














Department Performance Report

MAY 2023



 Bird	 Cat	 Dog	 Farm Animal
 Fish	 Horse	 New Pet	 Pharmacy
 Pet Parents	 Reptile	 Small Pet	

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Department Performance Report

May 2023

Report Overview

This report provides a holistic overview of each major department at Chewy. 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-Selling Items](#)

- ❖ Disclaimer: Analytic Index has no affiliation with Chewy. 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 Chewy (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 month (month-over-month).

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-Selling Items

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

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.

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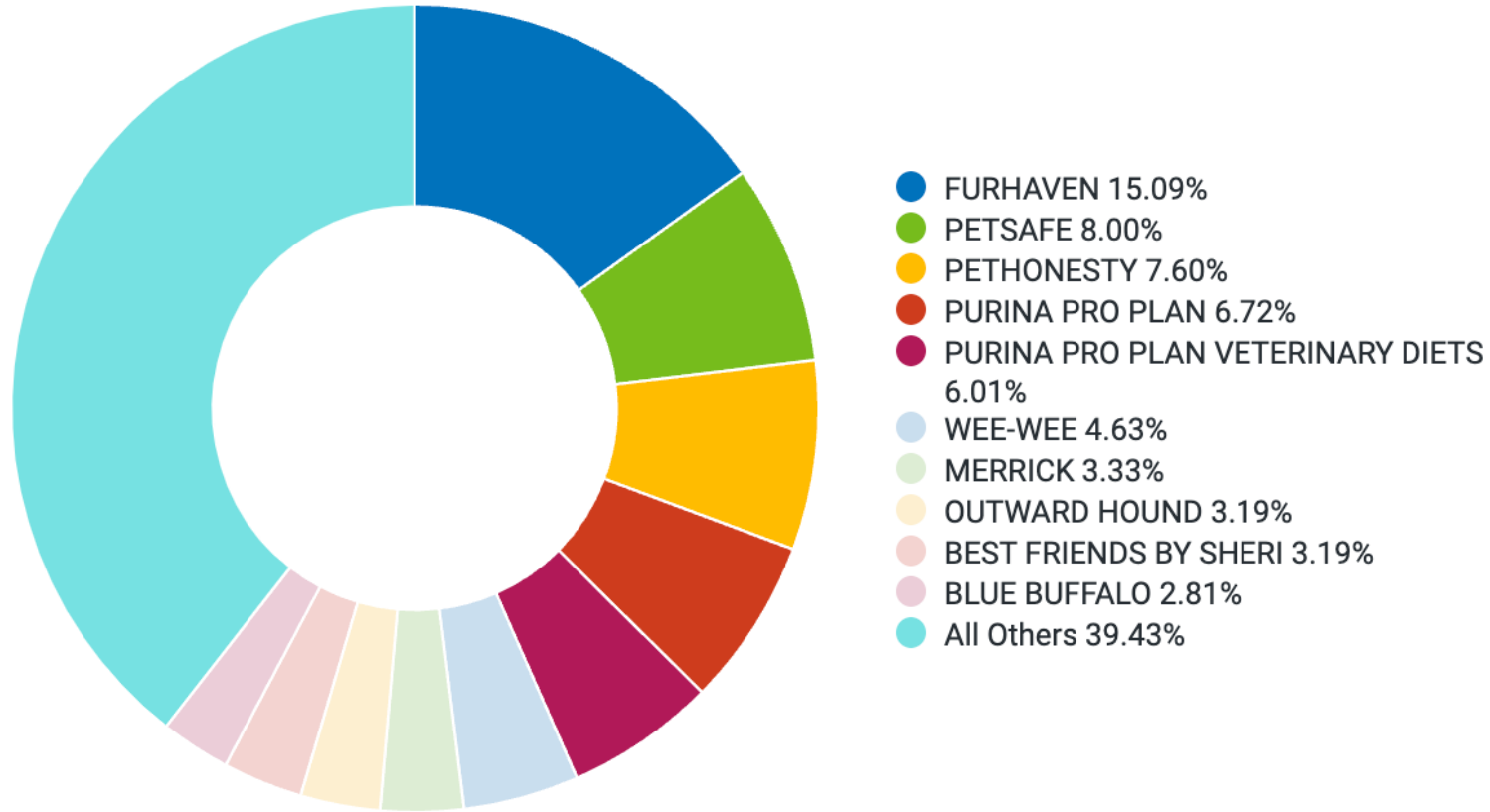


Due to lack of Sponsorship Activity in most categories on Chewy, this graph shows the top brands in Paid Search **across all categories**.

Top Brands in Paid Search:



Top Brands in Paid Search (Across all of Chewy)



Due to lack of Sponsorship Activity in most categories on Chewy, these are the top 10 sponsored items across all categories.



