

Q1 2026 REPORT

UK Consumer Electronics: Digital Shelf Report

Brand visibility, sponsored placements, and
content quality across 13 UK retailers

13.5M

DATA POINTS

22

RETAILERS

8,500+

PRODUCTS TRACKED

Executive Summary

We tracked over **13.5 million product appearances** across 13 UK consumer electronics retailers over the past 30 days. This report reveals which brands dominate shelf visibility, how sponsored placements are reshaping category pages, and where content quality gaps create opportunities.

- **ASUS leads UK digital shelf visibility** with 42,400+ weekly product appearances across 13 retailers — 28% more than second-place HP
- **Sponsored products account for 7–11% of listings** on the UK's three largest CE retailers (Currys, Amazon, Argos)
- **Lenovo invests the most in sponsored visibility** among top 5 brands, with 7.6% of appearances being paid placements
- **Apple maintains near-zero sponsored spend** (0.04%) yet ranks 8th overall — a purely organic strategy
- **A+ content adoption varies dramatically:** from 99% on Currys to 0% on AO
- **South African retailers show a completely different landscape**, with local brands challenging global players

Methodology

Retailers monitored: Amazon UK, Argos, AO, Box, Costco, Currys, EE, Harvey Norman, John Lewis, Laptops Direct, Overclockers, Scan, Very

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

Data volume: 529,000+ product appearances tracked per week. 8,500+ product detail pages inspected daily. Sponsored detection active on Amazon, Currys, Argos, John Lewis, and Takealot.

Period: 24 February – 3 March 2026

1. Brand Visibility Rankings

Who owns the UK digital shelf? We ranked every brand by total product appearances across all 13 UK retailers over one week.

Top 10 Brands by Share of Voice (Weekly)

RANK	BRAND	WEEKLY APPEARANCES	SHARE OF ALL LISTINGS	SPONSORED %
1	ASUS	42,438	17.7%	0.3%
2	HP	33,050	13.8%	1.5%
3	Acer	30,897	12.9%	4.2%
4	Lenovo	28,528	11.9%	7.6%
5	MSI	25,480	10.6%	2.1%
6	Samsung	13,731	5.7%	1.4%
7	Apple	12,638	5.3%	0.0%
8	Gigabyte	7,399	3.1%	0.2%
9	Medion	6,990	2.9%	0.0%
10	LG	6,387	2.7%	0.1%

Insight: The top 5 brands command **66.9%** of all UK CE digital shelf visibility. ASUS leads through organic product depth — its 0.3% sponsored rate suggests minimal paid placement investment. Lenovo, conversely, buys its position: 7.6% of appearances are sponsored.

Sponsored Investment Strategies

The data reveals three distinct approaches to digital shelf visibility:

Heavy sponsored investors

- **Lenovo** — 7.6% sponsored rate (highest among top brands). Concentrated on Currys (909 sponsored) and Argos (928 sponsored).
- **Acer** — 4.2% sponsored rate, primarily through Currys (1,188 sponsored placements).

Moderate sponsors

- **MSI** — 2.1% sponsored (530 on Currys alone)
- **HP** — 1.5% sponsored, spread across Currys, Argos, Amazon, and John Lewis

Purely organic

- **Apple** — Only 5 sponsored appearances out of 12,638 (0.04%). Apple's retail strategy relies entirely on brand pull.
- **Gigabyte, Medion, LG** — Near-zero sponsored investment

2. Sponsored Products — The Growing Tax on Organic Visibility

Sponsored Penetration by Retailer

RETAILER	WEEKLY LISTINGS	SPONSORED	SPONSORED %
Amazon UK	28,386	2,401	8.5%
Currys	45,429	3,275	7.2%
Argos	21,679	1,122	5.2%
John Lewis	28,914	736	2.5%
AO	19,812	0	0.0%
Box	30,343	0	0.0%
Very	35,178	0	0.0%
Costco, Harvey Norman, Scan, Overclockers, Laptops Direct, EE	~113,000	0	0.0%

Insight: The UK's three largest CE retailers — Currys, Amazon, and Argos — feature **6,798 sponsored placements per week**, directly displacing organic listings. Retailers without sponsored programmes (AO, Box, Very, and others) still offer a level playing field. As retail media networks expand, brands that don't invest in sponsored placements will see organic visibility erode.

