



Department Performance Report

MAY 2023



 Arts, Crafts, Sewing	 Automotive	 Baby	 Beauty & Personal Care
 Camera & Photo	 Clothing, Shoes & Jewelry	 Computer & Accessories	 Electronics
 Grocery & Gourmet Food	 Health & Household	 Home & Kitchen	 Kitchen & Dining
 Office Products	 Patio, Lawn & Garden	 Pet Supplies	 Software
 Sports & Outdoors	 Tools & Home Improvement	 Toys & Games Play	 Video Games

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Department Performance Report

May 2023

Report Overview

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

- Arts, Crafts & Sewing..... 1
- Automotive..... 2
- Baby..... 3
- Beauty & Personal Care..... 4
- Camera & Photo..... 5
- Cell Phones & Accessories..... 6
- Clothing, Shoes & Jewelry..... 7
- Computers & Accessories..... 8
- Electronics..... 9
- Grocery & Gourmet Food..... 10
- Health & Household..... 11
- Home & Kitchen..... 12
- Kitchen & Dining..... 13
- Office Products..... 14
- Patio, Lawn & Garden 15
- Pets Supplies..... 16
- Software..... 17
- Sports & Outdoors 18
- Tools & Home Improvement..... 19
- Toys & Games..... 20
- Video Games 21



Market Share Leaders: HTV ONT

amazonbasics



Brands Observed
18,652
▼ -6% vs Prior Period

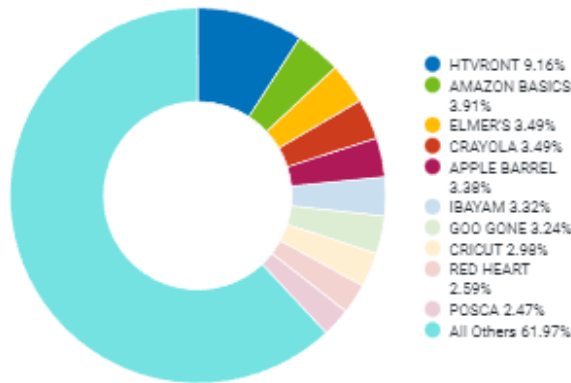
Items Observed
114,501
▲ 31% vs Prior Period

Department Summary
Keywords Observed
132,777
▲ 144% vs Prior Period

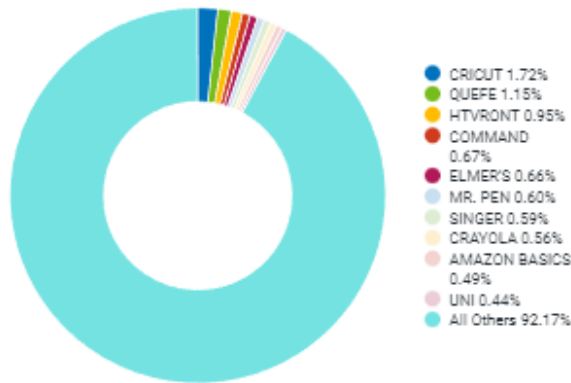
Sponsorship Activity
▲ 222.8%
69,107,080 Weekly Average

Organic Search Visibility
▼ -17.5%
9,062,072,488 Weekly Average

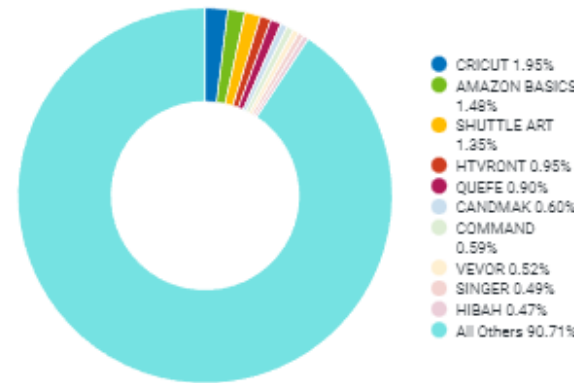
Top-Selling Brands



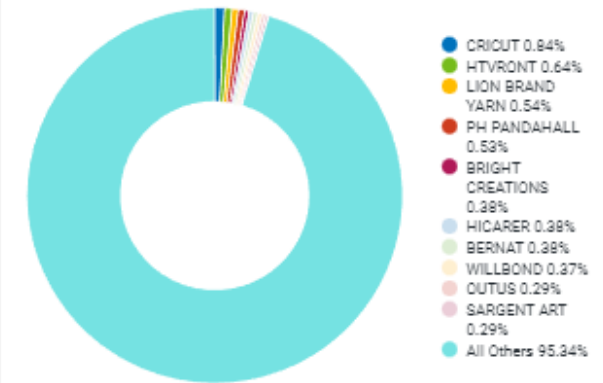
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
HTVRONT HTV Vinyl Rolls
Heat Transfer Vinyl - 12" x 8ft
White HTV Vinyl for Shirts,
Iron on Vinyl for Cricut &...
★★★★☆ ~ 34,059



Best Seller
Heat Transfer Vinyl White HTV
Rolls - 12" x 20ft White Iron on
Vinyl for All Cutter Machine,
White HTV Vinyl for Shirts -...
★★★★☆ ~ 27,135



Scissors, iBayam 8" Multipurpose
Scissors Bulk 3-Pack, Ultra Sharp
Blade Shears, Comfort-Grip Handles,
Sturdy Sharp Scissors for Office Ho...
★★★★☆ ~ 72,024



Elmer's Disappearing Purple
School Glue Sticks, Washable,
7 Grams, 30 Count
★★★★☆ ~ 33,961



Goo Gone Adhesive Remover - 8
Ounce - Surface Safe Adhesive
Remover Safely Removes Stickers...
Liquid 8 Fl Oz (Pack of 1)
★★★★☆ ~ 24,759

Market Share Leaders:



Brands Observed
33,913
▲ 7% vs Prior Period

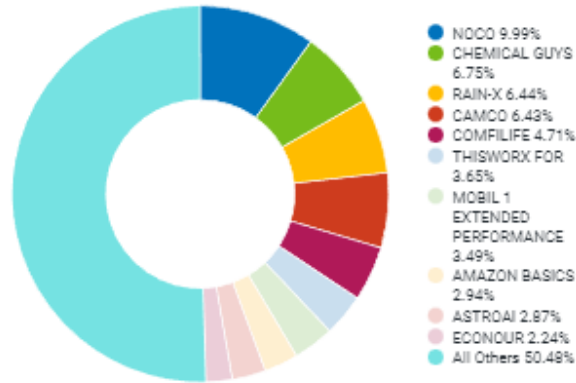
Items Observed
511,694
▲ 15% vs Prior Period

Department Summary
Keywords Observed
164,635
▲ 133% vs Prior Period

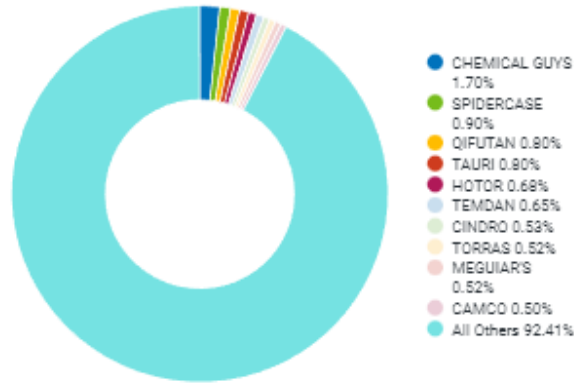
Sponsorship Activity
▲ 166.3%
57,510,376 Weekly Average

Organic Search Visibility
▼ -23.4%
11,746,782,229 Weekly Average

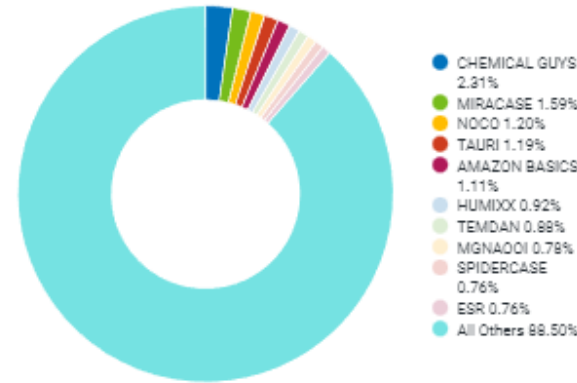
Top-Selling Brands



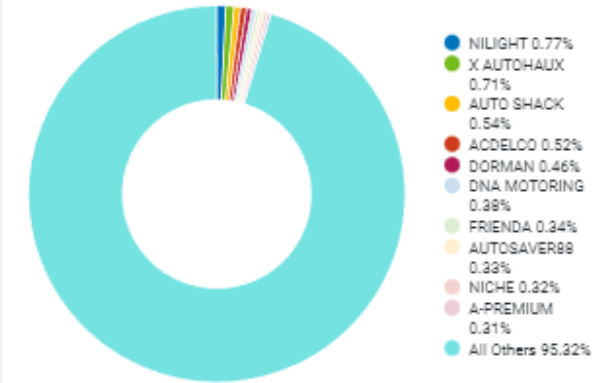
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery Booster Pack, Portable Power Bank Charger, and...
★★★★☆ ~ 83,279



ComfiLife Gel Enhanced Seat Cushion - Non-Slip Orthopedic Gel & Memory Foam Coccyx Cushion for Tailbone Pain - Office Chair Car Seat Cushion ...
★★★★☆ ~ 92,733



ThisWorx Car Vacuum Cleaner - Car Accessories - Small 12V High Power Handheld Portable Car Vacuum w/Attachments, 16 Ft Cord & Bag ...
★★★★☆ ~ 235,783



Mobil 1 Advanced Full Synthetic Motor Oil 5W-30, 5 Quart
★★★★☆ ~ 35,925



Rain-X 5079281-2 Latitude 2-In-1 Water Repellent Wiper Blades, 26 Inch Windshield Wipers (Pack Of 1), Automotive Replacement Windshield...
★★★★☆ ~ 111,431

Market Share Leaders:



HUGGIES

HONEST



WaterWipes
THE WORLD'S PUREST BABY WIPES

Brands Observed

11,620

▼ -4% vs Prior Period

Items Observed

54,080

▲ 36% vs Prior Period

Department Summary

Keywords Observed

151,246

▲ 136% vs Prior Period

Sponsorship Activity

▲ 205.4%

48,360,739 Weekly Average

Organic Search Visibility

▼ -19.1%

15,875,201,181 Weekly Average

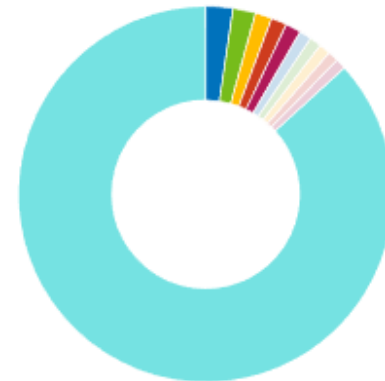
Top-Selling Brands



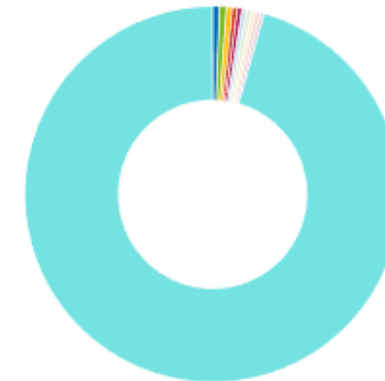
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Diapers Size 4, 150 Count - Pampers Swaddlers Disposable Baby Diapers (Packaging & Prints May Vary)
★★★★★ ~ 111,046



