





















Digital Grocery Department Performance Report

MAY 2023



 Baking	 Bakery & Bread	 Beverages	 Breakfast & Cereal
 Candy	 Coffee	 Dairy & Eggs	 Deli
Produce Unbranded Fresh Produce	 Frozen Foods	 Meat & Seafood	 Pantry
 Snacks, Cookies & Chips	 Air Fresheners	 Bathroom Supplies	DURACELL Batteries
 Cleaning Supplies	 Laundry	 Paper & Plastic	 Pest Control

Report Overview

This report provides a holistic overview of each major grocery 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.

Table of Contents

Digital Grocery

- Baking..... 1
- Bakery & Bread 2
- Beverages..... 3
- Breakfast & Cereal..... 4
- Candy..... 5
- Coffee..... 6
- Dairy & Eggs..... 7
- Deli..... 8
- Fresh Produce..... 9
- Frozen Foods..... 10
- Meat & Seafood..... 11
- Snacks, Cookies, & Chips..... 12

Household Essentials

- Air Fresheners..... 13
- Bathroom Supplies..... 14
- Batteries..... 15
- Cleaning Supplies..... 16
- Laundry..... 17
- Paper & Plastic..... 18
- Pest Control..... 19





Digital Grocery

- Baking..... 1
- Bread & Bakery..... 2
- Beverages..... 3
- Breakfast & Cereal..... 4
- Candy..... 5
- Coffee..... 6
- Dairy & Eggs..... 7
- Deli..... 8
- Fresh Produce..... 9
- Frozen Foods..... 10
- Meat & Seafood..... 11
- Snacks, Cookies, & Chips..... 12



Market Share Leaders:



Produce
Unbranded



Brands Observed

39

▼ -26% vs Prior Period

Items Observed

141

▼ -19% vs Prior Period

Department Summary

Keywords Observed

36,807

▲ 74% vs Prior Period

Organic Search Visibility

▼ -27.2%

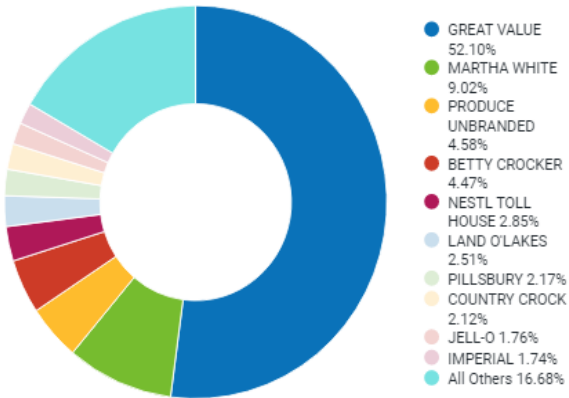
5,896,731,477 Weekly Average

Sponsorship Activity

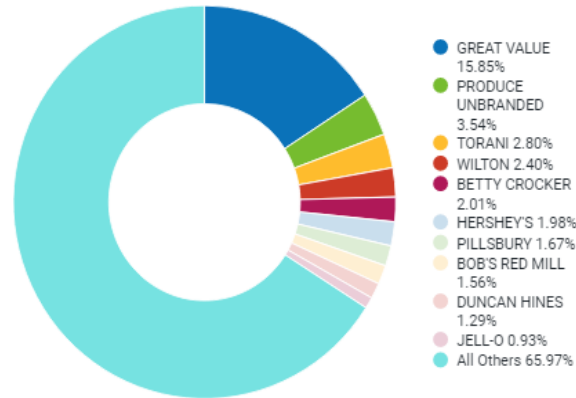
▼ -11.1%

871,248 Weekly Average

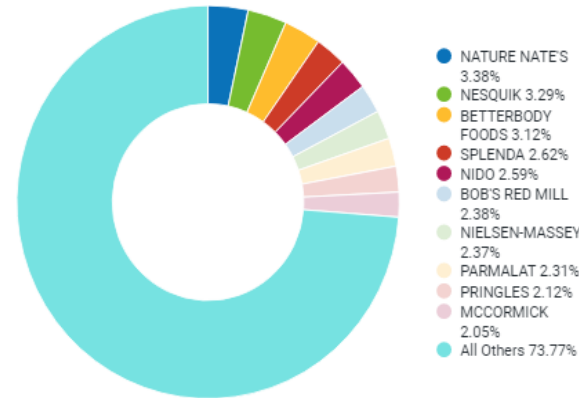
Top-Selling Brands



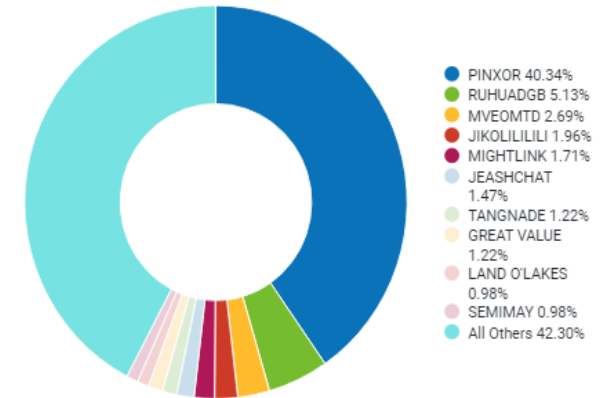
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$1.22 17.4 c/oz
Martha White Strawberry Cheesecake Muffin Mix, 7 Oz Bag
★★★★☆ 85



+ Add

\$6.78 67.8 c/lb
Great Value Granulated Sugar, 10 lbs
★★★★☆ 2352



+ Add

\$1.18 11.8 c/oz
Great Value Marshmallows, 10 oz
★★★★☆ 376



+ Add

\$3.92 \$1.96/lb
Lemons, 2 lb Bag



+ Add

\$4.12 8.6 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★☆ 1165

Market Share Leaders:



Brands Observed

34

▼ -49% vs Prior Period

Items Observed

158

▼ -40% vs Prior Period

Department Summary

Keywords Observed

15,594

▲ 64% vs Prior Period

Organic Search Visibility

▼ -31.3%

4,257,000,762 Weekly Average

Sponsorship Activity

▼ -11.8%

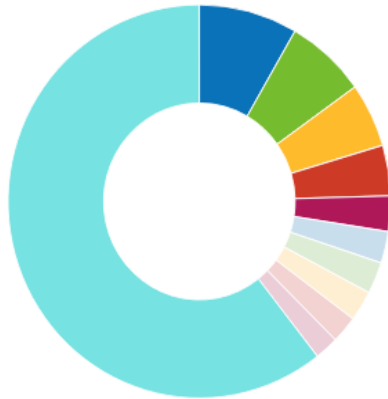
334,866 Weekly Average

Top-Selling Brands



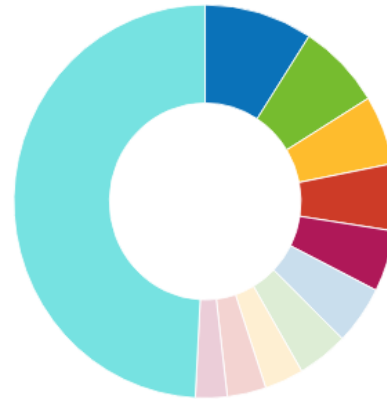
- FRESHNESS GUARANTEED 32.17%
- GREAT VALUE 23.10%
- WAL-MART BAKERY 6.46%
- THOMAS' 5.61%
- LITTLE DEBBIE 4.61%
- MARKETSIDE 3.24%
- BETTY CROCKER 2.25%
- HOSTESS 2.05%
- SARA LEE 2.04%
- OREO 1.80%
- All Others 16.67%

Top Brands in Organic Search



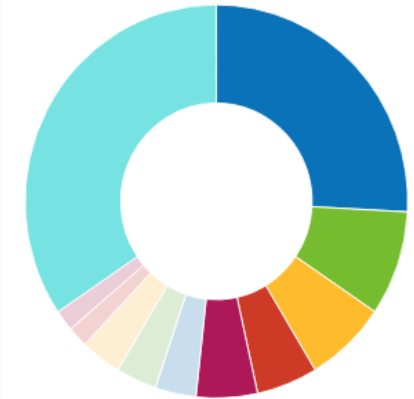
- FRESHNESS GUARANTEED 8.33%
- GREAT VALUE 6.79%
- MISSION 5.28%
- MARKETSIDE 4.15%
- SARA LEE 2.92%
- DAVE'S KILLER BREAD 2.62%
- THOMAS' 2.61%
- OREO 2.50%
- LITTLE DEBBIE 2.24%
- NATURE'S OWN 2.01%
- All Others 60.57%

Top Brands in Paid Search



- OREO 9.13%
- WONDERWORKS 7.10%
- KING'S HAWAIIAN 5.69%
- ENTENMANN'S 5.50%
- SARA LEE 5.05%
- THOMAS' 4.83%
- CANYON BAKEHOUSE 4.28%
- OROWEAT 3.30%
- DAVE'S KILLER BREAD 3.27%
- HOSTESS 2.68%
- All Others 49.17%

Top-Promoted Brands



- FRANZ 25.86%
- NATURE'S HARVEST 8.62%
- SARA LEE 6.90%
- FRESHNESS GUARANTEED 5.17%
- NAKED BREAD 5.17%
- WILTON 3.45%
- THOMAS' 3.45%
- OLD EL PASO 3.45%
- CALIFLOUR FOODS 1.72%
- BIRCH BENDERS 1.72%
- All Others 34.48%

Top-Selling Items:



+ Add

\$0.74 22.8 c/oz
Freshness Guaranteed 4' Mini Pecan Pie, 3.25 oz



+ Add

\$1.46 7.3 c/oz
Great Value White Round Top Bread Loaf, 20 oz



+ Add

\$1.46 7.3 c/oz
Great Value White Sandwich Bread, 20 oz



+ Add

\$1.46 13.3 c/oz
Great Value Hamburger Buns, 8 Count, 11 oz



+ Add

\$3.97
Freshness Guaranteed Apple Fritters, 6 Count

Market Share Leaders:



Brands Observed

49

▼ -42% vs Prior Period

Items Observed

141

▼ -25% vs Prior Period

Department Summary

Keywords Observed

40,844

▲ 88% vs Prior Period

Organic Search Visibility

▼ -34.5%

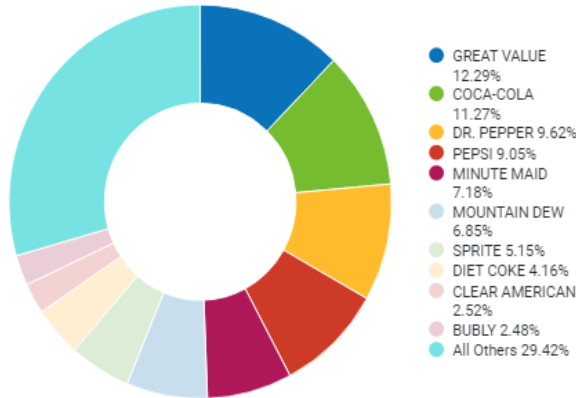
13,169,296,091 Weekly Average

Sponsorship Activity

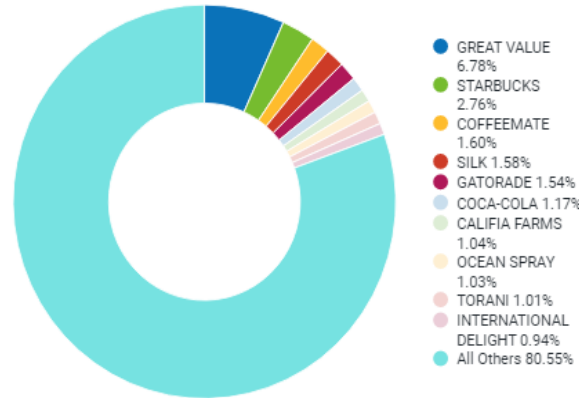
▼ -29.3%

2,291,268 Weekly Average

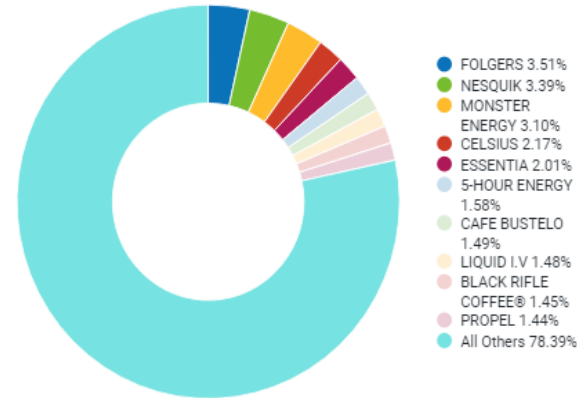
Top-Selling Brands



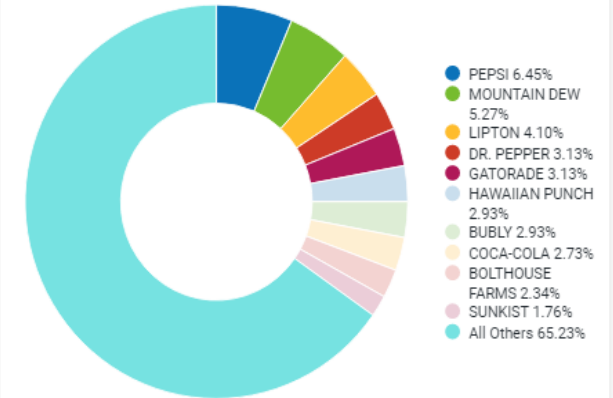
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



16.9oz 6 Pack

+ Add

\$4.98 4.9 c/fl oz
Coca-Cola Soda Pop, 16.9 fl oz, 6 Pack Bottles
★★★★☆ 15597



+ Add

\$6.98 4.8 c/fl oz
Mountain Dew Citrus Soda Pop, 12 oz, 12 Pack Cans
★★★★☆ 2016



+ Add

\$3.78 3.7 c/fl oz
Dr Pepper Soda, .5 L bottles, 6 pack
★★★★☆ 2191



16.9oz 6 Pack

+ Add

\$4.98 4.9 c/fl oz
Diet Coke Soda Pop, 16.9 fl oz, 6 Pack Bottles
★★★★☆ 6330



+ Add

\$6.98 4.8 c/fl oz
Pepsi Cola Soda Pop, 12 oz, 12 Pack Cans
★★★★☆ 2653

Market Share Leaders:



Produce
Unbranded



Brands Observed

44

▼ -25% vs Prior Period

Items Observed

146

▼ -17% vs Prior Period

Department Summary

Keywords Observed

17,800

▲ 58% vs Prior Period

Organic Search Visibility

▼ -34.9%

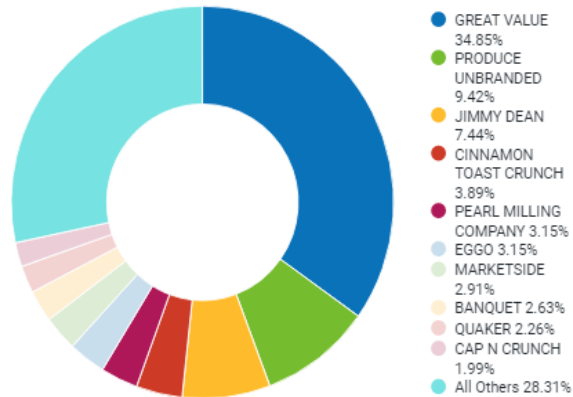
3,494,858,171 Weekly Average

Sponsorship Activity

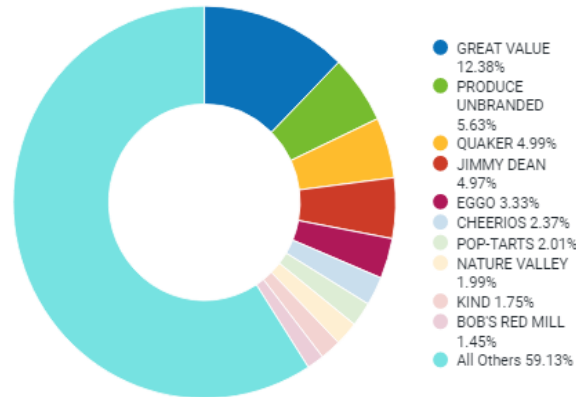
▼ -19.1%

554,701 Weekly Average

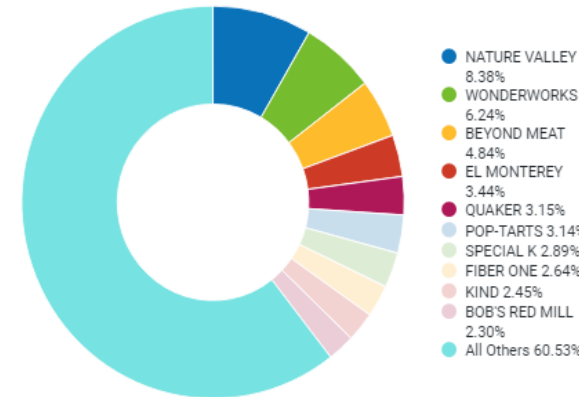
Top-Selling Brands



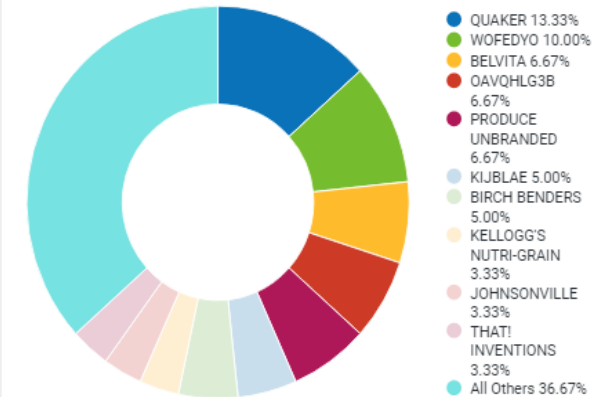
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$6.57 26.3 c/oz
Great Value Pancake & Sausage on a Stick, 25 oz, 10 Count (Frozen)
★★★☆☆ 159

\$3.32 14.8 c/oz
Great Value Seasoned Potato Hash Brown Patties, Shredded, 1 lb 6.5 oz, 10 Count (Frozen)

\$7.13 22.3 c/oz
Original Cinnamon Toast Crunch Breakfast Cereal, 32.0Z Cereal Bag
★★★★★ 2970

\$2.02 each 72.0 c/lb
Final cost by weight
Marketside Organic Bananas, Bunch

\$3.16 19.8 c/oz
Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)

Market Share Leaders:



Generic

Brands Observed

71

▼ -28% vs Prior Period

Items Observed

146

▼ -41% vs Prior Period

Department Summary

Keywords Observed

20,418

▲ 92% vs Prior Period

Organic Search Visibility

▼ -14.9%

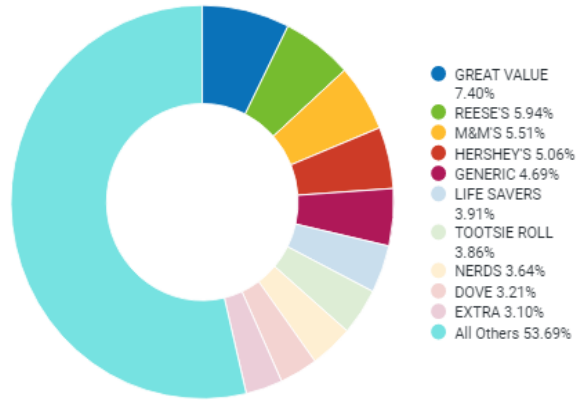
5,141,032,442 Weekly Average

Sponsorship Activity

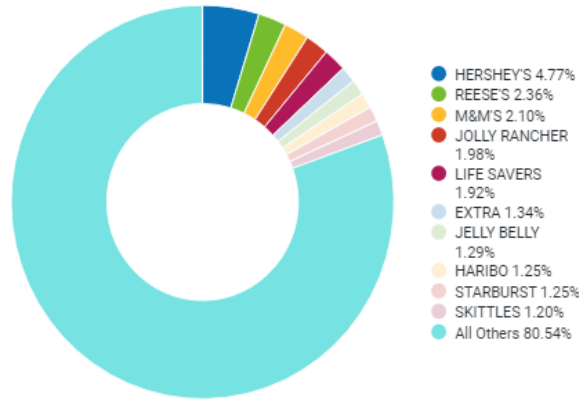
▲ 11.3%

739,837 Weekly Average

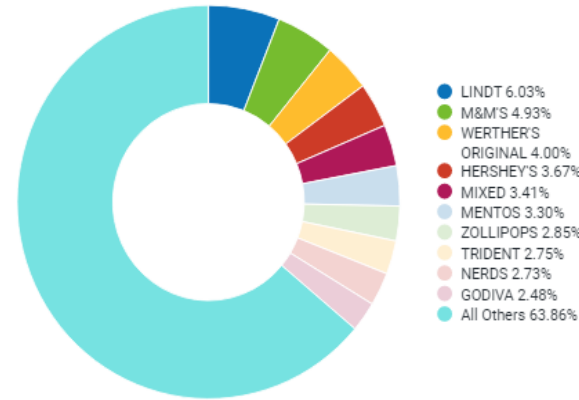
Top-Selling Brands



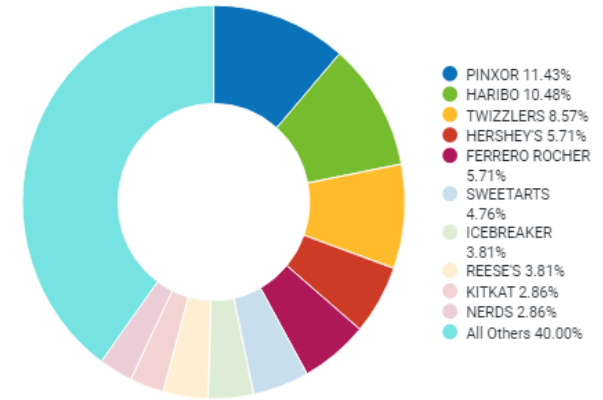
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

