























# Department Performance Report

MAY 2023



 Arts, Crafts, Sewing	 Auto, Tires and Industrial	 Baby	 Beauty
 Clothing	 Electronics	 Food & Grocery	 Health
 Home	 Home Improvement	 Household Essentials	 Office Supplies
 Party & Occasions	 Patio & Garden	 Personal Care	 Pets
 Premium Beauty	 Sports & Outdoors	 Toys & Outdoor Play	 Video Games

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## Report Overview

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

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

- ❖ Disclaimer: Analytic Index has no affiliation with Walmart. 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 Walmart (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period and percent change in this report is comparing data from the previous year (year-over-year).

## Definitions

### Top-Selling Brands

Estimated sales share based on the brand's items, their best seller rank, and historical sales.

### 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 Promoted Brands

The brands that were observed with the most promo activity via retailer badges.

### Top-Selling Items

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

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## Market Share Leaders:

Generic



Brands Observed

6,176

▲ 21% vs Prior Period

Items Observed

44,974

▲ 9% vs Prior Period

Department Summary

Keywords Observed

111,240

▲ 64% vs Prior Period

Sponsorship Activity

▼ -57.2%

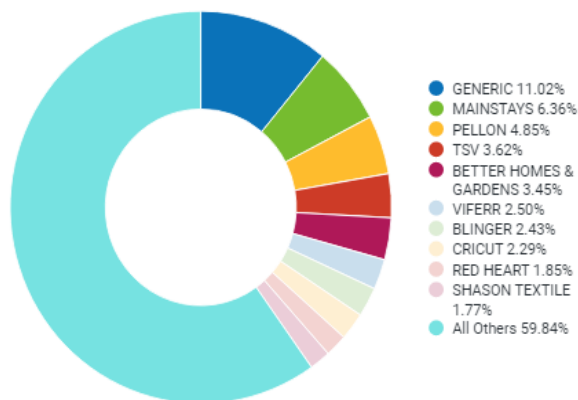
4,746,273 Weekly Average

Organic Search Visibility

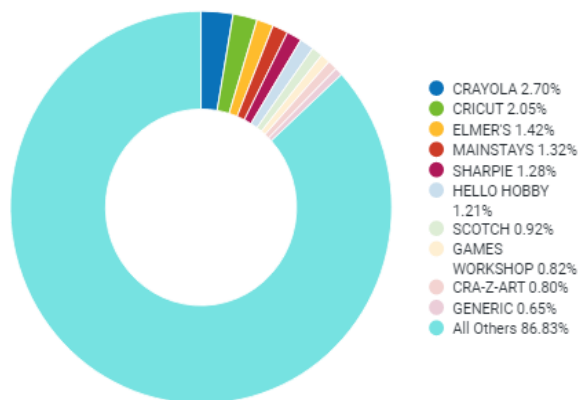
▼ -27.5%

3,309,049,492 Weekly Average

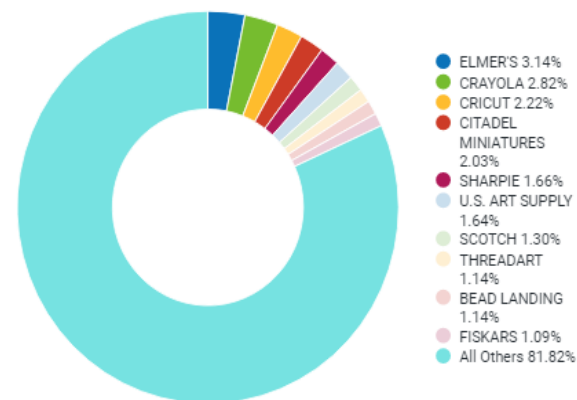
Top-Selling Brands



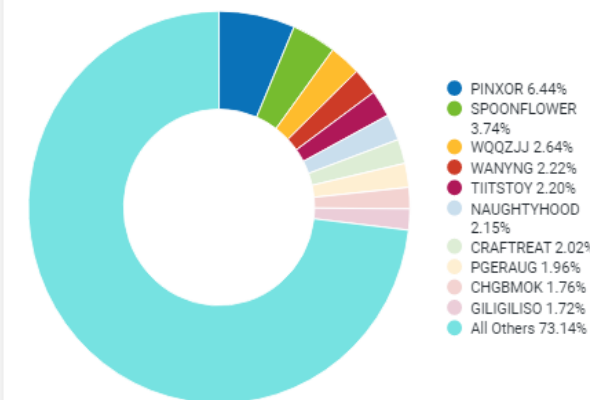
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**Now \$37.88** ~~\$56.99~~  
 VIFERR Portable Sewing Machine, Mini Sewing Machine Handheld Electric Sewing Machines 12 Stitches for...  
 ★★★★★ 44



**\$49.99**  
 blinger kids Glam Collection Starter Kit



**\$13.98**  
 Handheld Sewing Machine, TSV Cordless Mini Portable Sewing Machine, USB Battery Electric Quick Handy...  
 ★★★★★ 56



**\$6.98**  
 32 Pcs Flat Paint Brushes Set, Nylon Hair Small Brush Bulk for Detail Painting, Acrylic Oil Watercolor Fine...  
 ★★★★★ 21



**Now \$25.99** ~~\$96.66~~  
 Fantastory 2 oz Acrylic Paint Set, 24 Pieces  
 ★★★★★ 24

## Market Share Leaders: CROSSMAX



Brands Observed

14,100

▲ 131% vs Prior Period

Items Observed

339,508

▲ 396% vs Prior Period

Department Summary  
Keywords Observed

132,786

▲ 72% vs Prior Period

Sponsorship Activity

▼ -52.4%

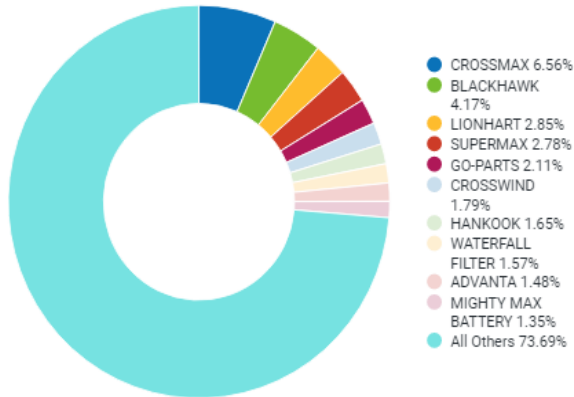
6,977,789 Weekly Average

Organic Search Visibility

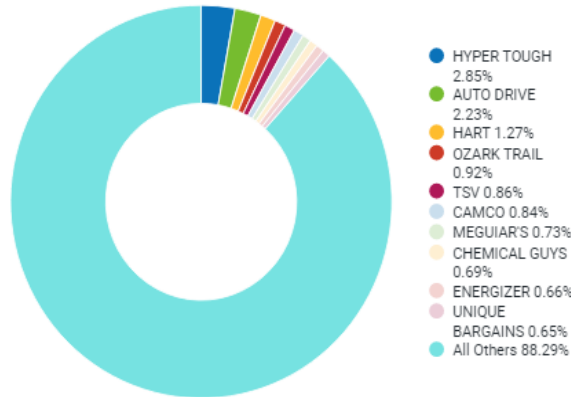
▼ -29.1%

3,983,840,616 Weekly Average

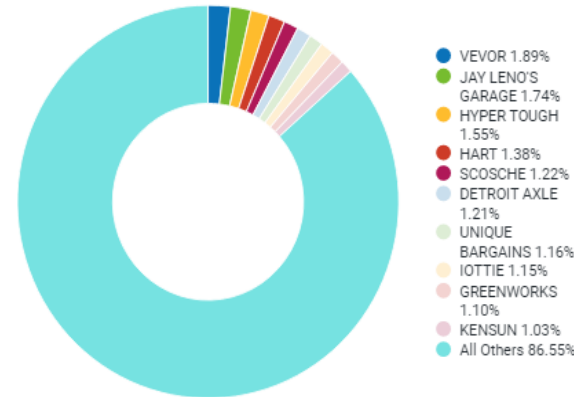
Top-Selling Brands



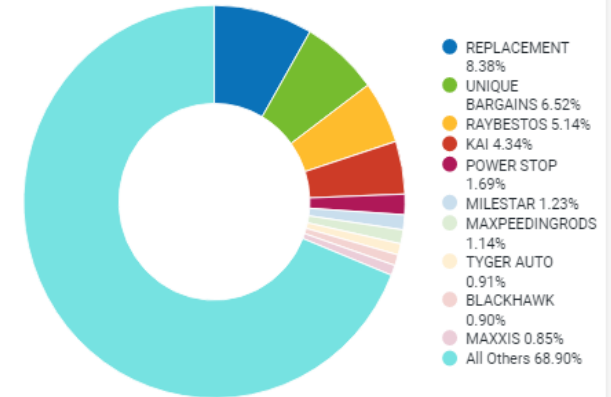
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

Now \$62.70 ~~\$77.94~~

Crossmax 215/60R16 95V CT-1 All-Season Tire

★★★★★ 14



+ Add

Now \$70.55 ~~\$90.44~~

Crossmax 225/50R17 98V XL CT-1 All-Season Tire

★★★★★ 20



+ Add

Now \$43.92 ~~\$54.50~~

Lionhart LH-501 185/65R15 88H

★★★★☆ 2



+ Add

\$57.21

Petlas ELEGANT PT311 165/65-14 79 T

★★★★★ 6



+ Add

Now \$54.99 ~~\$69.99~~

Yyton Air Pump for Car Tires, 100Psi Portable Tire Inflator 110V AC/12V DC, W/Auto Shut-off Function, Digital...

