



Department Performance Report

JUNE 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



Department Performance Report

June 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.

About Analytic Index

Actionable **search, sales, and shelf** insights for all major retail ecommerce platforms.



US, CA, UK, DE, FR, IT, ES



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



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Market Share Leaders: | | | |

Brands Observed
18,735
▼ -4% vs Prior Period

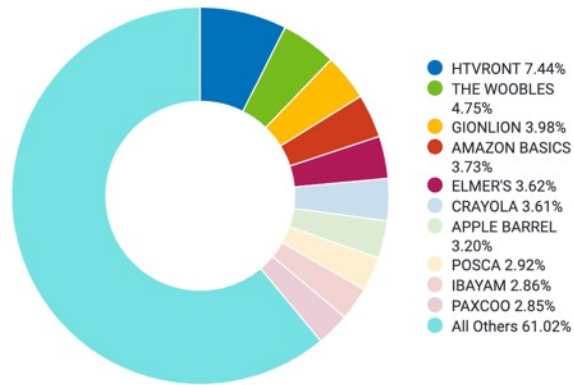
Items Observed
111,996
▲ 31% vs Prior Period

Department Summary
Keywords Observed
156,765
▲ 190% vs Prior Period

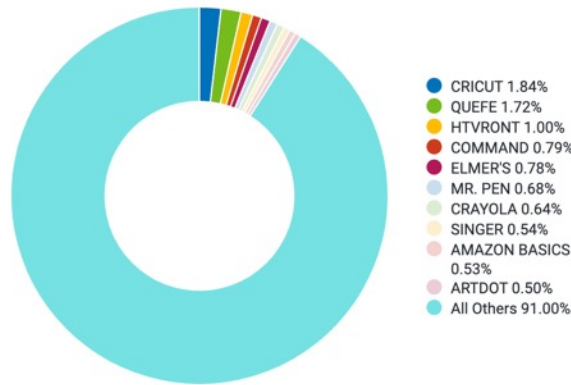
Sponsorship Activity
▲ 223.1%
67,567,878 Weekly Average

Organic Search Visibility
▼ -21.9%
8,263,197,964 Weekly Average

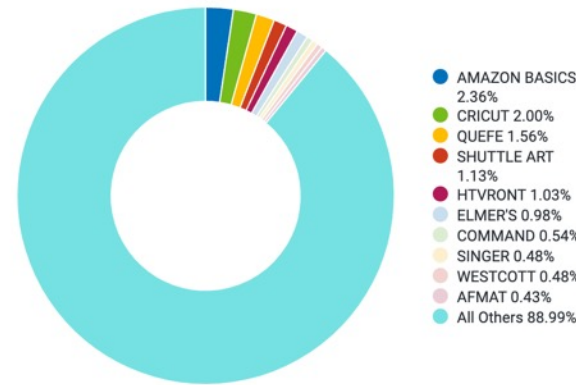
Top-Selling Brands



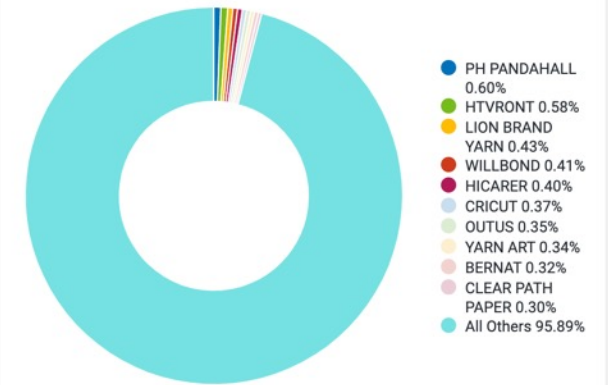
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Gionlion 6000 Pcs Clay Beads for Bracelet Making, 24 Colors Flat Round Polymer Clay Beads 6mm Spacer Heishi Beads with Pendant...
★★★★☆ ~ 6,357



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



8 Posca Paint Markers, 5M Medium Posca Markers with Reversible Tips, Posca Marker Set of Acrylic Paint Pens | Posca Pens for Art Supplies, ...
★★★★☆ ~ 8,126



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



HTV RONT HTV Vinyl Rolls Heat Transfer Vinyl - 12" x 8ft White HTV Vinyl for Shirts, Iron on Vinyl for Cricut & Cameo - Easy to Cut & Wee...
★★★★☆ ~ 34,304

Market Share Leaders:



Brands Observed

33,843

▲ 6% vs Prior Period

Items Observed

489,674

▲ 13% vs Prior Period

Department Summary
Keywords Observed

209,454

▲ 187% vs Prior Period

Sponsorship Activity

▲ 168.2%

58,863,420 Weekly Average

Organic Search Visibility

▼ -37.7%

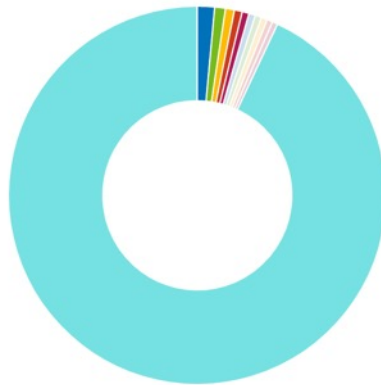
9,531,852,701 Weekly Average

Top-Selling Brands



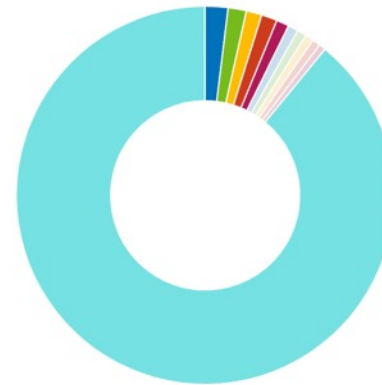
- CHEMICAL GUYS 8.16%
- CAMCO 6.71%
- RAIN-X 5.05%
- MOBIL 1 4.95%
- EXTENDED PERFORMANCE 4.95%
- THISWORX FOR 4.63%
- NOCO 4.53%
- COMFILIFE 4.31%
- ECONOUR 4.09%
- ASTROAI 4.04%
- TEMDAN 2.57%
- All Others 50.97%

Top Brands in Organic Search



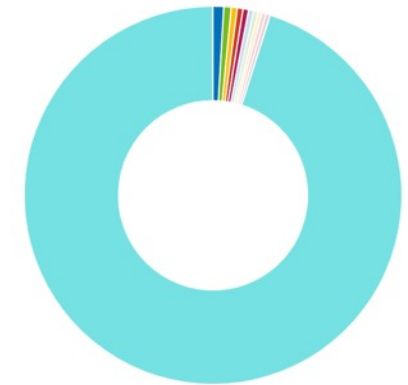
- CHEMICAL GUYS 1.48%
- SPIDERCASE 0.92%
- QIFUTAN 0.78%
- TAURI 0.66%
- HOTOR 0.60%
- CAMCO 0.55%
- TEMDAN 0.54%
- DEWALT 0.53%
- MEGUIAR'S 0.47%
- SUPFINE 0.47%
- All Others 93.01%

Top Brands in Paid Search



- CHEMICAL GUYS 1.56%
- AMAZON BASICS 1.34%
- NOCO 1.34%
- MIRACASE 1.34%
- TOCOL 1.09%
- SPIDERCASE 0.87%
- MGNAAOI 0.80%
- ANKER 0.73%
- TAURI 0.68%
- IOTTIE 0.58%
- All Others 89.05%

Top-Promoted Brands



- NILIGHT 0.92%
- X AUTOHAUX 0.64%
- A-PREMIUM 0.51%
- NICHE 0.49%
- DORMAN 0.48%
- FRIENDA 0.45%
- ACDELCO 0.37%
- AUTO SHACK 0.36%
- DNA MOTORING 0.35%
- K&N 0.34%
- All Others 95.10%

Top-Selling Items:



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



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



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



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



EcoNour Car Windshield Sun Shade | Reflector Sunshade Offers Ultimate Protection for Car Interior | Cool Car Reflective Sun Blocker Fits Small...
★★★★★ ~ 99,834

Market Share Leaders:



HUGGIES

HONEST



Lansinoh

Brands Observed

11,798

▲ 0% vs Prior Period

Items Observed

52,760

▲ 36% vs Prior Period

Department Summary
Keywords Observed

185,441

▲ 189% vs Prior Period

Sponsorship Activity

▲ 284.5%

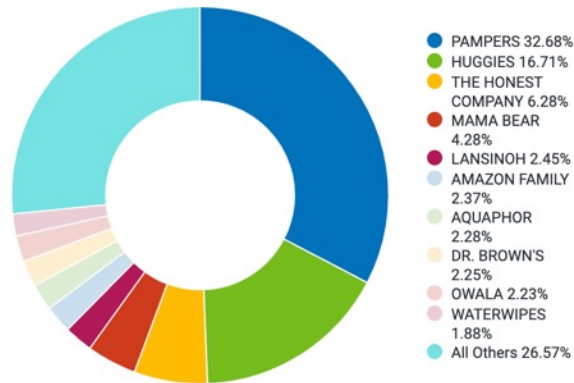
59,586,604 Weekly Average

Organic Search Visibility

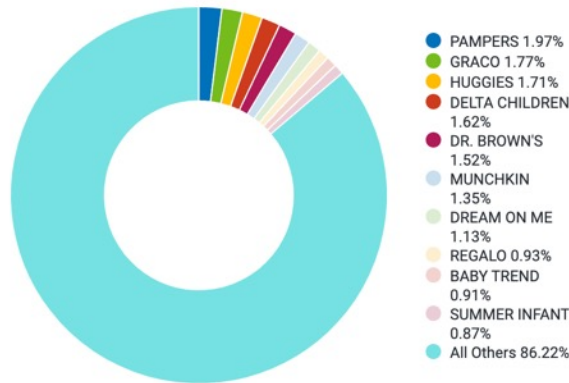
▼ -27.3%

12,901,096,096 Weekly Average

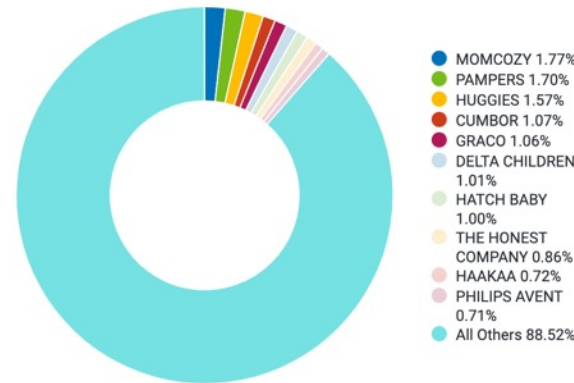
Top-Selling Brands



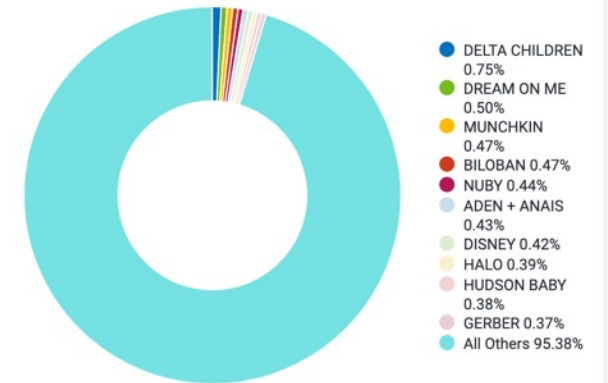
Top Brands in Organic Search



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



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



Diapers Size 5, 132 Count - Pampers Pure Protection Disposable Baby Diapers, Hypoallergenic and...
★★★★★ ~ 37,196



Diapers Size 6, 144 Count - Pampers Baby Dry Disposable Baby Diapers(Packaging & Prints May Vary)
★★★★★ ~ 87,583



Huggies Overnites Nighttime Baby Diapers, Size 6 (55+ lbs), 84 Ct
★★★★★ ~ 2,779

Market Share Leaders:



Brands Observed
19,244
▼ -3% vs Prior Period

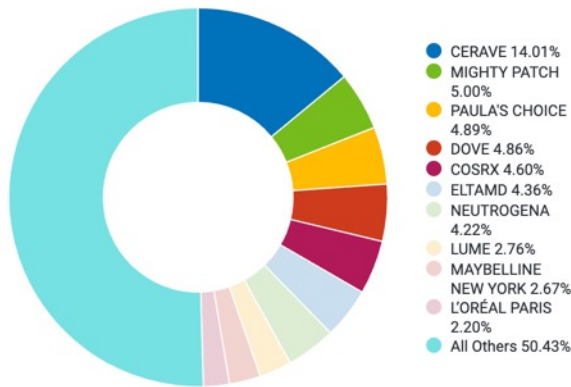
Items Observed
79,463
▲ 15% vs Prior Period

Department Summary
Keywords Observed
233,316
▲ 206% vs Prior Period

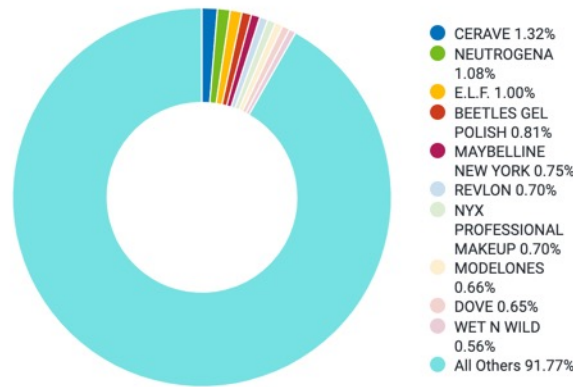
Sponsorship Activity
▲ 148.6%
124,534,641 Weekly Average

Organic Search Visibility
▼ -24.2%
40,793,855,053 Weekly Average

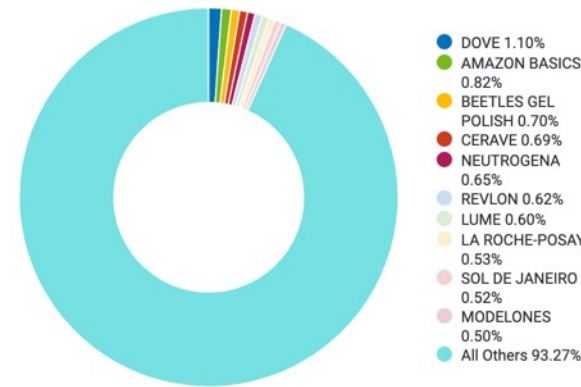
Top-Selling Brands



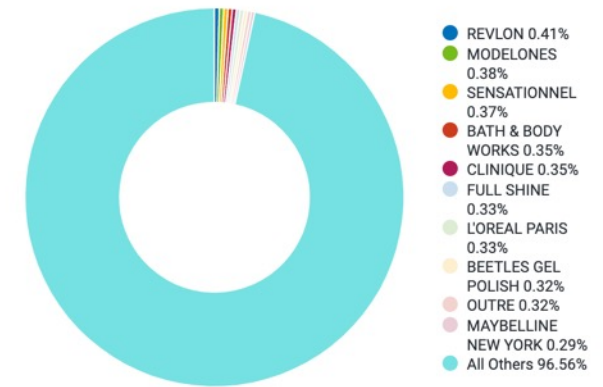
Top Brands in Organic Search



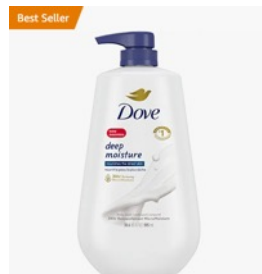
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Dove Body Wash with Pump Deep Moisture For Dry Skin Moisturizing Skin Cleanser with 24hr Renewing...
30.6 Fl Oz (Pack of 1)
★★★★★ ~ 67,700



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



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



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



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

Market Share Leaders:

Brands Observed

3,731

▼ -10% vs Prior Period

Items Observed

23,237

▲ 13% vs Prior Period

Department Summary
Keywords Observed

55,601

▲ 168% vs Prior Period

Sponsorship Activity

▲ 152.6%

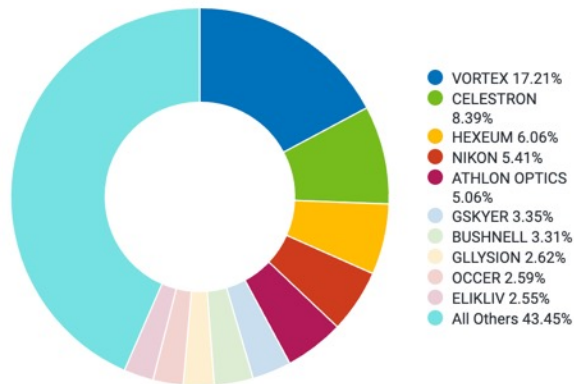
6,280,981 Weekly Average

Organic Search Visibility

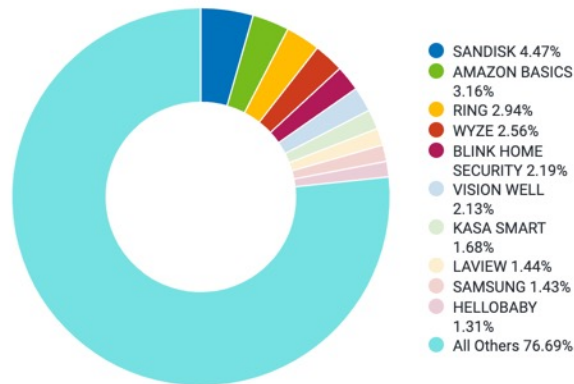
▼ -25.8%

1,640,909,970 Weekly Average

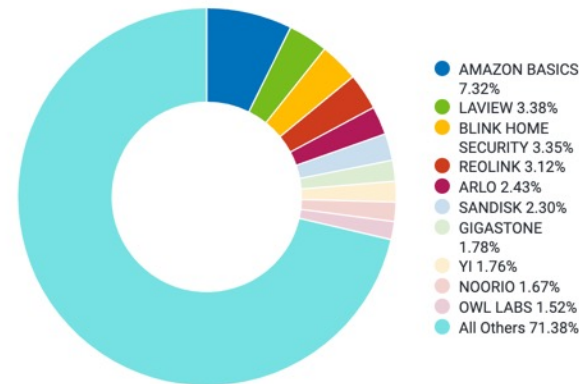
Top-Selling Brands



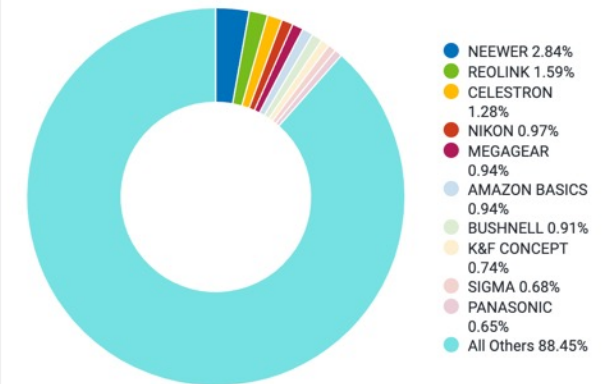
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



