



# CONSUMER ELECTRONICS REPORT

1 DEC - 8 FEB 2026

The brands and products that ruled search



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## LOUIS VENTER

Founder & CEO | MediaVision

The UK consumer electronics sector is shifting faster than most marketing teams can measure, and the brands reacting first are the ones capturing disproportionate value.

This report lands at a critical moment. Paid search costs in consumer electronics continue to climb, squeezing margins on every click. Meanwhile, the brands investing in world-class SEO are building a compounding asset that lowers reliance on paid channels and frees up budget to either reinvest in brand or bank directly into EBITDA. The commercial logic has never been clearer. Les Binet's work on share of brand search as a leading indicator of market share and ultimately share price makes this metric one of the most important KPIs a CMO can track, and the data in this report shows exactly where that share is flowing across the consumer electronics landscape right now.

We are also at the beginning of a genuinely exciting era for search. The rise of AI platforms like ChatGPT and Google's AI Overviews means that the brands with the richest, most structured, and most demand-aligned content will be the ones these systems surface, cite, and recommend. Cutting-edge SEO is no longer just about Google rankings. It is the foundation for visibility across every platform where consumers are starting their product research. This is precisely the approach that earned us Best Use of Search at the UK Search Awards last year, alongside five additional UK nominations and six at the Global Search Awards, all in highly competitive e-commerce categories.

In this report we are introducing two features we believe are a first for the industry. Share of Wallet tracks how consumer search demand is distributed across major UK retail sectors, revealing that consumer electronics holds 15.86% of total demand and sits second only to fashion. Share of Category Search breaks the sector down further, showing that multi-category retailers command 69.19% of electronics search versus 29.68% for pure electronics brands. Metis refreshes this data weekly, giving our clients a read on competitive shifts and product trends roughly four times faster than anyone relying on monthly reporting. In a sector where Amazon holds 40.12% of brand search, where CeX and Back Market are the fastest risers, and where Oura Rings just grew 57.71% year on year to 569K searches, the cost of being slow is not theoretical. It is commercial.



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Interpreting

# SHARE OF SEARCH

This report combines Share of Wallet, Share of Brand and Share of Category, giving brands the most comprehensive data set yet to compare their performance against. All three are drilldowns into share of search, which has become a tried and tested leading metric for predicting overall long-term revenue growth. Brands like Adidas have led the way on rebuilding their brand tracking frameworks to focus on Share of Search and have seen the results in their bottom line.

In this report, we take Share of Search a step further, splitting it into three segments to provide greater context and detail. Share of Wallet provides the macro context that can help explain brand-level trends that you might be seeing. For example, a 2% drop in traffic for a single brand could be a real terms gain on direct competitors if they are in a market that has seen a 5% drop over the same time frame.

With this top down view, we can move on to Share of Category. How does your sub-section of your market compare with others? As opposed to Share of Wallet, this section can provide more actionable insight. What can stronger or weaker performance tell us about consumer attitudes to this sector during this period and what opportunities does that present, both for brands in and out of that sector?

Finally, we drill down to the brand specific level. Instead of looking at brand level graphs on their own, we're armed now with greater context to help interpret this data. Layer this context into your analysis to form strong rationale for the performance you are seeing at brand level and use it to form an action plan that is rooted in multi-level, real time data, giving those plans the best chance to succeed.

**Adam Bly**

Growth Director | [MediaVision](#)

