MARKET SCAN · BURGA.COM

BURGA

BURGA leads its category on ad volume and organic search. Its US buyers wait for parcels from Lithuania and pay any import duty and return postage themselves.



Category
Fashion phone cases and tech accessories

Compared against
8 direct competitors, 2 adjacent

Date
15 October 2026

THE SHORT VERSION

BURGA LEADS ITS RIVALS ON ADS AND SEARCH, AND ITS UNHAPPY BUYERS MOSTLY WRITE ABOUT DELIVERY

4,491

active Meta ads across two BURGA Pages

CASETiFY, the next biggest, runs 915. 1,529 of BURGA's reach the US.

1.33M

estimated US organic visits a month to burga.us

Only OtterBox gets more (1.72M). CASETiFY gets about 684K.

55%

of the 40 newest 1–2★ Trustpilot reviews are about shipping, returns or customs

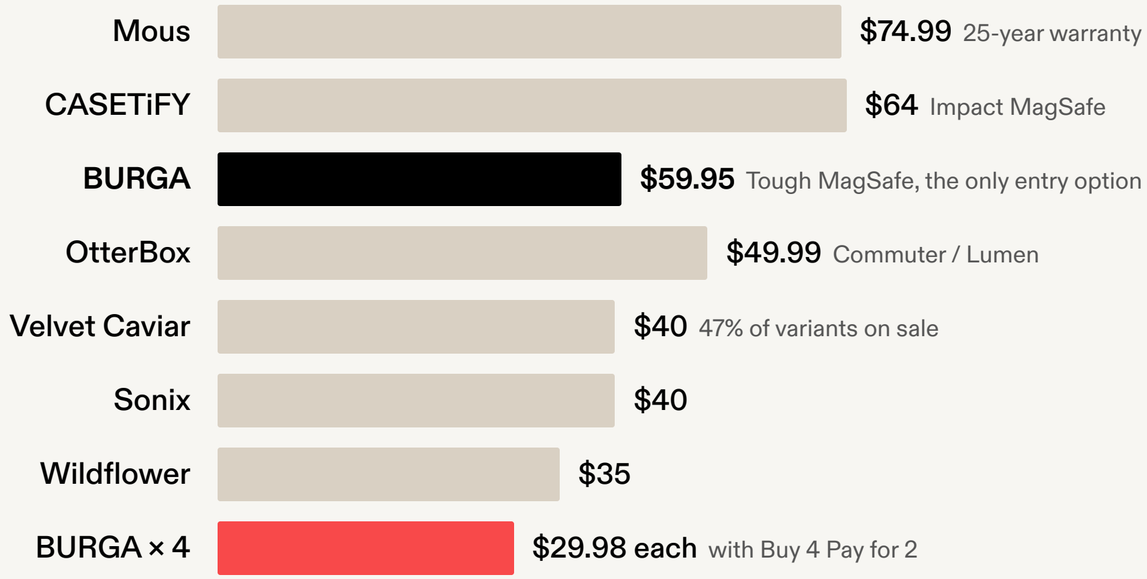
38% are about the product itself. 36 of the 40 came from outside the EU.

Every order ships from Lithuania, and the buyer pays any import duty and the return postage. Since 24 June 2026 US courier parcels under $800 no longer enter duty-free, so **the landed cost for US buyers** is the problem to fix first.

COMPETITORS AND OFFERS

BURGA HAS THE DEAREST ENTRY CASE AMONG FASHION BRANDS, UNTIL YOU BUY FOUR

Cheapest case for a new iPhone (18 Pro), US list price



Prices observed on each store on 15 Oct 2026 (CASETiFY from search snippets). BURGA's Elite tier is $89.95. The bundle price assumes four Tough MagSafe cases ($239.80) with two free.

