OCTOBER 2026 REPORT

The Digital Shelf: UK, Ireland, South Africa, Nordics, Benelux

Brand share of category pages, sponsored placements and product page content at 54 retailers in 9 countries, 1 to 31 October 2026

8.65M	54	9
LISTINGS TRACKED	RETAILERS	COUNTRIES

Executive summary

In October 2026 we tracked 54 consumer electronics retailers in the UK, Ireland, South Africa, the Nordics and Benelux and recorded **8.65 million listings** on their category pages. A product seen in every hourly run counts once per run.

- **UK:** ASUS has the largest share of a typical retailer's page (14.7%), followed by Acer (12.2%) and MSI (10.2%).
- **South Africa:** ASUS leads (16.6%). Acer (10.9%), PCBuilder (8.9%) and Dell (7.7%) follow, and the order behind the leader depends on how one retailer's range is read (section 3).
- **Nordics and Benelux have no clear leader.** Lenovo and ASUS are within one point in the Nordics (16.2% and 15.5%); Lenovo and HP are level in Benelux (13.8% each).
- **Moves from late September to October were small.** The largest was Lenovo in the Nordics (-2.1 points).
- **On marketplaces much of page one is paid.** 27.7% of Amazon UK listings and 21.5% of bol NL listings were sponsored, and on bol more than half of the first four tiles. Retailers run fewer paid tiles: Currys 8.7%, Argos 2.6% (13 to 31 October).
- **Video is the biggest content gap.** At 15 of the 17 retailers where we can read video, fewer than half of laptop pages have a product video; the highest is Harvey Norman (69.1%). Manufacturer A+, where we can read it, is on 11.3% to 78.7% of laptop pages.

Method

Period: 1 to 31 October 2026. Product pages: the snapshot of 31 October.

What we count: every hour we read page one of each tracked category page and record every product shown (at FirstShop and PC International, the first 250 and 100 products of each category from the store's product feed; Checkers Sixty60 once a day). One product in one run is one listing: 8.65 million in October. Brand shares use the nine computing categories (laptops, gaming laptops, Chromebooks, desktops, gaming desktops, all-in-ones, monitors, gaming monitors, projectors): 8.11 million listings.

Share of page: for each retailer, a brand's average daily listings on its pages divided by all listings on those pages; then the average over the retailers of the country, so every retailer counts once whatever the length of its pages. Listings without a brand stay in the total. Paid and organic tiles both count. "Share of all listings" (South Africa) is brand listings divided by all listings in the country. The Nordic and Benelux overviews are the average of the country figures, so a chain with storefronts in several countries is not counted several times. Sub-brands are merged into the maker (ROG and TUF into ASUS, Predator and Nitro into Acer, Omen and Victus into HP, Legion and LOQ into Lenovo, AORUS into Gigabyte); Alienware is shown apart from Dell. Checkers Sixty60, a grocery app with a few listings a day, is left out of the South African averages.

Retailers (54): UK (15): Amazon UK, AO, Argos, Box, Costco, Currys, Ebuyer, EE, Harvey Norman, John Lewis, JoyBuy, Laptops Direct, Overclockers, Scan, Very. Ireland (1): Harvey Norman IE. South Africa (13): Amazon ZA, Checkers Sixty60, Computer Mania, Expert Stores (product pages only), FirstShop, Game, HiFi Corp, Incredible Connection, Makro, Matrix Warehouse, Mitabyte, PC International, Takealot. Sweden (7): Elgiganten, Inet, Komplett, NetOnNet, POWER, Proshop, Webhallen. Norway (5): Elkjøp, Komplett, NetOnNet, POWER, Proshop. Denmark (4): Elgiganten, Komplett, POWER, Proshop. Finland (3): Gigantti, POWER, Proshop. Netherlands (3): bol, Coolblue, MediaMarkt. Belgium (3): bol, Coolblue, MediaMarkt.

Sponsored: a listing is sponsored when the retailer marks it as an ad on the page. We read page one of category pages only: search pages, brand pages, carousels and banners are not counted. Some retailers are not measured (section 7).

Content: laptops and gaming laptops, the retailer's own offers. Photos: pages with at least six photos. A+: only where we read the manufacturer's content itself. Video: a product video on the page.

Data notes: bol (NL and BE) has no data from 7 to 14 October. On 25 October a scheduler fault ran some pages more than once an hour; the effect on shares is under 0.1 points. Figures are not comparable with earlier editions: the share formula and the set of markets changed.

1. United Kingdom

15 retailers, 2,193,678 listings in the nine computing categories in October.

