















Department Performance Report

JUNE 2023



| | | | |
|---|--|---|--|
|  Arts, Crafts, Sewing | CROSSMAX Auto, Tires and Industrial |  Baby | NIOXIN Beauty |
|  Clothing |  Electronics |  Food & Grocery |  Health |
| Better Homes & Gardens Home |  Home Improvement | Energizer Household Essentials | Generic Office Supplies |
|  Party & Occasions |  Patio & Garden | <i>equate</i> Personal Care |  Pets |
| <i>philosophy</i> Premium Beauty |  Sports & Outdoors | INTEX Toys & Outdoor Play |  Video Games |

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Report Overview

This report provides a holistic overview of each major department at Walmart. 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 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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CROSS-RETAILER VISIBILITY



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+1 (801) 916-4306

Market Share Leaders:



Generic



Brands Observed

6,146

▲ 12% vs Prior Period

Items Observed

46,543

▲ 3% vs Prior Period

Department Summary
Keywords Observed

149,300

▲ 128% vs Prior Period

Sponsorship Activity

▼ -5.5%

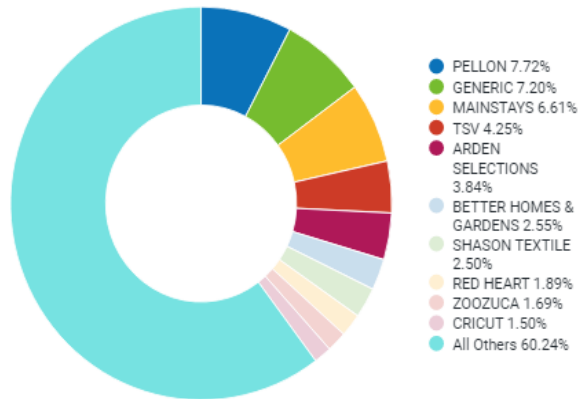
8,951,642 Weekly Average

Organic Search Visibility

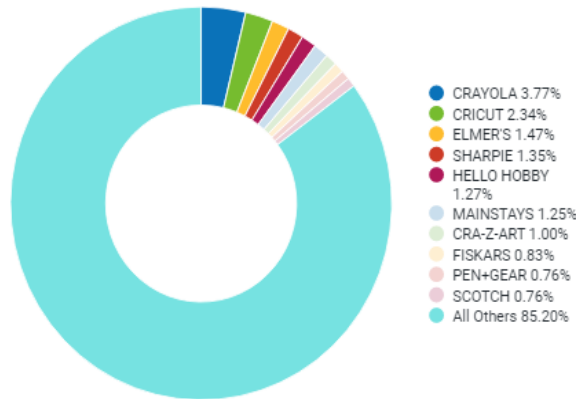
▼ -27.8%

3,131,087,351 Weekly Average

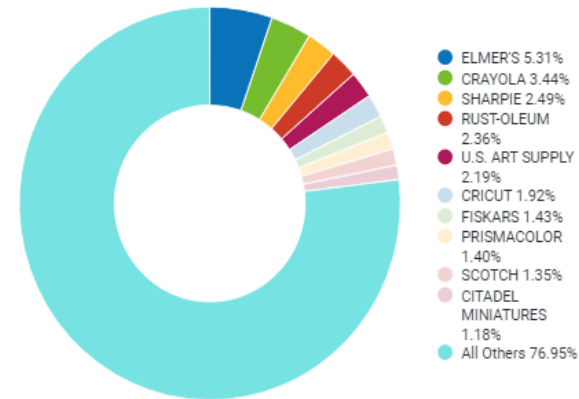
Top-Selling Brands



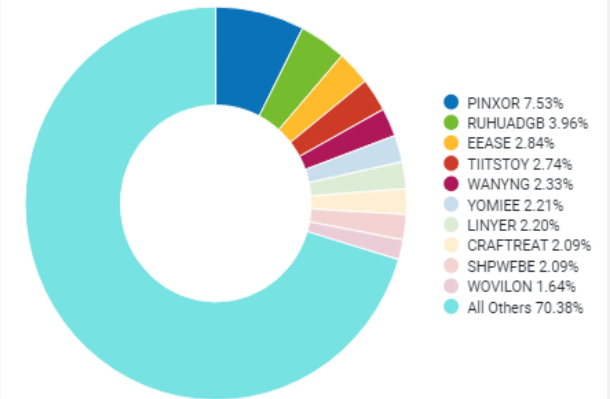
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$13.98
Handheld Sewing Machine, TSV Cordless Mini Portable Sewing Machine, USB Battery Electric Quick Handy...
★★★★☆ 61



Now \$5.95 ~~\$8.95~~
Liquid Chalk Markers for Blackboard - Set of 10 Washable Chalk Pens for Chalkboard Signs Windows Glass Black...
★★★★★ 14



\$12.88
5x7 Same-Day Photo Flip Book
★★☆☆☆ 10



\$10.96
5x7 Soft Cover Photo Book
★★★★☆ 120



\$66.92
Pellon Wrap-N-Zap Cotton Quilting Batting, off-White, 90" x 9 Yards by the Bolt
★★★★★ 257

Market Share Leaders: CROSSMAX



Brands Observed

14,372

▲ 75% vs Prior Period

Items Observed

387,110

▲ 236% vs Prior Period

Department Summary

Keywords Observed

198,141

▲ 152% vs Prior Period

Sponsorship Activity

▼ -16.2%

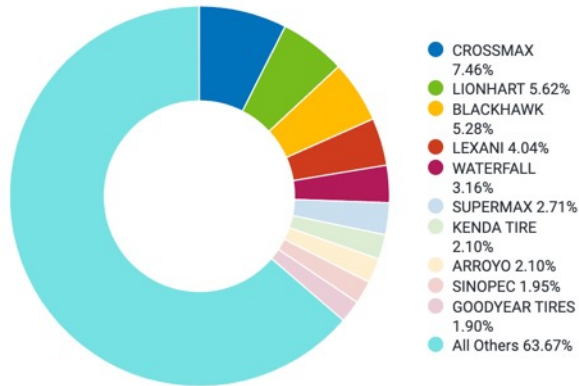
10,582,250 Weekly Average

Organic Search Visibility

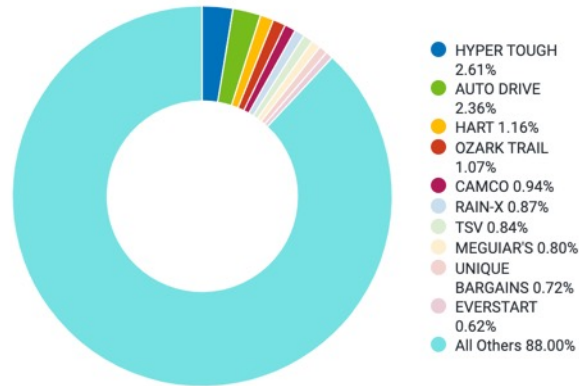
▼ -36.9%

3,618,978,776 Weekly Average

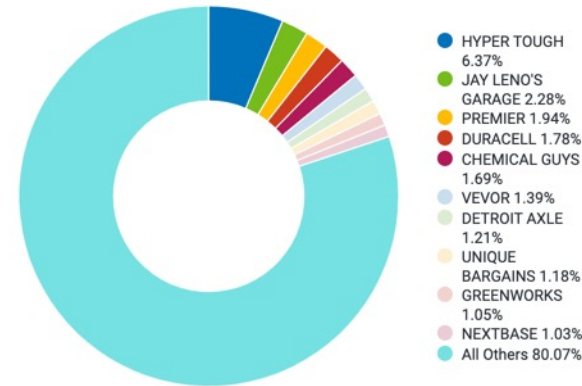
Top-Selling Brands



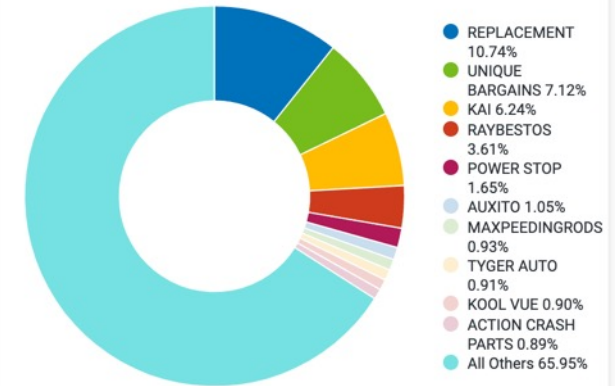
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

Now \$62.70 ~~\$77.94~~

Crossmax 215/60R16 95V CT-1 All-Season Tire

★★★★★ 31



+ Add

\$65.13

Lionhart LH-501 185/65R15 88H

★★★★★ 6



+ Add

Now \$70.55 ~~\$96.44~~

Crossmax 225/50R17 98V XL CT-1 All-Season Tire

★★★★★ 33



+ Add

\$77.80 ~~\$156/ea~~

Supermax UHP-1 235/50R18 97V Ultra-High-Performance All Season Tires

★★★★★ 26



+ Add

\$65.18

1 New Waterfall Eco Dynamic 235/45R18 94V All Season Tires 45000 Mile Warranty UHP-1806-WF /...

★★★★★ 135

Market Share Leaders:



Brands Observed

7,178

▲ 432% vs Prior Period

Items Observed

53,074

▲ 666% vs Prior Period

Department Summary

Keywords Observed

197,795

▲ 175% vs Prior Period

Sponsorship Activity

▲ 61.0%

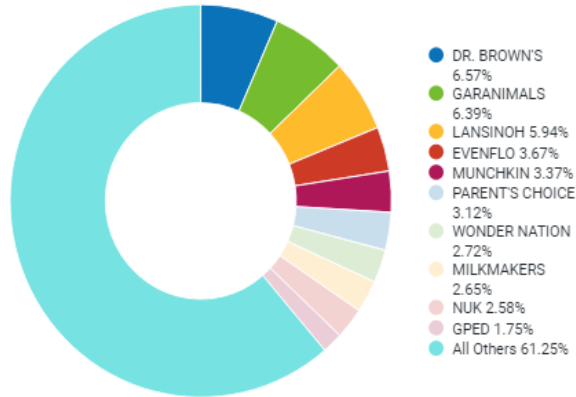
15,327,018 Weekly Average

Organic Search Visibility

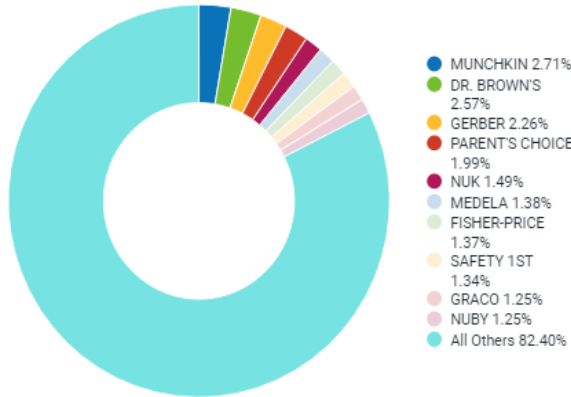
▲ 14.4%

22,268,758,442 Weekly Average

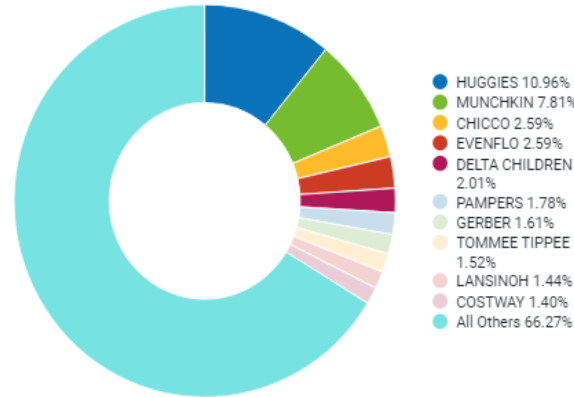
Top-Selling Brands



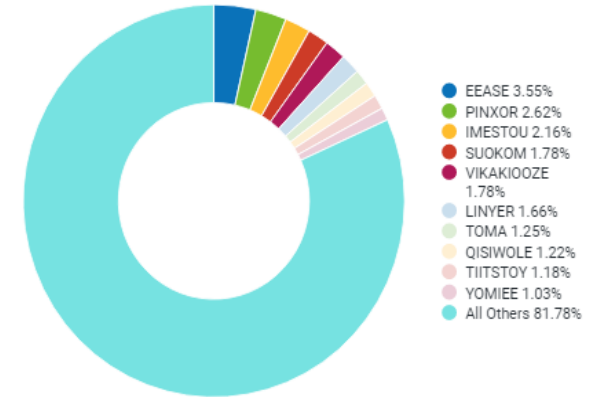
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



