



















Department Performance Report

MAY 2023



 Appliances	 Automotive	 Bath	 Cleaning
 Electrical	 Hardware	 Home Decor	 Flooring
 Furniture	 Lighting	 Paint	 Plumbing
 Smart Home	 Storage & Organization	 Tools	 Workwear



Department Performance Report

May 2023

Report Overview

This report provides a holistic overview of each major department at Home Depot. It includes information about sales, sponsored search, and organic search for each department.

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- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
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- [Top Promoted Brands](#)
- [Top-Selling Items](#)

- ❖ Disclaimer: Analytic Index has no affiliation with Home Depot. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.
- ❖ This report is based on top-performing items in sales or search on Home Depot (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period in this report is comparing the previous month (month-over-month).

Definitions

Top Brands in Organic Search

Based on share of organic search visibility, which is similar to organic impressions in that it looks at keywords the brands items appear for, how high they rank for said keywords, and the search volume of the keywords.

Top Brands in Paid Search

Based on share of paid search visibility, which is similar to ad impressions in that it looks at keywords the sponsored items appear for, their ad position on the page for said keywords, and the search volume of the keywords.

Top-Selling Items

The best-selling items based on Best Seller Ranking over the time period.

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Organic Search Leaders:



Brands Observed

496

▲ 18% vs Prior Period

Items Observed

11,633

▲ 73% vs Prior Period

Department Summary

Keywords Observed

4,487

▼ -28% vs Prior Period

Sponsorship Activity

▲ 50.3%

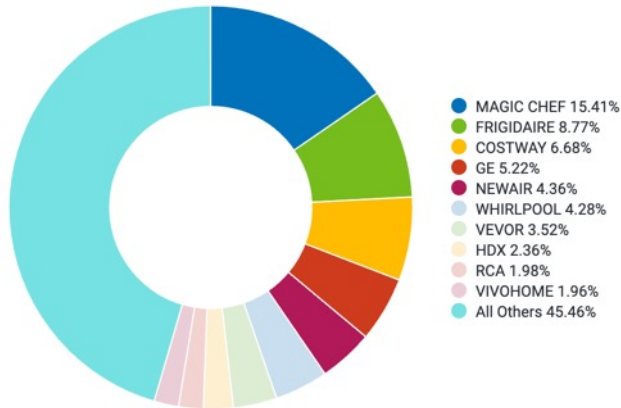
85,260 Weekly Average

Organic Search Visibility

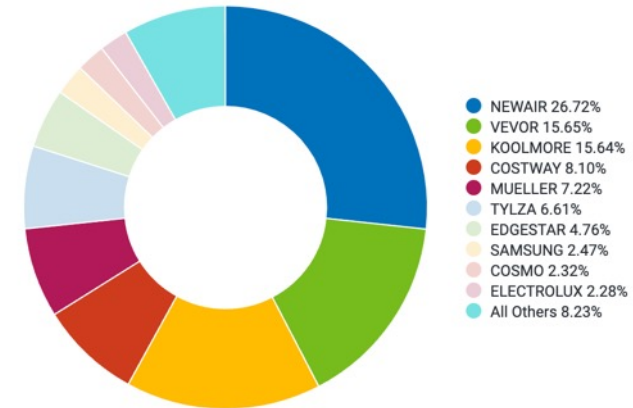
▲ 29.1%

1,430,540,643 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:

VEVOR®

DEWALT

Buyers
PRODUCTS COMPANY

MOTHERS®

GW GEARWRENCH®

Brands Observed

404

▲ 46% vs Prior Period

Items Observed

5,301

▲ 188% vs Prior Period

Department Summary

Keywords Observed

4,060

▼ -32% vs Prior Period

Sponsorship Activity

▼ -5.1%

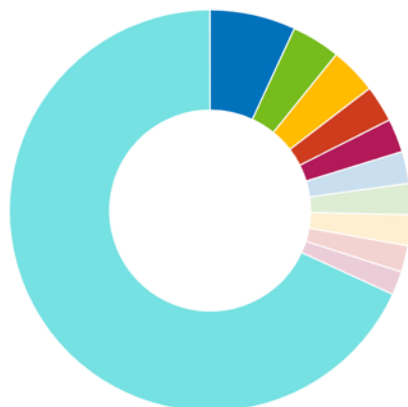
36,071 Weekly Average

Organic Search Visibility

▼ -26.6%

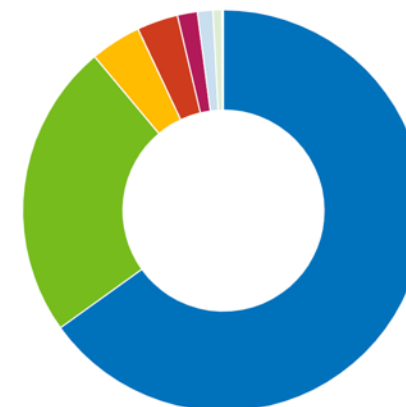
131,681,718 Weekly Average

Top Brands in Organic Search



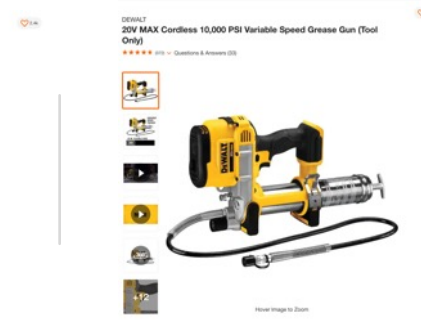
- VEVOR 6.90%
- DEWALT 3.91%
- BUYERS PRODUCTS COMPANY 3.77%
- MOTHERS 2.97%
- GEARWRENCH 2.71%
- TOWSMART 2.58%
- SCHUMACHER ELECTRIC 2.49%
- HUSHMAT 2.49%
- ASTRO PNEUMATIC 2.12%
- VECTOR 1.91%
- All Others 68.15%

