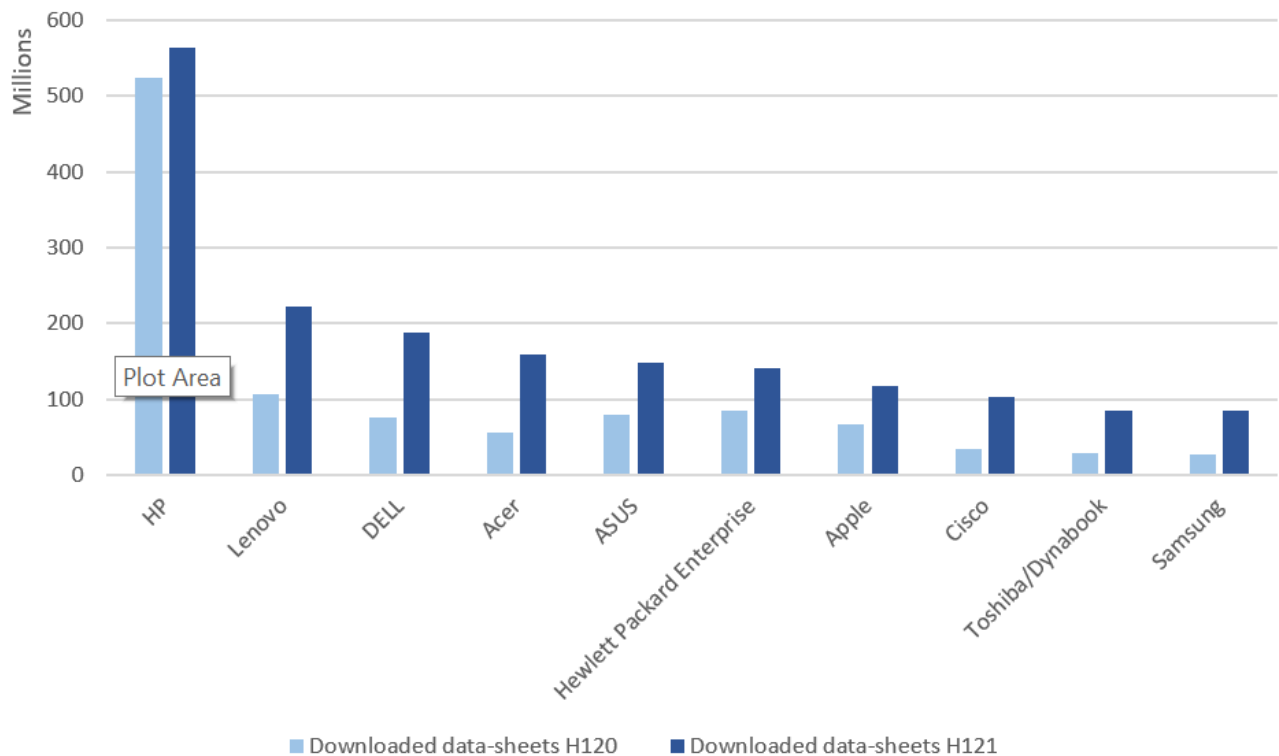


# HP Traditionally Leads in Vertical Computers (H1-21 brand ranking)

In the first half of 2021, almost 3.5 billion product data sheets were requested in the vertical Computers. That is a significant increase from the 1.9 billion requests during the same period last year.

The vertical computers is one of the traditionally strong ones for Icecat and it includes thousands of brands. Below is an overview of the top 10 brands that got the most requests, compared year-on-year, which also shows the continued rise in demand for products in the category. The obvious number one on the list is still [HP](#) with over 564 million requests, an increase of 8% year-on-year. The remaining brands on the list have witnessed an even higher increase. Growth champions, relatively, are Samsung and Toshiba/Dynabook, both recording an increase of approximately 200%. It shows that there is still space for growth in this well-established category.



## Other KPIs on Brand Rank Page

While statistics per vertical is something that we keep only for overviews like this one, overall brand [analytics per country](#) are visible in the front end. A brand rank per country is especially interesting for a brand's local business representatives. Besides, as the internet implies globalization, Icecat can not always resolve all views or downloads to an individual country. Some e-commerce users are international. And some individual data consumers browse anonymously.

Furthermore, Icecat also publishes a Brand Average Review Score. This includes the total number of reviews that contribute to the score calculation. Again, we do this for transparency. This daily updated statistic is also available for Testseek XML API users by default.

Finally, a [data health score](#) is visible. This score is the average of the completeness scores of all product data sheets of a brand's products, ranging from main products to supplies

and spare parts.