3. Retailer Deep Dives

Currys — UK's Largest CE Retailer

BRAND	APPEARANCES	SPONSORED	ORGANIC	SPONSORED %
Acer	5,565	1,188	4,377	21.4%

BRAND	APPEARANCES	SPONSORED	ORGANIC	SPONSORED %
Lenovo	4,278	909	3,369	21.2%
HP	3,636	90	3,546	2.5%
ASUS	3,536	11	3,525	0.3%
MSI	3,505	530	2,975	15.1%

Acer and Lenovo are in a fierce sponsored placement battle on Currys — roughly **1 in 5** of their listings are paid. ASUS and HP compete almost entirely on organic merit.

Amazon UK

BRAND	APPEARANCES	SPONSORED	ORGANIC	SPONSORED %
Lenovo	2,147	59	2,088	2.7%
HP	1,668	76	1,592	4.6%
ASUS	1,631	37	1,594	2.3%
Dell	1,196	30	1,166	2.5%
Acer	938	74	864	7.9%

Sponsored rates on Amazon are lower than Currys (category page vs search results dynamics), but Acer's 7.9% stands out. Amazon's algorithm-driven listings mean position fluctuates more dramatically hour-by-hour.

John Lewis

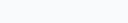
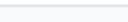
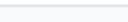
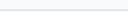
BRAND	APPEARANCES	SPONSORED	ORGANIC
HP	6,691	194	6,497
Samsung	5,836	175	5,661
ASUS	4,351	46	4,305
Lenovo	3,838	274	3,564
Apple	3,039	0	3,039

Lower sponsored penetration (2.5% overall). Samsung has a notably strong position here — 2nd place, significantly ahead of its Amazon and Currys rankings.

4. Content Quality

We inspect every product detail page daily, tracking 62 data points including photos, A+ enhanced content, video, and specification completeness.

Content Coverage by Retailer

RETAILER	PRODUCTS	PHOTOS	A+ CONTENT	VIDEO	EAN	MPN
Currys	2,240	 99%	 99%	 21%	0%	59%
Box	2,199	 100%	 99%	 4%	75%	100%
Amazon UK	786	 99%	 90%	 32%	0%	93%
Argos	934	 100%	 53%	 24%	98%	68%
Very	454	 99%	 99%	 31%	99%	0%
John Lewis	277	 100%	 100%	 21%	99%	90%
AO	500	 99%	0%	 14%	0%	100%

A+ Content gap: AO has **0% A+ content** across 500 products. Brands with A+ on Currys but not AO or Argos are missing conversion optimisation on major UK retailers.

Video opportunity: Video presence is low across all retailers (4–32%). Product video is a significantly under-invested content asset.

5. South Africa — An Untapped Intelligence Gap

We also track 8 South African retailers, revealing a fundamentally different competitive landscape.

Brand Leadership by ZA Retailer

RETAILER	#1 BRAND	#2 BRAND	#3 BRAND
Takealot	ASUS	HP	MSI
Incredible Connection	ASUS	Acer	Xiaomi
Makro	ASUS	Dell	Acer
Game	Samsung	Acer	Lenovo
HiFi Corp	ASUS	Acer	Xiaomi
Computermania	ASUS	MSI	PCBuilder

Key differences from UK:

- **ASUS dominates** even more than in UK — #1 on 5 of 6 retailers
- **Xiaomi** is a major player in ZA (top 3 on Incredible and HiFi Corp) but barely registers in UK
- **PCBuilder** (local brand) holds significant shelf space on Computermania and Takealot
- **Takealot has 11.1% sponsored penetration** — the highest of any retailer we track globally
- **No global digital shelf platform covers these retailers.** Brands selling into South Africa have zero visibility into their shelf position.

6. What This Means For Your Brand

If you're in the top 5...

Your competitors are investing in sponsored placements. Lenovo and Acer allocate 4–8% of their shelf presence to paid positions on Currys and Argos. If you're not tracking where sponsored products displace your organic listings, you're competing blind.

If you're a mid-tier brand...

Content quality is your equaliser. Our data shows dramatic A+ content gaps between retailers. If your brand has A+ on Currys but not on Argos or Amazon, you're underperforming on retailers where buyers compare. Consistent content across all retailers lifts conversion everywhere.

If you're expanding into South Africa...

No existing digital shelf tool covers Game, Incredible Connection, Makro, HiFi Corp, or Computermania. You're likely relying on manual spot-checks or distributor reports. Our data shows the ZA landscape is significantly different from UK — Xiaomi and local brands hold positions that global players might not expect.

See Your Brand's Live Data

This report is a snapshot. Crawlbot tracks your brand's visibility, content, and pricing across 22 retailers — hourly, continuously.

[Schedule a free walkthrough →](#)

crawlbot.pl | admin@crawlbot.pl

Data covers 24 February – 3 March 2026. Methodology details available on request.

© 2026 Crawlbot.pl. All rights reserved.