More Choices Available

Purina Pro Plan Veterinary Diets FortiFlora Powder Digestive Supplement for Dogs, 30 count

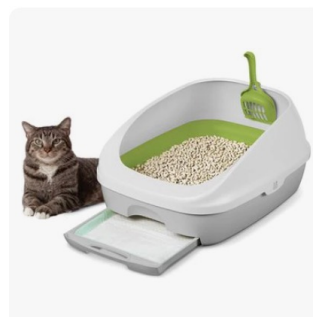
★★★★★ 2,598



More Choices Available

Purina Pro Plan High Protein Shredded Blend Chicken & Rice Formula with Probiotics Dry Dog Food...

★★★★★ 2,312



Tidy Cats Breeze Cat Litter Box System

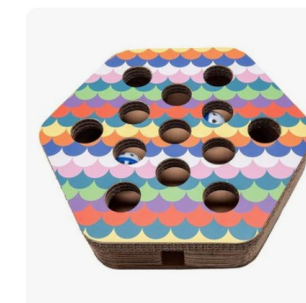
★★★★★ 2,057



More Choices Available

Best Friends by Sheri Calming Lux Fur Donut Cuddler Bolster Cat & Dog Bed, Mink, Small

★★★★★ 354



FurHaven Busy Box Corrugated Hexagon Cat Scratcher Toy with Catnip

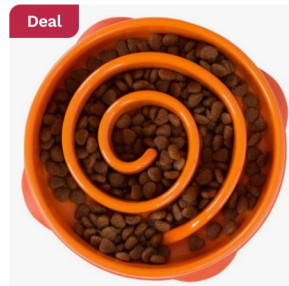
★★★★★ 17



More Choices Available

PetSafe Busy Buddy Bristle Bone Treat Dispenser Tough Dog Chew Toy, Medium

★★★★★ 990



More Choices Available

Outward Hound Fun Feeder Interactive Dog Bowl, Orange, 2 cup

★★★★★ 979



PetHonesty Allergy Anti-Itch Dog & Cat Shampoo, 16-oz bottle

★★★★★ 142



More Choices Available

Wee-Wee Four Paws Wee-Wee Gigantic Dog Training Pads, 18 count

★★★★★ 240



More Choices Available

Wee-Wee Little Dog Pee Pads 16.5 x 23.5-in, 28 count, Unscented

★★★★★ 127

Market Share Leaders:



Department Summary

Brands Observed

161

▲ 4% vs Prior Period

Items Observed

1,111

▲ 4% vs Prior Period

Keywords Observed

1,128

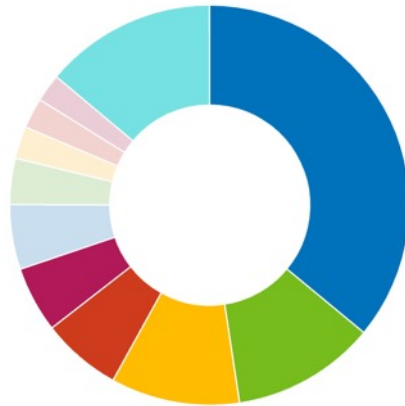
0 Weekly Average

Organic Search Visibility

▲ 33.3%

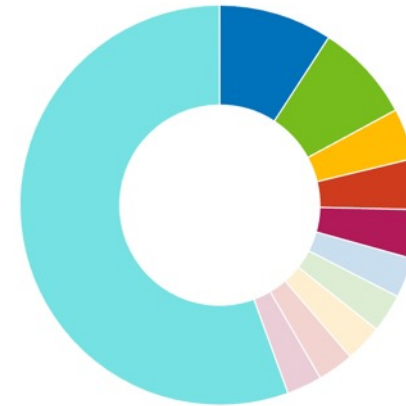
117,329,807 Weekly Average

Top-Selling Brands



- KAYTEE 36.00%
- HARVEST SEED & SUPPLY 11.61%
- WAGNER'S 10.42%
- ZUPREEM 6.45%
- HIGGINS 5.33%
- C&S 5.24%
- BROWN'S 3.72%
- WILD DELIGHT 2.61%
- AUDUBON PARK 2.45%
- FLOCK FEST 2.26%
- All Others 13.91%

Top Brands in Organic Search



- SUNGROW 9.19%
- KAYTEE 7.94%
- SUPER BIRD CREATIONS 4.13%
- YAHEETECH 4.11%
- PAMPERED CHICKEN MAMA 3.97%
- JW PET 3.22%
- PREVUE PET PRODUCTS 3.11%
- C&S 3.03%
- ZUPREEM 2.92%
- MY FAVORITE CHICKEN 2.85%
- All Others 55.54%

Top-Selling Items:



More Choices Available

Kaytee Basic Blend Wild Bird Food, 20-lb bag

★★★★☆ 645



Kaytee Peanuts In A Shell Wild Bird Food, 5-lb bag

★★★★★ 196



Harvest Seed & Supply Birder's Medley Wild Bird Food, 10-lb bag

★★★★☆ 114



Kaytee Black Oil Sunflower Wild Bird Food, 10-lb bag

★★★★★ 154



Kaytee Nut & Fruit Blend Wild Bird Food, 10-lb bag

★★★★★ 182

Market Share Leaders:



Department Summary

Brands Observed

1,046

▼ -1% vs Prior Period

Items Observed

7,422

▼ -2% vs Prior Period

Keywords Observed

11,019

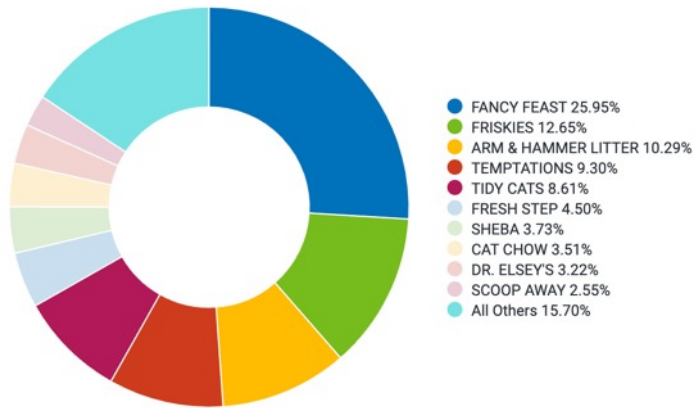
455,329 Weekly Average

Organic Search Visibility

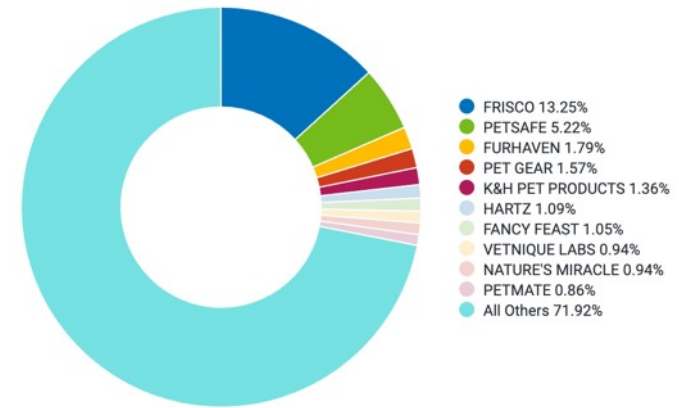
▲ 36.8%

1,745,540,944 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Fancy Feast Grilled Seafood Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★★ 1,604



More Choices Available

Temptations Classic Tasty Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub

★★★★★ 2,848



More Choices Available

Fancy Feast Gravy Lovers Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★★ 2,174



More Choices Available

Dr. Elsey's Precious Cat Ultra Unscented Clumping Clay Cat Litter, 40-lb bag

★★★★☆ 5,701



More Choices Available

Arm & Hammer Litter Multi-Cat Strength Clean Burst Clumping Litter, 40-lb box

★★★★☆ 1,565

Market Share Leaders:



Department Summary

Brands Observed

1,286

▼ -3% vs Prior Period

Items Observed

9,971

▲ 1% vs Prior Period

Keywords Observed

13,030

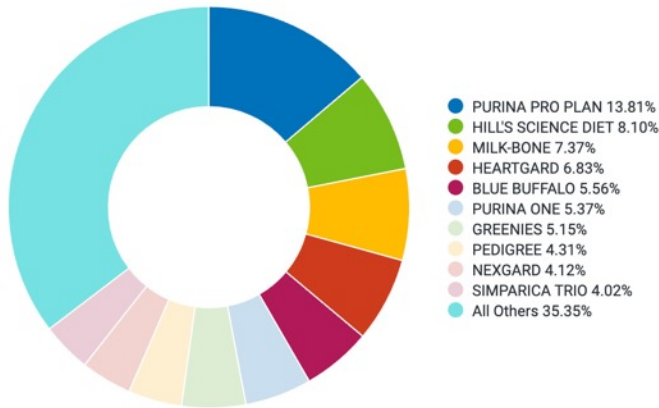
906,808 Weekly Average

Organic Search Visibility

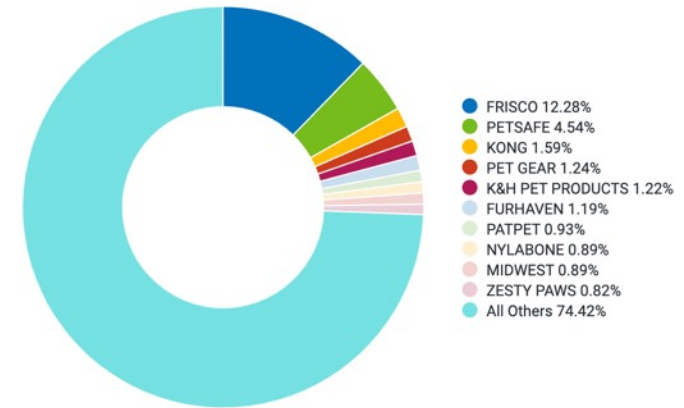
▲ 30.9%

2,647,657,999 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula Dry Dog Food, 30-lb bag

★★★★☆ 3,990



More Choices Available

Blue Buffalo Life Protection Formula Adult Chicken & Brown Rice Recipe Dry Dog Food, 30-lb bag

★★★★☆ 2,994



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★☆ 1,372



More Choices Available

Purina Pro Plan High Protein Shredded Blend Chicken & Rice Formula with Probiotics Dry Dog Food...

