

# The top 100 brands on 2025's flyers



FLYER  
**100**

2025

DURABLE GOODS - ITALY



# Selection parameters

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## ■ PERIOD

Year 2025

## ■ COUNTRY

Italy

## ■ MARKET

Durable Goods Promotional Flyers

## ■ CHANNELS

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

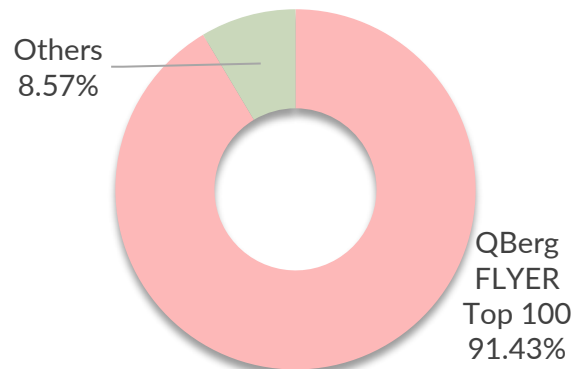
## ■ MARKET

Qp3 Flyer Promoshare

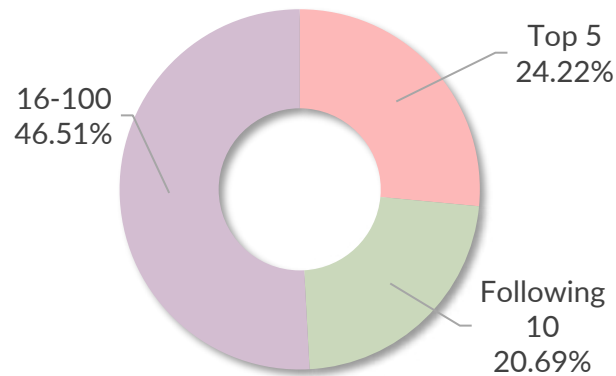
## ■ SOURCE

QPoint ® FLYER

# Insights



Top 100 represent  
91.43% of  
total activity



Top 5 account for  
24.22% of  
total activity

Unbranded  
0.13%

Unbranded (nn)  
is at 103<sup>rd</sup>  
position



1-20

21-40

41-60

61-80

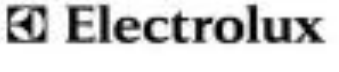
81-100

# Go to Brands

| POS | BRAND   | Qp3 SHARE | Rank Vs. PY |    |                                                                                     |
|-----|---------|-----------|-------------|----|-------------------------------------------------------------------------------------|
| 1   | Samsung | 11.30%    | →           | -- | <b>SAMSUNG</b>                                                                      |
| 2   | Apple   | 3.44%     | →           | -- |   |
| 3   | LG      | 3.34%     | →           | -- |   |
| 4   | Philips | 3.25%     | →           | -- | <b>PHILIPS</b>                                                                      |
| 5   | Rowenta | 2.91%     | ↑           | +1 | Rowenta                                                                             |
| 6   | HP      | 2.84%     | ↓           | -1 |    |
| 7   | Lenovo  | 2.75%     | ↑           | +1 | <b>Lenovo</b>                                                                       |
| 8   | Hisense | 2.66%     | ↑           | +1 | <b>Hisense</b>                                                                      |
| 9   | Xiaomi  | 2.29%     | ↓           | -2 |  |
| 10  | Sony    | 1.89%     | →           | -- | <b>SONY</b>                                                                         |

| POS | BRAND     | Qp3 SHARE | Rank Vs. PY |    |                                                                                                   |
|-----|-----------|-----------|-------------|----|---------------------------------------------------------------------------------------------------|
| 11  | Acer      | 1.88%     | →           | -- |                 |
| 12  | Haier     | 1.81%     | ↑           | +7 | <b>Haier</b>                                                                                      |
| 13  | Bosch     | 1.53%     | ↓           | -1 | <b>BOSCH</b>                                                                                      |
| 14  | Whirlpool | 1.52%     | ↓           | -1 |                |
| 15  | De Longhi | 1.51%     | ↑           | +2 |                |
| 16  | Logitech  | 1.48%     | ↑           | +6 |                |
| 17  | Tcl       | 1.46%     | ↑           | +9 | <b>TCL</b>                                                                                        |
| 18  | Candy     | 1.46%     | ↑           | +3 |              |
| 19  | Motorola  | 1.46%     | ↓           | -5 | <br>MOTOROLA |
| 20  | Asus      | 1.35%     | ↓           | -5 |              |

