

*ITscope*

# Hot or not? The hottest summer trends in Q2 2021

ITscope market barometer  
Q2 2021 Overview

All rankings from 10 product categories



# Our IT market barometer

## **Dear customers & followers,**

our aim is to keep you up to date and informed about the current reseller demand for ICT products as well as top sellers and product highlights. Get a neutral and unbiased insight based on real clicks from our users on products from 10 categories — and the perfect ICT market overview.

## News from the 2nd quarter of 2021:

### **Boost your managed service business:**

Create individual customer portals for hardware & software as well as managed services on a single platform. You can also put together as-a-service products, and bundle these with your services or with an extensive ICT product catalogue containing 3 million items.

### **New distributors:**

Since the beginning of the year, the ITscope network has grown by another seven suppliers. Among them is Katun Germany GmbH, the German branch of the US-based Katun Corporation.

### **Moving into our new office:**

Right at the start of the year, we started the process of moving to a new location. The ITscope team now calls a spacious and modern office with a view over the roofs of Karlsruhe city centre its new 'home'.



# What awaits you

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## Hottest Player:

MSI RTX3060 Ti  
Gaming X, 8GB GDDR6



## 01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr 's no.)	Total clicks
01	15.01.21	MSI RTX3060 Ti GamingX, 8GB GDDR6, V397-010R	2181
02	22.01.21	WD Red Plus NAS Hard Drive, 8TB, WD80EFBX	1482
03	30.01.21	Dell Thunderbolt Dock, WD19TBS	1258
04	06.02.21	Lenovo ThinkBook 15-ILL, 20SM, 15.6", i3, 8GB, 256GB, 20SM002LGE	829
05	09.01.21	Intel Core i7-11700K, 8-Core, HT, 3.6GHz, BX8070811700K	750
06	18.03.21	Samsung Galaxy A52, 128GB, black, SM-A525FZKGEUB	735
07	21.04.21	Apple AirTag, MX532ZM/A	727
08	22.04.21	Apple iPad Pro 12.9", 256GB, MHR63FD/A	629
09	18.03.21	Gigaset S650HE PRO, S30852-H2662-R121	530
10	14.01.21	Logitech Rally Bar, 3840 x 2160, 960-001311	472
11	19.01.21	Gigabyte B460M DS3H V2, LGA1200, micro ATX, B460M DS3H	424
12	21.04.21	Apple MagSafe Charger, 15W, MHX1-H3ZM/A	392
13	01.06.21	AVM FRITZ!Box 7590 AX, 20002929	377
14	22.04.21	Apple TV 4K, MXGY2FD/A	369
15	31.03.21	NanoRepro, Antigentest , NANO 5	337

## Hottest Player:

MSI RTX3060 Ti  
Gaming X, 8GB GDDR6



## 01 Highflyer: Top 30 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
16	23.02.21	Sony PlayStation 5, 8K, 825GB SSD, 9396406	329
17	16.02.21	HP Officejet Pro 8, 229W7B#629	265
18	29.05.21	Dell P2422H, 23.8", FHD, DELL-P2422H	234
19	22.04.21	Apple iMac with 4.5K Retina display, M1, 8 GB, 256 GB, MGTF3D/A	180
20	23.03.21	GoPro HERO9 Black, 5K30, CHDHX-901-RW	157
21	21.01.21	Fujitsu Smart-UPS, Line-Interaktive, 3000 VA, 2.7kW	155
22	07.04.21	Intel NUC10i5FNKN, i5 10210U, 802.11a/b/g/n/ac/ax	151
23	20.04.21	Samsung GU75TU6999U, GU75TU6999UJXG	130
24	08.04.21	Xiaomi Mi Smart Band 6, BHR4951GL	122
25	15.03.21	Bose Videobar VB1, 842415-2110	114
26	19.02.21	Epson EH-TW740, FullHD, LCD, 3300 Ansilumen, V11H979040	113
27	24.04.21	Kingston DataTraveler Kyson, 32GB, USB 3.2 Gen1, DTKN/32GB	11
28	29.01.21	Cherry KC 4500 ERGO, JK-4500DE-2	95
29	21.04.21	HP 302XL, multicolor, F6U67AE#ABE	88
30	08.02.21	Optoma UHD38, 4000 ANSI-Lumen, 3840 x 2160, 16:9, E9PV7GL02EZ2LR	87

