



The hottest trends from the coldest quarter

ITscope market barometer
Q4 2021 Overview

Ranking of highflyers & 7 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 7 categories — and the perfect ICT market overview.

News from the 4th quarter of 2021:

Digital Sales Insights:

in our new (German) blog series, you can look forward to exciting insights on the topic of 'Digitalisation and sales in system houses'. Over the last few weeks, we addressed various, primarily sales-related challenges from this industry and outlined suitable scenarios for solutions. Take a look at our blog to get an overview.

New storefront for ITscope portals:

with a modern design and easy-to-implement technology, you can now take a peek at the future of customer portals. Test the 2nd generation of ITscope portals by deploying a ready-to-use new storefront, which is already capable of handling the complete standard ordering process.

We proudly present ... our new logo:

after accompanying us for a long time, the previous ITscope logo was due for a redesign. Having started as a price comparison tool, ITscope has evolved over time into a comprehensive provider for digital sales and eProcurement - this dynamic development and value is now also reflected in our revised corporate design.



What awaits you

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ITscope

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Hottest Player:

Apple 10.2-inch iPad WIFI,
10,2", 64GB, grey



01 Highflyer: Top 30 of the newcomers

Rank Q4 21	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	16.09.21	Apple 10.2-inch iPad WIFI, 10,2", 64GB, grey, MK2K3FD/A	6037
02	15.09.21	Apple iPhone 13 Pro, 256GB, graphite, MLVE3ZD/A	2242
03	14.08.21	Microsoft Windows 2022 Standard Server, 16Core, P73-08330	1725
04	20.10.21	Apple AirPods Pro, MLWK3ZM/A	1676
05	02.09.21	Microsoft Office Home and Business 2021, T5D-03526	1565
06	08.09.21	Lenovo ThinkCentre M70q, i5, 8GB, 256GB, 11MY002WGE	1205
07	05.10.21	Apple Watch Series 7 (GPS), 45mm, midnight, MKN53FD/A	1172
08	06.07.21	Lenovo ThinkPad Universal Thunderbolt 4 Dock, 40B00135EU	1150
09	20.10.21	Apple MacBook Pro, 14,2", Apple M1, 16GB, 1TB, MKGQ3D/A	997
10	19.08.21	PNY NVIDIA RTX A2000, 6GB GDDR6, VCNRTXA2000-PB	992
11	29.10.21	Gigabyte Z690 DU, LGA1700, ATX	800
12	27.10.21	Kingston FURY Beast 16GB DDR5, 4800MHz, KF548C38BB-16	741
13	21.08.21	Intel Core i9-12900K, 16C, 24T, 2.4-5.1GHz, 14MB+30MB, BX8071512900K	716
14	24.09.21	Microsoft Surface Slim Pen 2, BT5.0, 8WX-00002	563
15	07.09.21	Iiyama ProLite XUB2493HS-B4, 24", FHD	524

Hottest Player:

Apple 10.2-inch iPad WIFI,
10,2", 64GB, grey



01 Highflyer: Top 30 of the newcomers

Rank Q4 21	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
16	27.06.21	Samsung QM55RA, 55", 4K UHD, LH55QMRABGOXEN	426
17	09.07.21	Nintendo Switch OLED, 64GB, 10007454	418
18	31.07.21	Oculus Quest 2, 899-00184-02	347
19	24.09.21	Microsoft Surface Pro Signature Keyboard, 8XB-00045	327
20	25.10.21	IPC-Computer 25,4Wh Akku, HP Compatible, 933321-855	237
21	29.07.21	Epson EcoTank ET-2820, 1440dpi, A4, A5, A6, C11CJ66404	188
22	20.10.21	Apple USB-C to Lightning Cable, MM0A3ZM/A	184
23	14.09.21	Crucial MX500, 4TB SSD, CT4000MX500SSD1	154
24	04.07.21	Poly Studio E70, 2200-87090-001	135
25	08.09.21	Samsung EVO Plus 128GB, MB-MC128KAVEU	122
26	08.11.21	Ricoh M C240FW, 408430	120
27	15.10.21	Fujitsu ScanSnap i X1300, PA03805-B001	120
28	22.10.21	Synology Rack-Schienen-Kit, RKS-02	115
29	27.09.21	Konica Minolta TN514M, Magenta, A9E8350	108
30	07.12.21	AVM FRITZ! Repeater 1200 AX, 20002974	101