Top 10 brands by share of page

#	BRAND	SHARE OF PAGE
1	**ASUS**	14.7%
2	**Acer**	12.2%
3	**MSI**	10.2%
4	**Lenovo**	7.5%
5	**HP**	6.5%
6	**Apple**	4.8%
7	**Medion**	3.7%
8	**Samsung**	3.7%
9	**CyberPower**	3.6%
10	**LG**	3.2%

On Scan's laptop, gaming laptop and monitor pages our reader keeps only a fixed list of 10 to 18 makers, so a brand outside that list counts zero at Scan and the listed brands get a larger share there. Leaving Scan out does not change the top five order: ASUS 14.0%, Acer 12.4%, MSI 9.6%, Lenovo 8.0%, HP 7.0%.

Category leaders

CATEGORY	1ST	2ND	3RD	RETAILERS
Laptops	ASUS 20.1%	Lenovo 14.3%	HP 14.0%	15
Gaming Laptops	ASUS 25.8%	Acer 17.6%	MSI 14.6%	15
Chromebooks	Acer 35.1%	ASUS 22.2%	Lenovo 19.7%	10
Desktops	CyberPower 17.7%	Acer 11.9%	HP 11.2%	13
Gaming Desktops	CyberPower 20.0%	Acer 15.9%	Stormforce 9.7%	10
All-in-One PCs	Acer 21.9%	HP 17.7%	ASUS 15.7%	11
Monitors	MSI 18.1%	LG 11.9%	ASUS 11.4%	15
Gaming Monitors	MSI 21.4%	ASUS 12.5%	Samsung 9.6%	11
Projectors	Acer 10.8%	Anker Nebula 10.5%	Optoma 8.1%	10

Share of page within each category, averaged over the UK retailers that carry it. Projectors are close: first and second are 0.3 points apart, and Optoma and Epson are level in third (8.1% and 8.1%). 13.8% of projector listings carry no brand.

> **What stands out:** MSI is third overall because it leads both monitor pages (18.1% of monitors and 21.4% of gaming monitors). CyberPower, a UK system builder, leads both desktop pages.

2. Ireland

Harvey Norman Ireland is the only Irish retailer we track, so this is one store's shelf, not the Irish market (88,694 listings on seven category pages).

#	BRAND	SHARE OF PAGE
1	**Acer**	24.4%
2	**ASUS**	16.0%
3	**Lenovo**	15.9%
4	**HP**	14.3%
5	**Samsung**	8.0%

The pages are short and change a lot from day to day: a single brand's share of the laptop page moved between 0% and 17% within the month.

3. South Africa

11 retailers in the averages (Checkers Sixty60 left out, Expert Stores has no category pages), 2,101,284 listings.

#	BRAND	SHARE OF PAGE	SHARE OF ALL LISTINGS
1	**ASUS**	16.6%	15.3%
2	**Acer**	10.9%	7.2%
3	**PCBuilder**	8.9%	4.9%
4	**Dell**	7.7%	13.1%
5	**Lenovo**	6.7%	7.3%
6	**HP**	5.6%	8.0%
7	**Samsung**	4.7%	3.0%
8	**Xiaomi**	3.7%	2.6%
9	**MSI**	3.7%	4.0%
10	**LG**	2.4%	1.7%

Makro is read from its own-stock list ("Sold by Makro"), which holds only a few models on some pages. Second place depends on Makro: without it PCBuilder is second (ASUS 16.7%, PCBuilder 9.8%, Acer 8.8%, Dell 8.1%).

At FirstShop and PC International we read the first 250 and 100 products of each category from the store's product feed, and Amazon ZA's pages are long, so these three make 65.8% of all South African listings. That is why the share is averaged per retailer, and why Dell's share of all listings (13.1%) is much higher than its share of page (7.7%).

Amazon ZA's computer pages include accessories credited to computer brands (for example a charger "compatible with" a laptop brand). Dell excludes Alienware. 5.0% of the average page carries no brand, mostly at PC International, where titles start with the screen size.

> **Local PC builders matter:** PCBuilder is third on a typical South African page because its PCs fill most of the desktop and gaming desktop pages at HiFi Corp, Incredible Connection, Matrix Warehouse, Mitabyte and Computer Mania.

4. Nordics

Sweden, Norway, Denmark and Finland: 19 storefronts of 7 chains. The overview is the average of the four country figures, so each country weighs the same.

