

# AMAZON.AE MARKETPLACE WOMEN'S FRAGRANCE SUBCATEGORY REVIEW

Data insights from PiWheel, Powered by Stackline for amazon.ae  
Apr 5 - May 2, 2020 vs May 3 - 30, 2020



## PiWheel, Powered by Stackline Insights

amazon.ae  
sales

**+20.99%**

average  
amazon.ae price









**-11.96%**

Women's fragrance is a highly competitive category on amazon.ae with only 1% difference between the second and the tenth brand, by market-share. This makes Chanel's 7% market-share more significant. In May there were 163 promotions on amazon.ae in this category. The best performing promotion was Gucci, Flora Gorgeous Gardenia; it had a 5% price drop offer, which resulted in a 137% sales uplift. In May total amazon.ae sales for women's fragrance increased by 21%, which coincides with Eid, a popular gift giving celebration.

## Top 10 brands on amazon.ae, by market share

<b>1</b> Chanel <b>6.58%</b> Previous month: 1 6.06% ▲	<b>2</b> Dolce & Gabbana <b>3.96%</b> Previous month: 6 3.36% ▲	<b>3</b> Christian Dior <b>3.93%</b> Previous month: 2 4.29% ▼	<b>4</b> Calvin Klein <b>3.89%</b> Previous month: 3 3.58% ▲
<b>5</b> Gucci <b>3.37%</b> Previous month: 7 3.25% ▲	<b>6</b> Versace <b>3.31%</b> Previous month: 6 3.31% —	<b>7</b> Burberry <b>3.23%</b> Previous month: 8 3.02% ▲	<b>8</b> Carolina Herrera <b>3.07%</b> Previous month: 9 2.75% ▲
<b>9</b> Lancome Paris <b>2.97%</b> Previous month: 5 3.33% ▼	<b>10</b> Roberto Cavalli <b>2.70%</b> Previous month: 10 2.63% ▲		

## Top performing products on amazon.ae, by retail sales

<b>1</b>  Chanel Coco Mademoiselle, Eau de Parfum, 100 ml	<b>2</b>  Dolce & Gabbana The One Eau de Parfum Spray, 100 ml	<b>3</b>  Carolina Herrera Good Girl, 80 ml - EDP Spray	<b>4</b>  Roberto Cavalli Paradiso - perfumes for women - Eau de Parfum, 75ml
<b>5</b>  Roberto Cavalli For - perfumes for women - Eau de Parfum, 75ml	<b>6</b>  Calvin Klein Eternity Moment, Eau de Parfum, 100ml	<b>7</b>  Gucci Bloom, Eau de Parfum, 100ml	<b>8</b>  Davidoff Cool Water, Eau de Toilette, 100ml

## 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](http://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