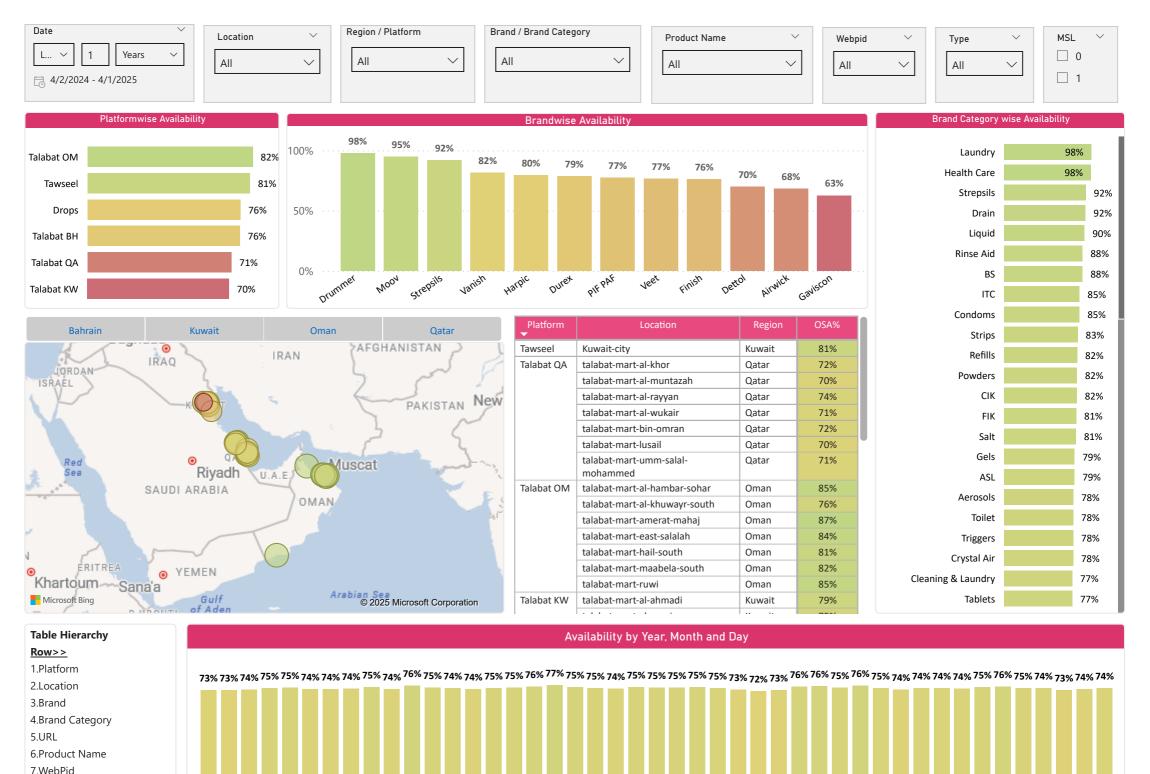
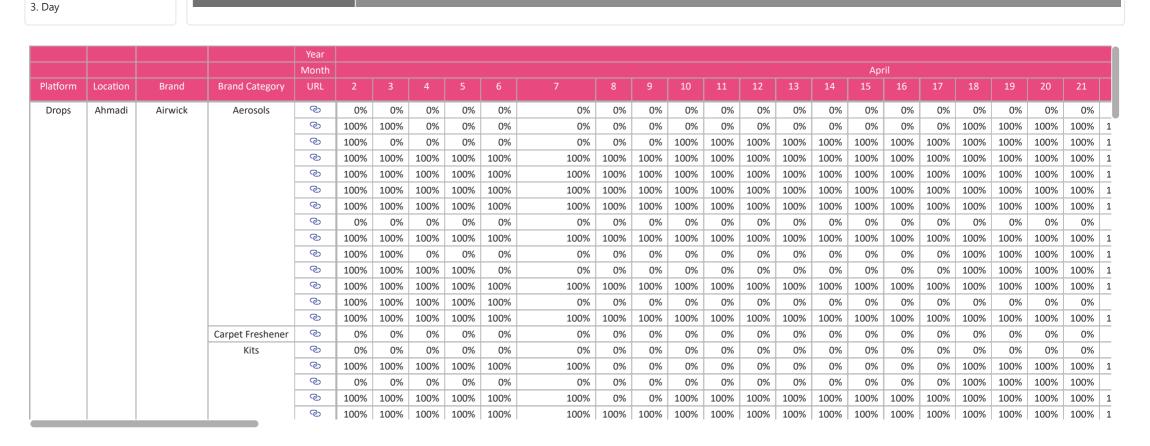