★★★★★ 690

Market Share Leaders:



Pamo Babe®

WONDER NATION



TEAYINGDE

Brands Observed

7,323

▲ 601% vs Prior Period

Items Observed

52,335

▲ 814% vs Prior Period

Department Summary

Keywords Observed

139,100

▲ 90% vs Prior Period

Sponsorship Activity

▼ -32.2%

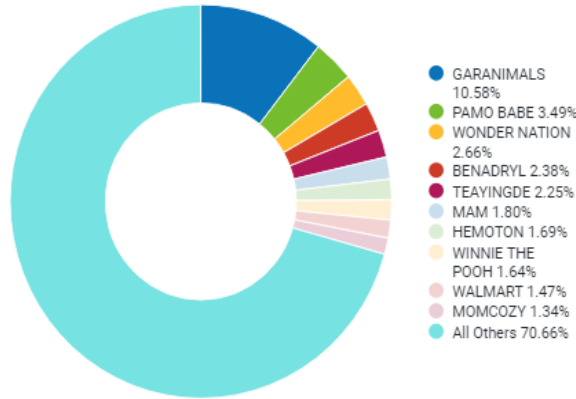
7,405,363 Weekly Average

Organic Search Visibility

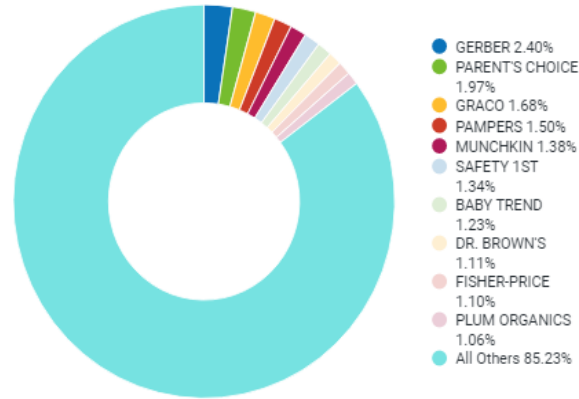
▼ -27.7%

10,673,923,134 Weekly Average

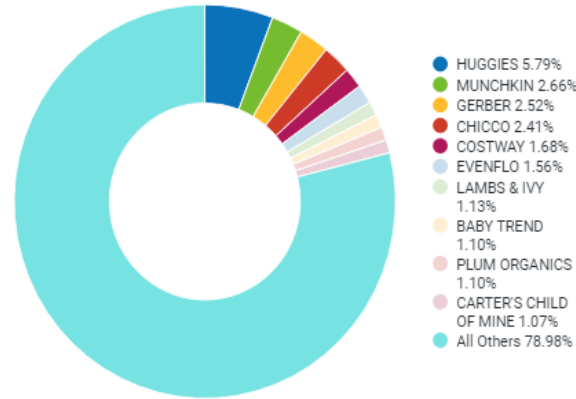
Top-Selling Brands



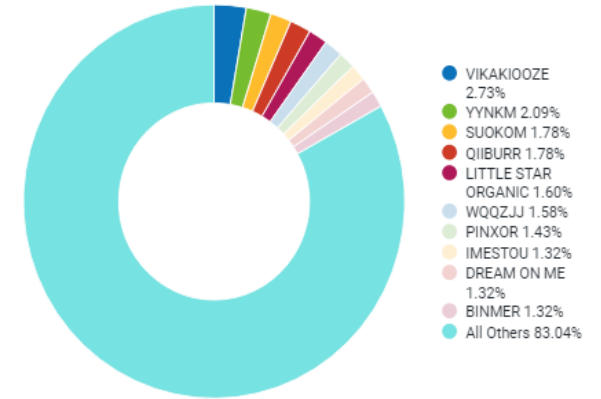
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



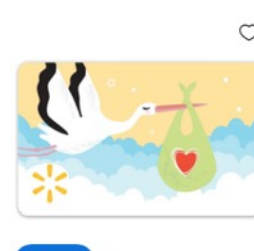
Top-Selling Items:



**\$11.51**  
Children's Benadryl Allergy Liquid  
Cherry 8 oz  
★★★★★ 203



**\$6.48**  
Disney Winnie the Pooh 3 Pack  
Newborn Side Closure Bibs  
★★★★★ 17



**From \$5.00**  
Baby Classic Stork Walmart Gift Card  
★★★★☆ 9



**Now \$74.99** ~~\$119.99~~  
Pamo Babe Unisex Portable Baby  
Nursery Center Play Yard Include  
Wheels, Canopy and Changing...  
★★★★★ 71



**\$37.80**  
More options from \$37.50  
WiseWater Diaper Bag Backpack with  
Changing Station, Unisex Baby Travel  
Nappy Bags with Portable Crib, Grey  
★★★★★ 46

Market Share Leaders:

NIOXIN.

The Ordinary.

LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE

LANBENA

LANEIGE

Brands Observed

8,122

▲ 32% vs Prior Period

Items Observed

65,665

▲ 13% vs Prior Period

Department Summary  
Keywords Observed

153,491

▲ 112% vs Prior Period

Sponsorship Activity

▼ -16.8%

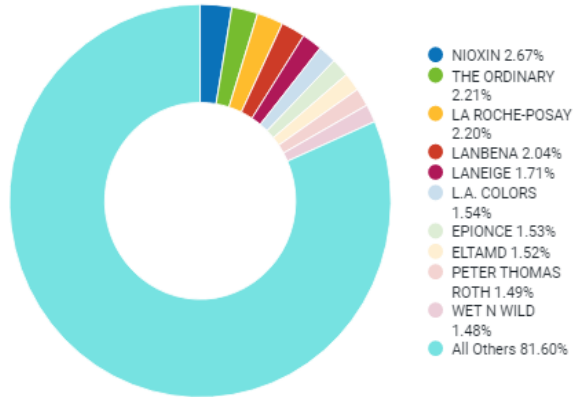
15,091,874 Weekly Average

Organic Search Visibility

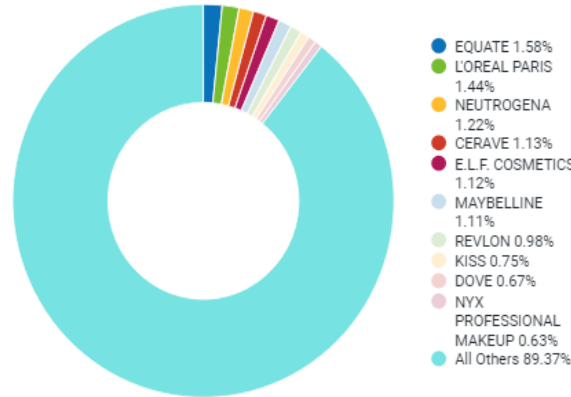
▼ -17.2%

20,521,309,641 Weekly Average

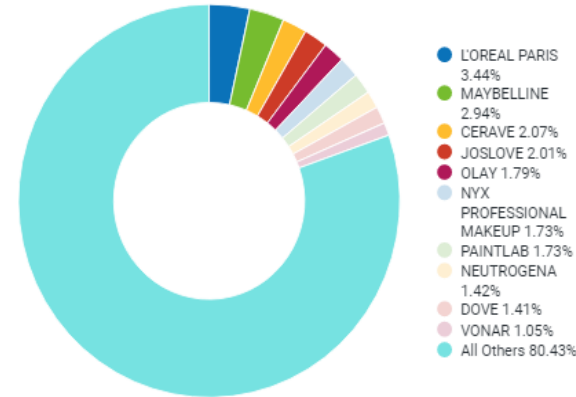
Top-Selling Brands



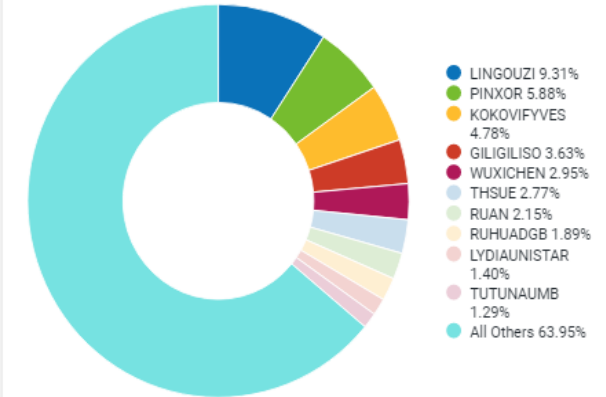
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



**\$6.99**  
LANBENA Blackhead Remover Nose Pore Shrink Black Peeling Acne Deep Cleansing Skin Care + 60Pcs Paper  
★★★★★ 22



**\$12.99**  
Indio Papago Crema de Tepezcohuite- Net Wt. 2 oz.  
★★★★★ 17



**\$3.49** +\$2.99 shipping  
Bescita Eyebrow Tweezers Set 4 Piece Professional Stainless Steel Hair Plucker For women  
★★★★★ 11



**Now \$28.49** \$42.00  
IS Clinical Cleansing Complex Face Wash, 6 Oz  
★★★★★ 15



**Now \$41.90** \$93.00  
(\$93 Value) Nioxin System 2 Cleanser Shampoo & Scalp Therapy Conditioner Duo, 33.8 oz each  
★★★★★ 168

## Market Share Leaders:



GARANIMALS

TIME AND TRU



Brands Observed  
**15,320**  
▲ 66% vs Prior Period

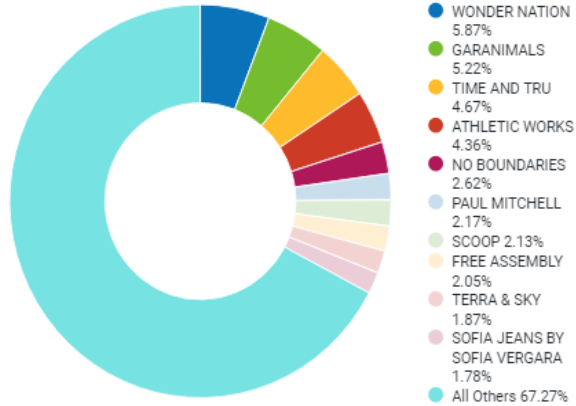
Items Observed  
**234,757**  
▲ 47% vs Prior Period

Department Summary  
Keywords Observed  
**257,488**  
▲ 135% vs Prior Period

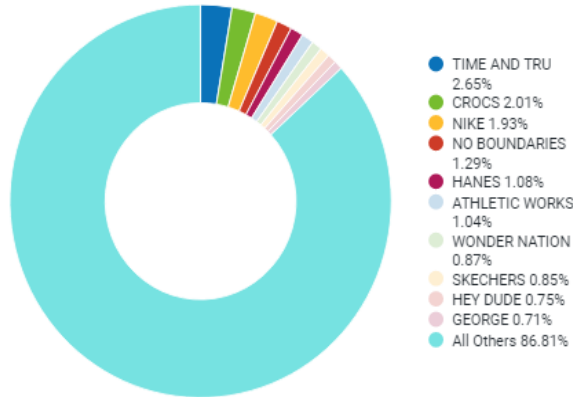
Sponsorship Activity  
**▼ -27.5%**  
29,522,059 Weekly Average

Organic Search Visibility  
**▼ -29.8%**  
22,779,723,932 Weekly Average

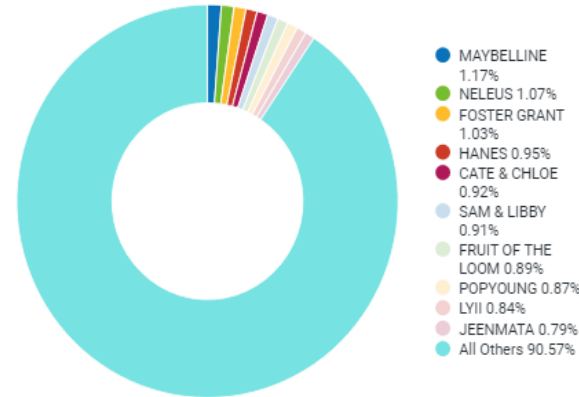
Top-Selling Brands



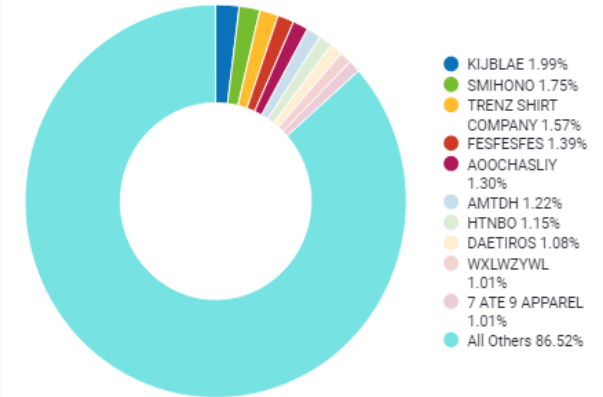
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