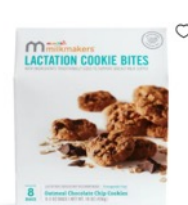
Top-Selling Items:



\$16.13 \$5.38/ea
Options from \$16.13 - \$34.99
Dr. Brown's 8 oz/250 ml Options* Narrow Anti-Colic Baby Bottle with Happy Paci, 3-Pack
★★★★★ 953



\$94.99
Evenflo Advanced Double Electric Hospital-Strength Breast Pump with 2 Flange Sizes
★★★★★ 1693



\$17.98 \$112/oz
Options from \$17.98 - \$21.99
Munchkin Milkmakers Lactation Cookie Bites, Oatmeal Chocolate Chip, 8 Count
★★★★★ 244



\$14.74 14.7 c/ea
More options from \$9.47
Lansinoh Breastmilk Storage Bags for Breastfeeding Moms, 100 Ct
★★★★★ 951



\$9.12 \$6.47/oz
Lansinoh Lanolin Nipple Cream for Breastfeeding Moms, 1.41 Ounces
★★★★★ 4208

Market Share Leaders:

NIOXIN.

The Ordinary.

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

LANBENA

LANEIGE

Brands Observed

8,122

▲ 32% vs Prior Period

Items Observed

65,665

▲ 13% vs Prior Period

Department Summary
Keywords Observed

153,491

▲ 112% vs Prior Period

Sponsorship Activity

▼ -16.8%

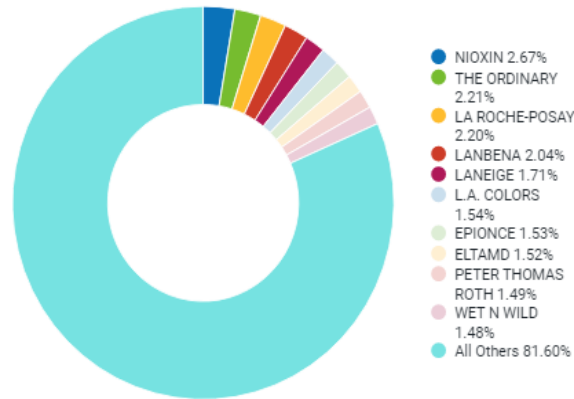
15,091,874 Weekly Average

Organic Search Visibility

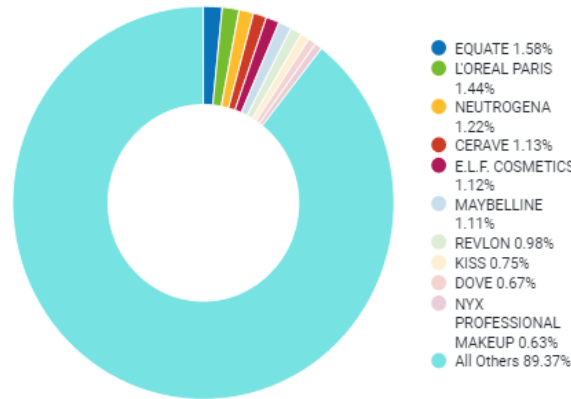
▼ -17.2%

20,521,309,641 Weekly Average

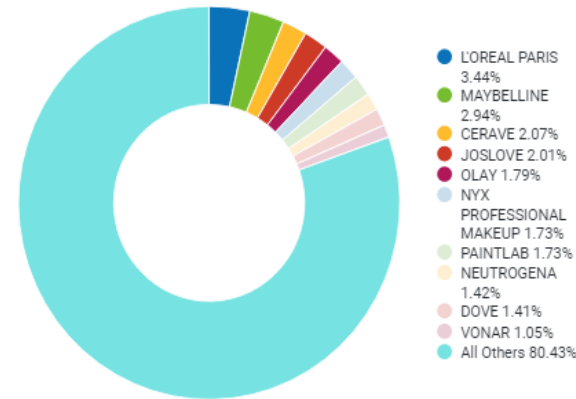
Top-Selling Brands



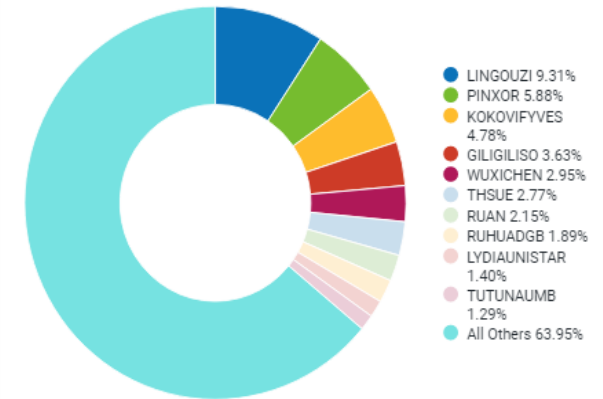
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$12.99

Indio Papago Crema de Tepezcohuite-
Net Wt. 2 oz.

★★★★☆ 22



+ Add

\$36.04

Epionce Daily Shield Tinted SPF 50 - For
All Skin Types 50ml/1.7oz

★★★★★ 16



+ Add

Now \$49.22 ~~\$98.69~~

Epionce Renewal Facial Cream, 1.7 Oz

★★★★★ 19



+ Add

\$29.98

Avon Skin so Soft: Original Bath Oil, 16.9
fl. oz.

★★★★★ 39



+ Add

\$7.98

LANBENA Blackhead Remover Nose
Pore Shrink Black Peeling Acne Deep
Cleansing Skin Care + 60Pcs Paper

★★★★★ 29

Market Share Leaders:



GARANIMALS

TIME AND TRU

PAUL MITCHELL

Brands Observed
15,791
▲ 63% vs Prior Period

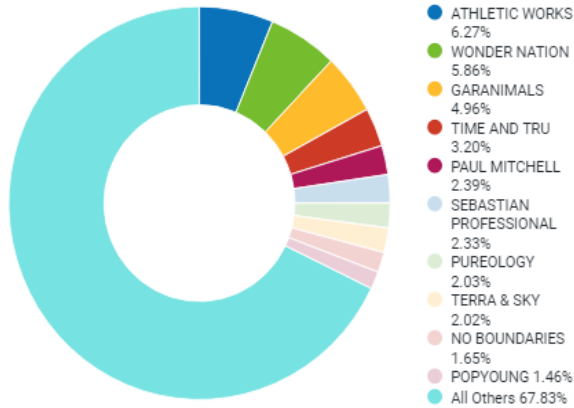
Items Observed
253,599
▲ 73% vs Prior Period

Department Summary
Keywords Observed
357,735
▲ 220% vs Prior Period

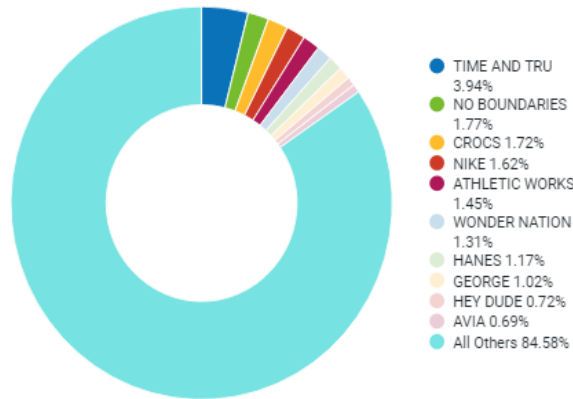
Sponsorship Activity
▼ -16.3%
32,614,414 Weekly Average

Organic Search Visibility
▼ -41.0%
18,631,685,310 Weekly Average

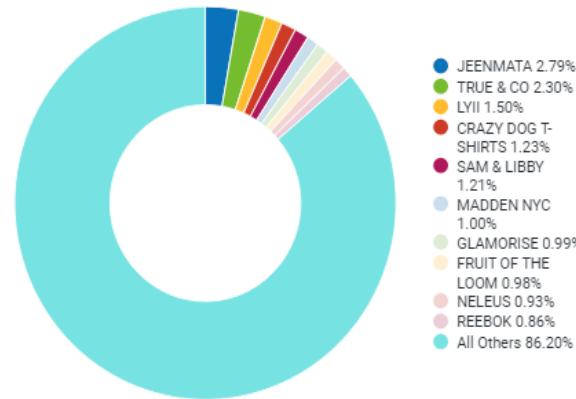
Top-Selling Brands



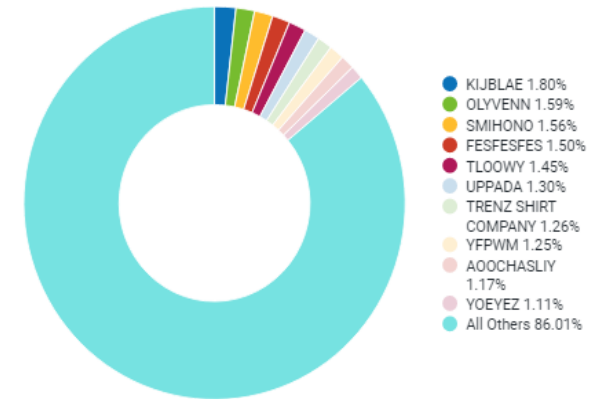
Top Brands in Organic Search



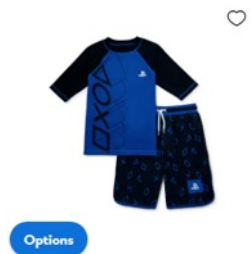
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



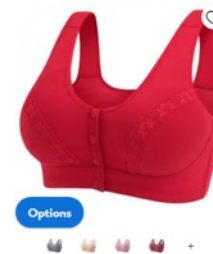
\$23.98
Playstation Short Sleeve Rashguard and Swim Trunks Set, 2-Piece, Sizes 4-16
★★★★★ 26



\$49.99 \$16.66/ea
Sebastian Shaper Plus Spray 10.6 - Pack of 3
★★★★☆ 45



Now \$25.99 \$42.00 2.6 c/ml
Nioxin System 4 Cleanser Volumizing & Thickening Daily Shampoo, 33.8 fl oz
★★★★★ 123



\$10.67
More options from \$4.98
Womens Plus Size Clearance, Women Bra Wire Free Underwear One-piece Bra Everyday Lingerie Bras S-3XL
★★★☆☆ 62



Now \$13.58 \$39.99
Options from \$13.58 - \$23.99
ppyoung Women's Summer Casual T-shirt Dresses Short Sleeve Boho Beach Dress
★★★★★ 607

Market Share Leaders:



SAMSUNG

onn.