## WHO WE WORK WITH

NEW  
LOOK



URBAN OUTFITTERS

RIVER ISLAND

HUSH

ABBOTT LYON

## OUR AWARDS





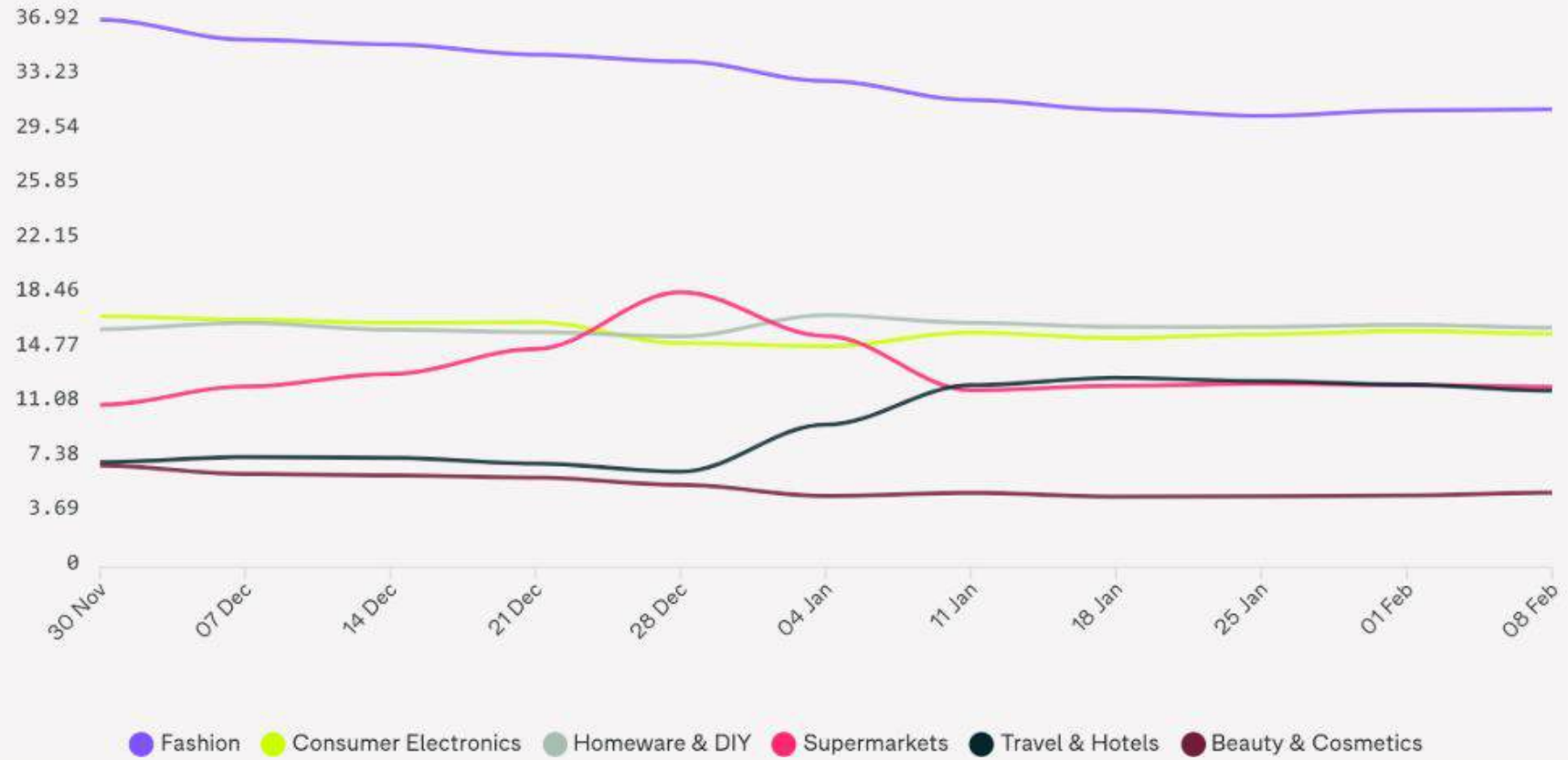
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# WHERE'S THE MONEY GOING?

We are proud to introduce Share of Wallet, a proprietary Metis feature that groups major sectors to uncover where consumer spending is actually migrating.



# Share of Wallet





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Growth Director | MediaVision

We encourage our clients to review share of wallet data often as a starting point when analysing their own performance. It helps to view your results through the lens of how your industry as a whole has performed.

Normally, there are visible week on week changes but this month, share of wallet across the sectors we monitor has remained completely stable. January is often seen as a month to lay low and wait for spring and it appears that consumer spending habits have followed the same approach.

