

ITscope

Paths to success: The IT trends that defined 2024

ITscope market barometer
Q4 2024



WHAT TO EXPECT

Our aim is to keep you up to date and informed about the current reseller demand for ITC products as well as top sellers and product highlights. Get a neutral and unbiased insight based on real clicks from our users on products from different categories – and the perfect ITC market overview.

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Hottest Player:

Apple iPhone 16 Pro Max,
256GB, Deserittitan



What are highflyers?

The top 15 product innovations per category of the last quarter, selected based on user clicks on ITscope.



01 Highflyer: Top 15 of the newcomers

Rank	Listed since	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	10.09.24	Apple iPhone 16 Pro Max, 256GB, Deserttitan, MYWX3ZD/A	2785
02	16.10.24	Apple iPad WIFI, 64GB, silver, MCM74NF/A	2692
03	22.08.24	Microsoft Office Home and Business 2024, EP2-06662	2459
04	10.10.24	Microsoft Windows Server 2025 Standard, license, 16 CPU-Cores, EP2-25189	2049
05	22.08.24	Ubiquiti UniFi Cloud Key G2+, UCK-G2-SSD	1823
06	25.10.24	AMD Ryzen 7 9800X3D, 8-Core, SMT, 96MB Cache, AM5, 100-100001084WOF	1779
07	10.09.24	Apple AirPods 4 with Active Noise Cancellation, MXP93ZM/A	1072
08	31.10.24	Apple MacBook Pro, 14.2", M4, 16GB, 512GB, MW2U3D/A	984
09	30.10.24	Apple Mac mini, M4, 16GB, 256GB, MU9D3D/A	926
10	10.09.24	Apple Watch Series 10 (GPS), 46mm, black, MWWQ3QF/A	651
11	01.07.24	Iiyama ProLite XUB2493HS-B6, 24", FHD, 100Hz	594
12	21.08.24	Kyocera ECOSYS MA4000x, 110C143NL0	503
13	29.10.24	Apple Magic Keyboard with Touch ID and Numeric Keypad, MXK73D/A	490
14	01.10.24	Sony PS5 PRO Digital, 2TB, 1000046526	449
15	26.09.24	Samsung 990 EVO Plus, 1TB, PCIe5.0x2, M.22280, HMB, TLC, MZ-V9S1T0BW	404

02 Notebooks

Rank Q4 24	Rank Q3 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	Lenovo ThinkPad E16 Gen 2 21MA, 16", Core Ultra 5 125U, 16GB, 512GB, 21MA001YGE	15976
02	03	HP ProBook 450 G10, 15,6", i5 1335U, 16GB, 512GB, 9V1L7AT#ABD	5100
03	10	Lenovo ThinkPad T14s Gen 6 21N1, 14", Snapdragon X Elite X1E-78-100, 32GB, 1TB, 21N10007GE	2160
04	16	Apple MacBook Air - M3 - M3 10-core GPU - 16 GB RAM - 512 GB SSD - 34.46 cm (13.6") IPS 2560 x 1664 (WQXGA), MXCR3D/A	2064
05	09	Lenovo ThinkPad L13 Yoga Gen 4 21FR, 13,3", R5 Pro 7530U, 16GB, 512GB, 21FR000AGE	1835
06	92	Lenovo ThinkBook 16p G5 IRX 21N5, 16", i9 14900HX, 32GB, 1TB, 21N50011GE	1670
07	13	Lenovo ThinkPad E16 Gen 2 21M5, 16", R5 7535HS, 16GB, 512GB, 21M5002AGE	1573
08	21	Lenovo ThinkPad P16v Gen 2 21KX, 16", Core Ultra 9 185H, 64GB, 2TB, 21KX001TGE	1475
09	08	Dell Latitude 5540, 15.6", i7 1365U, 16GB, 512GB, 1F8R2	1432
10	23	HP ProBook 460 G11, 16", Core Ultra 5 125U, 16GB, 512GB, 9Y7J7ET#ABD	1394
11	17	Lenovo V15 G4 IRU 83A1, 15.6", i5 13420H, 16GB, 512GB, 83A100B9GE	1290
12	02	HP 470 G10, 17.3", i5 1335U, 16GB, 512GB, 7L6Y9ET#ABD	1270
13	49	HP EliteBook 840 G11, 14", Core Ultra 7 155H, 32GB, 1TB, A26QBEA#ABD	1233
14	22	Lenovo ThinkPad L16 Gen 1 21L3, 16", Core Ultra 5 125U, 16GB, 512GB, 21L3002KGE	1220
15	12	Lenovo V15 G4 IRU 83A1, 15.6", i3 1315U, 8GB, 256GB, 83A1002CGE	1161

Hottest Player:

Lenovo ThinkPad E16 Gen 2 21MA, 16", Core Ultra 5 125U, 16GB, 512GB



Hottest Player:

Lenovo ThinkCentre
M70q Gen4 12E3,
i5 13400T, 16GB, 512GB



At a glance:



These new from-zero-to-hero products have directly entered the top 15.

