

blinkit

India's Last Minute App

Outlet Location Type

All

Outlet Size

All

Item Type

All

TOTAL SALES

\$1.20M

AVERAGE SALES

\$141

NO. OF ITEMS

8523

AVERAGE RATING

3.9

OUTLET ESTABLISHMENT

Year	Sales
2012	\$78K
2013	\$130K
2014	\$129K
2015	\$132K
2016	\$132K
2017	\$133K
2018	\$133K
2019	\$132K
2020	\$131K
2021	\$131K
2022	\$131K

OUTLET SIZE

Medium

Small

High

Size	Sales
Medium	\$444.79K
Small	\$248.99K
High	\$507.90K

OUTLET LOCATION

Tier 3

Tier 2

Tier 1

Tier	Sales
Tier 3	472.13K
Tier 2	393.15K
Tier 1	336.40K

OUTLET TYPE

Outlet Type

Supermarket Type2

Supermarket Type1

Grocery Store

Supermarket Type3

Total Sales

\$131.48K

\$787.55K

\$151.94K

\$130.71K

No. of Items

928

5577

1083

935

Avg Sales

\$142

\$141

\$140

\$140

Avg Rating

4

4

4

4

Item Visibility

56.62

338.65

113.57

54.80

FAT CONTENT

Total Sales

Low Fat

Regular

Fat Content	Sales
Low Fat	\$425.36K
Regular	\$776.32K
Zero	\$0.14M

ITEM TYPE

Average Sales

No. of Items

Average Rating

Item Type	Sales	Rating
Fruits and...	\$0.18M	3.9
Snack Foods	\$0.18M	3.9
Household	\$0.14M	3.9
Frozen Foo...	\$0.12M	3.9
Dairy	\$0.10M	3.9
Canned	\$0.09M	3.9
Baking Go...	\$0.08M	3.9
Health and...	\$0.07M	3.9
Meat	\$0.06M	3.9
Soft Drinks	\$0.06M	3.9
Breads	\$0.04M	3.9
Hard Drinks	\$0.03M	3.9
Others	\$0.02M	3.9
Starchy Fo...	\$0.02M	3.9
Breakfast	\$0.02M	3.9
Seafood	\$0.01M	3.9

FAT BY OUTLET

Low Fat

Regular

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