



Department Performance Report

JUNE 2023



 Appliances	 Automotive	 Bath	 Cleaning
 Electrical	 Hardware	 Home Decor	 Flooring
 Furniture	 Lighting	 Paint	 Plumbing
 Safety Equipment	 Smart Home	 Storage & Organization	 Tools

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Department Performance Report

June 2023

Report Overview

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

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

- ❖ Disclaimer: Analytic Index has no affiliation with Home Depot. 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 Home Depot (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period and percent change in this report is comparing data from the previous month (month-over-month).

Definitions

Top 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-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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Organic Search Leaders:



FRIGIDAIRE



Brands Observed

499

▲ 1% vs Prior Period

Items Observed

11,854

▲ 2% vs Prior Period

Department Summary

Keywords Observed

6,205

▲ 36% vs Prior Period

Sponsorship Activity

▼ -24.7%

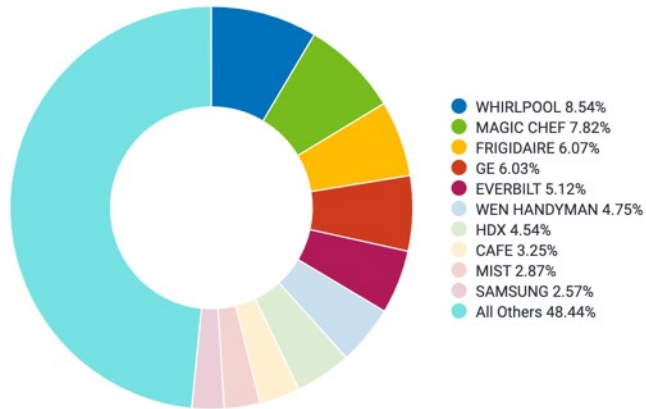
68,005 Weekly Average

Organic Search Visibility

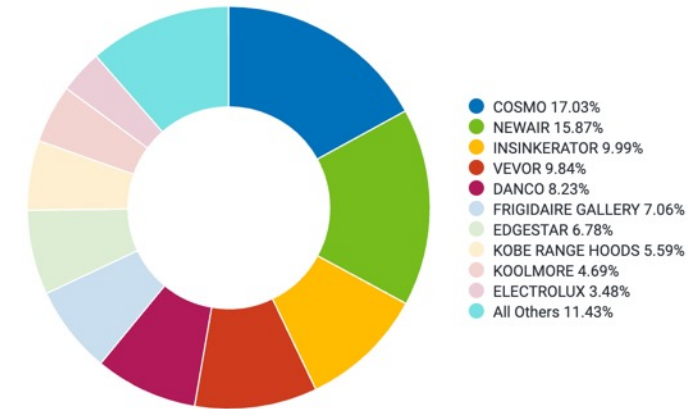
▼ -42.7%

227,448,025 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

423

▲ 5% vs Prior Period

Items Observed

5,782

▲ 9% vs Prior Period

Department Summary

Keywords Observed

5,923

▲ 37% vs Prior Period

Sponsorship Activity

▼ -3.0%

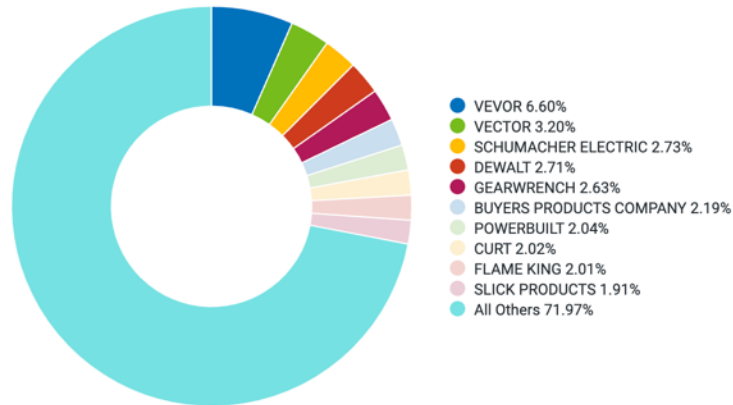
38,528 Weekly Average

Organic Search Visibility

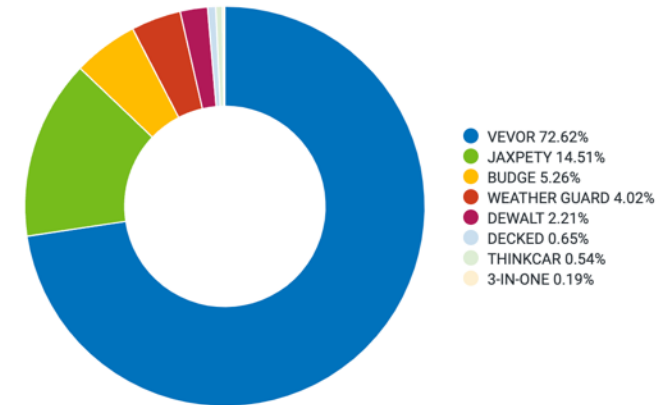
▼ -33.8%

29,645,945 Weekly Average

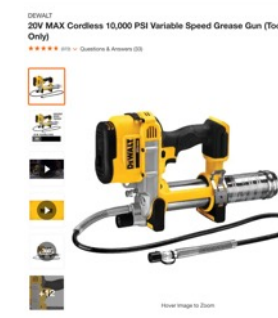
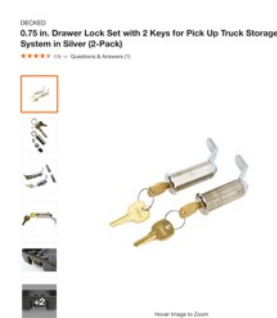
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