Top Brands in Paid Search



- VECTOR 65.09%
- VEVOR 23.82%
- WEATHER GUARD 4.09%
- BOSS AUDIO SYSTEMS 3.30%
- DECKED 1.62%
- BUDGE 1.23%
- DEWALT 0.72%
- WD-40 0.11%

Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

607

▲ 15% vs Prior Period

Items Observed

19,814

▲ 66% vs Prior Period

Department Summary

Keywords Observed

3,267

▼ -40% vs Prior Period

Sponsorship Activity

▼ -8.5%

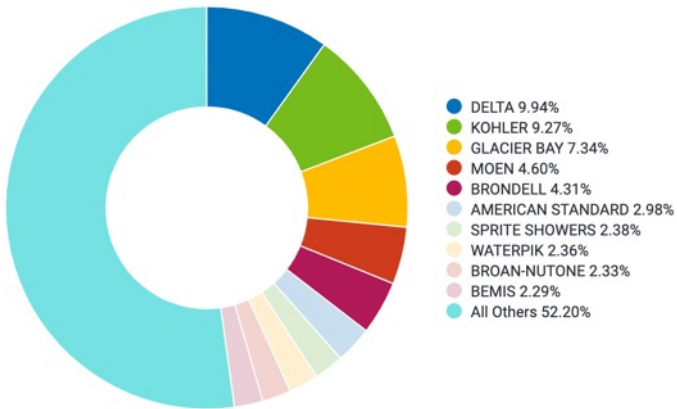
158,599 Weekly Average

Organic Search Visibility

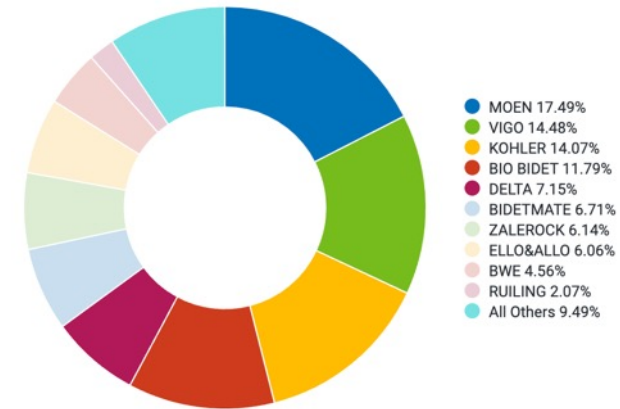
▼ -29.9%

823,986,667 Weekly Average

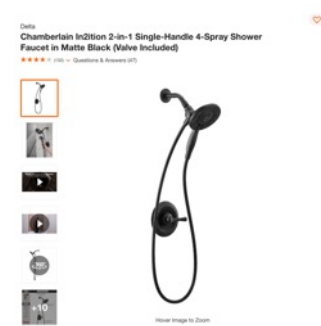
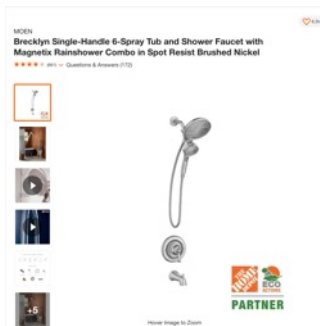
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

