


















# Department Performance Report

JUNE 2023

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



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## Report Overview

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

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

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

## Definitions

### Top-Selling Brands

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

### Top Brands in Organic Search

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

### Top Brands in Paid Search

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

### Top Promoted Brands

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

### Top-Selling Items

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

# 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

566

▲ 2% vs Prior Period

Items Observed

7,632

▼ -19% vs Prior Period

Department Summary

Keywords Observed

107,569

▲ 184% vs Prior Period

Sponsorship Activity

▲ 55.6%

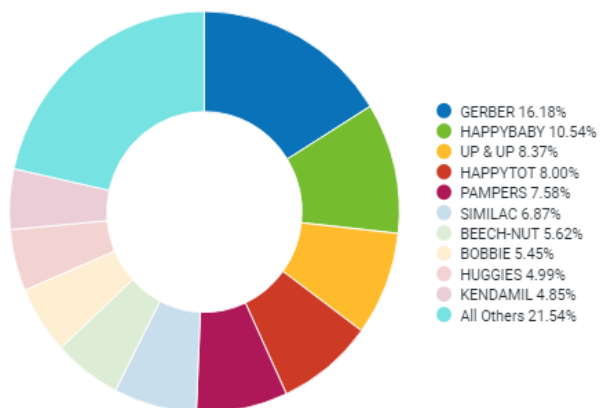
1,740,935 Weekly Average

Organic Search Visibility

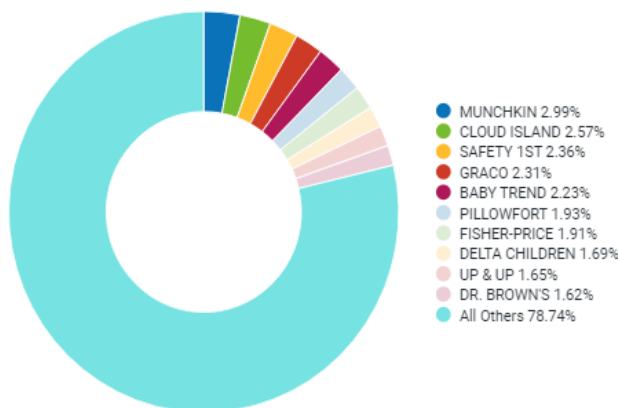
▲ 58.0%

1,671,315,058 Weekly Average

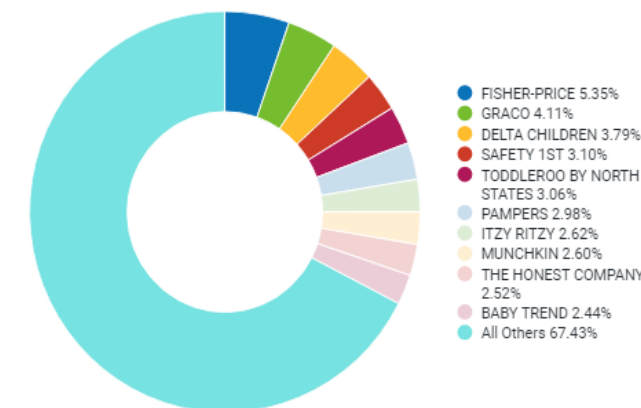
Top-Selling Brands



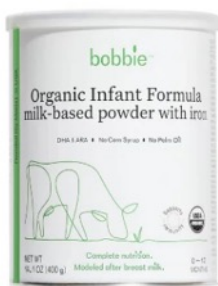
Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



**Gerber Puffs Banana Cereal Baby Snacks - 1.48oz**  
Gerber  
★★★★★ 773



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



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

Market Share Leaders:



ecOTOOLS®

Hero.



Brands Observed

773

▲ 1% vs Prior Period

Items Observed

8,099

▼ -16% vs Prior Period

Department Summary

Keywords Observed

111,203

▲ 177% vs Prior Period

Sponsorship Activity

▲ 0.5%

2,459,870 Weekly Average

Organic Search Visibility

▲ 61.0%

4,053,795,494 Weekly Average

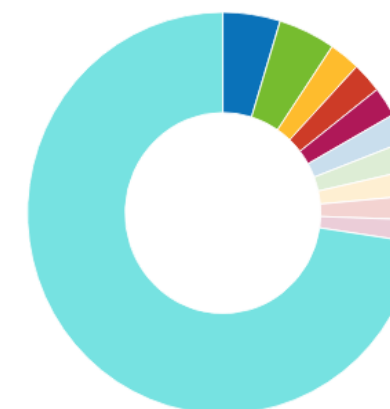
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



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



Jumbo Cotton Balls - 200ct - up & up  
up & up  
★★★★★ 4147



Manual Toothbrush - Trial Size - up & up  
up & up  
★★★★★ 704

Market Share Leaders:



Brands Observed

863

▲ 16% vs Prior Period

Items Observed

53,367

▼ -49% vs Prior Period

Department Summary

Keywords Observed

207,725

▲ 270% vs Prior Period

Sponsorship Activity

▲ 27.5%

981,372 Weekly Average

Organic Search Visibility

▲ 9.5%

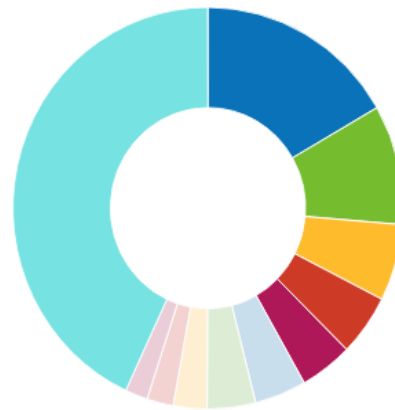
7,401,186,961 Weekly Average

Top-Selling Brands



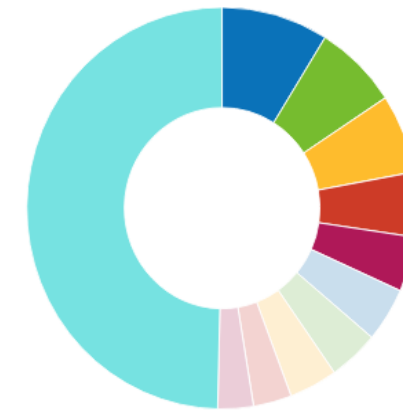
- CAT & JACK 26.54%
- FASHION FORMS 16.06%
- SCUNCI 14.49%
- CARTER'S JUST ONE YOU 9.67%
- A NEW DAY 8.06%
- CLOUD ISLAND 7.64%
- GOODFELLOW & CO 4.56%
- SHADE & SHORE 3.13%
- GERBER 2.57%
- GIMME BEAUTY 2.35%
- All Others 4.93%

Top Brands in Organic Search



- A NEW DAY 16.67%
- UNIVERSAL THREAD 9.64%
- WILD FABLE 6.18%
- GOODFELLOW & CO 4.93%
- CAT & JACK 4.36%
- REEBOK 4.27%
- ALL IN MOTION 4.02%
- KONA SOL 2.78%
- SHADE & SHORE 2.20%
- CUPSHE 1.86%
- All Others 43.08%

Top Brands in Paid Search

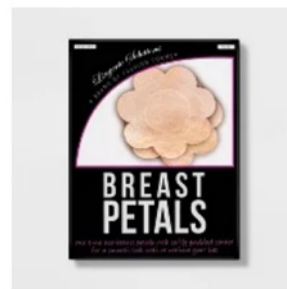


- ALPINE SWISS 8.85%
- DOCKERS 6.90%
- JOCKEY GENERATION 6.38%
- PARADE 5.19%
- CUPSHE 4.43%
- DEARFOAMS 4.38%
- WRANGLER 4.14%
- HANES PREMIUM 4.01%
- PAIR OF THIEVES 3.16%
- KIPLING 2.94%
- All Others 49.63%

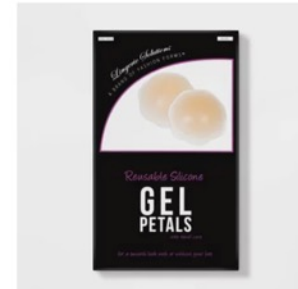
Top-Selling Items:



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



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



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



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



Baby Boys' 6pk Knit Wash Bath Towel - Cloud Island™ Olive Green  
Cloud Island  
★★★★★ 187

Market Share Leaders:



Brands Observed

433

▼ -20% vs Prior Period

Items Observed

6,325

▼ -4% vs Prior Period

Department Summary

Keywords Observed

107,360

▲ 183% vs Prior Period

Sponsorship Activity

▲ 33.2%

860,482 Weekly Average

Organic Search Visibility

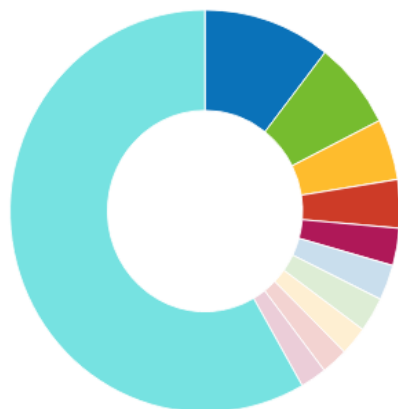
▲ 20.1%

4,586,844,584 Weekly Average

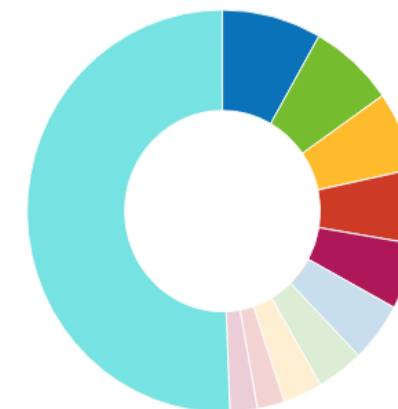
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



The Legend of Zelda: Tears of the Kingdom - Nintendo Switch  
 Nintendo  
 ★★★★★ 160



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



Roku Express HD Streaming Device with High-Speed HDMI...  
 Roku  
 ★★★★★ 431



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



Amazon Fire TV Stick with 4K Ultra HD Streaming Media Play...  
 Amazon  
 ★★★★★ 2452



Market Share Leaders:



Brands Observed

1,089

▲ 3% vs Prior Period

Items Observed

8,011

▲ 9% vs Prior Period

Department Summary

Keywords Observed

73,401

▲ 137% vs Prior Period

Sponsorship Activity

▲ 72.9%

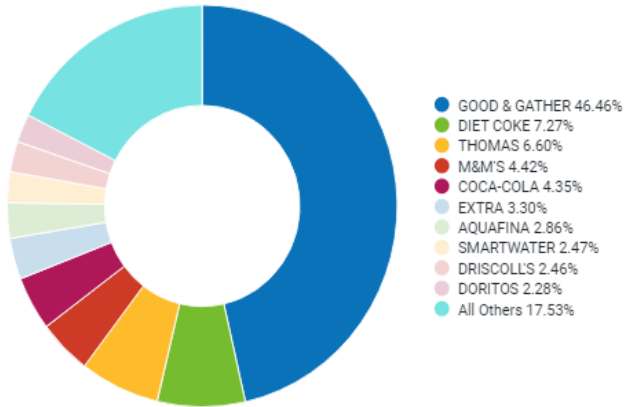
6,233,920 Weekly Average

Organic Search Visibility

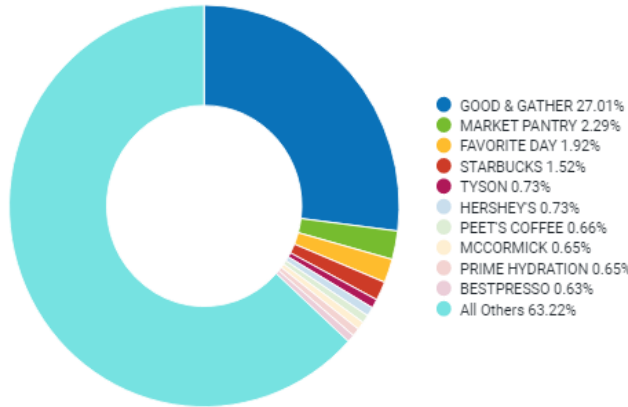
▲ 73.0%

3,291,609,783 Weekly Average

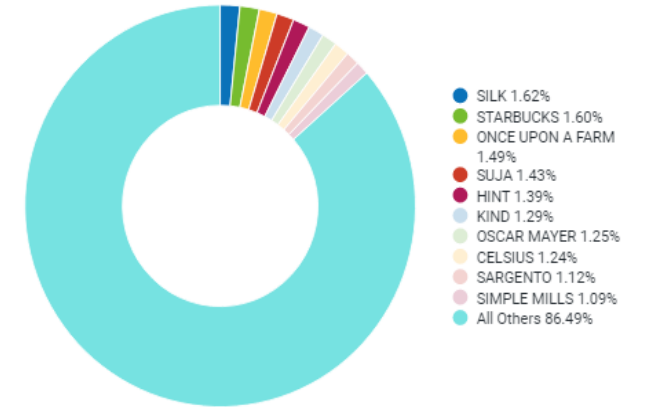
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Banana - each  
★★★★☆ 7643



Avocado - each  
★★★★☆ 3860



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



Navel Orange - each  
★★★★☆ 918



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

Market Share Leaders:



Brands Observed

704

▲ 7% vs Prior Period

Items Observed

4,103

▲ 3% vs Prior Period

Department Summary

Keywords Observed

95,382

▲ 174% vs Prior Period

Sponsorship Activity

▼ -18.9%

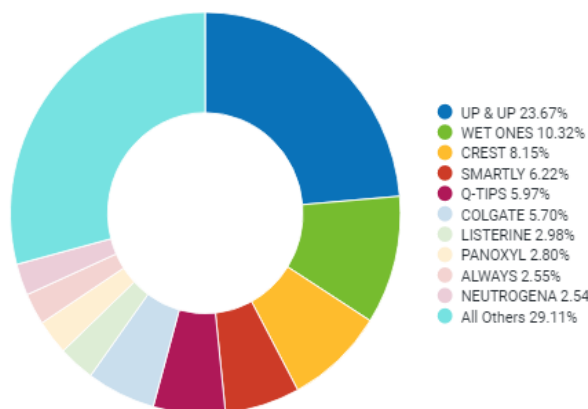
1,554,357 Weekly Average

Organic Search Visibility

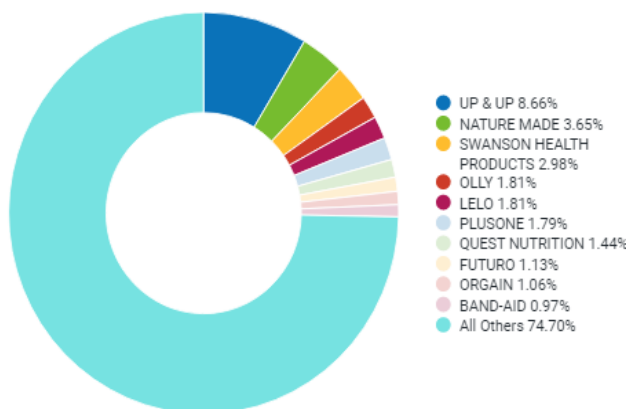
▲ 50.6%

2,244,214,896 Weekly Average

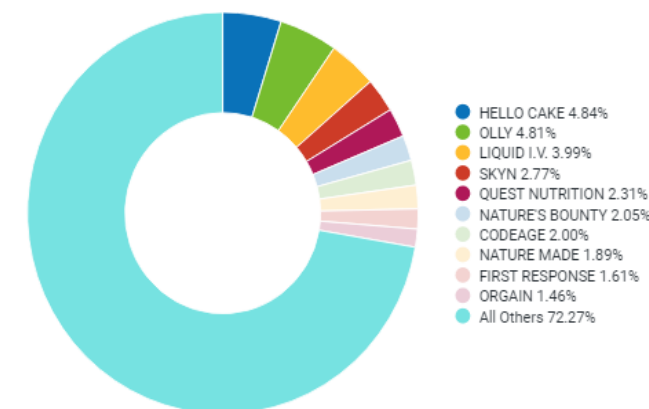
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct  
Wet Ones  
★★★★★ 1598



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



Crest Pro-Health Multi-Protection Alcohol-Free Mouthwash - Clean Mint  
Crest  
★★★★★ 3243



