

CONSUMER ELECTRONICS REPORT

MAY - JULY 2025

Trends and moments that
ruled search



Louis Venter

Founder & CEO | MediaVision

SEO has never been more important in boosting retail profitability. To help brands do this, we built Metis at MediaVision to spot and act on consumer trends up to four times faster than the competition, and, crucially, to do it at scale.

That speed and clarity are just as powerful in tech and consumer electronics as in any other retail category. Metis enables both client and agency teams to focus on the right opportunities at exactly the right moment, which is essential for driving SEO growth at a time when paid search and social are becoming more expensive.

What excites me most is the versatility of Metis data. Our clients use it in ways that go far beyond SEO, from shaping email marketing campaigns and planning in-store visual merchandising around trending products, to guiding buying decisions with seasonal and yearly insights.

At its heart, Metis is about empowering teams to make smarter, more customer-first decisions – right across the business.

Like most ecommerce verticals, leaders in consumer electronics have faced a year of fierce competition, economic flux and rapid changes in consumer behaviour. For marketers in this landscape, organic search demand can be a critical source of insight, providing an unbiased view of what people are thinking, and looking at this data can tell us a lot about the market.

With cautious consumer spending and a strong competition set, the overall CE category is down almost 3% over the past three months, but we've seen some clear winners pushing through.

In this report, we look at how pure and multicategory players have performed from a search perspective over the last three months.

We saw Currys grow its share of brand search more than any other brand in the category over the past quarter. Their shift to authentic, employee-created social-first storytelling continues to pay off and has created sustained growth.

On our brand trend leaderboards, Oura Ring surged ahead with a 77% increase in brand searches thanks to punchy campaign messaging. And Whoop, with a 59% increase, has driven strong brand awareness through brilliant partnerships, content marketing and thought leadership via their podcast.

And although many multicategory retailers have seen year-on-year search demand decline, with Amazon down 1% and Argos down 0.4%, their enduring brand equity and vast product ranges give them real staying power. These players remain embedded in consumer shopping habits thanks to their convenience, price competitiveness, and ability to serve multiple needs in a single transaction.

This quarter's data underlines just how dynamic the consumer electronics landscape has become, and how quickly brand demand can be influenced by the right mix of timing, creative execution and agility.

Louis Venter
Founder & CEO | MediaVision

LEADERBOARDS



Consumer Electronics Category Leaderboard

Category	% Demand Change YoY	Share of Search
Appliances	17.01%	41.44%
Computing	7.81%	22.52%
Gaming	4.46%	6.68%
Phones	7.99%	5.71%
Smart Tech	15.03%	7.38%
TV & Audio	4.66%	16.27%

The market forecast on consumer electronics is expected to reach around £25.4 billion this year. Driven by AI-enabled tech, smartphones and strong consumer appetite for the latest gadgets and appliances, the category is only set to grow.

From laptops and smartphones to air conditioners (hello UK heatwaves), we've seen demand reflected in non-brand search, and some brands are in a brilliant position to capitalise on it.

Over the past three months, appliances have been the standout performer among UK consumers, growing search demand by 17% YoY and commanding over 40% share of search.

The category's surge has been fuelled by extreme weather patterns driving short-term spikes in cooling products, with portable air conditioners (+154%) and portable AC units (+173%) posting triple-figure growth.

Seasonal urgency has turned appliances into reactive purchase decisions, while ongoing investment in home improvement and energy efficiency continues to drive sustained interest in washing machines, fridge freezers, and dishwashers.

Smart tech (+15% YoY) has also thrived, with Ring doorbells, Garmin watches, and drones benefiting from consumer appetite for connected devices that offer convenience, lifestyle enhancement, and in some cases, personal security. Meanwhile, computing (+7.8%) and phones (+8%) remain resilient, buoyed by consistent upgrades and a hybrid working culture that keeps laptops, accessories, and portable power in demand.

The strongest categories share a common trait: they balance essential, practical purchases with lifestyle-driven innovation, ensuring relevance whether consumers are responding to immediate needs or seeking long-term value.

