

AMAZON.AE MARKETPLACE REVIEW

PET FOOD CATEGORY

Data insights from PiWheel, Powered by Stackline for amazon.ae
Sep 13 - Oct 10 2020 vs Oct 11 - Nov 7, 2020



amazon.ae total category sales (AED)
1.07 mn

amazon.ae change in category sales
-16.80% ▼

amazon.ae change in average selling price
0.05% ▲









PiWheel Insights

Between Oct 11 - Nov 7, the amazon.ae ‘Pet Food’ category totalled 1.07 million AED – which is a decrease of 17% compared to the previous period. The average selling price for this category increased slightly by 0.05%, to 37.06 AED. There were 107 promotions, the share of these promotions on total sales was 11%. The best performing promotion was ‘Sheba Flaked Tuna Topped with Salmon, 5 plus 1 Pack’ with 29% discount and 110% sales uplift – causing the product to become the 2nd top selling product within the category. The top brand, Royal Canin, held 28% market share, followed by Sheba (14% market share) and Whiskas (12% market share) – combined these three dominant brands made-up 54% of total category sales.

Top brands on amazon.ae, by market share

1 Royal Canin Previous month: 1 23.62% ▲	28.41%	2 Sheba Previous month: 2 14.85% ▼	13.74%	3 Whiskas Previous month: 3 14.02% ▼	12.32%	4 Taste of the Wild Previous month: 4 8.67% ▼	8.59%
5 Purina Previous month: 6 5.32% ▲	5.63%	6 Pedigree Previous month: 5 5.38% ▼	4.82%	7 KiteKat Previous month: 7 4.75% ▼	4.51%	8 Purina - Friskies Previous month: 8 2.23% ▼	2.32%
9 Purina - Fancy Feast Previous month: 9 1.98% ▲	2.26%	10 Purina - Felix Previous month: 10 1.29% ▲	1.48%				

Top performing products on amazon.ae, by retail sales

1  Kitekat Kitekat Mackerel Flavour Cat Food, 7kg	2  Sheba Sheba Flaked Tuna Topped with Salmon Cat Food, 5 plus 1 Pack (85g x 6 cans)	3  Whiskas Whiskas Ocean Fish Pouch, Multipack 85g x Pack of 12	4  Sheba Sheba Tuna and Prawn Cat Food - 6 x 80 gm
5  Royal Canin Royal Canin Feline Health Nutrition Kitten 4 KG	6  Sheba Sheba Succulent Chicken Breast Cat Food 5 and 1 Pack (85g x 6 cans)	7  Whiskas Whiskas Ocean Fish & Milk, Dry Food Junior, 2-12 months, 1.1kg	8  Royal Canin Royal Canin Feline Health Nutrition Indoor (10 Kg)

PiWheel, Powered by Stackline



PiWheel, Powered by Stackline 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

TOP BRANDS BY PRODUCT - DATA KEY

1

NAME

Previous month: 1

XX.X%

XX.X%

2

3

4

5

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. Red arrow = Decrease. Black line = No change. NEW = New brand