★★★★☆ 2,308



More Choices Available

Hill's Science Diet Adult Sensitive Stomach & Sensitive Skin Chicken Recipe Dry Dog Food, 30-lb...

★★★★☆ 1,513

Market Share Leaders:



SunGrow

Department Summary

Brands Observed

143

▲ 1% vs Prior Period

Items Observed

928

▲ 6% vs Prior Period

Keywords Observed

1,144

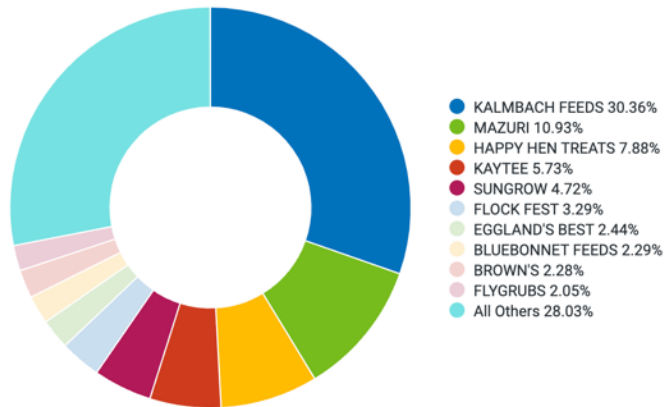
0 Weekly Average

Organic Search Visibility

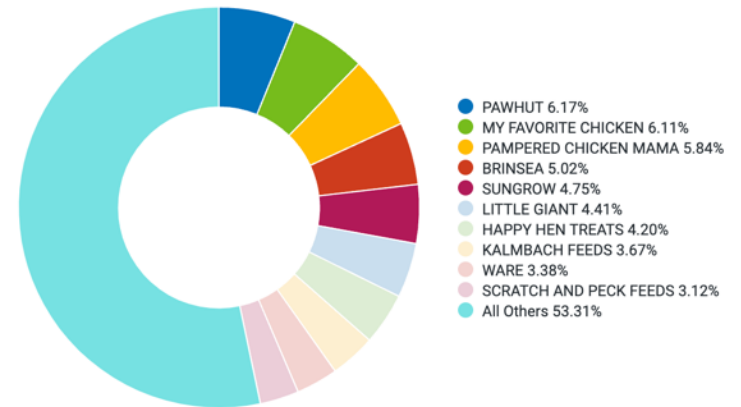
▲ 18.3%

87,711,162 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



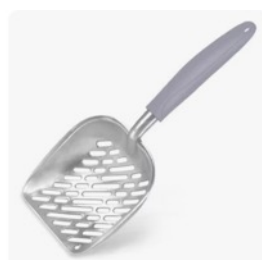
Top-Selling Items:



More Choices Available

Kalmbach Feeds All Natural 16% Protein Layer Crumbles Chicken Feed, 50-lb bag

★★★★☆ 105



More Choices Available

SunGrow Non-Stick Metal Scoop Kitty Box Cat Litter Scooper, Gray

★★★★☆ 439



More Choices Available

Kalmbach Feeds All Natural Henhouse Reserve Premium Layer Chicken Feed, 30-lb bag

★★★★☆ 97



More Choices Available

Flock Fest Dried Mealworms Adult Poultry Treats, 5-lb bag, 1 count

★★★★☆ 82



More Choices Available

Kalmbach Feeds All Natural 17% Protein Layer Pellets Chicken Feed, 50-lb bag

★★★★☆ 66

Market Share Leaders:



Midland Vet Services



Brands Observed

127

▼ -7% vs Prior Period

Items Observed

2,072

▲ 5% vs Prior Period

Department Summary

Keywords Observed

1,256

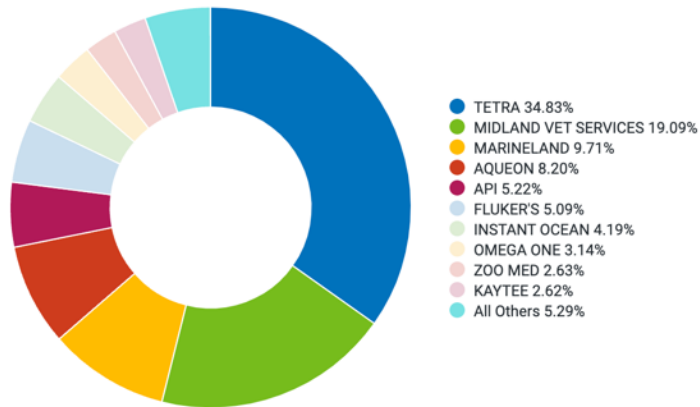
18,774 Weekly Average

Organic Search Visibility

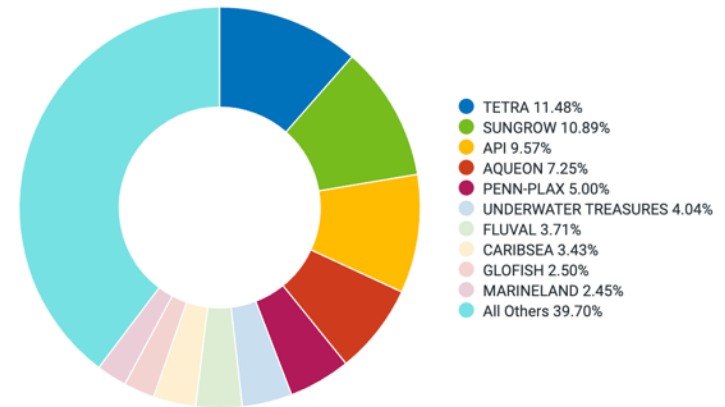
▲ 33.6%

284,059,237 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



Midland Vet Services Aqua-Mox Forte Amoxicillin Fish Antibiotic, 100 count

★★★★★ 55



Midland Vet Services Aqua-Mox Amoxicillin Fish Antibiotic, 100 count

★★★★★ 44



More Choices Available

Marineland Bio-Wheel Penguin Rite-Size C Filter Cartridge, 6 count

★★★★★ 167



More Choices Available

Tetra Min Tropical Flakes Fish Food, 7.06-oz jar

★★★★★ 65



More Choices Available

Tetra PRO PlecoWafers Complete Diet for Algae Eaters Fish Food, 5.29-oz bag

★★★★★ 127

Market Share Leaders:



Department Summary

Brands Observed

344

▲ 1% vs Prior Period

Items Observed

2,942

▲ 14% vs Prior Period

Keywords Observed

1,859

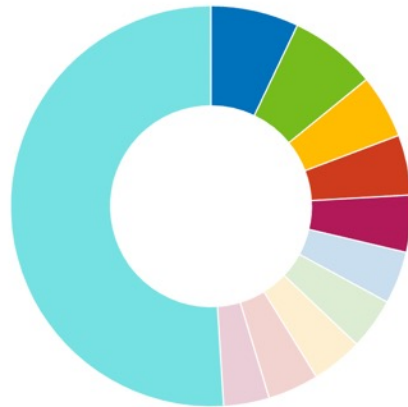
1,421 Weekly Average

Organic Search Visibility

▲ 34.4%

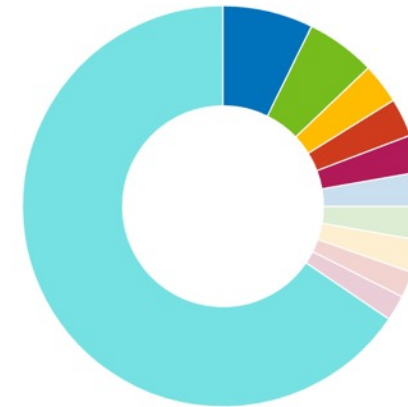
66,629,528 Weekly Average

Top-Selling Brands



- GAMMA2 7.10%
- BUCKEYE NUTRITION 7.02%
- TERRAMYCIN 5.14%
- PROBIOS 4.85%
- VETERICYN 4.61%
- TRIBUTE EQUINE NUTRITION 4.23%
- DURVET 4.13%
- ICU MEDICAL 4.13%
- HYGAIN 4.12%
- MEDINATURA 3.69%
- All Others 50.99%

Top Brands in Organic Search



- GAMMA2 7.28%
- ANDIS 5.60%
- DRILLBRUSH 3.26%
- THERMACELL 3.09%
- TICKCHECK 3.02%
- SHARF 2.76%
- DERBY ORIGINALS 2.72%
- FARNAM 2.65%
- HANDSON 2.07%
- PET REPUBLIQUE 2.06%
- All Others 65.48%

Top-Selling Items:



More Choices Available

Terramycin Ophthalmic Ointment for Dogs, Cats & Horses, 3.5-g, 1 count

★★★★★ 736



More Choices Available

ICU Medical Lactated Ringers Electrolyte Injection Solution, 1000-mL

★★★★☆ 120



More Choices Available

IV Set Primary IV Set, Macrobore Prepierced Y-Site 80-in, 15 Drops per mL

★★★★☆ 53



More Choices Available

Gamma2 Vittles Vault Plus Pet Food Storage, 15-lb

★★★★★ 1,343



Hygain Zero Ultra-Low Starch & Cereal Grain Free Fully Fortified Horse Feed, 44-lb bag

