

In July 2025, the most popular video card on the market of South Korea was the "People's" RTX 5060, according to the analytical portal Danawa Research.

The model headed the sales rating, ahead of the more productive RTX 5070 and RTX 5070 Ti, which took the second and third places, respectively.

Despite the dominance of NVIDIA, AMD positions have noticeably strengthened. According to analysts, already 21% of South Korean users consider the purchase of video cards from the Reds, while a little over a year ago this share was only 11.33%.



Danava

However, NVIDIA still holds 76% of the market, and Intel graphics cards occupy only 2-3%. Among the AMD solutions, the Radeon RX 9060 XT and RX 9070 XT, which took the fifth and sixth places in the overall ranking, gained the most popularity.

The growth of interest in AMD is associated with improved performance of new cards and aggressive pricing policies.