



Flipkart Mobile Market Insights

An Interactive Market Breakdown

Navigation Pane

Price
Segments

Top
Brands

Segment
Coverage

Common
Specs

Advanced
Insights

17

Total Brands Analyzed

72M

Total Sales

6M

Total Discount

1776

No. of Mobiles Discoun...

662

Total Mobile Listings

1074

Total Mobiles Sold

★ Rating



Dataset :

Brand	Model	Storage	Average of Rating	Average of DiscountInMoney	Average of Selling Price
Apple	iPhone 11 Pro Max	256 GB	4.70	1964.19	131900.00
Apple	iPhone 11 Pro Max	512 GB	4.70	1964.19	150800.00
Apple	iPhone 11 Pro Max	64 GB	4.70	1964.19	117100.00
Apple	iPhone XS	256 GB	4.70	1964.19	76999.00
Apple	iPhone XS	512 GB	4.70	1964.19	134900.00
Apple	iPhone XS	64 GB	4.70	1964.19	62999.00
HTC	U11+	128 GB	4.70	1964.19	56990.00
Apple	iPhone 7 Plus	256 GB	4.64	1964.19	85400.00
Apple	iPhone 11	128 GB	4.60	1964.19	54900.00
Apple	iPhone 11	256 GB	4.60	1964.19	64900.00
Apple	iPhone 11	64 GB	4.60	1964.19	50316.67
Apple	iPhone 11 Pro	256 GB	4.60	1964.19	102639.60
Apple	iPhone 11 Pro	512 GB	4.60	1964.19	140300.00
Apple	iPhone 12	128 GB	4.60	1964.19	68999.00
Apple	iPhone 12	256 GB	4.60	1964.19	78999.00
Apple	iPhone 12	64 GB	4.60	1964.19	63999.00
Apple	iPhone XR	128 GB	4.60	1964.19	47999.00
Apple	iPhone XR	256 GB	4.60	1964.19	91900.00
Apple	iPhone XR	64 GB	4.60	1964.19	42999.00
Apple	iPhone 11 Pro	64 GB	4.60	1964.19	78999.00
Total			4.01	1964.19	27686.55

-Prepared by Mayuresh Patil



Mobile Price Segment Analysis

Distribution and Ratings Across Pricing Tiers



Select Price Segment

Low Range (< ₹10K)

Mid Range (₹10K–₹20K)

Premium (₹40K+)

Upper Mid (₹20K–₹40K)



