

Data insights from PiWheel, Powered by Stackline for amazon.ae
Apr 26 - May 23, 2020 vs May 24 - Jun 20, 2020



PiWheel, Powered by Stackline Insights

amazon.ae sales

-14.46%

average amazon.ae price









-5.67%

The small kitchen appliance category on amazon.ae totalled 1.52m AED worth of sales, between May 24 - Jun 20. During this time, Amazon ran 14 deals contributing 5% of the total category sales. Even with multiple promotions overall sales were down 14% compared to the prior period. The key driver for the decrease came from the 'Fryer' subcategory. This is the most popular subcategory within small kitchen appliances and dropped in sales by 21%. In June Philips was the leading category, aggressively increasing their market share by 10%. Whereas Black and Decker, the second leading brand, dropped 10% market share during the same period. During the analysed period amazon.ae ran a 22% discount on 'Tefal Easy Fry'. Despite being a good deal, it did not perform well, uplifting sales by just 1%.

Top 10 brands on amazon.ae, by market share

1 Philips 38.09% Previous month: 1 28.68% ▲	2 Black & Decker 18.22% Previous month: 2 27.01% ▼	3 Tefal 9.83% Previous month: 4 8.90% ▲	4 Kenwood 8.26% Previous month: 3 9.38% ▼
5 DeLonghi 6.23% Previous month: 5 6.19% ▲	6 Nutri Ninja 2.51% Previous month: 6 3.02% ▼	7 Breville 1.59% Previous month: 10 0.38% ▲	8 Moulinex 1.45% Previous month: 7 2.44% ▼
9 Bosch 1.15% Previous month: 8 1.92% ▼	10 Samsung 1.00% Previous month: 9 0.49% ▲		

Top performing products on amazon.ae, by retail sales

1  Philips Premium Collection Air Fryer, with Smart Sensing Technology	2  Philips Essential Air Fryer XL, Black	3  Black+Decker 4L Digital Air Fryer Aerofry, AF400-B5, Black	4  Black+Decker 4L Air Fryer Performance Range Aero Fry, AF300-B5, Black
5  Tefal Oilless Easy Air Fryer 1.2 kg Large Capacity, EY201827, Black	6  Philips Avance Collection Multi-function Food Processor Compact 4in1	7  Philips Premium Collection Air Fryer XXL, with Fat Removal + Rapid Air Technology	8  Philips Avance Collection XL Air Fryer With Rapid Air technology

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 NAME **XX.X%**
Previous month: **1** XX.X% ▲ **6**

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