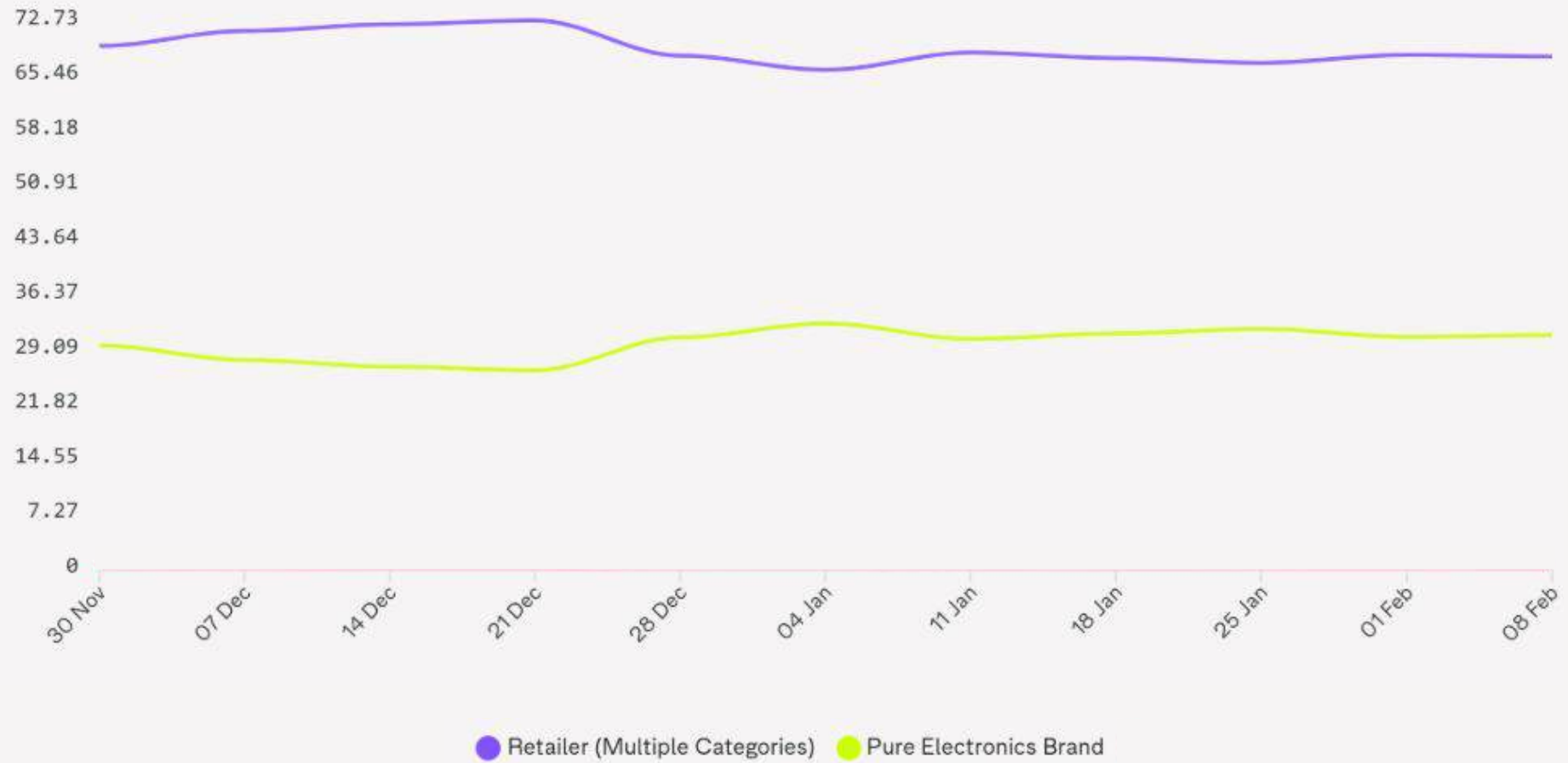
For the consumer electronics market, the outlook is favourable. Consumers are reliably finding the space in their budget for tech spending so that is one less thing for marketers in this space to think about.

When it come to the strategic application of this data for retailers, the true value lies in layering this demand data over internal revenue figures. A critical question for any commercial team is whether this rise in search volume translates into revenue, and if so, what that lag time looks like. If these trends do not match revenue trends in the near future, this might prompt retailers to consider why. If the demand for the category is there but your revenue figures don't show this, you are losing out to competitors and it would be wise to consider why that might be!



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# Share of Category Search



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UNIFIED  
DEMAND.  
GUARANTEED  
ALIGNMENT.

## IS YOUR TEAM TRULY ALIGNED?

Imagine a platform that breaks down silos. Metis enforces unified commercial alignment, ensuring all teams focus on the highest-value market opportunities together.



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# WHO GREW THE FASTEST?

Some brands stayed steady, others surged ahead with serious momentum. These are the brands that grew the fastest over the past three months.





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## Annabelle Sacher

Head of Digital PR | MediaVision

Over the past quarter, Cex, Back Market and Amazon have benefited from strategies that keep their brands present where electronics shoppers now spend time: deal coverage, creator content, partnerships, reviews and community discussion. Visibility is increasingly driven by how effectively brands create multiple discovery moments across the modern research journey.

