



# 'FESTIVE OCTOBER' ONLINE SALES REPORT

Powered By

**BRAND INTELLIGENCE DASHBOARD**

 **phonecurry**

**OCT 2019**

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*\*For select readership only*

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# Introduction to Brand Intelligence Dashboard (BID)

## What is BID?

PhoneCurry's Brand Intelligence Dashboard is a unique **real-time, all-in-one market intelligence tool for the phone industry**. We are here to change your expectations of what modern market intelligence looks like!

## What can it do for you?

You can use it to:

- Track Market Buzz
- Track Sales Estimates
- Track Sales Predictions
- Check the overall health of your Portfolio
- Identify Opportunities

## What data sources do we use?

We use heuristic intelligence based on a combination of *Google search data*, *User review data* from major e-commerce platforms, and *Internal data* from our consumer platform (PhoneCurry.com), among other sources, to provide you with the industry's first real-time market intelligence platform.

## Why this report?

This report is meant to bring you some insights from the online Diwali/festive sales of October 2019 - to give you *a taste of what real-time market intelligence looks like!* (And how it's different from what you are used to - the likes of IDC, Counterpoint, and others)

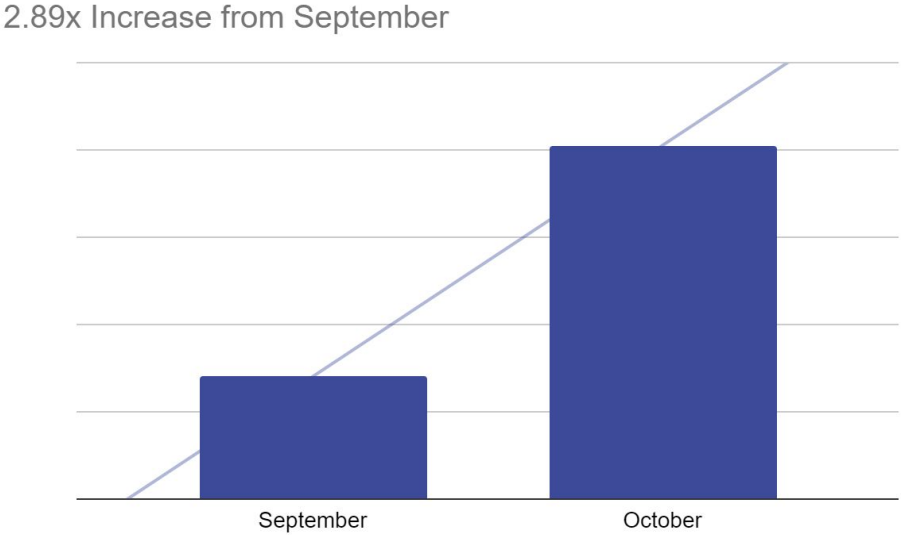
# Sales Analysis

## 1. Top 15 Interesting Insights

1. Overall online smartphone sales during October were about **3x of September**
2. **Flipkart led smartphone sales among e-commerce sites with a big 52% share**, Amazon came second with 31.9% share - together they accounted for over 80% of smartphone sales
3. **The first week of October (start of the festive season) had the best smartphone sales** - about 32% of the total festive sales
4. About **77% of the sales, were under INR 15k, and about 93% were under INR 20k**
5. While Realme and Xiaomi have been neck-and-neck in online smartphone sales in the last 2-3 months, with Realme ahead at times, and Xiaomi ahead at times, during these sales, **Xiaomi took a clear Number 1 position with a 31.1% share**, vs 20.3% for Realme which came 2nd, among all smartphone brands
6. **The most powerful comeback through was by Samsung**, which rode on the heavy popularity of the Galaxy M30s, to get a share of 17.6% in online smartphone sales, only a bit behind Realme
7. The market continues to be very top-heavy - **the Top 5 Brands (in order - Xiaomi, Realme, Samsung, Vivo, Oppo) had about 82% overall share**
8. **Infinix did quite well too, and came in 6th at 3.8% share, beating the likes of OnePlus, Nokia and Asus** - going on to show that the online market in India is heavily driven by specs, and therefore even a not-so-well-known brand that delivers the goods in terms of very competitive specs, is able to do well.
9. The brands that had the **sharpest increase in sales** relative to the month before were: **Samsung (3.6x), Oppo (2.5x), & Xiaomi (2.4x)**

