



Boom in demand for
complete systems,
notebooks and
software solutions

ITscope market barometer
Q2 2025



WHAT TO EXPECT

Our aim is to keep you up to date and informed about the current reseller demand for ITC 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 different categories – and the perfect ITC market overview.

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Hottest Player:

Apple iPhone 16e,
128GB, black



01 Highflyer: Top 15 newcomers

The ITscope Highflyers summarize which new products in the channel have received the most attention. The analysis is based on the number of clicks over the past six months and highlights the most-clicked new products per category on ITscope.

Rank Q2 25	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	20.02.25	Apple iPhone 16e, 128GB, black, MD1Q4ZD/A	6052
02	05.03.25	Apple iPad A16 Wi-Fi, 11", 128GB, silver, MD3Y4TY/A	4411
03	21.01.25	MSI GeForce RTX 5090 32G GAMING TRIO OC, 32GB GDDR7, V530-Q14R	2788
04	06.03.25	Apple MacBook Air, 13.6", M4, 16GB, 256GB, MW123D/A	1451
05	15.02.25	AMD Ryzen 9 9950X3D, 16-Core, AM5, 96MB Cache, 100-100000719WOF	953
06	04.03.25	Ubiquiti UniFi U7 Lite, U7-LITE	919
07	14.03.25	Dell Pro 27 Plus QHD P2725DE, 27", 210-BQSZ	745
08	05.03.25	Apple Powersupply, 20W, MD3J4ZM/A	613
09	10.01.25	Lenovo ThinkCentre M75q Gen 2 11JN, R5 Pro 5655GE, 16GB, 256GB, 11JN009RGE	597
10	26.02.25	Samsung 9100 PRO MZ-VAP1T0, 1TB, NVMe, PCIe 5.0 x4, MZ-VAP1T0BW	555
11	10.04.25	Synology Disk Station DS925+	385
12	07.04.25	Nintendo Switch 2 + Mario Kart World, 10015920	355
13	05.01.25	Poly Voyager Legend 50-M, AJ8V4AA#ABB	333
14	20.02.25	Apple back cover for iPhone 16e, MD3N4ZM/A	311
15	03.05.25	Dell Pro Thunderbolt 4 Smart Dock SD25TB4, DELL-SD25TB4	243

02 PC systems

PC systems were among the winning categories on ITscope in the second quarter of 2025. The most-clicked models mostly came from the mid-price segment – classic mini business PCs featuring the latest Intel or AMD platforms.

Rank Q2 25	Rank Q1 25	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	HP Pro 400 G9, i5 13500T, 16GB, 512GB, 9M9B0AT#ABD	7552
02	02	Lenovo M70s, i5 13400T, 16GB, 512GB, 12TD000RGE	6283
03	05	Dell OptiPlex Micro 7020 MFF, i5 14500T, 16GB, 512GB, JX05H	3698
04	03	Lenovo ThinkCentre neo 50q Gen 4 12LN, i5 13420H, 16GB, 512GB, 12LN001EGE	2507
05	06	Lenovo ThinkCentre M70q Gen 5 12TD, i5 14500T, 16GB, 512GB, 12TD000FGE	1710
06	14	Lenovo ThinkCentre M75q Gen 5 12RQ, R5 8500GE, 16GB, 512GB, 12RQ0012GE	1502
07	04	Lenovo M75q, R5 5600GE, 16GB, 512GB, 11JN0082GE	1412
08	09	HP Workstation Z2 G9, i7 14700K, 32GB, 1TB, 996L7ET#ABD	1061
09	18	HP Pro 400 G9, i5 13500, 16GB, 512GB, 9M8K6AT#ABD	918
10	10	HP Pro Mini 400 G9, i5 12500T, 16GB, 512GB, 6B242EA#ABD	887
11	23	Lenovo ThinkStation P2 30FR, i7 14700K, 32GB, 1TB, 30FR004FGE	878
12	08	Lenovo ThinkCentre M70q Gen 5 12TD, i7 13700T, 16GB, 512GB, 12TD003MGE	851
13	15	HP Elite 600 G9, i5 13500T, 16GB, 512GB, 624A2ET#ABD	850
14	95	Lenovo ThinkCentre M70t Gen 5 12U6, i5 14400, 16GB, 512GB, 12U60002GE	820
15	12	HP Pro 400 G9, i5-14500T, 16GB, 512GB, 937U0EA#ABD	808

Hottest Player:

HP Pro 400 G9, i5 13500T,
16GB, 512GB



Hottest Player:

Lenovo ThinkPad E16
Gen 2 21MA, 16", Core
Ultra 5 125U, 16GB, 512GB



03 Notebooks

Notebooks continue to see strong demand. The Lenovo ThinkPad E16 Gen 2 was even the most-clicked product on the entire ITscope platform in the second quarter – a clear sign of the ongoing relevance of mobile work devices in the channel.

