

Gold, Gift Hampers & Gadgets – brands that sparked this Diwali!

12th Nov, 2021

BY RIYA

The festival of lights symbolized the victory of light over darkness, good over evil & knowledge over ignorance. Over the years, Diwali has become all that and more. It has single-handedly become the biggest shopping season in India! Splurging on a new Smart TV or Fridge, or a furniture upgrade at home has become customary during Diwali. Not to forget buying gold and gifts for all your loved ones!

As more and more people are doing their Diwali shopping online, we decided to look at the data, see what people were browsing and buying. And more importantly, which brands spruced up their **Digital Shelf** & put their best foot forward this Diwali Season.

Methodology

- *We tracked the first 250 products on Amazon & Flipkart against specific keyword searches & product categories.*
- *Share of Search (SoS): The percentage of products that appeared on the search results page on Amazon or Flipkart belonging to a brand, against a specific keyword or category.*
- *Dates of Crawl during the Flipkart Big Billion Day / Amazon Great Indian Festival.*
- Pre-sale period: 1st October 2021



- Sale Period: 3rd to 10th October 2021
- Post Sale Period: 11th - 18th October 2021

India's E-Commerce Gold Rush

YouGov reported that almost three in ten urban Indians (28%) are planning to spend on gold in the next 3 months. Seven in ten (69%) of these prospective gold buyers agreed with the statement, "Diwali is the best time to buy gold", highlighting their inclination to spend during the festive season. Also, the same survey showed that Tanishq was the most trusted gold brand. With Kalyan Jewellers, Malabar Gold & Diamonds and PC Jewellers also making it to the top 5 list.

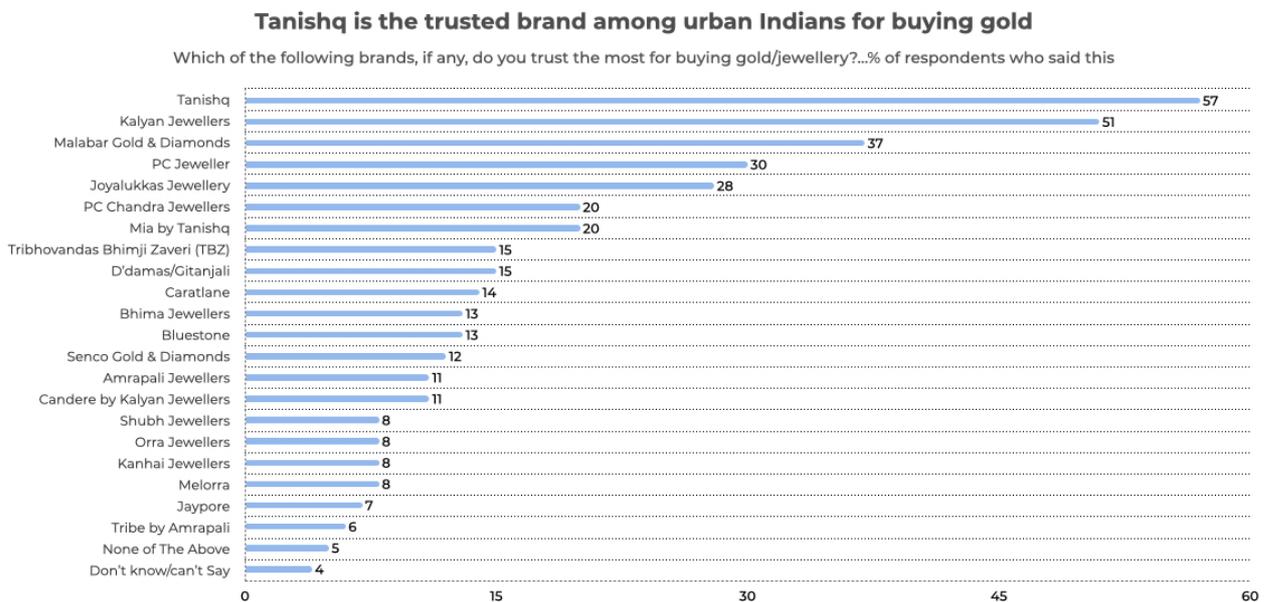
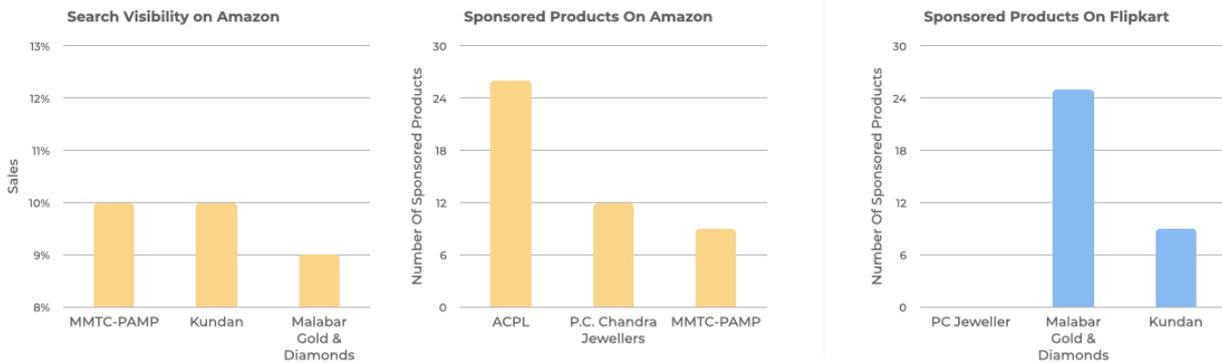


