

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



PiWheel, Powered by Stackline Insights

amazon.ae sales

-21.08%

average amazon.ae price

-4.53%

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

1 Philips LED 24.17% Previous month: 2 19.48% ▲	2 Wahl 15.00% Previous month: 3 12.03% ▲	3 Braun 11.29% Previous month: 1 21.02% ▼	4 Gillette 6.65% Previous month: 5 5.38% ▲
5 Moser 6.10% Previous month: 6 5.21% ▲	6 Hatteker 4.97% Previous month: 8 2.01% ▲	7 Andis 4.07% Previous month: 4 6.72% ▼	8 Philips 3.55% Previous month: 7 4.92% ▼
9 Frcolor 1.16% Previous month: 10 0.68% ▲	10 Philip 0.98% Previous month: 9 0.84% ▲		

Top performing products on amazon.ae, by retail sales

1 Philips LED Multigroom Series 7000 13-in-1, Face, Hair and Body	2 Andis Multi Purpose Hair Trimmer and Beard Trimmer Easy Style Trimmer	3 Braun 10-in-1 All-in-one trimmer, Beard Trimmer & Hair Clipper, Black/Silver	4 Hatteker Hair Clipper Pro Hair Trimmer for Men Cordless Beard Trimmer
5 Philips LED Series 5000 Showerproof Body Groomer	6 Philips LED Series 3000 Showerproof Body Groomer with Skin Comfort System	7 MIDEA 1400-0151, Professional Corded Hair Clipper, Burgundy	8 WAHL LIMITED EDITION CORDLESS MAGIC CLIP™

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 BRANDS BY PRODUCT - 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