



CONSUMER ELECTRONICS

MONTH-ON-MONTH COMPARISON - FEB vs MAR 2020

Information by PiWheel, Powered by Stackline.



- 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 more people working remotely in March.

Retail sales month-on-month
+29%

Average retail price month-on-month
-0.3%

Market Share: Retail Sales

1 Apple Previous month: 1 25.3% ▲	2 HP Previous month: 2 20.4% ▲	3 Lenovo Previous month: 3 15.7% ▼
4 Dell Previous month: 4 12.2% ▼	5 Microsoft Previous month: 6 7.9% ▲	6 Asus Previous month: 5 10.9% ▼



- Apple is the standout dominate force, extending their share even further in March. Huawei, Xiaomi and Oneplus lost their market share in March.
- Within the Apple brand, consumers demand is highest for iPhone 11. The most popular capacity is 128GB.

Retail sales month-on-month
-0.5%

Average retail price month-on-month
+3.6%

Market Share: Retail Sales

1 Apple Previous month: 1 52.9% ▲	2 Samsung Previous month: 2 21% ▲	3 Huawei Previous month: 3 7.7% ▼
4 Xiaomi Previous month: 4 6.6% ▼	5 OnePlus Previous month: 5 5.3% ▼	6 Google Previous month: 6 1.4% ▲



- Samsung is the consistent market leader, increasing its dominance in March, as well as LG. All other brands in the top 6 have dropped market share.
- Retail sales have significantly increased, likely as a result of more people spending more time in their home. The most purchased TV sizes are over 55 inches.

Retail sales month-on-month
+76.8%

Average retail price month-on-month
+7.7%

Market Share: Retail Sales

1 Samsung Previous month: 1 48.2% ▲	2 LG Previous month: 2 14.9% ▲	3 Sony Previous month: 3 12.7% ▼
4 Philips Previous month: 4 9.7% ▼	5 Hisense Previous month: 5 4.6% ▼	6 TCL Previous month: 6 3.2% ▼



- Apple is the market leader and gained further lead by increasing market share in March. Amazon had the most significant loss 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.

Retail sales month-on-month
+30.5%

Average retail price month-on-month
+10.1%

Market Share: Retail Sales

1 Apple Previous month: 1 61.6% ▲	2 Samsung Previous month: 2 16.2% ▼	3 Microsoft Previous month: 3 7.2% ▼
4 Lenovo Previous month: 5 3.9% ▲	5 Amazon Previous month: 5 6.2% ▼	6 Huawei Previous month: 6 1% ▲

KEY

1 NAME **XX.X%**
Previous month: **1** XX.X% **▲**

1. March market share position
2. Brand Name
3. March market share %
4. February market share position
5. February market share %
6. Month on Month market share % indicator. Green arrow = Increase in. Red arrow = Decrease.

PiWheel, Powered by Stackline

PiWheel, Powered by Stackline is a retail intelligence and software company based in Dubai and founded in Seattle, WA by a group of Amazon veterans. Our technology activates data, automates execution, and optimises e-commerce marketing performance for hundreds of the world's largest companies.

