




















Digital Grocery Department Performance Report

JUNE 2023



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

Report Overview

This report provides a holistic overview of each major grocery department at Walmart. It includes information about sales, sponsored search, and organic search for each department.

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- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
- [Top Brands in Paid Search](#)
- [Top Promoted Brands](#)
- [Top-Selling Items](#)

- ❖ Disclaimer: Analytic Index has no affiliation with Walmart. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.
- ❖ This report is based on top-performing items in sales or search on Walmart (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period and percent change in this report is comparing data from the previous year (year-over-year).

Definitions

Top-Selling Brands

Estimated sales share based on the brand's items, their best seller rank, and historical sales.

Top Brands in Organic Search

Based on share of organic search visibility, which is similar to organic impressions in that it looks at keywords the brands items appear for, how high they rank for said keywords, and the search volume of the keywords.

Top Brands in Paid Search

Based on share of paid search visibility, which is similar to ad impressions in that it looks at keywords the sponsored items appear for, their ad position on the page for said keywords, and the search volume of the keywords.

Top Promoted Brands

The brands that were observed with the most promo activity via retailer badges.

Top-Selling Items

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

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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**



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Digital Grocery

- Baking..... 1
- Bread & Bakery..... 2
- Beverages..... 3
- Breakfast & Cereal..... 4
- Candy..... 5
- Coffee..... 6
- Dairy & Eggs..... 7
- Deli..... 8
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Market Share Leaders:



Produce
Unbranded

DECOPAC



Brands Observed

66

▲ 16% vs Prior Period

Items Observed

190

▼ -2% vs Prior Period

Department Summary

Keywords Observed

49,160

▲ 130% vs Prior Period

Organic Search Visibility

▲ 86.8%

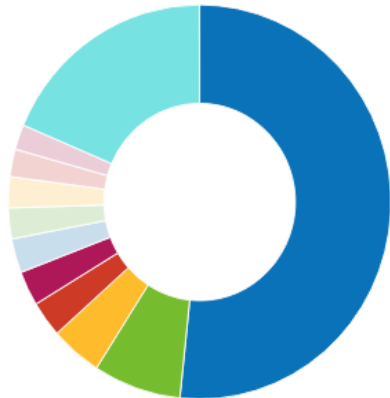
5,462,233,371 Weekly Average

Sponsorship Activity

▲ 66.0%

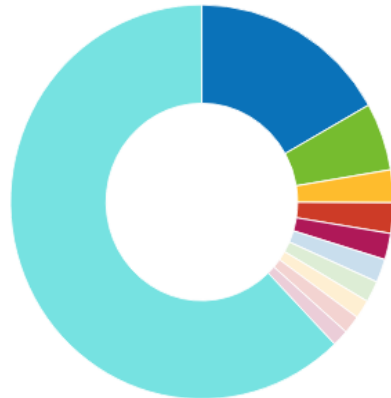
1,319,500 Weekly Average

Top-Selling Brands



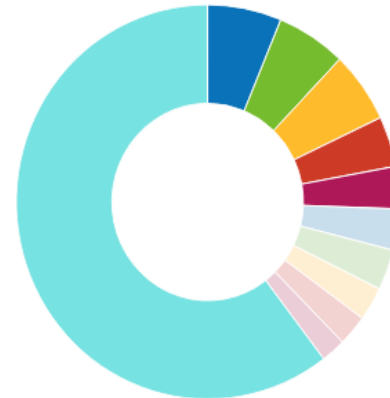
- GREAT VALUE 51.65%
- MARTHA WHITE 7.42%
- PRODUCE UNBRANDED 4.34%
- DECOPAC 2.94%
- BETTY CROCKER 2.85%
- NESTLÉ TOLL HOUSE 2.80%
- NESTL TOLL HOUSE 2.53%
- RED LOBSTER 2.52%
- WILTON 2.26%
- JIFFY 2.06%
- All Others 18.63%

Top Brands in Organic Search



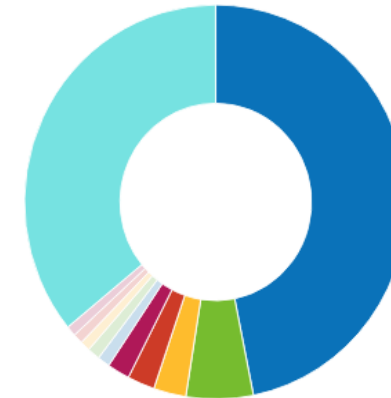
- GREAT VALUE 16.83%
- PRODUCE UNBRANDED 5.56%
- BETTY CROCKER 2.68%
- TORANI 2.49%
- PILLSBURY 2.16%
- JELL-O 1.94%
- DUNCAN HINES 1.75%
- KRUSTEAZ 1.54%
- BOB'S RED MILL 1.51%
- WILTON 1.37%
- All Others 62.18%

Top Brands in Paid Search



- SPLENDA 6.25%
- NESQUIK 5.87%
- BETTERBODY FOODS 5.83%
- NIDO 4.15%
- NATURE NATE'S 3.47%
- FISCHER HONEY 3.37%
- NIELSEN-MASSEY 3.33%
- PARMALAT 2.77%
- HAGEN-DAZS 2.52%
- POMPEIAN 2.07%
- All Others 60.36%

Top-Promoted Brands



- PINXOR 46.85%
- RUHUADGB 5.67%
- LINVER 2.73%
- EEASE 2.31%
- LYSTMERGE 1.89%
- MIGHTLINK 1.05%
- ALVENA 1.05%
- SUOKOM 0.84%
- STUFFED PUFFS 0.84%
- WQQZJJ 0.84%
- All Others 35.92%

Top-Selling Items:



+ Add

\$1.22 17.4 ¢/oz

Martha White Strawberry Cheesecake Muffin Mix, 7 Oz Bag

★★★★★ 88



+ Add

\$1.18 11.8 ¢/oz

Great Value Marshmallows, 10 oz

★★★★★ 389



+ Add

\$3.74 22.7 ¢/oz

Nestle Toll House Chocolate Chip Cookie Dough, 16.5 oz

★★★★★ 637



+ Add

\$2.86 25.2 ¢/oz

Red Lobster Cheddar Bay Biscuit Mix, Makes 10 Biscuits, 11.36 oz Box

★★★★★ 531



+ Add

\$2.44 20.3 ¢/oz

Great Value Semi-Sweet Chocolate Baking Chips, 12 oz Bag

★★★★★ 212

Market Share Leaders:



Brands Observed

36

▼ -42% vs Prior Period

Items Observed

141

▼ -46% vs Prior Period

Department Summary

Keywords Observed

21,134

▲ 112% vs Prior Period

Organic Search Visibility

▲ 161.1%

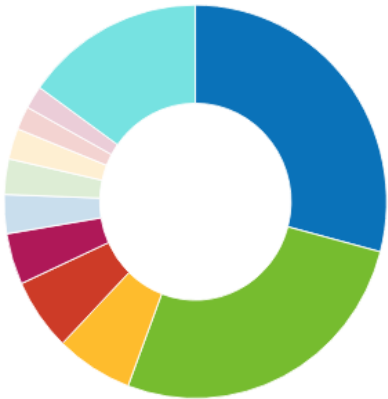
5,962,783,106 Weekly Average

Sponsorship Activity

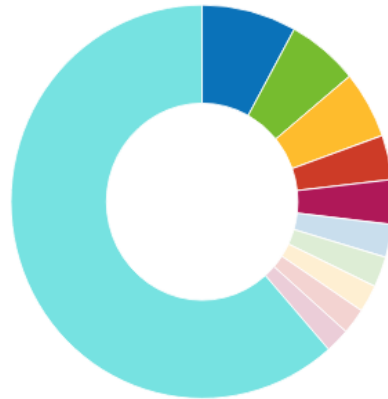
▲ 68.8%

493,899 Weekly Average

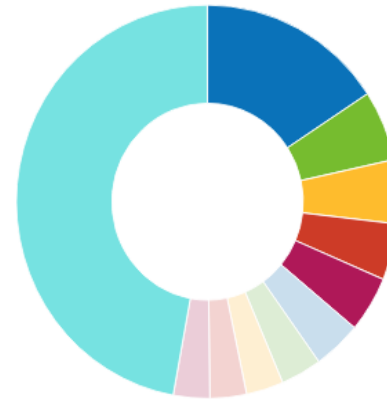
Top-Selling Brands



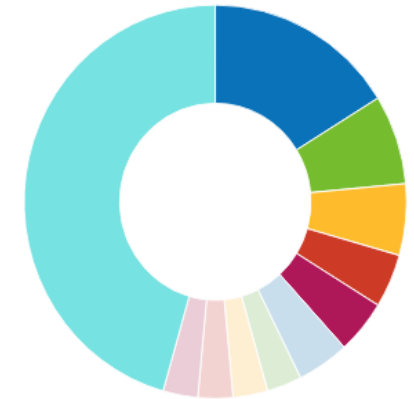
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$1.46 73 ¢/oz
Great Value White Round Top Bread Loaf, 20 oz



\$1.46 73 ¢/oz
Great Value White Sandwich Bread, 20 oz



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



\$0.74 22.8 ¢/oz
Freshness Guaranteed 4" Mini Pecan Pie, 3.25 oz



\$4.24 30.3 ¢/oz
Freshness Guaranteed Cheese Danish Pastries, 14 oz

Market Share Leaders:



Brands Observed

69

▼ -14% vs Prior Period

Items Observed

151

▼ -28% vs Prior Period

Department Summary

Keywords Observed

48,543

▲ 127% vs Prior Period

Organic Search Visibility

▲ 50.9%

10,931,967,326 Weekly Average

Sponsorship Activity

▲ 108.9%

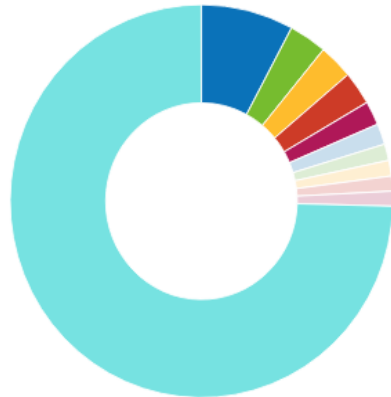
5,260,024 Weekly Average

Top-Selling Brands



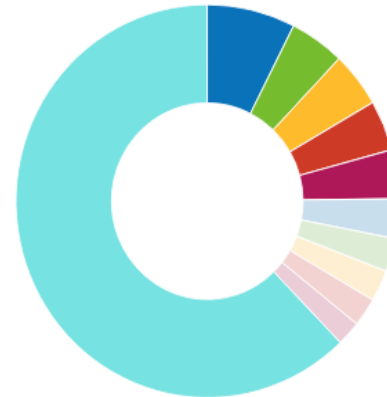
- COCA-COLA 12.37%
- GREAT VALUE 11.80%
- DR. PEPPER 8.46%
- MINUTE MAID 8.20%
- SPRITE 7.07%
- PEPSI 5.31%
- DIET COKE 5.25%
- MOUNTAIN DEW 4.94%
- GATORADE 2.73%
- A&W 2.46%
- All Others 31.41%

Top Brands in Organic Search



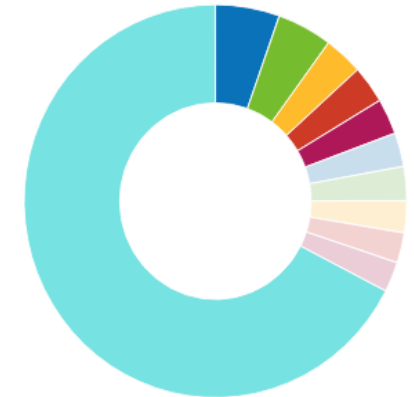
- GREAT VALUE 7.81%
- STARBUCKS 3.19%
- SILK 2.88%
- COFFEEMATE 2.75%
- CALIFIA FARMS 1.97%
- INTERNATIONAL DELIGHT 1.71%
- SIMPLY... 1.36%
- OCEAN SPRAY 1.29%
- MINUTE MAID 1.23%
- BLUE DIAMOND 1.22%
- All Others 74.59%

Top Brands in Paid Search



- VITA COCO 7.46%
- FOLGERS 4.63%
- MONSTER ENERGY 4.54%
- NESQUIK 4.14%
- GATORADE 4.03%
- DUNKIN' 3.27%
- STARRY 2.73%
- 5-HOUR ENERGY 2.59%
- LIQUID I.V. 2.34%
- V8 2.05%
- All Others 62.21%

Top-Promoted Brands



- PEPSI 5.43%
- MOUNTAIN DEW 4.65%
- LIPTON 3.26%
- DR. PEPPER 3.10%
- COCA-COLA 2.95%
- HAWAIIAN PUNCH 2.79%
- GATORADE 2.79%
- BUBLY 2.64%
- IBERIA 2.48%
- SUNKIST 2.48%
- All Others 67.44%

Top-Selling Items:



Now \$11.86 ~~\$13.48~~ 4.1 c/fl oz
Coca-Cola Soda Pop, 12 fl oz, 24 Pack Cans
★★★★★ 14703



Now \$11.86 ~~\$13.48~~ 4.1 c/fl oz
Diet Coke Soda Pop, 12 fl oz, 24 Pack Cans
★★★★★ 4828



Now \$11.86 ~~\$13.48~~ 4.1 c/fl oz
Sprite Lemon Lime Soda Pop, 12 fl oz, 24 Pack Cans
★★★★★ 5646



Now \$11.86 ~~\$13.48~~ 4.1 c/fl oz
Coca-Cola Zero Sugar Soda Pop, 12 fl oz, 24 Pack Cans
★★★★★ 3626



Now \$17.98 ~~\$20.58~~ 17.8 c/fl oz
Red Bull Energy Drink, 8.4 fl oz, Pack of 12 Cans
★★★★★ 408

Market Share Leaders:



Produce
Unbranded



Brands Observed

66

▲ 5% vs Prior Period

Items Observed

234

▲ 3% vs Prior Period

Department Summary

Keywords Observed

27,080

▲ 115% vs Prior Period

Organic Search Visibility

▲ 88.7%

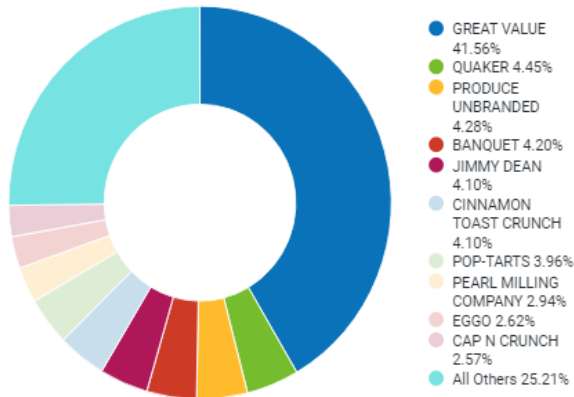
4,783,214,072 Weekly Average

Sponsorship Activity

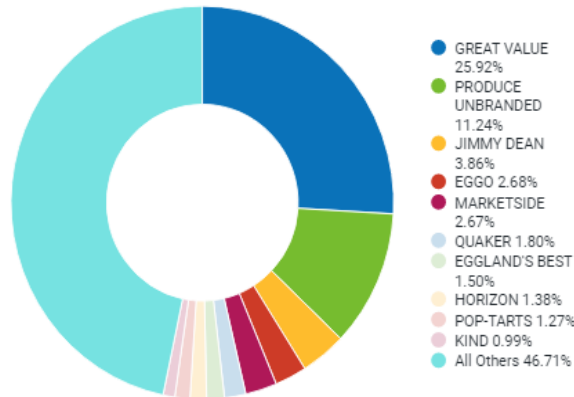
▲ 90.1%

987,749 Weekly Average

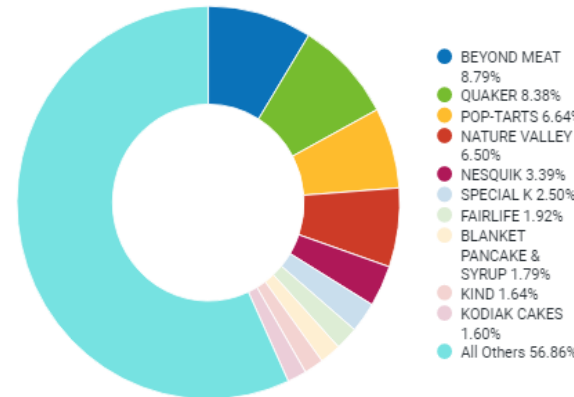
Top-Selling Brands



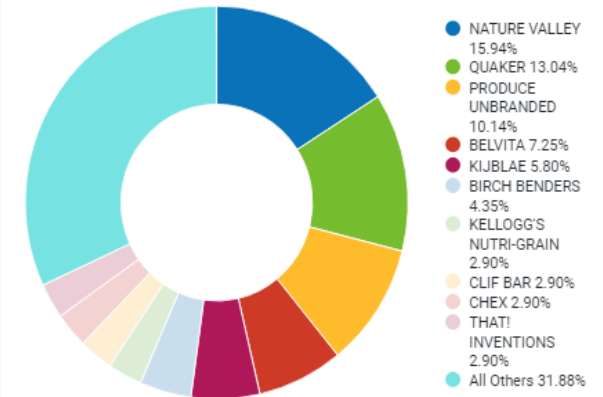
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$6.57 26.3 ¢/oz

Great Value Pancake & Sausage on a Stick, 25 oz, 10 Count (Frozen)

★★★★☆ 165



+ Add

\$3.32 14.8 ¢/oz

Great Value Seasoned Potato Hash Brown Patties, Shredded, 1 lb 6.5 oz, 10 Count (Frozen)



+ Add

\$3.16 19.8 ¢/oz

Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



+ Add

\$2.48 10.3 ¢/fl oz

Great Value Original Syrup, 24 oz

★★★★★ 435



+ Add

\$2.36 14.8 ¢/oz

Great Value Whole Strawberries, Frozen, 16 oz

Market Share Leaders:



Brands Observed

86

▼ -1% vs Prior Period

Items Observed

156

▼ -23% vs Prior Period

Department Summary

Keywords Observed

27,240

▲ 167% vs Prior Period

Organic Search Visibility

▲ 27.5%

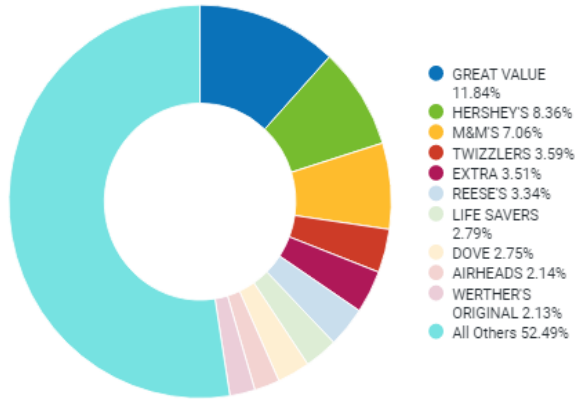
2,650,727,800 Weekly Average

Sponsorship Activity

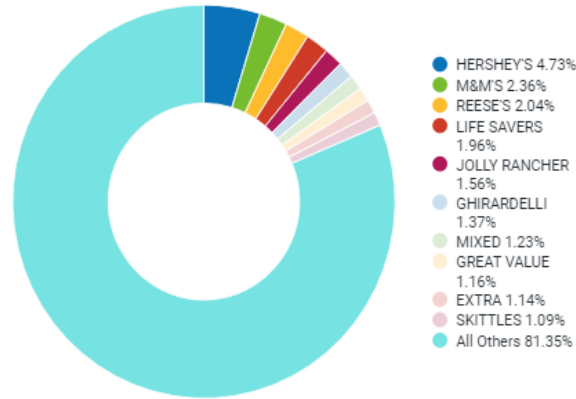
▲ 155.6%

1,515,402 Weekly Average

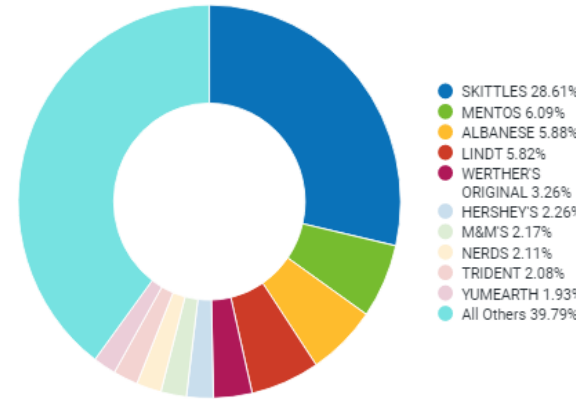
Top-Selling Brands



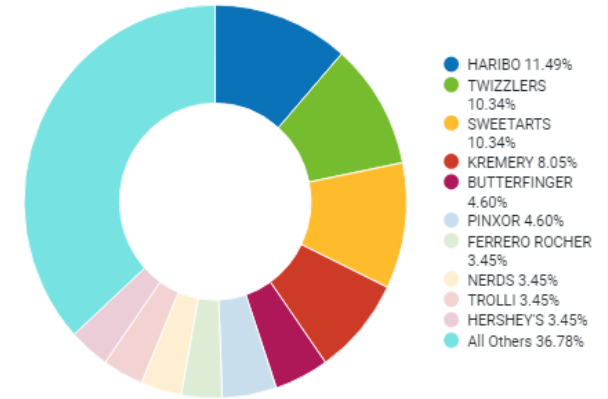
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$1.00 28.4 c/oz
Great Value Dark Chocolate Bar, 3.52 oz
★★★★☆ 38