$100

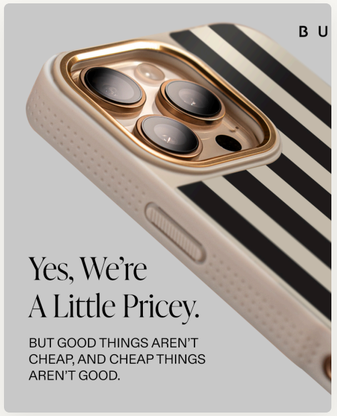
BURGA's free-shipping bar is the highest of the fashion peers (CASETiFY $40, Sonix $35, Velvet Caviar and Wildflower $50). One $89.95 Elite case does not reach it.

30-day returns

Longer than CASETiFY (10 days) and the 14–15 days at others, but BURGA's ads never mention it, and the buyer pays postage back to Lithuania.

SOURCES: BURGA.COM AND BURGA.US PRODUCTS.JSON, COMPETITOR STORES AND POLICY PAGES, 15 OCT 2026

THOUSANDS OF BURGA ADS REST ON ABOUT THIRTY PIECES OF COPY

















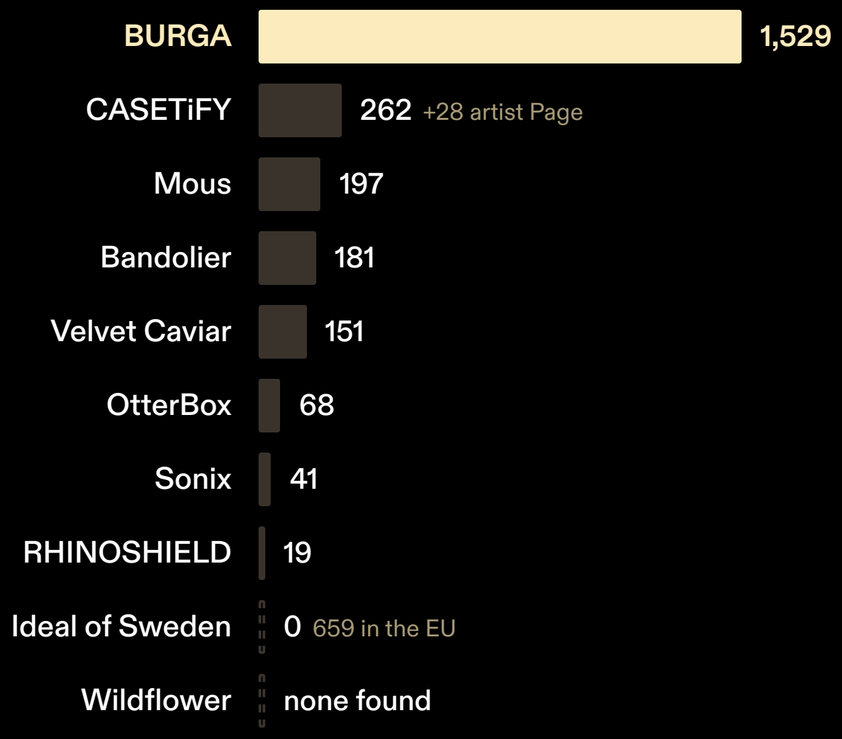
Real BURGA ads from the Meta Ad Library, live 14 Sep to 14 Oct 2026.

- **Volume comes in batches.** The 50 newest BURGA Cases ads were all created within 31 seconds on 14 October.
- **One line carries most BURGA Cases ads.** "New Phone? Let's Make It Iconic. 500+ protective designs." appears on 34 of 50 sampled BURGA Cases ads.
- **The price hook is unique.** "Yes, We're A Little Pricey" and "NOT CHEAP. FOR A REASON." No competitor talks about price this way.
- **The proof numbers disagree.** Ads say 3M, 4M+ or "Over M" customers, and 3.5M, 10M or 12M+ products sold.
- **No drop height is given.** CASETiFY claims 32 ft, Velvet Caviar 16 ft.