602

▼ -1% vs Prior Period

Items Observed

21,102

▲ 7% vs Prior Period

Department Summary
Keywords Observed

3,312

▼ -1% vs Prior Period

Sponsorship Activity

▼ -35.6%

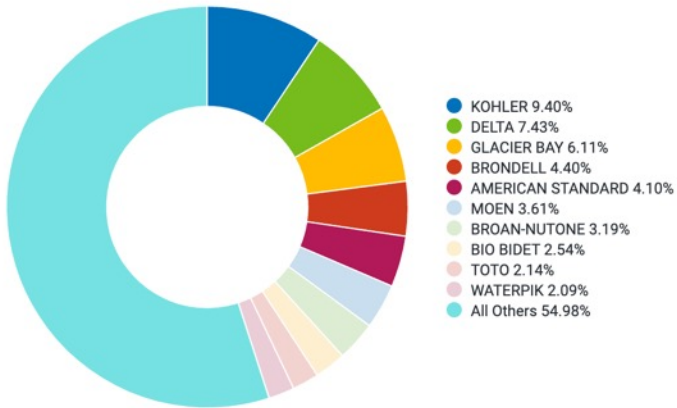
105,889 Weekly Average

Organic Search Visibility

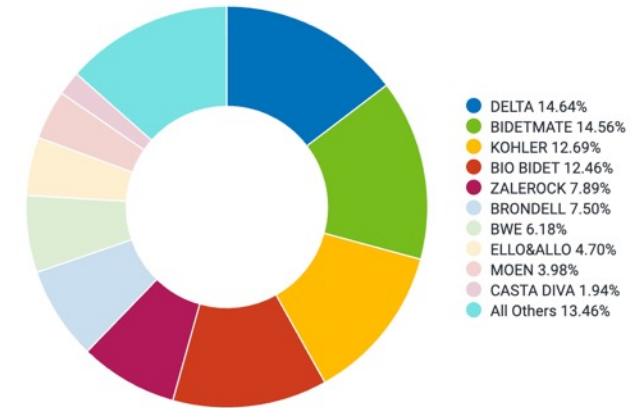
▼ -56.3%

103,603,885 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

American Standard
EZ Install 9 in. x 3 in. 1500-Watt Whirlpool Heater



Hover Image to Zoom

Moen
Attract with Magnetix 6-spray 6.75 in. Dual Shower Head and Adjustable Handheld in Spot Resist Brushed Nickel



Hover Image to Zoom

Kohler
Novita Electric Bidet Seat for Elongated Toilets in White



Hover Image to Zoom

Moen
Adire Single-Handle 4-Spray Shower Faucet in Chrome (Valve Included)



Hover Image to Zoom

Delta
Chamberlain In2ition 2-in-1 Single-Handle 4-Spray Shower Faucet in Matte Black (Valve Included)



Hover Image to Zoom

Organic Search Leaders:



Pro Chlor Tabs



Brands Observed

462

▲ 1% vs Prior Period

Items Observed

4,094

▲ 3% vs Prior Period

Department Summary

Keywords Observed

3,839

▲ 13% vs Prior Period

Sponsorship Activity

▼ -48.0%

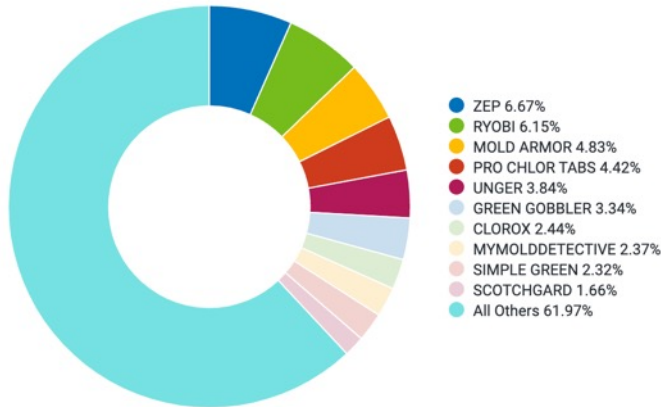
30,170 Weekly Average

Organic Search Visibility

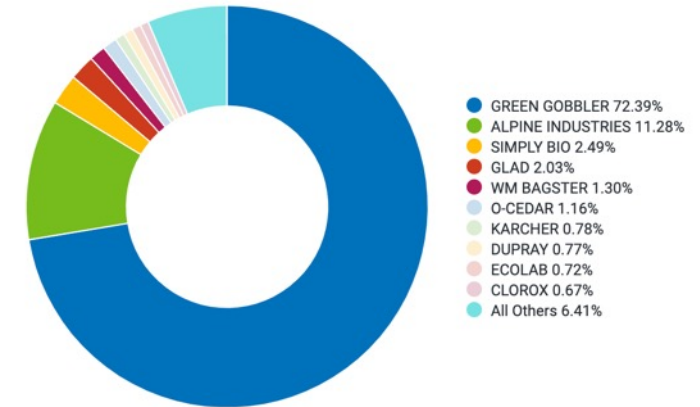
▼ -49.5%

35,359,926 Weekly Average

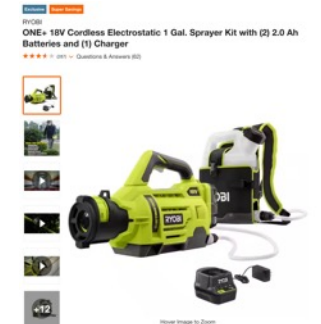
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