Q-Tips Cotton Swabs  
Q-Tips  
★★★★★ 2453

Market Share Leaders:



brightroom



Brands Observed

1,856

▲ 3% vs Prior Period

Items Observed

31,437

▼ -16% vs Prior Period

Department Summary

Keywords Observed

294,465

▲ 180% vs Prior Period

Sponsorship Activity

▲ 31.3%

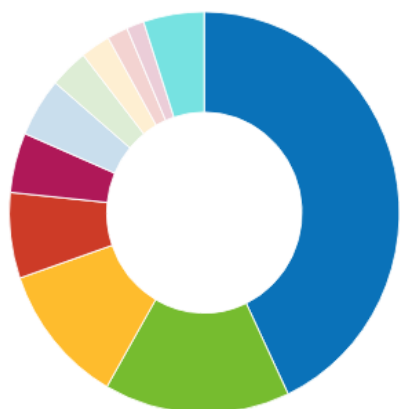
1,925,917 Weekly Average

Organic Search Visibility

▲ 21.4%

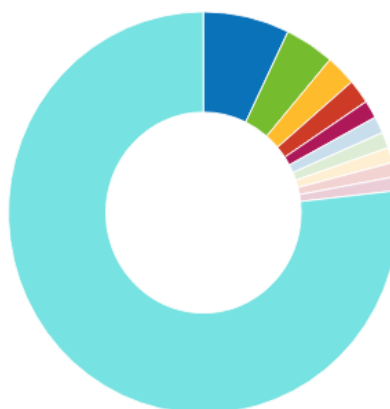
6,758,451,525 Weekly Average

Top-Selling Brands



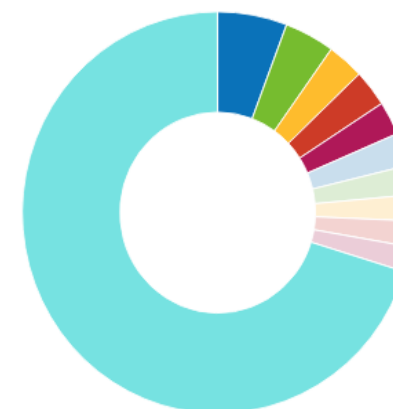
- ROOM ESSENTIALS 42.94%
- BRIGHTROOM 15.39%
- STERILITE 11.39%
- MADE BY DESIGN 6.89%
- UP & UP 4.83%
- CRAYOLA 4.74%
- SHARPIE 3.18%
- HEFTY 2.44%
- MONDO LLAMA 1.72%
- SUN SQUAD 1.46%
- All Others 5.03%

Top Brands in Organic Search



- THRESHOLD 7.14%
- ROOM ESSENTIALS 4.10%
- BRIGHTROOM 2.49%
- COSTWAY 1.96%
- HOLMES 1.44%
- UNIQUE BARGAINS 1.35%
- MONDO LLAMA 1.29%
- VORNADO 1.21%
- HONEYWELL 1.16%
- RING 1.10%
- All Others 76.76%

Top Brands in Paid Search



- COSTWAY 5.74%
- RING 4.14%
- NULOOM 3.02%
- BECKY CAMERON 2.98%
- SARACINA HOME 2.70%
- GOVEE 2.66%
- LUSH DECOR 2.35%
- LEVOIT 2.09%
- BISSELL 2.07%
- VIPEK 2.02%
- All Others 70.24%

Top-Selling Items:



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



Sterilite 66qt ClearView Latch Box Clear with Purple Latches  
Sterilite  
★★★★★ 3016



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



PEVA Light Weight Shower Liner Clear - Room Essentials™  
Room Essentials | Only at Target  
★★★★★ 5816



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

Market Share Leaders:



Brands Observed

208

▲ 6% vs Prior Period

Items Observed

1,794

▼ -6% vs Prior Period

Department Summary

Keywords Observed

37,992

▲ 174% vs Prior Period

Sponsorship Activity

▼ -39.7%

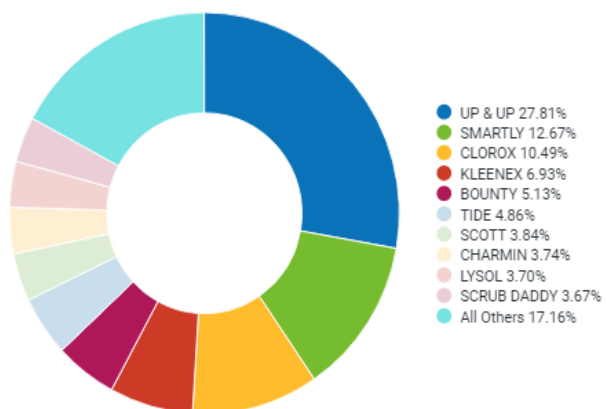
526,085 Weekly Average

Organic Search Visibility

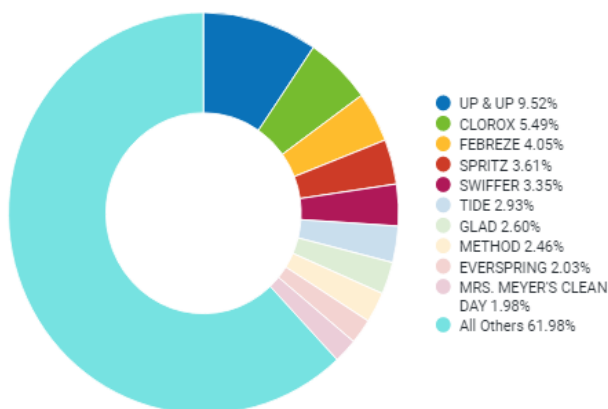
▲ 57.8%

1,110,417,602 Weekly Average

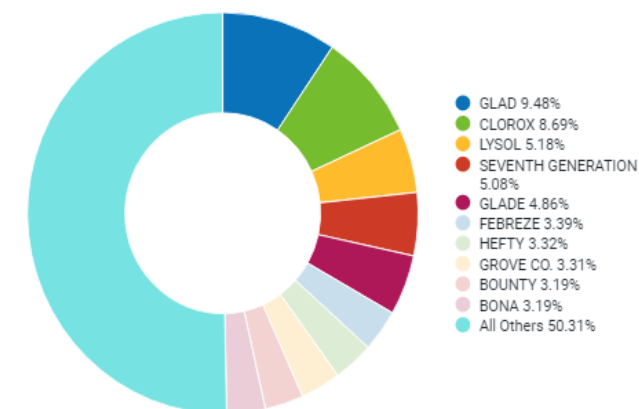
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Kleenex Hand Paper Towels

Kleenex  
★★★★★ 2942



Make-A-Size Paper Towels - Smartly™

Smartly  
★★★★★ 7327



Make-A-Size Paper Towels - up & up™

up & up | Only at Target  
★★★★★ 1704



Scott 1000 Septic-Safe 1-Ply Toilet Paper

Scott  
★★★★★ 13148



Sandwich Storage Bags - up & up™

up & up | Only at Target  
★★★★★ 470



Market Share Leaders:



Brands Observed

812

▲ 3% vs Prior Period

Items Observed

11,594

▼ -6% vs Prior Period

Department Summary

Keywords Observed

73,867

▲ 174% vs Prior Period

Sponsorship Activity

▲ 16.4%

735,308 Weekly Average

Organic Search Visibility

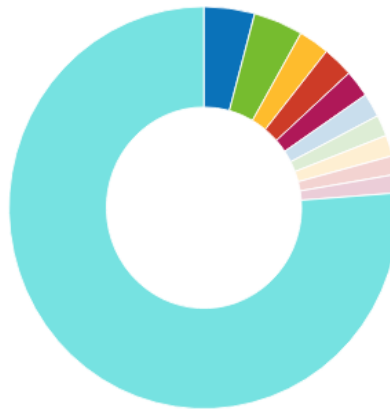
▲ 32.2%

2,500,133,727 Weekly Average

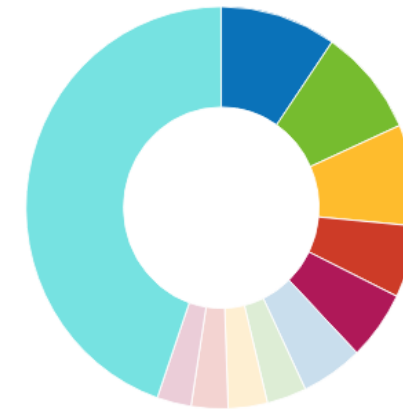
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



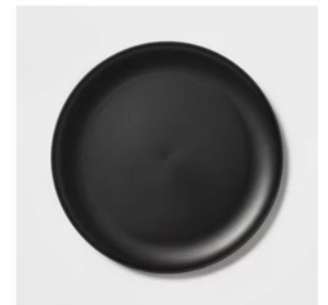
Select by Calphalon with AquaShield Nonstick 8pc...  
Calphalon  
★★★★★ 64



SToK Black Unsweetened Cold Brew Coffee - 48 fl oz  
SToK  
★★★★★ 1358



The Original Donut Shop Regular Keurig K-Cup Coffee Pods...  
The Original Donut Shop  
★★★★★ 2381



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

Market Share Leaders:



Brands Observed

268

▼ -5% vs Prior Period

Items Observed

1,886

▼ -16% vs Prior Period

Department Summary

Keywords Observed

51,484

▲ 206% vs Prior Period

Sponsorship Activity

▼ -6.9%

801,549 Weekly Average

Organic Search Visibility

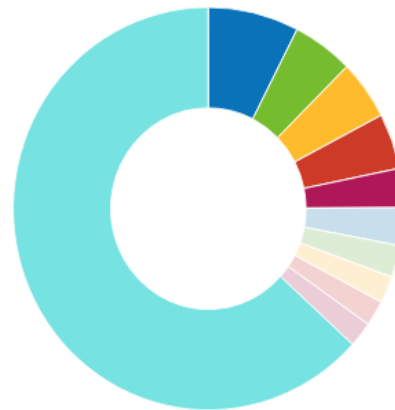
▲ 59.1%

1,078,070,224 Weekly Average

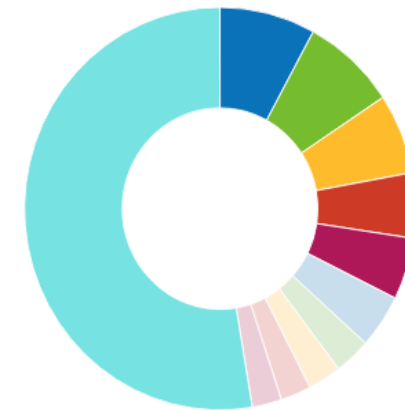
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



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



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



TheraBreath Fresh Breath Mouthwash - Icy Mint  
TheraBreath  
★★★★★ 1825

Market Share Leaders:



Brands Observed

327

▼ -7% vs Prior Period

Items Observed

2,579

▼ -10% vs Prior Period

Department Summary

Keywords Observed

36,023

▲ 183% vs Prior Period

Sponsorship Activity

▼ -4.3%

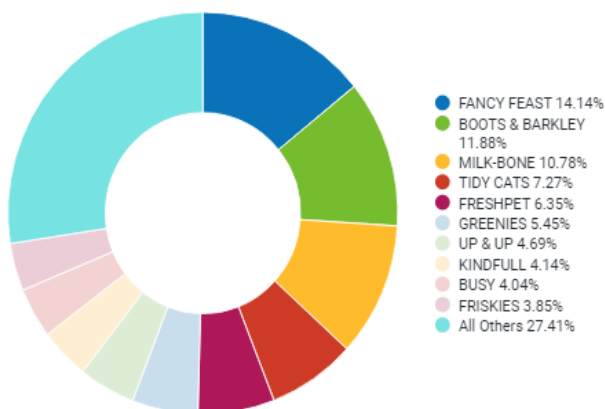
706,650 Weekly Average

Organic Search Visibility

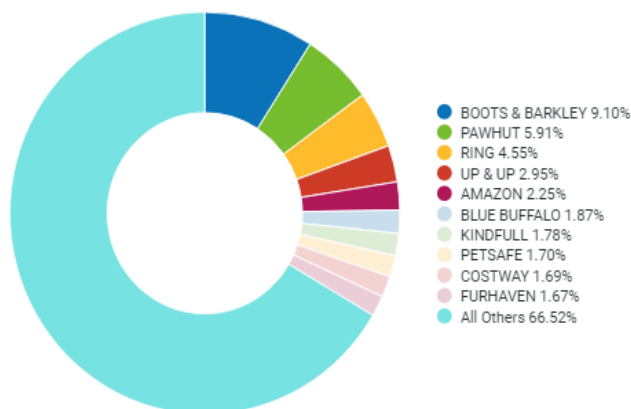
▲ 36.7%

1,321,274,584 Weekly Average

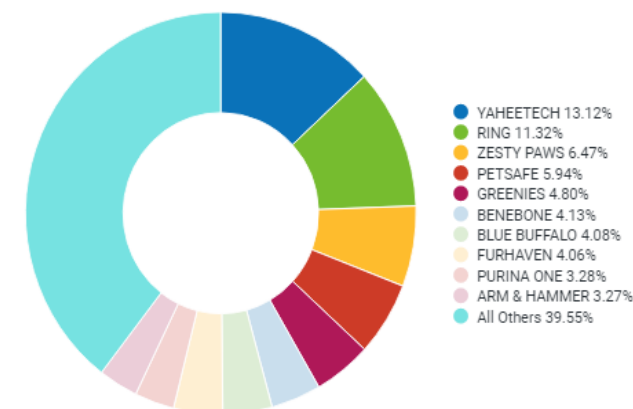
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



Milk-Bone in Beef Flavor Medium Dog Treats  
Milk-Bone  
★★★★★ 1120



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



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

Market Share Leaders:



Brands Observed

534

▼ -4% vs Prior Period

Items Observed

5,679

▼ -7% vs Prior Period

Department Summary

Keywords Observed

75,320

▲ 146% vs Prior Period

Sponsorship Activity

▼ -21.5%

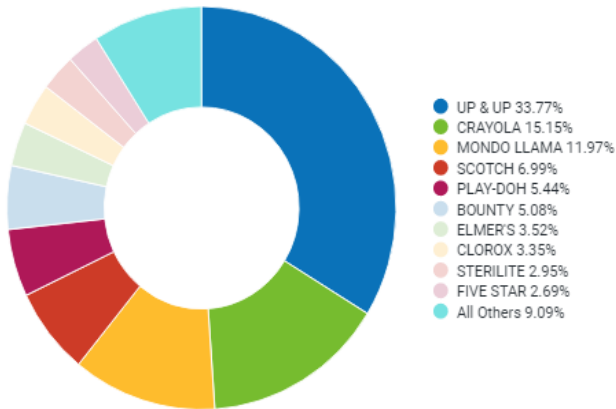
314,139 Weekly Average

Organic Search Visibility

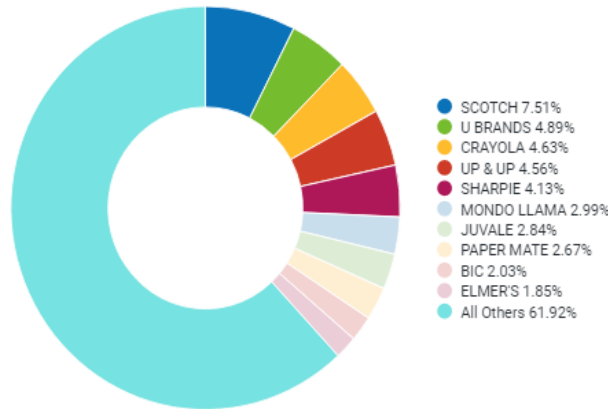
▲ 31.7%

1,284,578,715 Weekly Average

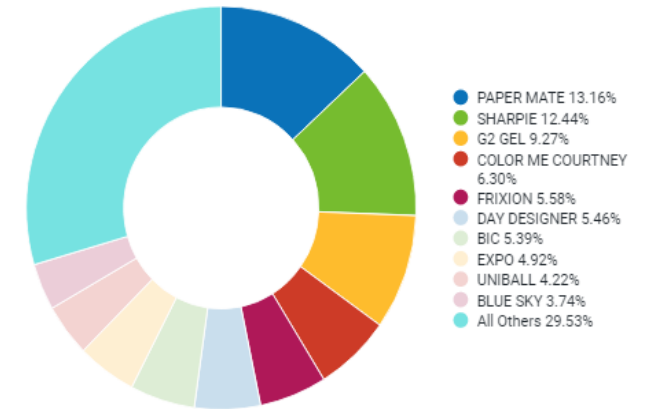
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Bounty Select-A-Size Paper Towels  
Bounty  
★★★★★ 13380



