

JULY 2026 REPORT

The Digital Shelf: UK - Poland - South Africa

Brand Share of Voice, sponsored penetration and
content quality across 34 retailers in three markets,
July 2026

7.4M+

LISTINGS TRACKED

34

RETAILERS

3

MARKETS

Executive Summary

In July 2026 we tracked **7.4 million product listings** across 34 consumer-electronics retailers in the UK, Poland and South Africa. This edition adds full Polish and South African market coverage alongside the UK shelf, plus an Ireland snapshot (Harvey Norman IE).

- **ASUS leads the UK digital shelf** with 282,967 monthly appearances, ahead of Acer and HP, a near-repeat of June's order.
- **Lenovo owns Poland** (21.2% average share of page), well ahead of MSI, ASUS and Acer, a different #1 from the UK.
- **South Africa is an ASUS / Dell race**, Dell ranks #2 in ZA versus mid-table in the UK, and local builders (PCBuilder, Skytech) hold real shelf space.
- **Amazon UK is the most sponsor-heavy shelf we track** at 27.5% of listings, ahead of RTV Euro AGD (20.3%, a retail media programme switched on this month) and Amazon ZA (17.0%); Currys sits at 6.1%.
- **A+ content is now near-universal** (90%+) on most UK retailers, but **video remains the gap**, under 45% almost everywhere except Laptops Direct.
- **No global digital-shelf platform covers the PL and ZA retailers in this report** at hourly cadence, brands selling there are flying blind.

Methodology

Markets & retailers: UK (Amazon, Currys, Argos, Very, Box, John Lewis, AO, Laptops Direct, Scan, Overclockers, Ebuyer, EE, Costco, Harvey Norman, JoyBuy), Poland (Media Expert, RTV Euro AGD, x-kom, Morele, Komputronik, MediaMarkt, OleOle), South Africa (Takealot, Amazon ZA, Makro, Incredible Connection, HiFi Corp, Game, Computermania, PC International, Matrix Warehouse, FirstShop), plus Ireland (Harvey Norman IE).

Categories: Laptops, Gaming Laptops, Chromebooks, Desktops, Gaming Desktops, Monitors, Gaming Monitors, All-in-Ones, Projectors.

Data volume: 7.4M+ product listings captured in July 2026; PDP content scored on photos, A+ content and video. Sponsored detection active where retailers run retail-media (Amazon, Currys, Argos, Very, John Lewis, Komputronik, Media Expert, Takealot, Amazon ZA).

Period: 1 to 30 July 2026. Share-of-page figures are weighted by daily listing volume.

1. Brand Visibility, United Kingdom

Who owns the UK digital shelf? Brands ranked by total product appearances across 15 UK retailers in July.

Top 10 Brands by Share of Voice (UK, July)

RANK	BRAND	MONTHLY APPEARANCES	AVG SHARE OF PAGE
1	ASUS	282,967	17.99%
2	Acer	189,730	12.92%
3	HP	177,535	14.67%
4	MSI	161,613	16.90%
5	Lenovo	155,661	13.02%
6	Apple	90,913	18.50%
7	Samsung	83,487	11.53%
8	PCSpecialist	66,103	28.99%
9	Medion	63,742	14.88%
10	Gigabyte	62,308	13.12%

Insight: The top 5 brands command **59%** of credible UK CE shelf visibility. ASUS leads on organic product depth; Acer and HP trade places month to month just behind it.

June → July Movers (UK)

BRAND	JUNE	JULY	CHANGE
CyberPower PC	30,400	26,752	-12%
Gigabyte	71,357	62,308	-13%
Medion	73,390	63,742	-13%
LG	61,561	52,565	-15%
PCSpecialist	77,967	66,103	-15%
Hewlett Packard	18,646	14,984	-20%
Razer	29,181	23,075	-21%
Lenovo	199,231	155,661	-22%

Insight: Total tracked volume rose across the board as catalogue coverage expanded; the brands growing fastest above the market trend are the ones widening listing footprints, not just benefiting from more pages scraped.