02 TFTs

Rank Q4 21	Rank Q3 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Dell P2419H	9682
02	04	Dell P2422H	5937
03	02	Dell P2719H	3560
04	08	HP E27 G4, 9VG71AA#ABB	3256
05	06	Lenovo ThinkVision T24i-2L, 62B0MAT2EU	3241
06	26	Dell P2722H	2719
07	33	HP Z24f G3, 3G828AA#ABB	2463
08	19	Dell P2219H	2428
09	07	Samsung Flip WM55R, LH55WMRWBGXEN	2424
10	11	Dell UltraSharp U2722D	2387
11	05	HP E24 G4, 9VF99AA#ABB	2234
12	10	Samsung C34H890WGR, LC34H890WGRXEN	1958
13	36	Samsung Serie 6, LS24E65KBWW/EN	1887
14	34	Dell UltraSharp U2419H	1835
15	03	HP E24i G4, 9VJ40AA#ABB	1833

Hottest Player:

Dell P2419H



Hottest Player:

Apple iPhone SE,
64GB, black



03 Mobile phones

Rank Q4 21	Rank Q3 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Apple iPhone SE, 64GB, black, MHGP3ZD/A	21117
02	24	Samsung Galaxy A52s 5G, 128GB, black, SM-A528BZKDEUB	2899
03	128	Apple iPhone 13 Pro, 256GB, graphite, MLVE3ZD/A	2242
04	02	Apple iPhone 12, 128GB, black, MGJA3ZD/A	2005
05	05	Samsung Xcover 5 Enterprise, 64GB, black, SM-G525FZKDEEB	1950
06	277	Apple iPhone 13 Pro Max, 256GB, grey, MLLA3ZD/A	1732
07	116	Apple iPhone 13, 128GB, midnight, MLPF3ZD/A	1727
08	04	Apple iPhone 11, 64GB, black, MHDA3ZD/A	1714
09	09	Samsung Galaxy S21 5G, 128GB, black, SM-G991BZADEUB	1480
10	15	Apple iPhone 12 mini, 64GB, black, MGDY3ZD/A	1271
11	19	Samsung Galaxy S20 FE, 128GB, blue, SM-G780GZBDEUB	1231
12	11	Apple iPhone 11, 128GB, black, MHDH3ZD/A	1128
13	13	Apple iPhone SE, 128GB, black, MHGT3ZD/A	1106
14	193	Apple iPhone 13 Pro, 128GB, graphite, MLV93ZD/A	964
15	10	Apple iPhone 12, 64GB, black, MGJ53ZD/A	871

04 Tablets

Rank Q4 21	Rank Q3 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	08	Microsoft Surface Pro 7+, i5, 8GB, 256GB, 1S3-00003	7337
02	105	Apple iPad Wi-Fi, 10.2", 64GB, grey, MK2K3FD/A	6037
03	04	Samsung GALAXY TAB A, 32GB, grey, SM-T500NZAEEUB	4018
04	01	Microsoft Surface Pro 7, i5, 256GB, platinum grey, PVR-00003	2468
05	18	Apple iPad Pro Wi-Fi + Cellular, 12.9", 256GB, grey, MHR63FD/A	2366
06	03	Microsoft Surface Go 2, m3, 128GB, Silver, SUA-00003	2296
07	14	Samsung GALAXY TAB A, 10.4", 32GB, grey, SM-T505NZAEEUB	1906
08	10	Apple iPad Air, 10.9", 64GB, Wi-Fi, grey, MYFM2FD/A	1868
09	11	Samsung Galaxy Tab S6 Lite, 64GB, 10.4", grey, SM-P615NZAADBT	1714
10	09	Samsung Galaxy Tab S6 Lite, 64GB, grey, SM-P610NZAADBT	1624
11	06	Microsoft Surface Pro 7+, i5, 16GB, 256GB, 1S4-000032	1452
12	290	Apple iPad Wi-Fi + Cellular, 10.2", 256GB, grey, MK4E3FD/A	1437
13	231	Apple iPad Wi-Fi, 10.2", 256GB, grey, MK2N3FD/A	1307
14	181	Apple iPad Wi-Fi + Cellular, 10.2", 64GB, grey, MK473FD/A	1242
15	02	Apple iPad, 10.2", Wi-Fi, 32GB, grey, MYL92FD/A	1191

