

# REVIEWING Y 2023 FOR ADVERTISING IN GEC GENRE



*Media: TV, Print, Radio & Digital*

*Period: Y 2023*

# Highlights : GEC

01

In Y 2023, there was a 32% increase compared to Y 2019. While the growth was 2% compared to Y 2022.

02

The F&B sector led the GEC genre's Ad Volumes with a 28% share, followed by Personal Care/Personal Hygiene at 22%.

03

In Y 2023, Toilet Soaps claimed the top spot with an 8% share of Ad Volumes, and Ecom-Media/Ent./Social Media entered the Top 10 list.

04

Sauce/Ketchup experienced the highest surge in Ad secondages in Y 2023, followed by Home Insecticides, compared to Y 2022.

05

HUL emerged as the top advertiser in Y 2023, and the Top 100 advertisers collectively held an 88% share of overall GEC genre advertising.

06

The GEC genre boasted 720+ exclusive advertisers, with S D Ceramics was the top exclusive^ advertiser in GEC genre.

07

Dettol Antiseptic Liquid claimed the top brand position, followed by Lizol All In 1, among the 5200+ brands advertised on GEC genre.

08

Prime Time stood out as the most favored time-band on GEC channel genre.

09

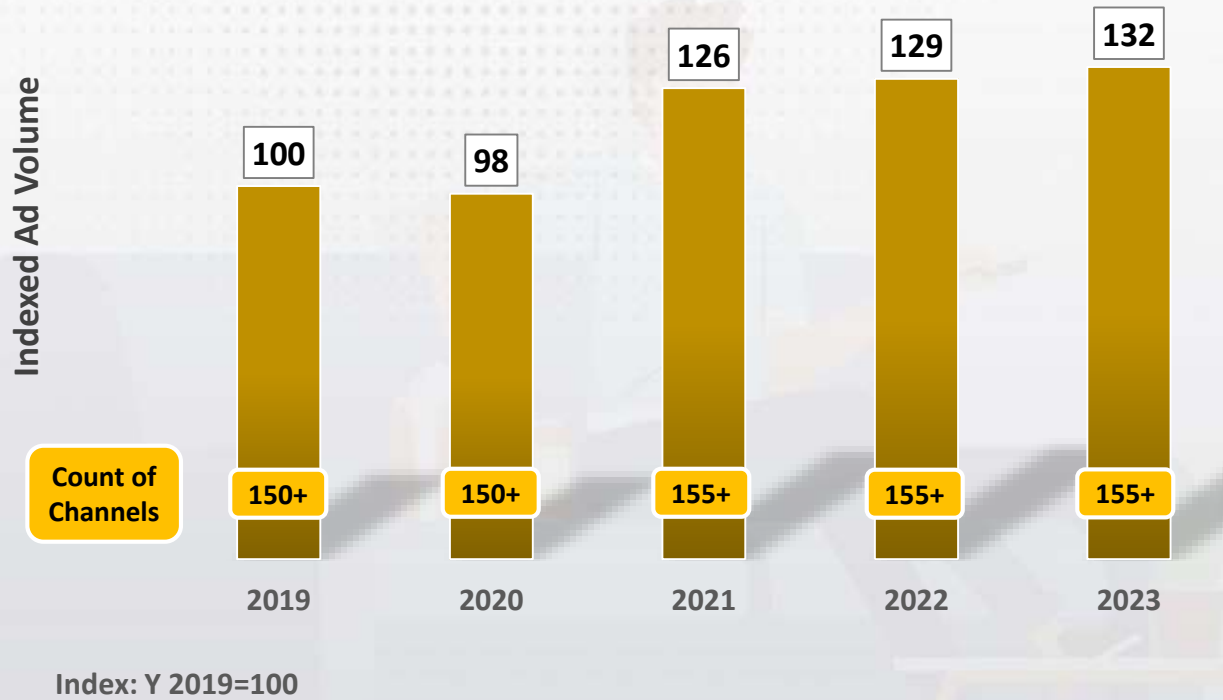
Ad Commercials lasting 20-40 seconds were the preferred choice for advertising in Y 2023.

