digikala

Semi-Annual Report

March 2019—September 2019

digikala

Semi-Annual Report - 1398
March 2019—September 2019
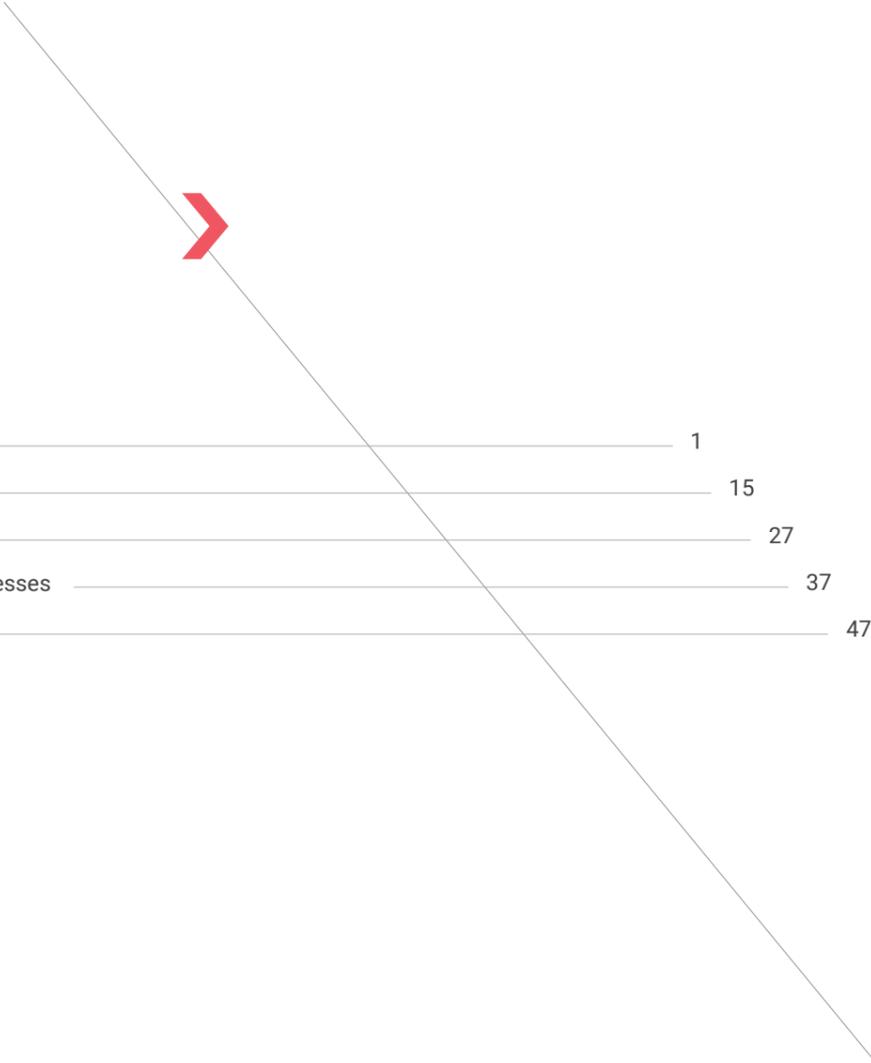
Introduction

About the Digikala Report

This report contains a selection of data and statistics about the Digikala Group. The contents have been provided by Digikala's Business Intelligence unit and for the very first time, it is published for public. The main goal of this report is to answer the question: "What is the market behavior of Iranian users and customers in the digital world?"

Digikala owns the lion's share of Iran's digital retail market, demonstrated by its wide sales scope, assortment of SKUs (Stock Keeping Unit) surpassing 1.5 million in number, the collaboration of thousands of Iranian businesses and around 20 million monthly visitors on Digikala's website and mobile app. Hence, the information presented in this report sheds light not only on the company, but also Iran's online retail market in general.

In Digikala's Business Intelligence unit, all the data from various sectors, including Technology, Marketing, Product, Logistics, Commercial, Fulfillment and Distribution centers, Customer Service and Customer Experience are gathered and stored. The gathered data, which is the basis of planning and decision-making procedures in Digikala, are processed with an analytical approach.

This report comes in four chapters: 1. User Behavior 2. Customer Feedback 3. Marketplace and Iranian Businesses 4. Products and Brands.

Digikala is an Iranian e-commerce startup that provides services for Iranians across the country – from big metropolitan areas to distant villages. Therefore, this and future reports will provide our user base with the opportunity to observe the services of Digikala with greater accuracy and transparency. In addition, these reports provide insight into Iran's online market through the lens of the biggest online store in the country and can aid many big and small decisions in the future.

More than 30,000 Iranian businesses sell their products via Digikala's marketplace. This report can help these businesses to offer and sell their products more efficiently. Both Manufacturers and distributor companies all over the country can use the information presented in this report to optimize their supply chain, sales departments and marketing strategies. Furthermore, this report can assist policy makers in designing better plans with regards to microeconomics, macroeconomics, transportation and infrastructure hence helps to depict Iranian customer behavior in the retail market.

Digikala Group

digikala

Marketplace

Innovation Center	Payment Services	Advertising Services	Marketplace	e-Commerce	Logistical Services	Content Services
digikalaNEXT Innovation Center	**digipay** Payment Services	**Adro** Ad Tech	**digikala** Marketplace	**digikala** Retail	**Fulfillment** Services	**فیدیبو** Digital Content
		FINALTARGET Ad Agency		DIGISTYLE Fashion	**Logistics** Services	**CONTENT FACTORY**
				Fresh		**digikala** MAG
				International Sourcing		

Digikala was founded as a startup company in 2006, with a very limited budget. Today, it is the most visited online store in Iran and the region. The subsidiary companies and the main services of the group include Digikala (online store), Digistyle (online fashion and clothing store), Fidibo (e-book and audiobook store), Digikala Fresh (online supermarket), Digipay (online payment services), Digikala Next (innovation center), online and offline advertising services, logistics, cloud services, big data, Content Factory (content services) and Digikala Mag. Ever since its establishment, Digikala has always considered "customer-centricity" as the most important business value. Also, Digikala finds its most important duty to raise the shopping experience of Iranians to the world standards. Digikala is grateful for the trust Iranian people have placed in the company and considers this trust as its most treasured asset.

By establishing the Danesh Fulfillment Center in Tehran, Digikala now operates the biggest fulfillment center in the Middle East and North Africa. This center, with an area of 50,000 square meters, capacity for storing 5 million SKUs, and a daily capacity of fulfilling 500,000 SKUs, is comparable to the most innovative fulfillment centers in the world. Moreover, the existence of 31 distribution centers, after-sale services and collection points all over the country has provided an opportunity for express delivery even for the furthest locations of the country.

Digikala's Operation Centers Across the Country

Tehran

Daily Fulfillment capacity

500,000 SKUs

5,000,000 SKU

Digikala's fulfillment center storage capacity

8 × ⚽ = 🏠

The area of Danesh fulfillment center is equivalent to 8 football fields.

Danesh fulfillment center

FMCG fulfillment center

After sales services

Collection points

Distribution centers
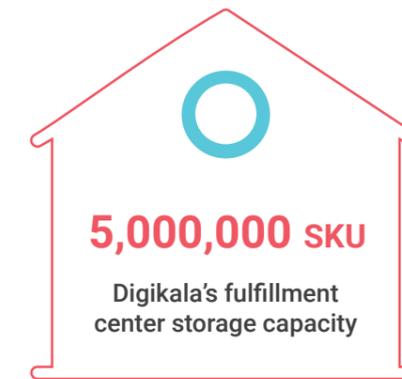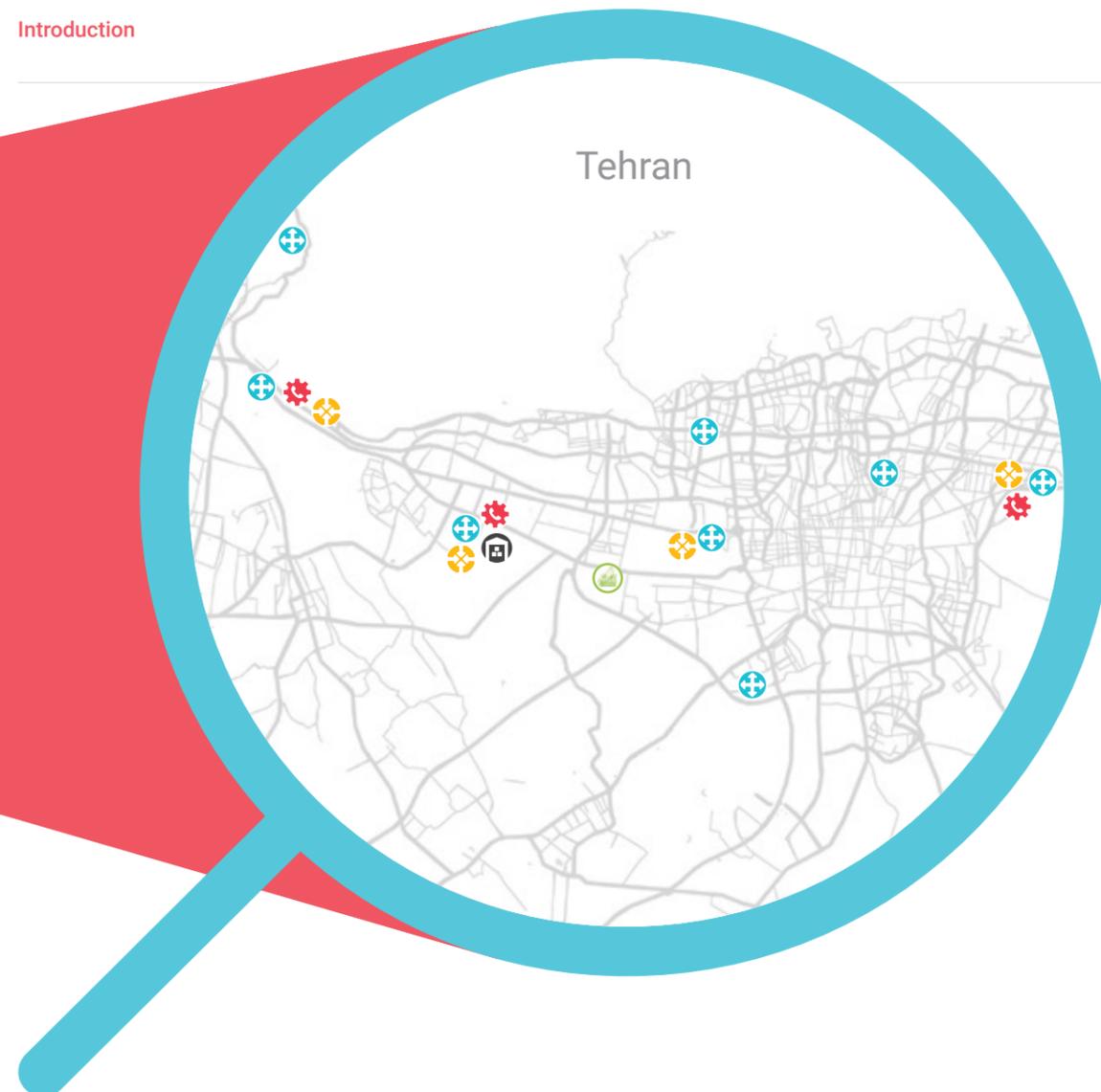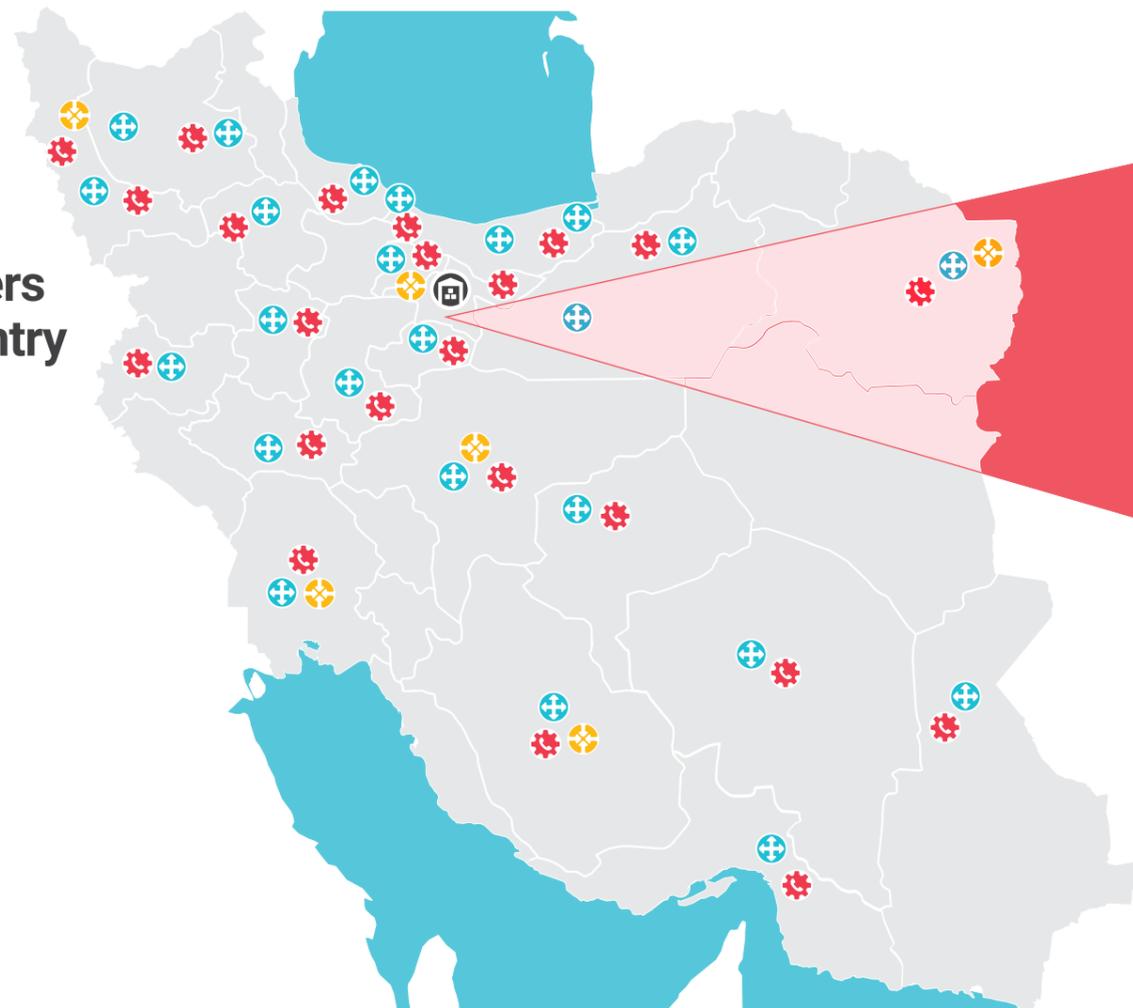
Digikala;
The Home to Iranian Businesses

Marketplace is a platform that provides an opportunity for customers to buy products from thousands of different sellers. Thousands of sellers have joined the Marketplace in competition with each other and customers can evaluate their services and buy whatever they need, from whoever they want. In this platform, sellers can offer their products to Iranians all over the country and gain exposure to millions of customers. Customers also have access to a variety of different products and competitive pricing, so they have more options to choose from.

By developing and providing the Marketplace platform for the sellers, Digikala empowered suppliers and manufacturers to offer their products and gain access to Digikala's user-base and its national and widespread distribution network, without much technical concerns regarding infrastructure. Digikala is a national brand and considers the empowerment of Iranian businesses as one of its most important social responsibilities. Digikala's marketplace platform directly connects the Iranian manufacturer, artisan, artist and businesspeople to a market as wide as Iran itself and provides all the logistical infrastructure, storage, payment, packaging, marketing, content creation, market insight and after-sales services that they require. Hence, the Iranian manufacturers' only concern is to provide supply. Today, more than 30,000 Iranian businesses are active on this platform.

The competitive market of Iranian online stores

31,484 Online Stores in Iran

That are marked with the sign of e-trust (eNAMAD) up to 2018

eNAMAD

Reference: The yearly report of e-Commerce Development Center of Iran

The growth of Iranian internet mobile users

Users

70,000,000
60,000,000
60,000,000
60,000,000
60,000,000
60,000,000
0

1393	1394	1395	1396	1397
7 Millions	20 Millions	36 Millions	53 Millions	62 Millions
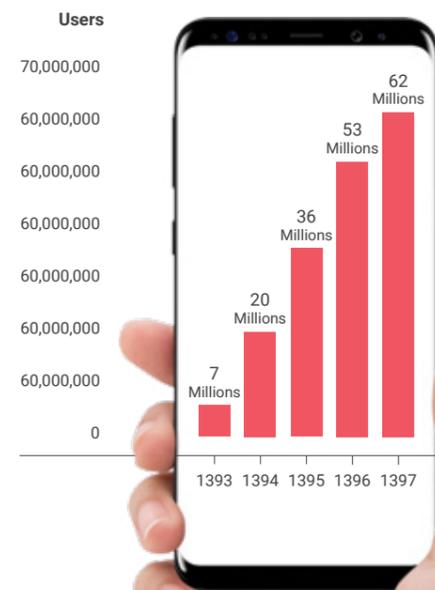
The growth of online transactions in Iran

1392	1393	1394	1395	1396	1397
57 Millions	152 Millions	190 Millions	296 Millions	580 Millions	1.1 Billions
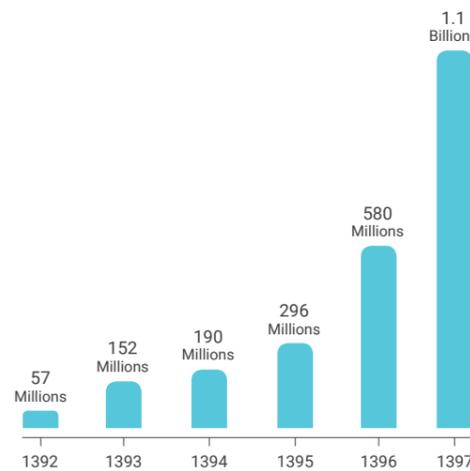
Reference 1: Communication Regulatory Authority of the I.R. Iran's report
Reference 2: Shaparak's yearly economic report

One quarter of Iranian people visit Digikala every month (Monthly Unique Visitors)
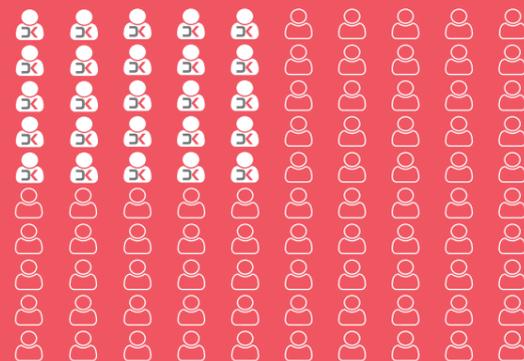
Digikala users   Iran's population

Iran's e-commerce share of total Gross Domestic Product (GDP)

10% GDP

GDP 2018

446,105 Million Dollars

Reference: e-Commerce Development Center of Iran - Ministry of Industry, Mine and Trade

*All commercial activities and transaction of products via electronic devices are called e-Commerce. So online retail, the exchange of capital via the Internet, Internet marketing, Internet services, the electronic exchange of data and all sorts of online transactions are part of the e-Commerce activities.

The market share of e-commerce retail to the overall retail in some countries in the world - 2018

China	24%
Britain	20.6%
US	15.4%
South Korea	13.4%
Germany	12.9%
Norway	12.7%
Turkey	4.7%
Iran (Approximately)	1% to 2%

Iran 1% to 2%
Turkey 4.7%
Norway 12.7%
Germany 12.9%
US 15.4%
Britain 20.6%
China 24%
South Korea 13.4%
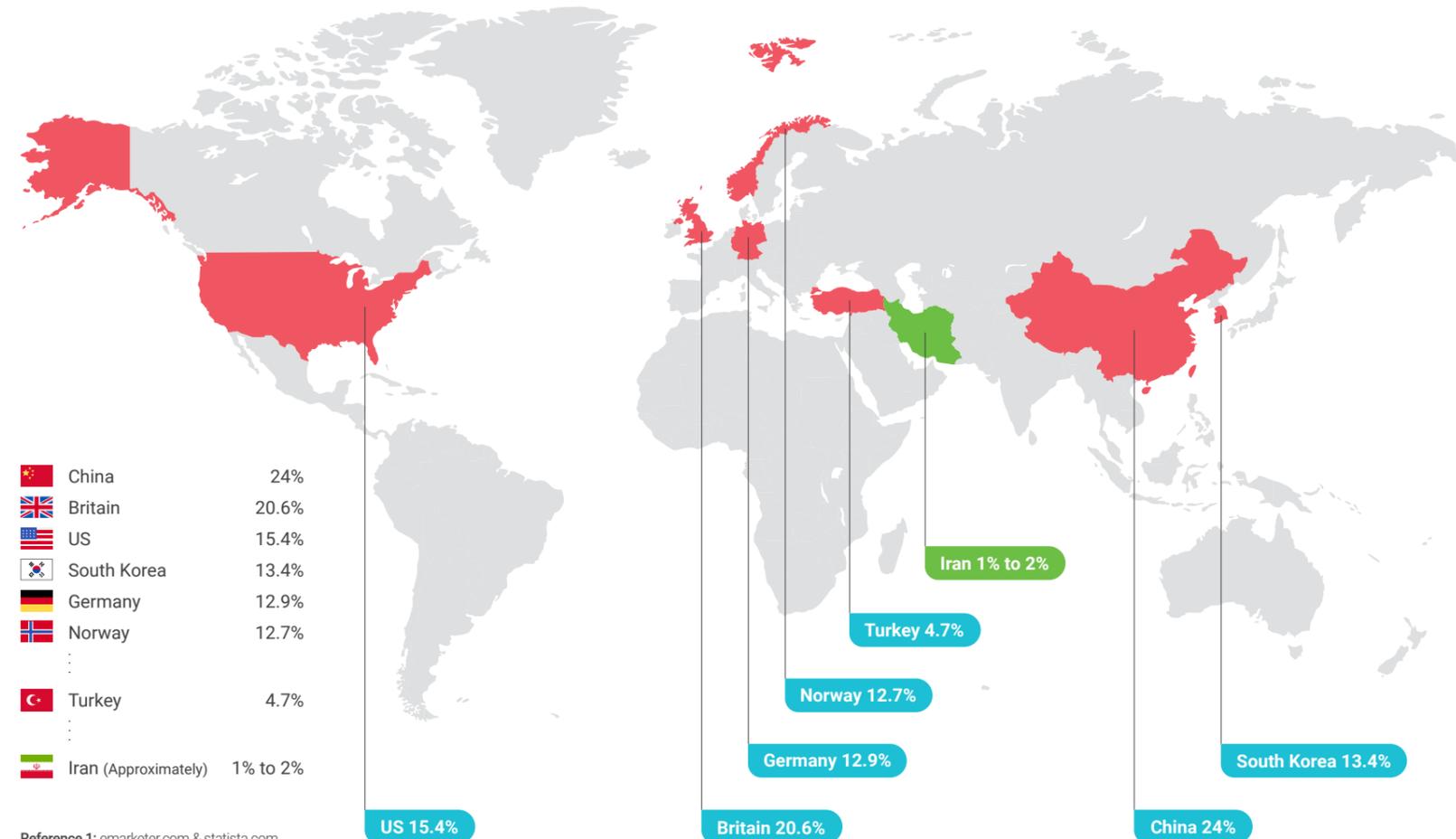
Reference 1: emarketer.com & statista.com

# How much Net Merchandise Value (NMV) has increased in Digikala?

In the past 8 years, Digikala's net sales has increased annually by 111% on average.

