

BLACK FRIDAY REPORT

BLACK FRIDAY 2025

The brands and products that ruled search

Black Friday 2025: The Strategic Search Story



Louis Venter

Founder & CEO | MediaVision

Black Friday 2025 proved one truth: speed and real-time intelligence win

We need to move past outdated metrics to deliver the commercial insight required to succeed and instead, use market share gains and digital authority as our ultimate measures of success. To see what this looks like in action, we analysed the top 30 brands and product trends that drove growth over Black Friday week across beauty, fashion, homeware, toys and tech.

Brand Authority: capturing the market edge

Shifts in Share of Brand Search (SoBS) confirm that Brand Authority is the engine of conversion.

- **Toys:** Jellycat delivered a standout performance, increasing its SoBS by 5.47 percentage points to capture 16.31% of brand searches - a clear demonstration of the authority generated through a data-informed brand strategy.
- **Homeware:** Argos cemented its leadership with a 2.35-point rise in SoBS, securing 21.69% of market attention.
- **Beauty:** Charlotte Tilbury led the premium uplift with a 0.75-point gain, proving that brand equity, not just discounts, drives high-intent traffic.

Product Agility: the key to growth

Driving growth today is simple in theory: getting the right product in front of the ideal customer at the right time. In practice, this requires product agility: the capacity to act instantly on high-volume product demand before competitors can react.

Trends that won:

- **Electronics:** Huge volume surges for Nintendo Switch (nearly 950,000 searches) and white-goods terms like “buy washing machine” (over 355,000 searches).
- **Homeware:** High-value categories such as mirrors (658,000+ searches) and sofa beds (355,000+ searches).
- **Fashion:** Non-brand queries like “waterproof jacket”, which captured 52.27% of SoS.

To monetise this volatility, speed is the ultimate competitive advantage. Metis, our Retail Intelligence System, combined with our award-winning SEO team, delivers strategic agility through three core capabilities:

1. **Outpace Competitors:** We deliver market insight 4x faster than competitors, ensuring your teams react first to market changes.
2. **Bake in Agility:** Metis provides a Unified Demand Language that connects Buying, Merchandising, and Trading, ensuring agility is built across your entire business.
3. **Future-Proof Authority:** This strategic alignment lays the foundation for a resilient GEO/AI SEO strategy, securing your digital authority long-term.

THE IMPORTANCE OF SHARE OF BRAND SEARCH

Black Friday is won by the brands that capture consumer attention first. For CMOs and SEO leads, your focus must be on Share of Brand Search (SoBS). Forget slow, expensive brand studies; SoBS is the real-time, demand-side metric that acts as the most powerful leading indicator of future market share. Across the high-stakes Beauty, Home, Fashion, Tech and Toy sectors, a rising SoBS proves your brand is winning the battle for attention and is best positioned to convert demand into revenue.

The proof is in the commercial return. Global leaders like Adidas have rigorously validated this metric, finding a clear, powerful correlation between growing their share of brand search visibility and achieving significant long-term revenue growth. They essentially shifted their brand-tracking framework from lagging indicators to a direct, real-time measure of consumer intent. This confirms that your investment in brand building (PR, ATL) and technical SEO is not just generating traffic, but is genuinely shifting market demand away from your competitors.

At MediaVision, this insight is the engine behind our Metis platform. We track these brand demand signals across every retail category in the UK every Monday, giving our clients a critical first-mover advantage. By measuring SoBS across sectors, we can show who possessed the true commercial agility to de-risk their strategy and guarantee a winning retail quarter.

Ask us for a custom analysis of your brand's SoBS and key revenue opportunities you may be missing.

[Request Your SoBS Benchmark](#)



HOW ADIDAS USES SHARE OF BRAND SEARCH

Adidas uses organic search data as the main means by which to track the health of the brand across 38 countries instead of relying on regular surveys, such as Net Promoter Score – and it has saved the company 60% in tracking costs and generated an additional eight-figure value.

The company shared some of its learnings from implementing the global search program with the recent ESOMAR Congress 2025 and put forward the argument that search data is the “world’s largest consumer pulse”.