Cex's growth appears to be driven by a mix of cultural visibility and value-led messaging. Strategic partnerships have extended reach beyond traditional retail channels, while influencer collaborations and creator-led video content keep the brand visible in peer-driven environments where product discovery increasingly happens. Combined with strong deal visibility around high-demand gaming and electronics products, Cex has created a feedback loop of awareness, value perception and social proof that naturally translates into branded search demand.

Back Market's momentum reflects a different advantage: credibility. As a refurbished technology marketplace, the brand relies heavily on trust, and its growth suggests a successful effort to build authority through partnerships, thought leadership and advice-led media coverage around sustainable tech consumption. At the same time, user reviews and community discussion help validate the buying experience. In a category where consumers often hesitate before purchasing second-hand devices, reassurance across media, expert and peer channels helps turn curiosity into brand-led search.

Amazon continues to translate scale into search demand by pairing major commercial moments with an ecosystem of deals, reviews and partnerships that dominate the electronics research journey. Consumers encounter Amazon repeatedly through offers, product comparisons and everyday shopping behaviour, meaning brand search often becomes the natural outcome of constant exposure rather than a single campaign.

Ultimately, the fastest-growing brands are not growing share of brand search by chasing search directly. Instead, they invest in sustained visibility across the channels where consumers research, validate and compare tech purchases. When brands consistently show up with value, credibility and cultural presence, branded search becomes the natural next step.



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# Share of Brand Search: Fastest Growing

## Top 20

Brand	Share of Search %	Difference YoY
cex	4.05	0.22
back market	0.70	0.21
amazon	40.12	0.14
apple	1.81	0.14
oura ring	0.39	0.14
xiaomi	0.20	0.09
samsung	1.02	0.06
shark	0.38	0.06
hive	0.35	0.06
dyson	0.42	0.05
bowers & wilkins	0.11	0.05
garmin	0.22	0.04
whoop	0.18	0.04
suunto	0.13	0.04
insta360	0.11	0.04
ao com	0.11	0.04
currys	8.58	0.03
nespresso	0.48	0.03
huawei	0.20	0.03
dji	0.13	0.03



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# 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**



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DE-RISK  
STRATEGY.  
GUARANTEE  
ROI.

## ARE YOUR BETS DE-RISKED?

Imagine a platform that validates every strategic choice. Metis provides real-time demand data to de-risk multi-million-pound range and marketing investments.



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# TRENDSPOTTING

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





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# Share of Brand Search: Who Ruled?

## Top 20

Brand	Share of Search %	Difference YoY
amazon	40.12	0.14
argos	19.78	-0.58
currys	8.58	0.03
john lewis	7.28	-0.68
cex	4.05	0.22
apple	1.81	0.14
vodafone	1.46	-0.06
samsung	1.02	0.06
microsoft	0.88	0.02
zoom	0.73	-0.02
xbox	0.71	-0.07
back market	0.70	0.21
playstation	0.55	-0.09
nespresso	0.48	0.03
carphone warehouse	0.47	0
music magpie	0.42	-0.02
dyson	0.42	0.05
oura ring	0.39	0.14
shark	0.38	0.06
ring	0.37	0.02



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## OLIVER YEE

Head of SEO | MediaVision

The product trends within consumer electronics reveal a mixed picture of what shoppers were searching for from the Christmas period through to the start of the new year.

As expected, searches increased for several key gifting products, with PS5, AirPods, record players, iPads and iPhones all showing significant year-on-year growth. These products continue to dominate seasonal demand as some of the most popular technology gifts during the festive period. The ongoing interest in record players also reflects the sustained popularity of retro and analogue formats such as vinyl.

One particularly interesting theme emerging from the product trends was a growing focus on health and wellbeing.

Rising search demand for products such as the Oura Ring, health grills, Garmin watches and air purifiers suggests that many consumers were looking to reset their habits and invest in healthier lifestyles following the Christmas period. This aligns with the typical “New Year reset” behaviour, where consumers begin the year by focusing on fitness, nutrition and overall wellbeing.

Wearable health technology in particular continues to grow in popularity, with devices such as the Oura Ring and Garmin watches offering users increasingly sophisticated ways to track sleep, recovery and daily activity. At the same time, growing awareness of indoor air quality is likely contributing to rising demand for air purifiers as consumers seek to create healthier home environments.