Hisense

Brands Observed

11,269

▲ 50% vs Prior Period

Items Observed

130,703

▲ 43% vs Prior Period

Department Summary

Keywords Observed

189,966

▲ 159% vs Prior Period

Sponsorship Activity

▼ -13.9%

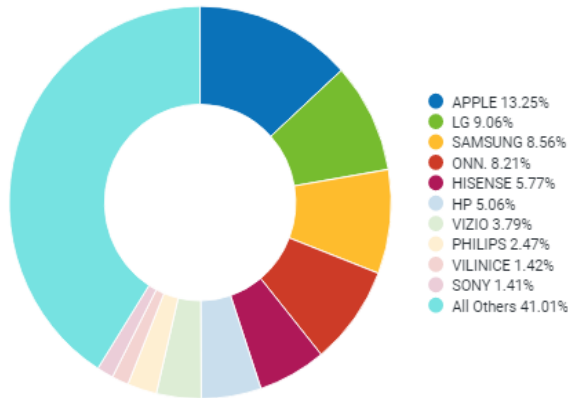
20,007,743 Weekly Average

Organic Search Visibility

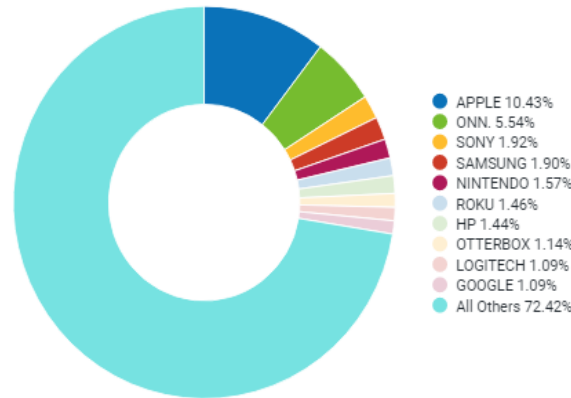
▼ -36.8%

9,533,012,286 Weekly Average

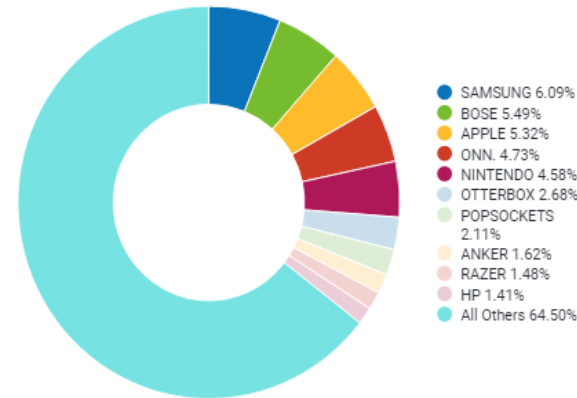
Top-Selling Brands



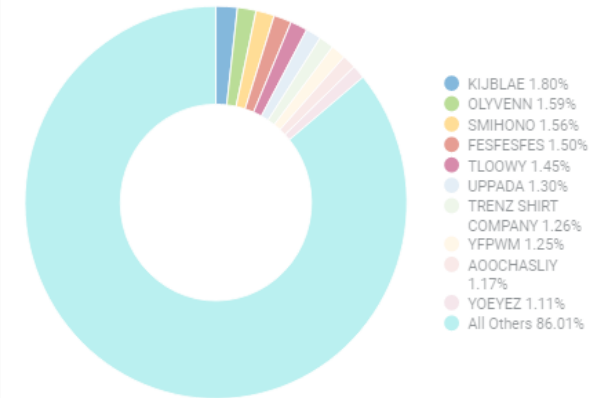
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

Now \$498.00 ~~\$578.00~~
onn. 75 Class 4K UHD (2160P) LED Frameless Roku Smart TV (100044717)
★★★★☆ 1880



+ Add

Now \$268.00 ~~\$338.00~~
Hisense 58" Class 4K UHD LED LCD Roku Smart TV HDR R6 Series 58R6E3
★★★★☆ 5690



+ Add

Now \$538.00 ~~\$598.00~~
Hisense 75" Class 4K UHD LED LCD Roku Smart TV HDR R6 Series 75R6E4
★★★★☆ 715



+ Add

Now \$1,496.99 ~~\$1,899.99~~
LG 65" Class 4K UHD OLED Web OS Smart TV with Dolby Vision C2 Series OLED65C2PUA
★★★★★ 2783



+ Add

\$398.00
SAMSUNG 55" Class CU7000B Crystal UHD 4K Smart TV UN55CU7000BXZA 2023
★★★★★ 107

Market Share Leaders:



Produce
Unbranded



Fresh Ground
Beef



Brands Observed
10,981
▲ 31% vs Prior Period

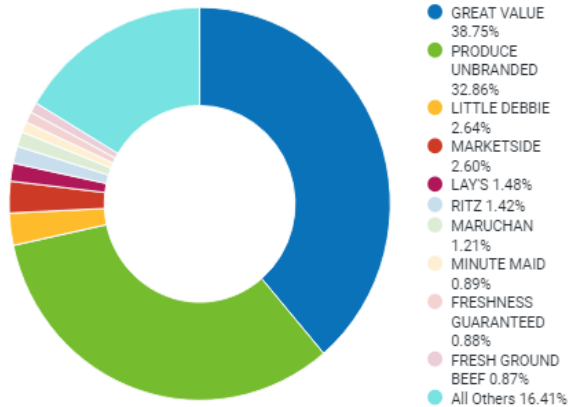
Items Observed
103,814
▲ 60% vs Prior Period

Department Summary
Keywords Observed
155,471
▲ 142% vs Prior Period

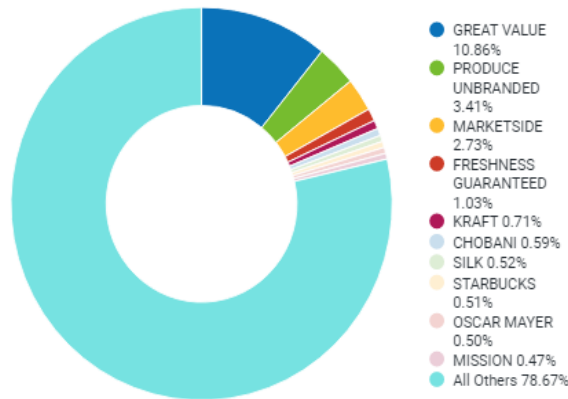
Sponsorship Activity
▲ 107.9%
18,325,769 Weekly Average

Organic Search Visibility
▲ 4.2%
102,505,586,988 Weekly Average

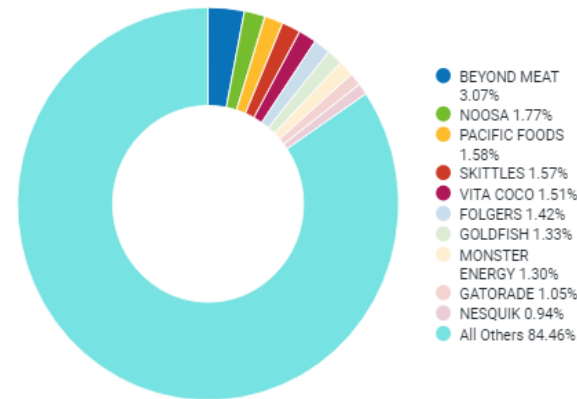
Top-Selling Brands



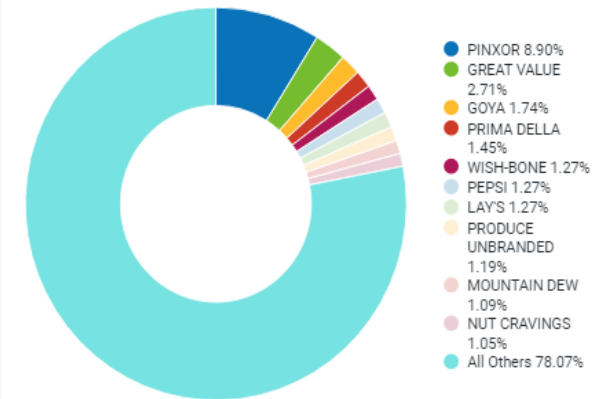
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

\$0.27 each 58.0 c/lb
Final cost by weight
Fresh Banana Fruit, Each

+ Add

Now \$4.67 ~~\$6.48~~
Fresh Seedless Watermelon, Each

+ Add

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

+ Add

\$4.22 8.8 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★☆ 1532

+ Add

\$5.63 0.8 c/fl oz
Great Value Purified Drinking Water, 16.9 fl oz Bottles, 40 Count
★★★★☆ 7081

Market Share Leaders:



Brands Observed
11,699
▲ 49% vs Prior Period

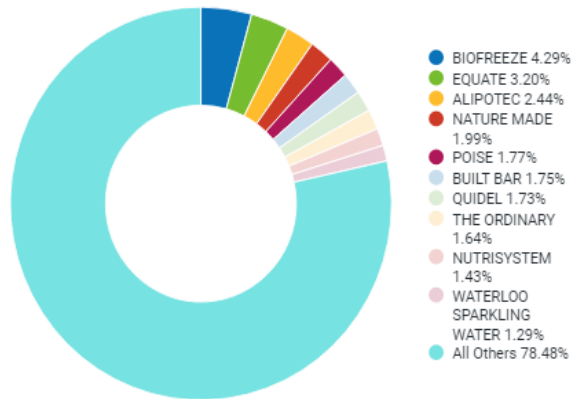
Items Observed
87,321
▲ 68% vs Prior Period

Department Summary
Keywords Observed
279,468
▲ 167% vs Prior Period

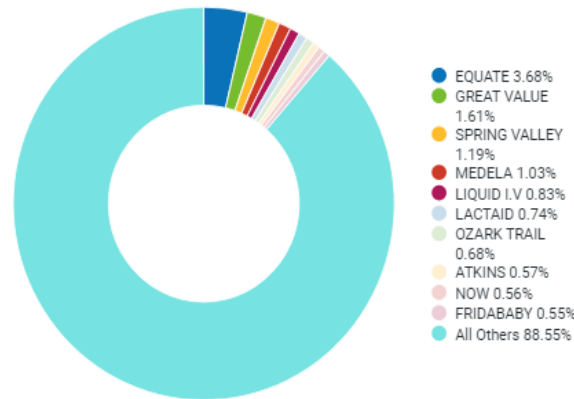
Sponsorship Activity
▲ 10.9%
20,236,636 Weekly Average