Filter by Brand

Apple

ASUS

GIONEE

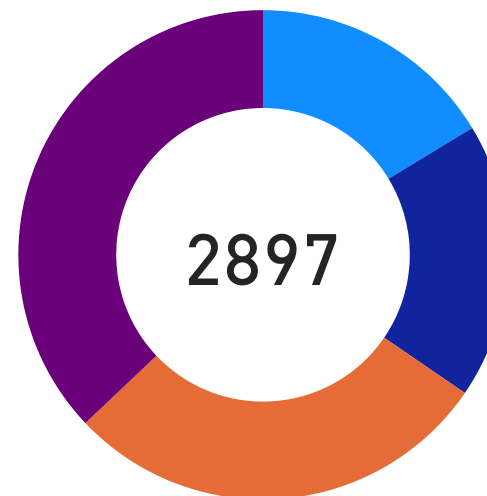
Google Pixel

HTC

Infinix



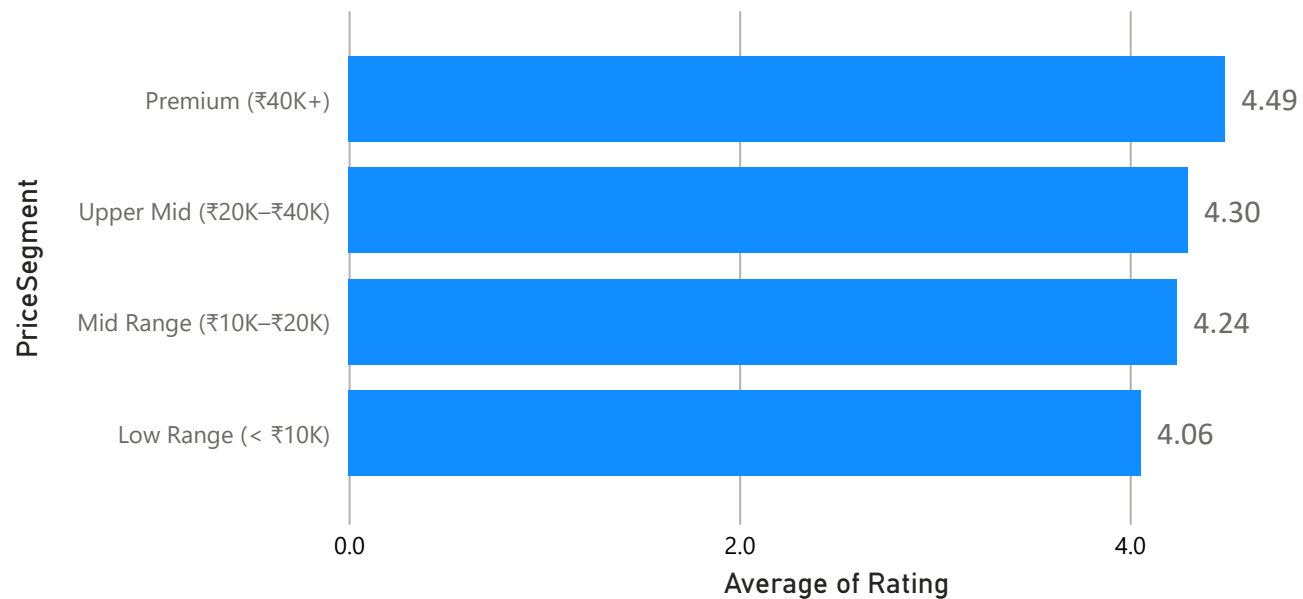
Number of Mobiles in Each Price Segment



- Premium (₹40K+)
- Upper Mid (₹20K–₹40K)
- Low Range (< ₹10K)
- Mid Range (₹10K–₹20K)



Avg. Rating by Price Segment





Brand-wise Product Offerings



Select Price Segment

Low Range (< ₹10K)

Mid Range (₹10K–₹20K)

Premium (₹40K+)

Upper Mid (₹20K–₹40K)