Now \$1.00 ~~\$1.29~~ 25.0 ¢/oz
Haribo Goldbears Original Gummy Bears Bag, 4 oz
★★★★★ 4202



+ Add

\$3.97 27.6 ¢/oz
Tootsie Roll Fruit Chews Assorted Fruit Flavors, 14.37 Oz
★★★★☆ 111



+ Add

\$7.33 45.8 ¢/oz
Snickers, Twix, Milky Way & More Assorted Chocolate Candy Bar - 50 Ct
★★★★★ 529



+ Add

\$4.12
Mentos Gum Sugar-Free Fresh Mint Chewing Gum, 50 Pieces, Bottle
★★★★★ 165



+ Add

\$12.98 34.2 ¢/oz
M&M's Peanut Milk Chocolate Candy, Party Size - 38 oz Bag
★★★★★ 5898

Market Share Leaders:



Brands Observed

44

▼ -17% vs Prior Period

Items Observed

157

▼ -28% vs Prior Period

Department Summary

Keywords Observed

17,247

▲ 90% vs Prior Period

Organic Search Visibility

▼ -28.0%

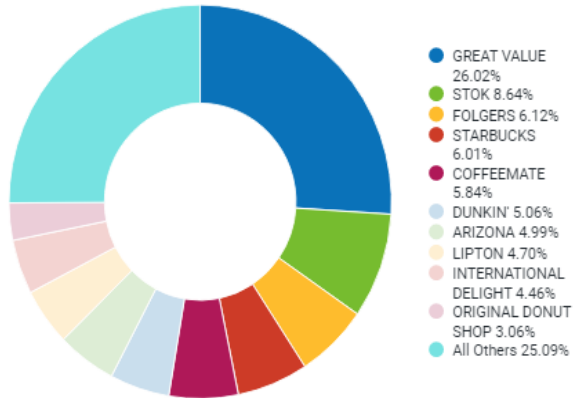
4,480,713,601 Weekly Average

Sponsorship Activity

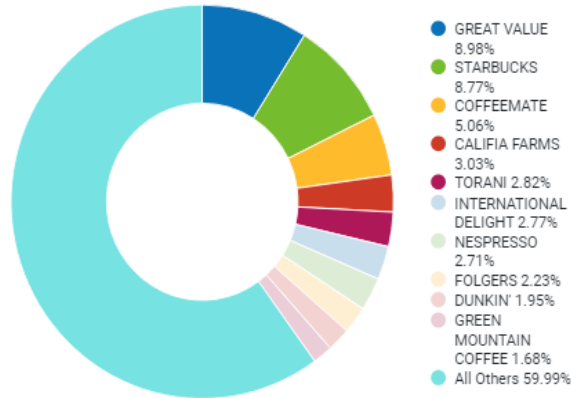
▼ -20.4%

873,712 Weekly Average

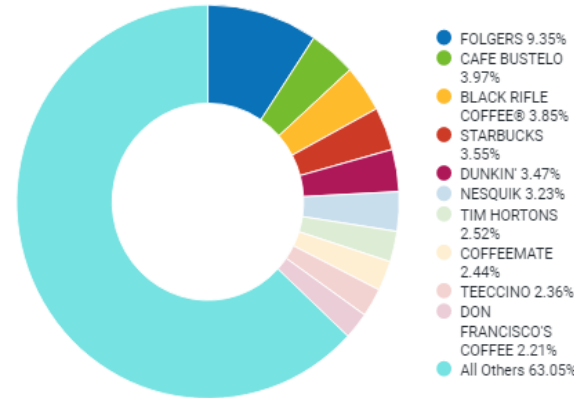
Top-Selling Brands



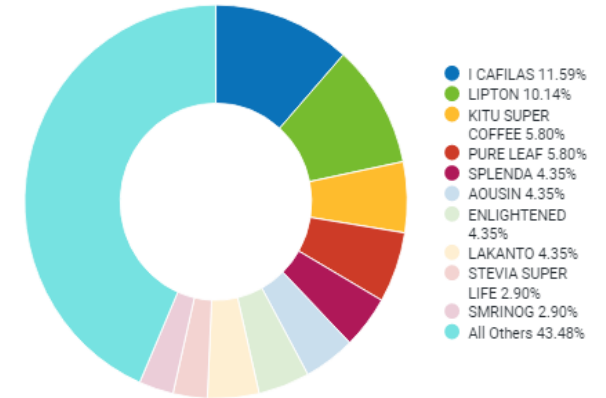
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5.86 12.2 c/fl oz
SToK Cold Brew Coffee, Black Unsweetened, 48 Oz.
★★★★☆ 406



\$5.86 12.2 c/fl oz
SToK Cold Brew Coffee, Not Too Sweet, 48 Oz.
★★★★☆ 247



\$4.18 41.8 c/oz
Cafe Bustelo 7441701720 10 oz. Espresso Coffee Brick Pack
★★★★☆ 1100



\$4.46 37.2 c/ea
Great Value Classic Roast Ground Coffee Pods, 0.31 oz, 12 Count
★★★☆☆ 37



\$2.94 73.5 c/lb
Great Value Pure Granulated Sugar, 4 lb
★★★★☆ 4727

Market Share Leaders:



Brands Observed

32

▼ -36% vs Prior Period

Items Observed

141

▼ -23% vs Prior Period

Department Summary

Keywords Observed

18,562

▲ 54% vs Prior Period

Organic Search Visibility

▼ -27.0%

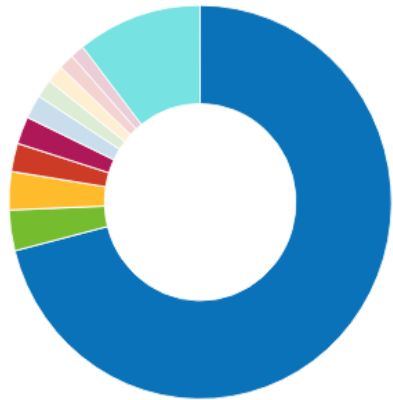
9,214,838,038 Weekly Average

Sponsorship Activity

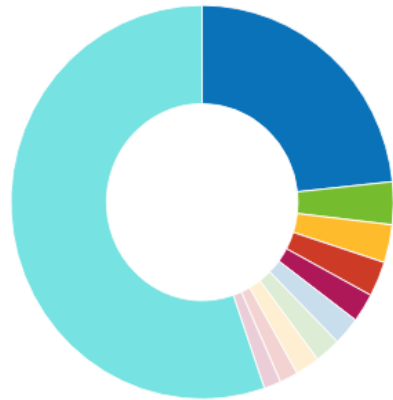
▼ -12.5%

761,551 Weekly Average

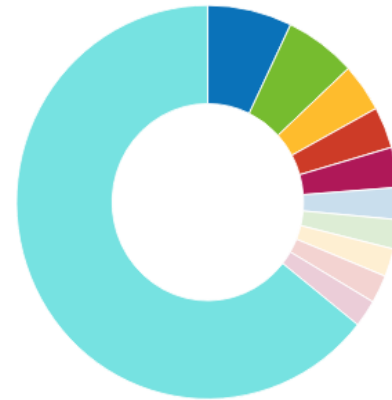
Top-Selling Brands



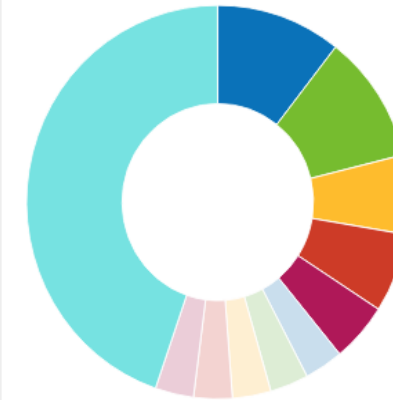
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3.55 2.8 c/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



\$3.33 2.6 c/fl oz
Great Value 2% Reduced Fat Milk, 128 Fl Oz



\$1.87 23.4 c/ea
Great Value Butter Flavor Flaky Jumbo Biscuits, 8 Count



\$1.92 60.0 c/oz
Lunchables Turkey & American Cheese Cracker Stackers Kids Lunch Snack, 3.2 oz Tray
★★★★☆ 106



\$2.42 13.4 c/ea
Great Value Cage Free Large AA White Eggs, 18 Count

Market Share Leaders:



Produce Unbranded



Brands Observed

52

▼ -36% vs Prior Period

Items Observed

174

▼ -32% vs Prior Period

Department Summary

Keywords Observed

19,538

▲ 55% vs Prior Period

Organic Search Visibility

▼ -31.3%

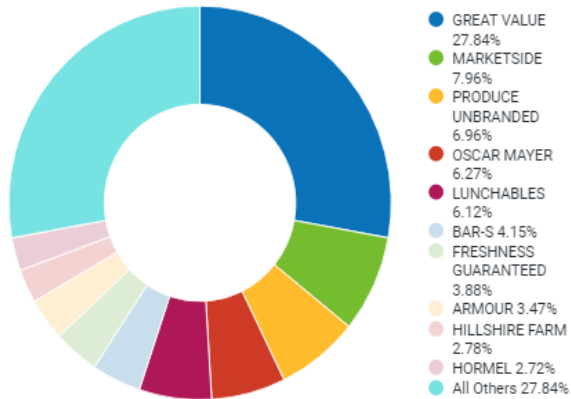
5,496,089,263 Weekly Average

Sponsorship Activity

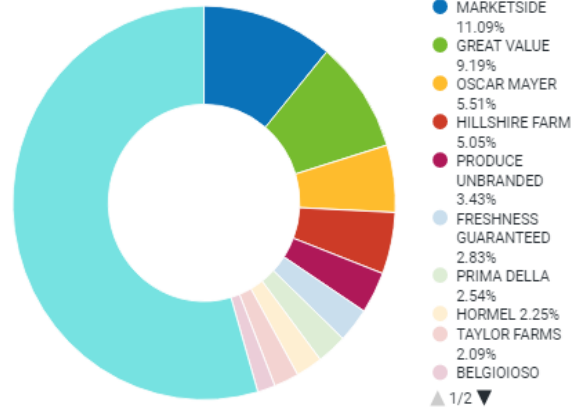
▼ -19.5%

387,702 Weekly Average

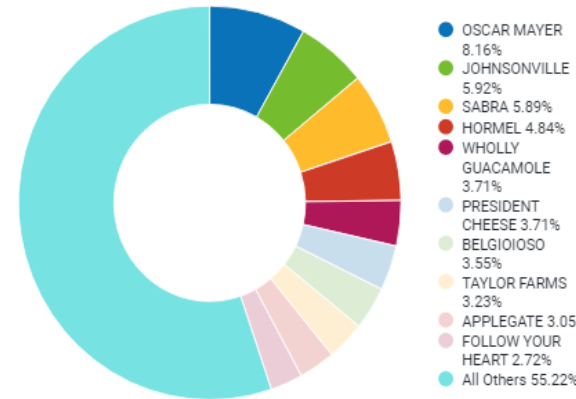
Top-Selling Brands



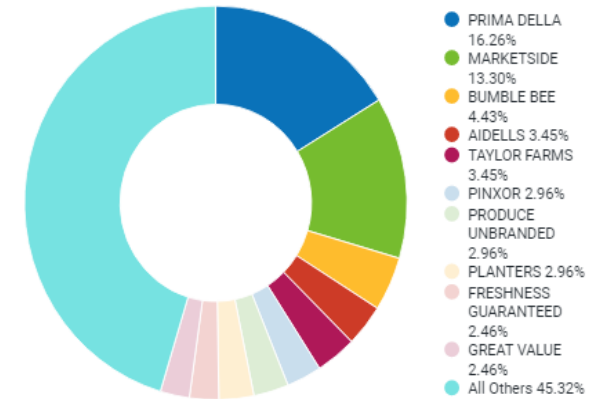
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$6.28 \$6.28/lb
Oscar Mayer Original Bacon Naturally Hardwood Smoked, 16 Oz Pack



+ Add

\$4.16 \$7.43/lb
Great Value Oven Roasted Turkey Breast Lunchmeat, 9 oz



+ Add

\$1.18 \$1.57/lb
Bar S Classic Chicken Franks, 12 oz, 8 Count



+ Add

\$2.47 41.2 ¢/oz
Fresh Blackberries, 6 oz



+ Add

\$5.78 27.5 ¢/oz
Cheez-It Original Cheese Crackers, 21 oz
★★★★★ 2036

Market Share Leaders:

Produce Unbranded



Fresh Produce

Field Pack Unbranded

Brands Observed

19

▼ -46% vs Prior Period

Items Observed

98

▼ -41% vs Prior Period

Department Summary

Keywords Observed

12,544

▲ 35% vs Prior Period

Organic Search Visibility

▼ -17.1%

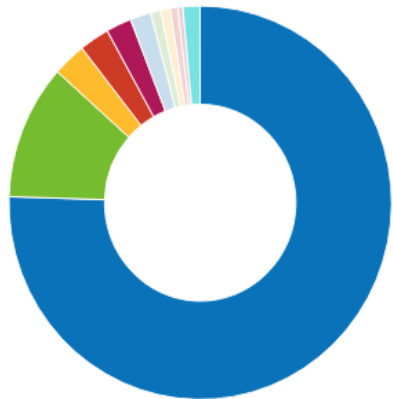
4,989,779,249 Weekly Average

Sponsorship Activity

▲ 14.8%

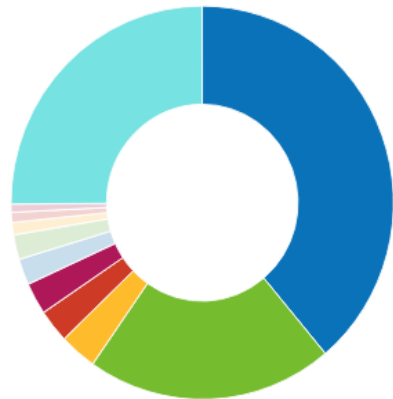
194,950 Weekly Average

Top-Selling Brands



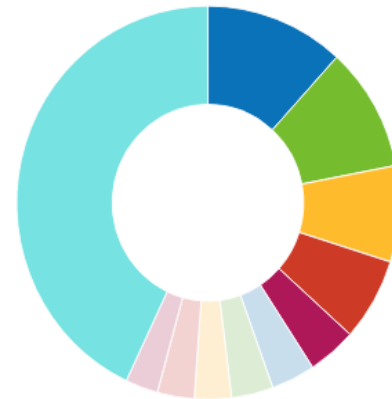
- PRODUCE UNBRANDED 75.50%
- MARKETSIDE 11.10%
- BOLTHOUSE FARMS 2.80%
- FRESH PRODUCE 2.53%
- FIELDPACK UNBRANDED 2.14%
- FRESHNESS GUARANTEED 1.75%
- GREEN GIANT 0.86%
- ORGAIN 0.80%
- LITTLE BEAR 0.66%

Top Brands in Organic Search



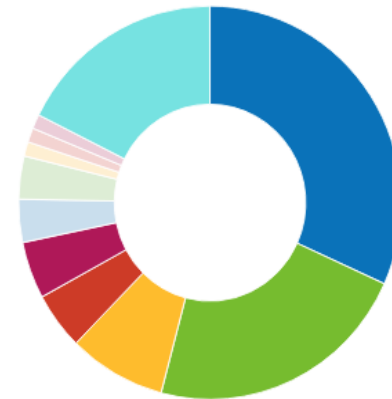
- PRODUCE UNBRANDED 38.89%
- MARKETSIDE 20.83%
- FRESHNESS GUARANTEED 3.13%
- MELISSA'S 2.75%
- FIELDPACK UNBRANDED 2.63%
- GREAT VALUE 2.14%
- TAYLOR FARMS 2.02%
- MORNINGSTAR FARMS 1.02%
- FRESH PRODUCE 0.83%

Top Brands in Paid Search



- BEYOND MEAT 11.75%
- GOURMET GARDEN 10.22%
- WHOLLY GUACAMOLE 7.89%
- TAYLOR FARMS 6.81%
- SABRA 4.11%
- PRODUCE UNBRANDED 3.71%
- BONNIE PLANTS 3.52%
- FRESH CRAVINGS 3.13%
- MARZETTI 3.12%
- PANERA BREAD 2.75%
- All Others 42.98%

Top-Promoted Brands



- PRODUCE UNBRANDED 31.76%
- MARKETSIDE 22.35%
- TAYLOR FARMS 8.24%
- WALMART DELI 4.71%
- FRESH PRODUCE 4.71%
- FRESHNESS GUARANTEED 3.53%
- READY PAC FOODS 3.53%
- BIRDSEYE 1.18%
- JAZZ 1.18%
- NATURESWEET 1.18%
- All Others 17.65%

Top-Selling Items:



+ Add

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



+ Add

\$0.68
Fresh Cucumber, Each



+ Add

\$3.92 \$1.96/lb
Lemons, 2 lb Bag



+ Add

\$2.14
Fresh Pineapple, Each



+ Add

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

Market Share Leaders:



Brands Observed

24

▼ -53% vs Prior Period

Items Observed

110

▼ -42% vs Prior Period

Department Summary

Keywords Observed

23,706

▲ 55% vs Prior Period

Organic Search Visibility

▼ -30.7%

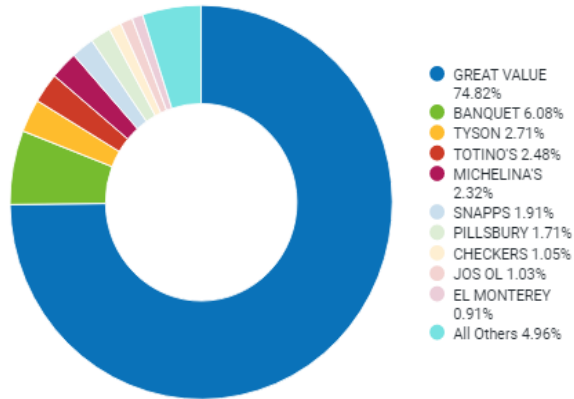
9,221,666,510 Weekly Average

Sponsorship Activity

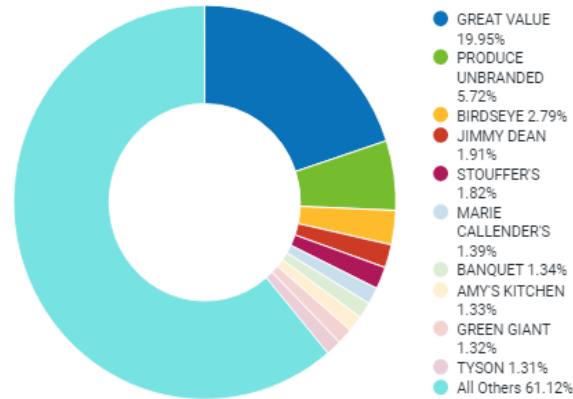
▼ -10.4%

895,139 Weekly Average

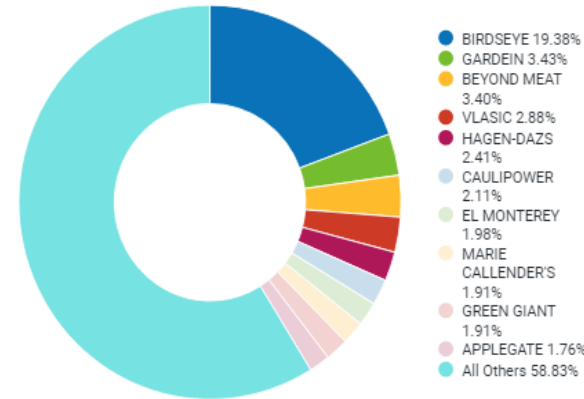
Top-Selling Brands



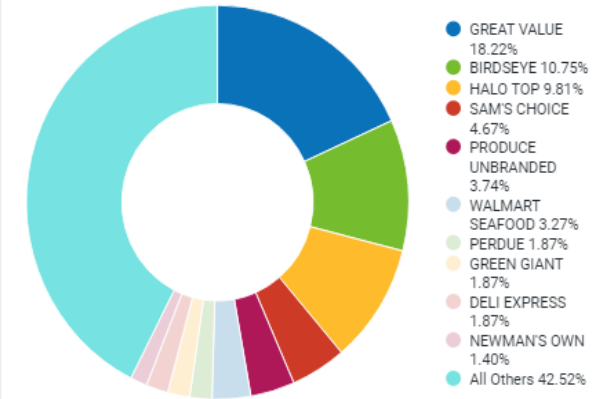
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$3.48 10.9 c/oz
Great Value Taters, Seasoned, Shredded Potatoes, 2 lbs