## 02 TFTs

Rank	Rank	Products	Total
Q2 21	Q1 21	(Manufacturer / product name / mfr's no.)	clicks
01	01	Dell P2419H	7842
02	02	Dell P2719H	4408
03	10	HP E24i G4, 9VJ40AA#ABB	3042
04	04	HP E24 G4, 9VF99AA#ABB	2753
05	07	Lenovo ThinkVision T24i-20, 61F7MAT2EU	1832
06	21	HP E27 G4, 9VG71AA#ABB	1793
07	716	Samsung C34H890WGR, LC34H890WGRXEN	1674
08	08	Samsung Flip WM55R, LH55WMRWBGXEN	1636
09	06	LG 24BK550Y-B	1438
10	15	Dell UltraSharp U2719D	1399
11	26	Dell P2421	1324
12	25	Dell P2219H	1258
13	12	HP E27q G4, 9VG82AA#ABB	1162
14	108	Dell P3421W	1131
15	05	HP EliteDisplay E273m, 1FH51AA#ABB	1169

## Hottest Player:

Dell P2419H



## Hottest Player:

Apple iPhone SE,  
64GB, black



At a glance:

**TOP!**

These new from-zero-to-hero products have directly entered the top 15.

## 03 Mobile phones

Rank Q2 21	Rank Q1 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Apple iPhone SE, 64GB, black, MHGP3ZD/A	4662
02	10	Apple iPhone 12, 128GB, black, MGJA3ZD/A	1650
03	04	Samsung Galaxy A51, 128GB, Dual-SIM, black, SM-A515FZKVEUB	1250
04	05	Apple iPhone 12 Pro, 128GB, graphite, MGMK3ZD/A	1157
05	07	Apple iPhone 11, 64GB, black, MHDA3ZD/A	1147
06	02	Apple iPhone 12, 64GB, black, MGJ53ZD/A	1000
07	13	Apple iPhone SE, 128GB, black, MHGT3ZD/A	999
08	16	Samsung Galaxy A41, 64GB, black, SM-A415FZKDEUB	929
09	06	Apple iPhone 11, 128GB, black, MHDH3ZD/A	911
10	03	Apple iPhone 12 Pro Max, 256GB, graphite, MGDC3ZD/A	876
11	09	Apple iPhone 12 mini, 128GB, black, MGE33ZD/A	868
12	39	Samsung Galaxy S21 5G, 128GB, grey, SM-G991BZADEUB	843
13	11	Apple iPhone 12 Pro, 256GB, graphite, MGMP3ZD/A	790
14	-	Samsung Galaxy A52, 128GB, black, SM-A525FZKGEUB	735
15	15	Samsung Galaxy Xcover 4s Enterprise-Edition, 32GB, black, SM-G398FZKDE28	690

**TOP!**

## 04 Tablets

Rank	Rank	Products	Total
Q2 21	Q1 21	(Manufacturer / product name / mfr's no.)	clicks
01	01	Microsoft Surface Pro 7, i5, 256GB, platinum grey, PVR-00003	9522
02	02	Apple iPad, 10.2", Wi-Fi, 32GB, grey, MYL92FD/A	3862
03	09	Microsoft Surface Go 2, m3, 128GB, Silver, SUA-00003	2446
04	04	Samsung GALAXY TAB A, 32GB, grey, SM-T500NZAEEUB	2181
05	06	Microsoft Surface Pro 7, i5, 8GB, 256GB SSD, black, PVR-00018	2134
06	08	Apple iPad, 10.2", Wi-Fi, 128GB, grey, MYLD2FD/A	1546
07	14	Microsoft Surface Go 2, Pentium Gold 4425Y, 64GB, Silver, TGF-00003	1316
08	03	Apple iPad, 10.2", Wi-Fi, 128GB, grey, MYLD2FD/A	1174
09	15	Microsoft Surface Go 2, m3, 128GB, Silver, SUA-00003	1173
10	18	Apple iPad Air, 10.9", Wi-Fi+ Cellular, 64GB, grey, MYGW2FD/A	1170
11	19	Apple iPad 2020 (8.Gen), Wi-Fi + Cellular, 128GB, space grey, MYML2FD/A	1140
12	38	Microsoft Surface Pro 7, i7, 16GB, 256GB, black, PVT-00017	1130
13	17	Apple iPad Pro, 12.9", 128GB, space grey, MY2H2FD/A	1033
14	16	Samsung Galaxy Tab S6 Lite, 64GB, grey, SM-P610NZAADBT	1028
15	11	Apple iPad Air, 10.9", 64GB, Wi-Fi, space grey, MYFM2FD/A	962