554

▲ 3% vs Prior Period

Items Observed

14,113

▲ 6% vs Prior Period

Department Summary

Keywords Observed

8,138

▲ 25% vs Prior Period

Sponsorship Activity

▼ -48.9%

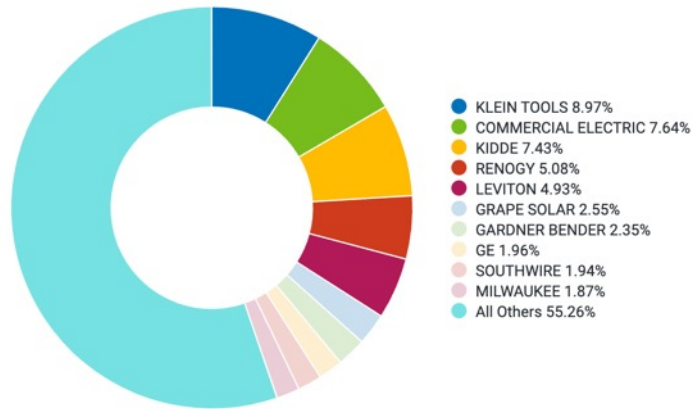
56,609 Weekly Average

Organic Search Visibility

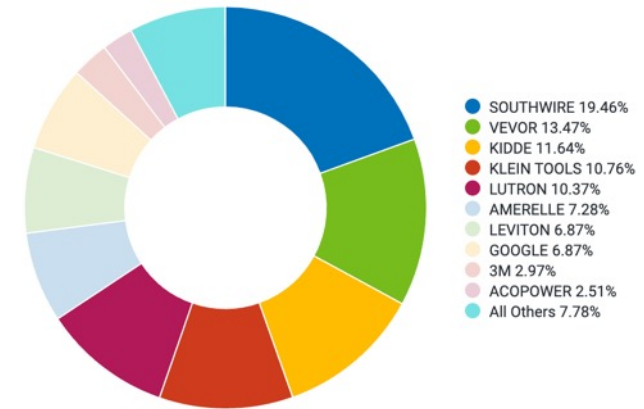
▼ -45.4%

193,063,276 Weekly Average

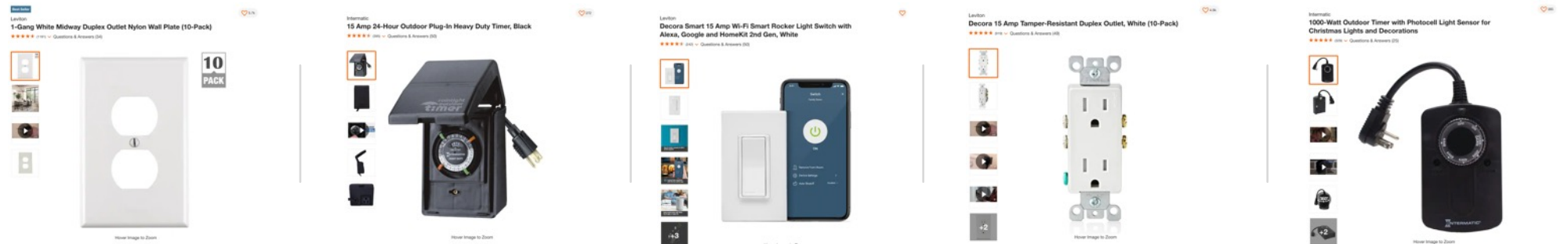
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Kwikset



