

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 growth **+44.2%**

	SALES GROWTH	MARKET SHARE		SALES GROWTH	MARKET SHARE
 Headset	+64.8%	34.1%	 Controller	+48.2%	20.3%
 Keyboard	+38.3%	12.1%	 VR Headset	+13.6%	11.5%
 Mouse	+39.1%	9.5%	... Other	+19.5%	7.3%

MARKET SHARE BY BRAND

1 Logitech 16.5% Previous month: 1 12.8% 	2 Oculus 11.3% Previous month: 4 8.8% 	3 Razer 11% Previous month: 3 9% 	4 Sony 6.7% Previous month: 2 10.5% 
5 SteelSeries 5.6% Previous month: 6 4.8% 	6 HyperX 5.1% Previous month: 5 5.05% 	7 Microsoft 3.8% Previous month: 7 4.4% 	8 Astro 2.7% Previous month: 10 2.27% 
9 Cougar 2.3% Previous month: 9 2.3% 	10 Other 2.2% Previous month: 8 2.4% 		



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.

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. Black line = No change. NEW = New brand