

Data insights from PiWheel
Feb 28 - Mar 27, 2021 vs Mar 28 - Apr 24, 2021



PiWheel Insights

UAE e-commerce sales

- 26.71% ▼

average India e-commerce retail price change

- 14.11% ▼

The Women's Athletic Shoes category had a decrease in digital sales between March 28 to April 24, by 26.71% compared to the prior month. During this period, Skechers was the biggest winner - increasing its market share by 24.9% to become the leading category brand.

There were 102 e-Commerce promotions in this category. The best performing promotion was Skechers Ultra Flex Women's Women Road Running Shoes.

Top 10 selling brands online, by market share

1 Skechers Previous month: 1 + 7.87 ▲	24.9%	2 Adidas Previous month: 2 + 5.02 ▲	16.4%	3 ASICS Previous month: 3 - 6.36 ▼	12.7%	4 Nike Previous month: 4 - 3.88 ▼	10.1%
5 Under Armour Previous month: 5 - 0.86 ▼	6.9%	6 Puma Previous month: 6 - 2.76 ▼	5.6%	7 Vans Previous month: 7 + 3.04 ▲	5.1%	8 Rebook Previous month: 8 + 0.98 ▲	2.9%
9 Bourge Previous month: 9 + 0.69 ▲	2.2%	10 Saguaro Previous month: 10 + 0.90 ▲	1.5%				

Top performing products online, by retail sales

1 ASICS ASICS Women's Gel-Kayano 27 Running Shoes	2 Skechers Skechers Go Walk 5 Women's Women Shoes	3 Skechers Skechers Ultra Flex Women's Women Road Running Shoes	4 Skechers Skechers Summits Women's Shoes
5 Adidas Adidas Runfalcon Women's Competition Running Shoes	6 Nike Nike Renew In-Season TR 9 Women's Fitness & Cross Training	7 Vans Vans WM Filmore Decon Women's Women Athletic & Outdoor Shoes	8 Puma Puma Chroma Women's Running Shoes

PiWheel

PiWheel 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

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