

INDIA E-COMMERCE REVIEW

COFFEE & TEA EQUIPMENT CATEGORY

Data insights from PiWheel

Mar 21 - Apr 17, 2021 vs Apr 18 - May 15, 2021



PiWheel Insights

UAE e-commerce sales

+ 40.53% ▲

average India e-commerce retail price change

- 0.74 % ▼

The Coffee & Tea Equipment category had an increase in digital sales between April 18 and May 15, by 40.53% compared to the prior month. During this period, Prestige was the biggest winner - increasing its market share by 17.8% to become the leading category brand.

There were 78 e-Commerce promotions in this category. The best performing promotion was AVA Automatic Milk Frother, Electric Milk Steamer Soft Foam Maker for Hot and Cold Milk Froth.

Top 10 selling brands online, by market share

1

Prestige

17.8%

Previous month: 1

+ 2.34

▲

2

Pigeon

13.2%

Previous month: 2

- 1.65

▼

3

Butterfly

12.9%

Previous month: 3

- 0.76

▼

4

Havells

10.9%

Previous month: 4

+ 2.61

▲

5

Elgi Ultra

6.9%

Previous month: 5

- 0.83

▼

6

Kent

3.3%

Previous month: 6

+ 0.12

▲

7

Philips

3.0%

Previous month: 7

- 0.30

▼

8

Milton Bradley

2.9%

Previous month: 8

- 0.42

▼

9

Inalsa

2.1%

Previous month: 9

+ 0.42

▲

10

Bosch









1.9%

Previous month: 10

- 1.61

▼

Top performing products online, by retail sales

1		VAVA	Automatic Milk Frother, Electric Milk Steamer Soft Foam Maker for Hot and C...
2		Black & Decker	Black & Decker 1.71 Litre Concealed Coil Stainless Steel Kettle, Silver JC450-B5
3		Smeg	Smeg KLF03BLUK, 50's Retro Style Kettle, 1.7 L Capacity with Water Level Indicator...
4		Sage	Sage Coffee Grinder - Black Truffle with 1 year distributor warranty
5		Miroco	Automatic Milk Frother, Miroco Electric Milk Steamer Stainless Steel, Automatic...
6		Black & Decker	Black & Decker Concealed Coil Kettle, White, 1.7 L, Jc70-B5, 2 Year Warranty
7		Moulinex	Moulinex The Original Grinder Stainless Steel Bowl Coffee Grinder, 180 watts
8		Sure	Sure Water Dispenser Top Loading, Floor/Free Standing Hot Cold and Normal...

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