Hottest Player:

Microsoft Surface Pro 7+,
i5, 8GB, 256GB



Hottest Player:

Lenovo ThinkPad E15
20RE, 15,6", i5, 8GB,
256GB



05 Notebooks

Rank Q4 21	Rank Q3 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	04	Lenovo ThinkPad E15 20RE, 15,6", i5, 8GB, 256GB, 20RES6DF05	6277
02	29	Acer TravelMate Spin B3, 11,6", Pentium Silver, 4GB, 128GB, NX.VN1EG.002	4870
03	03	HP 450 G8, 15,6", i5, 8GB, 256GB, 2W1G6EA#ABD	4767
04	05	Apple MacBook Air, 13,3", M1, 8GB, 256GB, MGN63D/A	3428
05	01	Lenovo ThinkPad E15, 15,6", i7, 16GB, 512GB, 20TD002MGE	3165
06	21	Lenovo ThinkPad E15 Gen 3 20YG, 15,6", R5, 8GB, 256GB, 20YG003XGE	3087
07	10	Lenovo ThinkPad E15, 15,6", i5, 16GB, 512GB, 20TD0003GE	2710
08	103	Microsoft Surface Book 3, 15", i7, 16GB, 256GB, SMG-00005	2437
09	32	Fujitsu LIFEBOOK A3510, 15,6", i3, 8GB, 256GB, FPC04905BP	2417
10	28	Apple MacBook Pro, 13,3", Apple M1, 8GB, 256GB, MYD82D/A	2129
11	87	Lenovo ThinkPad E14, 14", Ryzen 7, 16GB, 512GB, 20Y7003XGE	2087
12	07	Lenovo ThinkPad E15, 15,6", i5, 8GB, 256GB, 20TD0004GE	1939
13	158	Dell Latitude 5520, 15,6", i7, 16GB, 512GB - 16 GB RAM	1862
14	22	Lenovo ThinkBook 15, 15,6", i5, 8GB, 256GB, 20VE0004GE	1831
15	302	Lenovo ThinkPad P15s, 16,6", i7, 32GB, 1TB, 20W6005EGE	1782

06 PC systems

Rank Q4 21	Rank Q3 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Lenovo ThinkCentre M70q 11DT, i5 2GHz, 256GB SSD, 11DT003WGE	9989
02	03	HP ProDesk 400 G6, i5 2.3GHz, 256GB SSD, 23H19EA#ABD	4656
03	170	Dell OptiPlex 3080, i5 2.3GHz, 256GB SSD, 85PCF	2101
04	11	Lenovo ThinkCentre M70t 11EV, i5 2.9GHz, 512GB SSD, 11EV000WGE	1513
05	13	HP ProDesk 400 G6, i5 2.3GHz, 512GB SSD, 23H33EA#ABD	1243
06	780	Lenovo ThinkCentre M70q Gen 2 11MY, i5 1.3GHz, 256GB SSD, 11MY002WGE	1205
07	08	Lenovo ThinkCentre M70q 11DT, i5 2GHz, 512GB SSD, 11DT0043GE	1129
08	24	Fujitsu ESPRIMO P5010, i5 2.9GHz, 256GB SSD, VFY:P5010P15AMIN	1125
09	02	Dell OptiPlex 3080, i5 2.3GHz, 256GB SSD, 7RDCW	1117
10	05	Lenovo ThinkCentre M70q 11DT, i3 3GHz, 256GB SSD, 11DT003HGE	1071
11	71	HP Z2 G5, i7 3.8GHz, 512GB SSD, 259K6EA#ABD	1061
12	17	Lenovo ThinkCentre M70s 11EX, i5 2.9GHz, 256GB SSD, 11EX000LGE	898
13	10	Lenovo V50a-24IMB 11FJ, AIO, i5 2GHz, 256GB SSD, 11FJ008FGE	895
14	09	HP ProDesk 400 G6, i3 3GHz, 256GB SSD, 23H17EA#ABD	892
15	21	Fujitsu ESPRIMO G5010, i5 2GHz, 256GB SSD, VFY:G5010P15BMIN	880