**\$29.99**  
(\$29.50 Value) Unite 7Seconds Condition Leave In Detangler Hairspray, 8 Oz  
★★★★☆ 132

**\$12.23**  
Maternity Oh! Mamma Legging Capris with Full Panel (Available in Plus Sizes)  
★★★★☆ 278

**Now \$15.87** ~~\$17.98~~  
More options from \$14.55  
a.Jesdani Womens Plus Size Tunic Tops Short Sleeve Casual Floral Henley Shirts m-4x  
★★★★☆ 1064

**Now \$19.76** ~~\$21.96~~  
QINCAO Women Dresses Summer Dress V-Neck Short Sleeve T-Shirt Dress Babydoll Ruffles Casual Mini...  
★★★★☆ 258

**Now \$15.58** ~~\$17.49~~  
Options from \$15.58 - \$19.99  
FOLUNSI Women's Plus Size Summer Tops Short Sleeve Lace Pleated Blouses Tunic Tops M-4XL  
★★★★☆ 609



## Market Share Leaders:



**SAMSUNG**



**Hisense**

Brands Observed  
**11,269**  
▲ 68% vs Prior Period

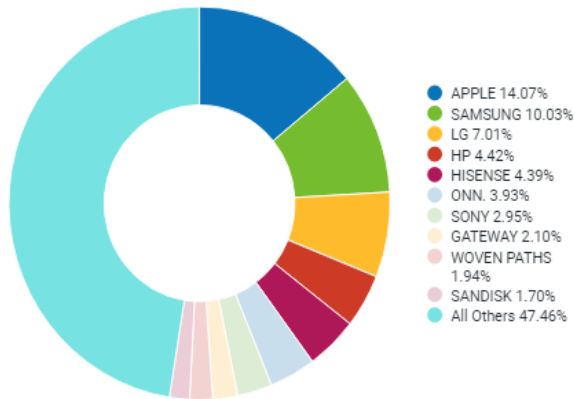
Items Observed  
**123,284**  
▲ 63% vs Prior Period

Department Summary  
Keywords Observed  
**135,423**  
▲ 80% vs Prior Period

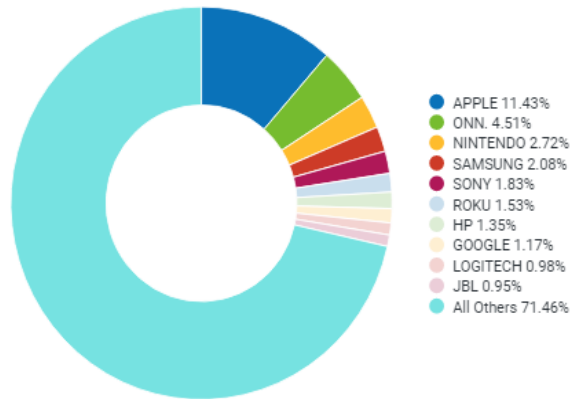
Sponsorship Activity  
**▼ -36.1%**  
16,517,606 Weekly Average

Organic Search Visibility  
**▼ -16.7%**  
12,206,131,882 Weekly Average

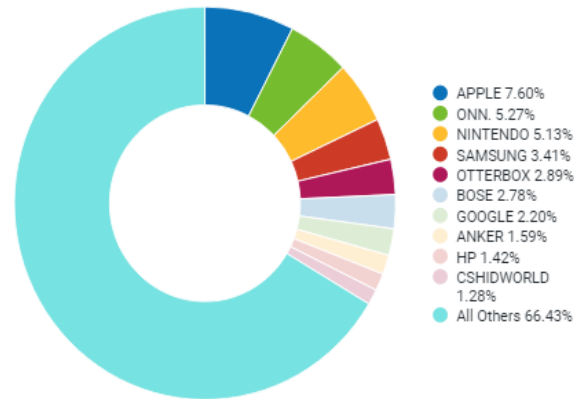
Top-Selling Brands



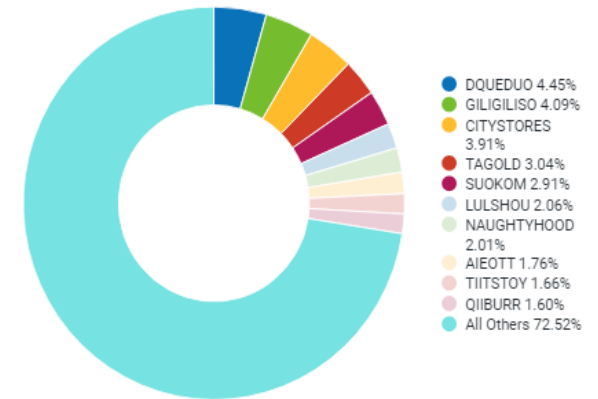
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

**Now \$538.00** ~~\$598.00~~  
Hisense 75" Class 4K UHD LED LCD Roku Smart TV HDR R6 Series 75R6E4  
★★★★☆ 642



+ Add

**Now \$268.00** ~~\$338.00~~  
Hisense 58" Class 4K UHD LED LCD Roku Smart TV HDR R6 Series 58R6E3  
★★★★☆ 4925



+ Add

**\$460.00**  
LG 65" Class 4K UHD 2160P webOS Smart TV - 65UQ7070ZUE  
★★★★★ 1022



Options

**\$279.00**  
Options from \$279.00 - \$501.88  
Apple Watch Series 7 GPS + Cellular, 45mm Midnight Aluminum Case with Midnight Sport Band - Regular  
★★★★★ 722



+ Add

**\$249.00** ~~\$299.00~~  
Straight Talk Apple iPhone 11, 64GB, Black- Prepaid Smartphone  
★★★★☆ 1344

## Market Share Leaders:



Produce  
Unbranded



Fresh Ground  
Beef



Brands Observed  
**10,763**  
▲ 36% vs Prior Period

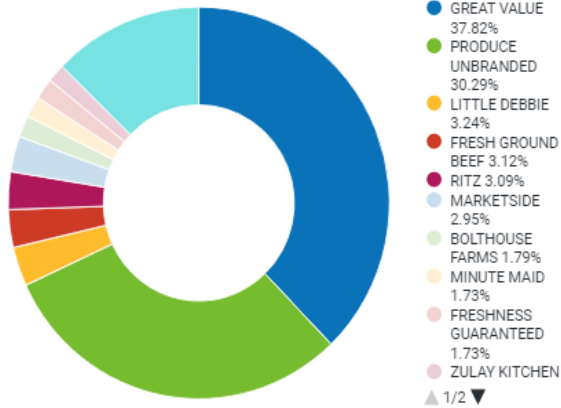
Items Observed  
**101,024**  
▲ 63% vs Prior Period

Department Summary  
Keywords Observed  
**126,234**  
▲ 100% vs Prior Period

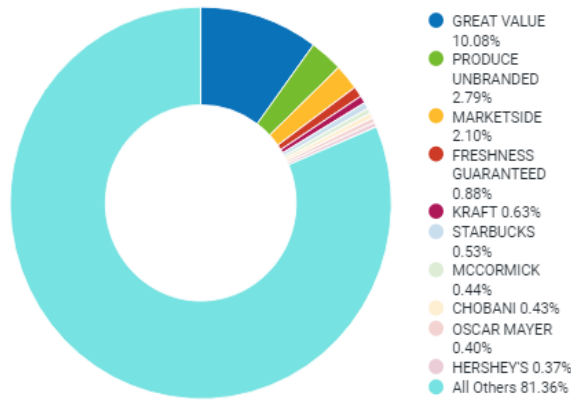
Sponsorship Activity  
**▼ -13.8%**  
9,343,831 Weekly Average

Organic Search Visibility  
**▼ -30.8%**  
79,631,837,586 Weekly Average

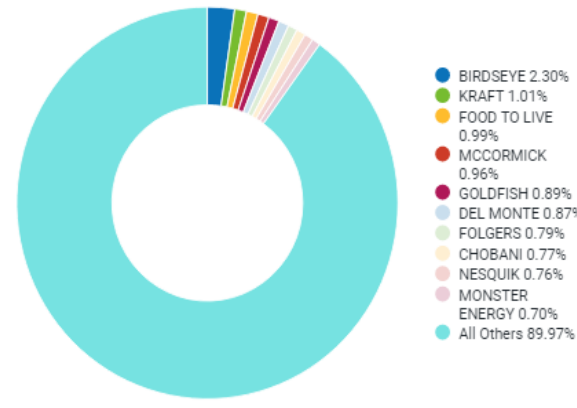
Top-Selling Brands



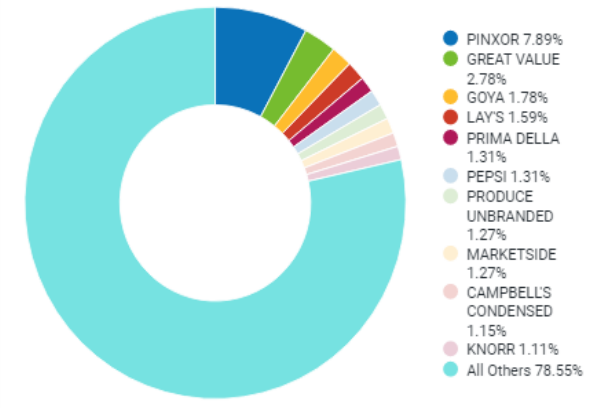
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

**\$0.27** each 58.0 c/lb  
Final cost by weight  
Fresh Banana Fruit, Each

**\$3.88** 32.9 c/oz  
RITZ Fresh Stacks Original Crackers, 8 Count, 11.8 oz

**\$2.24** 14.0 c/oz  
Fresh Strawberries, 1 lb

**\$4.12** 8.6 c/fl oz  
Great Value Vegetable Oil, 48 fl oz

**\$5.63** 0.8 c/fl oz  
Great Value Purified Drinking Water, 16.9 fl oz Bottles, 40 Count

Market Share Leaders:

metene



RENPHO

Brands Observed  
**11,713**  
▲ 49% vs Prior Period

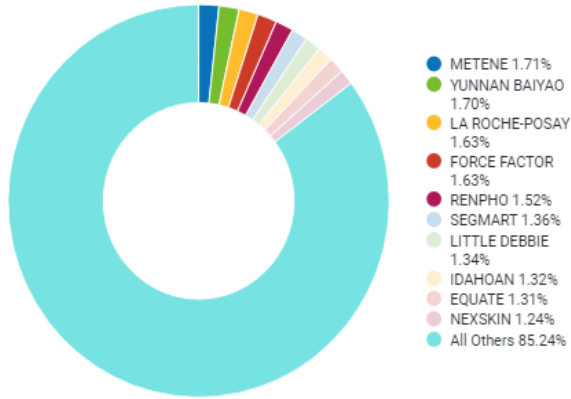
Items Observed  
**85,653**  
▲ 67% vs Prior Period

Department Summary  
Keywords Observed  
**215,683**  
▲ 100% vs Prior Period

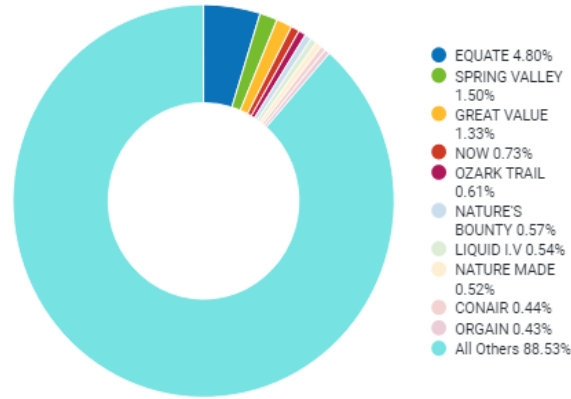
Sponsorship Activity  
**▼ -27.7%**  
15,438,122 Weekly Average

