




















Department Performance Report

JULY 2023



 Arts, Crafts, Sewing	CROSSMAX Auto, Tires and Industrial	 Baby	NIOXIN Beauty
 Clothing	 Electronics	Produce Unbranded Food & Grocery	 Health
 Home	 Home Improvement	 Household Essentials	 Office Supplies
 Party & Occasions	 Patio & Garden	 Personal Care	 Pets
 Premium Beauty	 Sports & Outdoors	 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**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



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+1 (801) 916-4306

Market Share Leaders:



Generic



TOTF

Brands Observed

6,023

▲ 9% vs Prior Period

Items Observed

45,007

▲ 8% vs Prior Period

Department Summary

Keywords Observed

97,675

▲ 35% vs Prior Period

Sponsorship Activity

▼ -3.4%

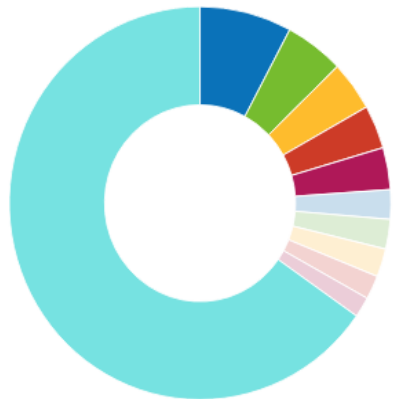
9,960,874 Weekly Average

Organic Search Visibility

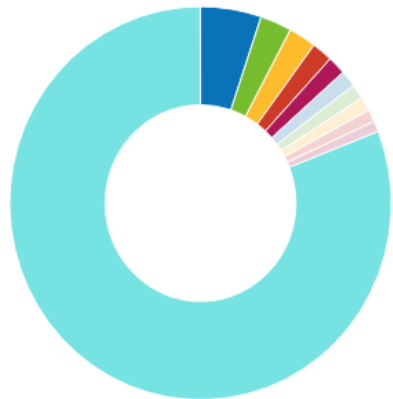
▼ -20.3%

3,870,676,908 Weekly Average

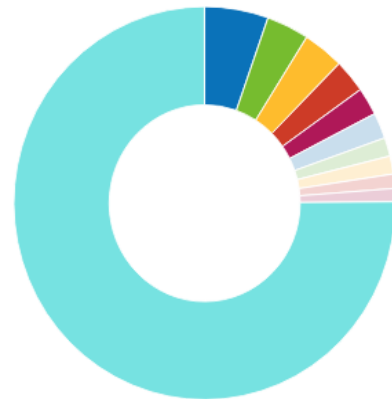
Top-Selling Brands



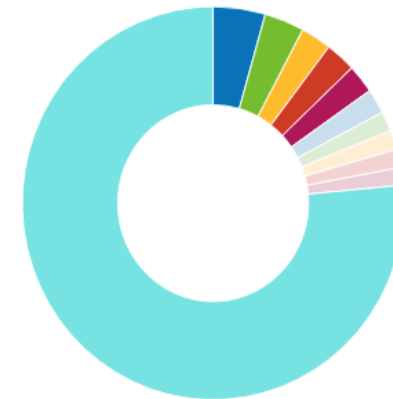
Top Brands in Organic Search



Top Brands in Paid Search



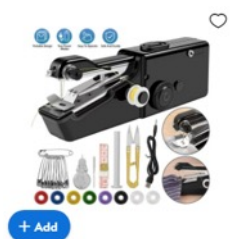
Top-Promoted Brands



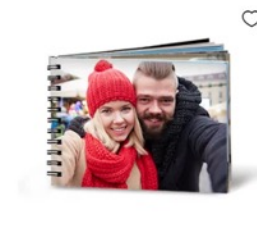
Top-Selling Items:



Now \$11.99 ~~\$13.00~~
Handheld Sewing Machine, Mini
Portable Sewing Machine, Quick
Handheld Stitch Tool for Beginners
★★★★☆ 51



\$13.98
Handheld Sewing Machine, TSV
Cordless Mini Portable Sewing Machine,
USB Battery Electric Quick Handy...
★★★★☆ 65



\$12.88
5x7 Same-Day Photo Flip Book
★★★☆☆ 11



\$30.72
Pellon Polyester Quilting Batting, White
96" x 9 Yards by the Bolt
★★★★☆ 95



\$4.97
Shason Textile Pro Tuff Outdoor Fabric,
Dark Red. (By The Yard)
★★★★☆ 215

Market Share Leaders: **CROSSMAX**



Brands Observed
13,193
▲ 65% vs Prior Period

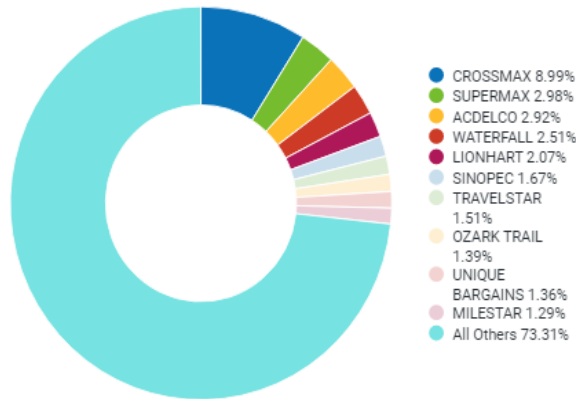
Items Observed
341,948
▲ 191% vs Prior Period

