Blinkit
India's Last Minute App

Outlet Location Type
All

Outlet Size
All

Item Type
All

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

OUTLET ESTABLISHMENT

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

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

2010 — 2015 — 2020

Total Sales	Avg Sales	No of Items	Avg Rating

FAT CONTENT

● Low Fat ● Regular

$425.4K (35.4%)

$1.2M Total Sales

$776.3K (6...)

ITEM TYPE

Item Type	
Fruits an...	$0.18M
Snack Fo...	$0.18M
Househ...	$0.14M
Frozen F...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking G...	$0.08M
Health a...	$0.07M
Meat	$0.06M
Soft Drin...	$0.06M
Breads	$0.04M
Hard Dri...	$0.03M
Others	$0.02M
Starchy ...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M

$0.0M — $0.1M — $0.2M
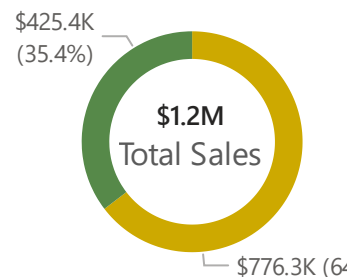
FAT BY OUTLET

● Low Fat ● Regular

- Tier 3
- Tier 2
- Tier 1

$0.0M — $0.2M — $0.4M
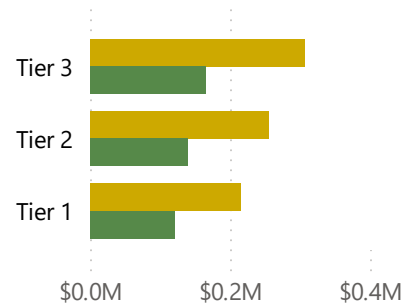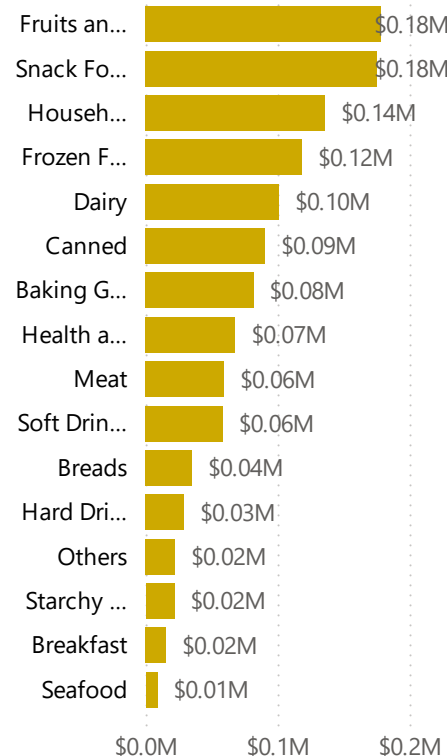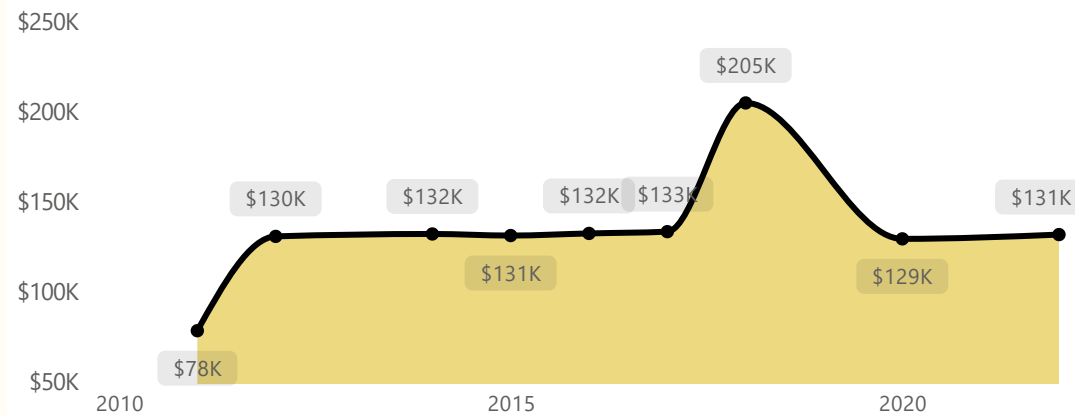
OUTLET SIZE

● Medium ● Small ● High

$249.0K (20.72%)

$507.9K (42.27%)

$444.8K (37.01%)

OUTLET LOCATION

100%

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

71.3%
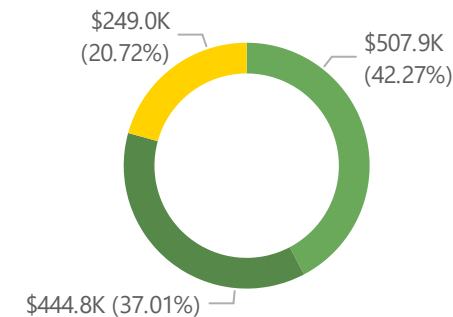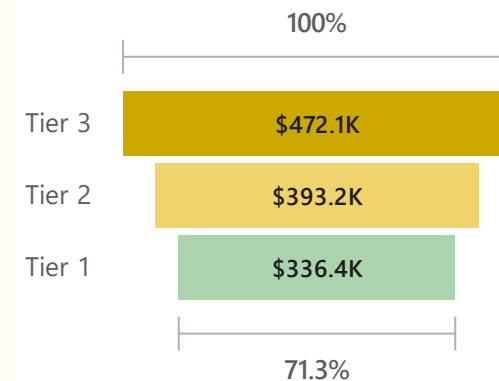
Outlet Type	No of Items	Total Sales	Avg Rating	Avg Sales	Item Visibility
Supermarket Type1	5577	$7,87,549.9	4	$141	338.65
Grocery Store	1083	$1,51,939.1	4	$140	113.57
Supermarket Type3	935	$1,30,714.7	4	$140	54.80
Supermarket Type2	928	$1,31,477.8	4	$142	56.62