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



amazon.ae sales

+3.89%

average amazon.ae price +1.93%

PiWheel, Powered by Stackline Insights

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

Roborock **14.71%**

Previous month: 4 7.84%

Previous month: 7 6.50%

Previous month: 2 12.96%

9.51%

6.67%

7.33% Previous month: 5

Bissell Previous month: 3 10.55% Xiaomi

7.81% Previous month: 1 13.97%

iRobot 6.09%

Previous month: 6

H Eufy

Previous month: 8

6.01%

5.39%

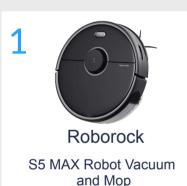
Philips Previous month: 10 3.64%

Deerma

4.15%

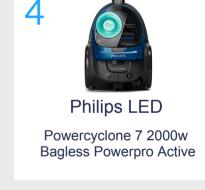
Previous month: 9 5.06%

Top performing products, by retail sales on amazon.ae





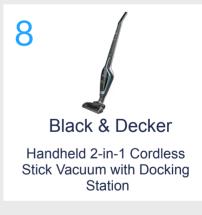














PiWheel, Powered by Stackline

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. 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