

zepto

Basic Review: Toothpaste

Exploring Toothpaste Category on Zepto

Market Spectrum and Range of Visibility



Toothpaste Category Overview

**INR
14.8 Cr**

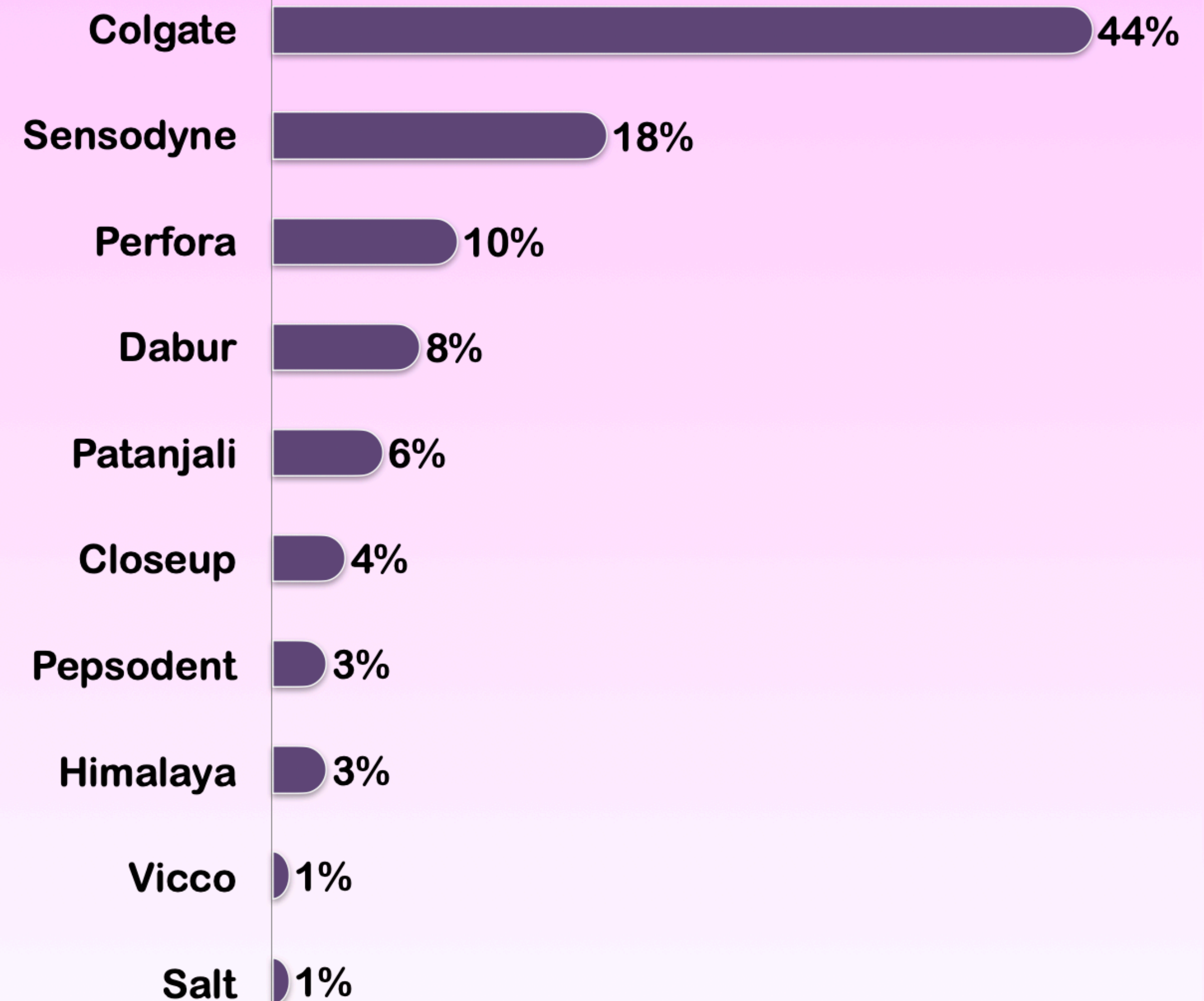