Image Courtesy YouGov

While traditionally Gold was mostly sold offline, that trend has fast changed. We tracked brands that had the highest Share of Search against the keyword "Gold Coin" on both Amazon & Flipkart to see if Tanishq, Malabar Gold, PC Jewellers – the big trusted names in jewellery were making their mark online.

Search insights for the keyword "Gold Coin"



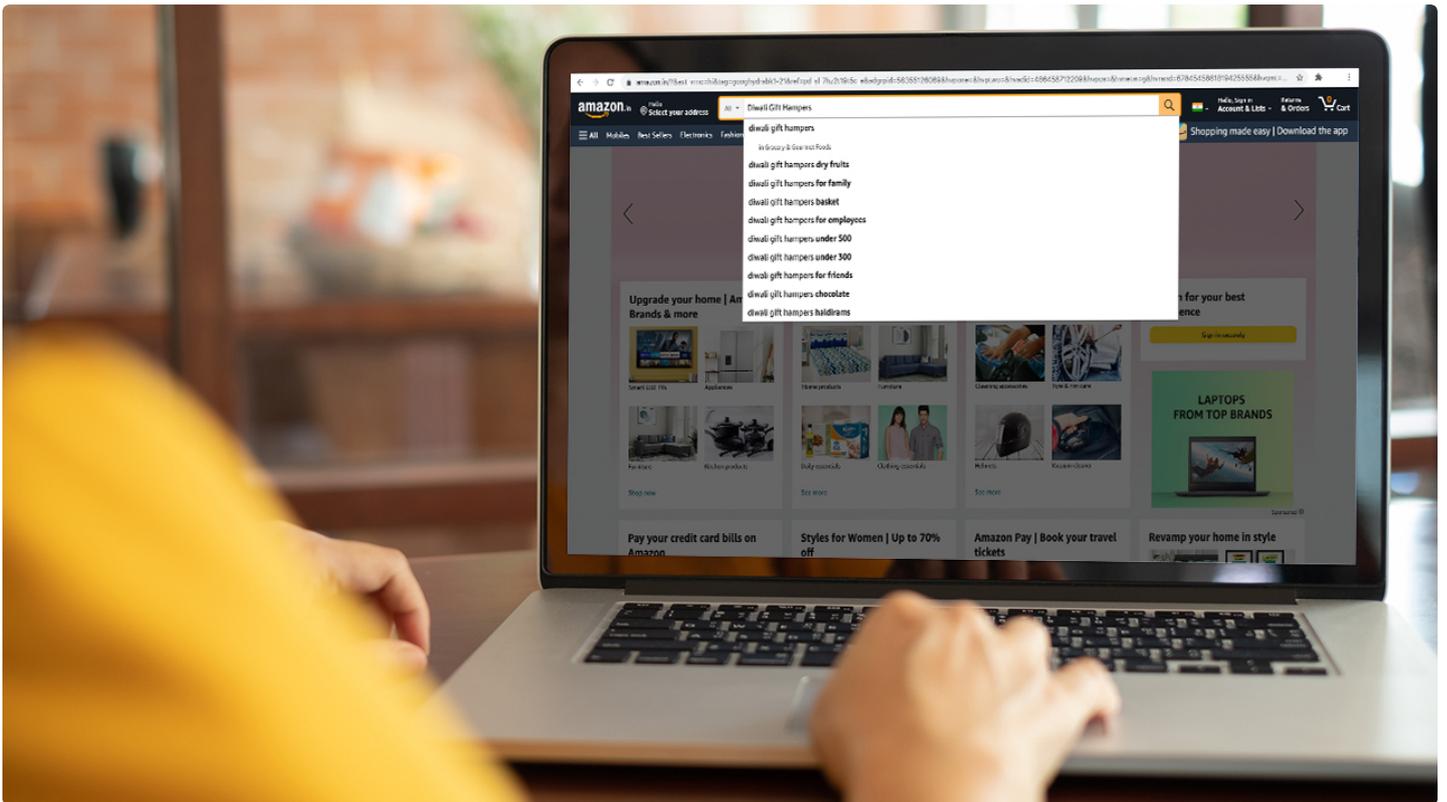
Search Insights for Gold Coin

- On **Amazon**, **MMTC-PAMP** (a joint venture between Switzerland-based PAMP SA & MMTC Ltd, a Government of India undertaking) and **Kundan** had the highest visibility for the keyword “Gold Coin” at 10%, followed by **Malabar Gold** at 9%. (Refer to above graph of Search Visibility on Amazon)
- MMTC-PAMP used the help of Sponsored ads to get this visibility. They sponsored 9 products during the sale, while **ACPL**, the largest supplier of silver in India sponsored 26 products and New Delhi-based **PC Jewellers** sponsored 12 products. (Refer to above graph of Sponsored Products on Amazon)

As recently as 2 weeks ago, MMTC-PAMP launched their e-commerce portal following in the footsteps of other jewellery brands. According to a report by the World Gold Council, the jewellery industry went through a massive slowdown amid the pandemic and prepping their e-commerce & digital strategies are likely going to be the only way forward.

- On **Flipkart**, PC Jewellers, Malabar Gold & Kundan occupied the top 3 spots on the search results page. While PC Jewellers sponsored 12 products on Amazon, on Flipkart they sponsored zero. Malabar Gold on the other hand sponsored a whopping 25 products on Flipkart! Interestingly Malabar Gold sponsored no products on Amazon for the keyword Gold Coin. (Refer to above graph of Sponsored Products on Flipkart)

