

Date

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1

Years▼

4/2/2024 - 4/1/2025

Date Range

1/1/2023

12/31/2024

BU

☐ Health

☐ Home

SKU ID

All▼

Promo

☐ NO

☐ YES

Brand, Category

All▼

MSL

☒ 0

☐ 1

Platform Summary

Brand Summary

Amazon - Marketplace							
Platform	Platform Name	No. of SKU	Availability	Share of Search	Content Score	No.of Price Promotion	Average Discount
amazon.eg	Amazon	93	69%	57%	92%	73	9%

Q-Commerce						
Platform	Platform Name	No. of SKU	Availability	Content Score	No.of Price Promotion	Average Discount
talabat.mart	Talabat	59	37%	35%	1142	11%
Breadfast	BreadFast	39	51%	31%	28	8%

40%

Availability

52%

Share of Search

37%

Content

10%

Promotion%

Platform	Platform Name		Availability	Content	Share of Search
amazon.eg	Amazon	Current	69.1%	92.0%	56.5%
		vs LM	↑ 1.05%	↓ -5.00%	↓ -1.08%
		vs LW	↓ -2.92%	↑ 4.00%	↑ 1.75%
talabat.mart	Talabat	Current	36.7%	35.0%	
		vs LM	↓ -3.41%	↓ -2.00%	
		vs LW	↓ -1.03%	▬ 0.00%	
Breadfast	BreadFast	Current	51.3%	31.0%	
		vs LM	↑ 1.52%	▬ 0.00%	
		vs LW	↑ 6.09%	▬ 0.00%	

eXplode Egypt

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Platform Summary

Brand Summary







Brand Summary							
Image	Brand	No. of SKU	Availability	Share of Search	Content Score	No.of Price Promotion	Average Discount
	Vanish	18	49%	75%	41%	101	9%
	Durex	25	82%	70%	79%	340	18%
	Dettol	178	43%	46%	37%	1287	8%
	Harpic	46	34%	57%	27%	244	11%
	Finish	49	48%	68%	36%	250	10%
	Veet	28	34%	41%	41%	229	9%
	Strepsils	8	27%		28%	42	4%