> **Average annual growth rate** **111% per year**
> 1390 to 1398

The compound annual growth rate (CAGR) for Digikala's net sales has been 105%.

$$CAGR = \left(\frac{Secondary\ Balance\ Value}{Initial\ Balance\ Value} \right)^{\frac{1}{Number\ of\ years}} - 1$$

Average Annual Growth Rate
111%

- Net Sales in the First Half of Each Year
- Net Sales in the Second Half of Each Year
- Estimation of net sales in the second half of 1398

Year

1390 1391 1392 1393 1394 1395 1396 1397 1398
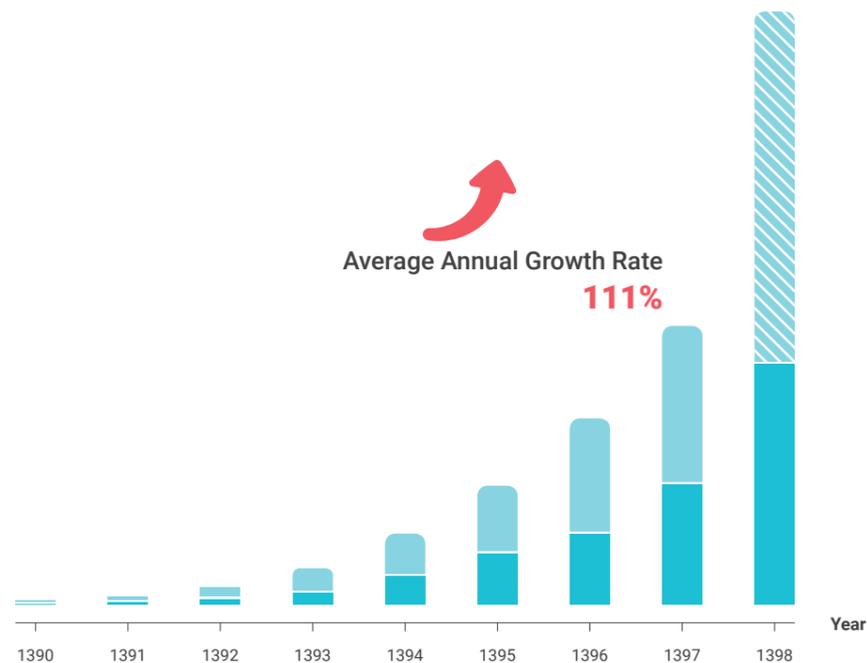
How Assortment of SKUs has changed in Digikala?

> **New SKU** **540,000**
> In the first half of 1398

> **The overall variety of SKU** **1,700,154**

Notice:

SKU in the biggest hypermarkets and physical markets is no more than 10,000 to 20,000.

SKU

Digikala's SKU since its foundation until now

1,500,000

1,250,000

1,000,000

750,000

500,000

Launch of Marketplace model

250,000

Expanding beyond non-digital offerings

0

1385 1386 1387 1388 1389 1390 1391 1392 1393 1394 1395 1396 1397 1398
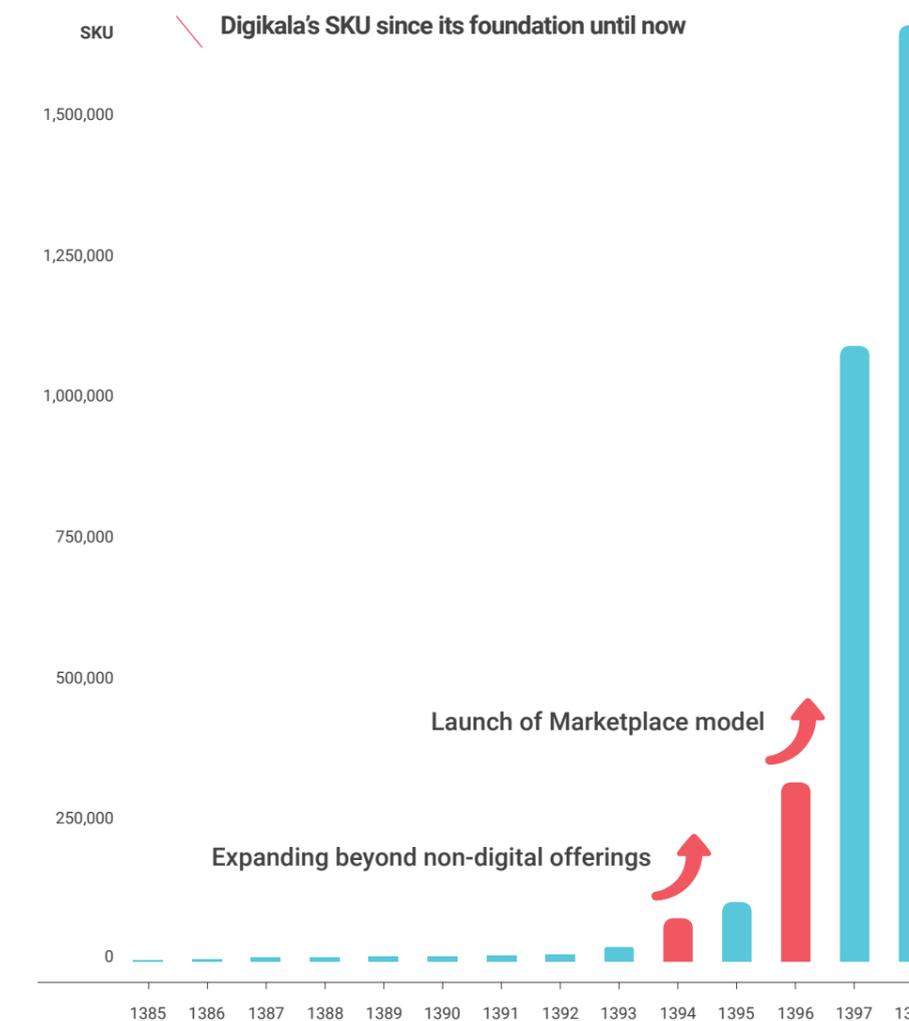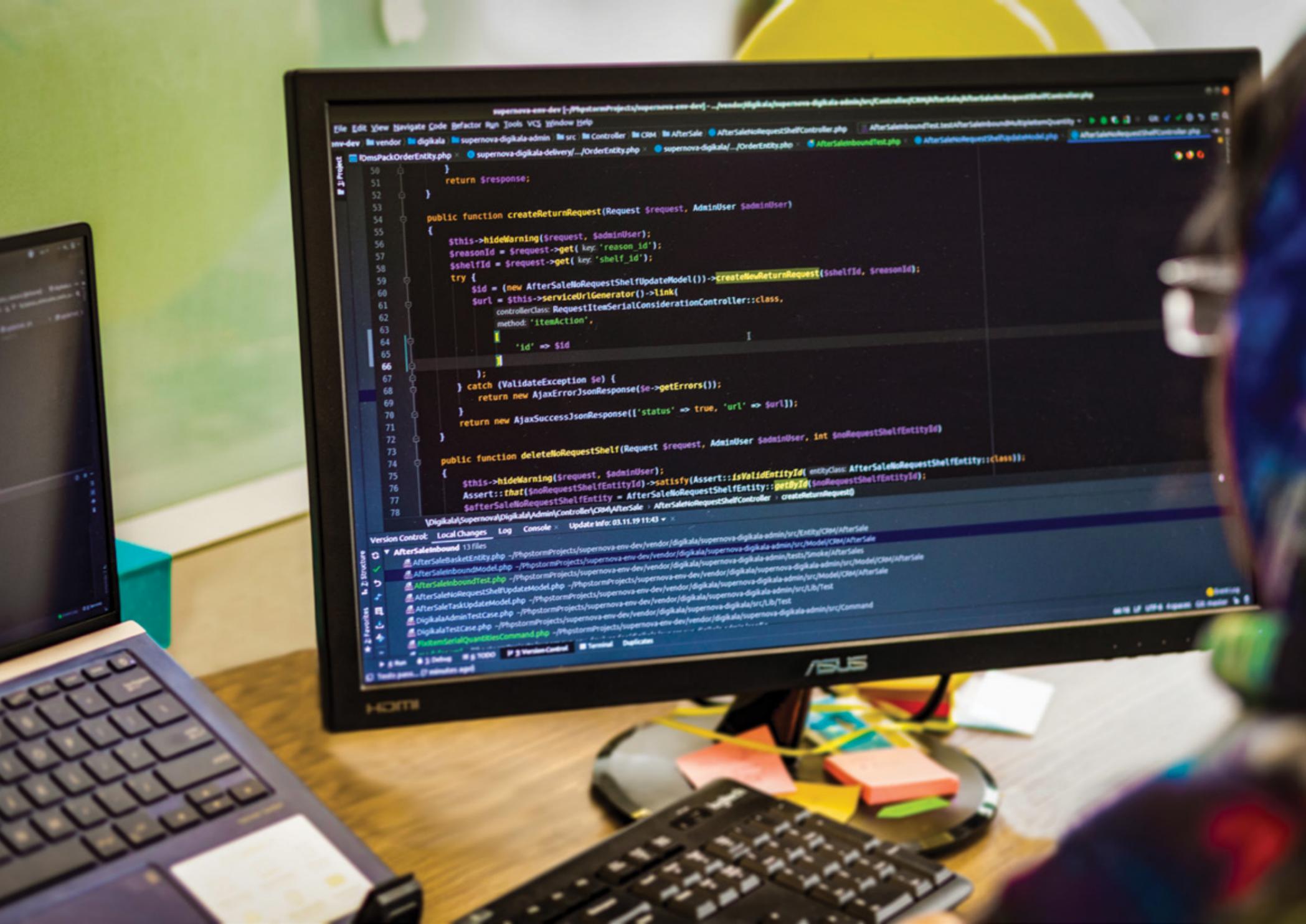
User Behavior
Chapter 1

Digikala in a Snapshot

20,000,000
Monthly Unique Visitors

The most popular
Online store in the Middle East

+1,700,000
SKU

3400
Direct job opportunities

+30,000
Iranian businesses
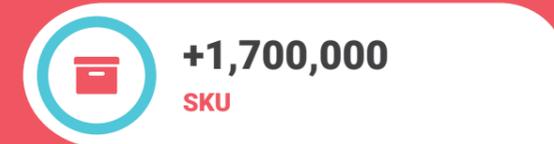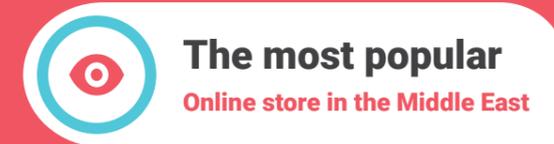
A Normal Day in Digikala

Daily Visitors on Website and App	**4.1 million**
Average session duration for the website	**6 mins and 46 secs**
Average session duration for the application	**9 mins and 26 secs**
New Added customers	**10,206**
Newly Added SKUs	**2,948**
Sold Items	**150,000 - 200,000**
The Average Order Value	**418,000 Tomans**

The total hours of Digikala users surveying the website in the first half of 1398 amounts to 10,800 years. If a person wanted to spend this amount of time with Digikala, they had to have started 108 centuries ago!

Peak Selling Periods on Digikala

Saturday, Sunday, Monday, Tuesday, Wednesday, Thursday, Friday
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Least visited — Most visited
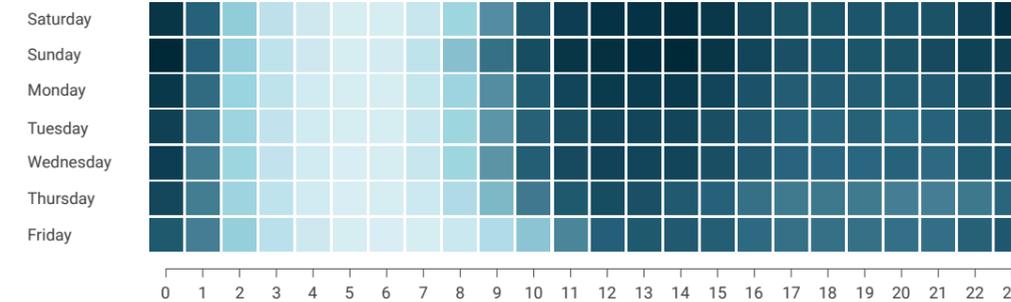
The average hourly visits to Digikala in the first half of 1398 (March 2019 — September 2019)

The customers tend to buy more in the early days of the week, but the enthusiasm drops in the weekend. Also, the second half of the day is more popular than the first half.

Saturday, Sunday, Monday, Tuesday, Wednesday, Thursday, Friday
Farvardin   Ordibehesht   Khordad   Tir   Mordad   Shahrivar

High selling — Low selling

The average daily orders in the first half of 1398 (March 2019 — September 2019)

Compared to other months, Farvardin showed the lowest number of registered orders and Mordad exhibited the highest. The orders skyrocketed between the 5th to 7th of Mordad, 2019. The orders count simultaneously peaked with the "Digikala's wonderful festival with high temperature" promotion. Between the 25th to 27th of Khordad, Digikala's "The Wonderful Spring Festival" promotion took place.

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

The average number of website and app views at different hours of the day

The website is mostly visited during the day, while the mobile app is mostly visited after the sunset.

Website   Application

Which Products do Digikala's Users Search More?

When Iranian internet users plan to shop, whether online or offline, one of the first things they do is searching Digikala. Studying the users' search statistics depicts the needs of the users who use Digikala as their reference for shopping. In the first half of 1398 (March 2019—September 2019), the users mostly searched for Mobile phones, external hard drives and power banks.

Top searched terms

Term	
Mobile Phone	1st
External Hard Drive	2nd
Power Bank	3rd
Flash Memory	
Watch	
Hands-free Headset	
PS4	
Shoes	
Condom	
Smart Watch	
Refrigerator	
Television	
Diaper	
Chandelier	
Manteau	
Mountain Climbing Shoes	
Modem	
Speaker	
Backpack	
Laptop	
Perfume	
Gold Jewelry	
Laser	

Monthly Searches: 0 30,000 60,000 90,000 120,000 150,000 180,000 210,000
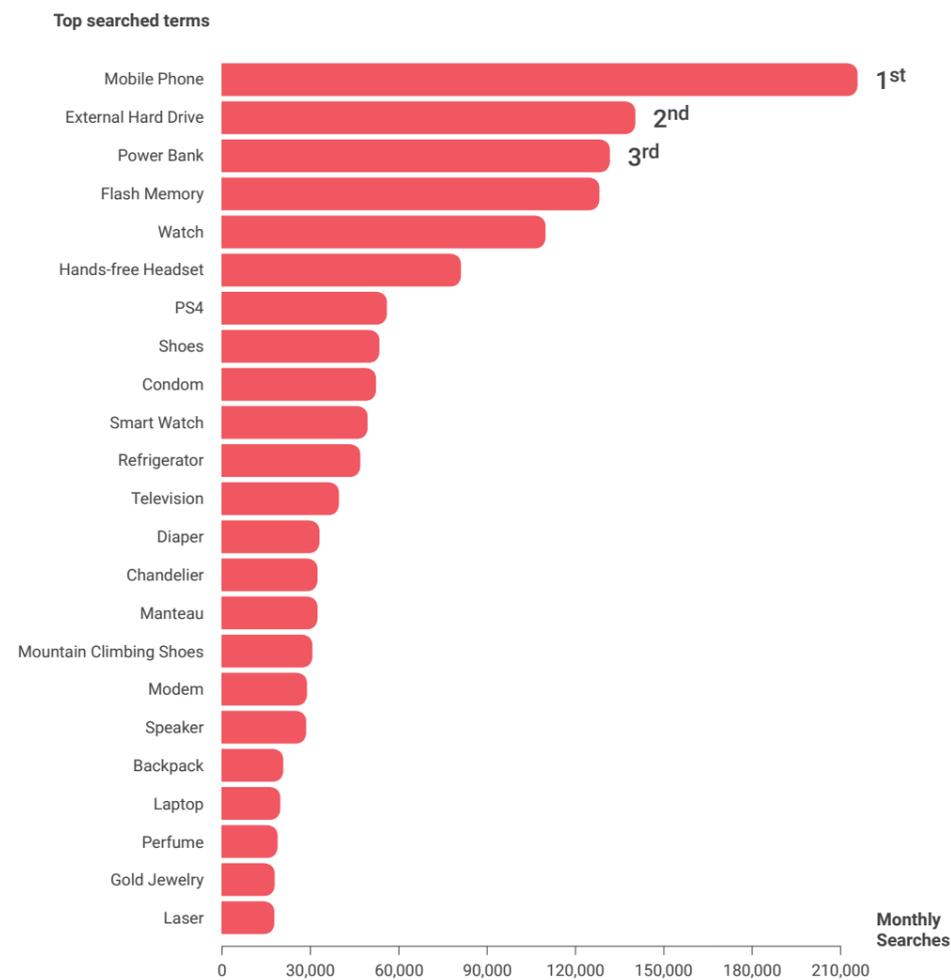
How Old are Digikala Users?

Most Digikala users were born in the 1980s and 1990s

Age (yr)

Age	
> 65	
55 — 64	
45 — 54	
35 — 44	
25 — 34	
18 — 24	

0 10% 20% 30% 40% 50%

66%

34%
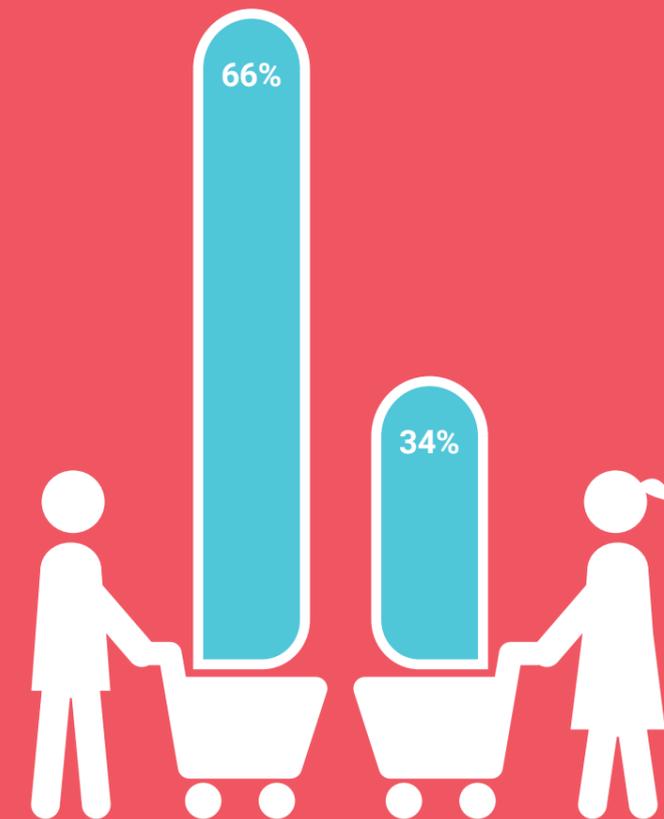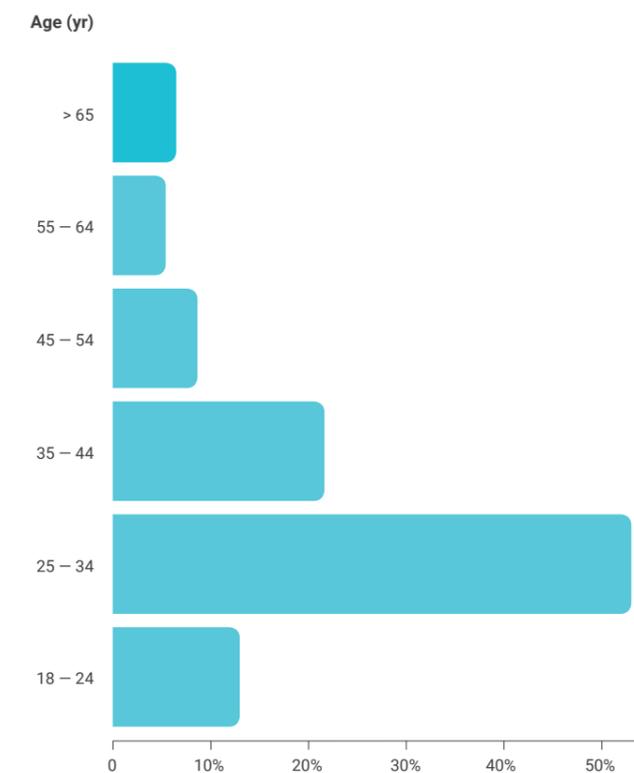
Who buys more? Men or women?

