

AtliQ Hardwares

Filters

region	All
market	All
division	All




























Customer

Net Sales Performance

All values are in USD

Customer	2019	2020	2021	2020 vs 2021
Acclaimed Stores	1.4 M	2.9 M	10.9 M	378.1%
All-Out		0.2 M	0.8 M	495.7%
Amazon	12.2 M	37.5 M	82.1 M	218.9%
Argos (Sainsbury's)	0.4 M	0.7 M	2.3 M	306.0%
Atlas Stores	0.2 M	0.7 M	3.2 M	470.3%
Atliq e Store	7.2 M	23.7 M	53.0 M	223.8%
AtliQ Exclusive	9.6 M	17.7 M	61.1 M	345.8%
BestBuy	0.9 M	1.8 M	6.3 M	356.1%
Boulanger	0.2 M	0.8 M	4.1 M	492.9%
Chip 7	0.6 M	1.3 M	5.5 M	416.1%
Chiptec		0.4 M	3.0 M	722.0%
Control	0.9 M	2.2 M	7.7 M	349.2%
Coolblue	0.5 M	1.2 M	4.2 M	360.0%
Costco	1.1 M	2.8 M	9.3 M	337.4%
Croma	1.7 M	2.5 M	7.5 M	305.1%
Currys (Dixons Carphone)	0.3 M	0.8 M	1.9 M	246.9%
Digimarket	0.8 M	1.7 M	4.1 M	241.1%
Ebay	2.6 M	6.3 M	15.2 M	242.2%
Electricalsara Stores	0.1 M	0.6 M	1.9 M	286.0%
Electricalsbea Stores		0.1 M	0.7 M	504.6%
Electricalslance Stores	0.1 M	0.7 M	2.3 M	313.3%
Electricalslytical	1.8 M	2.6 M	11.9 M	457.5%
Electricalsociety	2.3 M	3.5 M	12.4 M	358.8%
Electricalsquipo Stores	0.2 M	0.7 M	3.6 M	535.3%
Elite	0.4 M	0.8 M	4.1 M	495.5%
Elkjøp	0.5 M	1.3 M	5.2 M	391.9%
Epic Stores	0.4 M	0.9 M	4.2 M	446.1%
Euronics	0.4 M	0.9 M	3.9 M	444.7%
Expert	0.8 M	1.8 M	6.4 M	364.0%
Expression	1.7 M	3.0 M	9.8 M	328.2%
Ezone	1.5 M	2.0 M	7.9 M	391.6%
Flawless Stores	0.1 M	0.5 M	1.8 M	396.3%
Flipkart	2.9 M	8.3 M	19.3 M	231.0%
Fnac-Darty	0.5 M	0.8 M	2.9 M	349.8%
Forward Stores	0.6 M	1.5 M	4.1 M	272.0%
Girias	1.5 M	2.1 M	8.7 M	419.3%
Info Stores	0.1 M	0.5 M	1.8 M	384.1%
Insight	0.4 M	1.0 M	2.8 M	271.8%
Integration Stores		0.2 M	1.4 M	887.2%
Leader	4.7 M	6.0 M	18.8 M	314.8%

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Logic Stores	0.2 M	0.9 M	4.8 M		515.2%
Lotus	1.5 M	2.1 M	8.1 M		382.6%
Neptune	1.0 M	3.4 M	16.1 M		471.5%
Nomad Stores	0.5 M	1.6 M	4.0 M		246.9%
Notebillig	0.2 M	0.4 M	1.1 M		287.4%
Nova		0.0 M	0.4 M		2664.9%
Novus	1.9 M	3.7 M	9.9 M		264.2%
Otto	0.3 M	0.4 M	1.2 M		298.6%
Premium Stores	0.5 M	1.1 M	3.9 M		353.1%
Propel	1.6 M	2.5 M	10.8 M		440.6%
Radio Popular	0.5 M	1.5 M	5.3 M		362.6%
Radio Shack	0.8 M	1.7 M	5.4 M		311.5%
Reliance Digital	1.6 M	2.6 M	9.7 M		377.9%
Relief	0.4 M	1.0 M	4.1 M		403.6%
Sage	4.8 M	6.4 M	20.7 M		321.5%
Saturn	0.2 M	0.4 M	1.2 M		310.5%
Sorefoz	0.6 M	1.1 M	4.7 M		433.6%
Sound	0.6 M	1.7 M	4.4 M		260.3%
Staples	1.2 M	2.9 M	8.8 M		307.0%
Surface Stores	0.1 M	0.5 M	2.1 M		398.8%
Synthetic	1.9 M	4.4 M	12.2 M		276.0%
Taobao	0.2 M	1.3 M	3.3 M		248.7%
UniEuro	0.6 M	1.6 M	7.3 M		457.0%
Vijay Sales	1.7 M	2.1 M	8.5 M		397.8%
Viveks	1.6 M	2.2 M	7.8 M		348.1%
walmart	1.3 M	2.6 M	9.7 M		370.4%
Zone	0.3 M	1.6 M	5.3 M		336.2%
Grand Total	87.5 M	196.7 M	598.9 M		304.5%

AtliQ Hardwares

Filters

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Market Performance
Report (Actual-Target)
 All values are in USD