Organic Search Visibility  
**▼ -32.2%**  
22,662,670,457 Weekly Average

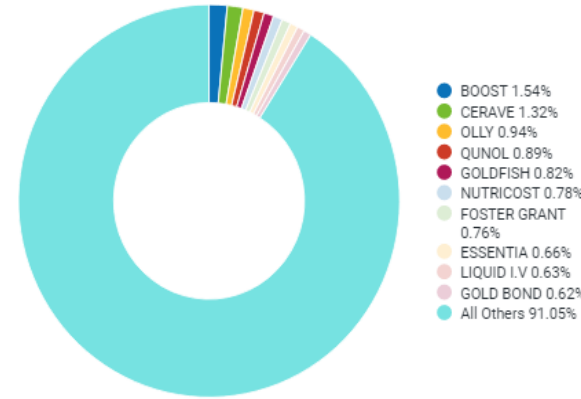
Top-Selling Brands



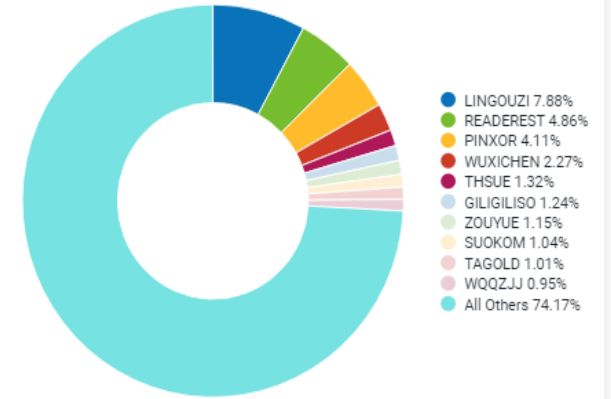
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**\$36.99**  
Optimum Nutrition, Micronized Creatine Powder, Unflavored, 10.6 oz, 60 Servings  
★★★★☆ 121

**Now \$11.49** ~~\$13.99~~  
Silka Max Strength Antifungal Liquid with Brush Applicator for Toenail Fungus Treatment, Athlete's Foot &...  
★★★★★ 10

**Now \$39.25** ~~\$52.25~~  
Coleman 15 F Rectangular Sleeping Bag  
★★★★★ 79

**\$7.50**  
100 SunnyCare Nitrile Medical Exam Gloves Powder Free Chemo-Rated (Non Vinyl Latex) Size:Medium  
★★★★★ 70

**\$1.12** 18.7 c/ea  
Dr. Fresh Dailies Toothbrushes, Firm, 6 Ct  
★★★★☆ 365

## Market Share Leaders:



Brands Observed  
**22,374**  
▲ 62% vs Prior Period

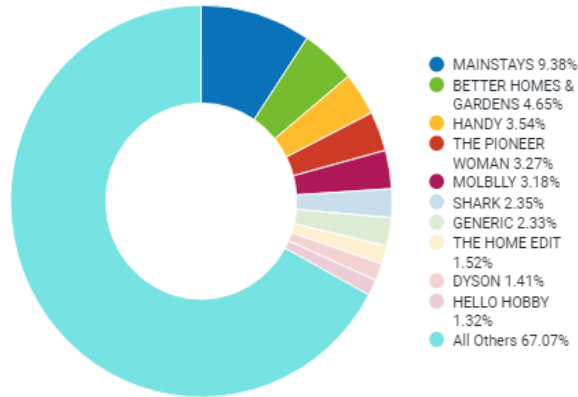
Items Observed  
**271,822**  
▲ 49% vs Prior Period

Department Summary  
Keywords Observed  
**328,128**  
▲ 104% vs Prior Period

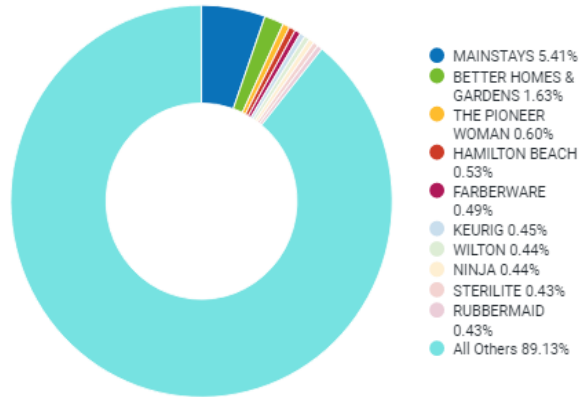
Sponsorship Activity  
**▼ -29.2%**  
32,780,552 Weekly Average

Organic Search Visibility  
**▼ -22.1%**  
34,863,829,385 Weekly Average

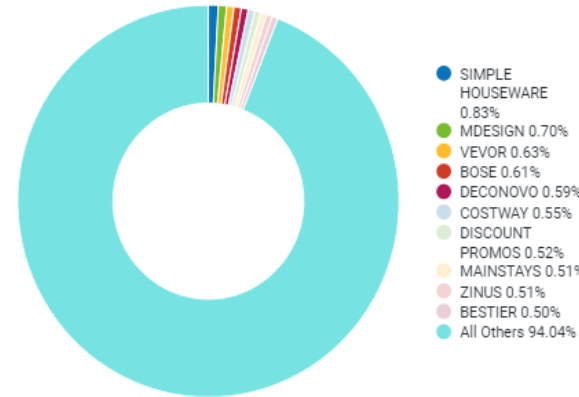
Top-Selling Brands



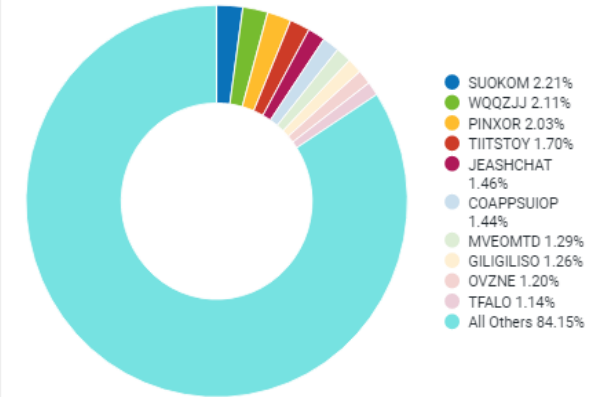
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



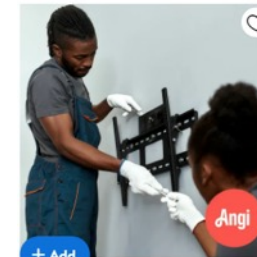
**Now \$178.00** ~~\$299.00~~  
Shark HydroVac 3-in-1 Vacuum, Mop & Self-Cleaning Corded System, With Antimicrobial Brushroll\* & Multi-...  
★★★★☆ 273



**\$4.36**  
EVRI Metal Sheet Grippers Adjustable  
★★★★☆ 219



**\$3.68** 61.3 c/ea  
crock-pot slow cooker liners ~ 6 liners  
★★★★☆ 55



**\$79.00**  
TV Wall Mounting (mount not included)  
★★★★☆ 12217



**\$10.99**  
COWIN COSMONIC Water Bottle Dispenser Portable Electric Water Bottle Pump ,Automatic Drinking Wat...  
★★★★☆ 123

## Market Share Leaders:



Brands Observed

# 16,737

▲ 52% vs Prior Period

Items Observed

# 147,337

▲ 38% vs Prior Period

Department Summary

Keywords Observed

# 190,986

▲ 72% vs Prior Period

Sponsorship Activity

# ▼ -39.3%

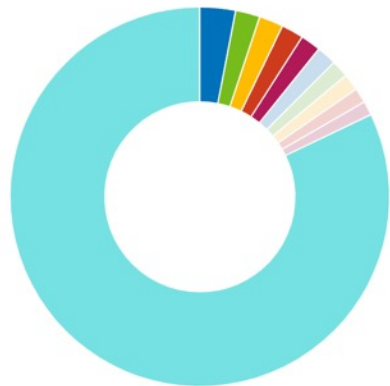
12,522,174 Weekly Average

Organic Search Visibility

# ▼ -28.9%

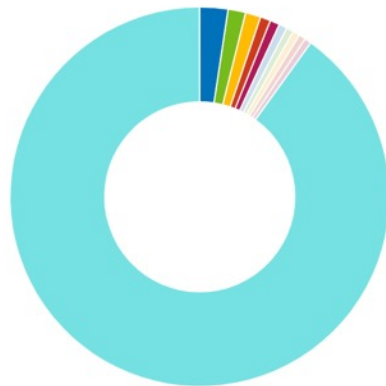
10,673,102,972 Weekly Average

### Top-Selling Brands



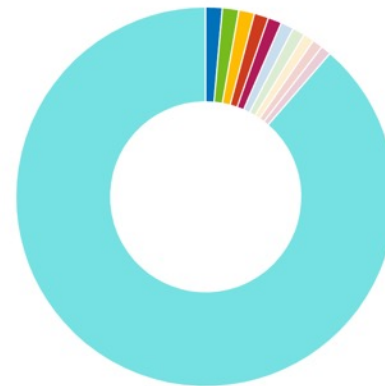
- HART 3.04%
- COSTWAY 2.09%
- SUN JOE 2.06%
- DC FIX 1.89%
- HONEYWELL 1.72%
- TACKLIFE 1.70%
- BRITA 1.48%
- GREAT VALUE 1.44%
- HYPER TOUGH 1.28%
- WM BARR 1.19%
- All Others 82.12%

### Top Brands in Organic Search



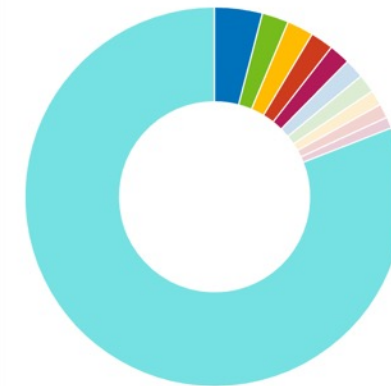
- HYPER TOUGH 2.41%
- MAINSTAYS 1.50%
- GREAT VALUE 1.30%
- STERILITE 0.87%
- HART 0.82%
- KRAFT 0.69%
- COMMAND 0.61%
- DEL MONTE 0.61%
- DEWALT 0.58%
- BRITA 0.57%
- All Others 90.05%

### Top Brands in Paid Search



- VEVOR 1.41%
- BLUE BUFFALO 1.40%
- GOOGLE 1.35%
- BRITA 1.23%
- CESAR 1.16%
- HART 1.10%
- ROOMMATES 1.06%
- IRIS USA 0.90%
- GOOGLE NEST 0.89%
- COSTWAY 0.88%
- All Others 88.63%

### Top-Promoted Brands



- PINXOR 4.07%
- WQQZJJ 2.29%
- TIITSTOY 2.25%
- GILIGILISO 1.96%
- OVZNE 1.81%
- SUOKOM 1.67%
- TFALO 1.58%
- SULGYT 1.30%
- RNEMITE-AMO 1.21%
- LINGOUZI 0.96%
- All Others 80.91%

## Top-Selling Items:



**Now \$32.97** ~~\$65.00~~  
Sun Joe 24V Cordless Handheld Reciprocating Saw Kit, 4 Cutting Blades, 2.0-Ah Battery + Charger, For...