Nordic overview

#	BRAND	NORDICS	SE	NO	DK	FI
1	**Lenovo**	**16.2%**	12.6%	14.7%	17.8%	19.6%
2	**ASUS**	**15.5%**	18.5%	14.9%	13.8%	14.7%
3	**Acer**	**10.1%**	9.7%	11.2%	7.7%	11.9%
4	**MSI**	**8.0%**	10.5%	9.4%	8.9%	3.4%
5	**Samsung**	**6.9%**	4.8%	5.7%	7.8%	9.2%
6	**Cepter** POWER's own brand	**6.5%**	3.7%	5.5%	7.3%	9.4%
7	**Apple**	**6.1%**	6.5%	8.5%	4.7%	4.8%
8	**HP**	**5.2%**	3.3%	4.5%	5.7%	7.1%

Lenovo and ASUS are within one point. ASUS leads in Sweden and Norway, Lenovo in Denmark and Finland. Counted once per storefront instead of once per country, ASUS is ahead (16.0% against 15.4%), so treat the two as level. Store brands take real space: Cepter (POWER's own PCs and monitors), Komplett-PC, DUTZO (Proshop) and Webhallen's own builds take half or more of their stores' gaming desktop pages.

Sweden

#	SWEDEN	SHARE
1	**ASUS**	18.5%
2	**Lenovo**	12.6%
3	**MSI**	10.5%
4	**Acer**	9.7%
5	**Apple**	6.5%

Norway

#	NORWAY	SHARE
1	**ASUS**	14.9%
2	**Lenovo**	14.7%
3	**Acer**	11.2%
4	**MSI**	9.4%
5	**Apple**	8.5%

Denmark

#	DENMARK	SHARE
1	**Lenovo**	17.8%
2	**ASUS**	13.8%
3	**MSI**	8.9%
4	**Samsung**	7.8%
5	**Acer**	7.7%

Finland

#	FINLAND	SHARE
1	**Lenovo**	19.6%
2	**ASUS**	14.7%
3	**Acer**	11.9%
4	**Cepter** POWER's own brand	9.4%
5	**Samsung**	9.2%

5. Benelux

The Netherlands and Belgium: bol, Coolblue and MediaMarkt in each country. The overview is the average of the two country figures.

#	BRAND	BENELUX	NL	BE
1	**Lenovo**	**13.8%**	15.1%	12.5%
2	**HP**	**13.8%**	15.9%	11.7%
3	**Acer**	**13.3%**	13.5%	13.1%
4	**MSI**	**11.7%**	9.9%	13.5%
5	**ASUS**	**10.9%**	10.9%	10.9%
6	**Samsung**	**6.2%**	5.9%	6.5%

Lenovo and HP are level (13.83% and 13.81% before rounding). bol has no data from 7 to 14 October; because shares use daily averages, its weight is not affected.

Netherlands

#	NETHERLANDS	SHARE
1	**HP**	15.9%
2	**Lenovo**	15.1%
3	**Acer**	13.5%
4	**ASUS**	10.9%
5	**MSI**	9.9%

Belgium

#	BELGIUM	SHARE
1	**MSI**	13.5%
2	**Acer**	13.1%
3	**Lenovo**	12.5%
4	**HP**	11.7%
5	**ASUS**	10.9%

6. Movers, September to October

Change in share of page between 24 to 30 September and 1 to 31 October, on the same pages in both windows. Only moves of 0.5 points or more are listed. We compare with the last week of September because several pages changed earlier in the month (new Nordic and Benelux pages, fixes at three South African retailers, a change in how Makro is read). Ireland is left out: one store.

MARKET	BRAND	24 TO 30 SEP	OCTOBER	CHANGE (POINTS)
United Kingdom 110 pages	**Acer**	11.1%	12.2%	+1.1
	Samsung	4.3%	3.7%	-0.6
	HP	7.2%	6.5%	-0.7
South Africa 74 pages	**Samsung**	5.5%	4.7%	-0.9
Nordics 127 pages	**ASUS**	14.4%	15.5%	+1.1
	Apple	5.0%	6.1%	+1.1
	Acer	9.2%	10.1%	+0.9
	Samsung	7.9%	6.9%	-1.0
	Lenovo	18.3%	16.2%	-2.1
Benelux 45 pages	**Lenovo**	12.1%	13.8%	+1.8
	FlowUp	1.1%	1.7%	+0.5
	LG	3.0%	3.6%	+0.5
	AOC	3.7%	3.0%	-0.7

Nordics and Benelux: the average of the country changes. Not listed: Logitech in Benelux (-0.7), because bol showed Logitech webcams and keyboards on its laptop, desktop and Chromebook pages until 28 September; that is a change in the pages, not in the brand. In South Africa no other brand moved by 0.5 points or more. Changes are computed before rounding. About a third of Lenovo's Nordic drop comes from Proshop, whose four storefronts changed their laptop page on 10 October.

