#### **UAE E-COMMERCE** CATEGORY OVERVIEW





## **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

Electric coffee +26% percolators

3 Other Coffee +23%

+11%

#### Fastest declining subcategories, by retail sales

French

-8%

2 Single Serve Brewers

3 Espresso Machines

-0 4%

### Top 10 brands, by market share



Previous month: 3 10.9%

Previous month: 5 8.1%

A Nespresso Previous month: 4 9.6%

Previous month: 2 15.1% Beko

Previous month: 8 2.4%

**S** Breville

Decker Previous month: 10 1.7%

Previous month: 6 2.7%

6 Arzum Okka

Sage Previous month: 7 2.6%

3.7%

Smeg Previous month: 9 1.9%

# Top performing products, by retail sales



capsule boxes) Black

**Breville Espresso Machine**  3 Nescafe Dolce Gusto Mini Me (with 5 capsule boxes) Red



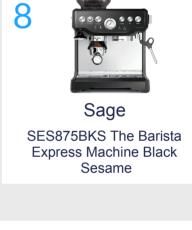






De'Longhi Eletta Automatic Coffee

Machine, White



26.50k

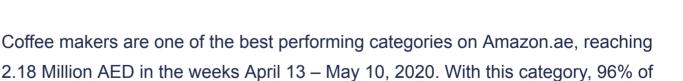
#### Top 8 increasing products, retail sales AED AED Sales change **Total Sales**

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 AED** Sales change **Total Sales**

-36.64k

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





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



3. March market share % 4. February market share position

1. March market share position

5. February market share %

2. Brand Name

6. Month on Month market share % indicator. Green arrow = Increase in. Red arrow = Decrease. Black

company based in Dubai and founded in Seattle, WA by a group of Amazon

optimises e-commerce marketing performance for hundreds of the world's

veterans. Our technology activates data, automates execution, and

line = No change. NEW = New brand



PiWheel, Powered by Stackline PiWheel, Powered by Stackline is a retail intelligence and software

largest companies.