46%
Availability

52%
Share of Search

41%
Content

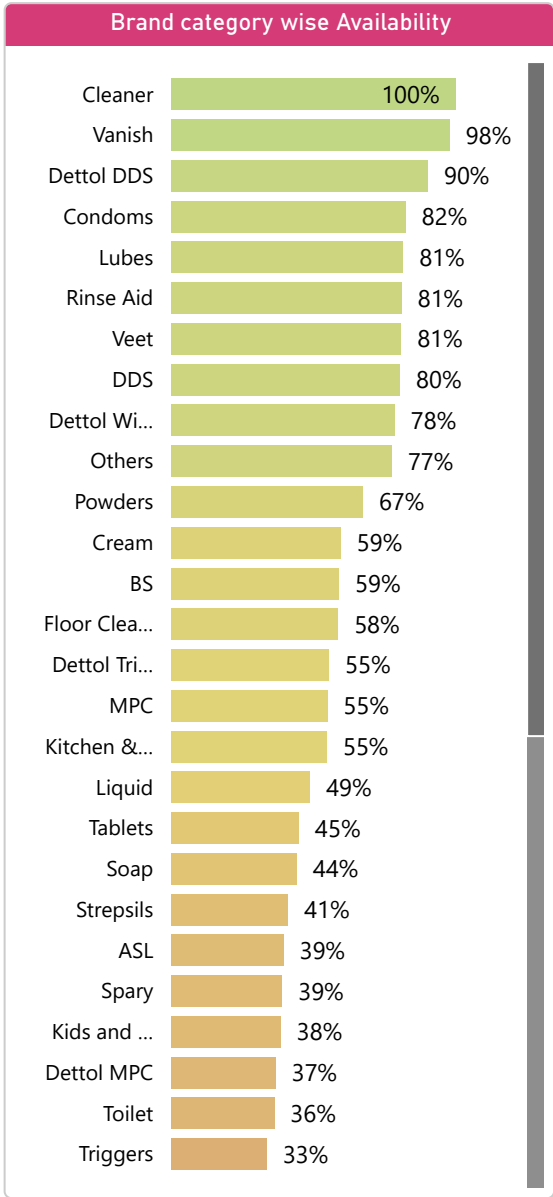
11%
Promotion%

Image	Brand Name		Availability	Content	Share of Search
	Strepsils	Current	26.5%	28.0%	
		vs LM	↓ -1.1%	↓ -1.0%	
		vs LW	↓ -1.3%	↓ -1.0%	
	Veet	Current	34.0%	41.0%	41.2%
		vs LM	↓ -6.7%	↓ -3.0%	↓ -3.0%
		vs LW	↓ -2.7%	↓ -1.0%	↓ -4.1%
	Finish	Current	48.5%	36.0%	67.8%
		vs LM	↓ -0.1%	0.0%	↓ -2.3%
		vs LW	↓ -1.1%	↑ 1.0%	↓ -1.8%
	Harpic	Current	34.4%	27.0%	57.0%
		vs LM	↑ 10.0%	↑ 3.0%	↑ 0.6%
		vs LW	↑ 0.8%	0.0%	↑ 0.7%
	Dettol	Current	42.8%	37.0%	46.2%
		vs LM	↓ -2.6%	↓ -1.0%	↓ -0.3%
		vs LW	↓ -0.9%	0.0%	↑ 3.7%
	Durex	Current	82.0%	79.0%	70.1%
		vs LM	↑ 0.8%	0.0%	↓ -2.6%
		vs LW	↓ -2.2%	↓ -1.0%	↑ 0.4%

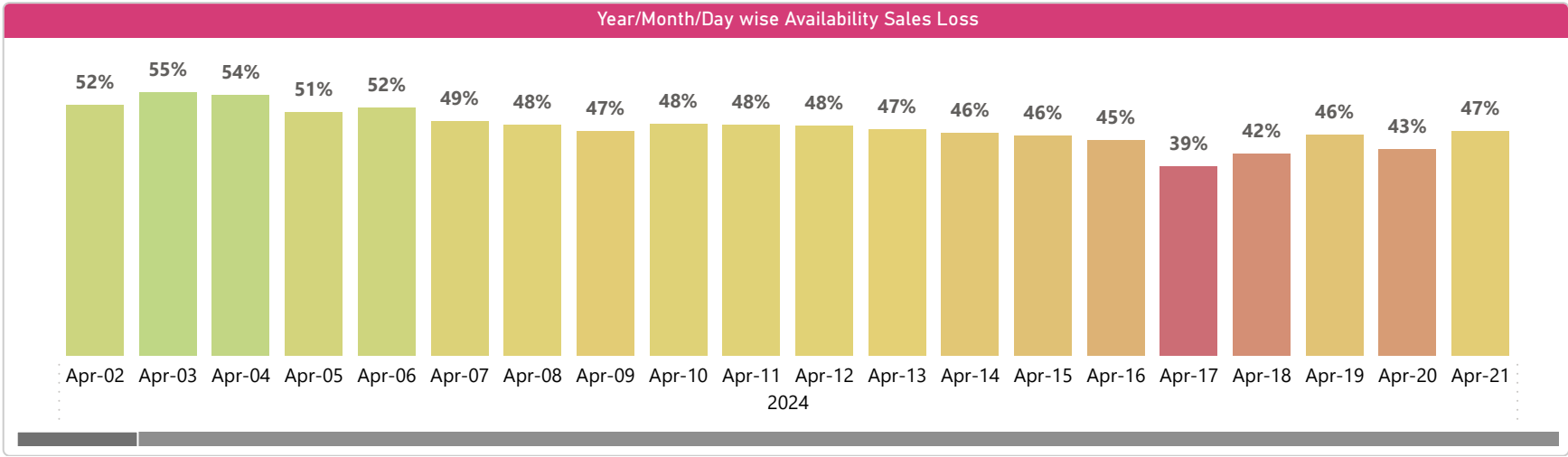
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Location wise Availability	
Location	OSA%
6th of October FP #1	60%
6th of October FP #2	60%
Alexandria FP#1 (Smouha)	60%
Cairo	70%
Heliopolis FP #1	60%
Maadi FP #1	60%
Madinaty FP#1	60%
Mokattam FP #1	60%
Nasr City FP #1	60%
New Cairo FP #1	60%
Obour FP#1	60%
Sheikh Zayed City FP #1	60%
Sheraton FP #1	60%
Shorouk FP #1	60%
talabat mart, 6th of October - 4th District	44%
talabat mart, 6th Of October - Palm Hills	44%
talabat mart, Agouza	39%
talabat mart, Al Sharq District	33%
talabat mart, Al-Manial	39%
talabat mart, Ard El Golf	36%
talabat mart, Dokki - Mosaddak	33%
talabat mart, Downtown - Champollion	39%
talabat mart, Downtown - El Saveda	39%