03 PC systems

Rank	Rank	Products	Total
Q4 24	Q3 24	(Manufacturer / product name / mfr's no.)	clicks
01	02	HP Pro 400 G9, i5 13500T, 16GB, 512GB, 9M9B0AT#ABD	5821
02	01	Lenovo ThinkCentre M70q Gen4 12E3, i5 13400T, 16GB, 512GB, 12E3004FGE	4243
03	11	Dell OptiPlex Micro 7020 MFF, i5 14500T, 16GB, 512GB, JX05H	2786
04	03	Lenovo M75q, R5 5600GE, 16GB, 512GB, 11JN0082GE	2565
05	178	Lenovo ThinkCentre M70q Gen 5 12TD, i5 14500T, 16GB, 512GB, 12TD000FGE	2260
06	05	Lenovo ThinkCentre neo 50q Gen 4 12LN, i5 13420H, 16GB, 512GB, 12LN001EGE	1817
07	146	Lenovo M70s, i5 13400T, 16GB, 512GB, 12TD000RGE	1688
08	07	HP Workstation Z2 G9, i7 14700K, 32GB, 1TB, 996L7ET#ABD	1018
09	-	Apple Mac mini, M4, 16GB, 256GB, MU9D3D/A	926
10	487	Lenovo ThinkCentre M70t Gen 5 12U6, i5 13400, 16GB, 512GB, 12U60010GE	885
11	29	HP Workstation Z2 G9, i7 14700K, 32GB, 1TB, 996Q4ET#ABD	773
12	21	HP Elite 600 G9, i5 13500T, 16GB, 512GB, 624A2ET#ABD	720
13	45	HP Pro 400 G9, i5-14500T, 16GB, 512GB, 937U0EA#ABD	708
14	103	Dell OptiPlex 7020, i5 14500, 16GB, 512GB, DW6H7	633
15	72	Dell Precision 3680, i7 14700, 32GB, 1TB, RX7C3	591

04 CPU

Rank Q4 24	Rank Q3 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	01	AMD Ryzen 7 7800X3D, 8-Core, SMT, 4.2GHz, AM5, 96MB Cache, 100-100000910WOF	2366
02	-	AMD Ryzen 7 9800X3D - 4.7 GHz - 8 Kerne - 16 Threads - 96 MB Cache-Speicher, 100-100001084WOF	1779 TOP!
03	07	AMD Ryzen 9 7900X3D, 12-core, SMT, 128MB Cache, AM5, 100-100000909WOF	1241
04	02	AMD Ryzen 9 7950X3D, 16-Core, SMT, 4.2 GHz, AM5, 128MB Cache, 100-100000908WOF	1230
05	05	AMD Ryzen 7 5800X, 8-Core, SMT, 3.8 GHz, AM4, 100-100000063WOF	1102
06	12	AMD Ryzen 7 5700X3D, 8-core, SMT, 96MB Cache, AM4, 100-100001503WOF	1003
07	04	Intel Core i7-14700K, 20-Core, 28 Threads, 3.4GHz, LGA1700, BX8071514700K	999
08	08	AMD Ryzen 5 5600X, 6-Core, SMT, 3.7 GHz, AM4, 100-100000065BOX	982
09	34	AMD Ryzen 9 9950X - 4.3 GHz - 16 Kerne - 32 Threads - 64 MB Cache-Speicher, 100-100001277WOF	981
10	06	Intel Core i9-14900K, 24-Core, 32 Threads, 3.2GHz, LGA1700, BX8071514900K	884
11	14	AMD Ryzen 9 5900X, 12-Core, SMT, 3.7 GHz, AM4, 100-100000061WOF	842
12	10	AMD Ryzen 7 7700X, 8-Core, SMT, 4.5GHz, AM5, 100-100000591WOF	777
13	03	Intel Core i7-12700KF, 12-Core, 20 Threads, 3.6GHz, LGA1700, BX8071512700KF	690
14	11	Intel Core i5-12400, 6-Core, HT, 2.5GHz, LGA1700, BX8071512400	652
15	13	AMD Ryzen 5 7600X, 6-Core, SMT, 4.7GHz, AM5, 100-100000593WOF	651

Hottest Player:

AMD Ryzen 7 7800X3D,
8-Core, SMT, 4.2GHz,
AM5, 96MB Cache



At a glance:



These new from-zero-to-hero products have directly entered the top 15.

