

Data insights from PiWheel
Mar 28 - Apr 24, 2021 vs Apr 25 - May 22, 2021



PiWheel Insights

UAE e-commerce sales

+ 5.11% ▲

average UAE e-commerce retail price change

+ 4.61% ▲

The Monitors & Computer Accessories category had an increase in digital sales between April 25 to May 22, by 5.11% compared to the prior month. During this period, LG was the biggest winner - increasing its market share by 23.5% to become the leading category brand.

There were 25 e-Commerce promotions in this category. The best performing promotion was 'BenQ BenQ 27 Inch 1080p Eye Care Gaming Monitor 1ms 75Hz LED (GL2780)'.

Top 10 selling brands online, by market share

1 LG	23.5%	2 Samsung	22.2%	3 Dell	13.9%	4 BenQ	8.1%
Previous month: 1	+ 3.90 ▲	Previous month: 2	- 2.72 ▼	Previous month: 3	+ 1.58 ▲	Previous month: 4	+ 1.08 ▲
5 Logitech	8.0%	6 Asus	4.9%	7 Acer	2.9%	8 Xiaomi	1.9%
Previous month: 5	+ 1.39 ▲	Previous month: 6	- 0.87 ▼	Previous month: 7	- 1.21 ▼	Previous month: 8	- 0.84 ▼
9 MSI	1.7%	10 Alienware	1.7%				
Previous month: 9	+ 0.83 ▲	Previous month: 9	+ 0.03 ▲				

Top performing products online, by retail sales

1		2		3		4	
	Dell		LG		LG		LG
	Dell U2720Q 27-INCH UltraSharp IPS 4K UHD LED USB-C Monitor		LG 49 inc Curved UltraWide Dual QHD Monitor (5120X1440), IPS, HDR10, Multitask...		LG 27UL850-W 27 Inch UHD (3840 x 2160) IPS Display with VESA Display HDR 400		LG 27 inch 4K UHD IPS LED HDR Monitor with Radeon Freesync Technology and HDR
5		6		7		8	
	Samsung		BenQ		Samsung		Dell
	Samsung Odyssey G9 49 Inch Curved QLED Gaming Monitor - Ultrawide Dual QHD (5120...		BenQ GW2480 24 Inch FHD 1080p Eye-Care LED Monitor, 1920x1080 Display, IPS, Bright...		Samsung 24 inch CF390 Curved Monitor (LC24F390FHMJUE)		Alienware AW2521HF 24.5 inch Full HD (1920x1080) Gaming Monitor, 240Hz, IPS, 1...

PiWheel

PiWheel is a retail intelligence and software company based in Dubai and founded by a group of e-commerce veterans. Our technology activates data, automates execution, and optimises e-commerce marketing performance for hundreds of the world's largest companies.



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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