SOURCES: META AD LIBRARY VIA ADS MANAGER AND SCRAPECREATORS, GOOGLE ADS TRANSPARENCY CENTER, 15 OCT 2026

RIVALS RUN FAR FEWER ADS, AND THEY SELL PROTECTION, ARTISTS, LICENCES AND ADD-ONS

Active Meta ads reaching the US, 15 Oct 2026





CASETiFY · artists advertise their own designs



Mous · "proven protection" for iPhone Duo



OtterBox · "Ready for the drop"



RHINOSHIELD · licensed Totally Spies! cases



Velvet Caviar · case sold with matching charms



Ideal of Sweden · €3 to charity per item (EU)

META AD LIBRARY ESTIMATED COUNTS VIA ADS MANAGER, 15 OCT 2026

BURGA'S REACH COMES FROM CREATORS, AND MOST OF THEM POST FROM FRANCE

43%

of 4.3K sponsored posts come from French creators

US creators make 14%. Velvet Caviar's sponsored posts are 75% US and Wildflower's 67% US. 92% of BURGA's run on TikTok.

7,466 plays

median view count on BURGA's own TikTok

BURGA has 451K followers. Velvet Caviar has about a third of that and gets a median of 69,450 plays.

1.57M followers

on Instagram, with the best median engagement of the fashion brands

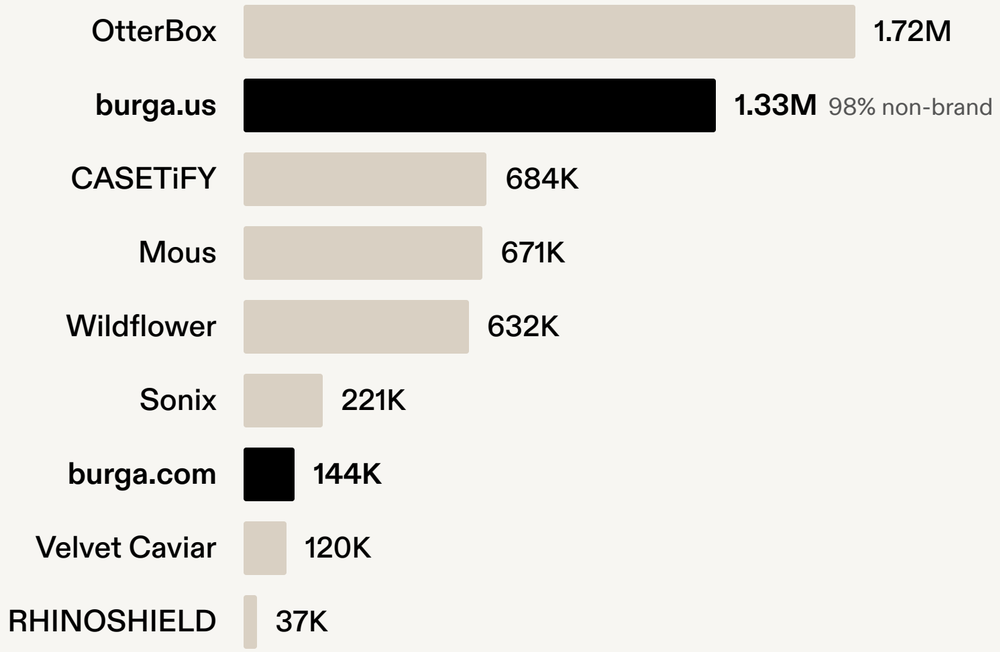
0.088% per post, ahead of CASETiFY (0.075%). The top recent post is the Hunger Games x BURGA teaser (12,836 likes).

Collabs: **The World of The Hunger Games x BURGA** launches today with 18 designs, after Thomas Lélu, Zoë Cain, Glorianka and Swarovski. CASETiFY lists 68 live co-labs. BURGA's affiliate programme runs on Impact, LTK and ShopMy at about 10%, and its site does not publish the rate.

