



UniBrand

Products Availability & Pricing Insights

01-01-2025

31-12-2025

Brand

UniBrand

Location

All

amazon

blinkit

Flipkart

SWIGGY  
instamart

zepto

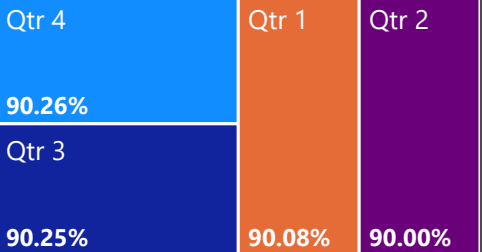
Category

All

Product

All

OSA % by Quarter

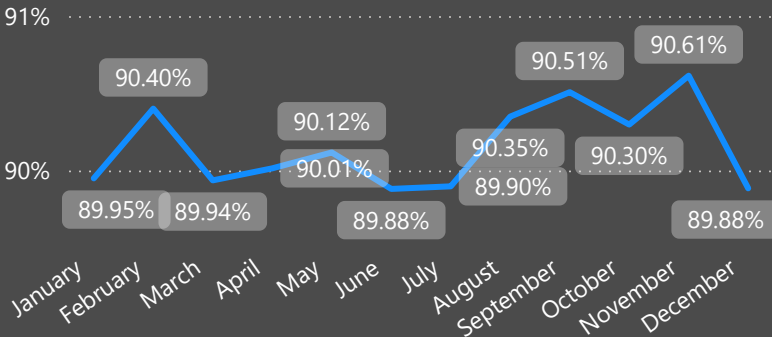


OSA %  
90.15%

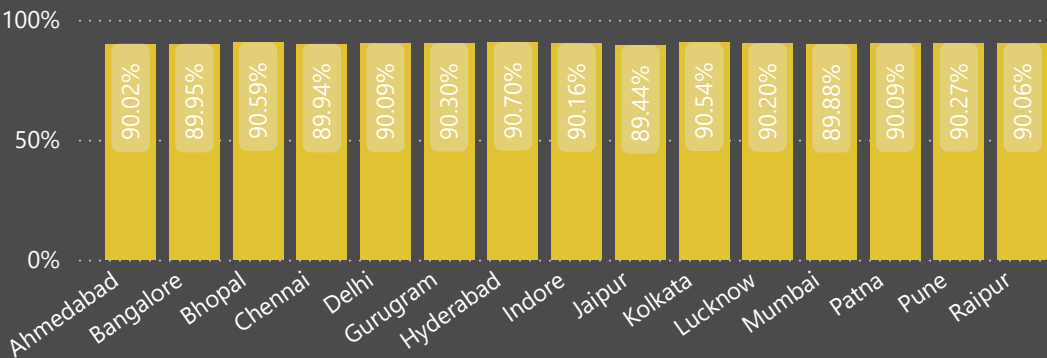
Rating  
4.00

Avg. Reviews  
102

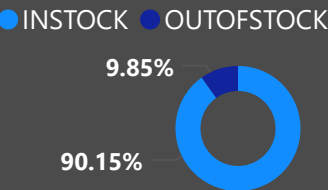
OSA % By Month



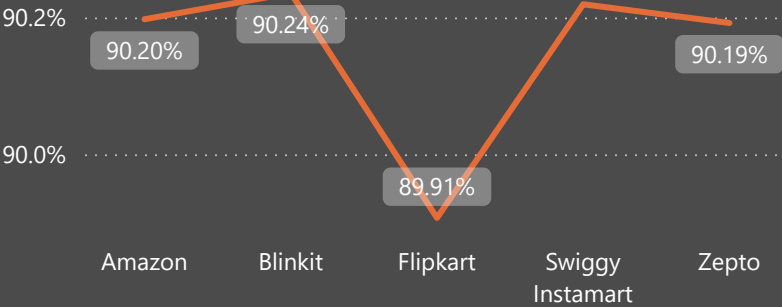
OSA % By Location



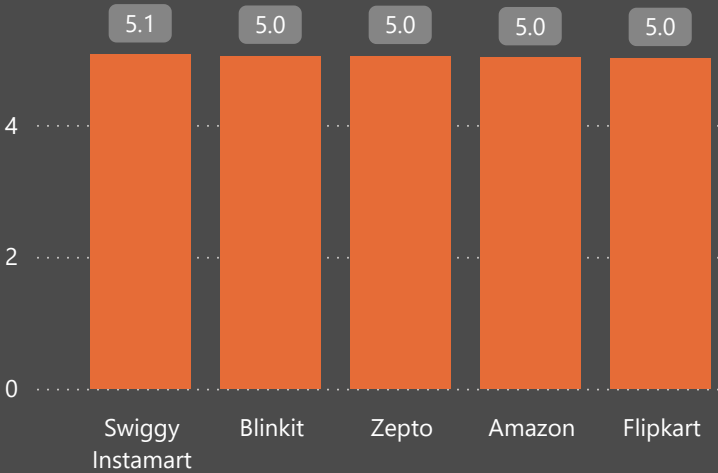
OSA Availability



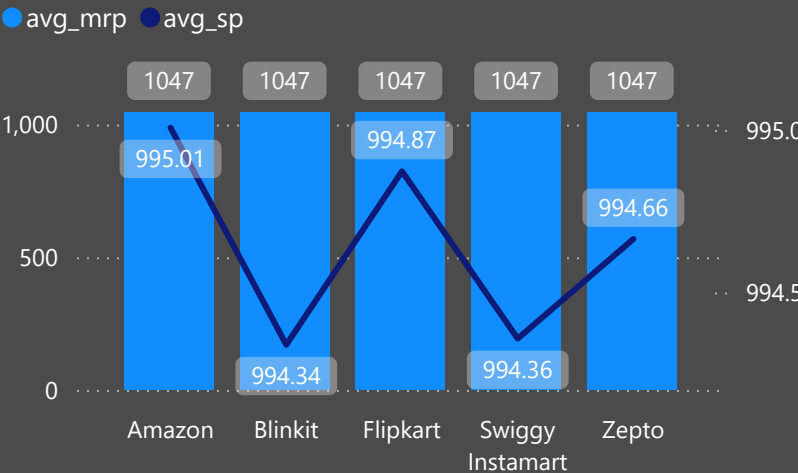
OSA % By Platform



Avg. Discount % By Platform



Avg. MRP & Avg. SP By Platform





# Products Availability & Pricing Insights

01-01-2025



31-12-2025



Brand



All



Location



All



Category



All



Product

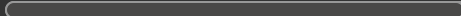


All



OSA (%) By Day

Brand	01 January 2025	02 January 2025	03 January 2025	04 January 2025	05 January 2025	06 January 2025	07 January 2025	08 January 2025	09 January 2025	10 Janu
⊕ Boat	90.00%	100.00%	92.00%	84.00%	92.00%	92.00%	92.00%	92.00%	98.00%	
