Blinkit
India's Last Minute App

OUTLET LOCATION
All ▼

**OUTLET SIZE**
All ▼

ITEM TYPE
All ▼

$1.2M TOTAL SALES

$141 AVERAGE SALES

3.9 AVERAGE RATING

8523 NO OF ITEMS

OUTLET ESTABLISHMENT

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

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

2010
2015
2020

Total Sales	Average Sa...	Average Ra...	No of Items

FAT CONTENT
● Low Fat ● Regular

$425.4K

$1.2M
Total Sales

$776.3K

ITEM TYPE

Fruits a...	$0.18M
Snack F...	$0.18M
Househ...	$0.14M
Frozen ...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking ...	$0.08M
Health ...	$0.07M
Meat	$0.06M
Soft Dri...	$0.06M
Breads	$0.04M
Hard Dr...	$0.03M
Others	$0.02M
Starchy ...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M
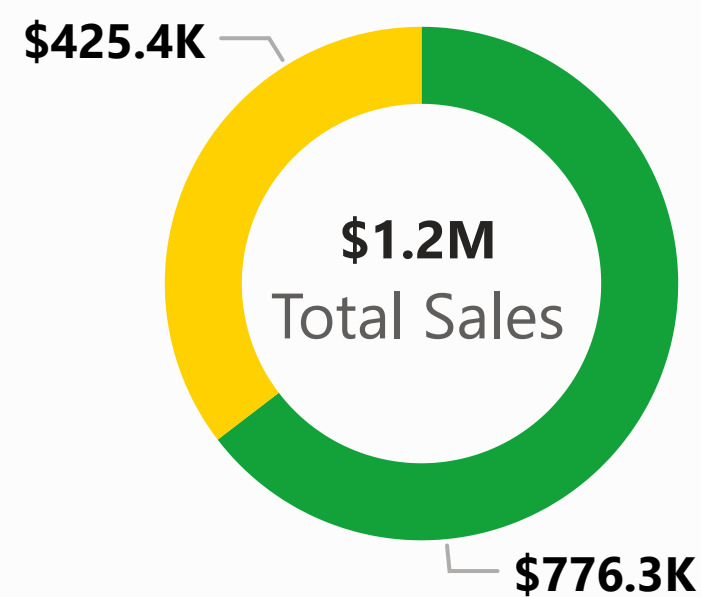
FAT CONTENT BY OUTLET
● Low Fat ● Regular