Unboxing the love - Branded Diwali Gift Hampers



Branded-Diwali-Gift-Hampers

Now let's talk about Diwali Gifts. How often have you thought of buying someone a Diwali gift but had absolutely no idea what to get them? You're not alone! A lot of consumers would simply run a search for "Diwali Gift Hampers" or Diwali Gifts" in the hope to stumble across a great gifting idea and make an instant purchase! Smart brands who know this make sure their products have organic or sponsored visibility against these keywords

On **Amazon**, **Tied Ribbons**, a D2C gift and Décor company had the highest number of Sponsored products (15) against the keyword *Diwali Gift* followed by the iconic Brand **Archies** with (14) products.

Flipkart had a whole bunch of smaller brands and sellers optimizing their products for this keyword. Some bigger, more known brands like Chaayos, Cadbury, D2C Tea brand Vahdam did have visibility for the keywords "Diwali Gift Hampers/ Diwali Gifts" but they were way down on the list, at the bottom of the search results page, or on Page 2.

Was this a missed opportunity for them?

Give your home a festive upgrade!

Diwali is a perfect time to upgrade or buy new electrical appliances for your home. Great prices, new product launches, and an unmatched festive feeling make it even more ideal to make new purchases. If you're eyeing smart innovative electrical appliances for your home this year and decided to go make your purchase during the Flipkart Big Billion Day or Amazon Great

Indian Festival, let's take a look at which brands made sure they showed up **right on top in your online search.**

We tracked search visibility for 5 keywords in the home appliance space – Smart TV, Washing Machine, Microwave, Air Conditioner & Refrigerators to see which brands had the highest share of search