1-20

| POS | BRAND               | Qp3 SHARE | Rank Vs. PY |                                                                                      |
|-----|---------------------|-----------|-------------|--------------------------------------------------------------------------------------|
| 21  | Nintendo            | 1.33%     | ↑ +6        |     |
| 22  | Electroline         | 1.33%     | ↓ -2        |    |
| 23  | Electrolux          | 1.28%     | ↓ -7        |    |
| 24  | Moulinex            | 1.27%     | ↑ +5        |    |
| 25  | Braun Personal Care | 1.24%     | ↓ -2        |    |
| 26  | Ioplee              | 1.18%     | ↑ +10       |    |
| 27  | Dyson               | 1.04%     | ↑ +7        |   |
| 28  | Imetec              | 0.99%     | ↑ +5        |  |
| 29  | OPPO                | 0.99%     | ↓ -11       |  |
| 30  | Beko                | 0.99%     | ↑ +1        |  |

| POS | BRAND            | Qp3 SHARE | Rank Vs. PY |                                                                                       |
|-----|------------------|-----------|-------------|---------------------------------------------------------------------------------------|
| 31  | Realme           | 0.96%     | ↓ -6        |     |
| 32  | Panasonic        | 0.96%     | ↓ -2        |    |
| 33  | Trust            | 0.88%     | ↑ +4        |    |
| 34  | Hotpoint-Ariston | 0.88%     | ↓ -6        |    |
| 35  | Hoover           | 0.85%     | ↓ -11       |    |
| 36  | Jbl              | 0.81%     | ↑ +6        |    |
| 37  | Honor            | 0.80%     | ↓ -5        |    |
| 38  | Amazfit          | 0.78%     | ↓ -3        |  |
| 39  | Epson            | 0.77%     | ↑ +1        |  |
| 40  | Ezviz            | 0.72%     | ↑ +12       |  |

21-40

| POS | BRAND           | Qp3 SHARE | Rank Vs. PY |                                                                                      |
|-----|-----------------|-----------|-------------|--------------------------------------------------------------------------------------|
| 41  | Meliconi        | 0.71%     | ↑ +7        |    |
| 42  | Braun Oral-B    | 0.71%     | ↓ -3        |     |
| 43  | AEG             | 0.69%     | ↑ +6        |    |
| 44  | Braun Household | 0.62%     | ↑ +2        |    |
| 45  | Canon           | 0.60%     | ↓ -1        |    |
| 46  | Garmin          | 0.58%     | ↑ +4        |    |
| 47  | Cellularline    | 0.56%     | ↑ +4        |     |
| 48  | Polti           | 0.51%     | ↑ +5        |  |
| 49  | Msi             | 0.50%     | ↑ +10       |  |
| 50  | Indesit         | 0.48%     | ↑ +7        |  |

| POS | BRAND     | Qp3 SHARE | Rank Vs. PY |                                                                                       |
|-----|-----------|-----------|-------------|---------------------------------------------------------------------------------------|
| 51  | Miele     | 0.46%     | ↓ -4        |     |
| 52  | Huawei    | 0.46%     | ↓ -7        |    |
| 53  | Tp Link   | 0.46%     | ↓ -12       |    |
| 54  | Microsoft | 0.44%     | ↓ -16       |    |
| 55  | Dreame    | 0.44%     | ↑ +28       |    |
| 56  | Ignis     | 0.40%     | ↑ +7        |    |
| 57  | Kenwood   | 0.39%     | ↑ +1        |    |
| 58  | Smeg      | 0.37%     | ↓ -4        |  |
| 59  | Google    | 0.37%     | ↑ +2        |  |
| 60  | Daikin    | 0.36%     | ↓ -5        |  |