Flag	Platform Name	No. of SKU	No. of Virtual ▼	Availability	Content Score	Number of Price Promotions	Discount%	Markup%
	Talabat KW	170	27	72%	95%	46	18%	66%
	Talabat QA	196	17	67%	89%	72	17%	137%
	Drops	358		83%	84%	36	17%	15%
	Tawseel	325		84%	89%	76	25%	22%
	Talabat BH	199		75%	95%	109	30%	22%
	Talabat OM	137		70%	95%	91	30%	23%





18 19 20 21 22 23 24 25 26 27 28 29 30 31 1

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2024-11

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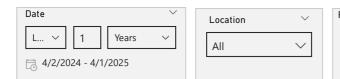
2.Month

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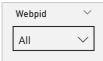
2024-10



F	Region / Platform
	Kuwait (Region/) 🗸









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	Platform								Talabat KW	
Brand	Barcode	talabat-mart-al-ahmadi	talabat-mart-al-qurain	talabat-mart-ardiya-small-industrial	talabat-mart-bayan	talabat-mart-dhajeej	talabat-mart-egaila	talabat-mart-hawally	talabat-mart-hawally2	talabat-mai
Airwick	6001106110406	79%	80%	76%	98%	81%	71%	65%	63%	79%
	6001106110413	100%	100%	99%	98%	98%	97%	90%	92%	100
	6001106110420	100%	98%	99%	98%	100%	98%	92%	89%	100
	6001106110437	100%	100%	100%	98%	98%	100%	100%	99%	100
	6295120034620	66%	67%	66%	0%	62%	62%	61%	80%	100
	6295120034859	65%	59%	60%	0%	55%	49%	49%	64%	100
	6295120034866	67%	68%	67%	0%	66%	61%	62%	81%	100
	6295120034873	67%	68%	66%	0%	67%	64%	64%	84%	100
	6295120051702	67%	68%	67%	0%	67%	67%	53%	69%	100
Dettol	5000158061637	100%	96%	96%	100%	95%	91%	99%	98%	879
	5000158062283	88%	80%	74%	92%	78%	83%	79%	80%	869
	5000158063228	96%	98%	94%	97%	89%	91%	85%	88%	100
	5000158064713	62%	59%	60%	73%	46%	46%	33%	30%	179
	50158935	94%	88%	91%	100%	86%	82%	82%	81%	739
	6001106105730	100%	100%		88%		100%	29%		
	6001106105747	100%	100%		100%		100%	34%		
	6001106108991	93%	98%		100%		98%	23%		
	6001106109950	100%	99%	99%	100%	96%	95%	95%	96%	100
	6001106109967	100%	100%		95%		93%	25%		
	6001106110185	87%	83%	78%	80%	76%	75%	62%	59%	789
	6001106110697	100%	98%		100%		98%	31%		
	6001106111588	96%	97%	96%	100%	97%	94%	96%	95%	969
	6001106298517	91%	86%		100%		85%	23%		
	6001106298548	89%	84%		98%		82%	16%		
	6001106299293	96%	93%		100%		86%	30%		
	6001106299309	97%	89%	93%	100%	80%	77%	85%	85%	999
	6295120010730	54%	55%	51%	83%	45%	53%	44%	34%	219
	6295120012352	85%	68%	76%	90%	60%	82%	65%	68%	709
	6295120014943	67%	65%	65%	19%	50%	54%	47%	59%	55%
	6295120014950	77%	75%	76%	34%	75%	74%	68%	86%	949
	6295120014967	65%	59%	65%	32%	59%	59%	53%	66%	779



					Month															April						
latform	Brand	Brand Category	Barcode	SKU ID	URL	2		4				8		10	11	12	13	14	15	16	17	18	19	20	21	22
abat KW	Airwick	Aerosols	600110611040	902289	ල																					
			6		@																					
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73%		7470			-	74%			74%				74%						75
	73%																		
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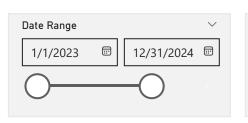
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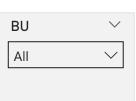
1.Year 2.Month 3.Day

