

Data insights from PiWheel, Powered by Stackline for amazon.ae  
May 10 - Jun 6, 2020 vs Jun 7 - Jul 4, 2020

PiWheel Insights

The amazon.ae Cookware category is highly competitive, with brands regularly sliding up and down the bestseller charts. In June, Lodge was the biggest winner – increasing its market share by 12.5% to become the leading category brand. The month prior Tefal was the best-selling brand but has since dropped 4% market share. Combined, these two brands made up 41% of total amazon.ae category sales. Lagostina is a newcomer to amazon.ae, successfully launching its products this month, already securing the 6th position for market share by brand. Overall cookware category sales on amazon UAE dropped 19% compared to the previous period, totalling 630k AED.

amazon.ae sales

-18.83%

average amazon.ae price

-16.00%

Top 10 brands on amazon.ae, by market share

1Lodge27.24% Previous month: 214.74%▲	2Tefal13.26% Previous month: 117.02%▼	3Dessini4.16% Previous month: 54.14%▲	4GreenPan3.81% Previous month: 45.28%▼
5Prestige3.79% Previous month: 63.59%▲	6Lagostina3.53% Previous month: 100.03%▲	7All-Clad3.37% Previous month: 39.74%▼	8Neoflam2.49% Previous month: 73.07%▼
9Royalford2.36% Previous month: 82.25%▲	10Calphalon2.24% Previous month: 91.09%▲		

Top performing products on amazon.ae, by retail sales

1  <div>Lodge Cast Iron Skillet Pre-Seasoned</div>	2  <div>Lodge 30.5 cm / 12 inch Pre-Seasoned Cast Iron Round Skillet/Frying Pan, Black</div>	3  <div>Tefal B143S984 9pieces Super Cook Non-Stick Cookware Set, Black, Aluminum</div>	4  <div>Lodge L9OG3 Cast Iron Round Griddle</div>
5  <div>Lodge LCC3 Pre-Seasoned Combo Cooker, Black, 3.2 quart</div>	6  <div>Lagostina Martellata Tri-ply Hammered Stainless Steel Cookware Set - Copper</div>	7  <div>Prestige 9-Piece Non-Stick Cookware, Red, W 61.2 x H 36.0 x D 23.6 cm, Aluminum</div>	8  <div>Tefal Super Cook Non Stick w/Thermo-spot 12 PCS Cooking Set Red B243SC85</div>

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 in. Red arrow = Decrease. Black line = No change. NEW = New brand