

The top 100 brands on 2023's flyers



FLYER
100

2023

DURABLE GOODS - ITALY



Selection parameters

■ PERIOD

Year 2023

■ COUNTRY

Italy

■ MARKET

Durable Goods Promotional Flyers

■ CHANNELS

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

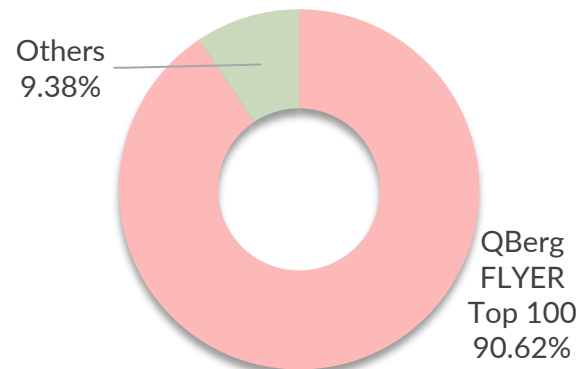
■ MARKET

Qp3 Flyer Promoshare

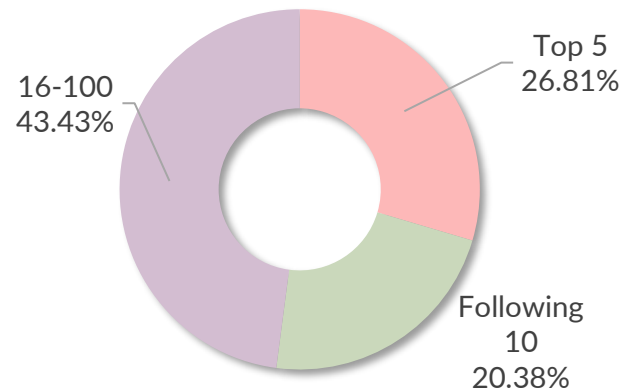
■ SOURCE

QPoint ® FLYER

Insights



Top 100 represent
90.62% of
total activity



Top 5 account for
26.81% of
total activity

Unbranded
0.33%

Unbranded (nn)
is at 62nd
position



1-20

21-40

41-60

61-80

81-100

Go to Brands



POS	BRAND	Qp3 SHARE	Rank Vs. PY	
1	Samsung	12.36%	→ --	SAMSUNG
2	Apple	4.73%	→ --	
3	LG	3.39%	→ --	
4	Xiaomi	3.29%	→ --	
5	HP	3.04%	↑ +1	
6	OPPO	2.81%	↑ +5	
7	Philips	2.57%	↓ -2	PHILIPS
8	Lenovo	2.55%	→ --	Lenovo
9	Rowenta	2.31%	↑ +1	ROWENTA
10	Sony	2.20%	↓ -3	SONY

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
11	Bosch	1.73%	↑ +2	BOSCH
12	Hisense	1.61%	↑ +13	Hisense
13	Electrolux	1.55%	↑ +6	 Electrolux
14	De Longhi	1.54%	↑ +3	
15	Nintendo	1.51%	↓ -6	
16	Whirlpool	1.46%	→ --	
17	Motorola	1.39%	↑ +15	
18	Candy	1.35%	↑ +3	
19	Acer	1.34%	↓ -5	
20	Asus	1.30%	↑ +11	

1-20



POS	BRAND	Qp3 SHARE	Rank Vs. PY	
21	Mediacom	1.26%	↓ -6	
22	Braun Personal Care	1.18%	↑ +1	
23	Haier	1.17%	↑ +16	
24	Hotpoint-Ariston	1.16%	↓ -6	
25	Amazfit	1.07%	↑ +2	
26	Logitech	1.07%	↓ -4	
27	Realme	1.03%	↓ -1	
28	Hoover	1.01%	↑ +6	
29	Imetec	1.00%	↑ +4	
30	Tcl	0.95%	↓ -6	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
31	Panasonic	0.94%	↓ -2	
32	Beko	0.94%	↑ +4	
33	Microsoft	0.92%	↓ -21	
34	Electroline	0.82%	↓ -14	
35	Honor	0.79%	↑ +35	
36	Epson	0.78%	↑ +11	
37	Trust	0.71%	↓ -9	
38	Dyson	0.71%	↑ +6	
39	Tp Link	0.70%	↑ +4	
40	Braun Oral-B	0.68%	↑ +1	

21-40

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
41	Canon	0.67%	↑ +19	
42	Moulinex	0.65%	↓ -2	
43	Cellularline	0.54%	↑ +2	
44	Jbl	0.52%	↑ +23	
45	Smeg	0.50%	↑ +5	
46	Garmin	0.50%	↑ +3	
47	Polti	0.49%	↓ -5	
48	Braun Household	0.49%	↑ +3	
49	Daikin	0.48%	↑ +8	
50	Indesit	0.48%	↓ -4	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
51	Ezviz	0.47%	↑ +11	
52	Meliconi	0.43%	↑ +27	
53	AEG	0.42%	↑ +2	
54	Kenwood	0.42%	→ --	
55	Teklio	0.41%	New	
56	Mitsubishi	0.40%	↑ +17	
57	Irobot	0.39%	↓ -9	
58	Miele	0.38%	↑ +18	
59	Ariete	0.35%	↓ -7	
60	Brondi	0.34%	↓ -7	

41-60

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
61	Sbs	0.34%	→ --	
62	Unbranded	0.34%	↓ -25	
63	Msi	0.32%	↓ -4	
64	Ignis	0.31%	↑ +1	
65	Nilox	0.30%	↑ +4	
66	Yamaha	0.28%	↑ +15	
67	Remington	0.27%	↑ +4	
68	Fritz!	0.26%	↓ -10	
69	Electronic Arts	0.25%	↓ -13	
70	Lavazza	0.25%	New	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
71	Google	0.25%	↓ -7	
72	Olimpia Splendid	0.24%	↑ +21	
73	Black&Decker	0.24%	↑ +7	
74	Nacon	0.23%	↓ -36	
75	D-Link	0.23%	↓ -3	
76	Toshiba	0.23%	↓ -13	
77	Dell	0.22%	↓ -3	
78	Argo	0.21%	↓ -3	
79	Termozeta	0.20%	↓ -1	
80	Sandisk	0.20%	↑ +12	

61-80

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
81	Xtreme	0.20%	New	
82	Fitbit	0.20%	↓ -14	
83	G3 Ferrari	0.19%	New	
84	Vivo Bike	0.18%	↑ +4	
85	Kitchenaid	0.18%	New	
86	Tucano	0.17%	↑ +9	
87	NutriBullet	0.17%	New	
88	Oneplus	0.17%	New	
89	Brother	0.17%	New	
90	Ninebot by Segway	0.16%	↓ -5	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
91	Fujifilm	0.16%	New	
92	Hyperx	0.15%	New	
93	Zoppas	0.15%	↓ -16	
94	Imou	0.15%	New	
95	Bose	0.15%	New	
96	Beurer	0.15%	↑ +4	
97	Gopro	0.14%	New	
98	Sekom	0.14%	↓ -7	
99	Jvc	0.13%	New	
100	Argento e-Mobility	0.13%	New	

81-100

Let's keep in touch



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