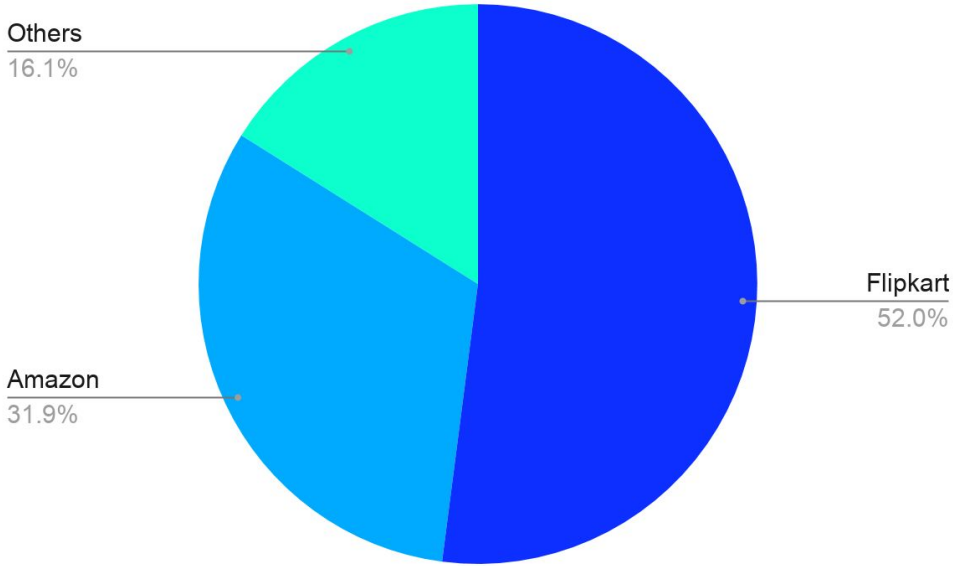
10. While the good performance of Samsung and Xiaomi is explained by an outlier phone (Galaxy M30s) and some good deals respectively, **Oppo's performance rode a lot on some aggressive marketing spend**
11. Out of the top 10 highest selling models, **4 were Xiaomi phones, 3 were Realme, 2 were Samsung, and 1 was Infinix**
12. **The highest selling phone was Samsung Galaxy M30s (4GB)**, with a high 7% overall share - the next phone Redmi Note 7S, had a 3.5% share
13. **The success of the M30s is again, in our opinion, a reflection of the fact that the Indian online consumer is extremely sensitive to specs** - with the headline spec of a 6,000mAh battery (battery life is a big factor for the Indian consumer), and decent-to-good reviews, the M30s took a big piece of the smartphone pie during the sales, and was the engine behind Samsung's good performance
14. Highest selling phones across each of the top 5 brands were: **Redmi Note 7S (4GB) {Xiaomi}, realme C2 (2GB/32GB) {Realme}, Galaxy M30s (4GB) {Samsung}, Z1 Pro (4GB) {Vivo}, and F11 (4GB) {Oppo}**
15. Phones that strongly **dominated their local price brackets** (>30% share) were **Realme C2 in 3-6k, Xiaomi Redmi Note 7 Pro in 10-12k, Samsung Galaxy M30s in 12-15k, Xiaomi Redmi K20 Pro in 20-25k, OnePlus 7 in 25-30k, OnePlus 7T in 30-40k**

## 2. Overall increase in online smartphone sales, relative to month before



Online smartphone sales during October were **2.89 times** the total sales of September.