Louis Venter
Founder & CEO - MediaVision

Top 50: Non-brand search trends

Query	% Change YoY	Search Demand Difference		
portable air conditioner	154%	633,362	gaming pc	13% 48,991
buy washing machine	20%	148,899	vacuum and cleaner	16% 48,858
air conditioning unit portable	179%	133,569	aircon units	119% 48,040
coffee machines	31%	123,751	health grill	29% 47,090
laptops	24%	122,266	slimline fridge freezer	29% 46,437
coffee machine	27%	111,684	smart watches	19% 44,508
washing machines	12%	105,484	chest freezer	38% 43,369
cooling fan	90%	100,143	power banks	41% 42,402
laptop	17%	92,982	mini fridge	17% 40,282
tv's	17%	89,052	television	13% 39,555
coffee maker coffee machine	18%	86,288	portable air conditioning unit	173% 38,849
tall fridge freezer	32%	84,793	cookers	33% 38,745
mini fridges	30%	83,530	phone	13% 38,442
smart television	72%	74,957	drone	22% 37,422
dishwashers	25%	73,935	black american fridge freezer	33% 35,900
drones	57%	73,012	phones	10% 34,109
white washing machine	21%	58,179	air conditioning unit	152% 33,750
american fridge freezers	56%	54,645	range cookers	60% 32,392
ac unit	136%	54,289	microwave 900w	16% 31,818
fridge and freezer	33%	54,162	handheld clothes steamer	53% 31,644
gas cookers	57%	50,662	steam cleaner	23% 30,997
mouses	28%	50,446	washer dryers	33% 30,951
fridge	22%	49,824		

WHY SHARE OF BRAND SEARCH MATTERS

“In a world of diminishing returns from paid search, share of brand search has become a vital brand health metric - especially as the brand vs performance debate intensifies. CMOs are under pressure to deliver growth with tighter budgets in a softer market.

SEO, often overlooked and underfunded, holds untapped potential. That’s why we built the Share of Brand Search module in Metis - to give clients weekly, actionable insight into brand visibility and performance.”

Louis Venter

Founder & CEO | MediaVision

WHO RULED?

From industry mainstays to viral challenger brands, these brands are dominating share of search.