Facial Tissue - 144ct - up & up™  
up & up | Only at Target  
★★★★★ 4407



Clorox Crisp Lemon Disinfecting Wipes Bleach Free Cleaning...  
Clorox  
★★★★★ 27199



9"x12" Medium Weight Drawing Paper Pad - Mondo Llama™  
Mondo Llama | Only at Target  
★★★★★ 691



Crayola 10ct 2oz Washable Kids Paint Classic Colors  
Crayola  
★★★★★ 1163



Market Share Leaders: **Franklin**



**INTEX**



**Coleman**

Brands Observed

847

▼ -4% vs Prior Period

Items Observed

8,275

▼ -20% vs Prior Period

Department Summary

Keywords Observed

136,646

▲ 154% vs Prior Period

Sponsorship Activity

▲ 49.1%

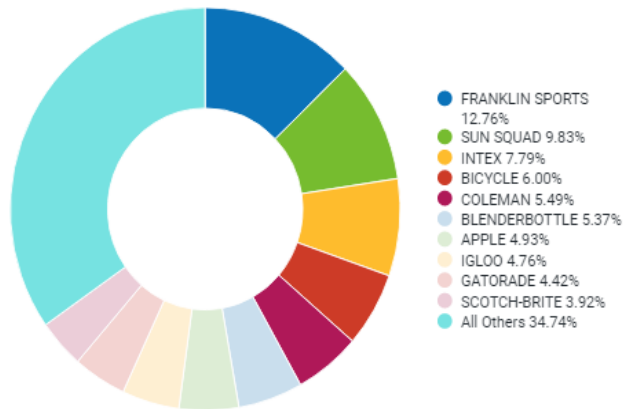
458,108 Weekly Average

Organic Search Visibility

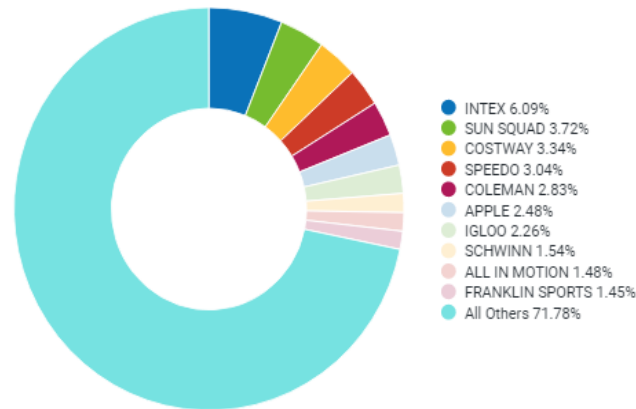
▲ 4.8%

2,565,812,256 Weekly Average

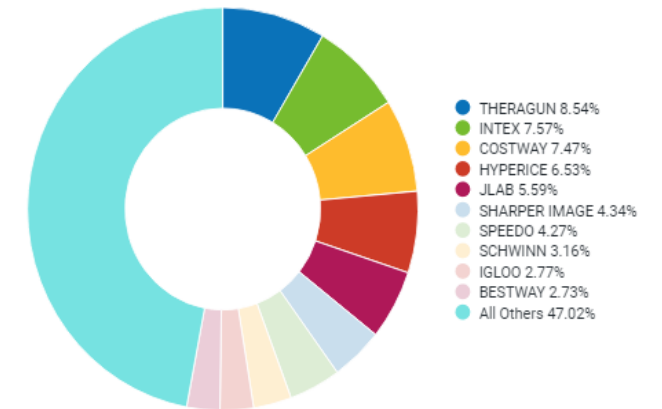
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



**Scotch-Brite Glass & Bottle Brush**  
Scotch-Brite  
★★★★★ 511



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



**Igloo Refreezable Ice Block**  
Igloo  
★★★★★ 536

Market Share Leaders:



Brands Observed

995

▼ -5% vs Prior Period

Items Observed

9,055

▲ 4% vs Prior Period

Department Summary

Keywords Observed

205,277

▲ 147% vs Prior Period

Sponsorship Activity

▲ 46.5%

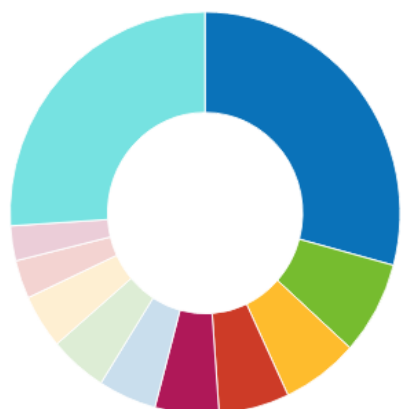
2,465,491 Weekly Average

Organic Search Visibility

▲ 15.0%

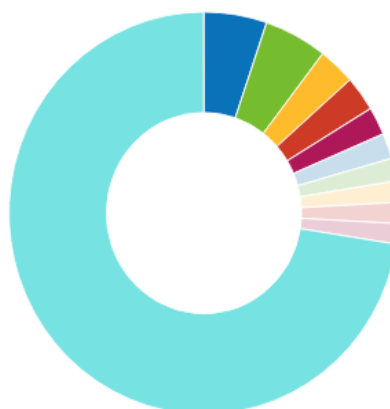
2,995,111,868 Weekly Average

Top-Selling Brands



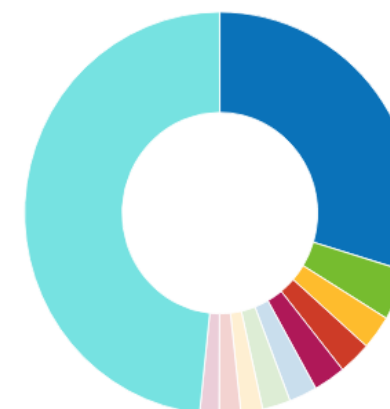
- SUN SQUAD 29.19%
- HASBRO GAMING 7.50%
- 5 SURPRISE 6.33%
- BUNCH O BALLOONS 5.84%
- CASDON TOYS 5.30%
- HOT WHEELS 4.83%
- CRAYOLA 4.76%
- SQUISHMALLOWS 4.35%
- RAZOR 3.08%
- CATAN STUDIO 2.81%
- All Others 26.01%

Top Brands in Organic Search



- SUN SQUAD 5.22%
- LEGO 5.21%
- NERF 3.04%
- NINTENDO 2.84%
- DISNEY 2.25%
- POKEMON 2.05%
- BARBIE 1.82%
- COSTWAY 1.72%
- MELISSA & DOUG 1.68%
- TRANSFORMERS 1.64%
- All Others 72.52%

Top Brands in Paid Search



- LEGO 29.69%
- FISHER-PRICE 4.08%
- WHAT DO YOU MEME? 2.74%
- OUR GENERATION 2.68%
- B. TOYS 2.65%
- PAW PATROL 2.32%
- NIU 2.32%
- CREATIVITY FOR KIDS 1.80%
- HOT WHEELS 1.80%
- NERF 1.58%
- All Others 48.34%

Top-Selling Items:



Casdon Toys DC24 Dyson Ball Toy Vacuum  
Casdon Toys  
★★★★☆ 935



Scattergories Party Game  
Hasbro Gaming  
★★★★★ 279



Crayola 48ct Washable Sidewalk Chalk - Bold Colors  
Crayola  
★★★★★ 770



Bop It! Game  
Hasbro Gaming  
★★★★★ 435



Kids' Dizzy Dive Rings 4pc - Sun Squad™  
Sun Squad  
★★★★★ 86

Market Share Leaders:



Brands Observed

83

▼ -33% vs Prior Period

Items Observed

1,156

▼ -18% vs Prior Period

Department Summary

Keywords Observed

27,134

▲ 184% vs Prior Period

Sponsorship Activity

▲ 42.9%

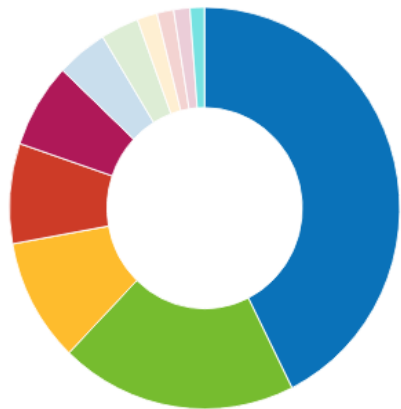
74,872 Weekly Average

Organic Search Visibility

▲ 34.1%

835,040,738 Weekly Average

Top-Selling Brands



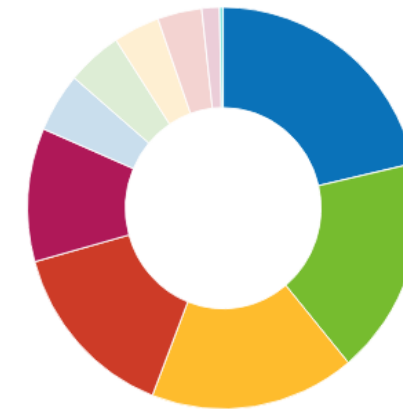
- NINTENDO 42.61%
- ELECTRONIC ARTS 19.62%
- MICROSOFT 9.92%
- PLAYSTATION 8.06%
- LOGITECH 6.82%
- ROBLOX 4.22%
- META QUEST 3.15%
- WARNER BROS. 1.67%
- RDS INDUSTRIES 1.38%
- COKEM 1.33%
- All Others 1.21%

Top Brands in Organic Search



- NINTENDO 17.68%
- INSTEN 9.88%
- MICROSOFT 9.39%
- SONY 8.90%
- PLAYSTATION 6.66%
- XBOX 5.23%
- ACER 5.03%
- POWERA 3.64%
- LOGITECH 3.56%
- RAZER 3.22%
- All Others 26.82%

Top Brands in Paid Search



- NINTENDO 21.42%
- STEELSERIES 17.54%
- HP INC. 16.96%
- HYPERX 14.79%
- MICROSOFT 10.74%
- MSI GAMING 4.78%
- BACKBONE 4.53%
- INSTEN 3.82%
- LOGITECH 3.66%
- ARCADE1UP 1.47%
- All Others 0.29%

Top-Selling Items:



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



Super Smash Bros. Ultimate - Nintendo Switch  
Nintendo  
★★★★☆ 48



Roblox Gift Card  
Roblox  
★★★★☆ 1170



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



Nintendo Switch AC Adapter  
Nintendo  
★★★★☆ 199

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