+ Add

\$3.16 19.8 c/oz
Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



+ Add

\$3.32 14.8 c/oz
Great Value Seasoned Potato Hash Brown Patties, Shredded, 1 lb 6.5 oz, 10 Count (Frozen)



+ Add

\$1.16 9.7 c/oz
Great Value Frozen Broccoli Florets, 12 oz Steamable Bag



+ Add

\$3.12 39.0 c/oz
Great Value Asparagus Spears, 8 oz (Frozen)

Market Share Leaders:



Produce
Unbranded



Fresh Ground
Beef

Brands Observed

35

▼ -67% vs Prior Period

Items Observed

131

▼ -60% vs Prior Period

Department Summary

Keywords Observed

21,658

▲ 61% vs Prior Period

Organic Search Visibility

▼ -36.0%

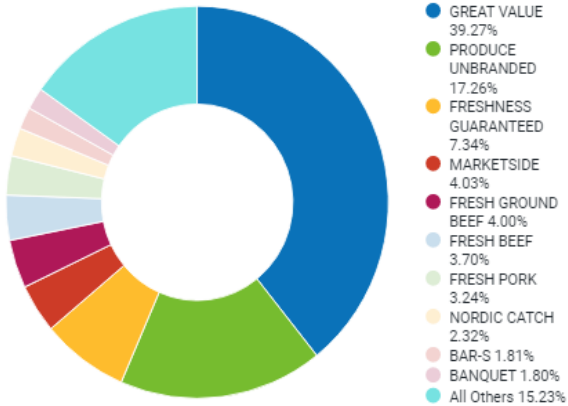
5,214,094,389 Weekly Average

Sponsorship Activity

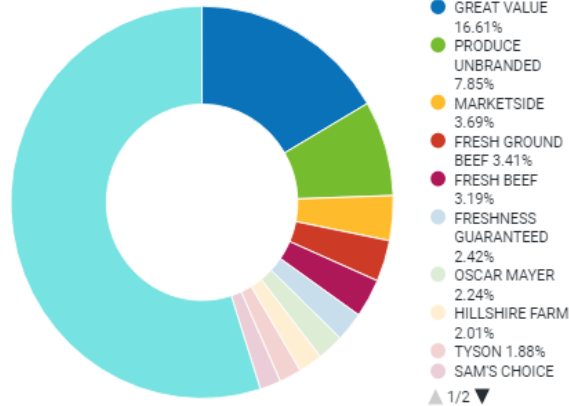
▲ 1.1%

334,152 Weekly Average

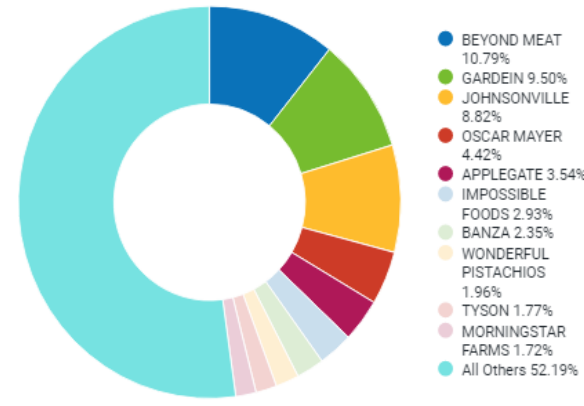
Top-Selling Brands



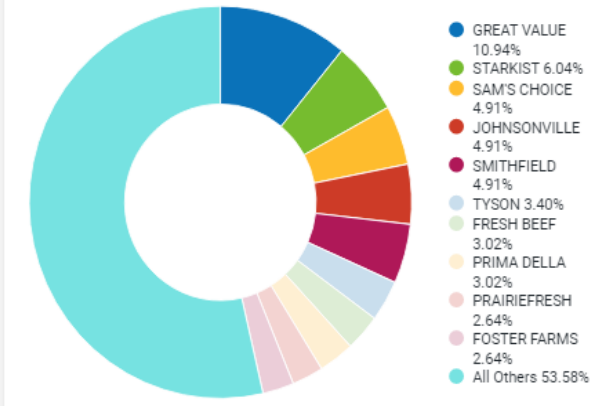
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$1.12 11.2 ¢/fl oz
Great Value Worcestershire Sauce, 10 fl Ounce
★★★★★ 395



\$4.12 8.6 ¢/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★★ 1520



\$1.97
Fresh Celery Stalk, Each



\$5.97 \$1.19/lb
Freshness Guaranteed Fresh Chicken Drumsticks, 5 lb



\$5.24 \$1.05/lb
Yellow Potatoes, 5lb Bag

Market Share Leaders:



Brands Observed

64

▼ -16% vs Prior Period

Items Observed

206

▲ 14% vs Prior Period

Department Summary

Keywords Observed

36,109

▲ 73% vs Prior Period

Organic Search Visibility

▼ -32.5%

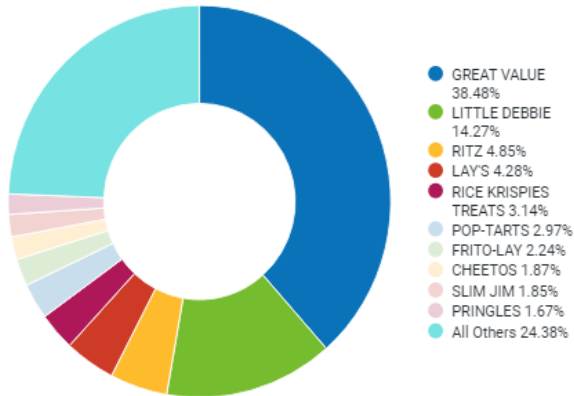
10,993,380,720 Weekly Average

Sponsorship Activity

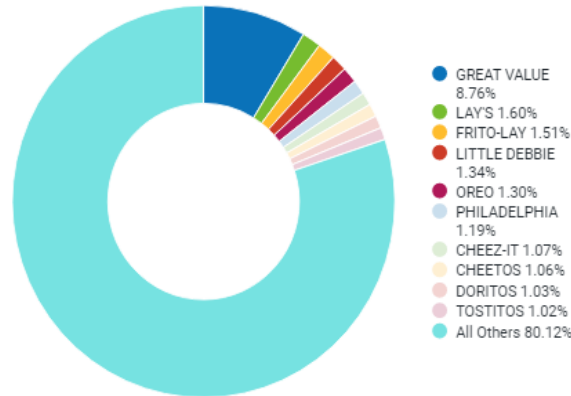
▼ -1.1%

1,532,671 Weekly Average

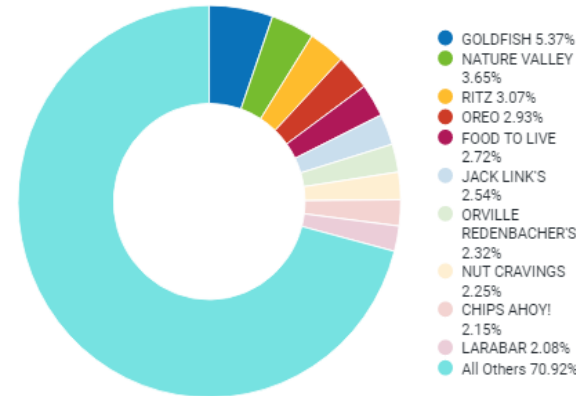
Top-Selling Brands



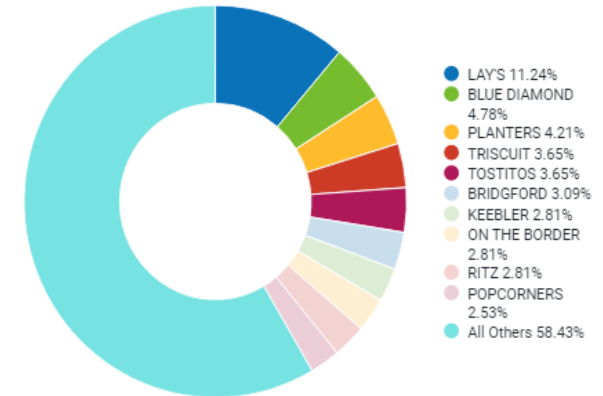
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$2.78 21.2 c/oz
Little Debbie Cosmic Brownies, 13 oz
★★★★☆ 194



+ Add

\$4.82 38.9 c/oz
Rice Krispies Treats Original Chewy Marshmallow Snack Bars, 12.4 oz, 16 Count
★★★★★ 853



+ Add

\$1.97 15.2 c/oz
Great Value Creme Filled Swiss Rolls Snack Cakes, 13 oz, 6 Count



+ Add

\$1.72 21.5 c/oz
Great Value Strawberry Creme Wafer Cookies, 8 oz



+ Add

\$1.86 37.2 c/ea
Great Value Cheese Dip & Breadsticks Snacks, 1 oz, 5 Count
★★★★★ 191