**\$9.96**  
Sand Sidelight Privacy Film



**\$17.49** 14.6 c/fl oz  
DampRid Mega Moisture Absorber Refill 7.5 lb., Fragrance Free - FG37



**\$14.99**  
EASYMAXX LED Flashlight, 2Pack Zoomable Flashlights Portable Handheld Tactical Flashlights (Battery...



**\$15.50**  
CreativeWare Plastic, Adjustable Bed Riser System in Black, 8 Count

## Market Share Leaders:



Brands Observed

4,463

▲ 133% vs Prior Period

Items Observed

32,212

▲ 172% vs Prior Period

Department Summary

Keywords Observed

66,298

▲ 70% vs Prior Period

Sponsorship Activity

▼ -25.3%

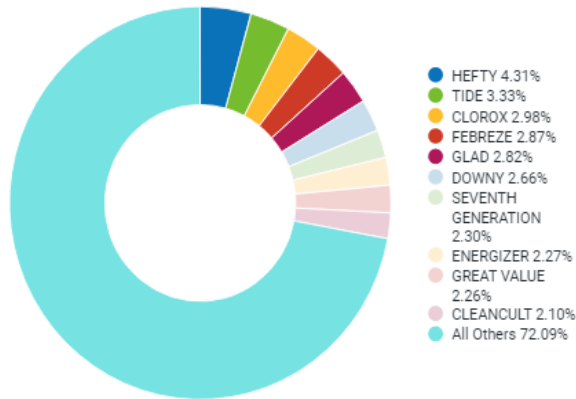
4,272,611 Weekly Average

Organic Search Visibility

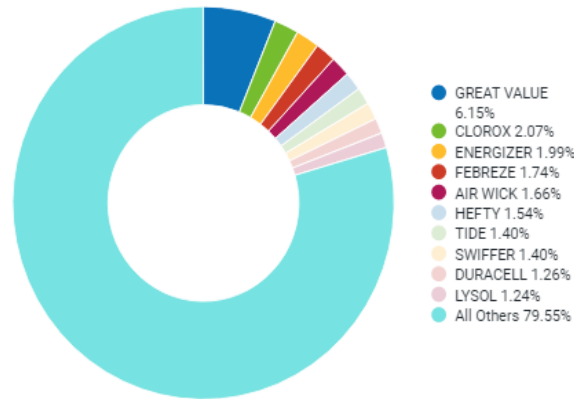
▼ -40.3%

6,770,358,448 Weekly Average

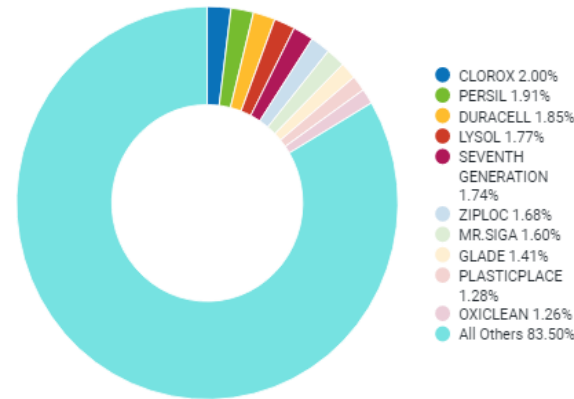
Top-Selling Brands



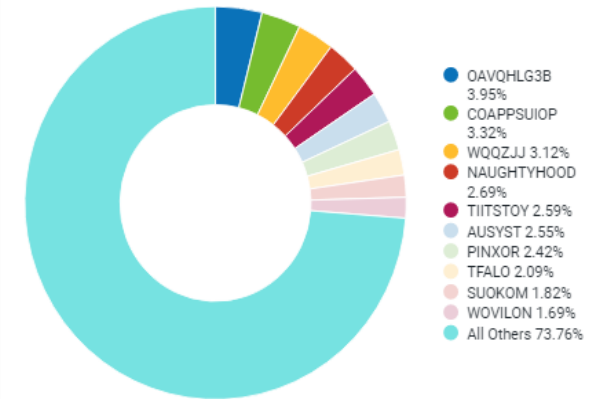
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$12.97** 14.1 c/fl oz  
Tide Liquid Laundry Detergent, Original, 64 loads 92 fl oz, HE Compatible  
★★★★☆ 2449



**\$16.47** 3.2 c/sq ft  
Seventh Generation Paper Towels, 100% Recycled Paper, Full Sheet, 8 Jumbo Rolls  
★★★★☆ 133



**\$13.17**  
Glad OdorShield Small Drawstring Trash Bags, 4 Gallon Trash Bag, Febreze Cherry Blossom, 80 Count  
★★★★☆ 13



**\$2.98** 13.5 c/fl oz  
ECOS Parsley All Purpose Cleaner - 22 FL oz.  
★★★★☆ 213



**\$6.34**  
Hefty ECOSAVE Heavy Duty Assorted Cutlery, White, 24 Count  
★★★★☆ 2

## Market Share Leaders:

Generic



Ktaxon

JUSTBASICS.

AURORA

Brands Observed

# 12,071

▲ 89% vs Prior Period

Items Observed

# 98,197

▲ 112% vs Prior Period

Department Summary  
Keywords Observed

# 140,947

▲ 71% vs Prior Period

Sponsorship Activity

# ▼ -45.2%

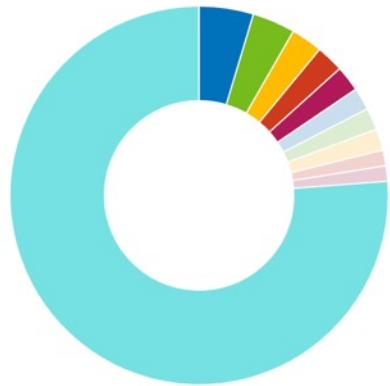
9,136,897 Weekly Average

Organic Search Visibility

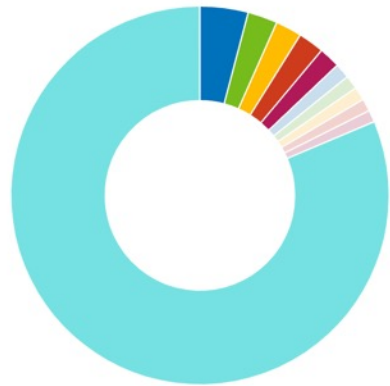
# ▼ -22.1%

5,985,411,341 Weekly Average

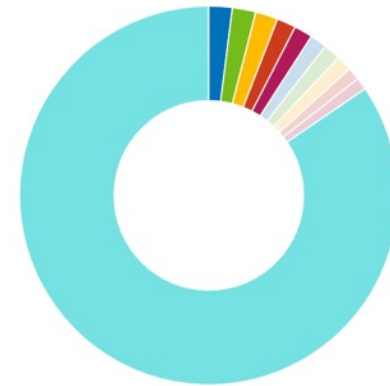
### Top-Selling Brands



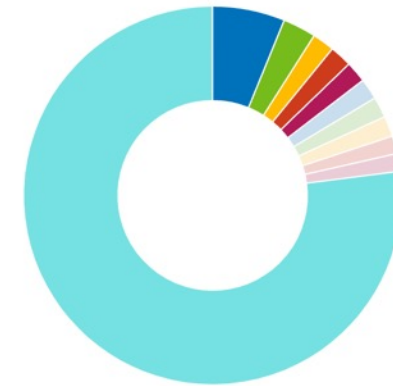
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



+ Add

\$26.50

Just Basics Round-Ring View Binder, 1/2in. Rings, 100% Recycled, White, Pack Of 12, OD02793

★★★★☆ 4

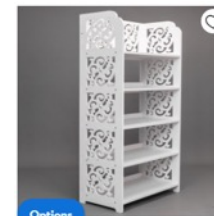


+ Add

\$1.77

Cherry Printers | Cash Receipt Book | Check Book Style | Stub remains in book | 8.26" x 2.91" | 50 pages on 80gsm...

★★★★★ 9



Options

+3 options

Now \$32.99 ~~\$53.64~~

More options from \$29.99

Ktaxon 5 Tier Decorative Carved Shoe Rack Shoe Shelf Closet Storage Organizer Shoe Space Saving for...

★★★★☆ 10

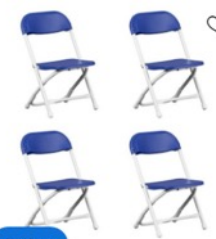


+ Add

Now \$21.31 ~~\$26.32~~

Aurora GB AS680S 6-Sheet Strip-Cut Paper and Credit Card Shredder without Wastebasket

★★★★☆ 156



Options

\$104.99

TentandTable Kids Size Plastic Folding Chairs, Blue, 4 Pack

★★★★★ 2

## Market Share Leaders:



Brands Observed

9,137

▲ 98% vs Prior Period

Items Observed

106,427

▲ 119% vs Prior Period

Department Summary

Keywords Observed

118,371

▲ 81% vs Prior Period

Sponsorship Activity

▼ -43.6%

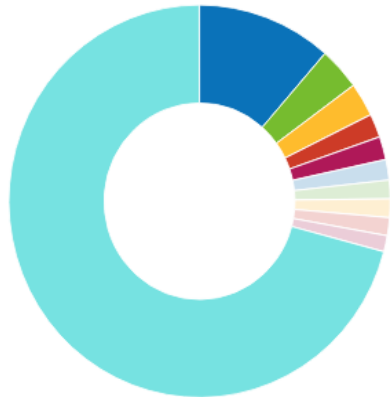
4,450,047 Weekly Average

Organic Search Visibility

▼ -30.5%

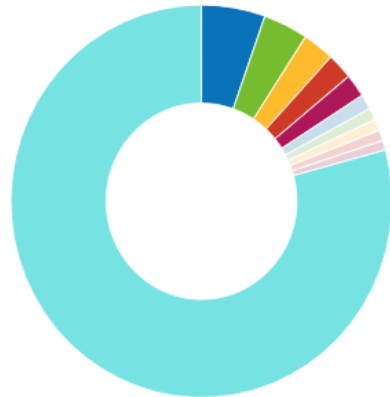
5,005,847,077 Weekly Average

Top-Selling Brands



- UNIQUE INDUSTRIES 11.44%
- WAY TO CELEBRATE! 3.51%
- HALLMARK 2.79%
- MINNIE MOUSE 1.95%
- COCOMELON 1.90%
- MARVEL 1.69%
- WHOLESALE SPARKLERS 1.53%
- HOTBEST 1.53%
- CURRENT 1.48%
- UTAH SPARKLERS 1.32%
- All Others 70.87%

