

INDIA



Top in tech:

Consumer electronics rankings 2026

Exploring the top consumer electronics and smartphones in urban India based on consideration and perceived value among customers.



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Foreword



“

In an era defined by rapid technological evolution and shifting consumer expectations, the landscape of consumer electronics continues to transform at an unprecedented pace. Our top consumer electronics brands report provides business leaders with a snapshot of the top performing and most-improved brands across key industry segments – from consumer electronics to mobile devices.

We explore how leading brands are resonating with distinct demographic cohorts, revealing how gender and generational preferences are shaping purchase behavior and loyalty. Understanding these nuances is essential for companies aiming to innovate, differentiate, and connect with today’s diverse global consumer base.”

Laura Robbie

CEO, YouGov APAC & MENA

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Consumer electronics

- Consideration rankings
- Value rankings

Consumer electronics

Most considered Consumer electronics brands 2026

Samsung leads as the most considered consumer electronics brand, followed by Apple and LG.

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When you are in the market next to purchase consumer appliance and/or smartphone, from which of the following would you consider purchasing?

Rank	Consumer electronics	Consideration (%)
1	Samsung	44.9
2	Apple	27.3
3	LG	25.0
4	Sony	24.2
5	Dell	20.9
6	Philips	20.5
7	HP	20.0
8	Whirlpool	18.5
9	Havells	16.1
10	Bajaj Electronics	15.7

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025) n> 10,400; To qualify as top- ranked, brands have held tracked scores for at least 6 months (183 days).

Consumer electronics

Most considered by gender

Male

Rank	Consumer electronics	Consideration (%)
1	Samsung	45.4
2	Apple	27.9
3	Sony	26.0
4	LG	25.0
5	Dell	21.9
6	HP	21.0
7	Philips	20.6
8	Whirlpool	17.5
9	Bajaj Electronics	16.6
10	Havells	16.3

Female

Rank	Consumer electronics	Consideration (%)
1	Samsung	44.3
2	Apple	26.7
3	LG	24.9
4	Sony	22.4
5	Philips	20.5
6	Dell	19.8
7	Whirlpool	19.5
8	HP	19.0
9	Apple Watch	16.5
10	Apple iPad	16.2

Consumer electronics

Most considered by generation

Gen Z

Rank	Consumer electronics	Consideration (%)
1	Samsung	39.9
2	Apple	24.7
3	Sony	18.3
4	LG	17.8
5	Dell	13.8
6	HP	13.7
7	Philips	13.7
8	Apple iPad	12.3
9	Whirlpool	11.8
10	Macbook	11.7

Millennials

Rank	Consumer electronics	Consideration (%)
1	Samsung	44.3
2	Apple	28.7
3	LG	26.5
4	Sony	24.7
5	Dell	22.0
6	Philips	21.5
7	Whirlpool	21.2
8	HP	20.4
9	Havells	18.1
10	Bajaj Electronics	16.7

Gen X

Rank	Consumer electronics	Consideration (%)
1	Samsung	49.7
2	LG	29.8
3	Sony	29.4
4	Apple	28.6
5	Dell	26.9
6	Philips	26.1
7	HP	25.6
8	Whirlpool	22.6
9	Havells	20.7
10	Apple Watch	19.9

Baby Boomers+

Rank	Consumer electronics	Consideration (%)
1	Samsung	52.1
2	LG	33.1
3	Sony	29.9
4	HP	27.1
5	Apple	26.3
6	Philips	26.1
7	Godrej consumer appliances	24.0
8	Dell	23.4
9	Havells	22.7
10	Voltas AC	22.3

