

The top 100 brands on 2021's flyers



FLYER
100

2021

DURABLE GOODS - ITALY



Selection parameters

■ PERIOD

Year 2021

■ COUNTRY

Italy

■ MARKET

Durable Goods Promotional Flyers

■ CHANNELS

Chains , Buying Groups, Hypermarkets,
Supermarkets, Cash&Carry,
HomeStores, Game Spec., IT Spec.

■ MARKET

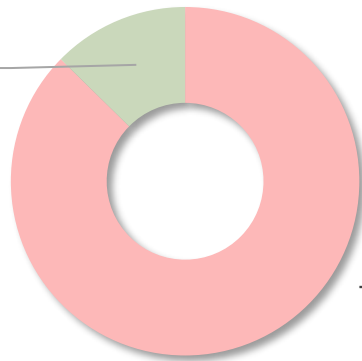
Qp3 Flyer Promoshare

■ SOURCE

QPoint ® FLYER

Insights

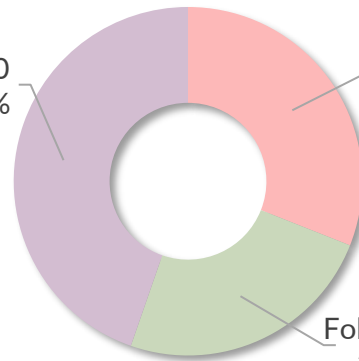
Others
12.65%



QBERG
FLYER
Top 100
87.35%

Top 100 represent
87.35% of
total activity

16-100
39.03%



Top 5
27.08%

Following 10
21.24%

Top 5 account for
27.08% of
total activity

Unbranded
0.91%

Unbranded (nn)
is at 23rd
position



1-20

21-40

41-60

61-80

81-100

Go to Brands



POS	BRAND	Qp3 SHARE	Rank Vs. PY	
1	Samsung	10.97%	→ --	
2	LG	4.25%	↑ +3	
3	Apple	4.08%	↓ -1	
4	Sony	4.03%	→ --	
5	Xiaomi	3.75%	↑ +5	
6	HP	3.05%	→ --	
7	Philips	2.62%	↑ +1	
8	Nintendo	2.38%	↓ -1	
9	Mediacom	2.31%	→ --	
10	Whirlpool	2.00%	↑ +4	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
11	Rowenta	1.95%	→ --	
12	Lenovo	1.90%	↑ +5	
13	Bosch	1.76%	↑ +2	
14	Electrolux	1.71%	↓ -1	
15	@play	1.55%	↓ -3	
16	Hotpoint-Ariston	1.48%	↑ +2	
17	OPPO	1.44%	↑ +6	
18	Microsoft	1.43%	↓ -2	
19	Candy	1.26%	↑ +2	
20	De Longhi	1.16%	→ --	

1-20



POS	BRAND	Qp3 SHARE	Rank Vs. PY	
21	Huawei	1.12%	↓ -18	
22	Hoover	1.09%	↑ +2	
23	UNBRANDED	1.04%	↑ +4	
24	Panasonic	0.99%	↑ +2	
25	Braun Personal Care	0.99%	↑ +7	
26	Trust	0.91%	↓ -1	
27	Acer	0.91%	↓ -5	
28	Imetec	0.84%	→ --	
29	Haier	0.77%	↑ +13	
30	Motorola	0.73%	↑ +4	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
31	Hisense	0.72%	↑ +21	
32	Moulinex	0.71%	↑ +3	
33	Beko	0.70%	↑ +3	
34	Nacon	0.69%	↑ +10	
35	Ariete	0.61%	↑ +8	
36	Asus	0.61%	↓ -17	
37	Tcl	0.59%	↑ +16	
38	Logitech	0.57%	↓ -7	
39	Amazfit	0.57%	New	
40	Braun Oral-B	0.54%	↓ -1	

21-40

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
41	Ubisoft	0.49%	↓ -12	
42	Realme	0.49%	New	
43	Indesit	0.49%	↓ -13	
44	Electronic Arts	0.46%	↓ -7	
45	Meliconi	0.45%	↑ +26	
46	Dyson	0.40%	↑ +5	
47	Electroline	0.40%	↑ +23	
48	Irobot	0.39%	↑ +2	
49	Polti	0.39%	↓ -11	
50	Epson	0.38%	↓ -17	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
51	AEG	0.38%	↓ -10	
52	Cellularline	0.37%	↓ -5	
53	Smeg	0.36%	↓ -13	
54	Braun Household	0.35%	↑ +8	
55	Tp Link	0.34%	↓ -6	
56	Daikin	0.34%	↑ +2	
57	Warner Bros. Interactive Entertainment	0.33%	↑ +43	
58	Termozeta	0.33%	↑ +2	
59	Ignis	0.32%	↓ -14	
60	Mitsubishi	0.32%	↓ -3	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
61	Brondi	0.32%	↓ -15	
62	Dell	0.32%	↓ -14	
63	Jbl	0.32%	↑ +2	
64	Google	0.31%	↓ -9	
65	Vivo Mobile	0.31%	New	
66	Ninebot by Segway	0.29%	New	
67	Kenwood	0.29%	↓ -11	
68	Garmin	0.28%	↑ +13	
69	Remington	0.28%	↓ -1	
70	Yamaha	0.27%	↑ +10	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
71	Miele	0.27%	↓ -7	
72	ClearPlex	0.26%	New	
73	Hori	0.26%	↑ +1	
74	Wiko	0.24%	↓ -5	
75	Activision	0.24%	↓ -8	
76	Babyliss	0.23%	New	
77	Ducati	0.22%	New	
78	Fitbit	0.22%	↓ -5	
79	Canon	0.21%	↓ -20	
80	Capcom	0.21%	↑ +7	



61-80

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
81	Argo	0.21%	↓ -9	
82	Black&Decker	0.21%	↑ +8	
83	D-Link	0.19%	↓ -29	
84	Ezviz	0.18%	New	
85	Toshiba	0.18%	↓ -8	
86	Seagate	0.18%	→ --	
87	Big Ben Interactive	0.17%	↑ +1	
88	Square Enix	0.17%	↓ -22	
89	Hitachi	0.17%	New	
90	Vivo Bike	0.17%	↓ -8	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
91	Telesystem	0.16%	New	
92	Msi	0.16%	↑ +2	
93	Glemgas	0.16%	New	
94	Olimpia Splendid	0.16%	↓ -15	
95	Sandisk	0.16%	New	
96	Netgear	0.16%	↑ +2	
97	Lavazza	0.15%	↓ -21	
98	Sbs	0.15%	↓ -23	
99	Indigo	0.15%	↓ -21	
100	Namco Bandai Games	0.15%	↓ -39	

81-100



Let's keep in touch



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