SOURCES: TREG INSTAGRAM AND TIKTOK PROFILE PULLS, MODASH 12-MONTH BREAKDOWNS, CASETIFY.COM, BURGA.COM/PAGES/PARTNERSHIPS-COLLABORATIONS

BURGA WINS DEVICE SEARCHES AND MISSES STYLE AND ACCESSORY SEARCHES

Estimated US organic visits per month



burga.us ranks #1 for "magsafe phone case" and "kindle case" and #3 for "iphone 17 pro max case".

Searches BURGA could win (US volume a month)

SEARCH	VOLUME	BURGA TODAY
apple watch band HAS PRODUCT	201,000	8 collections, none in top 100
iphone 17 case WRONG PAGE	110,000	#2, with the 17 Pro page
black phone case	27,100	no collection
phone charm TREND	22,200	no collection, none for sale
wallet phone case	22,200	no collection
phone strap	9,900	collection exists, not ranking

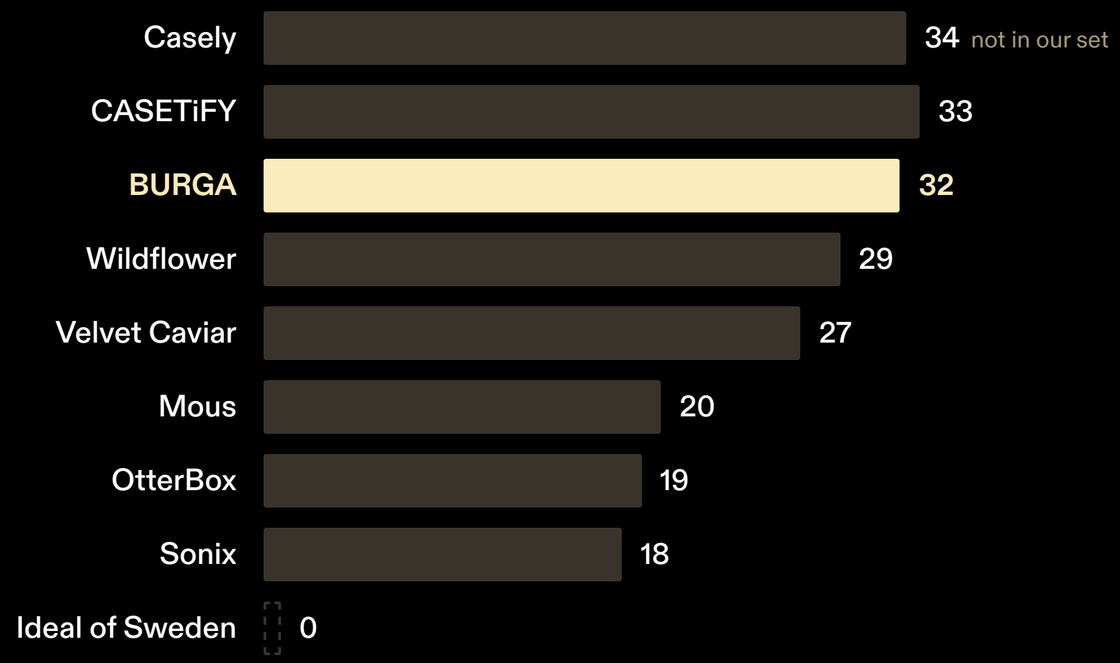
Traffic and volumes are third-party estimates (DataForSEO, SE Ranking). Brand search: "burga" 74K a month, "casetify" 368K.