Oliver Yee

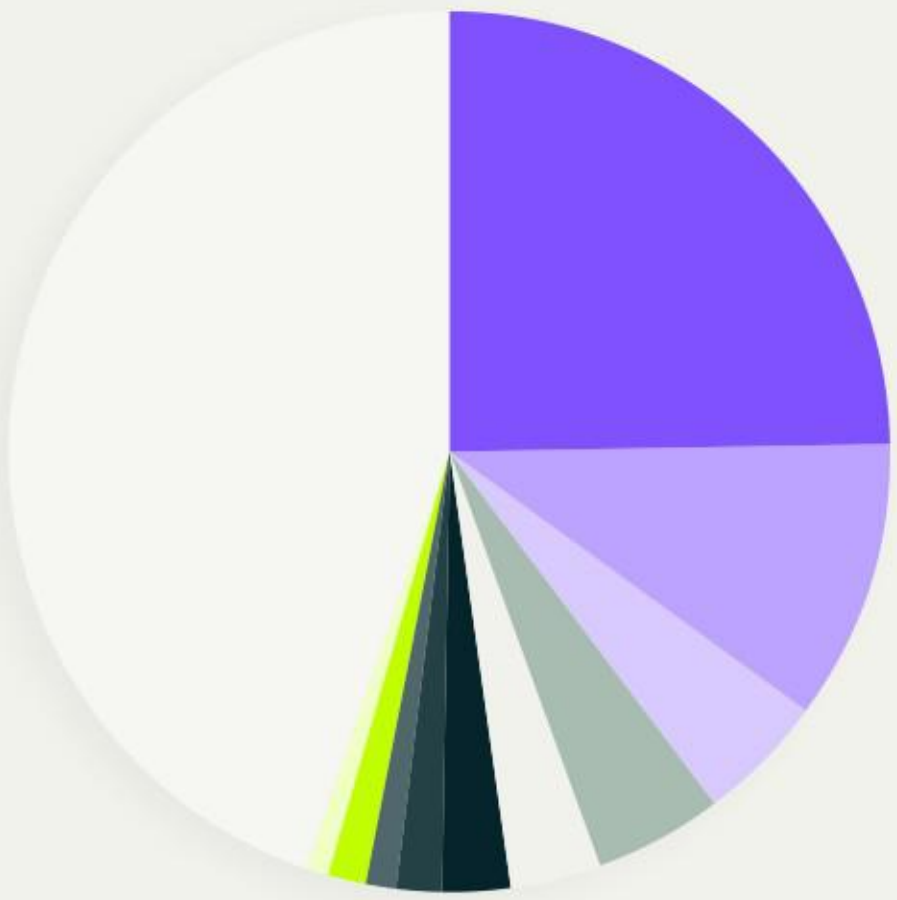
Head of SEO | MediaVision

We've seen Currys grow its share of brand search more than any other brand in the category, a trajectory that positions it as a clear leader in consumer electronics. Their social-first strategy and tactical alignment with high-demand periods is noteworthy - we can clearly see the positive impact it's had on their brand demand.

CEX has the next biggest share, and while it doesn't show the same growth curve as Currys, its steadiness indicates strong ongoing intent among budget-conscious buyers, reflecting that tech affordability remains relevant in a cautious consumer climate.

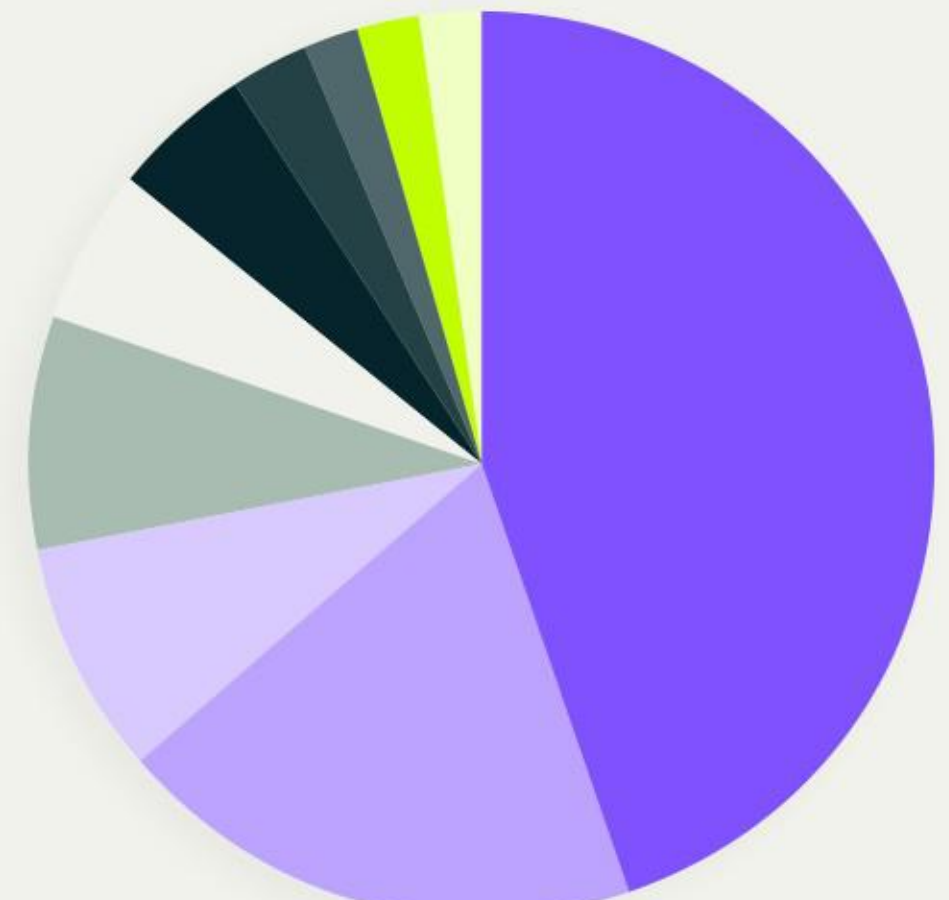
When it comes to multi-category players, it's no surprise to see Amazon taking up the lion's share of search. It highlights a broader truth: even in specialist categories like tech, convenience and logistics can trump brand equity. For emerging players, the path to cut-through is about value proposition and identifying green shoots of opportunity - and acting on them - before competitors.