Tier 3	$0.31M / $0.17M
Tier 2	$0.25M / $0.14M
Tier 1	$0.22M / $0.12M
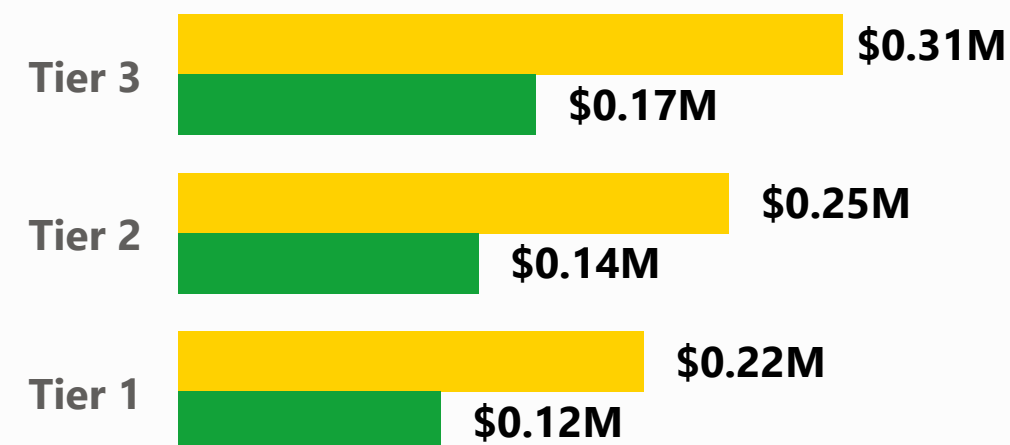