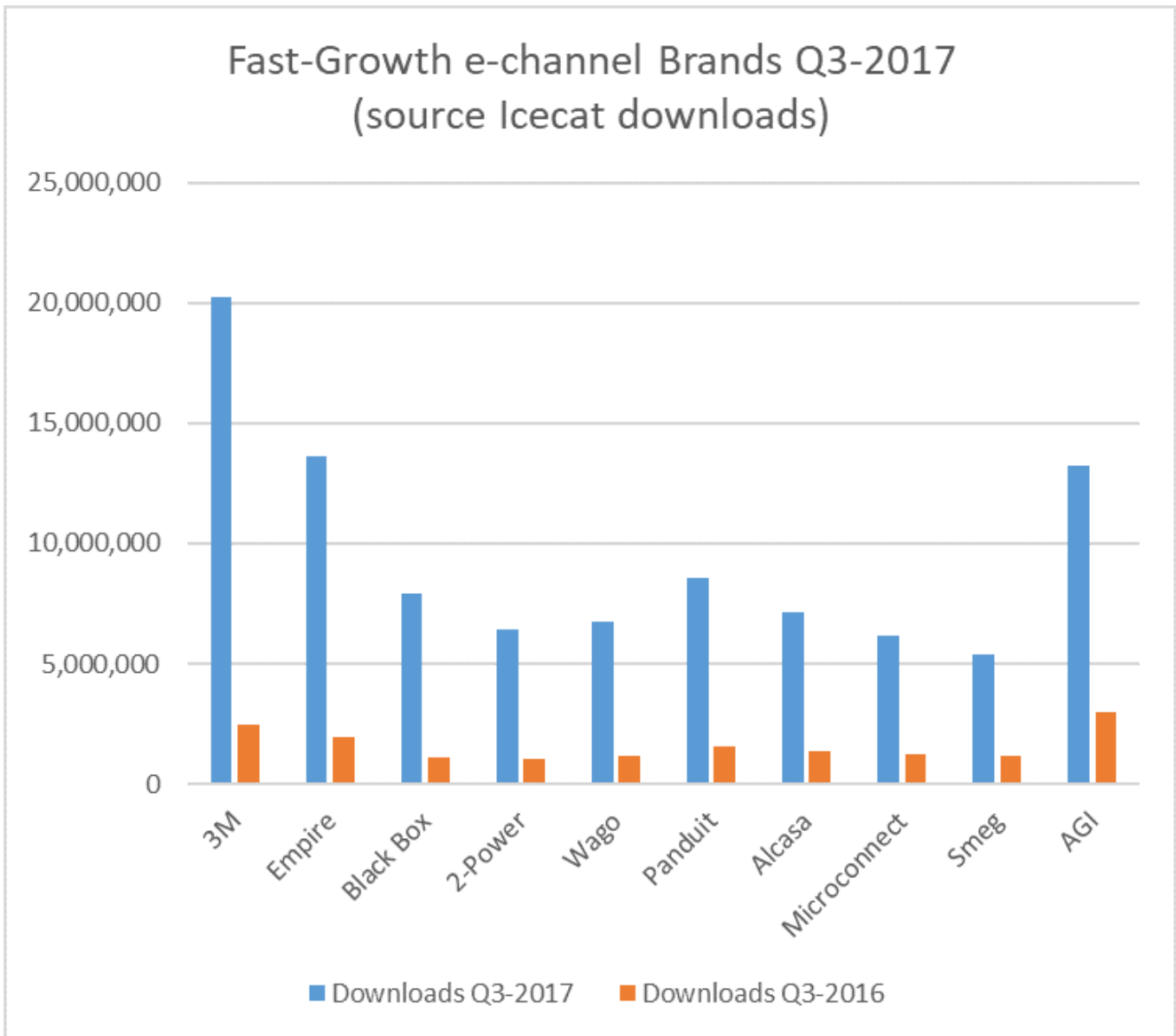


HP back as No 1 e-channel Brand in Q3 2017

In Q3, 2017, HP is back as the leader of the global e-channel in terms of product data-sheet downloads via the Icecat network. HP is replacing Philips, which had jumped to the No 1 popularity spot in Q2, partly to one-time effects. HP is clearly ahead of computer maker Lenovo, which also reflects their respective market positions in terms of computer sales, [according to IDC](#). Most progress year-on-year in the Top 10 is made by Apple.

Fastest growing brands 3M, Empire and Blackbox

Out of a total of almost 19,000 monitored brands, the relatively fastest growing brands in the e-channel are in Q3 office supplies manufacturer 3M, mobile supplies brand Empire and AV supplies brand Black Box. It's interesting to see good-old white goods manufacturer Smeg also in the list of fast-growth e-channel brands.



NOTE: The Icecat stats are based on around 3.5 billion data-sheet downloads by tens of thousand of e-channel partners around the globe. These figures don't reflect actual sales out, but are more closely related to trends in online visibility, which tend to correlate well with sales trends.

See [the ranking of all 19,000 brands Q3 2017](#)