

AMAZON.IN & FLIPKART MARKETPLACE HOME AUDIO SUBCATEGORY REVIEW

Data insights from PiWheel, Powered by Stackline for amazon.in & Flipkart
May 17 - 23, 2020 vs May 24 - 30, 2020



amazon.in & Flipkart sales

-12.67%

average amazon.in & Flipkart sales price

-15.28%


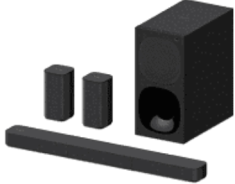






PiWheel, Powered by Stackline Insights

In May home audio Flipkart and amazon.in sales fell by 13%, totalling ₹81.39m, despite a 15% decline in average retail price. This decline in sales is likely a result of Amazon and Flipkart putting a halt to selling non-essentials items in the region, meaning there were no promotional activities. Taking a look at top-performing brands, we see Amazon clinch the number 1 spot for market-share and product.

Top 10 brands on amazon.in & Flipkart, by market share

1 Amazon 27.51% Previous month: 1 21.21% ▲	2 Sony 8.52% Previous month: 2 12.88% ▼	3 Bose 7.98% Previous month: 4 6.90% ▲	4 JBL 7.70% Previous month: 3 8.75% ▼
5 Xiaomi 5.86% Previous month: 9 7.30% ▼	6 Yamaha 4.10% Previous month: 5 5.10% ▼	7 boAt 3.59% Previous month: 7 3.14% ▲	8 Philips LED 2.80% Previous month: 6 3.23% ▼
9 F&D 2.44% Previous month: 8 2.58% ▼	10 PreSonus 1.73% Previous month: 10 1.07% ▲		

Top performing products on amazon.in & Flipkart, by retail sales

1  Amazon All-new Echo Dot (3rd Gen) - Smart speaker with Alexa	2  Sony HT-S20R 5.1 Channel dolby digital soundbar home theatre with bluetooth	3  JBL SB110 Powerful Wireless Soundbar with Built-in Subwoofer	4  boAt Aavante Bar 1500 2.1 Channel Home Theatre Soundbar
5  Xiaomi Mi (8 Speaker Driver) Bluetooth Soundbar (Black)	6  Xiaomi Mi (8 Speaker Driver) Bluetooth Soundbar (White)	7  Amazon Echo Plus (2nd Gen) – Smart Home hub (Black)	8  Amazon Echo Plus (Grey) bundle with Wipro white smart bulb

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.

piwheel.com

TOP BRANDS BY PRODUCT - DATA KEY



1. Market share position
2. Brand Name
3. Market share %
4. Previous period market share position
5. Previous period market share %
6. Month on Month market share % indicator. Green arrow = Increase in. Red arrow = Decrease. Black line = No change. NEW = New brand