BOTTLED BEVERAGES CATEGORY

Data insights from PiWheel, Powered by Stackline for amazon.ae
Sep 6 - Oct 3 2020 vs Oct 4 - 31, 2020

PiWheel Powered by Stackline

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amazon.ae total category sales (AED)
283k

amazon.ae change in category sales
22.14% ▲

amazon.ae change in average selling price
-6.07% ▼

PiWheel Insights

In October, the amazon.ae 'Bottled Beverages category totalled 283k AED – which is an increase of 22% compared to the previous period. The average selling price for this category decreased slightly by 6%, to 26.90 AED. There were 181 promotions, the share of these promotions on total sales was 6%. The best performing promotion was Coca-Cola Light, Can -330 ML (Pack of 6) with 20% discount and 97% sales uplift. The top brand, Coca-Cold, held a dominant 21% market share – while the other brands battle it out to gain market share, with only a few percentage points between them.

Top brands on amazon.ae, by market share

1 Coca-Cola **21.42%**	2 Pepsi **8.85%**	3 Schweppes **8.09%**	4 Alain **5.86%**
Previous month: 1 21.27% ▲	Previous month: 4 6.83% ▲	Previous month: 2 7.46% ▲	Previous month: 7 3.36% ▲

5 Labrada Nutrition **5.64%**	6 7UP **4.34%**	7 Gatorade **3.68%**	8 Red Bull **3.49%**
Previous month: 3 7.11% ▼	Previous month: 5 4.80% ▼	Previous month: 8 3.20% ▲	Previous month: 9 1.69% ▲

9 Women's Best **3.03%**	10 Al Ain **2.97%**		
Previous month: 10 0.74% ▲	Previous month: 6 3.42% ▼		

Top performing products on amazon.ae, by retail sales

1 Coca-Cola	2 Coca-Cola	3 Schweppes	4 Red Bull
Coca-Cola Zero Calories Carbonated Soft Drink Bottle - 500 ml (Pack of 24)	Coca-Cola Regular Carbonated Soft Drink Cans, 150 ml (Pack of 30)	Schweppes Ginger Ale - 150ml (Pack of 30)	Red Bull Sugar Free Energy Drink - 250 ml (Pack of 24)

5 Coca-Cola	6 Schweppes	7 ALAIN	8 ALAIN
Coca Cola Zero Can, 330 ml (Pack of 6)	Schweppes Soda Water -150ML (Pack of 30)	ALAIN Bottle Drinking Water, 24 x 500 ml	ALAIN Bottle Drinking Water, 24 x 330 ml

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PiWheel, Powered by Stackline is a retail intelligence and software company based in Dubai and founded 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 NAME [2]   XX.X% [3]

Previous month: 1 [4]   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. Red arrow = Decrease. Black line = No change. NEW = New brand