## Hottest Player:

Microsoft Surface Pro 7, i5, 256GB, platinum grey





## Hottest Player:

Dell Latitude 3510,  
15.6", i3, 8GB, 256GB



## 05 Notebooks

Rank Q2 21	Rank Q1 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	Dell Latitude 3510, 15.6", i3, 8GB, 256GB, NK2MC	9409
02	07	Lenovo ThinkPad L15 Gen 1 20U3, 15.6", i5, 8GB, 256GB, 20U3000SGE	3859
03	37	HP ProBook 650 G8, 15.6", i5, 8GB, 256GB, 2Y2J3EA#ABD	2799
04	25	Lenovo V17, 17.3", i7, 12GB, 512GB, 82GX007MGE	2666
05	16	Lenovo ThinkPad E15, 15.6", i7, 16GB, 512GB, 20TD002MGE	2450
06	06	Microsoft Surface Book 3, 13.5", i7, 16GB, 256GB, SKY-00005	2417
07	03	Lenovo ThinkPad E15, 15.6", i5, 8GB, 256GB, 20TD0004GE	2278
08	10	Lenovo ThinkPad E15, 15.6", i5, 16GB, 512GB, 20TD0003GE	2134
09	17	Lenovo ThinkPad X13 Yoga Gen 1 20SX, 13.3", i7, 16GB, 512GB, 20SX0004GE	1856
10	08	Apple MacBook Pro with Touch Bar, 16", i9, 16GB, 1TB, MMVK2D/A	1826
11	11	Apple MacBook Air, 13.3", M1, 8GB, 256GB, MGN63D/A	1744
12	14	Lenovo VV17, 17.3", i5, 8GB, 256GB, 82GX0000GE	1689
13	27	HP ProBook 450 G7, 15.6", i5, 8GB, 256GB, 8VU72EA#ABD	1601
14	15	Dell Latitude 3510, 15.6", i5, 8GB, 256GB, 2GMKN	1510
15	12	Lenovo ThinkBook 15, 15.6", i5, 8GB, 256GB, 20VE0004GE	1330

# 06 PC systems

Rank	Rank	Products	Total
Q2 21	Q1 21	(Manufacturer / product name / mfr 's no.)	clicks
01	01	Lenovo ThinkCentre M720q 10T7, i5 1.8GHz, 256GB SSD, 10T700BTGE	9167
02	04	HP ProDesk 400 G6, i5 2.3GHz, 256GB SSD, 23H19EA#ABD	2994
03	03	Dell OptiPlex 3080, i5 2.3GHz, 256GB SSD, 7RDCW	1815
04	157	Lenovo ThinkCentre M70q 11DT, i5 2GHz, 256GB SSD, 11DT003WGE	1642
05	41	HP Z2 G5 Mini Workstation i7, 512GB SSD, Quadro T1000, 12M10EA#ABD	900
06	21	HP ProDesk 400 G6, i5 2.3GHz, 256GB SSD, 23H18EA#ABD	826
07	18	HP ProDesk 400 G6, i3 3GHz, 256GB SSD, 23H17EA#ABD	768
08	02	HP ProDesk 400 G6, i5 3GHz, 256GB, 7EM13EA#ABD	734
09	92	HP ProDesk 400 G6, i5 2.3GHz, 512GB SSD, 23H33EA#ABD	730
10	23	HP ProDesk 400 G6, i5 2.3GHz, 512GB SSD, 23H33EA#ABD	697
11	175	Lenovo ThinkCentre M70q 11DT, i5 2GHz, 512GB SSD, 11DT0043GE	684
12	134	Lenovo ThinkCentre M70q 11DT, i3 3GHz, 256GB SSD, 11DT003HGE	670
13	64	Apple iMac, i5 10.Gen, 512GB SSD, MXWU2D/A	640
14	06	Lenovo ThinkCentre M720q 10T7, i3 3.1GHz, 256GB SSD, 10T700A9GE	577
15	15	Dell OptiPlex 3080, i5 3.1GHz, 256GB SSD, WR1J6	546

## Hottest Player:

Lenovo ThinkCentre M720q 10T7, i5 1.8GHz, 256GB SSD



## Hottest Player:

MSI GeForce RTX 3070  
VENTUS 3X OC, 8GB  
GDDR6



At a glance: **TOP!**

These new from-zero-to-hero products have directly entered the top 15.