Brands Observed

346

▲ 1% vs Prior Period

Items Observed

12,350

▲ 3% vs Prior Period

Department Summary

Keywords Observed

6,476

▲ 18% vs Prior Period

Sponsorship Activity

▼ -41.6%

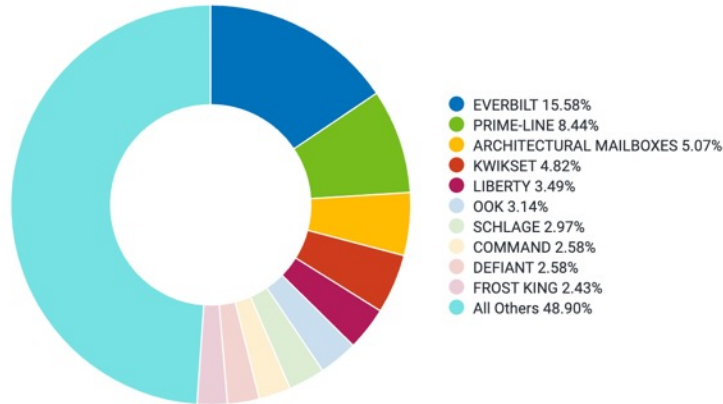
26,341 Weekly Average

Organic Search Visibility

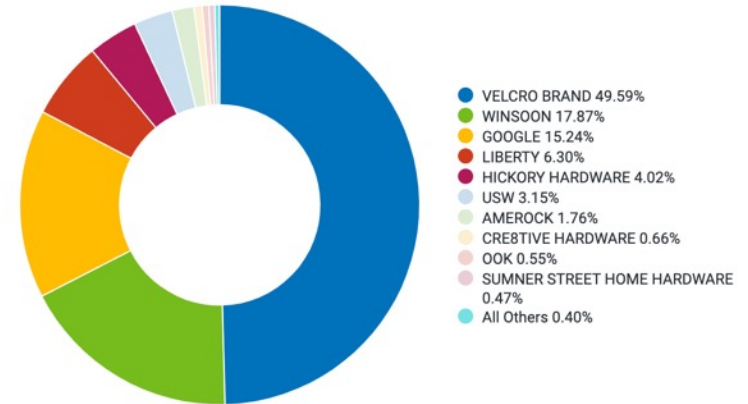
▼ -33.6%

280,323,722 Weekly Average

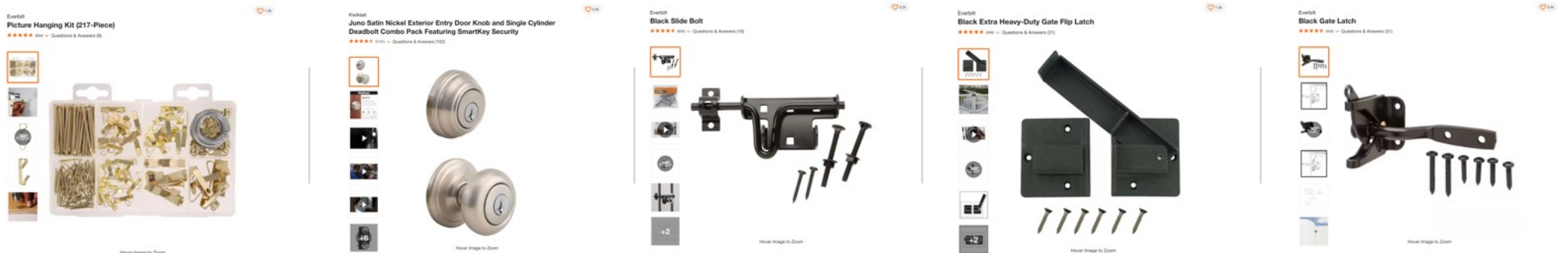
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



NUWALLPAPER



LuxenHome



Brands Observed

654

▲ 1% vs Prior Period

Items Observed

17,098

▲ 5% vs Prior Period

Department Summary

Keywords Observed

3,932

▼ -17% vs Prior Period

Sponsorship Activity

▼ -43.3%

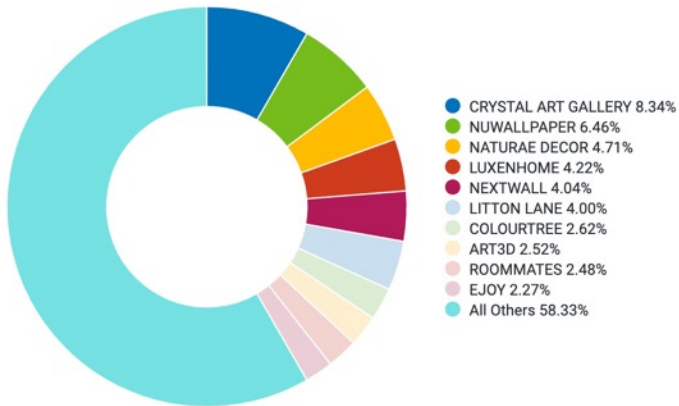
62,468 Weekly Average

Organic Search Visibility

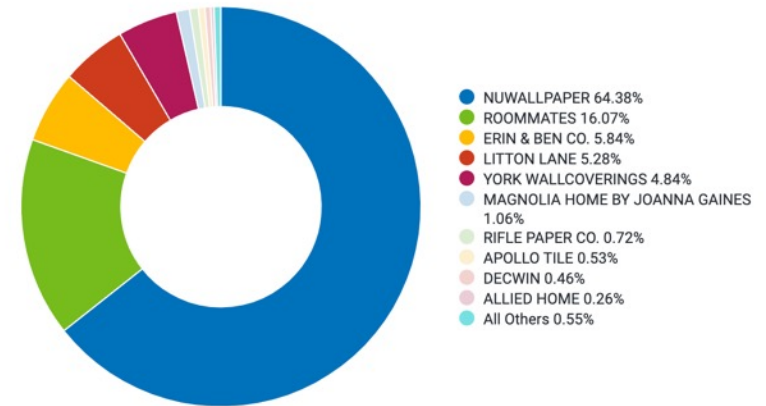
▼ -65.9%

54,920,061 Weekly Average

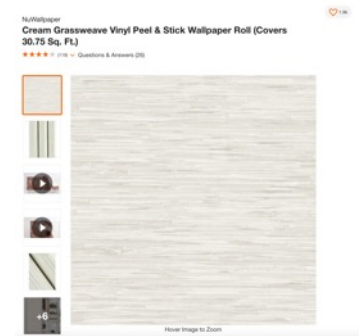
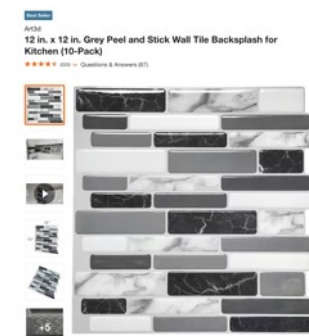
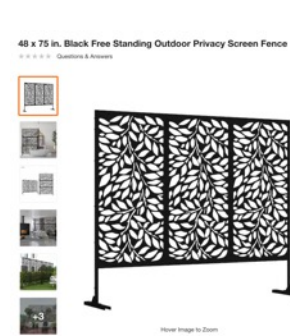
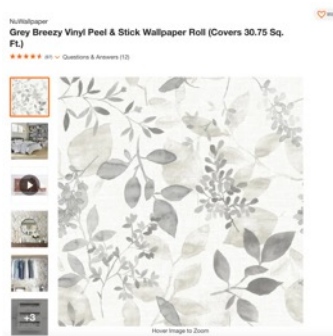
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders: **trafficMASTER™**