Consumer electronics

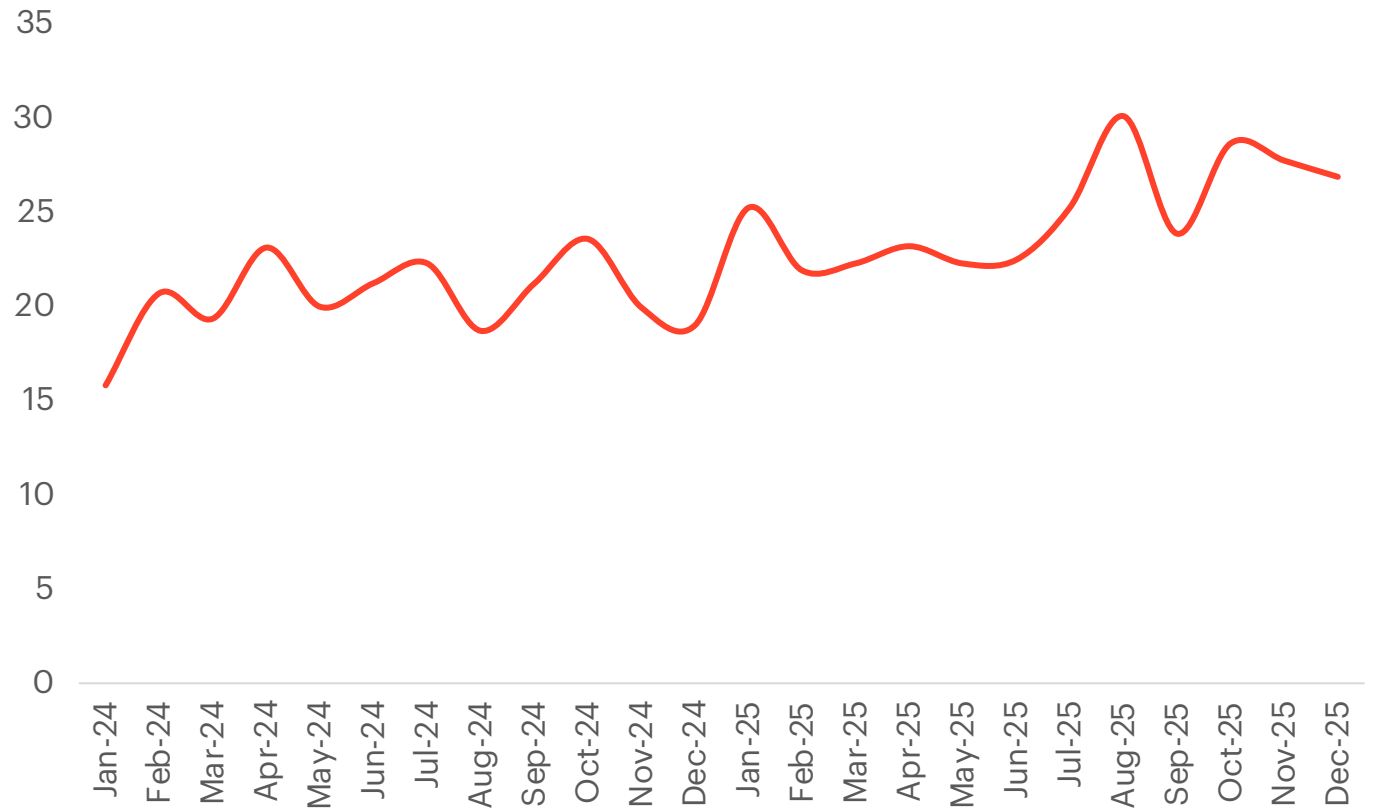
Most improved brand by consideration: LG

LG shows the largest year-on-year improvement in consideration (+4.6 points).

Samsung also recorded a +4.2 percentage-point increase, while Dell recorded growth of 4 percentage-points.

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Tracking LG year-on-year consideration (%)



YouGov BrandIndex (Jan 1, 2024 - Dec 31, 2025). Consideration (%) with monthly periodicity- India online rep: n> 800. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).Q: When you are in the market next to purchase consumer appliance and/or smartphone, from which of the following would you consider purchasing?