456

▲ 12% vs Prior Period

Items Observed

3,975

▲ 33% vs Prior Period

Department Summary

Keywords Observed

3,357

▼ -34% vs Prior Period

Sponsorship Activity

▼ -42.3%

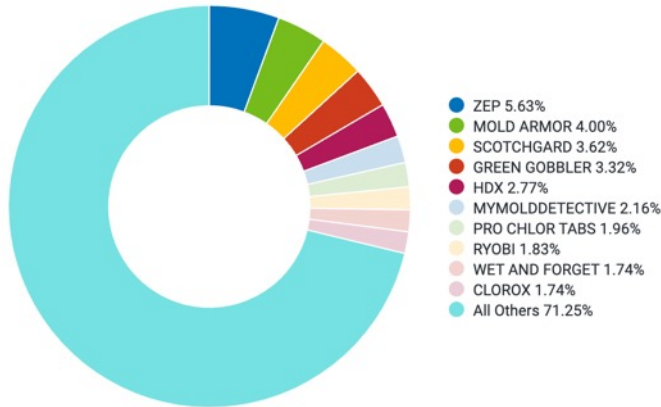
57,918 Weekly Average

Organic Search Visibility

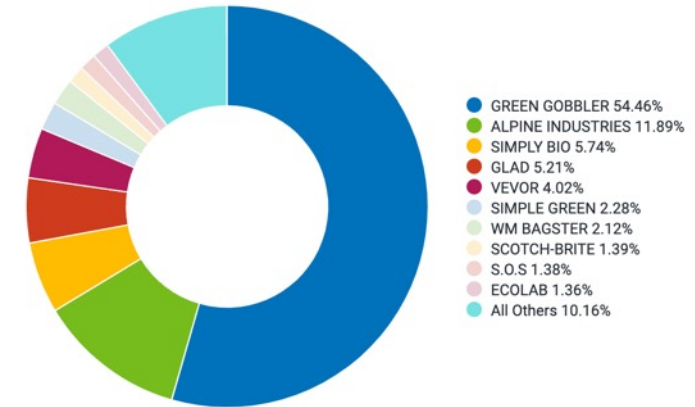
▼ -33.3%

242,871,846 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

538

▲ 72% vs Prior Period

Items Observed

13,374

▲ 205% vs Prior Period

Department Summary

Keywords Observed

6,344

▼ -29% vs Prior Period

Sponsorship Activity

▼ -55.4%

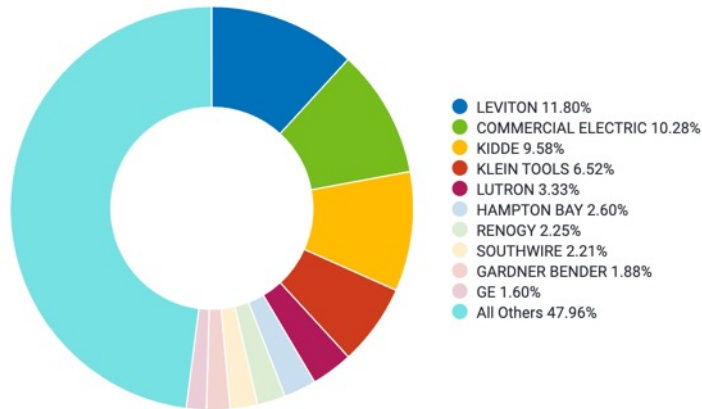
105,560 Weekly Average

Organic Search Visibility

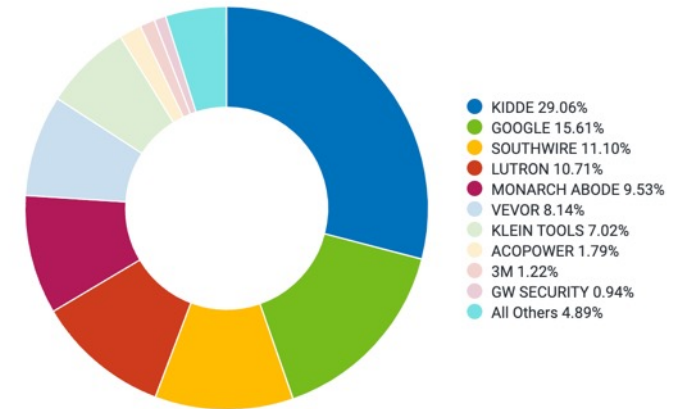
▼ -24.4%

1,174,810,483 Weekly Average

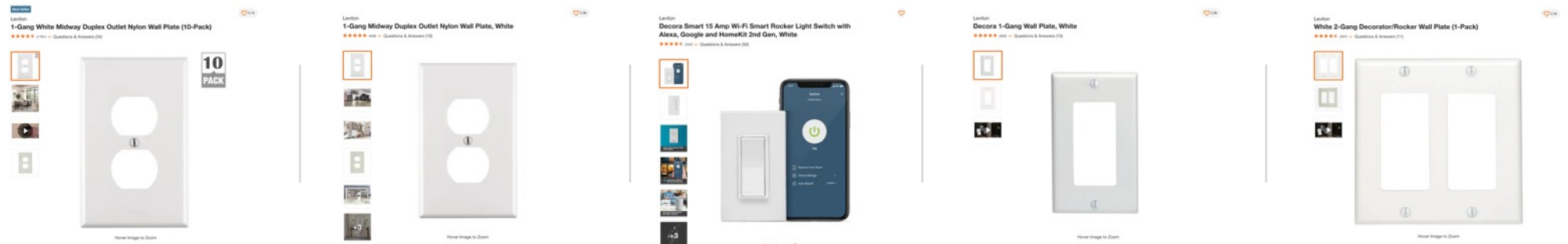
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Kwikset



Brands Observed

343

▲ 22% vs Prior Period

Items Observed

11,989

▲ 83% vs Prior Period

Department Summary

Keywords Observed

5,432

▼ -25% vs Prior Period

Sponsorship Activity

▼ -46.1%

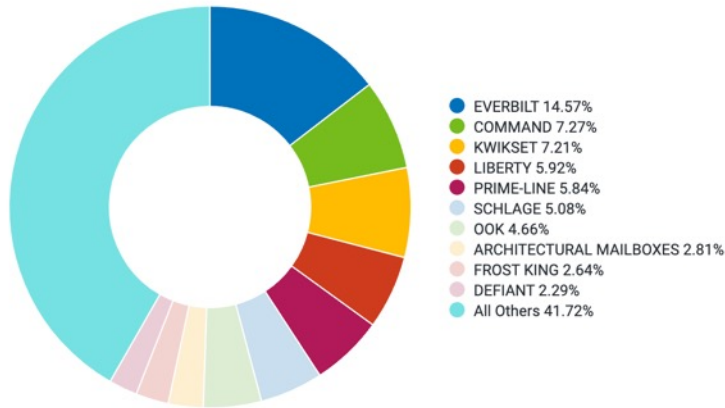
43,687 Weekly Average

Organic Search Visibility

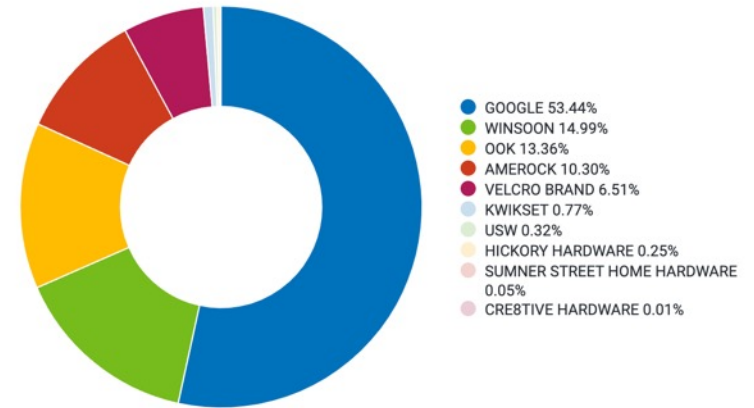
▲ 6.5%

1,495,003,734 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

Search
Picture Hanging Kit (217-Piece)