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



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



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



Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telescope for Kids Beginners - Travel Telescope with...
★★★★☆ ~ 26,869

Market Share Leaders:



Ailun

iWALK

ANKER

LOVELEDI

Brands Observed

4,274

▼ -7% vs Prior Period

Items Observed

14,517

▲ 27% vs Prior Period

Department Summary

Keywords Observed

83,782

▲ 186% vs Prior Period

Sponsorship Activity

▲ 156.3%

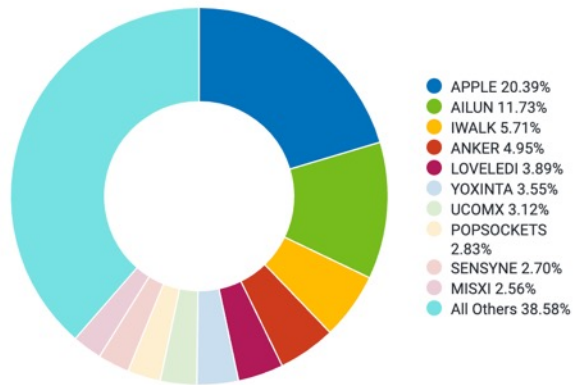
26,793,410 Weekly Average

Organic Search Visibility

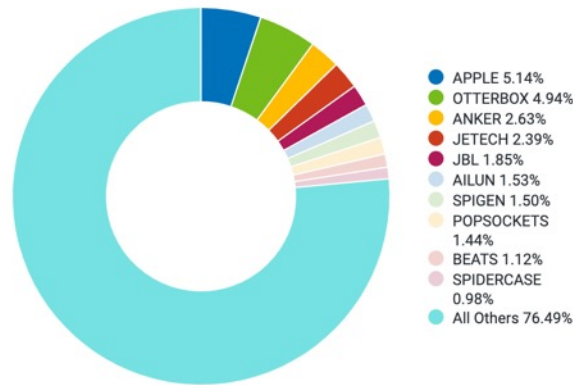
▼ -30.8%

10,386,714,527 Weekly Average

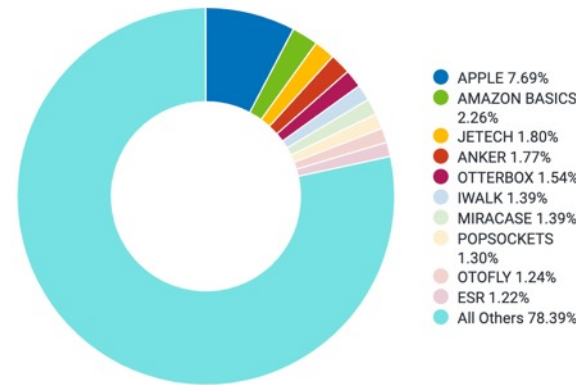
Top-Selling Brands



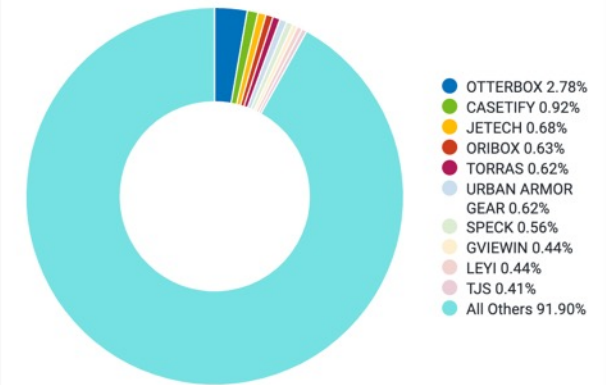
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best seller

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

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

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

Amazon's Choice

Apple Pencil (1st Generation): Pixel-
Perfect Precision and Industry-
Leading Low Latency, Perfect for
Note-Taking, Drawing, and Signing...
★★★★★ ~ 118,598

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

Market Share Leaders:

crocs™

heydude



GILDAN®



Brands Observed

47,918

▲ 2% vs Prior Period

Items Observed

820,503

▲ 191% vs Prior Period

Department Summary
Keywords Observed

380,391

▲ 226% vs Prior Period

Sponsorship Activity

▲ 286.8%

327,191,284 Weekly Average

Organic Search Visibility

▼ -43.2%

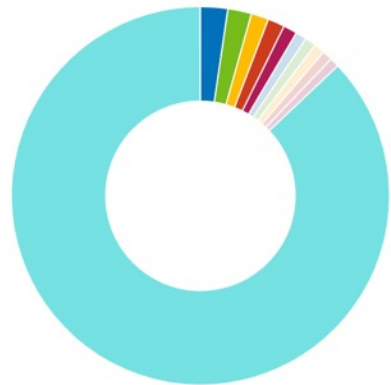
80,815,406,854 Weekly Average

Top-Selling Brands



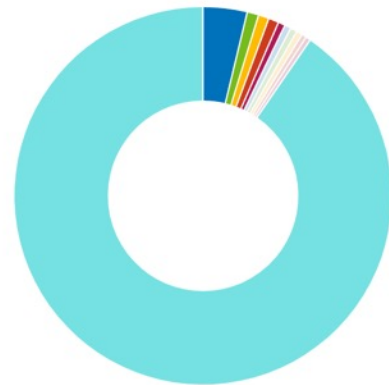
- CROCS 13.41%
- HEY DUDE 7.76%
- UNDER ARMOUR 6.25%
- GILDAN 4.59%
- FRUIT OF THE LOOM 4.47%
- AMAZON ESSENTIALS 4.29%
- SHAPERX 3.65%
- CARHARTT 3.62%
- HANES 3.41%
- BAGAIL 3.40%
- All Others 45.13%

Top Brands in Organic Search



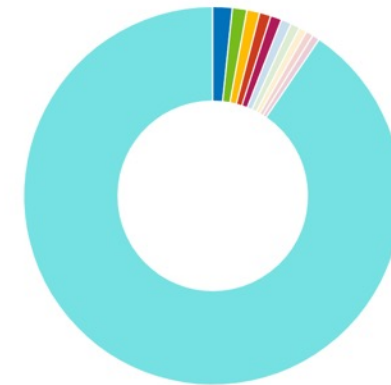
- NIKE 2.34%
- CROCS 2.01%
- ADIDAS 1.49%
- AMAZON ESSENTIALS 1.46%
- HANES 1.17%
- PRETTYGARDEN 0.94%
- CUPSHE 0.94%
- SKECHERS 0.93%
- UNDER ARMOUR 0.86%
- ANRABESS 0.81%
- All Others 87.05%

Top Brands in Paid Search



- AMAZON ESSENTIALS 3.77%
- PRETTYGARDEN 0.99%
- CUPSHE 0.90%
- CROCS 0.88%
- AMAZON BASICS 0.59%
- ANRABESS 0.56%
- HEY DUDE 0.56%
- SIMPLE JOYS BY CARTER'S 0.52%
- MEROKEETY 0.41%
- ADIDAS 0.41%
- All Others 90.41%

Top-Promoted Brands



- AMAZON ESSENTIALS 1.67%
- DREAM PAIRS 1.23%
- NIKE 1.10%
- EKOUAER 0.98%
- ADIDAS 0.95%
- THE CHILDREN'S PLACE 0.88%
- UNDER ARMOUR 0.79%
- SKECHERS 0.66%
- PRETTYGARDEN 0.63%
- COOFANDY 0.62%
- All Others 90.48%

Top-Selling Items:

Best Seller

Crocs Unisex-Adult Classic Clog

★★★★★ ~ 406,442

Best Seller

Crocs Unisex-Child Classic Clog

★★★★★ ~ 21,928

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

Best Seller

SHAPERX Bodysuit for Women Tummy Control Shapewear Seamless Sculpting Thong Body Shaper Tank Top

★★★★★ ~ 12,679

Market Share Leaders:



Brands Observed

6,941

▼ -6% vs Prior Period

Items Observed

36,634

▼ -5% vs Prior Period

Department Summary
Keywords Observed

134,901

▲ 166% vs Prior Period

Sponsorship Activity

▲ 123.7%

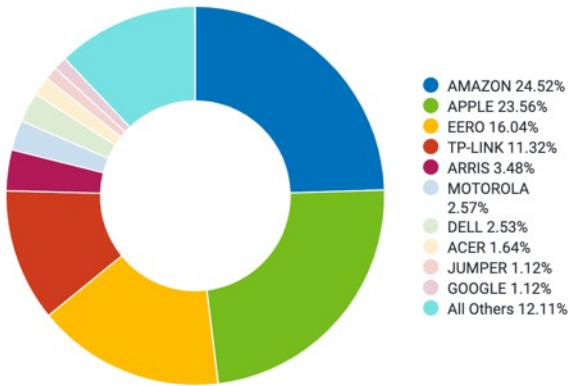
27,950,111 Weekly Average

Organic Search Visibility

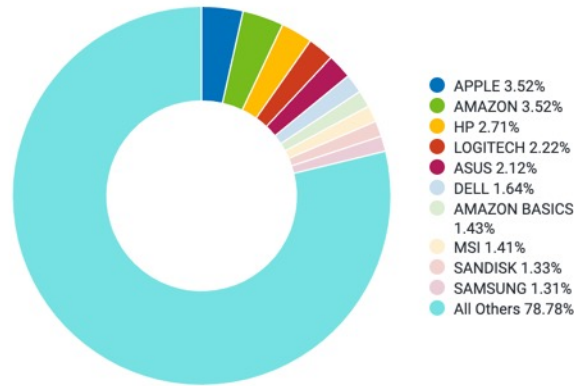
▼ -32.8%

9,700,432,175 Weekly Average

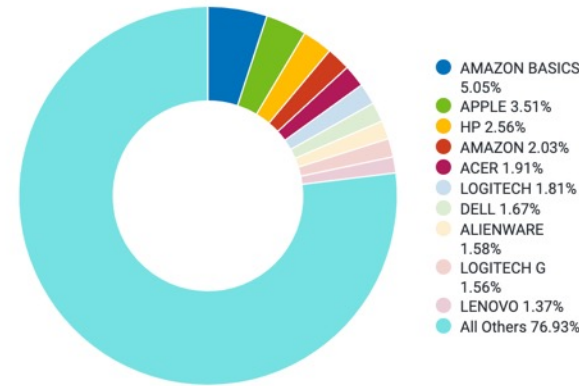
Top-Selling Brands



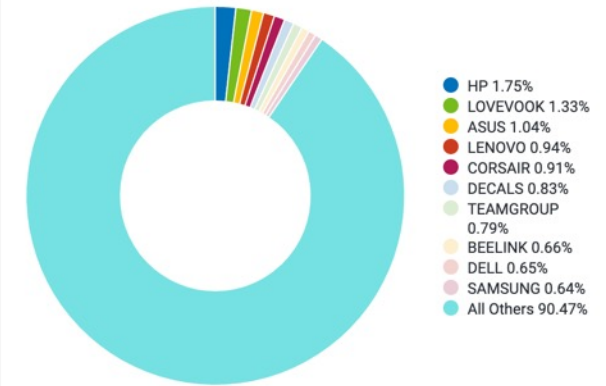
Top Brands in Organic Search



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 to...

★★★★★ ~ 2,660



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

★★★★★ ~ 4,690



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

★★★★★ ~ 273



Amazon eero 6+ mesh Wi-Fi system | Fast and reliable gigabit speeds | connect 75+ devices | Coverage up to 4,500 sq. ft. | 3-pack, 2022 release

★★★★★ ~ 3,923

Market Share Leaders:



Brands Observed
15,081
▼ -4% vs Prior Period

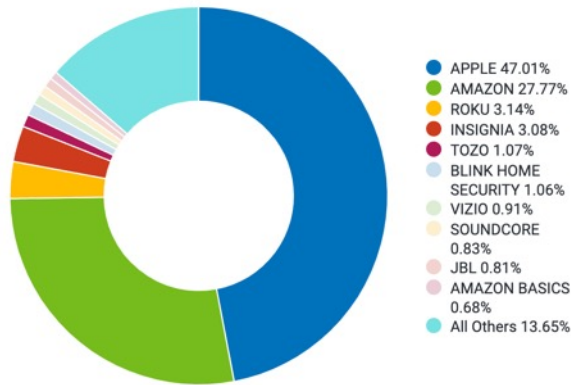
Items Observed
75,534
▼ -5% vs Prior Period

Department Summary
Keywords Observed
259,748
▲ 187% vs Prior Period

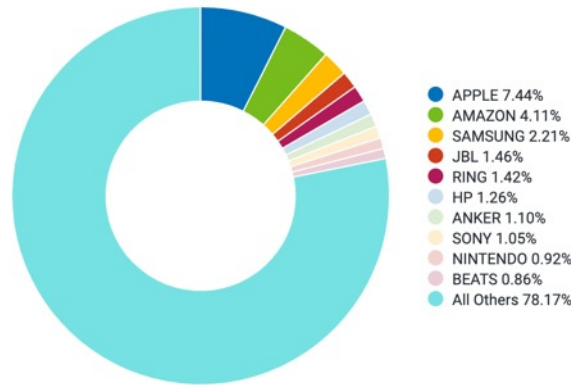
Sponsorship Activity
▲ 135.4%
77,320,887 Weekly Average

Organic Search Visibility
▼ -29.9%
29,138,570,601 Weekly Average

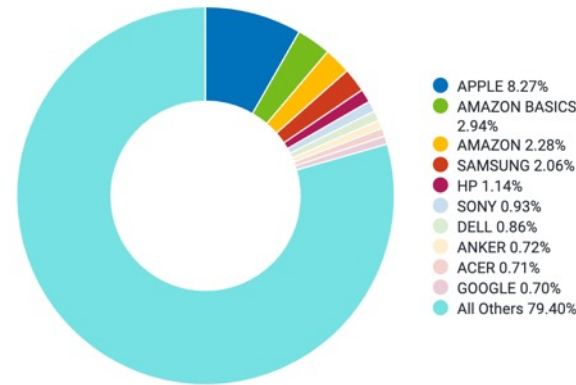
Top-Selling Brands



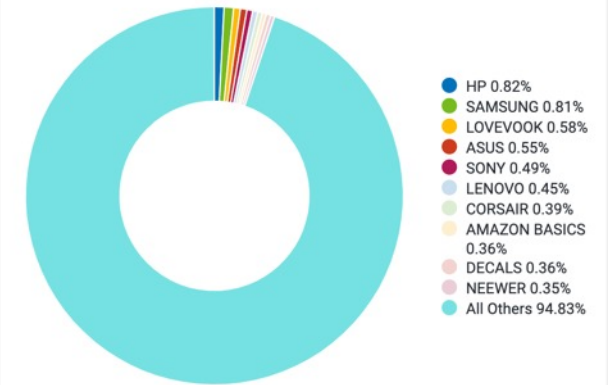
Top Brands in Organic Search



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

Best Seller

Apple AirTag 4 Pack

★★★★★ ~ 64,181

Amazon's Choice

Apple AirPods (3rd Generation) Wireless Earbuds with Lightning Charging Case. Spatial Audio, Sweat and Water Resistant, Up to 30 Hour...

★★★★★ ~ 5,356

Apple AirPods (2nd Generation) Wireless Ea...

★★★★★ 565,189

Market Share Leaders:



Brands Observed

21,933

▼ -5% vs Prior Period

Items Observed

133,711

▲ 6% vs Prior Period

Department Summary
Keywords Observed

170,350

▲ 151% vs Prior Period

Sponsorship Activity

▲ 213.3%

167,533,324 Weekly Average

Organic Search Visibility

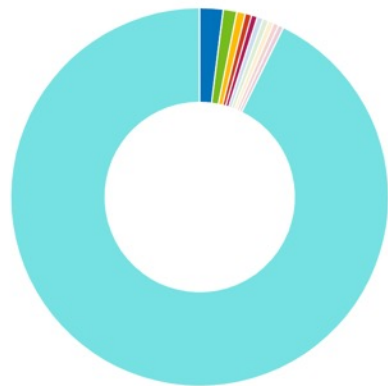
▼ -15.5%

37,280,568,752 Weekly Average

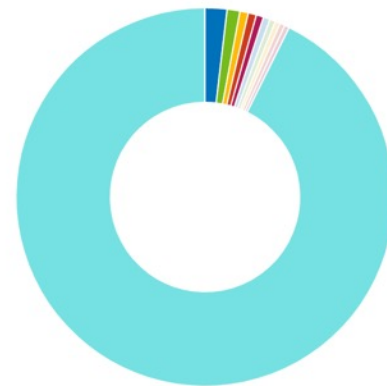
Top-Selling Brands



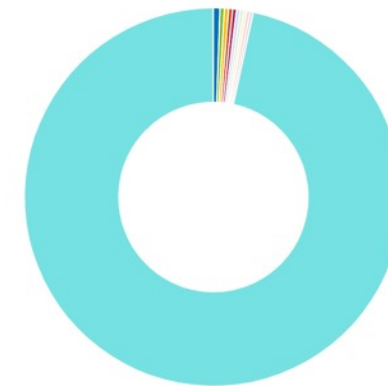
Top Brands in Organic Search



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



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



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



Amazon Brand - Solimo Dark Roast Coffee Pods, Compatible with Keurig 2.0 K-Cup Brewers 100 Count(Pack ...
Pods - 100 Count (Pack of 1)
★★★★★ ~ 156,593



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

Market Share Leaders:



Brands Observed
31,330

▼ -3% vs Prior Period

Items Observed
137,004

▲ 12% vs Prior Period

Department Summary
Keywords Observed
373,917

▲ 201% vs Prior Period

Sponsorship Activity
▲ 125.2%

141,822,184 Weekly Average

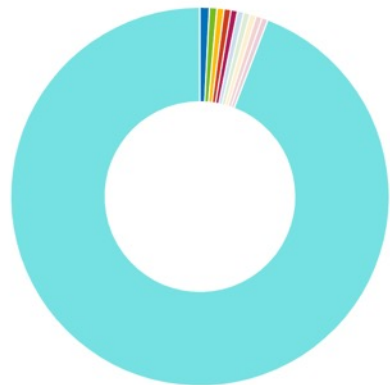
Organic Search Visibility
▼ -25.4%

49,540,730,337 Weekly Average

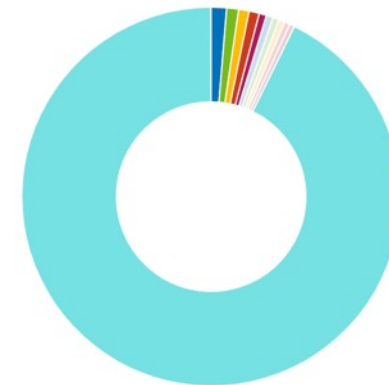
Top-Selling Brands



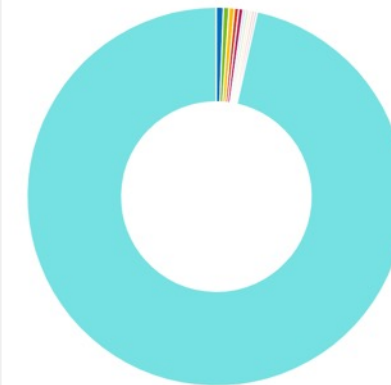
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich Chocolate, 5 Pound (Packaging... Double Rich Chocolate - 5 Pound (Pack of 1)
★★★★★ ~ 214,713



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



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



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



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

42,688

▲ 0% vs Prior Period

Items Observed

206,832

▲ 44% vs Prior Period

Department Summary
Keywords Observed

512,407

▲ 215% vs Prior Period

Sponsorship Activity

▲ 147.7%

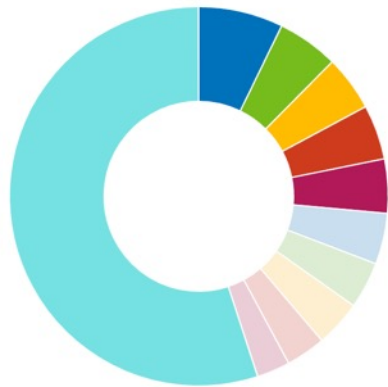
237,978,363 Weekly Average

Organic Search Visibility

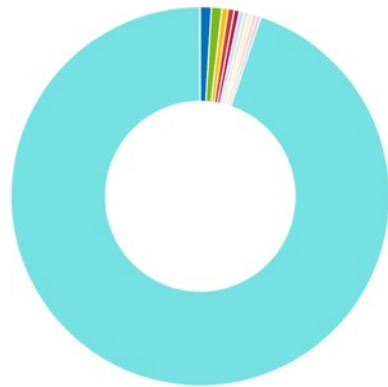
▼ -34.4%

75,278,859,250 Weekly Average

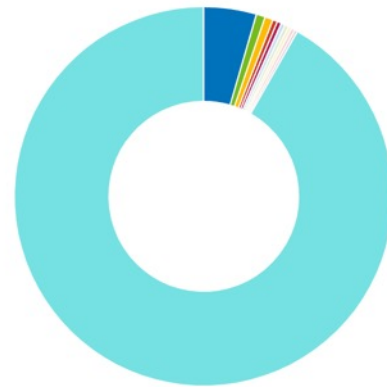
Top-Selling Brands



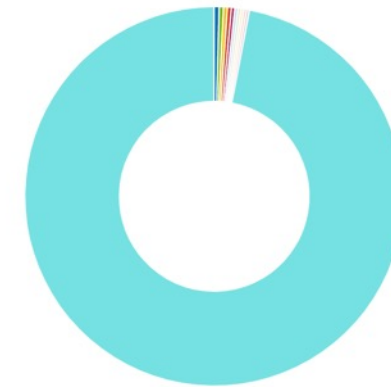
Top Brands in Organic Search



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



Charmin Ultra Gentle Toilet Paper, 36 Mega Rolls = 144 Regular Rolls
36 Count (Pack of 1)
★★★★☆ ~ 2,556



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



Coway Airmega AP-1512HH True HEPA Air Purifier with Air Quality Monitoring, Auto Mode, Timer, Filter Indicator, Eco Mode
★★★★☆ ~ 22,349



LEVOIT Air Purifier for Home Allergies Pets Hair in Bedroom, HEPA Filter, Covers Up to 1095 Sq.Foot Powered by 33W High Torque Moto...
★★★★☆ ~ 90,777

Market Share Leaders:



Brands Observed
29,683
▼ -6% vs Prior Period

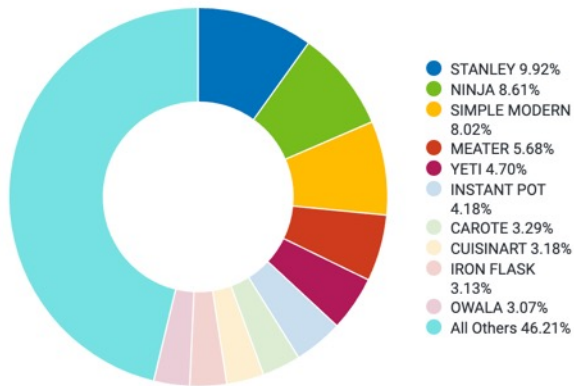
Items Observed
124,801
▲ 17% vs Prior Period

Department Summary
Keywords Observed
237,741
▲ 178% vs Prior Period

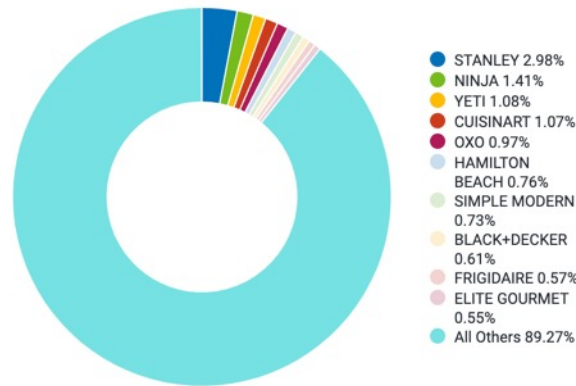
Sponsorship Activity
▲ 114.1%
68,950,273 Weekly Average

Organic Search Visibility
▼ -30.9%
23,214,349,753 Weekly Average

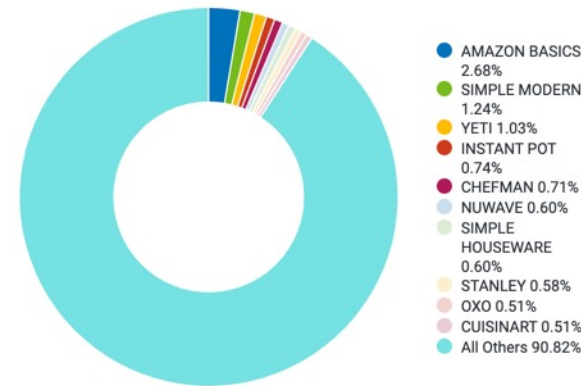
Top-Selling Brands



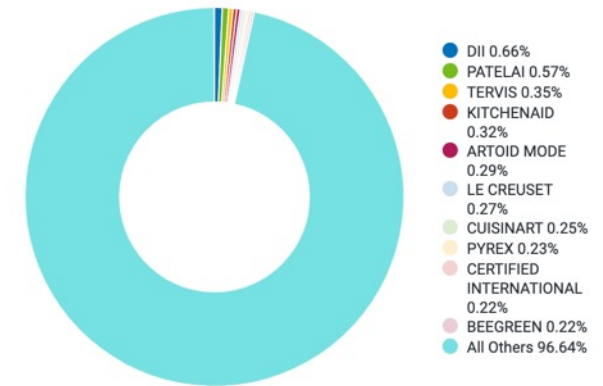
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



MEATER Plus: Wireless Smart Meat Thermometer | for BBQ, Oven, Grill, Kitchen, Smoker, Rotisserie | 165ft Bluetooth Wireless Range | iOS &...
★★★★☆ ~ 34,476



Ninja NC299AMZ CREAMi Ice Cream Maker, for Gelato, Mix-ins, Milkshakes, Sorbet, Smoothie Bowls & More, 7 One-Touch Programs, wit...
★★★★☆ ~ 2,060



Instant Pot Duo 7-in-1 Electric Pressure Cooker, Slow Cooker, Rice Cooker, Steamer, Sauté, Yogurt Maker, Warmer & Sterilizer, Includes...
★★★★☆ ~ 162,280



Ninja AF101 Air Fryer that Crisps, Roasts, Reheats, & Dehydrates, for Quick, Easy Meals, 4 Quart Capacity, &...
★★★★☆ ~ 45,305



CAROTE Pots and Pans Set Nonstick, White Granite Induction Kitchen Cookware Sets, 10 Pcs Non Stick Cooking Set w/Frying Pans &...
★★★★☆ ~ 10,504