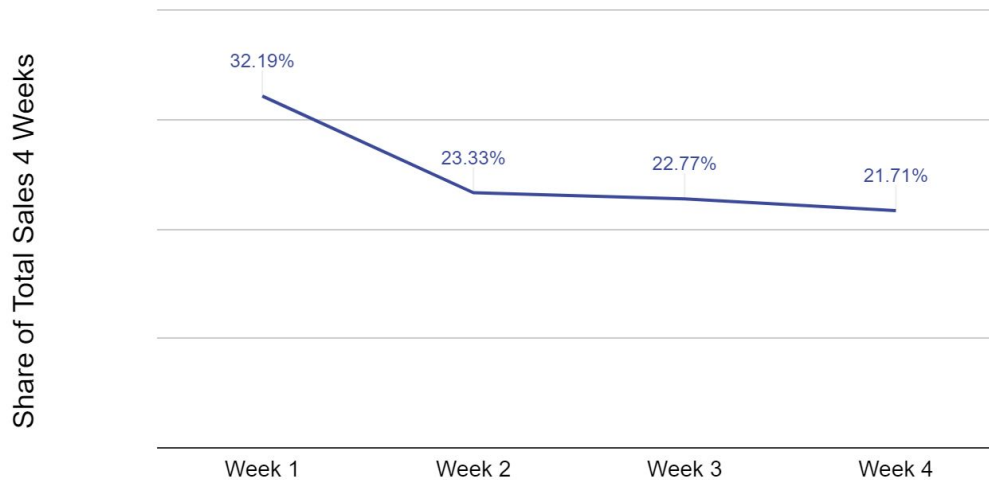
## 3. Smartphone sales across stores



Flipkart dominated the Festive period with a 52% share in total online smartphone sales.

## 4. Sales across weeks

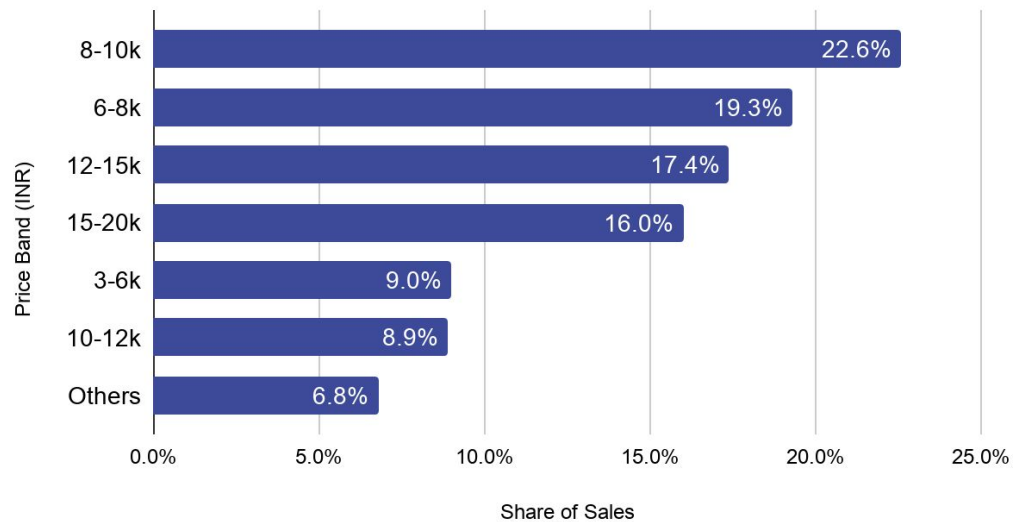
October Sales across Weeks



October 1st to October 7th marked the highest grossing week for smartphone sales in October, constituting almost a third of the total sales of the month.

