



amazon.ae subcategory overview:

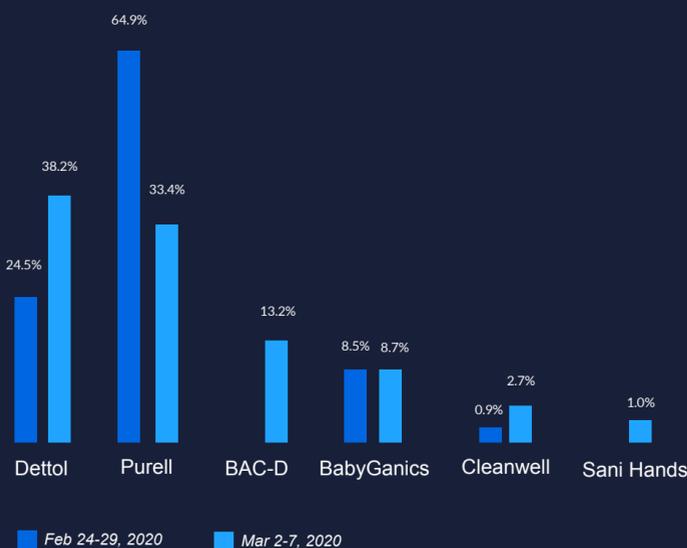
# PERSONAL HYGIENE

How COVID-19 is changing what people are buying & how much they are paying, on amazon.ae

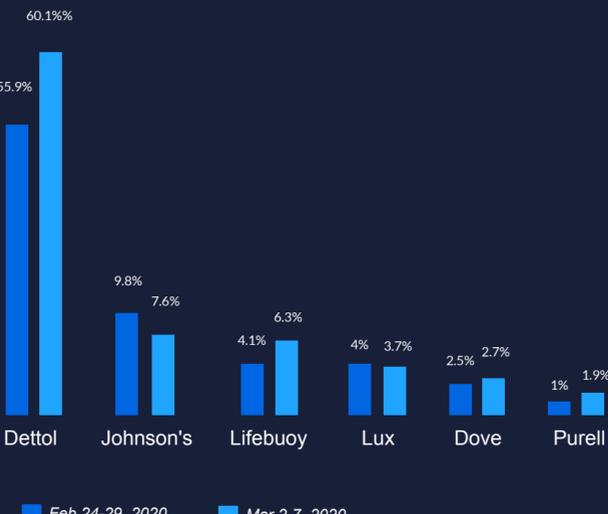
Information by PiWheel, Powered by Stackline.  
Data shows Feb 24 - 29, 2020 compared to Mar 2 - 7, 2020



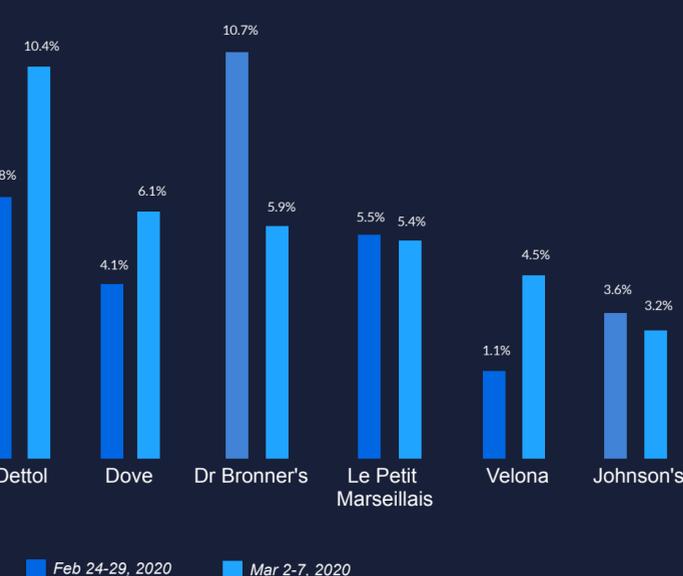
## MARKET SHARE: RETAIL SALES



- Previous week Purell was the market leader.
- Dettol is now leading this subcategory.
- There are 5 new brands in the category, BAC-D & Sani Hands being the best performing.



- Top 3 brands in this category are Dettol, Johnsons and Lifebuoy.
- While Dettol and Lifebuoy increased their market shares last week Johnson's lost market share.



- Dr Bronner's was the market leader, but is now 3rd biggest brand in the category because it became out of stock.
- Dettol and Dove benefitted from this lack of stock, increasing their market share.



### NUMBER OF UNIQUE PRODUCTS LISTED

### AVERAGE RETAIL PRICE

HAND SANITISER

+ 54%



+ 57%



HAND WASH

+ 70%



+ 15%



SOAP

+ 32%



+ 50%



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.



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