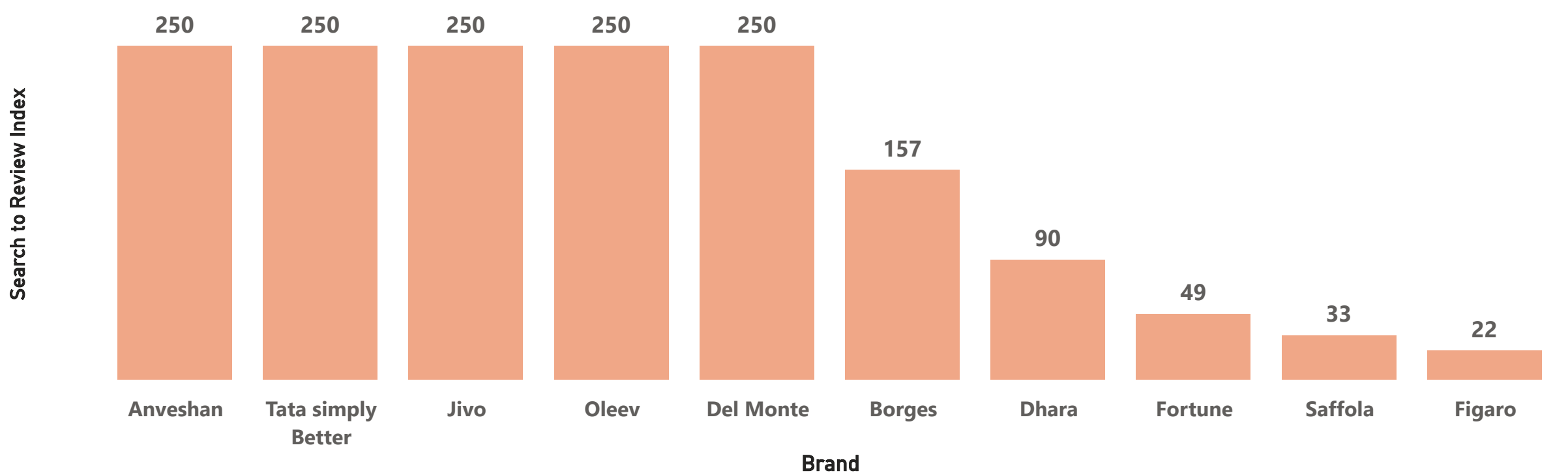
Weekly Share of Search Trend (Top 10 Brands)



Weekly Share of Review Trend (Top 10 Brands)



Search to Review Share Index for Top 10 Brands (Capped at 250)



Top SKU's by Share of Search

Brand	Title
Borges	Borges Canola Oil -1L   Source of Omega 3   100% Non GMO   Suitable for Deep frying  Delicate flavour
Borges	Borges Extra Light Olive Oil (Bottle)
Borges	Borges Extra Virgin Olive Oil - 1L Glass  First cold extraction 75% MUFA   Rich in Antioxidants   Ideal For low heat cooking, sauteing & grilling, Salad Dressing
Borges	BORGES Indian cooking Olive Oil PET Bottle
Borges	BORGES Olive Oil for Indian Cooking - 1 L Glass  75% MUFA Rich in Antioxidants Ideal for Frying, roasting, sauteing Extra Light Neutral Flavour
Borges	BORGES Olive Oil for Indian Cooking - 2 L  75% MUFA Rich in Antioxidants Ideal for Frying, roasting, sauteing Extra Light Flavour
Borges	BORGES Olive Oil for Indian Cooking - 500 ml  75% MUFA Rich in Antioxidants Ideal for Frying, roasting, sauteing Extra Light Neutral Flavour
Borges	BORGES Olive Oil for Indian Cooking   Extra light in taste   75% MUFA   Rich in antioxidants   Suitable for frying   3L PET