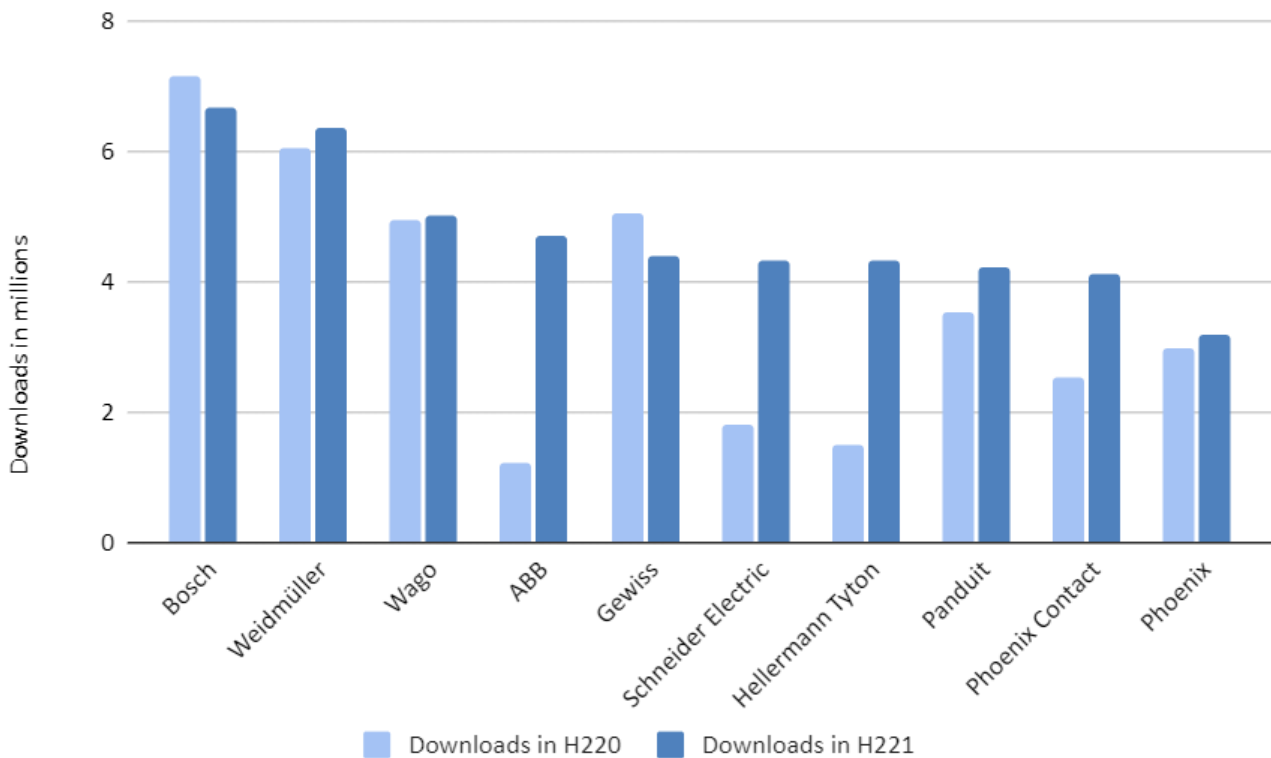


Brand Rank H2-21: Bosch Leads in Building and Construction Category

The next [category](#) we will examine in our brand rank overview for H2-21 is Building and Construction. The most downloaded brand in this vertical remains the same as in H1-21 – Bosch, even though the number of downloads slightly decreased. Out of the top 10, ABB registered the biggest increase in comparison with the same period last year – 282%.

Overall year-on-year growth in the vertical Building and Construction is 36%, in other words a total of over 182 million downloads in this timeframe. Below graphic showcases the number of downloads in millions for the top 10 brands in this vertical, both in H2-21 as well as H2-20.



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 done 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.