Share of Brand Search



CE First Brands

	CURRYS	24.78%
	CEX	10.35%
	EE	4.83%
	APPLE	4.68%
	VODAFONE	3.23%
	SAMSUNG	2.58%
	BACK MARKET	1.68%
	DYSON	1.04%
	THREE	1.31%
	OURA RING	1.00%
	EVERYONE ELSE	44.52%

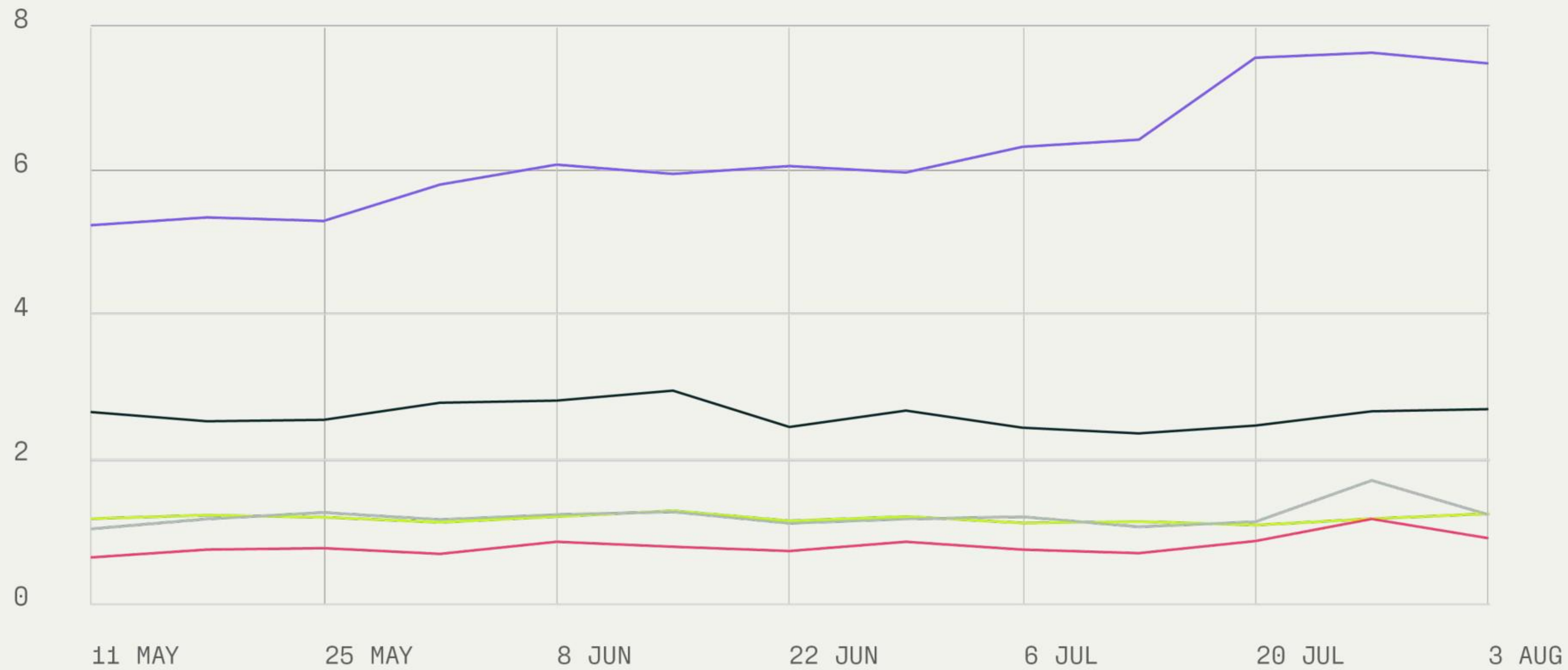


Multi Players

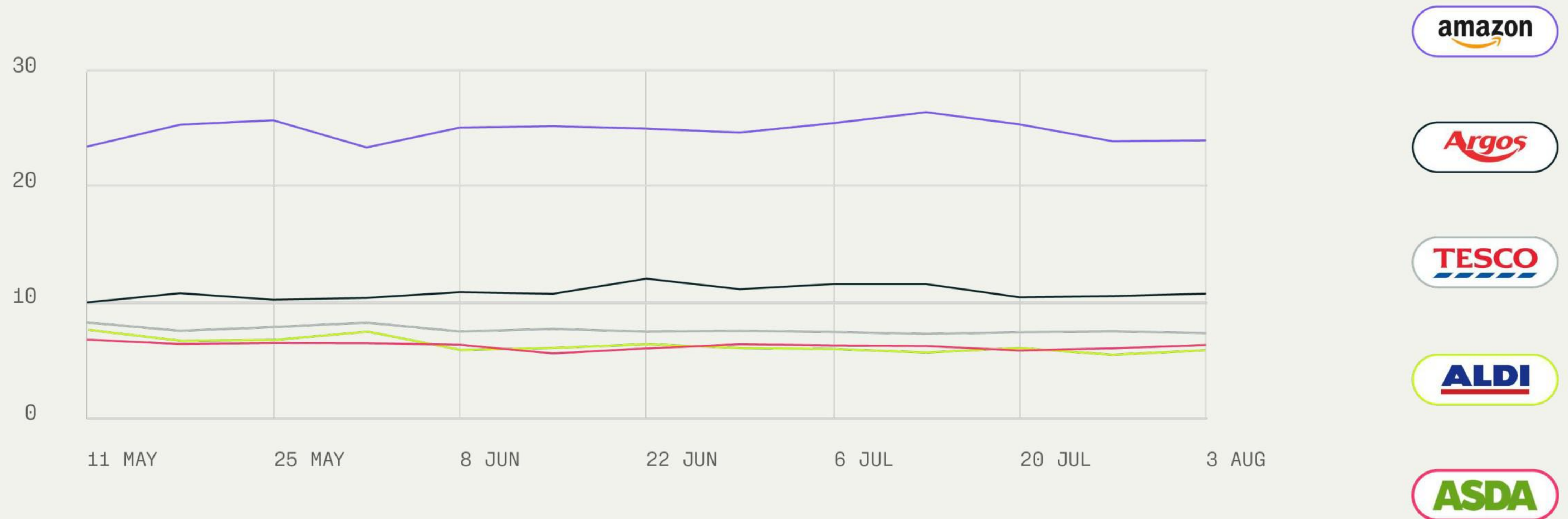
	AMAZON	33.18%
	ARGOS	14.46%
	TESCO	10.13%
	ALDI	8.46%
	ASDA	8.32%
	LIDL	8.22%
	MORRISONS	8.17%
	JOHN LEWIS	5.54%
	COSTCO	2.99%
	EVERYONE ELSE	0.54%

Share of Brand Search Over Time

(within CE first brands)



Share of Brand Search Over Time (within multi brands)



What made us double tap, screenshot and add to bag lately?



Jacky Lovato

Head of Content | MediaVision



It's been fascinating to see how search behaviour aligns almost instantaneously with the thermostat as temperatures peak in the UK.

In fashion we saw demand spike for linens and in homeware, it was outdoor furniture. In consumer electronics, portable cooling was everything - evidenced by the 154% jump in demand for 'portable air conditioners'.

It's a really good reminder of how extreme weather fluctuations move buying decisions from rational to reactive.

Trends don't always align with something as obvious as a heatwave though, so it's crucial to keep an eye on emerging signals in organic search and social.



Growth in Search Demand YoY
Consumer Electronics Trends

PORTABLE AIR
CONDITIONER

+154%

BUY WASHING
MACHINE

+20%

COFFEE MACHINES

+31%

LAPTOPS

+24%

WASHING MACHINES

+12%



GLOW UPS

Some brands stayed steady, others surged ahead with serious momentum. These are the brands that grew the most in the last three months.