34% of Digikala users are women and 66% are men.

How Often Do Loyal Customers of Digikala Buy?

Digikala defines loyal customers as those who have a minimum of two purchases in the first half of 1398 (March 2019—September 2019)
.

60% of Digikala's loyal customers register a new order in less than a month. 20% of loyal customers register an order at least once a week.

Digikala's loyal customers compared to other customers

40%

60%
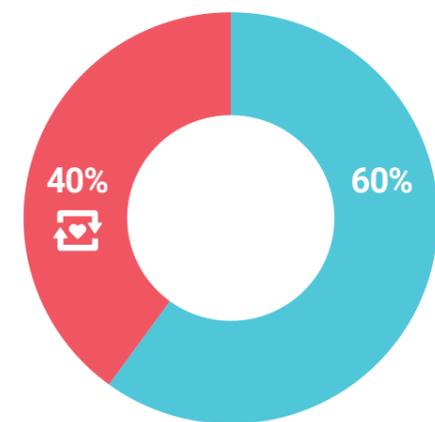
- Digikala's loyal customers
- Other customers

The distribution of repurchase interval of loyal customers of Digikala

Interval	Value
3—6 months	6.8%
2—3 months	9.5%
1—2 months	21.7%
Monthly	25.2%
Bi-weekly	17.8%
Weekly	16.8%
Daily	2.1%

0 5 10 15 20 25 30
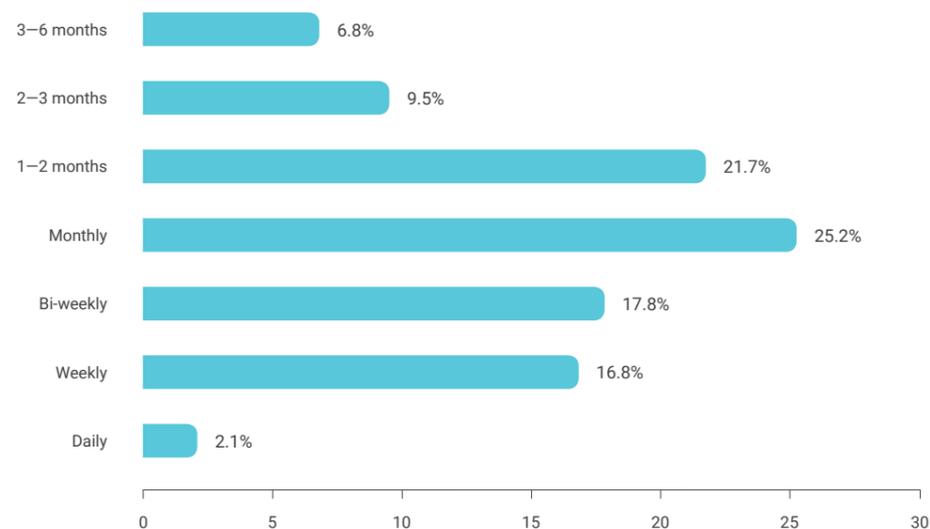
Which Devices Do Digikala Users Use?
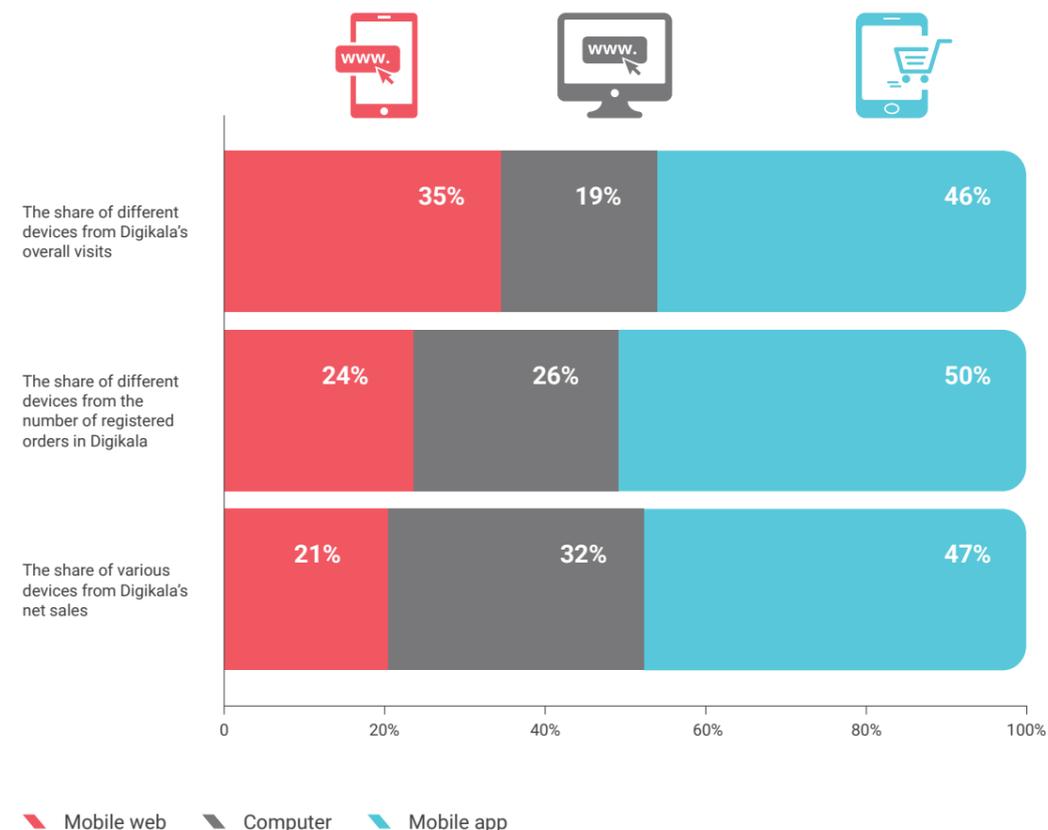
Digikala's app is downloaded an average of 400,000 times per month. 88% of app users use Android devices and 12% use iOS.

⬇ 400,000

88%

12%
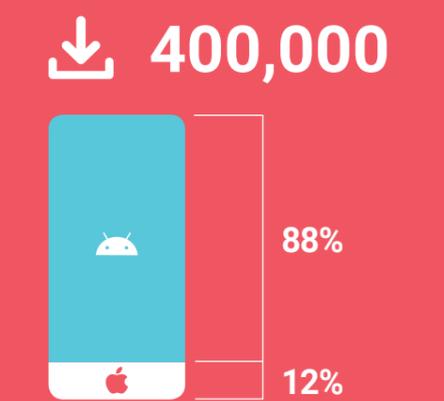
77% of Digikala's new customers also install the app

www.

www.

The share of different devices from Digikala's overall visits: 35% | 19% | 46%

The share of different devices from the number of registered orders in Digikala: 24% | 26% | 50%

The share of various devices from Digikala's net sales: 21% | 32% | 47%

0   20%   40%   60%   80%   100%

- Mobile web
- Computer
- Mobile app

Which Provinces Have the Highest Digikala's Customer Density?

Customer density is higher in Tehran, Alborz and Mazandaran provinces. The density of customers in North Khorasan, Kurdistan and Sistan & Balouchestan provinces is lower than other provinces.

Ardabil
Eastern Azerbaijan
Western Azerbaijan
Gilan
Golestan
Northern Khurasan
Zanjan
Alborz
Mazandaran
Qazvin
Kurdistan
Tehran
Semnan
Khurasan Razavi
Hamedan
Kermanshah
Qom
Markazi
Lorestan
Isfahan
Ilam
Southern Khurasan
Chaharmahal Bakhtiari
Khuzestan
Yazd
Kohgiluyeh Boyer Ahmad
Kerman
Fars
Bushehr
Hormozgan
Sistan & Baluchestan

Tehran
Alborz
Mazandaran
Gilan
Yazd
Qom
Isfahan
Hormozgan
Khuzestan
Semnan
Ilam
Kermanshah
Qazvin
Bushehr
Fars
Zanjan
Markazi
Golestan
Hamedan
Khurasan Razavi
Lorestan
Southern Khurasan
Eastern Azerbaijan
Kerman
Kohgiluyeh Boyer-Ahmad
Ardabil
Chaharmahal and Bakhtiari
Western Azerbaijan
Northern Khurasan
Kurdistan
Sistan & Baluchestan

The map of Iran's customer density

$$\text{Customer density} = \frac{\text{Number of customers}}{\text{resident population}}$$
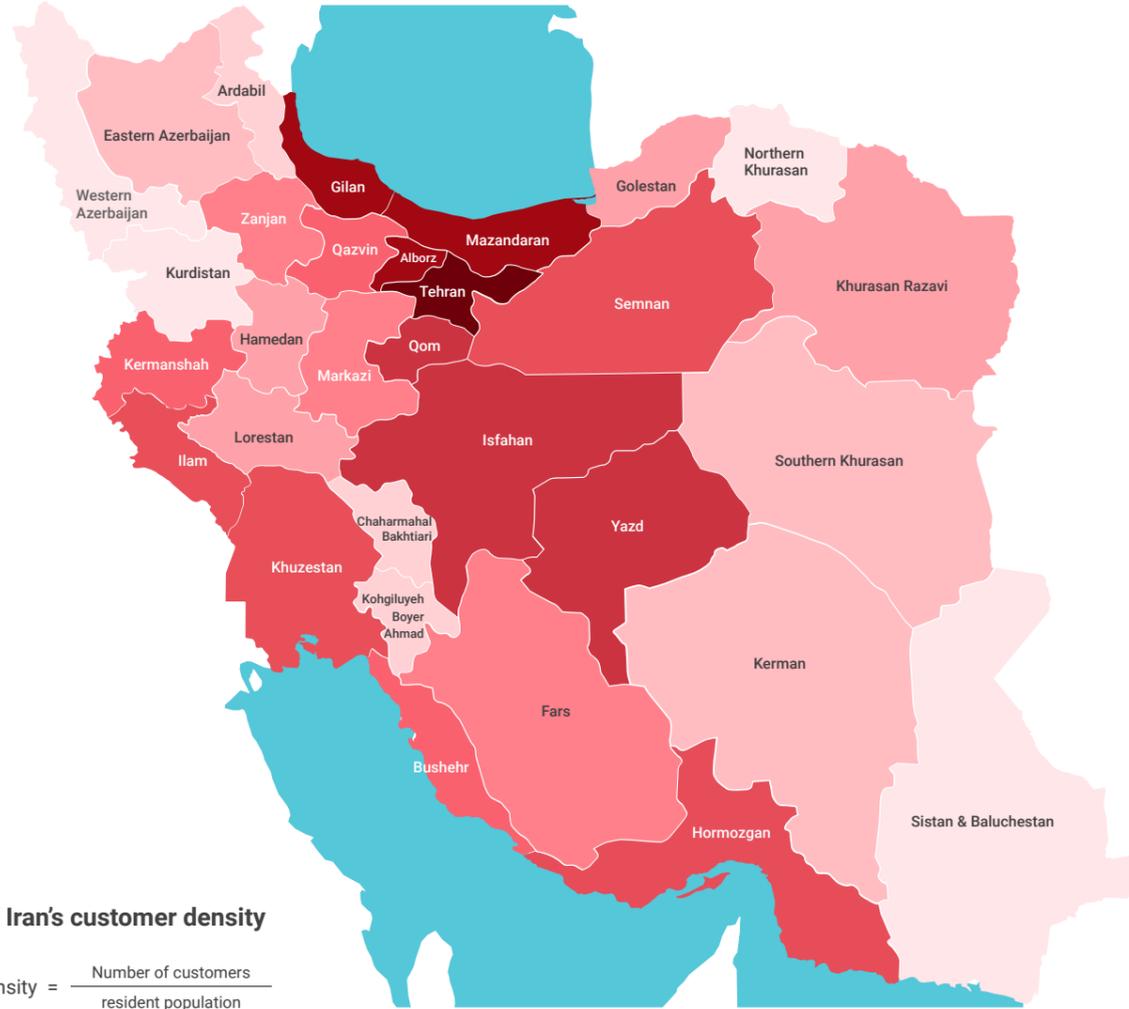
How Much is the Average Order Value (AOV) in Each Province?

Tehran and Alborz provinces show the lowest AOV, compared to other provinces. It should be noted that consumers can order supermarket products (FMCGs) offered only in these two provinces. Customers in these provinces buy products more frequently. This factor decreases the AOV in these provinces. Generally, there is an inverse correlation between number of orders a customer places and the average value of these orders.

The annual average change of AOV

Toomans

428,749   421,201   418,916

1.8%   0.5%

400,000
300,000
200,000
100,000
0

1396   1397   1398

National Median

Fars
Northern Khurasan
Khurasan Razavi
Golestan
Kerman
Ardabil
Southern Khurasan
Kurdistan
Yazd
Bushehr
Lorestan
Zanjan
Isfahan
Hamedan
Mazandaran
Gilan
Kohgiluyeh Boyer-Ahmad
Qom
Chaharmahal and Bakhtiari
Hormozgan
Semnan
Sistan & Baluchestan
Kermanshah
Markazi
Western Azerbaijan
Eastern Azerbaijan
Qazvin
Ilam
Khuzestan
Tehran
Alborz

370,000 380,000 390,000 500,000 410,000 420,000 430,000 440,000 450,000 460,000 470,000 480,000 490,000 500,000 510,000 520,000

How Do Digikala Users Pay for Online Orders?

51% of Digikala orders are paid via Interment Payment Gateway (IPG) and 49% through Point of Sale (POS). Also, the share of the price payment via IPG amounts to 60% of all the transactions in Digikala.

58.7%

40.8%

0.25%   0.27%

The share of online transactions using different payment methods

Gift card   Cash payment   Point of Sales (POS)   Online payment (IPG)

The number of online orders using different payment methods

0.18%   0.23%

48.74%   50.9%
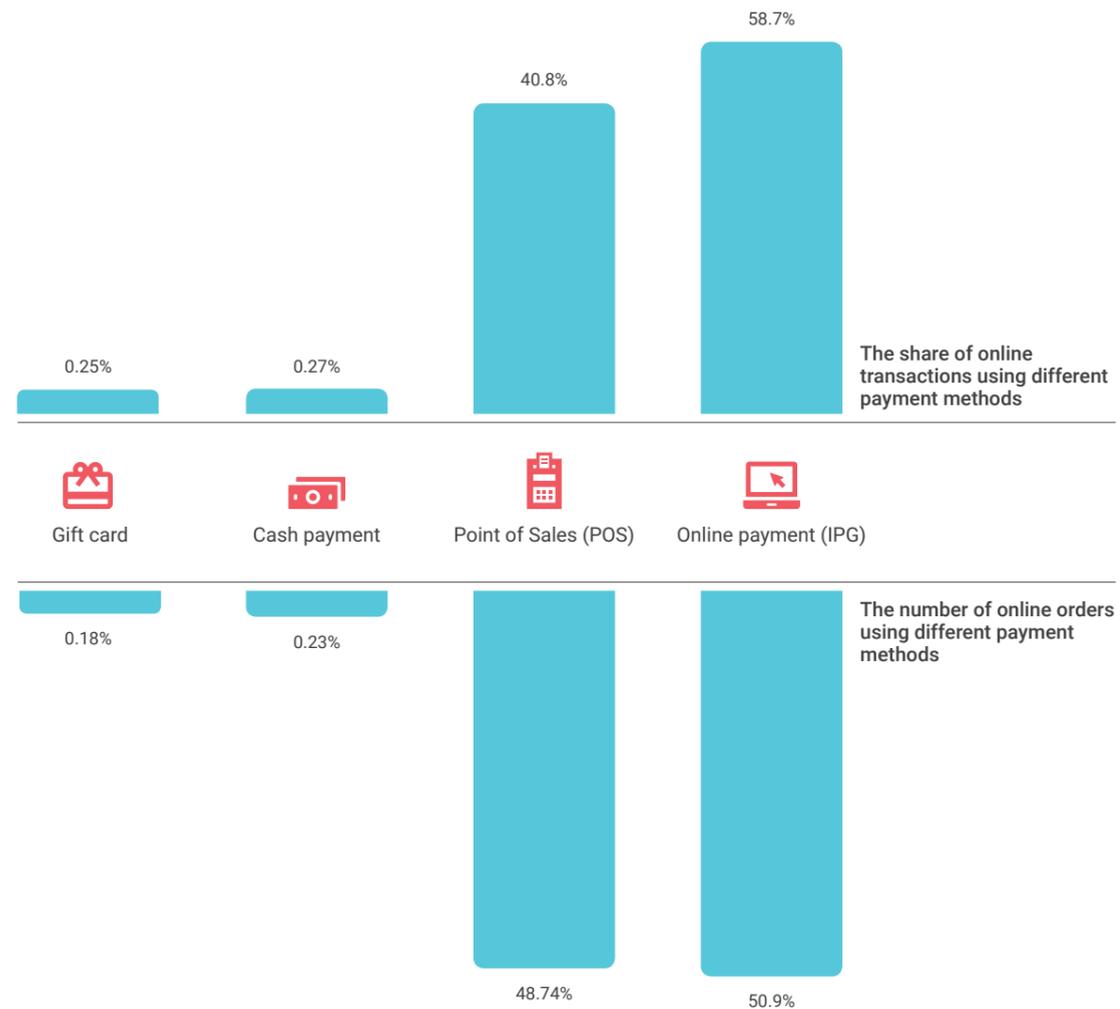
Do All Iranians Have Access to Online Shopping?

So far, the residents of 11,132 villages in Iran have placed orders in Digikala. Digikala is an online store in Iran that provides its services to all the Iranian people, either big metropolitan areas or the most far-off villages. One of the most important reasons for the expansion of Digikala's distribution centers is providing timely service around the country.

11,132 villages

1894 km

Pasabandar
The longest delivery route in the first half of 1398

HV-G69 controller
The purchased SKU

Pasabandar

● The geographical location of customers living in the villages
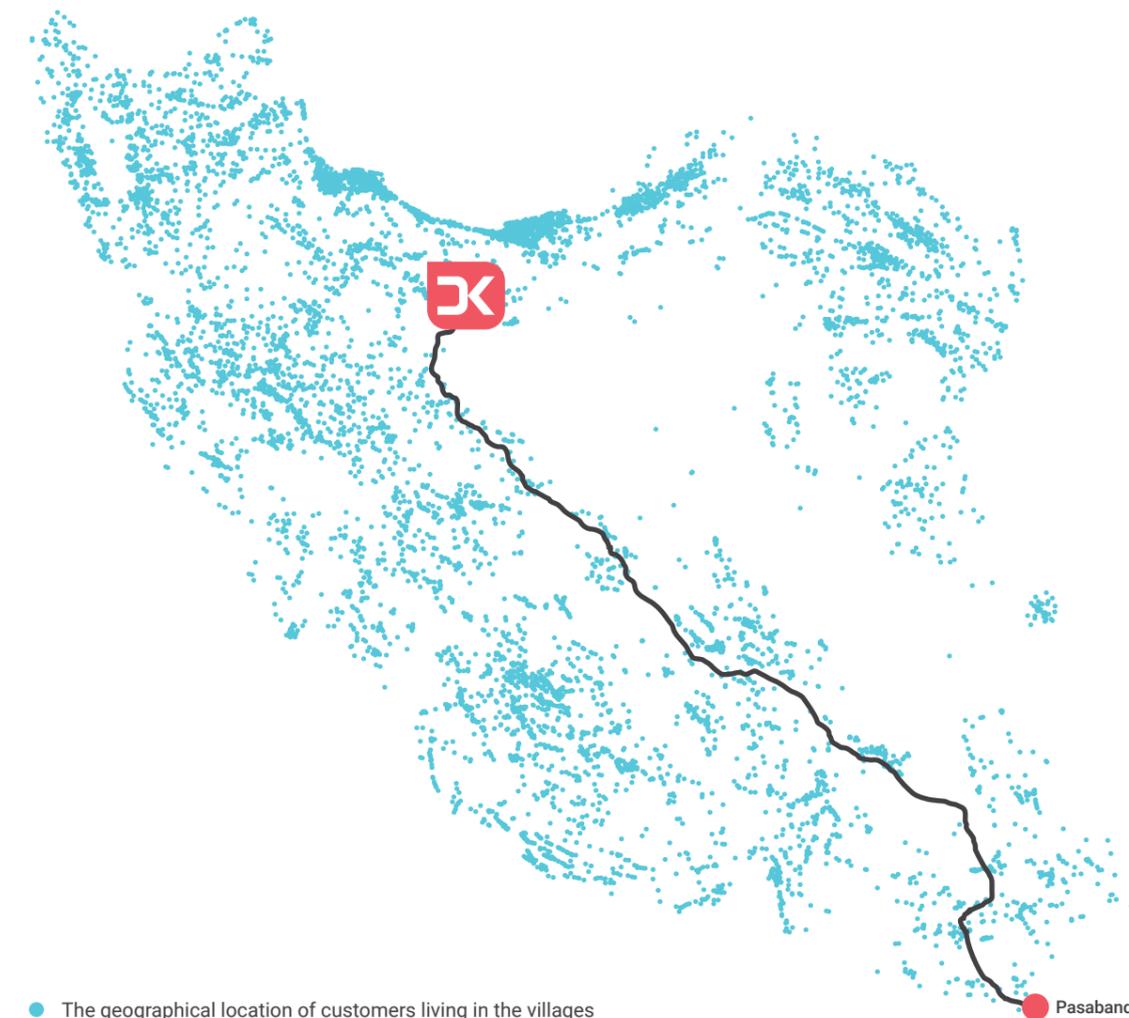
Customer Feedback

How Often Do Customers Recommend Digikala?