Monthly Sales

7.5 L

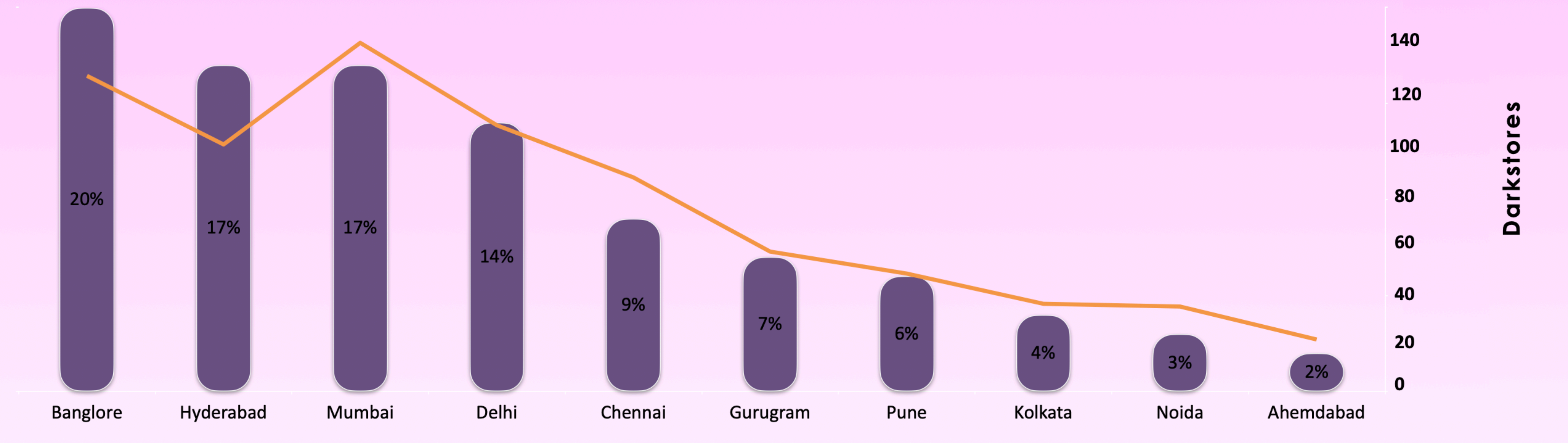
Units Sold

