

Market Position Claim

PLAUD

**The world's No.1
AI note-taking device
brand in sales volume**

Data source: Euromonitor International Co., Ltd.;
measured in terms of total branded sales volume in units in 2025.
An AI note-taking device is a portable device specifically designed
to leverage artificial intelligence to transcribe speech into struc-
tured text, with additional functions such as summarization, tag-
ging, and integration; general-purpose computing devices are
excluded. Based on research completed in 03/2026.



**Euromonitor
International**

市场地位声明

PLAUD

全球销量第一
AI笔记硬件设备品牌

信息源：欧睿国际。以2025年各品牌总销量（万台）为单位计算比较得出。AI笔记硬件设备指一种便携式硬件设备，专门利用AI（人工智能）将语音转录为结构化文本，并具有摘要、标记和整合等附加功能；不包含通用计算设备（如平板电脑）。于2026年3月完成调研。



Euromonitor
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