Consumer electronics

Value: Top ranked & most improved among current or former customers

Value: Top ranked

Rank	Consumer electronics	Value (Net Score)
1	Samsung	68.6
2	Dell	65.0
3	LG	64.9
4	HP	64.7
5	Bosch	64.2
6	Daikin	63.8
7	Alienware	63.6
8	Blue Star AC	62.5
9	Voltas AC	61.8
10	Philips	61.6

Value: Most improved

Rank	Consumer electronics	2025 Value (Net Score)	2024 Value (Net Score)	Change
1	Apple Watch	56.8	49.8	7.0
2	Apple iPad	54.5	47.5	7.0
3	Daikin	63.8	57.5	6.3
4	Sony	61.2	55.2	6.0
5	Dell	65.0	59.6	5.4
6	LG	64.9	59.5	5.4
7	Blue Star AC	62.5	57.1	5.4
8	Bosch	64.2	59.4	4.8
9	Panasonic	57.7	53.1	4.6
10	Samsung	68.6	64.9	3.7

YouGov BrandIndex (Jan 1, 2025 - Dec 31, 2025 vs. Jan 1, 2024 - Dec 31, 2024). Customers of each brands: n> 300; To qualify as top- ranked, brands have held tracked scores for at least 6 months (183 days); To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days); Question: “Which of the following brands do you think represents GOOD VALUE FOR MONEY? By that, we don’t mean “cheap,” but that the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don’t mean “expensive,” but that the brands do not offer a customer much in return for the price paid.”

Mobile devices

- Consideration rankings
- Value rankings



Mobile devices

Most considered mobile device brands 2026

Samsung smartphones lead as the most considered mobile devices brand, followed by iPhone and OnePlus smartphones.

Discover brand tracking



When you are in the market next to purchase consumer appliance and/or smartphone, from which of the following would you consider purchasing?

Rank	Mobile devices	Consideration (%)
1	Samsung smartphones	38.7
2	iPhone	29.5
3	OnePlus smartphones	20.6
4	Vivo smartphones	18.7
5	Realme	18.3
6	Google Pixel	18.2
7	Xiaomi smartphone	16.9
8	Motorola	16.5
9	Redmi smartphones	15.6
10	Oppo smartphones	15.5

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025) n> 10,400; To qualify as top- ranked, brands have held tracked scores for at least 6 months (183 days).

Mobile devices

Most considered by gender

Male

Rank	Mobile devices	Consideration (%)
1	Samsung smartphones	39.7
2	iPhone	29.5
3	OnePlus smartphones	21.7
4	Google Pixel	20.0
5	Vivo smartphones	19.7
6	Xiaomi smartphone	19.2
7	Realme	18.7
8	Motorola	18.3
9	Redmi smartphones	17.0
10	Oppo smartphones	15.2

Female

Rank	Mobile devices	Consideration (%)
1	Samsung smartphones	37.6
2	iPhone	29.4
3	OnePlus smartphones	19.4
4	Realme	17.8
5	Vivo smartphones	17.8
6	Google Pixel	16.4
7	Oppo smartphones	15.9
8	Xiaomi smartphone	14.6
9	Motorola	14.5
10	Redmi smartphones	14.2

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025) Male n> 5,300; Female n> 5,100; To qualify as top- ranked, brands have held tracked scores for at least 6 months (183 days). Question: “When you are in the market next to purchase consumer appliance and/or smartphone, from which of the following would you consider purchasing?”

Mobile devices

Most considered by generation

Gen Z

Rank	Mobile devices	Consideration (%)
1	Samsung smartphones	33.6
2	iPhone	30.0
3	Realme	18.1
4	OnePlus smartphones	17.2
5	Vivo smartphones	16.0
6	Google Pixel	15.4
7	Xiaomi smartphone	15.1
8	Redmi smartphones	12.9
9	Motorola	12.8
10	Oppo smartphones	12.1

Millennials

Rank	Mobile devices	Consideration (%)
1	Samsung smartphones	38.1
2	iPhone	29.0
3	Vivo smartphones	22.7
4	OnePlus smartphones	22.6
5	Google Pixel	20.4
6	Realme	20.1
7	Motorola	18.9
8	Xiaomi smartphone	18.2
9	Oppo smartphones	18.1
10	Redmi smartphones	16.9

Gen X

Rank	Mobile devices	Consideration (%)
1	Samsung smartphones	43.6
2	iPhone	29.6
3	OnePlus smartphones	22.8
4	Google Pixel	19.2
5	Vivo smartphones	18.1
6	Xiaomi smartphone	17.9
7	Motorola	17.7
8	Realme	17.4
9	Redmi smartphones	17.4
10	Oppo smartphones	16.3