**INR
195**

**Average Selling
Price**



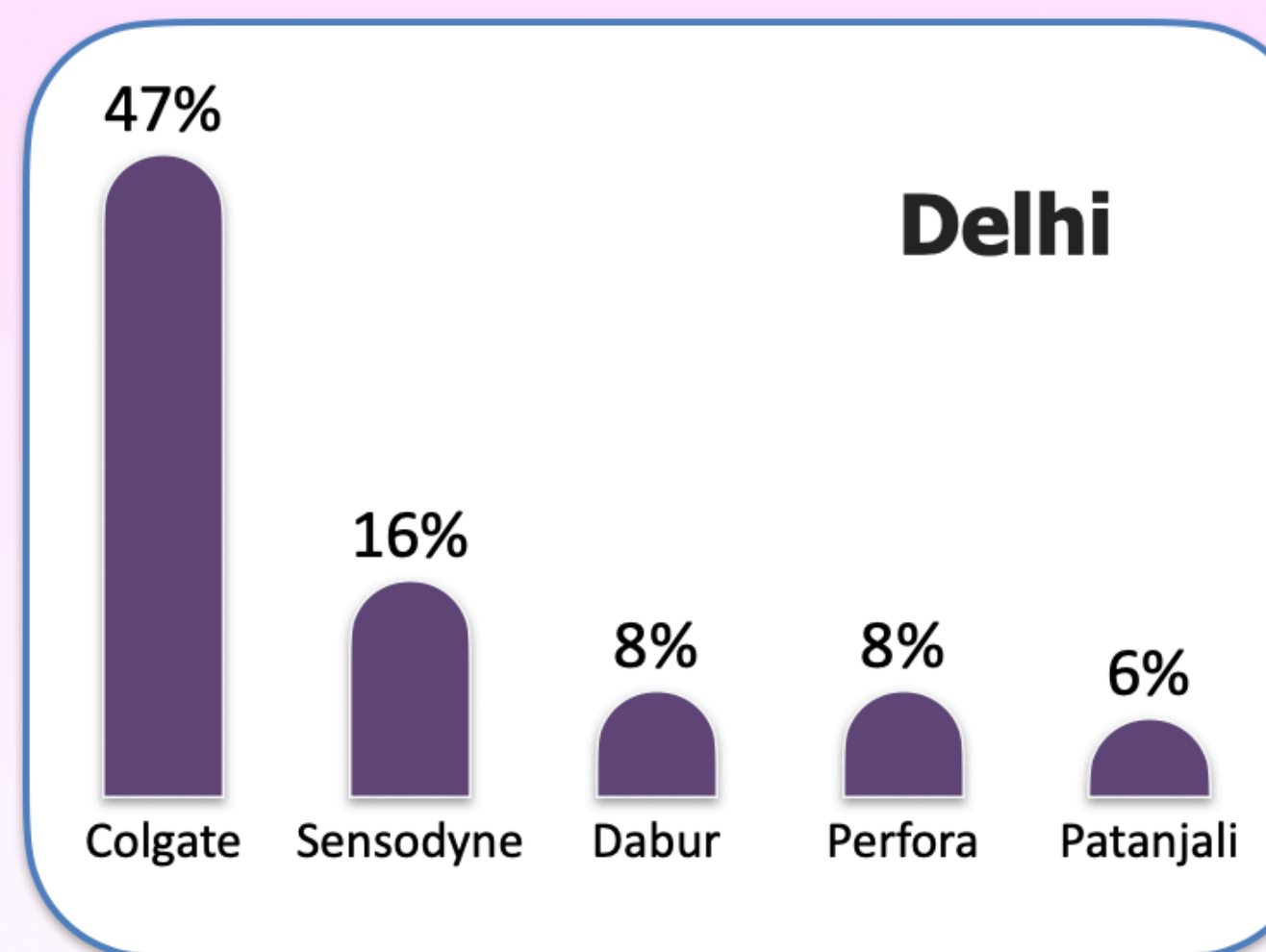