Brands Observed

396

▲ 1% vs Prior Period

Items Observed

10,568

▲ 4% vs Prior Period

Department Summary

Keywords Observed

2,831

▲ 9% vs Prior Period

Sponsorship Activity

▼ -19.0%

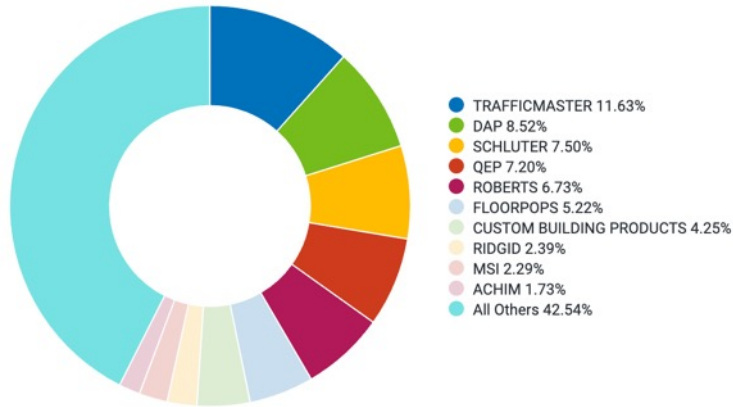
25,116 Weekly Average

Organic Search Visibility

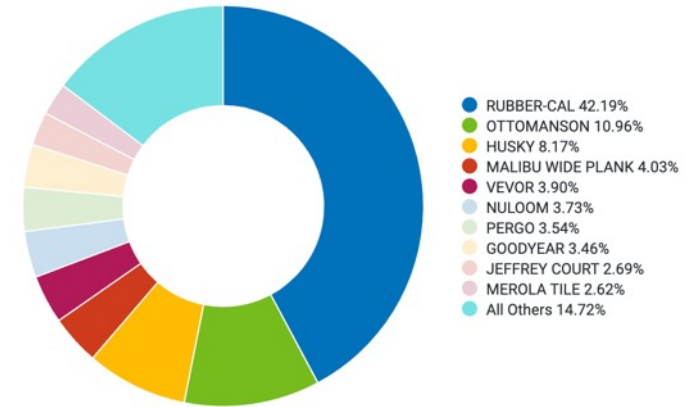
▼ -39.3%

47,575,262 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

Top-Performing Items in Search:

TrafficMaster
Carrara Marble 4 MIL x 12 in. W x 12 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30 sqft/case)
★★★★☆ (176) Questions & Answers (27)

TrafficMaster
Seashore Wood 4 MIL x 12 in. W x 24 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30 sqft/case)
★★★★☆ (176) Questions & Answers (24)

TrafficMaster
Ash Blended Slate 4 MIL x 12 in. W x 12 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30 sqft/case)
★★★★☆ (165) Questions & Answers (19)

TrafficMaster
Travertine Beige 4 MIL x 12 in. W x 12 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30.2 sqft/case)
★★★★☆ (161) Questions & Answers (23)

TrafficMaster
Beach Sand 3 MIL x 12 in. W x 25 in. L Peel and Stick Water Resistant Vinyl Tile Flooring (30.2 sqft/case)
★★★★☆ (151) Questions & Answers (18)

Organic Search Leaders:



Brands Observed

506

▲ 1% vs Prior Period

Items Observed

12,448

▲ 1% vs Prior Period

Department Summary

Keywords Observed

1,428

▼ -20% vs Prior Period

Sponsorship Activity

▼ -29.7%

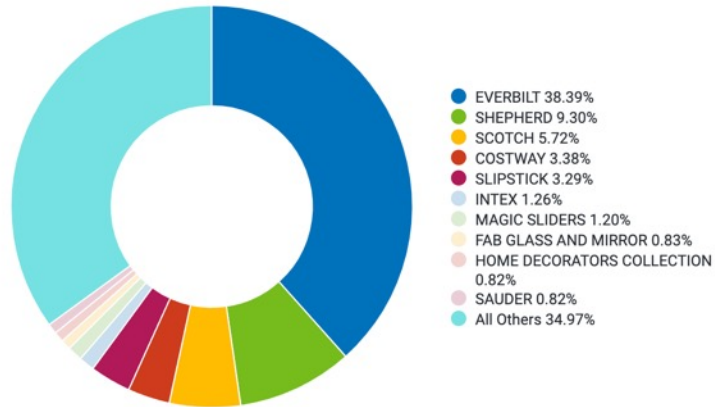
17,759 Weekly Average

Organic Search Visibility

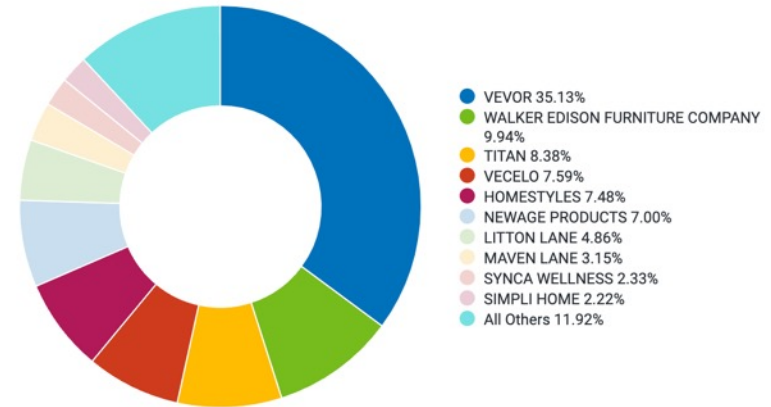
▼ -63.4%

16,346,904 Weekly Average

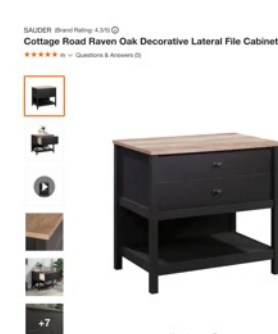
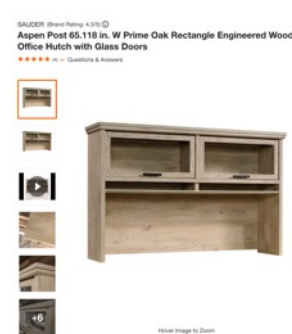
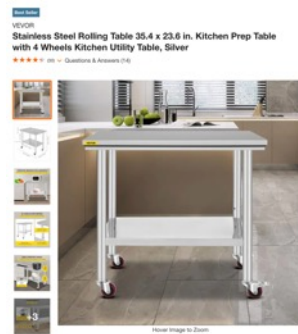
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