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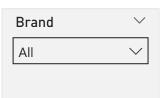
						Year															
						Month														Арі	ril
Platform	Brand	Brand Category	Product Name	Barcode	SKU ID	URL	2		4				8		10	11	12	13	14	15	16
alabat KW	Airwick	Aerosols	Air Wick Jasmine	6001106110413	904350	@															
			Aerosol Air Freshener, 3x300ml			@ 	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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			Air Wick Lavender Aerosol Air Freshener,	6001106110406	902289	@ 	10001	4.000	1000	1000	1000/	40006	40061	40001	40001	40001	4.000	4.000	20/	40001	105
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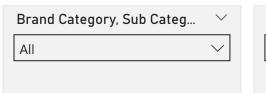






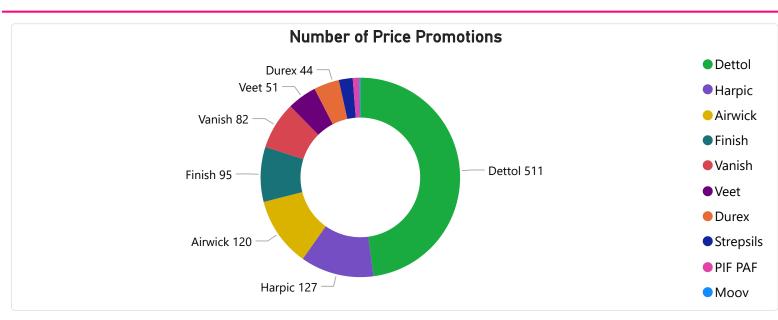


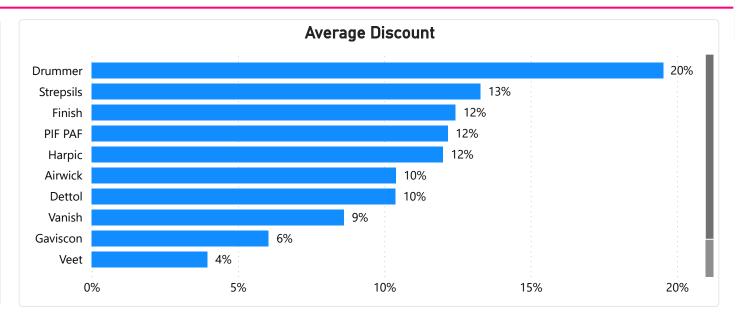


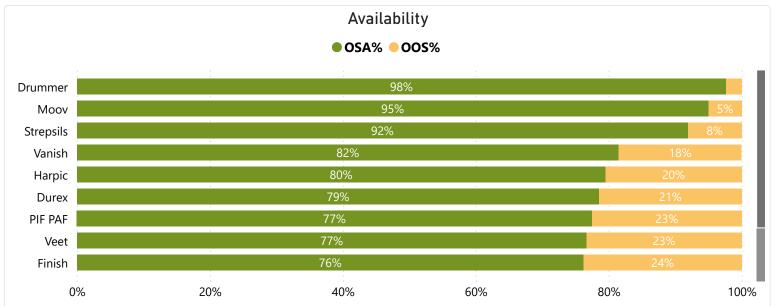


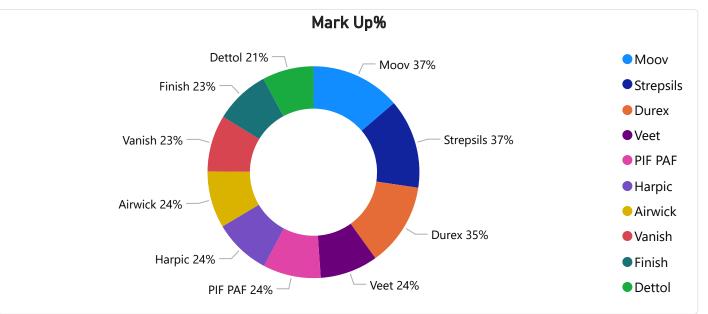


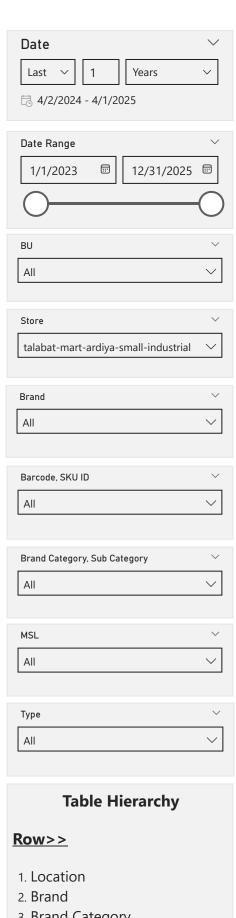








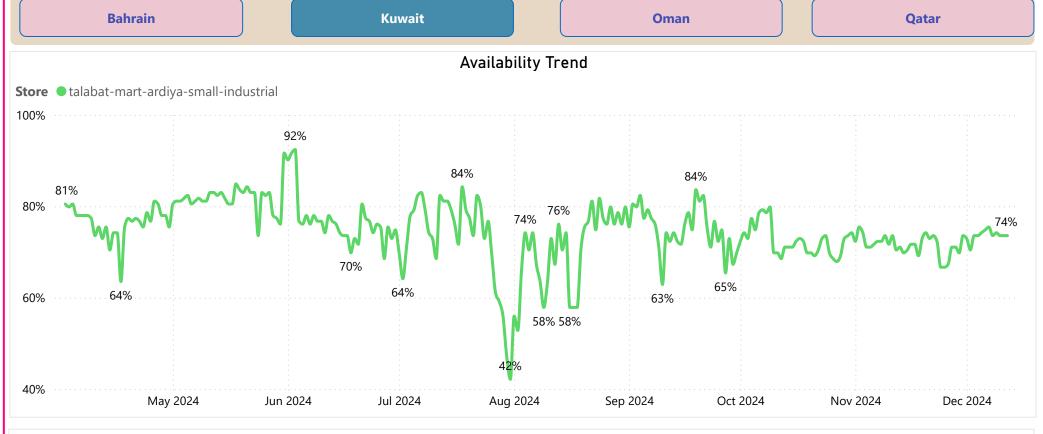




- 3. Brand Category
- 4. Barcode