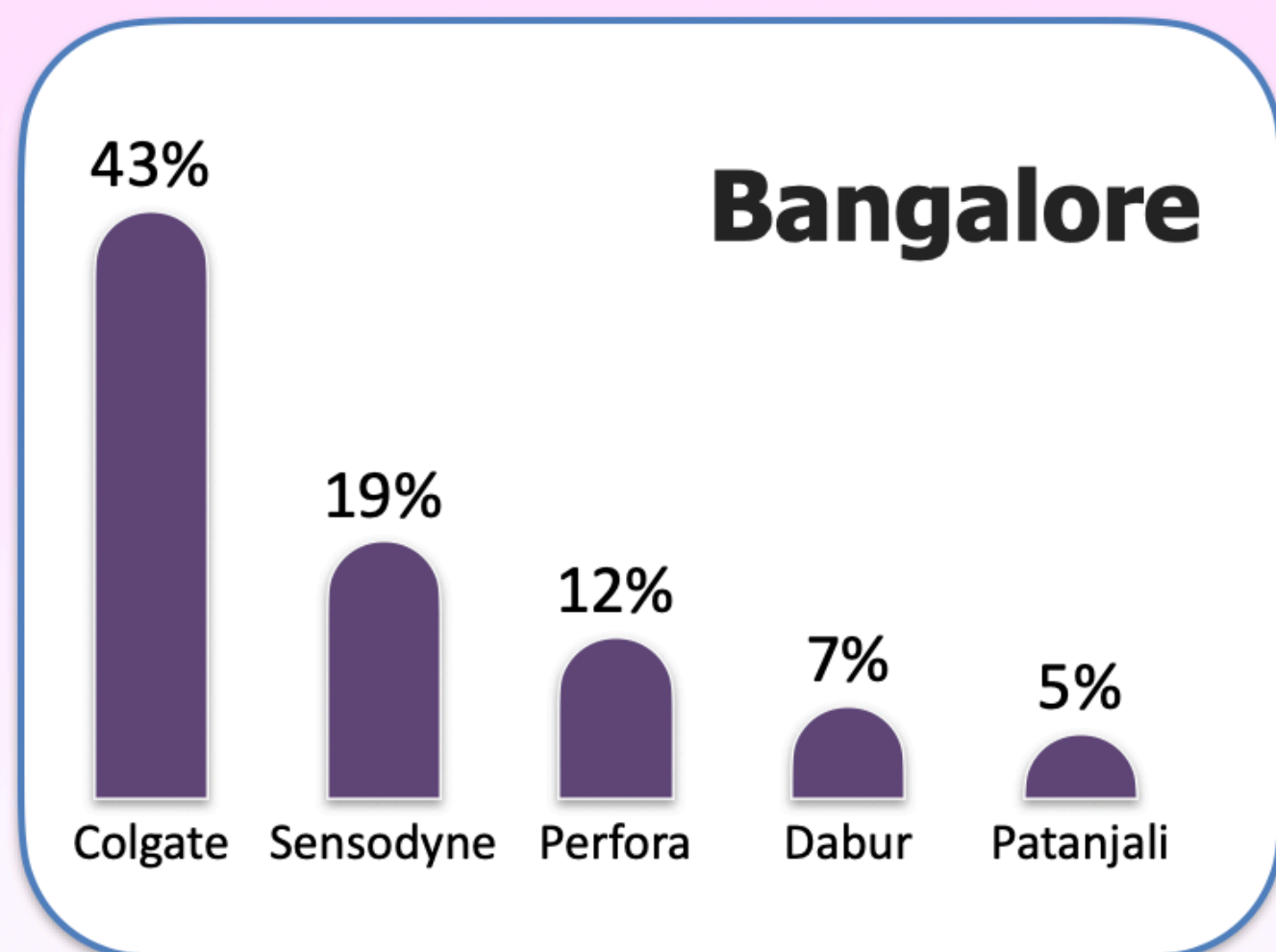
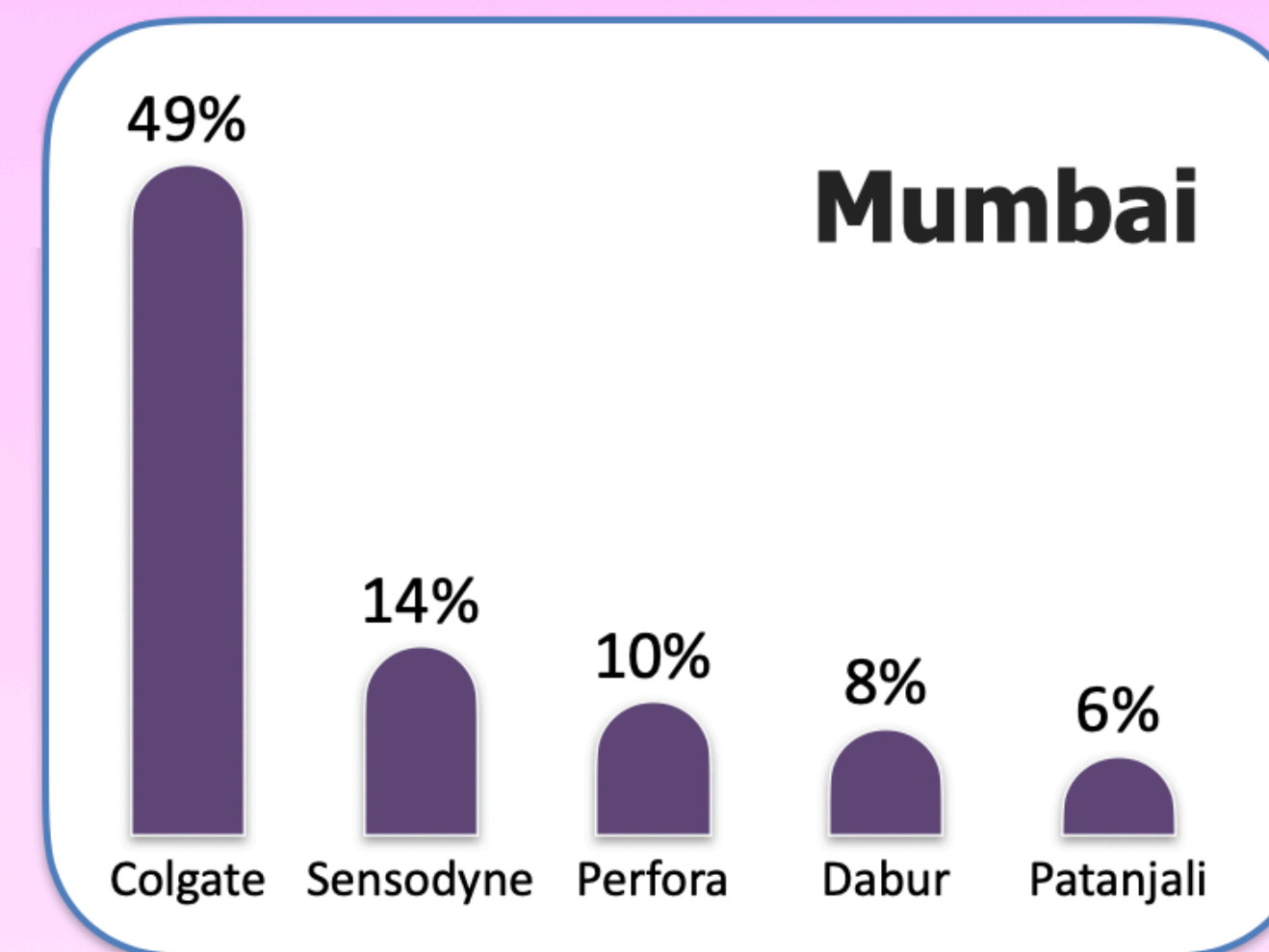
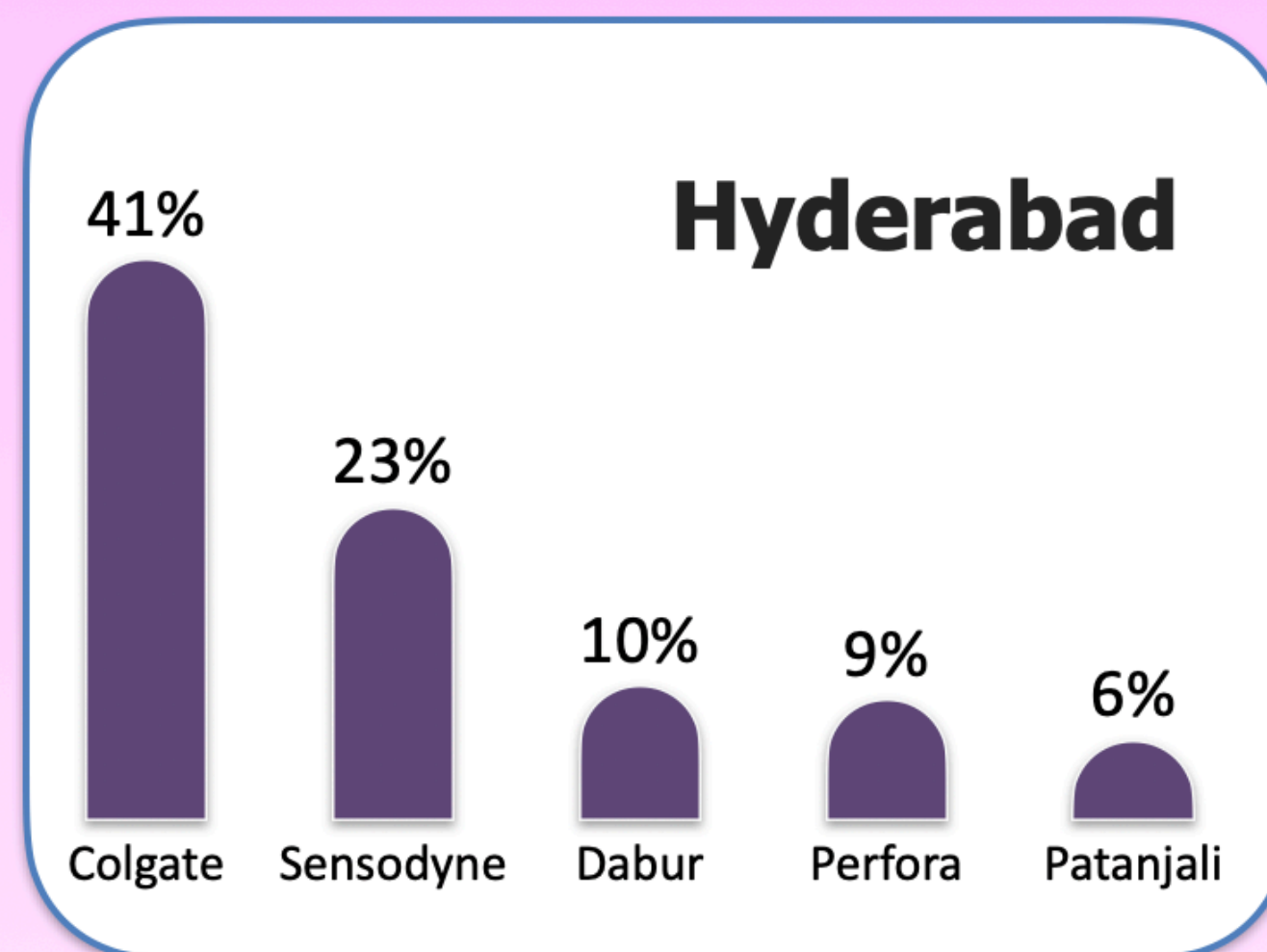