476

▲ 1% vs Prior Period

Items Observed

18,734

▲ 7% vs Prior Period

Department Summary

Keywords Observed

9,372

▲ 36% vs Prior Period

Sponsorship Activity

▼ -7.6%

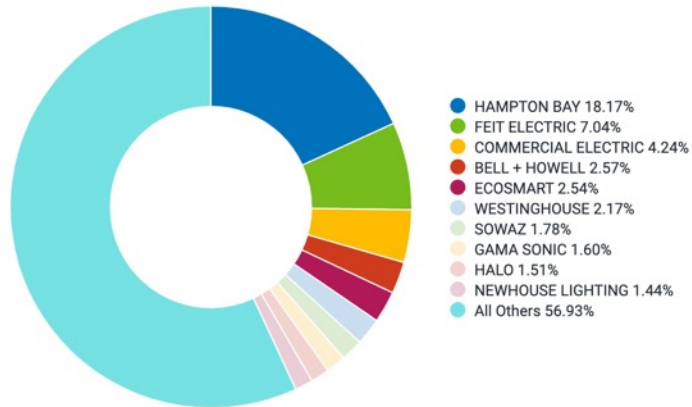
655,312 Weekly Average

Organic Search Visibility

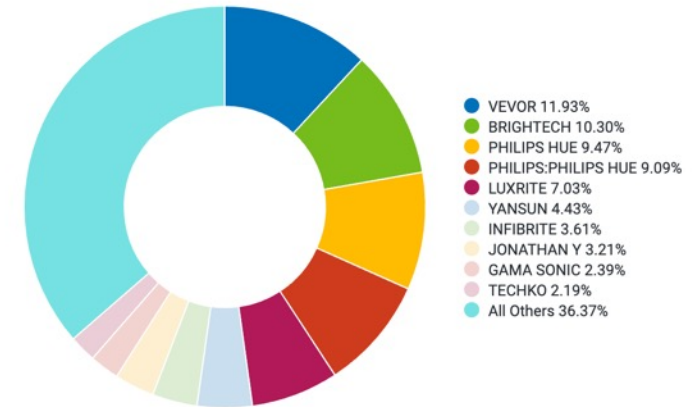
▼ -25.9%

754,723,984 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

397

▲ 1% vs Prior Period

Items Observed

14,405

▲ 8% vs Prior Period

Department Summary

Keywords Observed

5,185

▲ 24% vs Prior Period

Sponsorship Activity

▼ -41.1%

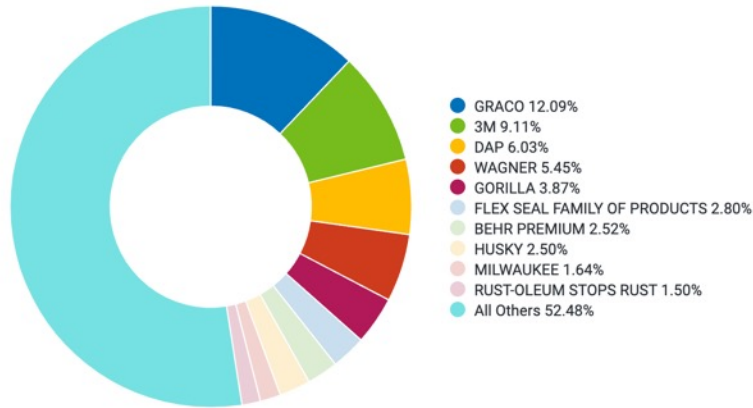
53,991 Weekly Average

Organic Search Visibility

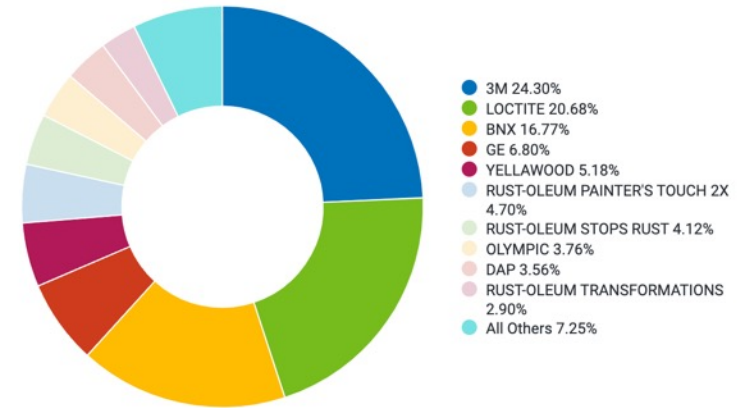
▼ -27.8%

229,003,698 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

391

▼ -1% vs Prior Period

Items Observed

10,800

▲ 3% vs Prior Period

Department Summary

Keywords Observed

9,720

▲ 84% vs Prior Period

Sponsorship Activity

▲ 45.8%

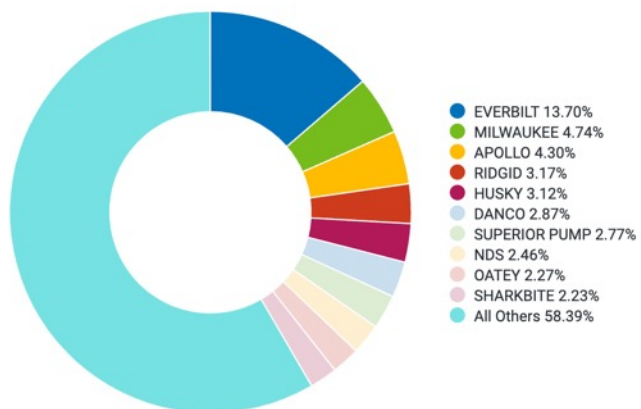
94,346 Weekly Average

Organic Search Visibility

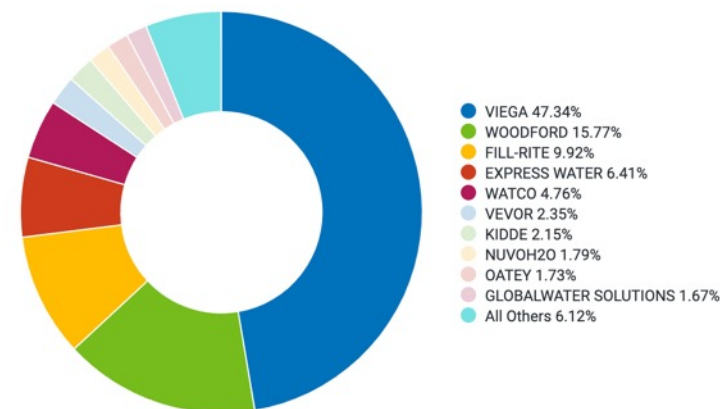
▲ 35.7%

312,991,602 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

Everbilt