10

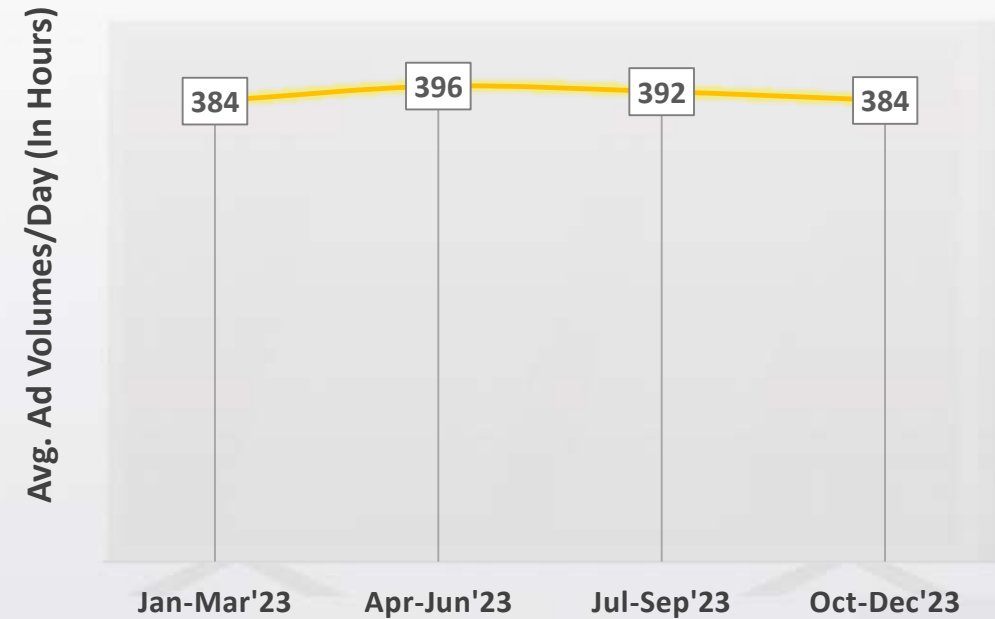
Second quarter of Year 2023 saw highest ad volumes in GEC Genre during Y 2023.

