

blinkit

India's Last Minute App

Outlet Location Type

All

Outlet Type

All

Item Type

All

\$1.20M

TOTAL SALES

\$141

AVG SALES

8523

NO OF ITEMS

3.9

AVG RATING

Total Sales

Avg Sales

Avg Rating

No of Items

FAT CONTENT

Low Fat

Regular

3K

6K

FAT BY OUTLET

Low Fat

Regular

Tier 3

2.2K

1.2K

Tier 2

1.8K

1.0K

Tier 1

1.5K

0.8K

No of Items

ITEM TYPE

Fruits a...1232

Snack F...1200

Househ...910

Frozen F...856

Dairy682

Canned649

Baking ...648

Health a...520

Soft Dri...445

Meat425

Breads251

Hard Dri...214

Others169

Starchy ...148

Breakfast110

Seafood64

No of Items

OUTLET ESTABLISHMENT YEAR

\$250K

\$200K

\$150K

\$100K

\$50K

\$78K

\$130K

\$132K

\$131K

\$132K

\$133K

\$205K

\$129K

\$131K

2012

2014

2016

2018

2020

2022

OUTLET SIZE

Medium

Small

High

\$248.99K

\$507.90K

\$444.79K

OUTLET LOCATION

100%

Tier 3

472.13K

Tier 2

393.15K

Tier 1

336.40K

71.3%

OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type2	\$131.48K	928	\$142	4	0.06
Supermarket Type1	\$787.55K	5577	\$141	4	0.06
Grocery Store	\$151.94K	1083	\$140	4	0.10
Supermarket Type3	\$130.71K	935	\$140	4	0.06