1/2 HP Plastic Submersible Utility Pump



Everbilt
1-1/4 in. x 24 ft. Sump Pump Discharge Hose Kit



Everbilt
1/10 HP Non-Submersible Self-Priming Transfer Pump



BrassCraft
3/8 in. Compression x 1/2 in. FIP x 20 in. Braided Polymer Faucet Supply Line



Everbilt
1/4 HP 2-in-1 Utility Pump



Organic Search Leaders:



Brands Observed

110

▲ 8% vs Prior Period

Items Observed

1,320

▲ 5% vs Prior Period

Department Summary

Keywords Observed

1,729

▲ 15% vs Prior Period

Sponsorship Activity

▼ -19.9%

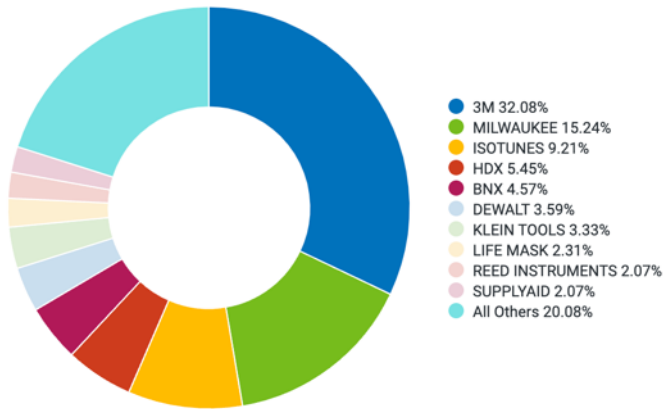
21,238 Weekly Average

Organic Search Visibility

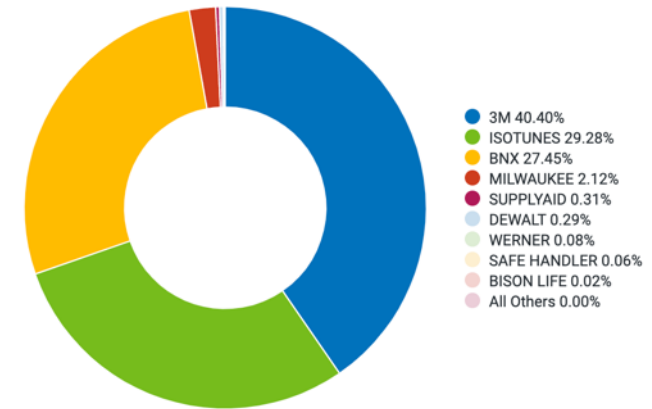
▼ -3.9%

48,772,612 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Kwikset



Brands Observed

154

▲ 1% vs Prior Period

Items Observed

1,467

▲ 1% vs Prior Period

Department Summary

Keywords Observed

5,620

▲ 20% vs Prior Period

Sponsorship Activity

▼ -46.5%

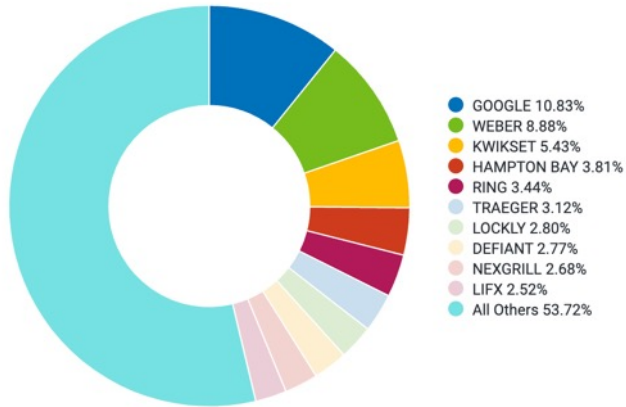
68,152 Weekly Average

Organic Search Visibility

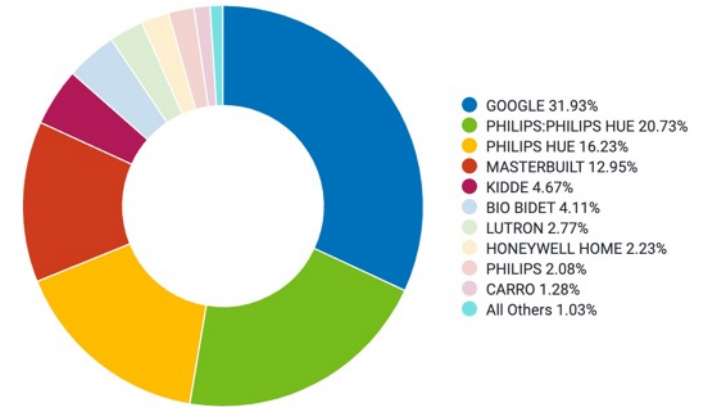
▼ -54.1%

53,052,699 Weekly Average

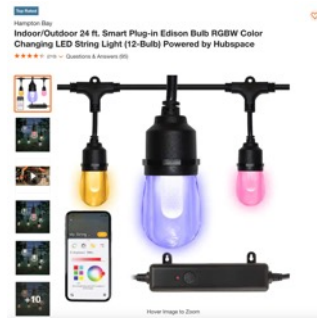
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