Huggies Little Movers Baby Diapers, Size 5 (27+ lbs), 120 Ct
★★★★★ ~ 16,583



WaterWipes Plastic-Free Original Baby Wipes, 99.9% Water Based Wipes, Unscented & Hypoallergenic...
★★★★★ ~ 26,793



The Honest Company Clean Conscious Wipes | 99% Water, Compostable, Plant-Based, Baby Wipes |...
Wipes - 720 Count
★★★★★ ~ 4,619



Huggies Little Snugglers Baby Diapers, Size 1 (8-14 lbs), 198 Ct, Newborn Diapers
★★★★★ ~ 20,486

Market Share Leaders:



Brands Observed
19,302
▼ -4% vs Prior Period

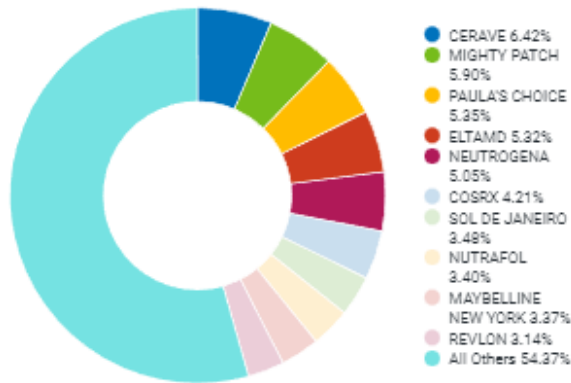
Items Observed
82,547
▲ 17% vs Prior Period

Department Summary
Keywords Observed
188,315
▲ 143% vs Prior Period

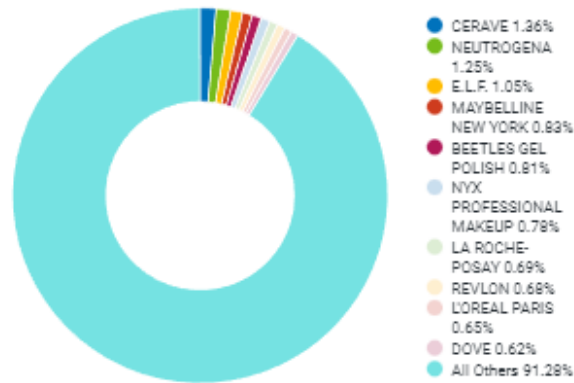
Sponsorship Activity
▲ 161.2%
133,440,552 Weekly Average

Organic Search Visibility
▲ 9.4%
59,057,738,789 Weekly Average

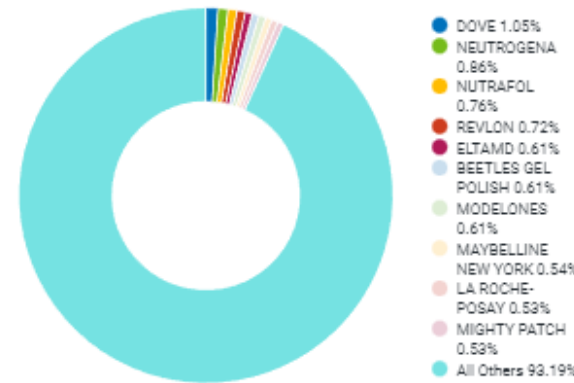
Top-Selling Brands



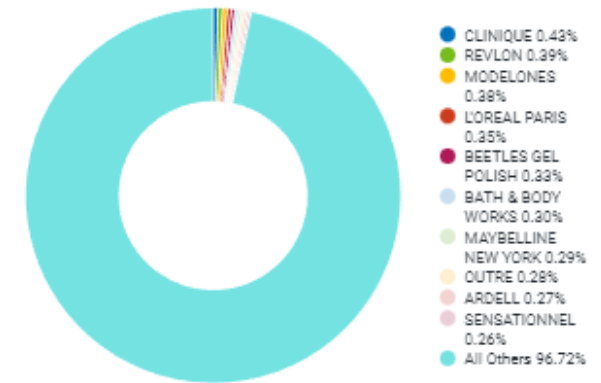
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Paulas Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant-- Facial Exfoliant for Blackheads, ...
Unscented - 4 Fl Oz
★★★★★ ~ 81,780

Best Seller

EltaMD UV Clear Face Sunscreen, SPF 46 Oil Free Sunscreen with Zinc Oxide, Protects and Calms Sensitive...
1.7 Ounce (Pack of 1)
★★★★★ ~ 36,878

Best Seller

Mighty Patch Original from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Covering Zits and Blemish...
36 Piece Assortment
★★★★★ ~ 125,190

Best Seller

COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz, 100ml, Hydrating Serum for Face with Snail...
3.38 Fl Oz (Pack of 1)
★★★★★ ~ 34,550

Best Seller

CeraVe Moisturizing Cream | Body and Face Moisturizer for Dry Skin | Body Cream with Hyaluronic Acid a...
19 Ounce (Pack of 1)
★★★★★ ~ 118,088

Market Share Leaders:



Brands Observed

3,676

▼ -13% vs Prior Period

Items Observed

24,141

▲ 15% vs Prior Period

Department Summary

Keywords Observed

45,444

▲ 115% vs Prior Period

Sponsorship Activity

▲ 186.4%

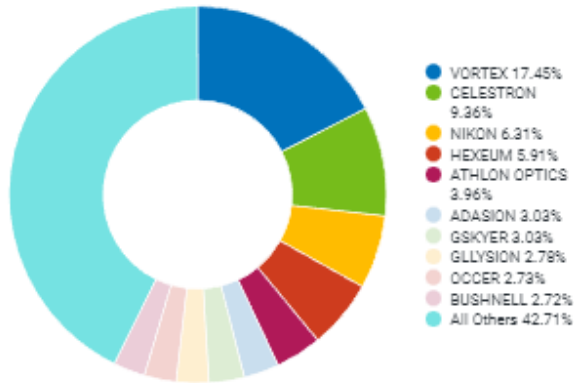
7,165,921 Weekly Average

Organic Search Visibility

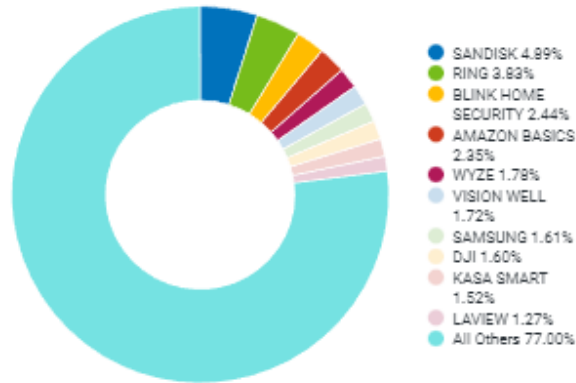
▼ -14.9%

1,822,818,970 Weekly Average

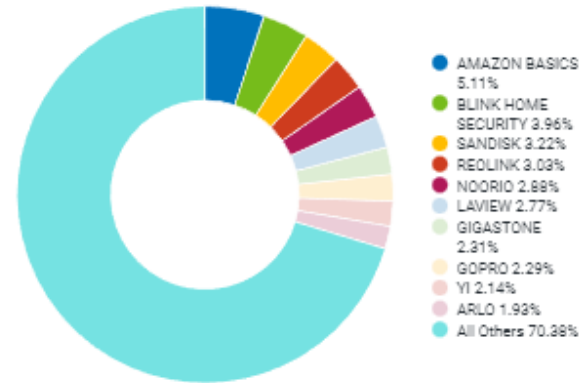
Top-Selling Brands



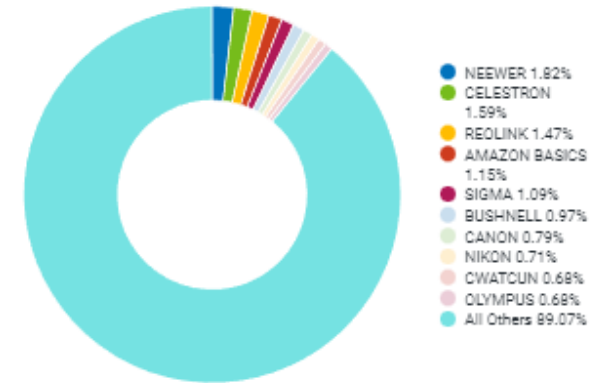
Top Brands in Organic Search



Top Brands in Paid Search



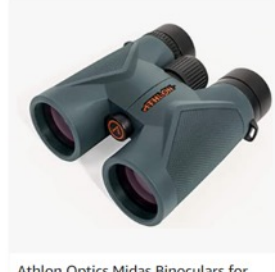
Top-Promoted Brands



Top-Selling Items:



Vortex Optics Diamondback HD Binoculars 10x42
★★★★★ ~ 2,588



Athlon Optics Midas Binoculars for Adults and Kids, Waterproof, Durable Binoculars for Bird Watching
★★★★★ ~ 1,134



Vortex Optics Crossfire HD Binoculars
★★★★★ ~ 7,062



Telescope 80mm Aperture 600mm - Astronomical Portable Refracting Telescope Fully Multi-coated High Transmission Coatings AZ Mount with...
★★★★★ ~ 3,891



Celestron - Nature DX 8x42 Binoculars - Outdoor and Birding Binocular - Fully Multi-coated with BaK-4 Prisms - Rubber Armored - F...
★★★★★ ~ 4,146

Market Share Leaders:



Ailun

iWALK

YOXINTA

ANKER

Brands Observed

4,358

▼ -7% vs Prior Period

Items Observed

15,403

▲ 32% vs Prior Period

Department Summary

Keywords Observed

66,071

▲ 124% vs Prior Period

Sponsorship Activity

▲ 205.3%

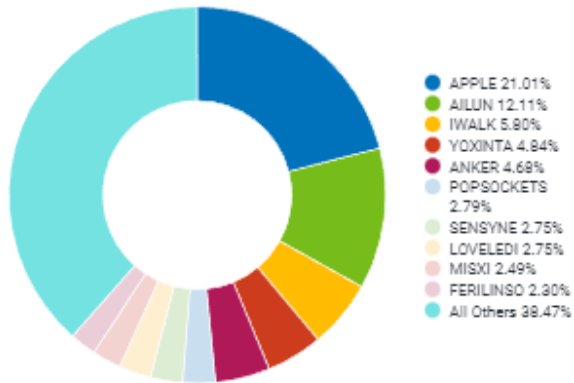
32,128,845 Weekly Average

Organic Search Visibility

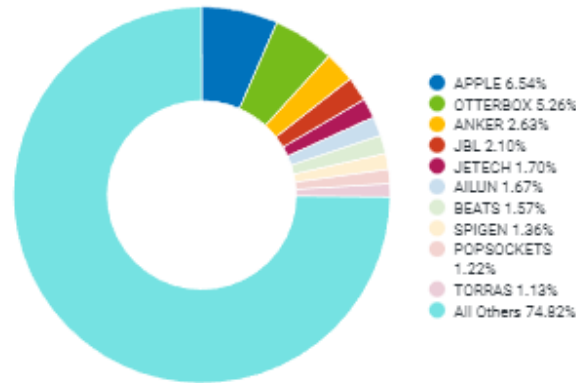
▼ -15.9%

12,002,163,208 Weekly Average

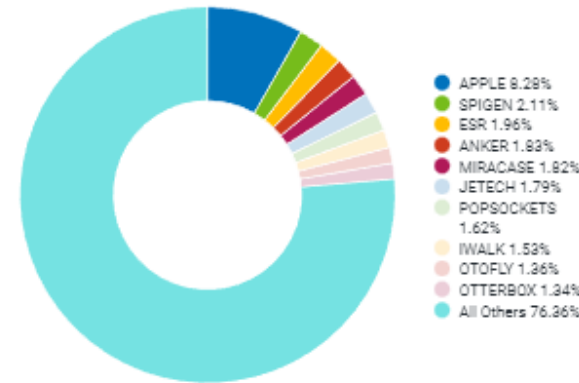
Top-Selling Brands



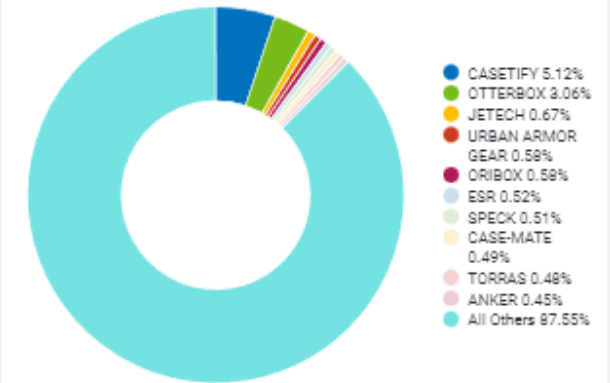
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best seller