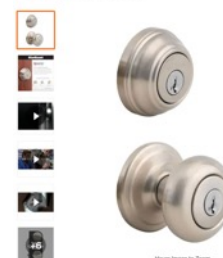
Hover Image to Zoom

Kwikset
HALO Satin Nickel Single-Cylinder Keypad Electronic Smart Lock Deadbolt Featuring SmartKey, Touchscreen and WiFi



Hover Image to Zoom

Kwikset
Juno Satin Nickel Exterior Entry Door Knob and Single Cylinder Deadbolt Combo Pack Featuring SmartKey Security



Hover Image to Zoom

Everbilt
Satin Nickel Spring Door Stops Value Pack (5-Pack)



Hover Image to Zoom

Kwikset
Turbin Satin Nickel Exterior Entry Door Handle and Single Cylinder Deadbolt Combo Pack Featuring SmartKey Security



Hover Image to Zoom

Organic Search Leaders: NUWALLPAPER



Ejoy

Brands Observed

636

▲ 9% vs Prior Period

Items Observed

16,269

▲ 37% vs Prior Period

Department Summary

Keywords Observed

4,405

▼ -37% vs Prior Period

Sponsorship Activity

▲ 6.9%

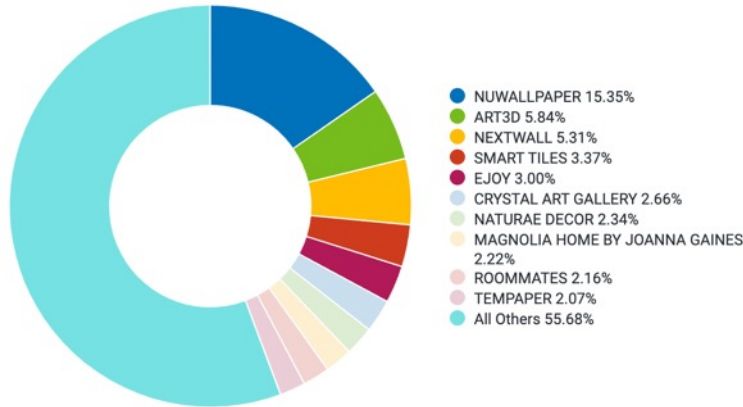
108,787 Weekly Average

Organic Search Visibility

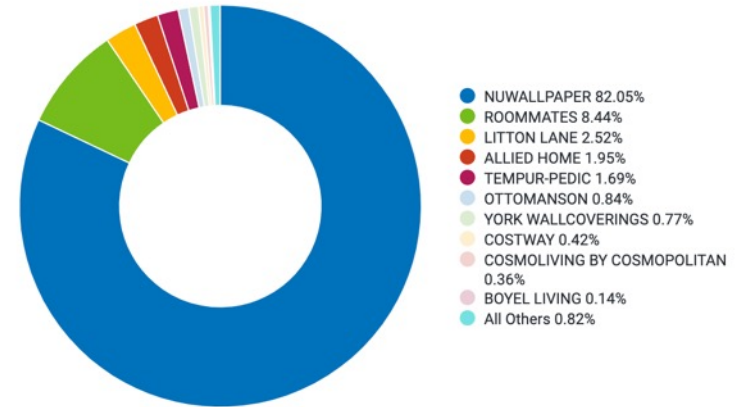
▲ 5.9%

544,895,680 Weekly Average

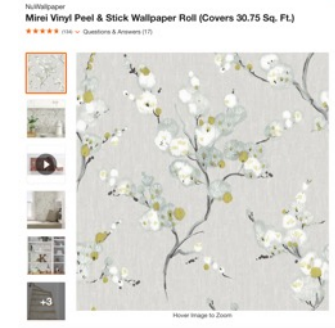
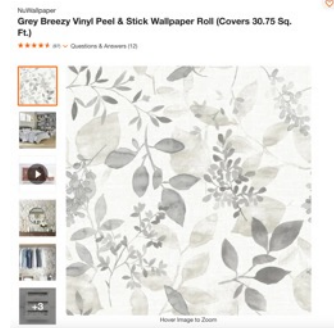
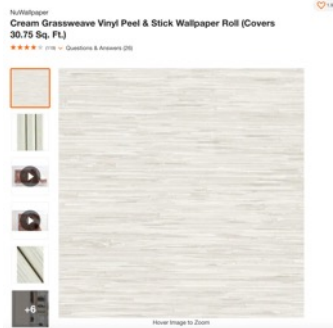
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders: **trafficMASTER™**