Country	2019	2020	2021	2021 - Target 21	%
Australia	3.9 M	10.7 M	21.0 M	-2.2 M	-9.5%
Austria		0.1 M	2.8 M	-0.3 M	-10.5%
Bangladesh	0.5 M	2.3 M	7.0 M	-0.7 M	-9.3%
Canada	4.8 M	12.2 M	35.1 M	-5.1 M	-12.6%
China	1.4 M	5.4 M	22.9 M	-2.1 M	-8.3%
France	4.0 M	7.5 M	25.9 M	-2.2 M	-7.8%
Germany	2.6 M	4.7 M	12.0 M	-1.5 M	-11.3%
India	30.8 M	49.8 M	161.3 M	-9.6 M	-5.6%
Indonesia	2.5 M	6.2 M	18.4 M	-2.4 M	-11.5%
Italy	2.9 M	4.5 M	11.7 M	-1.0 M	-8.2%
Japan		1.9 M	7.9 M	-0.3 M	-4.0%
Netherlands	0.2 M	3.4 M	8.0 M	-0.7 M	-7.6%
Newzealand		2.0 M	11.4 M	-1.4 M	-11.0%
Norway		2.5 M	13.7 M	-1.4 M	-9.5%
Pakistan	0.6 M	4.7 M	5.7 M	-0.5 M	-8.5%
Philippines	5.7 M	13.4 M	31.9 M	-2.5 M	-7.3%
Poland	0.4 M	2.8 M	5.2 M	-0.9 M	-15.3%
Portugal	0.7 M	3.6 M	11.8 M	-0.5 M	-4.1%
South Korea	12.8 M	17.3 M	49.0 M	-4.4 M	-8.2%
Spain		1.8 M	12.6 M	-1.8 M	-12.4%
Sweden	0.1 M	0.2 M	1.8 M	-0.2 M	-10.0%
United Kingdom	2.0 M	8.1 M	34.2 M	-3.0 M	-8.0%
USA	11.5 M	31.9 M	87.8 M	-10.2 M	-10.4%
Grand Total	87.5 M	196.7 M	598.9 M	-54.9 M	-8.4%

AtliQ Hardwares

Filters

region	All
market	All
division	All

Product Level
Performance Report
All Values are in USD

Product	2019	2020	2021	2020 vs 2021
AQ Mx NB		0.0 M	1.4 M	<div></div> 5723.5%
AQ Smash 2		0.4 M	11.2 M	<div></div> 2589.5%
AQ LION x3		0.1 M	1.2 M	<div></div> 1792.3%
AQ LION x2		0.1 M	0.9 M	<div></div> 1768.9%
AQ LION x1		0.0 M	0.8 M	<div></div> 1719.5%
AQ Home Allin1		0.7 M	5.2 M	<div></div> 769.0%
AQ Electron 4 3600 Desktop Processor		3.0 M	19.4 M	<div></div> 641.3%
AQ Pen Drive DRC		0.6 M	3.8 M	<div></div> 587.7%
AQ GT 21		0.8 M	4.4 M	<div></div> 561.1%
AQ Zion Saga		0.7 M	3.6 M	<div></div> 528.5%
Grand Total		6.4 M	52.0 M	808.0%

AtliQ Hardwares

Filters

region	All
market	All

Division Level
Report
All values are in USD

Customer	2020	2021	2020 vs 2021	
N & S	51.4 M	94.7 M	<div></div>	184.4%
P & A	105.2 M	338.4 M	<div></div>	321.5%
PC	40.1 M	165.8 M	<div></div>	413.7%
Grand Total	196.7 M	598.9 M		304.5%

AtliQ Hardwares

	Higher Quantity sold products
Filters	All values are in USD
region	All
market	All
division	All

Products	Qty
AQ Master wired x1 Ms	4151008
AQ Master wireless x1 Ms	4126295
AQ Gamers Ms	3975074
AQ Gamers	3376565
AQ Master wireless x1	3371170
Grand Total	19000112

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Lowest Quantity
Sold Products

All values are in USD

Filters

region	All
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division	All

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

AtliQ Hardwares

Filters

variant	All	New Products by AtliQ in 2021 All values are in USD
region	All	
division	All	

Products	2020	2021
AQ Clx3		4.4 M
AQ Electron 3 3600 Desktop Processor		14.2 M
AQ Gen Y		19.5 M
AQ GEN Z		11.7 M
AQ HOME Allin1 Gen 2		3.5 M
AQ Lumina Ms		4.2 M
AQ Marquee P3		4.9 M
AQ Marquee P4		1.7 M
AQ Maxima Ms		13.7 M
AQ MB Lito		2.8 M
AQ MB Lito 2		2.3 M
AQ Qwerty		22.0 M
AQ Qwerty Ms		15.4 M
AQ Trigger		20.7 M
AQ Trigger Ms		17.9 M
AQ Wi Power Dx3		17.2 M
Grand Total		176.2 M

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Filters

variant	All	Top 5 Countries Net sales in 2021 All values are in USD
region	All	
division	All	

Country	2020	2021
Canada	12.2 M	35.1 M
India	49.8 M	161.3 M
South Korea	17.3 M	49.0 M
United Kingdom	8.1 M	34.2 M
USA	31.9 M	87.8 M
Grand Total	119.2 M	367.2 M