

CONSUMER TECHNOLOGY AND SERVICES PLATFORMS

CONSUMER TECHNOLOGY AND SERVICES PLATFORMS TOP 10:



DEFINITION:

The Consumer Technology and Services Platforms category includes manufacturers of consumer electronics products, including TVs, home audio equipment, game consoles, digital cameras, phones, personal computers, laptops, printers, keyboards, etc., as well as other electronic products used at home. It also includes online platforms which provides service to consumers.

CHARGING UP/ TOP TECH BRANDS PLAN AHEAD

Category Brand Value
Year-on-Year Change

16%

Consumer Technology and Services
Platforms Top 10 Total Brand Value

\$1,888,428 M

Source: Kantar/Kantar BrandZ (including data from S&P Capital IQ)

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The Consumer Technology and Services Platforms category grows 16% in a transitional year.

Transitional but positive, starting with category leader Apple. The iPhone 17 series has been a hit worldwide, even in China where sales had been flagging. In the two months after its launch, the series accounted for 9% of global smartphone sales, according to Worldpanel by Numerator.

That makes it a great swan song for outgoing Apple CEO Tim Cook. A few years ago, Apple decided to make numbered models its 'affordable' standard-bearers while reserving the highest premium tier for Pro. It took a while to perfect the balance of features between these tiers. Now Apple reaps the rewards of a more Meaningful, balanced portfolio.

Samsung has pursued a similar ladder, while also adding an Ultra tier and a foldables offshoot. Overall, its premium stance remains resilient.

Huawei, meanwhile, has staged a full comeback in China, and now sets its sights on renewed expansion abroad. Overall, Chinese brands are competing credibly against the category leaders in developing markets like India and Southeast Asia.

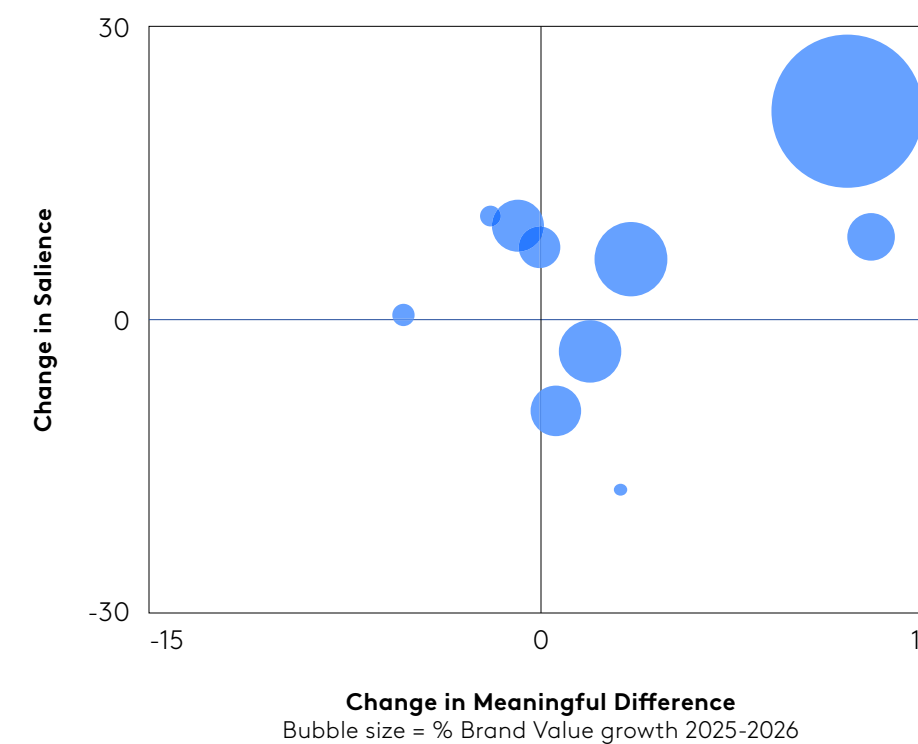
And yet hardware supremacy is not the only battle worth waging. The latter half of the 2020s could see software and content become principal differentiators, though much will hinge on forthcoming efforts like Apple's more full-fledged 'LLM-based Siri'.

Gaming anticipates this shift to software. Sony has already recast itself as an entertainment-IP company with a manufacturing wing attached (previously, it was the other way around). Xbox has bet big on licensing and subscriptions, even selling former 'console exclusives' like *Halo* to PlayStation users.

From there, who knows? Tomorrow's breakthrough gadget could even be... screenless. Reports hint that Jony Ive and ChatGPT are exploring such a path for OpenAI's first device release. If so, the category's centre of gravity might finally move beyond smartphones – almost 20 years after the iPhone's debut. Regardless, the category and its consumers seem primed for further Meaningfully Different disruption. But until then, brands shouldn't underestimate the power of predisposition to drive annual gains.

Geography may also become a more salient factor going forward. We take it for granted that top brands still sell basically the same handsets worldwide. That may change in the years to come as regulations evolve (see the EU's mandates on USB-C and 'right to repair'). Brands might also take note of how TECNO, Infinix, and Xiaomi are succeeding in Africa, where handsets are smartly tailored to local needs (think multiple SIM card slots, camera tuning for darker skin tones, and longer battery life).

All Top 10 brands improve some aspect of predisposition



Source: Kantar BrandZ, Top 10 Most Valuable Consumer Technology & Services Brands, 2025-2026



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Rethinking AI – focus on what consumers value

AI is reshaping technology manufacturers' strategies, influencing both product development and marketing approaches. In the rush to introduce new AI capabilities, many companies focus on novelty rather than consumer need, producing a range of low-value or underused features often referred to as 'AI slop'.