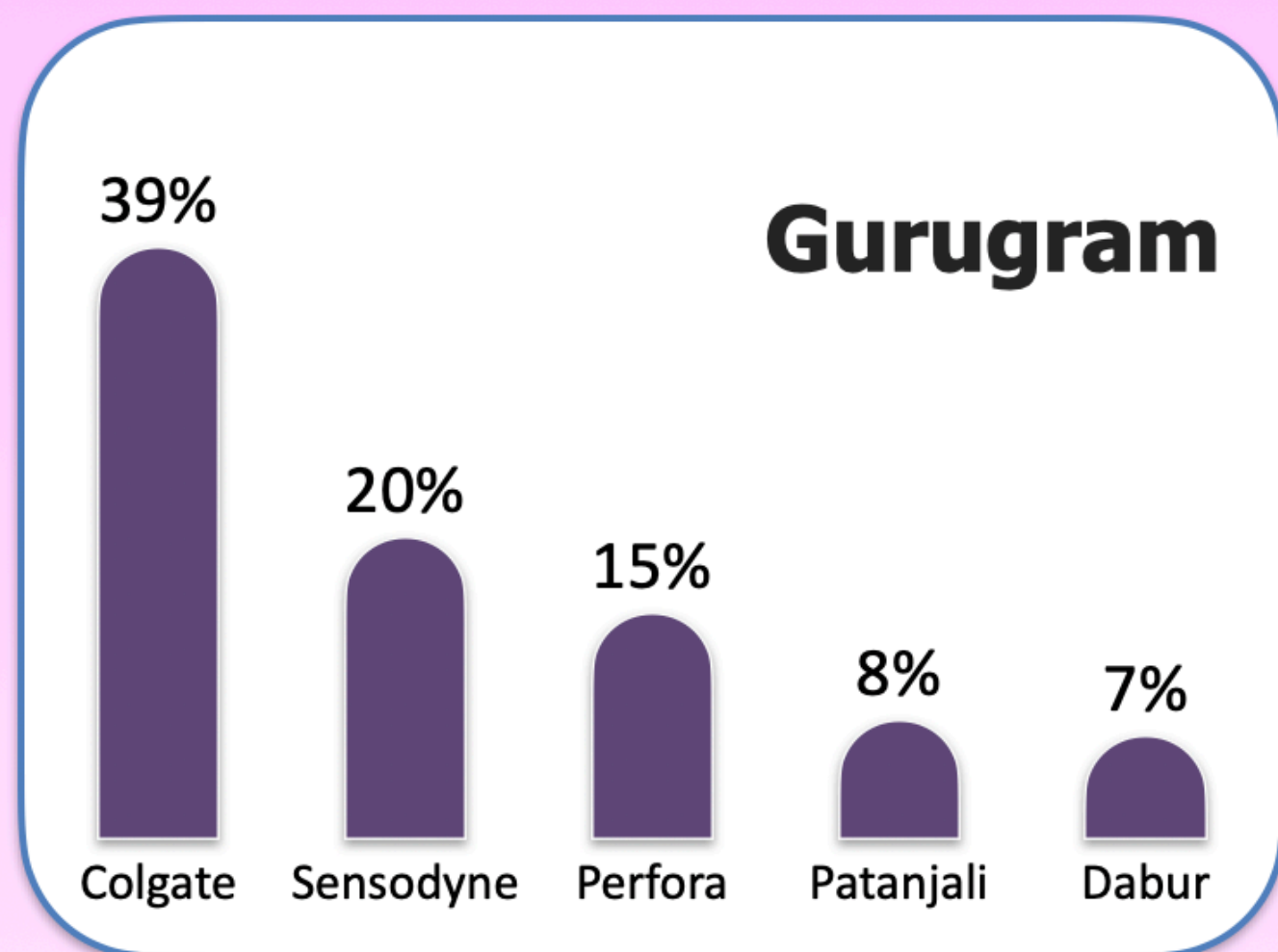
City-wise Market Contribution



