

AMAZON.AE MARKETPLACE TELEVISION 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
-22.87%

average
amazon.ae price
-11.45%

In May there was 68 amazon.ae promotions within the TV category, contributing towards the decrease in average retail price (-12%), now at 1.88k AED. Despite the price decrease and promotional activity, overall sales dropped by 23%. The best performing promotion was for HiSense 55inch UHD Smart TV; Amazon UAE dropped the retail price for the by 15% resulting in a 43% uplift in sales. This successful promotion helped to boost HiSense to 3rd position by market share, from 5th. However, no brand comes close to dethroning Samsung from its dominate position. It is repeatedly the leading brand by market share, and product – particularly popular is the 4k UHD series.

Top 10 brands on amazon.ae, by market share

1 Samsung Previous month: 1 67.38% ▼	2 LG Previous month: 2 10.71% ▲	3 HiSense Previous month: 5 4.34% ▲	4 Sony Previous month: 3 5.96% ▲
5 Philips Previous month: 4 4.76% ▼	6 TCL Previous month: 6 1.57% ▲	7 NIKAI Previous month: 6 1.14% ▲	8 Xiaomi Previous month: 10 0.44% ▲
9 Changhong Previous month: 8 0.98% ▲	10 Toshiba Previous month: 9 0.50% ▲		

Top performing products on amazon.ae, by retail sales

1  Samsung 55RU7100 55 Inch Flat Smart 4K UHD TV Series 7 (2019) - Black	2  Samsung 65 Inch Flat Smart 4K UHD TV -65RU7400 - Series 7 (2019)	3  Samsung 75 Inch Flat Smart 4k UHD TV - 75RU7100 - Series 7 - (2019)	4  LG OLED 65 Inch UHD Smart Tv- 65C9PVA
5  Samsung 49RU7100 49 Inch Flat Smart 4K UHD TV Series 7 (2019) Black	6  Samsung QA55Q70RAKXZN 55 Inches 4K QLED TV - Series 7(2019)	7  Samsung 65RU7300 65 Inch Curved Smart 4K UHD TV Series 7 (2019) - Black	8  Samsung 43RU7100 43 Inch Flat Smart 4K UHD TV Series 7 (2019) - 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

TOP BRANDS BY PRODUCT - DATA KEY

1

NAME

Previous month: 1

XX.X%

XX.X%

▲

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