Apple Pencil (2nd Generation)
★★★★★ 71,368

Amazon's Choice

Wireless Charger, 3 in 1 Wireless Charging Station, Fast Wireless Charger Stand for iPhone 14/13/12/11/Pro/Max/XS/XR/X/8/...
★★★★★ ~ 16,798

iWALK Small Portable Charger 4500mAh Ultra-Compact Power Bank Cute Battery Pack Compatible with iPhone 14/14 Pro Max/13/13 Pro...
★★★★★ ~ 24,053

Best Seller

Apple 20W USB-C Power Adapter - iPhone Charger with Fast Charging Capability, Type C Wall Charger
★★★★★ ~ 184,114

Apple MagSafe Charger - Wireless Charger with Fast Charging...
4.6 ★★★★★ ~ (53,736)

Market Share Leaders:

crocs™

heydude

amazon essentials

GILDAN®



Brands Observed

45,977

▼ -2% vs Prior Period

Items Observed

842,357

▲ 193% vs Prior Period

Department Summary

Keywords Observed

303,666

▲ 154% vs Prior Period

Sponsorship Activity

▲ 276.8%

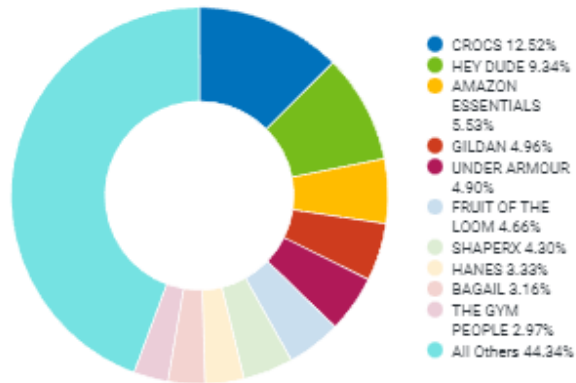
330,064,070 Weekly Average

Organic Search Visibility

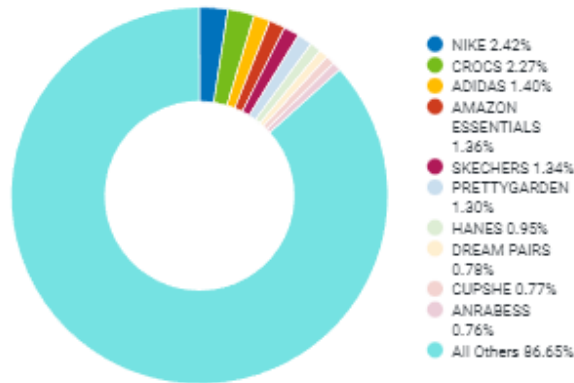
▼ -34.1%

105,705,367,495 Weekly Average

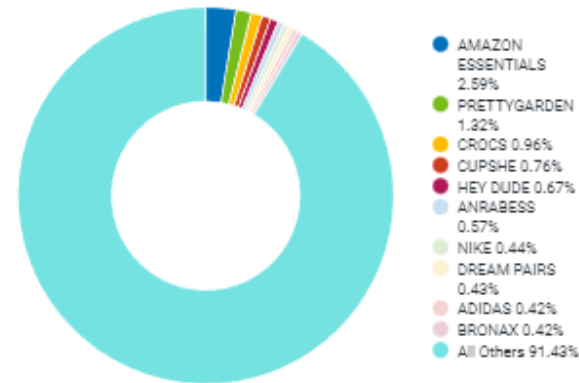
Top-Selling Brands



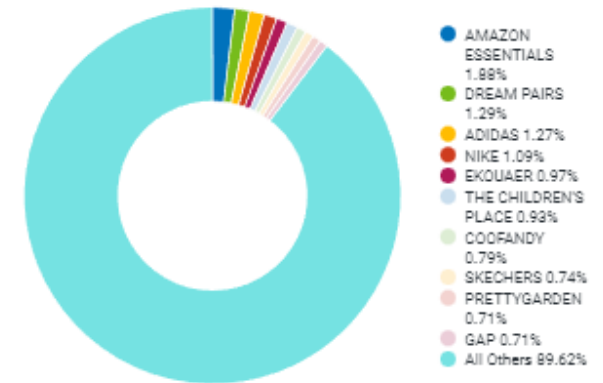
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Crocs Unisex-Adult Classic Clog

★★★★★ ~ 406,442

Best Seller

SHAPERX Bodysuit for Women

Tummy Control Shapewear

Seamless Sculpting Thong

Body Shaper Tank Top

★★★★☆ ~ 12,679

Best Seller

Gildan Men's Crew T-Shirts, Multipack, Style G1100

★★★★★ ~ 259,747

Best Seller

Nipples Nipple Cover - Sticky Adhesive Silicone Nipple Pasties - Reusable Pasty Nipple Covers for Women with Travel Box

★★★★★ ~ 29,110

Best Seller

BAGAIL 8 Set Packing Cubes Luggage Packing Organizers for Travel Accessories

★★★★★ ~ 19,310

Market Share Leaders:



Brands Observed

7,058

▼ -8% vs Prior Period

Items Observed

38,340

▼ -4% vs Prior Period

Department Summary

Keywords Observed

104,541

▲ 107% vs Prior Period

Sponsorship Activity

▲ 135.1%

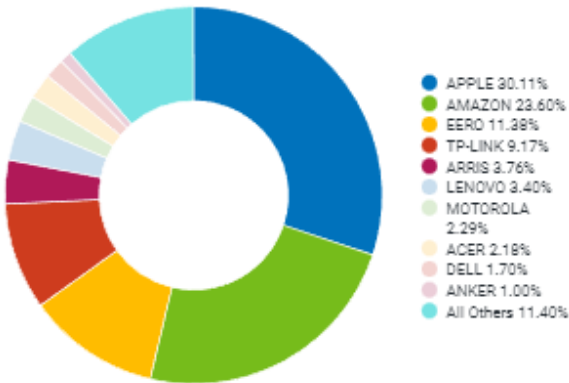
29,041,544 Weekly Average

Organic Search Visibility

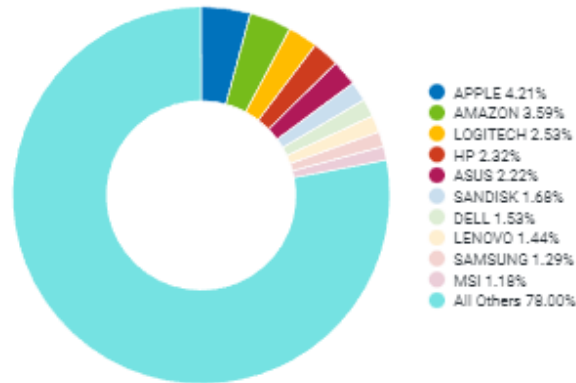
▼ -23.0%

10,895,604,279 Weekly Average

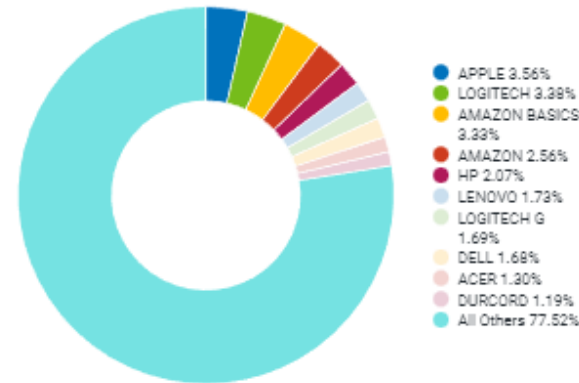
Top-Selling Brands



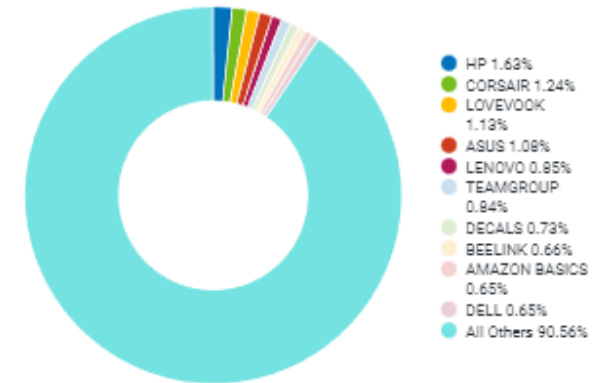
Top Brands in Organic Search



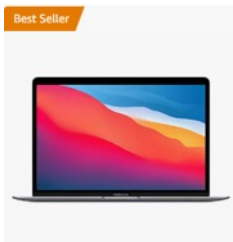
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard,...

★★★★★ ~ 19,296



Featured from our brands
Amazon eero Pro 6E mesh Wi-Fi System | Fast and reliable gigabit + speeds | connect 100+ devices | Coverage up t...

★★★★★ ~ 2,660



Apple 2023 Mac Mini Desktop Computer M2 chip with 8-core CPU and 10-core GPU, 8GB Unified Memory, 256GB SSD...

★★★★★ ~ 273



Best Seller
TP-Link Deco AX3000 WiFi 6 Mesh System(Deco X55) - Covers up to 6500 Sq.Ft. , Replaces Wireless Router and...