Customer orientation is the most important organizational value of Digikala. Hence, evaluating customer satisfaction is one of the most important indicators in Digikala. Net Promoter Score (NPS) is one of the common methods to assess customers' satisfaction. Digikala sends an SMS to the customers who have received their order and asks them: "based on this order, how likely is it that, from of 0 to10, you would recommend this shopping". The chart below shows the percentage of people who gave a 0 to 10 score in Shahrivar 1398 (September 2019). In that period, about 10% of Digikala customers participated in the survey.

Score

- 10 — **42.8%**
- 9 — **14.9%**
- 8 — 14.6%
- 7 — 8.7%
- 6 — 3.3%
- 5 — 5.4%
- 4 — 1.4%
- 3 — 1.5%
- 2 — 1.4%
- 1 — 1.3%
- 0 — 4.8%

0%   5%   10%   15%   20%   25%   30%   35%   40%   45%   50%

Frequency

The most common reasons for customer dissatisfaction:

1. Quality of Products
2. The inconsistency between website information and delivered products
3. Technical issues of the product
4. Insufficient product information
5. Price
6. Delivery delay
7. Packaging
8. Inability to edit orders
9. Terms and conditions for returning orders
10. product variety

What Percentage of Orders are Delivered on Time?

- On-time delivery (OTD) is one of the most important factors for achieving customer satisfaction. Digikala customers can select a date and time for their delivery during checkout.
- Delivery delay is caused by factors such as delay on the part of Marketplace sellers or general delivery problems such as street traffic. We evaluate the OTD indicator using the GPS devices of Digikala couriers.
- About 80% of customers' orders are delivered using Digikala Express. In Shahrivar 1398 (September 2019), 96% of these orders were delivered on-time.
- Although the percentage of on-time deliveries is very high, there are still hundreds of orders that are not delivered on-time and one of Digikala's highest priorities is to decrease delayed deliveries as much as possible.

Percent

100%
75%
50%
25%
0%

96%

Tir, Mordad, Shahrivar, Mehr, Aban, Azar, Dey, Bahman, Esfand, Farvardin, Ordibehesht, Khordad, Tir, Mordad, Shahrivar

1397   1398

Months

- On-time delivery
- Delayed delivery on the same day
- Delayed delivery – more than s day
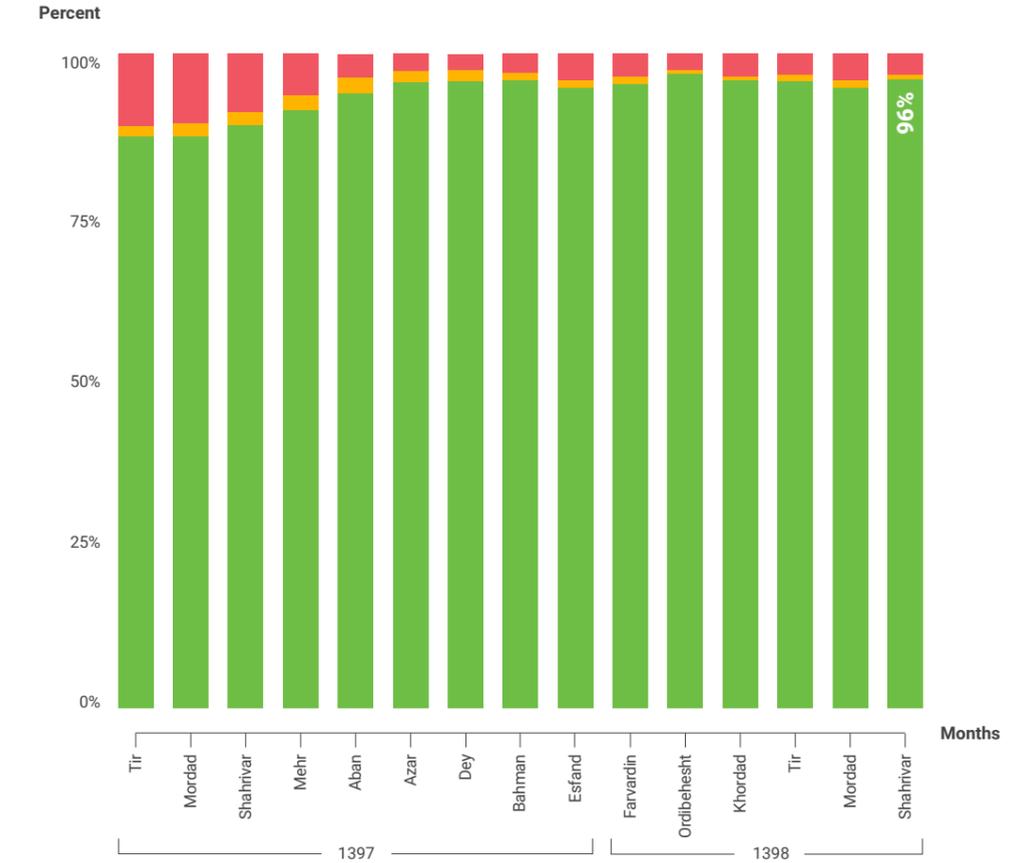
How do Digikala Users Participate in Price Monitoring?

In Digikala, there is an option below "Buy Box" for suggesting lower prices. If costumers are aware of lower prices for a product, they can inform us. Digikala's price monitoring team uses these feedbacks to its advantage.

> On average, 800 Digikala customers give feedback on prices every day

۱۱٪ ۱۹۹٬۰۰۰
۱۷۶٬۵۰۰ تومان

افزودن به سبد خرید +

از ۱۷۵٬۰۰۰ تومان‌توسط فروشندگان دیگر   مشاهده
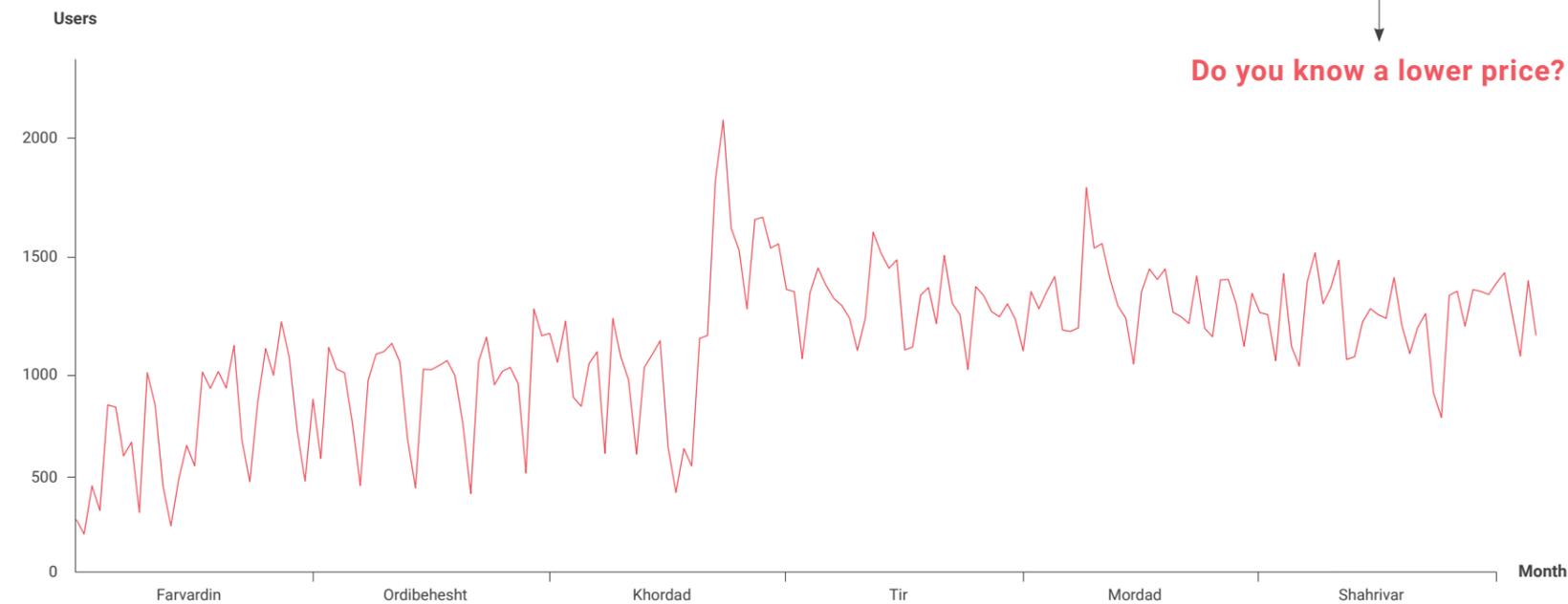
آیا قیمت مناسب‌تری سراغ دارید؟ بلی | خیر

Do you know a lower price?

How Many Digikala Users Give Feedback on Products?

In the first half of 1398 (March 2019 — September 2019), a daily average of 8375 users contributed to the content correction of SKU.

Feedback on this product

بازخورد درباره این کالا

بیش از ۹۹۹ نفر از خریداران این محصول را پیشنهاد داده‌اند

فروشنده: دیجی کالا

گارانتی ۱۲ ماهه تسک میران

آماده ارسال

۱۱٪ ۱۹۹٬۰۰۰
۱۷۶٬۵۰۰ تومان

افزودن به سبد خرید +

از ۱۷۵٬۰۰۰ تومان‌توسط فروشندگان دیگر   مشاهده

آیا قیمت مناسب‌تری سراغ دارید؟ بلی | خیر

نام کالا صحیح نیست
عکس‌های کالا مناسب نیست
مشخصات فنی کالا صحیح نیست
توضیحات کالا صحیح نیست
کالا تکراری است
توضیحات
ثبت اطلاعات

What are the Most Popular Products in Digikala?

In the first half of 1398
(March 2019 - September 2019)

First

1st Rank

We-Series A1 Smart Watch

2nd Rank

Xiaomi Mi Band 2 SmartBand

3rd Rank

Xiaomi 10000mAh Power Bank

4th Rank

Samsung Galaxy A50

5th Rank

Xiaomi 20000mAh Power Bank

Which Products Do Customers Want to Be Restocked?

In the first half of 1398
(March 2019 - September 2019)

First

1st Rank

Huawei Y9 2019 with price tag

2nd Rank

Huawei P30 Lite MAR-LX1M

3rd Rank

Huawei Y7 Prime 2019

4th Rank

Huawei P Smart 2019

5th Rank

Huawei Y9 2019

What Is Happening in Digikala's Customer Service Center

📞	**Number of call center agents**	**408**
👤	**Average daily calls**	**19,812**
👍	**Average weekly answers to; User's comments on social media**	**821**

🐦 Tweets	282
📷 Instagram	531
in LinkedIn	8

✉️	**Average weekly replies to emails**	**1063**

Digikala in Social Media

On a monthly average, SCET (Social Communication Engagement Team) answers about 2500 to 3300 comments and tweets. 56% of them are Instagram comments, 43% being tweets and only 1% of them consist of LinkedIn comments.

0%   20%   40%   60%   80%   100%
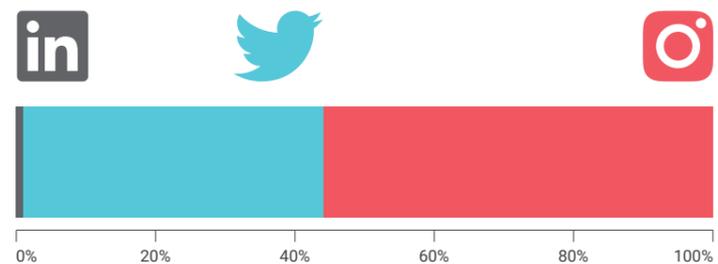
Most tweets are posted between 4:00 P.M. to 12:00 A.M. The maximum delay in answering such comments is 4 hours.

@digikalacom   @digikalasupport   #digikala

Most of these comments are about sales consultation, order follow-up, multi-shipment orders and criticism regarding policies.

From Tehran to Tibet

If we could arrange all Digikala packages delivered to customers in the first half of 1398 (March 2019—September 2019) next to each other, they would cover 4200 Kilometers.
If you wanted to travel this distance from Tehran, you would reach Tibet.

Tibet

Tehran

4000 km
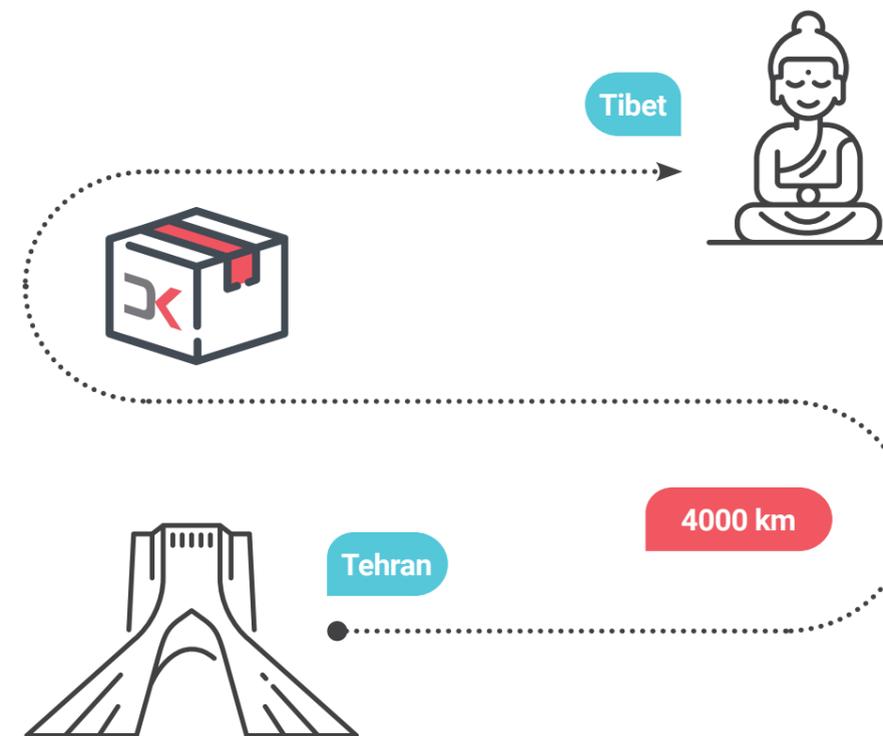
How much are the customers satisfied with Digikala's couriers?

★★★★★	85%
★★★★☆	3.9%
★★★☆☆	8.2%
★★☆☆☆	1%
★☆☆☆☆	9.1%
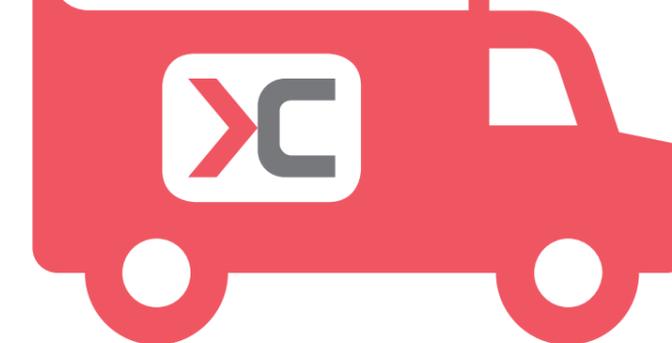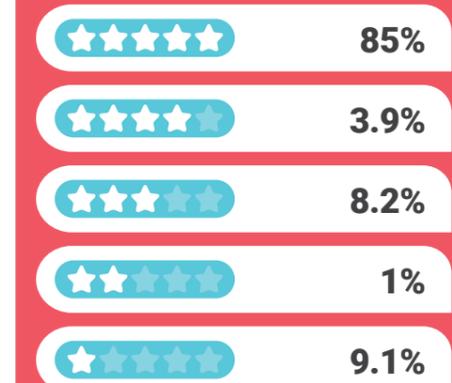
Marketplace and Iranian Businesses

Digikala;
Home to 30,000 Iranian Businesses

In such a system, the Iranian manufacturer's only concern is to manufacture.
Digikala considers the empowerment of Iranian businesses as one of its most important social responsibilities. Digikala's Marketplace platform directly connects the Iranian manufacturer, artisan, artist and businesspeople to a market as wide as Iran itself and provides all the logistical, storage, payment, packaging, marketing, content providing, market insight and after sales services that they require.

In the first half of 1398, each active seller in the Marketplace sold 23 million Tomans worth of products on a monthly average.

One of the sellers in the Marketplace managed to sell 20 billion Tomans worth of products, in Mordad 1398. That's the highest registered monthly sales record for a Marketplace seller.

A handicrafts workshop (Cashmere weaving) sold 83 Million Tomans worth of products in Mordad 1398.

In the past 6 months, 18,482 businesses made a request to become sellers in the Marketplace. 67% of these businesses were qualified to be a seller in Digikala and they were added to the list.

The growth rate of Iranian businesses in the Marketplace platform

Number of sellers / Semester (H1 1395, H2 1395, H1 1396, H2 1396, H1 1397, H2 1397, H1 1398)
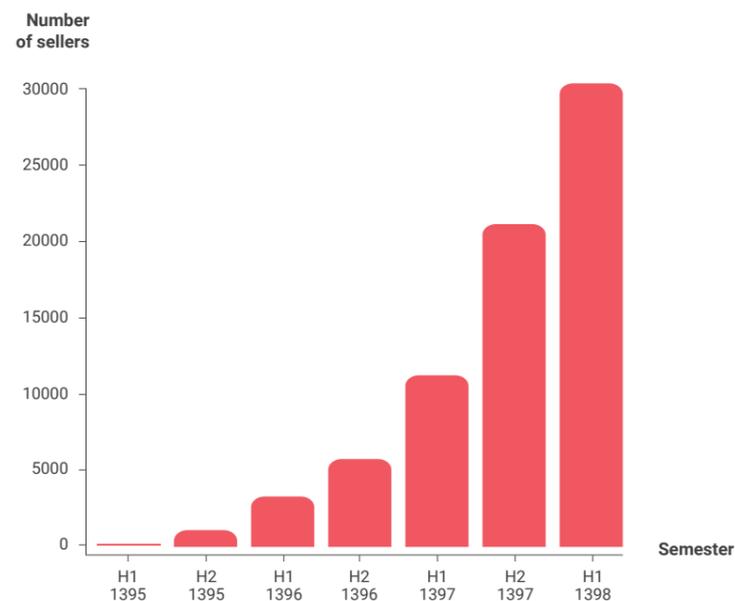
How Does the Marketplace Promotes "Full Market Competition" Among Sellers?

The price of products is shown in the Buy Box, one of the most important sections that the users are exposed at the start of their shopping journey.
Marketplace sellers can make their products available on the Buy Box (the default button for adding products to the cart) by providing lower prices, having their products ready for delivery and gaining higher performance rating.

Counterfeit Products on Digikala

Fake

Warning

Penalty

Cancel Partnership

200 Million Tomans

Ever since the launch of Marketplace platform, counterfeit products have been one of Digikala's biggest concerns. Since 1397 (2018-2019), 0.04% of the offerings have been reported as counterfeit (4 products out of 10000). When it comes to counterfeit products, Digikala does not compromise. That is why Digikala ended partnership with the sellers of these products. It is Digikala's responsibility to supervise the price and quality of the sellers' products.

We apologize to all the customers who were affected by the malpractices of Marketplace sellers and inform that in the first 6 months of 1398, a monthly average of 200,000,000 Tomans gift cards were paid to these customers. These inconveniences included delivery delay, delivery cancellation and delivering counterfeit products, which took place in 1.1% of the total registered orders.

Monitoring the Performance of the Sellers

Goods Quality
The level of customer satisfaction regarding products quality is assessed by after-sales customer satisfaction survey. Thereby, the products that have caused dissatisfaction are identified and inspected. Once the causes of customer dissatisfaction are recognized, Digikala takes measures to ensure the improvement of customer experience. These measures include editing products' content, editing products' profile pictures, deactivationg products, improving the packaging of products, or deactivativing access of sellers to products.

Average Satisfaction with goods' quality
81%

Goods Originality
Once a counterfeit product which had not been tagged as "non-original" status is reported, the supplying seller is fined and has to pay up to 10 times of the original price. If the seller is caught selling counterfeit products the second time, in addition to being fined, their access to the product category will be banned. If they are caught doing so for the third time, their partnership with Digikala will be terminated. Digikala takes full responsibility for compensating customers who are affected by this infringement. The counterfeit products will be returned and the customer is refunded in full along with the added benefit of a gift card as compensation.

Percentage of counterfeit goods
0.04%

Rate of Order Return
The products that are returned frequently by customers are reviewed on a regular basis. If the inspections reveal the misconducts of a seller as the main cause of high return rate, their access will be prohibited.

Mean return rate due to the seller's misconduct
0.7%

Successful and On-time Delivery
If the seller fails to provide the product after receiving the customer order, they will be fined for double the sales commission of the product. In cases of high cancellation rate, not only the sellers' performance rating drops, but also their access to products category is banned. The customer will be fairly compensated.

Average rate of failed goods supply
0.35%

What Can't You Sell on Digikala?
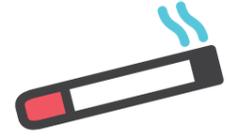
Cigarettes and Tobacco

Medications

Firearms and cold weapons

Herbal and animal poison
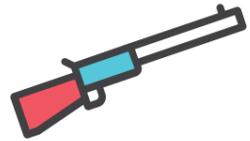
Hunting Equipment

Contraband and illegal goods

Military Equipment

Artwork without the permission of the original artist

The full list of disallowed products is available in the Academy of Digikala Sellers Center

What is the Share of Marketplace Sales in the Main Product Categories?

