

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

**+11.90%**

average amazon.ae price








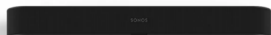
**+6.16%**

In May home audio sales on amazon.ae grew by 12%, compared to April, totalling 1.12m AED. Contributing to the growth was numerous Amazon 'Best Deal' and 'Lightning Deal' promotions, making up 6% of total category sales in May. Soundbars are the best-selling amazon.ae subcategory within home audio, equaling 49% of total sales (a sales growth of 21% in May). Taking a look at top-performing brands, we see Bose clinch the number 1 spot for market-share and product. The 'Bose Soundbar 700 - Black' is the top-selling home audio product on amazon, increasing sales by 133% in May vs April.

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

<b>1</b> Bose <b>15.65%</b> Previous month: 2 17.96% ▼	<b>2</b> Sonos <b>15.08%</b> Previous month: 1 22.95% ▼	<b>3</b> Sony <b>14.80%</b> Previous month: 3 15.56% ▼	<b>4</b> JBL <b>10.97%</b> Previous month: 4 6.76% ▲
<b>5</b> Yamaha <b>6.98%</b> Previous month: 5 6.36% ▲	<b>6</b> Apple <b>4.47%</b> Previous month: 6 4.04% ▲	<b>7</b> Google <b>4.12%</b> Previous month: 7 3.99% ▲	<b>8</b> Bang & Olufsen <b>2.87%</b> Previous month: - NEW
<b>9</b> Klipsch <b>2.64%</b> Previous month: 8 1.41% ▲	<b>10</b> Edifier <b>2.32%</b> Previous month: 9 1.08% ▲		

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

<b>1</b>  Bose Soundbar - 700 Black	<b>2</b>  JBL 5.1-Channel 4K Ultra HD Soundbar with Wireless Subwoofer BAR 5.1	<b>3</b>  Sony HT-X8500 Single 2.1Ch Soundbar, Dolby Atmos and Built-in subwoofers - Black	<b>4</b>  Bose Solo 5 Soundbar
<b>5</b>  Sonos Move - the durable, battery-powered smart speaker for outdoor and indoor listening	<b>6</b>  Apple Homepod Smart Speaker - White	<b>7</b>  Sony Real 5.1ch Dolby Digital Soundbar   HT-RT3	<b>8</b>  Sonos Beam - Smart TV Sound Bar with Amazon Voice Built-in - Black

## 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