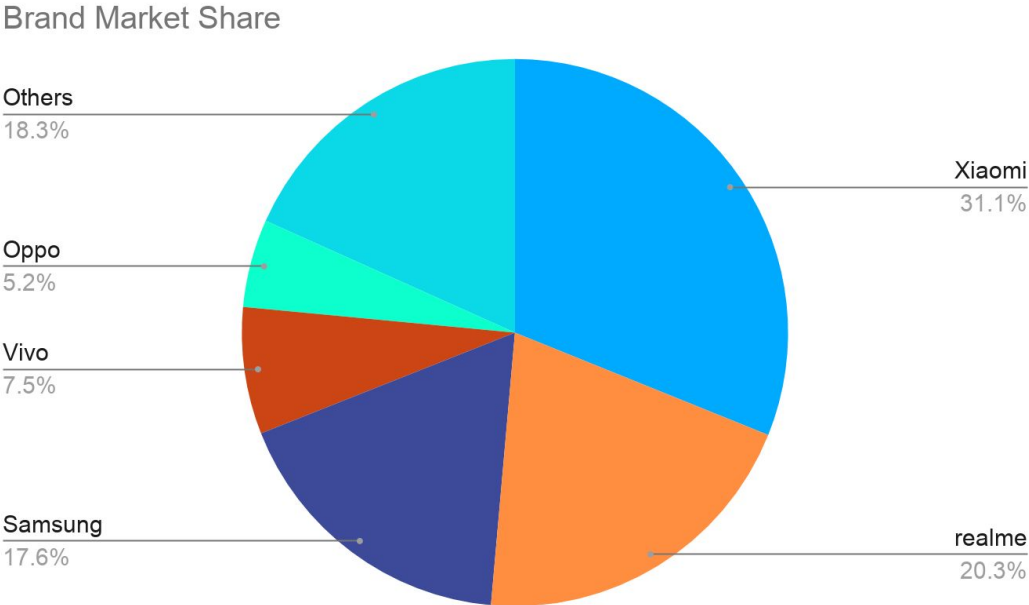
## 5. Sales across price categories

Share of Sales vs. Price Band



INR 8,000 to 10,000 took home more than 1/5th of all online sales (by volume) during the festive sale period

## 6. Overall sales across brands



Xiaomi dominated with a Brand Market Share of 31.1%, with realme finishing in second, with a Market Share of 20.3%.

Samsung, Vivo and Oppo complete the top 5 with respective Market Shares of 17.6%, 7.5% and 5.2%.



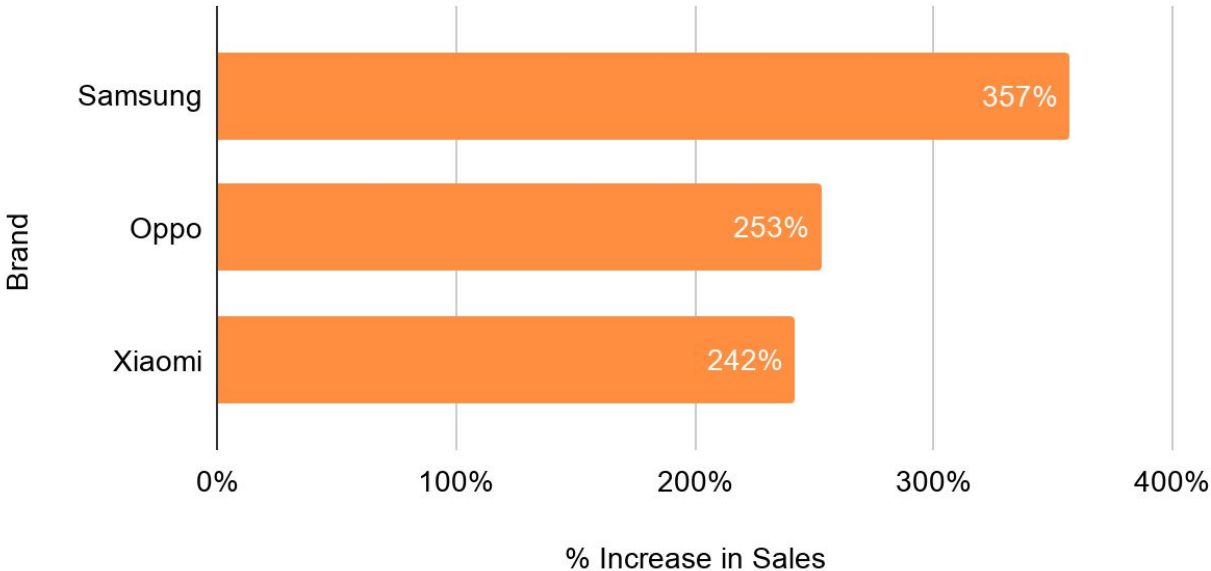
# 7. Maximum Jump in Sales

- 1. Samsung : 3.57 x
- 2. Oppo : 2.53 x
- 3. Xiaomi : 2.42 x

Samsung, Oppo & Xiaomi had the most jumps in their sales, during this period, versus September

