

ABC Hardwares



FILTERS

region	All
market	All
division	All

Customer Net sales performance in USD

Customer	sales_2019	sales_2020	sales_2021	21 vs 20
Acclaimed Stores	1.42M	2.89M	10.92M	378.08%
All-Out		0.16M	0.81M	495.70%
Amazon	12.17M	37.51M	82.09M	218.87%
Argos (Sainsbury's)	0.35M	0.74M	2.27M	305.98%
Atlas Stores	0.18M	0.67M	3.17M	470.34%
Atliq e Store	7.18M	23.67M	52.98M	223.83%
AtliQ Exclusive	9.58M	17.68M	61.12M	345.77%
BestBuy	0.85M	1.77M	6.31M	356.08%
Boulanger	0.24M	0.83M	4.07M	492.93%
Chip 7	0.60M	1.32M	5.51M	416.07%
Chiptec		0.42M	3.02M	722.03%
Control	0.91M	2.20M	7.67M	349.23%
Coolblue	0.46M	1.18M	4.25M	360.00%
Costco	1.14M	2.75M	9.29M	337.37%
Croma	1.67M	2.47M	7.55M	305.11%
Currys (Dixons Carphone)	0.29M	0.76M	1.87M	246.94%
Digimarket	0.80M	1.72M	4.14M	241.05%
Ebay	2.61M	6.27M	15.17M	242.16%
Electricalsara Stores	0.12M	0.65M	1.85M	285.96%
Electricalsbea Stores		0.14M	0.72M	504.64%
Electricalslance Stores	0.10M	0.75M	2.35M	313.34%
Electricalslytical	1.80M	2.61M	11.94M	457.50%
Electricalsocity	2.34M	3.46M	12.42M	358.75%
Electricalsquipo Stores	0.18M	0.68M	3.64M	535.32%
Elite	0.42M	0.83M	4.13M	495.52%
Elkj�p	0.46M	1.32M	5.16M	391.90%
Epic Stores	0.41M	0.94M	4.19M	446.06%
Euronics	0.36M	0.88M	3.90M	444.67%
Expert	0.79M	1.77M	6.43M	363.98%
Expression	1.65M	2.99M	9.82M	328.24%
Ezone	1.53M	2.02M	7.92M	391.62%
Flawless Stores	0.07M	0.46M	1.81M	396.28%
Flipkart	2.94M	8.35M	19.29M	231.03%
Fnac-Darty	0.54M	0.82M	2.87M	349.77%
Forward Stores	0.56M	1.50M	4.07M	271.97%
Girias	1.55M	2.07M	8.67M	419.29%
Info Stores	0.07M	0.48M	1.84M	384.09%
Insight	0.42M	1.01M	2.76M	271.84%
Integration Stores		0.16M	1.44M	887.19%
Leader	4.68M	5.97M	18.80M	314.81%

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Logic Stores	0.17M	0.93M	4.81M	515.17%
Lotus	1.48M	2.11M	8.09M	382.61%
Neptune	0.99M	3.42M	16.11M	471.50%
Nomad Stores	0.53M	1.63M	4.02M	246.89%
Notebillig	0.25M	0.39M	1.12M	287.39%
Nova		0.01M	0.35M	2664.92%
Novus	1.87M	3.73M	9.85M	264.20%
Otto	0.26M	0.40M	1.20M	298.58%
Premium Stores	0.46M	1.10M	3.88M	353.09%
Propel	1.59M	2.46M	10.83M	440.64%
Radio Popular	0.51M	1.45M	5.27M	362.56%
Radio Shack	0.81M	1.75M	5.44M	311.51%
Reliance Digital	1.62M	2.57M	9.73M	377.90%
Relief	0.39M	1.01M	4.06M	403.57%
Sage	4.83M	6.44M	20.70M	321.52%
Saturn	0.23M	0.38M	1.19M	310.46%
Sorefoz	0.55M	1.07M	4.66M	433.63%
Sound	0.56M	1.67M	4.36M	260.26%
Staples	1.24M	2.85M	8.75M	306.95%
Surface Stores	0.09M	0.53M	2.12M	398.80%
Synthetic	1.89M	4.42M	12.19M	275.98%
Taobao	0.22M	1.33M	3.30M	248.66%
UniEuro	0.60M	1.61M	7.35M	457.03%
Vijay Sales	1.73M	2.15M	8.53M	397.78%
Viveks	1.55M	2.24M	7.78M	348.10%
walmart	1.26M	2.63M	9.73M	370.45%
Zone	0.34M	1.56M	5.26M	336.20%
Grand Total	87.48M	196.69M	598.88M	304.48%