Household Essentials

Air Fresheners.....	14
Bathroom Supplies.....	15
Batteries.....	16
Cleaning Supplies.....	17
Laundry.....	18
Paper & Plastic.....	19
Pest Control.....	20



Market Share Leaders:



Brands Observed

30

▲ 131% vs Prior Period

Items Observed

238

▲ 98% vs Prior Period

Department Summary

Keywords Observed

5,227

▲ 62% vs Prior Period

Organic Search Visibility

▼ -31.1%

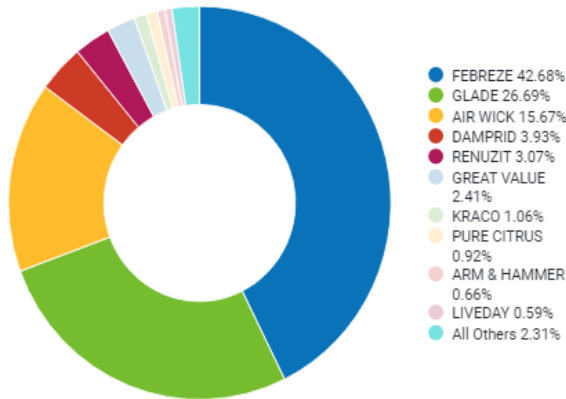
501,103,085 Weekly Average

Sponsorship Activity

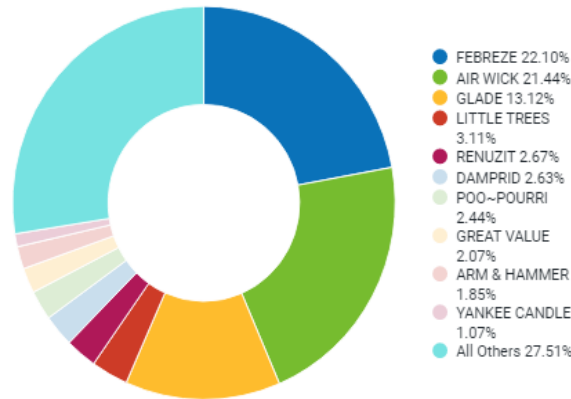
▼ -20.9%

261,646 Weekly Average

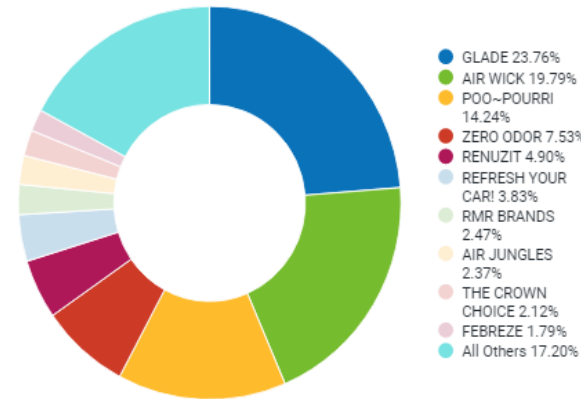
Top-Selling Brands



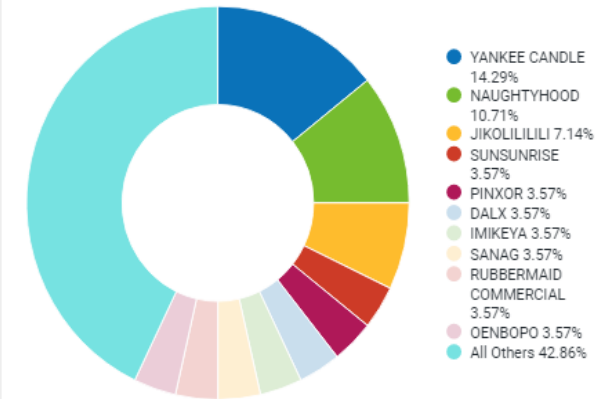
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$13.58 \$5.16/fl oz
 Febreze Odor-Fighting Fade Defy PLUG Air Freshener Refill, Gain Original Scent, (3) .87 fl. oz. Oil Refills
 ★★★★★ 881



\$5.72 32.5 c/oz
 Febreze Odor-Fighting Air Freshener, with Downy Scent, April Fresh, Pack of 2, 8.8 fl oz each
 ★★★★★ 1025



\$13.58 \$5.16/fl oz
 Febreze Odor-Fighting Fade Defy PLUG Air Freshener Refill, Downy April Fresh, (3) .87 fl. oz. Oil Refills
 ★★★★★ 1255



\$5.48 32.4 c/oz
 Febreze Unstoppables Touch Fabric Spray and Odor Fighter, Breeze, 16.9 oz
 ★★★★★ 169



\$6.24
 Febreze Fade Defy PLUG Air Freshener & Odor Fighter Starter Kit with Gain Original (1) .87 fl. oz. Oil Refill
 ★★★★★ 1522

Market Share Leaders:



Brands Observed

33

▲ 10% vs Prior Period

Items Observed

114

▲ 6% vs Prior Period

Department Summary

Keywords Observed

9,551

▲ 65% vs Prior Period

Organic Search Visibility

▼ -47.1%

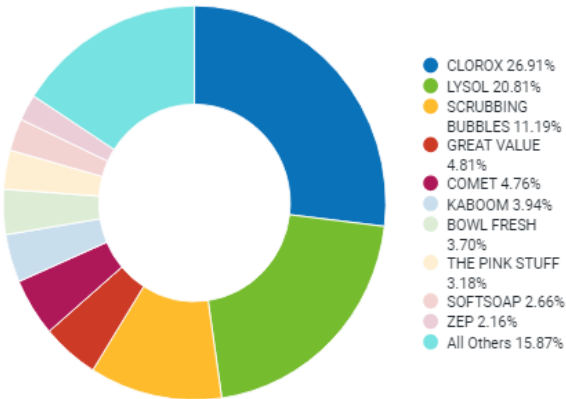
599,358,340 Weekly Average

Sponsorship Activity

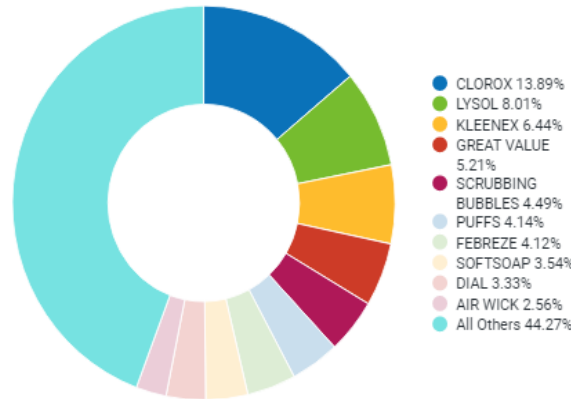
▼ -35.5%

426,846 Weekly Average

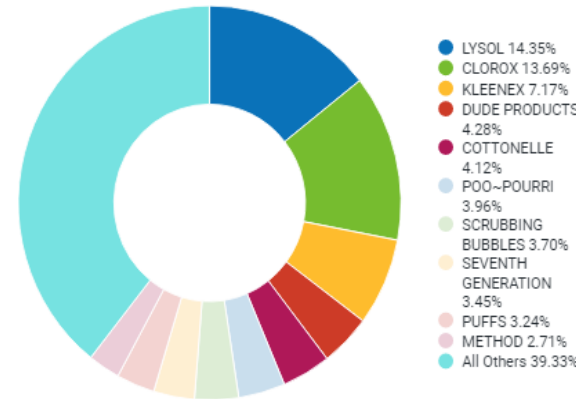
Top-Selling Brands



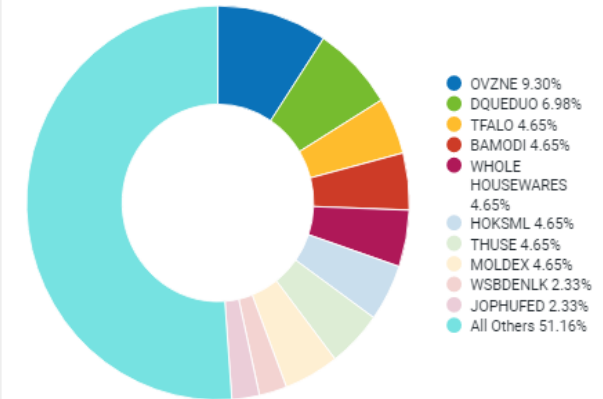
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$1.13 5.4 c/oz
Comet Cleaner with Bleach 21oz
★★★★★ 630

\$4.17 19.0 c/ff oz
Lysol Pro Kitchen Spray Cleaner and Degreaser, Antibacterial All Purpose Cleaning Spray for Kitchens...
★★★★★ 609

Now \$2.19 \$985 + \$22.99 shipping
Lysol Power Toilet Bowl Cleaner Gel, For Cleaning and Disinfecting, Stain Removal, 24oz (Pack of 2)
★★★★★ 1228

\$6.78 96.9 c/oz
Clorox Bleach Automatic Toilet Bowl Cleaner Tablets, 2 Pack
★★★★★ 797

\$5.97 11.9 c/ff oz
Softsoap Moisturizing Liquid Hand Soap Refill, Milk & Golden Honey Scent, 50 oz
★★★★★ 1556

Market Share Leaders:

DURACELL

Energizer

RAYOVAC

Great Value

THE BATTERY GUY

Brands Observed

24

▼ -52% vs Prior Period

Items Observed

127

▼ -53% vs Prior Period

Department Summary

Keywords Observed

2,413

▲ 31% vs Prior Period

Organic Search Visibility

▼ -27.6%

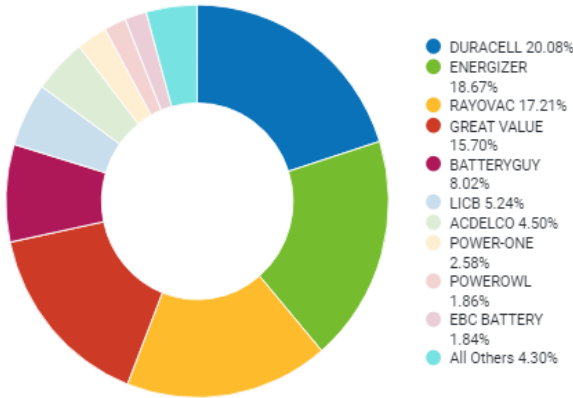
452,023,852 Weekly Average

Sponsorship Activity

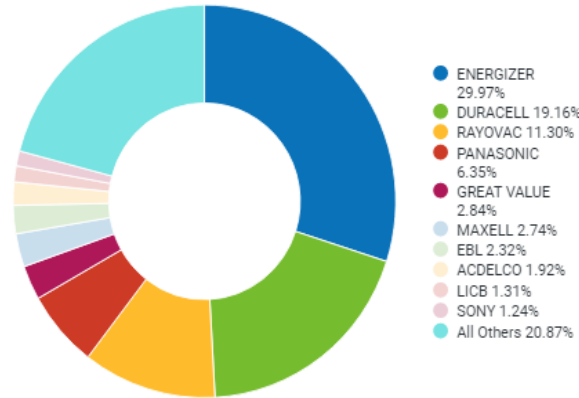
▼ -7.6%

234,360 Weekly Average

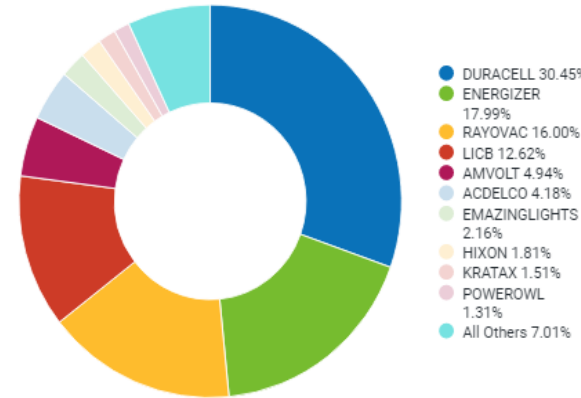
Top-Selling Brands



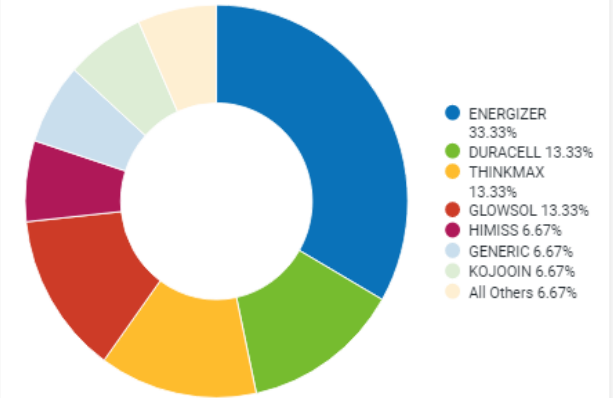
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3.68 46.0 c/ea
Great Value Alkaline AA Batteries (8 Pack)
★★★★☆ 331



\$3.68 46.0 c/ea
Great Value Alkaline AAA Batteries, 8 Count
★★★★☆ 261



\$20.25
Duracell Coppertop AA Battery with POWER BOOST, 24 Pack Long-Lasting Batteries
★★★★★ 5189



\$6.97 87.1 c/ea
Rayovac High Energy AAA Batteries (8 Pack), Triple A Batteries
★★★★★ 620



\$12.97 81.1 c/ea
Rayovac High Energy AAA Batteries (16 Pack), Triple A Batteries
★★★★★ 546

Market Share Leaders:



Brands Observed

73

▼ -58% vs Prior Period

Items Observed

196

▼ -49% vs Prior Period

Department Summary

Keywords Observed

24,717

▲ 84% vs Prior Period

Organic Search Visibility

▼ -37.7%

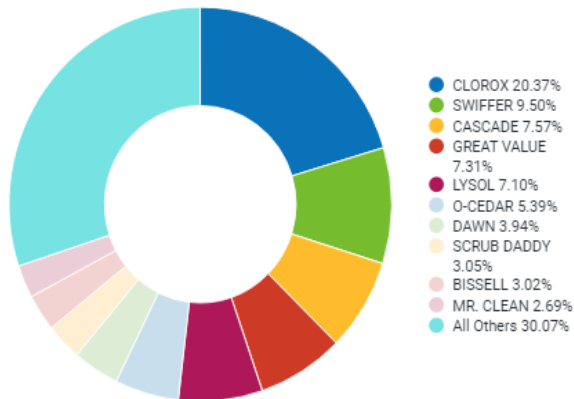
2,199,352,204 Weekly Average

Sponsorship Activity

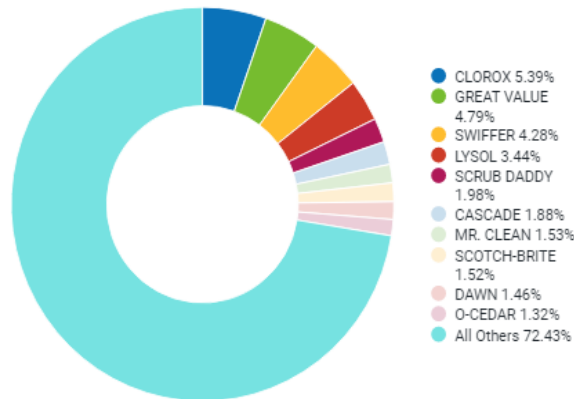
▼ -19.8%

1,515,332 Weekly Average

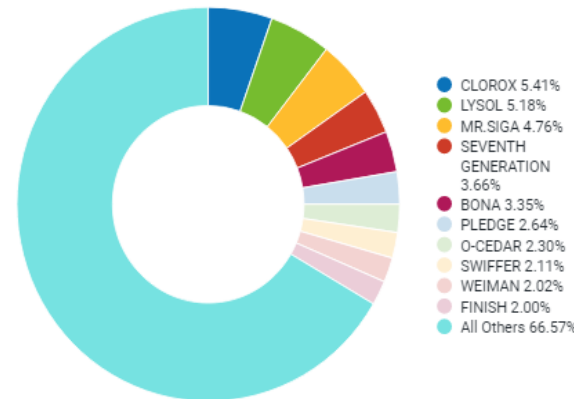
Top-Selling Brands



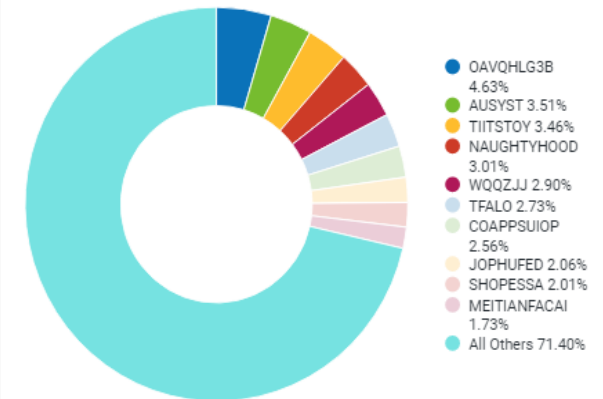
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

\$5.12 10.7 c/ft oz
Pine-Sol Multi-Surface Cleaner, Original, 48 fl oz
★★★★★ 21372

+ Add

Now \$5.52 ~~\$12.98~~ 7.4 c/ea
Clorox Bleach-Free Disinfecting and Cleaning Wipes, Fresh Scent, 75 Count
★★★★★ 2615

+ Add

\$34.98
EasyWring Spin Mop & Bucket System
★★★★★ 9898

Options

\$10.44 14.9 c/ft oz
More options from \$312
Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 70 fl oz *More Options Available*
★★★★★ 18931

Options

\$19.94 32.2 c/ea
Cascade Platinum ActionPacs Dishwasher Detergent, Fresh Scent, 62 Count
★★★★★ 8028

Market Share Leaders:



Brands Observed

35

▼ -35% vs Prior Period

Items Observed

224

▲ 0% vs Prior Period

Department Summary

Keywords Observed

9,030

▲ 75% vs Prior Period

Organic Search Visibility

▼ -43.3%

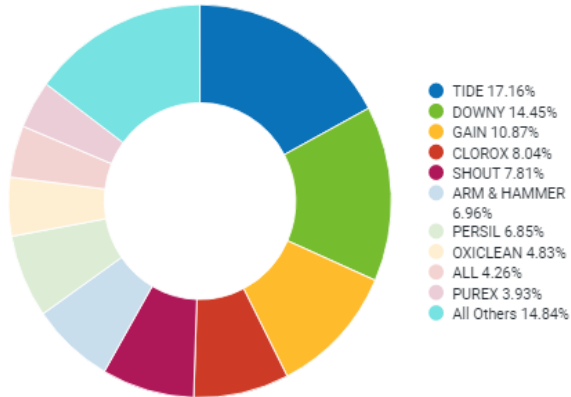
938,512,652 Weekly Average

Sponsorship Activity

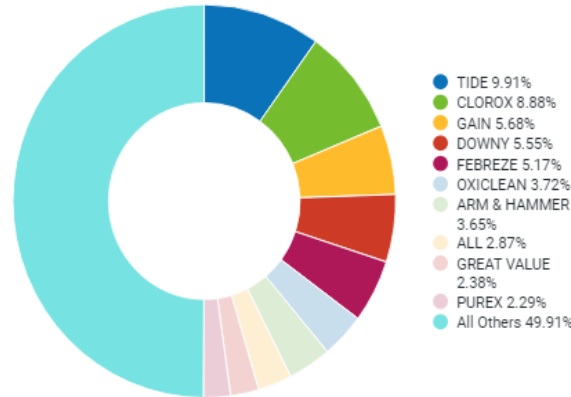
▼ -10.2%

446,432 Weekly Average

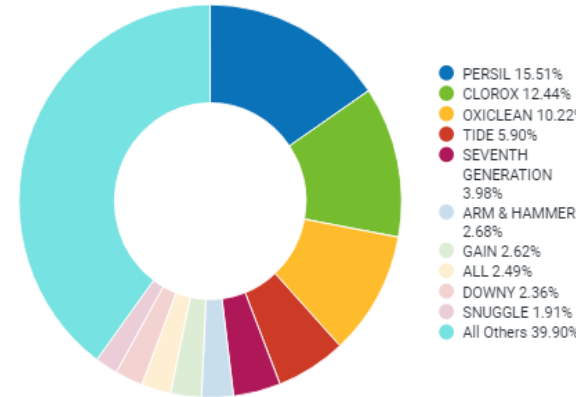
Top-Selling Brands



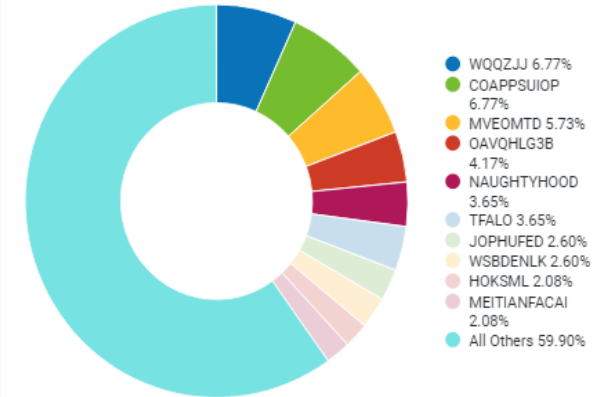
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Options