Filter by Brand

ASUS

GIONEE

Google Pixel

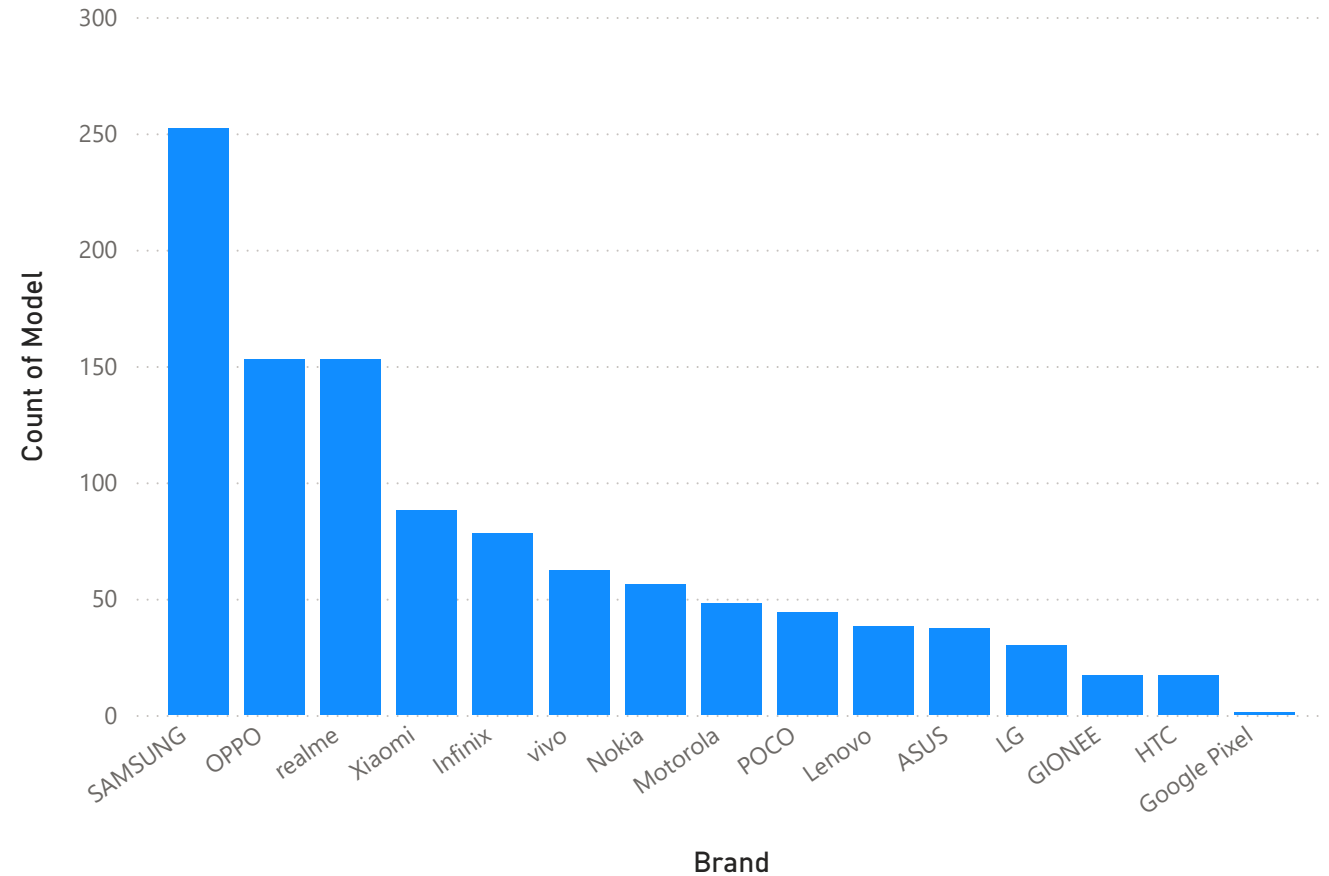
HTC

Infinix

Lenovo



Top Brands by Number of Products



16M

Sum of Selling Pri...

4.24

Average of Rating

15

Count of Brand

359

Count of Model



Market Coverage by Brand



Select Price Segment

Low Range (< ₹10K)

Mid Range (₹10K–...

Premium (₹40K+)

Upper Mid (₹20K–...

72M

Sum of Selling Price

4.24

Average of Rating

17

Count of Brand

856

Count of Model



Brand Presence Across Price Segments

Brand	Low Range (< ₹10K)	Mid Range (₹10K–₹20K)	Premium (₹40K+)	Upper Mid (₹20K–₹40K)	Total
ASUS	17	6	5	4	28
HTC	5	10	7	10	29
LG	28	21	6	13	63
Motorola	18	26	3	7	50
Nokia	60	20	3	4	78
OPPO	12	43	3	29	72
realme	19	41	3	14	61
SAMSUNG	71	70	33	51	192
vivo	3	37	8	23	57
Xiaomi	17	26	2	12	49
Total	246	298	72	166	668



Filter by Brand

Apple

ASUS

GIONEE

Google Pixel

HTC

Infinix

IQOO

Lenovo



Most Common mobile Specifications



Select Price Segment

Low Range (< ₹10K)

Mid Range (₹10K–₹20K)

Premium (₹40K+)