Department Summary
Keywords Observed
101,272
▲ 21% vs Prior Period

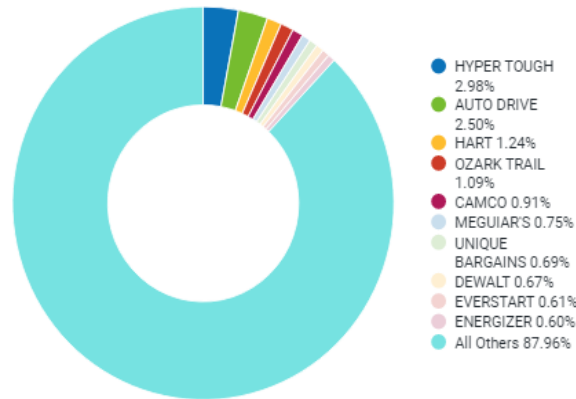
Sponsorship Activity
▼ -3.6%
11,742,458 Weekly Average

Organic Search Visibility
▼ -23.5%
4,489,812,705 Weekly Average

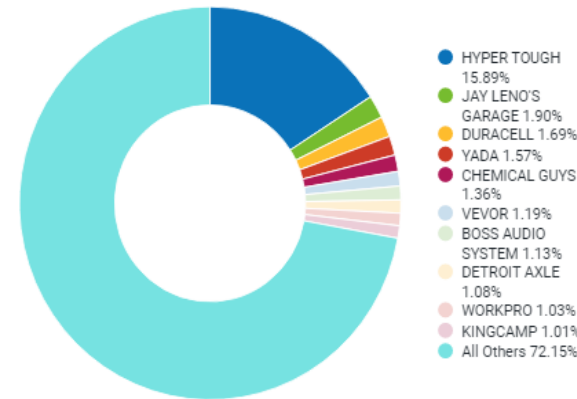
Top-Selling Brands



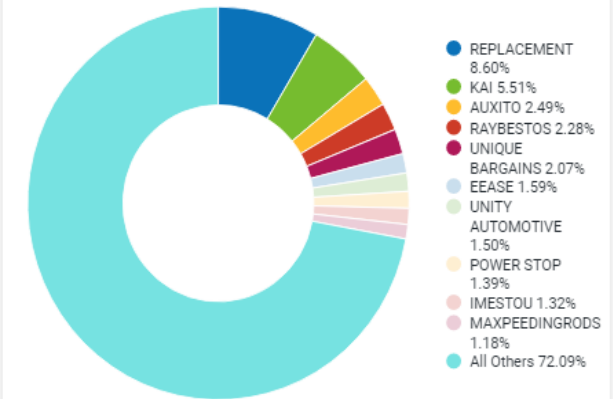
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$62.69
Crossmax 215/60R16 95V CT-1 All-Season Tire
★★★★☆ 47

Now \$70.55 ~~990.44~~
Crossmax 225/50R17 98V XL CT-1 All-Season Tire
★★★★★ 44

Now \$74.86 ~~994.94~~
Crossmax 215/65R17 99H CT-1 All-Season Tire
★★★★☆ 18

\$175.98 \$3.86/lb
ACDelco AGM Automotive BCI Group 48 Battery 48AGM
★★★★☆ 28

\$71.61
1 New Waterfall Eco Dynamic 205/65R16 95H All Season Tires 45000 Mile Warranty PCR-1613-WF /...
★★★★☆ 48

Market Share Leaders:



Brands Observed

6,899

▲ 329% vs Prior Period

Items Observed

49,497

▲ 545% vs Prior Period

Department Summary

Keywords Observed

126,610

▲ 47% vs Prior Period

Sponsorship Activity

▲ 57.2%

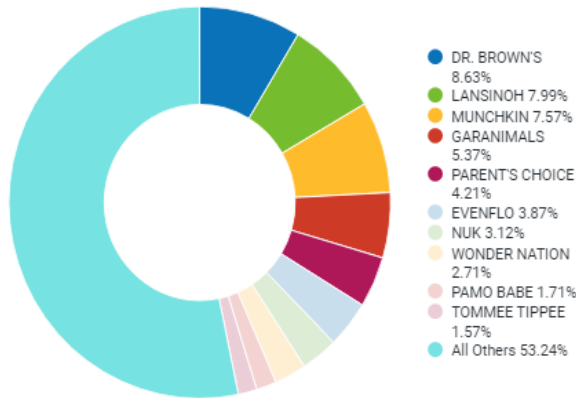
18,428,340 Weekly Average

Organic Search Visibility

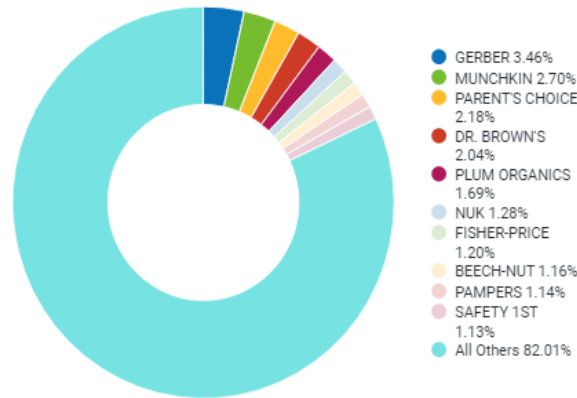
▼ -36.5%

14,230,203,393 Weekly Average

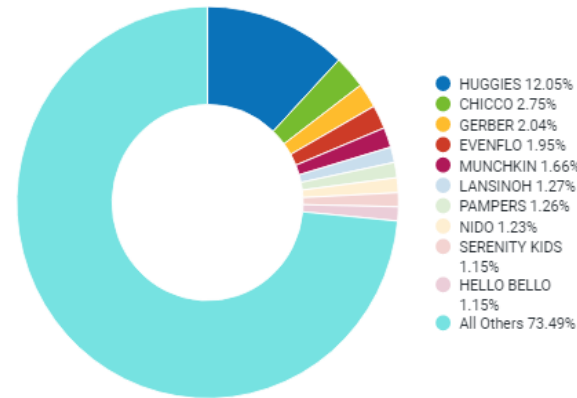
Top-Selling Brands



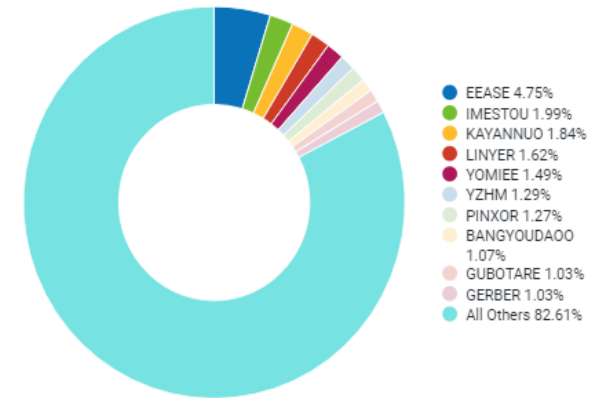
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Options +4 options

\$18.98 \$6.33/ea
More options from \$8.91

Dr. Brown's 8 oz/250 ml Options+ Narrow Anti-Colic Baby Bottle with Happy Pacl, 3-Pack

★★★★★ 999

Options +3 options

\$17.98 \$1.12/oz
Options from \$17.98 - \$22.75

Munchkin MilkMakers Lactation Cookie Bites, Oatmeal Chocolate Chip, 8 Count

★★★★★ 322

+ Add

\$87.00

Evenflo Advanced Double Electric Hospital-Strength Breast Pump with 2 Flange Sizes

★★★★★ 1704

Options +2 options

\$14.74 14.7 c/ea
More options from \$9.47

Lansinoh Breastmilk Storage Bags for Breastfeeding Moms, 100 Ct

★★★★★ 9221

+ Add

\$9.12 \$6.47/oz

Lansinoh Lanolin Nipple Cream for Breastfeeding Moms, 1.41 Ounces

★★★★★ 4227

Market Share Leaders:

NIOXIN.

The Ordinary.

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

LANBENA

LANEIGE

Brands Observed

7,806

▲ 27% vs Prior Period

Items Observed

62,783

▲ 17% vs Prior Period

Department Summary
Keywords Observed

105,342

▲ 40% vs Prior Period

Sponsorship Activity

▲ 28.2%

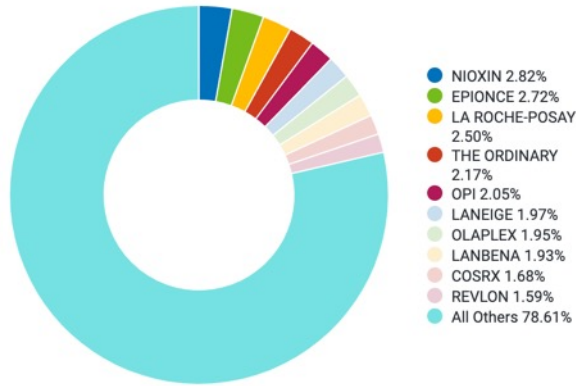
18,342,758 Weekly Average

Organic Search Visibility

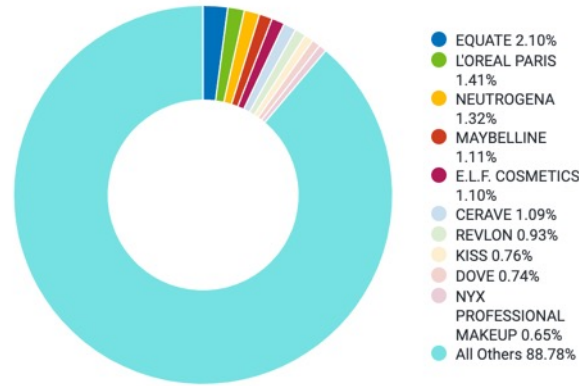
▼ -19.6%

19,963,442,030 Weekly Average

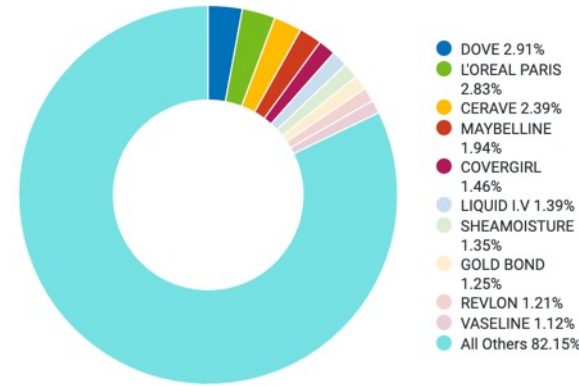
Top-Selling Brands



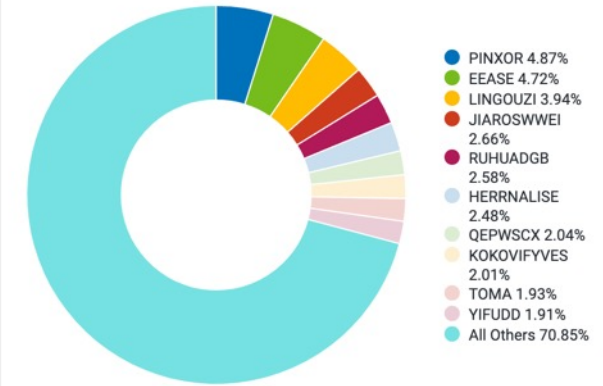
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

LANBENA

+ Add

\$6.99

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

★★★★★ 33

Homeopathic Maximum Strength Intimint

+ Add

\$63.90

EmuaidMAX Intimint - Antifungal, Eczema Cream, Maximum Strength Treatment. Use Max Strength for...