## % Increase in Sales, Month-over-Month

September vs October

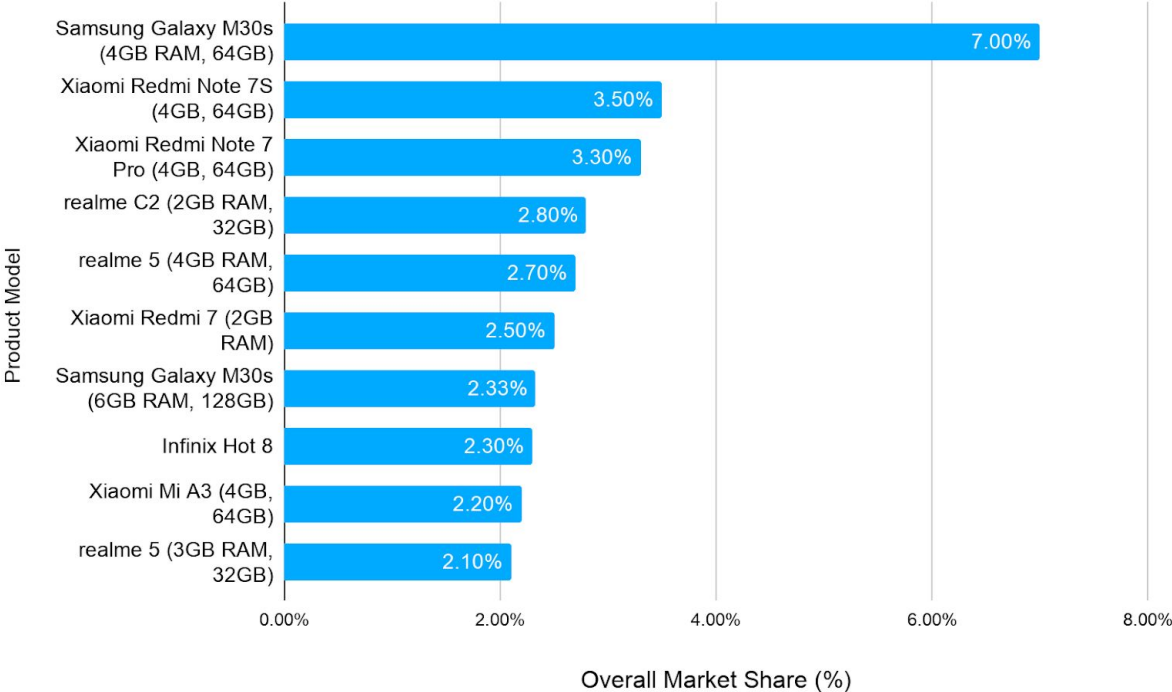


# 8. Top Selling Models

The top 10 selling models together constituted over 30% of all sales, again showing how the market is dominated by a few blockbuster models.

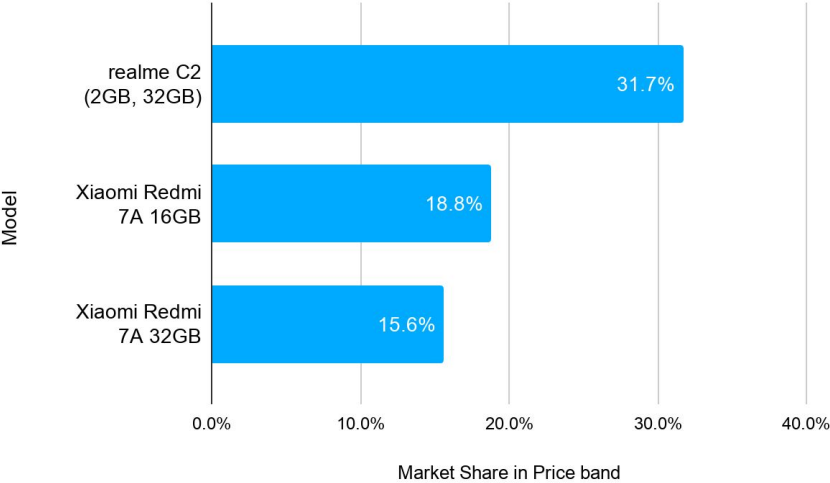
4 of the phones in the top 10 were from Xiaomi.