Filter by Brand

Apple

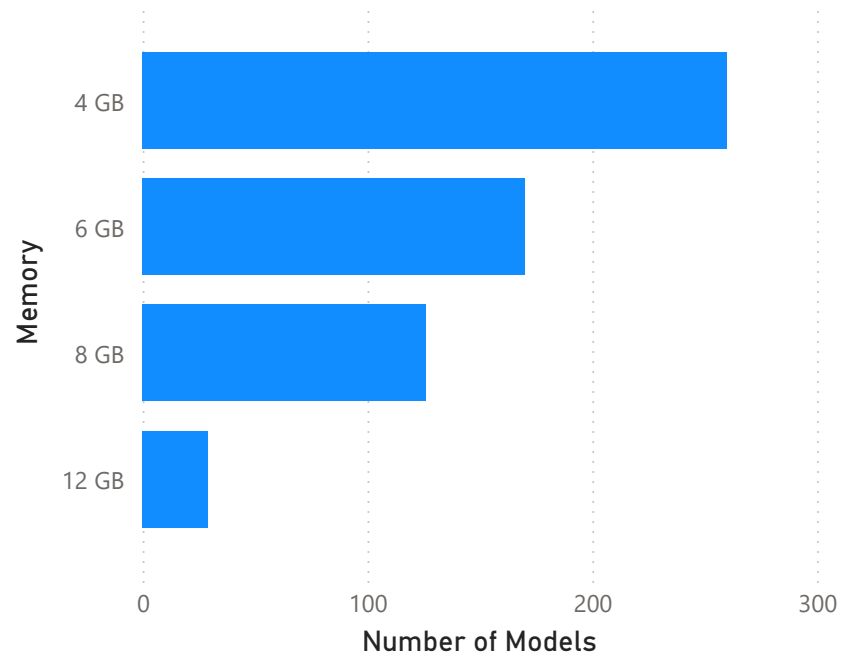
ASUS

GIONEE

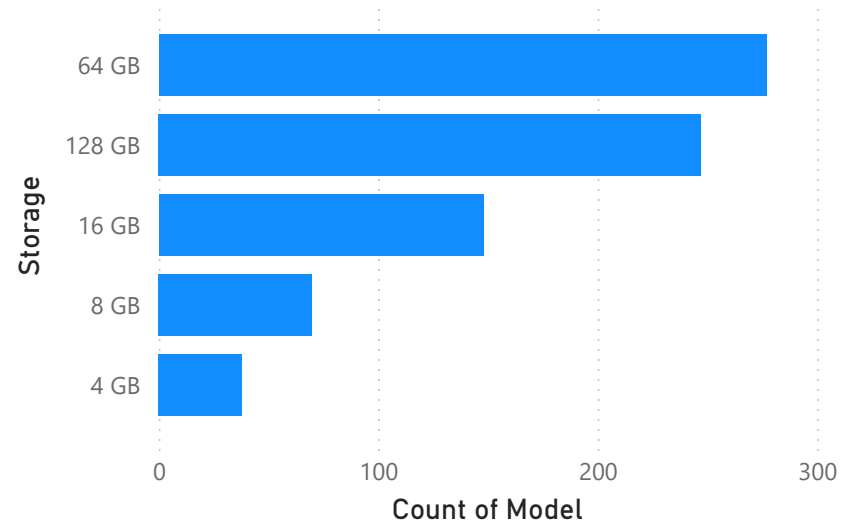
Google Pix...