★★★★★ 48

+ Add

\$29.17

Lume Deodorant For Underarms and Private Parts 3oz Tube (Clean Tangerine)

★★★★★ 126

+ Add

Now \$29.99 ~~\$38.00~~

Laura Mercier Loose Setting Powder - Translucent 1Oz (29mL)

★★★★★ 2772

+ Add

Now \$59.95 ~~\$108.00~~

Epionce Intensive Nourishing Cream 1.7 oz.

★★★★★ 26

Market Share Leaders:



GARANIMALS

TIME AND TRU



Brands Observed
14,907

▲ 33% vs Prior Period

Items Observed
233,280

▲ 22% vs Prior Period

Department Summary
Keywords Observed
167,174

▲ 29% vs Prior Period

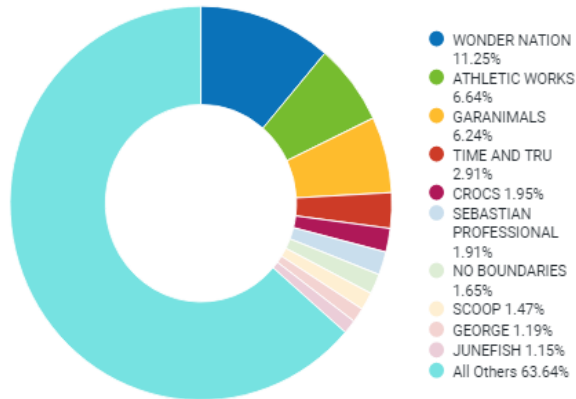
Sponsorship Activity
▼ -26.6%

31,111,346 Weekly Average

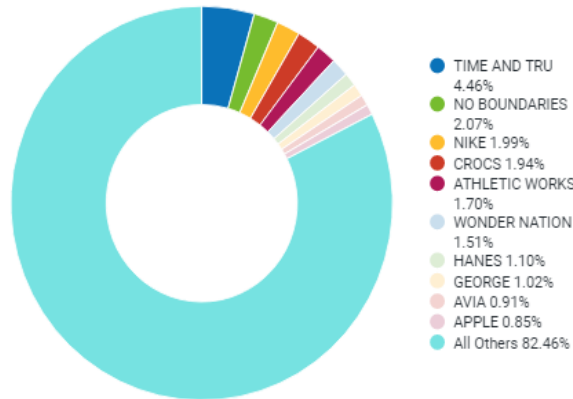
Organic Search Visibility
▼ -25.7%

25,344,405,884 Weekly Average

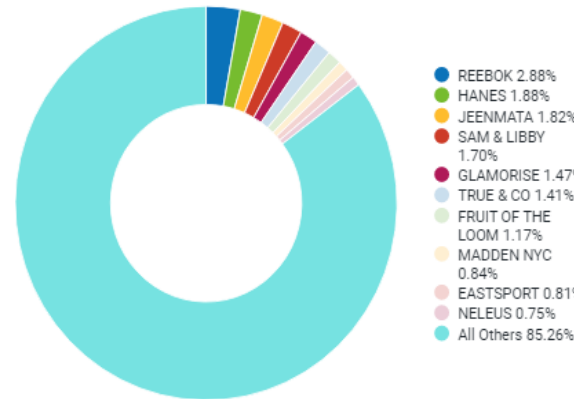
Top-Selling Brands



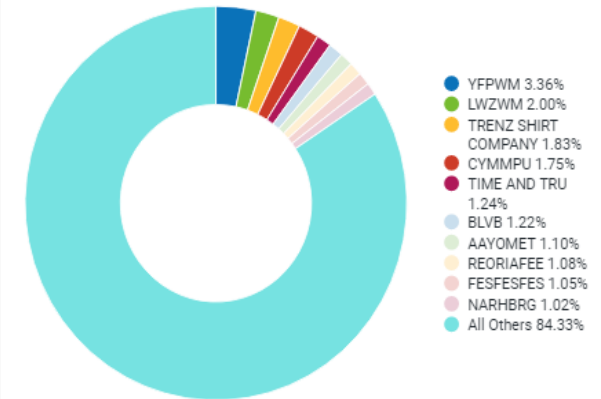
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$13.98
Wonder Nation Baby and Toddler Ankle and Crew Socks, 20-Pack, Sizes OM-5T
★★★★★ 229



Now \$24.23 ~~\$28.54~~
More options from \$20.47
JuneFish Women's Summer Plus Size 2X to 6X Maxi Loose Dress with Pockets
★★★★★ 1518



Now \$26.99 ~~\$30.99~~
Crocs Toddler & Kids Crocband Clog, Sizes 4-6
★★★★★ 2624



Now \$13.43 ~~\$19.99~~
Options from \$13.43 - \$28.99
ppyoung Women's Summer Casual T-shirt Dresses Short Sleeve Boho Beach Dress
★★★★★ 803



Now \$27.98 ~~\$34.99~~
Super Mario Backpack with Lunch Box Mario Kids Backpack 2 Piece Set 16 inch
★★★★★ 24

Market Share Leaders:



onn.

