



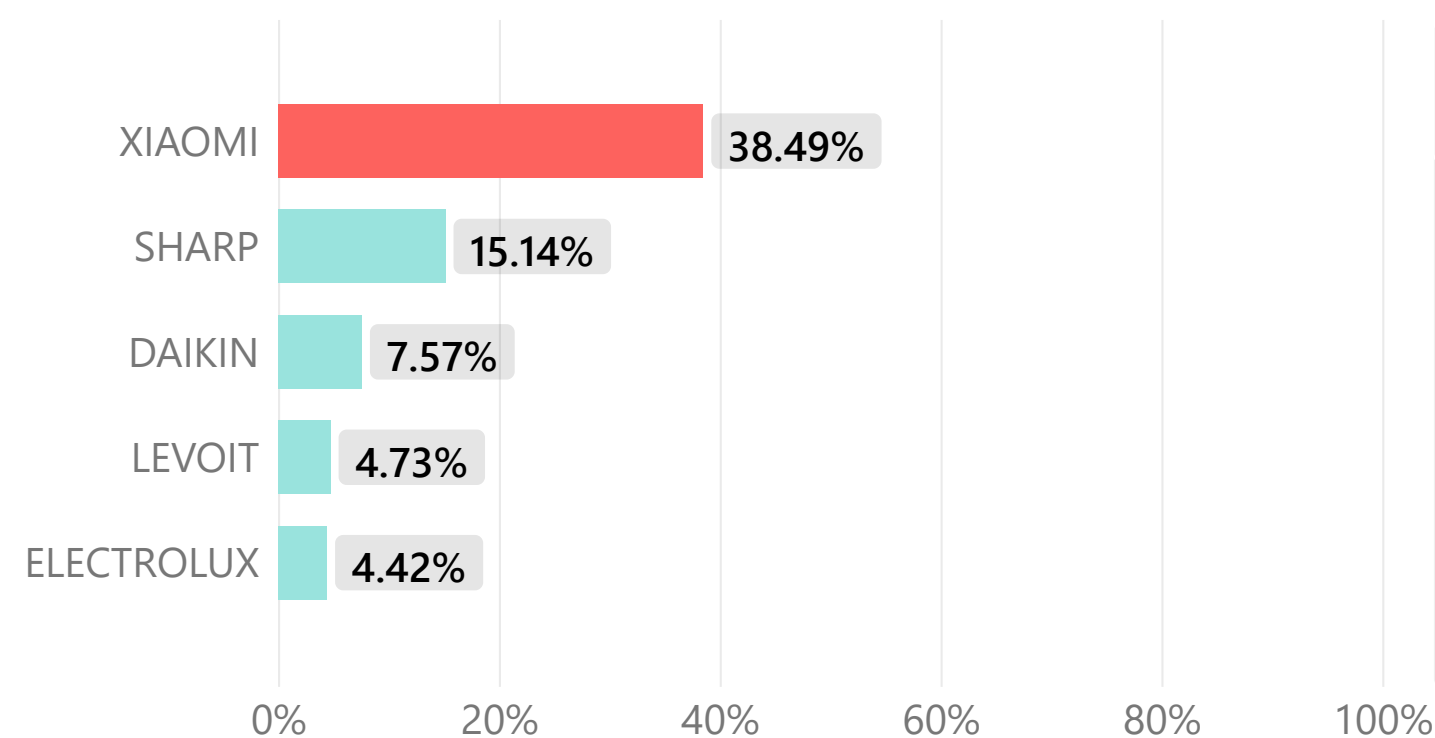
Comparative Analysis of Xiaomi Air Purifier and its Competitors on Shopee.com



1) Dominant brand in platform

Xiaomi accounts for **nearly 40% of all listings on shopee**, while its competitors occupies less than its half.