\$4.48 49.8 c/oz
M&M's Peanut Butter Chocolate Candy, Sharing Size - 9 oz Bag
★★★★★ 10

\$1.00
Great Value Milk Chocolate Bar, 3.52 oz
★★★★☆ 45

\$1.56 19.5 c/oz
Great Value Gummy Worms Chewy Candy, 8 oz
★★★★☆ 71

\$4.48 47.7 c/oz
M&M's Minis Milk Chocolate Candy, Sharing Size - 9.4 oz
★★★★★ 75

Market Share Leaders:



Brands Observed

53

▲ 8% vs Prior Period

Items Observed

168

▼ -22% vs Prior Period

Department Summary

Keywords Observed

20,306

▲ 125% vs Prior Period

Organic Search Visibility

▲ 70.0%

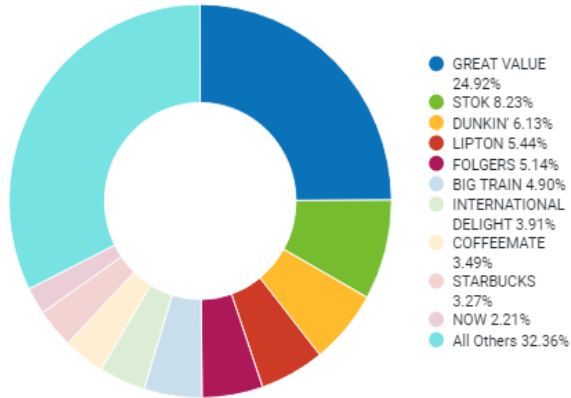
3,797,694,775 Weekly Average

Sponsorship Activity

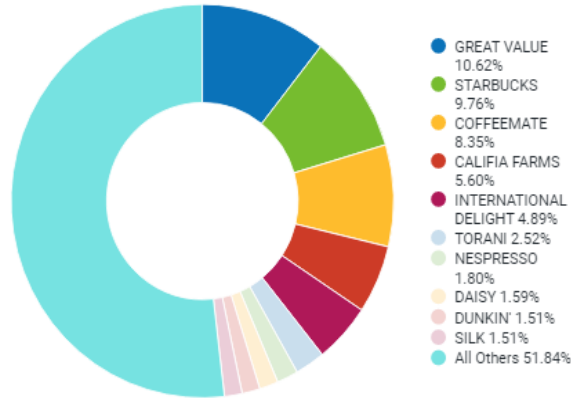
▲ 124.6%

1,938,755 Weekly Average

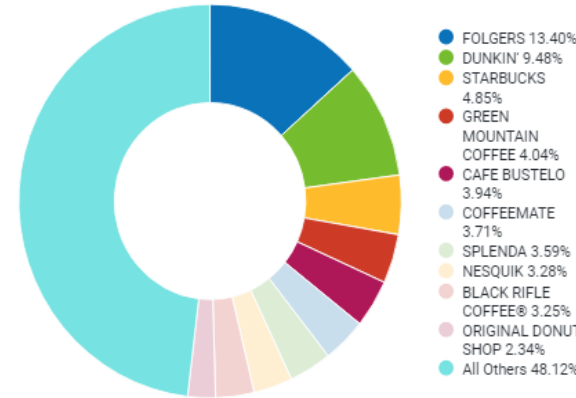
Top-Selling Brands



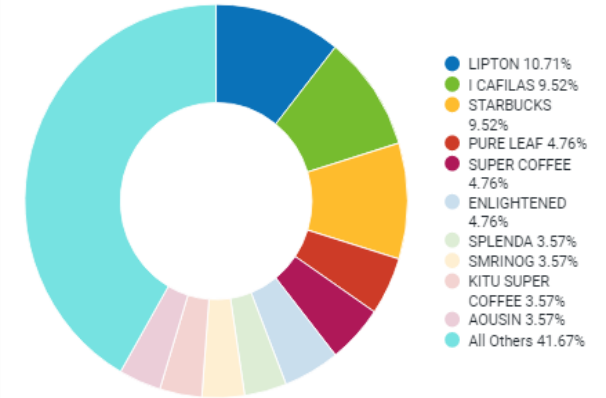
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5.86 12.2 c/fl oz
STōK Cold Brew Coffee, Black Unsweetened, 48 Oz.
★★★★★ 414



\$5.86 12.2 c/fl oz
STōK Cold Brew Coffee, Not Too Sweet, 48 Oz.
★★★★★ 249



\$2.92 21.3 c/fl oz
Dunkin' Original, Iced Bottled Coffee Drink, 13.7 fl oz
★★★★★ 747



\$3.12 78.0 c/lb
Great Value Pure Granulated Sugar, 4 lb
★★★★★ 4762



\$2.17 6.8 c/oz
Great Value Confectioners Powdered Sugar, 32 oz
★★★★★ 815

Market Share Leaders:



Brands Observed

31

▼ -47% vs Prior Period

Items Observed

115

▼ -46% vs Prior Period

Department Summary

Keywords Observed

26,152

▲ 120% vs Prior Period

Organic Search Visibility

▲ 175.3%

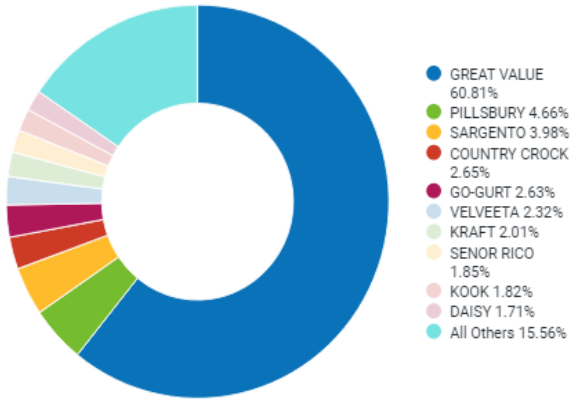
12,759,131,175 Weekly Average

Sponsorship Activity

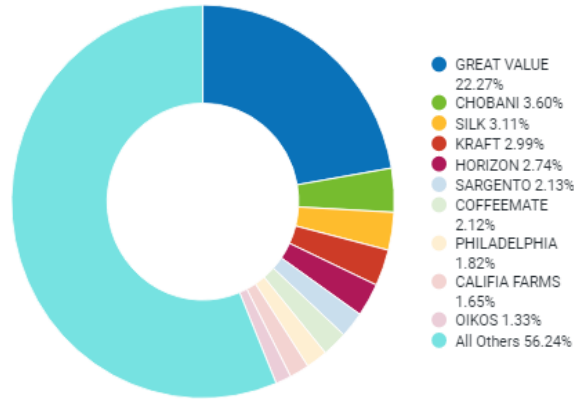
▲ 241.1%

1,716,015 Weekly Average

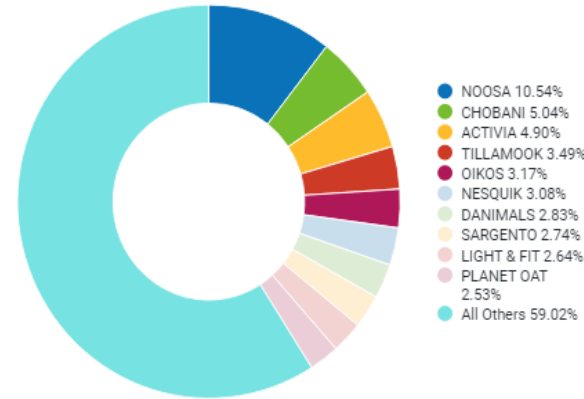
Top-Selling Brands



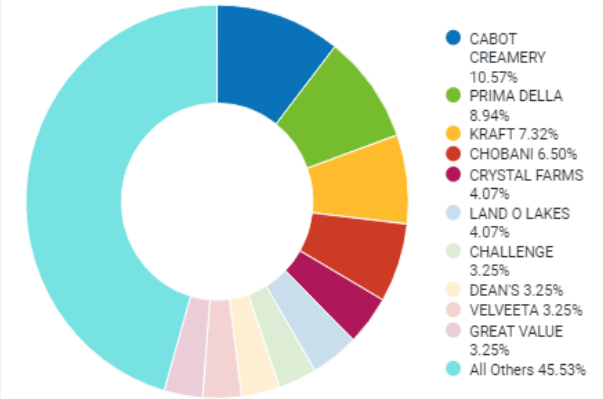
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3.34 2.6 ¢/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



\$3.09 2.4 ¢/fl oz
Great Value 2% Reduced Fat Milk, 128 Fl Oz



\$2.36 7.4 ¢/oz
Great Value Original Vanilla Lowfat Yogurt, 32 oz



\$2.94 2.3 ¢/fl oz
Great Value 1% Low Fat Milk, Gallon, 128 fl oz



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

Market Share Leaders:



Produce Unbranded

Brands Observed

48

▼ -41% vs Prior Period

Items Observed

149

▼ -46% vs Prior Period

Department Summary

Keywords Observed

27,478

▲ 100% vs Prior Period

Organic Search Visibility

▲ 146.9%

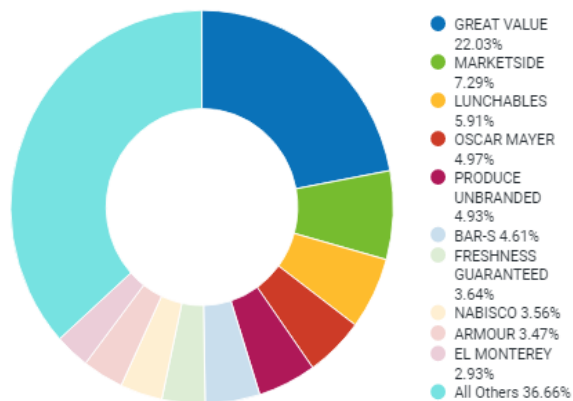
7,210,252,784 Weekly Average

Sponsorship Activity

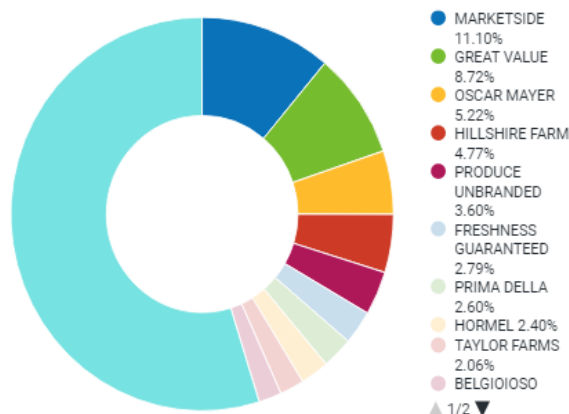
▲ 66.2%

679,273 Weekly Average

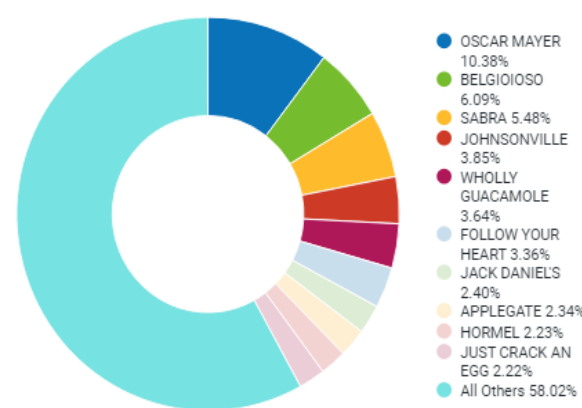
Top-Selling Brands



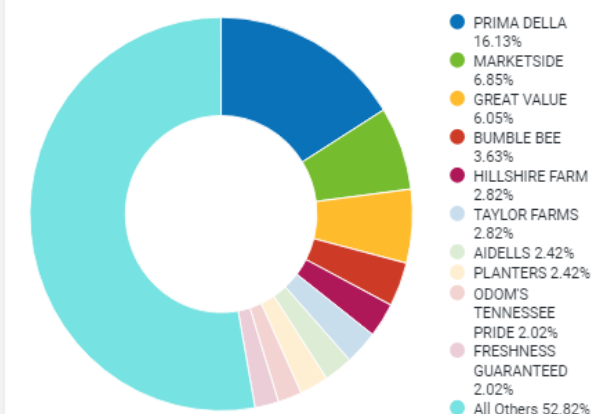
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$1.18 \$1.57/lb
Bar-s Meat Franks



+ Add

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



+ Add

\$1.26 \$1.6 c/oz
Armour LunchMakers Turkey & Cheese, Crackers & Butterfinger, 2.4 oz Meal Kit
★★★★☆ 65



+ Add

\$2.07 \$1.6 c/oz
Marketside Classic Style Lemonade, 44 Fl Oz
★★★★★ 286



+ Add

\$5.17 \$2.59/lb
El Monterey Beef & Bean Burritos, 32 oz, 8 Count (Frozen)

Market Share Leaders:

Produce Unbranded



Fresh Produce



Fieldpack Unbranded

Brands Observed

19

▼ -56% vs Prior Period

Items Observed

107

▼ -45% vs Prior Period

Department Summary

Keywords Observed

17,348

▲ 86% vs Prior Period

Organic Search Visibility

▲ 179.3%

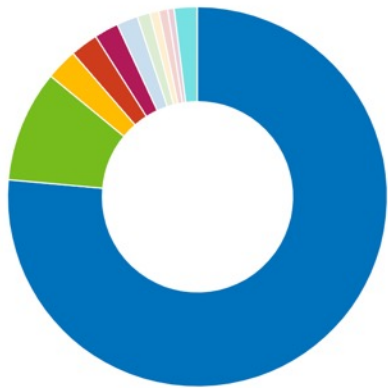
6,445,843,474 Weekly Average

Sponsorship Activity

▲ 127.9%

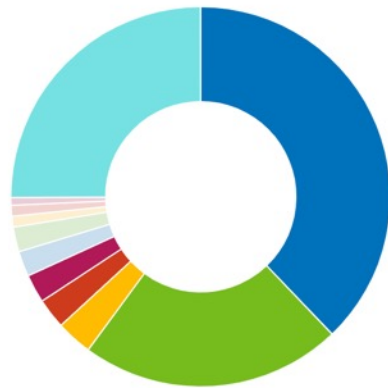
343,154 Weekly Average

Top-Selling Brands



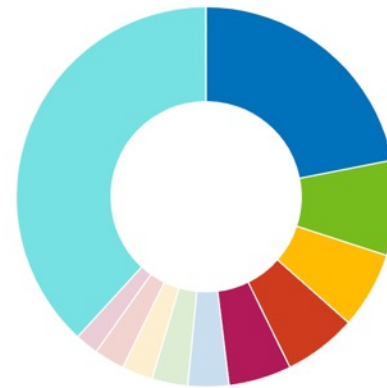
- PRODUCE UNBRANDED 76.44%
- MARKETSIDE 9.52%
- FRESH PRODUCE 2.67%
- BOLTHOUSE FARMS 2.38%
- FIELDPACK UNBRANDED 2.06%
- DIY GIFT KITS 1.80%
- GREEN GIANT 1.09%
- FRESHNESS GUARANTEED 0.77%
- ORGAIN 0.76%

Top Brands in Organic Search



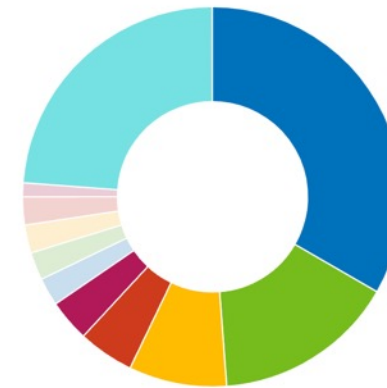
- PRODUCE UNBRANDED 37.86%
- MARKETSIDE 22.25%
- FRESHNESS GUARANTEED 3.08%
- FIELDPACK UNBRANDED 2.57%
- MELISSA'S 2.41%
- GREAT VALUE 2.18%
- TAYLOR FARMS 2.09%
- MORNINGSTAR FARMS 0.93%
- FRESH PRODUCE 0.92%

Top Brands in Paid Search



- BEYOND MEAT 21.91%
- WHOLLY GUACAMOLE 8.10%
- GOURMET GARDEN 6.51%
- FOLLOW YOUR HEART 6.21%
- BONNIE PLANTS 5.34%
- MARZETTI 3.48%
- ZESPRI 3.04%
- PANERA BREAD 2.64%
- SABRA 2.59%
- TAYLOR FARMS 1.99%
- All Others 38.18%

Top-Promoted Brands



- PRODUCE UNBRANDED 33.33%
- MARKETSIDE 15.48%
- TAYLOR FARMS 8.33%
- WALMART DELI 4.76%
- FRESHNESS GUARANTEED 3.57%
- FRESH PRODUCE 2.38%
- PANERA BREAD 2.38%
- AROMA ONE 2.38%
- READY PAC FOODS 2.38%

Top-Selling Items:



+ Add

\$0.24 each 50.0 c/lb
Final cost by weight
Fresh Banana Fruit, Each



+ Add

\$0.76
Fresh Cucumber, Each



+ Add

\$2.66 \$2.66/lb
Fresh Strawberries, 1 lb



+ Add

\$3.76 each \$198/lb
Final cost by weight
Fresh Tomato on the Vine, Bag (1.9 lbs/bag est.)



\$0.88
Fresh Cilantro, Bunch

Market Share Leaders:



Brands Observed

24

▼ -68% vs Prior Period

Items Observed

120

▼ -56% vs Prior Period

Department Summary

Keywords Observed

30,693

▲ 95% vs Prior Period

Organic Search Visibility

▲ 145.6%

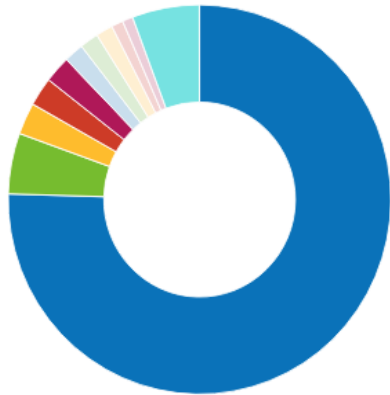
11,196,332,847 Weekly Average

Sponsorship Activity

▲ 48.5%

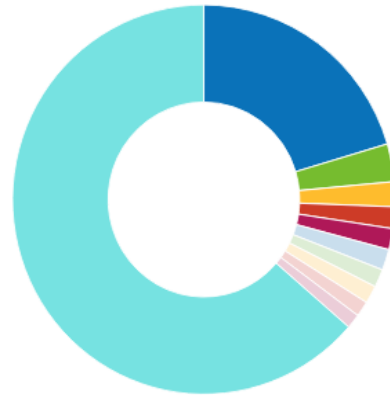
1,296,806 Weekly Average

Top-Selling Brands



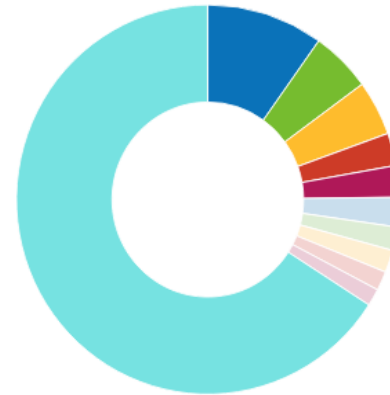
- GREAT VALUE 75.47%
- BANQUET 5.05%
- MICHELINA'S 2.64%
- TYSON 2.39%
- TOTINO'S 2.22%
- PILLSBURY 1.66%
- SNAPPS 1.57%
- JOS OL 1.44%
- JACK'S 0.99%
- BUDGET SAVER 0.89%
- All Others 5.68%