[illegible]

Date

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Months

10/2/2024 - 4/1/2025

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BU

Health

Home

Availability

All

Platform, Location

All

Brand, Brand Category

All

Product Name

All










Webpid

All

MSL

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Date	Platform	Brand	Url	Webpid	Product Name	Image Packshot	Availability	Seller Name	MRP	SP	Discount
02/10/2024	Amazon	Dettol		B01127JS2U	Dettol Original Antibacterial Skin Wipes 40 Count		OOS		1.00	1.00	0%
02/10/2024	Amazon	Dettol		B07PDZP4VR	Dettol aqua antibacterial power floor cleaner with 3 times powerful cleaning (kills 99.9% of germs), 1.8l		OOS		1.00	1.00	0%
02/10/2024	Amazon	Dettol		B07QNQBQXD	Dettol Lavendar Antibacterial Power Floor Cleaner With 3 Times Powerful Cleaning (Kills 99.9% Of Germs), 1.8L		OOS		0.00	0.00	
02/10/2024	Amazon	Dettol		B08WJLG52N	MAC Aqua 1.3LT Twin Pcs 20%		OOS		0.00	0.00	
02/10/2024	Amazon	Dettol		B08WJPWYJJ	Dettol aqua antibacterial power floor cleaner with 3 times powerful cleaning (kills 99.9% of germs), 650 ml		OOS		0.00	0.00	
02/10/2024	Amazon	Dettol		B08Y8YCQ14	Dettol Re-Energize Antibacterial Bar Soap, 10X Better Odor Protection, 115g		OOS		1.00	1.00	0%
02/10/2024	Amazon	Dettol		B0976FNPk7	Dettol skincare hand wash, 200ml - set of 3		OOS		1.00	1.00	0%
02/10/2024	Amazon	Dettol		B0B12X593L	Dettol lavendar antibacterial all in one disinfectant spray , for use on sofa, car seats, kitchen surfaces etc. (kills 99.9% of bacteria & viruses) 450 ml		OOS		1.00	1.00	0%
02/10/2024	Amazon	Dettol		B0B7U1UN88	Dettol nourish anti-bacterial		OOS		1.00	1.00	0%

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Home

Brand

All

Platform

All

Keyword

All

Rank

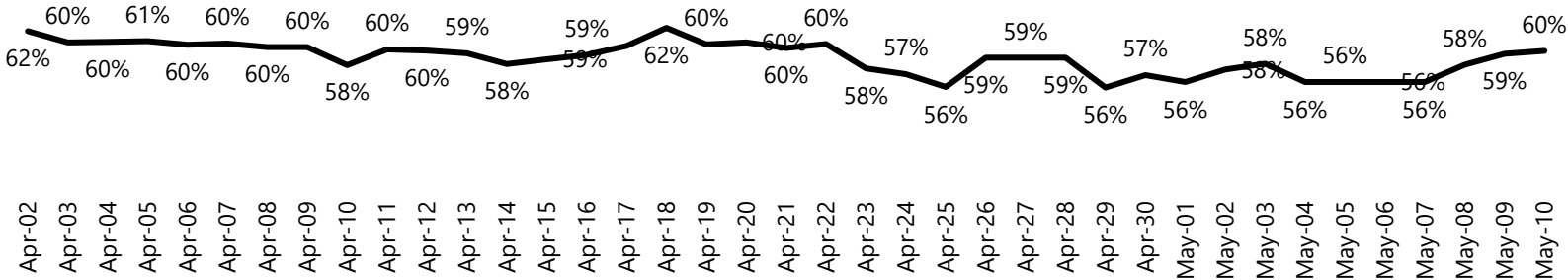
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Type

