














# Department Performance Report

JUNE 2023



 Bird	 Cat	 Dog	 Farm Animal
 Fish	 Horse	 New Pet	 Pharmacy
 Pet Parents	 Reptile	 Small Pet	

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# Department Performance Report

June 2023

## Report Overview

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

- [Department Overview](#)
- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
- [Top-Selling Items](#)
- [Top Brands in Paid Search \(All of Chewy\)](#)
- [Top Sponsored Items \(All of Chewy\)](#)

❖ Disclaimer: Analytic Index has no affiliation with Chewy. 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 Chewy (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-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-Selling Items

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

### 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.

# 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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sales@analyticindex.com



+1 (801) 916-4306

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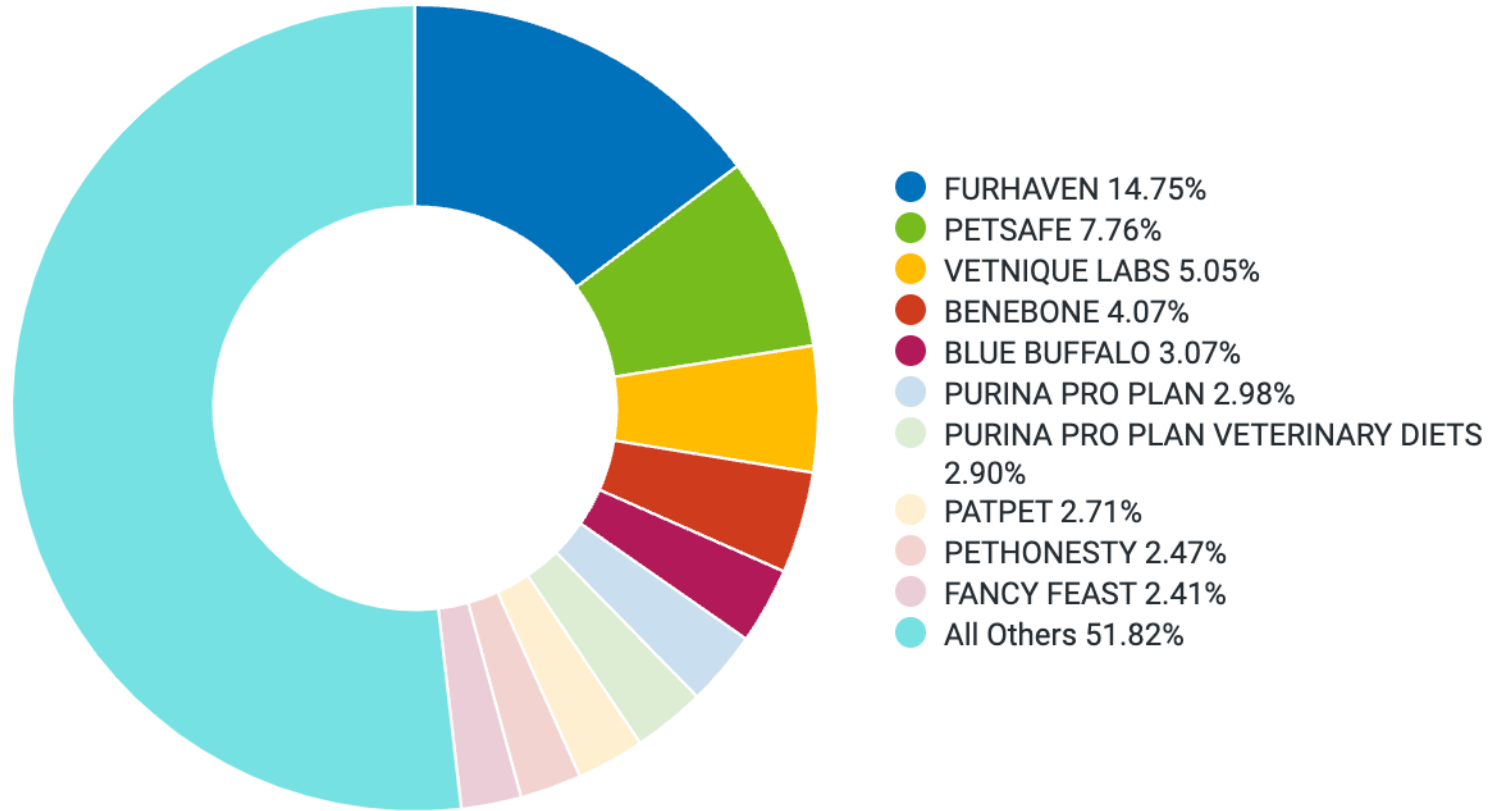


Due to lack of Sponsorship Activity in most categories on Chewy, this graph shows the top brands in Paid Search **across all categories**.