Annabelle Sacher

Head of Digital PR | MediaVision

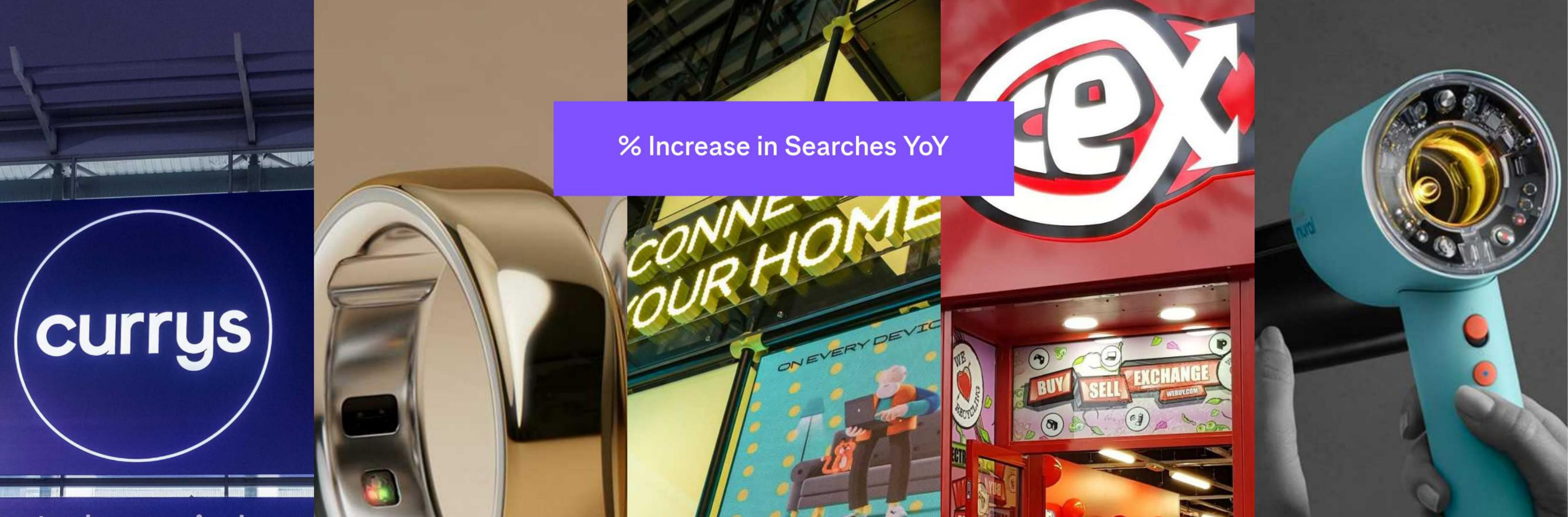


Notable players this quarter have all tapped into a winning formula that has positively impacted their brand demand - authentic storytelling.

Oura Ring's 77.3% surge in search demand demonstrates the effect of bold messaging in a crowded market, anchored by standout creative in their 'Give Us the Finger' campaign, which transformed wearable tech into a cultural moment.

Dyson's 30.4% lift is testament to a similar tactic which the brand nails again and again, especially on TikTok...Dyson Airwrap anyone?

Currys' 4.1% growth is its own form of brilliance - memes, trend-jacking, and employee-generated content that feels authentically un-retail in tone.