Category Leaders (UK)

CATEGORY (UK)	#1 BRAND	#2 BRAND	#3 BRAND
All-in-One PCs	Apple	Acer	HP
Chromebooks	Acer	ASUS	Lenovo
Gaming Desktops	STORMFORCE	CyberPower	CyberPower PC
Desktops	HP	ASUS	Stormforce
Gaming Monitors	MSI	ASUS	Samsung
Monitors	MSI	LG	Samsung
Laptops	ASUS	Apple	HP
Gaming Laptops	ASUS	MSI	Acer
Projectors	OPTOMA	Acer	Epson

2. Brand Visibility, Poland

Poland is a structurally different shelf: Lenovo, not ASUS, sits at #1.

Top 10 Brands by Share of Voice (PL, July)

RANK	BRAND	MONTHLY APPEARANCES	AVG SHARE OF PAGE
1	Lenovo	186,230	21.21%
2	Samsung	148,191	18.33%
3	Apple	94,706	15.95%
4	ASUS	83,356	11.97%
5	MSI	72,563	12.29%
6	HP	69,003	15.02%
7	LG	62,094	10.71%
8	Acer	61,977	11.48%
9	TCL	42,273	12.95%
10	Xiaomi	40,075	9.41%

Insight: Lenovo's Polish lead (21.2% share of page) is the widest single-brand gap in any market we track. Logitech's strong showing reflects the depth of PL accessories ranges on Media Expert and x-kom.

June → July Movers (PL)

BRAND	JUNE	JULY	CHANGE
TCL	34,877	42,273	+21%
Hisense	32,171	33,939	+5%
Samsung	144,967	148,191	+2%
Dell	31,156	30,728	-1%

BRAND	JUNE	JULY	CHANGE
Xiaomi	41,827	40,075	-4%
Philips	22,915	21,235	-7%
LG	69,058	62,094	-10%
HP	81,503	69,003	-15%

3. Brand Visibility, South Africa

South Africa runs its own race, and no global digital-shelf tool watches it.

Top 10 Brands by Share of Voice (ZA, July)

RANK	BRAND	MONTHLY APPEARANCES	AVG SHARE OF PAGE
1	ASUS	339,038	23.86%
2	Dell	173,686	16.70%
3	Acer	159,058	10.37%
4	Lenovo	139,858	11.70%
5	HP	92,915	11.26%
6	MSI	87,871	8.90%
7	Samsung	57,083	9.57%
8	PCBUILDER	42,373	13.31%
9	LG	31,592	7.65%
10	ViewSonic	31,436	10.07%

Key differences from the UK / PL shelf:

- **Dell ranks #2 in ZA**, far stronger than its UK position, driven by Takealot and Makro.
- **Local builders matter**: PCBuilder and Skytech hold real shelf share that global players overlook.
- **Xiaomi** registers in ZA where it barely appears in the UK CE shelf.

June → July Movers (ZA)

BRAND	JUNE	JULY	CHANGE
AMD	11,635	17,827	+53%
Lenovo	146,992	139,858	-5%
VOLKANO	13,679	12,899	-6%

BRAND	JUNE	JULY	CHANGE
AOC	16,733	15,096	-10%
ASUS	401,917	339,038	-16%
Apple	16,512	13,886	-16%
Acer	189,720	159,058	-16%
ViewSonic	38,123	31,436	-18%

4. Sponsored Products, The Tax on Organic Visibility

Retail-media is reshaping category pages. Below is sponsored penetration by retailer across all three markets in July.

Sponsored Penetration by Retailer

RETAILER	MARKET	MONTHLY LISTINGS	SPONSORED	SPONSORED %
Amazon UK	UK	135,958	37,433	27.5%
RTV Euro AGD	PL	196,264	39,750	20.3%
Amazon ZA	ZA	350,370	59,565	17.0%
Takealot	ZA	144,337	22,286	15.4%
Komputronik	PL	206,889	26,373	12.7%
Argos	UK	46,362	5,127	11.1%
Currys	UK	268,760	16,404	6.1%
Media Expert	PL	382,473	12,067	3.2%
John Lewis	UK	136,840	2,148	1.6%
Makro	ZA	329,029	0	0.0%
x-kom	PL	228,760	0	0.0%
Very	UK	517,463	0	0.0%
AO	UK	75,070	0	0.0%
Scan	UK	77,706	0	0.0%
PC International	ZA	326,689	0	0.0%
Overclockers	UK	96,856	0	0.0%
OleOle	PL	261,512	0	0.0%
Morele.net	PL	287,504	0	0.0%

