

M. Video-Eldorado recorded an increase in sales of monitors in Russia by 4% in the first half of 2025 compared to the previous year. During this period, 1.78 million monitors in the amount of 38.9 billion rubles were sold.

The leaders of sales in the Russian market were MSI, Xiaomi, LG and Samsung monitors. In the segment of gaming devices, MSI confidently occupies a leading position, holding 8.9% of the market in kind. This brand is followed by Redmi and Xiaomi with 7.6%; The Chinese vendor actively expands its presence thanks to available models with wide functionality. LG also entered the TOP-5 with 5.5%-the fourth place that demonstrates the company's strong positions in the market for universal devices for work and multimedia. Samsung with 5.4% closes the five leaders, traditionally remaining popular in the premium segment.

In the monitors market in monetary terms, MSI leads with a share of 9.2% thanks to high-tech models. Samsung holds the second place, attracting buyers with premium, including curved displays – 7.4%. LG stably holds 6.9% of the market, in third place, Xiaomi and Redmi gradually increase the average check, expanding the range of more expensive lines and occupying 6.2% and 5.2%, respectively.

M. Video-Eldorado specified that more than half of the monitors market in quantitative terms falls on devices with Full HD resolution, which are in demand due to the optimal ratio of price and quality. Such monitors are especially in demand in the office and educational sectors, and in accessible game solutions. The Quad HD (2K) segment also demonstrates steady growth, as it is popular among gamers and designers.

The Ultra HD (4K) segment is most dynamically developing, attracting the attention of both professionals and home users who strive for high detail details and are ready to purchase premium devices.