Organic Search Visibility
▼ -33.7%
20,336,917,587 Weekly Average

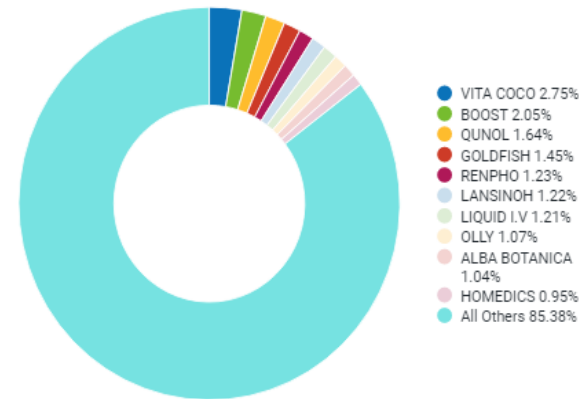
Top-Selling Brands



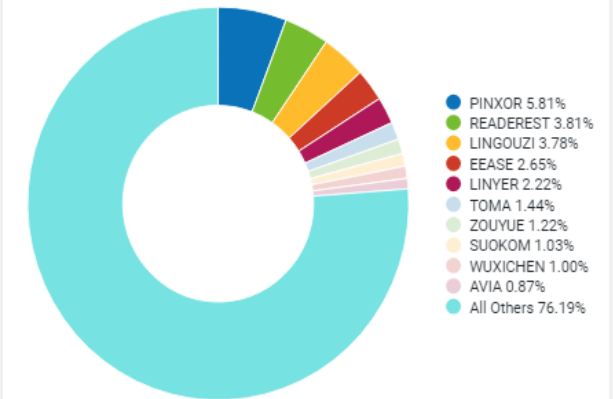
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$29.99
BUILT Bar Protein Bar, Gluten Free, Low Sugar, Variety Pack, 12 Bar Box
★★★★★ 33



\$39.95
Alipotec Tejacote Root Weight Loss Supplement, 100 Ct, 2 Pack
★★★★★ 67



\$26.96
BioFreeze Professional 4 fl oz Gel Tube 3 Pack Pain Relief Arthritis Back Muscle
★★★★★ 46



\$20.00
Options from \$20.00 - \$32.00
Uberlube Luxury Lubricant | Latex-Safe Natural Silicone Lube with Vitamin E | Unscented, Flavorless, Zero Residue...
★★★★★ 29



\$109.90
Prevagen Improves Memory - Extra Strength 20mg, 60 Capsules, with Apoaequorin & Vitamin D | Brain...
★★★★★ 110

Market Share Leaders:



Brands Observed
22,636
▲ 51% vs Prior Period

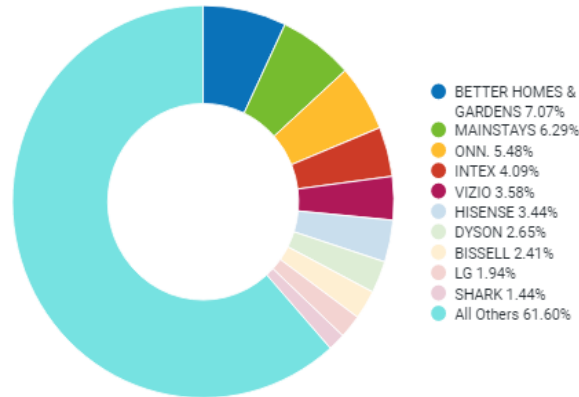
Items Observed
288,703
▲ 49% vs Prior Period

Department Summary
Keywords Observed
454,370
▲ 183% vs Prior Period

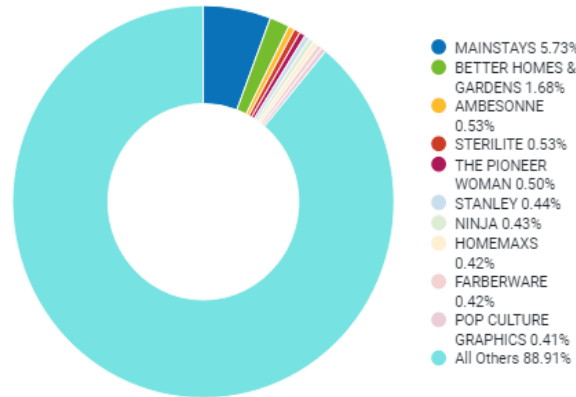
Sponsorship Activity
▼ -16.9%
33,961,942 Weekly Average

Organic Search Visibility
▼ -36.0%
27,718,880,049 Weekly Average

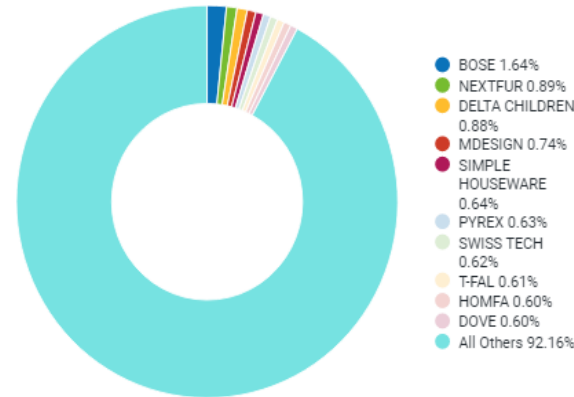
Top-Selling Brands



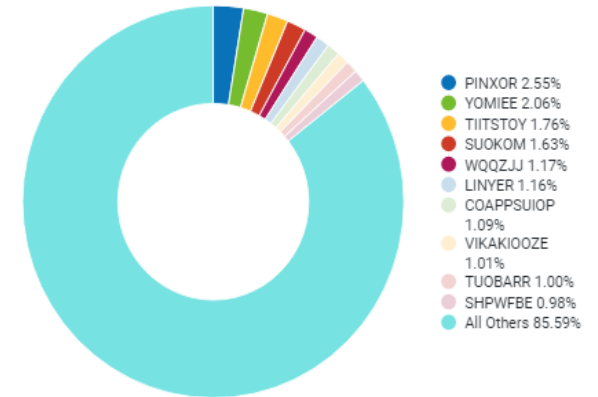
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

Now \$268.00 ~~\$338.00~~
Hisense 58" Class 4K UHD LED LCD Roku Smart TV HDR R6 Series 58R6E3
★★★★☆ 5714

+ Add

Now \$498.00 ~~\$578.00~~
onn. 75 Class 4K UHD (2160P) LED Frameless Roku Smart TV (100044717)
★★★★☆ 1890

Options

Now \$497.00 ~~\$597.00~~
Better Homes & Gardens River Oaks 3-Piece Sofa & Nesting Table Set with Patio Cover
★★★★☆ 485

+ Add

Now \$198.00 ~~\$238.00~~
onn. 50 Class 4K UHD (2160P) LED Roku Smart TV HDR (100012585)
★★★★☆ 7219

+ Add

Now \$298.00 ~~\$368.00~~
onn. 65 Class 4K UHD (2160P) LED Roku Smart TV HDR (100012587)
★★★★☆ 4812

Market Share Leaders:



Brands Observed
18,186
▲ 55% vs Prior Period

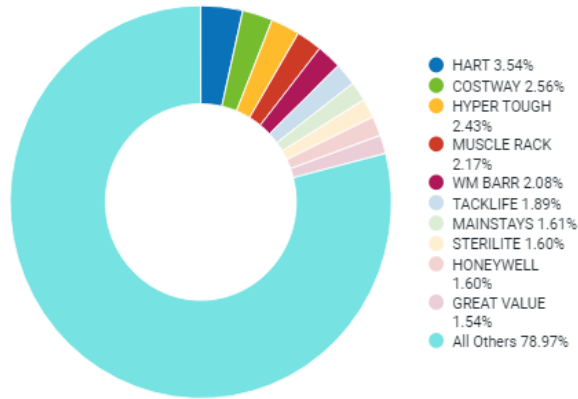
Items Observed
182,818
▲ 59% vs Prior Period

Department Summary
Keywords Observed
273,366
▲ 151% vs Prior Period

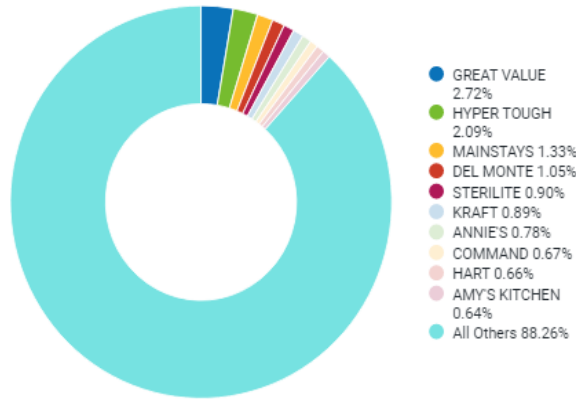
Sponsorship Activity
▼ -8.3%
17,401,860 Weekly Average

Organic Search Visibility
▼ -30.8%
10,523,313,297 Weekly Average

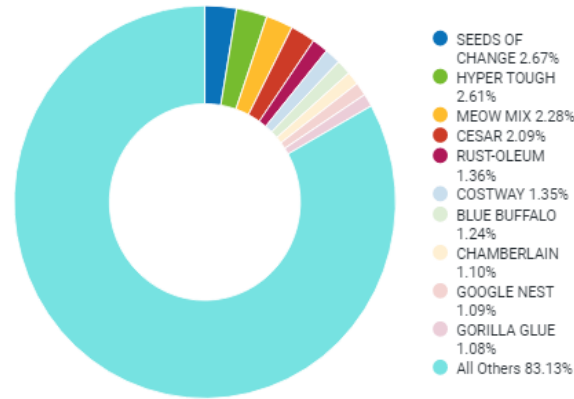
Top-Selling Brands



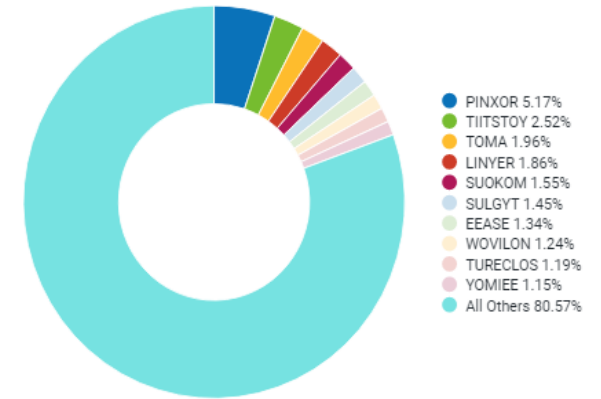
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$17.47 ~~\$2.33/lb~~
DampRid Mega Moisture Absorber Refill 7.5 lb., Fragrance Free - FG37
★★★★★ 190



Now \$32.97 ~~\$85.00~~
Sun Joe 24V Cordless Handheld Reciprocating Saw Kit, 4 Cutting Blades, 2.0-Ah Battery + Charger, For...
★★★★★ 86



Now \$269.00 ~~\$359.99~~
Honeywell Energy Star 70-Pint Dehumidifier up to 4000 Sq Ft with Washable Filter
★★★★★ 39



\$9.99
TACKLIFE HNRE1 Hearing Protection
★★★★★ 24



\$9.97
YYXLIFE Double Sided Carpet Tape for Indoor/Outdoor Floors Area Rugs .2" x 10YD
★★★★★ 36