7. Sponsored placements

Share of listings on page one of category pages that the retailer marks as sponsored, nine computing categories, at the stores where we measure it and saw paid tiles.

STORE	COUNTRY	TYPE	OCTOBER	SEPTEMBER	POSITIONS 1 TO 4 PAID	NOTE
Amazon UK	UK	Marketplace	27.7%	27.7%	41.1%	Between 26% and 29% on every day of both months.
bol	NL	Marketplace	21.5%	21.5%	59.7%	No data 7 to 14 October (23 days in the month).
Amazon ZA	ZA	Marketplace	19.4%	19.3%	2.5%	Most ads sit lower on the page: 23.1% of positions 11 and below are paid.
bol	BE	Marketplace	17.8%	18.9%	51.5%	Roughly flat: early October had partial days and a change in how we read the site.
Takealot	ZA	Marketplace	14.1%	15.9%	30.8%	Fewer paid tiles on the laptop page in October.
MediaMarkt	NL	Retailer	11.6%	15.9%	28.4%	A step down on 1 October, mostly on the desktop and monitor pages.
Currys	UK	Retailer	8.7%	8.6%	17.4%	The nine computing categories. Page one of the category grid only; the separate sponsored carousel is not counted.
Argos	UK	Retailer	2.6%	n/c	31.4%	Not comparable: our detection was fixed on 12 October, so figures are for 13 to 31 October and earlier days were under-counted.
MediaMarkt	BE	Retailer	2.0%	1.1%	4.5%	Small numbers: about 46 paid tiles a day.
John Lewis	UK	Retailer	1.1%	1.4%	8.3%	Unchanged: the same three paid tiles top the laptop page in every run. The share is lower only because that page grew from 27 to 73 tiles in early September (9 to 30 September: 1.1%).
Very	UK	Retailer	0.1%	0.0%	2.5%	One pinned slot (the same laptop at position 2 since 1 October), not a retail media programme.

n/c: not comparable. Amazon ZA and Takealot also mark a product's organic tile as sponsored when the same product is advertised on the page, so their rates may be somewhat higher than at other stores.

No sponsored tiles seen (measured, none found in October): Laptops Direct and Overclockers (UK), Checkers Sixty60 (South Africa), NetOnNet (Sweden and Norway), Webhallen (Sweden), Coolblue (Netherlands and Belgium).

Not measured (our readers do not look for ads there, so no figure is given): Harvey Norman IE, the only Irish store; AO, Box, Costco, EE, Harvey Norman, JoyBuy and Scan in the UK; Ebuyer until its new site on 28 October (none seen in the last four days); Computer Mania, FirstShop, Game, HiFi Corp, Incredible Connection, Makro, Matrix Warehouse, Mitabyte and PC International in South Africa; Elkjøp, Elgiganten and Gigantti, POWER, Komplett and Proshop in all their countries, and Inet. A one-off check in a browser in September found no sponsored tiles at the Elkjøp group, POWER, Komplett and Proshop, but that is not a measurement. Expert Stores has no category page data.

> **Paid tiles sit at the top of the page.** On bol 59.7% (NL) and 51.5% (BE) of the first four tiles are paid, on Amazon UK 41.1%. Amazon ZA is the exception: 2.5% of its first four tiles are paid, most of its ads sit further down. On bol many paid slots go to small marketplace brands with almost no organic presence: KTC and GMR, for example, took 25.0% of bol NL's paid slots and 39.7% of bol BE's, against 2.5% and 0.6% of the organic listings.

8. Content quality on laptop pages

Laptops and gaming laptops at each multi-brand retailer, 31 October 2026, the retailer's own offers. Content tracking in the Nordics and Benelux covers one brand and is not shown; Amazon UK and JoyBuy are left out for the same reason (our product page sets there are mostly one brand).