⊕ Colgate	88.00%	92.00%	92.00%	90.00%	86.00%	94.00%	86.00%	94.00%	96.00%	
⊕ Dabur	84.00%	96.00%	86.00%	90.00%	86.00%	98.00%	92.00%	86.00%	92.00%	
⊕ Garnier	90.00%	84.00%	94.00%	96.00%	82.00%	88.00%	82.00%	88.00%	90.00%	
⊕ Gorilla	88.00%	92.00%	92.00%	88.00%	94.00%	94.00%	88.00%	96.00%	86.00%	
⊕ HealthVit	94.00%	88.00%	90.00%	98.00%	86.00%	82.00%	88.00%	92.00%	90.00%	
⊕ Himalaya	92.00%	98.00%	90.00%	86.00%	90.00%	90.00%	84.00%	88.00%	84.00%	
⊕ HP	86.00%	90.00%	88.00%	92.00%	88.00%	92.00%	90.00%	90.00%	84.00%	
⊕ Loctite	90.00%	92.00%	94.00%	92.00%	94.00%	86.00%	90.00%	94.00%	90.00%	
⊕ Logitech	96.00%	84.00%	90.00%	94.00%	88.00%	92.00%	90.00%	88.00%	84.00%	
⊕ Maggi	96.00%	92.00%	92.00%	90.00%	86.00%	90.00%	94.00%	94.00%	82.00%	
⊕ Nivea	90.00%	94.00%	80.00%	92.00%	86.00%	90.00%	78.00%	88.00%	88.00%	
⊕ Optimum Nutrition	92.00%	88.00%	98.00%	86.00%	90.00%	96.00%	82.00%	94.00%	88.00%	
⊕ Patanjali	90.00%	88.00%	94.00%	82.00%	92.00%	94.00%	94.00%	84.00%	98.00%	
⊕ UHU	90.00%	90.00%	96.00%	92.00%	92.00%	94.00%	96.00%	86.00%	90.00%	
⊕ UniBrand	92.00%	89.20%	88.80%	87.60%	90.40%	93.20%	91.60%	94.00%	93.60%	
Total	90.80%	90.70%	90.60%	89.50%	89.20%	91.90%	89.20%	91.20%	90.40%	