Top Brands in Organic Search



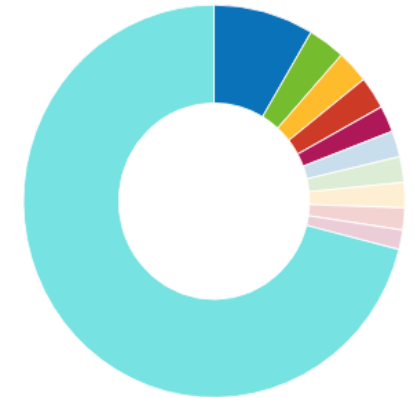
- WILTON 5.40%
- WAY TO CELEBRATE! 3.80%
- UNIQUE INDUSTRIES 2.67%
- GREAT VALUE 2.16%
- BIG DOT OF HAPPINESS 1.92%
- HALLMARK 1.25%
- FUN EXPRESS 0.98%
- EFAVORMART 0.95%
- JUVALE 0.89%
- BLUE PANDA 0.79%
- All Others 79.21%

Top Brands in Paid Search



- HALLMARK 3.05%
- JEENMATA 2.76%
- LEGO 2.12%
- BIG DOT OF HAPPINESS 2.10%
- BLUE PANDA 1.86%
- AMERICAN GREETINGS 1.85%
- JUVALE 1.66%
- EFAVORMART 1.64%
- PRIME LINE PACKAGING 1.57%
- EXQUISITE 1.37%
- All Others 80.03%

Top-Promoted Brands



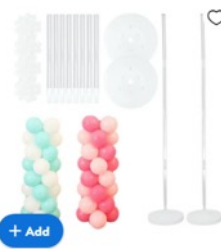
- PINXOR 8.50%
- WQZJJ 3.14%
- MVEOMTD 2.72%
- TANGNADE 2.68%
- RUHJADGB 2.18%
- AMLBB 2.14%
- TUOBARR 2.12%
- JEASHCHAT 2.07%
- COAPPSUIOP 1.82%
- YESBAY 1.61%
- All Others 71.03%

## Top-Selling Items:



+ Add

**\$3.73**  
PAW Patrol Birthday Party Character Paper Masks, 8ct  
★★★★☆ 21



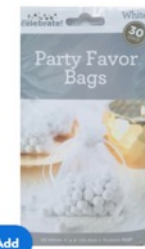
+ Add

**\$11.58**  
HOTBEST 2 Sets Balloon Column Stand Kits, 8.4ft Height Balloon Arch Stand Kit Reusable Balloon  
★★★★☆ 64



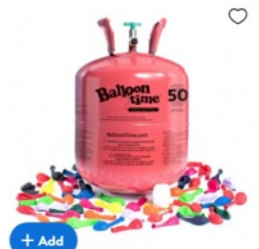
Options

**\$19.26**  
Marvel's Spidey Halloween Toddler Costume -2T  
★★★★☆ 4



+ Add

**\$4.36**  
Leisure Arts Organza Favor Bags 4" 30pc White  
★★★★☆ 10



+ Add

**Now \$51.63** ~~\$67.83~~  
Balloon Time 12in Jumbo Helium Tank Kit with Colorful Latex Balloons  
★★★★☆ 158



## Market Share Leaders:



Brands Observed  
**11,942**  
▲ 60% vs Prior Period

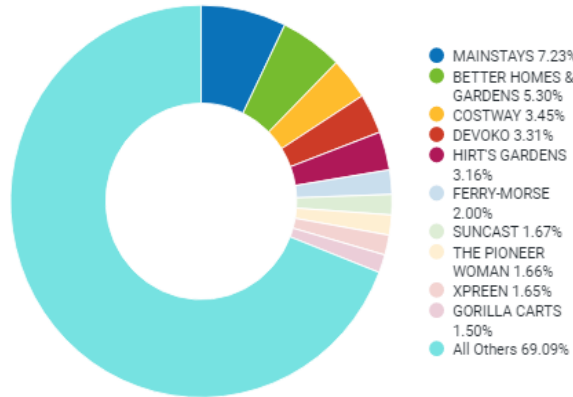
Items Observed  
**113,045**  
▲ 62% vs Prior Period

Department Summary  
Keywords Observed  
**111,067**  
▲ 73% vs Prior Period

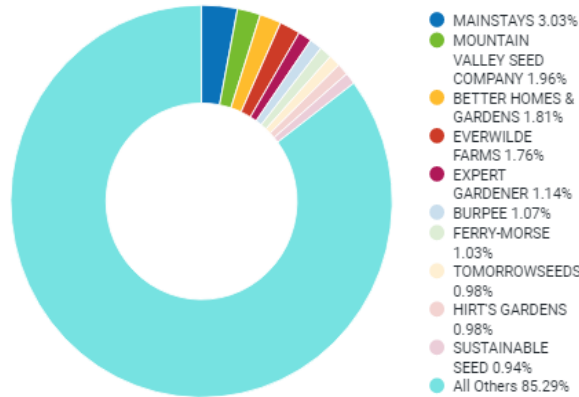
Sponsorship Activity  
**▼ -55.1%**  
7,723,051 Weekly Average

Organic Search Visibility  
**▼ -28.5%**  
7,224,330,358 Weekly Average

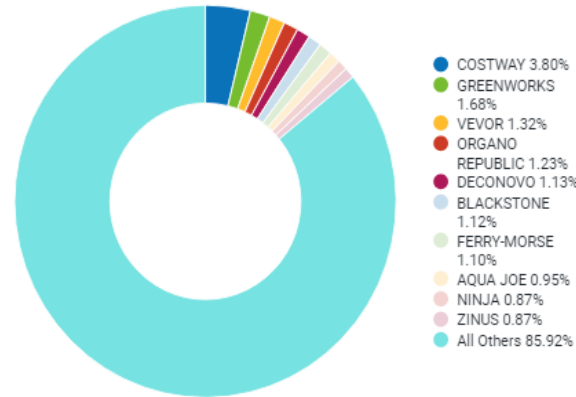
Top-Selling Brands



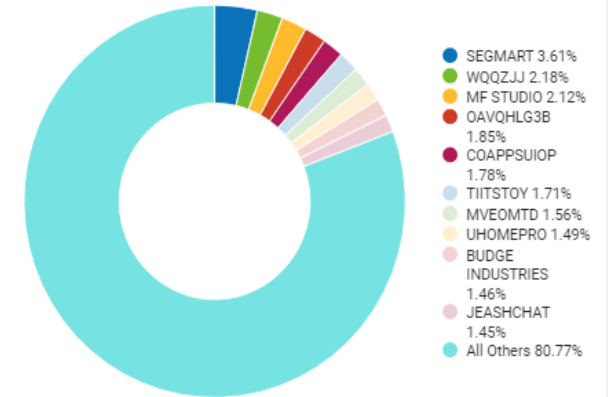
Top Brands in Organic Search



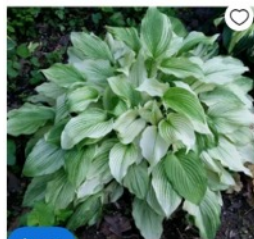
Top Brands in Paid Search



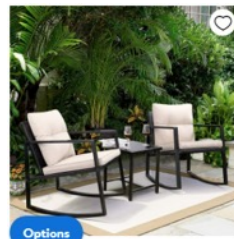
Top-Promoted Brands



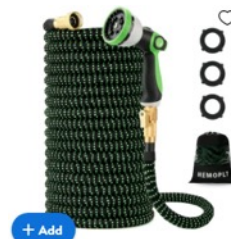
## Top-Selling Items:



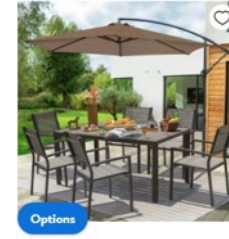
**\$11.99** +\$5.10 shipping  
3 White Feather Hosta Roots - Unbelievable/Rare - 3 Bareroots  
★★★★☆ 12



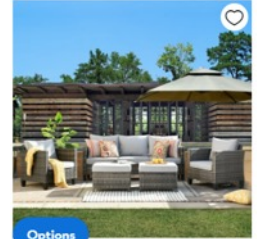
**\$109.99** +\$29.99 shipping  
Devoko 3 Pieces Patio Furniture Sets Outdoor PE Rattan Bistro Rocker Conversation Sets with Glass Coffee...  
★★★★★ 203



**Now \$25.99** \$45.99  
Garden Hose 100 FT, HEMOPLT Expandable Hose with 10 Function Spray Hose Nozzle, Flexible Water...  
★★★★☆ 9



**\$299.99** +\$39.99 shipping  
More options from \$149.99  
Devoko 7 Pieces Patio Dining Set Outdoor Furniture Set 6 Stackable Textile Armchairs with Rectangular...  
★★★★☆ 44



**Now \$729.99** \$1,085.94  
Ovis 5 Pieces Outdoor Patio Furniture All-Weather Patio Conversation Set Wicker Sectional Sofa with Cushions...  
★★★★★ 84

## Market Share Leaders:



Brands Observed

5,251

▲ 83% vs Prior Period

Items Observed

35,064

▲ 60% vs Prior Period

Department Summary

Keywords Observed

99,259

▲ 107% vs Prior Period

Sponsorship Activity

▼ -24.9%

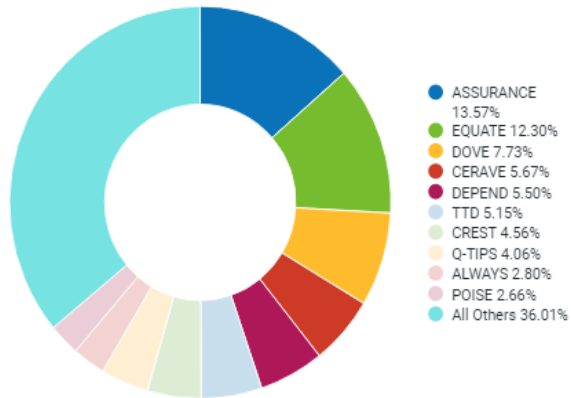
7,191,037 Weekly Average

Organic Search Visibility

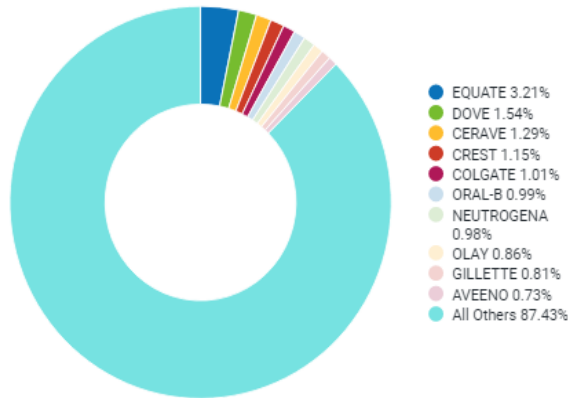
▼ -25.2%

11,011,089,152 Weekly Average

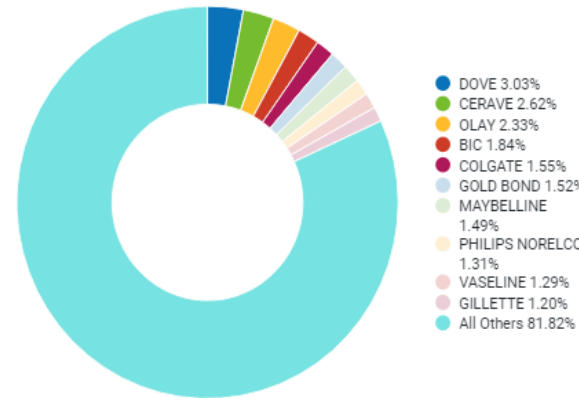
Top-Selling Brands



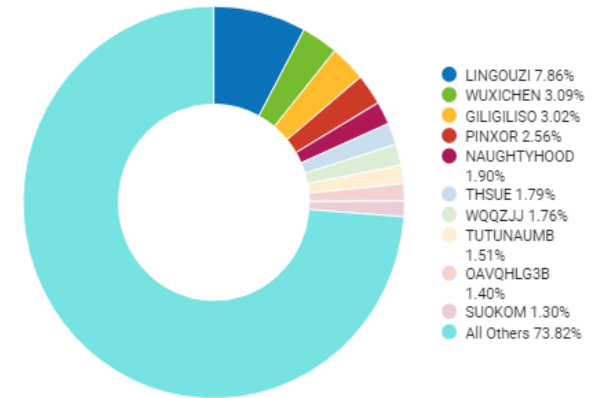
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$6.98** 14.5 c/ea  
 Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)  
 ★★★★★ 10341