Share of Marketplace in Digikala's overall sales based on net merchandise value

Marketplace Model

Retail Model

Clothes and fashion

Books, artwork and stationary

Digital products

Food and drinks

House and kitchen

Mother and baby

Personal care

Sports and travel

Automobile, tools and office equipment
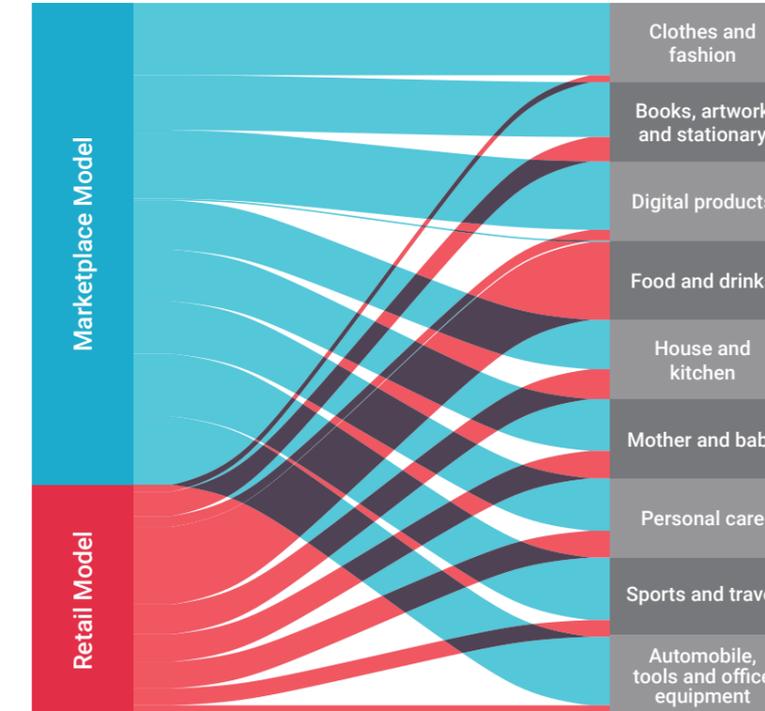
Share of Marketplace in Digikala's overall sales based on the number of Items Sold

Marketplace Model

Retail Model

Clothes and fashion

Books, artwork and stationary

Digital products

Food and drinks

House and kitchen

Mother and baby

Personal care

Sports and travel

Automobile, tools and office equipment
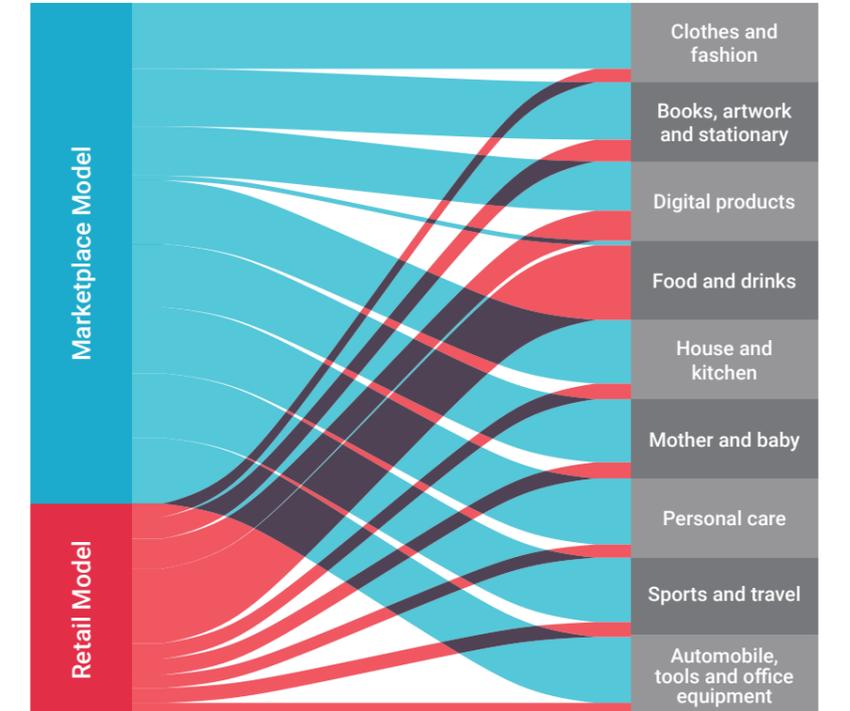
Products and Brands

Which Product Categories Sell More?

Unsurprisingly, digital products such as laptops, cellphones and power banks take the largest share of net merchandise value, despite the fact that they come 3rd in number of sold items. On the other hand, supermarket products i.e., fast-moving consumer goods (FMCG) in the context of retail market are bought in large volumes.

Share of main product categories based on items sold

Food & drinks **8.20%**	Digital products **7.17%**
House & kitchen **6.20%**	Personal care **5.17%**

Clothes & fashion **8.7%**
Books, artwork & stationary **3.6%**
Mother & baby **2.3%**
Tools & car **3%**
Sports & travel **3%**
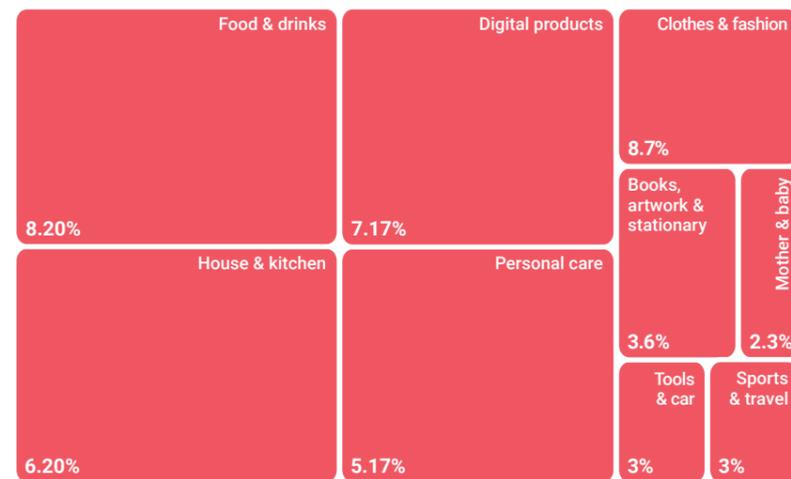
Share of main product categories based on net merchandise value

Digital products **51%**
House & kitchen **3.21%**
Personal care **3.9%**
Clothes fashion & **6.6%**
Food drinks & **9.2%**
Sports & travel **2.2%**
Tools & car **2.2%**
Books, artwork & stationary **6.2%**
Mother & baby **7.1%**
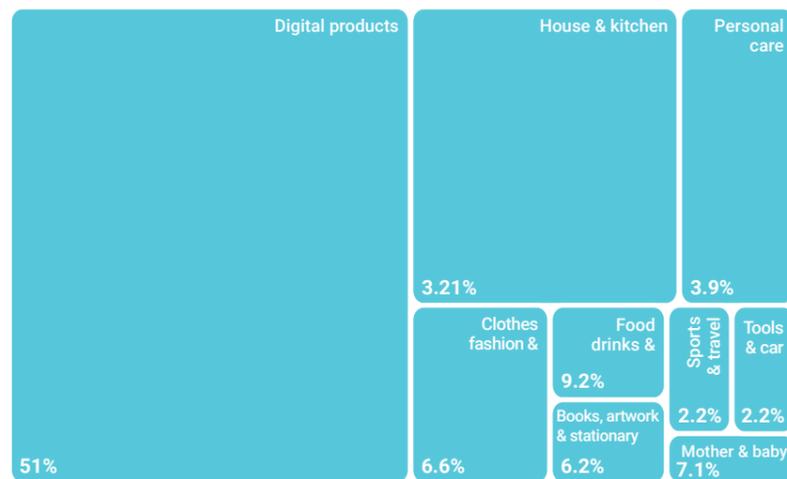
digikala

Top 10 best-selling products (Items Sold)

In the first half of 1398
(March 2019 - September 2019)

First
Unlock

1st Rank

Nokia 106 - 2019

2nd Rank

Nokia 105 - 2017

3rd Rank

SanDisk Cruzer Blade CZ50

4th Rank

Huawei Y7 Prime 2019

5th Rank

Remax RA-OTG

6th Rank

Nokia 130 - 2017

7th Rank

Cable protector –Collapsing

8th Rank

Flexible USB Light

9th Rank

Kapoot Condom Mins 45

10th Rank

Easy Pack 10 pack

digikala

Top 10 best-selling products (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

First

1st Rank

Huawei Y7 Prime 2019

2nd Rank

Huawei Y9 2019

3rd Rank

Samsung Galaxy A50

4th Rank

Samsung Galaxy A10

5th Rank

Samsung Galaxy A20

6th Rank

Huawei P30 Lite MAR-LX1M

7th Rank

Samsung Galaxy A30

8th Rank

Huawei Y5 Prime 2018

9th Rank

Nokia 106 2019

10th Rank

Huawei Y9 2019 JKM-LX1

fresh
by digikala

Top 10 best-selling supermarket products (Items Sold)

In the first half of 1398
(March 2019 - September 2019)

First

1st Rank

Bahar Almas Frying Oil 1.8 Litres

2nd Rank

Pepsi Cola 1.5 Litres

3rd Rank

Koohpanah Skimmed Milk

4th Rank

Ladan Sunflower Oil Including Vitamin D & E

5th Rank

Mihan Pasteurized Butter

6th Rank

Bahar Almas Frying Oil 3 Litres

7th Rank

Ghadrshenas White Sugar900 g

8th Rank

Zar Makaron Spaghetti 700 g

9th Rank

Ladan Solid Oil 5 kg

10th Rank

Shekley Pasteurized Butter50 g

Top 10 best-selling supermarket products (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

First

1st Rank

Mahya Protein
Ground Meat 1 kg

2nd Rank

Ladan Solid Oil 5 kg

3rd Rank

Bahar Almas Frying Oil 1.8 Litres

4th Rank

Bahar Almas Frying Oil 3 Litres

5th Rank

Mahya Protein Mutton Meat1 kg

6th Rank

Mahya Protein Minced Meat 1 kg

7th Rank

Mahya Protein Minced Calf Meat 1 kg

8th Rank

Mahya Protein Filet 900 g

9th Rank

Ladan Talaee No Trans
Semi-Solid Oil 5 kg

10th Rank

Mahya Protein Boneless Filet 1 kg

Best-selling E-books in Fidibo (Items Sold)

Living Your Best Year Ever Negah Novin Publication	How to Talk with Anyone Zehn-Aviz Publication	Make Your Bed Amookhte Publication	The Forty Rules of Love Qoqnoos Publication Group	A Man Called Ove Noon Publication
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank
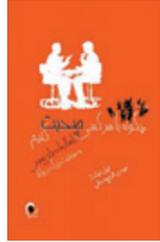
Best-selling Audiobooks in Fidibo (Items Sold)

Forty Rules of Love (New Performance) - Avanameh	The Compound Effect Negah Novin Publication	The Power of Now Novin Ketab Gooya	Four Works by Florence Scovel Shinn - Shaden Pezhvak	The Alchemist Novin Ketab Gooya
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank

Best-selling Musical Albums (Items Sold)
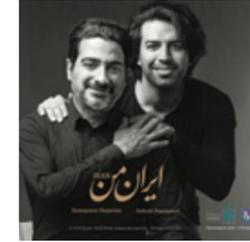
My Iran by Homayoon Shajarian & Sohrab Poornazeri	Rudderless Boat by Mohsen Chavoshi	Jacket by Mohsen Chavoshi	Your Happiness Is My Wish by Siamak Abbasi	Fall, Loneliness by Ehsan Khajeh Amiri
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank
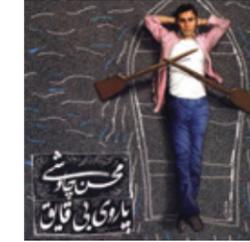
Best-selling Paperback Books (Items Sold)

Girl, Wash Your Face by Rachel Hollis	Unf*ck Yourself by Gary John Bishop	Four Works by Florence Scovel Shinn	Sapiens: A Brief History of Mankind by Yuval Noah Harari	Make Your Bed by William H. McRaven
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank

Best-selling Cell Phones (Items Sold)

Nokia 106 2019 Dual SIM Mobile Phone
1st Rank

Nokia 105 2017 Dual SIM Mobile Phone
2nd Rank

Huawei Y7 Prime 2019 Dual SIM 32GB Mobile Phone
3rd Rank

Nokia 103 2017 Dual SIM Mobile Phone
4th Rank

Samsung Galaxy A10 SM-A105F/ DS Dual SIM 32GB Mobile Phone
5th Rank

Best-selling Cell Phones (net merchandise value)

Huawei Y7 Prime 2019Dual SIM 32GB Mobile Phone
1st Rank

Huawei Y9 2019 JKM-LX1 Dual SIM 64GB Mobile Phone
2nd Rank

Samsung Galaxy A10 SM-A105F/ DS Dual SIM 128GB Mobile Phone
3rd Rank

Samsung Galaxy A10 SM-A105F/ DS Dual SIM 32GB Mobile Phone
4th Rank

Huawei P30 Lite MAR-LX1M Dual SIM 128GB Mobile Phone
5th Rank

Best-selling Laptops (Items Sold)

Lenovo Ideapad 330 - E –15-inch Laptop
1st Rank

Lenovo Ideapad 330 - F –15-inch Laptop
2nd Rank

ASUS VivoBook X540NA - M – 15-inch Laptop
3rd Rank

ASUS VivoBook K542UF - A –15-inch Laptop
4th Rank

Lenovo Ideapad 330 - O – 15-inch Laptop
5th Rank

Best-selling Laptops (net merchandise value)

Lenovo Ideapad 330 - E – 15-inch Laptop
1st Rank

ASUS VivoBook K542UF - A – 15-inch Laptop
2nd Rank

Lenovo Ideapad 330 - F – 15-inch Laptop
3rd Rank

ASUS VivoBook K542UF - B – 15-inch Laptop
4th Rank

ASUS VivoBook K542UF – A – 15-inch Laptop
5th Rank

Best-selling Refrigerators and Freezers (Items Sold)

EastCool TM-835 Mini-Re-frigerator	EastCool TM-919 Mini-Re-frigerator	Emersun IR5T Mini-Refrig-erator	EastCool TM-96200 Refrig-erator	Philver TDF-342N Refrigerator
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank

Best-selling Refrigerators and Freezers (net merchandise value)

EastCool TM-835 Mini-Re-frigerator	EastCool TM-919 Mini-Refrig-erator	Emersun BFN22D-M/TP Refrig-erator	Philver TDF-342NRefrigerator	Emersun TFH14T Refrigerator
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank

Best-selling Televisions (Items Sold)

Shahab 24SH81N1 LED TV 24 Inches	Panasonic VIERA TH-32F336M HD LED TV 32 Inches	TOSHIBA 32S1750 HD LED TV 32 Inches	X.Vision 55XT515 Smart LED TV 55 Inches	X.Vision 32XT520 LED TV 32 Inches
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank

Best-selling Televisions (net merchandise value)

X.Vision 55XT515 Smart LED TV 55 Inches	Samsung 55NU7900 Smart LED TV55 Inches	Gplus TV GTV-50GU812S Smart LED TV 50 Inches	Sony KDL-50W660F LED TV 50 Inches	Panasonic VIERA TH-32F336M HD LED TV 32 Inch
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank

Best-selling Consoles and Gaming Accessories (Items Sold)

PUBG Fortnite L1R1-T2 Controller	Sony DualShock 4 Wireless Controller	Microsoft Xbox One Wireless Controller	Dragon 4 Dualshock 4 Controller Cover	Tsco TG 130W Gamepad
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank
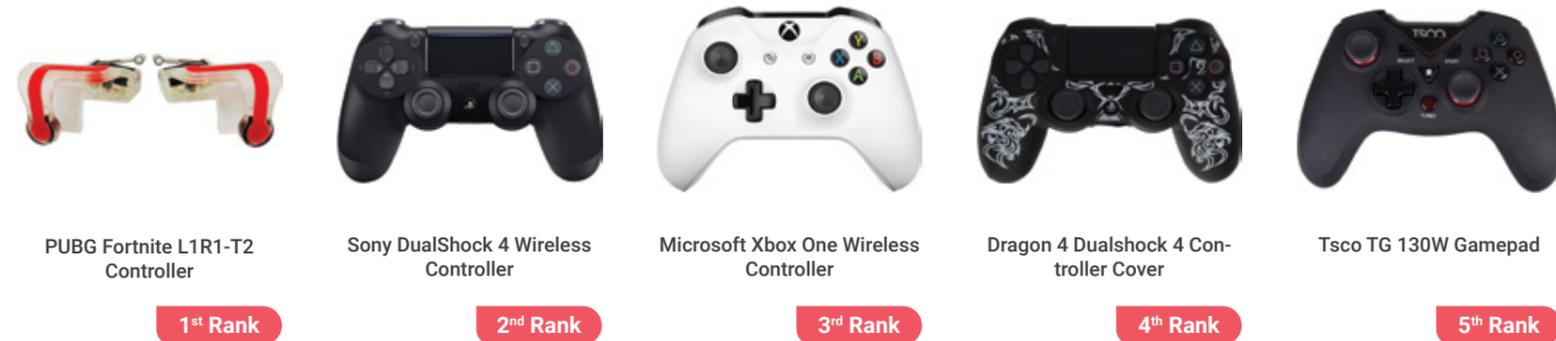
Best-selling Consoles and Gaming Accessories (net merchandise value)

Sony Playstation 4 Slim 1TB Region 2	Sony Playstation 4 Slim 500GB Region 2	Sony Playstation 4 Pro 201 1TB Region 2	Sony Playstation 4 Pro 1TB Region 2	Microsoft Xbox One S – 1TB Game Console
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank
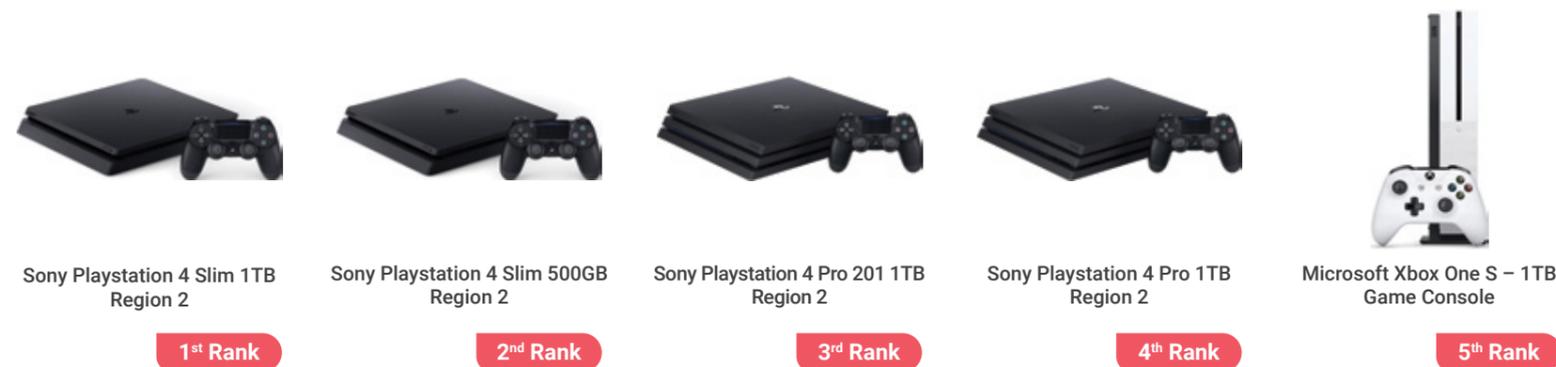
Best-selling Smart Watches (Items Sold)

We-Series A1 Smart Watch	G-Tab W101 Hero Smart Watch	Mi Band 2 Silicone Wrist Strap	G-Tab W101 Smart Watch	Mi Band 3 Silicone Wrist Strap
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank
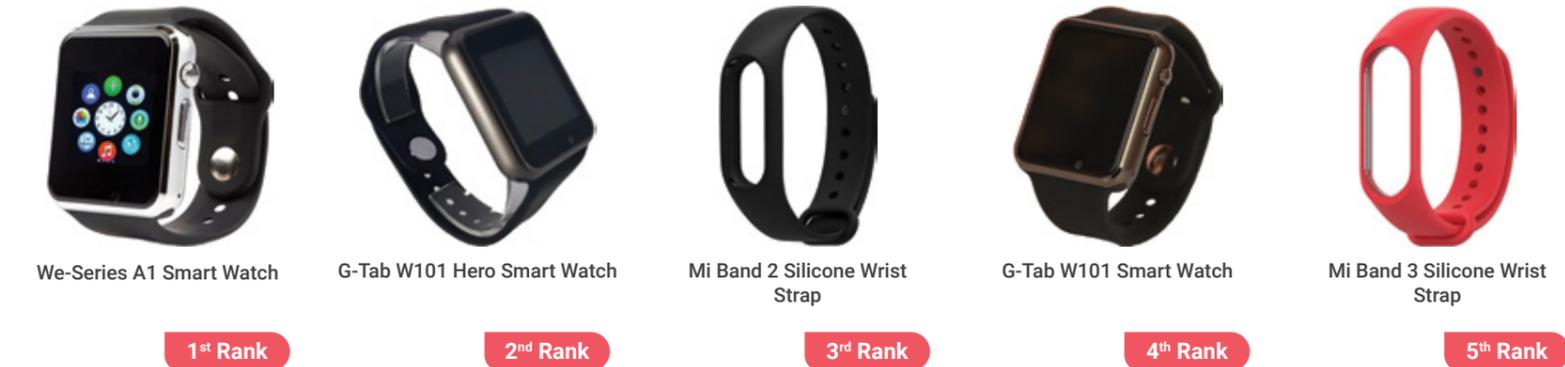
Best-selling Smart Watches (net merchandise value)