Most Common RAM Configurations

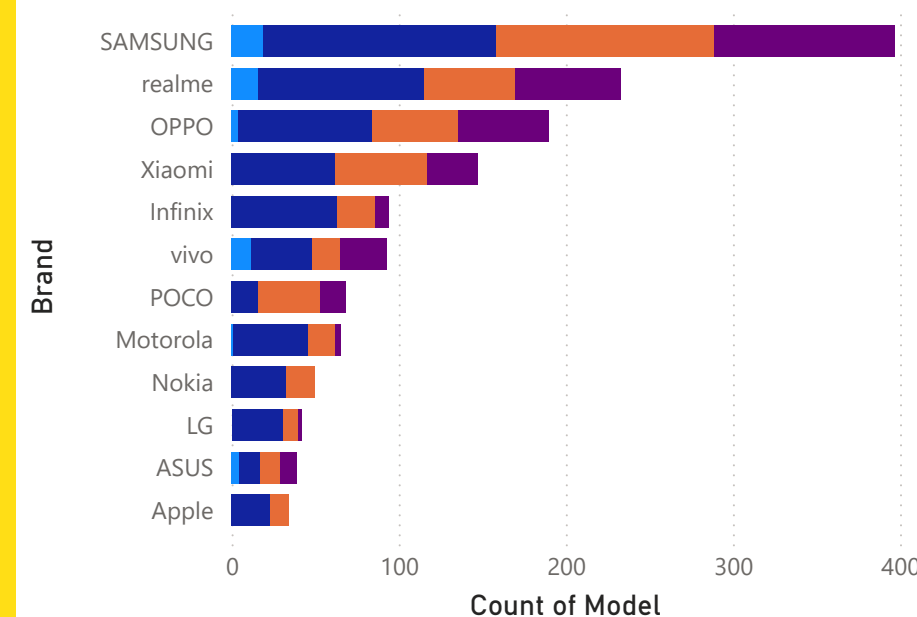


Most Common Storage Options



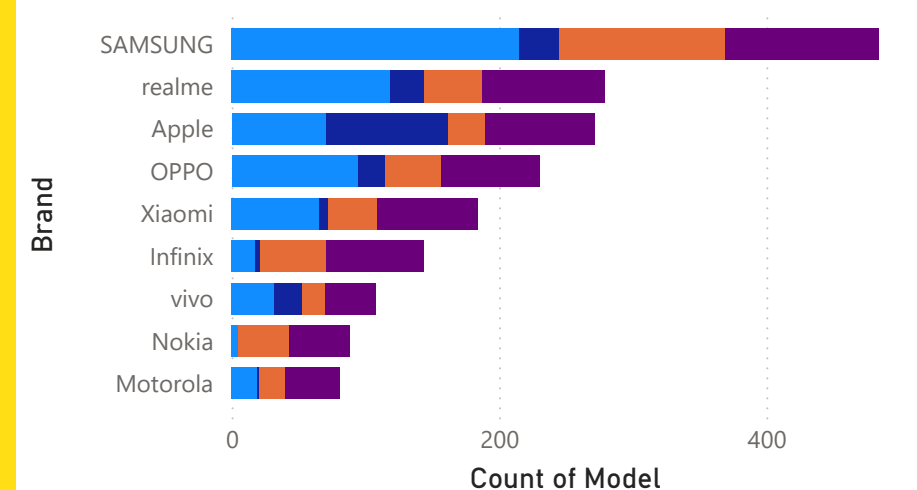
RAM Distribution by Brand

Memory ● 12 GB ● 4 GB ● 6 GB ● 8 GB



Storage Distribution by Brand

Storage ● 128 GB ● 256 GB ● 32 GB ● 64 GB





Deep Dive

Apple

856



Highest Rated Brand



Total Mobiles Listed

24.69K

Average Selling Price