**\$16.97** \$16.97/ea  
 Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)  
 ★★★★★ 3101



**\$3.86**  
 Options from \$3.86 - \$23.22  
 Q Tips Original Cotton Swabs 500 count  
 ★★★★★ 4613

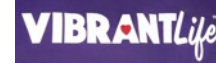


**\$8.12**  
 More options from \$5.92  
 Assurance Premium Disposable Washcloths, XL (144 Count)  
 ★★★★★ 5233



**\$17.16** 47.7 c/ea  
 More options from \$9.37  
 Assurance Women's Incontinence & Postpartum Underwear, L, Maximum Absorbency (36 Count)  
 ★★★★★ 678

## Market Share Leaders:



Brands Observed

5,883

▲ 50% vs Prior Period

Items Observed

38,636

▲ 22% vs Prior Period

Department Summary

Keywords Observed

69,815

▲ 107% vs Prior Period

Sponsorship Activity

▼ -1.4%

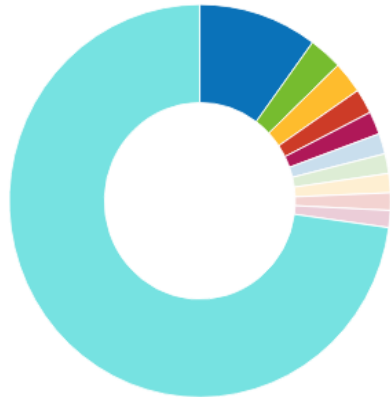
7,658,294 Weekly Average

Organic Search Visibility

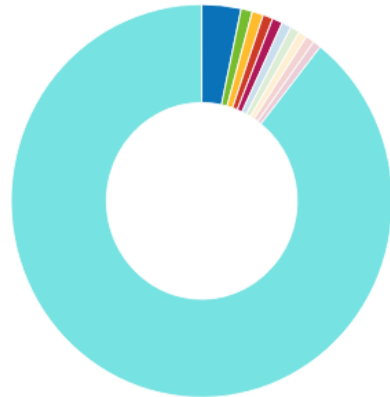
▼ -22.7%

11,602,593,233 Weekly Average

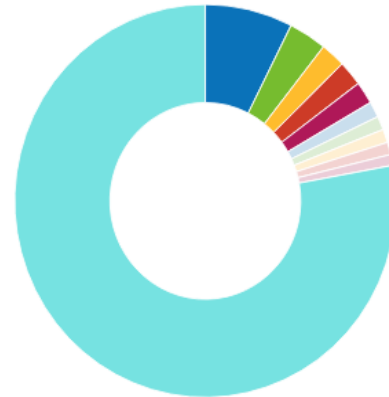
### Top-Selling Brands



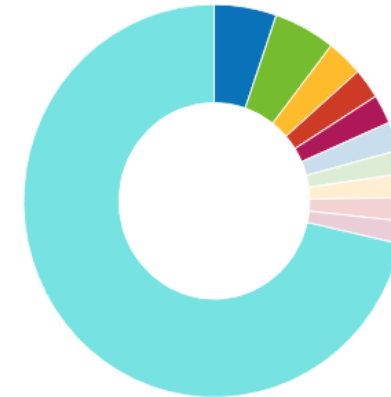
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



+ Add

\$14.98

Vibrant Life Tufted Pillow Pet Bed, Medium, Black, 27" x 36"

★★★★☆ 978



Options

+4 options

\$15.36 42.7 c/oz

Options from \$15.36 - \$30.00

Purina Beyond Wet Cat Food Salmon Sweet Potato, 3 oz Cans (12 Pack)

★★★★☆ 452



Options

+2 options

\$17.48 \$17.48/lb

More options from \$6.82

Purina Cat Chow High Protein Salmon Dry Cat Food, 15 lb Bag

★★★★☆ 699



+ Add

\$8.48

EEEkit 3pcs Pet Food Can Cover, FDA Safe & BPA Free Silicone Cat Dog Food Can Lids to Keep Food Fresh, Fit All...

★★★★☆ 46



Options

+2 options

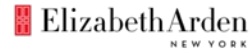
\$15.72 \$15.72/lb

Options from \$15.72 - \$27.36

Pure Balance Pro+ Puppy Chicken & Rice Recipe Dry Dog Food for Puppies, 8 lbs

★★★★☆ 138

## Market Share Leaders:



Brands Observed

449

▲ 11% vs Prior Period

Items Observed

2,452

▲ 16% vs Prior Period

Department Summary

Keywords Observed

35,620

▲ 111% vs Prior Period

Sponsorship Activity

▼ -16.2%

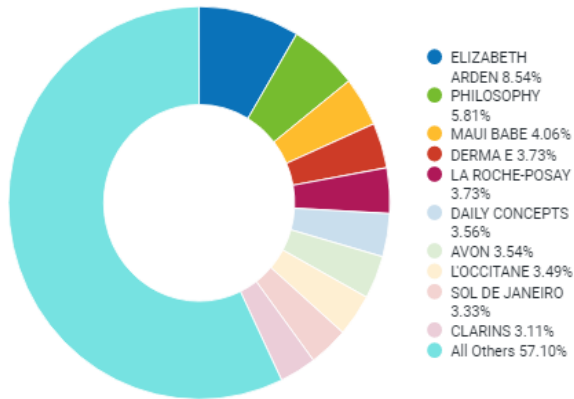
500,689 Weekly Average

Organic Search Visibility

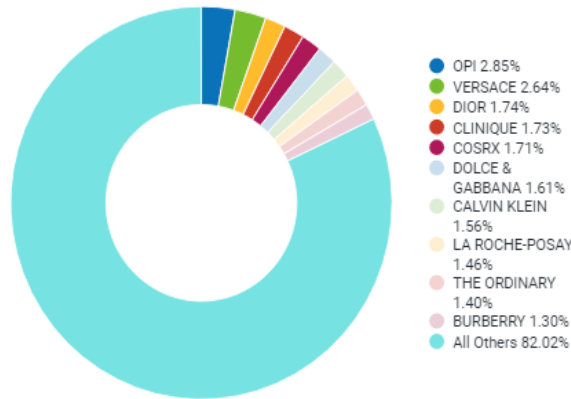
▼ -34.0%

1,844,511,242 Weekly Average

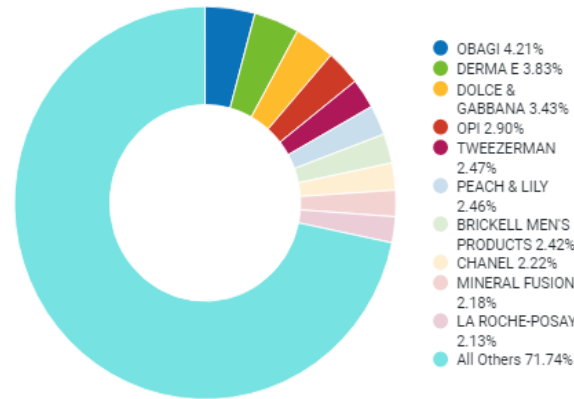
Top-Selling Brands



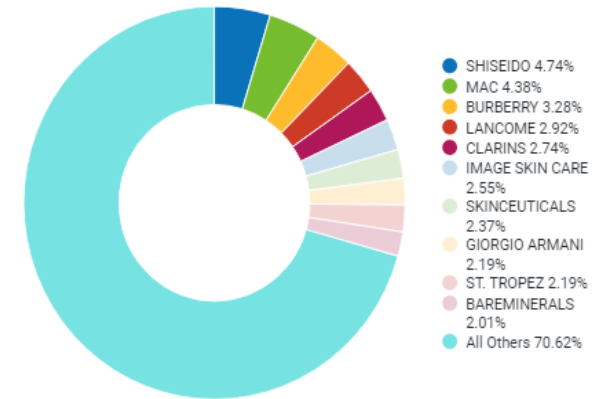
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$16.74**  
Skin Food, Original Ultra-Rich Cream, 1 fl oz (30 ml), Weleda  
★★★★★ 56



**\$8.99**  
Red Door by Elizabeth Arden for Women 1.5 oz Cream Deodorant  
★★★★★ 40



**Now \$6.19** ~~\$6.99~~  
Tea Tree Hair and Body Moisturizer by Paul Mitchell for Unisex - 2.5 oz Moisturizer  
★★★★★ 4



**\$19.95**  
Lavanila Sport Luxe Deodorant, Vanilla Breeze, 2 Oz  
★★★★★ 3



**Now \$14.98** ~~\$16.00~~  
Philosophy Raspberry Sorbet 3 in 1 Shampoo, Shower Gel & Bubble Bath, 16 Oz  
★★★★★ 1

## Market Share Leaders:



Brands Observed  
**18,606**

▲ 51% vs Prior Period

Items Observed  
**173,507**

▲ 14% vs Prior Period

Department Summary  
Keywords Observed  
**217,426**

▲ 77% vs Prior Period

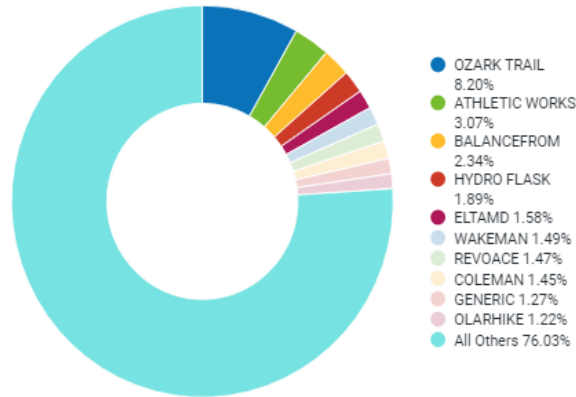
Sponsorship Activity  
**▼ -54.4%**

11,354,315 Weekly Average

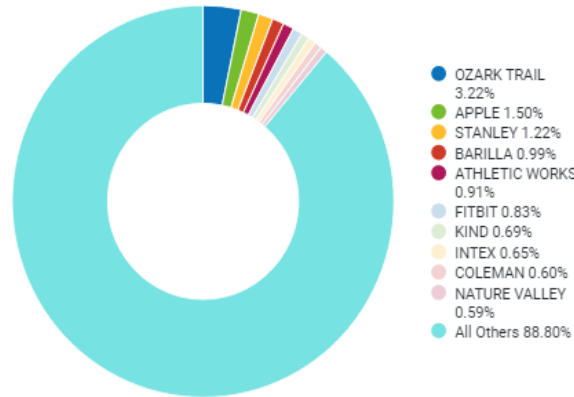
Organic Search Visibility  
**▼ -31.8%**