RETAILER	LAPTOP PAGES	PHOTOS (6 OR MORE)	MANUFACTURER A+[a]	VIDEO
UNITED KINGDOM				
Laptops Direct	1,489	75.9%	n/a	0.6%[c]
Box	1,270	95.7%	21.0%	13.0%
Argos	470	98.7%	n/a	46.0%
Currys	461	90.2%	78.7%	45.1%[c]
Scan	442	74.9%[e]	58.4%	12.0%
Very	333	88.0%	n/a	31.5%
John Lewis	233	95.3%	n/a	64.4%
Harvey Norman[g]	136	91.9%	n/a	69.1%
Overclockers	132	n/a[b]	n/a	none found[d]
AO	128	81.3%	43.8%	34.4%[c]
EE	105	89.5%	n/a	none found[d]
Costco	85	96.5%	n/a	28.2%
Ebuyer	75	54.7%	n/a	none found[d]
IRELAND				
Harvey Norman IE[g]	175	88.0%	n/a	18.3%
SOUTH AFRICA				
PC International	1,254	n/a[b]	n/a	none found[d]
FirstShop	1,219	98.2%	n/a	none found[d]
Takealot	773	55.0%	n/a	13.8%
Amazon ZA	377	83.8%	17.0%	24.7%

RETAILER	LAPTOP PAGES	PHOTOS (6 OR MORE)	MANUFACTURER A+[a]	VIDEO
Game ZA	116	50.0%	20.7%[f]	7.8%[f]
Computer Mania	115	66.1%	11.3%[f]	18.3%[f]
HiFi Corp	99	n/a[b]	35.4%[f]	31.3%[f]
Incredible Connection	75	96.0%	36.0%[f]	33.3%[f]
Makro	47	19.1%	n/a	none found[d]
Matrix Warehouse	36	58.3%	n/a	none found[d]
Mitabyte[h]	20	55.0%	n/a	none found[d]

[a] A+ is shown only where we read it from the manufacturer's content itself (Flixmedia modules, Amazon A+ modules, Scan's image overview). At the other retailers our flag only shows that the page has a long description, which is not the same thing, so the cell says n/a.

[b] Our photo count is not reliable at Overclockers, HiFi Corp and PC International (images counted twice, or only the main image stored). [c] Video at AO and Laptops Direct corrected after a fix on 1 November, at Currys after a fix on 2 November: read on 1 November (AO, Laptops Direct) and 3 November (Currys) for the same products. The 31 October readings were too high (98.6% at Laptops Direct, 96.9% at AO, 61.0% at Currys): they counted page code present on every page, or a manufacturer player the page loads but does not show. [d] No video found; not checked by hand on the live pages. [e] Scan: four or more photos, its standard gallery. [f] Read from the Flixmedia service, not checked against what the page shows. [g] Ex-display units left out. [h] Small set. Expert Stores (5 laptop pages) is not shown.

Video is the main gap. At 15 of the 17 retailers where we can read video, fewer than half of laptop pages have a product video; only John Lewis (64.4%) and Harvey Norman (69.1%) pass half. At two UK retailers the manufacturer's video is loaded but hidden on the page, so supplying video is not enough on its own.

Manufacturer A+ is far from universal. Where we can read it, it is on 11.3% (Computer Mania) to 78.7% (Currys) of laptop pages, and under 40% at 6 of the 9 retailers.

Photos are fine in the UK and thin at several South African stores. 11 of 12 UK retailers we can count show six or more photos (Scan: four, its standard) on at least 70% of laptop pages; Ebuyer (54.7%) is the exception. In South Africa: Makro 19.1%, Game ZA 50.0%, Takealot 55.0%, Mitabyte 55.0%, Matrix Warehouse 58.3%.

9. What this means for brands

Look at each retailer, not only the total

A few retailers with long pages can hide a weak position at many smaller ones. In South Africa three retailers make 65.8% of all listings; on a typical retailer's page the order of brands is different. Check your share store by store.

Know where the top of the page is paid

On bol and Amazon UK a large part of the first four tiles is sponsored. A top-four organic position there is worth less than the same position at a retailer with few ads, and a competitor's visibility there may be bought rather than earned. At retailers we do not measure, ask whether they sell paid tiles.

Fix video and A+ before photos

In the UK most laptop pages already have enough photos. Video and manufacturer A+ are missing on most of them. Send the assets to the retailer and its content provider, then check the live page, because some pages load the content and do not show it.

Read the method before the ranking

Store brands, own-stock lists and the brand lists we read some pages with change who looks strong. When a number decides a budget, check how it was counted.

See your brand's live data

This report is a monthly snapshot. Crawlbot tracks share of page, sponsored placements, product page content and prices at 54 retailers in the UK and Ireland, South Africa, the Nordics and Benelux: category pages every hour, product pages every day.

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Category pages: 1 to 31 October 2026. Product pages: 31 October 2026 (video at three UK retailers read on 1 and 3 November after fixes). Shares are averaged per retailer unless named "share of all listings". Method details on request: admin@crawlbot.pl.

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