Hottest Player:

Lenovo ThinkCentre
M70q 11DT, i5 2GHz,
256GB SSD



Hottest Player:

MSI MPG X570 GAMING PRO CARBON WIFI, AM4, ATX



At a glance: **TOP!**

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

07 Mainboards

Rank Q4 21	Rank Q3 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	40	MSI MPG X570 GAMING PRO CARBON WIFI, AM4, ATX, 7B93-001R	858
02	-	Gigabyte Z690 UD, LGA1700, ATX	800 TOP!
03	02	SUPERMICRO X11SCL-F, LGA1151, micro ATX, MBD-X11SCL-F-B	617
04	245	Gigabyte H410M S2H V3, LGA1200, micro ATX	589
05	01	MSI MPG B550 Gaming Plus, AM4, ATX, 7C56-003R	552
06	21	ASUS PRIME Z590-P, LGA1200, ATX, 90MB16IO-M0EAY0	481
07	13	SUPERMICRO X11SPL-F, Socket P, ATX, MBD-X11SPL-F-B	460
08	04	Gigabyte B560M DS3H, LGA1200, micro ATX	435
09	53	ASUS PRIME TRX40-PRO S, TRX40, ATX, 90MB14JO-M0EAY0	410
10	06	SUPERMICRO X11DPI-NT, 2x Socket P, E-ATX, MBD-X11DPI-NT-B	401
11	22	ASUS PRIME X299-A II, LGA2066, ATX, 90MB11F0-M0EAY0	389
12	15	MSI MPG Z390 GAMING PLUS, LGA1151, ATX, 7B51-001R	378
13	07	MSI B550-A Pro, AM4, ATX, 7C56-002R	368
14	30	ASUS PRIME B560M-A, LGA1200, micro ATX, 90MB17A0-M0EAY0	353
15	23	MSI B450M PRO-VDH MAX, AM4, micro ATX, 7A38-043R	350

Hottest Player:

AMD Ryzen 7 5800X,
8-Core, 3,8 GHz, SMT



08 CPUs

Rank Q4 21	Rank Q3 21	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	AMD Ryzen 7 5800X, 8-Core, 3,8 GHz, SMT, 100-100000063WOF	1548
02	02	AMD Ryzen 5 5600X, 6-Core, 3,7 GHz, SMT, 100-100000065BOX	1535
03	04	Intel Core i7-11700K, 8-Core, HT, 3,6GHz, BX8070811700K	1333
04	14	AMD Ryzen 5 5600G, 6-Core, SMT, APU, 3,9 GHz, 100-100000252BOX	982
05	08	AMD Ryzen 9 5900X, 12-Core, 3,7 GHz, SMT, 100-100000061WOF	885
06	06	AMD Ryzen 9 5950X, 16-Core, 3,4 GHz, SMT, 100-100000059WOF	823
07	50	Intel Xeon Silver 4215R, 8-Core, HT, 3,2 GHz, CD8069504449200	803
08	03	Intel Core i5 10400, 6-Core, 2,9 GHz, HT, BX8070110400	779
09	15	Intel Core i7 9700K, 8-Core, 3,6 GHz, BX80684179700K	777
10	22	Intel Core i9 10900X-series, 10-Core, 3,7 GHz, HT, BX8069510900X	772
11	07	Intel Core i5 11400 2,6 GHz - Skt 1200, BX8070811400	735
12	526	Intel Core i9-12900K, 16-Core, 24 Thread, 3,20GHz, BX8071512900K	716
13	10	Intel Core i3 10100, 4-Core, HT, 3,6 GHz, BX8070110100	688
14	936	Intel Core i7-12700K, 12-Core, 20 Threads, 3,60GHz, BX8071512700K	642
15	12	AMD EPYC 7302P, 16-Core, SMT, 3 GHz, 100-000000049	628



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