UniBrand

Keywords & SOS Insights

01-01-2025

31-12-2025

Brand

All

Category

All

Location

All

Keyword

All

Own SOS

25.02%

Competitor SOS

74.98%

Organic SOS

12.49%

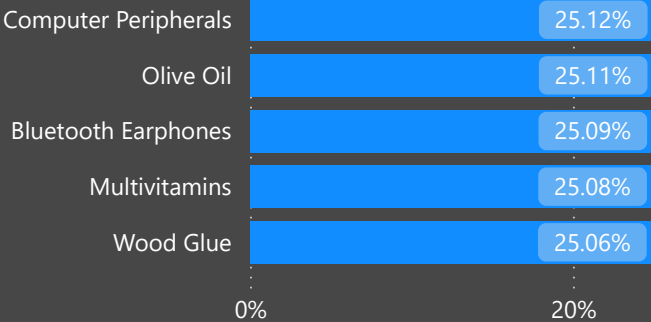
Sponsored SOS

87.51%

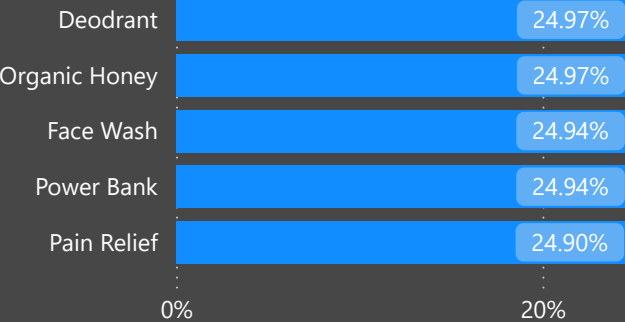
Avg. Product Rank

6

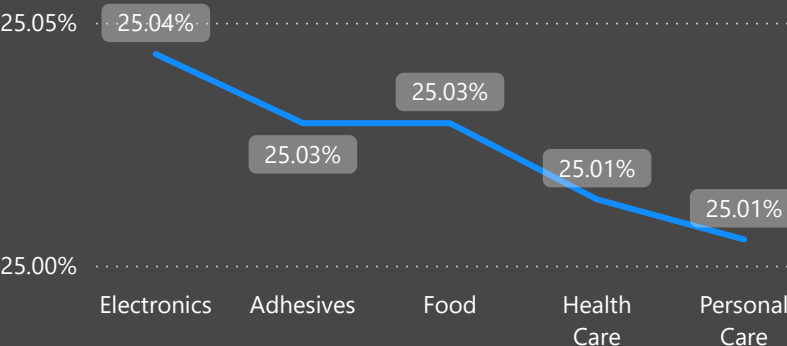
5 Highest SOS Keywords



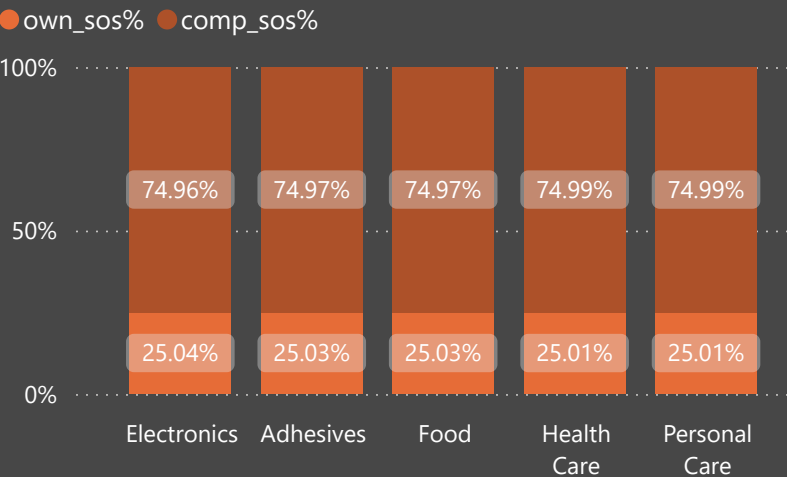
5 Least SOS Keywords



SOS By Category



Own SOS VS Competitor SOS By Category



Daily SOS By Platform

Platform	01 January 2025	02 January 2025	03 January 2025	04 January 2025	05 January 2025	06 January 2025
Amazon	24.93%	25.81%	24.48%	24.32%	25.20%	25.60%
Blinkit	25.12%	24.05%	24.45%	24.80%	25.36%	25.65%
Flipkart	26.21%	25.68%	25.63%	26.19%	25.12%	25.20%
Swiggy Instamart	25.71%	24.75%	24.93%	24.37%	26.08%	25.63%
Zepto	24.83%	24.99%	24.80%	26.08%	24.75%	25.63%
Total	25.36%	25.06%	24.86%	25.15%	25.30%	25.54%