- 5. SKU ID
- 6. Product Name

<u>Column>></u>

- 1. Year
- 2. Month
- 3. Day



		Year																	
		Month															April		
Platform	Location	Brand	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Talabat KW	talabat-mart-ardiya-	Strepsils	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	1009
	small-industrial	Vanish	100%	100%	100%	100%	100%	85%	92%	100%	100%	100%	92%	100%	85%	100%	100%	77%	1009
		Harpic	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	83%	58%	1009
		Finish	100%	100%	100%	100%	94%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	81%	889
		Durex	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	74%	749
		Airwick	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	449
		Veet	89%	89%	89%	78%	67%	67%	67%	44%	0%	11%	11%	33%	33%	22%	22%	22%	569
		Dettol	71%	70%	71%	67%	70%	71%	70%	70%	67%	70%	66%	67%	59%	66%	67%	61%	709

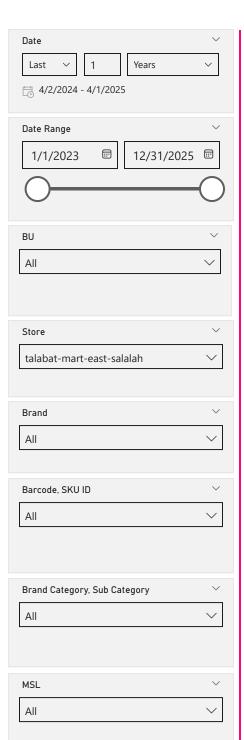


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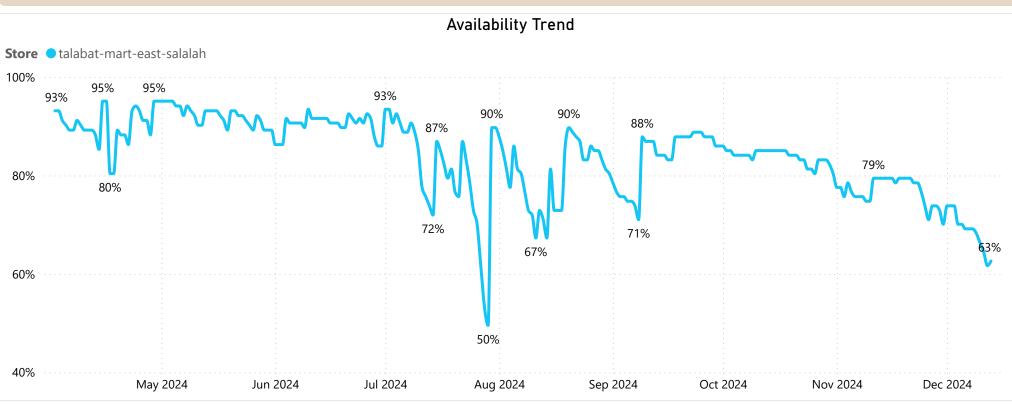
All

