AMAZON.AE MARKETPLACE MEN'S SHAVING SUBCATEGORY REVIEW

Data insights from PiWheel, Powered by Stackline for amazon.ae May 3 - 30, 2020 vs May 31 - Jun 27, 2020



amazon.ae sales

-21.08%

average amazon.ae price

-4.53%

PiWheel, Powered by Stackline Insights

In June there was 25 amazon.ae deals for Men's Shavers, majority surrounding the Father's Day event. However, despite the promotions, total category sales dropped 21%, standing at 1.78 million AED in June, compared to the month prior. Braun was May's leading brand – but lost 10% market share in June, allowing Philips LED to become the new leading brand within the category. 81% of total category sales come from just two subcategories – Electric Shavers and Hair Cutting Tools.

Top 10 brands on amazon.ae, by market share

Philips 24.17%

Previous month: 2 19.48%

15.00% Previous month: 3 12.03%

Previous month: 1 21.02%

4 Gillette 6.65% 5.38% Previous month: 5

Moser 5.21% Previous month: 6

Hatteker Previous month: 8 2.01% Previous month: 4 6.72%

Philips 4.92% Previous month: 7

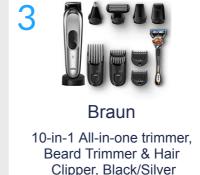
Frcolor Previous month: 10 0.68%

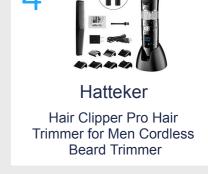
Philip Previous month: 9 0.84%

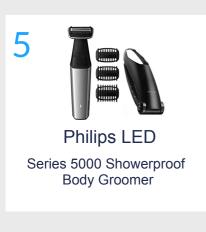
Top performing products on amazon.ae, by retail sales

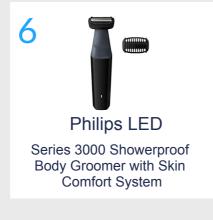
Philips LED Multigroom Series 7000 13in-1, Face, Hair and Body

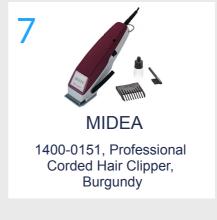
Multi Purpose Hair Trimmer and Beard Trimmer | Easy Style Trimmer

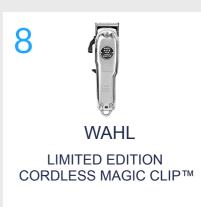














PiWheel, Powered by Stackline

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 ecommerce marketing performance for hundreds of the world's largest companies.

piwheel.com

TOP BRANDS BY PRODUCT - DATA KEY

NAME XX.X% Previous month: 1⁴ XX.X%⁵ A⁶



- 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