

What creators actually use.

We read **434 real desk setups** from designers, founders, and builders to rank the gear people actually run — not sponsored, just real setup data. Here's the data three ways.

Based on 434 setups · 3,326 products tracked · Last updated June 24, 2026

A note on the links. Some product names in this report link to affiliate links — they had **zero** bearing on the rankings. Every number here is backed entirely by real setup data.

A few findings

- **59%** of setups run a **MacBook Pro** — the most common piece of gear, period.
- The **Herman Miller Aeron** is the #1 chair (41 setups) — but developers barely touch it.
- Designers, developers and founders diverge more than you'd expect — full breakdown on the next page.

The 40 most-used pieces of gear

Across all 434 setups, by number of appearances. Product names link out (some affiliate).

#	Product	Category	Setups	%
1	MacBook Pro	Computer	257	59%
2	Apple Magic Keyboard	Keyboard	108	25%
3	Apple Studio Display	Monitor	77	18%
4	Apple Magic Trackpad	Mouse	69	16%
5	Apple AirPods Pro	Headphones	67	15%
6	Apple Magic Mouse	Mouse	52	12%
7	Apple AirPods Max	Headphones	41	9%
8	Herman Miller Aeron	Chair	41	9%
9	Logitech MX Master 3	Mouse	41	9%
10	Logitech MX Master 3S	Mouse	36	8%
11	MacBook Air	Laptop Stand	34	8%
12	Fully Jarvis Standing Desk	Desk	33	8%
13	iMac	Computer	30	7%
14	Apple AirPods	Headphones	28	6%

#	Product	Category	Setups	%
15	Shure MV7	Microphone	22	5%
16	LG UltraFine 5K	Monitor	21	5%
17	IKEA Alex Drawers	Accessories	20	5%
18	Mac mini M1	Computer	18	4%
19	Shure SM7B	Microphone	18	4%
20	Logitech Brio	Webcam	17	4%
21	Apple Pro Display XDR	Monitor	16	4%
22	Blue Yeti	Microphone	16	4%
23	Herman Miller Sayl	Chair	16	4%
24	Mac Studio	Computer	16	4%
25	Logitech MX Master 2S	Mouse	15	3%
26	Ugmonk Analog	Accessories	15	3%
27	Logitech MX Keys	Keyboard	14	3%
28	Apple HomePod mini	Accessories	13	3%
29	Logitech C920	Webcam	13	3%
30	IKEA Skadis Pegboard	Accessories	12	3%
31	iPad pro	Tablet	12	3%
32	Keychron K3	Keyboard	12	3%
33	Opal C1	Webcam	12	3%
34	Uplift V2 Standing Desk	Desk	12	3%
35	Sonos One	Speakers	11	3%
36	Twelve South BookArc	Laptop Stand	11	3%
37	BenQ ScreenBar Halo	Lighting	10	2%
38	Bose QuietComfort 35 II	Headphones	9	2%
39	Focusrite Scarlett 2i2	Speakers	9	2%
40	Focusrite Scarlett Solo	Speakers	9	2%

What each kind of creator uses

Top gear within each role, by how often it appears in those setups.

Designers

177 setups

- 1 MacBook Pro · 117
- 2 Apple Magic Keyboard · 47
- 3 Apple Studio Display · 42
- 4 Apple Magic Trackpad · 32
- 5 Apple AirPods Pro · 27
- 6 Herman Miller Aeron · 22

Display-first — the Studio Display over-indexes here.

Developers

72 setups

- 1 MacBook Pro · 47
- 2 Apple AirPods Pro · 21
- 3 Apple Magic Keyboard · 19
- 4 Apple Magic Trackpad · 16
- 5 Apple Studio Display · 15
- 6 Apple Magic Mouse · 9

Audio-first — AirPods Pro rank #2, and the Aeron drops out entirely.

Founders

100 setups

- 1 MacBook Pro · 54
- 2 Apple Magic Keyboard · 25
- 3 Apple Studio Display · 16
- 4 Apple AirPods Pro · 14
- 5 Fully Jarvis Standing Desk · 12
- 6 Apple Magic Mouse · 11

The standing-desk crowd — the Fully Jarvis cracks their top six.

Category showdowns

Category	#1	#2	Gap
Chair	Herman Miller Aeron (41)	Herman Miller Sayl (16)	+156%
Keyboard	Apple Magic Keyboard (108)	Logitech MX Keys (14)	+671%
Headphones	Apple AirPods Pro (67)	Apple AirPods Max (41)	+63%
Mouse	Apple Magic Trackpad (69)	Apple Magic Mouse (52)	+33%
Microphone	Shure MV7 (22)	Shure SM7B (18)	+22%
Desk	Fully Jarvis Standing Desk (33)	Uplift V2 Standing Desk (12)	+175%

The consensus setup

If you copied the single most-used item in every category, here's the desk you'd build.

Computer	MacBook Pro	59%
Monitor	Apple Studio Display	18%
Keyboard	Apple Magic Keyboard	25%
Mouse	Apple Magic Trackpad	16%
Chair	Herman Miller Aeron	9%
Desk	Fully Jarvis Standing Desk	8%
Headphones	Apple AirPods Pro	15%
Microphone	Shure MV7	5%

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