blinkit
india's most trusted App

$141 AVERAGE SALES	**$1.2M** TOTAL SALES
8523 NO OF ITEMS	**3.9** AVERAGE RATING

Outlet Loca... ▽
All ▽

Outlet Size ▽
All ▽

Item Type ▽
All ▽

Outlet Establishment

$250K
$200K
$150K
$100K
$50K

$78K
$130K
$132K
$132K
$133K
$131K
$205K
$129K
$131K

2010 ⋯ 2015 ⋯ 2020

Total sales	AVERAGE SALES	NO OF ITEMS	AVERAGE RATING

Fat Content

$1...
(...)

Item Fat C...
● Regular
● Low Fat

$1...
(...)

Fat by outlet

Item ... ● Low Fat ● Regular

Tier 2 — $141
Tier 3 — $142
Tier 1 — $140

$0 $100
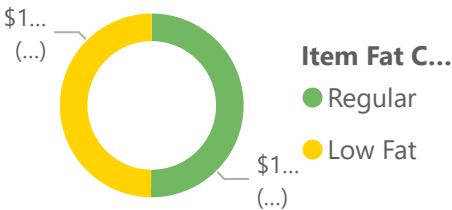
Item Type

Househ...	$149
Dairy	$148
Starchy ...	$148
Snack F...	$146
Fruits a...	$145
Seafood	$142
Breakfast	$142
Breads	$141
Meat	$140
Canned	$140
Frozen F...	$139
Hard Dr...	$137
Others	$133
Soft Dri...	$131
Health a...	$131

Outlet Size

$249.0K (20.72%)
$507.9K (42.2...)
$444.8K (37.01%)

Outlet Size
● Medium
● Small
● High

Outlet Location

100%

Tier 3	472K
Tier 2	393K
Tier 1	336K

71.3%
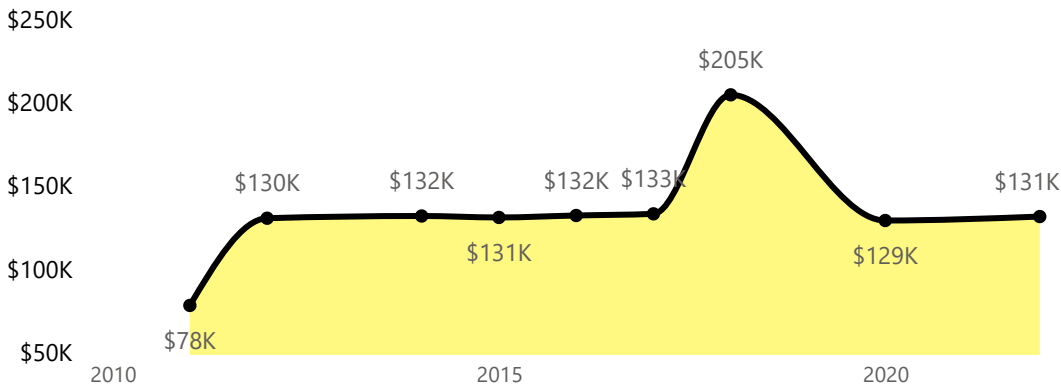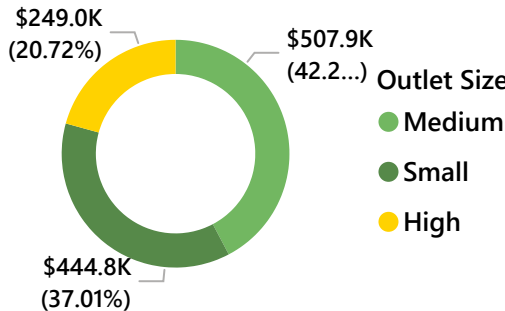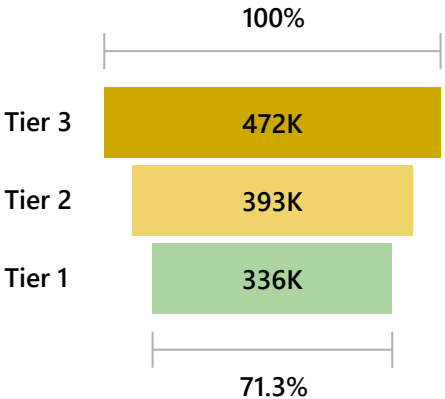
Outlet type

Outlet Type	Total sales	NO OF ITEMS	AVERAGE SALES	AVERAGE RATING	
Grocery Store	$151.9K	1083	$140	4	
Supermarket Type1	$787.5K	5577	$141	4	
Supermarket Type2	$131.5K	928	$142	4	
Supermarket Type3	$130.7K	935	$140	4	