- 1. Location
- 2. Brand
- 3. Brand Category
- 4. Barcode
- 5. SKU ID
- 6. Product Name

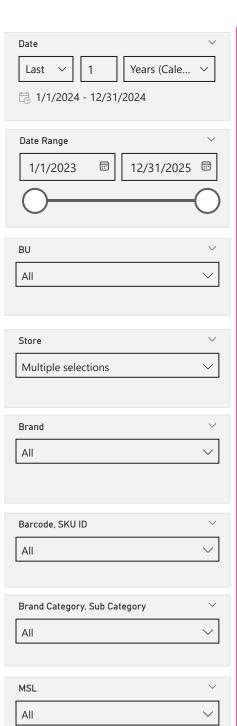
Column>>

- 1. Year
- 2. Month
- 3. Day

Bahrain Kuwait Oman Qatar



				Year								
				Month								
Location	Brand	Brand Category	BARCODE	SKU ID	2	3	4	5	6	7	8	
talabat-mart-east-	Airwick	Aerosols	5000146980162	0M67I6	100%	100%	100%	100%	100%	100%	100%	10
salalah			5000146980179	6NTTOW	100%	100%	100%	100%	100%	100%	100%	1
			5000146980186	Z91J23	100%	100%	100%	100%	100%	100%	100%	1
			6001106110406	9044QK	100%	100%	100%	100%	100%	100%	100%	1
			6001106110420	2EBAPR	100%	100%	100%	100%	100%	100%	100%	-
		Kits refills	3059943009042	6H11J1	100%	100%	100%	100%	100%	100%	100%	-
			6295120005835	5Y8Y1N	0%	0%	0%	0%	0%	0%	0%	
			6295120034859	8F7JTA								
		LED refills	6295120051955	Z92J05	100%	100%	100%	100%	100%	100%	100%	
		Refills	6295120051962	3ZK17G	100%	100%	100%	100%	100%	100%	100%	
		Vaporino Kits	6295120044599	4R4R27	0%	0%	0%	0%	0%	0%	0%	
	Dettol	ASL	5000146059783	HW67D1	100%	100%	100%	100%	100%	100%	100%	
			5000158062283	1V0GF5	100%	100%	100%	100%	100%	100%	100%	
			5000158063228	087VJ3	100%	100%	100%	100%	100%	100%	100%	
			6001106114268	Z73V06	100%	100%	100%	100%	100%	100%	100%	
			6295120012369	835144	100%	100%	0%	0%	0%	0%	100%	
			6295120022245	0N7P17	100%	100%	100%	100%	100%	100%	100%	
			6295120040614	4T8AM8	100%	100%	100%	100%	100%	100%	100%	
			6295120042519	SPI8Z3	100%	100%	100%	100%	100%	100%	100%	
			6295120042540	464U3F	100%	100%	100%	100%	100%	100%	100%	L
			6295120054208	G2B96Y								
		Beauty & Personal Care	6001106204655	8K3VHG	0%	0%	0%	0%	0%	0%	0%	
			6295120026373	41XW2Q	100%	100%	100%	100%	100%	100%	100%	Ľ
		BS	6001106105730	09X472	0%	0%	0%	0%	0%	0%	0%	



All

Table Hierarchy

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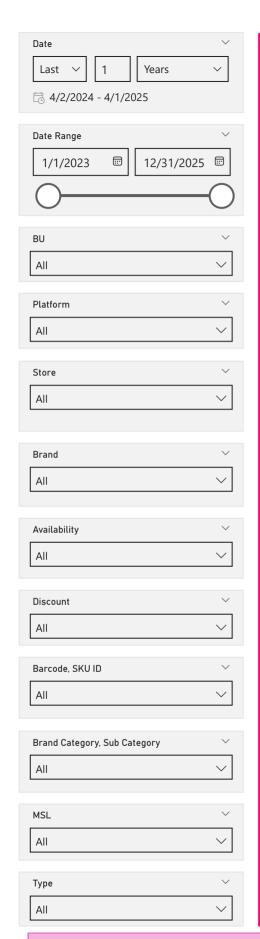
- 1. Location
- 2. Brand
- 3. Brand Category
- 4. Barcode
- 5. SKU ID
- 6. Product Name