Samsung Galaxy Watch SM-R800Smart Watch	Samsung Gear S3 Frontier SM-R760 Smart Watch	Samsung Galaxy Watch SM-R810 Smart Watch	We-Series A1 Smart Watch	Apple Watch Series 4 44mm Aluminum Case Sport Band
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank
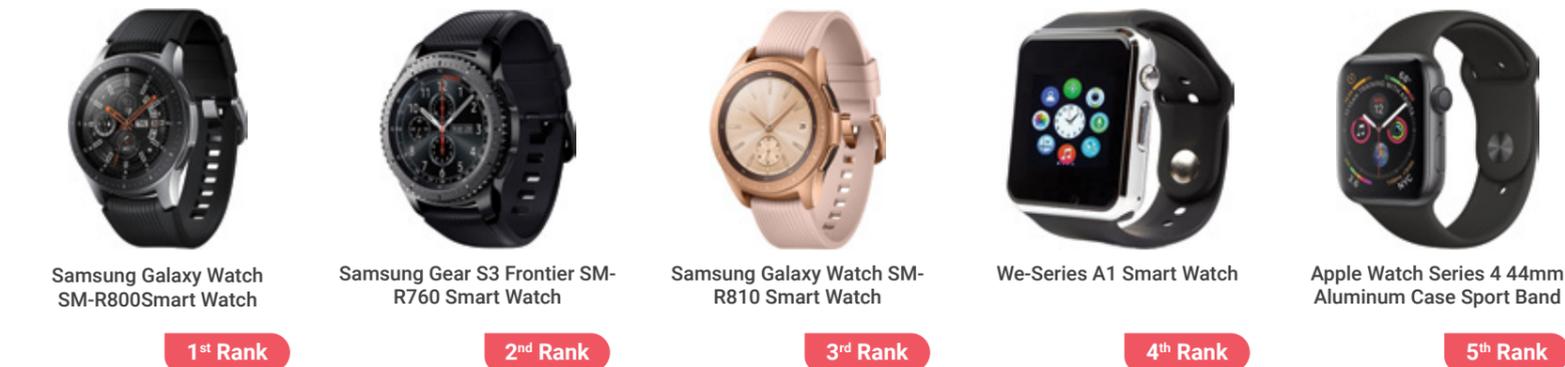
Best-selling Cameras (Items Sold)

Samsung ST150F Digital Camera	Samsung ES95 Digital Camera	Samsung WB30F Digital Camera	Samsung ST69 Digital Camera	Fujifilm Instax Mini 9 Instant Camera
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank

Best-selling Cameras (net merchandise value)

Nikon D3500 Digital Camera 18-55mm VR AF-P Lenses	The Canon EOS 4000D Camera 18-55mm III Lenses	Canon Eos 80D EF S 18-135mm f/3.5-5.6 IS USM Kit Digital Camera	Nikon D5300 kit 18-140 VR Digital Camera	Gopro Hero7 Black Action Camera
1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank

The most searched non-Iranian brands in Digikala
In the first half of 1398 (March 2019 - September 2019)

2,670,327	SAMSUNG
1,504,767	(Apple)
637,854	HUAWEI
603,470	(PlayStation)
343,228	LG
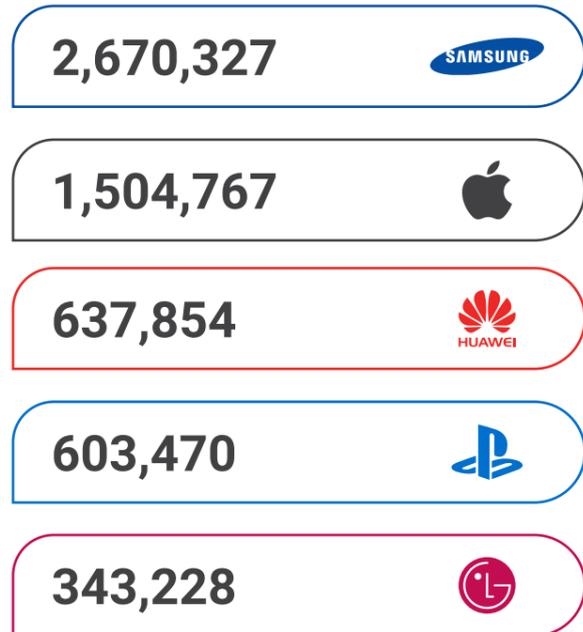
The most searched Iranian brands in Digikala
In the first half of 1398 (March 2019 - September 2019)

101,014	پارس خزر
47,037	x.وتن
36,394	بهار
31,914	مادو
23,943	ایرانسل
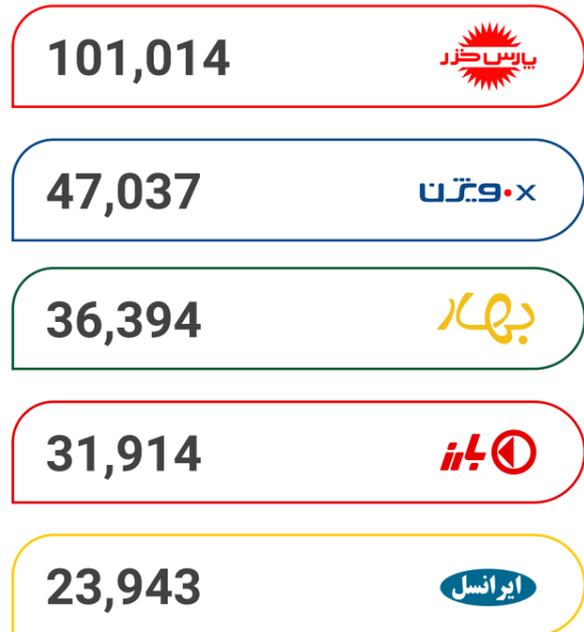
What is the Market Share of Iranian Products in Digikala?

In the past 6 months, 68% of Digikala's sold products belonged to Iranian products.

Number of sold products

40%   55%   68%

H1 1396   H2 1396   H1 1397   H2 1397   H1 1398

Time-slot

▮ Iranian Products   ▮ Foreign Products
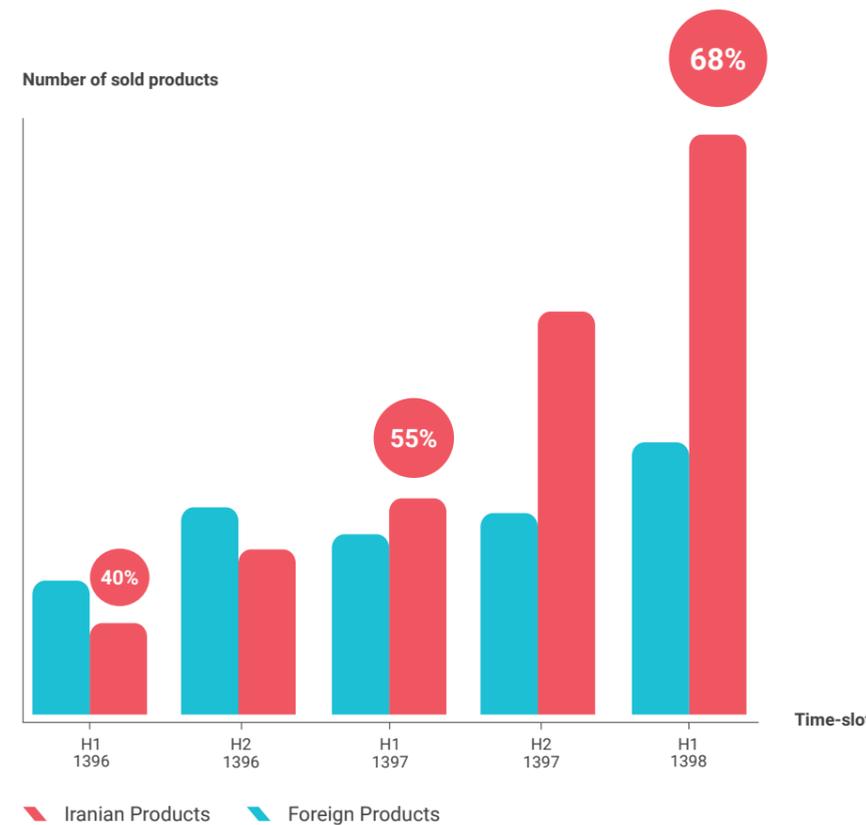
Number of Iranian brands

۲۷۴۸
برند ایرانی
نیمه اول سال ۱۳۹۸

3000

2000

1000

0

H1 1396   H2 1396   H1 1397   H2 1397   H1 1398
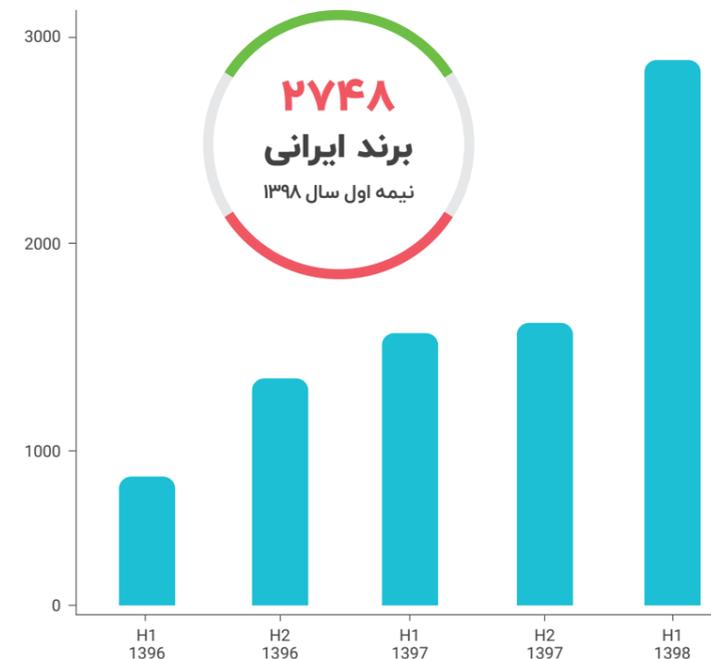
Best Selling Iranian Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to1397
Pars Khazar		—
X-Vision		—
Mahya Protein		+12 ▲
Cheshme Noor		-1 ▼
Tsco		—
Eastcool		+2 ▲
Akhavan		+39 ▲
Emersun		+8 ▲
Teno		+57 ▲
Golestan		+21 ▲

0%   0.5%   1.0%   1.5%   NMV Share
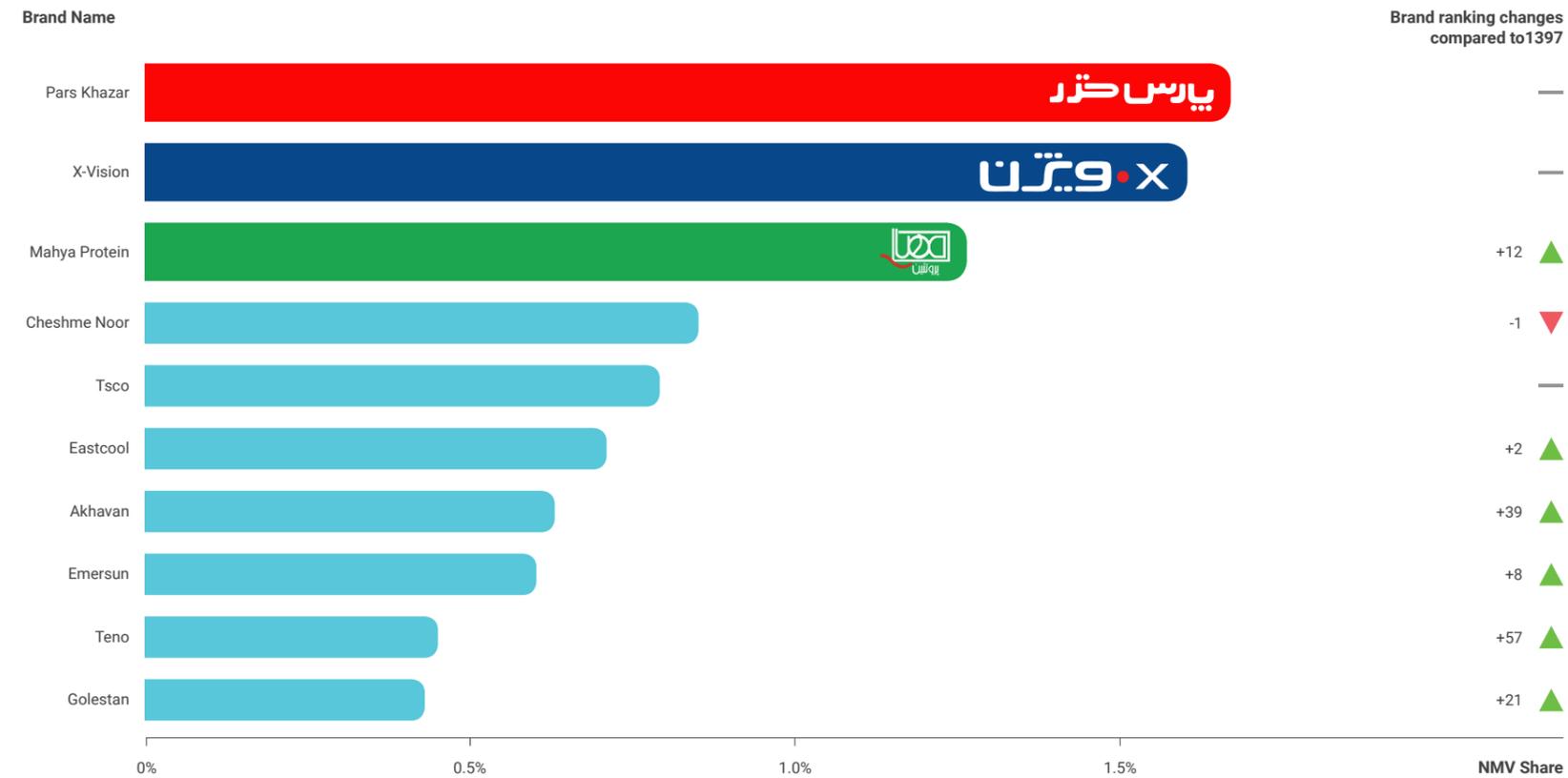
Best Selling non-Iranian Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to1397
Huawei		+3 ▲
Samsung		-1 ▼
Nokia		+6 ▲
Asus		-3 ▼
Leonovo		—
Apple		-3 ▼
Western Digital		—
Xiaomi		+8 ▲
Honor		+9 ▲
Sony		-2 ▼

0%   2%   4%   6%   8%   10%   NMV Share
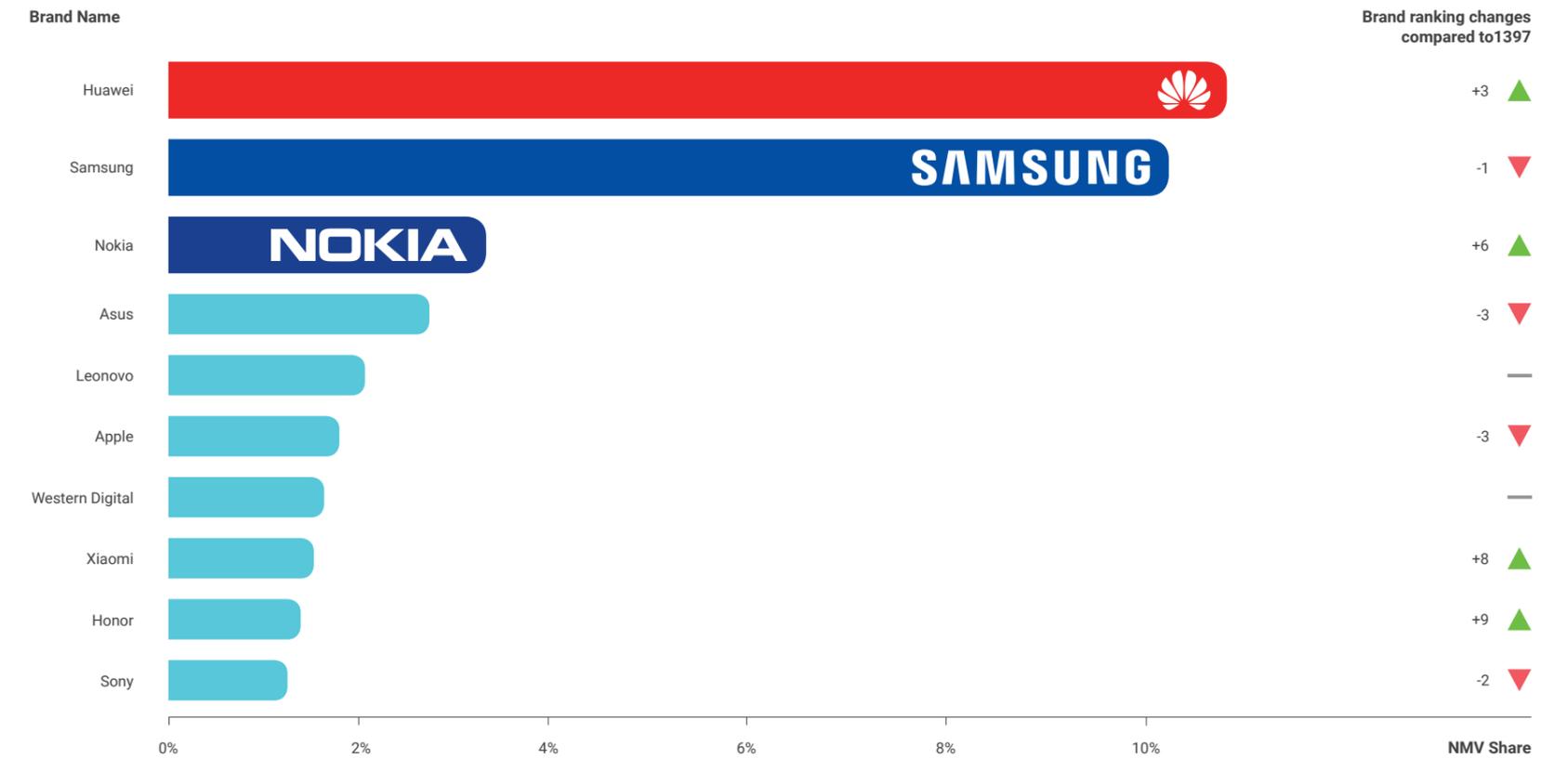
Best Selling Television Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to1397
X-Vision		+1 ▲
Samsung		-1 ▼
TCL		+1 ▲
Sony		+7 ▲
GPlus		+9 ▲
Panasonic		-1 ▼
Hisense		+9 ▲
LG		-4 ▼
Toshiba		+14 ▲
Shahab		+3 ▲

0%   5%   10%   15%   20%   NMV Share
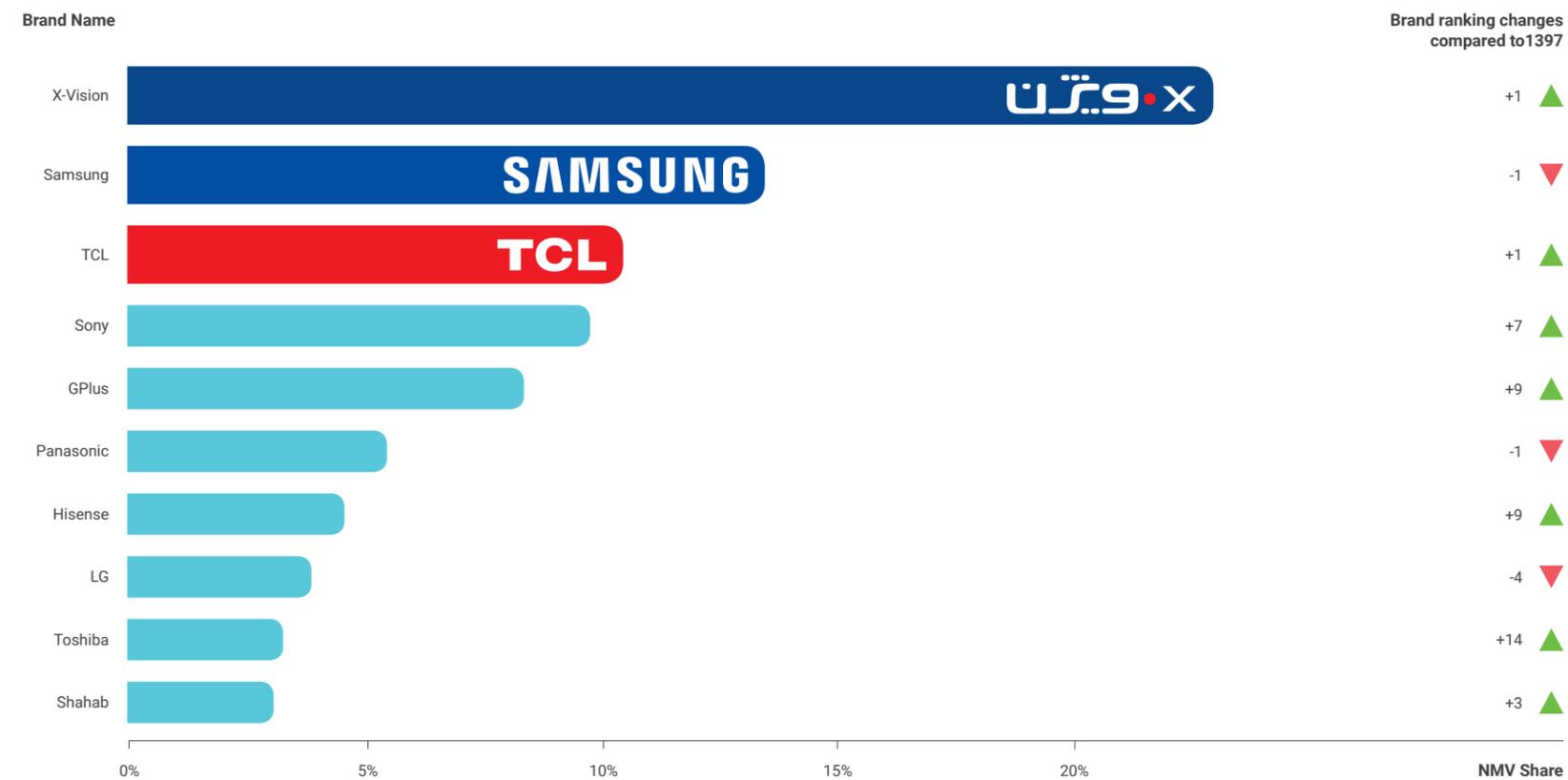
Best Selling Perfume Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to1397
Emper		—
Fragrance World		+1 ▲
Lalique		-1 ▼
Scarly		+2 ▲
Jacsaf		+2 ▲
Rio Collection		-2 ▼
Dior		+7 ▲
Ajmal		+13 ▲
Versace		+8 ▲
Bulgari		—

