

Philips most popular brand in e-channel in Q2 2017

In Q2 2017, Philips became the most popular online brand in the e-channel as measured by Icecat, overtaking HP for the first time. In the second quarter of this year, product data for any product sold online for both brands was queried 250 million times through the database of Icecat.

Philips benefits from a continued surge in the interest for LED-TVs. HP (+15%) did nevertheless well on an annual basis, compared to its competitors Lenovo, ASUS, Acer and DELL. Apple (+13%) is the only direct competitor of HP that develops at a similar rate. Hewlett Packard Enterprise (-50%) has still a challenge to position itself in the online channel after its divestment from HP Inc.