Column>>

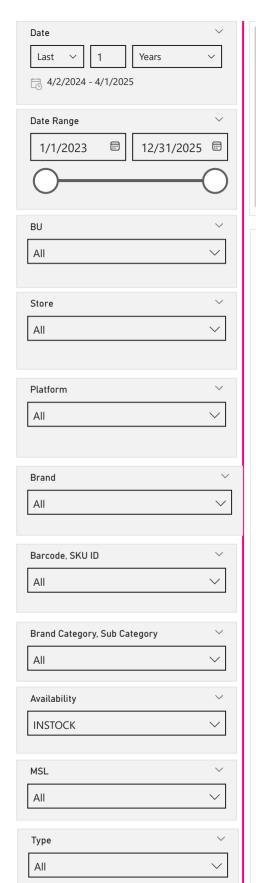
- 1. Year
- 2. Month
- 3. Day



				Year											
				Month											
Location	Brand	Brand Category	Barcode	SKU ID	1	2	3	4	5	6	7	8	9	10	1
talabat-mart-al-rayyan	Airwick	Aerosols	5000146980162	900153	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			5000146980179	911120	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			5000146980193	902194	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			6001106110406	903703	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			6001106110413	903618									100%	100%	10
			6001106110420	903617									100%	100%	10
			6001106110437	902206											
			6295120000625	911119	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			DUMMYQA166	JZTB7I	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
		Candles	6001106125813	912420	0%	0%	0%	0%	0%	0%	0%	0%			
		Crystal Air	6295120052280	916832											
			6295120052297	916831											
		Kits	6295120003800	902195	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			6295120034620	903620	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
			6295120034637	903621	100%	100%	100%	100%	100%	100%	100%	0%	0%	0%	
			6295120034644	903619	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			6295120045282	918417											
			DUMMYQA155	23AYSI	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
		Kits refills	3059943009066	900154	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			3059943009080	900155	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			6295120000076	912417	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			6295120002681	915602	0%	0%	0%	0%	0%	0%	0%	0%			
			6295120005835	912418	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			6295120029473	919087											
			6295120031278	918508											
			6295120034767	914190	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
			6295120034774	914191	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10



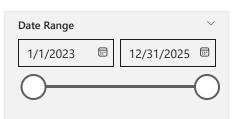
Date	Country	Platform	Store	Brand	Barcode	SKU ID	Product Name	URL	Image Packshot	Availability	PTT	MRP	SP	Markup%	Di
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120051719	KW064824	Air Wick Beach Escape Scented Oil Refill	<i>©</i>		INSTOCK	1.37	1.56	1.56	14%	П
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	3059940007737	KW018103	Air Wick Cherry Blossom Air Freshener	ଡ		INSTOCK	0.59	0.71	0.71	20%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120051702	KW064821	Air Wick Cherry Blossom Scented Oil Refill	ଡ		OOS	1.37	0.00	0.00		
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	9300701974756	KW073234	Air Wick Country Vanilla Carpet Freshener	ଡ		OOS	1.47	0.00	0.00		
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120044599	KW064813	Air Wick Exotic Citrus Scented Gel	©		INSTOCK	0.65	0.77	0.77	18%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	3059943010406	KW064832	Air Wick Freshmatic Aqua Marine Air Freshener Refill	ଡ		INSTOCK	1.83	2.07	2.07	13%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120029466	KW018082	Air Wick Freshmatic Cherry Blossom Air Freshener Refill	Ø		INSTOCK	2.18	2.45	2.45	12%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120034576	KW018124	Air Wick Freshmatic Cherry Blossom Air Freshener Set	6		INSTOCK	2.48	2.78	2.78	12%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120034583	KW064825	Air Wick Freshmatic Fresh Linen Air Freshener Set	ල		INSTOCK	2.48	2.78	2.78	12%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120004951	KW064831	Air Wick Freshmatic Fruit Cocktail Air Freshener Refill	ତ		INSTOCK	1.83	2.07	2.07	13%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120034767	KW064812	Air Wick Freshmatic Lavender & Camomile Air Freshener Refill	ල		OOS	2.98	0.00	0.00		
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120034859	KW018112	Air Wick Freshmatic Lavender & Chamomile Air Freshener Refill	ල		INSTOCK	2.33	2.62	2.62	12%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120034620	KW018117	Air Wick Freshmatic Lavender & Chamomile Air Freshener Set	ତ		OOS	2.05	0.00	0.00		
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120034873	KW018110	Air Wick Freshmatic Midnight Rose Air Freshener Refill	ଡ		INSTOCK	2.33	2.62	2.62	12%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120034774	KW018123	Air Wick Freshmatic Midnight Rose Air Freshener Refill	ଡ		INSTOCK	2.98	3.33	3.33	12%	
02/04/2024	Kuwait	Drops	Ahmadi	Airwick	6295120034637	KW018116	Air Wick Freshmatic Midnight	@		INSTOCK	2.05	2.31	2.31	13%	



