

SMART WATCHES CATEGORY

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



PiWheel Insights

KSA e-commerce sales
+ 21.35% ▲

average KSA e-commerce retail price change
+ 14.74% ▲

The Smart Watches category had an increase in digital sales between April 25 to May 22, by 21.35% compared to the prior month. During this period, Apple was the biggest winner - increasing its market share by 61.4% to become the leading category brand.

There were 131 e-Commerce promotions in this category. The best performing promotion was Samsung Galaxy Watch Active 2 (40mm, GPS, Bluetooth) Smart Watch with Advanced Health Monitoring, Fitness Tracking, and Long lasting Battery, Silver (US Version).

Top 9 selling brands online, by market share

1 Apple 61.4% Previous month: 1 + 5.80 ▲	2 Samsung 11.2% Previous month: 2 - 1.57 ▼	3 Huawei 5.2% Previous month: 3 - 4.19 ▼	4 Fitbit 3.8% Previous month: 4 + 0.28 ▲
5 Xiaomi 3.0% Previous month: 5 - 0.60 ▼	6 Amazfit 2.7% Previous month: 6 + 1.02 ▲	7 Soundpeats 1.0% Previous month: 7 - 0.55 ▼	8 KITVTOPC 0.8% Previous month: 8 + 0.20 ▲
9 Yunsye 0.6% Previous month: 9 + 0.07 ▲			

Top performing products online, by retail sales

1 Apple Apple Watch Series 6 (GPS, 44mm) - Space Grey Aluminium Case with Black Sport Band	2 Apple Apple Watch Series 6 (GPS, 44mm) - Blue Aluminium Case with Deep Navy Sport Band	3 Apple Apple Watch Series 6 (GPS 40mm) - Gold Aluminium Case with Pink Sand Sport Band	4 Apple Apple Watch Series 6 (GPS, 40mm) - Space Grey Aluminium Case with Black Sport Band
5 Apple Apple Watch Series 6 (GPS, 40mm) - Blue Aluminium Case with Deep Navy Sport Band	6 Apple Apple Watch Series 3 (GPS, 42mm) - Space Grey Aluminium Case with Black Sport Band	7 Apple Apple Watch Series 6 (GPS, 44mm) - Gold Aluminium Case with Pink Sand Sport Band	8 Samsung Samsung Galaxy Watch3 Stainless BT 45mm, Silver (KSA Version)

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.



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