+2 options

\$14.67 38.6 c/ea
Options from \$14.67 - \$19.97

Persil Discs Laundry Detergent Pacs, Oxi, 38 Count
★★★★★ 27543



+ Add

\$4.98 20.8 c/ea

Shout Color Catcher, Dye-Trapping Sheets, 24 Sheets
★★★★☆ 21232



Options

+3 options

\$27.24 24.3 c/ea
More options from \$13.62

Tide PODS Laundry Detergents Spring Meadow, 112 Count
★★★★★ 1774



+ Add

\$12.97 27.0 c/fl oz

Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Cool Cotton, 48.00 fl oz
★★★★★ 817



+ Add

\$12.97 27.0 c/fl oz

Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Fresh Lavender, 48.00 fl oz
★★★★★ 634

Market Share Leaders:



Brands Observed

41

▼ -64% vs Prior Period

Items Observed

209

▼ -46% vs Prior Period

Department Summary

Keywords Observed

19,038

▲ 59% vs Prior Period

Organic Search Visibility

▼ -48.2%

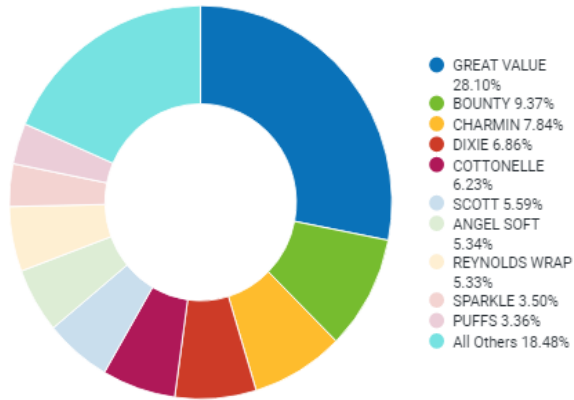
1,695,917,811 Weekly Average

Sponsorship Activity

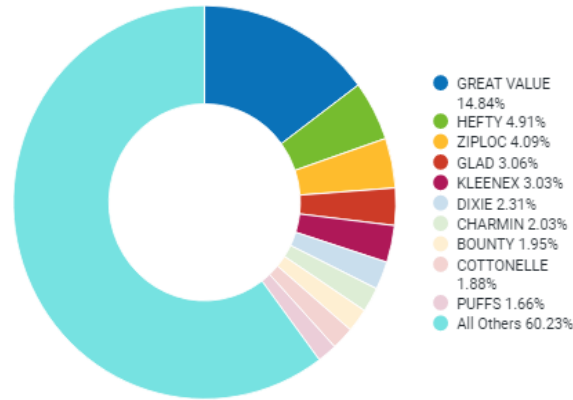
▼ -10.9%

976,829 Weekly Average

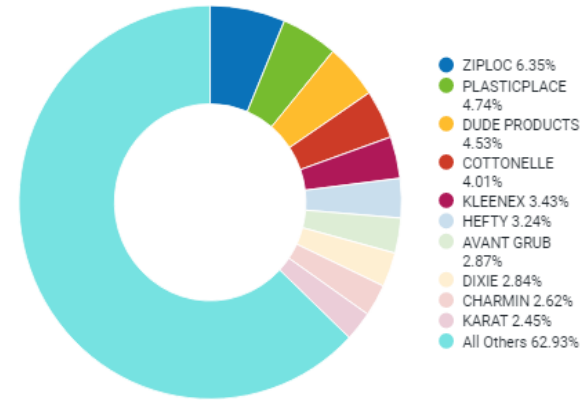
Top-Selling Brands



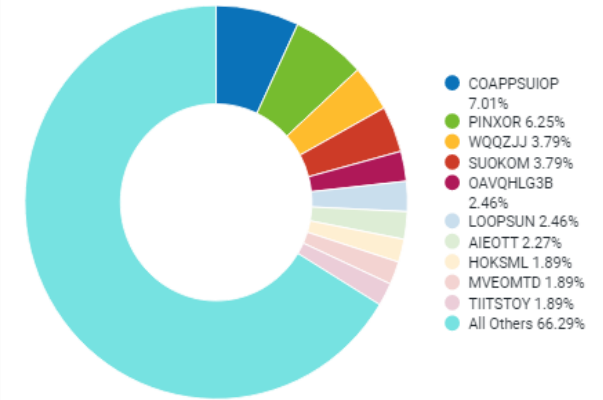
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$29.99

More options from \$11.77

Bounty Select-A-Size Paper Towels, 6 Double Rolls, White

★★★★★ 8144



\$13.63

0.4 c/ea

Cottonelle Ultra Comfort Toilet Paper, 12 Mega Rolls

★★★★★ 3348



300 9" Paper Plates

\$19.72

6.6 c/ea

Great Value Everyday Disposable Paper Plates, 9in, 300ct

★★★★★ 7555



\$22.18

2.1 c/ea

Bounty Select-A-Size Paper Towels, 12 Double Rolls, White

★★★★★ 8067



\$10.46

\$1.45/per 100 count

Options from \$10.46 - \$57.78

Great Value Ultra Strong Paper Towels, Split Sheets, 6 Double Rolls

★★★★★ 3150

Market Share Leaders:



Brands Observed

70

▲ 89% vs Prior Period

Items Observed

157

▲ 28% vs Prior Period

Department Summary

Keywords Observed

7,211

▲ 29% vs Prior Period

Organic Search Visibility

▼ -41.9%

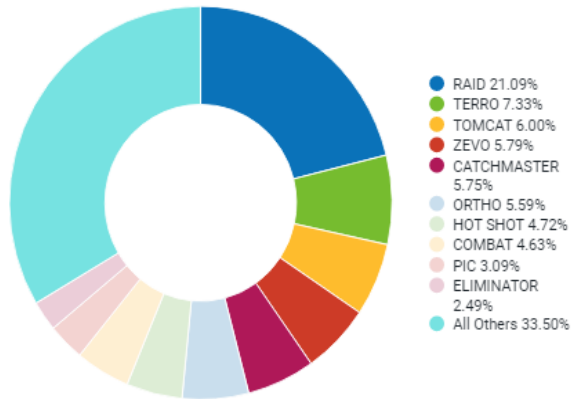
551,210,128 Weekly Average

Sponsorship Activity

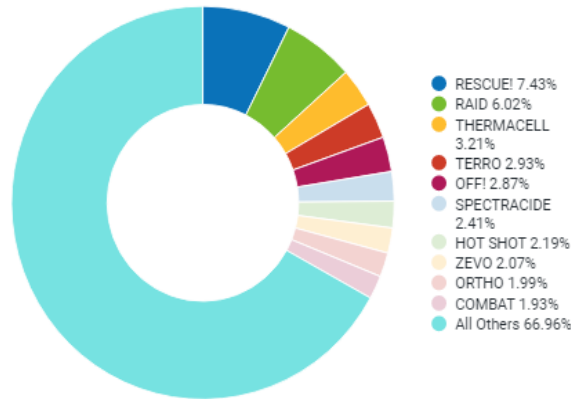
▼ -56.4%

571,564 Weekly Average

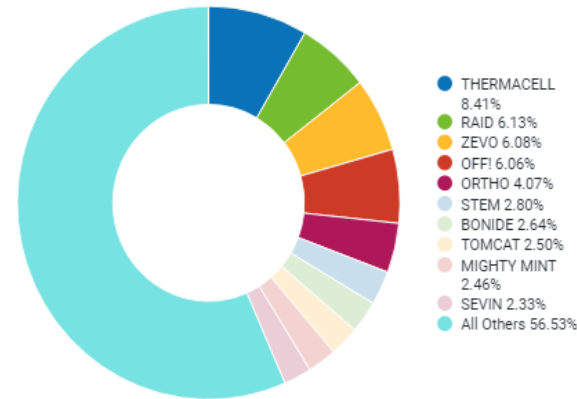
Top-Selling Brands



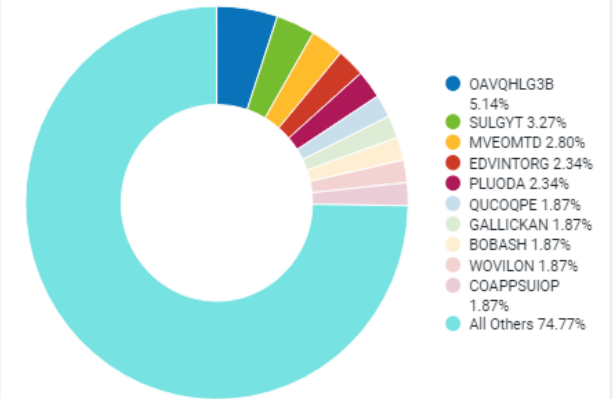
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$7.32 \$3.66/ea

zevo Flying Insect Trap, Fly Trap Refill Cartridges (2 Refill Cartridges)

★★★★☆ 310



Options

Now \$7.97 \$9.99 6.2 c/fi oz
Options from \$7.97 - \$45.02

Ortho Home Defense Insect Killer for Indoor & Perimeter2 Ready-To-Use Trigger Spray, 1 Gallon.

★★★★☆ 1935



+ Add

Now \$19.99 \$49.99

Ultrasonic Pest Repeller, 6 Pack Upgraded Electronic Pest Repellent Plug-in for Mosquitoes Roaches Flea...

★★★★☆ 220



+ Add

\$7.16 \$7.16/fi oz

TERRO Fruit Fly Traps - 2 Pack

★★★★☆ 854



+ Add

\$5.12 29.3 c/fi oz

Raid Ant & Roach Killer 26, Lemon Fresh Scent, 17.5 oz

★★★★☆ 904

Interested in learning more?

Contact us today to see our powerful ecommerce analytics platform in action.



Visit our website to get access to more research reports, materials and free tools.

CONTACT US

VISIT OUR WEBSITE