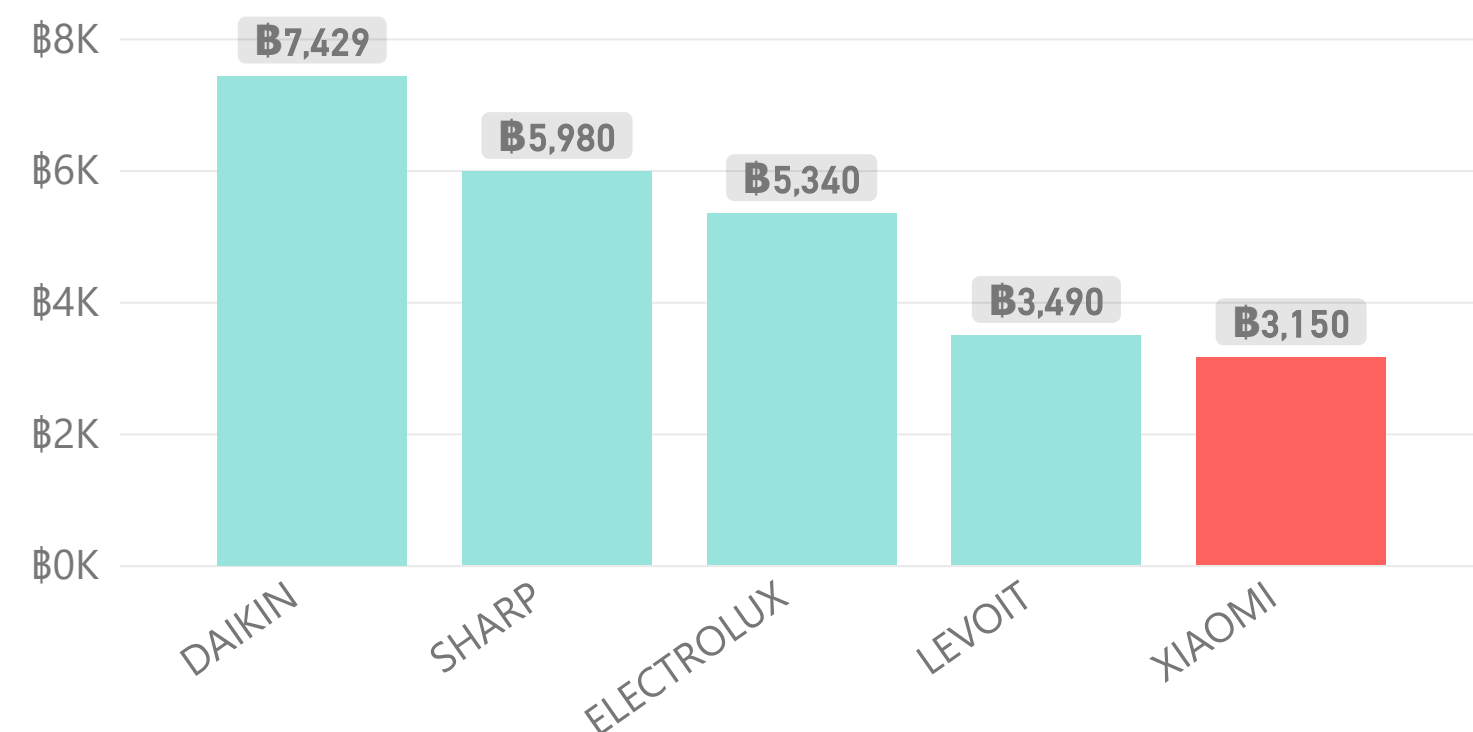
Top 5 air purifier brands with highest listing proportions in Shopee, Feb 2023



3) Relatively affordable price points

Xiaomi has lowest median selling price compared to competing brands, which could attract budget-conscious customers.

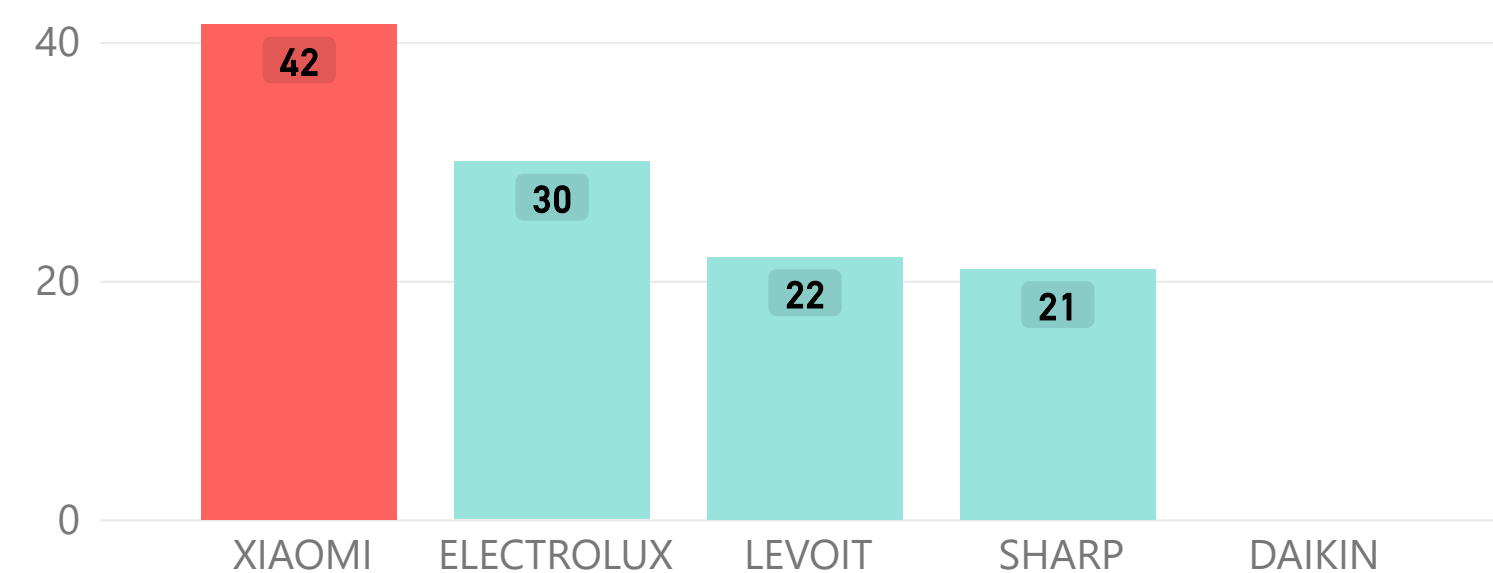
Median price by brands



2) Strong pricing advantage

Xiaomi marketplace sellers offers **nearly 10% more discount** compared to the average discount of other 4 brands.

Sales volume generated given the median discount %



4) High brand awareness and popularity

Over the past year, "Xiaomi air purifier" has received on average **2X more** Google Search than other 4 top competitors.

Google search popularity for "Air purifiers" by brands, 2022-23. (Max = 100)

