

# The top 100 brands on 2022's flyers



FLYER  
**100**

2022

DURABLE GOODS - ITALY



# Selection parameters

## ■ PERIOD

Year 2022

## ■ COUNTRY

Italy

## ■ MARKET

Durable Goods Promotional Flyers

## ■ CHANNELS

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

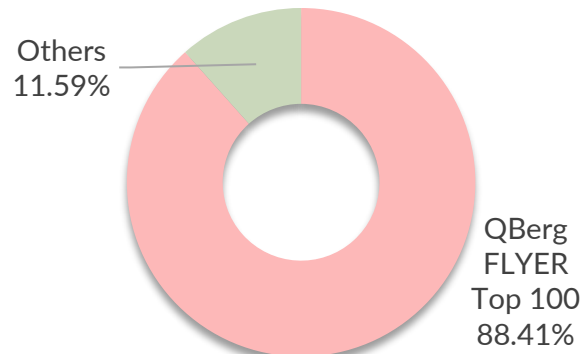
## ■ MARKET

Qp3 Flyer Promoshare

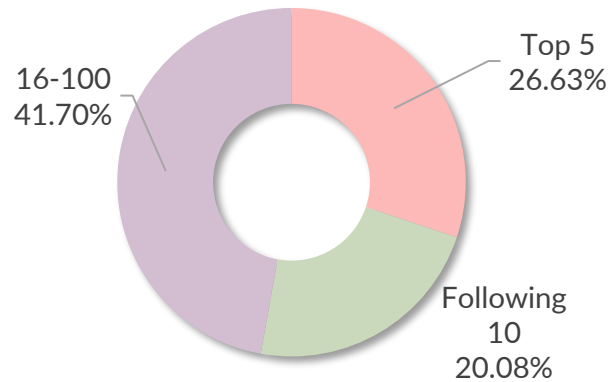
## ■ SOURCE

QPoint ® FLYER

# Insights



Top 100 represent  
88.41% of  
total activity



Top 5 account for  
26.63% of  
total activity

Unbranded  
0.71%

Unbranded (nn)  
is at 37<sup>th</sup>  
position



1-20

21-40

41-60

61-80

81-100

# Go to Brands



| POS | BRAND    | Qp3 SHARE | Rank Vs. PY |    |                                                                                      |
|-----|----------|-----------|-------------|----|--------------------------------------------------------------------------------------|
| 1   | Samsung  | 11.28%    | ➡           | -- | <b>SAMSUNG</b>                                                                       |
| 2   | Apple    | 4.44%     | ⬆           | +1 |    |
| 3   | LG       | 4.34%     | ⬇           | -1 |    |
| 4   | Xiaomi   | 3.64%     | ⬆           | +1 |     |
| 5   | Philips  | 2.94%     | ⬆           | +2 | <b>PHILIPS</b>                                                                       |
| 6   | HP       | 2.93%     | ➡           | -- |     |
| 7   | Sony     | 2.79%     | ⬇           | -3 | <b>SONY</b>                                                                          |
| 8   | Lenovo   | 2.25%     | ⬆           | +4 |  |
| 9   | Nintendo | 2.11%     | ⬇           | -1 |  |
| 10  | Rowenta  | 1.90%     | ⬆           | +1 | <b>ROWENTA</b>                                                                       |

| POS | BRAND            | Qp3 SHARE | Rank Vs. PY |     |                                                                                       |
|-----|------------------|-----------|-------------|-----|---------------------------------------------------------------------------------------|
| 11  | OPPO             | 1.74%     | ⬆           | +6  |    |
| 12  | Microsoft        | 1.73%     | ⬆           | +6  |    |
| 13  | Bosch            | 1.61%     | ➡           | --  | <b>BOSCH</b>                                                                          |
| 14  | Acer             | 1.50%     | ⬆           | +13 |    |
| 15  | Mediacom         | 1.50%     | ⬇           | -6  |    |
| 16  | Whirlpool        | 1.43%     | ⬇           | -6  |    |
| 17  | De Longhi        | 1.27%     | ⬆           | +3  |    |
| 18  | Hotpoint-Ariston | 1.27%     | ⬇           | -2  |  |
| 19  | Electrolux       | 1.21%     | ⬇           | -5  |  |
| 20  | Electroline      | 1.19%     | ⬆           | +27 |  |