UniBrand

Sales & Orders Insights

01-01-2025

31-12-2025

Category

All

Location

All

Product

All

Sales

14bn

Orders

14M

amazon

blinkit

Flipkart

SWIGGY  
instamart

zepto

Sales by Quarter

Qtr 4

3.61bn

Qtr 3

3.61bn

Qtr 2

3.58bn

Qtr 1

3.54bn

Orders by Quarter

Qtr 3

3.45M

Qtr 4

3.45M

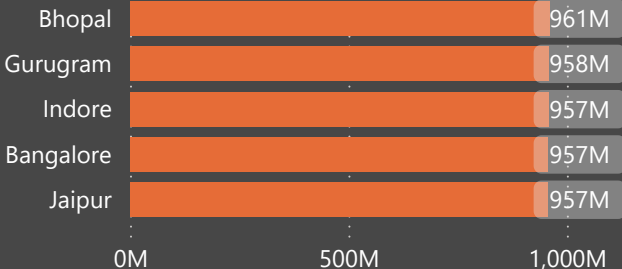
Qtr 2

3.41M

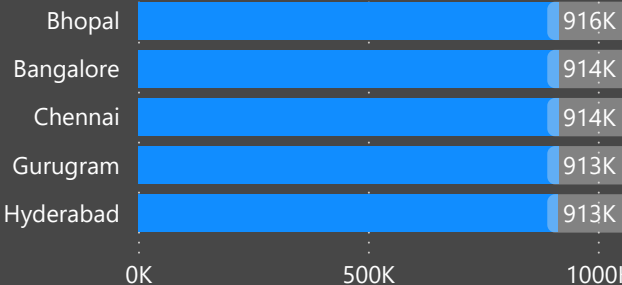
Qtr 1

3.38M

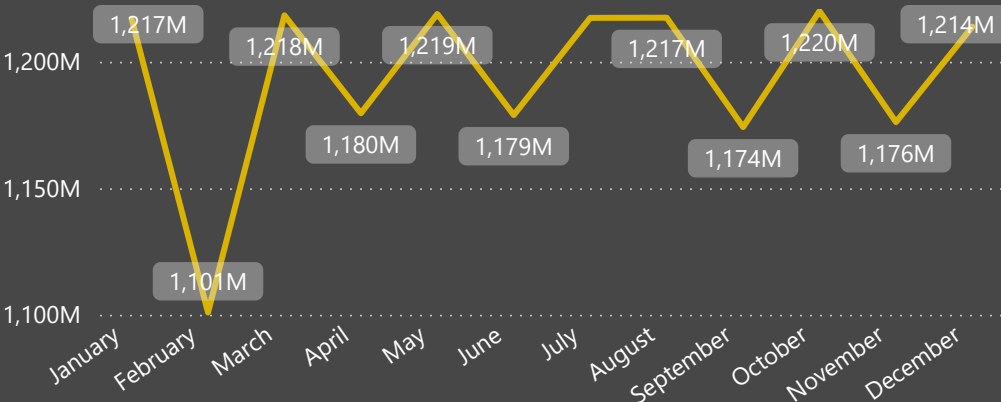
Top 5 Cities By Sales



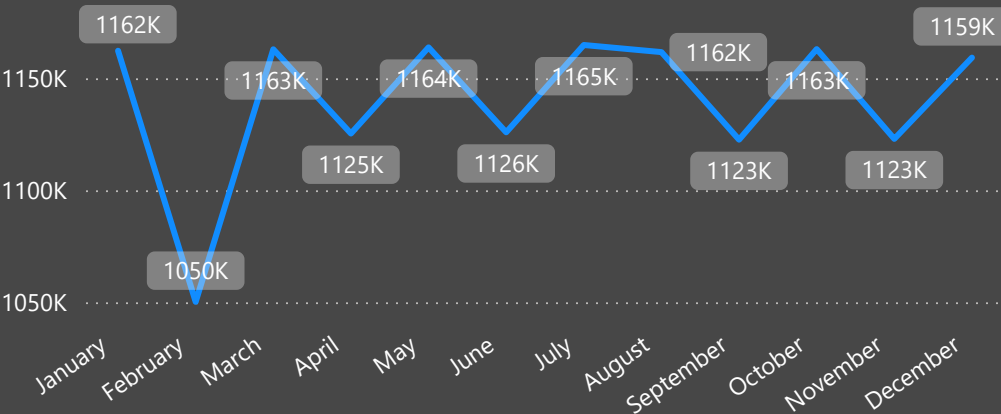
Top 5 Cities By Orders



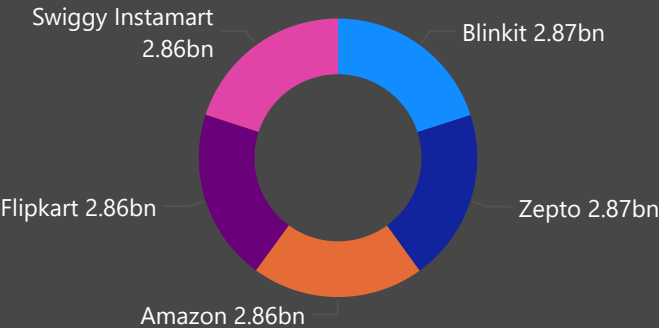
Sales By Month



Orders By Month



Sales By Platform