★★★★☆ 20

Market Share Leaders:



Department Summary

Brands Observed

446

▲ 4% vs Prior Period

Items Observed

2,205

▼ -1% vs Prior Period

Keywords Observed

11,544

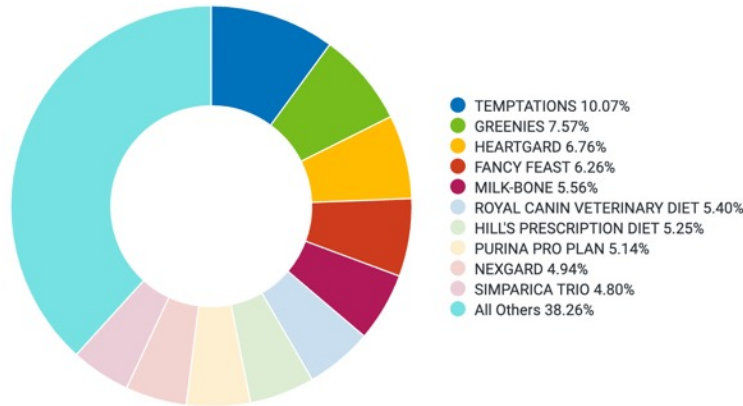
493,087 Weekly Average

Organic Search Visibility

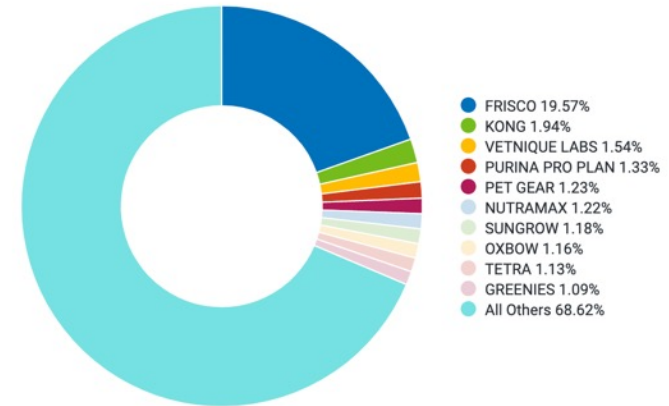
▲ 34.5%

824,236,945 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula Dry Dog Food, 30-lb bag

★★★★☆ 3,994



More Choices Available

Temptations Classic Tasty Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub

★★★★★ 2,848



More Choices Available

Fancy Feast Gravy Lovers Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★☆ 2,174



More Choices Available

Dr. Elsey's Precious Cat Ultra Unscented Clumping Clay Cat Litter, 40-lb bag

★★★★☆ 5,701



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★★ 1,372

Market Share Leaders: **BRAVECTO** | **Simpatric TRIO** | **Heartgard Plus** | **NexGard** | **INTERCEPTOR PLUS**

Brands Observed

356

▼ -1% vs Prior Period

Items Observed

868

▲ 8% vs Prior Period

Department Summary

Keywords Observed

651

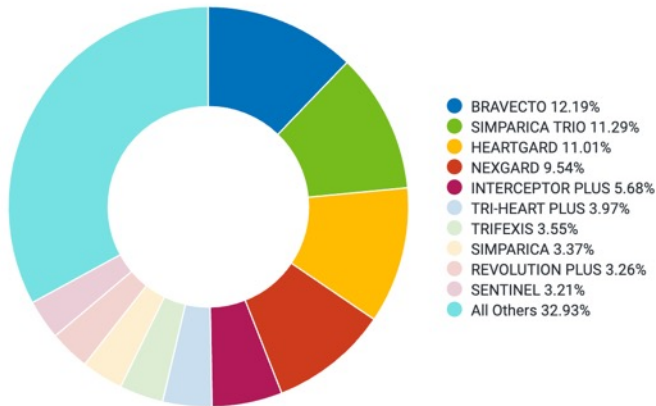
0 Weekly Average

Organic Search Visibility

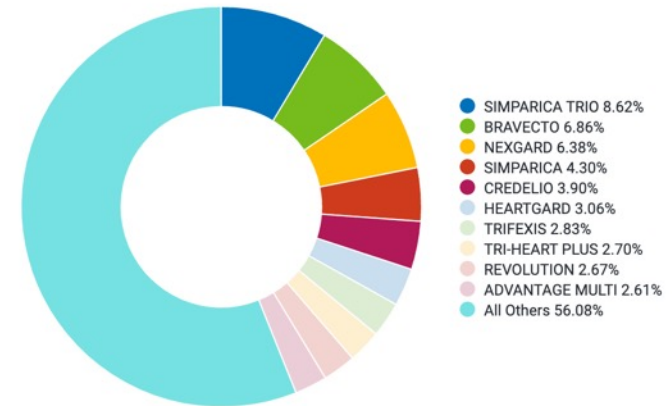
▲ 50.6%

84,358,792 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★★ 1,375



More Choices Available

Simparica Trio Chewable Tablet for Dogs, 44.1-88 lbs, (Green Box), 6 Chewable Tablets (6-mos. s...