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# Product Search Trends: Top 30

Product	Difference YoY	% Change YoY	Search Volume
oura ring	208,269	57.71	569,161
iphone	107,749	20.18	641,588
ipad	93,212	16.60	654,892
shark	87,719	18.66	557,889
airpods	87,455	10.84	894,122
50in TV	86,278	189.06	131,914
dyson	83,707	15.75	615,339
health grill	83,452	75.00	194,721
garmin watch	80,790	31.33	338,665
ps5	71,987	4.48	1,679,709
coffee machine	71,920	27.40	334,431
voxi	68,376	15.38	512,831
laptops	64,111	43.77	210,595
record player	62,989	40.77	217,479
keyboards	62,815	35.05	242,006
garmin	57,991	21.63	326,157
power bank	51,861	63.03	134,142
laptop	51,251	17.45	345,001
air purifier	51,195	46.21	161,987
mini fridge	50,470	24.28	258,299



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# Product Search Decline: Top 30

Product	Difference YoY	% Change YoY	Search Volume
microsoft 365	-587,651	-27.03	1,586,655
ninja air fryer	-345,070	-21.47	1,261,972
xbox series x	-215,560	-18.93	922,951
air fryer	-208,281	-18.69	905,824
nintendo switch oled	-163,936	-42.04	226,031
fitbit	-159,215	-24.08	501,883
tower air fryer	-78,370	-33.33	156,740
psvr 2	-73,304	-46.61	83,965
karcher pressure washer	-62,530	-28.39	157,747
rtx 4090	-56,787	-45.25	68,717
ps4 controller	-56,424	-24.37	175,107
pc specialist	-52,109	-17.84	240,051
psvr2	-51,476	-28.03	132,148
karcher window vac	-50,555	-29.59	120,312
rtx 4080	-38,752	-47.92	42,111
rtx 4070	-36,652	-36.12	64,833
tefal air fryer	-35,971	-27.31	95,763
pressure washer	-35,298	-16.30	181,249
fitbit versa 2	-32,746	-37.67	54,183
xbox controller	-28,976	-22.99	228,242



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MEASURE  
AUTHORITY.  
SECURE  
MARKET  
SHARE.

## ARE YOU WINNING SHARE OF SEARCH?

Imagine a platform that provides a real-time competitive brand view. Metis measures and allows you to accelerate your 'Share of Brand Search,' the definitive metric for future market share.



# LEADERBOARDS



#### BUYERS :

- > Demand seasonality to inform trade planning
- > Historic trends to inform future buys
- > Identify ranging opportunities
- > Identify category expansion opportunities

#### MERCHANDISERS :

- > Clear view of consumer demand
- > Faster decision making
- > Automated tasks reducing manual work

#### INSIGHT TEAMS :

- > Clear weekly view of consumer demand
- > Clear weekly view of brand demand and share of brand search
- > Clear weekly view of competitor brand demand
- > Rapid identification of rising trends 4x faster than the competition

#### DIGITAL AND MARKETING TEAMS :

- > Optimise SEO & paid search strategy
- > Grow organic search traffic by extending coverage
- > Increase efficiency of marketing spend by reducing / re-deploying paid search spend
- > Understanding share of brand search weekly

#### CUSTOMERS :

- > Helps give the customer the right product at the right trading time, helping to limit margin erosion for a business

#### TRADING TEAMS :

- > Site trading & content relevant to current search demand, driving conversion
- > Improved taxonomy & categorization.
- > Optimised product copy & titles

# We're not just creating SEO impact for our clients

We help clients embed Metis data across all teams  
to maximise growth and profitability.