# Trends in Ad Volumes of GEC Genre: 32% rise in Y 2023 compared to Y 2019

Indexed Growth in GEC : Y 2020-23 over Y 2019

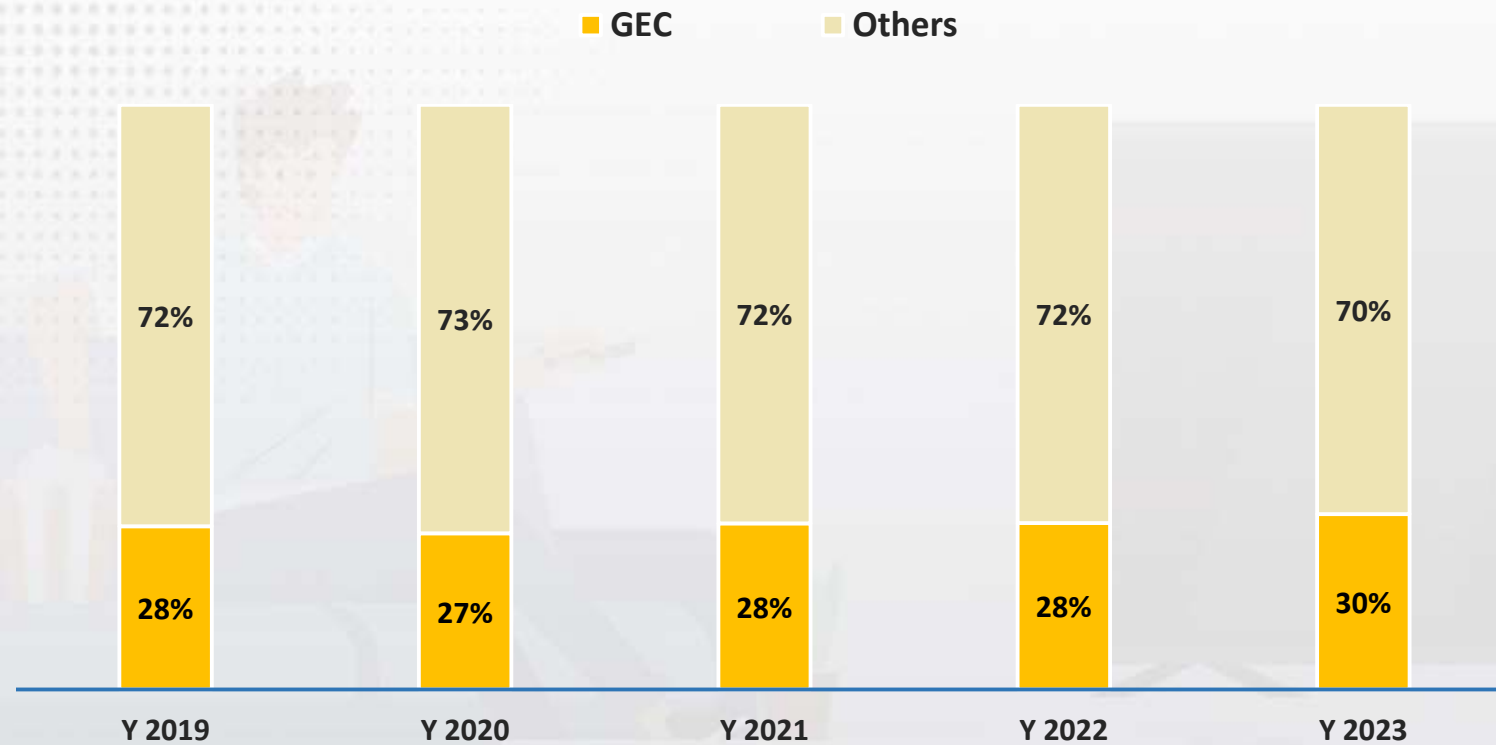


Quarterly Trends in GEC : Y 2023



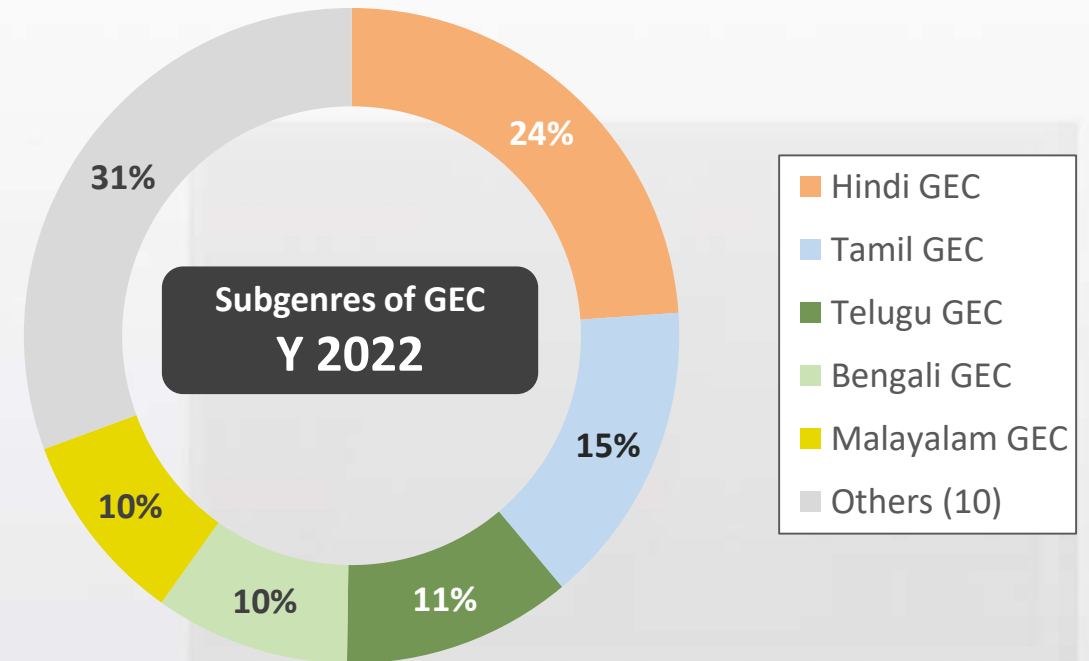
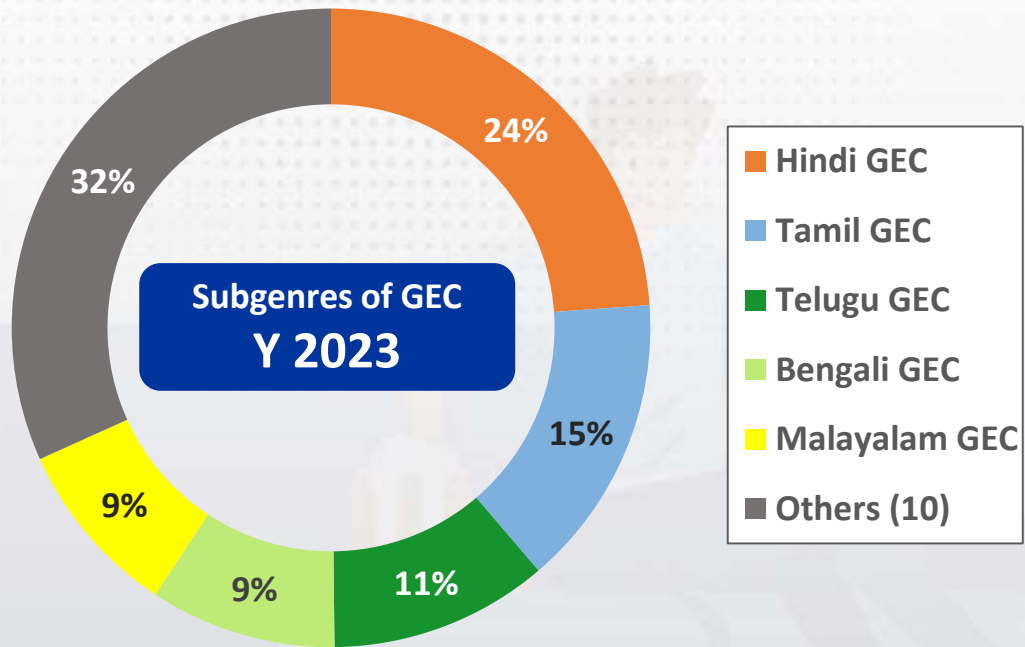
- Compared to Y 2022, **2%** growth in Y 2023 for **GEC** advertising.
- Y 2023 had the highest ad volumes since Y 2019.
- **Second** quarter of Year 2023 saw highest ad volumes during Y 2023.

## GEC share in TV Advertising: Stable GEC share in Y 2023 over Y 2022



- Y 2023 saw highest **GEC** share (**30%**) of overall TV Ad Volumes since Y 2019.

