



# LAUNDRY DETERGENT POWDER

MONTH-ON-MONTH COMPARISON - FEB vs MAR 2020

Information by PiWheel, Powered by Stackline.



Laundry detergent powder



Within the top positions, P&G have 2 brands - Ariel and Tide; both of which lost market share %. The other strong brand OMO gained market share. The reason why we see this happening is because online shoppers are more price aware; the P&G brands increased their price above the category average.

Pigeon is a new brand entering the top 8, and has only one product available within this category.

## Market Share: Retail Sales

<div>1Ariel</div> <div>30.9%</div> <div>Previous month: 140.3%</div>	<div>2OMO</div> <div>29%</div> <div>Previous month: 322.3%</div>	<div>3Tide</div> <div>23.2%</div> <div>Previous month: 226.1%</div>	<div>4Persil</div> <div>8.2%</div> <div>Previous month: 414.4%</div>
<div>520 Mule Team</div> <div>1.2%</div> <div>Previous month: 51.8%</div>	<div>6Biokleen</div> <div>1%</div> <div>Previous month: 61%</div>	<div>7Carrefour</div> <div>0.1%</div> <div>Previous month: 70.4%</div>	<div>8Pigeon</div> <div>0.1%</div> <div>Previous month: -NEW</div>

Retail sales month-on-month+32%

Average retail price month-on-month+7%

### KEY



- 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. Black line = No change. NEW = New brand



## 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.