VIZIO

SAMSUNG

Hisense

Brands Observed
10,077
▲ 23% vs Prior Period

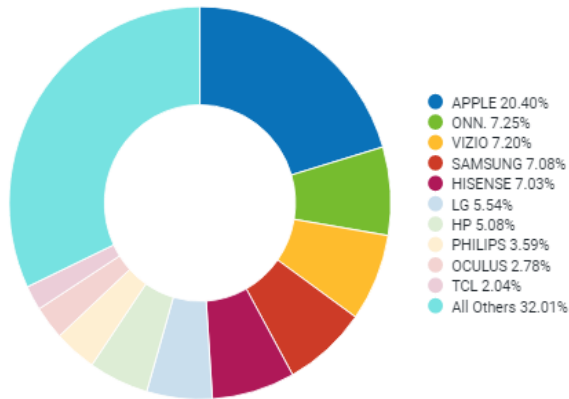
Items Observed
106,362
▲ 12% vs Prior Period

Department Summary
Keywords Observed
97,086
▲ 14% vs Prior Period

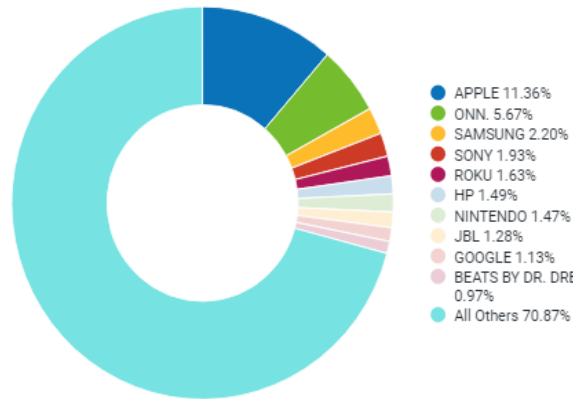
Sponsorship Activity
▲ 9.4%
26,282,550 Weekly Average

Organic Search Visibility
▼ -13.2%
15,840,437,620 Weekly Average

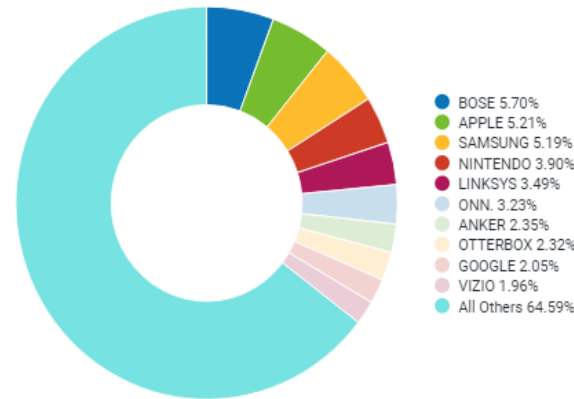
Top-Selling Brands



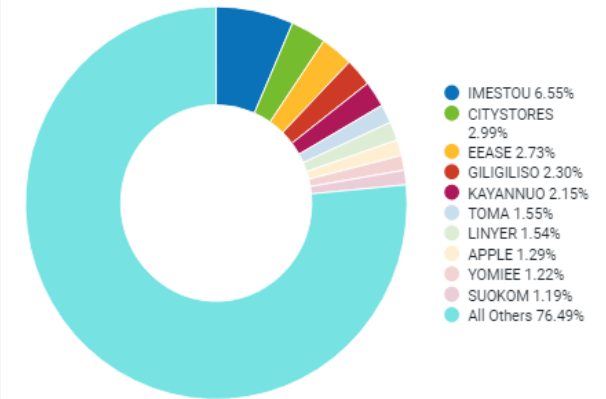
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

Now \$199.00 ~~\$249.00~~
Apple AirPods Pro (2nd Generation)
★★★★☆ 1681

+ Add

Now \$268.00 ~~\$298.00~~
Hisense 58" Class 4K UHD LED LCD Roku Smart TV HDR R6 Series 58R6E3
★★★★☆ 6365

+ Add

Now \$99.00 ~~\$129.00~~
Apple AirPods with Charging Case (2nd Generation)
★★★★☆ 19597

Options

Now \$149.00 ~~\$279.00~~
Options from \$149.00 - \$179.00
Apple Watch SE (1st Gen) GPS, 40mm Gold Aluminum Case with Starlight Sport Band - Regular
★★★★☆ 3421

Options

Now \$279.00 ~~\$329.00~~
Options from \$279.00 - \$399.00
2021 Apple 10.2-inch iPad Wi-Fi 64GB - Space Gray (9th Generation)
★★★★☆ 3531

Market Share Leaders:

Produce
Unbranded



Brands Observed
11,066
▲ 18% vs Prior Period

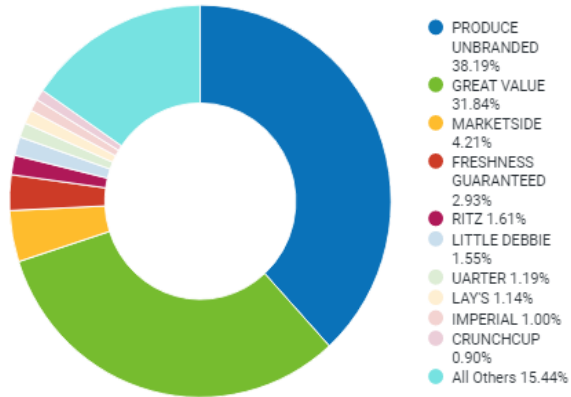
Items Observed
106,937
▲ 54% vs Prior Period

Department Summary
Keywords Observed
99,235
▲ 44% vs Prior Period

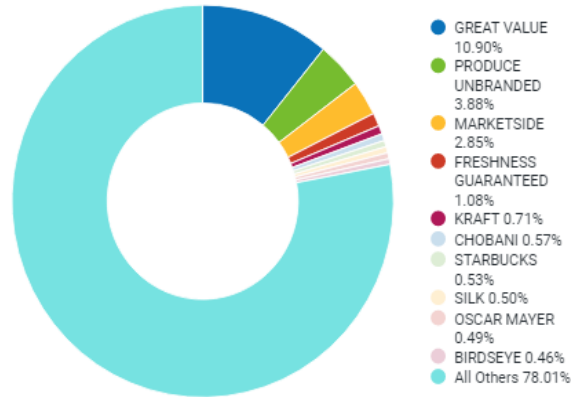
Sponsorship Activity
▲ 146.7%
21,542,437 Weekly Average