★★★★★ ~ 4,690



Featured from Amazon brands
Amazon Fire 7 Kids Tablet (2022) - age 3-7. Included ad-free content and case, parental controls, 10-hour battery, 16GB, Blue

★★★★★ ~ 8,542

Market Share Leaders:



Brands Observed
15,140

▼ -6% vs Prior Period

Items Observed
78,788

▼ -4% vs Prior Period

Department Summary
Keywords Observed
207,004

▲ 127% vs Prior Period

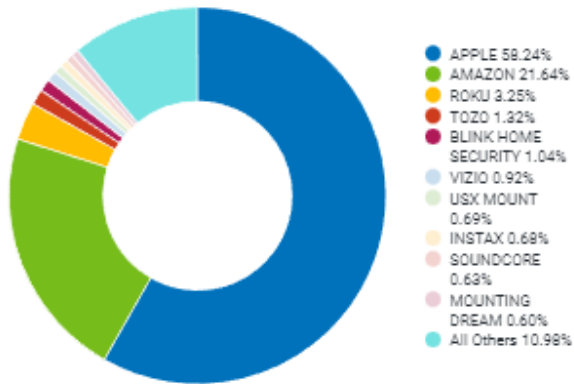
Sponsorship Activity
▲ 152.0%

82,170,067 Weekly Average

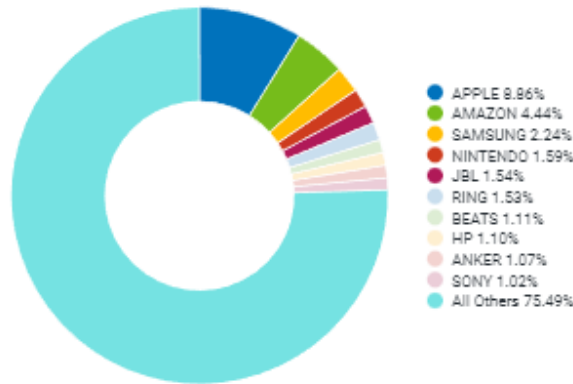
Organic Search Visibility
▼ -15.3%

34,732,814,823 Weekly Average

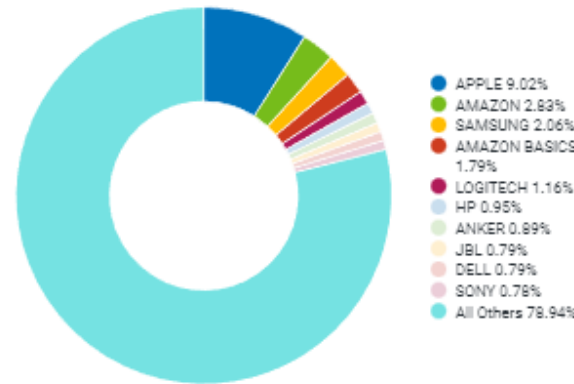
Top-Selling Brands



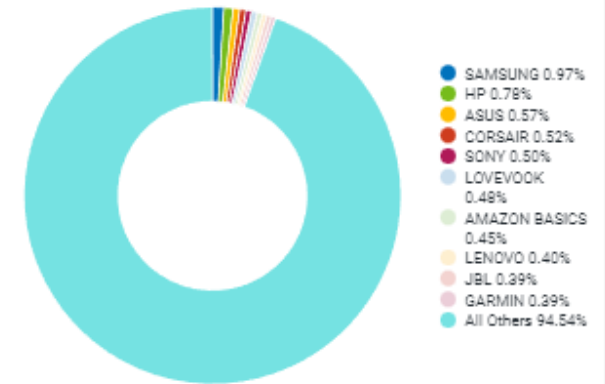
Top Brands in Organic Search



Top Brands in Paid Search



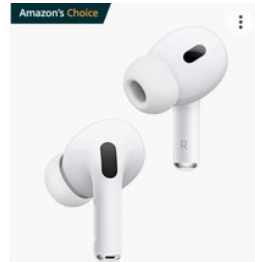
Top-Promoted Brands



Top-Selling Items:



Best Seller
Apple iPad (9th Generation): with A13 Bionic chip, 10.2-inch Retina Display, 64GB, Wi-Fi, 12MP front/8MP Back Camera, Touch ID, All-Day Battery Li...
★★★★★ ~ 42,729



Amazon's Choice
Apple AirPods Pro (2nd Generation) Wireless Earbuds, Up to 2X More Active Noise Cancelling, Adaptive Transparency, Personalized Spatial...
★★★★★ ~ 9,764



Apple iPad (10th Generation): with A14 Bionic chip, 10.9-inch Liquid Retina Display, 64GB, Wi-Fi 6, 12MP front/12MP...
★★★★★ ~ 3,210



Best Seller
Apple AirTag 4 Pack
★★★★★ ~ 64,181



Apple AirPods (2nd Generation) Wireless Ea...
★★★★★ 565,189

Market Share Leaders:



Brands Observed
22,135

▼ -5% vs Prior Period

Items Observed
136,625

▲ 7% vs Prior Period

Department Summary
Keywords Observed
144,921

▲ 108% vs Prior Period

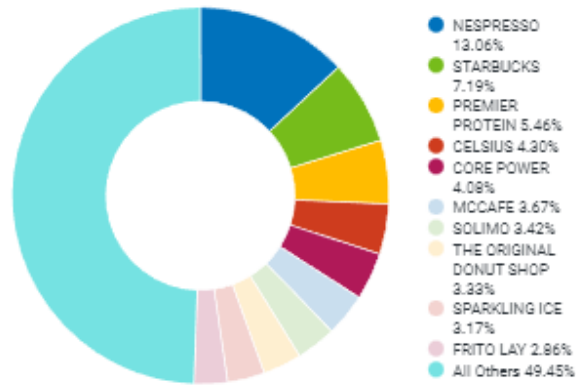
Sponsorship Activity
▲ 186.3%

162,207,710 Weekly Average

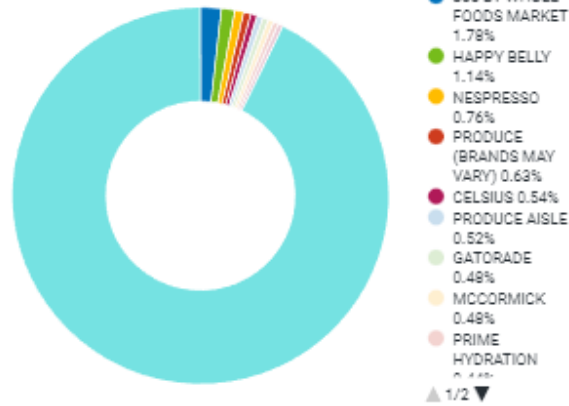
Organic Search Visibility
▲ 18.4%

46,322,900,267 Weekly Average

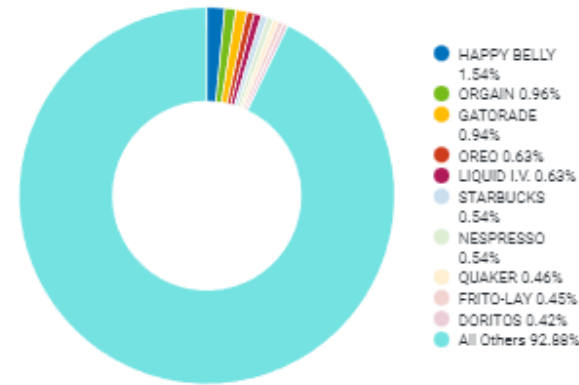
Top-Selling Brands



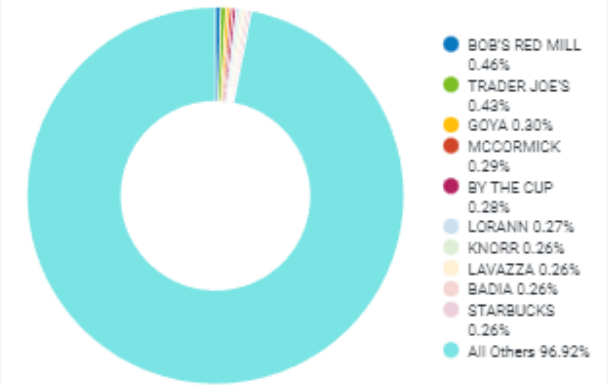
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Starbucks K-Cup Coffee Pods—Medium Roast Coffee—Pike Place Roast for Keurig Brewers—100%... Pod - 24 Count (Pack of 4)
★★★★★ ~ 100,574



Premier Protein Shake 30g Protein 1g Sugar 24 Vitamins Minerals Nutrients to Support Immune Health... Chocolate - 11.5 Fl Oz (Pack of 12)
★★★★★ ~ 201,565



CELSIUS Assorted Flavors Official Variety Pack, Functional Essential Energy Drinks, 12 Fl Oz (Pack of 12) Official Variety Pack
12 Fl Oz (Pack of 12)
★★★★★ ~ 101,651



McCafe Premium Medium Roast K-Cup Coffee Pods, Premium Roast, 84 Count
Pod - 84 Count (Pack of 1)
★★★★★ ~ 69,820



Nespresso Capsules VertuoLine, Barista Flavored Pack, Mild Roast, 10 Count (Pack of 3) Coffee Pods, Brew...
Capsule 10 Count (Pack of 3)
★★★★★ ~ 47,667

Market Share Leaders:



Brands Observed
31,671
▼ -3% vs Prior Period

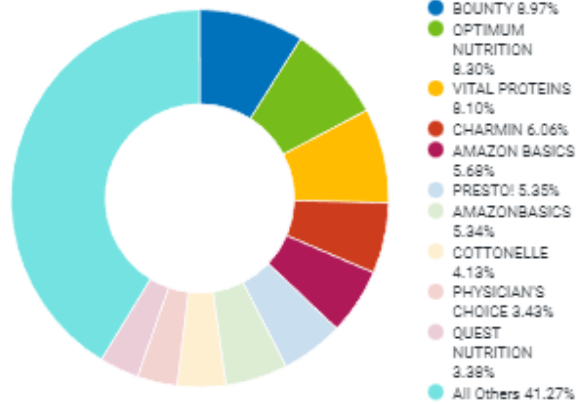
Items Observed
142,441
▲ 14% vs Prior Period

Department Summary
Keywords Observed
298,985
▲ 137% vs Prior Period

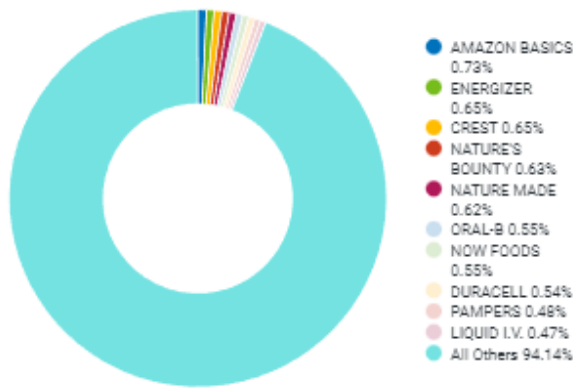
Sponsorship Activity
▲ 137.2%
153,696,074 Weekly Average