% Increase in Searches YoY

CURRYS

+4.10%

OURA RING

+77.33%

EE

+9.10%

CEX

+3.58%

DYSON

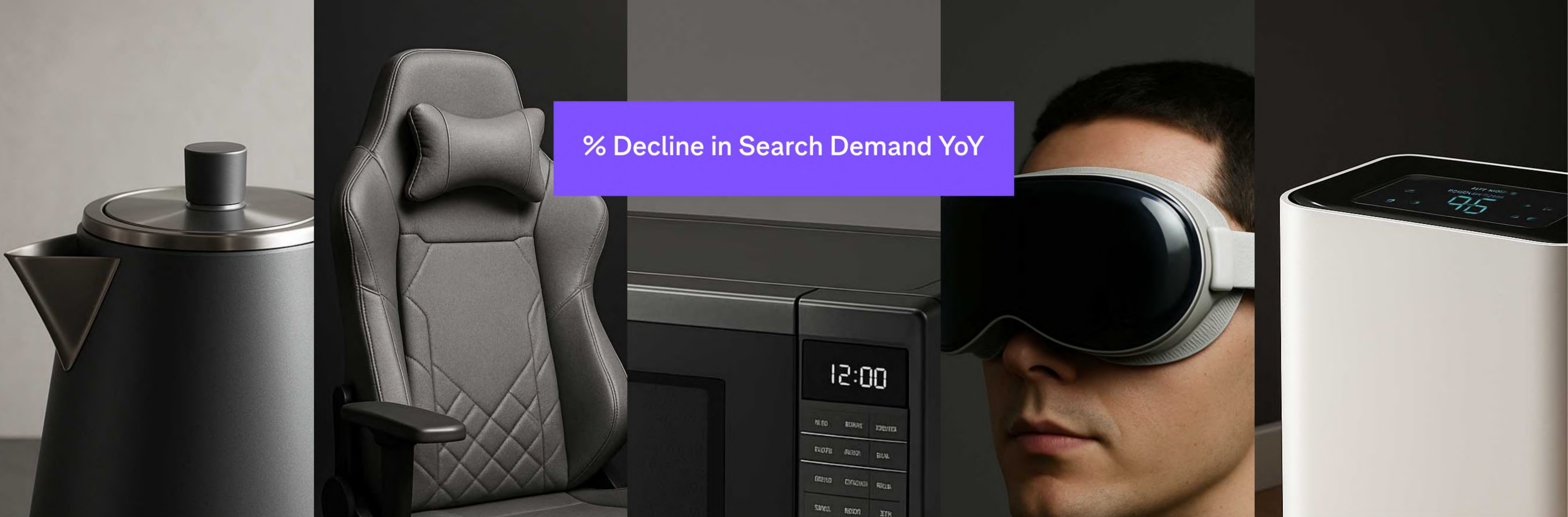
+30.39%



Not all trends have staying power.
Here's what fell into the trend
graveyard.

SO LAST SEASON





% Decline in Search Demand YoY

GREY KETTLES

-15%

GAMING CHAIRS

-9%

GREY MICROWAVES

-11%

VR HEADSETS

-9%

DEHUMIDIFIERS

-26%



SKY

-9%

TALKTALK

-8%

CARPHONE
WAREHOUSE

-9%

PC WORLD

-19%

BT

-6%

Share of Brand Search: Pure Consumer Electronics Players

Brand	Share of Search %	Difference YoY
CURRYS	24.78%	-1.05%
CEX	10.35%	-0.50%
EE	4.83%	0.03%
APPLE	4.68%	-0.24%
VODAFONE	3.23%	-0.16%
SAMSUNG	2.58%	-0.11%
BACK MARKET	1.68%	-0.05%
DYSON	1.04%	0.17%
THREE	1.31%	-0.07%
OURA RING	1.00%	0.39%
NESPRESSO	1.23%	0.10%
SHARK	0.97%	0.14%
HIVE	0.96%	0.04%
WHOOOP	0.62%	0.20%
NINTENDO	0.58%	0.18%
GARMIN	0.65%	0.07%
NEST	0.64%	-0.01%
GOOGLE PIXEL	0.55%	-0.04%
XIAOMI	0.50%	0.05%
SONY	0.44%	0.00%
ESSENTIALS	0.42%	-0.01%
DJI	0.37%	0.06%
HP	0.36%	0.01%
DELL	0.36%	0.00%
BOSCH	0.35%	0.00%

Brand	Share of Search %	Difference YoY	Brand	Share of Search %	Difference YoY
SUUNTO	0.35%	0.04%	TEFAL	0.14%	0.00%
AO COM	0.31%	0.15%	GARMIN FORERUNNER	0.13%	0.03%
BROTHER	0.30%	0.00%	ACER	0.13%	0.00%
LOGITECH	0.29%	-0.01%	POD POINT	0.13%	0.00%
INSTA360	0.29%	0.06%	VAX	0.13%	-0.01%
LENOVO	0.28%	0.01%	PANASONIC	0.13%	0.00%
BOWERS & WILKINS	0.27%	0.07%	CORSAIR	0.13%	0.00%
SIEMENS	0.26%	0.03%	QUOOKER	0.12%	0.01%
MOTOROLA	0.24%	-0.01%	OPPO	0.12%	-0.01%
KITCHENAID	0.24%	-0.01%	VIRGIN MEDIA O2	0.12%	0.03%
TP LINK	0.23%	0.00%	ALIENWARE	0.11%	0.00%
PURE	0.23%	0.01%	HOTPOINT	0.11%	0.00%
CANON	0.23%	0.00%	TAPO	0.11%	0.04%
JBL	0.23%	0.01%	RUSSELL HOBBS	0.10%	0.01%
EUFY	0.21%	0.05%	BUSH	0.10%	-0.01%
HISENSE	0.20%	0.02%	AEG	0.10%	0.01%
SMEG	0.20%	0.01%	CELLO	0.10%	0.00%
NOTHING	0.20%	0.01%	ROBERTS RADIO	0.10%	0.00%
LG	0.19%	0.01%	AGA	0.10%	0.00%
HONOR	0.19%	0.00%	ARLO	0.09%	-0.01%
MIELE	0.16%	0.01%	IDEAL	0.09%	0.00%
PHILIPS	0.16%	0.01%	GARMIN FENIX	0.09%	0.01%
MSI	0.16%	0.02%	WORCESTER BOSCH	0.09%	0.00%
OVERCLOCKERS UK	0.15%	0.07%	GOODMANS	0.09%	-0.01%
DE LONGHI	0.14%	0.03%	EPSON	0.08%	0.00%