Overall Market Share (%) vs. Product Model



# 9. Top Selling Models Across Major Price Categories

## INR 3-6K



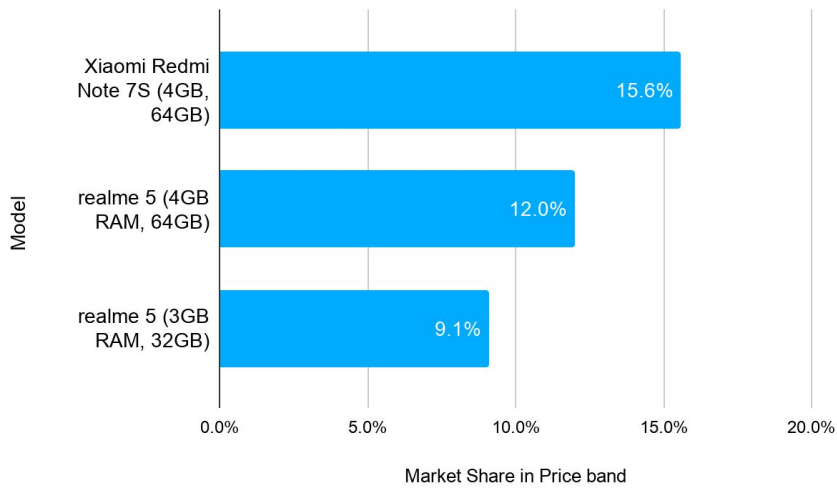
Realme led the ultra-budget category, with the Realme C2 (2GB, 32GB) leading the INR 3-6k category with a 31.7% share.

## INR 6-8K



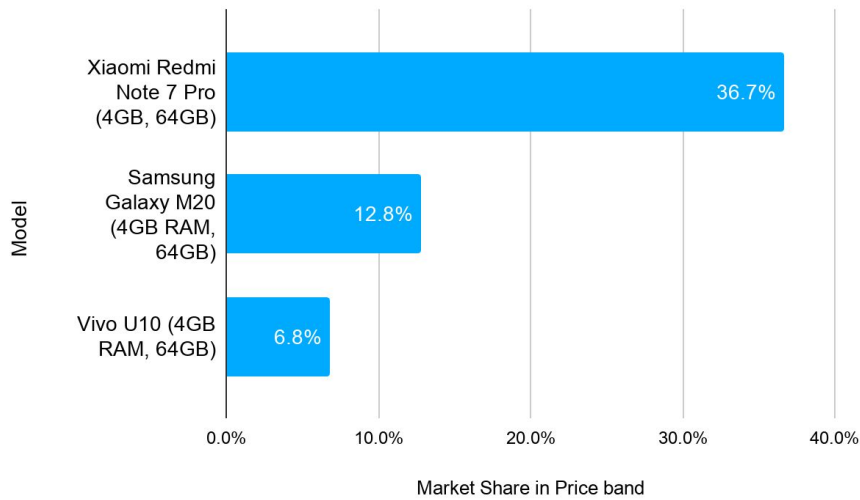
As we go to a slightly higher price category, Xiaomi Redmi 7 (2GB) led the INR 6 - 8k zone with a 12.9% share.

## INR 8-10K



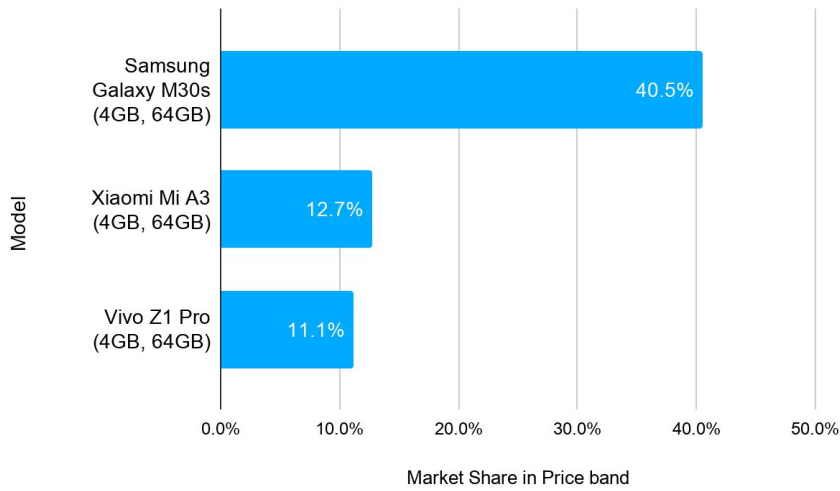
In 8-10k, again, Xiaomi continues to lead with the Redmi Note 7S (4GB, 64GB) having a market share of 15.6%.