Market Share Leaders:



amazonbasics

Scotch

HAMMERMILL



Brands Observed

17,891

▼ -3% vs Prior Period

Items Observed

93,234

▲ 21% vs Prior Period

Department Summary
Keywords Observed

236,982

▲ 206% vs Prior Period

Sponsorship Activity

▲ 176.5%

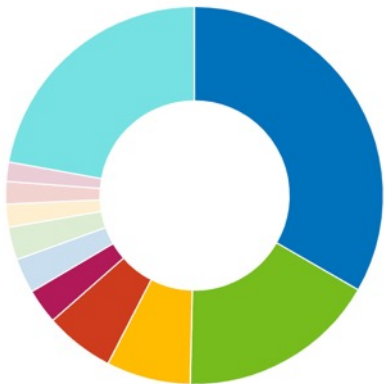
75,448,639 Weekly Average

Organic Search Visibility

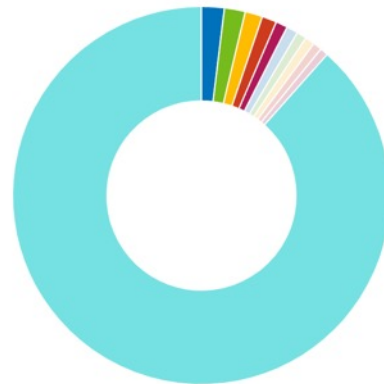
▼ -32.7%

15,629,645,010 Weekly Average

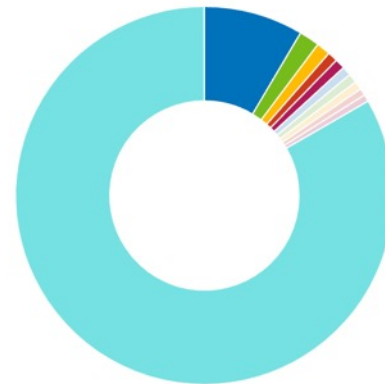
Top-Selling Brands



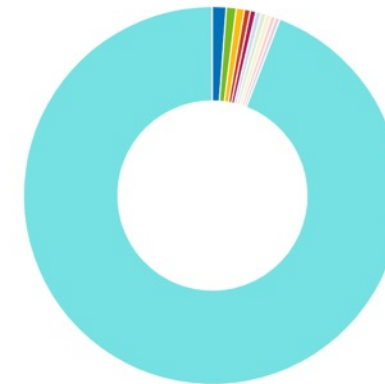
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



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)



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



Scotch Heavy Duty Packaging Tape, 1.88" x 22.2 yd, Designed for Packing, Shipping and Mailing, Strong Seal on All Box Types, 1.5" Core, Clear, 6 RoL...
★★★★★ ~ 91,801

Market Share Leaders:



Brands Observed

26,773

▲ 0% vs Prior Period

Items Observed

125,929

▲ 23% vs Prior Period

Department Summary

Keywords Observed

261,164

▲ 198% vs Prior Period

Sponsorship Activity

▲ 142.6%

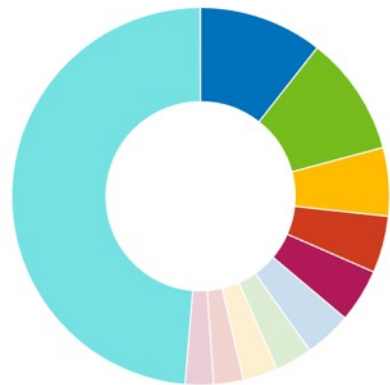
85,480,745 Weekly Average

Organic Search Visibility

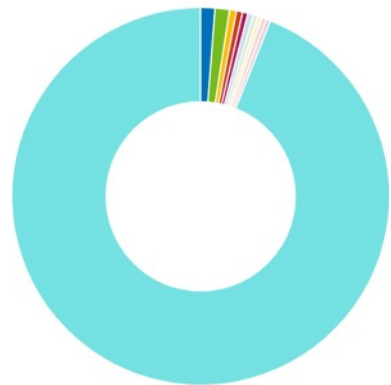
▼ -47.2%

19,703,614,161 Weekly Average

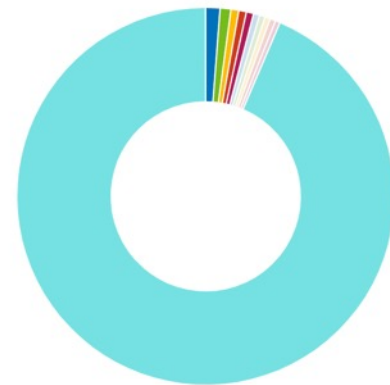
Top-Selling Brands



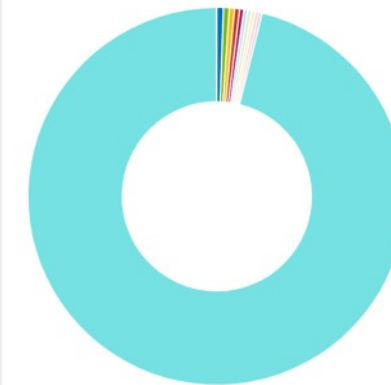
Top Brands in Organic Search



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



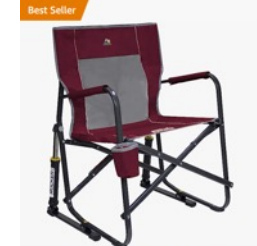
Best Seller
Flexzilla Garden Hose 5/8 in. x 50 ft, Heavy Duty, Lightweight, Drinking Water Safe, ZillaGreen - HFZG550YW-E
★★★★☆ ~ 72,807



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

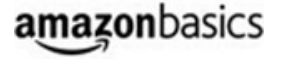


Best Seller
Thermacell Rechargeable Mosquito Repeller Refills; Advanced Repellent Formula Provides 20' Protection Zone; Compatible with Thermacell ...
★★★★☆ ~ 11,143



Best Seller
GCI Outdoor Freestyle Rocker Portable Rocking Chair & Outdoor Camping Chair, Cinnamon Patio Garden
★★★★☆ ~ 19,272

Market Share Leaders:



Brands Observed

17,578

▲3% vs Prior Period

Items Observed

94,164

▲48% vs Prior Period

Department Summary
Keywords Observed

121,617

▲209% vs Prior Period

Sponsorship Activity

▲214.0%

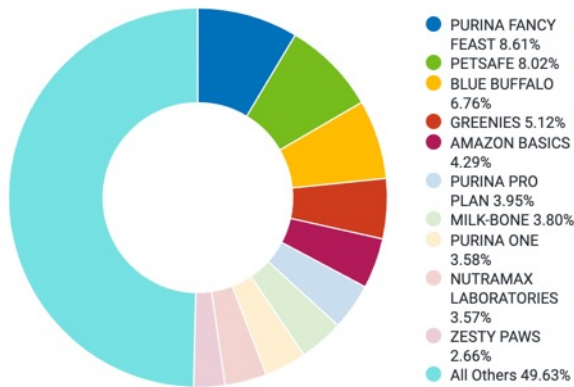
57,200,738 Weekly Average

Organic Search Visibility

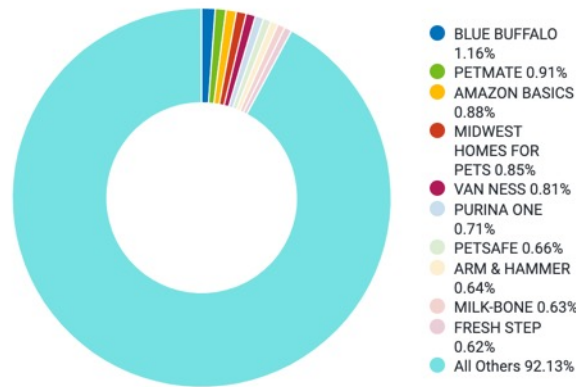
▼-30.5%

13,921,613,622 Weekly Average

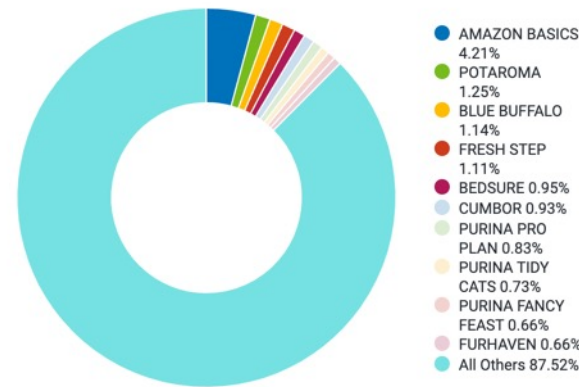
Top-Selling Brands



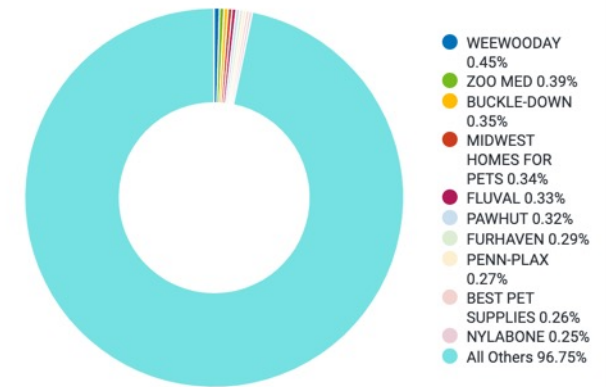
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

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

Best Seller

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

Best Seller

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

Best Seller

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

Best Seller

Amazon Basics Dog and Puppy Pee Pads with Leak-Proof Quick-Dry Design for Potty Training, Standard Absorbency, Regular Size, 22 x 22...
★★★★★ ~ 180,900

Market Share Leaders:



Brands Observed

551

▼ -13% vs Prior Period

Items Observed

5,850

▼ -12% vs Prior Period

Department Summary

Keywords Observed

1,892

▲ 162% vs Prior Period

Sponsorship Activity

▲ 18.8%

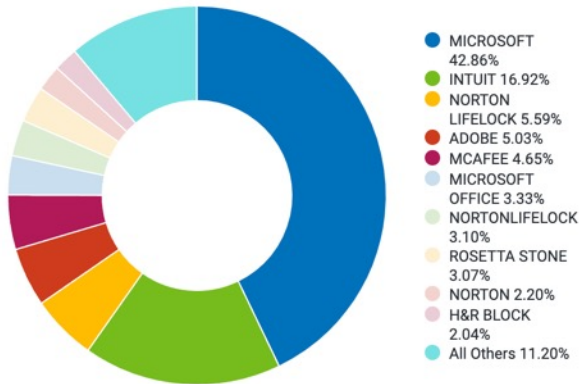
170,576 Weekly Average

Organic Search Visibility

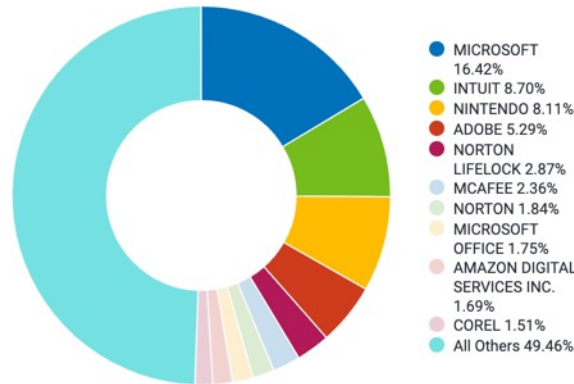
▼ -37.5%

45,268,391 Weekly Average

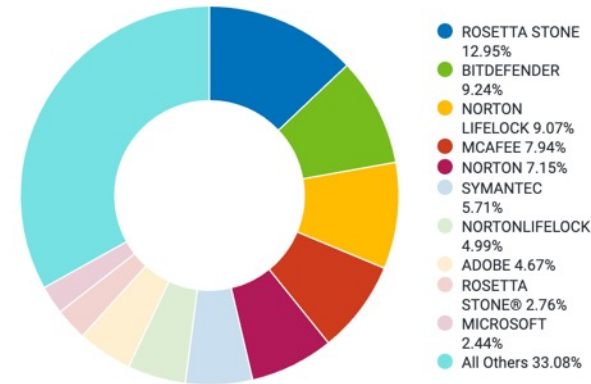
Top-Selling Brands



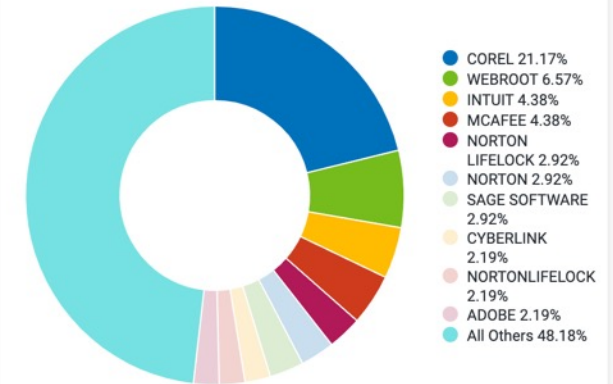
Top Brands in Organic Search



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

Best Seller

Microsoft System Builder | Windows 11 Home | Intended use for new systems | Install on a new PC | Branded by Microsoft
Dec 1, 2021
★★★★☆ ~ 503

Amazon's Choice

Microsoft OEM System Builder | Windows 11 Pro | Intended use for new systems | Authorized by Microsoft
Dec 1, 2021
★★★★☆ ~ 503

Market Share Leaders:



Brands Observed

51,093

▼ -3% vs Prior Period

Items Observed

484,995

▲ 50% vs Prior Period

Department Summary
Keywords Observed

440,771

▲ 228% vs Prior Period

Sponsorship Activity

▲ 128.2%

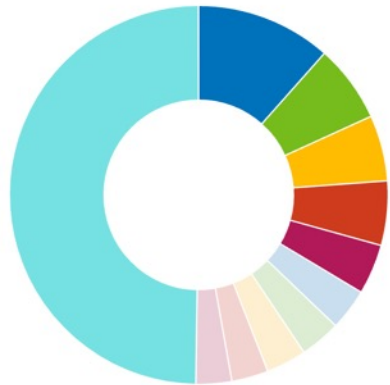
113,069,236 Weekly Average

Organic Search Visibility

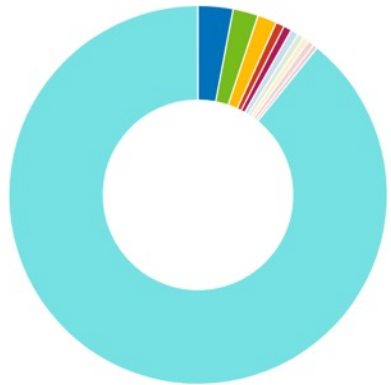
▼ -46.2%

32,874,515,394 Weekly Average

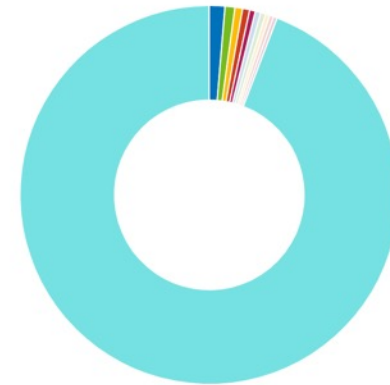
Top-Selling Brands



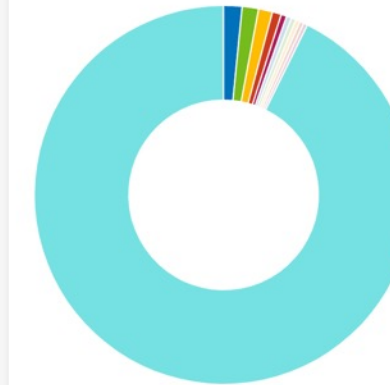
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



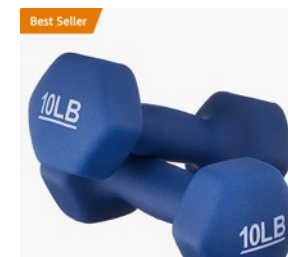
Fitbit Charge 5 Advanced Health & Fitness Tracker with Built-in GPS, Stress Management Tools, Sleep...
★★★★☆ ~ 23,339



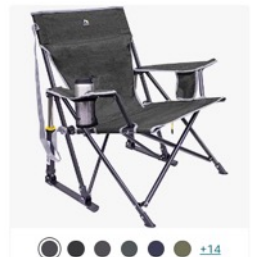
King Koil Luxury Air Mattress Queen with Built-in Pump for Home, Camping & Guests - 20" Queen Size Inflatable Airbed Luxury Double Hig...
★★★★☆ ~ 38,325



Callaway Golf 2023 Supersoft Golf Balls (One Dozen)
★★★★☆ ~ 1,104



Amazon Basics Neoprene Workout Dumbbell
★★★★☆ ~ 83,237



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

Market Share Leaders: everydrop®

Filtrete™



ring

BRITA®

Brands Observed

39,709

▼ -2% vs Prior Period

Items Observed

240,575

▲ 21% vs Prior Period

Department Summary
Keywords Observed

378,234

▲ 196% vs Prior Period

Sponsorship Activity

▲ 141.5%

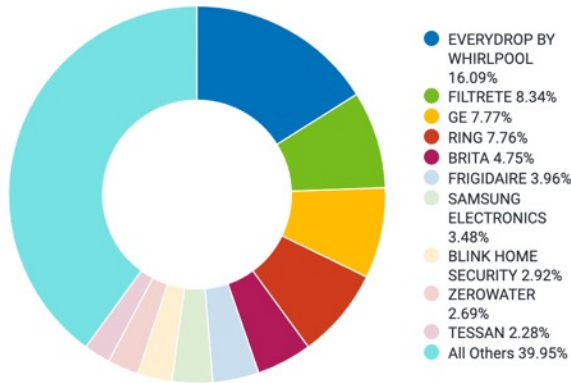
103,088,146 Weekly Average

Organic Search Visibility

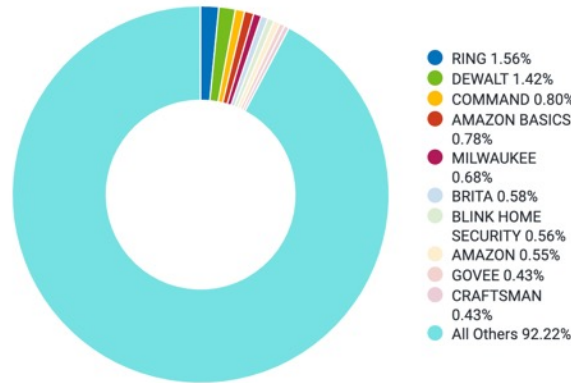
▼ -41.1%

23,226,970,382 Weekly Average

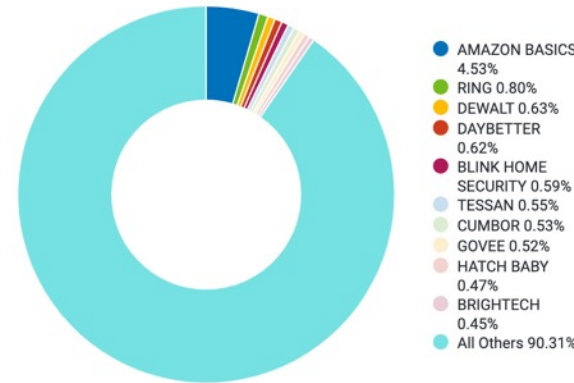
Top-Selling Brands



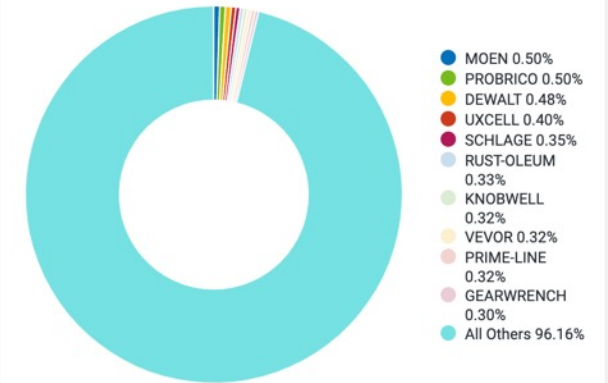
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