## Top 5 Subgenres of GEC: No change in Top 5 subgenres compared to Y 2022



- During both Y 2023-22, **Hindi GEC** topped with more than **20%** share of **GEC channel genre's** Ad Volumes.
- Among top 5 GEC Genres, Hindi GEC accounted 2.4% growth in Y 2023 over Y 2022.

# Tally of Categories, Advertisers and Brands in GEC Genre – Quarter wise

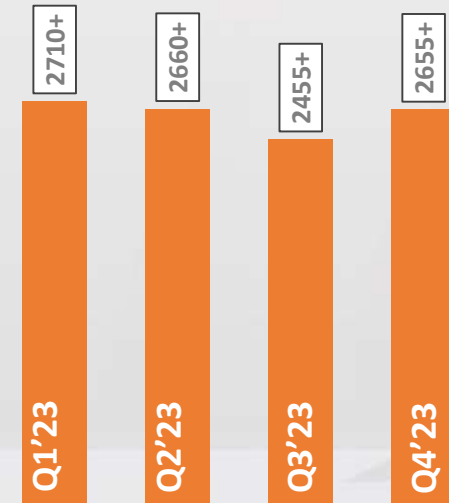
## Count of Categories



## Count of Advertisers



## Count of Brands



- Count of Categories and Advertisers on GEC genre dropped in Q2-Q3'22 over Q1'22 whereas count of Brands peaked in Q1'22.