All

Share of Search Trend



Platform	Brand	Keyword	Year															
			Month															
Platform	Brand	Keyword	Rank	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Amazon	Dettol	antiseptic liquid	1	100%	100%			100%	100%	100%	100%		100%	100%	100%		100%	100%
			2	0%	100%			100%	100%	100%	100%		100%	100%	100%		100%	100%
			3	0%	100%			100%	100%	100%	100%		100%	100%	100%		100%	100%
			4	100%	100%			100%	100%	100%	100%		100%	100%	100%		100%	100%
			5	0%	100%			0%	100%	100%	100%		100%	100%	100%		100%	100%
			6	100%	100%			100%	0%	0%	0%		0%	0%	100%		100%	100%
			7	100%	0%			100%	0%	100%	100%		100%	100%	0%		100%	100%
			8	100%	0%			100%	0%	100%	100%		100%	100%	100%		100%	100%
			9	100%	0%			0%	100%	100%	100%		0%	0%	100%		100%	100%
			10	100%	100%			100%	100%	0%	0%		100%	100%	100%		100%	100%
			11	100%	100%			100%	100%	0%	0%		0%	0%	0%		100%	100%
			12	100%	100%			100%	100%	100%	100%		100%	100%	0%		100%	100%
			13	0%	100%			0%	100%	100%	100%		100%	100%	100%		100%	100%
			14	100%	100%			100%	0%	100%	100%		0%	0%	0%		100%	100%
			15	0%	0%			100%	100%	0%	0%		100%	100%	100%		100%	100%
			16	100%	0%			100%	100%	100%	100%		100%	100%	100%		100%	100%
			17	100%	100%			100%	100%	100%	100%		100%	100%	100%		100%	100%
			18	100%	100%			100%	100%	100%	100%		100%	100%	100%		100%	100%

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BU ▾

☐ Health

☐ Home

Availability ▾

All ▾

Platform, Location ▾

All ▾

Brand, Brand Category ▾

All ▾

Product Name ▾

All ▾

Webpid ▾

All ▾

MSL ▾

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Platform	Title Score	Description Score	Image Score	Total Score	Content Score ▾
Amazon	100	82	93	275	92%
Talabat	72	18	30	119	40%
BreadFast	94	0	13	107	36%
Total	77	17	29	123	41%

Platform	Brand	Product Name	Web Pid	Location	URL	Title Score	Desc Score	Image Score	Total Score	Content Score ▾
	Dettol	1.3L TP 20% Off Aqua	DE747FF140GQKNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Aqua	DE747FF140GQKNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Aqua	DE747FF140GQKNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Jasmine	DE747FF01DFKSNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Jasmine	DE747FF01DFKSNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Jasmine	DE747FF01DFKSNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Jasmine	DE747FF01DFKSNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Lavendar	DE747FF1FX4U4NAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Lavendar	DE747FF1FX4U4NAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Lavendar	DE747FF1FX4U4NAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Lavendar	DE747FF1FX4U4NAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Lemon	DE747FF1LVGVWNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Lemon	DE747FF1LVGVWNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Lemon	DE747FF1LVGVWNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Lemon	DE747FF1LVGVWNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Pine	DE747FF19YSSCNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Pine	DE747FF19YSSCNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Pine	DE747FF19YSSCNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.3L TP 20% Off Pine	DE747FF19YSSCNAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.8L TP Save 45 EGP Aqua	DE747FF04VW1ONAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.8L TP Save 45 EGP Aqua	DE747FF04VW1ONAFAMZ	Cairo	🔗	100	100	100	300	100%
	Dettol	1.8L TP Save 45 EGP Aqua	DE747FF04VW1ONAFAMZ	Cairo	🔗	100	100	100	300	100%