## 07 Graphics boards

Rank	Rank	Products	Total
Q2 21	Q1 21	(Manufacturer / product name / mfr's no.)	clicks
01	02	MSI GeForce RTX 3070 VENTUS 3X OC, 8GB GDDR6, V390-007R	5744
02	01	MSI GEFORCE RTX3080 GAMING X TR, 10GB GDDR6X, V389-005R	5360
03	04	NVIDIA Quadro RTX.4000, 8GB GDDR6, VCQRTX4000-PB	2885
04	09	MSI RTX3060 Ti Gaming X, 8GB GDDR6, V397-010R	2181
05	06	PNY XLR8 GeForce RTX 3090 Gaming EPIC-X RGB, 24GB GDDR6X, VCG309024TFXPPB	1951
06	16	Gigabyte GeForce RTX 3070 GAMING OC 8G, 8GB GDDR6, GV-N3070GAMING OC-8G	1266
07	-	MSI GeForce RTX 3080 GAMING Z TRIO 10G, 10GB GDDR6X, V389-045R	1156 <b>TOP!</b>
08	23	MSI RTX 3090 SUPRIM X 24G, 24GB GDDR6X, V388-010R	1152
09	14	MSI RTX 3080 SUPRIM X 10G, 10GB GDDR6, V389-006R	1146
10	08	MSI GeForce RTX 3070 GAMING X TRIO, 8GB GDDR6, V390-006R	1122
11	24	NVIDIA Quadro P2200, 5GB GDDR5X, VCQP2200-PB	1037
12	68	Gigabyte GeForce GTX 1660 SUPER OC 6G, 6GB GDDR6, GV-N166SOC-6GD	1016
13	15	MSI RTX3070 SUPRIM X, 8GB GDDR6, V390-005R	1014
14	94	MSI GTX 1660 VENTUS XS OC - OC Edition, 6GB GDDR6, V375-279R	912
15	45	MSI GT 710 1GD3H LP, GT710, 1GB GDDR3, V809-1899R	662

# 08 Printer

Rank	Rank	Products	Total
Q2 21	Q1 21	(Manufacturer / product name / mfr's no.)	clicks
01	01	HP Officejet Pro 9010 All-in-One, 3UK83B#A80	4230
02	02	HP PageWide Pro 477dw, D3Q20B#A80	2800
03	06	HP Color LaserJet Pro MFP M479fdw, W1A80A#B19	2378
04	07	HP LaserJet Pro M404dn, W1A53A#B19	1906
05	05	Kyocera ECOSYS M5526cdn, 1102R83NLO	1719
06	08	HP Color LaserJet Pro MFP M479fdn, W1A79A#B19	1496
07	11	HP Officejet Pro 8022 All-in-One, 1KR65B#BHC	1339
08	10	Brother MFC-L3750CDW, MFCL3750CDWG1	1287
09	13	HP LaserJet Pro MFP M428fdn, W1A29A#B19	1238
10	04	HP Color LaserJet Pro MFP M283fdw, 7KW75A#B19	1126
11	15	Brother HL-L5100DN, HLL5100DNG1	1115
12	76	Brother MFC-L5750DW, MFCL5750DWG1	1046
13	09	Brother MFC-L8690CDW, MFCL8690CDWG1	1042
14	03	Brother MFC-L2710DN, MFCL2710DNG1	929
15	20	Brother MFC-L2710DW, MFCL2710DWG1	885