## INR 10-12K



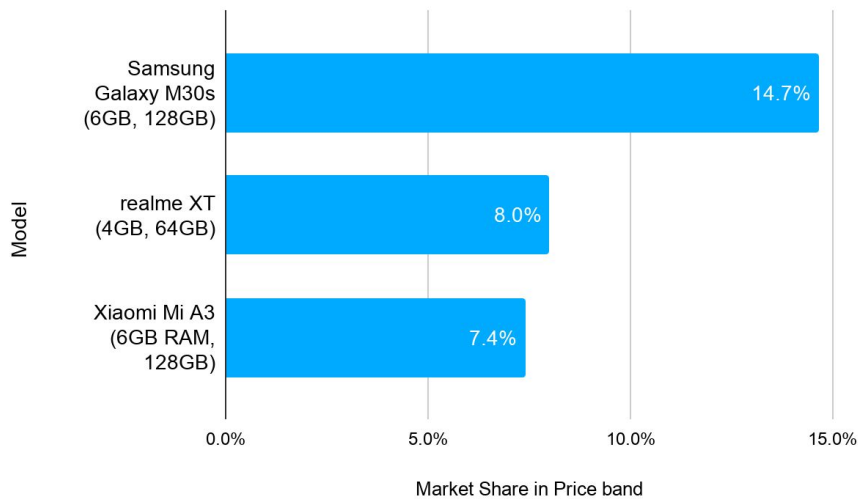
The 10-12k category was again dominated by a Xiaomi phone, the Xiaomi Redmi Note 7 Pro (4GB, 64GB), with a market share of 36.7%

## INR 12-15K



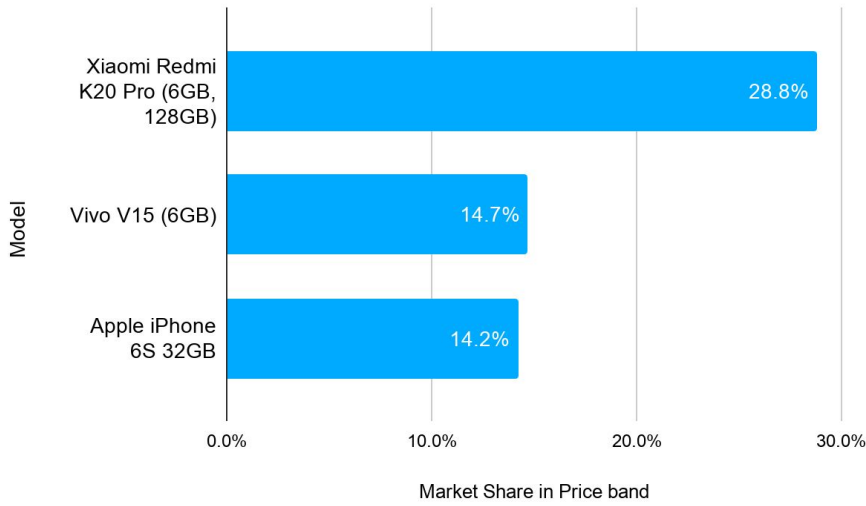
Samsung stormed the 12-15k price range, with the Samsung Galaxy M30s (4GB, 64GB) dominating strongly with a market share of 40.5%.

## INR 15-20k



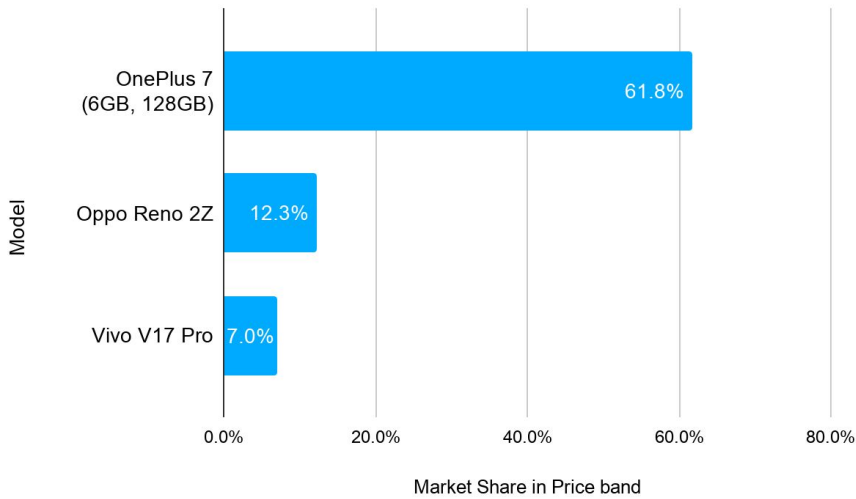
The other variant of M30s, the Samsung Galaxy M30s (6GB) led the 15 - 20k category with a market share of 14.7%.