Top Brands in Organic Search



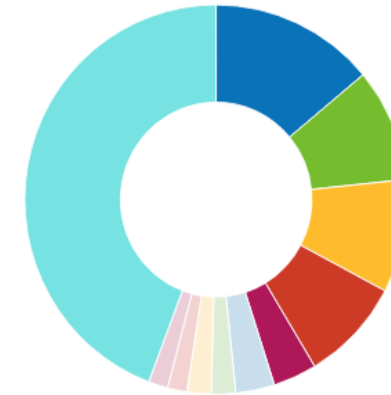
- GREAT VALUE 20.40%
- BIRDSEYE 3.14%
- AMY'S KITCHEN 2.07%
- JIMMY DEAN 1.79%
- STOUFFER'S 1.75%
- BEN & JERRY'S 1.73%
- MARIE CALLENDER'S 1.50%
- GREEN GIANT 1.48%
- BANQUET 1.30%
- EGGO 1.21%
- All Others 63.63%

Top Brands in Paid Search



- BEYOND MEAT 9.84%
- HOT POCKETS 5.09%
- HAGEN-DAZS 4.56%
- BIRDSEYE 2.71%
- DEEP INDIAN KITCHEN 2.62%
- BLUE BUNNY 2.45%
- DIGIORNO 1.95%
- HELADOS MEXICO 1.86%
- IMPOSSIBLE FOODS 1.58%
- APPLEGATE 1.44%
- All Others 65.89%

Top-Promoted Brands



- GREAT VALUE 13.93%
- TYSON 9.43%
- BIRDSEYE 9.43%
- HALO TOP 8.61%
- DRUMSTICK 3.69%
- SAM'S CHOICE 3.28%
- WALMART SEAFOOD 2.05%
- TYSON 2.05%
- ANYTIZERS 2.05%
- JOHN SOULES FOODS 1.64%
- DUTCH FARMS 1.64%
- All Others 44.26%

Top-Selling Items:



+ Add

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



+ Add

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



+ Add

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



+ Add

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



+ Add

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

Market Share Leaders:



Produce
Unbranded

Fresh Ground
Beef



Fresh Pork

Brands Observed

45

▼ -55% vs Prior Period

Items Observed

168

▼ -48% vs Prior Period

Department Summary

Keywords Observed

33,736

▲ 126% vs Prior Period

Organic Search Visibility

▲ 107.5%

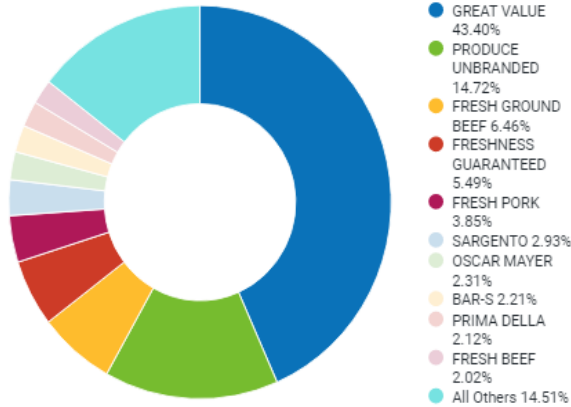
5,973,077,383 Weekly Average

Sponsorship Activity

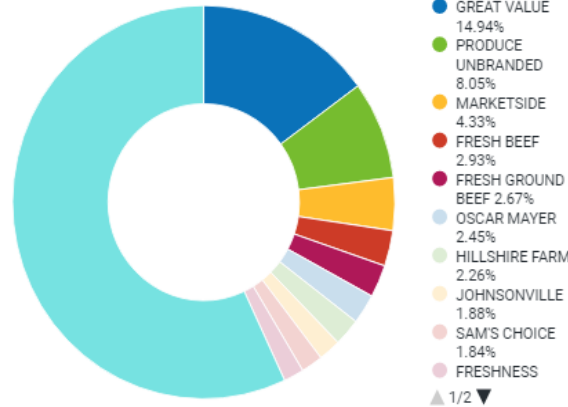
▲ 230.2%

972,167 Weekly Average

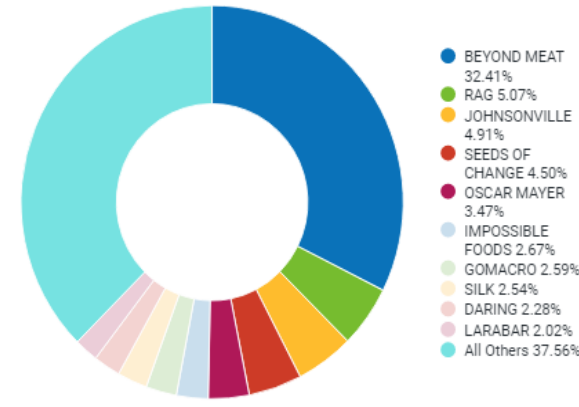
Top-Selling Brands



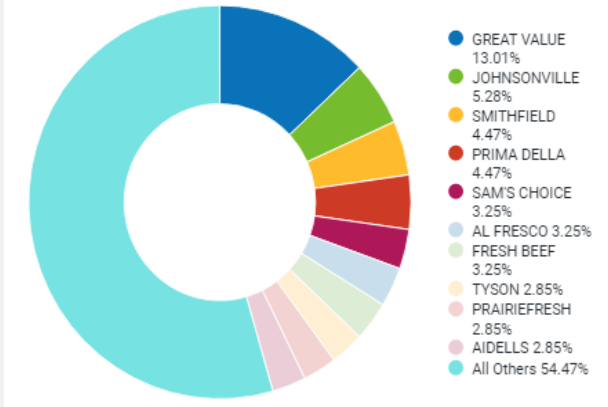
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$5.92 \$5.92/lb
All Natural* 80% Lean/20% Fat Ground Beef Chuck, 1 lb Tray



+ Add

\$4.22 8.8 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★★ 1536



+ Add

\$1.12 11.2 c/fl oz
Great Value Worcestershire Sauce, 10 fl Ounce
★★★★★ 390



+ Add

\$3.56 47.5 c/oz
Sargento Sliced Pepper Jack Natural Cheese, 10 slices



+ Add

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

Market Share Leaders:



Brands Observed

47

▼ -43% vs Prior Period

Items Observed

139

▼ -36% vs Prior Period

Department Summary

Keywords Observed

48,713

▲ 130% vs Prior Period

Organic Search Visibility

▲ 72.6%

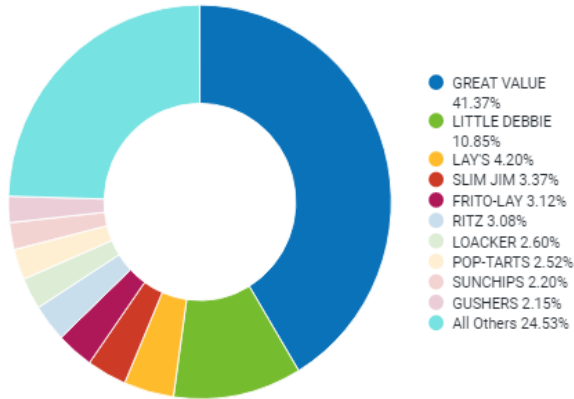
10,149,929,160 Weekly Average

Sponsorship Activity

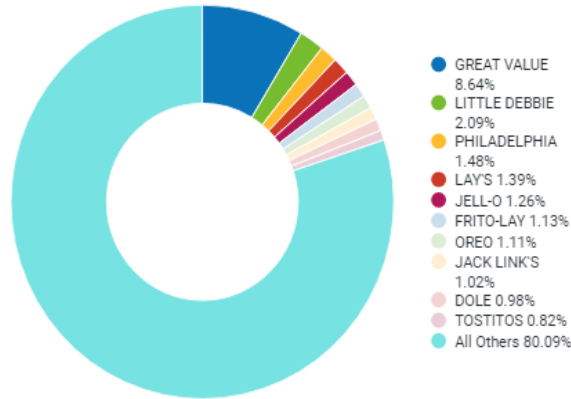
▲ 170.5%

3,783,969 Weekly Average

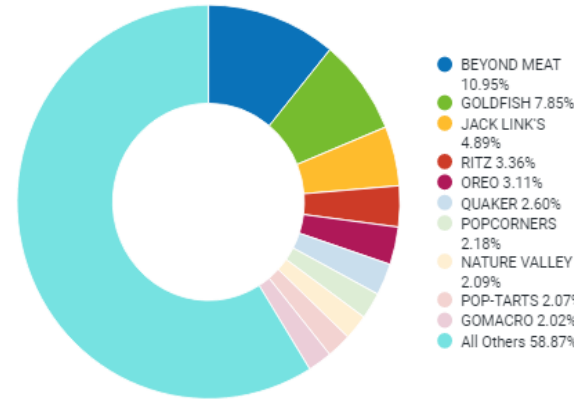
Top-Selling Brands



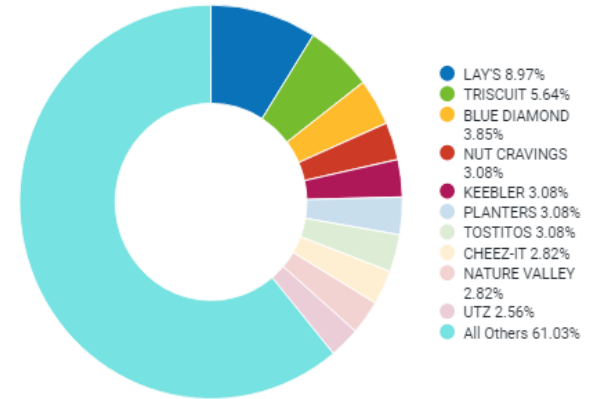
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$2.68 20.5 c/oz