SOURCES: DATAFORSEO, SE RANKING, SERPSTAT VIA TREG; LIVE US SERPS AND SITEMAPS, 15 OCT 2026

AI VISIBILITY

AI ANSWERS NAME BURGA ALMOST AS OFTEN AS CASETIFY, BUT NOT FOR IPADS, AIRPODS, GIFTS OR PROTECTION

Unbranded AI answers that name each brand (out of 68)



BURGA is named in 0 of 6 iPad answers, 0 of 6 gift answers and 1 of 6 "stylish but protective" answers. ZDNET, WIRED, Cosmopolitan and Macworld list it as a "decorative" pick, so answers about protection skip it. Asked directly, all six engines call BURGA a good brand, with caveats on durability and delivery.

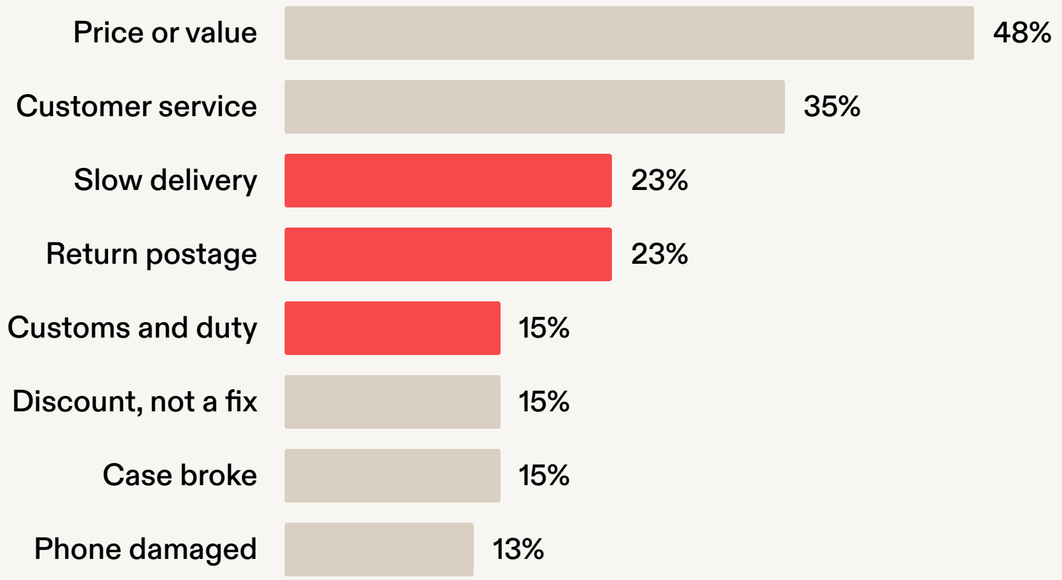


12 PROMPTS × 6 ENGINES (CHATGPT, PERPLEXITY, GEMINI, GOOGLE AI MODE, COPILOT, CLAUDE), RUN ONCE EACH, LOGGED OUT, US, 15 OCT 2026

CUSTOMER VOICE

UNHAPPY BUYERS WRITE ABOUT PRICE, SUPPORT AND SHIPPING TO AND FROM LITHUANIA

Share of the 40 newest 1–2★ Trustpilot reviews by theme (16 Sep to 14 Oct 2026)



Reviews can carry several themes. Trustpilot: 4.4 from 28,269 reviews, 12.9% at 1–2★. The burga.com review widget shows 70,558 reviews and no 1★ or 2★ at all.

> "the least expensive shipping option I could find from the U.S., using the slowest available service, was approximately $240."

Trustpilot, 1★, US, 18 Sep 2026, on returning cases to Lithuania

> "The website says Burga USA. The phone cases come from Lithuania. And they take a long time to arrive."

Trustpilot, 3★, US, 2 Sep 2026

SOURCE: TRUSTPILOT (HAND-CODED, N = 40), OKENDO REVIEW API FOR BURGA.COM AND BURGA.US, 15 OCT 2026

THE SHARPEST PROBLEM

US ORDERS SHIP FROM LITHUANIA, AND THE BUYER PAYS THE DUTY AND THE RETURN POSTAGE

burga.us looks like a US store. Shipping origin, duties and return costs only appear in the FAQ and policies.