Hottest Player:

Apple iPhone 15,
128GB, black



05 Mobile phones

Rank	Rank	Products	Total
Q4 24	Q3 24	(Manufacturer / product name / mfr's no.)	clicks
01	01	Apple iPhone 15, 128GB, black, MTP03ZD/A	3732
02	38	Apple iPhone 16 Pro Max, 256GB, titan, MYWX3ZD/A	2785
03	05	Apple iPhone SE (3rd generation), 64GB, black, MMXF3ZD/A	2199
04	61	Apple iPhone 16 Pro, 256GB, black, MYNH3ZD/A	2179
05	03	Apple iPhone 14, 128 GB, black, MPUF3ZD/A	2170
06	67	Apple iPhone 16, 128GB, black, MYE73ZD/A	2066
07	12	Samsung Galaxy A55 - Enterprise Edition, 128GB, blue, SM-A556BZKAEEB	1987
08	06	Samsung Galaxy XCover7 - Enterprise Edition, 128GB, black, SM-G556BZKDEEB	1974
09	04	Apple iPhone 13, 128GB, midnight, MLPF3ZD/A	1597
10	10	Samsung Galaxy A35 - Enterprise Edition, 128GB, blue, SM-A356BZKBEEB	1419
11	125	Apple iPhone 16 Pro, 128GB, black, MYND3ZD/A	1319
12	46	Apple iPhone 16 Pro Max, 256GB, black, MYWV3ZD/A	1306
13	11	Samsung Galaxy A15, 128GB, black, SM-A155FZKDEUB	1167
14	17	Apple iPhone SE (3rd generation), 128GB, black, MMXJ3ZD/A	1123
15	18	Samsung Galaxy S24, 256GB, black, SM-S921BZKGEUB	1114

06 Tablets

Rank Q4 24	Rank Q3 24	Products (Manufacturer / product name / mfr´s no.)	Total clicks
01	03	Microsoft Surface Pro 10, 13.3", Core Ultra 7 165U, 16GB, 512GB, ZDW-00004	4541
02	04	Samsung Galaxy Tab A9+, 11", 64GB, Grau, SM-X210NZAEEUB	2833
03	-	Apple 10.9-inch iPad Wi-Fi (10. Gen.), 10.9", 64GB, silver, MCM74NF/A	2692 TOP!
04	02	Apple 10.9-inch iPad Wi-Fi (10. Gen.), 10.9", 64GB, Silber, MPQ03FD/A	2458
05	06	Apple 11-inch iPad Air Wi-Fi, 11", M2, 128GB, grey, MUWC3NF/A	2408
06	09	Samsung Galaxy Tab Active5 - Enterprise Edition, 8", 128GB, rugged, SM-X306BZGAEEB	1774
07	10	Samsung Galaxy Tab S9 FE, 10.9", 128GB, grey, SM-X510NZAEEUB	1463
08	15	Apple 11-inch iPad Air Wi-Fi + Cellular, 11", M2, 128GB, grey, MUXD3NF/A	1423
09	08	Apple 13-inch iPad Pro Wi-Fi + Cellular, 13", M4, 256GB, Space-black, MVXR3NF/A	1317
10	13	Samsung Galaxy Tab Active 4 Pro, 10.1", 128GB, Schwarz, rugged, SM-T636BZKEEEB	1310
11	-	Microsoft Surface Pro 10 for Business, 13", Core Ultra 5 135U, 16GB, 256GB, ZDT-00004	1281 TOP!
12	01	Apple iPad Wi-Fi, 10.2", 64GB, Grau, MK2K3FD/A	1270
13	22	Apple iPad Pro Wi-Fi + Cellular, 11", 256GB, black, MWV13NF/A	1154
14	21	Samsung Galaxy Tab S9 FE, 10.9", 128GB, Grau, SM-X516BZAEEUB	1101
15	18	Samsung Galaxy Tab A9+, 11", 64GB, black, SM-X216BZAEEUB	1077

Hottest Player:

Apple iPad Wi-Fi, 10.2",
64GB, grey



At a glance:

TOP!

These new from-zero-to-hero products have directly entered the top 15.

Hottest Player:

Microsoft Office Home and Business 2024 - Box pack - 1 PC/Mac - medialess



At a glance:



These new from-zero-to-hero products have directly entered the top 15.