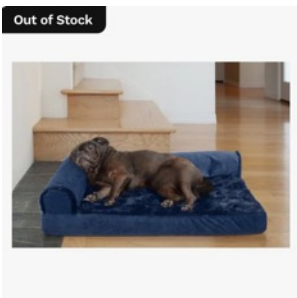
Top Brands in Paid Search:



Top Brands in Paid Search (Across all of Chewy)



Due to lack of Sponsorship Activity in most categories on Chewy, these are the top 10 sponsored items across all categories.



**Out of Stock**

More Choices Available

**FurHaven Plush Deluxe Chaise Cooling Gel Cat & Dog Bed w/Removable Cover, Deep Sapphire, Medium...**

★★★★☆ 57



More Choices Available

**Purina Pro Plan Veterinary Diets FortiFlora Powder Digestive Supplement for Dogs, 30 count**

★★★★★ 2,598



**Tidy Cats Breeze Cat Litter Box System**

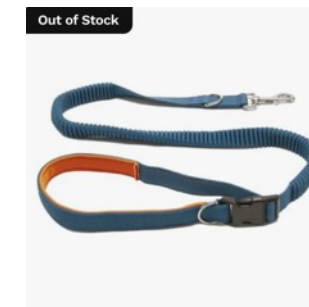
★★★★★ 2,057



More Choices Available

**Purina Pro Plan High Protein Shredded Blend Chicken & Rice Formula with Probiotics Dry Dog Food...**

★★★★★ 2,312



**Out of Stock**

More Choices Available

**FurHaven Easy-Tether Reflective Bungee Dog Leash, Dark Sea Green, 6.67-ft long**

★★★★☆ 21



More Choices Available

**Nature's Miracle Dual Action Hard Floor Stain & Odor Remover, 24-oz bottle**

★★★★★ 382



More Choices Available

**Wee-Wee Four Paws Wee-Wee Gigantic Dog Training Pads, 18 count**

★★★★★ 240



**Out of Stock**

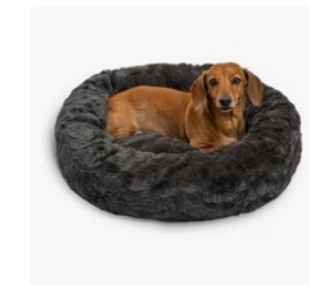
**PATPET P628 2000-ft Waterproof Auto Anti Bark Control Vibration & Beep Remote Electric Dog Training Collar**

★★★★★ 7



**Vetriq Labs Dermabliss Medicated Shampoo Anti-Bacterial & Anti-Fungal Medicated Dog & Cat Shampoo**

★★★★★ 52



More Choices Available

**Best Friends by Sheri Calming Lux Fur Donut Cuddler Bolster Cat & Dog Bed, Mink, Small**

★★★★★ 354

Market Share Leaders:



Department Summary

Brands Observed

157

▼ -2% vs Prior Period

Items Observed

1,047

▼ -6% vs Prior Period

Keywords Observed

1,178

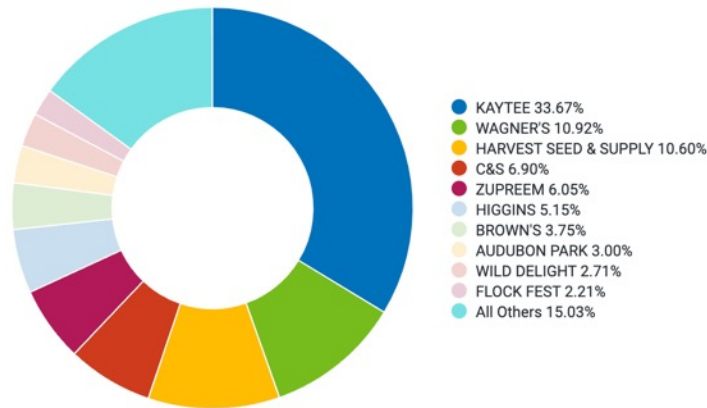
0 Weekly Average

Organic Search Visibility

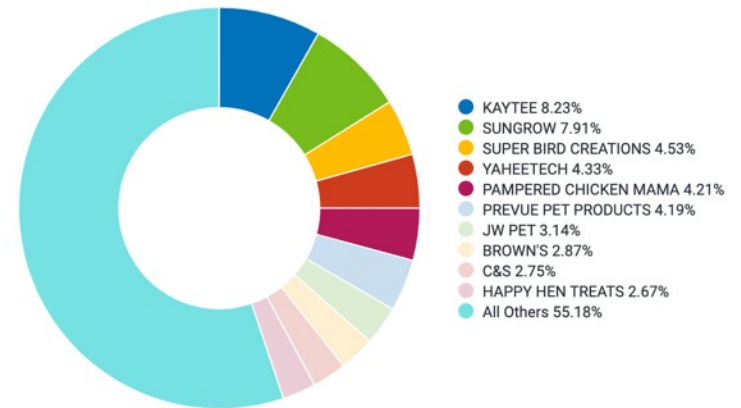
▼ -9.6%

86,709,903 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

**Kaytee Basic Blend Wild Bird Food, 20-lb bag**

★★★★☆ 645



**Kaytee Peanuts In A Shell Wild Bird Food, 5-lb bag**

★★★★★ 196



**Harvest Seed & Supply Birder's Medley Wild Bird Food, 10-lb bag**

★★★★☆ 114



More Choices Available

**C&S Peanut Delight No Melt Suet Dough Wild Bird Food, 11.75-oz tray, case of 8**

★★★★★ 433



More Choices Available

**Audubon Park Wild Bird Food, 20-lb bag**

★★★★☆ 321

Market Share Leaders:



Department Summary

Brands Observed

1,038

▼ -1% vs Prior Period

Items Observed

7,268

▼ -2% vs Prior Period

Keywords Observed

10,169

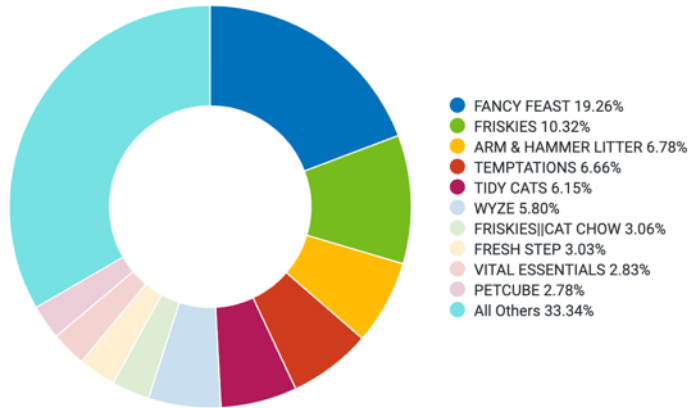
680,484 Weekly Average

Organic Search Visibility

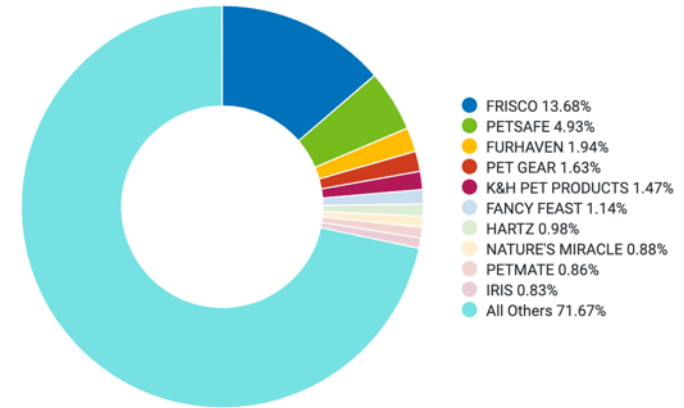
▼ -2.7%

1,379,427,672 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

**Fancy Feast Grilled Seafood Feast Variety Pack Canned Cat Food, 3-oz, case of 24**

★★★★☆ 1,604



More Choices Available

**Temptations Classic Tasty Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub**

★★★★★ 2,848



More Choices Available

**Fancy Feast Gravy Lovers Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24**

★★★★☆ 2,174



More Choices Available

**Dr. Elsey's Precious Cat Ultra Unscented Clumping Clay Cat Litter, 40-lb bag**

★★★★☆ 5,701



More Choices Available

**Friskies Shreds in Gravy Variety Pack Canned Cat Food, 5.5-oz can, case of 40**

★★★★☆ 1,514



Market Share Leaders:



Department Summary

Brands Observed

1,275

▼ -1% vs Prior Period

Items Observed

9,696

▼ -3% vs Prior Period

Keywords Observed

11,753

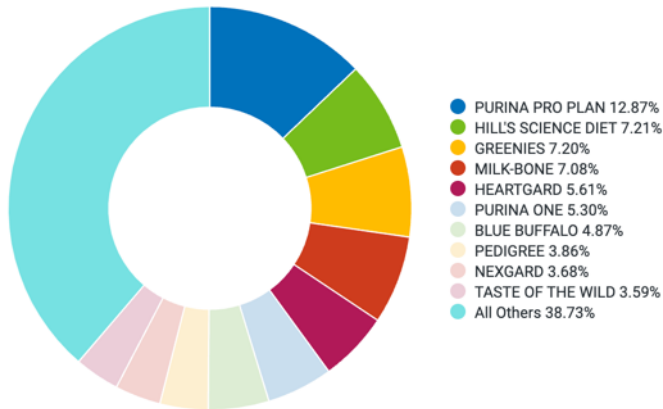
1,169,987 Weekly Average

Organic Search Visibility

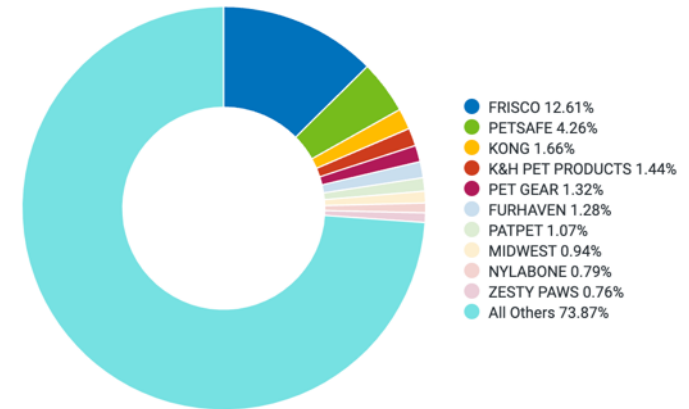
▼ -4.0%

2,076,961,621 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

**Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula Dry Dog Food, 30-lb bag**

★★★★☆ 3,990



More Choices Available

**Blue Buffalo Life Protection Formula Adult Chicken & Brown Rice Recipe Dry Dog Food, 30-lb bag**

★★★★☆ 2,994



More Choices Available

**Purina Pro Plan High Protein Shredded Blend Chicken & Rice Formula with Probiotics Dry Dog Food...**

★★★★☆ 2,308



More Choices Available

**Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)**

★★★★☆ 1,372



More Choices Available

**Hill's Science Diet Adult Sensitive Stomach & Sensitive Skin Chicken Recipe Dry Dog Food, 30-lb...**

★★★★☆ 1,513

Market Share Leaders:



SunGrow

Department Summary

Brands Observed

137

▼ -4% vs Prior Period

Items Observed

906

▼ -2% vs Prior Period

Keywords Observed

1,224

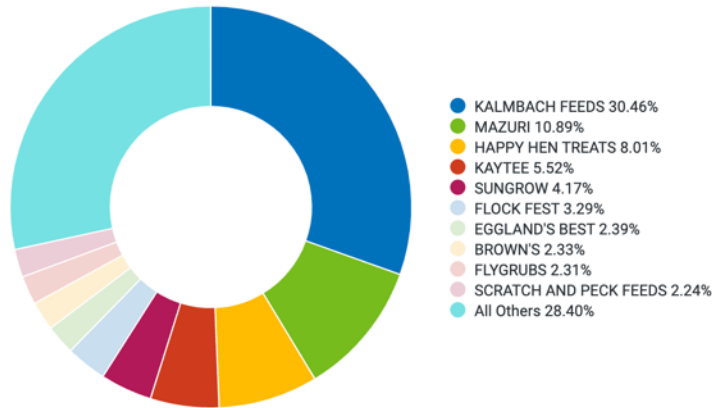
1,211 Weekly Average

Organic Search Visibility

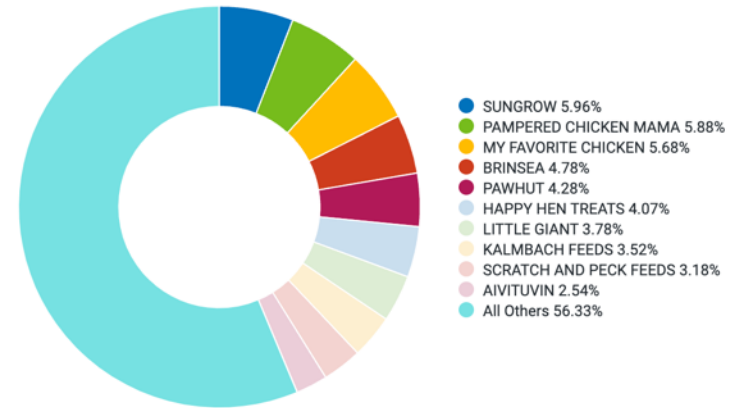
▼ -18.7%

59,437,889 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



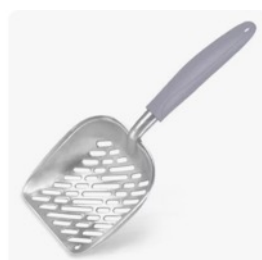
Top-Selling Items:



More Choices Available

**Kalmbach Feeds All Natural 16% Protein Layer Crumbles Chicken Feed, 50-lb bag**

★★★★☆ 105



More Choices Available

**SunGrow Non-Stick Metal Scoop Kitty Box Cat Litter Scooper, Gray**

★★★★☆ 439



More Choices Available

**Kalmbach Feeds All Natural Henhouse Reserve Premium Layer Chicken Feed, 30-lb bag**

★★★★☆ 97



More Choices Available

**Flock Fest Dried Mealworms Adult Poultry Treats, 5-lb bag, 1 count**

★★★★☆ 82



More Choices Available

**Kalmbach Feeds All Natural 17% Protein Layer Pellets Chicken Feed, 50-lb bag**

★★★★☆ 66

Market Share Leaders:



Midland Vet Services



Brands Observed

123

▼ -2% vs Prior Period

Items Observed

2,004

▼ -3% vs Prior Period

Department Summary

Keywords Observed

1,331

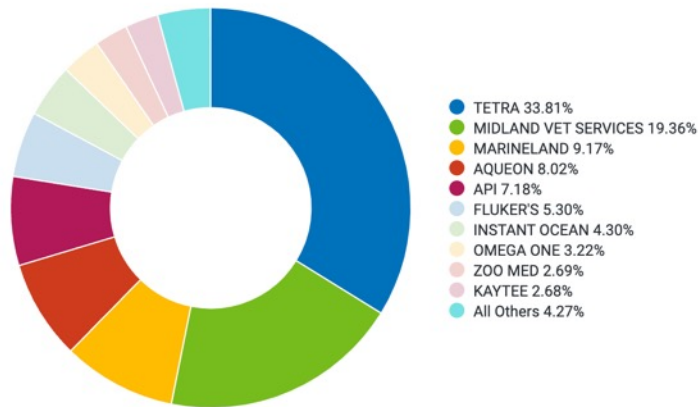
42,882 Weekly Average

Organic Search Visibility

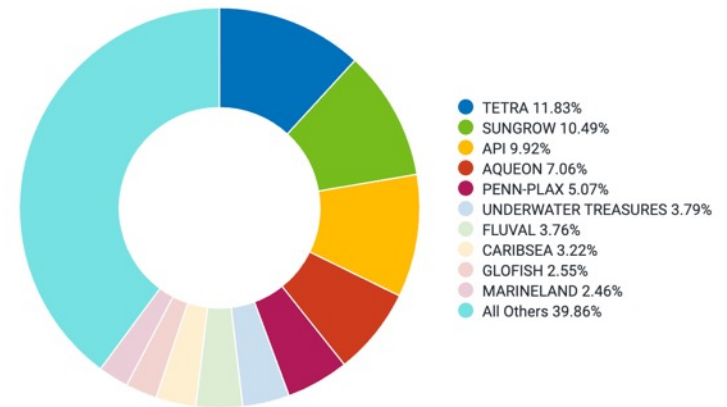
▲ 0.3%

227,488,254 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



Midland Vet Services Aqua-Mox Forte Amoxicillin Fish Antibiotic, 100 count

★★★★★ 55



Midland Vet Services Aqua-Mox Amoxicillin Fish Antibiotic, 100 count

★★★★★ 44



Tetra Min Tropical Flakes Fish Food, 7.06-oz jar

★★★★★ 65



Marineland Bio-Wheel Penguin Rite-Size C Filter Cartridge, 6 count

★★★★★ 167



Tetra PRO PlecoWafers Complete Diet for Algae Eaters Fish Food, 5.29-oz bag

★★★★☆ 127

Market Share Leaders:



Brands Observed

343

▲0% vs Prior Period

Items Observed

2,783

▼-5% vs Prior Period

Department Summary

Keywords Observed

2,005

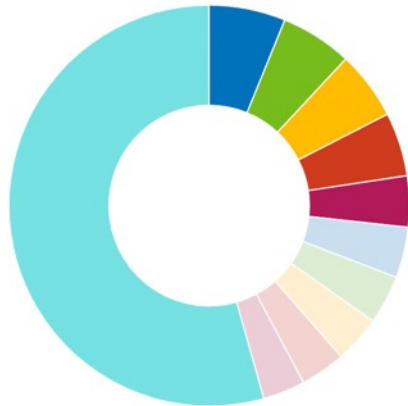
9,275 Weekly Average

Organic Search Visibility

▲6.2%

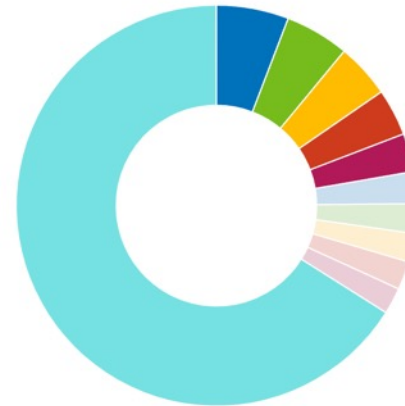
59,232,523 Weekly Average

Top-Selling Brands



- BUCKEYE NUTRITION 6.17%
- GAMMA2 5.78%
- VETERICYN 5.53%
- TERRAMYCIN 5.14%
- ICU MEDICAL 4.13%
- PROBIOS 4.08%
- TRIBUTE EQUINE NUTRITION 3.96%
- HYGAIN 3.80%
- IV SET 3.62%
- MEDINATURA 3.42%
- All Others 54.38%

Top Brands in Organic Search



- GAMMA2 5.83%
- THERMACELL 5.18%
- FARNAM 4.39%
- ANDIS 3.80%
- DERBY ORIGINALS 3.08%
- VETERICYN 2.58%
- SHIRES EQUESTRIAN PRODUCTS 2.37%
- ABSORBINE 2.30%
- TICKCHECK 2.30%
- DRILLBRUSH 2.13%
- All Others 66.03%

Top-Selling Items:



More Choices Available

**Terramycin Ophthalmic Ointment for Dogs, Cats & Horses, 3.5-g, 1 count**

★★★★★ 736



More Choices Available

**ICU Medical Lactated Ringers Electrolyte Injection Solution, 1000-mL**

★★★★★ 120



More Choices Available

**IV Set Primary IV Set, Macrobore Pierced Y-Site 80-in, 15 Drops per mL**

★★★★☆ 53



More Choices Available

**Rescue Remedy Stress Relief Pet Supplement, 10-mL bottle**

★★★★☆ 785



More Choices Available

**Vetericyn Plus Antimicrobial Eye Wash for Dogs, Cats, Horses, & Small Pets, 3-oz bottle**

★★★★★ 61

Market Share Leaders:



Department Summary

Brands Observed

442

▼ -1% vs Prior Period

Items Observed

2,105

▼ -5% vs Prior Period

Keywords Observed

10,813

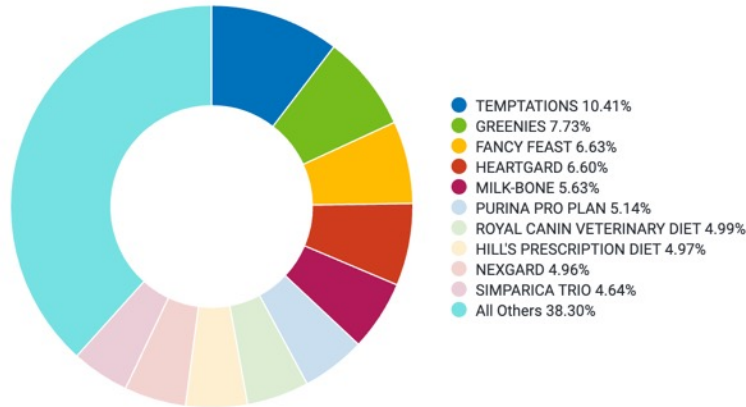
576,254 Weekly Average

Organic Search Visibility

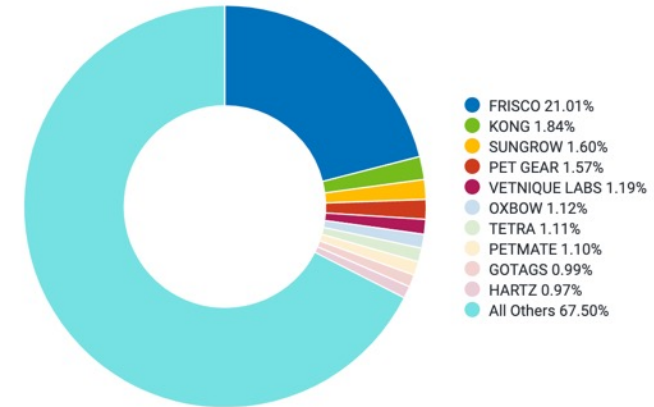
▼ -5.7%

640,829,910 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

**Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula Dry Dog Food, 30-lb bag**

★★★★☆ 3,994



More Choices Available

**Temptations Classic Tasty Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub**

★★★★★ 2,848



More Choices Available

**Fancy Feast Gravy Lovers Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24**

★★★★☆ 2,174



More Choices Available

**Dr. Elsey's Precious Cat Ultra Unscented Clumping Clay Cat Litter, 40-lb bag**

★★★★☆ 5,701



More Choices Available

**Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)**

★★★★★ 1,372

Market Share Leaders: **BRAVECTO** | **SimpaticaTRIO** | **Heartgard Plus** | **NexGard** | **INTERCEPTOR PLUS**