Organic Search Visibility
▲ 4.5%
66,404,600,871 Weekly Average

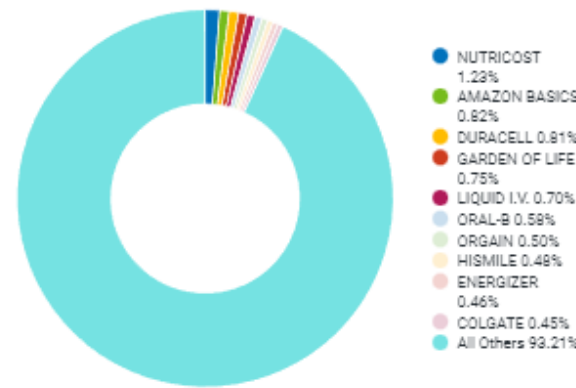
Top-Selling Brands



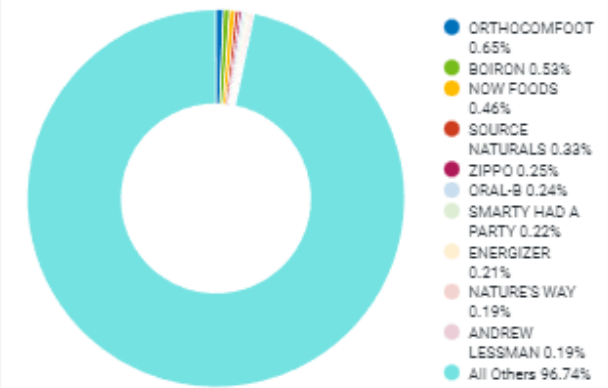
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Vital Proteins Collagen Peptides Powder with Hyaluronic Acid and Vitamin C, Unflavored, 20 oz 1.25 Pound (Pack of 1)
★★★★☆ ~ 216,193



Bounty Quick-Size Paper Towels, White, 16 Family Rolls = 40 Regular Rolls (Packagin...)
16 Count (Pack of 1)
★★★★☆ ~ 87,726



Physician's CHOICE Probiotics 60 Billion CFU - 10 Diverse Strains + Organic Prebiotic - Digestive & Gut...
Capsule 30 Count (Pack of 1)
★★★★☆ ~ 153,981



Amazon Basics 48-Pack AA Alkaline High-Performance Batteries, 1.5 Volt, 10-Year Shelf Life
48 Count (Pack of 1)
★★★★☆ ~ 729,749



Bounty Quick-Size Paper Towels, White, 8 Family Rolls = 20 Regular Rolls (Packaging May Vary)
8 Count (Pack of 1)
★★★★☆ ~ 107,868

Market Share Leaders:



Brands Observed
42,041

▼ -4% vs Prior Period

Items Observed
214,494

▲ 45% vs Prior Period

Department Summary
Keywords Observed
400,669

▲ 150% vs Prior Period

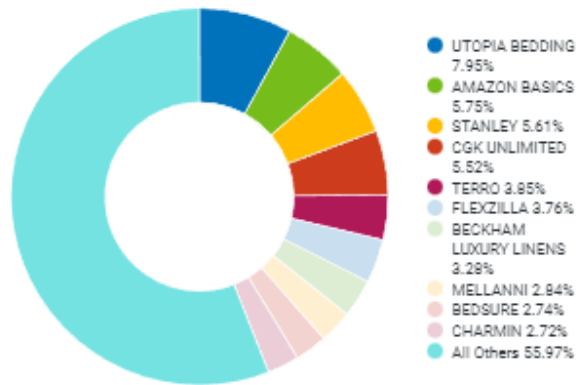
Sponsorship Activity
▲ 150.8%

245,134,799 Weekly Average

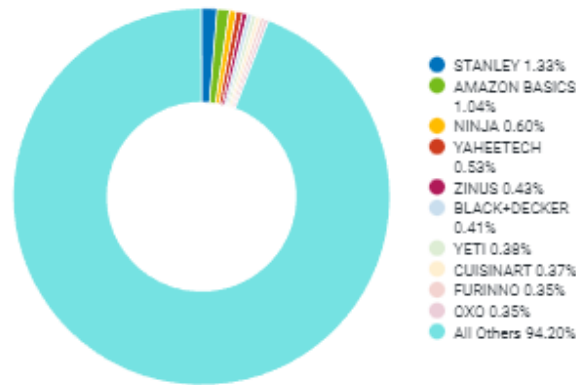
Organic Search Visibility
▼ -22.7%

92,360,844,443 Weekly Average

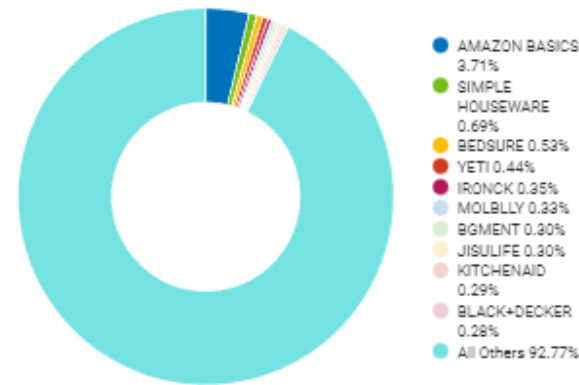
Top-Selling Brands



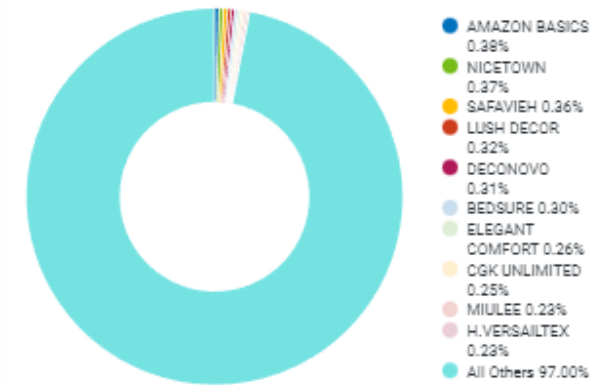
Top Brands in Organic Search



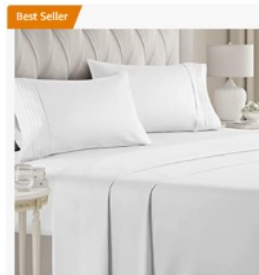
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Queen Size Sheet Set - Breathable & Cooling - Hotel Luxury Bed Sheets - Extra Soft - Deep Pockets - Easy Fit - 4 Piece Set - Wrinkle Free - Comfy...
★★★★★ ~ 252,053



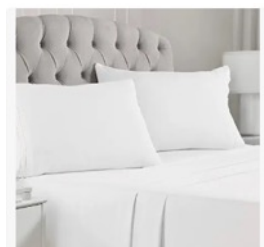
TERRO T300B Liquid Ant Killer, 12 Bait Stations
★★★★★ ~ 97,132



Flexzilla Garden Hose 5/8 in. x 50 ft, Heavy Duty, Lightweight, Drinking Water Safe, ZillaGreen - HFZG550YW-E
★★★★★ ~ 72,759



Bed Pillows Standard / Queen Size Set of 2 - Down Alternative Bedding Gel Cooling Pillow for Back, Stomach or Side Sleepers
★★★★★ ~ 226,688



Mellanni Queen Sheet Set - Iconic Collection Bedding Sheets & Pillowcases - Hotel Luxury, Extra Soft, Cooling B...
★★★★★ ~ 341,229

Market Share Leaders:



Brands Observed
29,508

▼ -8% vs Prior Period

Items Observed
129,573

▲ 18% vs Prior Period

Department Summary
Keywords Observed
191,650

▲ 117% vs Prior Period

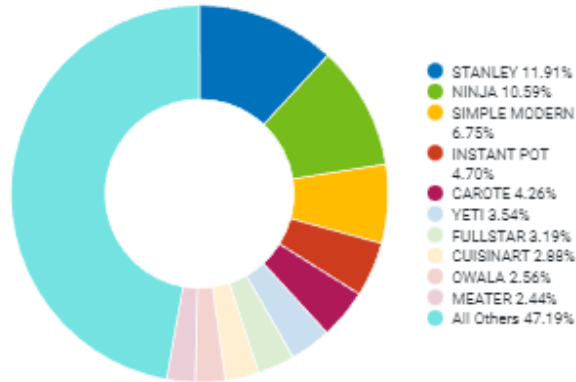
Sponsorship Activity
▲ 129.8%

76,953,457 Weekly Average

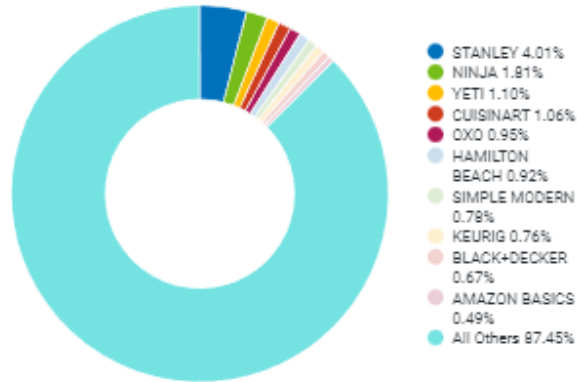
Organic Search Visibility
▼ -14.3%

30,292,452,967 Weekly Average

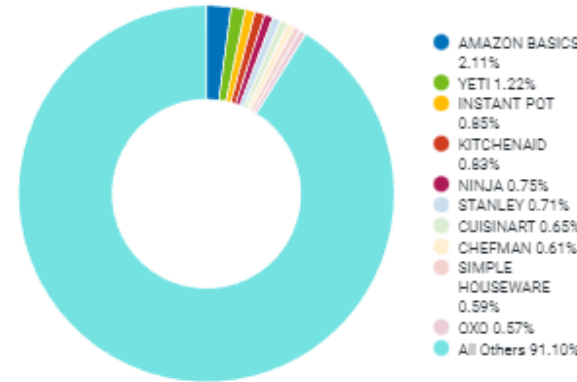
Top-Selling Brands



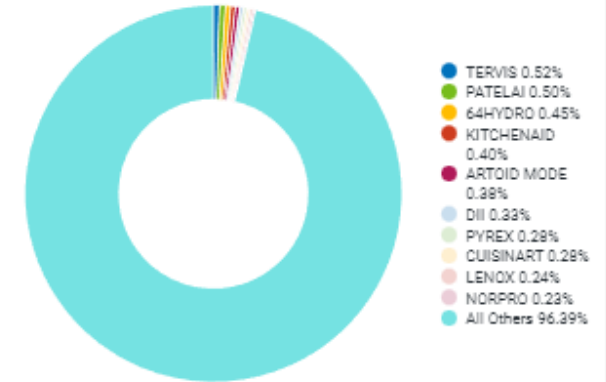
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Ninja AF101 Air Fryer that Crisps, Roasts, Reheats, & Dehydrates, for Quick, Easy Meals, 4 Quart Capacity, &...

★★★★★ ~ 45,305

Simple Modern 40 oz Tumbler with Handle and Straw Lid | Insulated Cup Reusable Stainless Steel Water Bottle...

Stainless Steel

★★★★★ ~ 6,319

Best Seller

Instant Pot Duo 7-in-1 Electric Pressure Cooker, Slow Cooker, Rice Cooker, Steamer, Sauté, Yogurt Maker, Warmer & Sterilizer, Includes...

★★★★★ ~ 162,280

Best Seller

CAROTE Pots and Pans Set Nonstick, White Granite Induction Kitchen Cookware Sets, 10 Pcs Non Stick Cookin...

★★★★★ ~ 9,379

Best Seller

Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee, Smoothie...