Baby Boomers+

Rank	Mobile devices	Consideration (%)
1	Samsung smartphones	46.9
2	iPhone	27.7
3	Motorola	17.2
4	Oppo smartphones	16.5
5	OnePlus smartphones	15.9
6	Google Pixel	14.8
7	Redmi smartphones	14.6
8	Xiaomi smartphone	13.9
9	Vivo smartphones	12.9
10	Nokia	12.7

Mobile devices

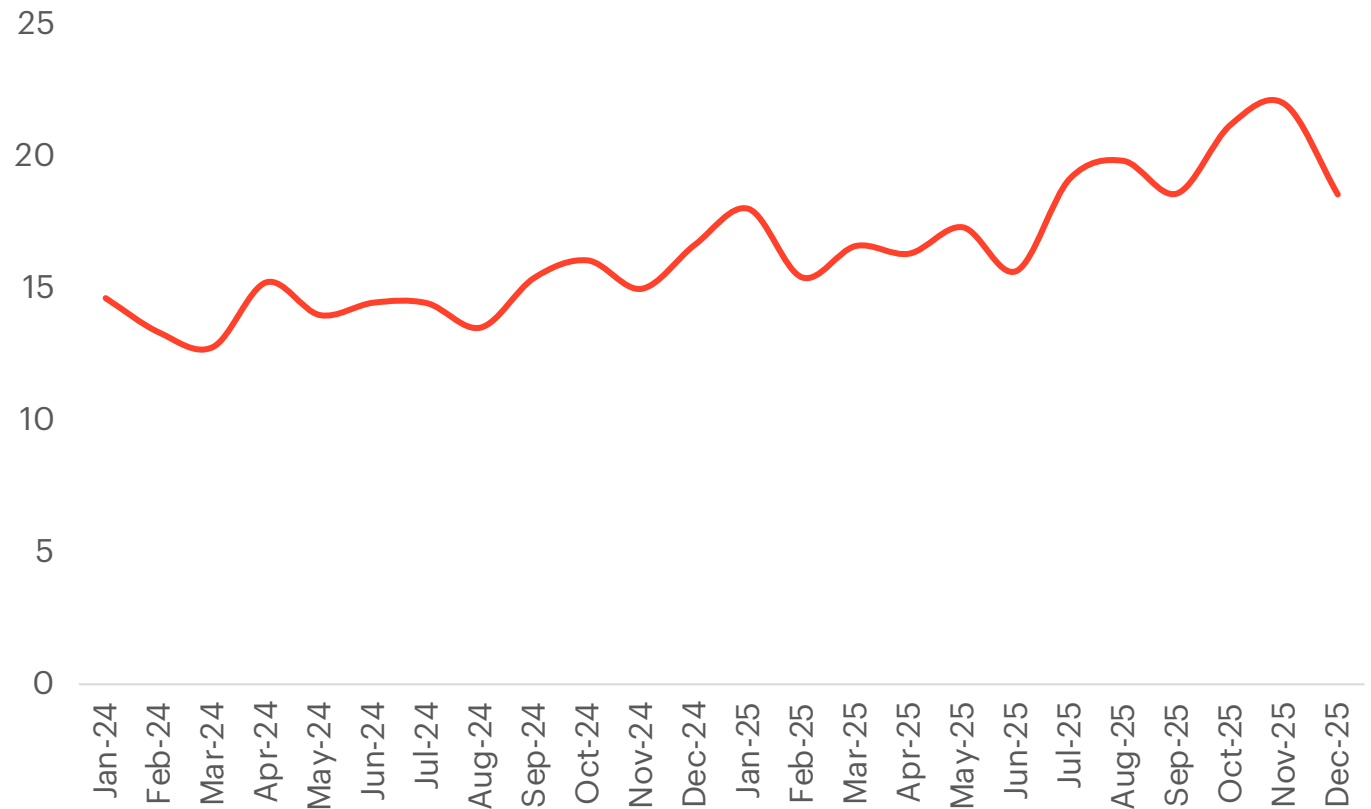
Most improved brand by consideration: Google Pixel

Google Pixel shows the largest year-on-year improvement in consideration (+3.6 points).

