


















Department Performance Report

MAY 2023

 Baby	 Beauty	 Clothing	 Electronics
 Grocery	 Health	 Home	 Household Essentials
 Kitchen & Dining	 Personal Care	 Pets	 School & Office Supplies
 Sports & Outdoors	 Toys	 Video Games	



Report Overview

This report provides a holistic overview of each major department at Target. 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 Target. 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 Target (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:



Brands Observed

593

▲ 3% vs Prior Period

Items Observed

8,376

▼ -20% vs Prior Period

Department Summary

Keywords Observed

90,201

▲ 132% vs Prior Period

Sponsorship Activity

▼ -10.6%

1,296,519 Weekly Average

Organic Search Visibility

▼ -23.0%

2,281,219,934 Weekly Average

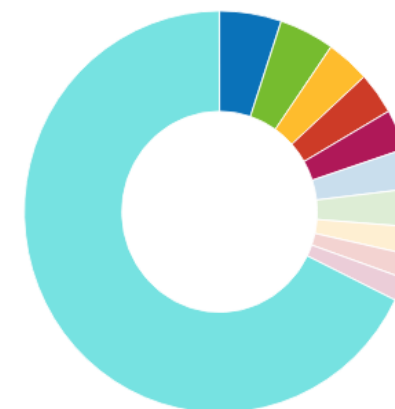
Top-Selling Brands



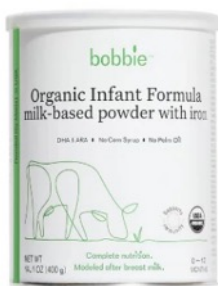
Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Bobbie Baby Organic Powder Infant Formula
Bobbie
★★★★★ 653



Huggies Natural Care Sensitive Unscented Baby Wipes (Select Count)
Huggies
★★★★★ 6222



Kendamil Organic Infant Formula Powder- 28.2oz
Kendamil
★★★★★ 2642



Pampers Sensitive Baby Wipes (Select Count)
Pampers
★★★★★ 16708



Beech-Nut Organics Pears Baby Food Jar - 4oz
Beech-Nut
★★★★★ 538

Market Share Leaders:



Hero.



BELOVED

Brands Observed

886

▲ 5% vs Prior Period

Items Observed

10,558

▼ -14% vs Prior Period

Department Summary

Keywords Observed

101,503

▲ 135% vs Prior Period

Sponsorship Activity

▲ 19.3%

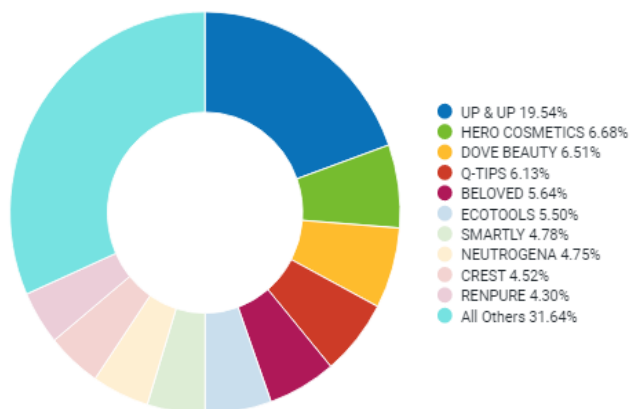
3,172,379 Weekly Average

Organic Search Visibility

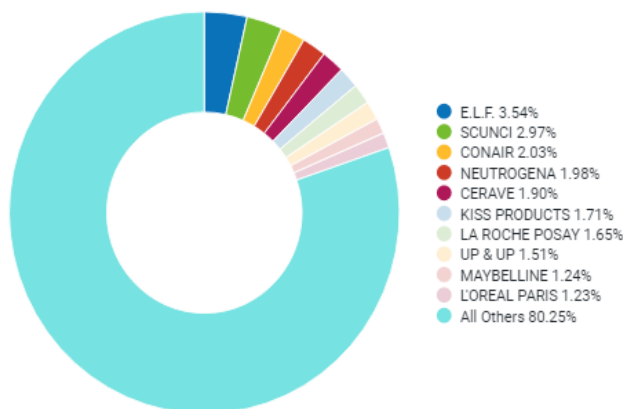
▼ -3.0%

6,634,007,387 Weekly Average

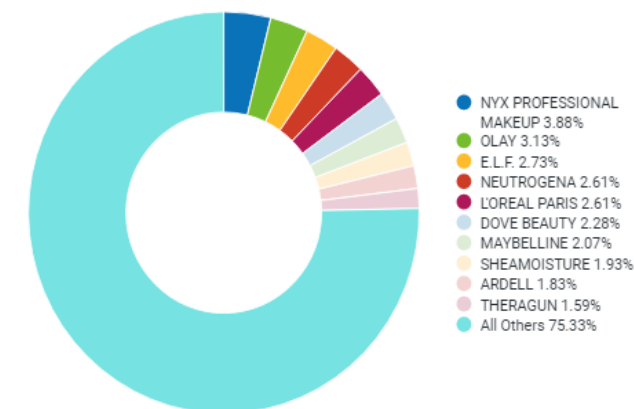
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...
up & up
★★★★★ 7780



Dove Beauty Cool Essentials Antiperspirant Deodorant Dry...
Dove Beauty
★★★★★ 7591

1 OZ.



Hero Cosmetics Mighty Patch Original Acne Pimple Patches - ...
Hero Cosmetics
★★★★★ 4975



Tresemme Extra Hold Travel Size Hairspray - 1.5oz
Tresemme
★★★★★ 669

1.5 OZ.



Q-Tips Blue Purse Pack Cotton Swabs - 30ct
Q-Tips
★★★★★ 4144

Market Share Leaders:



Brands Observed

920

▲ 15% vs Prior Period

Items Observed

70,685

▼ -48% vs Prior Period

Department Summary

Keywords Observed

166,100

▲ 203% vs Prior Period

Sponsorship Activity

▲ 17.2%

1,101,401 Weekly Average

Organic Search Visibility

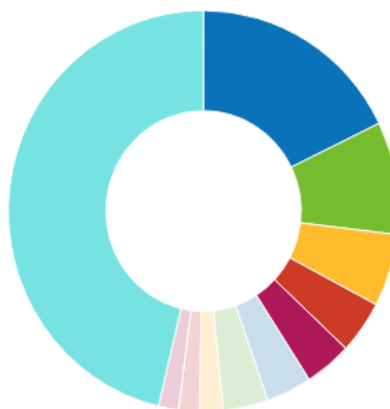
▼ -45.9%

10,538,133,844 Weekly Average

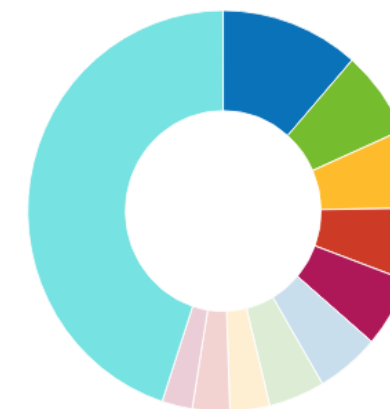
Top-Selling Brands



Top Brands in Organic Search



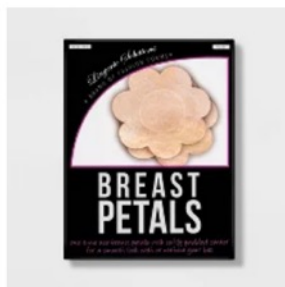
Top Brands in Paid Search



Top-Selling Items:



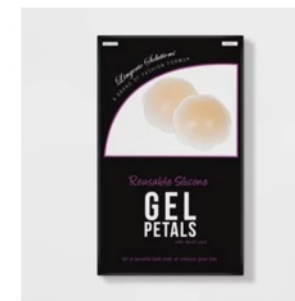
scunci Hosiery Ponytailer Hair Tie Elastics - 6ct
scunci
★★★★☆ 427



Fashion Forms Women's Breast Petals Beige - 3 Pack
Fashion Forms
★★★★☆ 477



scunci Elastic Hair Ties - Assorted Colors - 2mm/50pk
scunci
★★★★☆ 411



Fashion Forms Women's Reusable Silicone Gel Petals
Fashion Forms
★★★★☆ 279



Fashion Forms Women's Tape It Your Way Breast Tape
Fashion Forms
★★★★☆ 289

Market Share Leaders:



Brands Observed

510

▼ -15% vs Prior Period

Items Observed

7,343

▲ 0% vs Prior Period

Department Summary

Keywords Observed

91,224

▲ 140% vs Prior Period

Sponsorship Activity

▲ 21.9%

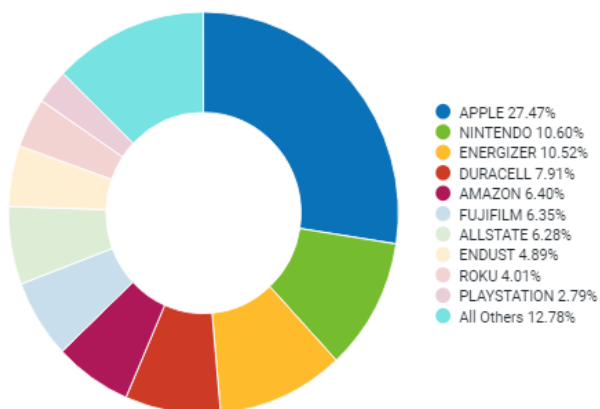
840,126 Weekly Average

Organic Search Visibility

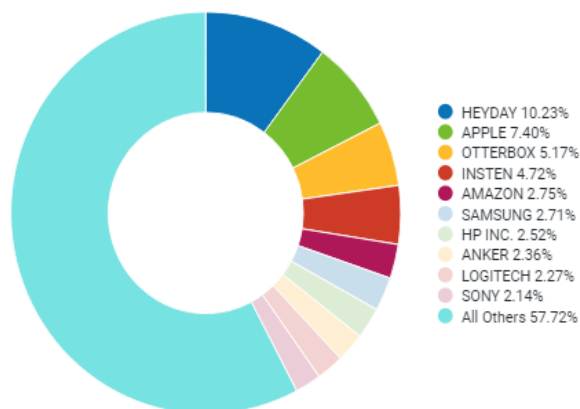
▼ -28.1%

6,737,194,289 Weekly Average

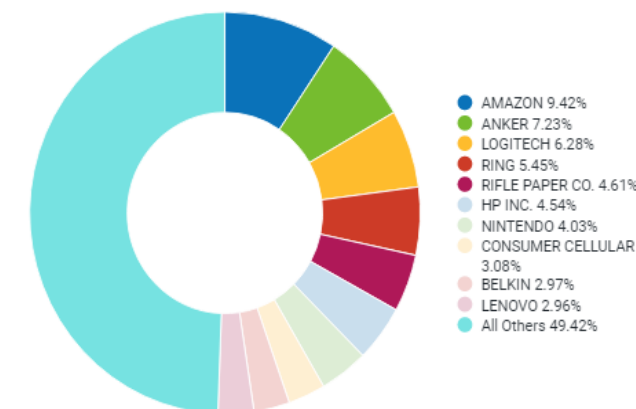
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Apple AirPods Pro (2nd Generation)
Apple
★★★★★ 1402