41-60

| POS | BRAND           | Qp3 SHARE | Rank Vs. PY |                                                                                      |
|-----|-----------------|-----------|-------------|--------------------------------------------------------------------------------------|
| 61  | Ariete          | 0.36%     | ↑ +6        |     |
| 62  | Fritz!          | 0.34%     | ↑ +4        |     |
| 63  | Sbs             | 0.33%     | ↓ -3        |    |
| 64  | Sandisk         | 0.33%     | ↑ +10       |    |
| 65  | Hyperx          | 0.33%     | ↑ +12       |    |
| 66  | NutriBullet     | 0.32%     | ↓ -2        |    |
| 67  | Nacon           | 0.32%     | ↑ +15       |    |
| 68  | Lavazza         | 0.30%     | ↑ +1        |  |
| 69  | Electronic Arts | 0.28%     | ↑ +1        |  |
| 70  | Brondi          | 0.27%     | ↑ +6        |   |

| POS | BRAND      | Qp3 SHARE | Rank Vs. PY |                                                                                       |
|-----|------------|-----------|-------------|---------------------------------------------------------------------------------------|
| 71  | Imou       | 0.26%     | ↑ +1        |     |
| 72  | Mitsubishi | 0.26%     | ↓ -7        |    |
| 73  | Dji        | 0.26%     | ↑ +11       |    |
| 74  | Remington  | 0.25%     | ↓ -3        |    |
| 75  | Lexar      | 0.25%     | ↑ +23       |    |
| 76  | Brother    | 0.25%     | ↓ -1        |    |
| 77  | Tapo       | 0.24%     | New         |    |
| 78  | Argo       | 0.24%     | ↑ +1        |  |
| 79  | Fujifilm   | 0.24%     | ↑ +11       |  |
| 80  | Irobot     | 0.23%     | ↓ -18       |  |

61-80

| POS | BRAND             | Qp3 SHARE | Rank Vs. PY |                                                                                      |
|-----|-------------------|-----------|-------------|--------------------------------------------------------------------------------------|
| 81  | Marshall          | 0.23%     | New         |     |
| 82  | Nilox             | 0.21%     | ↓ -9        |    |
| 83  | Black&Decker      | 0.20%     | ↓ -15       |    |
| 84  | Ninebot by Segway | 0.20%     | ↓ -3        |    |
| 85  | Jvc               | 0.20%     | ↑ +1        |    |
| 86  | Olimpia Splendid  | 0.19%     | ↓ -8        |    |
| 87  | Gopro             | 0.18%     | → --        |    |
| 88  | SumUp             | 0.17%     | ↑ +3        |  |
| 89  | Beurer            | 0.17%     | New         |  |
| 90  | Teklio            | 0.17%     | ↓ -34       |  |

| POS | BRAND      | Qp3 SHARE | Rank Vs. PY |                                                                                       |
|-----|------------|-----------|-------------|---------------------------------------------------------------------------------------|
| 91  | Corsair    | 0.17%     | ↓ -11       |     |
| 92  | Mediacom   | 0.16%     | ↓ -49       |    |
| 93  | Bose       | 0.16%     | New         |    |
| 94  | Ninja      | 0.15%     | New         |    |
| 95  | Glemgas    | 0.15%     | ↑ +2        |    |
| 96  | Keenetic   | 0.15%     | New         |    |
| 97  | Kitchenaid | 0.15%     | ↓ -9        |    |
| 98  | Beghelli   | 0.15%     | ↓ -6        |  |
| 99  | Tucano     | 0.15%     | ↓ -10       |  |
| 100 | Razer      | 0.14%     | New         |  |

81-100



# Let's keep in touch



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