The top 50% of the toothpaste market revenue is generated by the top three cities.

Zepto operates over 750+ dark stores to cater to orders across India. Approximately 30% of these dark stores are located in the top five cities.

Location Wise Top Brands



- ✓ **Mumbai: Colgate's Strongest Market (49%)** 🏆
- ✓ **Hyderabad: Sensodyne's Best-Performing City (23%)** 🦷
- ✓ **Gurugram: Perfora's Premium Growth Hub (15%)** ✨
- ✓ **Herbal Segment Thrives in Gurugram & Hyderabad** 🌿
Patanjali (8%)

Value

Price < Rs 200



Category Share – 47%



Units Sold – 5.03 Lacs



Avg. Selling Price – Rs 140

Colgate 49%

Sensodyne 19%

Patanjali 7%

Pepsodent 7%

Perfora 6%

Premium

Price > Rs 200



Category Share – 53%



Units Sold – 2.48 Lacs



Avg. Selling Price – Rs 265

Colgate 49%

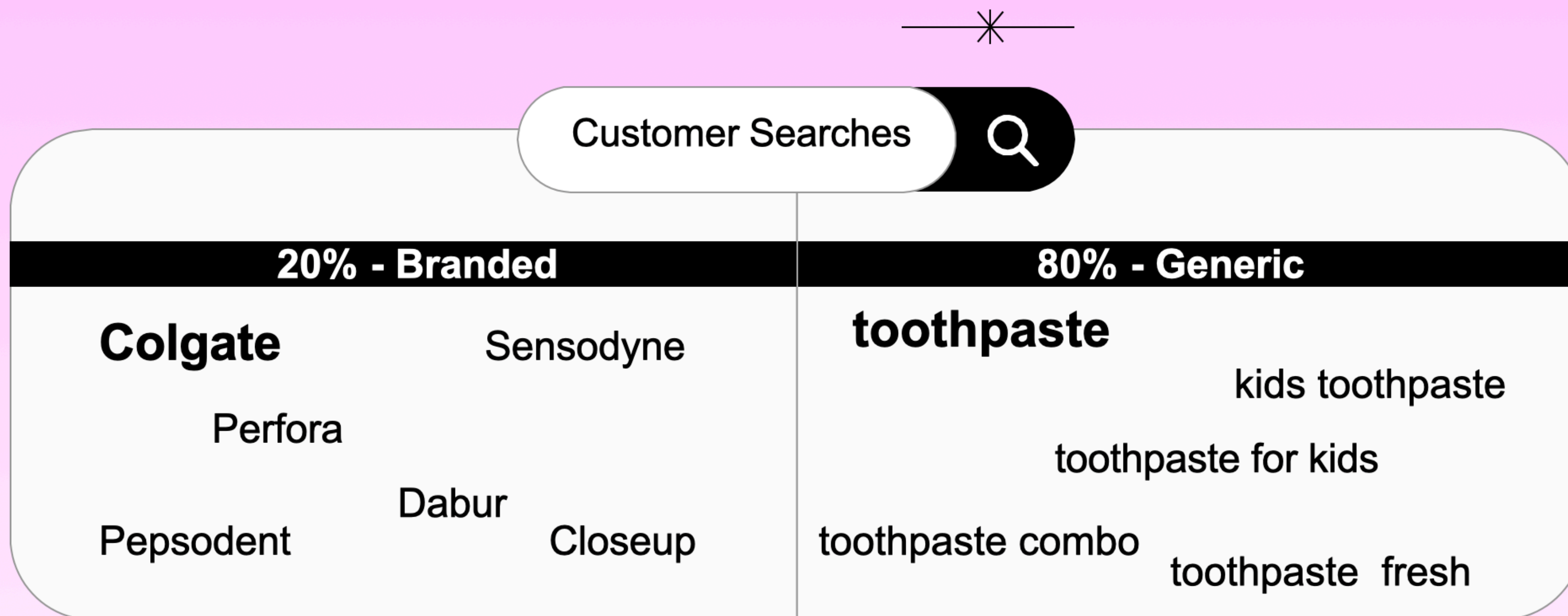
Sensodyne 25%

Perfora 13%

Dabur 3%

Patanjali 3%

- The top 50% of the economic market consumer segment contributes 75% of the total category value.
- A few brands have introduced bundled products, such as toothpaste, toothbrush, and mouthwash, resulting in approximately 10% of the total market size.
- Three emerging brands, like Perfora, have started positioning their products in the premium market segment.



Generic Search Share

toothpaste 80%

paste 8%

toothbrush 7%

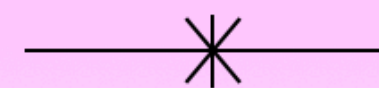
tooth paste 1%

kids paste 1%

mouthwash 1%

- Generic keywords dominate with 80% share, reflecting strong brand recall and consumer preference.
- In Generic searches, Toothpaste has the highest number of searches, followed by paste and toothbrush

