

The brand of playing mice and headphones from a booster streamer has become a hit: sales growth by 170%

The game periphery produced under the Lunacy brand and created by a popular streamer booster showed an impressive sales growth in Russia.

According to M. Video-Eldorado, in the first half of 2025, the sales of Lunacy devices increased 2.7 times in quantity and 2.2 times in revenue compared to the same period of the 2024th.

If game headphones used the main popularity a year ago, then in 2025 buyers switched to Lunacy mice, which have already become bestsellers.

According to representatives of the retailer, the brand is actively gaining popularity among young people thanks to stylish design, convenience and affordable prices. The assortment includes sets, mice, keyboards and rugs.

The company noted that the expansion of the Lunacy line has become an important growth factor.