Brands with the highest Share of Search on AMAZON

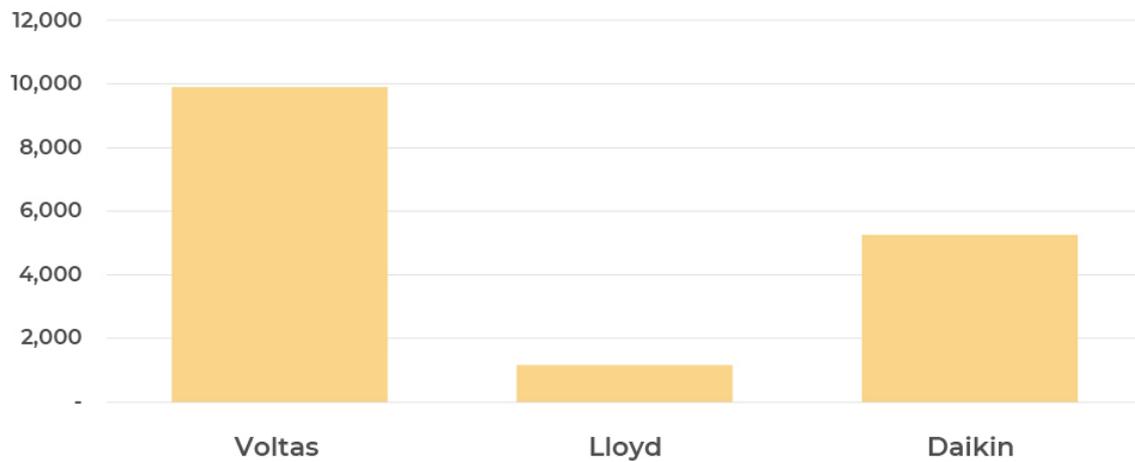
| Keywords | Smart TV | Washing Machine | Microwave | Air Conditioners | Refrigerators |
|----------|----------------|-----------------------|-----------------------|------------------|------------------|
| 1st | Samsung | LG | LG | Voltas | Whirlpool |
| 2nd | LG | Samsung | Samsung | Lloyd | Samsung |
| 3rd | tcl | Bosch | Godrej | Daikin | LG |
| 4th | Kodak | IFB Appliances | Whirlpool | Blue Star | Godrej |
| 5th | Oneplus | Whirlpool | IFB Appliances | Panasonic | Haier |

Brands with the Highest Share of Search on Amazon

- ➔ On **Amazon**, both Samsung & LG had high visibility across all products except Air Conditioners!
- ➔ For ACs, Voltas had the highest share of search even though they sponsored 0 products! And that's definitely noteworthy. So what really gave them the edge and put them in this winning position?

We took a look at their **product reviews** to draw an analysis. Voltas ACs had close to 10k reviews! The highest in the AC category. Ratings & Reviews play a key role in helping brands drive their Digital Shelf experience. Customers trust user-generated content more than information brands share with them. Also, Amazon's A9 algorithm prioritizes products with better reviews & shows them higher up in search – a low-cost & organic way for brands to get to the top without spending money on Sponsored ads!

AC Brand with the highest number of reviews



Most loved Air Conditioner brand

- When it comes to washing machines, Lloyd & White Westinghouse (trademark by Electrolux) sponsored the maximum number of products in the category, this gave them the highest Sponsored SoS (13%) on the first page.
- While their sponsored visibility was high, their overall SoS was low which is why they didn't organically feature in the top 5. Sponsoring products is a great but expensive way to artificially boost product visibility during sale periods. Brands need to go the Voltas route by optimizing their **reviews & rating** or **content**, to organically gain and sustain product visibility.

... & here are the brands that made it to the top on **Flipkart**.

Brands with the highest Share of Search on FLIPKART

| Keywords | Smart TV | Washing Machine | Microwave | Air Conditioners | Refrigerators |
|----------|-----------------|-------------------------|------------------|------------------|------------------|
| 1st | Samsung | LG | LG | Voltas | Whirlpool |
| 2nd | LG | Whirlpool | Samsung | LG | Samsung |
| 3rd | Sony | Samsung | Godrej | Carrier | LG |
| 4th | TCL | IFB | Panasonic | Blue Star | Godrej |
| 5th | Motorola | Marq by Flipkart | Whirlpool | Daikin | Haier |