RETAILER	MARKET	MONTHLY LISTINGS	SPONSORED	SPONSORED %
Mitabyte	ZA	33,515	0	0.0%
MediaMarkt PL	PL	107,881	0	0.0%
Box	UK	168,759	0	0.0%
Matrix Warehouse	ZA	113,759	0	0.0%
EE	UK	33,457	0	0.0%
Laptops Direct	UK	111,890	0	0.0%
Computermania	ZA	123,024	0	0.0%
JoyBuy	UK	65,011	0	0.0%
Costco	UK	93,300	0	0.0%
Incredible Connection	ZA	204,783	0	0.0%
HiFi Corp	ZA	101,337	0	0.0%
Harvey Norman IE	IE	82,135	0	0.0%
Harvey Norman	UK	115,649	0	0.0%
Game ZA	ZA	39,514	0	0.0%
FirstShop	ZA	530,240	0	0.0%
Ebuyer	UK	98,841	0	0.0%

Insight: Amazon (UK and ZA), Komputronik and Takealot run the heaviest retail-media shelves; every sponsored slot displaces an organic listing. Retailers showing 0% either run no retail-media programme or gate it behind logged-in sessions, a level playing field today, but the direction of travel is one-way. Brands not tracking where paid placements displace their organic listings are competing blind.

5. Content Quality

Every product page is scored daily on photos, A+ enhanced content and video. Coverage by UK retailer (July):

Content Coverage, UK

RETAILER	PDPS TRACKED	PHOTOS	A+ CONTENT	VIDEO
Laptops Direct	17,523	79%	99%	100%
Scan	16,907	74%	77%	0%
Very	5,765	97%	99%	36%
Argos	5,751	95%	100%	37%
Overclockers	4,296	91%	97%	0%
tdsynnex	3,090	0%	65%	0%
John Lewis	2,575	96%	100%	36%
Harvey Norman	2,193	92%	100%	52%
AO	1,821	90%	65%	100%
Harvey Norman IE	1,574	79%	99%	30%
EE	1,495	78%	100%	0%
Ebuyer	1,405	88%	95%	0%
westcoast	960	75%	87%	0%
Costco	694	95%	100%	21%

A+ content is now table stakes on most UK retailers (90%+). The differentiator has shifted to **video**, which stays under 45% nearly everywhere, Laptops Direct (100%) is the outlier and the benchmark.

Content Coverage, Poland

RETAILER	PDPS TRACKED	PHOTOS	A+ CONTENT	VIDEO
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PL content gap: Polish retailers post strong A+ and photo coverage, but video is almost absent outside Morele and RTV Euro AGD, a clear, cheap win for brands that localise video assets.

6. What This Means For Your Brand

If you sell across multiple markets...

Your #1 competitor changes by country. ASUS leads the UK and ZA shelf; Lenovo leads Poland. A single global SoV number hides where you're actually losing. Track each market on its own terms.

If your competitors are buying sponsored...

On Amazon and Komputronik, double-digit shares of the shelf are paid. If you're not measuring where sponsored placements push your organic listings down the page, you can't decide whether to match the spend or out-content it.

If you're expanding into Poland or South Africa...

No global digital-shelf platform covers Media Expert, x-kom, Morele, Takealot, Makro, Incredible Connection or HiFi Corp at hourly cadence. You're likely relying on distributor reports and manual spot-checks. The data shows these shelves behave nothing like the UK.

See Your Brand's Live Data

This report is a monthly snapshot. Crawlbot tracks your brand's Share of Voice, content and pricing across 34 retailers in the UK, Poland and South Africa, hourly, continuously.

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Data covers 1 to 30 July 2026. Share-of-page weighted by daily listing volume. Methodology details available on request.

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