1-20

| POS | BRAND               | Qp3 SHARE | Rank Vs. PY |                                                                                      |
|-----|---------------------|-----------|-------------|--------------------------------------------------------------------------------------|
| 21  | Candy               | 1.19%     | ↓ -2        |     |
| 22  | Logitech            | 1.05%     | ↑ +16       |     |
| 23  | Braun Personal Care | 1.04%     | ↑ +2        |    |
| 24  | Tcl                 | 1.03%     | ↑ +13       |    |
| 25  | Hisense             | 1.03%     | ↑ +6        |    |
| 26  | Realme              | 1.00%     | ↑ +16       |    |
| 27  | Amazfit             | 0.97%     | ↑ +12       |   |
| 28  | Trust               | 0.94%     | ↓ -2        |  |
| 29  | Panasonic           | 0.94%     | ↓ -5        |  |
| 30  | Huawei              | 0.92%     | ↓ -9        |   |

| POS | BRAND     | Qp3 SHARE | Rank Vs. PY |                                                                                       |
|-----|-----------|-----------|-------------|---------------------------------------------------------------------------------------|
| 31  | Asus      | 0.91%     | ↑ +5        |     |
| 32  | Motorola  | 0.85%     | ↓ -2        |    |
| 33  | Imetec    | 0.81%     | ↓ -5        |    |
| 34  | Hoover    | 0.76%     | ↓ -12       |    |
| 35  | @play     | 0.74%     | ↓ -20       |    |
| 36  | Beko      | 0.71%     | ↓ -3        |    |
| 37  | Unbranded | 0.71%     | ↓ -14       |                                                                                       |
| 38  | Nacon     | 0.66%     | ↓ -4        |  |
| 39  | Haier     | 0.65%     | ↓ -10       |  |
| 40  | Moulinex  | 0.61%     | ↓ -8        |  |

21-40

| POS | BRAND        | Qp3 SHARE | Rank Vs. PY |                                                                                      |
|-----|--------------|-----------|-------------|--------------------------------------------------------------------------------------|
| 41  | Braun Oral-B | 0.58%     | ↓ -1        |      |
| 42  | Polti        | 0.54%     | ↑ +7        |    |
| 43  | Tp Link      | 0.52%     | ↑ +12       |    |
| 44  | Dyson        | 0.52%     | ↑ +2        |    |
| 45  | Cellularline | 0.52%     | ↑ +7        |    |
| 46  | Indesit      | 0.50%     | ↓ -3        |    |
| 47  | Epson        | 0.49%     | ↑ +3        |    |
| 48  | Irobot       | 0.47%     | → --        |  |
| 49  | Garmin       | 0.47%     | ↑ +19       |  |
| 50  | Smeg         | 0.46%     | ↑ +3        |  |

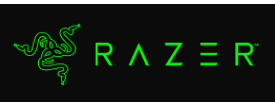
| POS | BRAND           | Qp3 SHARE | Rank Vs. PY |                                                                                       |
|-----|-----------------|-----------|-------------|---------------------------------------------------------------------------------------|
| 51  | Braun Household | 0.44%     | ↑ +3        |     |
| 52  | Ariete          | 0.44%     | ↓ -17       |    |
| 53  | Brondi          | 0.41%     | ↑ +8        |    |
| 54  | Kenwood         | 0.38%     | ↑ +13       |    |
| 55  | AEG             | 0.37%     | ↓ -4        |    |
| 56  | Electronic Arts | 0.37%     | ↓ -12       |    |
| 57  | Daikin          | 0.36%     | ↓ -1        |    |
| 58  | Fritz!          | 0.36%     | New         |  |
| 59  | Msi             | 0.36%     | ↑ +33       |  |
| 60  | Canon           | 0.35%     | ↑ +19       |  |

