



Coffee Makers

Mar 16 - Apr 12 2020 compared to Apr 13 - May 10, 2020
Insights & information by PiWheel, Powered by Stackline.

Fastest growing subcategories, by retail sales

- 1** Electric coffee percolators **+26%**
- 2** Stovetop espresso & moka pots **+24%**
- 3** Other Coffee Makers **+23%**
- 4** Coffee Machines **+11%**

Fastest declining subcategories, by retail sales

- 1** French Presses **-8%**
- 2** Single Serve Brewers **-6%**
- 3** Espresso Machines **-0.4%**

Top 10 brands, by market share

- 1** DeLonghi **23.1%**
Previous month: 1 25.1% ▼
- 2** Nescafe **17.1%**
Previous month: 3 10.9% ▲
- 3** Philips LED **7.7%**
Previous month: 5 8.1% ▼
- 4** Nespresso **6.3%**
Previous month: 4 9.6% ▼
- 5** Breville **5.9%**
Previous month: 2 15.1% ▼
- 6** Arzum Okka **3.9%**
Previous month: 6 2.7% ▲
- 7** Sage **3.7%**
Previous month: 7 2.6% ▲
- 8** Smeg **3.5%**
Previous month: 9 1.9% ▲
- 9** Beko **2.7%**
Previous month: 8 2.4% ▲
- 10** Black & Decker **2.6%**
Previous month: 10 1.7% ▲

Top performing products, by retail sales

- 1** Nescafe
Dolce Gusto Mini Me (with 5 capsule boxes) Black
- 2** Breville
Espresso Machine
- 3** Nescafe
Dolce Gusto Mini Me (with 5 capsule boxes) Red
- 4** Nescafe
Dolce Gusto by De'Longhi Mini Me EDG155.BG
- 5** De'Longhi
Magnifica S Bean to Cup Coffee Machine Silver ecam22.110.sb
- 6** Arzum Okka
Turkish Coffee Maker
- 7** De'Longhi
PrimaDonna Elite Fully Automatic Coffee Machine, Silver
- 8** Sage
SES875BKS The Barista Express Machine Black Sesame

Top 8 increasing products, retail sales

	AED Sales change	AED Total Sales
1 Nescafe, Dolce Gusto Mini Me (with 5 capsule boxes) Black	+81.87k	108.29k
2 Breville, Espresso Machine	+80.14k	95.73k
3 Nescafe, Dolce Gusto Mini Me (with 5 capsule boxes) Red	+44.98k	83.28k
4 De'Longhi Magnifica S Bean to Cup Coffee Machine Silver	+35.21k	79.87k
5 Nescafe Dolce Gusto by De'Longhi Mini Me EDG155.BG	+26.90k	82.74k
6 Smeg 50's Retro Style Aesthetic Espresso Coffee Machine, Red	+25.42k	26.89k
7 De'Longhi Dinamica Plus Coffee Machine, Silver	+22.29k	25.19k
8 Arzum Okka Turkish Coffee Maker	+18.94k	61.15k

Top 8 decreasing products, retail sales

	AED Sales change	AED Total Sales
1 De'Longhi Eletta Automatic Coffee Machine, White	-36.64k	26.50k
2 Breville Stainless Steel Barista Touch Espresso Machine	-32.79k	21.74k
3 De'Longhi PrimaDonna Elite Fully Automatic Coffee Machine, Silver	-27.13k	41.04k
4 Philips-Saeco Super-automatic Espresso Machine	-21.50k	4.30k
5 Nespresso Creatista Plus J520 Silver Coffee Machine	-19.14k	31.01k
6 Nespresso Lattissima Pro F456 Brushed Aluminium Coffee Machine	-18.64k	17.19k
7 Philips LED 5000 Series EP5334/10 Espresso Machine 1.8L Fully-auto	-12.80k	9.60k
8 De'Longhi Magnifica Bean to Cup Coffee Machine Black	-12.34k	26.87k



Coffee makers are one of the best performing categories on Amazon.ae, reaching 2.18 Million AED in the weeks April 13 – May 10, 2020. With this category, 96% of sales come from just three subcategories: Coffee Machines (32%), Espresso Machines (32%) and Single-serve Brewers (31%). There are many varying price points within this category; Breville's average retail price is 4000 AED +, whereas Nescafe's average retail price is 500 AED. Despite this swing in prices - overall, all brands, at all price points, are performing well.

TOP BRANDS BY PRODUCT - DATA KEY



- 1. March market share position
- 2. Brand Name
- 3. March market share %
- 4. February market share position
- 5. February market share %
- 6. Month on Month market share % indicator. Green arrow = Increase in. Red arrow = Decrease. Black line = No change. NEW = New brand