

The average price of laptops in Russia decreased to 58.5 thousand rubles

According to M. Video Eldorado, in the first half of 2025, the average cost of laptops in Russia significantly decreased. It sank by 8% compared to the same period last year and amounted to 58.5 thousand rubles. The reason was the reorientation of customers to more affordable models and an increase in competition in the mass segment.

In just six months, the Russians acquired 1.6 million laptops worth 96.1 billion rubles. Of greatest interest is observed in models worth up to 60 thousand rubles – users more often choose devices on the principle of price ratio and characteristics.

The leader of the Russian market in quantitative terms was the ASUS brand with a share of 16%. The popularity of the company is explained by a wide line of models – from budget to game. In second place is Huawei, who occupied 12% of the market. The Chinese manufacturer strengthened the position due to balanced devices for home, work and study. The third line was taken by laptops without a brand, which were 8% of sales. These are basic models with a minimum price and simple functionality.

The first five also included Lenovo (7%) and Apple (6%). Lenovo retains demand due to reliability and accessibility. Apple remains the choice of a premium segment.

In monetary terms, the same ASUS – 19% of the market leads. High revenue was also provided by ROG and TUF game models. This is followed by Apple and Huawei, each with a share of 12%. The fourth place in revenue is occupied by MSI (7%), and closes the five Lenovo (6%).