Little Debbie Cosmic Brownies, 13 oz



+ Add

\$1.97 15.2 c/oz

Great Value Creme Filled Swiss Rolls
Snack Cakes, 13 oz, 6 Count



\$3.84 16.0 c/ea

Great Value Chewy Granola Bars
Variety Pack, Value Pack, 0.84 oz, 24
Count
★★★★★ 1041



\$1.86 37.2 c/ea

Great Value Cheese Dip & Breadsticks
Snacks, 1 oz, 5 Count
★★★★★ 193



+ Add

\$1.72 21.5 c/oz

Great Value Vanilla Creme Wafer
Cookies, 8 oz



Household Essentials

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



Market Share Leaders:



Brands Observed

18

▲ 29% vs Prior Period

Items Observed

207

▲ 62% vs Prior Period

Department Summary

Keywords Observed

6,708

▲ 105% vs Prior Period

Organic Search Visibility

▲ 22.5%

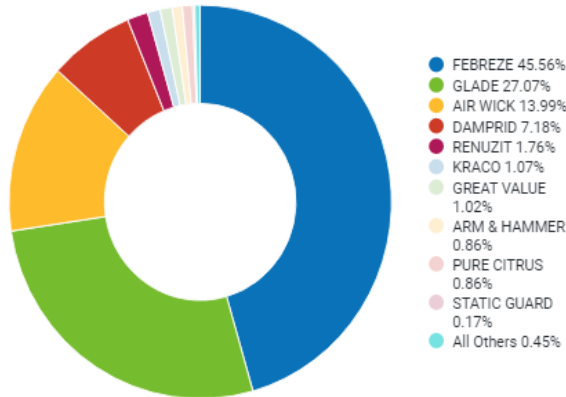
326,354,504 Weekly Average

Sponsorship Activity

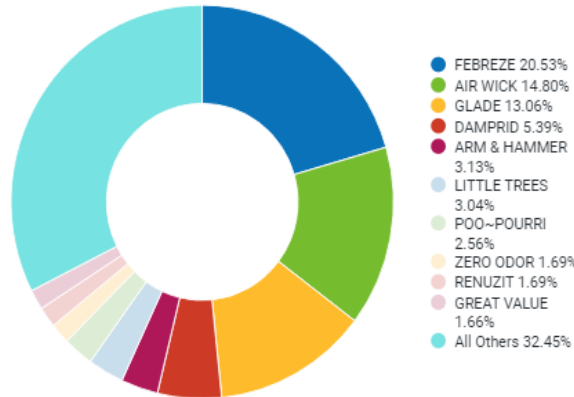
▼ -25.6%

267,113 Weekly Average

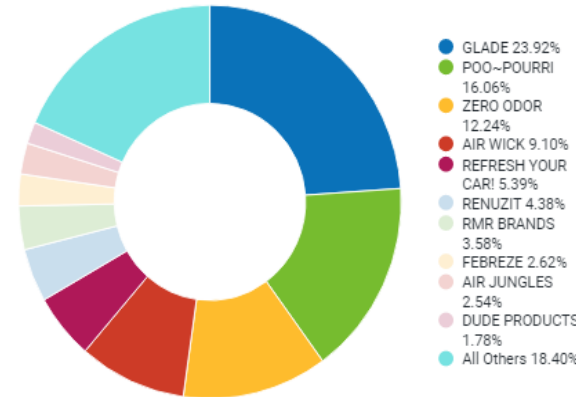
Top-Selling Brands



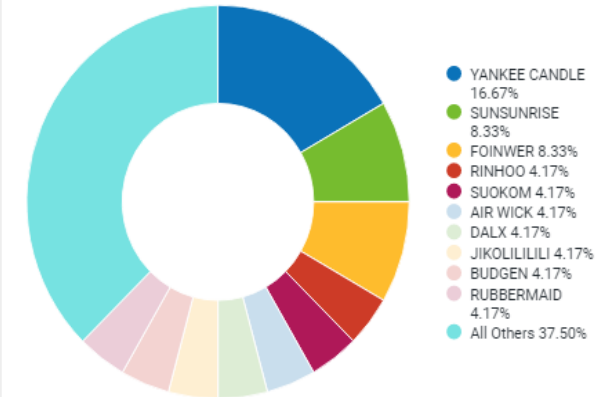
Top Brands in Organic Search



Top Brands in Paid Search



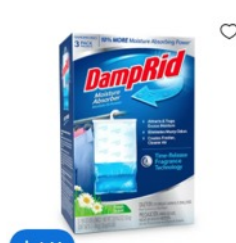
Top-Promoted Brands



Top-Selling Items:



\$13.58 \$4.53/ea
 Febreze Odor-Fighting Fade Defy PLUG Air Freshener Refill, Gain Original Scent, (3) .87 fl. oz. Oil Refills
 ★★★★★ 1079



\$11.97 25.9 c/oz
 DampRid Fresh Scent Hanging Moisture Absorber, 3 Pack
 ★★★★★ 318



\$13.58 \$4.53/ea
 Febreze Odor-Fighting Fade Defy PLUG Air Freshener Refill, Downy April Fresh, (3) .87 fl. oz. Oil Refills
 ★★★★★ 1417



\$11.98 \$3.52/fl oz
 Glade Plugs Refill 5 CT, Hawaiian Breeze, 3.35 FL. OZ. Total, Scented Oil Air Freshener Infused with Essential Oils
 ★★★★★ 838



\$11.98 \$3.52/fl oz
 Glade Plugs Refill 5 ct, Clean Linen, 3.35 FL. oz. Total, Scented Oil Air Freshener Infused with Essential Oils
 ★★★★★ 883

Market Share Leaders:



Brands Observed

32

▼ -3% vs Prior Period

Items Observed

115

▼ -5% vs Prior Period

Department Summary

Keywords Observed

12,582

▲ 122% vs Prior Period

Organic Search Visibility

▼ -21.0%

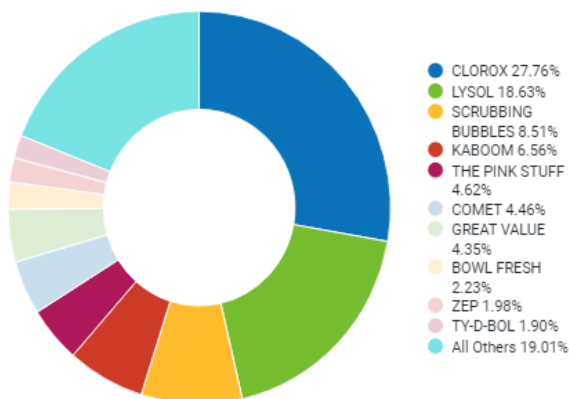
315,103,390 Weekly Average

Sponsorship Activity

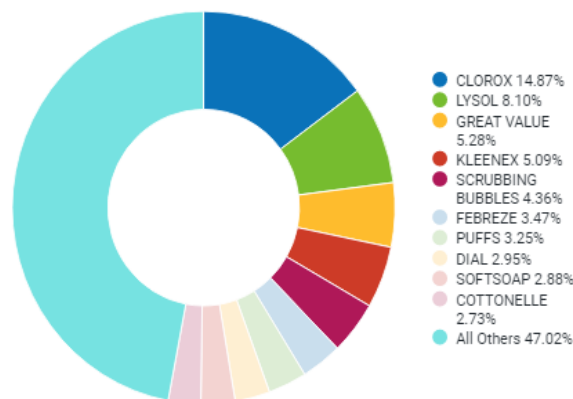
▼ -15.2%

481,978 Weekly Average

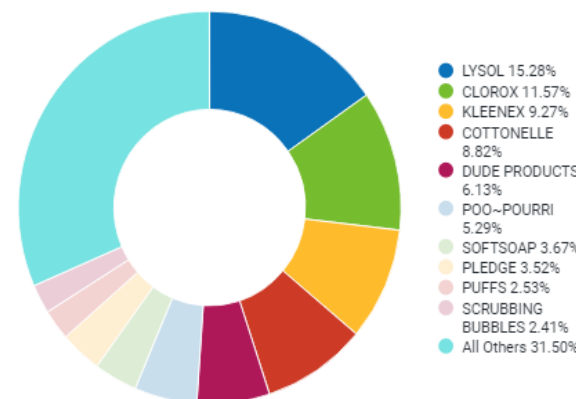
Top-Selling Brands



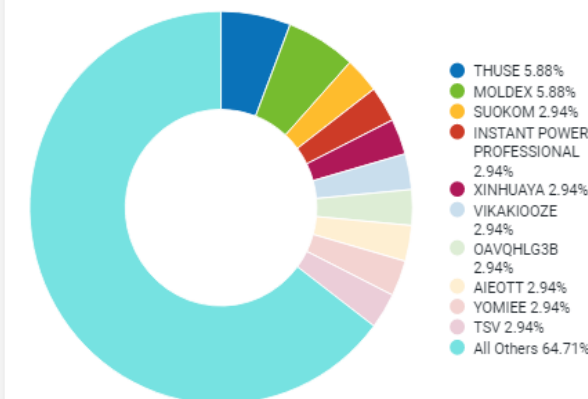
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$1.13 5.4 c/oz
21OZ COMET CLEANSER
★★★★★ 943



Now \$4.97 \$15.19 10.4 c/fl oz
Lysol Power Toilet Bowl Cleaner Gel, For Cleaning and Disinfecting, Stain Removal, 24oz (Pack of 2)
★★★★★ 1371



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



\$6.27 24.7 c/fl oz
The Pink Stuff, Miracle Toilet Cleaner Gel, Bathroom Cleaner, 25.4 fl. oz. Bottle
★★★★☆ 45



\$4.68 78.0 c/ea
Lysol Click Gel Automatic Toilet Bowl Cleaner, Gel Toilet Bowl Cleaner, For Cleaning and Refreshing, Brand New...