Research indicates that consumers are less interested in entirely new AI experiences and more in features that enhance their existing interactions with devices. When evaluating smartphones, the most valued AI functionalities include voice assistants, real-time language translation, and the ability to search the web using images. These features support core tasks and improve usability rather than adding complexity.

Manufacturers that invest in understanding consumers' jobs to be done, and how users want technology to fit into their daily routines, can prioritise AI development more effectively. This approach not only increases adoption and satisfaction, but also reduces wasted effort on features that do not deliver meaningful value.

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BRAND SPOTLIGHT



2026 BRAND VALUE

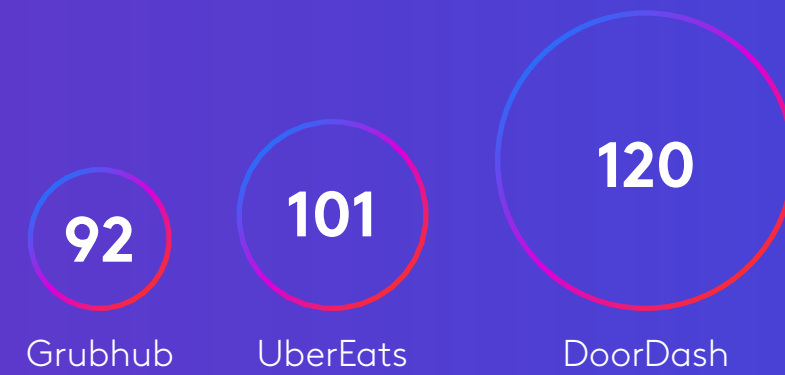
\$26,533 M

New

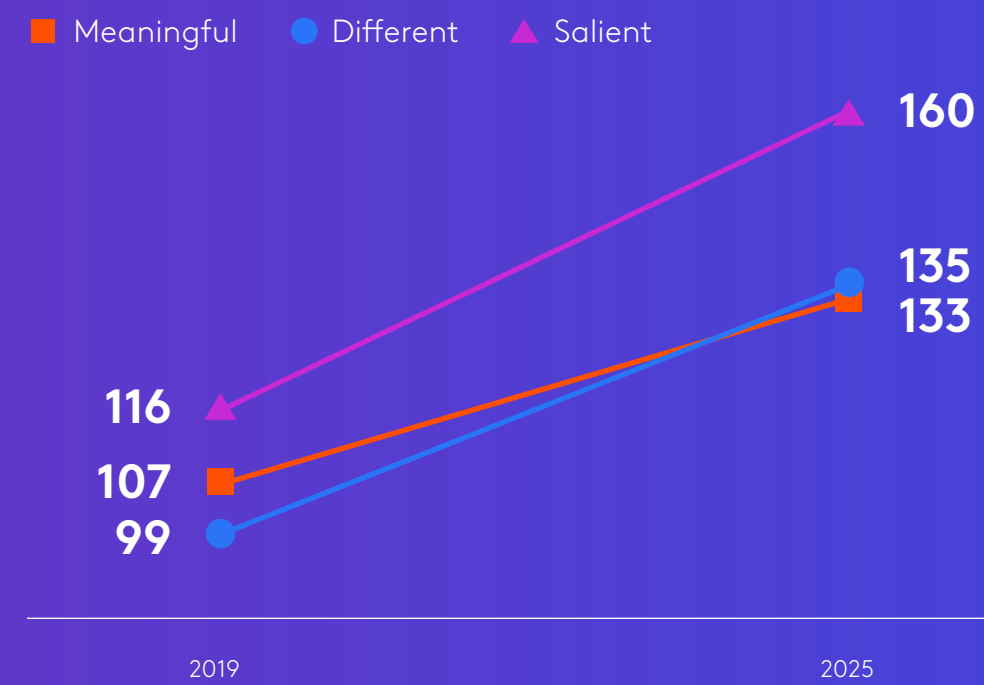
A better, broader ecosystem

DoorDash has quickly evolved from a standalone food delivery app to a local commerce ecosystem platform with a focus on great customer experience. Expansions into restaurant bookings, convenience, alcohol, and other retail exist side by side, seamlessly part of the brand's DashPass ecosystem. AI and localisation combine to make the offer sing: these days, DoorDash's 'living homepage' combines past order history with local context to provide suggestions; the app also adds its own 'smart tags' to menu items to help its users build their baskets. DoorDash has a local-first mindset, moving into smaller cities and suburbs ahead of competitors while striking resonant merchant partnerships. The goal? To position itself as a local utility rather than a slick Big Tech platform.

Future Power in 2020, US



DoorDash brand equity, US



Source: Kantar BrandZ, USA, Online Takeaway Food Ordering, 2019-2025

BRAND TO WATCH



Positioned as a 'category-killer' alternative to Apple and Samsung's high-end smartphones, **OnePlus** has successfully gained traction in the USA and other export markets – creating new growth lanes for its Chinese parent company Oppo.



Source: Kantar BrandZ, China, Mobile Phones, 2024

IMPLICATIONS

01 OUTCOMPETE ON MEANINGFUL DIFFERENCE

The consumer tech world stands out for its fast pace of innovation – plus a consumer base that's actually eager to try new offerings. Still, tech brands are built like any other. This means creating a Meaningful Difference advantage should still lie at the heart of any business plan, whether it's a startup or a large business. Because yes, lots of tech companies end up benefitting when times are good – but even then, the strongest brands still outperform.