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Health

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Brand, Brand Category

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Product Name

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Shoppers Review Diagnostics

● NEGATIVE ● NEUTRAL ● POSITIVE

76%

16%

Dettol

77%

15%

Finish

61%

27%

Durex

71%

18%

Harpic

71%

21%

Vanish

42%

54%

Veet

91%

Strepsils

Brand wise Average Ratings

4.5

Strepsils

4.1

Finish

4.1

Dettol

3.8

Vanish

3.8

Harpic

3.6

Durex

2.7

Veet

SKU ID	Brand	Product Name	URL	Date	Reviewed By	Review Header	Rating	Remarks
B0CSDV8MH2	Vanish	Vanish Liquid White 900ml 3Pcs 35% Off	🔗	20/05/2024	2 items	5.0 out of 5 starsI like it	5	POSITIVE
B07MTZSHXC	Dettol	Dettol Handwash Skincare Anti-Bacterial Liquid Soap Sensitive Pump for Effective Germ Protection & Personal Hygiene, Protects Against 100 Illness Causing Germs, 200ml	🔗	16/05/2024	2030		4	POSITIVE
B08Z48K29F	Dettol	Dettol cool anti-bacterial bathing soap bar for effective germ protection, personal hygiene & odour protection , mint & bergamot fragrance, 4 pieces 115g @20% off	🔗	25/06/2024	A - El	5.0 out of 5 starsممتازة	5	POSITIVE
B0C7P6HTXZ	Finish	Finish Dishwasher Detergent Tablets, Quantum Lemon Sparkle - 27 tablets	🔗	05/07/2024	AAMER AWAD	5.0 out of 5 starsمنتج ممتاز وخامته جيده جدا	5	POSITIVE
B0CKW7KQWV	Finish	Finish Dishwasher Detergent Tablets, Quantum Lemon Sparkle - 18 tablets	🔗	22/07/2024	AAMER AWAD	5.0 out of 5 starsمنتج ممتاز وخامته جيده جدا	5	POSITIVE
B08WJPQ5VW	Dettol	Dettol jasmine antibacterial power floor cleaner with 3 times powerful cleaning, 1.3litre - pack of 2	🔗	01/07/2024	Abdallhkhalel	3.0 out of 5 starsتحسه متخفف	3	NEUTRAL
B08WJNL5J1	Dettol	Dettol Anti-Bacterial Surface Disinfectant - Set of 2, 500 ml	🔗	27/08/2024	Abdelfattah Radwan	5.0 out of 5 stars2 Original Dettol Bottles	5	POSITIVE
B096FMVXH4	Dettol	Dettol Skincare Anti Bacterial Bathing Soap Bar for effective Germ Protection & Personal Hygiene, Rose & Sakura Blossom Fragrance, 4 Pieces 165g, Pink @20% Off	🔗	03/08/2024	Abdelrahman Elkammar	5.0 out of 5 starsحجم كبير جدا ممتاز وسعر ممتاز	5	POSITIVE
B08WJPVFPD	Dettol	Dettol morning dew disinfectant surface spray - 450 ml	🔗	26/09/2024	Abdullah	5.0 out of 5 starsممتاز	5	POSITIVE
B01127JS2U	Dettol	Dettol Original Antibacterial Skin Wipes 40 Count	🔗	10/06/2024	Abdullah Ahmed	1.0 out of 5 starsمنتج سيء وغير صالح للاستعمال	1	NEGATIVE
B0976G7QQV	Dettol	Dettol cool anti-bacterial bathing soap bar for effective germ protection,	🔗	27/10/2024	Abdullah Al	5.0 out of 5 stars.	5	POSITIVE

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Product Name

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Reseller Name	Dettol	Durex	Finish	Harpic	Strepsils	Vanish	Veet
.			0.0%				
A2Z-Trade_egy						0.0%	
Almasry Beauty Store	0.0%	0.1%					
Amazon.eg	13.5%	9.4%	8.9%	17.8%	25.8%	12.5%	3.2%
Amjmasn						0.1%	
beauty - group	0.0%						
Beauty_cosmetic	0.0%						
BeautyShopEGY	0.3%						0.1%
Best_-_Deal	0.0%						
Best-Deal.	0.0%						
Big_-_Deal	0.0%						
Branded cosmetics 123							0.0%
Business mark			0.0%	0.0%		0.0%	
Chance Store.Egy	0.0%						
dopia fenice	0.0%					0.4%	
Doss Pharmacies							0.0%
Dr Haidy pharmacies		0.0%					
Dr Wells Pharmacy	0.0%						0.0%
Eg-Deals	0.0%						
EgyptianBeauty							0.0%
ElEkhlas-Trade	0.0%						
elmatgar77_egy	0.0%					0.1%	
Emanpharmacies							0.0%
Excellent._Store	0.0%						
Fahmy sons			0.1%				

Top 10 Reseller by Share	
Reseller Name	Share %
Amazon.eg	11.7%
Jumia	0.8%
BeautyShopEGY	0.1%
Mr s Store	0.1%
ForSale22	0.1%
dopia fenice	0.0%
Totos.Store	0.0%
Kamel pharmacy	0.0%
SAFE BEAUTY	0.0%
olamour beautv	0.0%

Brand	Share %
Dettol	52.22%
Harpic	13.00%
Finish	12.49%
Durex	8.38%
Strepsils	3.63%
Vanish	6.82%
Veet	3.45%

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