Rank Q2 25	Rank Q1 25	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	02	Lenovo ThinkPad E16 Gen 2 21MA, 16", Core Ultra 5 125U, 16GB, 512GB, 21MA001YGE	18371
02	02	HP ProBook 450 G10, 15.6", i5 1335U, 16GB, 512GB, 9V1L7AT#ABD	3812
03	03	Lenovo ThinkPad E16 Gen 2 21M5, 16", R5 7535HS, 16GB, 512GB, 21M5002AGE	2164
04	05	Dell Latitude 3550, 15.5", i5 1335U, 16GB, 512GB	2018
05	06	HP EliteBook 840 G11, 14", Core Ultra 7 155H, 32GB, 1TB, A26QBEA#ABD	1791
06	07	HP ProBook 460 G11, 16", Core Ultra 5 125U, 16GB, 512GB, 9Y7J7ET#ABD	1784
07	14	Lenovo ThinkPad P16v Gen 2 21KX, 16", Core Ultra 9 185H, 64GB, 2TB, 21KX001TGE	1528
08	09	Lenovo V15 G4 IRU 83A1, 15.6", i5 13420H, 16GB, 512GB, 83A100B9GE	1486
09	10	Lenovo ThinkPad T14s Gen 6 21N1, 14", Snapdragon X Elite X1E-78-100, 32GB, 1TB, 21N10007GE	1453
10	311	Apple MacBook Air, 13.6", M4, 16GB, 256GB, MW123D/A	1451
11	11	Lenovo ThinkPad L13 Yoga Gen 4 21FR, 13.3", R5 Pro 7530U, 16GB, 512GB, 21FR000AGE	1421
12	15	Lenovo V17 G4 IRU 83A2, 17.3", Core i7 1355U, 16GB, 512GB, 83A20002GE	1378
13	08	Apple MacBook Pro - M4 Pro - Apple M4 Pro 16-core - 24 GB RAM - 512 GB SSD, MX2H3D/A	1374
14	04	Lenovo ThinkBook 16p G5 IRX 21N5, 16", i9 14900HX, 32GB, 1TB, 21N50011GE	1320
15	13	Lenovo V15 G4 IRU 83A1, 15.6", i3 1315U, 8GB, 256GB, 83A1002CGE	1262

04 Mobile phones

In the mobile phone segment, demand in 2025 is higher than in the previous year. Interest is particularly strong in the latest Apple models. Android flagships like the new Galaxy S25 Ultra also rank high in terms of clicks, though with a noticeable gap to the top.

Rank Q2 25	Rank Q1 25	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	05	Apple iPhone 16e, 128GB, black, MD1Q4ZD/A	6052
02	01	Apple iPhone 15, 128GB, black, MTP03ZD/A	2275
03	04	Apple iPhone 16 Pro, 256GB, black, MYNH3ZD/A	2199
04	02	Apple iPhone 16, 128GB, black, MYE73ZD/A	1967
05	32	Samsung Galaxy S25 Ultra, 256GB, black, SM-S938BZKDEUB	1807
06	09	Samsung Galaxy XCover7 - Enterprise Edition, 128GB, black, SM-G556BZKDEEB	1207
07	14	Apple iPhone 16 Pro Max, 256GB, black, MYWV3ZD/A	1145
08	06	Apple iPhone 13, 128GB, midnight, MLPF3ZD/A	1099
09	11	Apple iPhone 16 Pro, 128GB, black, MYND3ZD/A	1096
10	07	Apple iPhone 14, 128 GB, black, MPUF3ZD/A	1017
11	202	Samsung Galaxy A56 - Enterprise Edition, 128GB, graphite, SM-A566BZKAEEB	1005
12	03	Samsung Galaxy A55 - Enterprise Edition, 128GB, blue, SM-A556BZKAEEB	1002
13	157	Samsung Galaxy A56, 256GB, graphite, SM-A566BZKCEUB	963
14	26	Samsung Galaxy S24 FE, 128GB, graphite, SM-S721BZKDEUB	877
15	-	Google Pixel 9A, 128GB, black, GA05769-GB	867

Hottest Player:

Apple iPhone 16e,
128GB, black



At a glance:

•TOP!

