

PRINTERS & SCANNERS CATEGORY

Data insights from PiWheel
Jan 03 - Jan 30, 2021 vs Jan 31 - Feb 27, 2021



PiWheel Insights

India e-commerce sales

- 23.67%

average India e-commerce retail price change

- 2.09 %

The Printers & Scanners category had a decrease in digital sales between January 31 to February 27, by 23.67% compared to the prior month. 76% of overall online sales came from just three brands - HP (37.9%), Canon (20%), and Epson (17.9%).

The average selling price for this category decreased by over 2.09%.

Top 10 selling brands online, by market share

1 HP 37.9% Previous month: 1 -4.98 ▼	2 Canon 20% Previous month: 2 +2.87 ▲	3 Epson 17.9% Previous month: 3 -0.27 ▼	4 Brother 11.7% Previous month: 4 +0.31 ▲
5 Wol 3D 0.9% Previous month: 5 +0.40 ▲	6 Everycom 0.8% Previous month: 7 -0.11 ▼	7 Mantra 0.7% Previous month: 6 +0.18 ▲	8 TSC 0.6% Previous month: 9 +0.11 ▲
9 TVS 0.6% Previous month: 10 +0.13 ▲	10 JT 0.6% Previous month: 8 +0.04 ▲		

Top performing products online, by retail sales

1 Epson Epson EcoTank L3110 All-in-One Ink Tank Printer (Black)	2 HP HP Laserjet Pro M126nw Multi-Function Direct Wireless Network Laser...	3 Canon Canon Pixma G3000 All-in-One Wireless Ink Tank Colour Printer	4 HP HP 419 All-in-One Wireless Ink Tank Color Printer with Voice-Activated Printing...
5 HP HP DeskJet 2331 All-in-One Inkjet Colour Printer	6 Epson Epson L3152 WiFi All in One Ink Tank Printer	7 HP HP 410 All-in-One Wireless Ink Tank Color Printer with Voice-Activated Printings...	8 Canon Canon Pixma G2012 All-in-One Ink Tank Colour Printer (Black)

PiWheel

PiWheel is a retail intelligence and software company based in Dubai and founded 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

MARKET SHARE - 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