

# AMAZON.AE MARKETPLACE VACUUM CATEGORY REVIEW

Data insights from PiWheel Powered by Stackline, for amazon.ae  
Apr 5 - May 2, 2020 vs May 2 - 30, 2020



## PiWheel, Powered by Stackline Insights

amazon.ae sales

**+3.89%**

average amazon.ae price









**+1.93%**

Amazon.ae vacuum category sales have remained steady between April and May, increasing slightly by 4%. Interestingly the key driver for sales increase comes from robotic vacuums, which increased (as a subcategory) by 9% during the same period. In May, Roborock was the top vacuum brand for market share; this is the first time it has reached the pole position in amazon.ae history. Roborock also has the best-selling single product. On May 26th there was an amazon.ae 'Lightning Deal' for the Eufy RoboVac product. By decreasing the product price by 20%, they effectively increased sales by 576%.

## Top 10 brands on amazon.ae, by market share

<b>1</b> Roborock <b>14.71%</b> Previous month: 4 7.84% ▲	<b>2</b> Dyson <b>13.02%</b> Previous month: 7 6.50% ▲	<b>3</b> Black & Decker <b>9.51%</b> Previous month: 2 12.96% ▼	<b>4</b> ECOVACS <b>8.88%</b> Previous month: 5 7.33% ▲
<b>5</b> Bissell <b>8.50%</b> Previous month: 3 10.55% ▼	<b>6</b> Xiaomi <b>7.81%</b> Previous month: 1 13.97% ▼	<b>7</b> iRobot <b>6.09%</b> Previous month: 6 6.67% ▼	<b>8</b> Eufy <b>6.01%</b> Previous month: 8 5.39% ▲
<b>9</b> Philips LED <b>5.54%</b> Previous month: 10 3.64% ▲	<b>10</b> Deerma <b>4.15%</b> Previous month: 9 5.06% ▼		

## Top performing products, by retail sales on amazon.ae

<b>1</b>  Roborock S5 MAX Robot Vacuum and Mop	<b>2</b>  Ecovacs Deebot Ozmo 920 Robotic Vacuum 2-in-1 Vacuuming & Mopping	<b>3</b>  Dyson V11 Absolute Cordless Vacuum Cleaner Gold	<b>4</b>  Philips LED Powercyclone 7 2000w Bagless Powerpro Active
<b>5</b>  Black & Decker 14 4V Lithium-ion Pivot Dustbuster/Cyclonic Hand Vacuum	<b>6</b>  Bissell Featherweight 2-in-1 Upright Vacuum Cleaner 0.5 Litre	<b>7</b>  Xiaomi Mijia STYJ02YM 2 in 1 Sweeping Mopping Robot Vacuum Cleaner	<b>8</b>  Black & Decker Handheld 2-in-1 Cordless Stick Vacuum with Docking Station

## 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](http://piwheel.com)

TOP BRANDS BY PRODUCT - DATA KEY

**1** NAME **XX.X%**  
Previous month: **1** 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