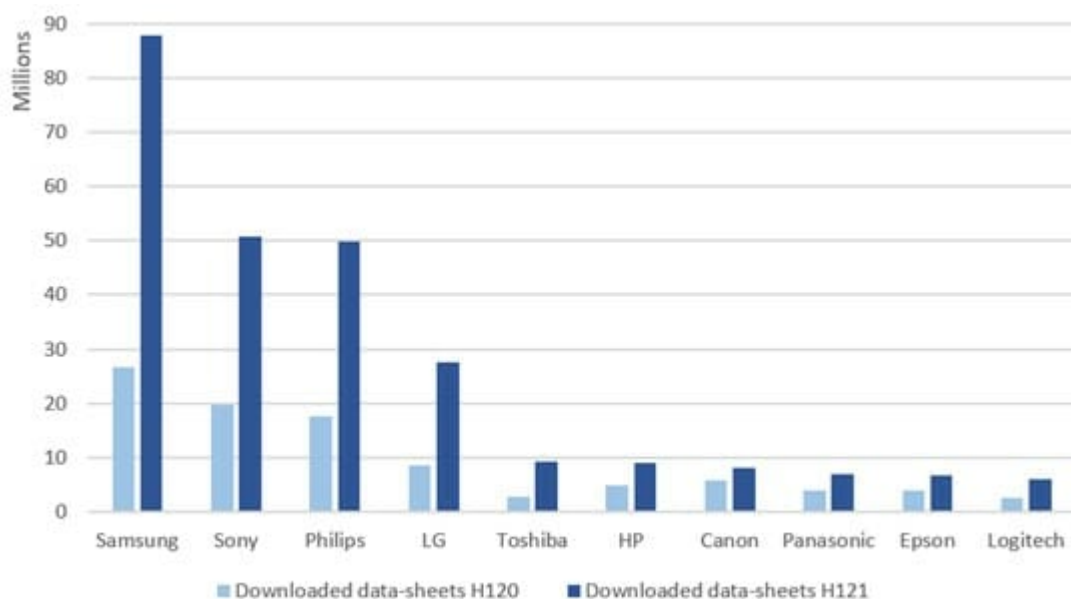


# Icecat Brand Rank H1-21: Samsung Leads in Vertical AV and Photo

In the vertical AV and Photo, [Samsung](#) is both the absolute number one brand, as well as the brand with the highest year-on-year growth (+230%). The top 10 is completed by Sony, Philips, LG, Toshiba, HP, Canon, Panasonic, Epson, and finally Logitech. In H1-2021, all of the top 10 brands have registered growth in comparison with the same period last year. Overall, the vertical AV and Photo has grown by 138% to a total of 493.5 million data-sheet downloads.



## 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 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, this is for transparency. This daily updated statistic is also available for Testseek XML API users by default. Finally, the [data health score](#) is visible. The brand data health completeness 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. Again, brand editors can see the color changing of completeness.