

LOGO × GobbleCube

MARKET ASSESSMENT

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Growth Landscape (1/2) : Where does the opportunity exist ?

Category

Cat 01
Price > ₹0.7/g

Segment

Pack 01
Size > 100g


Opportunity Size

0.0 Cr
(per month, Blinkit)

Top Competitor


Competition

Brand



V/S

Brand



SKU name

Growth Landscape (1/2): How to capture the opportunity

Competitor Benchmarking Insights

OSA (Supply)

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SOV

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Discounting/Pricing

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- Dorem ipsum dolor sit amet, consectetur adipiscing elit.

Competitor Benchmarking Highlights

Brand	Top Selling SKU	Market Share	Pack Size	PPU	Wt. OSA
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	Gorem ipsum dolor sit amet, consectetur	0.0%	000 g	0.0	00%

Growth Landscape (2/2) : Where does the opportunity exist ?

Category

Cat 01
Price > ₹0.7/g

Segment

Pack 01
Size > 100g

Opportunity Size

0.0 Cr
(per month, Blinkit)

Top Competitor

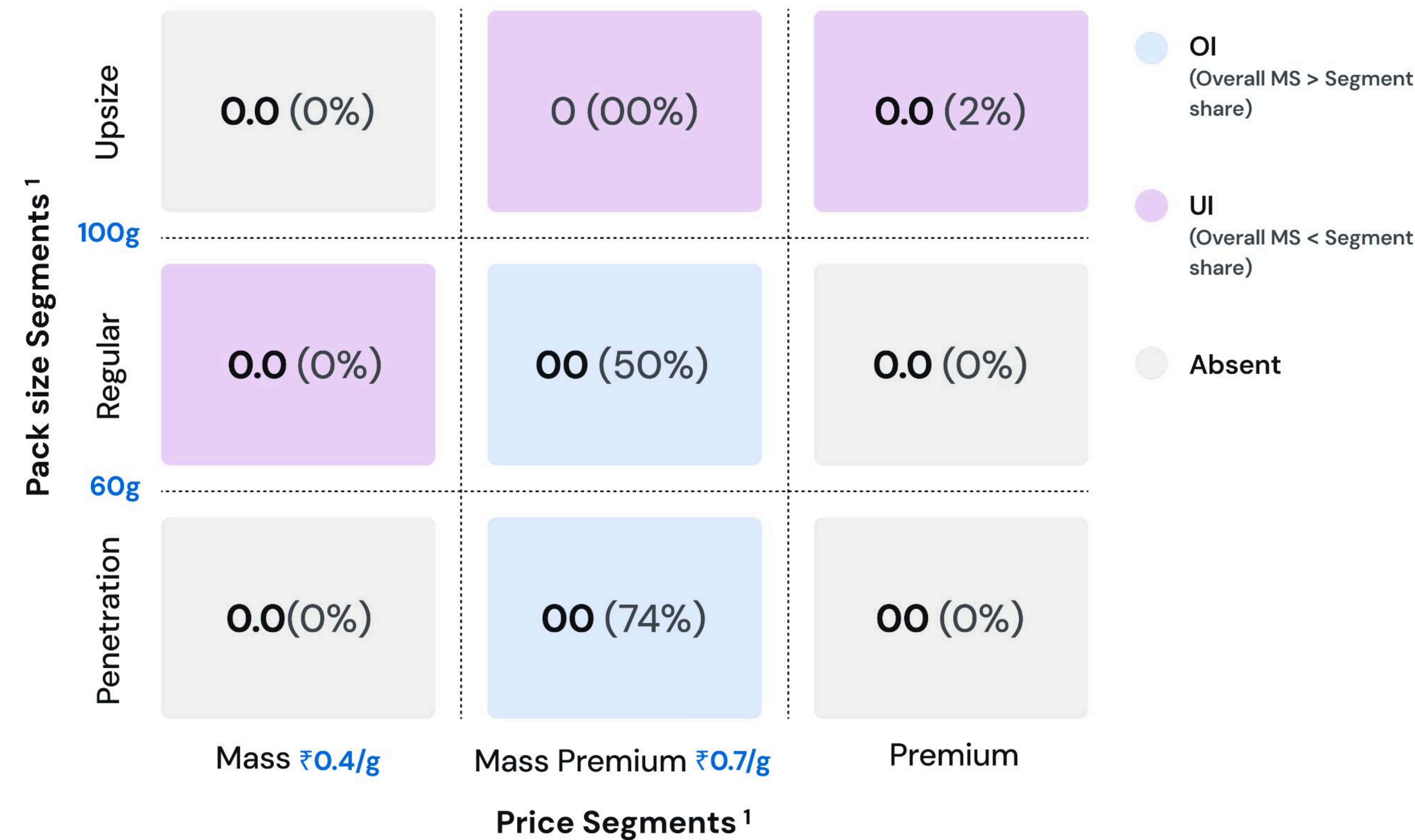
Competition



Growth Landscape Insights Derivation

ANALYSIS DETAILS

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Potato Chips Category: Blinkit Ananalysis

- **Segmentation:**
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- **Indexing (UI/OI):**
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- **Sales Potential Formula:**
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- **Sales Potential Formula:**
 1. **Premium × Upsize**
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 2. **Premium × Penetration**
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Performance leakages insights: July MTD

Each case highlights estimated sales impact, why the brand lost sales, and actionable next steps

Focus Category	Sales Impact	What Happened	Recommendation
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GC_Performance Marketing Module

Thank You



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