

In M. Video-Eldorado, they called the leaders of sales of computer accessories in 2025

According to M. Video-Eldorado, in the first half of 2025, the Russians acquired more than 9 million computer accessories. The total amount of sales exceeded 16.2 billion rubles. The greatest demand was for computer mice, keyboards and game sets.

The category of mice has shown a record over the past three years - more than 6.6 million devices have been sold. This is 9% more than in the same period of last year. The volume of sales in monetary terms grew by 11%, amounting to 9 billion rubles. The Logitech brand remained the sales leader, Defender and Acer are following him. Models were selected for both everyday work and games.

Keyboard sales remained at the level of last year and amounted to almost 3 million pieces. However, due to the growth of demand for more expensive models, the market in monetary terms grew by 10% and reached 7.2 billion rubles. The most popular brands are Defender, Logitech and A4Tech. In the premium segment, stamps such as Razer, Red Square, Lunacy and Dark Project are distinguished.

The segment of playing sets continues to actively develop. This is due to interest in home gaming, streaming and e-sports. The three leaders included Logitech, Razer and Hyperx. Particularly popular are models with convenient planting and good sound, suitable for both games and communication. The Russian brand Lunacy also began to gain a share due to quality and thoughtful design.