

The top 100 brands on 2024's flyers



FLYER
100

2024

DURABLE GOODS - ITALY



Selection parameters

■ PERIOD

Year 2024

■ COUNTRY

Italy

■ MARKET

Durable Goods Promotional Flyers

■ CHANNELS

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

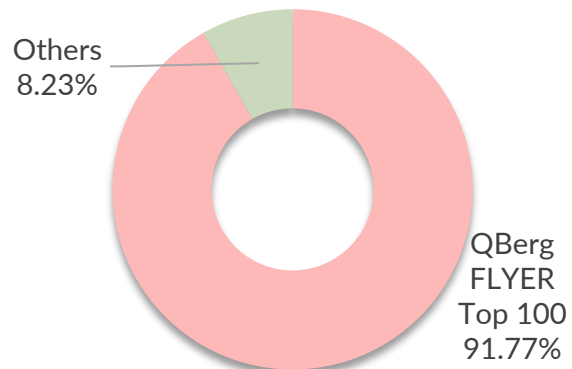
■ MARKET

Qp3 Flyer Promoshare

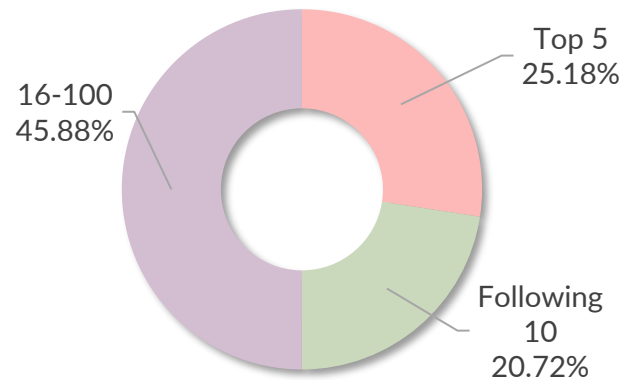
■ SOURCE

QPoint ® FLYER

Insights



Top 100 represent
91.77% of
total activity



Top 5 account for
25.18% of
total activity

Unbranded
0.13%

Unbranded (nn)
is at 101st
position



1-20

21-40

41-60

61-80

81-100

Go to Brands



POS	BRAND	Qp3 SHARE	Rank Vs. PY	
1	Samsung	11.91%	→ --	SAMSUNG
2	Apple	3.73%	→ --	
3	LG	3.65%	→ --	
4	Philips	3.00%	↑ +3	PHILIPS
5	HP	2.88%	→ --	
6	Rowenta	2.88%	↑ +3	ROWENTA
7	Xiaomi	2.52%	↓ -3	
8	Lenovo	2.52%	→ --	Lenovo
9	Hisense	2.30%	↑ +3	Hisense
10	Sony	2.24%	→ --	SONY

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
11	Acer	1.78%	↑ +8	
12	Bosch	1.68%	↓ -1	BOSCH
13	Whirlpool	1.64%	↑ +3	
14	Motorola	1.62%	↑ +3	
15	Asus	1.53%	↑ +5	ASUS
16	Electrolux	1.53%	↓ -3	
17	De Longhi	1.47%	↓ -3	
18	OPPO	1.43%	↓ -12	
19	Haier	1.40%	↑ +4	Haier
20	Electroline	1.37%	↑ +14	

1-20

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
21	Candy	1.30%	↓ -3	
22	Logitech	1.30%	↑ +4	
23	Braun Personal Care	1.27%	↓ -1	
24	Hoover	1.20%	↑ +4	
25	Realme	1.19%	↑ +2	
26	Tcl	1.15%	↑ +4	
27	Nintendo	1.02%	↓ -12	
28	Hotpoint-Ariston	0.98%	↓ -4	
29	Moulinex	0.97%	↑ +13	
30	Panasonic	0.91%	↑ +1	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
31	Beko	0.90%	↑ +1	
32	Honor	0.87%	↑ +3	
33	Imetec	0.87%	↓ -4	
34	Dyson	0.82%	↑ +4	
35	Amazfit	0.81%	↓ -10	
36	Ioplee	0.78%	New	
37	Trust	0.78%	→ --	
38	Microsoft	0.77%	↓ -5	
39	Braun Oral-B	0.76%	↑ +1	
40	Epson	0.75%	↓ -4	

21-40

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
41	Tp Link	0.69%	↓ -2	
42	Jbl	0.68%	↑ +2	
43	Mediacom	0.67%	↓ -22	
44	Canon	0.63%	↓ -3	
45	Huawei	0.56%	New	
46	Braun Household	0.55%	↑ +2	
47	Miele	0.54%	↑ +11	
48	Meliconi	0.53%	↑ +4	
49	AEG	0.52%	↑ +4	
50	Garmin	0.50%	↓ -4	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
51	Cellularline	0.49%	↓ -8	
52	Ezviz	0.48%	↓ -1	
53	Polti	0.48%	↓ -6	
54	Smeg	0.45%	↓ -9	
55	Daikin	0.43%	↓ -6	
56	Teklio	0.43%	↓ -1	
57	Indesit	0.42%	↓ -7	
58	Kenwood	0.42%	↓ -4	
59	Msi	0.41%	↑ +4	
60	Sbs	0.38%	↑ +1	

41-60

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
61	Google	0.38%	↑ +10	
62	Irobot	0.36%	↓ -5	
63	Ignis	0.33%	↑ +1	
64	NutriBullet	0.33%	↑ +23	
65	Mitsubishi	0.33%	↓ -9	
66	Fritz!	0.33%	↑ +2	
67	Ariete	0.32%	↓ -8	
68	Black&Decker	0.31%	↑ +5	
69	Lavazza	0.29%	↑ +1	
70	Electronic Arts	0.28%	↓ -1	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
71	Remington	0.28%	↓ -4	
72	Imou	0.28%	↑ +22	
73	Nilox	0.28%	↓ -8	
74	Sandisk	0.27%	↑ +6	
75	Brother	0.26%	↑ +14	
76	Brondi	0.25%	↓ -16	
77	Hyperx	0.25%	↑ +15	
78	Olimpia Splendid	0.23%	↓ -6	
79	Argo	0.23%	↓ -1	
80	Corsair	0.23%	New	

61-80

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
81	Ninebot by Segway	0.21%	↑ +9	
82	Nacon	0.21%	↓ -8	
83	Dreame	0.19%	New	
84	Dji	0.19%	New	
85	D-Link	0.18%	↓ -10	
86	Jvc	0.18%	↑ +13	
87	Gopro	0.17%	↑ +10	
88	Kitchenaid	0.17%	↓ -3	
89	Tucano	0.17%	↓ -3	
90	Fujifilm	0.17%	↑ +1	

POS	BRAND	Qp3 SHARE	Rank Vs. PY	
91	SumUp	0.15%	New	
92	Beghelli	0.15%	New	
93	XD	0.14%	New	
94	Dell	0.14%	↓ -17	
95	Toshiba	0.14%	↓ -19	
96	Yamaha	0.13%	↓ -30	
97	Glemgas	0.13%	New	
98	Lexar	0.13%	New	
99	G3 Ferrari	0.13%	↓ -16	
100	Sodastream	0.13%	New	

81-100

Flyer 100 word cloud



Let's keep in touch



qberg.com



info@qberg.com



it.linkedin.com/company/qberg



vimeo.com/qberg