[Find out more](#)

WHO WE WORK WITH

ABBOTT LYON

ACCESSORIZE
LONDON

 CHILLY'S

MONSOON

NEW LOOK

RIVER ISLAND

URBAN OUTFITTERS

HUSH

OUR AWARDS

GLOBAL
Agency
Awards
2024
Winner
Best SEO Campaign

 UK
SEARCH AWARDS
2024 | WINNER
Best Use of Data

 EUROPEAN
SEARCH AWARDS
2024 | WINNER
Best Search Software Tool

 GLOBAL 2024
SEARCH AWARDS
WINNER
Best UK SEO Campaign

GLOBAL
Agency
Awards
2024
Winner
Most Innovative
Agency of the Year

UK
DIGITAL
GROWTH
AWARDS
'24 WINNER
Best Use of AI
in Digital

UK
DIGITAL
GROWTH
AWARDS
'24 WINNER
Best Use of Data

UK
DIGITAL
GROWTH
AWARDS
'24 WINNER
Innovation Award



WHAT OUR CLIENTS 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

BEAUTY



Share of Brand Search: Who Ruled?

Top 30

Brand	Share of Brand Search	Trend YoY
boots	28.64	-0.65
superdrug	7.28	-0.01
lookfantastic	4.94	-0.12
charlotte tilbury	4.65	0.75
sephora	3.59	0.57
the perfume shop	2.61	-0.07
sol de janiero	2.60	-0.80
space nk	1.95	0.42
cult beauty	1.88	-0.25
bodyshop	1.80	0.17
jo malone	1.64	0.12
l occitane	1.36	0.34
jean paul gaultier	1.18	0.04
molton brown	1.18	0.02
rhode	1.16	0.31
rituals	1.15	0.32
drunk elephant	1.14	-1.17
chanel	1.06	0.06
huda beauty	1.03	-0.08
burberry	0.97	0.17
beauty bay	0.97	0.17
glossier	0.93	-0.44
clinique	0.89	-0.07
estee lauder	0.82	0.04
the ordinary	0.80	0.18
neal's yard	0.79	-0.01
elemis	0.73	0.02
valentino	0.71	0.03
liz earle	0.69	-0.10
laneige	0.67	-0.13

Share of Brand Search: Fastest Growing

Top 30

Brand	Share of Brand Search	Trend YoY
charlotte tilbury	4.65	0.75
sephora	3.59	0.57
space nk	1.95	0.42
l occitane	1.36	0.34
rituals	1.15	0.32
rhode	1.16	0.31
the ordinary	0.80	0.18
bodyshop	1.80	0.17
burberry	0.97	0.17
ysl	0.57	0.13
botanicals	0.34	0.13
jo malone	1.64	0.12
k18	0.31	0.10
diptyque	0.49	0.09
tom ford	0.63	0.08
prada	0.50	0.08
carolina herrera	0.41	0.08
miu miu	0.29	0.08
kylie cosmetics	0.19	0.08
maison margiela	0.30	0.07
morphe	0.30	0.07
chanel	1.06	0.06
aesop	0.54	0.06
gisou	0.33	0.05
loreal	0.25	0.05
guerlain	0.19	0.05
jean paul gaultier	1.18	0.04
estee lauder	0.82	0.04
creed	0.38	0.04
dove	0.20	0.04

Non-brand trend Leaderboard:

Top 30

Product Trend	YoY Growth	Volume
led face mask	112.18 %	122,512
mens aftershave	9.82 %	278,785
eye patches	118.12 %	44,220
lip stain	68.23 %	47,845
under eye patches	117.18 %	30,401
eau de perfume	6.99 %	237,761
makeup bag	27.73 %	63,040
lip liner	31.19 %	33,721
best perfume for men	27.87 %	35,519
press on nails	42.96 %	24,929
collagen face mask	61.44 %	18,971
skin tint	79.16 %	16,187
vitamin c serum	22.59 %	36,687
pimple patches	21.78 %	35,777
niacinamide serum	39.49 %	22,225
concealer	11.49 %	55,609
collagen peptides	45.07 %	16,261
sunscreen	33.81 %	19,213
microblading eyebrows	20.37 %	28,075
brown mascara	56.58 %	12,511
body oil	25.32 %	22,286
peptide serum	129.42 %	7,931
eye cream	27.77 %	20,560
hydrocolloid patches	105.91 %	8,496
barrier cream	39.38 %	15,347
hair dye	16.39 %	30,676
foundation brush	22.18 %	21,934
setting spray	15.34 %	29,924
under eye mask	81.65 %	8,679
bronzer	9.82 %	42,381



WHAT IS METIS?



