blinkit
India's Last Minute App

1.20M
TOTAL SALES

33K
AVG RATING

140.99
AVG SALES

8523
NO. OF ITEMS

| TOTAL SALES | AVG RATING | AVG SALES | NO. OF ITEMS |

FAT CONTENT
- Low Fat
- Regular

425.36K (35.4%)

1.20M
TOTAL S...

776.32K (64.6%)

ITEM TYPE

Item	Value
Fruits a...	178.12K
Snack F...	175.43K
Househ...	135.98K
Frozen ...	118.56K
Dairy	101.28K
Canned	90.71K
Baking ...	81.89K
Health ...	68.03K
Meat	59.4...
Soft Dri...	58.5...
Breads	3...
Hard Dr...	...
Others	...
Starchy ...	...
Breakfast	
Seafood	
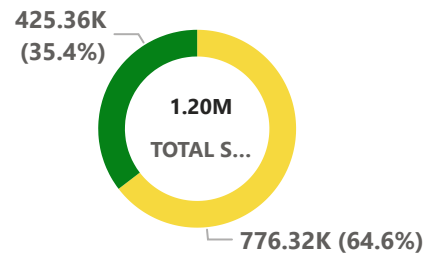
FAT BY OUTLET
- Low Fat
- Regular

Tier	Low Fat	Regular
Tier 3	0.31M	0.17M
Tier 2	0.25M	0.14M
Tier 1	0.22M	0.12M

OUTLET ESTABLISHMENT

250K
200K
150K
100K
50K

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

2010 — 2015 — 2020

OUTLET SIZE

248.9... (20.7...)
507.... (42....)
444.... (37....)

- Medium
- Small
- High

OUTLET LOCATION

100%
Tier 3
Tier 2
Tier 1
71.3%
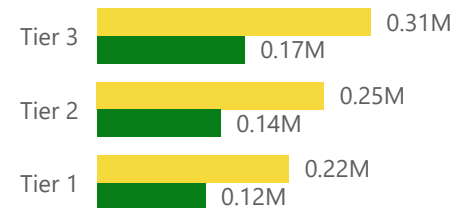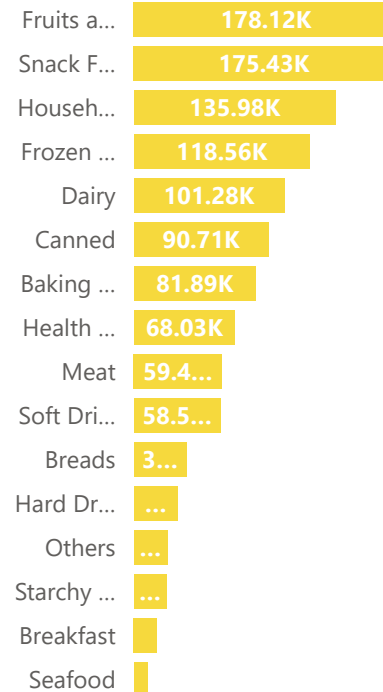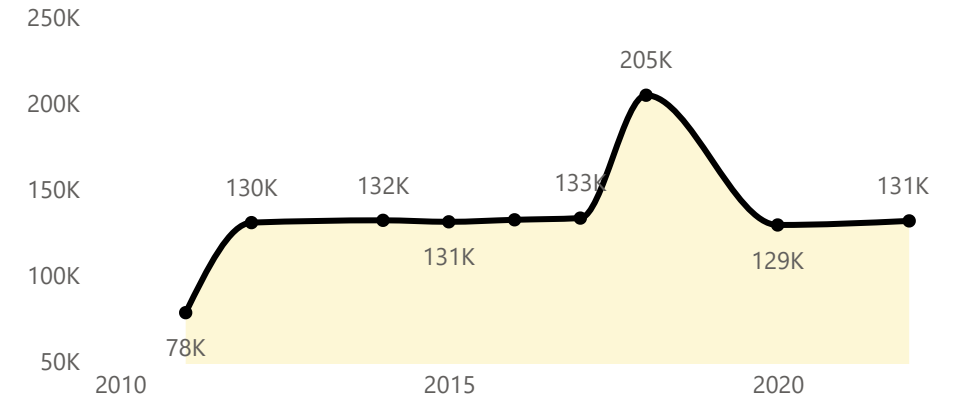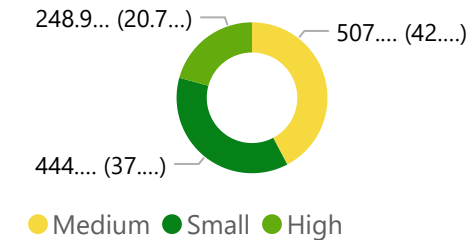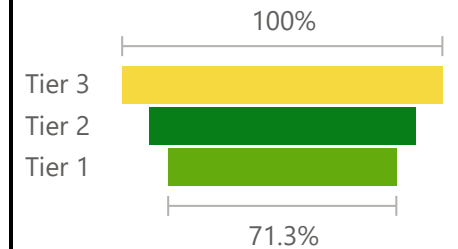
Outlet Type	Low Fat	Regular	Total
Grocery Store	99,814.37	52,124.78	1,51,939.15
Supermarket Type1	5,07,886.30	2,79,663.59	7,87,549.89
Supermarket Type2	84,844.61	46,633.17	1,31,477.78
Supermarket Type3	83,774.41	46,940.26	1,30,714.67
Total	7,76,319.69	4,25,361.80	12,01,681.49