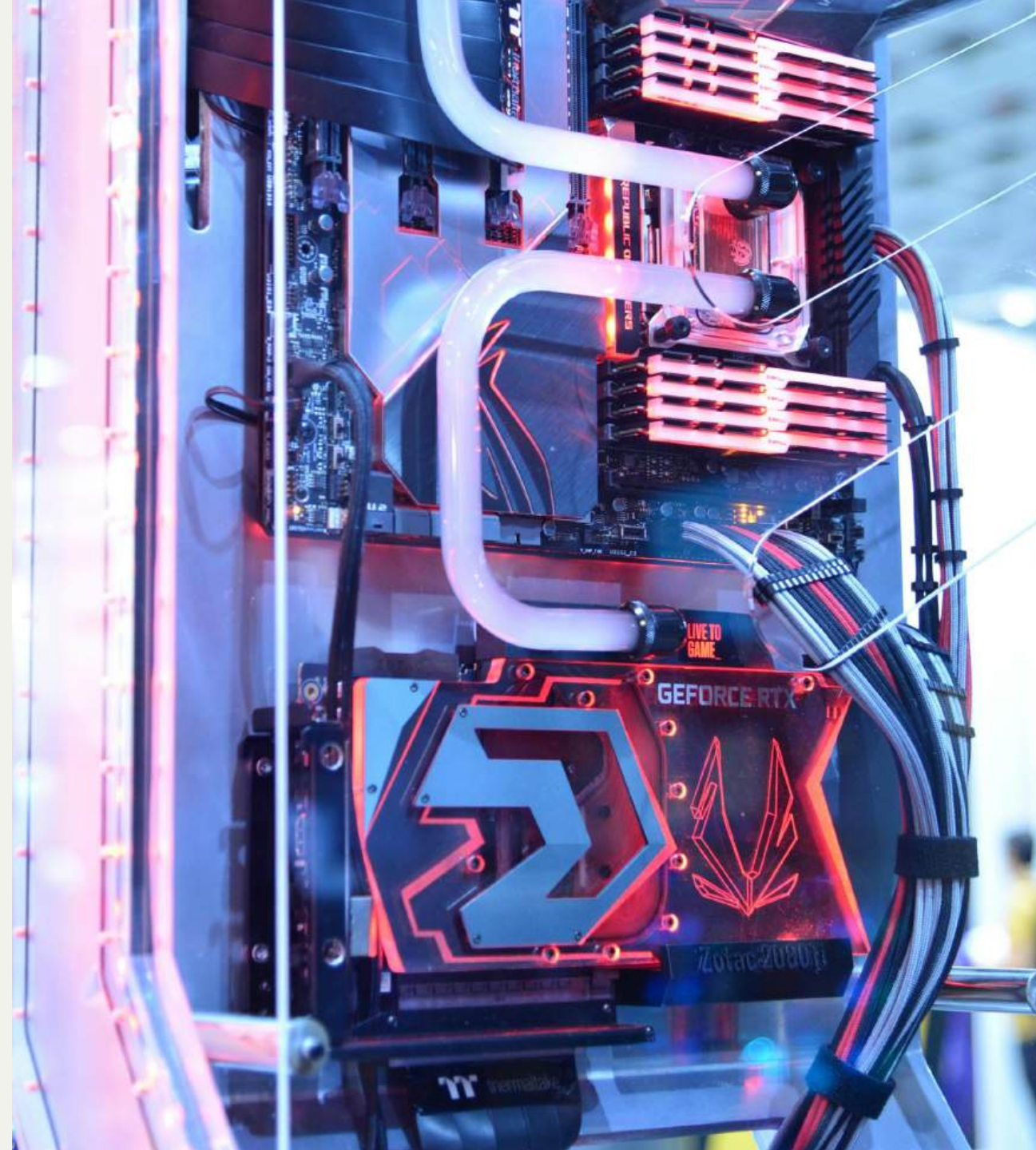
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# Share of Brand Search: Top 100

Brand	Share of Search %	Difference YoY
amazon	40.12	0.14
argos	19.78	-0.58
currys	8.58	0.03
john lewis	7.28	-0.68
cex	4.05	0.22
apple	1.81	0.14
vodafone	1.46	-0.06
samsung	1.02	0.06
microsoft	0.88	0.02
zoom	0.73	-0.02
xbox	0.71	-0.07
back market	0.70	0.21
playstation	0.55	-0.09
nespresso	0.48	0.03
carphone warehouse	0.47	0
music magpie	0.42	-0.02
dyson	0.42	0.05
oura ring	0.39	0.14
shark	0.38	0.06
ring	0.37	0.02
nintendo	0.36	0.01
hive	0.35	0.06
richer sounds	0.27	-0.02
pc world	0.25	0
nest	0.23	0
garmin	0.22	0.04

Brand	Share of Search %	Difference YoY	Brand	Share of Search %	Difference YoY
xiaomi	0.20	0.09	tp link	0.09	-0.01
huawei	0.20	0.03	canon	0.09	0.01
gopro	0.19	0	nokia	0.09	0
hoover	0.19	0	siemens	0.08	0.01
ebuyer	0.18	-0.4	pure	0.08	0.01
sigma	0.18	-0.07	eufy	0.08	0.02
whoop	0.18	0.04	oneplus	0.08	0.01
sony	0.17	0.01	razer	0.08	0
pc specialist	0.16	-0.04	hisense	0.07	0.02
dji	0.13	0.03	lg	0.07	0.01
suunto	0.13	0.04	candy	0.07	0
bosch	0.13	0.01	nothing	0.07	0.01
jbl	0.13	0.02	smeg	0.07	0
sonos	0.13	-0.01	polaroid	0.07	0
dell	0.13	0.01	honor	0.07	0.01
hp	0.12	0.01	de longhi	0.07	0.01
insta360	0.11	0.04	philips	0.06	0.01
logitech	0.11	0.01	msi	0.06	0
ao com	0.11	0.04	overclockers uk	0.06	-0.01
lenovo	0.11	0.02	fujifilm	0.06	0.02
brother	0.11	0.01	bang & olufsen	0.06	0.01
bowers & wilkins	0.11	0.05	miele	0.06	0.01
raspberrypi	0.10	0	garmin forerunner	0.06	0.02
kitchenaid	0.10	0	gtech	0.05	0
bose	0.10	0	corsair	0.05	0.01
motorola	0.09	0.01	philips hue	0.05	0.01