Brands Observed

390

▲ 23% vs Prior Period

Items Observed

10,116

▲ 44% vs Prior Period

Department Summary

Keywords Observed

2,528

▼ -40% vs Prior Period

Sponsorship Activity

▼ -41.2%

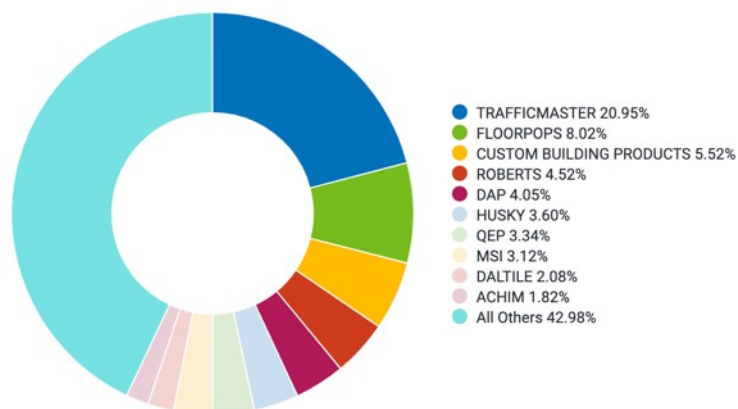
29,540 Weekly Average

Organic Search Visibility

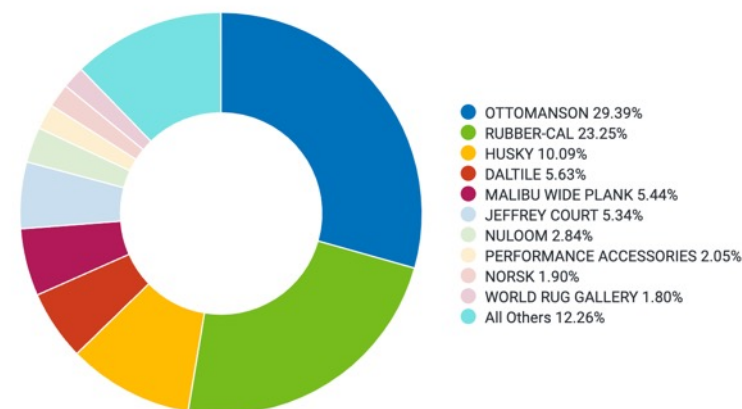
▼ -10.9%

251,841,919 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

TrafficMaster
Carrara Marble 4 MIL x 12 in. W x 12 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30 sqft/case)

★★★★★ (176) - Questions & Answers (27)

TrafficMaster
Beach Sand 3 MIL x 12 in. W x 25 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30.2 sqft/case)

★★★★★ (171) - Questions & Answers (28)

TrafficMaster
Seashore Wood 4 MIL x 12 in. W x 24 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30 sqft/case)

★★★★★ (170) - Questions & Answers (26)

TrafficMaster
Ash Blended Slate 4 MIL x 12 in. W x 12 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30 sqft/case)

★★★★★ (165) - Questions & Answers (18)

TrafficMaster
Travertine Beige 4 MIL x 12 in. W x 12 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30 sqft/case)

★★★★★ (161) - Questions & Answers (22)

Organic Search Leaders:



Brands Observed

499

▲ 8% vs Prior Period

Items Observed

12,275

▲ 11% vs Prior Period

Department Summary

Keywords Observed

1,697

▼ -62% vs Prior Period

Sponsorship Activity

▼ -50.8%

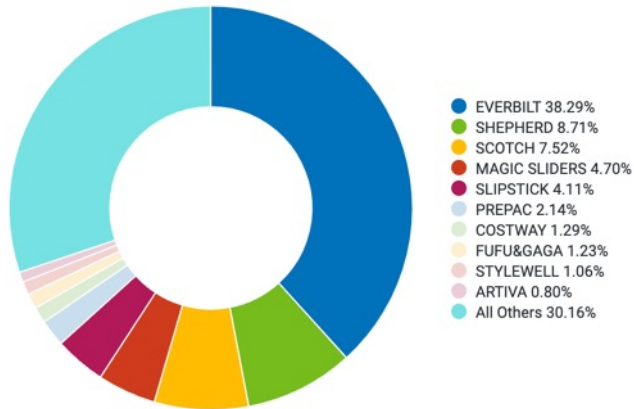
22,834 Weekly Average

Organic Search Visibility

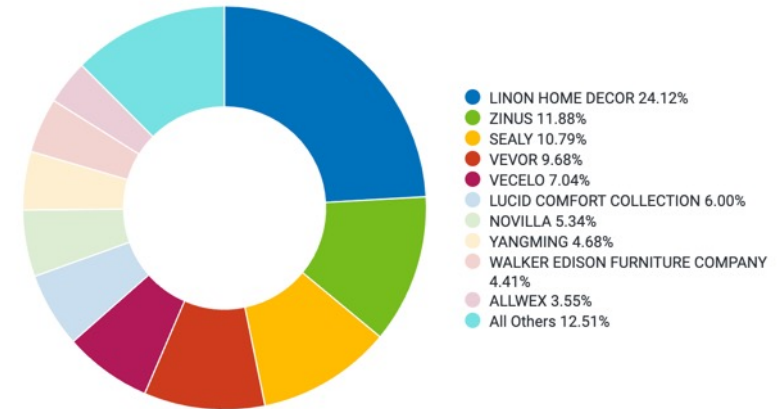
▼ -28.0%

167,346,634 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

Gray Wood Frame Queen Size Bed Platform Bed With 4-Drawers, Color-Changing LED Lights, Bluetooth, Adjustable Headboard



4 in. Caster Kit for Heavy Duty Welded Steel Garage Base Cabinets



Zinus Yelena Black Metal Queen Platform Bed Frame



Shelved Braxten 71 in. Light Oak Finish 6 - Shelf Basic Bookcase with Adjustable Shelves



Jin Black/Modern Contemporary Synthetic Leather SL Track Deluxe Zero Gravity Massage Chair



Organic Search Leaders:



Brands Observed

471

▲ 44% vs Prior Period

Items Observed

17,580

▲ 149% vs Prior Period

Department Summary

Keywords Observed

6,739

▲ 2% vs Prior Period

Sponsorship Activity

▲ 28.0%

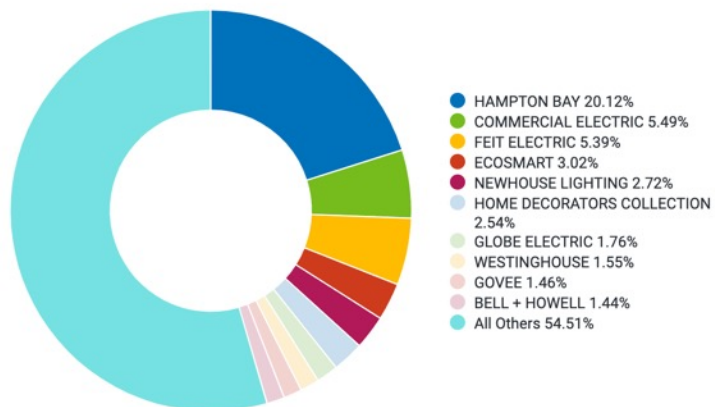
695,492 Weekly Average

Organic Search Visibility

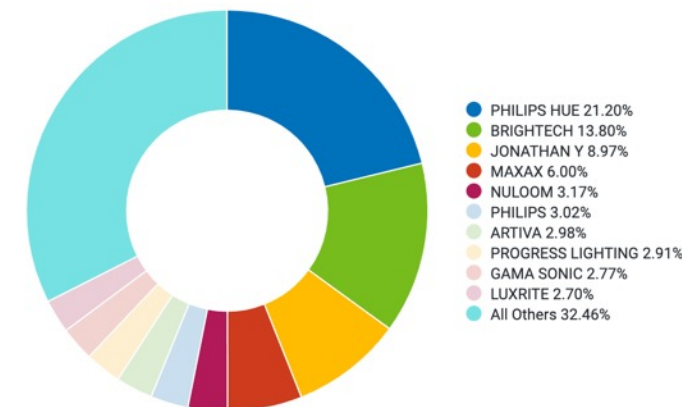
▲ 15.2%

3,581,846,191 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

395

▲ 14% vs Prior Period

Items Observed

13,381

▲ 93% vs Prior Period

Department Summary
Keywords Observed

4,130

▼ -31% vs Prior Period

Sponsorship Activity

▼ -39.3%

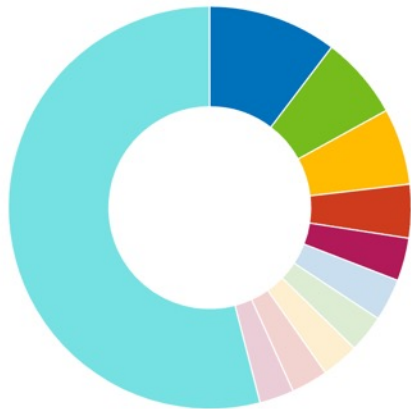
88,977 Weekly Average

Organic Search Visibility

▲ 11.1%

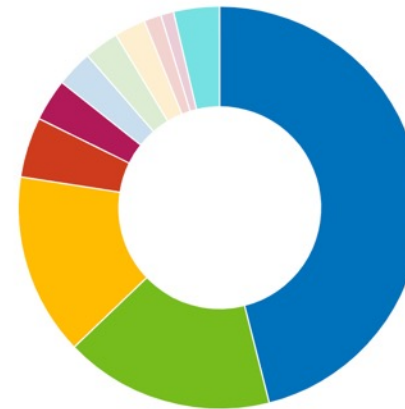
1,035,808,067 Weekly Average

Top Brands in Organic Search



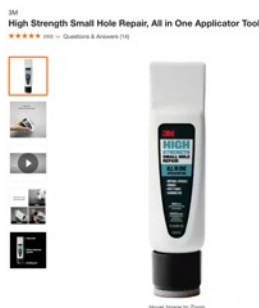
- GORILLA 10.34%
- 3M 6.66%
- DAP 6.14%
- BEHR PREMIUM 4.30%
- RUST-OLEUM STOPS RUST 3.45%
- GRACO 3.39%
- LOCTITE 3.01%
- RUST-OLEUM PAINTER'S TOUCH 2X 2.99%
- RYOBI 2.95%
- WAGNER 2.77%
- All Others 54.00%

Top Brands in Paid Search



- FLEX SEAL FAMILY OF PRODUCTS 46.05%
- DAP 16.80%
- LOCTITE 14.61%
- GE 4.84%
- RUST-OLEUM TRANSFORMATIONS 3.39%
- 3M 2.93%
- YELLOWWOOD 2.78%
- JASCO 2.50%
- RUST-OLEUM PAINTER'S TOUCH 2X 1.40%
- VARATHANE 1.02%
- All Others 3.69%

Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

399

▲ 36% vs Prior Period

Items Observed

10,472

▲ 112% vs Prior Period

Department Summary

Keywords Observed

5,221

▼ -15% vs Prior Period

Sponsorship Activity

▼ -26.9%

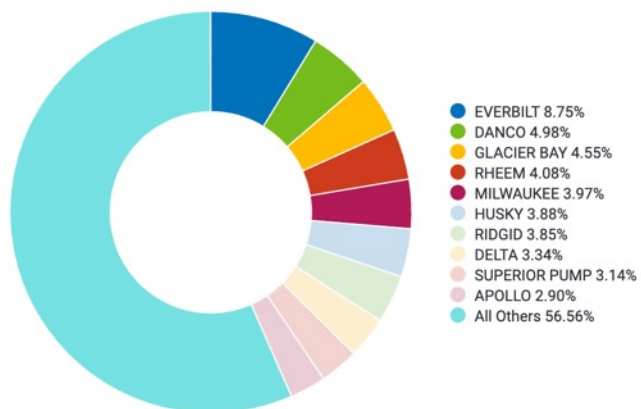
61,054 Weekly Average

Organic Search Visibility

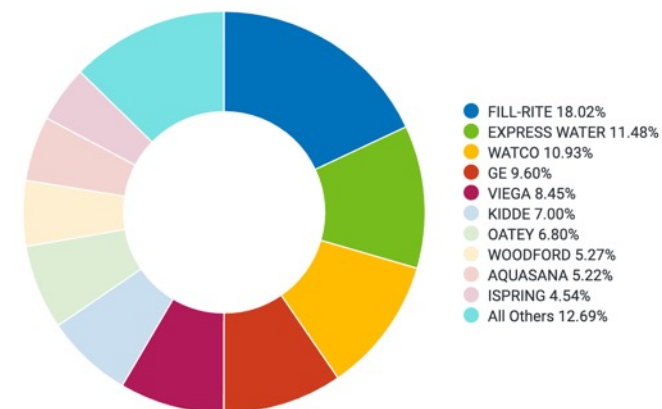
▼ -19.9%

677,429,886 Weekly Average

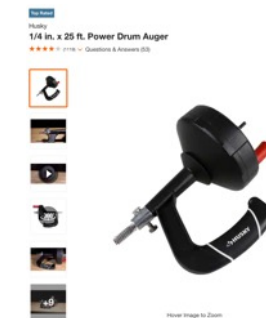
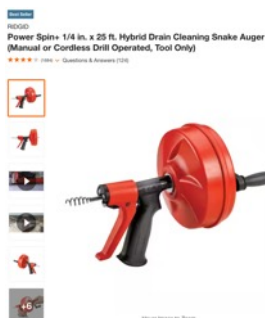
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

153

▲ 8% vs Prior Period

Items Observed

1,456

▲ 14% vs Prior Period

Department Summary

Keywords Observed

4,585

▼ -12% vs Prior Period

Sponsorship Activity

▲ 48.4%

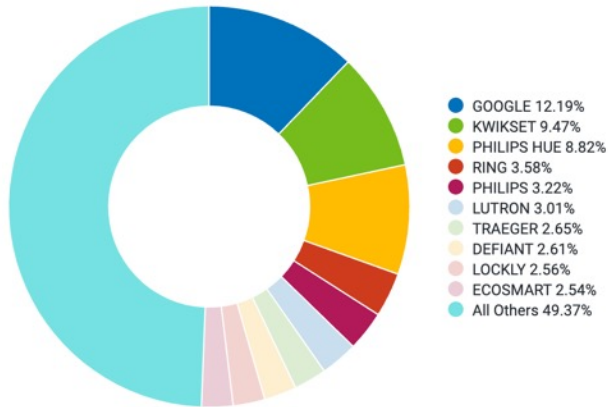
143,451 Weekly Average

Organic Search Visibility

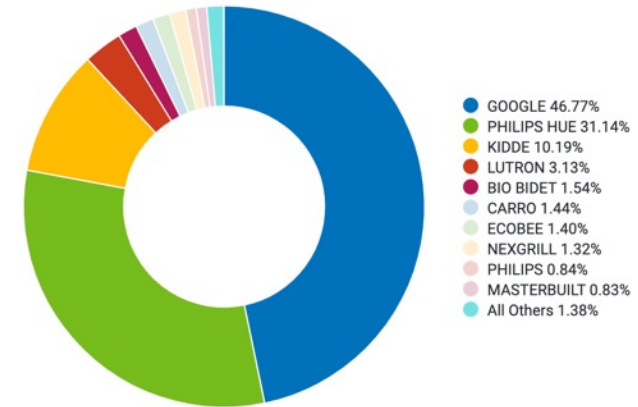
▼ -22.4%

409,689,602 Weekly Average

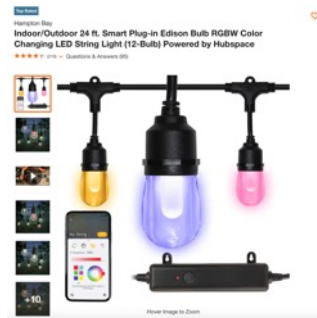
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