GE XWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for Best Results | Pack of 1
★★★★☆ ~ 19,315



Filtrete 20x25x1 Air Filter, MPR 300, MERV 5, Clean Living Basic Dust 3-Month Pleated 1-Inch Air Filters, 6 Filters
★★★★☆ ~ 20,621



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

Market Share Leaders: TLITLIMOM



Brands Observed

20,320

▼ -4% vs Prior Period

Items Observed

102,545

▲ 19% vs Prior Period

Department Summary
Keywords Observed

261,223

▲ 213% vs Prior Period

Sponsorship Activity

▲ 338.0%

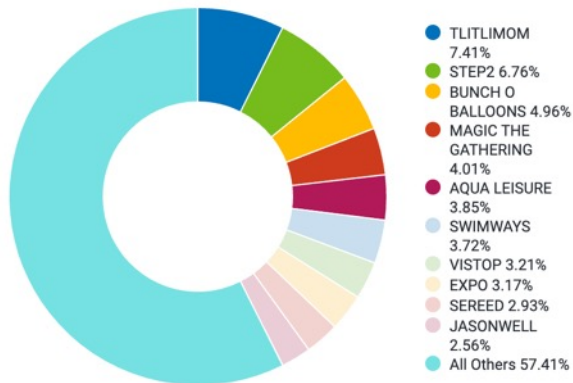
163,340,429 Weekly Average

Organic Search Visibility

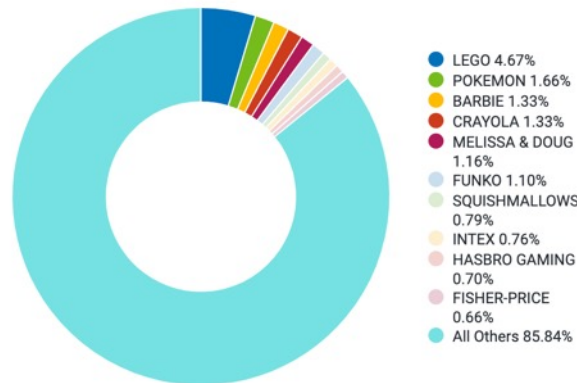
▼ -28.1%

28,369,336,023 Weekly Average

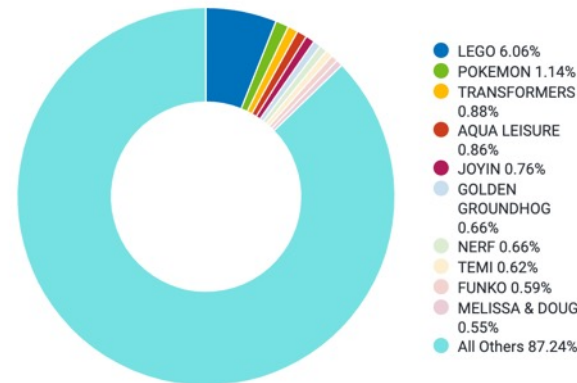
Top-Selling Brands



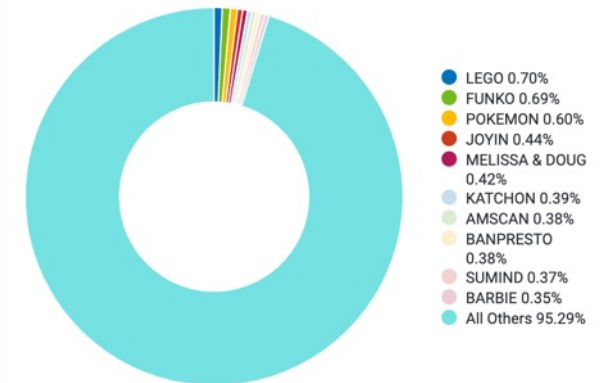
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



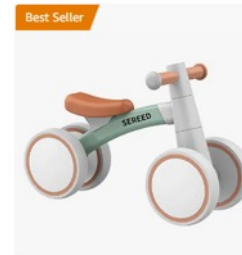
Step2 Rain Showers Splash Pond Water Table | Kids Water Play Table with 13-Pc Accessory Set for 18 months...
★★★★☆ ~ 17,709



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



VISTOP Non-Slip Splash Pad for Kids and Dog, Thicken Sprinkler Pool Summer Outdoor Water Toys - Fun Backyard Fountain Play Mat for Bab...
★★★★☆ ~ 3,719



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



Inflatable Tanning Pool Lounger Float - Jasonwell 4 in 1 Sun Tan Tub Sunbathing Pool Lounge Raft Floatie Toys Water Filled Tanning Bed Mat...
Blue
★★★★☆ ~ 3,551

Market Share Leaders:



Brands Observed

5,647

▲ 5% vs Prior Period

Items Observed

39,200

▲ 5% vs Prior Period

Department Summary

Keywords Observed

44,254

▲ 188% vs Prior Period

Sponsorship Activity

▲ 87.5%

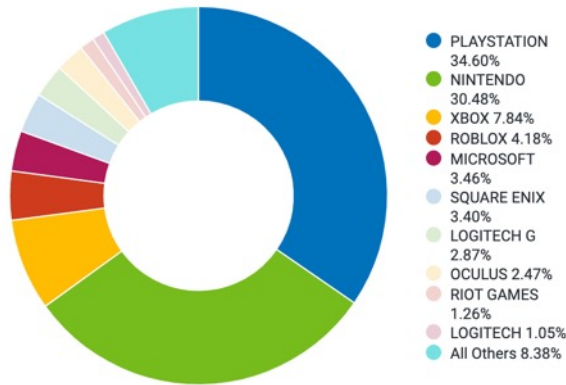
6,200,901 Weekly Average

Organic Search Visibility

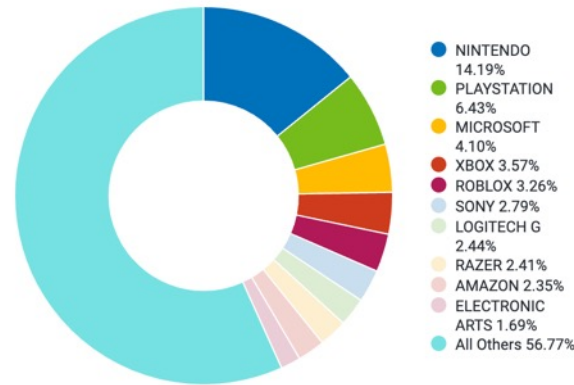
▼ -24.3%

4,962,356,532 Weekly Average

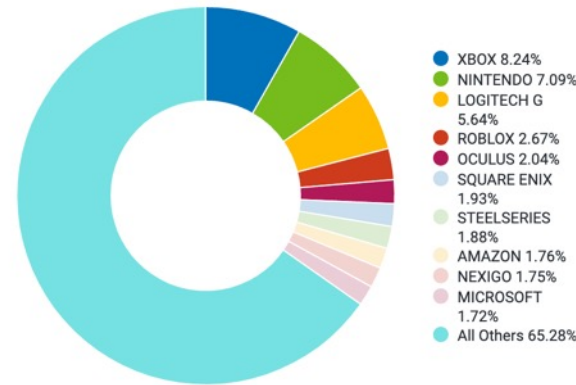
Top-Selling Brands



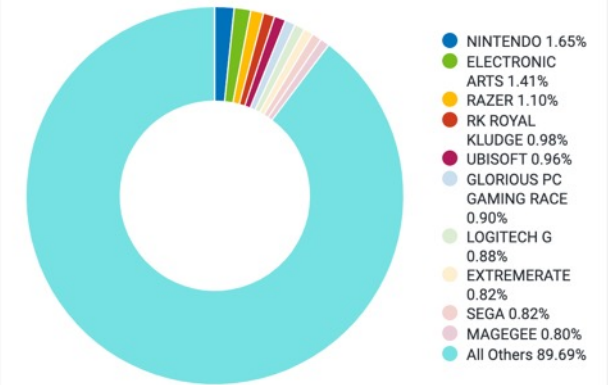
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

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

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

Nintendo Switch™ with Neon Blue and Neon Red Joy-Con™
Oct 14, 2022
★★★★★ ~ 3,086

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

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

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HUGE **TIME SAVINGS**



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