07 Software: Applications

Rank	Products	Total clicks
Q4 24	(Manufacturer / product name / mfr's no.)	
01	Microsoft Office Home and Business 2024 - Box pack - 1 PC/Mac - medialess, EP2-06662	2459
02	Microsoft Office Home and Business 2024 - Licence - 1 PC/Mac - Download, EP2-06606	1125 TOP!
03	Microsoft Office Home and Student 2024 - Box pack - 1 PC/Mac - medialess, EP2-06848	955
04	Microsoft Office Home and Business 2021 - Licence - 1 PC/Mac - Download, T5D-03485	682
05	Microsoft Office Home and Student 2021 - Office Applications - German, 79G-05405	574
06	Microsoft Office Home and Business 2021 German Medialess, T5D-03526	515
07	Microsoft Office 2024 Home and Business English Medialess, EP2-06631	502
08	Microsoft Office Home 2024 - Licence - 1 PC/Mac - Download, EP2-06798	477 TOP!
09	Microsoft SQL Server 2022 Standard OEM COA MUI DVD - Databases, 228-11642	412
10	Veeam Backup Essentials - Upfront Billing Licence (1 year) + Production Support, V-ESSVUL-0I-SU1YP-00	376
11	Lexware financial office 2024 - Subscription licence (1 year) - 1 PC - ESD, 09017-2050	297
12	VMware VMw vSph Std 8, VCF-VSP-STD-8	292
13	Microsoft Office Home and Business 2021 - Box pack - 1 PC/Mac - medialess, P8, T5D-03511	281
14	Microsoft Office Professional 2021 - Licence - 1 PC - Download - ESD - Click-to-Run, 269-17186	265
15	Microsoft Office 365 Personal - Subscription licence (1 year) - 1 person, QQ2-00012	256

08 Multifunction Printers

Rank Q4 24	Rank Q3 24	Products (Manufacturer / product name / mfr's no.)	Total clicks
01	20	HP Color LaserJet Pro MFP 4302dw, 4RA83F#B19	1110
02	02	Brother MFC-L2800DW, MFCL2800DWRE1	1105
03	01	Kyocera ECOSYS P2040dn, 1102RX3NLO	1094
04	10	Kyocera ECOSYS M5526cdw, 1102R73NLO	818
05	07	HP LaserJet Pro 4002dn, 2Z605F#B19	716
06	11	HP Officejet Pro 9730e Wide Format All-in-One, 537P6B#629	700
07	03	HP Color LaserJet Pro MFP M479fdw, W1A80A#B19	698
08	08	Brother MFC-L8690CDW, MFCL8690CDWG1	668
09	117	HP Officejet Pro 9120b All-in-One, 4V2N0B#629	668
10	09	Zebra ZD421d, ZD4A042-D0EE00EZ	627
11	31	Brother MFC-L3760CDW, MFCL3760CDWRE1	586
12	23	Zebra ZD421, ZD4A042-30EE00EZ	569
13	26	Brother HL-L8260CDW, HLL8260CDWG1	537
14	25	HP Officejet 200 Mobile Printer, CZ993A#BHC	537
15	21	HP LaserJet Pro MFP 4102fdw, 2Z624F#B19	537

Hottest Player:

HP Color LaserJet Pro MFP 4302dw



Hottest Player:

Dell P2422H



09 TFTs

Rank	Rank	Products	Total
Q4 24	Q3 24	(Manufacturer / product name / mfr's no.)	clicks
01	01	Dell P2422H, 23.8"	3158
02	02	HP E24 G5, 23.8", 6N6E9AA#ABB	2066
03	03	Lenovo ThinkVision T24i-30, 23.8" 63CFMATXEU	2015
04	04	Dell P2425H, 23.8"	1854
05	11	HP E27Q G5, 27", 6N6F2AA#ABB	1768
06	07	HP E24i G4, 24", 9VJ40AA#ABB	1508
07	06	Lenovo ThinkVision T27i-30, 27", 63A4MAT1EU	1461
08	05	HP E27 G5, 27", 6N4E2AA#ABB	1272
09	15	Dell UltraSharp U2723QE, 27"	1269
10	10	Iiyama ProLite XUB2493HSU-B6, 23.8"	1214
11	17	Dell P2725H, 27", DELL-P2725H	1194
12	12	Dell P3424WE, 34"	992
13	09	Dell P2723D, 27"	946
14	19	Iiyama ProLite XUB2792QSU-B6, 27"	917
15	21	Lenovo ThinkVision P27h-30, 27", 63A1GAT1EU	877



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