# CELL PHONE ACCESSORIES CATEGORY

Data insights from PiWheel, Powered by Stackline for amazon.in Sep 6 - Oct 3, 2020 vs Oct 4 - Oct 31, 2020



amazon.in total category sales (INR)

740 m

amazon.in change in category sales

152%



amazon.in change in average selling price

4.11%



### PiWheel Insights

In October, the amazon.in 'Cell Phone Accessories' category totalled ₹740m - which is an increase of 152% compared to the previous period. The average selling price for this category increased slightly by 4%, to ₹362. Within the category MI is October's leading brand, holding 13% of amazon.in market share; Xiaomi closely follows with 12% market share. There were 2.11k amazon.in category promotions, the share of these promotions on total sales was a significant 67%. The best performing promotion was for "Mi Power Bank 3i 20000mAh (Sandstone Black)..." with 7% discount and 1400% sales uplift.

## Top 10 brands on amazon.in, by market share

12.77%

Previous month: 7 2.52%

**SanDisk** 

7.64%

Previous month: 1 14.29%

Previous month: 2 7.03%

Previous month: 9

Previous month: 3

2.16%

3.29%

Ambrane **6.15%** Previous month: 4 3.28%

Previous month: 6

2.78%

Previous month: 10 1.24%

2.69% Samsung

Previous month: 8 2.26%

1.50%

Previous month: 5 3.16%

## Top performing products on amazon.in, by retail sales

MI

Mi Power Bank 3i 20000mAh (Sandstone Black) Triple Output and Dual Input Port | 18W Fast Charging SanDisk

SanDisk 128GB Class 10 microSDXC Memory Card with Adapter....

SanDisk

SanDisk

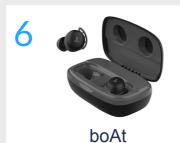
SanDisk

SanDisk 64GB Class 10 microSDXC Memory Card with Adapter....

Xiaomi

Redmi 20000mAh Li-Polymer Power Bank (Black), USB Type C and Micro USB Ports...

Mi Power Bank 3i 10000mAh (Midnight Black) Dual Output and Input Port | 18W Fast Charging



boAt Airdopes 441 Pro TWS Ear-Buds with IWP Technology, Up to 150H Playback with Case....

Mi 10000mAH Li-Polymer Power Bank 2i (Black) with 18W Fast Charging

8 **Ambrane** Ambrane 20000mAh Li-Polymer

Powerbank with Fast Charging &

Compact Size (Neos, Black)



### 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 ecommerce marketing performance for hundreds of the world's largest companies.

piwheel.com

TOP SELLING BRANDS BY MARKET SHARE - DATA KEY

NAME<sup>2</sup> XX.X%<sup>3</sup> Previous month: 1 XX.X% 5



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