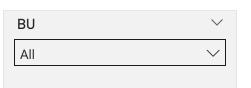
Country	Platform	Title Score	Description Score	Image Score	Total Score	Content Score
Oman	Talabat OM	99	94	98	291	97%
Bahrain	Talabat BH	99	87	96	282	94%
Qatar	Talabat QA	99	83	86	268	89%
Kuwait	Talabat KW	98	98	91	286	95%
	Drops	100	81	72	253	84%
	Tawseel	100	98	68	267	89%

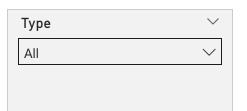
Country	Platform	Brand	Barcode	SKU ID	Product Name	URL	Title Score	Description Score	lmage Score	Total Score	Conten Score
Qatar	Talabat QA	Airwick	6295120051702	QA-AMT-911994	Air Wick Cherry Blossom Essential Oil Diffuser Refill, 19ml	©	100	100	100	300	1009
Qatar	Talabat QA	Airwick	6295120051702	QA-BOR-911994	Air Wick Cherry Blossom Essential Oil Diffuser Refill, 19ml	⊗	100	100	100	300	100°
Qatar	Talabat QA	Airwick	6295120051702	QA-AMS-911994	Air Wick Cherry Blossom Essential Oil Diffuser Refill, 19ml	ତ	100	100	100	300	100°
Qatar	Talabat QA	Airwick	6295120051702	QA-USM-911994	Air Wick Cherry Blossom Essential Oil Diffuser Refill, 19ml	ତ	100	100	100	300	100°
Qatar	Talabat QA	Airwick	6295120051702	QA-LSI-911994	Air Wick Cherry Blossom Essential Oil Diffuser Refill, 19ml	ଡ	100	100	100	300	100°
Qatar	Talabat QA	Airwick	6001106110413	QA-AMT-903618	Air Wick Jasmine Aerosol Air Freshener, 3x300ml	⊗	100	100	100	300	1009
Qatar	Talabat QA	Airwick	6001106110413	QA-BOR-903618	Air Wick Jasmine Aerosol Air Freshener, 3x300ml	@	100	100	100	300	1004
Qatar	Talabat QA	Airwick	6001106110413	QA-BOR-903618	Air Wick Jasmine Aerosol Air Freshener, 3x300ml	@	100	100	100	300	1009
Qatar	Talabat QA	Airwick	6001106110413	QA-AMS-903618	Air Wick Jasmine Aerosol Air	©	100	100	100	300	1009

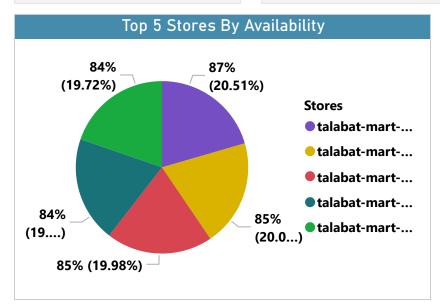


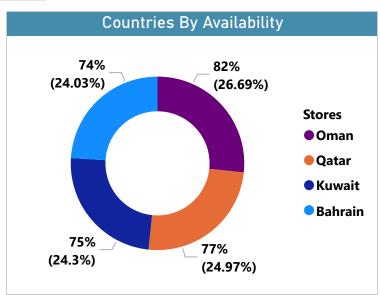


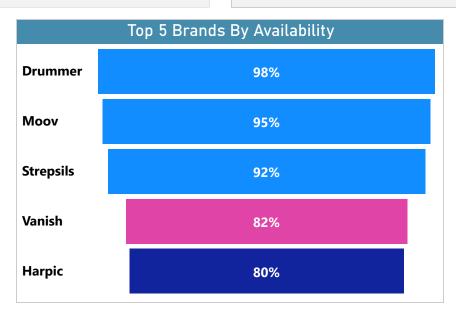
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All	~