0%   2%   4%   6%   8%   NMV Share
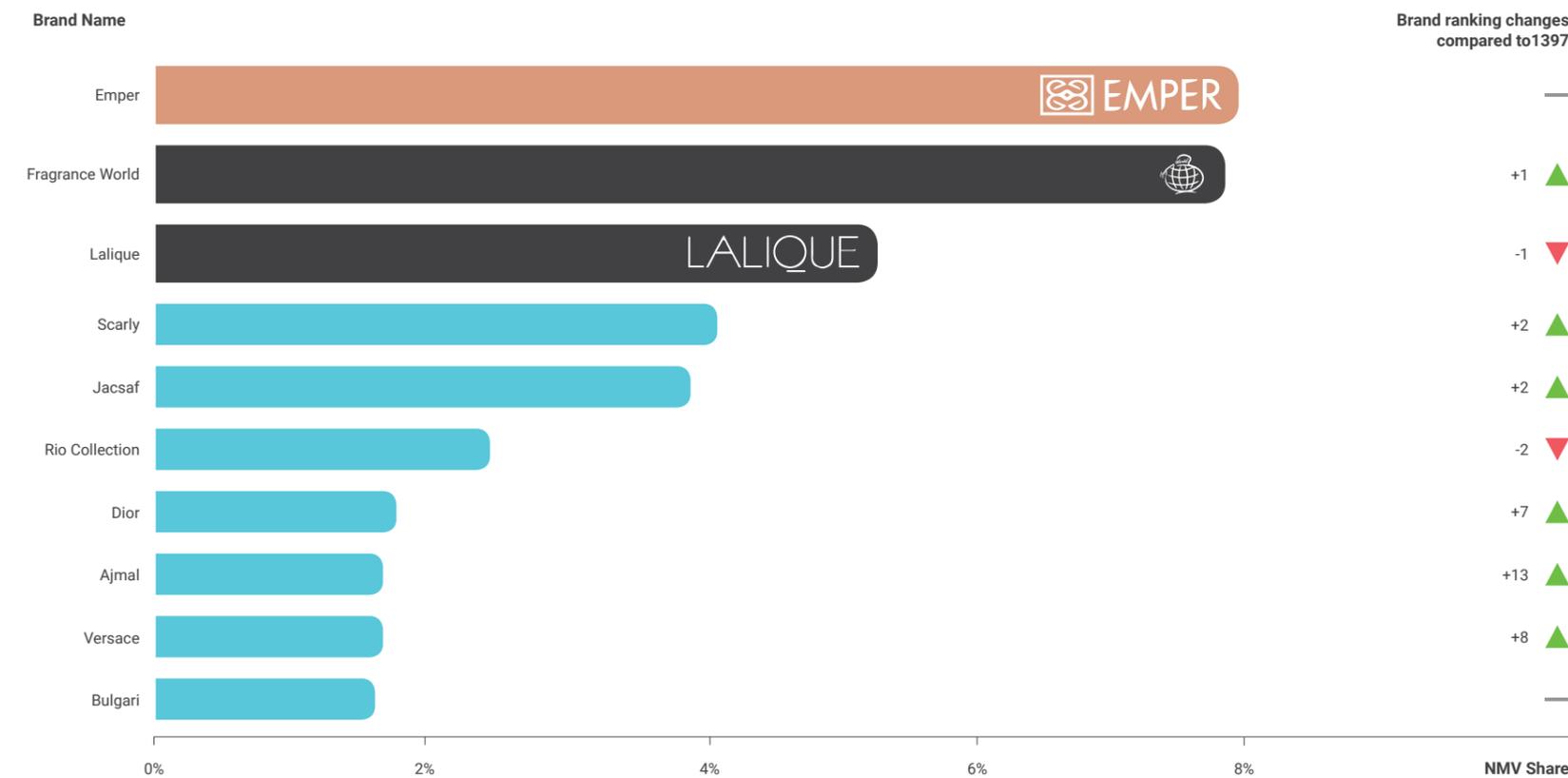
Best Selling Camera Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name	NMV Share	Brand ranking changes compared to1397
Canon		—
Nikon		—
Samsung	+2 ▲	—
GoPro		—
FujiFilm		—
Sony		—
DJI		+7 ▲
Eken		-1 ▼
Panasonic		-1 ▼
Polaroid		—

0%   10%   20%   30%   40%   NMV Share
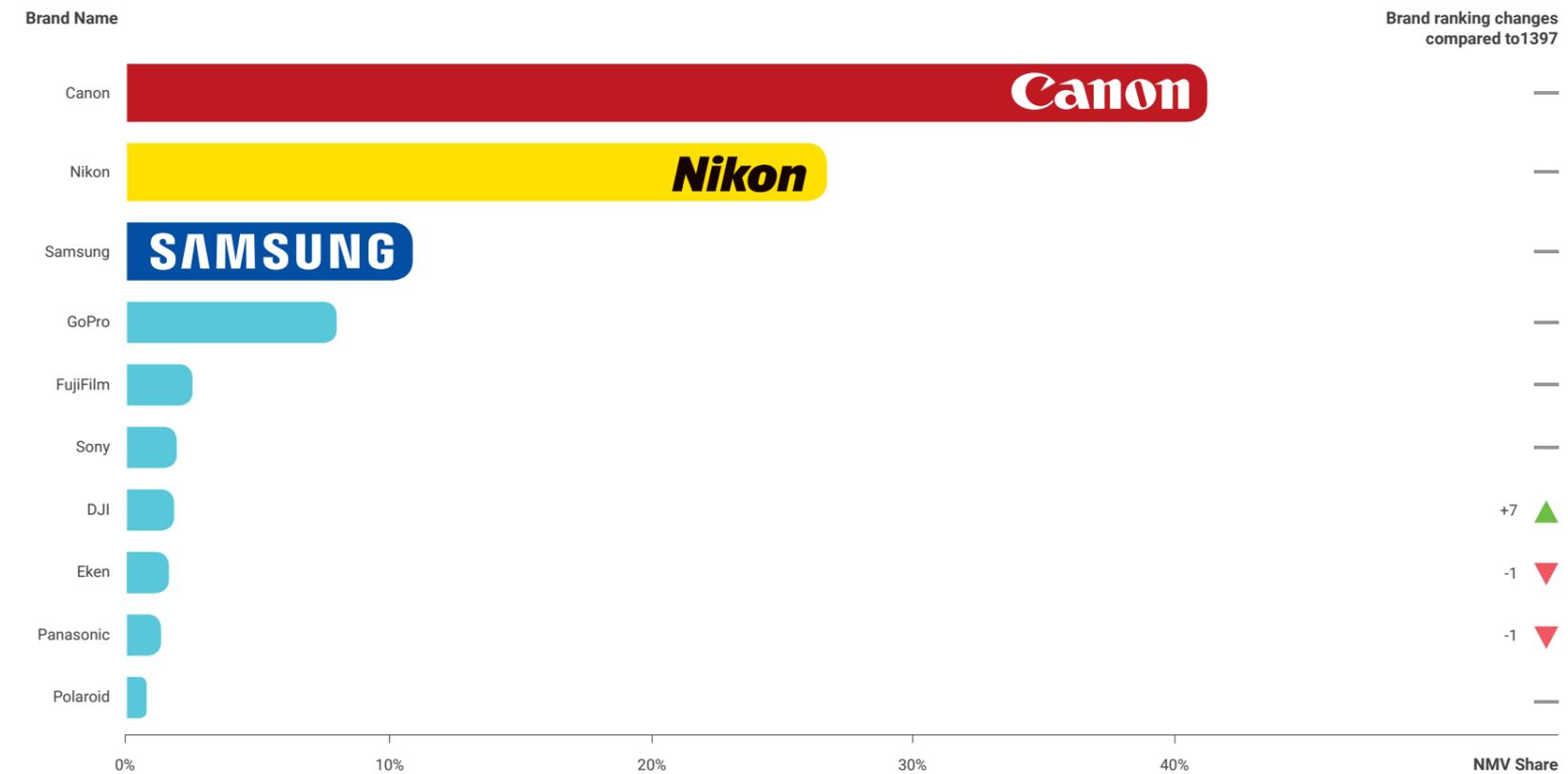
Best Selling Laptop and Ultrabook Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name	NMV Share	Brand ranking changes compared to1397
Asus		—
Lenovo		—
Acer		+2 ▲
Apple		—
HP		-2 ▼
Dell		—
Microsoft		—
MSI		—
i-Life		—
Xiaomi		New Brand

0%   10%   20%   30%   40%   NMV Share
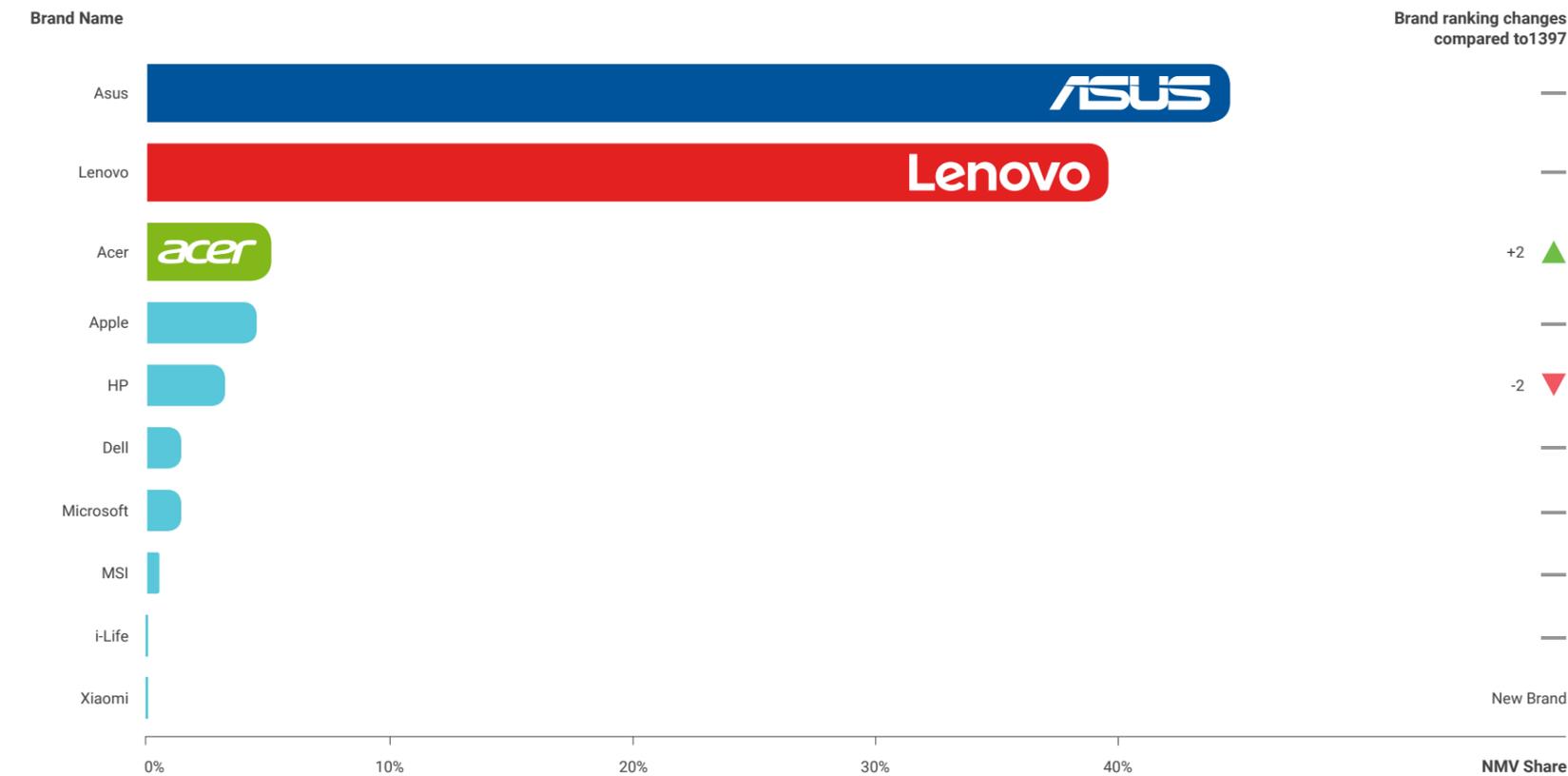
Best Selling Refrigerator and Freezer Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to1397
Emersun	لمرسان	+3 ▲
Eastcool	ایستکول	+1 ▲
LG	LG	-2 ▼
Pars		+30 ▲
Samsung		-3 ▼
Devo		+4 ▲
Midea		+2 ▲
Bosch		-3 ▼
Himalia		-1 ▼
Philver		+6 ▲

0%　　5%　　10%　　15%　　20%　　NMV Share
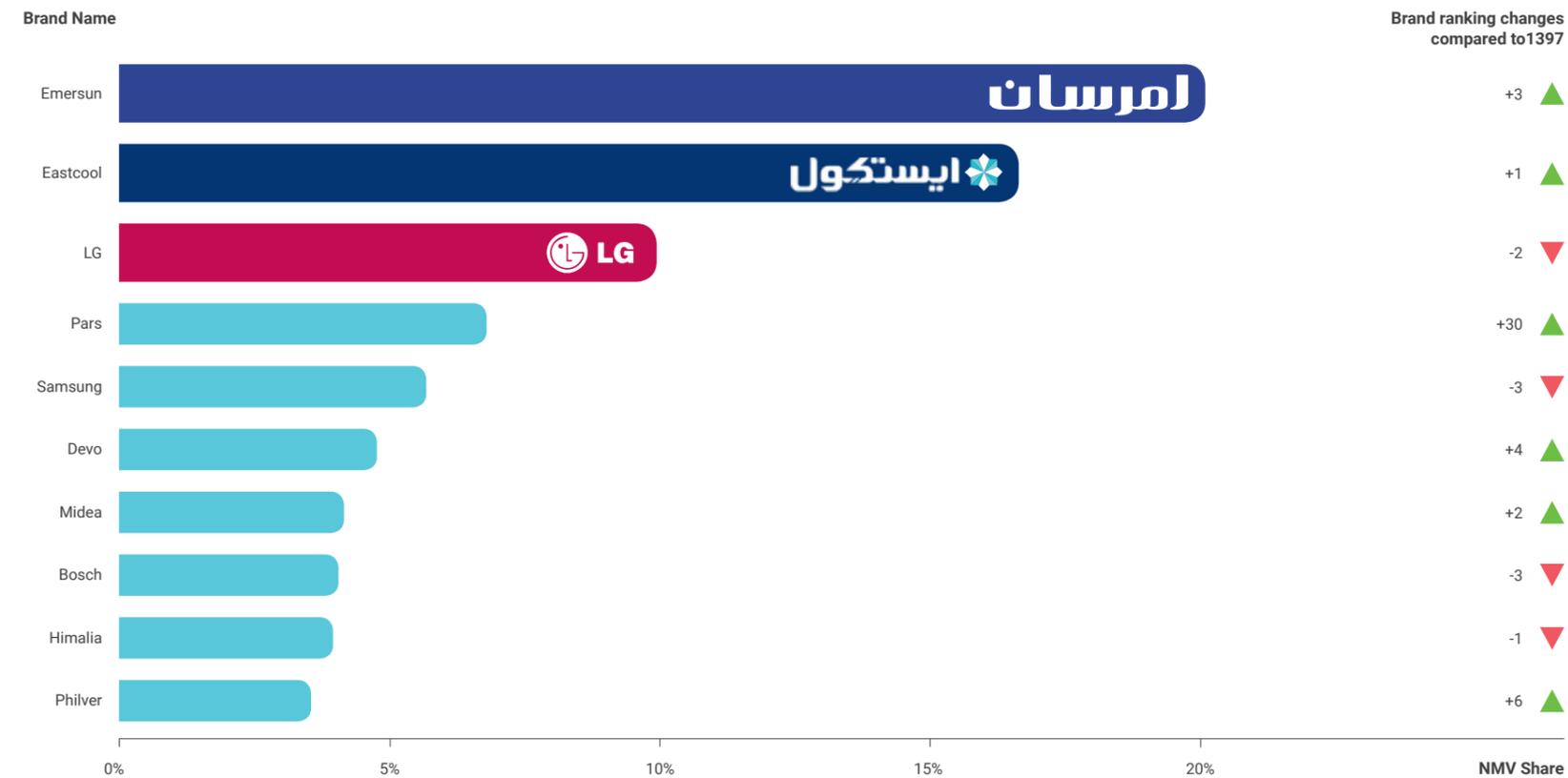
Best Selling Food Products Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to1397
Mahya Protein		—
Golestan		—
Mahta Protein	مقتا	New Brand
Ladan		+19 ▲
Saharkhiz		+1 ▲
Kalleh		+6 ▲
Azar Kandoo		-3 ▼
Shahrzad		—
Tohfe		+1 ▲
Nescafe		+3 ▲

0%　　2%　　4%　　6%　　8%　　10%　　12%　　NMV Share
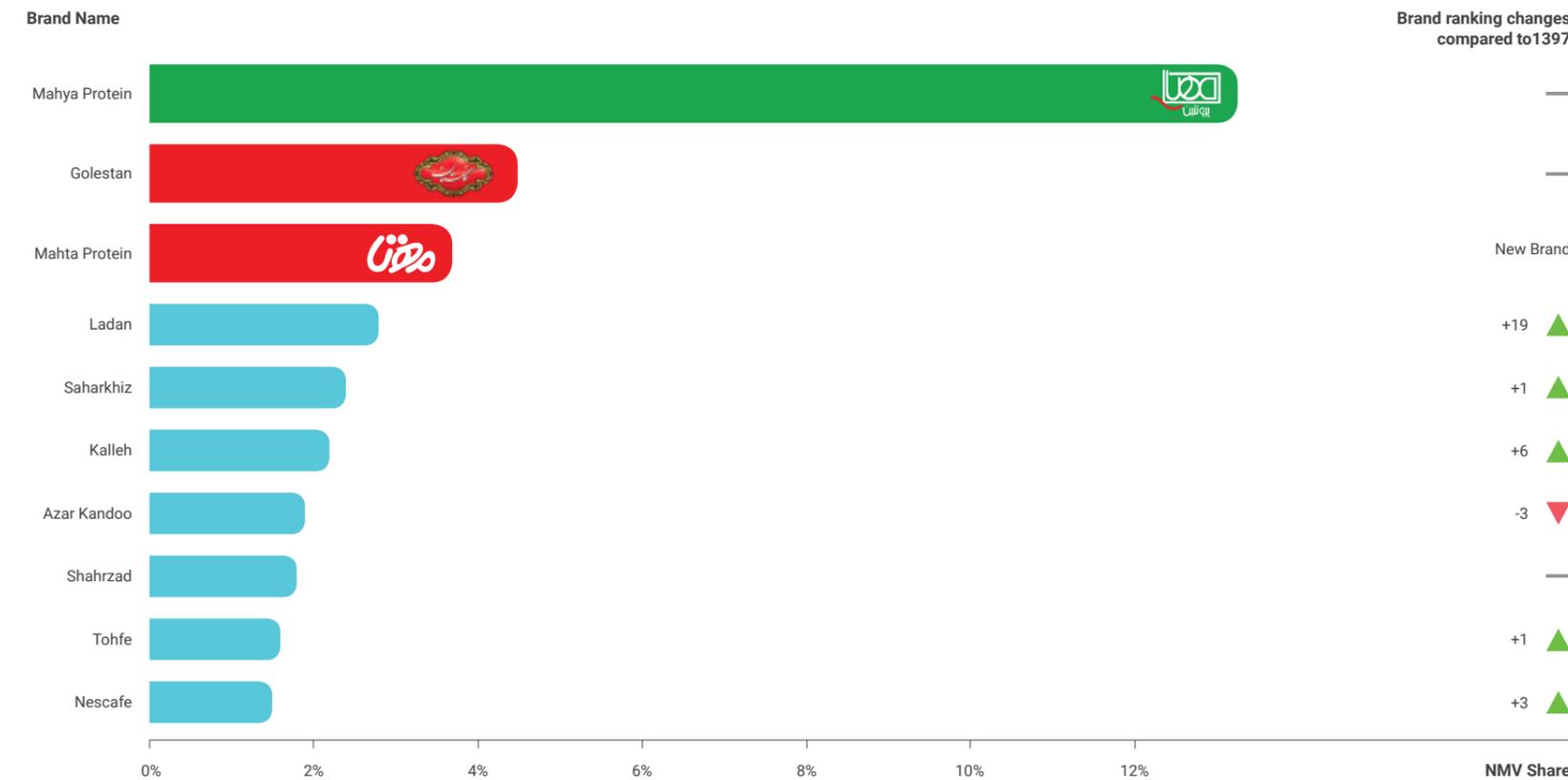
Best Selling Smart Watch Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to1397
Samsung	SAMSUNG	—
Apple	🍎	—
Xiaomi	mi	—
G-tap		+19 ▲
Garmin		—
Honor		+3 ▲
Midsun		+1 ▲
SOMEG		+44 ▲
Kingwear		-2 ▼
Huawei		—