## Leading Sectors: 'Auto' entered the Top 10 list of Y 2023

Rank	Top 10 Sectors – Y 2023	% Share	Rank in Y 2022
1	Food & Beverages	28%	1
2	Personal Care/Personal Hygiene	22%	2
3	Household Products	11%	3
4	Personal Healthcare	8%	5
5	Services	7%	4
6	Hair Care	7%	6
7	Laundry	6%	7
8	Building, Industrial & Land Materials/Equipments	2%	8
9	Personal Accessories	1%	9
10	Auto	1%	13
	<i>Others</i>	7%	

- Food & Beverages sector topped with 28% share of GEC genre's Ad Volumes followed by Personal Care/Personal Hygiene with 22% share.
- Sectors at Rank 4 and 10 observed positive rank shift in Y 2023 compared to Y 2022.

## Leading Categories : Toilet Soaps (8%) led the GEC genre in Y 2023

Rank	Top 10 Categories in Y 2023 (Total 394)	% Share	Rank in Y 2022
1	Toilet Soaps	8%	1
2	Toilet/Floor Cleaners	5%	3
3	Milk Beverages	5%	2
4	Washing Powders/Liquids	5%	4
5	Tooth Pastes	4%	6
6	Biscuits	3%	9
7	Tea	3%	8
8	Shampoos	3%	5
9	Chocolates	3%	7
10	Ecom-Media/Entertainment/Social Media	2%	11
Next 40 Categories		39%	

- Ecom-Media/Entertainment/Social Media were the new entrant among the Top 10 categories.
- Toilet/Floor Cleaners, Tooth Pastes, Biscuits, and Tea saw positive rank shift.
- Top 10 categories added 39% share of GEC genre's Ad Volumes.



## Top Growing Categories in GEC : 150+ Categories registered Positive Growth

Rank	Top Growing Categories (Y2023 vs. Y2022) (based on highest increase in Ad Volumes)	Growth
1	Toilet Soaps	56%
2	Toilet/Floor Cleaners	23%
3	Biscuits	23%
4	Washing Powders/Liquids	16%
5	Tea	17%
6	Sauce/Ketchup	67%
7	Home Insecticides	64%
8	Tooth Pastes	9%
9	Air Fresheners	44%
10	Scourers	25%

- **Toilet soaps** took the lead in terms of the most significant increase in ad seconds, while **Sauce/Ketchup** experienced the highest percentage growth, followed by **Home Insecticides** in the Y 2023 compared to 2022.
- **3** out of top 10 growing categories belonged to **Food & Beverages** sector.

## Leading Advertisers: FMCG Players reign the Top 10 list

Top GEC Advertisers (Y 2023) [Total 2.5 K+]	Rank (Y 2022)
Hindustan Unilever	1
Reckitt Benckiser (India)	2
Godrej Consumer Products	4
Brooke Bond Lipton India	3
Cadburys India	5
ITC	8
Ponds India	6
Procter & Gamble	9
Procter & Gamble Home Products	10
Coca Cola India	7

**Top 10 Advertisers contributed 57% share of GEC genre's Ad Volumes**

- **HUL** and **Reckitt Benckiser** remained at Top 2 positions during both Y 2022-23.
- **Godrej Consumer Products, ITC, Ponds India, Procter & Gamble, and Procter & Gamble Home Products** saw positive rank shift.
- Top 100 advertisers accounted for **88%** share of overall **GEC** genre advertising.

## Exclusive^ Advertisers in GEC- Y 2023 : 720+ exclusive advertisers in GEC genre

Rank	Top Exclusive^ Advertisers (GEC) [Total 720+]
1	S D Ceramics
2	Wyndham Hotels And Resorts
3	Ullu Digital Pvt Ltd
4	Channel Eight Virtual Estudios Ltd
5	Timelesstoday Llc
6	Srm Inst For Medical Sci
7	V K Trust
8	Makkal Tholai Thodarpu Kuzhumam Ltd
9	Angel Television Pvt Ltd
10	Royal Enterprises

^ Present in GEC genre but not in Other genres

- S D Ceramics was the top exclusive^ advertiser in GEC genre followed by Wyndham Hotels and Resorts that didn't advertised on any other Genre.