10,724,275,793 Weekly Average

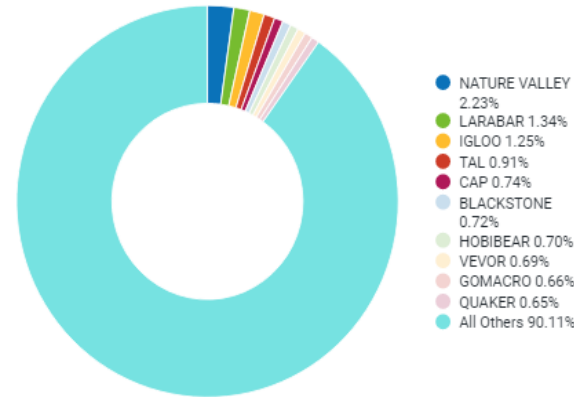
Top-Selling Brands



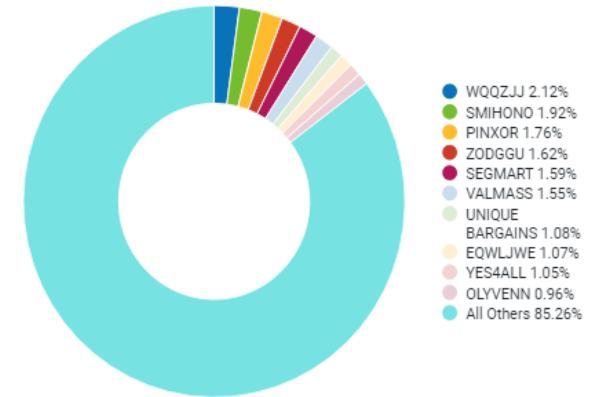
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

**\$39.59**

Hydro Flask 32Oz Water bottle  
Stainless Steel & Vacuum Insulated with  
Straw Lid-Watermelon

★★★★☆ 57

**Now \$69.99** ~~\$99.99~~

More options from \$59.99

OlarHike US 18 inch Queen Size Air  
Mattress with Built-in Pump,Black

★★★★★ 628

**\$69.99**

BalanceFrom 3 in 1 - 20"x24"x30" Foam  
Plyometric Box Jumping Exercise, 16-  
Pound

★★★★★ 229

**\$305.00**

More options from \$299.00

Mooncool Adult Tricycle 20/24/26 inch  
7 Speed, Three Wheel Bicycle for Adult,  
Trike Cruiser W/ Tools & Big Basket for...

★★★★☆ 0

**Now \$39.25** ~~\$52.25~~

Coleman 15 F Rectangular Sleeping Bag

★★★★★ 79

## Market Share Leaders:



Brands Observed

# 11,680

▲ 95% vs Prior Period

Items Observed

# 120,000

▲ 127% vs Prior Period

Department Summary

Keywords Observed

# 162,464

▲ 89% vs Prior Period

Sponsorship Activity

# ▼ -54.2%

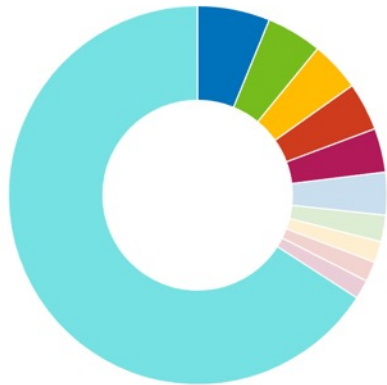
10,576,034 Weekly Average

Organic Search Visibility

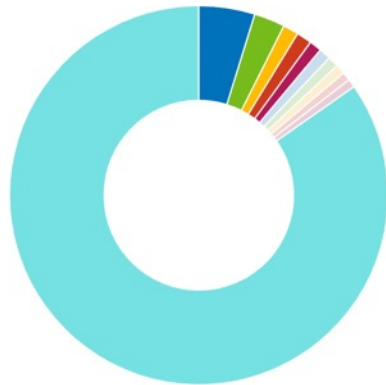
# ▼ -30.6%

8,443,433,859 Weekly Average

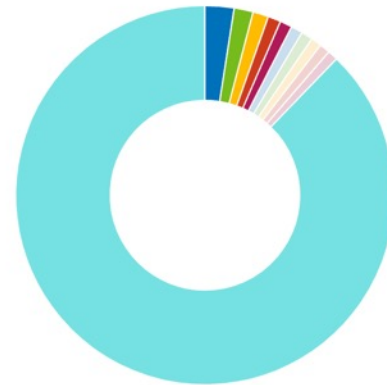
### Top-Selling Brands



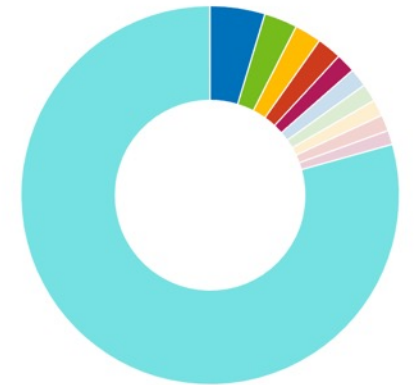
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



+ Add

**Now \$748.00** ~~\$978.00~~ +\$149.97 shipping  
Coleman Power Steel 26 x 12 x 52 Oval Above Ground Pool Set  
★★★★☆ 424



+ Add

**Now \$39.90** ~~\$49.00~~  
Ozark Trail Folding Multipurpose Camp Wagon Cart, Black  
★★★★☆ 1100



+ Add

**Now \$279.00** ~~\$399.00~~  
KidKraft Ainsley Fort Wooden Outdoor Playset/ Swing Set  
★★★★☆ 3057



+ Add

**Now \$1,298.00** ~~\$1,502.00~~  
Bestway Power Steel 314" x 16' x 52" Rectangular Above Ground Pool Set  
★★★★☆ 125



+ Add

**Now \$1,644.00** ~~\$2,199.00~~  
+ \$129.97 shipping  
Intex 26373EH 32' x 16' x 52" Rectangular Ultra XTR Frame Swimming Pool w/ Pump  
★★★★☆ 80

## Market Share Leaders:



SONY



Brands Observed

2,413

▲ 77% vs Prior Period

Items Observed

32,041

▲ 168% vs Prior Period

Department Summary

Keywords Observed

60,156

▲ 72% vs Prior Period

Sponsorship Activity

▼ -31.2%

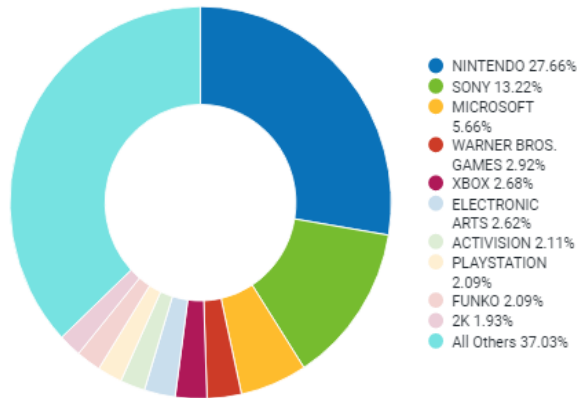
2,557,128 Weekly Average

Organic Search Visibility

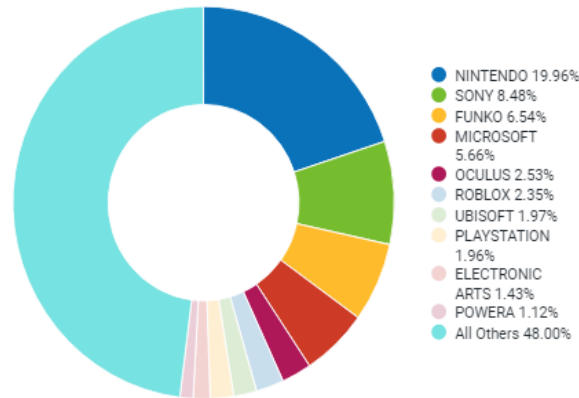
▼ -8.2%

2,457,060,893 Weekly Average

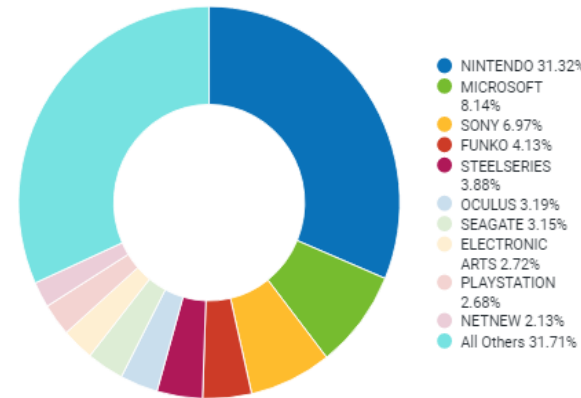
Top-Selling Brands



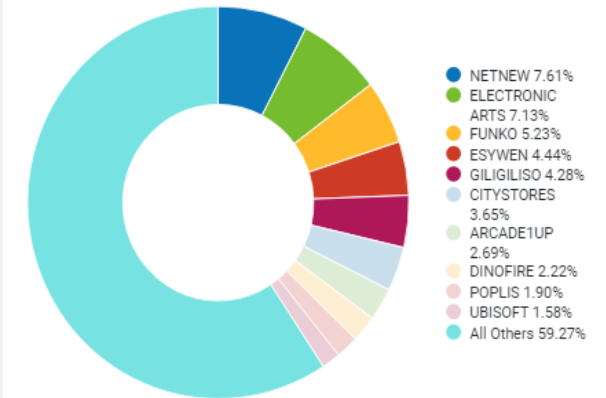
Top Brands in Organic Search



Top Brands in Paid Search



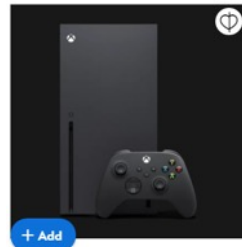
Top-Promoted Brands



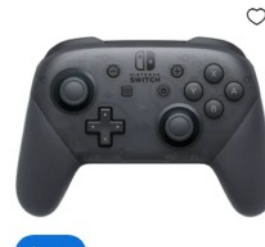
## Top-Selling Items:



Now \$53.00 ~~\$69.99~~  
Hogwarts Legacy - PlayStation 5  
★★★★☆ 128



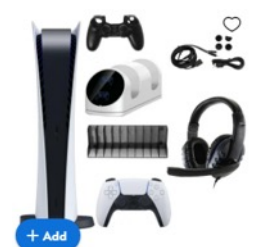
\$499.00  
Xbox Series X Video Game Console, Black  
★★★★★ 4368



\$69.00  
Nintendo Switch Pro Controller  
★★★★☆ 861



\$54.86  
The Legend of Zelda: Breath of the Wild, Nintendo, Nintendo Switch, 045496590420  
★★★★★ 678



\$529.99  
Sony PlayStation 5 Digital Console with Accessories Kit (PS5 Digital Console)  
★★★★★ 39

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