★★★★☆ 470



More Choices Available

Bravecto Chew for Dogs, 44-88 lbs, (Blue Box), 1 Chew (12-wks. supply)

★★★★★ 783



More Choices Available

Heartgard Plus Chew for Dogs, up to 25 lbs, (Blue Box), 6 Chews (6-mos. supply)

★★★★★ 1,296



More Choices Available

NexGard Chew for Dogs, 24.1-60 lbs, (Purple Box), 3 Chews (3-mos. supply)

★★★★★ 957

Market Share Leaders:



Brands Observed

150

▼ -3% vs Prior Period

Items Observed

1,196

▲ 0% vs Prior Period

Department Summary

Keywords Observed

1,871

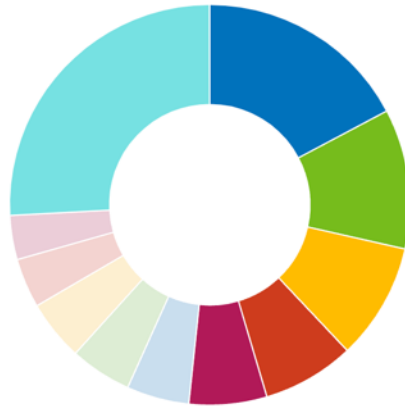
18,165 Weekly Average

Organic Search Visibility

▲ 27.2%

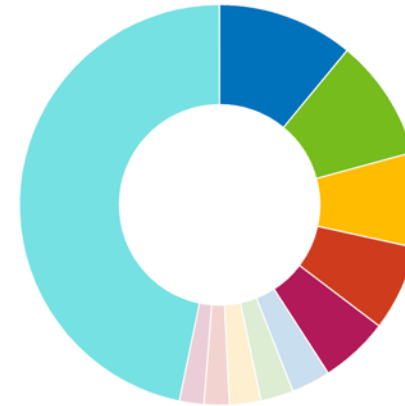
87,946,824 Weekly Average

Top-Selling Brands



- NATURE'S MIRACLE 17.26%
- FRISCO 11.29%
- IRIS 9.43%
- PET ODOR EXTERMINATOR 7.43%
- GAMMA2 6.28%
- BONE DRY 5.05%
- ODOBAN 4.97%
- POOPH 4.89%
- VAN NESS 3.98%
- ETHICAL PET 3.58%
- All Others 25.83%

Top Brands in Organic Search



- IRIS 10.99%
- FRISCO 9.79%
- NATURE'S MIRACLE 7.66%
- PET HOUSE 6.92%
- GAMMA2 5.54%
- PET ODOR EXTERMINATOR 3.15%
- KAY BERRY 2.65%
- FURHAVEN 2.53%
- SKOUT'S HONOR 2.04%
- CARSON INDUSTRIES 1.99%
- All Others 46.76%

Top-Selling Items:



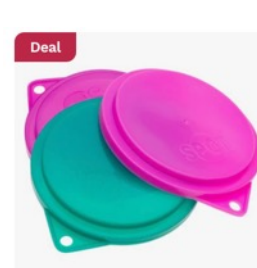
Out of Stock

Frisco Silicone Pet Food Can Cover, 2 Pack
By **chewy**
★★★★★ 712



More Choices Available

POOPH Cat & Dog Odor & Stain Eliminator, 32-oz bottle
★★★★☆ 80



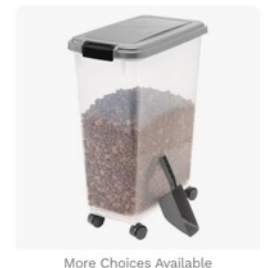
Deal

Ethical Pet Can Covers, 3 pack
★★★★☆ 3,146



More Choices Available

Nature's Miracle Dog Enzymatic Stain Remover & Odor Eliminator Spray, 32-oz bottle
★★★★★ 273



More Choices Available

IRIS Airtight Dog & Cat Food Storage Container, Chrome, 35-lbs. - 47-qt
★★★★☆ 42

Market Share Leaders:



Department Summary

Brands Observed

87

▲ 14% vs Prior Period

Items Observed

1,147

▲ 8% vs Prior Period

Keywords Observed

1,201

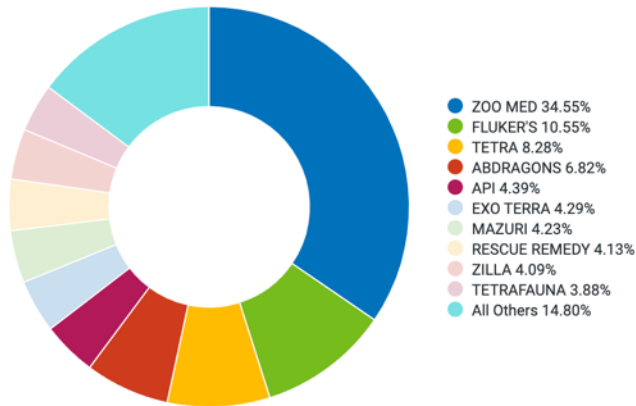
0 Weekly Average

Organic Search Visibility

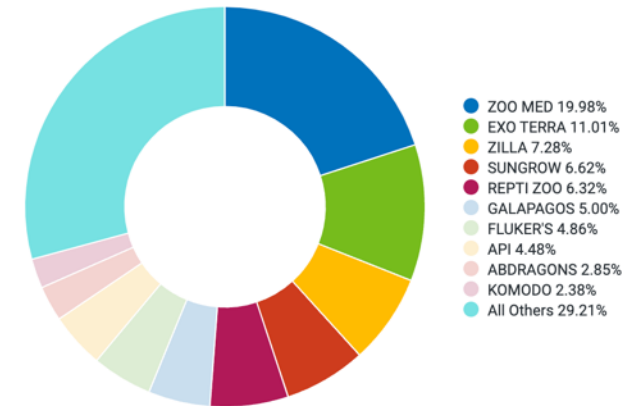
▲ 39.5%

162,836,828 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Tetra ReptoMin Floating Sticks
Turtle & Amphibian Food, 10.59-oz jar

★★★★★ 210



More Choices Available

Rescue Remedy Stress Relief
Pet Supplement, 10-mL bottle

★★★★☆ 762



Exo Terra Clarity & Odor Control
Moss Ball for Turtles

★★★★☆ 104



More Choices Available

Zoo Med Dr. Turtle Slow-Release Calcium Block
Turtle Supplement

★★★★☆ 15



More Choices Available

Zoo Med Forest Floor Natural Cypress Mulch
Reptile Bedding, 24-qt bag

★★★★★ 111

Market Share Leaders:



Department Summary

Brands Observed

120

▼ -5% vs Prior Period

Items Observed

1,345

▲ 1% vs Prior Period

Keywords Observed

2,456

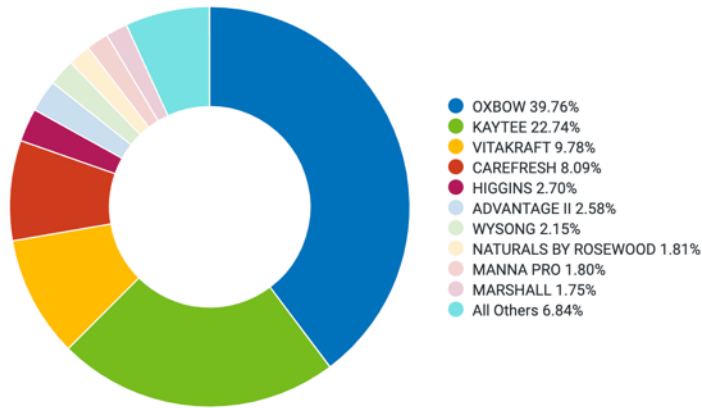
0 Weekly Average

Organic Search Visibility

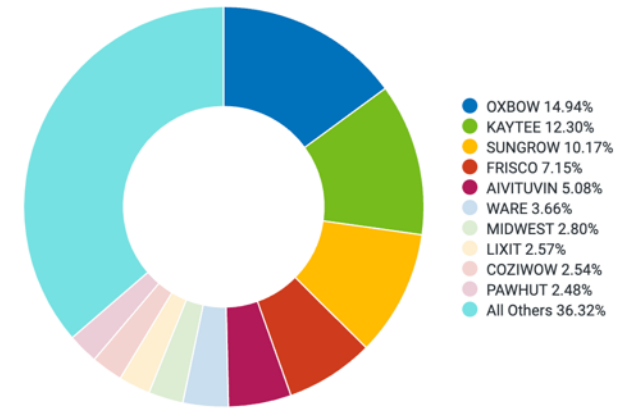
▲ 34.3%

209,487,460 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available
Kaytee Natural Timothy Hay
 Small Animal Food, 96-oz bag
 ★★★★★ 558



More Choices Available
Carefresh Small Animal
 Bedding, Natural, 60-L
 ★★★★★ 637



More Choices Available
Kaytee Baked Apple Timothy
 Biscuit Small Animal Treats, 4-oz bag
 ★★★★★ 505



More Choices Available
Kaytee Clean & Cozy Small
 Animal Bedding, 85-L
 ★★★★★ 556



More Choices Available
Oxbow Animal Health Western
 Timothy Hay All Natural Hay for Rabbits, Guinea Pigs, Chinchillas, ...
 ★★★★★ 1,179

Interested in learning more?

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