AMAZON.AE MARKETPLACE
CAT FOOD SUBCATEGORY REVIEW

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

Pi Wheel
Powered by Stackline

PiWheel, Powered by Stackline Insights

amazon.ae sales
-9.85%

average amazon.ae price
-3.29%

Cat food amazon.ae sales dropped by 10% between May and April, despite there being a 3% decrease in average retail price and two amazon promotional activities. On May 30th an amazon.ae 'Lightning Deal' for Sheba Tuna with Salmon 24x85g, decreased the retail price by 10%, resulting in a 46% sales uplift. On May 29th the same 'Lightning Deal' was applied to Whiskas Mince Chicken 24x400g, which caused an increase in sales by 110%. Royal Canin, Sheba and Whiskas are the three leading amazon.ae market share brands, claiming a notable 60% of total category sales.

Top 10 brands on amazon.ae, by market share

1 Royal Canin	**22.44%**	2 Sheba	**21.71%**	3 Whiskas	**16.47%**	4 Purina	**8.49%**
Previous month: 1	23.66% ▼	Previous month: 2	20.40% ▲	Previous month: 3	17.48% ▼	Previous month: 4	6.95% ▲

5 Purina-Friskies	**8.09%**	6 Kitekat	**4.47%**	7 Taste of the Wild	**3.87%**	8 Friskies	**2.84%**
Previous month: 6	6.54% ▲	Previous month: 5	6.90% ▼	Previous month: 7	3.33% ▲	Previous month: 10	1.34% ▲

9 Dreamies	**1.76%**	10 Proplan	**1.73%**
Previous month: 8	2.02% ▼	Previous month: 9	1.83% ▼

Top performing products on amazon.ae, by retail sales

1	2	3	4
Kitekat — Mackerel Flavour Cat Food, 7kg	**Sheba** — Tuna and Prawn Domes Cat Food, Multipack, 24 x 80g	**Sheba** — Succulent Chicken Breast Cat Food 5 and 1 Pack (85g x 6 cans)	**Sheba** — Flaked Tuna Topped with Salmon Cat Food, 5 plus 1 Pack (85g x 6 cans)

5	6	7	8
Whiskas — Kitten Favourites Selection In Jelly Wet Cat Food Pouch (12 x 85g)	**Royal Canin** — Feline Health Nutrition Kitten 4 KG	**Sheba** — Tuna and Prawn Cat Food - 6 x 80 gm	**Royal Canin** — Feline Health Nutrition Indoor (10 Kg)

PiWheel, Powered by Stackline

Pi Wheel
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

TOP BRANDS BY PRODUCT - DATA KEY

1 NAME² XX.X%³
Previous month: 1⁴ XX.X%⁵ ▲⁶

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