41-60

| POS | BRAND       | Qp3 SHARE | Rank Vs. PY |                                                                                      |
|-----|-------------|-----------|-------------|--------------------------------------------------------------------------------------|
| 61  | Sbs         | 0.34%     | ↑ +37       |     |
| 62  | Ezviz       | 0.33%     | ↑ +22       |    |
| 63  | Toshiba     | 0.33%     | ↑ +22       |    |
| 64  | Google      | 0.31%     | → --        |    |
| 65  | Ignis       | 0.29%     | ↓ -6        |    |
| 66  | Vivo Mobile | 0.29%     | ↓ -1        |    |
| 67  | Jbl         | 0.29%     | ↓ -4        |   |
| 68  | Fitbit      | 0.28%     | ↑ +10       |  |
| 69  | Nilox       | 0.28%     | New         |  |
| 70  | Honor       | 0.28%     | New         |  |

| POS | BRAND        | Qp3 SHARE | Rank Vs. PY |                                                                                       |
|-----|--------------|-----------|-------------|---------------------------------------------------------------------------------------|
| 71  | Remington    | 0.27%     | ↓ -2        |     |
| 72  | D-Link       | 0.26%     | ↑ +11       |    |
| 73  | Mitsubishi   | 0.26%     | ↓ -13       |    |
| 74  | Dell         | 0.25%     | ↓ -12       |    |
| 75  | Argo         | 0.25%     | ↑ +6        |    |
| 76  | Miele        | 0.25%     | ↓ -5        |    |
| 77  | Zoppas       | 0.24%     | New         |    |
| 78  | Termozeta    | 0.23%     | ↓ -20       |  |
| 79  | Meliconi     | 0.22%     | ↓ -34       |  |
| 80  | Black&Decker | 0.22%     | ↑ +2        |  |

61-80

| POS | BRAND                                  | Qp3 SHARE | Rank Vs. PY |                                                                                                                |
|-----|----------------------------------------|-----------|-------------|----------------------------------------------------------------------------------------------------------------|
| 81  | Yamaha                                 | 0.22%     | ↓ -11       |  <b>YAMAHA</b>                 |
| 82  | Big Ben Interactive                    | 0.21%     | ↑ +5        |  <b>bigben</b><br>interactive |
| 83  | Razer                                  | 0.19%     | New         |                              |
| 84  | SumUp                                  | 0.19%     | New         |                              |
| 85  | Ninebot by Segway                      | 0.19%     | ↓ -19       | <b>ninebot</b>                                                                                                 |
| 86  | Activision                             | 0.18%     | ↓ -11       | <b>ACTIVISION</b>                                                                                              |
| 87  | Wiko                                   | 0.18%     | ↓ -13       | <b>Wiko</b>                                                                                                    |
| 88  | Vivo Bike                              | 0.18%     | ↑ +2        | <b>VIVO</b><br>BIKE                                                                                            |
| 89  | Warner Bros. Interactive Entertainment | 0.18%     | ↓ -32       |                             |
| 90  | Hitachi                                | 0.18%     | ↓ -1        | <b>HITACHI</b><br>Inspire the Next                                                                             |

| POS | BRAND            | Qp3 SHARE | Rank Vs. PY |                                                                                                                |
|-----|------------------|-----------|-------------|----------------------------------------------------------------------------------------------------------------|
| 91  | Sekom            | 0.17%     | New         |  <b>SEKOM</b>                |
| 92  | Sandisk          | 0.17%     | ↑ +3        | <b>SanDisk</b>              |
| 93  | Olimpia Splendid | 0.17%     | ↑ +1        |  <b>OLIMPIA</b><br>SPLENDID |
| 94  | Glemgas          | 0.17%     | ↓ -1        |  <b>GLEM GAS</b>            |
| 95  | Tucano           | 0.16%     | New         | <b>TUCANO</b>                                                                                                  |
| 96  | Hori             | 0.15%     | ↓ -23       |  <b>HORI</b>                |
| 97  | Western Digital  | 0.15%     | New         |  <b>Western Digital</b>     |
| 98  | Babyliss         | 0.14%     | ↓ -22       | <b>BaByliss</b>                                                                                                |
| 99  | Ducati           | 0.14%     | ↓ -22       |                           |
| 100 | Beurer           | 0.14%     | New         | <b>beurer</b><br>SALUTE E BENESSERE                                                                            |

81-100



# Let's keep in touch



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