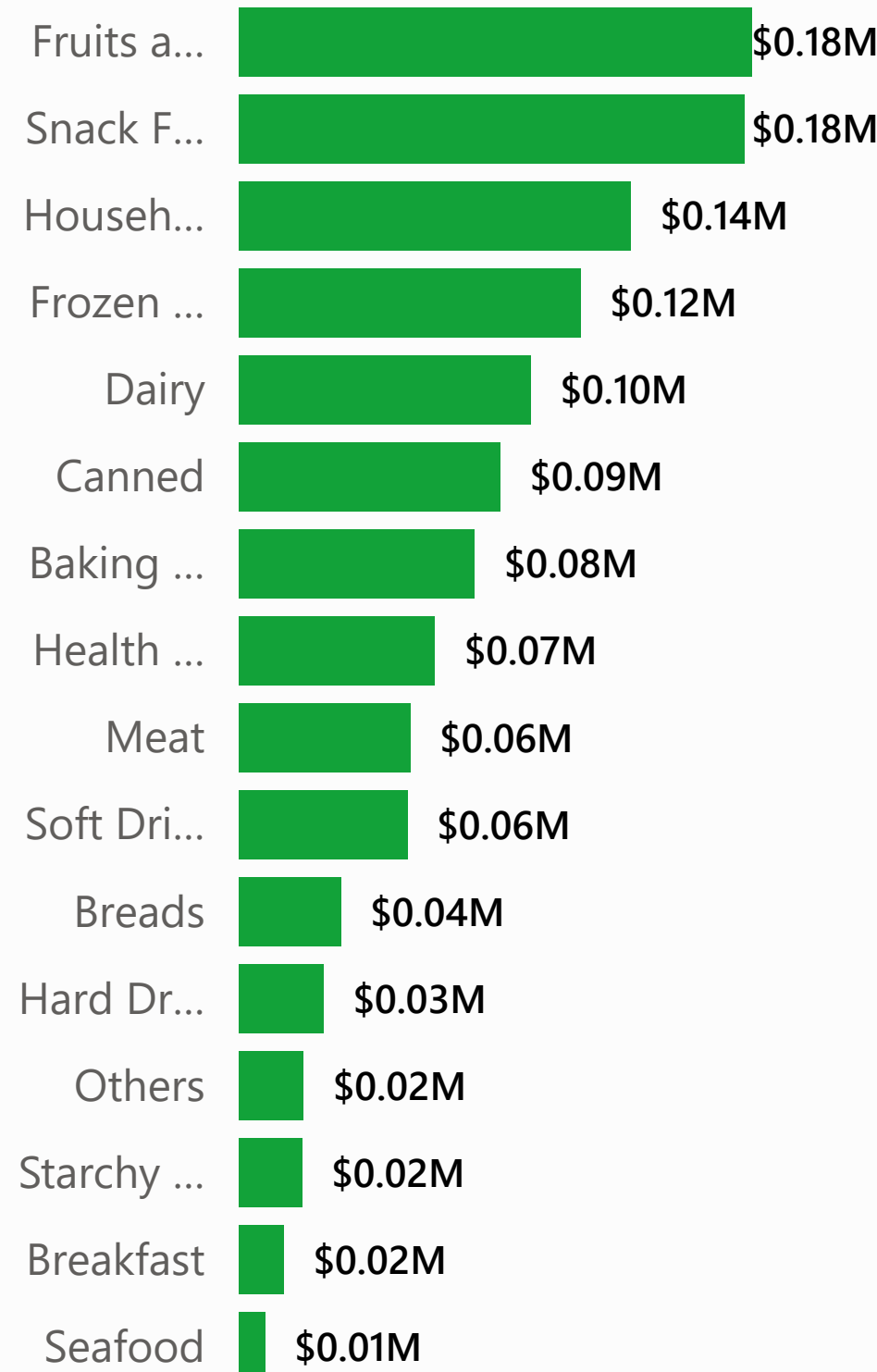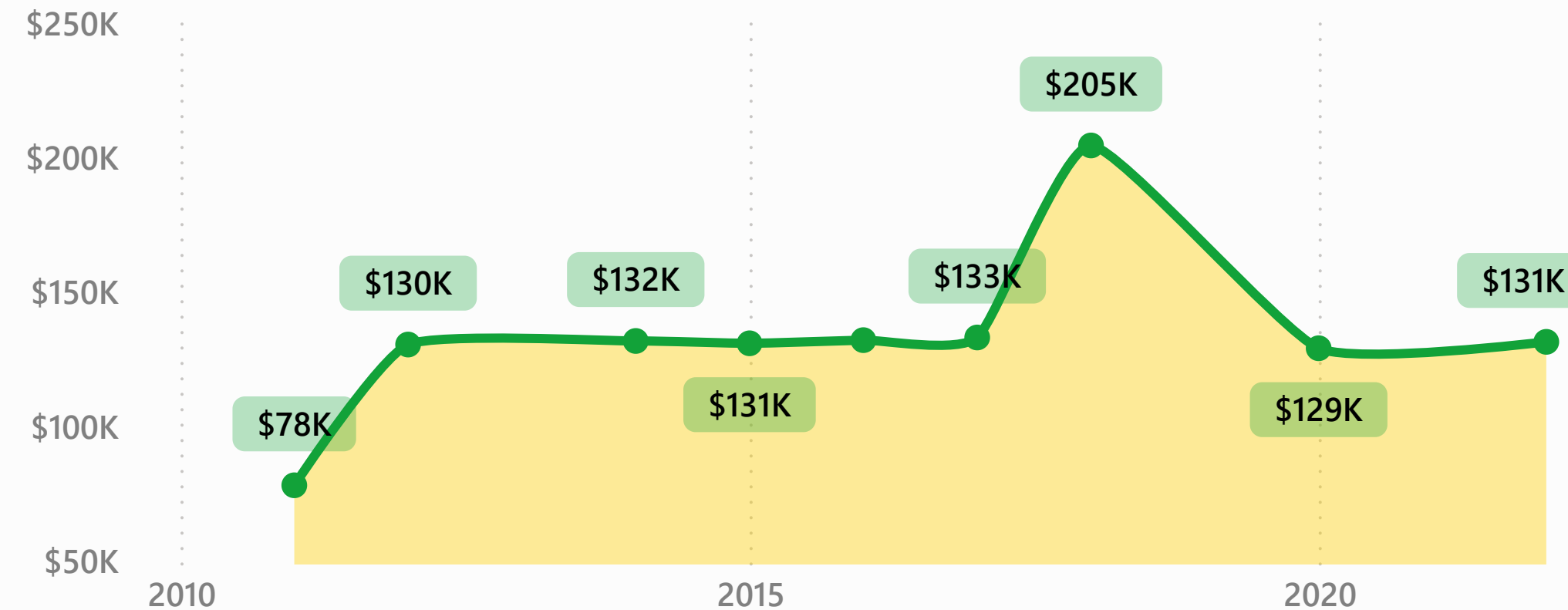
OUTLET SIZE
● Medium ● Small ● High