Organic Search Visibility
▲ 8.2%
121,894,440,850 Weekly Average

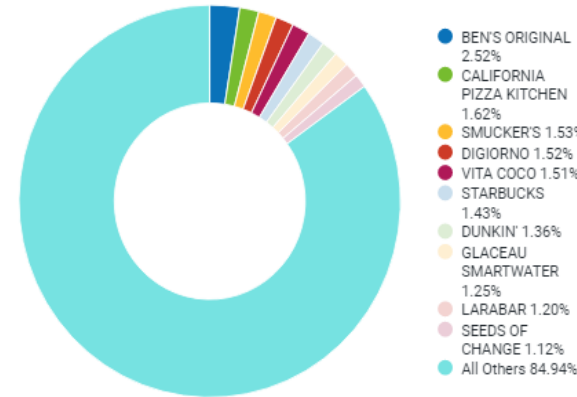
Top-Selling Brands



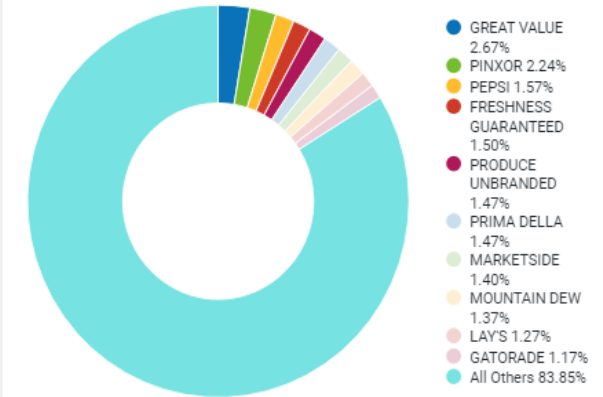
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



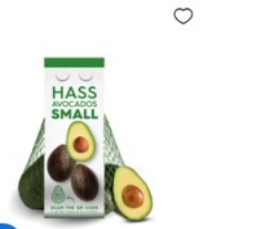
Now \$4.67 ~~\$7.27~~
Fresh Seedless Watermelon, Each



\$3.48 10.9 c/oz
Great Value Taters, Seasoned, Shredded Potatoes, 32 oz (Frozen)



\$2.66 16.6 c/oz
Fresh Strawberries, 1 lb



\$3.94 78.8 c/ea
Fresh Small Hass Avocado Bag, 5-6 Count

Market Share Leaders:



Brands Observed
11,256
 ▲ 24% vs Prior Period

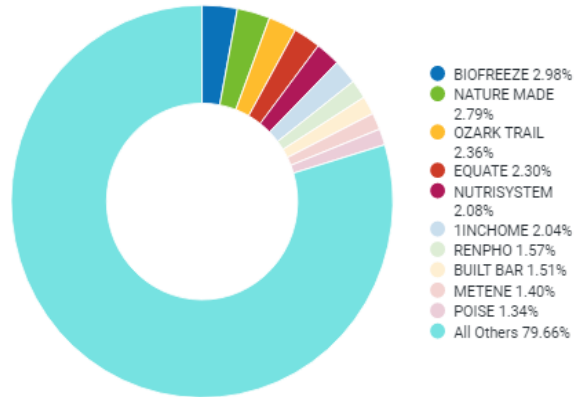
Items Observed
82,540
 ▲ 35% vs Prior Period

Department Summary
 Keywords Observed
163,124
 ▲ 41% vs Prior Period

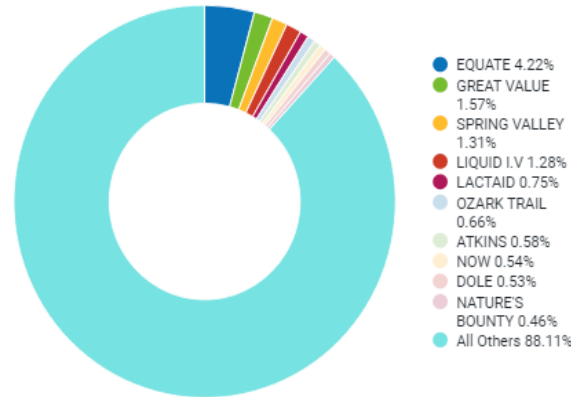
Sponsorship Activity
▲ 33.6%
 23,586,500 Weekly Average