amazon

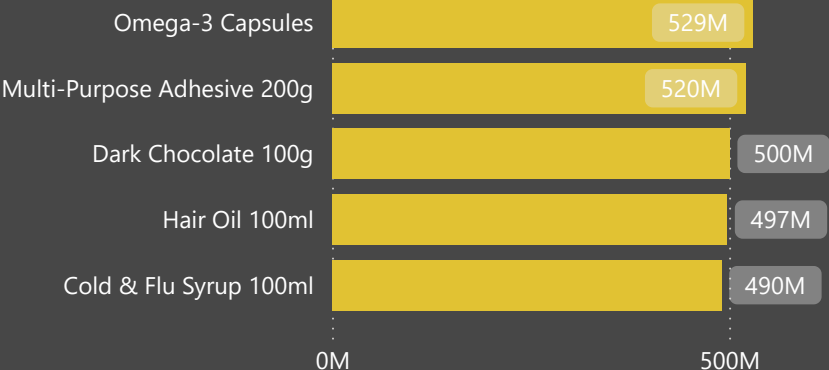
blinkit

Flipkart

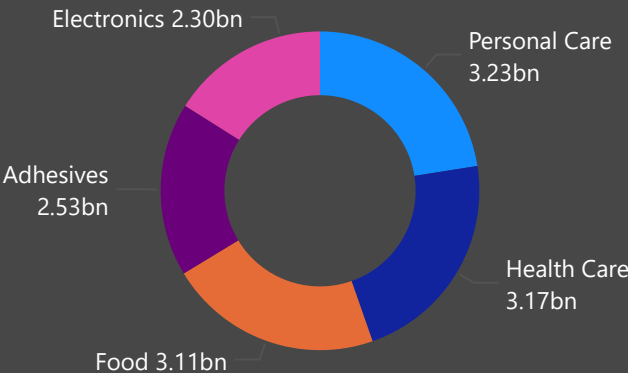
SWIGGY  
instamart

zepto

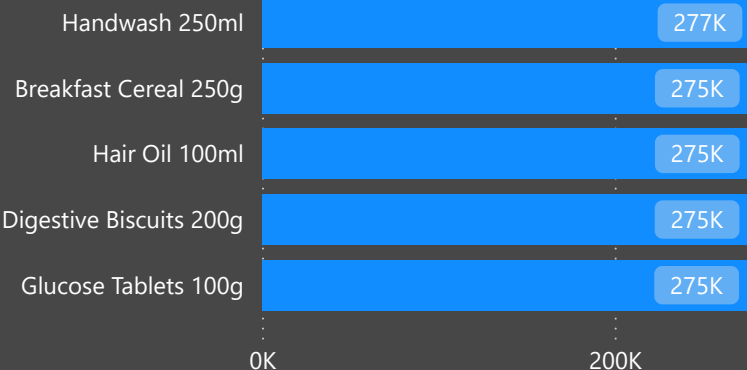
Top 5 Products By Sales



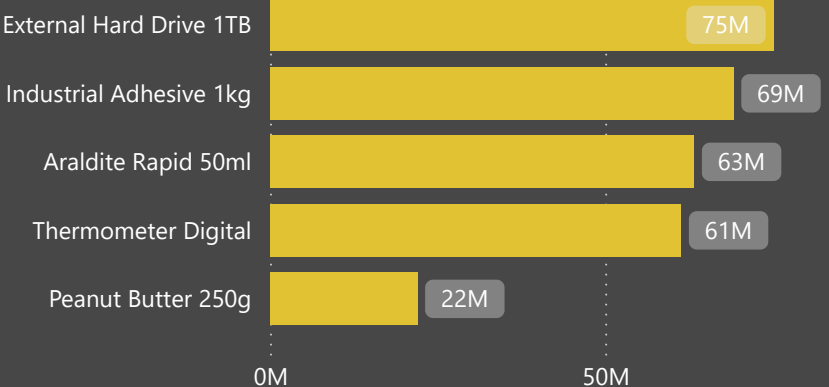
Sales By Category



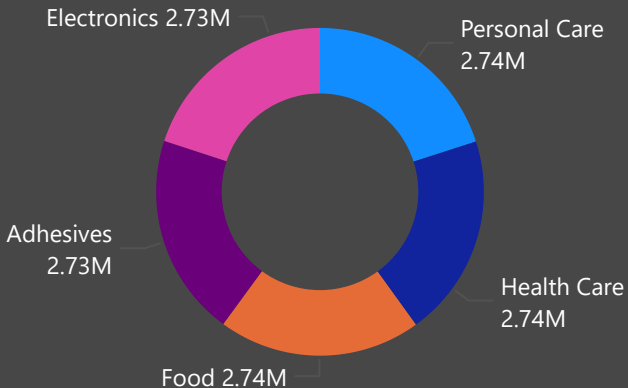
Top 5 Products By Orders



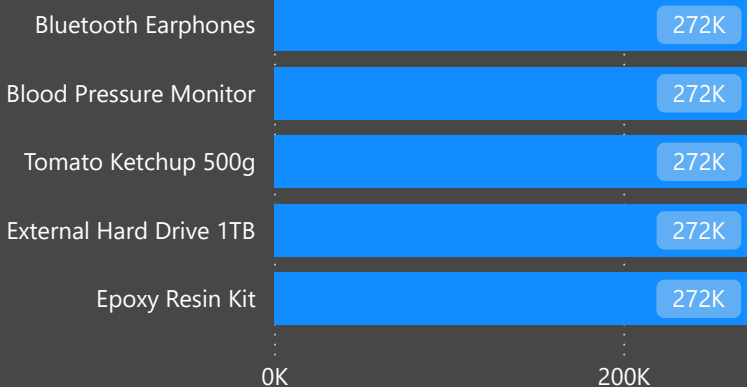
Bottom 5 Products By Sales



Orders By Category



Bottom 5 Products By Orders





UniBrand

Sales Forecast & MOM Sales Trend

01-01-2025

31-12-2025

Category

All

Location

All

Product

All

amazon

blinkit

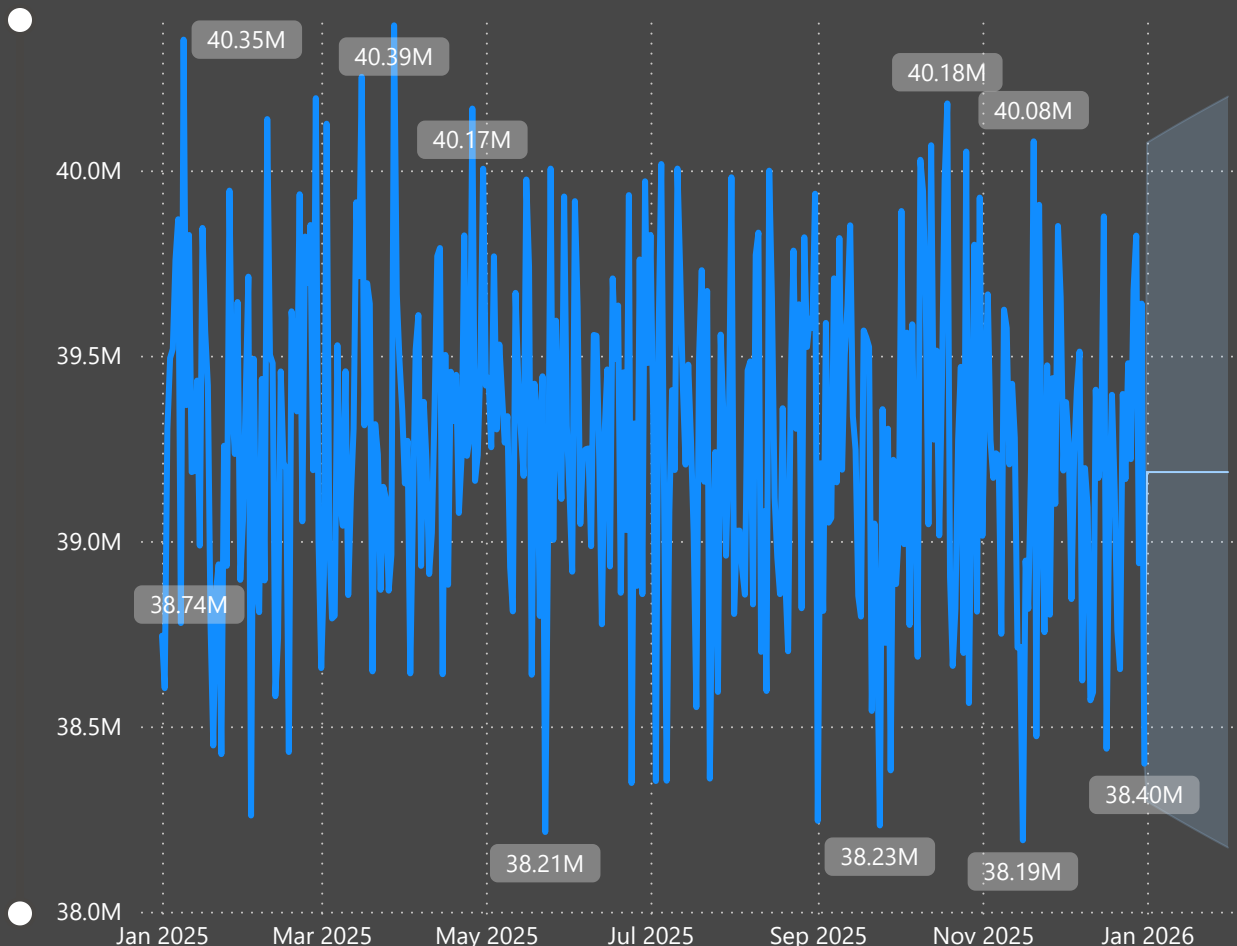
Flipkart



SWIGGY  
instamart

zepto

Sales By Day With 1 Month Forecast



MOM Sales

Month	Current Month Sales	Previous Month Sales	MOM Sales
January	1,21,70,03,177		
February	1,10,08,33,023	1,21,70,03,177	-9.55%
March	1,21,82,71,309	1,10,08,33,023	10.67%
April	1,17,95,81,884	1,21,82,71,309	-3.18%
May	1,21,88,12,495	1,17,95,81,884	3.33%
June	1,17,88,78,070	1,21,88,12,495	-3.28%
July	1,21,72,84,756	1,17,88,78,070	3.26%
August	1,21,73,49,898	1,21,72,84,756	0.01%
September	1,17,41,24,685	1,21,73,49,898	-3.55%
October	1,21,99,36,646	1,17,41,24,685	3.90%
November	1,17,60,88,625	1,21,99,36,646	-3.59%
December	1,21,38,01,834	1,17,60,88,625	3.21%