## Leading Exclusive^ Advertisers and Brands- Y 2023 : 1K+ exclusive Advertisers

Rank	Top Exclusive Advertisers (Y 2023) [Total 1K+]
1	Torrent Pharmaceuticals
2	Varmora Granito
3	Devyani Food Industries
4	SRM Global Hospitals
5	SRMPR Global Railways
6	Piramal Capital & Housing Finance
7	V K Trust
8	Ashok Leyland
9	Lovable Lingerie
10	Fitpro Fitness Academy

^ Present in Y 2023 but not in Y 2022 in GEC genre

- Torrent Pharmaceuticals was the top exclusive^ advertiser during Y 2023 compared to Y 2022.

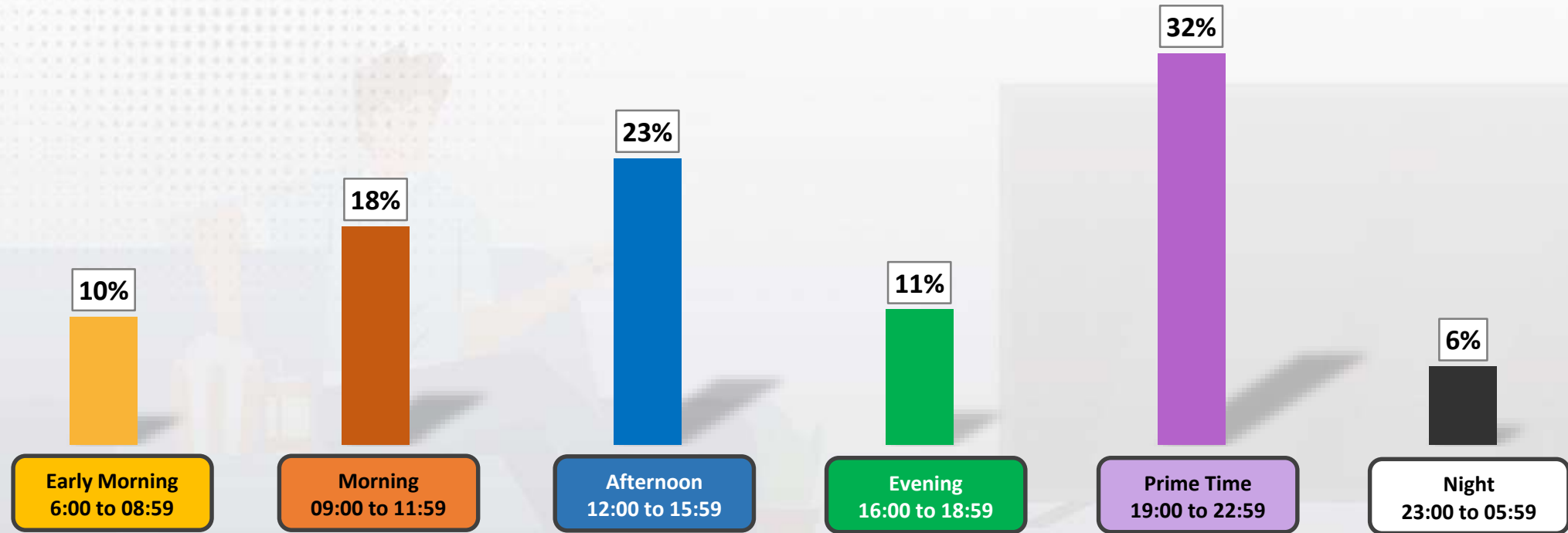
## Leading Brands in Y 2023: 5200+ brands advertised on GEC genre

Rank	Top Brands (Y2023) [Total 5.2K+]
1	Dettol Toilet Soaps
2	Lizol All In 1
3	Dettol Antiseptic Liquid
4	Harpic Power Plus 10x Max Clean
5	Glow & Lovely Advanced Multivitamin
6	Close Up Ever Fresh
7	Lifebuoy Toilet Soap
8	Surf Excel Easy Wash
9	Horlicks
10	Harpic Bathroom Cleaner