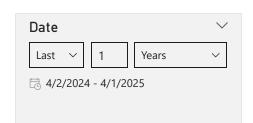


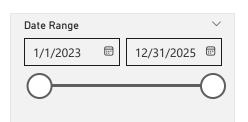




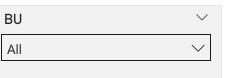


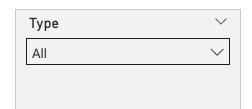
Platform	Brand	Brand Category	Product Title	OSA%	
Talabat KW	Dettol	MPC	Dettol Oud 3X Antibacterial Power Floor Cleaner, 3L	100%	
Talabat KW	Dettol	SG	Dettol Original Antibacterial Body Wash, 500ml	100%	
Talabat KW	Dettol	SG	Dettol Skincare Rose & Sakura Blossom Antibacterial Body Wash, 250ml	100%	
Talabat KW	Durex	Condoms	Durex Invisible Extra Thin Extra Sensitive Condoms for Men, Pack of 12	100%	
Talabat KW	Durex	Health Care	Durex Coloured and Flavoured Condom for Men, Pack of 12	100%	
Talabat KW	Durex	Health Care	Durex Intense Pleasure Me Ribbed and Dotted Condoms, 12 Pieces	100%	
Talabat KW	Durex	Lubes	Durex Play Massage 2-in-1 Lube Gel with Guarana, 200ml	100%	
Talabat KW	Finish	Cleaning	Finish Gel Lemon 650 ml	100%	
Talabat KW	Harpic	Cleaning	Harpic Power Plus 10X Toilet Cleaner Liquid, 3x750ml	100%	
Talabat KW	Strepsils	Health Care	Strepsils Warm Ginger Throat Relief - 16 Lozenges	100%	
Talabat KW	Strepsils	Strepsils	Strepsils Cool Lozenges, 16 Pieces	100%	
Talabat KW	Vanish	Laundry	Vanish Oxi Action Multi Power Fabric Stain Remover Powder with Scoop, 500g	100%	
Talabat KW	Veet	Strips	Veet Pure Face Wax Strips For Sensitive Skin, 20 Strips	100%	

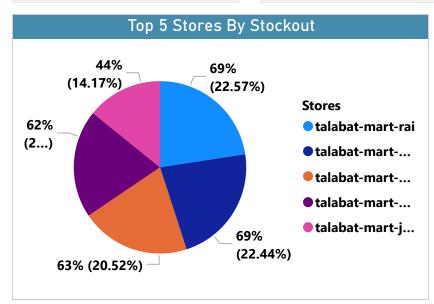


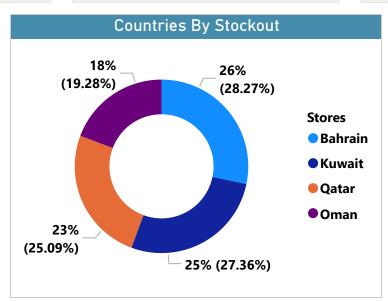


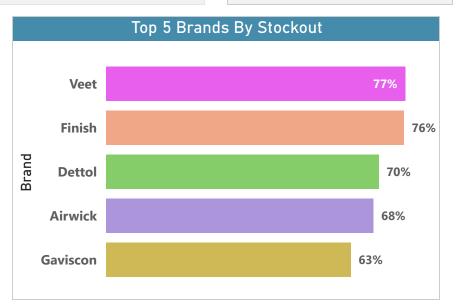
Country,Platform	~
All	~











Platform	Brand	Brand Category	Product Title	oos%
Talabat KW	Dettol	OTHERS	Dettol Antibacterial Disinfectanting Surface Wipes 36s + Dettol Antibacterial Disinfectanting Surface Wipes 80s	100%
Talabat KW	Dettol	OTHERS	Dettol Assorted Original + Fresh Handwash 2 x 200 ml	100%
Talabat KW	Dettol	OTHERS	Dettol Chamomile Moistrizing Hand Sanitizer 50 ml + Dettol Melon & Cucumber Moistrizing Hand Sanitizer 50 ml	100%
Talabat KW	Dettol	OTHERS	Dettol Original Hand Sanitizer 3 x 50 ml	100%
Talabat KW	Dettol	SG	Dettol Fresh Shower gel 250 ml (Pack of 2)	100%
Talabat KW	Dettol	SG	Dettol Fresh Shower gel 500 ml + 250 ml	100%
Talabat KW	Dettol	SG	Dettol Original Shower gel 250 ml (Pack of 2)	100%
Talabat KW	Dettol	SG	Dettol Original Shower gel 500 ml + 250 ml	100%
Drops	Airwick	Aerosols	Airwick Pure Spring Delight Air Freshener	100%
Drops	Airwick	Kits refills	Air Wick Cherry Blossom Scented Oil Refill	100%
Drops	Airwick	Reeds	Air Wick Life Scents Green Apple, Crisp Linen, Fresh Oil Reed Diffuser	100%