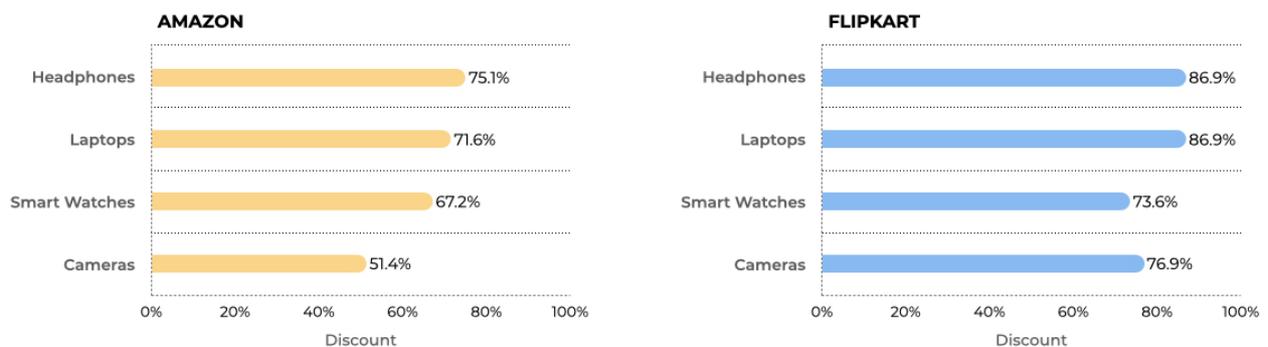
Brands with the Highest Share of Search-on-FLIPKART

Gift-worthy gizmos!

Buy the latest gadgets and pamper yourself this Diwali or gift them to your loved ones! You could be looking to upgrade your laptop, or buying a fancy DSLR or Smartwatch, buying it online may be your best bet. Discounts have dwindled over the years but you may still get the most lucrative discounts online. Let's look at the discounts offered on Amazon & Flipkart for some gift-worthy gizmos like Laptops, Cameras, Smart Watches & Headphones this festive season.

The platform that offered the highest number of products in their catalog at a discount

Flipkart offered a higher number of products on discount

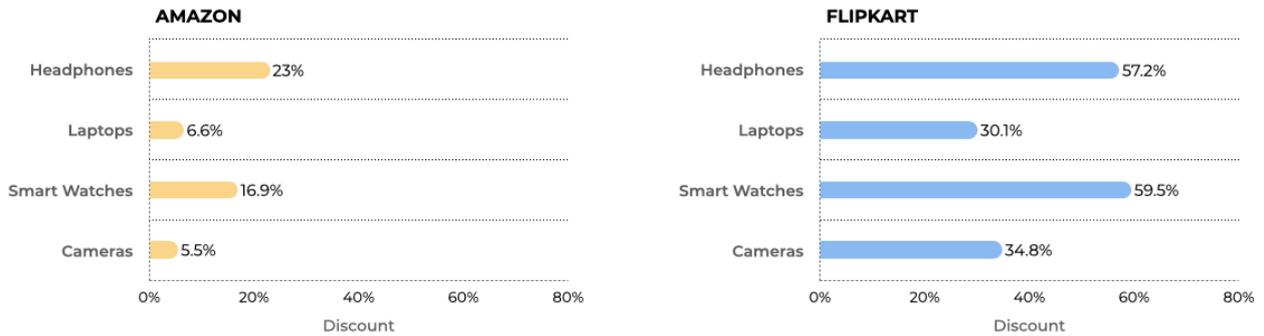


On **Amazon**, during the sale, the headphones category offered a 75% of products on discount as compared to the pre-sales period. That number was just around 51% for cameras. Far more number of products were discounted on **Flipkart** - 87% for headphones & laptops. And cameras 77%. So if you

were looking to shop for gadgets around Diwali, Flipkart would've been a better bet.

Let's look at which platform offered the highest percentage of discounts on products.

Flipkart offered the highest % discounts across these 4 categories



Discounts were higher across all 4 product categories!

Apart from more products being discounted on Flipkart, Flipkart also offered higher discounts across these 4 categories. Discounts were higher across all 4 product categories!

Do you know if your brand is prepped and ready to make an impact on a Big Festival Sale Day? Or simply just wondering if your Digital Shelf is optimized with the right price, discounts, reviews and keywords? Our team can DataWeave can help! [Reach out to our Digital Shelf experts to learn more.](#)

- Riya Anand

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