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

•TOP!

Hottest Player:

Apple iPad A16 Wi-Fi, 11",
128GB, silver



05 Tablets

Tablet click rates are declining: Most traffic is accounted for by Apple models that continue already established series. New momentum from other manufacturers is hardly noticeable in the current click figures.

Rank Q2 25	Rank Q1 25	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	26	Apple iPad A16 Wi-Fi, 11", 128GB, silver, MD3Y4TY/A	4411
02	02	Microsoft Surface Pro 10 for Business, 13", Core Ultra 7 165U, 16GB, 256GB, ZDV-00004	3032
03	03	Samsung Galaxy Tab A9+, 11", 64GB, Grau, SM-X210NZAEEUB	2003
04	-	Apple iPad A16 Wi-Fi + Cellular, 11", 128GB, silver, MD7F4TY/A	1707
05	40	Apple 11-inch iPad Air M3 Wi-Fi, 11", 128GB, grey, MC9W4TY/A	1367
06	01	Apple 10.9-inch iPad Wi-Fi (10. Gen.), 10.9", 64GB, silver, MCM74NF/A	1360
07	06	Apple iPad Pro Wi-Fi + Cellular, 11", 256GB, black, MVW13NF/A	1166
08	08	Microsoft Surface Pro 10 for Business, 13", Core Ultra 5 135U, 16GB, 256GB, ZDT-00004	1160
09	20	Samsung Galaxy Tab A, 11", 128GB, grey, SM-X216BZAEEUB	1115
10	55	Apple 11-inch iPad Air M3 Wi-Fi + Cellular, 11", 128GB, grey, MCFV4TY/A	1009
11	12	Samsung Galaxy Tab Active 4 Pro, 10.1", 128GB, Schwarz, rugged, SM-T636BZKEEEB	959
12	10	Apple 13-inch iPad Pro Wi-Fi + Cellular, 13", M4, 256GB, Space-black, MVXR3NF/A	947
13	56	Apple 13-inch iPad Air M3 Wi-Fi + Cellular, 13", 128GB, grey, MCJ14TY/A	927
14	18	Microsoft Surface Go 4 for Business, 10.5", N200, 8GB, 128GB, XHU-00004	910
15	63	Apple 13-inch iPad Air M3 Wi-Fi, 13", 128GB, grey, MCNH4TY/A	851

06 TFTs

Interest in displays has declined: Click rates on TFTs in the second quarter of 2025 are lower than in previous years.
The top products are office models with standardized features.

Rank Q2 25	Rank Q1 25	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Dell P2425H, 24"	4111
02	04	HP E27 G5, 27", 6N4E2AA#ABB	2294
03	02	Lenovo ThinkVision T24i-30, 23.8" 63CFMATXEU.	2156
04	07	Lenovo ThinkVision T27i-30, 27", 63A4MAT1EU	1883
05	05	Dell P2725H, 27", DELL-P2725H	1615
06	06	HP E24i G4, 24", 9VJ40AA#ABB	1546
07	30	HP 524pf - Series 5 Pro, 24", 9D9L6UT#ABB	1509
08	10	Lenovo ThinkVision T34w-30, 34", 63D4GAT1EU	1106
09	16	Lenovo ThinkVision T27h-30, 27" , 63A3GAT1EU	1084
10	13	Lenovo ThinkVision P27h-30, 27", 63A1GAT1EU	1060
11	46	HP 527pq - Series 5 Pro, 27", 9D9S0UT#ABB	1009
12	21	iiyama ProLite XUB2493HS-B6, 24"	976
13	22	Lenovo ThinkCentre Tiny-in-One 24 Gen 5, 24", 12NAGAT1EU	949
14	12	Dell P2723D, 27"	855
15	09	Dell P2723DE, 27"	854

Hottest Player:

Dell P2425H, 24"



Hottest Player:

MSI GeForce RTX 5090
32G GAMING TRIO OC,
32GB GDDR7



At a glance:



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

07 Graphics cards

Graphics cards continue to show strong momentum. The new RTX generation dominates the click figures in this category. In addition to MSI, several Gigabyte models also rank among the top positions – a clear sign of strong interest in the high-end segment.

