UAE E-COMMERCE CATEGORY OVERVIEW



Gaming Accessories

Feb 24 - Mar 22, 2020 compared to Mar 23 - Apr 19, 2020



Information by PiWheel, Powered by Stackline.

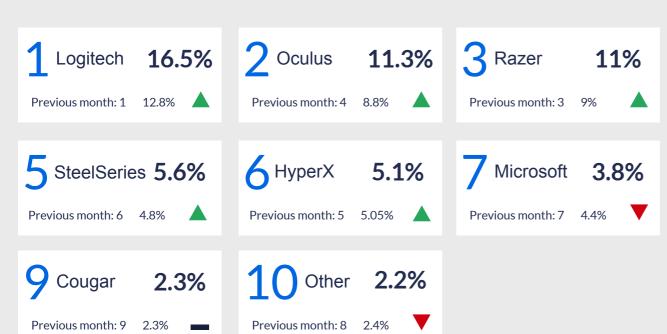
SUBCATEGORY SNAPSHOT

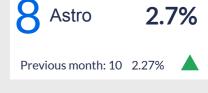
Total e-sales +44.2% growth

		SALES GROWTH	MARKET SHARE
	Headset	+64.8%	34.1%
	Keyboard	+38.3%	12.1%
1	Mouse	+39.1%	9.5%

		SALES GROWTH	MARKET SHARE
° ‡°°	Controller	+48.2%	20.3%
	VR Headset	+13.6%	11.5%
•••	Other	+19.5%	7.3%

MARKET SHARE BY BRAND





Previous month: 2 10.5%

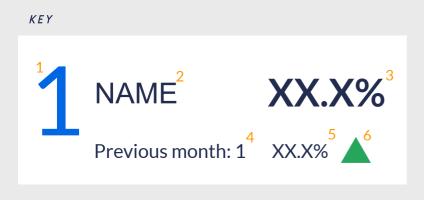
6.7%

2.7%

4 Sony



E-commerce retail sales for gaming accessories is up 44% in April compared to March. Headsets are the most purchased accessory, with a dominating 34% of category market share and retail sales up 65%. VR headsets sales increased by 14% in April, resulting in Oculus increasing market share by 3% and claiming the 2nd most market-leading brand - knocking Sony down to 4th position.



- 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.