Stainless Steel

★★★★★ ~ 486

Market Share Leaders:



amazonbasics

HAMMERMILL



ComfiLife

Brands Observed

18,058

▼ -3% vs Prior Period

Items Observed

96,251

▲ 22% vs Prior Period

Department Summary

Keywords Observed

195,456

▲ 149% vs Prior Period

Sponsorship Activity

▲ 198.1%

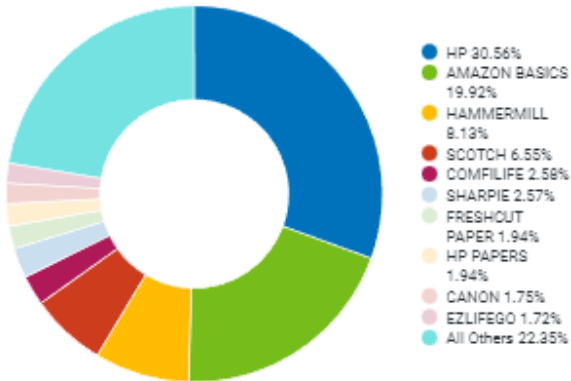
75,911,703 Weekly Average

Organic Search Visibility

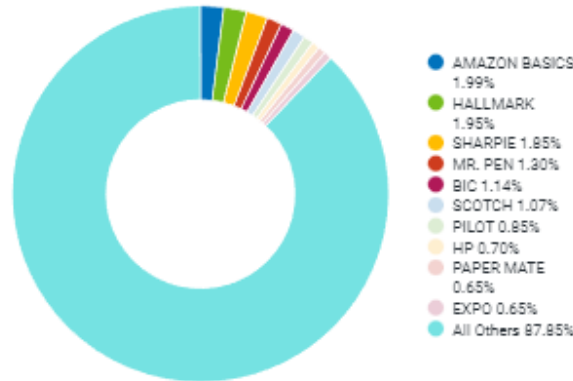
▼ -20.2%

19,315,371,166 Weekly Average

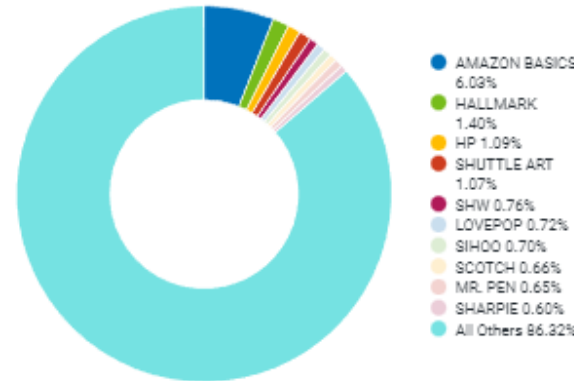
Top-Selling Brands



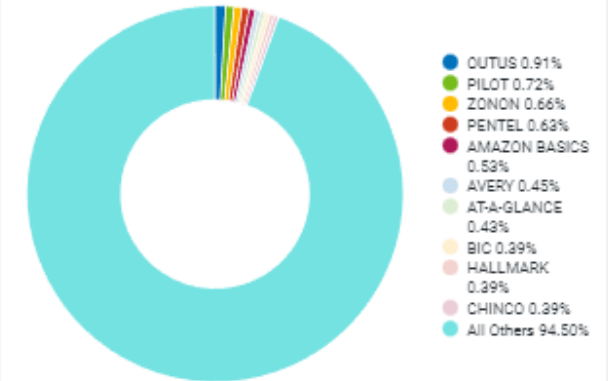
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 8 Ream (4,000 Sheets) - 92 Bright, Made in the USA
★★★★☆ ~ 39,665



HP 67 Black/Tri-color Ink Cartridges (2 Count - Pack of 1) | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000, 6400 Series | Eligible fo...
4.7 ★★★★★ ~ (36,600)



Best Seller
HP DeskJet 2755e Wireless Color All-in-One Printer with bonus 6 months Instant Ink (26K67A)
★★★★☆ ~ 27,966



HP 67XL Black High-yield Ink Cartridge | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000, 6400 Series | Eligible for...
★★★★☆ ~ 35,734



Best Seller
Amazon Basics Multipurpose Copy Printer Paper, 8.5" x 11", 20Lb Paper, 8 Ream Case of 4000 Sheets, 92 GE Bright...
★★★★☆ ~ 137,004

Market Share Leaders:



Brands Observed
26,459

▼ -3% vs Prior Period

Items Observed
130,756

▲ 24% vs Prior Period

Department Summary
Keywords Observed
203,363

▲ 130% vs Prior Period

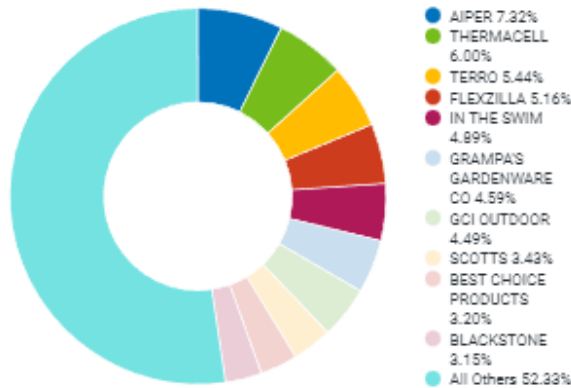
Sponsorship Activity
▲ 122.8%

77,059,885 Weekly Average

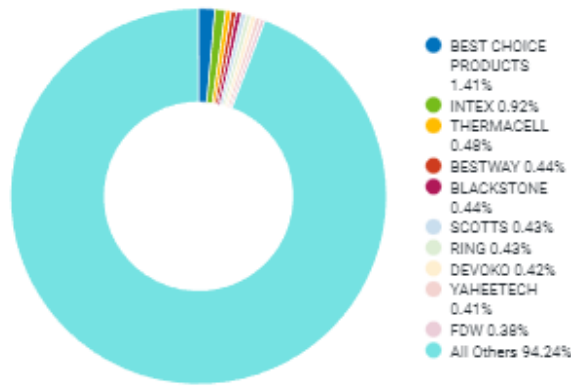
Organic Search Visibility
▼ -28.2%

28,617,047,459 Weekly Average

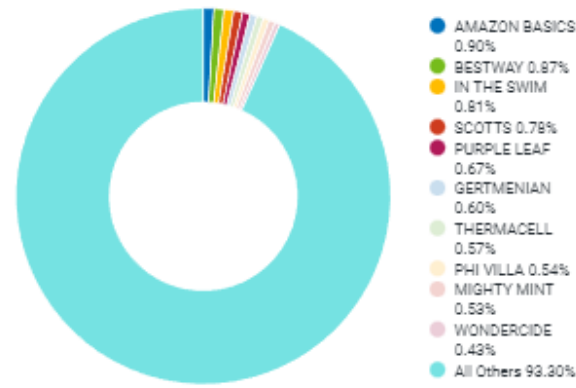
Top-Selling Brands



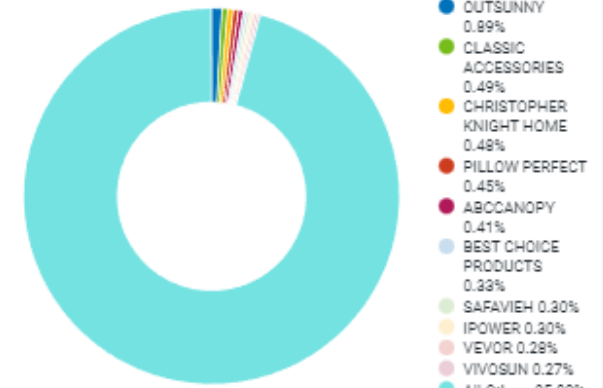
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
(2023 Upgrade) AIPER Seagull SE Cordless Robotic Pool Cleaner, Pool Vacuum Lasts 90 Mins, LED Indicator, Self-...
★★★★☆ ~ 10,285



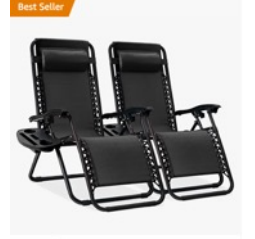
Best Seller
Flexzilla Garden Hose 5/8 in. x 50 ft, Heavy Duty, Lightweight, Drinking Water Safe, ZillaGreen - HFZG550YW-E
★★★★☆ ~ 72,807



Best Seller
TERRO T300B Liquid Ant Killer, 12 Bait Stations
4.6 ★★★★★ ~ (93,156)

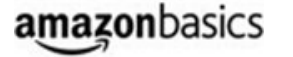


Best Seller
Grampa's Weeder - The Original Stand Up Weed Puller Tool with Long Handle - Made with Real Bamboo & 4-Claw Steel Head Design - Easily...
4.5 ★★★★★ ~ (35,959)



Best Seller
Best Choice Products Set of 2 Adjustable Steel Mesh Zero Gravity Lounge Chair Recliners w/Pillows and Cup Holder Trays, Black
Patio Garden
★★★★☆ ~ 52,229

Market Share Leaders:



Brands Observed
17,352
▲ 0% vs Prior Period

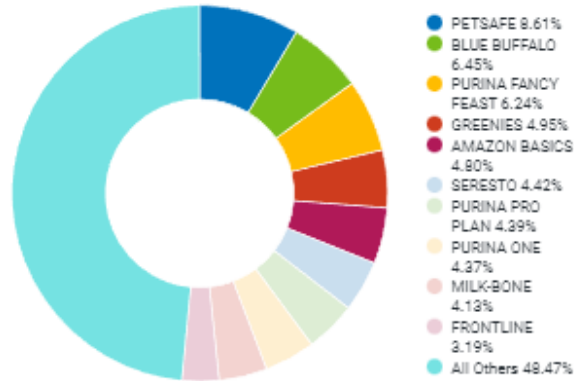
Items Observed
96,864
▲ 50% vs Prior Period

Department Summary
Keywords Observed
96,129
▲ 141% vs Prior Period

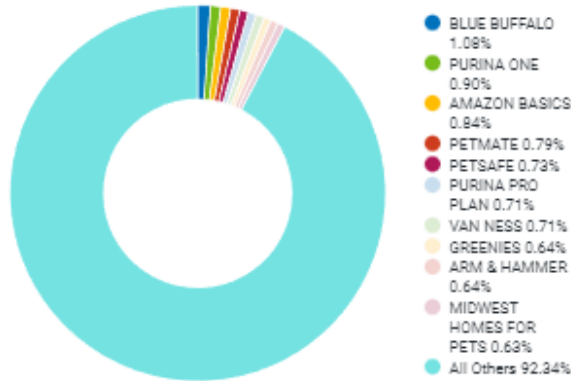
Sponsorship Activity
▲ 229.0%
61,245,996 Weekly Average

Organic Search Visibility
▼ -13.2%
17,092,476,618 Weekly Average

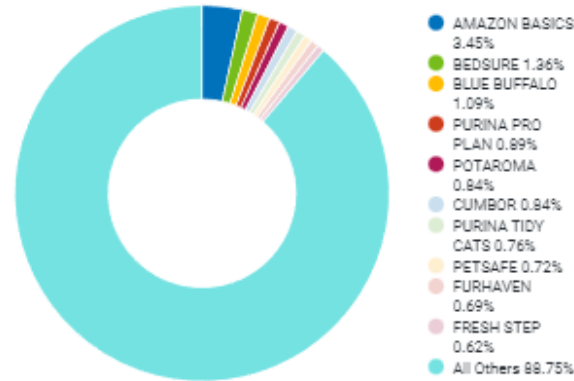
Top-Selling Brands



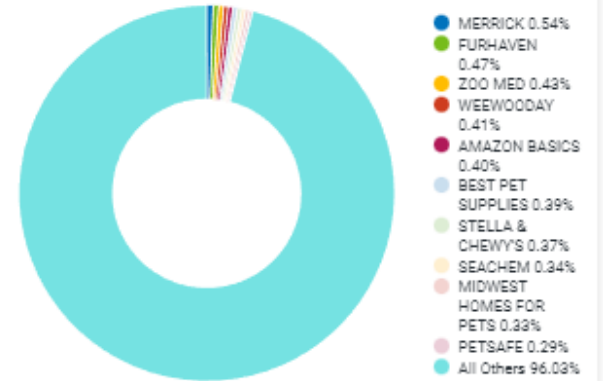
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Blue Buffalo Life Protection Formula Natural Adult Dry Dog Food, Chicken and Brown Rice 30-lb
4.7 ★★★★★ ~ (38,071)