UniBrand

Inventory Insights

01-01-2025

31-12-2025

Category

All

Location

All

amazon

blinkit

Flipkart

SWIGGY  
instamart

zepto

Product

All

Opening Stock

173M

Stock In

21M

Stock Out

20M

Closing Stock

173M

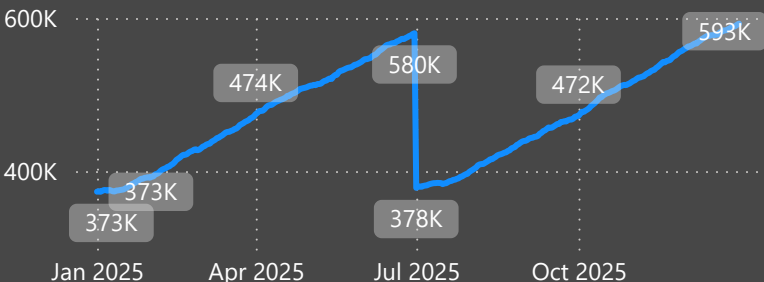
DRR

55K

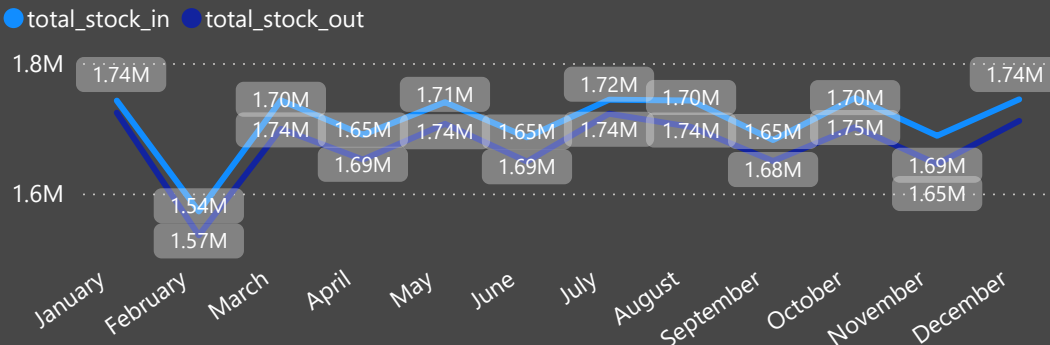
DOH

3,148

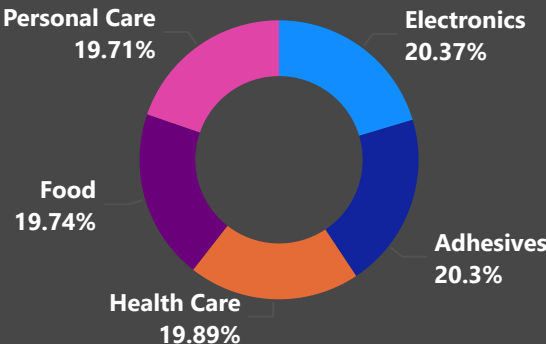
Total Closing Stock By Day



Total Stock In & Total Stock Out By Month



Total Closing Stock By Category



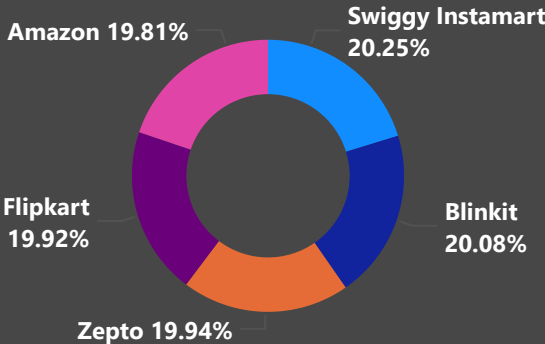
Total Stock Out by Top 5 Products



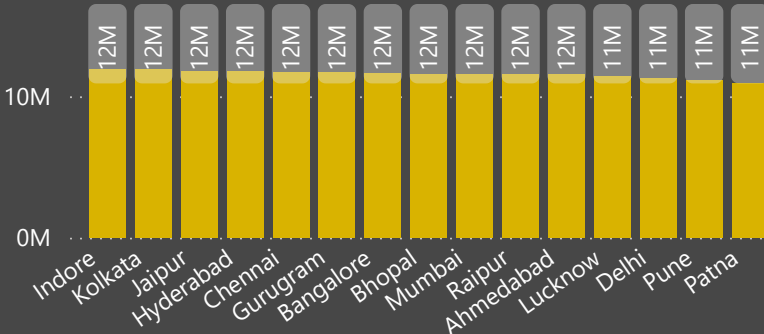
Total Closing Stock & Total Stock Out For Products

