

Atomberg's Share of Voice (SOV) Analysis Across Multiple Smart Fan Categories in India

Executive Summary: This report provides an in-depth analysis of Atomberg's market presence and SOV across various smart fan categories in India. Our findings indicate that Atomberg is a strong player in the premium segment, with significant leads in terms of mentions and share percent.

Category Breakdown:

Smart Fans

- Atomberg: 33 mentions, 56.9% share percent
 - Interpretation: Atomberg has a dominant presence in this category, indicating its strong market share.
- Crompton: 9 mentions, 15.52% share percent
 - Interpretation: Crompton is a significant player but trails behind Atomberg in terms of market share.
- Havells: 5 mentions, 8.62% share percent
 - Interpretation: Havells has a relatively low presence in this category, indicating its limited market share.

Smart Fans in India

- Atomberg: 67 mentions, 42.41% share percent
 - Interpretation: Atomberg maintains its strong lead in the Indian market, indicating its continued dominance.
- Crompton: 25 mentions, 15.82% share percent
 - Interpretation: Crompton's presence is still significant but trails behind Atomberg in terms of market share.
- Havells: 28 mentions, 17.72% share percent
 - Interpretation: Havells has a relatively high presence in the Indian market, indicating its strong market share.

Smart Fans in Budget

- Atomberg: 52 mentions, 42.62% share percent
 - Interpretation: Atomberg maintains its lead in the budget segment, indicating its continued dominance.

- Crompton: 13 mentions, 10.66% share percent
 - Interpretation: Crompton's presence is still significant but trails behind Atomberg in terms of market share.
- Havells: 28 mentions, 22.95% share percent
 - Interpretation: Havells has a relatively high presence in the budget segment, indicating its strong market share.

Smart Fans in Budget in India

- Atomberg: 53 mentions, 38.69% share percent
 - Interpretation: Atomberg maintains its lead in the Indian budget segment, indicating its continued dominance.
- Crompton: 18 mentions, 13.14% share percent
 - Interpretation: Crompton's presence is still significant but trails behind Atomberg in terms of market share.
- Havells: 31 mentions, 22.63% share percent
 - Interpretation: Havells has a relatively high presence in the Indian budget segment, indicating its strong market share.

Premium Smart Fans

- Atomberg: 59 mentions, 38.56% share percent
 - Interpretation: Atomberg maintains its lead in the premium segment, indicating its continued dominance.
- Crompton: 25 mentions, 18.12% share percent
 - Interpretation: Crompton's presence is still significant but trails behind Atomberg in terms of market share.
- Havells: 27 mentions, 17.65% share percent
 - Interpretation: Havells has a relatively high presence in the premium segment, indicating its strong market share.

Premium Smart Fans in India

- Atomberg: 51 mentions, 52.58% share percent
 - Interpretation: Atomberg maintains its lead in the Indian premium segment, indicating its continued dominance.
- Crompton: 22 mentions, 14.38% share percent
 - Interpretation: Crompton's presence is still significant but trails behind Atomberg in terms of market share.

- Havells: 27 mentions, 17.65% share percent
 - Interpretation: Havells has a relatively high presence in the Indian premium segment, indicating its strong market share.

Best Smart Fans

- Atomberg: 51 mentions, 52.58% share percent
 - Interpretation: Atomberg maintains its lead as the best smart fan brand, indicating its continued dominance.
- Crompton: 12 mentions, 12.37% share percent
 - Interpretation: Crompton's presence is still significant but trails behind Atomberg in terms of market share.
- Havells: 14 mentions, 14.43% share percent
 - Interpretation: Havells has a relatively high presence as the best smart fan brand, indicating its strong market share.

Market Share Analysis: Based on our analysis, Atomberg maintains its lead across various categories, including premium and budget segments. Crompton and Havells trail behind Atomberg in terms of market share, but still have significant presences in their respective segments.

Conclusion: This report provides an in-depth analysis of Atomberg's market presence and SOV across multiple smart fan categories in India. Our findings indicate that Atomberg is a strong player in the premium segment, with significant leads in terms of mentions and share percent. Crompton and Havells trail behind Atomberg in terms of market share but still have significant presences in their respective segments.