DAY 0	+7 TO 20 DAYS	AT THE DOOR	RETURN
Order	**Transit**	**Duty**	**$240**
Made to order, 2–5 business days	Product page says 7–15 days, FAQ says 10–20	Courier parcels pay import duty since 24 June	One quote to post cases back



SOURCES: BURGA.COM SHIPPING, FAQ AND REFUND PAGES; FEDERAL REGISTER 2026-12670; TRUSTPILOT, 15 OCT 2026

CATEGORY TRENDS

BURGA'S BRAND SEARCH IS GROWING WHILE THIS YEAR'S IPHONE LAUNCH BRINGS FEWER CASE SEARCHES



+10%

BURGA brand search, year on year

CASETiFY fell 26% and OtterBox 28%. BURGA's November 2025 reading was its highest in five years.

43%

"iphone 18 pro case" vs last year

Launch-month searches reached 43% of the iPhone 17 Pro peak. The base iPhone 18 moves to spring 2027.

Oct 23

iPhone Duo in stores

BURGA already lists 634 Duo designs, all Elite at $89.95. Apple's own Duo case is $79.

10–12.5%

new US tariff on EU goods

From 24 July, against 37.5% in total on Chinese goods.

SOURCES: DATAFORSEO TRENDS VIA TREG; USTR AND FEDERAL REGISTER; APPLE, REUTERS, MACRUMORS; COMPETITOR CATALOGS

WHAT BURGA SHOULD DO NEXT

FIVE THINGS TO FIX, IN THIS ORDER

1

Fix the US landed cost

Collect duty at checkout or ship duty-paid, give one door-to-door delivery estimate, and offer a flat-fee US return label.

55% of recent negative reviews; duty-free courier entry ended 24 June

2

Show the bundle price per case

Put "$29.98 each in a set of 4" on product pages and in ads, use one name for the offer, and lower the $100 shipping bar.

$59.95 entry is the highest of the fashion brands; the offer has three names

3

Use one set of proof numbers

Pick one count for customers, products sold and reviews, publish a drop height, and let the burga.com widget show low ratings.

Ads quote 3M to 4M+ customers; rivals quote 16 to 32 ft drops

4

Recruit US creators and sell charms

Shift sponsored posts toward US TikTok creators and launch phone charms for the strap-ready cases.

14% of creator posts are US; "phone charm" gets 22,200 searches

5

Build the missing pages

Make Apple Watch band, charm and wallet pages rank, fix the iPhone 17 page, and get into the iPad, AirPods and gift guides AI engines cite.

201K "apple watch band" searches; 0 of 6 AI answers on iPad cases

SOURCES AND LIMITS

- **Offers:** burga.com and burga.us products.json (19,500 listings), competitor stores and policy pages.
- **Ads:** Meta Ad Library (Ads Manager, ScrapeCreators), Google Ads Transparency, SpyFu, TikTok EU library.
- **Social:** Instagram, TikTok, YouTube and X profile pulls via treg; Modash breakdowns.
- **SEO:** DataForSEO, SE Ranking and Serpstat via treg; live US results; sitemaps.
- **AI visibility:** 12 prompts on ChatGPT, Perplexity, Gemini, Google AI Mode, Copilot and Claude via treg.
- **Customer voice:** Trustpilot, Okendo review API, Amazon, Reddit.

- Traffic, keyword volume and creator figures are third-party estimates. Meta ad counts are the library's own estimates.
- CASETiFY prices come from search snippets because its site loads them in the browser.
- Whether BURGA prepays US duty on any route was not verified.
- A BURGA creator ad transcript appears to mention a CASETiFY collab. Nobody has watched the video yet.
- US TikTok and Pinterest ad activity is not public and was not measured.
- AI answers were sampled once per prompt and engine. Google AI Overview returned only 2 of 12 answers and is left out of the counts.