PetSafe ScoopFree Crystal Litter Tray Refills, Premium Blue Crystals, 3-Pack, Disposable Tray, Includes Lea...
★★★★★ ~ 38,498
30K+ bought in past month



Seresto Large Dog Vet-Recommended Flea & Tick Treatment & Prevention Collar for Dogs Over 18 lbs. | 8...
★★★★★ ~ 95,776



PetSafe ScoopFree Premium Blue Crystal Litter, 2-Pack - Includes 2 Bags of Lightly Scented Litter - Absorbs Odo...
★★★★★ ~ 51,587



Purina Fancy Feast Grilled Wet Cat Food Seafood Collection in Wet Cat Food Variety Pack - (24) 3 oz. Cans
★★★★★ ~ 102,007

Market Share Leaders:



Brands Observed

484

▼ -25% vs Prior Period

Items Observed

5,884

▼ -13% vs Prior Period

Department Summary

Keywords Observed

1,414

▲ 74% vs Prior Period

Sponsorship Activity

▲ 4.7%

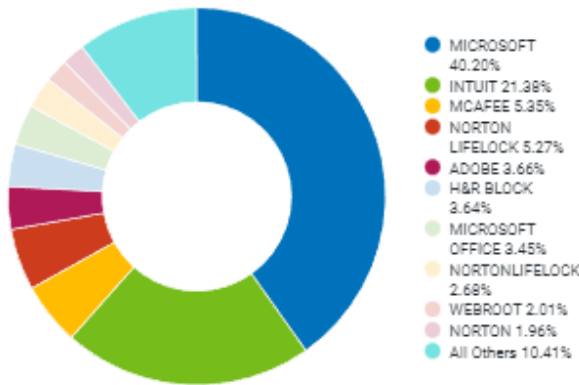
143,976 Weekly Average

Organic Search Visibility

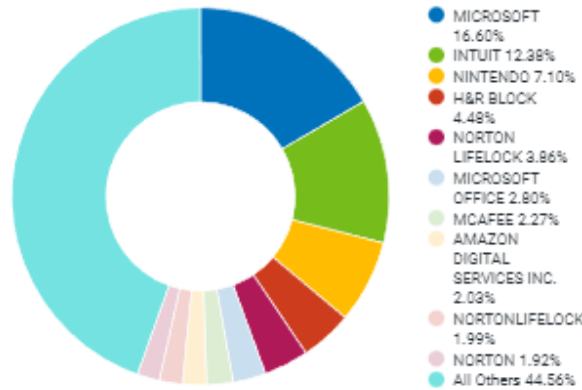
▼ -34.5%

48,029,828 Weekly Average

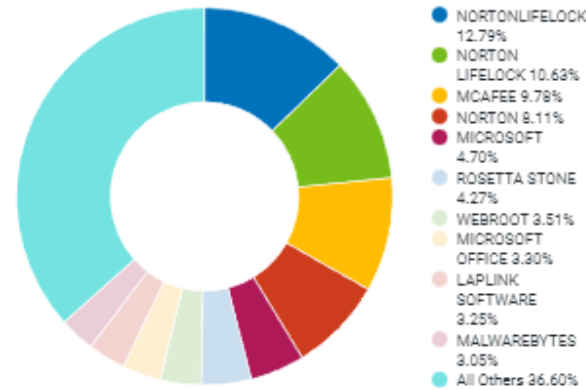
Top-Selling Brands



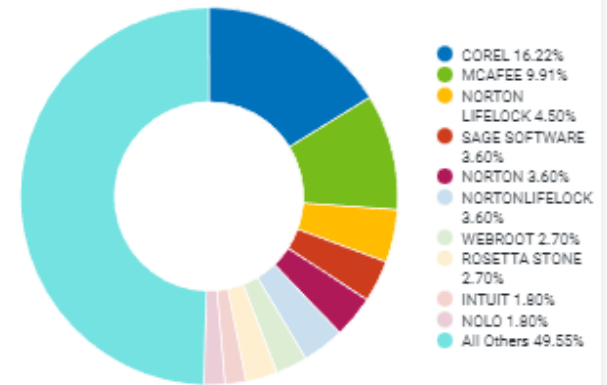
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Microsoft Office Home & Student 2021 | One-Time purchase for 1 PC or MAC | Word, Excel, PowerPoint | Instant Download by Microsoft

★★★★☆ ~ 4,150

Microsoft Office Home & Business 2021 | Word, Excel, PowerPoint, Outlook | One-time purchase for 1 PC or Ma...

by Microsoft

★★★★☆ ~ 602

Adobe Acrobat Professional DC | PDF converter | 12-month Subscription with auto-renewal, PC/Mac by Adobe DC

★★★★☆ ~ 912

TurboTax Home & Business 2022 Tax Software, Federal and State Tax Return, [Amazon Exclusive] [PC/MAC Download] by Intuit

★★★★☆ ~ 2,366

TurboTax Deluxe 2022 Tax Software, Federal and State Tax Return, [Amazon Exclusive] [PC/MAC Download] by Intuit

★★★★☆ ~ 8,276

Market Share Leaders:



Brands Observed
51,620
▼ -3% vs Prior Period

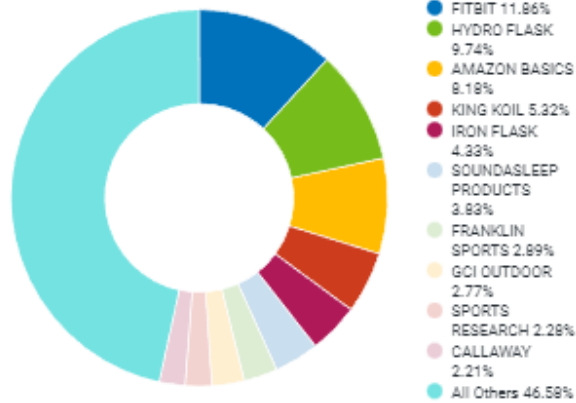
Items Observed
502,734
▲ 50% vs Prior Period

Department Summary
Keywords Observed
346,968
▲ 163% vs Prior Period

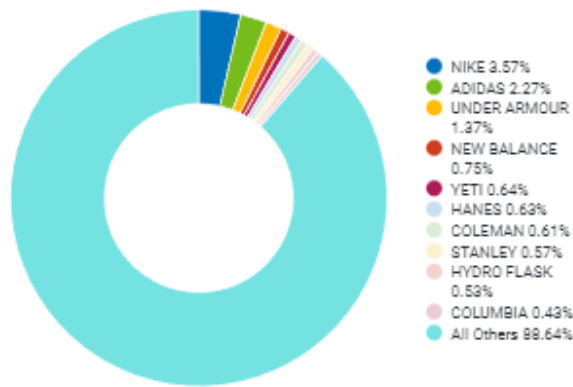
Sponsorship Activity
▲ 136.1%
107,260,643 Weekly Average

Organic Search Visibility
▼ -35.3%
39,140,889,655 Weekly Average

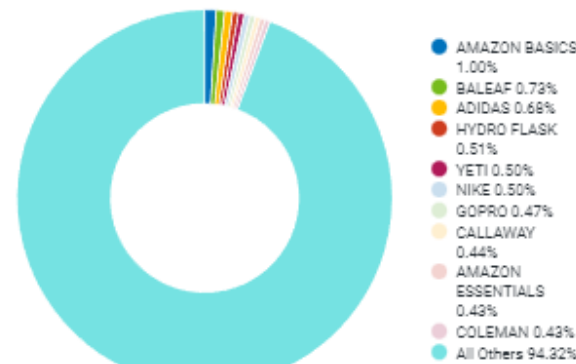
Top-Selling Brands



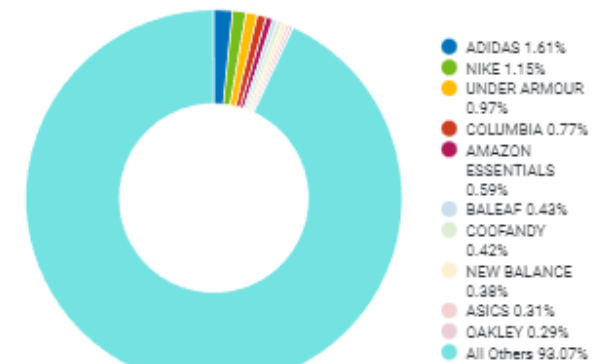
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



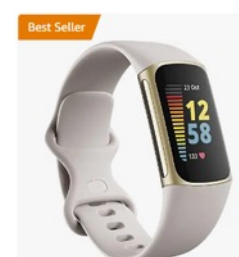
Fitbit Charge 5 Advanced Health & Fitness Tracker with Built-in GPS, Stress Management Tools, Sleep...
★★★★☆ ~ 23,339



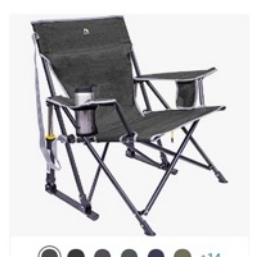
King Koil Luxury Air Mattress Queen with Built-in Pump for Home, Camping & Guests - 20" Queen Size Inflatable Airbed Luxury Double Hig...
★★★★☆ ~ 38,325



SoundAsleep Dream Series Luxury Air Mattress with ComfortCoil Technology & Built-in High Capacity Pump for Home & Camping- Doubl...
★★★★☆ ~ 53,974



Fitbit Charge 5 Advanced Health & Fitness Tracker with Built-in GPS, Stress Management Tools, Sleep...
★★★★☆ ~ 8,369



GCI Outdoor Kickback Rocker Portable Rocking Chair & Outdoor Camping Chair
Tent
★★★★☆ ~ 1,835

Market Share Leaders: everydrop®

ring



amazon

FRIGIDAIRE

Brands Observed
39,843
▼ -3% vs Prior Period

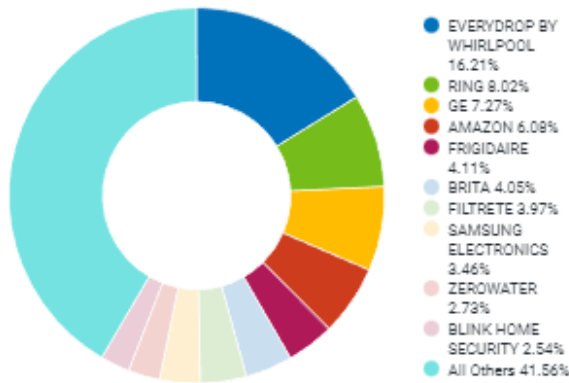
Items Observed
249,967
▲ 22% vs Prior Period