4.24

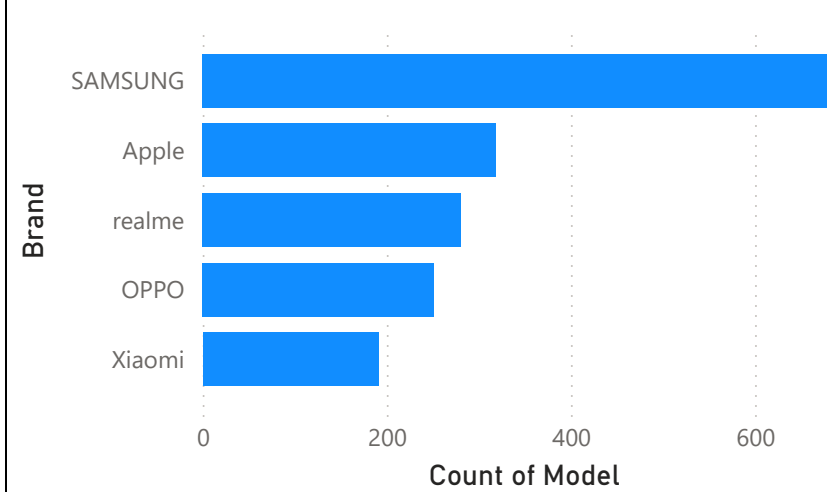
Average User Rating



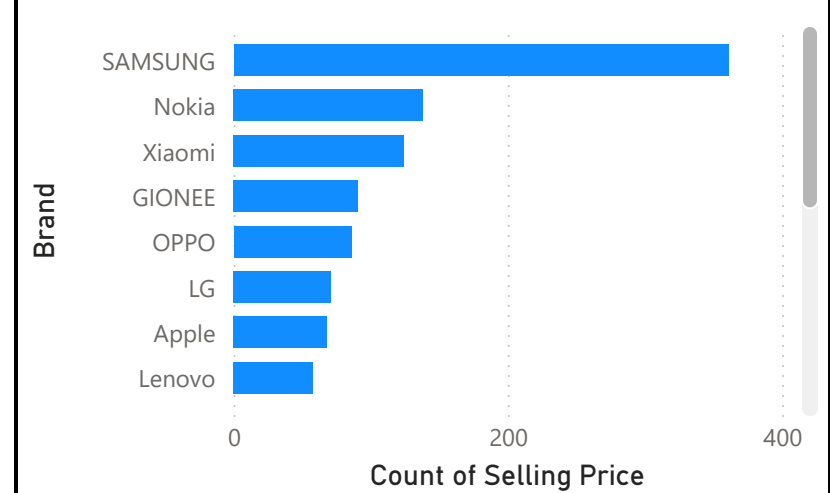
Satisfaction Index



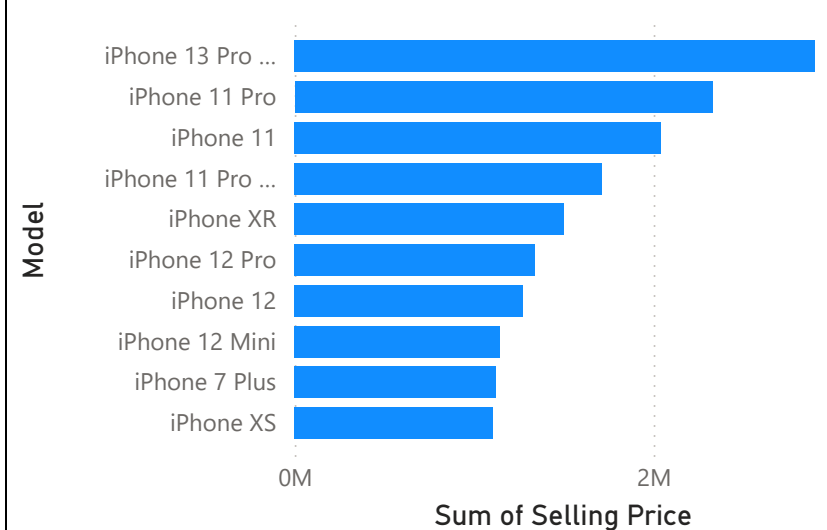
Top 5 Most Selling Brands



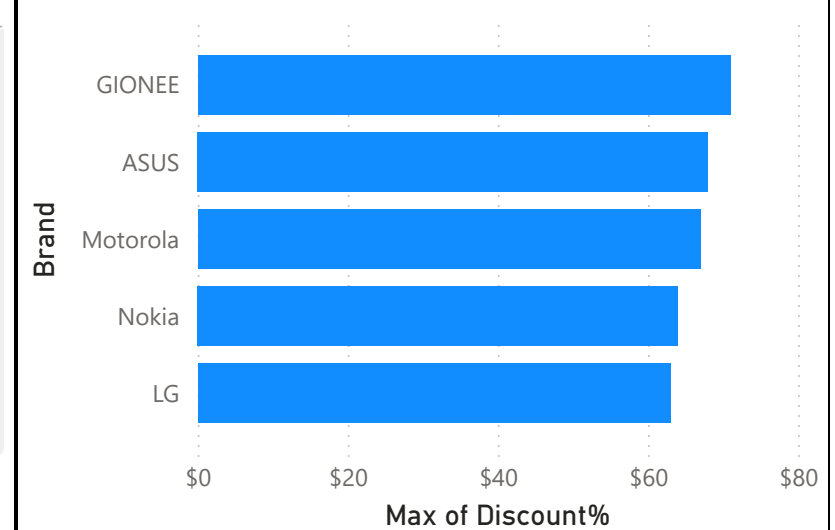
Brands with most listed products



Most Sales generating product



Top 5 Highest Discounted Phones



Apple

ASUS

GIONEE

Google Pixel

HTC