## Hottest Player:

HP Officejet Pro 9010  
All-in-One



## Hottest Player:

AMD Ryzen 9 5900X,  
12-Core, 3,7 GHz, SMT



## 09 CPUs

Rank Q2 21	Rank Q1 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	AMD Ryzen 9 5900X, 12-Core, 3,7 GHz, SMT, 100-100000061WOF	1453
02	07	Intel Core i5 10400, 6-Core, 2,9 GHz, HT, BX8070110400	1388
03	02	AMD Ryzen 7 5800X, 8-Core, 3,8 GHz, SMT, 100-100000063WOF	1228
04	06	AMD Ryzen 9 5950X, 16-Core, 3,4 GHz, SMT, 100-100000059WOF	1143
05	04	AMD Ryzen 5 5600X, 6-Core, 3,7 GHz, SMT, 100-100000065BOX	960
06	12	Intel Core i3 10100, 4-Core, HT, 3,6 GHz, BX8070110100	921
07	13	Intel Core i7 10700, 8-Core, 2,9 GHz, HT, BX8070110700	902
08	57	AMD EPYC 7302P, 16-Core, SMT, 3 GHz, 100-000000049	835
09	11	AMD Ryzen 9 3900X, 12-Core, 3,8 GHz, SMT, 100-100000023BOX	831
10	05	AMD Ryzen 5 3600, 6-Core, 3,6 GHz, SMT, 100-100000031BOX	786
11	03	AMD Ryzen 7 3700X, 8-Core, 3,6 GHz, SMT, 100-100000071BOX	775
12	14	Intel Core i7 9700K, 8-Core, 3,6 GHz, BX80684179700K	754
13	124	Intel Core i7-11700K, 8-Core, HT, 3,6GHz, BX8070811700K	750
14	667	Intel Core i5 11400 2,6 GHz - Skt 1200, BX8070811400	734
15	75	Intel Xeon E-2288G, 8-Core, HT, 3,7 GHz, CM8068404224102	690

# 10 Webcams

Rank	Rank	Products	Total
Q2 21	Q1 21	(Manufacturer / product name / mfr 's no.)	clicks
01	01	Logitech HD Pro Webcam C920, 1920 x 1080, 960-001055	3275
02	02	Logitech HD Webcam C270, 1280 x 720, 960-001063	3074
03	03	Logitech Webcam C925e, 1920 x 1080, 960-001076	2033
04	05	Logitech MeetUp, 3840 x 2160, 960-001102	1794
05	04	Logitech C930c, 1920 x 1080, 960-000972	1478
06	06	Logitech BRIO 4K Ultra HD webcam, 4096 x 2160, 960-001106	1193
07	15	Logitech Rally Plus, 960-001224	1067
08	07	Logitech GROUP, 960-001057	1045
09	08	Logitech HD Pro Webcam C922, 1920 x 1080, 960-001088	873
10	11	Logitech HD Pro Webcam C920S, 1920 x 1080, 960-001252	755
11	12	Logitech ConferenceCam Connect, 1920 x 1080, 960-001034	689
12	16	Microsoft LifeCam HD-3000, 1280 x 720, T3H-00012	685
13	09	Logitech BCC950 ConferenceCam, 1920 x 1080, 960-000867	667
14	10	Logitech HD Webcam C310, 1280 x 720, 960-001065	649
15	14	Logitech C505e, 1280 x 720, 960-001372	580

## Hottest Player:

Logitech HD Pro  
Webcam C920



## Hottest Player:

Jabra Evolve 65 MS stereo,  
BT, NFC



## 11 Headsets

Rank Q2 21	Rank Q1 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	Jabra Evolve 65 MS stereo, BT, NFC, 6599-823-309	2440
02	01	Logitech PC Headset 960 USB, 981-000100	2143
03	03	Jabra Engage 75 Stereo, DECT / BT, 9559-583-111	1825
04	15	Apple AirPods 2nd Gen., MV7N2ZM/A	1446
05	05	Apple AirPods Pro, BT, MWP22ZM/A	1315
06	13	Jabra Engage 75 Mono, DECT, NFC, 9556-583-111	1308
07	07	Poly Voyager 5200 UC, BT, 206110-101	1266
08	08	Jabra Evolve2 65 MS Stereo, BT, 26599-999-999	1096
09	04	Logitech USB Headset H390, 981-000406	1046
10	14	Jabra PRO 920, DECT, 920-25-508-101	1002
11	11	Poly - Plantronics Blackwire C3220, 209745-201	995
12	12	Jabra Engage 65 Mono, DECT, 9553-553-111	973
13	34	Jabra Engage 65 Stereo, DECT, 9559-553-111	850
14	09	Jabra Evolve 40 MS stereo, USB, 3,5mm, 6399-823-109	810
15	20	Jabra Evolve 75 MS Stereo, BT, ANC, 7599-832-199	784



# ITscope

ITscope GmbH  
Durlacher Allee 73  
76131 Karlsruhe  
Germany

T +49 (0) 721 - 627 376 0  
F +49 (0) 721 - 664 991 75  
[www.itscope.com/en](http://www.itscope.com/en)  
[presse@itscope.com](mailto:presse@itscope.com)