Market Share Leaders: **Energizer**



Brands Observed

4,424

▲ 113% vs Prior Period

Items Observed

33,463

▲ 145% vs Prior Period

Department Summary

Keywords Observed

88,943

▲ 137% vs Prior Period

Sponsorship Activity

▼ -0.9%

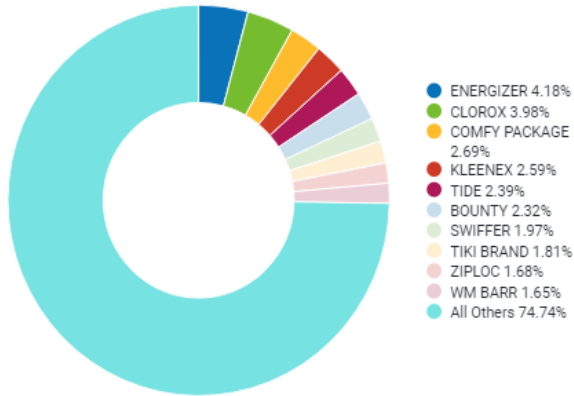
5,357,583 Weekly Average

Organic Search Visibility

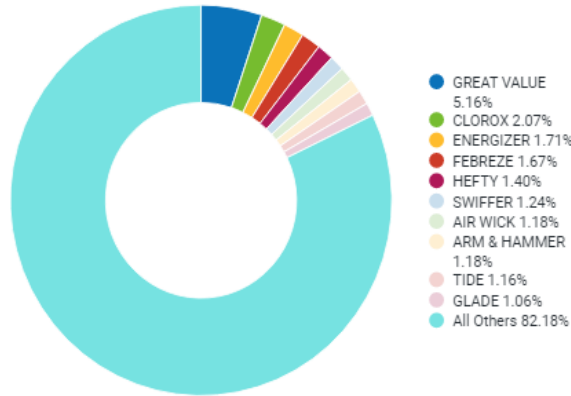
▼ -52.4%

4,935,877,933 Weekly Average

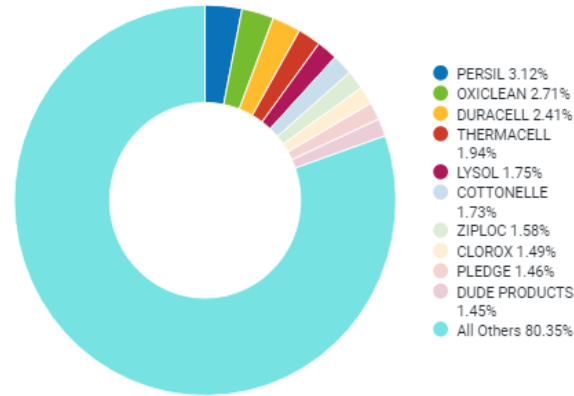
Top-Selling Brands



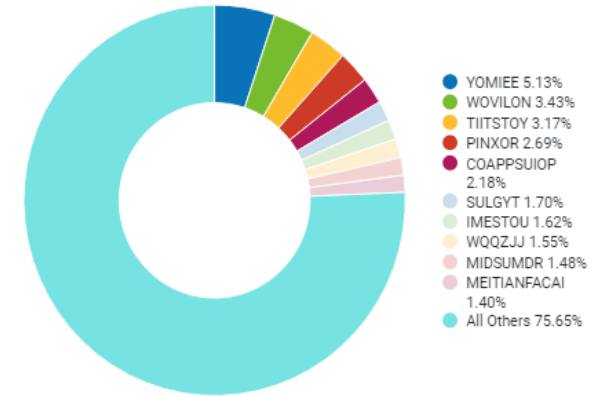
Top Brands in Organic Search



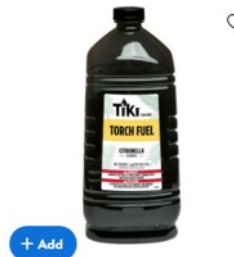
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Now \$13.59 ~~\$16.00~~
 TIKI Brand 128 oz. Citronella Scented Torch Fuel with Easy Pour System
 ★★★★★ 161



\$17.47 ~~\$2.33/lb~~
 DampRid Mega Moisture Absorber Refill 7.5 lb., Fragrance Free - FG37
 ★★★★★ 190



\$14.96 31.2 c/ea
 Clorox Scentiva Disinfecting Wet Mop Pads, Pacific Breeze and Coconut, 48 Count
 ★★★★★ 1191



Now \$11.50 ~~\$10.99~~
 Energizer MAX AA Batteries, Double A Alkaline Battery, 16 Pack
 ★★★★★ 2012



\$9.99
 Kleenex Everyday 9 x Pocket Tissues Packs - 8 Packs Included Pack of 2
 ★★★★★ 33

Market Share Leaders:

Generic



Ktaxon

JUSTBASICS

Brands Observed
11,375
▲ 66% vs Prior Period

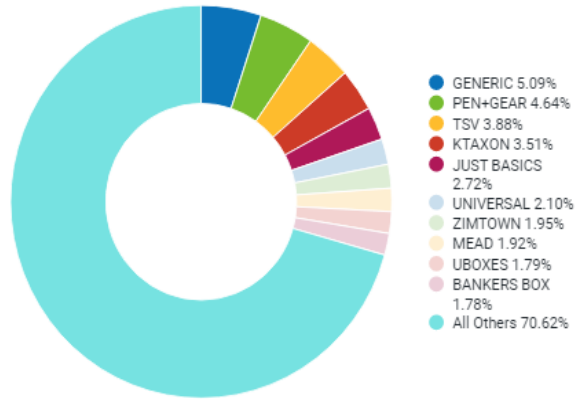
Items Observed
98,189
▲ 77% vs Prior Period

Department Summary
Keywords Observed
198,820
▲ 154% vs Prior Period

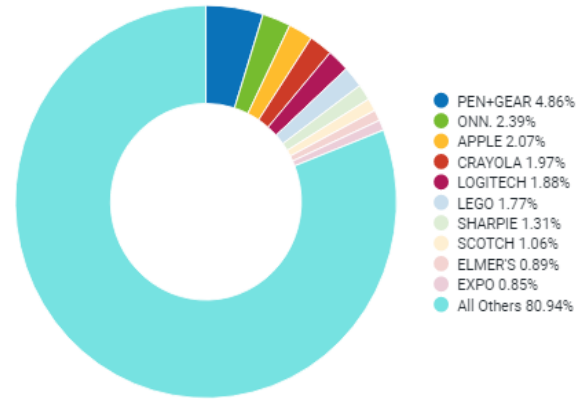
Sponsorship Activity
▼ -13.3%
13,250,573 Weekly Average

Organic Search Visibility
▼ -35.8%
5,022,345,846 Weekly Average

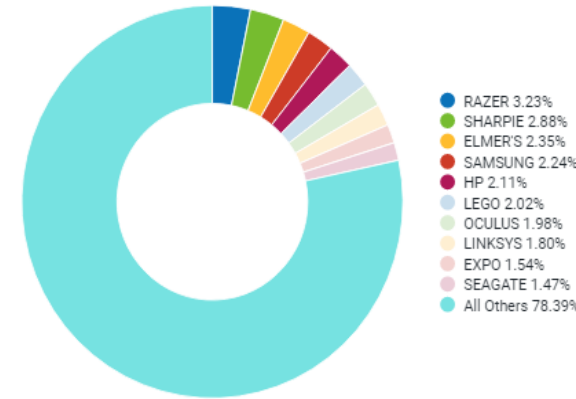
Top-Selling Brands



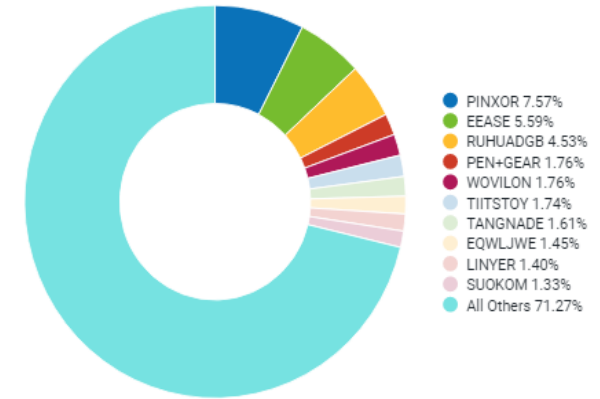
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$24.84
Just Basics Round-Ring View Binder, 1/2in. Rings, 100% Recycled, White, Pack Of 12, OD02793
★★★★★ 7



\$8.98
TSV USB 3.0 Portable Card Reader for SD, SDHC, SDXC, MicroSD, MicroSDHC, MicroSDXC, All-in-One...
★★★★★ 34



\$7.49
Pen + Gear Color Composition Book, Wide Ruled, 4 Count
★★★★★ 54



\$25.25
Bankers Box Letter/Legal Size Storage Boxes, 4 per Carton, White, Small/Large Office - Basic Duty
★★★★★ 41



\$26.32
Aurora GB AS680S 6-Sheet Strip-Cut Paper and Credit Card Shredder without Wastebasket
★★★★★ 1192

Market Share Leaders:



Brands Observed

8,748

▲ 66% vs Prior Period

Items Observed

107,417

▲ 89% vs Prior Period

Department Summary

Keywords Observed

167,196

▲ 165% vs Prior Period

Sponsorship Activity

▼ -21.5%

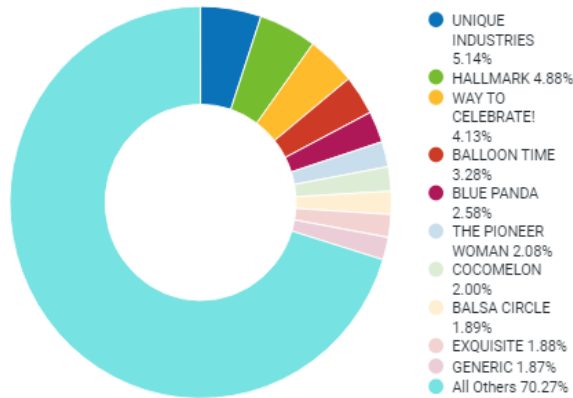
5,166,399 Weekly Average

Organic Search Visibility

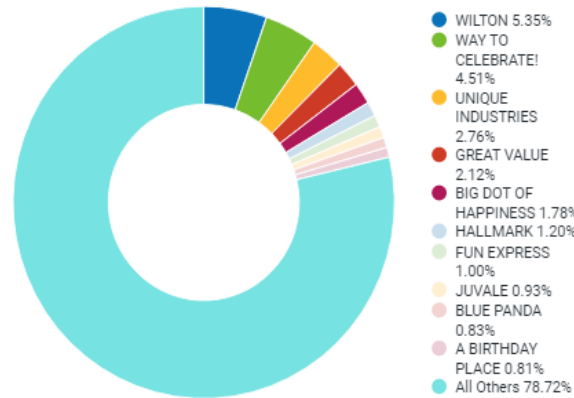
▼ -38.5%

3,686,542,895 Weekly Average

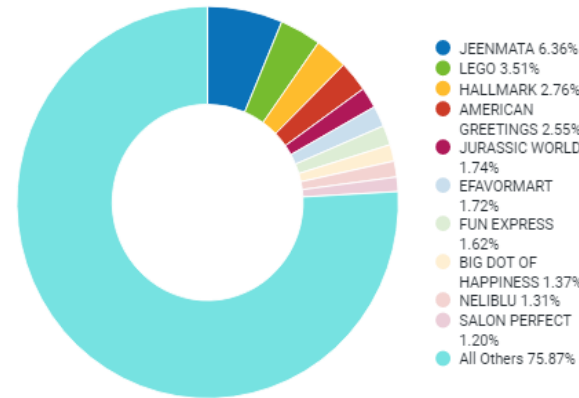
Top-Selling Brands



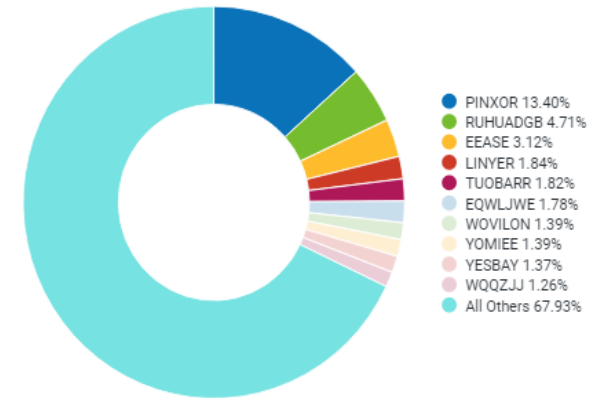
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands

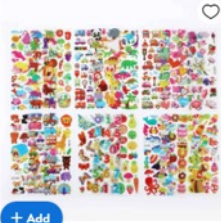


Top-Selling Items:



+ Add

\$8.10
SPARKLING PARTY CANDLES 6 CT, FIREWORK CANDLE, SMALL
★★★★★ 38



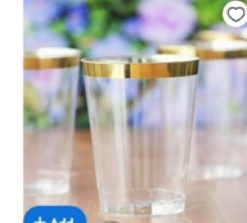
+ Add

\$8.50
3D Puffy Stickers for Kids Toddlers Boys Girls 20 sheets, Children Stickers Variety for Child Gifts, Teacher Rewar...
★★★★★ 53



+ Add

\$3.73
PAW Patrol Birthday Party Character Paper Masks, 8ct
★★★★★ 28



+ Add

\$6.04 +\$5.95 shipping
Balsa Circle Clear with Gold Rim 25 Pieces 10 oz Disposable Plastic Cups, Wedding Reception Party Buffet...
★★★★★ 11



+ Add

\$87.46
Balloon Time Jumbo 12" Helium Tank Blend Kit
★★★★★ 1

Market Share Leaders:



Brands Observed
11,830
▲ 52% vs Prior Period

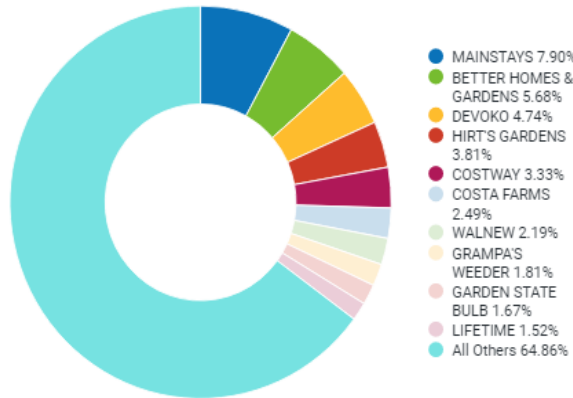
Items Observed
122,936
▲ 76% vs Prior Period

Department Summary
Keywords Observed
166,077
▲ 168% vs Prior Period

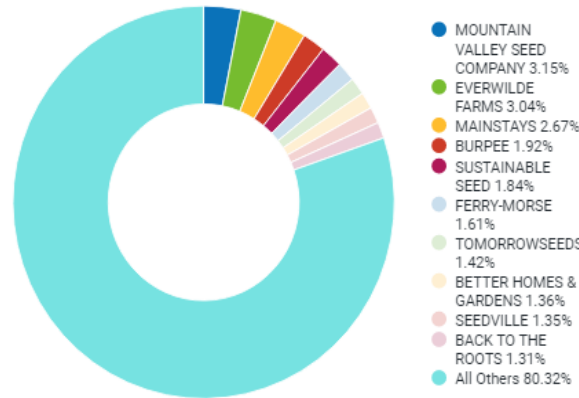
Sponsorship Activity
▼ -26.4%
10,984,078 Weekly Average

Organic Search Visibility
▼ -26.2%
7,163,374,176 Weekly Average

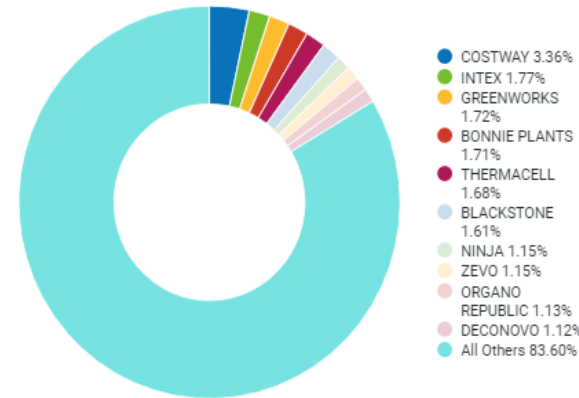
Top-Selling Brands



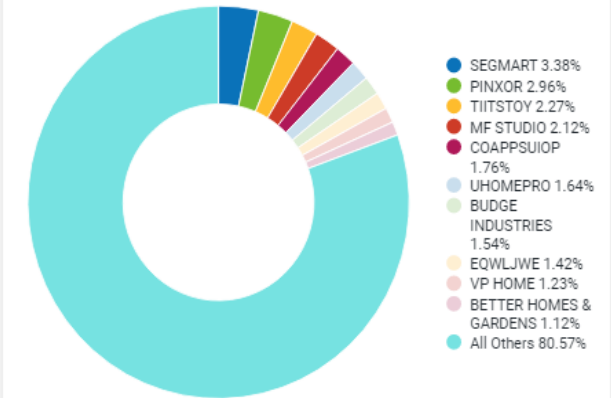
Top Brands in Organic Search



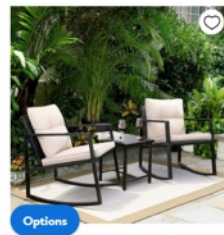
Top Brands in Paid Search



Top-Promoted Brands



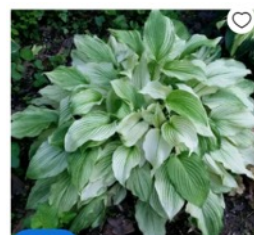
Top-Selling Items:



Now \$144.99 ~~\$229.99~~
More options from \$114.99

Devoko 3 Pieces Patio Furniture Sets Outdoor PE Rattan Bistro Rocker Conversation Sets with Glass Coffee...

★★★★☆ 236



\$11.99 +\$530 shipping

3 White Feather Hosta Roots - Unbelievable/Rare - 3 Bareroots

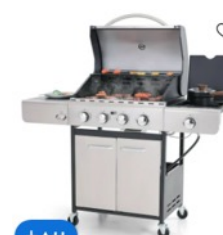
★★★★☆ 17



\$39.99

Grampa's Weeder - The Original Stand Up Weed Puller Tool with Long Handle - Made with Real Bamboo & 4-Claw Ste...

★★★★☆ 216



Now \$279.99 ~~\$999.99~~

Sophia & William Stainless Steel Portable 4-Burner Propane Gas Grill with Side Burner

★★★★☆ 109



\$38.99 ~~\$45.99~~

Garden Hose 100 FT. HEMOPLT Expandable Hose with 10 Function Spray Hose Nozzle, Flexible Water...

★★★★☆ 20

Market Share Leaders:



Brands Observed

5,249

▲ 115% vs Prior Period

Items Observed

35,827

▲ 78% vs Prior Period

Department Summary

Keywords Observed

121,544

▲ 163% vs Prior Period

Sponsorship Activity

▲ 9.2%

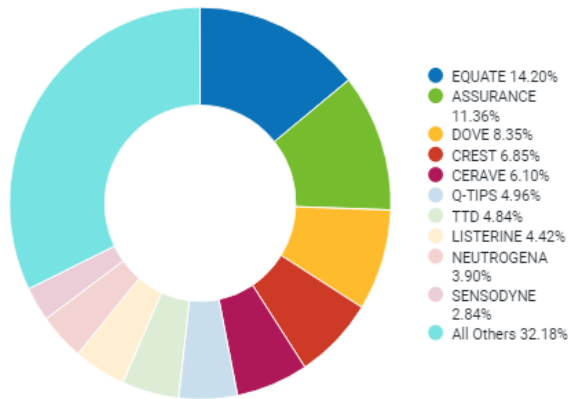
8,888,761 Weekly Average

Organic Search Visibility

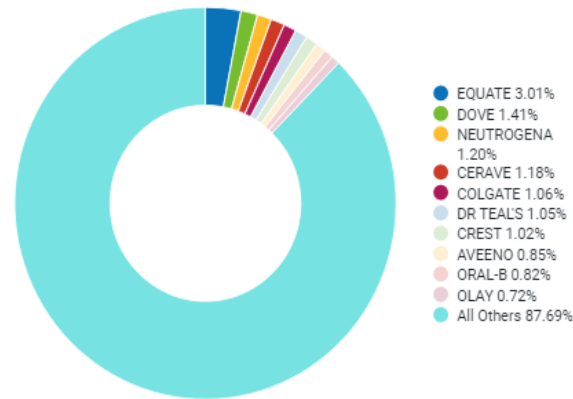
▼ -39.6%

8,378,559,203 Weekly Average

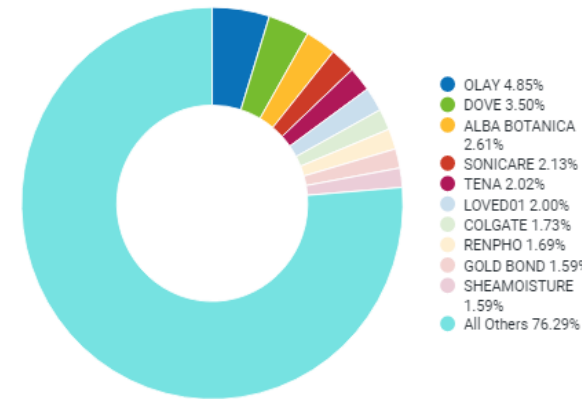
Top-Selling Brands



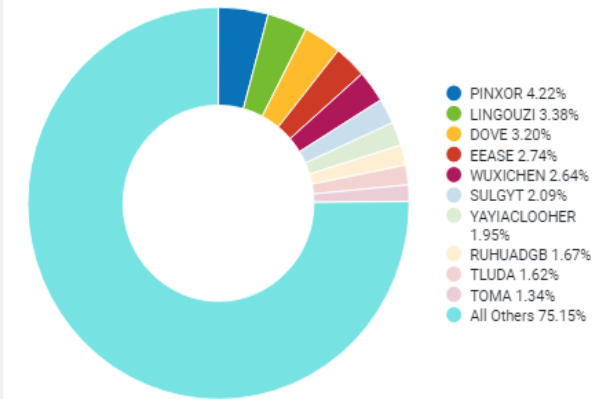
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$6.98 14.5 c/ea
Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)
★★★★★ 11725



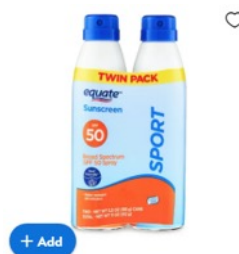
\$3.86
Q Tips Original Cotton Swabs 500 count
★★★★★ 5202



\$17.67
Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)
★★★★★ 3581



Now \$5.97 \$17.04
Listerine Cool Mint Antiseptic Mouthwash/Mouth Rinse for Bad Breath & Plaque, 1 L
★★★★★ 2394



\$7.88 71.6 c/oz
Equate Sport Broad Spectrum Sunscreen Spray, SPF 50, Twin Pack
★★★★★ 437

Market Share Leaders:



Brands Observed

5,733

▲26% vs Prior Period

Items Observed

38,146

▼-5% vs Prior Period

Department Summary

Keywords Observed

85,477

▲152% vs Prior Period

Sponsorship Activity

▲100.4%

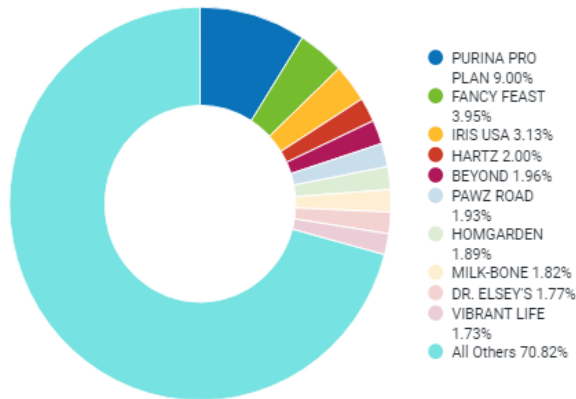
12,978,133 Weekly Average

Organic Search Visibility

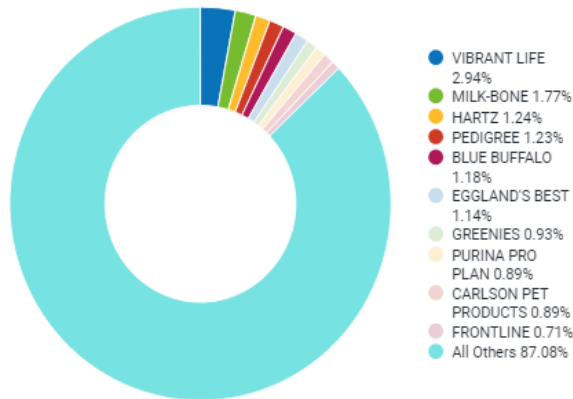
▼-23.2%

10,688,369,790 Weekly Average

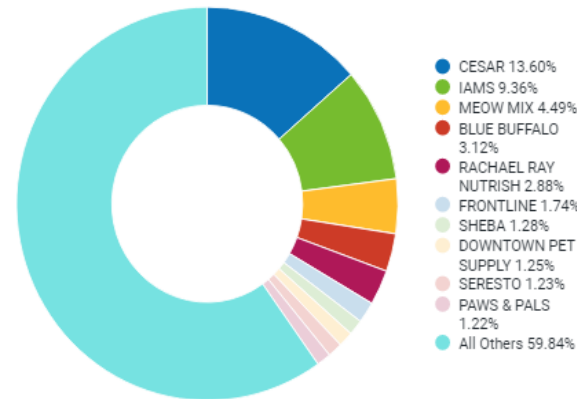
Top-Selling Brands



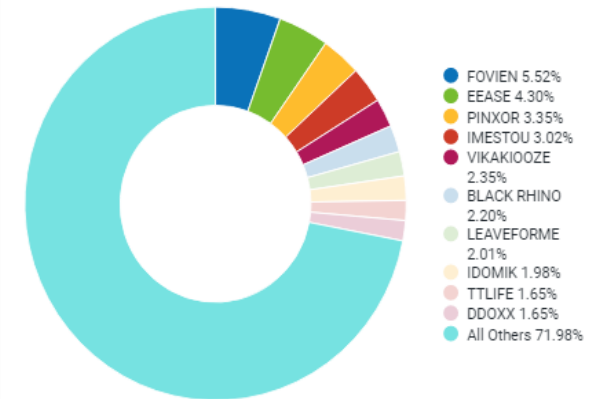
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Milk-Bone Pride Flavor Snacks Dog Treats, 25 oz. Canister
★★★★★ 2



+ Add

Now \$39.99 ~~\$52.99~~
Forever Litter Tray Premium Version Permanent Reusable Replacement Tray for Petsafe ScoopFree Disposables...
★★★★★ 84



+ Add

\$22.99
Flea Away Natural Flea, Tick, Mosquito Repellent for Dogs and Cats, 100 Chewable Tablets
★★★★★ 134



+ Add

Now \$44.97 ~~\$65.68~~
Catry 4-Level Grey Cat Tree With Condo and Scratching Pad, 48" Height
★★★★★ 121



+ Add

\$17.59 88.0 c/lb
Dr. Elsey's Precious Cat Respiratory Relief Cat Litter, 20-lb
★★★★★ 62

Market Share Leaders: **philosophy**



L'OCCITANE
EN PROVENCE

AVON



Brands Observed

461

▲ 13% vs Prior Period

Items Observed

2,632

▲ 23% vs Prior Period

Department Summary

Keywords Observed

46,169

▲ 158% vs Prior Period

Sponsorship Activity

▲ 8.0%

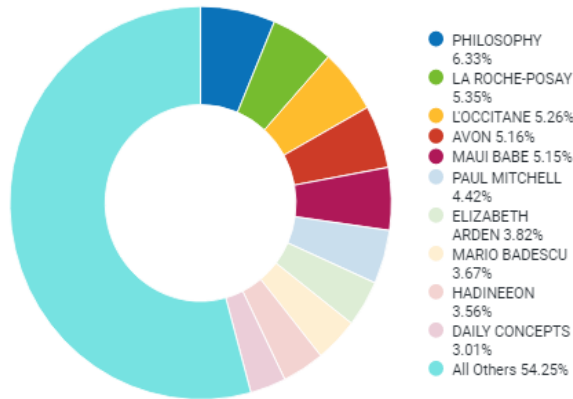
538,363 Weekly Average

Organic Search Visibility

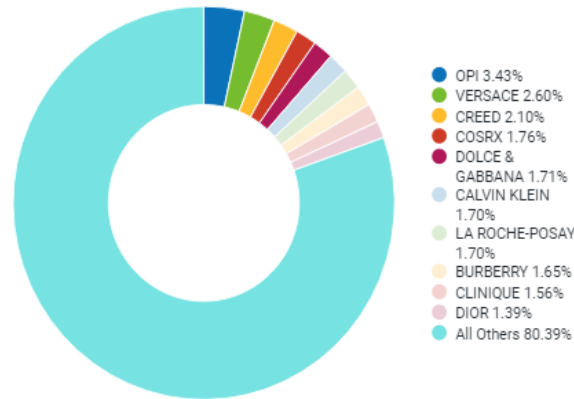
▼ -47.6%

1,332,613,156 Weekly Average

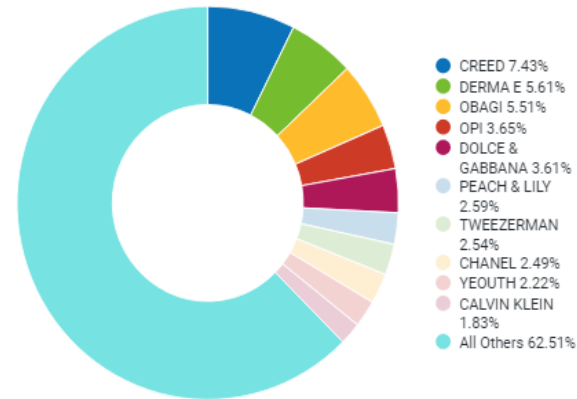
Top-Selling Brands



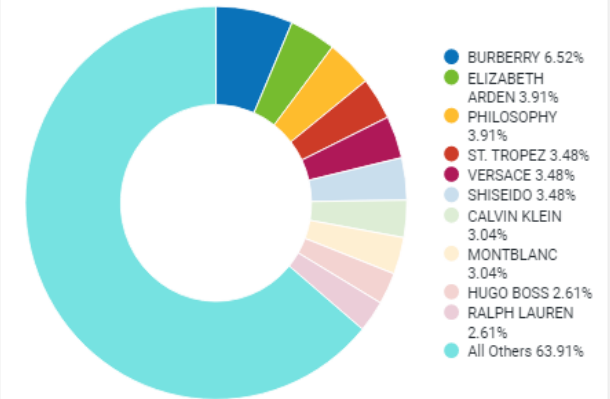
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

Now \$6.19 ~~\$6.96~~
Tea Tree Hair and Body Moisturizer by Paul Mitchell for Unisex - 2.5 oz Moisturizer
★★★★ 4



+ Add

\$15.99
Automatic Soap Dispenser, Foaming Soap Dispenser 12oz/350ml, Touchless Battery Operated Hand Free Foam...



+ Add

\$16.74
Skin Food, Original Ultra-Rich Cream, 1 fl oz (30 ml), Weleda
★★★★ 57



+ Add

Now \$14.98 ~~\$16.00~~
Philosophy Raspberry Sorbet 3 in 1 Shampoo, Shower Gel & Bubble Bath, 16 Oz
★★★★ 1



+ Add

\$34.90
Avon Skin So Soft Bath Oil, 16.9 Fl Oz
★★★★ 8

Market Share Leaders:



Generic



Wakeman

Brands Observed
19,976
▲ 51% vs Prior Period

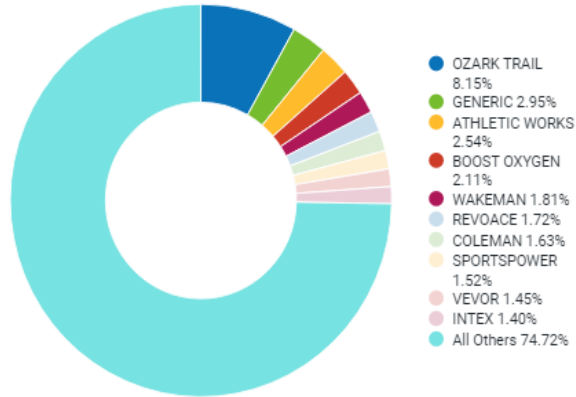
Items Observed
215,897
▲ 13% vs Prior Period

Department Summary
Keywords Observed
324,297
▲ 164% vs Prior Period

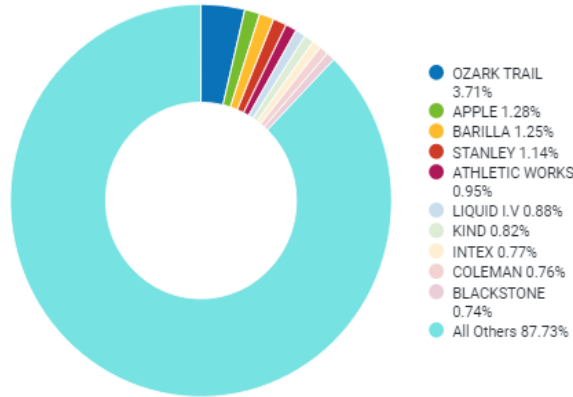
Sponsorship Activity
▼ -34.8%
14,397,838 Weekly Average

Organic Search Visibility
▼ -40.9%
10,015,138,469 Weekly Average

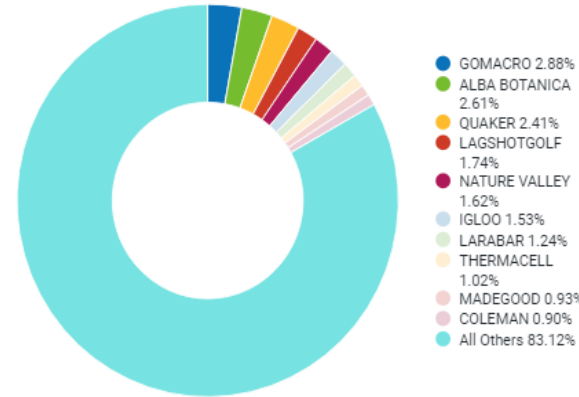
Top-Selling Brands



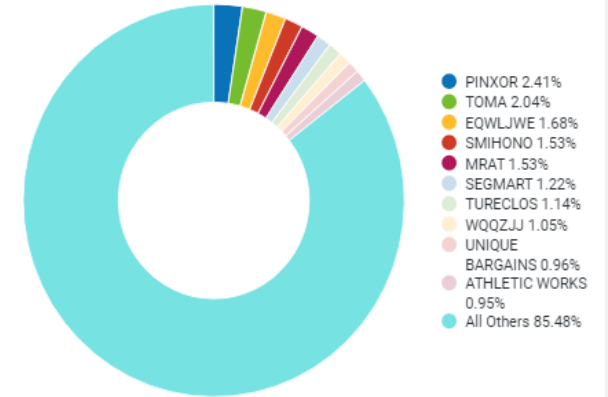
Top Brands in Organic Search



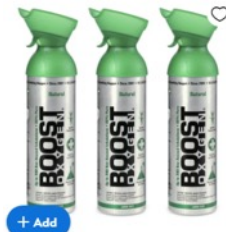
Top Brands in Paid Search



Top-Promoted Brands



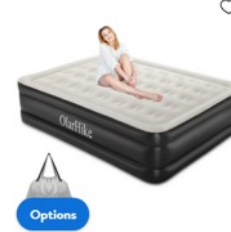
Top-Selling Items:



\$44.91 ~~\$14.97/ea~~
3 Pack Large 10L Boost Oxygen Natural Portable Pure Canned Oxygen, Flavorless
★★★★★ 41



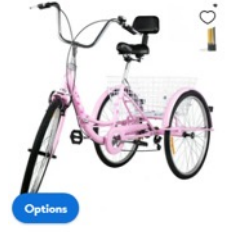
Now \$39.25 ~~\$52.25~~
Coleman 15 F Rectangular Sleeping Bag
★★★★★ 90



Now \$55.99 ~~\$69.99~~
More options from \$47.99
OlarHike US 18 inch Queen Size Air Mattress with Built-in Pump, Black
★★★★★ 671



Now \$149.95 ~~\$209.95~~
More options from \$114.95
SoundAsleep Dream Series Air Mattress with ComfortCoil Technology & Internal Built In High Capacity Pump - Queen...
★★★★★ 836



\$268.00 ~~\$268.00/ea~~
More options from \$172.99
VEVOR Foldable Adult Tricycle 24" Wheels, 7-Speed Trike 3 Wheels Trike with Basket, Portable and Foldable...
★★★★★ 1192

Market Share Leaders:



Brands Observed
13,589
▲ 122% vs Prior Period

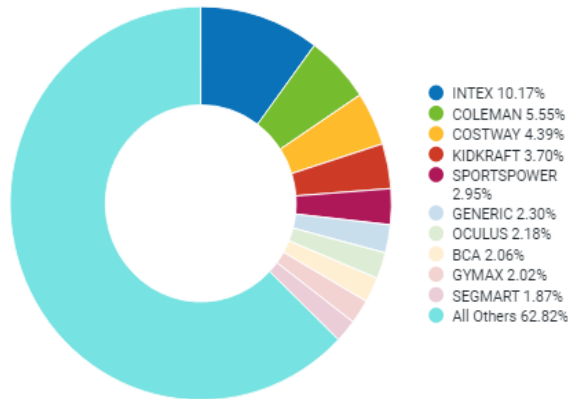
Items Observed
127,437
▲ 139% vs Prior Period

Department Summary
Keywords Observed
232,390
▲ 168% vs Prior Period

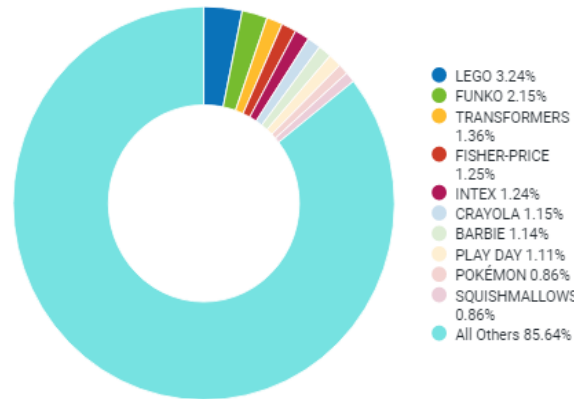
Sponsorship Activity
▲ 1.0%
21,538,034 Weekly Average

Organic Search Visibility
▼ -27.6%
9,053,190,125 Weekly Average

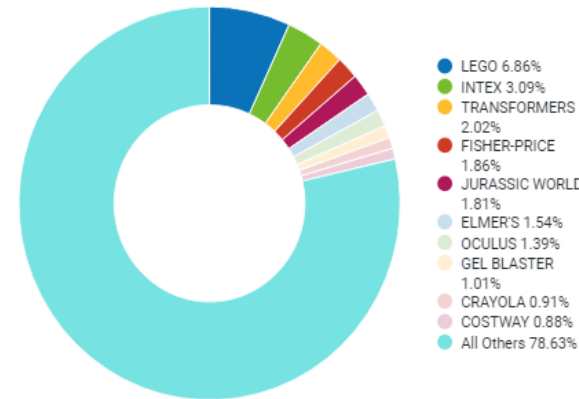
Top-Selling Brands



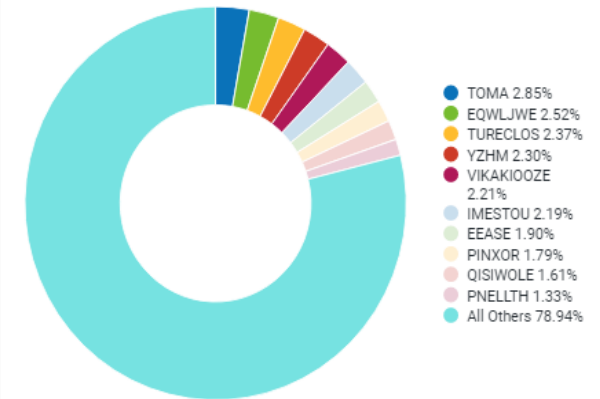
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Now \$648.00 ~~\$748.00~~ +\$149.97 shipping
Coleman Power Steel 26 x 12 x 52 Oval Above Ground Pool Set
★★★★☆ 510



Now \$279.00 ~~\$399.00~~
KidKraft Ainsley Fort Wooden Outdoor Playset/ Swing Set
★★★★☆ 3175



Now \$1,599.99 ~~\$2,149.99~~
Intex 26373EH 32' x 16' x 52" Rectangular Ultra XTR Frame Swimming Pool w/ Pump
★★★★☆ 87



\$798.00
Coleman 20' Power Steel Comfort Jet Oval 48" Deep Metal Frame Above Ground Pool
★★★★☆ 205



Now \$299.00 ~~\$378.95~~
Meta Quest 2 (Oculus) - Advanced All-In-One Virtual Reality Headset - 128GB
★★★★★ 1202

Market Share Leaders:



Brands Observed

2,287

▲ 51% vs Prior Period

Items Observed

32,728

▲ 155% vs Prior Period

Department Summary

Keywords Observed

90,697

▲ 151% vs Prior Period

Sponsorship Activity

▼ -1.1%

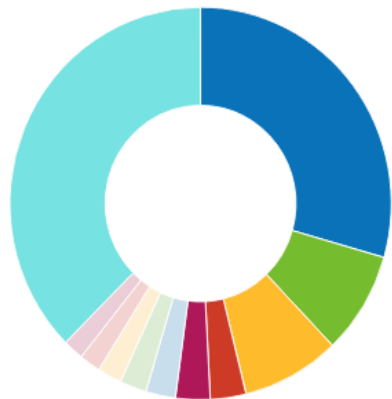
3,123,596 Weekly Average

Organic Search Visibility

▼ -38.9%

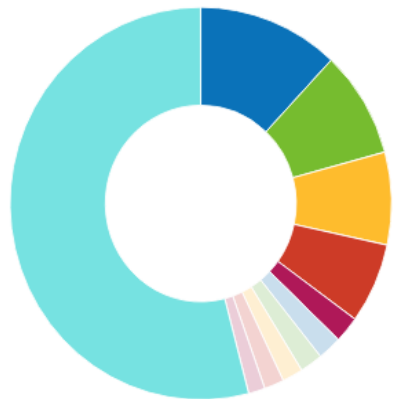
1,878,449,944 Weekly Average

Top-Selling Brands



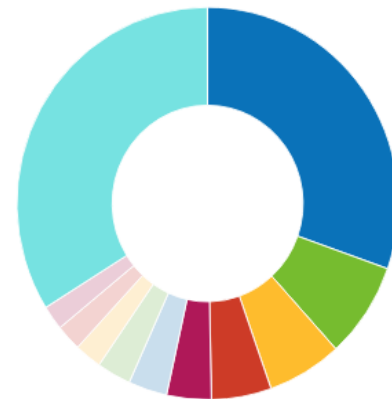
- NINTENDO 29.44%
- MICROSOFT 8.43%
- SONY 8.31%
- WARNER BROS. GAMES 3.02%
- ELECTRONIC ARTS 2.92%
- XBOX 2.51%
- SPBPQY 2.29%
- CFWQH 2.05%
- ACTIVISION 1.79%
- ROCKSTAR GAMES 1.77%
- All Others 37.48%

Top Brands in Organic Search



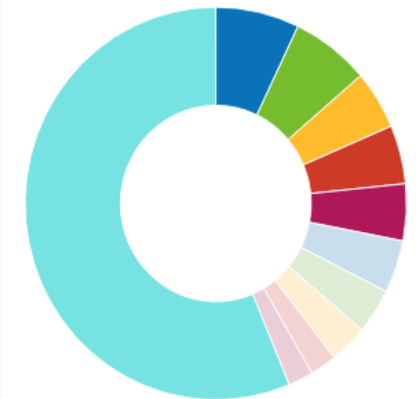
- NINTENDO 11.98%
- SONY 8.80%
- FUNKO 7.62%
- MICROSOFT 6.63%
- ROBLOX 2.16%
- PLAYSTATION 2.03%
- ELECTRONIC ARTS 1.93%
- OCULUS 1.75%
- UBISOFT 1.68%
- POWERA 1.40%
- All Others 54.03%

Top Brands in Paid Search



- NINTENDO 30.39%
- SONY 7.88%
- OCULUS 6.33%
- SEAGATE 5.08%
- ELECTRONIC ARTS 3.80%
- STEELSERIES 3.27%
- MICROSOFT 2.91%
- FUNKO 2.29%
- BONADGET 2.16%
- WD 2.03%
- All Others 33.87%

Top-Promoted Brands



- NETNEW 7.10%
- FUNKO 6.61%
- ELECTRONIC ARTS 4.84%
- CITYSTORES 4.84%
- ESYWEN 4.68%
- BEBONCOOL 4.35%
- SUNLON 3.71%
- DINOFIRE 3.23%
- ARCADE1UP 2.26%
- SPBPQY 2.10%
- All Others 56.29%

Top-Selling Items:



+ Add

See price in cart
Super Smash Bros. Ultimate, Nintendo, Nintendo Switch, 045496592998
★★★★★ 535



+ Add

Now \$49.98 ~~\$69.99~~
Hogwarts Legacy - PlayStation 5
★★★★★ 195



Options

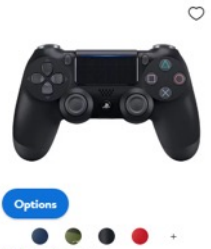
+2 options

Now \$489.99 ~~\$606.99~~
Options from \$489.99 - \$1,299.99
Xbox Series X Video Game Console, Black
★★★★★ 4505



+ Add

Now \$38.41 ~~\$59.99~~
New Super Mario Bros U Deluxe, Nintendo, Nintendo Switch, 045496592691
★★★★★ 505



Options

Now \$49.99 ~~\$59.99~~
Options from \$49.99 - \$99.99

PS4 DS4 Wireless Controller: Jet Black - Sony DualShock 4 Wireless Controller: Jet Black for PlayStation 4 - PS4
★★★★★ 6401

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