

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

1 MI 12.77% Previous month: 7 2.52% ▲	2 Xiaomi 12.07% Previous month: 1 14.29% ▼	3 SanDisk 9.10% Previous month: 2 7.03% ▲	4 boAt 7.64% Previous month: 9 2.16% ▲
5 Ambrane 6.15% Previous month: 4 3.28% ▲	6 Syska 3.83% Previous month: 6 2.78% ▲	7 Urbn 3.57% Previous month: 10 1.24% ▲	8 Samsung 2.69% Previous month: 3 3.29% ▼
9 ELV 2.11% Previous month: 8 2.26% ▼	10 Amazon Basics 1.50% Previous month: 5 3.16% ▼		

Top performing products on amazon.in, by retail sales

1 MI Mi Power Bank 3i 20000mAh (Sandstone Black) Triple Output and Dual Input Port 18W Fast Charging	2 SanDisk SanDisk 128GB Class 10 microSDXC Memory Card with Adapter....	3 SanDisk SanDisk 64GB Class 10 microSDXC Memory Card with Adapter....	4 Xiaomi Redmi 20000mAh Li-Polymer Power Bank (Black), USB Type C and Micro USB Ports...
5 MI Mi Power Bank 3i 10000mAh (Midnight Black) Dual Output and Input Port 18W Fast Charging	6 boAt boAt Airdopes 441 Pro TWS Ear-Buds with IWP Technology, Up to 150H Playback with Case....	7 MI 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 e-commerce marketing performance for hundreds of the world's largest companies.

piwheel.com

TOP SELLING BRANDS BY 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. Red arrow = Decrease. Black line = No change. NEW = New brand