$249.0K
$507.9K
$444.8K

OUTLET LOCATION

100%

Tier 3	$472.1K
Tier 2	$393.2K
Tier 1	$336.4K

71.3%
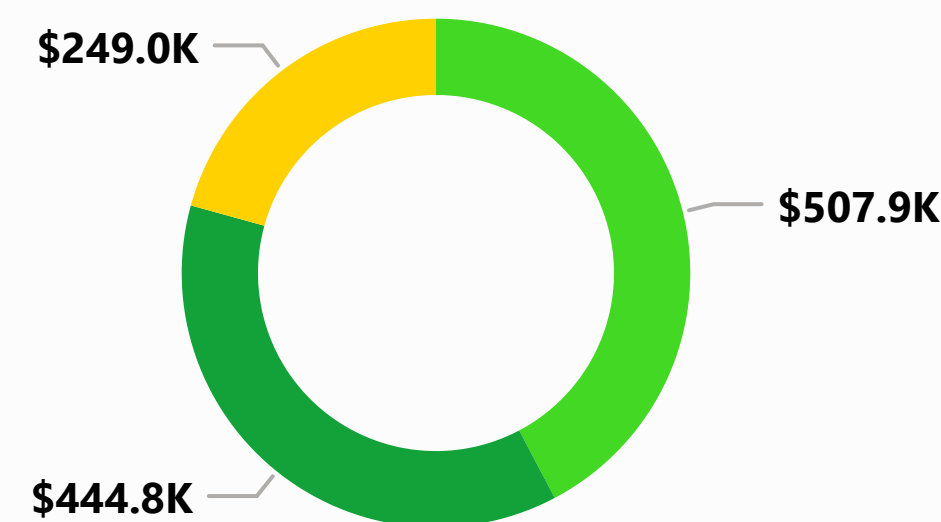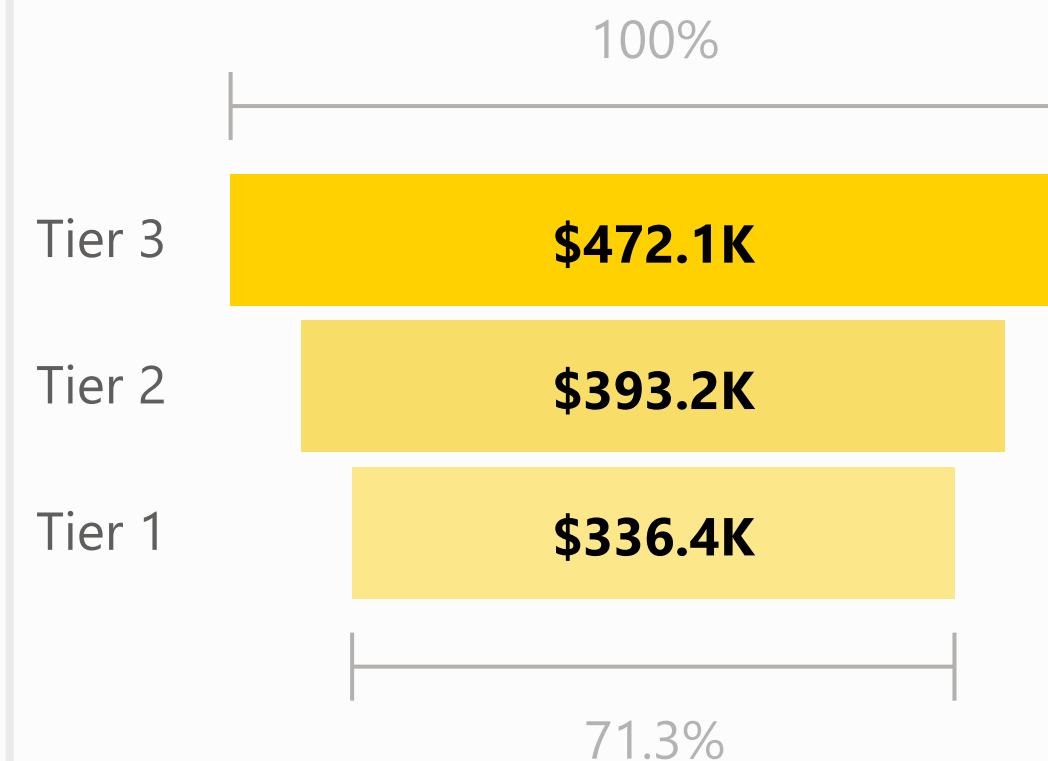
OUTLET TYPE

Outlet Type	Total Sales	Average Sales	Average Rating	No of Items	Item Visibility ▼
Supermarket Type1	$0.8M	$141	4	5577	338.7
Grocery Store	$0.2M	$140	4	1083	113.6
Supermarket Type2	$0.1M	$142	4	928	56.6
Supermarket Type3	$0.1M	$140	4	935	54.8