Rank Q2 25	Rank Q1 25	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	28	MSI GeForce RTX 5090 32G GAMING TRIO OC, 32GB GDDR7, V530-014R	2788
02	01	Gigabyte GeForce RTX 5090 WINDFORCE OC 32G, 32GB GDDR7, GV-N5090WF3OC-32GD	2763
03	03	Gigabyte GeForce RTX 5080 GAMING OC 16G, 16GB GDDR7, GV-N5080GAMING OC-16GD	1299
04	18	Gigabyte GeForce RTX 5090 GAMING OC 32G, 32GB GDDR7, GV-N5090GAMING OC-32GD	1067
05	19	NVIDIA RTX A2000, 12GB GDDR6, VCNRTXA2000-12GB-PB	874
06	04	MSI GeForce RTX 4060 VENTUS 2X BLACK 8G OC, 8GB GDDR6, V516-004R	846
07	05	NVIDIA RTX A4000, 16GB GDDR6, VCNRTXA4000-PB	845
08	-	ZOTAC GAMING GeForce RTX 5070 Ti SOLID SFF, 16GB GDDR7, ZT-B50710J3-10P	821
09	150	Inno3D GeForce RTX 5090 X3 OC, 32GB GDDR7, N50903-32D7X-17593928	769
10	-	MSI GeForce RTX 5060 Ti 8G VENTUS 2X OC PLUS, 8GB GDDR7, V536-001R	762
11	06	Gigabyte GeForce RTX 5070 Ti GAMING OC 16G, 16GB GDDR7, GV-N507TGAMING OC-16GD	687
12	20	NVIDIA RTX 2000 Ada, 16GB GDDR6, VCNRTX2000ADA-SB	601
13	68	ZOTAC GAMING GeForce RTX 5090 SOLID OC, 32GB GDDR7, ZT-B50900J-10P	597
14	11	MSI GeForce RTX 5090 32G VENTUS 3X OC, 32GB GDDR7, V530-060R	592
15	292	Palit GeForce RTX 5090 GameRock, 32GB GDDR7, NE75090019R5-GB2020G	549

08 Multifunction Printers

In times of digitalization, a declining interest in printers comes as no surprise: In Q2 2025, clicks on printers are significantly lower than in previous months. The most-clicked models are tried-and-true laser and inkjet printers, with no groundbreaking innovations currently to be found in this segment.

Rank Q2 25	Rank Q1 25	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	08	Brother MFC-L2827DW, MFCL2827DWRE1	1020
02	07	HP Color LaserJet Pro MFP 4302fdw, 5HH64F#B19	1012
03	01	Brother MFC-L8690CDW, MFCL8690CDWG1	930
04	02	HP LaserJet Pro 4002dn, 2Z605F#B19	855
05	05	Zebra ZD421d, ZD4A042-D0EE00EZ	853
06	03	Zebra ZD421, ZD4A042-30EE00EZ	756
07	04	HP Officejet Pro 9120b All-in-One, 4V2N0B#629	595
08	11	Kyocera ECOSYS M5526cdn, 1102R83NLO	588
09	24	Brother MFC-L3760CDW, MFCL3760CDWRE1	519
10	29	Epson WorkForce Pro WF-C5890DWF, C11CK23401	494
11	10	HP Color LaserJet Pro MFP 3302fdwg, 759V2F#ABD	494
12	18	HP Officejet 250 Mobile, CZ992A#BHC	492
13	20	Zebra ZT400 Series ZT411, ZT41142-TOE0000Z	484
14	16	HP LaserJet Pro M501dn, J8H61A#B19	476
15	06	Kyocera ECOSYS P2040dn, 1102RX3NLO	469

Hottest Player:

Brother MFC-L2827DW



Hottest Player:

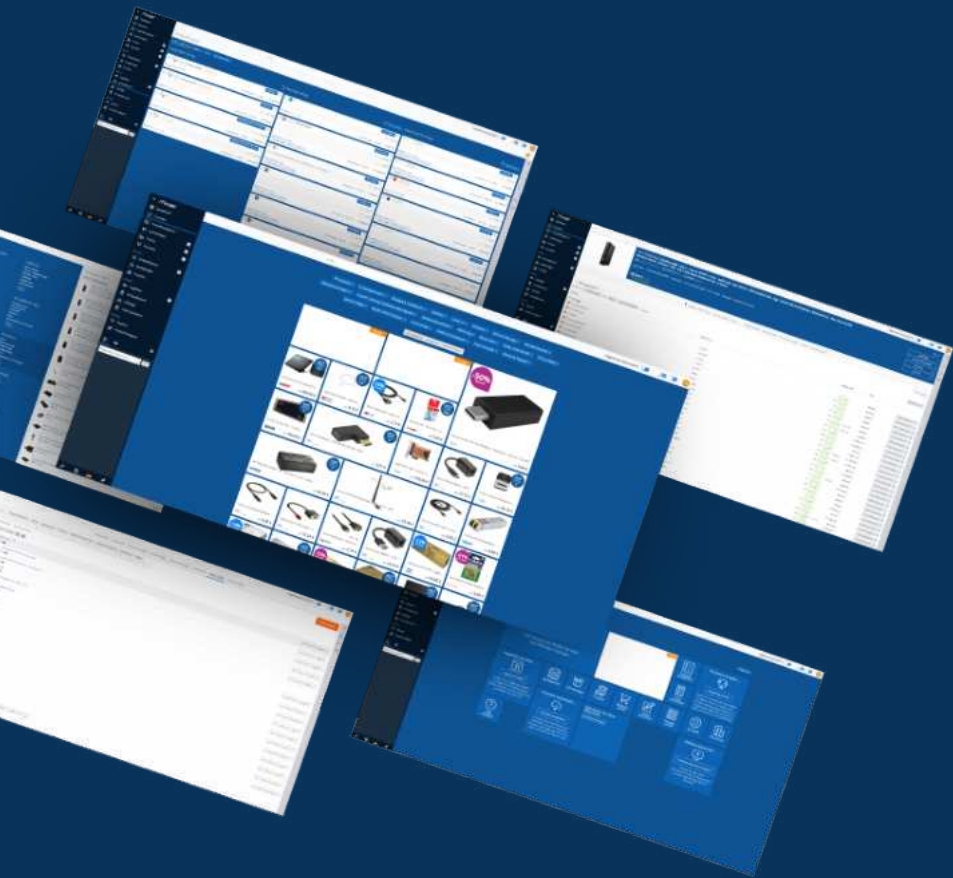
Microsoft Windows Server
2025 Standard



09 Software applications

In the first half of 2025, software is among the fastest-growing categories. New Microsoft products in particular — including Windows 11 Pro, Windows Server 2025, and Office Home & Business — are seeing an above-average number of clicks.

Rank Q2 25	Rank Q1 25	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	03	Microsoft Windows Server 2025 Standard - Licence - 16 cores - OEM - DVD, EP2-25189	2181
02	01	Windows 11 Pro - Licence - 1 licence - OEM - DVD - 64-bit - German, FQC-10534	2179
03	02	Microsoft Office Home and Business 2024 - Box pack - 1 PC/Mac - medialess, EP2-06662	1940
04	04	Microsoft Office Home and Business 2024 - Licence - 1 PC/Mac - Download, EP2-06606	1301
05	09	Microsoft Office Home and Student 2024 - Box pack - 1 PC/Mac - medialess, EP2-06848	868
06	08	HPE Microsoft Windows Server 2025 16-core Standard Reseller Option Kit, P77100-A21	728
07	10	Microsoft Windows Server 2025 Standard - Licence - 5 user CALs, EP2-25281	600
08	07	Microsoft Windows Server 2025 Datacenter - Licence - 16 cores - OEM - DVD, EP2-25151	566
09	17	Microsoft Office 2024 Home and Business English Medialess, EP2-06631	532
10	22	HPE Windows Server 2025 RDS 5 User CAL LTU - Subscription License - Administration, P77120-B21	506
11	13	Windows 11 Pro - Licence - 1 licence - ESD - 64-bit, National Retail - All Languages, FQC-10572	447
12	59	Microsoft Windows Server 2025 Datacenter - Licence - 4 additional cores, EP2-25317	440
13	11	Microsoft Windows Server 2022 Standard - Licence - 16 cores - DVD - 64-bit, P73-08330	436
14	25	Microsoft Windows Server 2025 Standard - Licence - 5 RDS user CALs - OEM, EP2-16987	436
15	33	Microsoft Windows Server 2025 Standard - Licence - 5 device CALs, EP2-25245	421



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