Samsung smartphones also recorded a 3 percentage-point increase, while Motorola recorded growth of 2.8 percentage-points.

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Tracking Google Pixel year-on-year consideration (%)



YouGov BrandIndex (Jan 1, 2024 - Dec 31, 2025). Consideration (%) with monthly periodicity- India online rep: n> 800. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Q: When you are in the market next to purchase consumer appliance and/or smartphone, from which of the following would you consider purchasing?

Mobile devices

Value: Top ranked & most improved among current or former customers

Value: Top ranked

Rank	Mobile devices	Value (Net Score)
1	Samsung smartphones	68.0
2	OnePlus smartphones	63.0
3	Realme	58.5
4	Google Pixel	57.9
5	Oppo smartphones	57.2
6	Xiaomi smartphone	56.7
7	Vivo smartphones	55.5
8	Motorola	55.2
9	Redmi smartphones	50.7
10	iPhone	48.0

Value: Most improved

Rank	Mobile devices	2025 Value (Net Score)	2024 Value (Net Score)	Change
1	OnePlus smartphones	63.0	56.0	7.0
2	Nokia	42.7	36.4	6.3
3	Oppo smartphones	57.2	51.5	5.7
4	Xiaomi smartphone	56.7	51.8	4.9
5	Motorola	55.2	50.4	4.8

YouGov BrandIndex (Jan 1, 2025 - Dec 31, 2025 vs. Jan 1, 2024 - Dec 31, 2024). Customers of each brands: n> 1000; To qualify as top- ranked, brands have held tracked scores for at least 6 months (183 days); To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days); Question: “Which of the following brands do you think represents GOOD VALUE FOR MONEY? By that, we don’t mean “cheap,” but that the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don’t mean “expensive,” but that the brands do not offer a customer much in return for the price paid.”

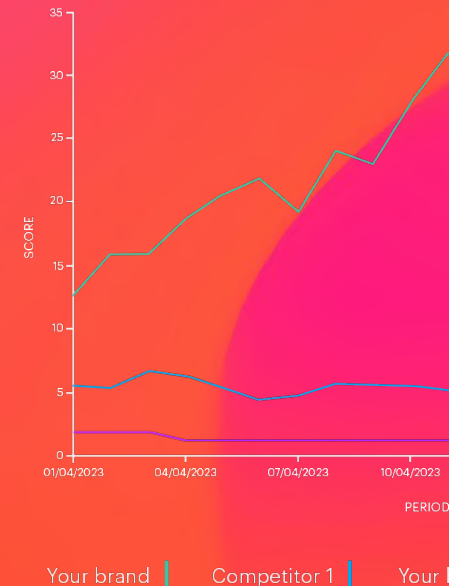
Spotted a competitor in the rankings?

The best brands don't rank by accident. When it comes to brand health, the strongest brands know exactly where they stand.

Keep up with the competition through brand tracking that's tailored to your industry and built to track the metrics that matter. Unlock reliable intelligence from the global leader in daily brand tracking.

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Advertising awareness



Metrics ▾

Advertising Awareness



Methodology

The brand tracking in this report have been sourced via YouGov BrandIndex.

- The brand rankings in this report are sourced from YouGov's always-on brand tracker YouGov BrandIndex.
- Parent and product sub-brands are both tracked for greater granularity of performance tracking.
- The consideration rankings are based on the online representative data, with additional splits across gender and generation. Consideration scores are based on respondents' answers to the following questions: "When you are in the market next to purchase consumer appliance and/or smartphone, from which of the following would you consider purchasing?"
- Value rankings are based among the current and former customers' data. Value scores are based on respondents' answers to the following question: "Which of the following brands do you think represents GOOD VALUE FOR MONEY? By that, we don't mean "cheap," but that the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a customer much in return for the price paid."
- Parent and product sub-brands are both tracked for greater granularity of performance tracking.
- Scores have been rounded to a single decimal place. For improvers, brands are ranked based on their change in scores. In cases where the change in score is the same between two brands, the current scores are used as a secondary metric to determine their ranking.
- A minimum base size of 300 (n) is required. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Throughout the report, unless otherwise noted, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).

Thank you

/Research Reality

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