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Market performance vs Target in USD

country	2019	2020	2021	2021 - target	%
Australia	3.88M	10.70M	20.99M	-2.21M	-9.54%
Austria		0.12M	2.84M	-0.33M	-10.50%
Bangladesh	0.48M	2.26M	6.95M	-0.72M	-9.35%
Canada	4.76M	12.17M	35.06M	-5.07M	-12.63%
China	1.43M	5.42M	22.89M	-2.07M	-8.28%
France	4.04M	7.47M	25.94M	-2.19M	-7.78%
Germany	2.56M	4.69M	12.01M	-1.53M	-11.29%
India	30.82M	49.77M	161.26M	-9.55M	-5.59%
Indonesia	2.52M	6.21M	18.41M	-2.38M	-11.45%
Italy	2.90M	4.46M	11.72M	-1.05M	-8.22%
Japan		1.88M	7.92M	-0.33M	-3.96%
Netherlands	0.23M	3.36M	7.98M	-0.66M	-7.59%
Newzealand		1.99M	11.40M	-1.40M	-10.95%
Norway		2.48M	13.68M	-1.44M	-9.50%
Pakistan	0.62M	4.69M	5.66M	-0.52M	-8.48%
Philippines	5.69M	13.37M	31.86M	-2.50M	-7.27%
Poland	0.41M	2.79M	5.19M	-0.94M	-15.35%
Portugal	0.75M	3.59M	11.83M	-0.51M	-4.12%
South Korea	12.80M	17.28M	48.97M	-4.36M	-8.18%
Spain		1.77M	12.62M	-1.79M	-12.39%
Sweden	0.05M	0.23M	1.77M	-0.20M	-10.00%
United Kingdom	2.00M	8.08M	34.15M	-2.98M	-8.02%
USA	11.53M	31.92M	87.78M	-10.24M	-10.44%
Grand Total	87.48M	196.69M	598.88M	-54.94M	-8.40%

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Top 10 Products(in USD)

products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.02M	19.35M	<div><div></div></div> 541.26%
AQ GT 21	0.78M	4.38M	<div><div></div></div> 461.14%
AQ Home Allin1	0.67M	5.16M	<div><div></div></div> 668.99%
AQ LION x1	0.05M	0.84M	<div><div></div></div> 1619.49%
AQ LION x2	0.05M	0.94M	<div><div></div></div> 1668.87%
AQ LION x3	0.07M	1.23M	<div><div></div></div> 1692.25%
AQ Mx NB	0.03M	1.44M	<div><div></div></div> 5623.52%
AQ Pen Drive DRC	0.65M	3.81M	<div><div></div></div> 487.66%
AQ Smash 2	0.43M	11.21M	<div><div></div></div> 2489.49%
AQ Zion Saga	0.69M	3.64M	<div><div></div></div> 428.55%
Grand Total	6.43M	51.99M	708.04%

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Division growth percentage

division	2020	2021	21 vs 20
N & S	51.38M	94.73M	<div></div> 84.38%
P & A	105.24M	338.38M	<div></div> 221.53%
PC	40.07M	165.76M	<div></div> 313.70%
Grand Total	196.69M	598.88M	204.48%

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products	Quantity
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M
Grand Total	19.0M

Top 5 products

Bottom 5 products

products	Quantity
AQ Gamer 1	51721
AQ GEN Z	63059
AQ Home Allin1	15224
AQ HOME Allin1 Gen 2	8854
AQ Smash 2	36029
Grand Total	174887



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New products in 2021

products	2021
AQ Clx3	4.39M
AQ Electron 3 3600 Desktop Processor	14.21M
AQ Gen Y	19.52M
AQ GEN Z	11.70M
AQ HOME Allin1 Gen 2	3.51M
AQ Lumina Ms	4.21M
AQ Marquee P3	4.86M
AQ Marquee P4	1.68M
AQ Maxima Ms	13.66M
AQ MB Lito	2.85M
AQ MB Lito 2	2.29M
AQ Qwerty	21.98M
AQ Qwerty Ms	15.41M
AQ Trigger	20.74M
AQ Trigger Ms	17.90M
AQ Wi Power Dx3	17.25M
Grand Total	176.16M



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Top 5 countries based on net sales in 2021

countries	2021
Canada	35.06M
India	161.26M
South Korea	48.97M
United Kingdom	34.15M
USA	87.78M
Grand Total	367.22M