The Retail Intelligence System That Unifies All Teams

The biggest threat to large retailer profitability isn't traffic - it's siloed, lagging data. When strategic teams are working from different data sets, the business suffers from misaligned inventory, wasted marketing spend, and eroded Gross Margin.

Metis breaks down these barriers, delivering a single, unified source of weekly demand data with actionable insight across your entire organisation.

Metis - The Retail Intelligence System that drives 4x Faster Growth.

[See how it works](#)



IS EXECUTION LAG
PREVENTING YOUR
SITE FROM
REACHING FULL
ORGANIC
POTENTIAL?



Metis for SEO and Trading Teams

Metis Accelerate provides the programmatic tools to automate technical fixes and instantly scale thousands of high-demand pages, unlocking unconstrained growth.

Metis - The Retail Intelligence System that drives 4x Faster Growth.

[See how it works](#)

 MediaVision

FASHION

A fashion advertisement featuring a woman in a black blazer and gold jewelry against a London background with Big Ben. The woman is wearing a black blazer over a light-colored top, large gold hoop earrings, a thick gold chain necklace, and a matching gold chain bracelet. She is looking off to the side with a slight smile. The background shows the Big Ben clock tower and other London buildings under a blue sky with clouds.

Share of Brand Search: Who Ruled?

Top 30

Brand	Share of Brand Search	Trend YoY
next	4.78%	0.32
tk maxx	3.98%	-0.17
primark	3.80%	0.55
john lewis	3.74%	-0.61
sports direct	3.68%	-0.13
pandora	3.48%	0.08
jd sports	2.82%	-0.27
m&s	2.50%	0.39
matalan	2.39%	0.37
zara	2.36%	-0.03
shein	2.31%	-0.68
asos	2.15%	-0.41
gymshark	2.12%	0.08
vinted	2.03%	0.53
very	1.80%	0.09
new look	1.69%	-0.14
selfridges	1.64%	0.15
h&m	1.54%	-0.17
river island	1.45%	-0.18
nike	1.37%	-0.12
harrods	1.21%	-0.02
flannels	1.10%	-0.02
uniqlo	1.06%	0.09
boohoo	1.02%	-0.20
hollister	0.96%	0.18
ugg	0.95%	-0.17
schuh	0.89%	-0.09
decathlon	0.89%	0.09
adidas	0.88%	0.01
go outdoors	0.85%	0.06



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Share of Brand Search: Fastest Growing

Top 30

Brand	Share of Brand Search	Trend YoY
primark	3.80	0.55
vinted	2.03	0.53
m&s	2.50	0.39
matalan	2.39	0.37
next	4.78	0.32
hollister	0.96	0.18
bershka	0.47	0.17
arne	0.45	0.17
selfridges	1.64	0.15
lululemon	0.65	0.11
very	1.80	0.09
uniqlo	1.06	0.09
decathlon	0.89	0.09
aybl	0.20	0.09
pandora	3.48	0.08
gymshark	2.12	0.08
marks & spencer	0.66	0.08
louis vuitton	0.46	0.08
boux avenue	0.38	0.07
matches	0.28	0.07
go outdoors	0.28	0.07
urban outfitters	0.77	0.06
montirex	0.33	0.06
foot locker	0.68	0.05
clarks	0.42	0.05
crew clothing	0.29	0.05
oner active	0.16	0.05
dfyne	0.12	0.05
seasalt cornwall	0.11	0.05
abbot lyon	0.56	0.04



Non-brand trend Leaderboard:

Top 30

Product Trend	YoY Growth	Volume
glasses	16.93 %	184,882
summer dresses	31.58 %	96,430
scarf	16.83 %	140,956
prom dresses	5.95 %	343,450
cap	25.41 %	86,568
shoes	9.65 %	193,922
black dress	14.85 %	129,573
black tie dresses	25.47 %	75,816
running shoes	15.61 %	109,977
peacoat	42.42 %	48,520
waterproof jacket	52.27 %	40,243
cardigan	13.57 %	108,133
snood	6.88 %	200,554
handbags	11.36 %	126,270
fur coat	15.03 %	98,263
stocking	3.80 %	343,263
blazer dress	9.09 %	148,739
sunglasses	12.50 %	107,762
jeans	11.02 %	115,262
trench coat	18.73 %	70,886
watches	18.73 %	70,886
mens waterproof jacket	47.81 %	32,241
mens slippers	4.05 %	260,693
slacks	6.43 %	160,920
leather jacket	11.06 %	92,883
loafers	19.93 %	55,456
joggers	17.24 %	62,590
gold ring	15.03 %	69,802
maxi dresses	9.68 %	97,756
sports bra	18.46 %	55,237



ARE YOU TRULY
ALIGNED TO DE-
RISK YOUR NEXT
MAJOR
INVESTMENT?



Metis for C-Suite

Metis provides the unified commercial intelligence required to secure strategic control, align your organisation, and ensure readiness for the GEO/AI Search future.

Metis - The Retail Intelligence System that drives 4x Faster Growth.

[See how it works](#)

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HOME





Share of Brand Search: Who Ruled?

Top 30

Brand	Share of Brand Search	Trend YoY
argos	21.69	2.35
tk maxx	8.90	0.67
john lewis	8.38	-0.25
dunelm	6.61	0.73
home bargains	6.17	1.21
b&q	5.97	0.95
the range	4.84	0.72
ikea	4.75	0.36
b&m	4.72	0.47
toolstation	3.08	0.10
wickes	2.05	0.15
homebase	1.90	-10.54
urban outfitters	1.72	0.31
wilko	1.71	-0.40
oliver bonas	1.69	0.39
marks & spencer	1.48	0.32
the white company	1.05	0.15
dfs	1.01	0.15
john lewis & partners	0.87	0.49
robert dyas	0.59	0.01
lakeland	0.59	0.01
anthropologie	0.53	0.09
oak furnitureland	0.51	0.26
furniture village	0.50	0.17
howdens	0.47	0.12
ikea uk	0.46	0.04
dusk	0.44	0.09
menkind	0.44	0.08
habitat	0.42	0.07
victorian plumbing	0.41	0.06



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Share of Brand Search: Fastest Growing

Top 30

Brand	Share of Brand Search	Trend YoY
argos	21.69	2.35
home bargains	6.17	1.21
b&q	5.97	0.95
dunelm	6.61	0.73
the range	4.84	0.72
tk maxx	8.90	0.67
john lewis & partners	0.87	0.49
b&m	4.72	0.47
oliver bonas	1.69	0.39
ikea	4.75	0.36
marks & spencer	1.48	0.32
urban outfitters	1.72	0.31
oak furnitureland	0.51	0.26
furniture village	0.50	0.17
wickes	2.05	0.15
the white company	1.05	0.15
dfs	1.01	0.15
wayfair uk	0.32	0.14
howdens	0.47	0.12
dreams	0.39	0.11
toolstation	0.39	0.11
anthropologie	0.53	0.09
dusk	0.44	0.09
menkind	0.44	0.08
toast	0.31	0.08
emma bridgewater	0.25	0.08
habitat	0.42	0.07
flying tiger copenhagen	0.13	0.07
victorian plumbing	0.41	0.06
next home	0.31	0.06

Non-brand trend Leaderboard:

Top 30

Product Trend	YoY Growth	Volume
sofa beds	18.18 %	355,150
sofas	14.41 %	351,167
corner sofas	19.41 %	190,467
bedside tables	17.47 %	200,213
glasses	16.93 %	184,882
mattresses	14.55 %	198,594
gazebos	30.00 %	101,250
buffets	41.64 %	78,052
mirrors	3.16 %	658,081
bookshelves	32.06 %	78,574
flowers	4.76 %	396,772
coffee tables	9.16 %	213,667
water features	94.58 %	36,685
carpet cleaners	11.46 %	173,218
mattress toppers	18.83 %	110,836
dining chairs	12.46 %	156,338
tv units	20.54 %	99,840
floor lamps	10.97 %	168,712
curtains	10.33 %	177,022
wardrobes	8.02 %	216,201
sideboards	8.02 %	216,201
lanterns	29.30 %	64,340
chest of drawers	9.33 %	151,138
wall lights	16.79 %	89,669
pergolas	15.07 %	98,364
garden furniture	10.00 %	136,273
dressing tables	6.59 %	200,366
ceiling lights	8.36 %	160,377
king size bed frames	28.64 %	54,219
pillows	18.69 %	73,294



IS VALUABLE,
PROFITABLE STOCK
STUCK ON LOW-
VISIBILITY
PAGES?



Metis for Merchandising Teams

Metis helps audit inventory flow, creating demand-led categories and proactively surfacing stock for peak commercial return and sales lift.

Metis - The Retail Intelligence System that drives 4x Faster Growth.

[See how it works](#)

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TOYS





Share of Brand Search: Who Ruled?

Top 30

Brand	Share of Brand Search	Trend YoY
jellycat	16.31	5.47
lego	14.92	1.34
fortnite	7.79	-2.60
the entertainer	6.54	0.88
minecraft	6.41	1.90
disney	3.11	-0.34
bluey	2.99	-0.53
squishmallows	2.54	-2.14
pokemon	2.26	-0.10
paw patrol	1.79	0.00
star wars	1.73	-0.21
transformers	1.62	-0.25
barbie	1.48	-0.40
funko pop	1.47	0.23
hello kitty	1.39	-0.23
cocomelon	1.20	-0.76
pokemon cards	1.13	0.17
disney princess	0.90	-0.07
hot wheels	0.90	0.07
cards against humanity	0.83	-0.11
frozen	0.83	-0.11
scalextric	0.79	-0.03
panini	0.78	0.25
tamagotchi	0.72	-0.12
sonic the hedgehog	0.67	-0.83
monopoly	0.65	-0.18
magnatiles	0.65	0.02
monster high	0.61	-0.37
playmobil	0.54	0.00
furby	0.53	-0.27



Share of Brand Search: Fastest Growing

Top 30

Brand	Share of Brand Search	Trend YoY
jellycat	16.31	5.47
minecraft	6.41	1.90
lego	14.92	1.34
the entertainer	6.54	0.88
panini	0.78	0.25
funko pop	1.47	0.23
pokemon cards	1.13	0.17
frozen	0.80	0.08
hot wheels	0.90	0.07
funko	0.44	0.07
topps	0.18	0.07
springbok	0.27	0.06
big potato games	0.15	0.06
osmo	0.15	0.06
leapfrog	0.41	0.04
magic the gathering	0.34	0.03
power rangers	0.32	0.03
fisher price	0.19	0.03
our generation	0.19	0.03
mattel	0.17	0.03
kiwico	0.17	0.03
bandai namco	0.08	0.03
magnatiles	0.65	0.02
meccano	0.24	0.02
ticket to ride	0.23	0.02
tegu	0.05	0.02
character options	0.04	0.02
razor	0.26	0.01
little tikes	0.22	0.01
national geographic kids	0.18	0.01

Non-brand trend Leaderboard:

Top 30

Product Trend	YoY Growth	Trend YoY
skateboards	40.64 %	74,270
magnetic tiles	37.31 %	48,274
card games	15.48 %	83,101
board games	6.45 %	183,068
jigsaw puzzles	10.78 %	84,083
binoculars	15.12 %	57,769
fidget toys	10.96 %	76,290
kites	29.19 %	29,453
bubbles	6.38 %	110,623
keyboards	5.07 %	135,684
family board games	20.86 %	36,100
trading cards	122.99 %	11,252
travel games	72.82 %	13,620
number games	41.70 %	19,103
marbles	12.07 %	46,627
water guns	29.87 %	21,155
magnetic blocks	40.19 %	15,250
water tables	23.53 %	22,615
keychains	32.48 %	16,570
stickers	10.54 %	40,957
hula hoops	10.54 %	40,957
puzzle games	23.27 %	19,254
school supplies	184.27 %	5,151
bicycles	6.52 %	54,002
costumes	15.52 %	24,441
drums	11.46 %	30,483
toy trains	23.63 %	14,755
art supplies	11.20 %	27,224
guitars	2.33 %	119,719
balls	5.45 %	52,456



CAN YOUR CONTENT
TEAM SCALE FAST
ENOUGH FOR GEO/
AI SEARCH
READINESS?