Organic Search Visibility
▼ -21.3%
 25,591,063,050 Weekly Average

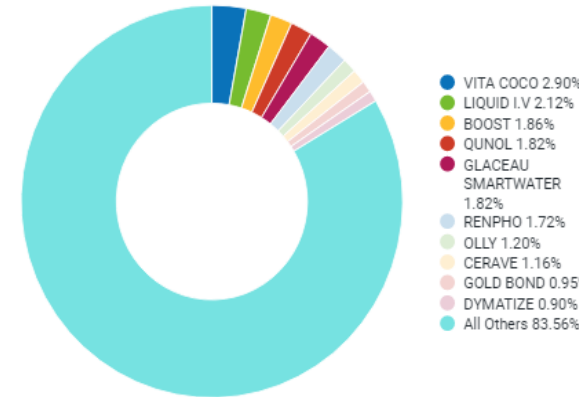
Top-Selling Brands



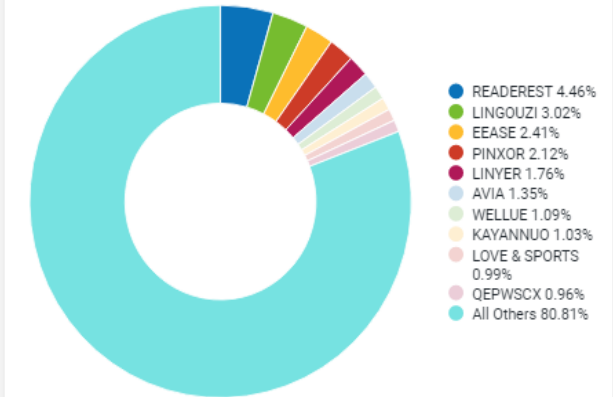
Top Brands in Organic Search



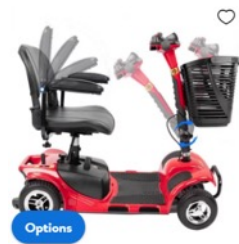
Top Brands in Paid Search



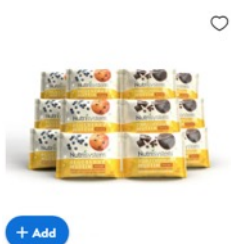
Top-Promoted Brands



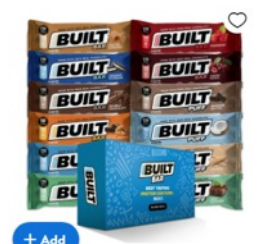
Top-Selling Items:



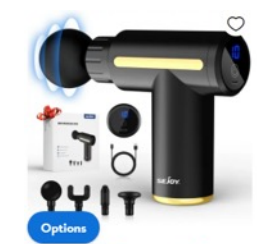
Now \$599.99 ~~\$1,199.99~~
 1inchose 4 Wheel Mobility Scooter for Seniors, Folding Electric Powered Wheelchair Device for Adults, Elderly...
 ★★★★★ 793



\$26.98 \$2.25/ea
 NutriSystem Breakfast Muffin Variety Bundle, Weight Loss Support with 7g of Protein, 12 Count
 ★★★★★ 348



\$29.99
 BUILT Bar Protein Bar, Gluten Free, Low Sugar, Variety Pack, 12 Bar Box
 ★★★★★ 41



Now \$19.99 ~~\$59.99~~
 Options from \$19.99 - \$24.99
 Sejoy Deep Tissue Muscle Massage Gun Handheld Massager Gun for Pain Relief
 ★★★★★ 252



\$32.35
 Uberlube Luxury Lubricant | Latex-Safe Natural Silicone Lube with Vitamin E | Unscented, Flavorless, Zero Residue...
 ★★★★★ 31

Market Share Leaders:



FRIGIDAIRE



Better Homes & Gardens

Brands Observed

22,296

▲ 31% vs Prior Period

Items Observed

285,877

▲ 27% vs Prior Period

Department Summary

Keywords Observed

233,334

▲ 28% vs Prior Period

Sponsorship Activity

▼ -14.6%

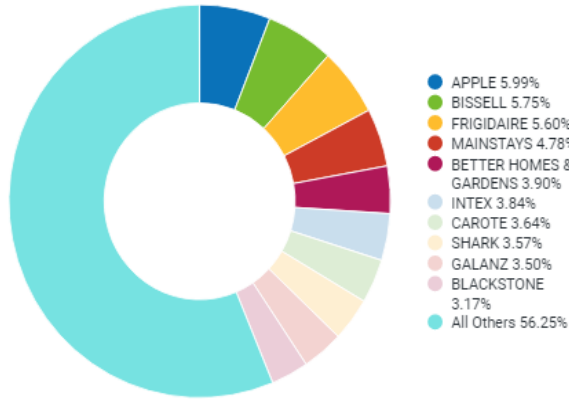
39,346,314 Weekly Average

Organic Search Visibility

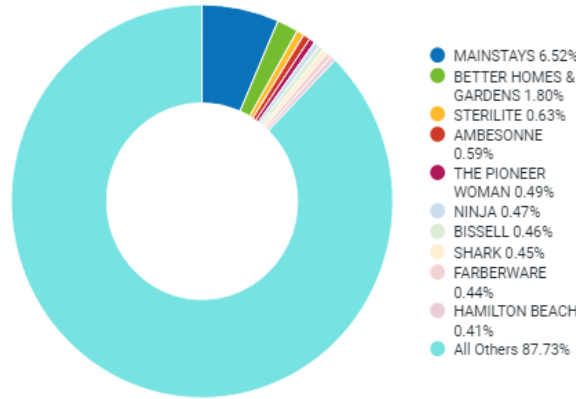
▼ -27.9%

37,364,584,292 Weekly Average

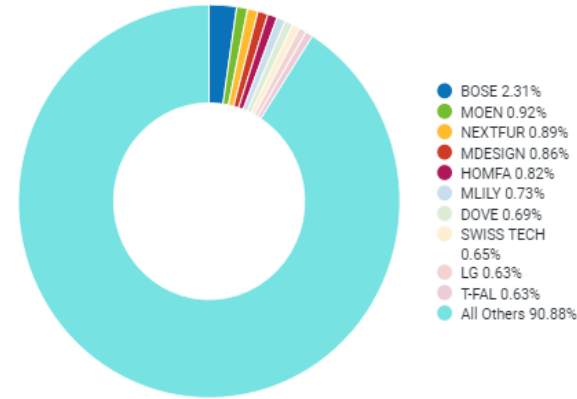
Top-Selling Brands



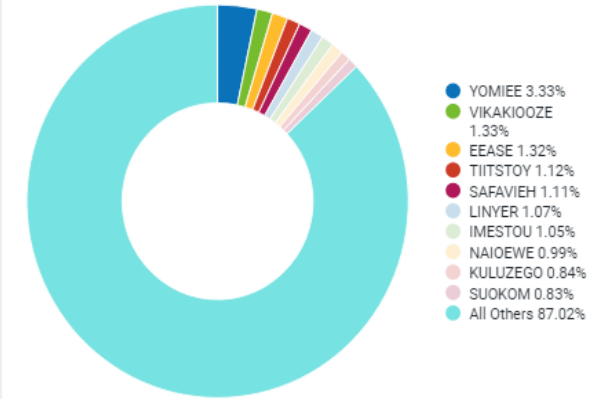
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