Brand	% Change YoY	Search Demand Difference YoY	Brand	% Change YoY	Search Demand Difference YoY
CCL COMPUTERS	0.08%	0.00%	INDESIT	0.05%	0.00%
VIVO	0.08%	0.00%	VAILLANT	0.05%	0.00%
AUDIO TECHNICA	0.07%	0.00%	ELECTROLUX	0.05%	0.00%
TADO	0.07%	0.01%	WITHINGS	0.05%	0.00%
YALE	0.07%	0.00%	PEAK DESIGN	0.05%	0.00%
SEAGATE	0.07%	0.00%	CAMBRIDGE AUDIO	0.04%	0.00%
BEKO	0.07%	0.00%	ASUS ROG	0.04%	0.00%
NIKON	0.07%	0.00%	RICOH	0.04%	0.00%
SOUNDCORE	0.07%	0.01%	HEATMISER	0.04%	0.00%
KENWOOD	0.07%	0.00%	DAEWOO	0.03%	0.00%
ECOFLOW	0.06%	0.02%	SHARKNINJA	0.03%	0.00%
JACKERY	0.06%	0.03%	REALME	0.03%	0.00%
FLUKE	0.06%	-0.01%	MYENERGI	0.03%	0.00%
WESTERN DIGITAL	0.06%	0.00%	DENON	0.03%	0.00%
POLAR	0.06%	0.00%	AQARA	0.03%	0.00%
CRUCIAL	0.06%	0.00%	BENQ	0.02%	0.00%
RODE	0.06%	0.00%	SHURE	0.02%	0.00%
RANGEMASTER	0.06%	0.01%	SALUS	0.02%	0.00%
NEFF	0.06%	0.00%	MARANTZ	0.02%	0.00%
SANDISK	0.05%	0.01%	HOOVER	0.01%	0.00%
FAIRPHONE	0.05%	0.01%	SONOFF	0.01%	0.00%
ROBOROCK	0.05%	0.02%	MONITOR AUDIO	0.01%	0.00%
UGREEN	0.05%	0.03%	HONEYWELL HOME	0.01%	0.00%
HYPERX	0.05%	0.00%	ECOVACS	0.01%	0.00%
BREVILLE	0.05%	0.00%	KYOCERA	0.01%	0.00%

Share of Brand Search Leaderboard: Multi Category Players

Brand	Share of Search %	Difference YoY
AMAZON	33.2%	-1.5%
ARGOS	14.5%	-0.4%
TESCO	10.1%	0.4%
ALDI	8.5%	0.2%
ASDA	8.3%	0.1%
LIDL	8.2%	0.7%
MORRISONS	8.2%	0.0%
JOHN LEWIS	5.5%	0.2%
COSTCO	3.0%	0.3%



WHAT THEY SAY ABOUT US

“While of course providing the content & technical support you'd expect from a quality SEO agency, MediaVision's real strength has been in the way they've helped us grow our organic search traffic by leveraging their data and technology to identify & capture trending search opportunities faster than the competition.”

Andy Berks
Chief Customer Officer,
Monsoon Accessorize

MONSOON
Accessorize

“Partnering with MediaVision has enabled us to unlock growth and make significant improvements to our organic search rankings at speed. The team are able provide a combination of great technical expertise as well as valuable market insight, and their quickfire, trend responsive approach to SEO sets them apart.”

Ashley Addison
Head of Media, River Island

RIVER ISLAND

“What attracted me to MediaVision over others in the market was their unique approach to data and how we could build an SEO strategy around it. By reacting to real-time weekly demand trends, we're able to align the team with what our customers are searching for in near real time, allowing us to react faster than the market.”

Tom Mcewan
Head of Performance, Urban Outfitters

URBAN OUTFITTERS



MediaVision