

# VIDEO GAMES CATEGORY

Data insights from PiWheel  
Mar 07 - Apr 03, 2021 vs Apr 4 - May 1, 2021



## PiWheel Insights

UAE e-commerce sales

**+ 2.39%** ▲

average India e-commerce retail price change

**- 1.24 %** ▼

The Video Games category had an increase in digital sales between April 4 and May 1, by 2.39% compared to the prior month. During this period, Sony was the biggest winner - increasing its market share by 22.7% to become the leading category brand.

There were 616 e-Commerce promotions in this category. The best performing promotion was Sis Sony Marvel's Spider-Man (PS4) - Game of the Year Edition (PS4).

## Top 10 selling brands online, by market share

<b>1</b> Sony Previous month: 1 + 2.20 ▲	<b>22.7%</b>	<b>2</b> Nintendo Previous month: 2 + 0.50 ▲	<b>9.9%</b>	<b>3</b> Rockstar Games Previous month: 3 + 1.80 ▲	<b>8.3%</b>	<b>4</b> UBI Soft Previous month: 4 + 0.70 ▲	<b>8.0%</b>
<b>5</b> Electronic Arts Previous month: 5 - 1.65 ▼	<b>7.1%</b>	<b>6</b> Activision Previous month: 6 - 0.00 ■	<b>4.3%</b>	<b>7</b> Square Enix Previous month: 7 - 0.63 ▼	<b>3.5%</b>	<b>8</b> 2K Games Previous month: 8 - 0.42 ▼	<b>3.0%</b>
<b>9</b> WB Games Previous month: 9 - 0.17 ▼	<b>2.4%</b>	<b>10</b> Namco Previous month: 10 - 0.16 ▼	<b>2.0%</b>				

## Top performing products online, by retail sales

<b>1</b> Sony PS4 Ghost of Tsushima (PS4)	<b>2</b> Rockstar Games Grand Theft Auto V - Premium Edition (PS4)	<b>3</b> Sony Marvel's Spider Man (PS4) - Game of the Year Edition (PS4)	<b>4</b> Sony PS4 The Last of Us Part II (PS4)
<b>5</b> Electronic Arts FIFA 21 Standard Edition (Free PS5 Upgrade)	<b>6</b> Sony PS4 Marvel's Spider-Man: Miles Morales (PS4)	<b>7</b> Rockstar Games Red Dead Redemption - 2 (PS4)	<b>8</b> Big Ant Studios Cricket 19 International Edition (PS4)

## 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](http://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