511

▼ -2% vs Prior Period

Items Observed

8,717

▲ 2% vs Prior Period

Department Summary
Keywords Observed

4,758

▲ 3% vs Prior Period

Sponsorship Activity

▼ -31.8%

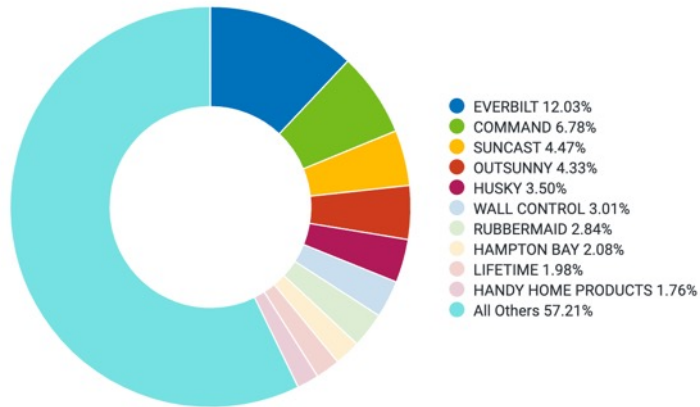
16,982 Weekly Average

Organic Search Visibility

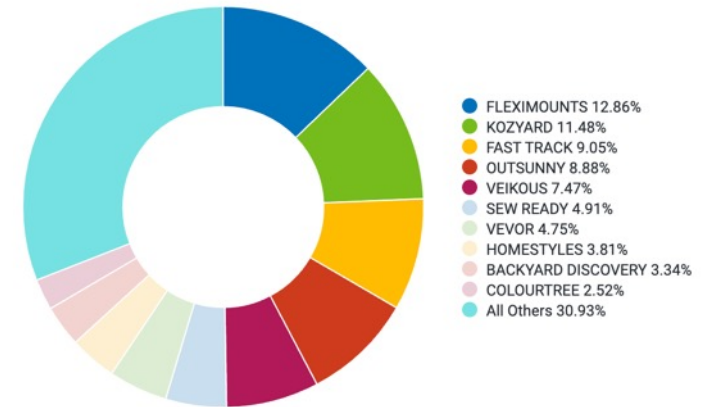
▼ -51.7%

137,749,108 Weekly Average

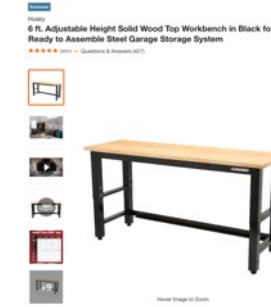
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

507

▲ 2% vs Prior Period

Items Observed

16,862

▲ 3% vs Prior Period

Department Summary

Keywords Observed

18,165

▲ 45% vs Prior Period

Sponsorship Activity

▼ -19.0%

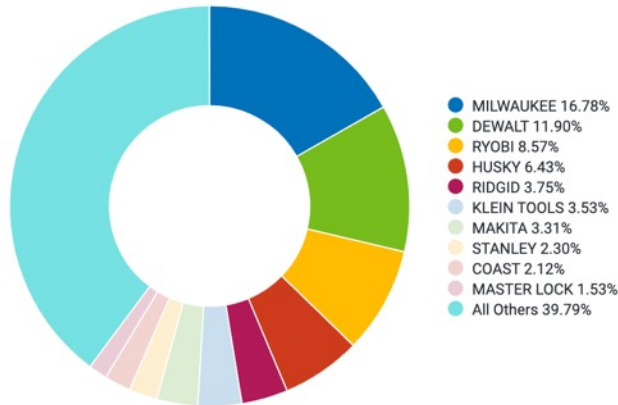
138,124 Weekly Average

Organic Search Visibility

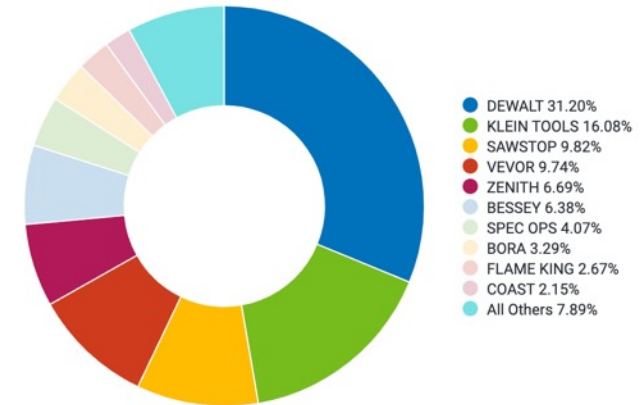
▼ -35.7%

868,184,261 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

Stanley
Rechargeable 2200 Lumens LED Lithium-Ion Hand-Held Portable Handheld Spotlight

Hover Image to Zoom

Stanley
Home Tool Kit (65-Piece)

Hover Image to Zoom

DEWALT
20V MAX Cordless 1/2 in. Drill/Driver, (2) 20V 1.3Ah Batteries, Charger and Bag

Hover Image to Zoom

DEWALT
ATOMIC 20V MAX Cordless Brushless 4-1/2 in. Circular Saw (Tool Only)

Hover Image to Zoom

DEWALT
ATOMIC 20V MAX Cordless Brushless Compact Drill/Impact 2 Tool Combo Kit with (2) 1.3Ah Batteries, Charger, and Bag

Hover Image to Zoom

Interested in leveraging Home Depot search, sales, and shelf analytics?

Schedule an analytics deep-dive with one of our retail search experts to see how you can leverage Analytic Index data and tools to **optimize and measure performance on Home Depot**.

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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