Market Share Leaders:

DURACELL

Energizer

RAYOVAC



ACDelco

Brands Observed

30

▲ 150% vs Prior Period

Items Observed

182

▲ 69% vs Prior Period

Department Summary

Keywords Observed

3,131

▲ 53% vs Prior Period

Organic Search Visibility

▼ -4.9%

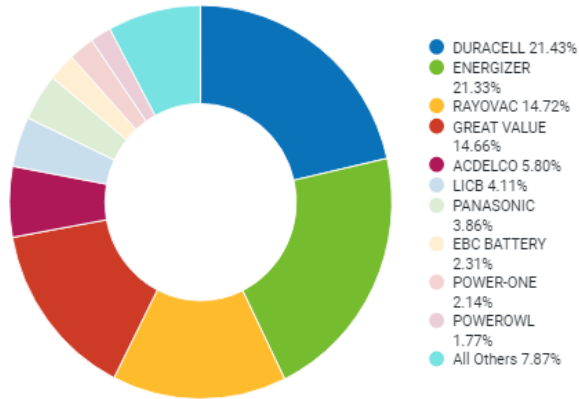
232,542,086 Weekly Average

Sponsorship Activity

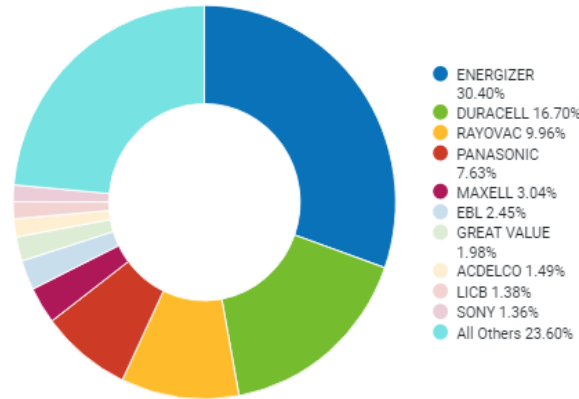
▲ 12.2%

259,700 Weekly Average

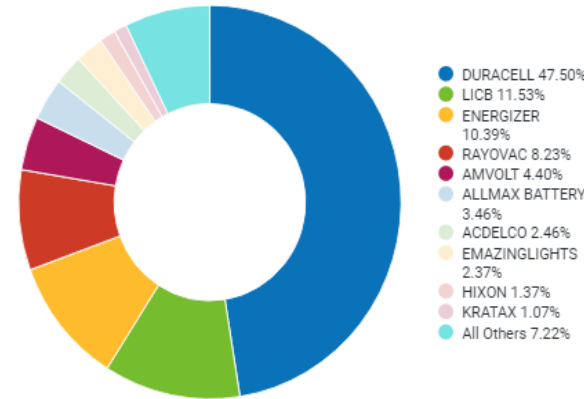
Top-Selling Brands



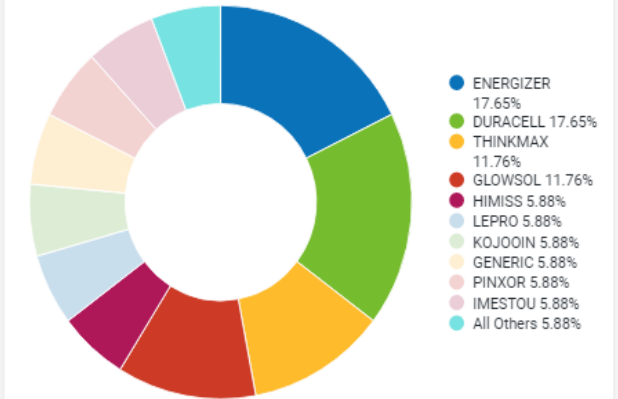
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3.68 46.0 c/ea
Great Value Alkaline AAA Batteries, 8 Count
★★★★☆ 424



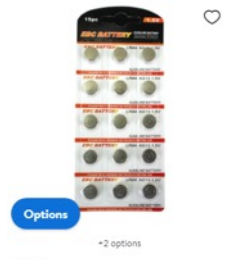
\$3.68 46.0 c/ea
Great Value Alkaline AA Batteries (8 Pack)
★★★★☆ 497



\$6.97 871 c/ea
Rayovac High Energy AAA Batteries (8 Pack), Triple A Batteries
★★★★☆ 738



\$22.86 95.3 c/ea
Duracell Coppertop AA Battery with POWER BOOST, 24 Pack Long-Lasting Batteries
★★★★☆ 5323



\$5.25
Options
Options from \$5.25 - \$7.50
Multi-Pack LR44 AG13 Battery - EBC Premium Alkaline 1.5 Volt Non Rechargeable Round Button Cell...
★★★★☆ 193

Market Share Leaders:



Brands Observed

57

▼ -58% vs Prior Period

Items Observed

192

▼ -54% vs Prior Period

Department Summary

Keywords Observed

33,173

▲ 145% vs Prior Period

Organic Search Visibility

▼ -5.5%

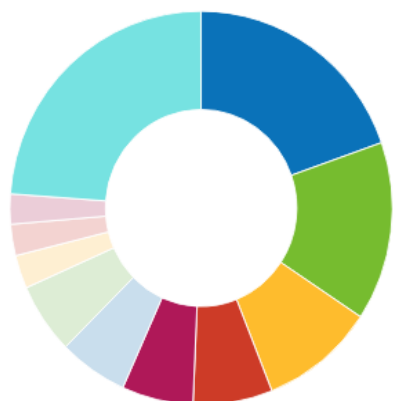
1,237,781,965 Weekly Average

Sponsorship Activity

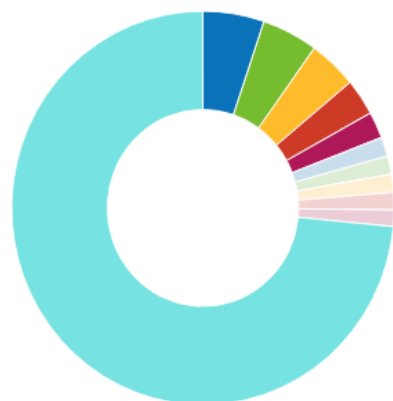
▲ 3.1%

1,732,920 Weekly Average

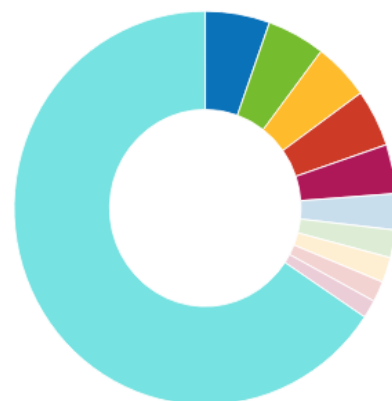
Top-Selling Brands



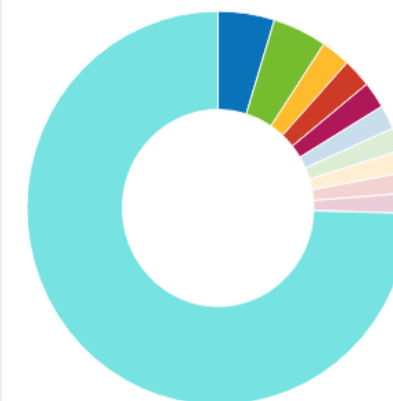
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$5.12 10.7 c/fl oz

Pine-Sol Multi-Surface Cleaner, Original, 48 fl oz

★★★★★ 21372



+ Add

Now \$5.52 \$12.99 7.4 c/ea

Clorox Bleach-Free Disinfecting and Cleaning Wipes, Fresh Scent, 75 Count

★★★★★ 2711



+ Add

Now \$24.99 \$94.99 +\$36.00 shipping

EasyWring Spin Mop & Bucket System

★★★★★ 11033



+ Add

\$29.94

Swiffer PowerMop Multi-Surface Mop Kit for Floor Cleaning, Fresh Scent

★★★★★ 840



+ Add

\$10.44 14.9 c/fl oz

Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 70 fl oz

★★★★★ 967

Market Share Leaders:



Brands Observed

37

▼ -3% vs Prior Period

Items Observed

171

▲ 3% vs Prior Period

Department Summary

Keywords Observed

11,756

▲ 132% vs Prior Period

Organic Search Visibility

▼ -11.9%

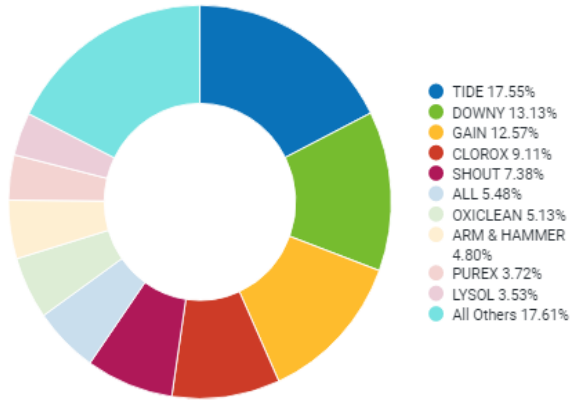
534,497,915 Weekly Average

Sponsorship Activity

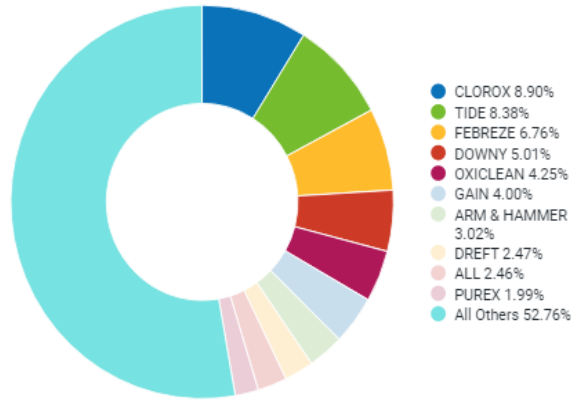
▲ 39.7%

653,303 Weekly Average

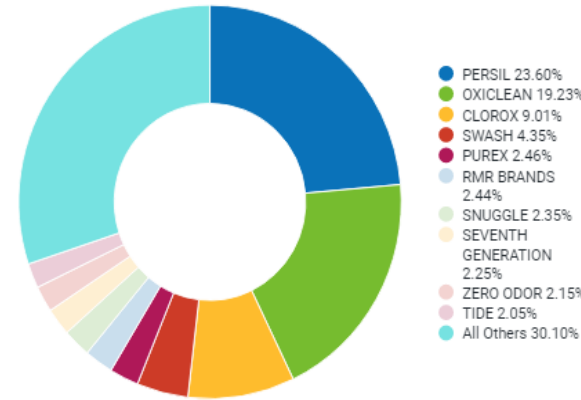
Top-Selling Brands



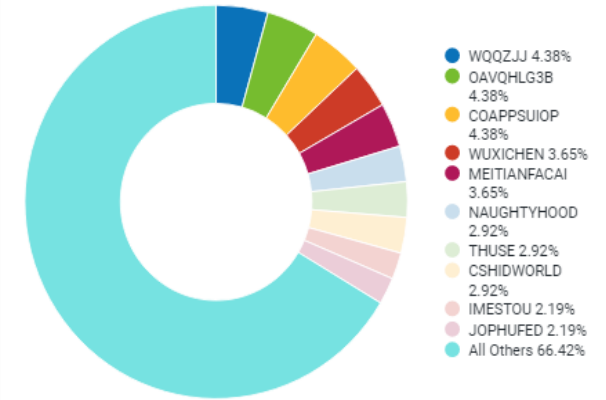
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$4.98 20.8 c/ea