Catching Eyeballs – Brand Visibility



Organic Visibility

54%

10%



10%

7%



Paid Visibility

68%

11%

11%

5%

- 1 Colgate – Market leader with highest organic 54% & paid 68% visibility.
- 2 Sensodyne – Strong presence in sensitivity care with 10% organic reach.
- 3 Dabur – Ayurvedic powerhouse with 10% organic visibility in oral care.
- 4 Pepsodent – Competitive in paid visibility 11%, emphasizing cavity protection.
- 5 Perfura – Emerging premium brand with 7% organic visibility, targeting niche consumers.

Bangalore

Colgate 48%

SENSODYNE 14%

perfora 9%

closeup 7%

Dabur 7%

Chennai

Colgate 48%

SENSODYNE 14%

perfora 10%

Dabur 7%

closeup 5%

Delhi

Colgate 55%

SENSODYNE 13%

Dabur 8%

perfora 6%

closeup 6%

Gurugram

Colgate 48%

SENSODYNE 13%

Dabur 11%

perfora 10%

closeup 4%

Hyderabad

Colgate 52%

SENSODYNE 16%

perfora 8%

Dabur 7%

closeup 3%

1 Colgate Dominates Across All Regions:

- Colgate holds the highest **paid visibility** in every city, ranging from **48% to 55%**, making it the most prominent brand in the toothpaste category.

2 Sensodyne Secures the Second Spot Consistently:

- Sensodyne ranks second in all five regions, with visibility between **13% and 16%**, indicating strong positioning in the sensitivity-focused segment.

3 Perfora Targeting the Premium Segment & South India Market:

- Perfora is positioning itself in the **premium market** and has higher visibility in regions like **Chennai (10%) and Hyderabad (8%)**

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