Product	Category	Closing Stock	Stock Out
Body Lotion 200ml	Personal Care	34,05,713	4,03,673
Deodorant Spray 150ml	Personal Care	34,03,555	4,02,179
Face Wash 100ml	Personal Care	35,26,871	4,01,601
Hair Oil 100ml	Personal Care	31,60,185	4,02,015
Handwash 250ml	Personal Care	37,25,980	4,01,114
Lip Balm 10g	Personal Care	35,97,651	4,02,057
Moisturizer 50ml	Personal Care	33,36,465	4,02,255
Total		17,33,61,420	2,00,97,644

Total Closing Stock By Platform



Total Closing Stock By Location







UniBrand

Campaigns Insights

01-01-2025

31-12-2025

Campaign

All

Product

All

amazon

blinkit

Flipkart

SWIGGY  
Instamart

zepto

Budget

287.18M

Impressions

4bn

Clicks

178M

Orders

44M

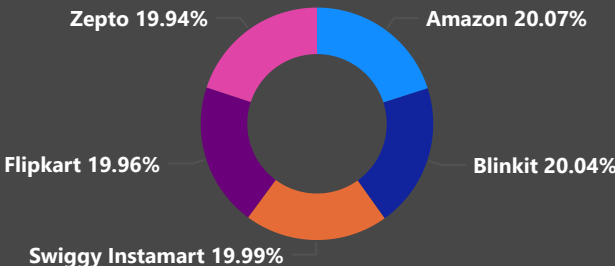
CTR

4.99%

Revenue

434M

Revenue By Platform



Campaigns Overall Summary

Platform	Budget	Clicks	Impressions	CTR	Orders	Revenue	ROI
Amazon	5,74,73,985.61	3,55,99,085	71,20,63,514	5.00%	88,70,938	8,70,28,300	51.42%
Blinkit	5,74,24,724.75	3,55,37,017	71,22,35,759	4.99%	88,71,336	8,69,20,373	51.36%
Flipkart	5,73,89,061.67	3,55,22,863	71,10,08,480	5.00%	88,26,532	8,65,51,024	50.81%
Swiggy Instamart	5,74,52,340.78	3,54,44,748	71,07,59,075	4.99%	88,38,162	8,66,83,085	50.88%
Zepto	5,74,41,911.62	3,54,98,796	71,13,67,115	4.99%	88,38,948	8,64,70,896	50.54%
Total	28,71,82,024.43	17,76,02,509	3,55,74,33,943	4.99%	4,42,45,916	43,36,53,678	51.00%

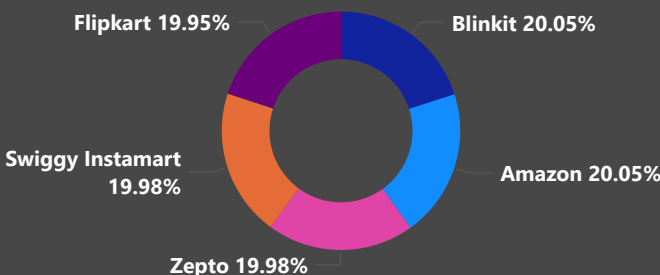
ROI

51.00%

ROAS

1.51

Orders By Platform



Campaigns Day Wise Summary

Date	01 January 2025									02 January 2025						
Platform	Budget	Impressions	Clicks	CTR	Orders	Revenue	ROI	ROAS	Budget	Impressions	Clicks	CTR	Orders	Revenue	ROI	ROAS
Amazon	1,55,614.74	19,53,669	99,534	5.09%	24,309	2,43,186.95	56.28%	1.56	1,63,318.72	19,44,875	96,010	4.94%	23,173	2,24,487.32	37.45%	1.37
Blinkit	1,52,768.15	20,47,835	1,05,623	5.16%	25,674	2,49,281.79	63.18%	1.63	1,65,836.17	19,74,623	94,691	4.80%	23,150	2,30,814.33	39.18%	1.39
Flipkart	1,62,273.53	19,25,177	98,406	5.11%	24,037	2,33,991.36	44.20%	1.44	1,58,431.04	19,36,751	1,02,793	5.31%	25,506	2,55,551.26	61.30%	1.61
Swiggy Instamart	1,57,536.55	19,23,208	95,860	4.98%	23,971	2,33,677.62	48.33%	1.48	1,58,151.01	18,49,498	91,115	4.93%	23,009	2,26,842.20	43.43%	1.43
Zepto	1,58,244.19	19,43,139	96,747	4.98%	24,318	2,41,431.83	52.57%	1.53	1,55,648.05	19,77,255	97,882	4.95%	23,146	2,25,037.05	44.58%	1.45
Total	7,86,437.16	97,93,028	4,96,170	5.07%	1,22,309	12,01,569.56	52.79%	1.53	8,01,384.99	96,83,002	4,82,491	4.98%	1,17,984	11,62,732.17	45.09%	1.45