

AMAZON.IN & FLIPKART MARKETPLACE TELEVISION SUBCATEGORY REVIEW

Data insights from PiWheel, Powered by Stackline for amazon.in & Flipkart
May 17 - 23, 2020 vs May 24 - 30, 2020



PiWheel, Powered by Stackline Insights

amazon.in & Flipkart sales
-6.61%

average amazon.in & Flipkart price change
+4.88%

Last month, there was a lot of movement between the leading four brands within the TV category on amazon.in and Flipkart. At the end of the month, Xiaomi took the number 1 market share position – increasing by 2.59%. The previous week, LG was the dominant brand – closely followed by Sony and Samsung. Overall TV sales on Flipkart and Amazon India fell by 7%, likely due to lack of promotional activity during this time (both Amazon and Flipkart stopped selling non-essential items in India).

Top 10 brands on amazon.in & Flipkart, by market share

1 Xiaomi Previous month: 2 15.35% ▲	2 Sony Previous month: 3 12.97% ▲	3 Samsung Previous month: 4 12.71% ▲	4 LG Previous month: 1 15.83% ▼
5 TCL Previous month: 5 9.63% ▼	6 Sanyo Previous month: 6 7.01% ▼	7 Vu Previous month: 7 6.37% ▼	8 Kodak Previous month: 8 3.95% ▼
9 Onida Previous month: 9 2.94% ▼	10 Micromax Previous month: 10 1.96% ▲		

Top performing products on amazon.in & Flipkart, by retail sales

1 Xiaomi Mi TV 4X 125.7 cm (50 Inches) 4K Ultra HD Android LED TV (Black)	2 Xiaomi Mi TV 4A PRO 80 cm (32 inches) HD Ready Android LED TV (Black) With Data Saver	3 Xiaomi Mi TV 4A PRO 108 cm (43 Inches) Full HD Android LED TV (Black) With Data Saver	4 LG LG 126 cm (50 inches) 4K Ultra HD Smart LED TV 50UM7290PTD (Ceramic BK + Dark Steel Silver) (2019 Model)
5 TCL 108 cm (43 inches) 4K Ultra HD Smart Certified Android LED TV 43P8E (Black) (2019 Model)	6 Sanyo 139 cm (55 inches) Kaizen Series 4K Ultra HD Smart Certified Android IPS LED TV	7 Vu 100 cm (40 inches) Full HD UltraAndroid LED TV 40GA (Black) (2019 Model)	8 Samsung 108 cm (43 Inches) Super 6 Series 4K UHD LED Smart TV UA43NU6100 (Black) (2019 model)

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

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