517

▲ 16% vs Prior Period

Items Observed

8,580

▲ 34% vs Prior Period

Department Summary

Keywords Observed

4,547

▼ -39% vs Prior Period

Sponsorship Activity

▼ -78.7%

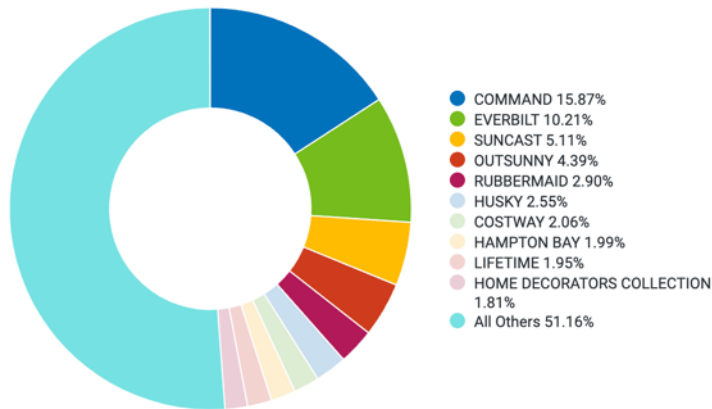
24,164 Weekly Average

Organic Search Visibility

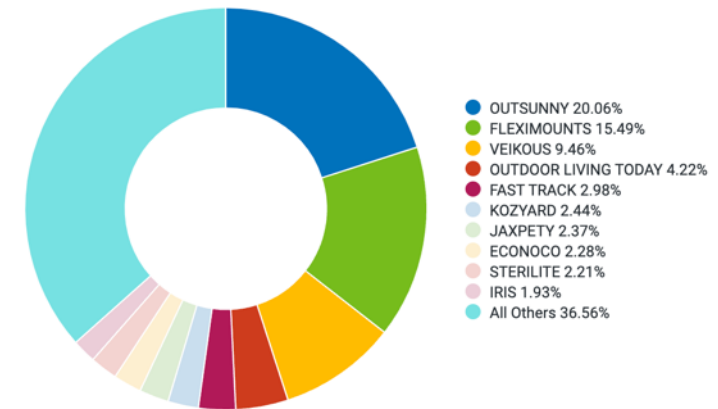
▼ -5.9%

1,062,633,992 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

498

▲ 48% vs Prior Period

Items Observed

16,434

▲ 162% vs Prior Period

Department Summary

Keywords Observed

12,457

▼ -15% vs Prior Period

Sponsorship Activity

▼ -47.8%

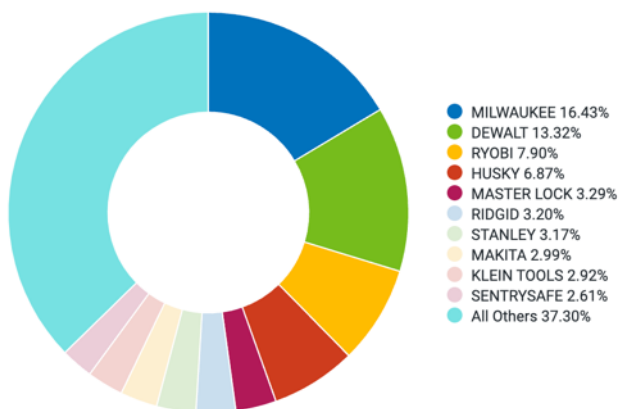
169,386 Weekly Average

Organic Search Visibility

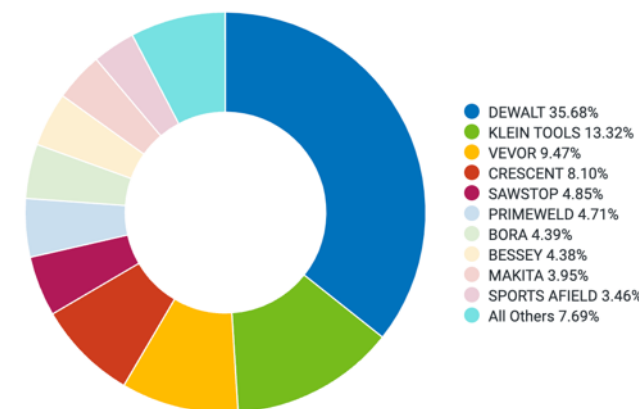
▼ -17.9%

4,632,013,260 Weekly Average

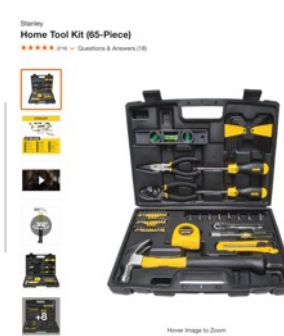
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

101

▲ 87% vs Prior Period

Items Observed

2,677

▲ 105% vs Prior Period

Department Summary

Keywords Observed

842

▼ -38% vs Prior Period

Sponsorship Activity

▼ -75.0%

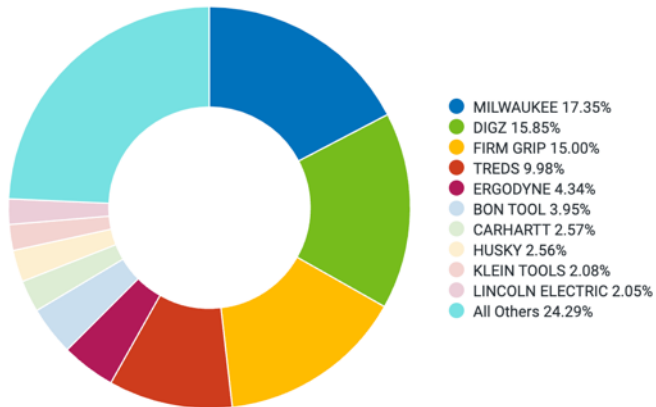
4,312 Weekly Average

Organic Search Visibility

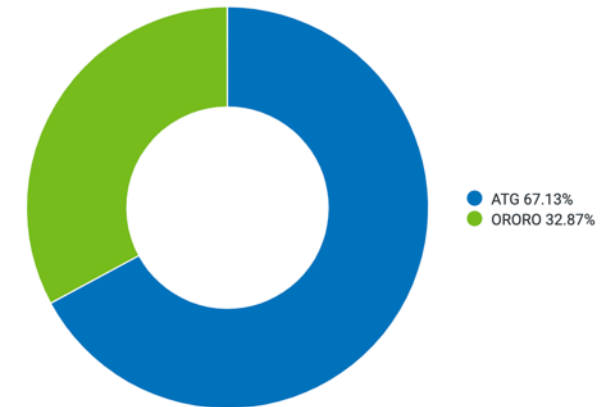
▼ -42.3%

61,647,551 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Hover Image to Zoom



Hover Image to Zoom



Hover Image to Zoom



Hover Image to Zoom



Hover Image to Zoom

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