Brands Observed

364

▲ 2% vs Prior Period

Items Observed

829

▼ -4% vs Prior Period

Department Summary

Keywords Observed

759

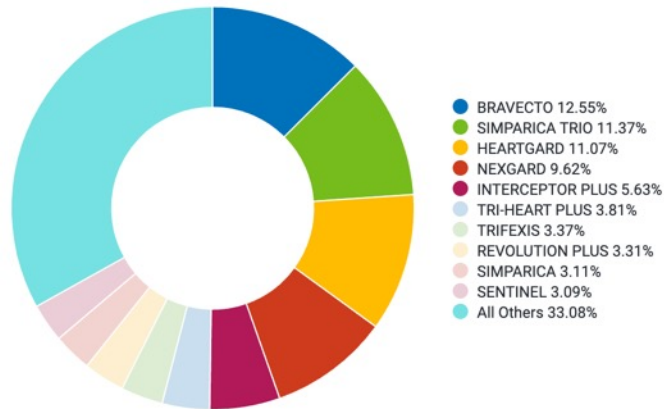
0 Weekly Average

Organic Search Visibility

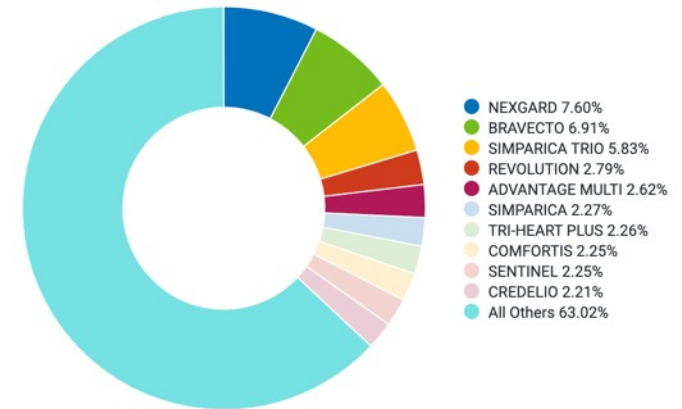
▼ -4.5%

64,657,733 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

**Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)**

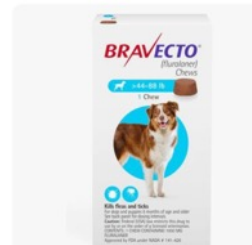
★★★★★ 1,375



More Choices Available

**Simpatica Trio Chewable Tablet for Dogs, 44.1-88 lbs, (Green Box), 6 Chewable Tablets (6-mos. s...**

★★★★☆ 470



More Choices Available

**Bravecto Chew for Dogs, 44-88 lbs, (Blue Box), 1 Chew (12-wks. supply)**

★★★★★ 783



More Choices Available

**Heartgard Plus Chew for Dogs, up to 25 lbs, (Blue Box), 6 Chews (6-mos. supply)**

★★★★★ 1,296



More Choices Available

**NexGard Chew for Dogs, 24.1-60 lbs, (Purple Box), 3 Chews (3-mos. supply)**

★★★★★ 957

Market Share Leaders:



Brands Observed

155

▲3% vs Prior Period

Items Observed

1,151

▼-4% vs Prior Period

Department Summary

Keywords Observed

1,958

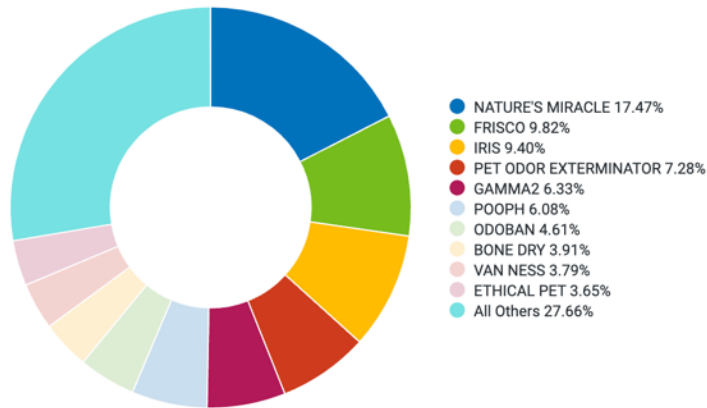
48,391 Weekly Average

Organic Search Visibility

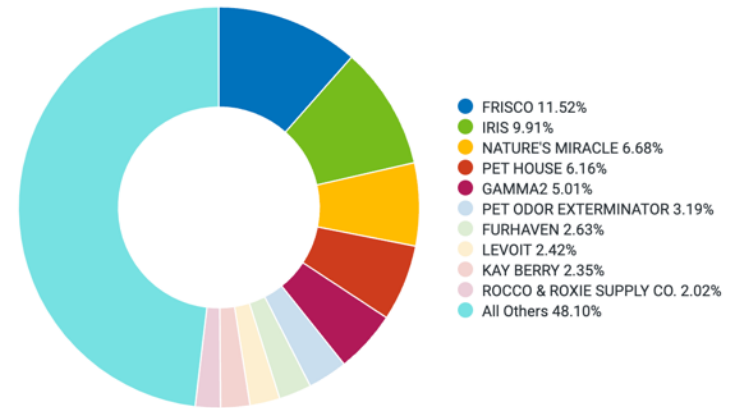
▼-1.7%

70,156,296 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

POOPH Cat & Dog Odor & Stain Eliminator, 32-oz bottle

★★★★☆ 80



Out of Stock

Frisco Silicone Pet Food Can Cover, 2 Pack

By chewy  
★★★★★ 712



Deal

Ethical Pet Can Covers, 3 pack

★★★★☆ 3,146



More Choices Available

Nature's Miracle Dog Enzymatic Stain Remover & Odor Eliminator Spray, 32-oz bottle

★★★★★ 273



More Choices Available

IRIS Airtight Dog & Cat Food Storage Container, Chrome, 35-lbs. - 47-qt

★★★★★ 42

Market Share Leaders:



Brands Observed

76

▼ -13% vs Prior Period

Items Observed

1,076

▼ -6% vs Prior Period

Department Summary

Keywords Observed

1,269

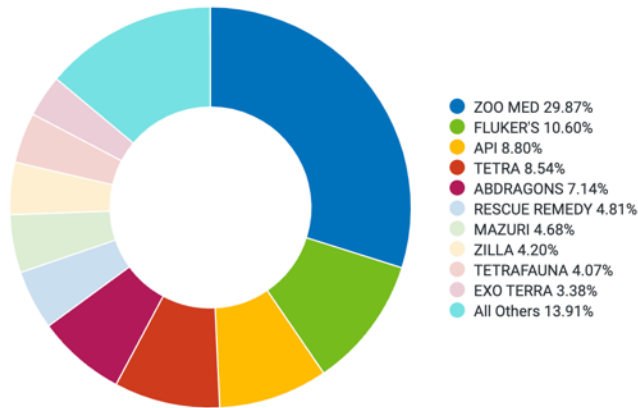
0 Weekly Average

Organic Search Visibility

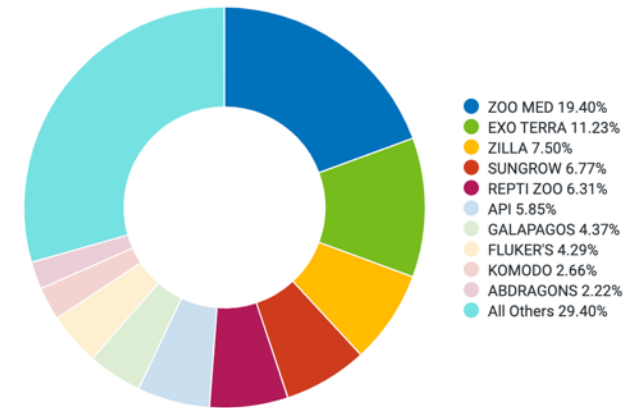
▲ 3.2%

134,440,544 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Rescue Remedy Stress Relief Pet Supplement, 10-mL bottle

★★★★☆ 762



More Choices Available

Tetra ReptoMin Floating Sticks Turtle & Amphibian Food, 10.59-oz jar

★★★★★ 210



More Choices Available

API Stress Coat Aquarium Water Conditioner, 16-oz bottle

★★★★★ 135



More Choices Available

Exotic Nutrition Live Mealworms Reptile Food, Medium, 250 count

★★★★☆ 108



More Choices Available

Zoo Med Dr. Turtle Slow-Release Calcium Block Turtle Supplement

★★★★☆ 15



Market Share Leaders:



Brands Observed

121

▲ 1% vs Prior Period

Items Observed

1,328

▼ -1% vs Prior Period

Department Summary

Keywords Observed

2,682

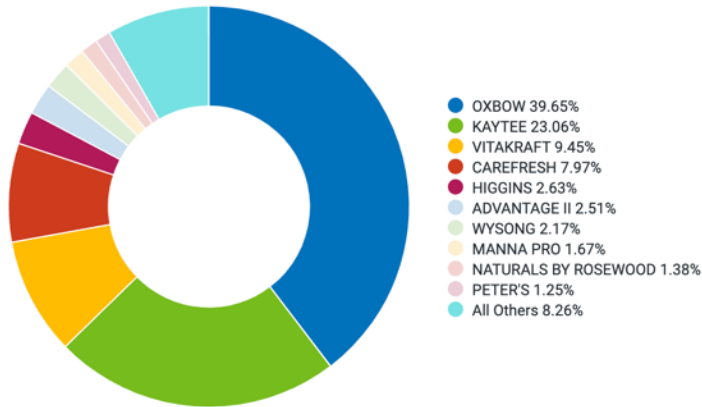
3,514 Weekly Average

Organic Search Visibility

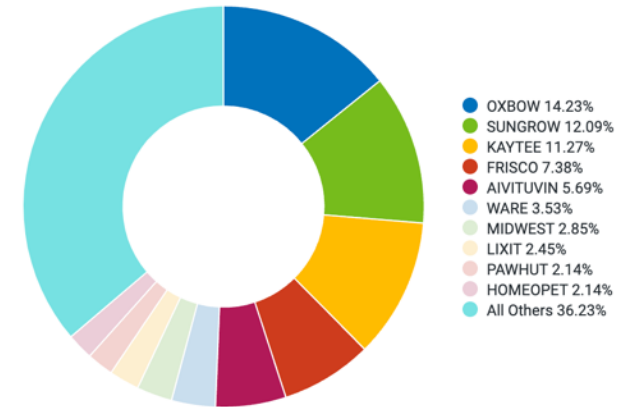
▼ -1.6%

164,006,738 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available  
**Kaytee Natural Timothy Hay**  
 Small Animal Food, 96-oz bag  
 ★★★★★ 558



More Choices Available  
**Carefresh Small Animal Bedding, Natural, 60-L**  
 ★★★★★ 637



More Choices Available  
**Kaytee Baked Apple Timothy Biscuit** Small Animal Treats, 4-oz bag  
 ★★★★★ 505



More Choices Available  
**Oxbow Animal Health Western Timothy Hay** All Natural Hay for Rabbits, Guinea Pigs, Chinchillas, ...  
 ★★★★★ 1179



More Choices Available  
**Kaytee Clean & Cozy Small Animal Bedding, 85-L**  
 ★★★★★ 556

# Interested in leveraging Chewy 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 Chewy**.

## 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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