Brand	Share of Search %	Difference YoY
oppo	0.05	0.02
tefal	0.05	0
acer	0.05	0
panasonic	0.05	0
scan computers	0.05	-0.01
skullcandy	0.05	0
pioneer	0.05	0.01
vax	0.05	0
instant pot	0.05	0.01
pod point	0.05	0
quooker	0.04	0





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BE CITED,  
NOT JUST  
SEEN.

## IS YOUR BRAND AI READY?

Imagine a platform that makes your product data citable by Google's LLMs. Metis future-proofs your brand, establishing you as a trusted source in the age of AI search.



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# Product Trend Leaderboard:

## Top 150

Product	Difference YoY	% Change YoY	Search Volume
oura ring	208,269	57.71%	569,191
iphone	107,749	20.18%	641,588
ipad	93,212	16.60%	654,892
shark	87,719	18.66%	557,889
airpods	87,455	10.84%	894,122
50 in tv	86,278	189.06%	131,914
dyson	83,707	15.75%	615,339
health grill	83,452	75.00%	194,721
garmin watch	80,790	31.33%	338,665
ps5	71,987	4.48%	1,679,709
coffee machine	71,920	27.40%	334,431
voxi	68,376	15.38%	512,831
laptops	64,111	43.77%	210,595
record player	62,989	40.77%	217,479
keyboards	62,815	35.05%	242,006
garmin	57,991	21.63%	326,157
power bank	51,861	63.03%	134,142
laptop	51,251	17.45%	345,001
air purifier	51,195	46.21%	161,987
mini fridge	50,470	24.28%	258,299
microwave	50,133	14.65%	392,442
gaming pc	48,451	17.32%	328,270
ram	47,327	79.36%	106,963
nespresso	46,798	7.16%	700,069
samsung galaxy	45,903	36.34%	172,227
playstation 5	41,341	5.79%	755,531

Product	Difference YoY	% Change YoY	Search Volume	Product	Difference YoY	% Change YoY	Search Volume
washing machine	40,686	9.08%	488,838	garmin forerunner	26,049	45.49%	83,314
ps5 price	38,824	118.62%	71,555	wireless earbuds	25,370	71.43%	60,886
latest iphone	37,952	807.83%	42,650	air conditioning unit	25,200	54.55%	71,400
television	36,821	45.86%	117,103	macbook	25,050	12.42%	226,767
ps5 digital edition	36,282	34.20%	142,374	dyson vacuum	24,991	29.96%	108,401
nintendo switch games	35,290	9.31%	414,407	vacuum cleaner	24,522	18.25%	158,909
dehumidifier	34,628	8.20%	456,864	smart tv	24,282	16.34%	172,896
fan	33,645	22.36%	184,094	phone shop near me	23,297	50.00%	69,895
dishwasher	33,047	13.95%	269,945	nespresso machine	23,276	12.43%	210,478
phone	32,576	26.17%	157,041	ipad air	23,217	18.67%	147,572
electric toothbrush	32,012	12.64%	285,334	wireless chargers	22,967	153.85%	37,895
hisense	31,485	40.45%	109,327	ipad pro	22,775	12.71%	201,923
ps5 console	31,461	11.11%	314,604	motorola	22,509	20.42%	132,716
jbl	30,482	19.21%	189,201	iron	22,457	22.98%	120,164
gaming laptop	29,550	19.90%	178,046	robot vacuum	22,427	71.88%	53,626
apple watch	29,438	3.13%	969,884	macbook air	21,584	19.58%	131,797
headphones	29,144	8.11%	388,474	gaming consoles	21,206	75.79%	49,186
apple iphone	28,519	47.67%	88,339	switch games	20,970	17.66%	139,708
humidifier	28,314	27.90%	129,783	vinyl player	20,789	31.49%	86,810
apple ipad	27,689	24.62%	140,177	iphone 11 price	20,750	208.04%	30,724
xiaomi uk	27,220	211.85%	40,069	switch	20,620	13.24%	176,305
rice cooker	27,054	30.98%	114,373	waffle maker	20,186	34.99%	77,880
kindle	26,897	8.38%	347,874	steam cleaner	20,163	57.34%	55,326
ring doorbell	26,721	4.81%	581,712	65 inch tv	20,009	19.67%	121,744
dyson fan	26,654	28.12%	121,425	shark vacuum	19,548	17.29%	132,604
google home	26,358	43.11%	87,495	samsung tablet	19,226	15.52%	143,100