Shout Color Catcher, Dye-Trapping Sheets, 24 Sheets

★★★★☆ 21288



+ Add

\$12.97 270 c/fl oz

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

★★★★★ 988



+ Add

Now \$9.99 \$12.97 +\$18.99 shipping

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

★★★★★ 718



+ Add

\$27.24 24.3 c/ea

Tide PODS Laundry Detergents Spring Meadow, 112 Count

★★★★★ 1239



+ Add

\$3.48 15.8 c/fl oz

Shout Triple-Acting, Laundry Stain Remover, 22 Ounce

★★★★★ 720

Market Share Leaders:



Brands Observed

33

▲ 3% vs Prior Period

Items Observed

174

▲ 12% vs Prior Period

Department Summary

Keywords Observed

25,707

▲ 111% vs Prior Period

Organic Search Visibility

▼ -18.6%

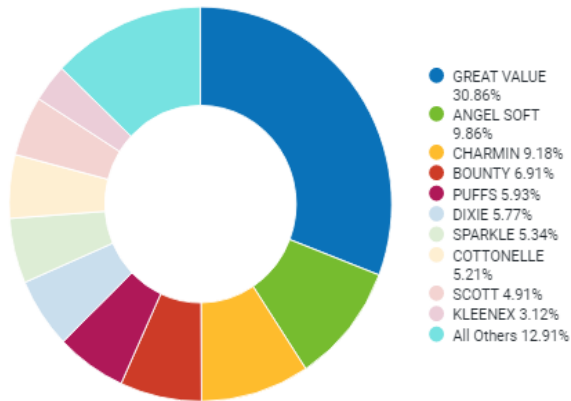
924,448,889 Weekly Average

Sponsorship Activity

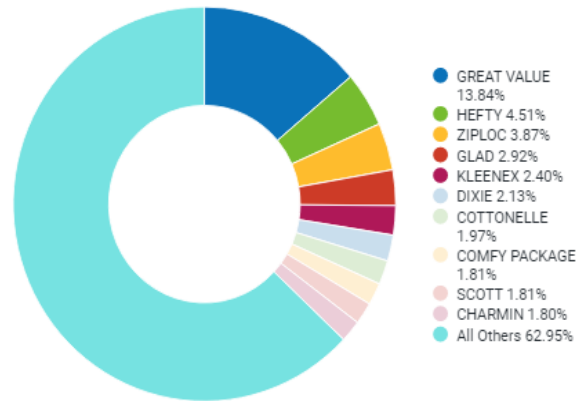
▼ -13.6%

1,061,165 Weekly Average

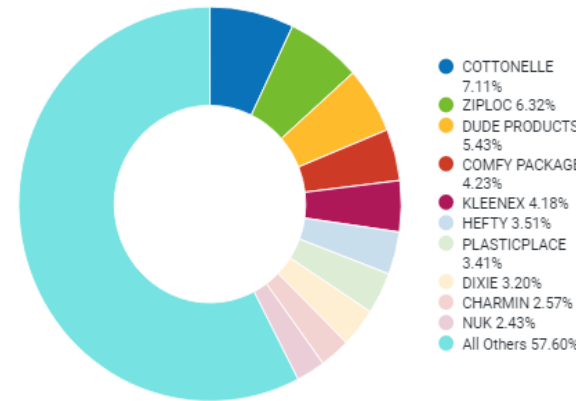
Top-Selling Brands



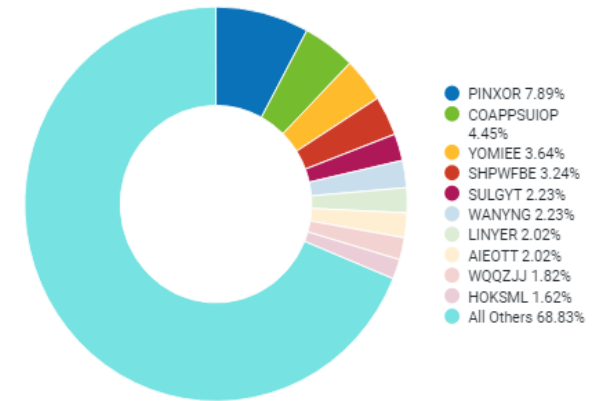
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$22.18 21 c/ea
Bounty Select-a-Size Paper Towels, 12 Double Rolls, White
★★★★★ 9218



+ Add

\$6.68 0.2 c/ea
Angel Soft Toilet Paper, 9 Mega Rolls
★★★★★ 10367



+ Add

\$8.86 0.2 c/ea
Angel Soft Toilet Paper, 12 Mega Rolls
★★★★★ 9991



+ Add

\$13.63 0.4 c/ea
Cottonelle Ultra Comfort Toilet Paper, 12 Mega Rolls
★★★★★ 4880



+ Add

\$7.12 11 c/sq ft
Sparkle Tear-a-Square Paper Towels, White, 6 Double Rolls
★★★★★ 1497

Market Share Leaders:



Brands Observed

76

▲ 58% vs Prior Period

Items Observed

191

▲ 35% vs Prior Period

Department Summary

Keywords Observed

10,810

▲ 136% vs Prior Period

Organic Search Visibility

▲ 12.4%

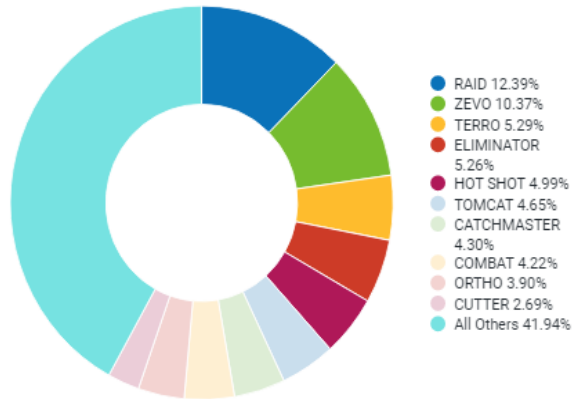
592,566,660 Weekly Average

Sponsorship Activity

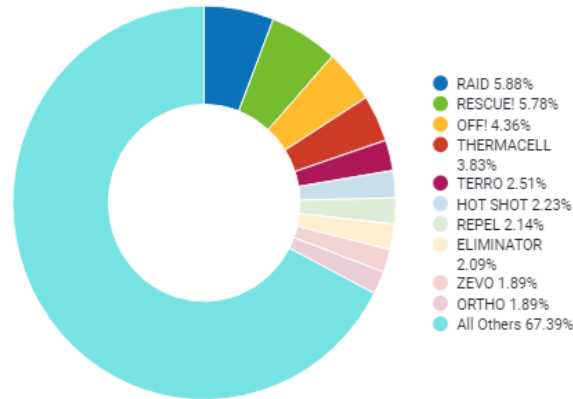
▼ -3.5%

1,170,540 Weekly Average

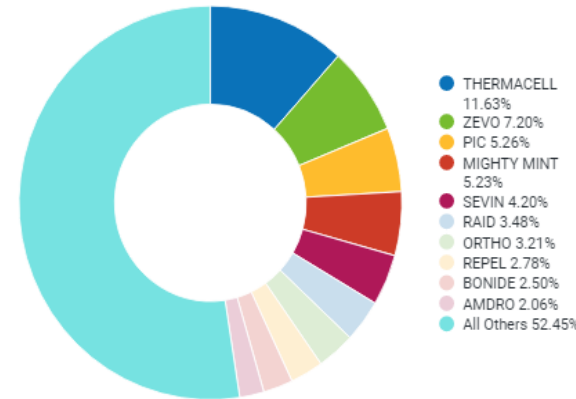
Top-Selling Brands



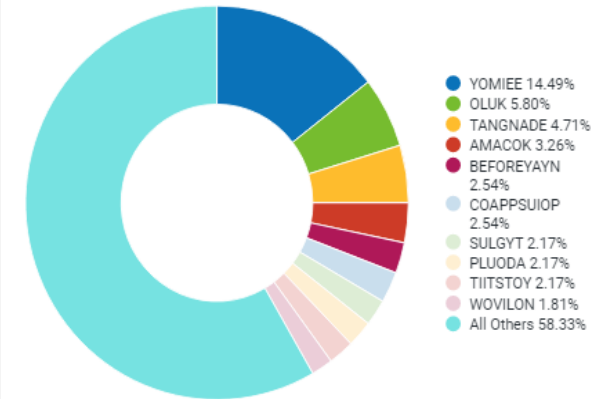
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$20.97
Zevo Flying Insect Fly Trap (1 Device + Refill) Featuring Blue And UV Light To Attract Flying Insects
★★★★☆ 2500



\$0.96 48.0 c/ea
Eliminator Fly Swatters with Metal Handle, Set of 2 Fly Swatters, Multicolor Plastic
★★★★☆ 277



\$7.16 \$7.16/fl oz
TERRO Fruit Fly Traps - 2 Pack
★★★★☆ 1020



\$7.32 61.0 c/oz
Zevo Ant, Roach & Fly Multi-Insect Trigger Spray, 12 Oz
★★★★☆ 3257



\$9.98 10.0 c/fl oz
Mainstays 100 Oz Easy Pour Citronella-Scented Torch Fuel
★★★★☆ 132

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