## INR 20-25k



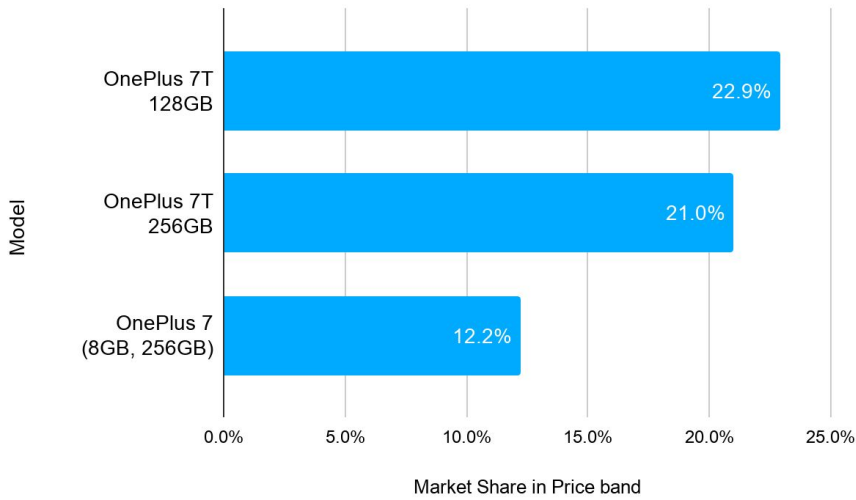
Xiaomi's budget flagship Redmi K20 Pro continued to do very well - getting a market share of 28.8% in 20-25k.

## INR 25-30k



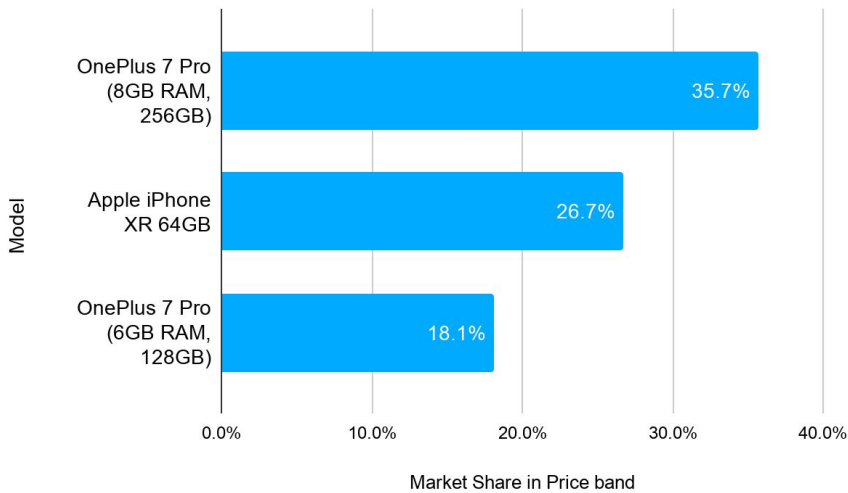
With a smart price drop that got it to below 30k, the OnePlus 7 (6GB), did very well in the 25-30k segment, getting a huge 61.8% share

## INR 30-40k



In 30-40k, the new OnePlus 7T led the sales, with a high 44% share (across 2 variants)

## INR 40-50k



As we go into the more premium price bracket of INR 40-50k, OnePlus still dominates, with the OnePlus 7 Pro taking a share of 53.8% (across 2 variants)

## Found this interesting? Get in touch with us!

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Liked the insights that real-time market intelligence can deliver? Get in touch with us, and we will be happy to show you how we can help!

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### **A little more about us**

**PhoneCurry's Brand Intelligence Dashboard** has set out to remove the old barriers between key decision-makers and critical real-time market intelligence, in the phone industry.

Our proprietary AI Systems partnered with dedicated analysts extract critical intelligence from vast data sets in changing market scenarios - continuously & meticulously.

It's time to shift to a new kind of market intelligence!

Wish you a great year ahead 😊