Product	Difference YoY	% Change YoY	Search Volume	Product	Difference YoY	% Change YoY	Search Volume
id mobile	19,143	3.77%	527,493	sage coffee machine	15,101	14.67%	118,023
microwave oven	19,133	30.25%	82,374	ssd	15,001	20.13%	89,511
revitive	19,067	16.43%	135,087	router	14,707	27.73%	67,748
printer	19,059	14.79%	147,901	phone shop	14,647	49.72%	44,106
hive thermostat	18,431	22.18%	101,547	apple headphones	14,597	9.04%	176,073
mobile phone	18,383	21.02%	105,836	ps5 deals	14,517	18.36%	93,591
samsung phones	18,348	15.45%	137,076	air conditioner	14,112	26.48%	67,413
heated blanket	18,177	17.28%	123,398	anker power bank	14,058	46.37%	44,375
tv	17,742	40.31%	61,757	mp3 player	13,991	44.09%	45,722
milk frother	17,720	16.49%	125,170	tablet	13,976	18.83%	88,207
keyboard	17,612	12.78%	155,434	smartwatch	13,704	65.59%	34,598
iphone deals	17,314	30.57%	73,960	espresso machine	13,584	46.97%	42,505
delonghi coffee machine	16,840	15.44%	125,906	soundcore	13,495	45.69%	43,028
macbook pro	16,807	12.20%	154,554	coffee grinder	13,491	26.60%	64,207
jbl speaker	16,725	17.46%	112,492	iphone xr price	13,358	144.85%	22,580
refurbished iphone	16,628	16.13%	119,719	nintendo eshop	13,312	15.31%	100,271
tumble dryer	16,433	7.58%	233,272	cd player	13,192	20.11%	78,792
tv	16,295	4.93%	347,135	bluetooth speakers	13,132	59.65%	35,148
cheap laptop	16,031	897.09%	17,818	induction hob	13,113	14.82%	101,607
cheapest tv	15,710	62.70%	40,765	dyson cordless vacuum	13,103	29.86%	56,988
electric chopper	15,602	19.93%	93,876	robot vacuum cleaner	12,843	36.93%	47,617
sewing machine	15,393	17.53%	103,219	fridge freezer	12,744	3.19%	412,234
fridge	15,386	13.73%	127,483	ninja blender	12,719	21.20%	72,717
blender hand	15,188	8.29%	198,364	steam mop	12,716	27.39%	59,150
google phone	15,121	45.31%	48,490	smartphone	12,714	134.54%	22,164
cheap laptops	15,110	83.95%	33,109	apple laptop	12,515	27.94%	57,307

Product	Difference YoY	% Change YoY	Search Volume
buy iphone	12,342	499.88%	14,811
samsung tv	12,296	12.02%	114,595
gaming laptops	12,277	60.82%	32,464
kettle	12,226	7.00%	186,842
dyson hoover	12,161	15.80%	89,126
chest freezer	12,015	15.43%	89,875
iphone for sale	11,967	109.73%	22,873
apple macbook	11,931	25.84%	58,101
ps5 digital	11,900	38.73%	42,627
tcl	11,886	73.83%	27,985
tv for sale	11,789	42.11%	39,784
clothes steamer	11,770	30.18%	50,768
record players	11,706	87.59%	25,070
speaker	11,666	22.89%	62,631
speakers	11,640	24.49%	59,163
appliances online	11,621	55.61%	32,518
dishwasher freestanding	11,604	9.52%	133,470
iphone 14 plus	11,460	9.23%	135,667
lenovo laptop	11,397	24.04%	58,813
earbuds	11,389	22.12%	62,881





MediaVision

VALIDATE  
INVESTMENT.  
OPTIMISE  
BRAND  
CAPITAL.

## DID THAT CAMPAIGN WORK?

Imagine a platform that tracks demand lift from PR/TV. Metis validates high-cost brand investments by linking them directly to tangible increases in brand search volume.



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