Inner bar labels: +1 ▲ (Xiaomi), -1 ▼ (G-tap)

X-axis: 0% 5% 10% 15% 20%   NMV Share
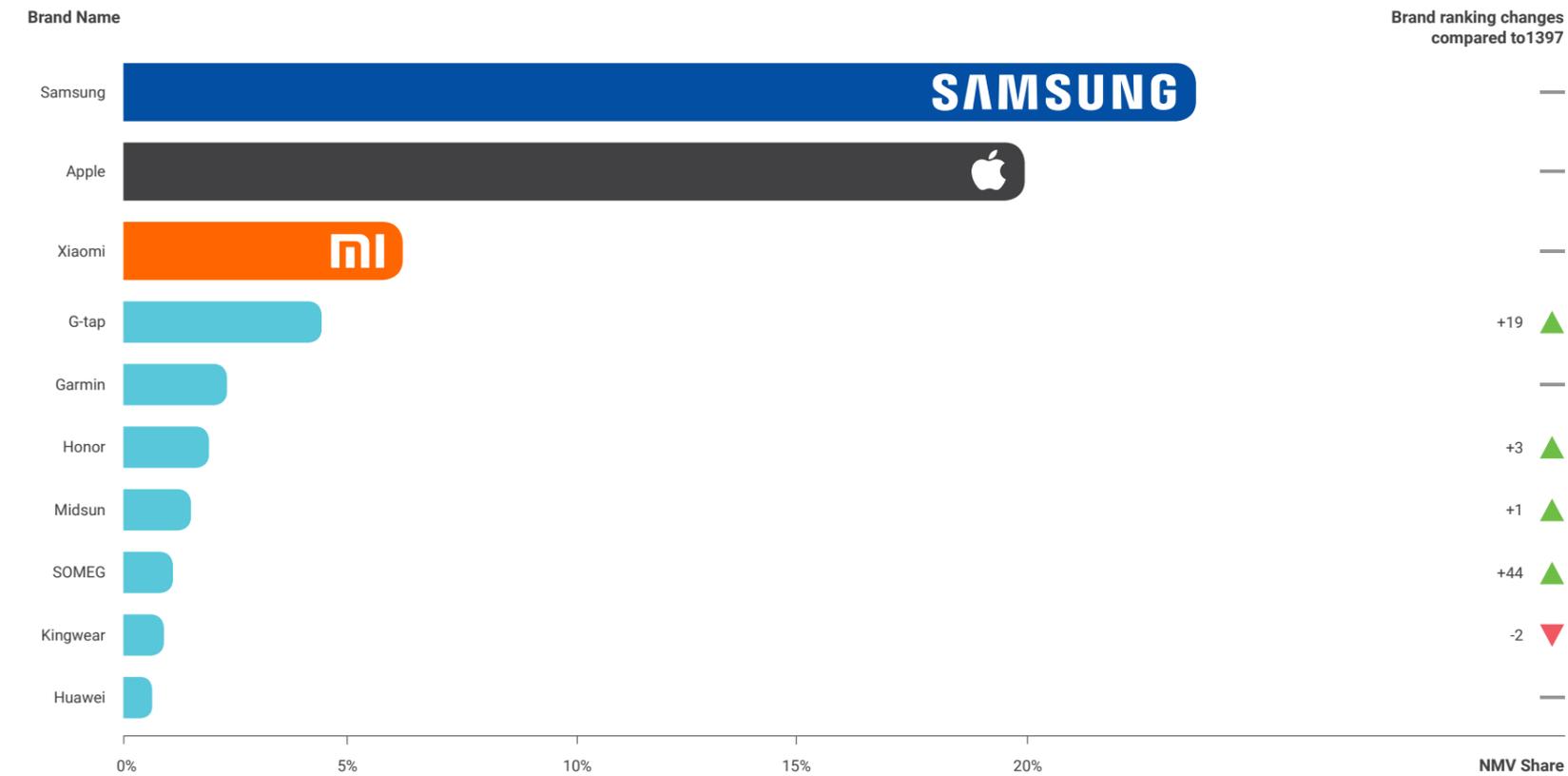
Best Selling Gaming Consoles & Accessories Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to1397
Sony	PlayStation	—
Microsoft	XBOX	—
Tsco	TSCO	+1 ▲
Nintendo		-1 ▼
Dobe		+11 ▲
Hori		+2 ▲
XP Product		-1 ▼
Nikon		+2 ▲
Grasipa		-2 ▼
HTC		+1 ▲

X-axis: 0% 20% 40% 60%   NMV Share
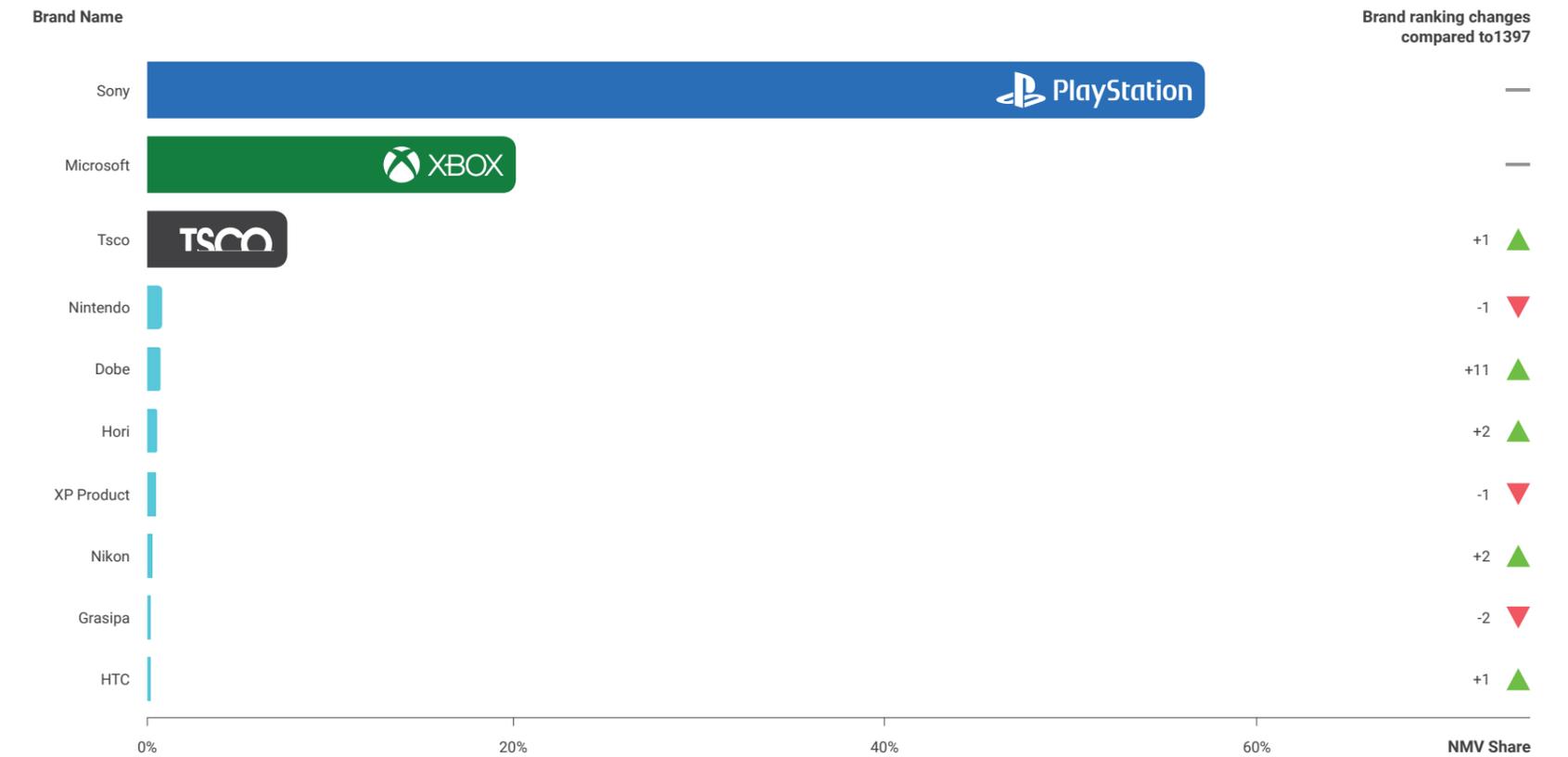
Best Selling Cell Phone Brands (net merchandise value)

In the first half of 1398
(March 2019 - September 2019)

Brand Name		Brand ranking changes compared to 1397
Huawei		+1 ▲
Samsung		-1 ▼
Nokia		+1 ▲
Honor		+1 ▲
Apple		-2 ▼
Asus		+3 ▲
Xiaomi		+11 ▲
Blu		+5 ▲
Doogee		+15 ▲
Hyundai		+10 ▲

0%　　10%　　20%　　30%　　40%　　NMV Share
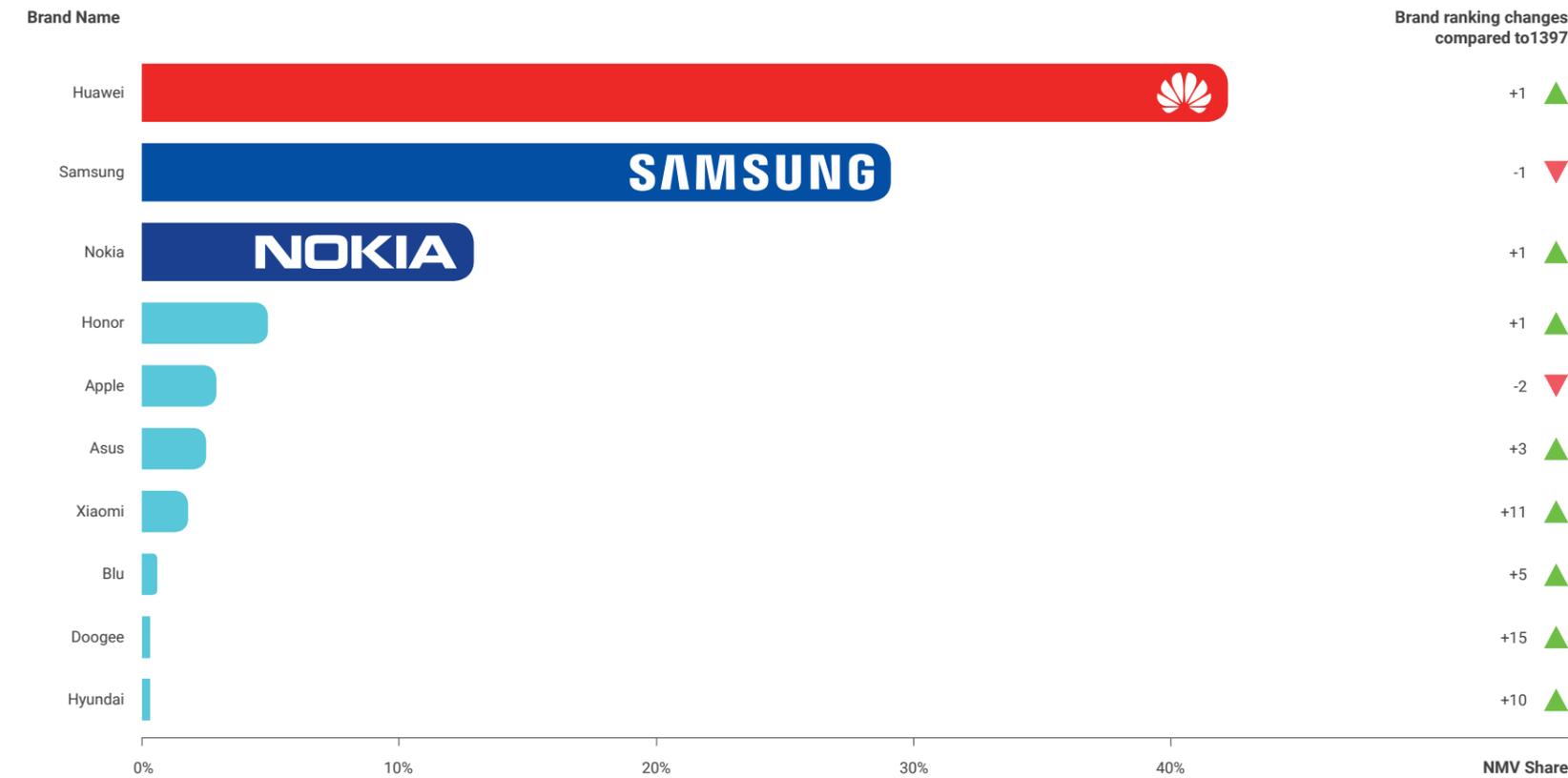
Huawei Surpasses Apple and Samsung

In 1396 (2017-2018), Apple, with an NMV share of 11.1%, had a bigger market share than Samsung and Huawei, but in the first half of 1398 (March 2019—September 2019), Huawei, with a 10.9% share, had a bigger share than Apple and Samsung.

Share of NMV %

Year

H1 1396　　H2 1396　　H1 1397　　H2 1397　　H1 1398
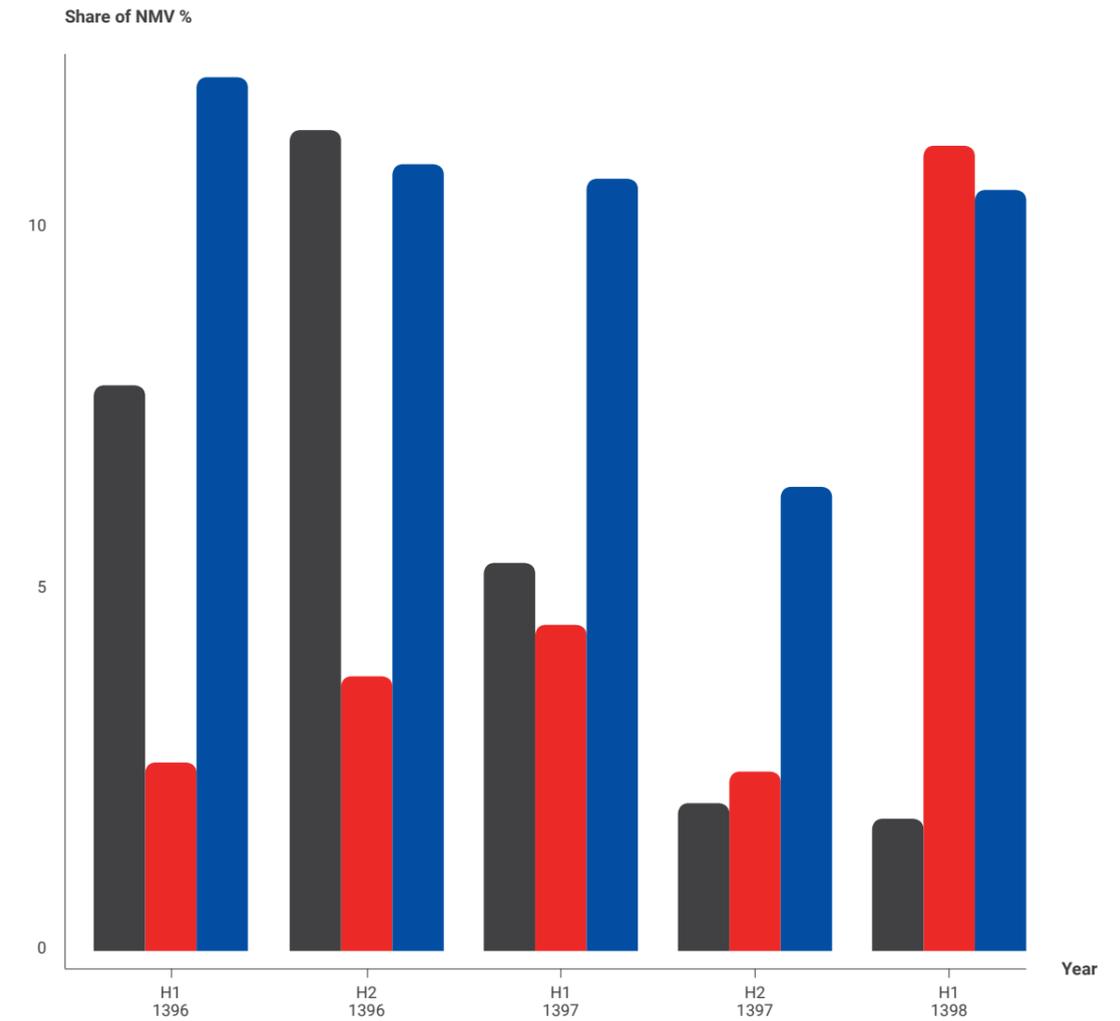
Number of Sales

How Diaper Sales Changed During the Unstable Economic Periods?

In the past few years, the retail market in Iran has experienced turbulent periods. These critical conditions happened due to currency devaluation after the imposed sanctions. Some products became highly demanded and they became rare as a result.
It is clear that in some of these periods, supplying such a demand might be beyond the logistical capacity of online retailers, and that includes storage, distribution and delivery of products. In the chart below, anomalies caused by high demand have been pointed out. During the increase in demand and before the price spike, Digikala's storage inventory runs out of stock very quickly.

1397

Farvardin Ordibehesht Khordad Tir Mordad Shahrivar Mehr Aban Azar Dey Bahman Esfand
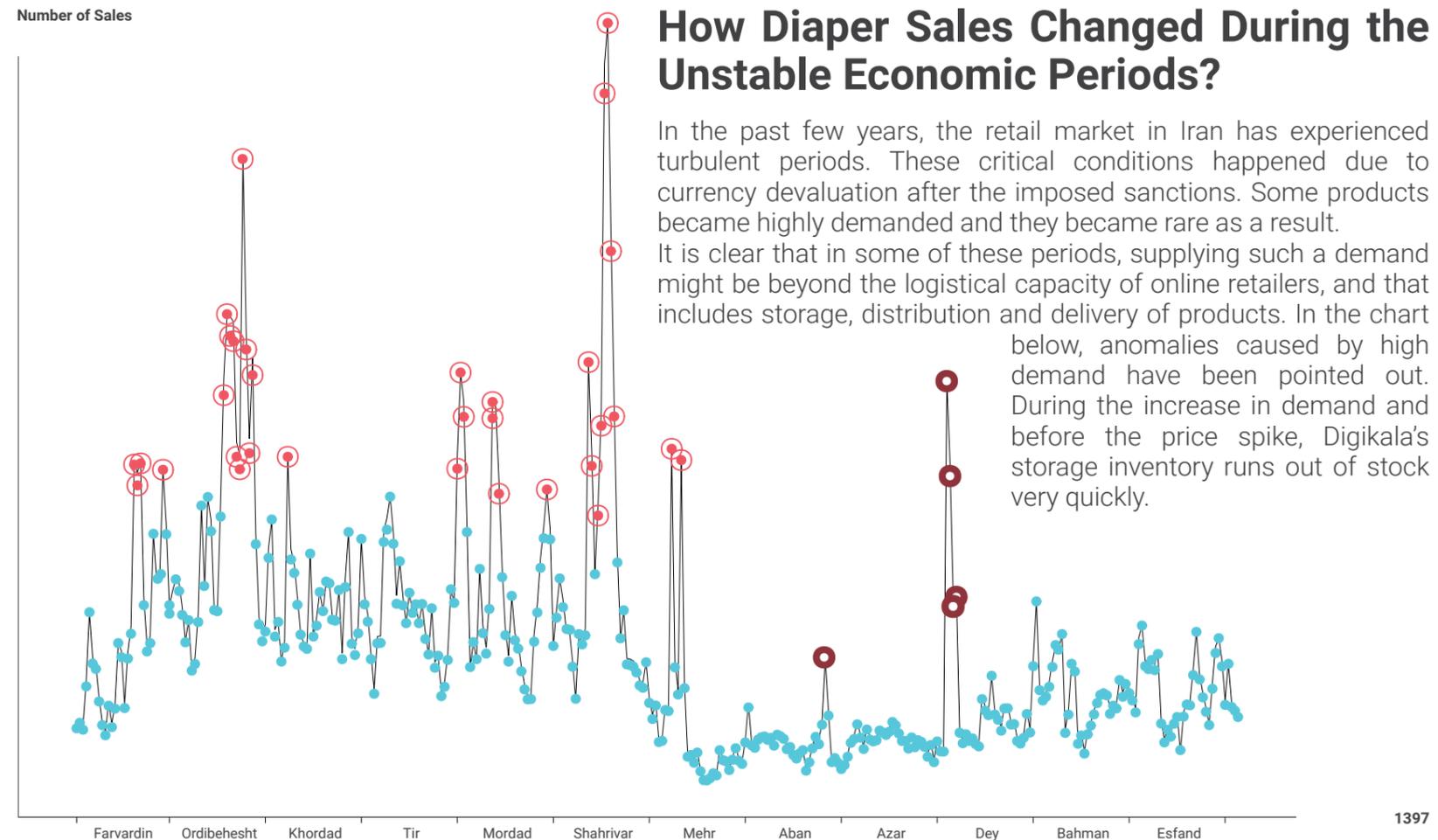
⊙ Unusual demands   ● Usual conditions   ◎ Sales Festival

Number of Sales

How Smartphone Sales Changed During the Unstable Economic Periods?

Due to the unstable currency exchange rates and economic turbulence that caused the increase of cell phone prices, Iran's cell phone market experienced extremely high demand and low supply of cell phones. As it is evident in the statistics demonstrated in the chart below, sale statistics of smartphones changed in accordance to market demand. When the demand is very high, Digikala's warehouse runs out of stock quickly.

24th Mehr 1398

Time

H1 1396 H2 1396 H1 1397 H2 1397 H1 1398 H2 1398

⊙ Unusual demands   ● Usual conditions   ◎ Sales Festival