Department Summary
Keywords Observed
296,728
▲ 142% vs Prior Period

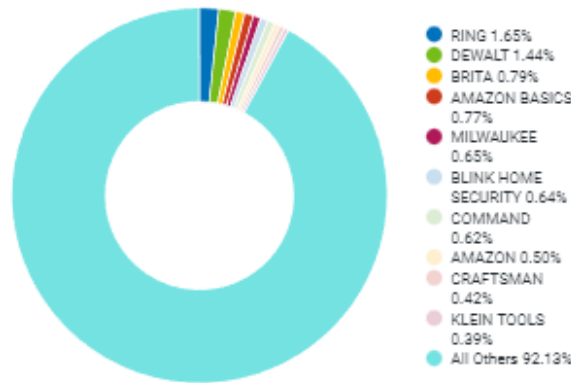
Sponsorship Activity
▲ 135.8%
99,075,039 Weekly Average

Organic Search Visibility
▼ -31.7%
27,491,608,270 Weekly Average

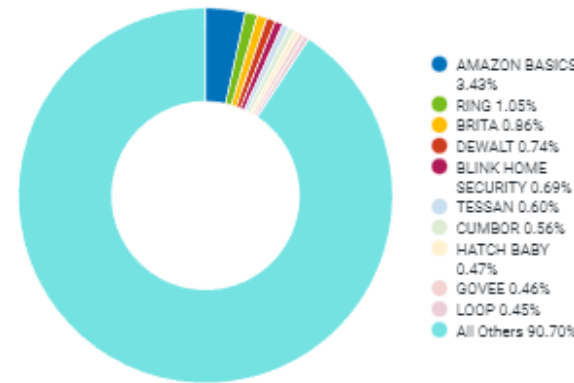
Top-Selling Brands



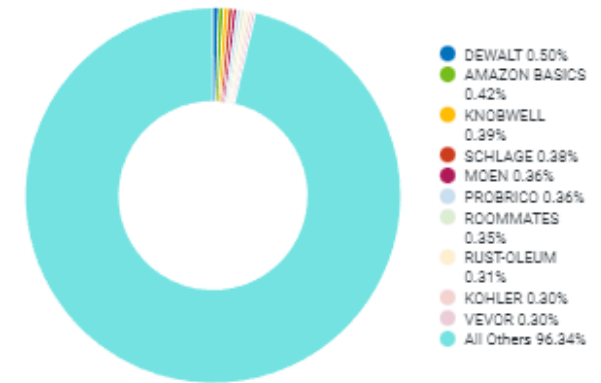
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Single-Pack, Purple
★★★★☆ ~ 87,200

Featured from our brands

Ring Video Doorbell - 1080p HD video, improved motion detection, easy installation - Satin Nickel
★★★★☆ ~ 159,478

Echo Show 8 (2nd Gen, 2021 release) - Glacier White bundle with Blink Mini
★★★★☆ ~ 69,670

GE RPWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6...
★★★★☆ ~ 49,067

everydrop by Whirlpool Ice and Water Refrigerator Filter 4, EDR4RXD1, Single-Pack
4.7 ★★★★★ ~ (33,511)

Market Share Leaders:



TLITLIMOM



Brands Observed
20,584

▼ -4% vs Prior Period

Items Observed
106,784

▲ 21% vs Prior Period

Department Summary
Keywords Observed
214,873

▲ 158% vs Prior Period

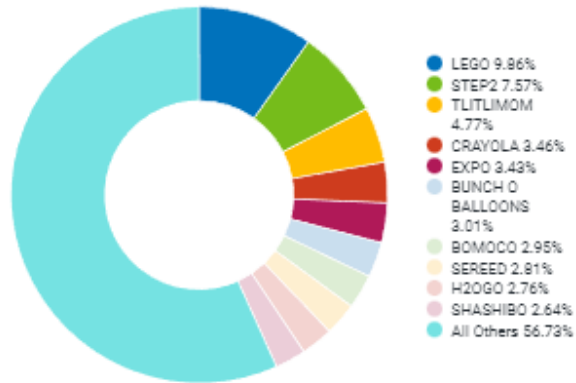
Sponsorship Activity
▲ 333.2%

159,545,603 Weekly Average

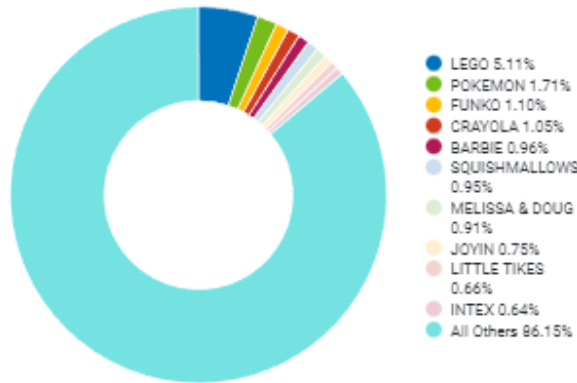
Organic Search Visibility
▼ -30.7%

29,540,404,593 Weekly Average

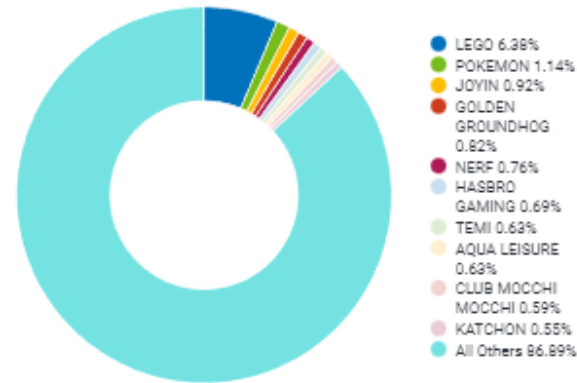
Top-Selling Brands



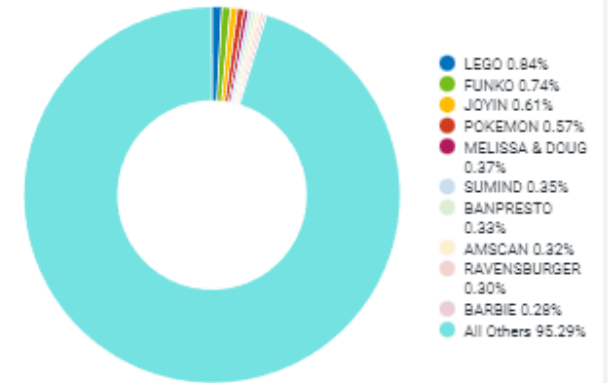
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Step2 Rain Showers Splash Pond Water Table | Kids Water Play Table with 13-Pc Accessory Set for 18 months...
★★★★★ ~ 17,709

LEGO Icons Orchid 10311 Artificial Plant Building Set with Flowers, Home Décor Gift for Adults, Botanical...
★★★★★ ~ 9,423

Best Seller

SOPPYCID Reusable Water Bomb Balloons, Latex-Free Silicone Water Ball with Mesh Bag, Self-Sealing Water Bom...
★★★★★ ~ 1,101

Best Seller

Bubble Machine Gun, 69 Holes Bubble Gun Bubbles Kids Toys for Toddlers Boys Girls Age 3 4 5 6 7 8 9 10 11 12 Year Old,...
★★★★★ ~ 1,047

Best Seller

SEREED Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler Balance Bike, 4 Wheels Toddler First Bike, Fir...
★★★★★ ~ 3,682

Market Share Leaders:



Brands Observed

5,401

▼ -1% vs Prior Period

Items Observed

39,516

▲ 1% vs Prior Period

Department Summary

Keywords Observed

36,116

▲ 146% vs Prior Period

Sponsorship Activity

▲ 125.1%

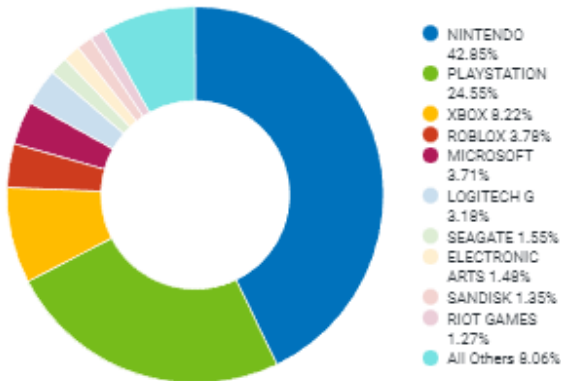
6,820,926 Weekly Average

Organic Search Visibility

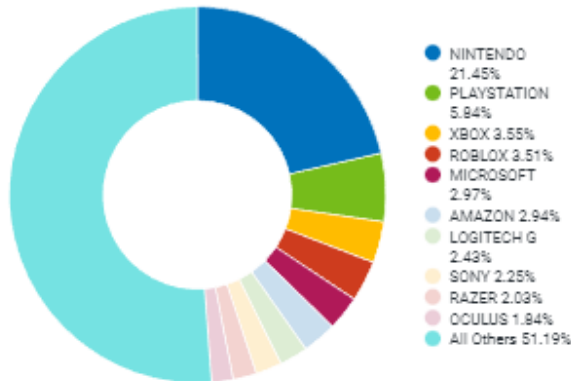
▲ 9.2%

6,235,596,283 Weekly Average

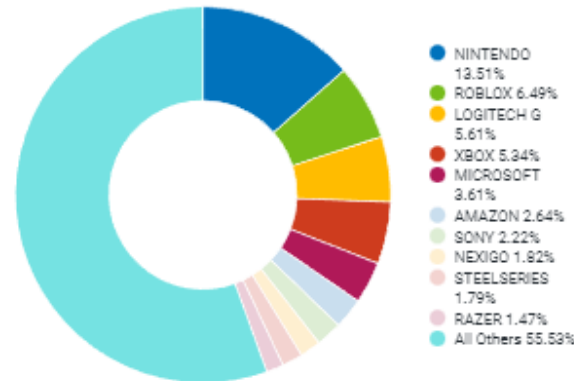
Top-Selling Brands



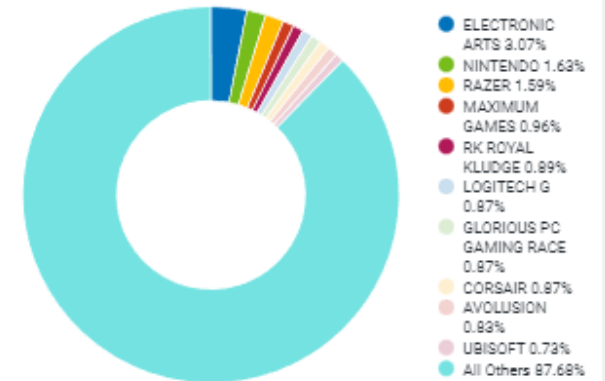
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Nintendo Switch – OLED Model - The Legend of Zelda: Tears of the Kingdom Edition
Apr 28, 2023
★★★★★ ~ 32,503



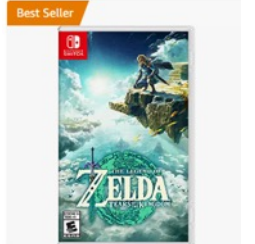
PlayStation 5 Console CFI-1215A01X
PlayStation
★★★★★ 1,577



PlayStation PS5 Console – God of War Ragnarök Bundle
Nov 9, 2022
★★★★★ ~ 14,852



Nintendo Switch – OLED Model w/ White Joy-Con
Oct 8, 2021
★★★★★ ~ 32,503



The Legend of Zelda: Tears of the Kingdom - Nintendo Switch
May 12, 2023
ESRB Rating: Everyone 10+
★★★★★ ~ 3,002

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