Top 10 Brands contributed  
**12%** share of **GEC Ad Volumes**

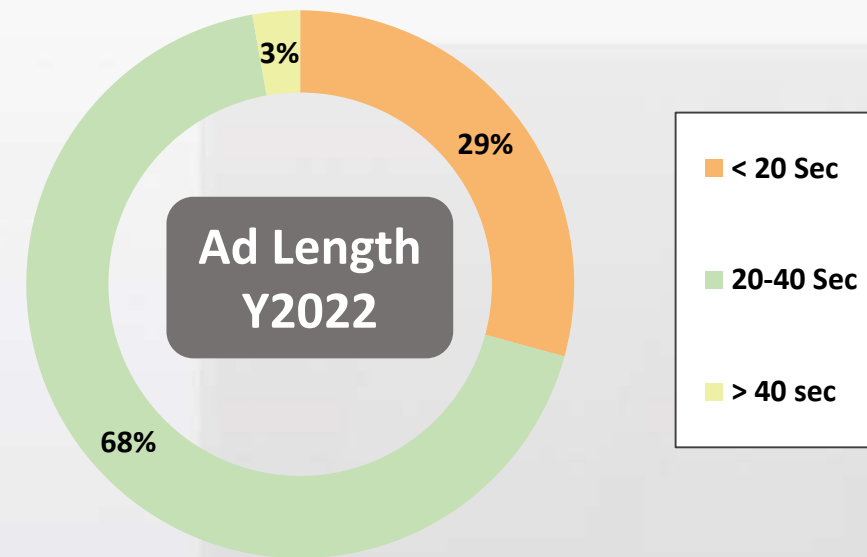
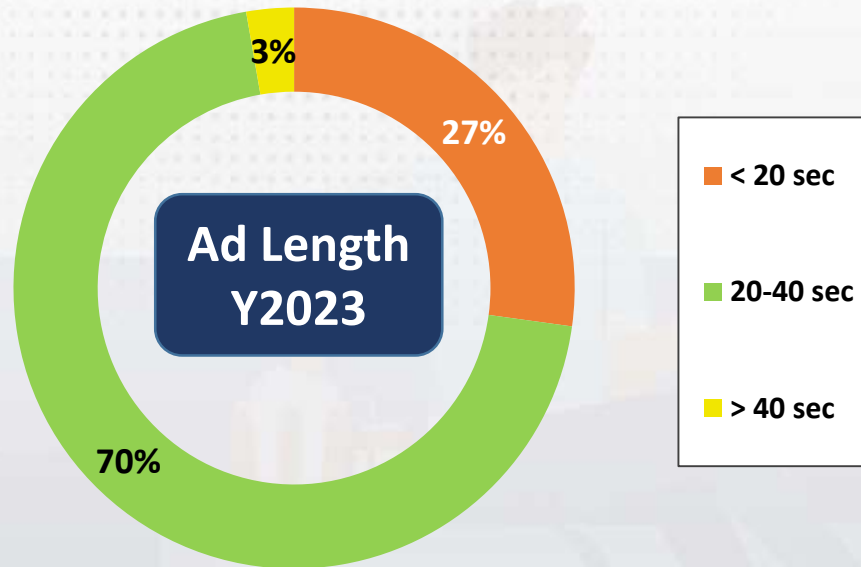
- **Dettol Antiseptic Liquid** was the top brand followed by **Lizol All In 1**.
- **Top 4** brands were from **Reckitt Benckiser (India)**.

# Advertising share by Time Bands in GEC Genre



- **Prime Time** was the most preferred time-band on **GEC** genre followed by **Afternoon** and **Morning** time-bands.
- **Prime Time, Afternoon & Morning** time bands together added more than **70%** share of ad volumes.

## Ad Size in the GEC Genre : Y 2023 and Y 2022



- Ad Commercials of **20-40 seconds** were most preferred for advertising on **GEC** channels during both the years.

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