

amazon.ae subcategory overview

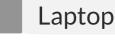
CONSUMER ELECTRONICS

MONTH-ON-MONTH COMPARISON - FEB vs MAR 2020

Information by PiWheel, Powered by Stackline.



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Retail sales



 Apple and HP are the strongest market leaders, and also gained market share month-on-month. Microsoft climbed to 5th position, after gaining 1.5% market share.

• There was a significant increase in sales, which could be a result of

month-on-month

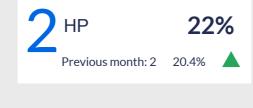
Average retail price month-on-month

+29%

Market Share: Retail Sales

more people working remotely in March.



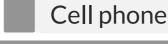


Microsoft 9.4%	ó
Previous month: 6 7.9%	





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further in March. Huawei, Xiaomi and Oneplus lost their market share in March. • Within the Apple brand, consumers demand is highest for iPhone 11.

Apple is the standout dominate force, extending their share even

The most popular capacity is 128GB.

month-on-month -0.5%

month-on-month

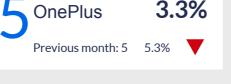
+3.6%

6.1%

Market Share: Retail Sales









Previous month: 6

Huawei

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sizes are over 55 inches.

Samsung



TV



Retail sales



market share. Retail sales have significantly increased, likely as a result of more people spending more time in their home. The most purchased TV

• Samsung is the consistent market leader, increasing its dominance

in March, as well as LG. All other brands in the top 6 have dropped

LG

+76.8%

month-on-month

+7.7%

Average retail price

month-on-month

11.1%

12.7%

Previous month: 1 48.2%

Market Share: Retail Sales



Previous month: 2 14.9% Hisense

Previous month: 5 4.6%

TCL 3.1% Previous month: 6

Sony

Previous month: 3

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Tablet



Retail sales

month-on-month



month-on-month dropping over 4% market share. • The sub-category had 30.5% increase in sales, which is in line with the distance-learning and work from home period.

market share in March. Amazon had the most significant loss

+30.5% +10.1%

Average retail price

month-on-month

5.6%

1.1%

7.2%

67.1% Apple

Market Share: Retail Sales

Previous month: 1 61.6% Lenovo

Previous month: 2

Samsung

Amazon

Previous month: 5

Huawei

Microsoft

Previous month: 3

Previous month: 5

Previous month: 6 1%

KEY



3. March market share %

2. Brand Name

- 1. March market share position
- 4. February market share position 5. February market share % 6. Month on Month market share % indicator. Green

arrow = Increase in. Red arrow = Decrease.



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optimises e-commerce marketing performance for hundreds of the world's

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