Apple AirPods (2nd Generation) with Charging Case
Apple
★★★★★ 13910



Fujifilm Instax Mini Instant Film Twin Pack - White (16437396)
Fujifilm
★★★★★ 1976



Apple 20W USB-C Power Adapter
Apple
★★★★★ 1693



Apple Wired EarPods with Lightning Connector
Apple
★★★★★ 1621

Market Share Leaders:



Brands Observed

1,097

▲ 0% vs Prior Period

Items Observed

8,066

▲ 1% vs Prior Period

Department Summary

Keywords Observed

61,995

▲ 104% vs Prior Period

Sponsorship Activity

▲ 87.8%

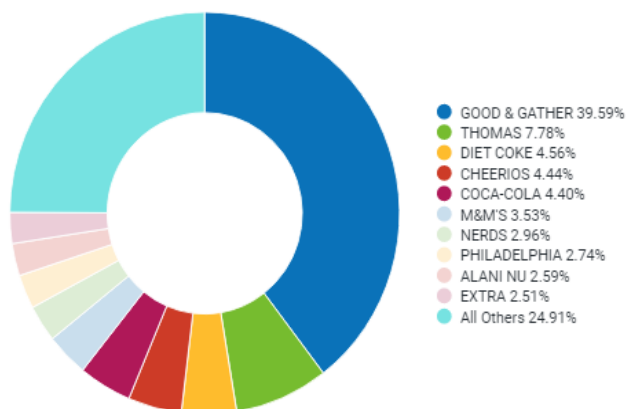
6,552,420 Weekly Average

Organic Search Visibility

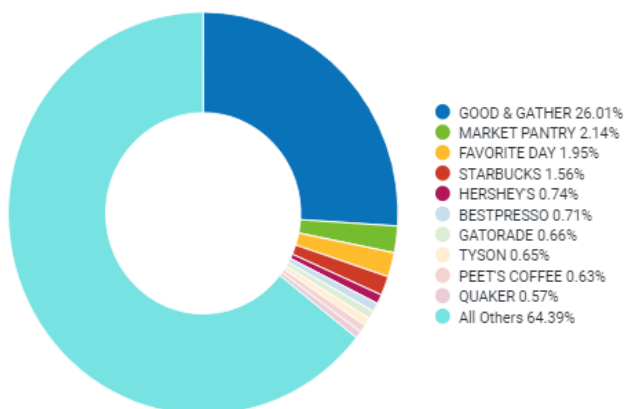
▲ 15.2%

5,046,851,026 Weekly Average

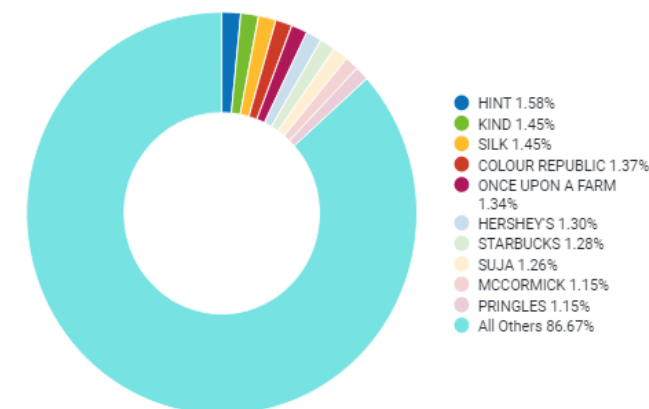
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Banana - each
★★★★★ 7643



Navel Orange - each
★★★★★ 918



Avocado - each
★★★★★ 3860



Thomas' Plain Bagels - 20oz/6ct
Thomas
★★★★★ 1648



M&M's Peanut Chocolate Candies - 3.27oz
M&M's
★★★★★ 7421

Market Share Leaders:



Brands Observed

791

▲ 12% vs Prior Period

Items Observed

5,252

▲ 9% vs Prior Period

Department Summary

Keywords Observed

79,900

▲ 134% vs Prior Period

Sponsorship Activity

▲ 4.7%

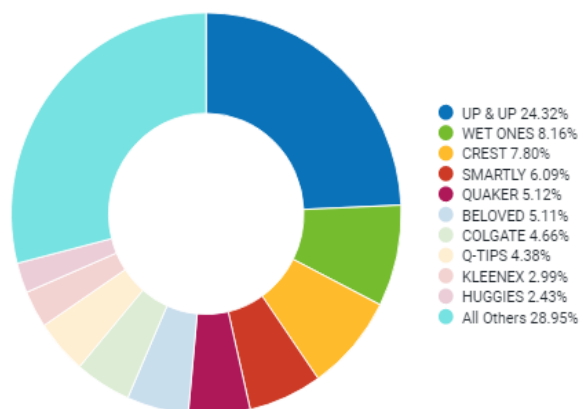
2,029,328 Weekly Average

Organic Search Visibility

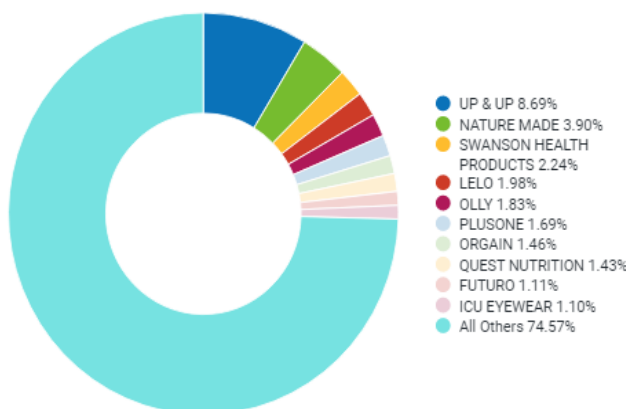
▼ -8.1%

3,473,355,207 Weekly Average

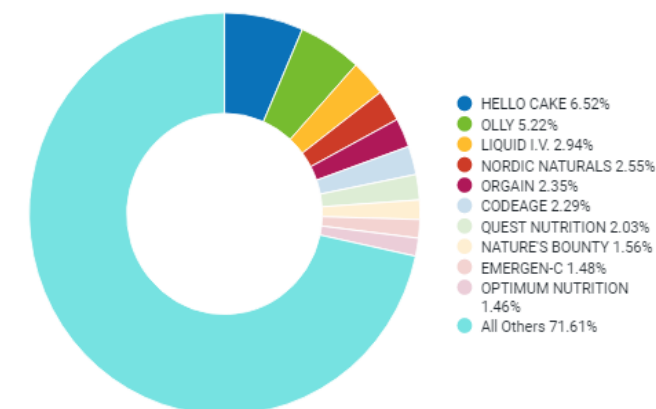
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 5181



Isopropyl Alcohol 91% - 32oz - up & up™
up & up | Only at Target
★★★★★ 2148



Beloved Lavender and Chamomile Tea Bath Bomb - 4oz
Beloved | Only at Target
★★★★★ 141



Quaker Chewy Dipps & Chocolate Chip Granola Bars Bundle
Quaker
★★★★★ 5



Q-Tips Cotton Swabs
Q-Tips
★★★★★ 2453

Market Share Leaders:



brightroom



Brands Observed

1,987

▲ 2% vs Prior Period

Items Observed

36,992

▼ -13% vs Prior Period

Department Summary

Keywords Observed

255,718

▲ 140% vs Prior Period

Sponsorship Activity

▲ 51.6%

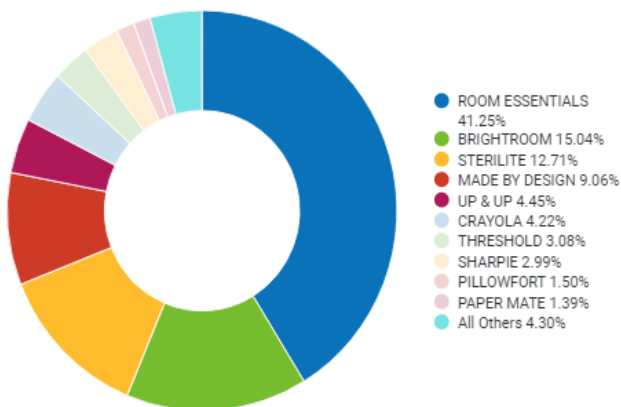
2,339,904 Weekly Average

Organic Search Visibility

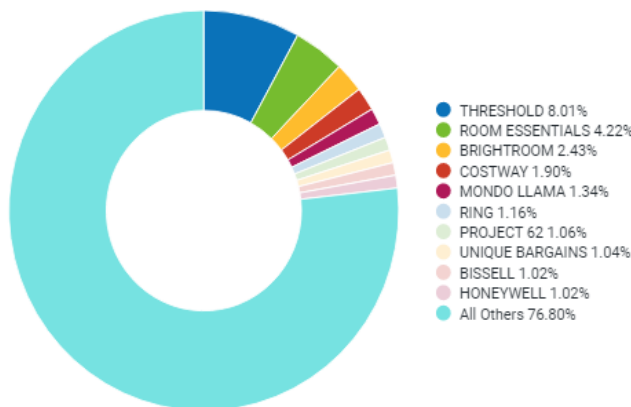
▼ -33.7%

9,947,696,213 Weekly Average

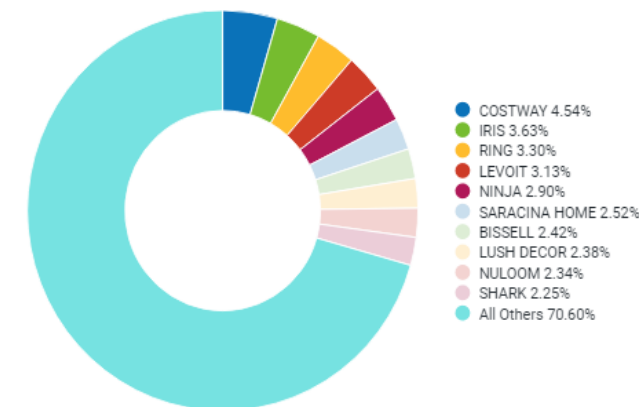
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



18pk Plastic Hangers - Room Essentials™
Room Essentials | Only at
★★★★★ 1218



Down Alternative Bed Pillow - Made By Design™
Made By Design | Only at
★★★★★ 634



18gal Storage Tote Gray - Room Essentials™
Room Essentials | Only at
★★★★★ 2496



Sharpie 2pk Permanent Markers Fine Tip Black
Sharpie
★★★★★ 1085



Travel Size Lint Roller 30 Sheets - up & up™
up & up | Only at
★★★★★ 2106

Market Share Leaders:



Brands Observed

240

▲ 25% vs Prior Period

Items Observed

2,163

▲ 0% vs Prior Period

Department Summary

Keywords Observed

33,320

▲ 130% vs Prior Period

Sponsorship Activity

▼ -8.9%

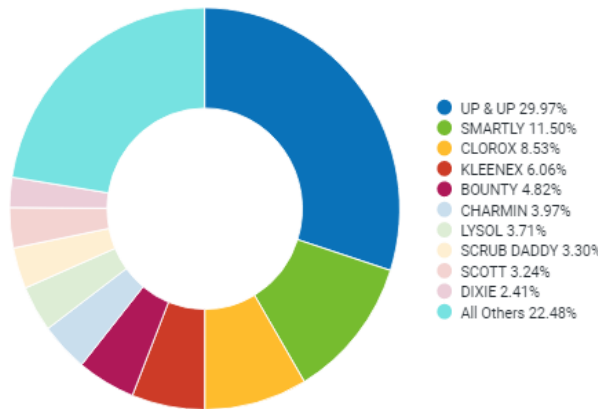
744,303 Weekly Average

Organic Search Visibility

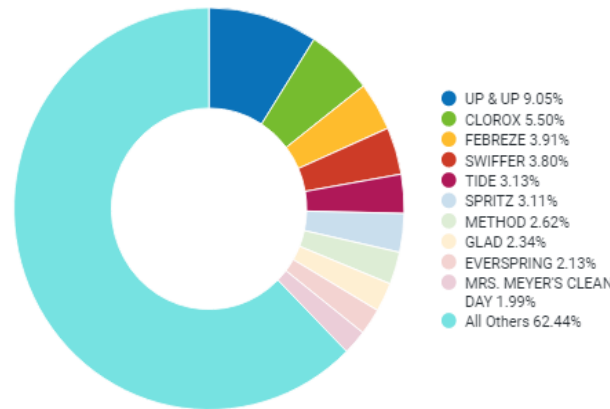
▼ -2.3%

1,721,453,503 Weekly Average

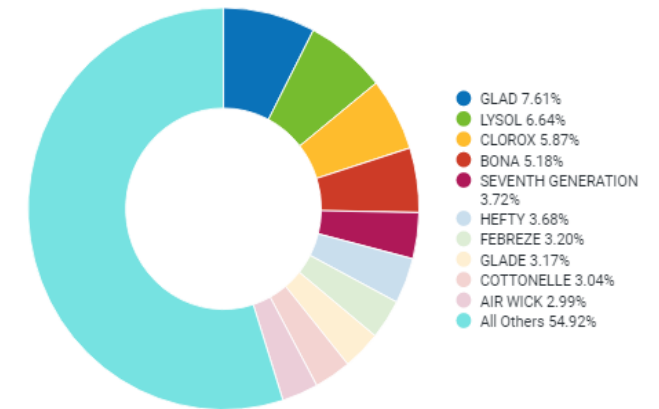
Top-Selling Brands



Top Brands in Organic Search



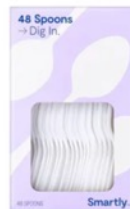
Top Brands in Paid Search



Top-Selling Items:



Make-A-Size Paper Towels - up & up™
up & up | Only at
★★★★★ 1704



Plastic Spoons Disposable Tableware - 48ct - Smartly™
Smartly
★★★★★ 2413



Make-A-Size Paper Towels - Smartly™
Smartly
★★★★★ 7327



Sandwich Storage Bags - up & up™
up & up | Only at
★★★★★ 470



Kleenex Hand Paper Towels
Kleenex
★★★★★ 2942

Market Share Leaders:



Brands Observed

815

▼ -1% vs Prior Period

Items Observed

13,126

▼ -1% vs Prior Period

Department Summary

Keywords Observed

61,910

▲ 124% vs Prior Period

Sponsorship Activity

▲ 48.4%

973,581 Weekly Average

Organic Search Visibility

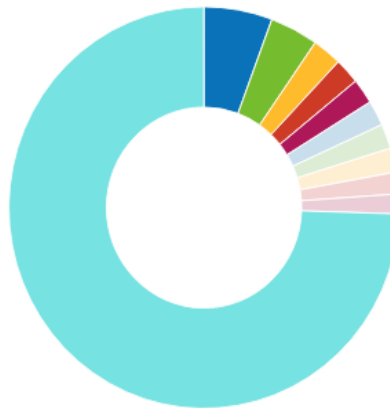
▼ -16.6%

4,052,516,608 Weekly Average

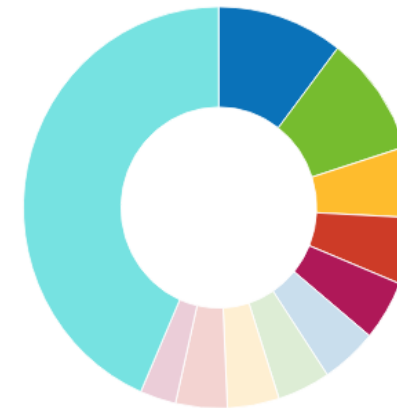
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



T-fal Simply Cook Prep and Cook Nonstick 17pc Set - Red
T-Fal
★★★★★ 277



Select by Calphalon with AquaShield Nonstick 8pc...
Calphalon
★★★★★ 65



3pk Long Storage Trays - Brightroom™
Brightroom
★★★★★ 178



10.5" Plastic Dinner Plate - Room Essentials™
Room Essentials | Only at Target
★★★★★ 3128



Dunkin' Original Blend Medium Roast Ground Coffee - 12oz
Dunkin' Donuts
★★★★★ 600

Market Share Leaders:



Brands Observed

308

▲ 2% vs Prior Period

Items Observed

2,334

▼ -8% vs Prior Period

Department Summary

Keywords Observed

42,556

▲ 149% vs Prior Period

Sponsorship Activity

▲ 5.1%

1,063,132 Weekly Average

Organic Search Visibility

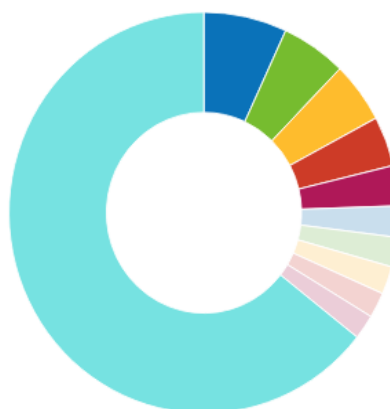
▲ 3.1%

1,740,001,830 Weekly Average

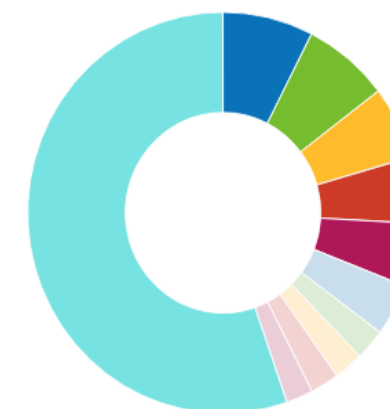
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Dial Antibacterial Deodorant Gold Bar Soap
Dial
★★★★☆ 283



Manscaped Lawn Mower 4.0 Trimmer
Manscaped
★★★★☆ 254



Degree Men Cool Rush Antiperspirant & Deodorant Stick
Degree
★★★★★ 1355



Neutrogena Makeup Remover Cleansing Face Wipes Refill Pac...
Neutrogena
★★★★★ 5716



Dove Beauty Sensitive Skin Hypoallergenic Body Wash Pum...
Dove Beauty
★★★★★ 6639

Market Share Leaders:



Brands Observed

396

▲ 14% vs Prior Period

Items Observed

3,892

▲ 14% vs Prior Period

Department Summary

Keywords Observed

31,226

▲ 137% vs Prior Period

Sponsorship Activity

▲ 60.6%

1,082,879 Weekly Average

Organic Search Visibility

▼ -13.5%

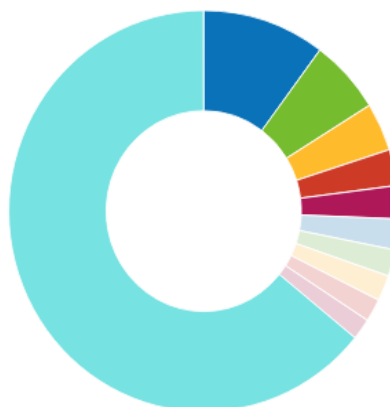
2,174,988,403 Weekly Average

Top-Selling Brands



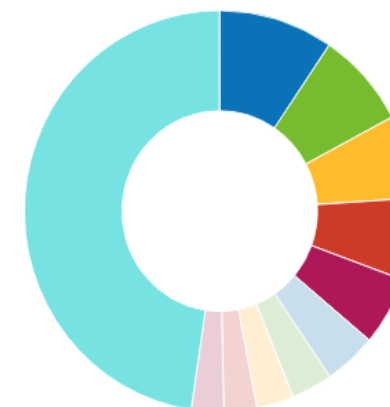
- FANCY FEAST 14.49%
- BOOTS & BARKLEY 12.08%
- MILK-BONE 9.54%
- TIDY CATS 7.31%
- FRESHPET 5.75%
- GREENIES 5.47%
- FRESH STEP 4.80%
- KINDFULL 4.15%
- UP & UP 4.00%
- FRISKIES 4.00%
- All Others 28.41%

Top Brands in Organic Search



- BOOTS & BARKLEY 10.17%
- PAWHUT 5.99%
- RING 3.89%
- BIRDS CHOICE 2.91%
- UP & UP 2.67%
- AMAZON 2.48%
- BLUE BUFFALO 2.14%
- COSTWAY 2.07%
- KINDFULL 1.85%
- FURHAVEN 1.70%
- All Others 64.12%

Top Brands in Paid Search



- YAHEETECH 9.49%
- ZESTY PAWS 7.74%
- RING 6.73%
- GREENIES 6.63%
- BLUE BUFFALO 5.53%
- PETSAFE 4.35%
- FURHAVEN 3.41%
- IAMS 3.07%
- BENEBONE 2.73%
- ARM & HAMMER 2.67%
- All Others 47.66%

Top-Selling Items:



Greenies Teenie Original Chicken Dental Dog Treats
Greenies
★★★★★ 21404



Purina Busy Bone Chewy Pork Flavor Dog Treats
Busy
★★★★★ 370



Pounce & Chase Mylar Crinkle Balls Cat Toys - 4pk - Boots & Barkley
Boots & Barkley
★★★★★ 857



Purina Fancy Feast Chunky Wet Cat Food - 3oz can
Fancy Feast
★★★★★ 232



Fresh Step Crystals Premium Scented Cat Litter - 8lb
Fresh Step
★★★★★ 10017

Market Share Leaders:



Brands Observed

547

▲ 5% vs Prior Period

Items Observed

6,210

▲ 20% vs Prior Period

Department Summary

Keywords Observed

66,232

▲ 130% vs Prior Period

Sponsorship Activity

▲ 31.3%

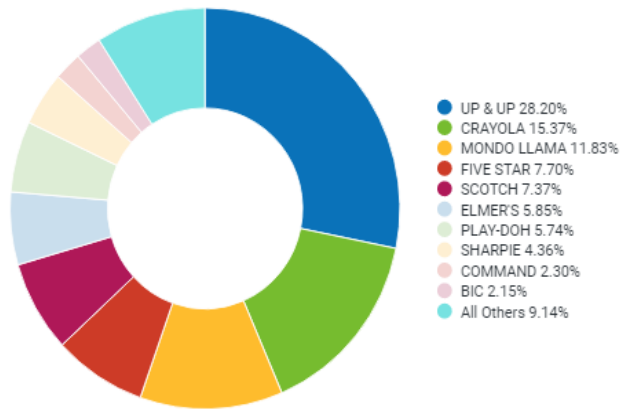
449,918 Weekly Average

Organic Search Visibility

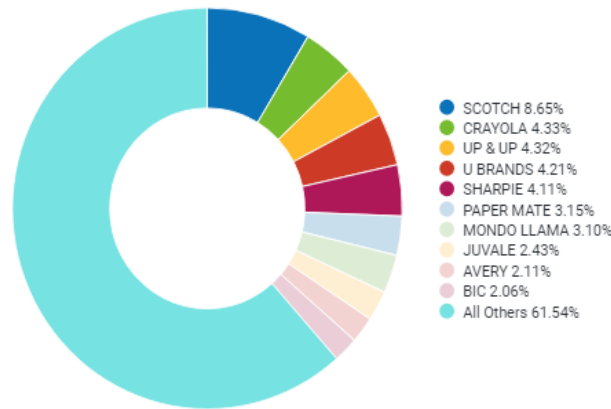
▼ -18.2%

1,988,995,988 Weekly Average

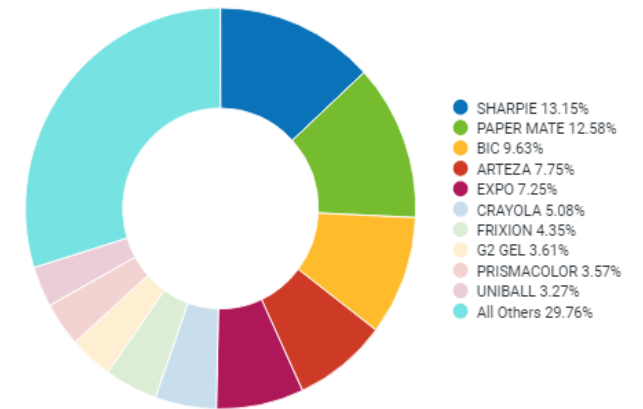
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Five Star 80ct Graph Ruled Reinforced Filler Paper
Five Star
★★★★★ 190



Crayola 24ct Washable Sidewalk Chalk - Bold Colors
Crayola
★★★★★ 510



Parchment Paper Roll - 50 sq ft - up & up
up & up
★★★★★ 2288



100ct Push Pins Clear - up & up
up & up Only at Target
★★★★★ 979



750 Sheets Letter Printer Paper White - up & up
up & up Only at Target
★★★★★ 1038

Market Share Leaders:



Brands Observed

895

▼ -8% vs Prior Period

Items Observed

10,649

▼ -26% vs Prior Period

Department Summary

Keywords Observed

110,918

▲ 114% vs Prior Period

Sponsorship Activity

▲ 5.0%

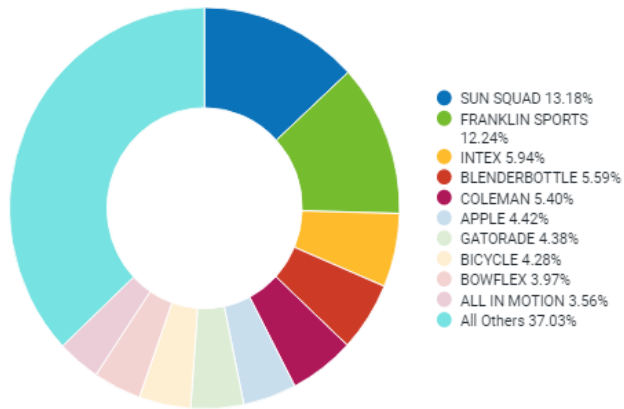
367,381 Weekly Average

Organic Search Visibility

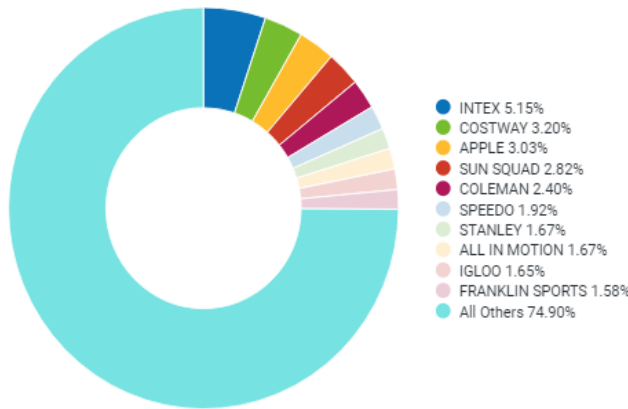
▼ -35.0%

3,702,041,553 Weekly Average

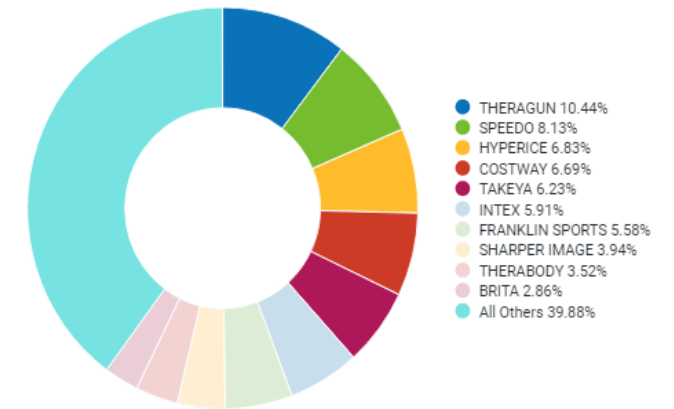
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



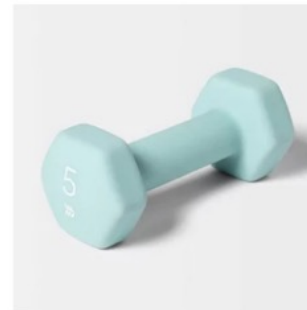
Top-Selling Items:



Bowflex SelectTech 552 Dumbbell - Black
Bowflex
★★★★★ 68



Blender Bottle 20oz Portable Drinkware
BlenderBottle
★★★★★ 935



Dumbbell - All in Motion™
All in Motion
★★★★★ 589



Franklin Sports Competition Size 4 Soccer Ball - Pink
Franklin Sports
★★★★★ 131



Bicycle Standard Playing Cards 2pk
Bicycle
★★★★★ 279

Market Share Leaders:



Brands Observed

1,184

▼ -10% vs Prior Period

Items Observed

11,652

▼ -35% vs Prior Period

Department Summary

Keywords Observed

193,285

▲ 122% vs Prior Period

Sponsorship Activity

▲ 37.2%

2,541,574 Weekly Average

Organic Search Visibility

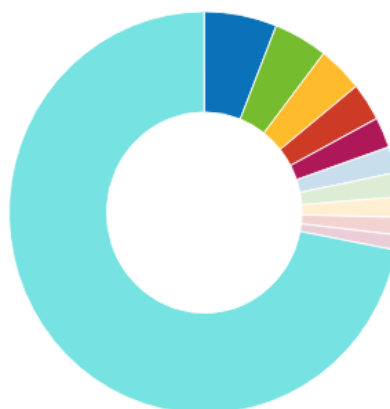
▼ -36.8%

4,462,361,757 Weekly Average

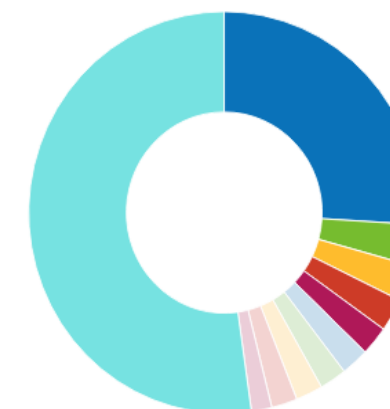
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Casdon Toys DC24 Dyson Ball Toy Vacuum
Casdon Toys
★★★★☆ 835



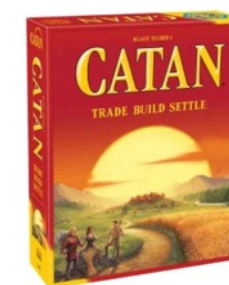
Scattergories Party Game
Hasbro Gaming
★★★★★ 279



Bop It! Game
Hasbro Gaming
★★★★★ 435



Razor A Kick Scooter
Razor
★★★★★ 955
+1 option



Settlers of Catan Board Game
Catan Studio
★★★★★ 663

Market Share Leaders:



Brands Observed

91

▼ -32% vs Prior Period

Items Observed

1,387

▼ -12% vs Prior Period

Department Summary

Keywords Observed

22,239

▲ 130% vs Prior Period

Sponsorship Activity

▲ 8.4%

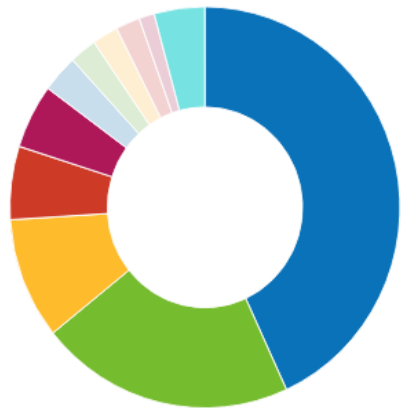
83,279 Weekly Average

Organic Search Visibility

▼ -8.8%

1,279,560,170 Weekly Average

Top-Selling Brands



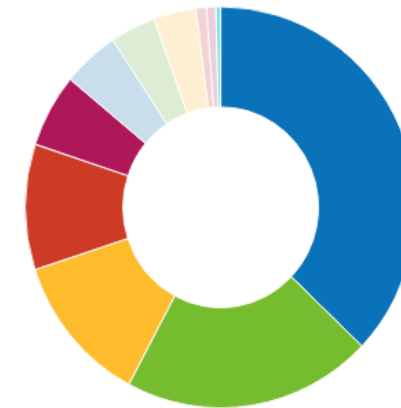
- NINTENDO 43.14%
- ELECTRONIC ARTS 21.09%
- PLAYSTATION 9.79%
- LOGITECH 5.91%
- MICROSOFT 5.19%
- META QUEST 3.01%
- WARNER BROS. 2.24%
- RDS INDUSTRIES 2.16%
- COKEM 2.01%
- ROBLOX 1.27%
- All Others 4.19%

Top Brands in Organic Search



- NINTENDO 23.70%
- INSTEN 9.49%
- SONY 7.42%
- MICROSOFT 6.65%
- PLAYSTATION 5.73%
- XBOX 5.45%
- ACER 4.70%
- POWERA 3.82%
- LOGITECH 3.59%
- RAZER 2.20%
- All Others 27.25%

Top Brands in Paid Search



- NINTENDO 37.16%
- LOGITECH 20.64%
- STEELSERIES 12.18%
- MICROSOFT 10.12%
- HYPERX 5.92%
- BACKBONE 4.69%
- MSI GAMING 3.76%
- HP INC. 3.51%
- INSTEN 0.88%
- RAZER 0.77%
- All Others 0.38%

Top-Selling Items:



Madden NFL 23 - PlayStation 5
 Electronic Arts
 ★★★★★ 94



Super Smash Bros. Ultimate - Nintendo Switch
 Nintendo
 ★★★★★ 46



Madden NFL 23 - Xbox One
 Electronic Arts
 ★★★★★ 62



FIFA 23 - PlayStation 4
 Electronic Arts
 ★★★★★ 51



Nintendo Switch AC Adapter
 Nintendo
 ★★★★★ 199

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