

Division-wise Net Sales Performance (2020–2021)

All values in USD | Year-over-Year Comparison

FILTERS

region	All
customer	All

Division Level Report

All values are in USD

Division	2020	2021	21 vs 20
N & S	51.4M	94.7M	84.4%
P & A	105.2M	338.4M	221.5%
PC	40.1M	165.8M	313.7%
Grand Total	196.7M	598.9M	204.5%

Key Insights :

-PC Division saw the **highest growth (+314%)**, reaching **\$165.8M**.

-P & A Division contributed the most in absolute terms: **\$338.4M (+222%)**.

"PC division recorded the fastest growth, while PDivision drove the largest revenue share."

Performance of Newly Launched Products (2021)

All values in USD

FILTERS

region	All
division	All
customer	All

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

Key Insights :

- New products contributed **\$176.2M** in 2021.
- Top Performers:** AQ Qwerty (\$22M), AQ Trigger (\$20.7M), AQ Gen Y (\$19.5M).
- Strong adoption across Qwerty & Trigger series.

"2021 launches contributed \$176M, with Qwerty and Trigger series leading adoption."

Top 5 Countries by Net Sales (2021) All values in USD

FILTERS

region	All
customer	All

Country	2021
Canada	35.1M
India	161.3M
South Korea	49.0M
United Kingdom	34.2M
USA	87.8M
Grand Total	367.2M

Key Insights :

- New products contributed **\$176.2M** in 2021.
- Top Performers:** AQ Qwerty (\$22M), AQ Trigger (\$20.7M), AQ Gen Y (\$19.5M).
- Strong adoption across Qwerty & Trigger series.

"India drove nearly half of 2021 revenue, followed by USA and South Korea."

Top 10 Products - Net Sales Growth (2020-2021)

All values in USD | Growth % vs. 2020

FILTERS

region	All
division	All
customer	All

Products	2020	2021	21 vs 20
AQ Electron 4 3600 Desktop Processor	3.0M	19.4M	541.3%
AQ GT 21	0.8M	4.4M	461.1%
AQ Home Allin1	0.7M	5.2M	669.0%
AQ LION x1	0.0M	0.8M	1619.5%
AQ LION x2	0.1M	0.9M	1668.9%
AQ LION x3	0.1M	1.2M	1692.3%
AQ Mx NB	0.0M	1.4M	5623.5%
AQ Pen Drive DRC	0.6M	3.8M	487.7%
AQ Smash 2	0.4M	11.2M	2489.5%
AQ Zion Saga	0.7M	3.6M	428.5%
Grand Total	6.4M	52.0M	708.0%

Key Insights :

- The fastest-growing product was **AQ Mx NB** with **5623.5% growth**.
- Other major gainers: **AQ Smash 2 (2489.5%)** and **AQ LION series (>1600%)**.

"Top 10 products collectively grew by 708%, led by AQ Mx NB and AQ Smash 2."

Top & Bottom 5 Products by Sales Quantity

All values in USD | Units Sold in 2021

Top 5 Products

FILTERS

region	All
division	All
customer	All

Products	Qty
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	1900112

Bottom 5 Products

FILTERS

region	All
division	All
customer	All

Products	Qty
AQ Gamer 1	51.7K
AQ GEN Z	63.1K
AQ Home Allin1	15.2K
AQ HOME Allin1 Gen 2	8.9K
AQ Smash 2	36.0K
Grand Total	174887

Key Insights :

- Top Products:** AQ Master wired x1 Ms (4.2M units), AQ Master wireless x1 Ms (4.1M units).
- Bottom Products:** AQ Home Allin1 Gen 2 (8.9K units), AQ Smash 2 (36K units).
- Total quantity sold = **19.0M units (Top 5)** vs. **175K units (Bottom 5)**.

"Sales were concentrated in Master series products, while Home Allin1 and Smash 2 lagged behind."