Metis for Product Copy Teams

Metis Product Maestro uses product imagery and generative AI to instantly create structured, unique copy and schema, optimised to the latest in search demand.

Metis - The Retail Intelligence System that drives 4x Faster Growth.

[See how it works](#)

TECH



(V)

Share of Brand Search: Who Ruled?

Top 30

Brand	Share of Brand Search	Trend YoY
amazon	35.28	-0.53
argos	17.32	0.37
currys	8.35	0.10
john lewis	6.69	-0.88
cex	3.21	0.29
apple	1.14	0.00
samsung	0.81	0.00
microsoft	0.66	-0.04
back market	0.65	0.15
oura ring	0.64	0.24
zoom	0.54	-0.11
nespresso	0.45	0.06
shark	0.43	0.04
hive	0.41	0.09
dyson	0.41	0.04
richer sounds	0.35	-0.01
nintendo	0.35	-0.03
music magpie	0.34	-0.02
ring	0.34	0.02
carphone warehouse	0.32	0.01
garmin	0.32	0.01
pc world	0.20	-0.04
pc specialist	0.18	-0.11
whoop	0.17	0.01
nest	0.17	-0.02
essentials	0.16	0.01
google pixel	0.16	0.02
gopro	0.16	-0.01
xiaomi	0.15	0.01
sony	0.14	-0.01

Share of Brand Search: Fastest Growing

Top 30

Brand	Share of Brand Search	Trend YoY
argos	17.32	0.37
cex	3.21	0.29
oura ring	0.64	0.24
back market	0.65	0.15
currys	8.35	0.10
hive	0.41	0.09
nespresso	0.45	0.06
shark	0.43	0.04
dyson	0.41	0.04
insta360	0.11	0.04
garmin	0.21	0.03
ring	0.34	0.02
google pixel	0.16	0.02
bowers & wilkins	0.14	0.02
dji	0.13	0.02
eufy	0.10	0.02
ao com	0.09	0.02
hisense	0.09	0.02
oneplus	0.08	0.02
garmin	0.06	0.02
roborock	0.06	0.02
carphone warehouse	0.32	0.01
whoop	0.17	0.01
essentials	0.16	0.01
xiaomi	0.15	0.01
kitchenaid	0.13	0.01
jbl	0.11	0.01
bosch	0.11	0.01
suunto	0.10	0.01
lenovo	0.10	0.01



Non-brand trend Leaderboard:

Top 30

Product Trend	Trend YoY	Volume
buy washing machine	33.65 %	355,103
coffee machine	34.87 %	321,000
laptops	28.05 %	261,477
coffee machines	26.47 %	267,175
vacuum and cleaner	36.26 %	193,149
ring door bell	13.10 %	427,243
ring doorbell	12.26 %	446,106
nespresso	15.17 %	354,954
nintendo switch	4.95 %	948,974
voxix	26.67 %	211,538
dyson	16.24 %	318,624
washing machine for sale	33.63 %	166,506
kindles	13.58 %	348,699
ipad	14.65 %	325,222
garmin watch	23.57 %	197,342
id mobile	18.72 %	236,623
shark	12.50 %	335,666
laptop	16.72 %	259,510
washing machines	11.75 %	347,015
tv's	13.97 %	294,355
coffee maker coffee machine	13.97 %	294,355
cooling fan	43.75 %	117,033
henry hoover	19.92 %	187,097
record player	25.27 %	142,205
garmin	18.45 %	179,186
ps5 console	15.15 %	211,166
mini fridge	25.00 %	138,421
electric toothbrush	13.44 %	231,066
bluetooth speakers	43.73 %	89,586
steam cleaner	48.80 %	82,009



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