Now \$99.00 ~~\$129.00~~

Apple AirPods with Charging Case (2nd Generation)

★★★★★ 19597

+ Add

Now \$197.00 ~~\$227.00~~

Blackstone Adventure Ready 2-Burner 28" Griddle Cooking Station

★★★★★ 1373

Options

Now \$118.00 ~~\$199.00~~

Options from \$118.00 - \$148.00

Galanz 3.3 Cu ft One Door Mini Fridge, Black Estar, New

★★★★☆ 2694

+ Add

\$291.95

Frigidaire 70 Cu. ft. Chest Freezer, EFRF7003, White

★★★★☆ 1598

+ Add

Now \$69.00 ~~\$89.99~~

Intex Dura-Beam Deluxe Ultra Plush Headboard with Built-in Pump (18" Mattress Height) - Queen

★★★★☆ 970

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%

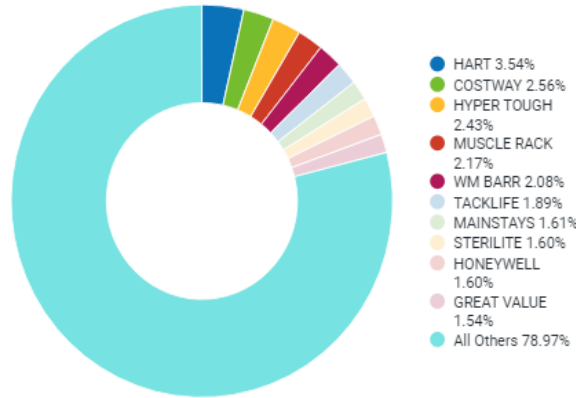
17,401,860 Weekly Average

Organic Search Visibility

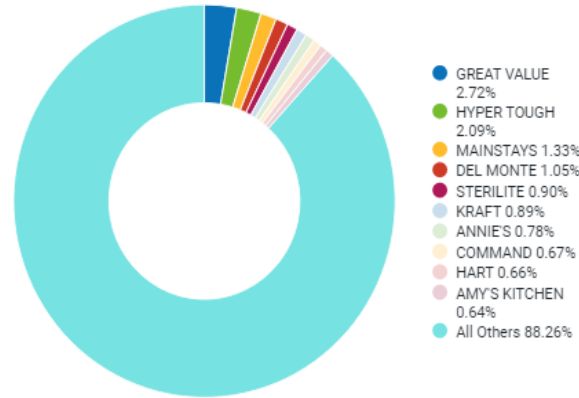
▼ -30.8%

10,523,313,297 Weekly Average

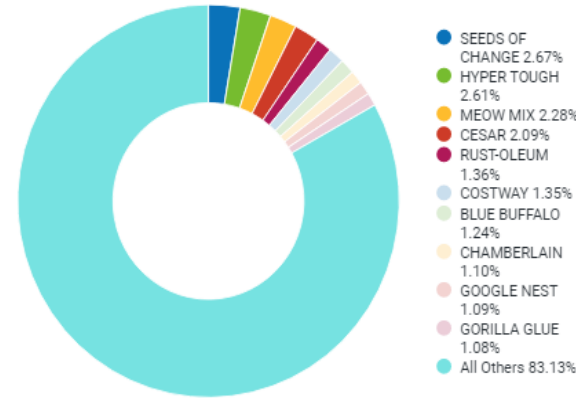
Top-Selling Brands



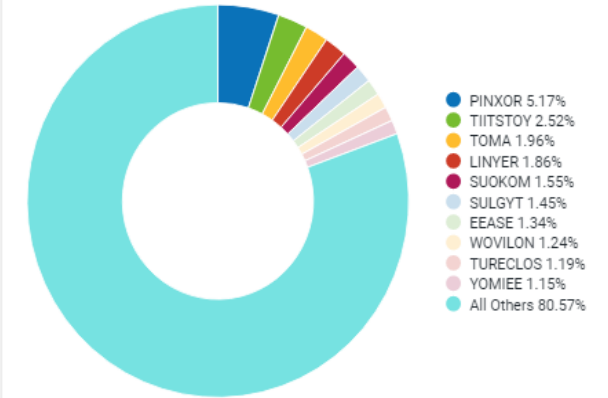
Top Brands in Organic Search



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



Kleenex



Brands Observed

4,166

▲ 70% vs Prior Period

Items Observed

31,247

▲ 92% vs Prior Period

Department Summary

Keywords Observed

50,798

▲ 26% vs Prior Period

Sponsorship Activity

▲ 17.2%

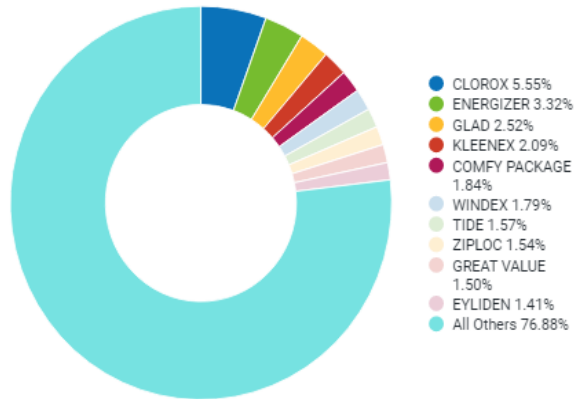
6,050,079 Weekly Average

Organic Search Visibility

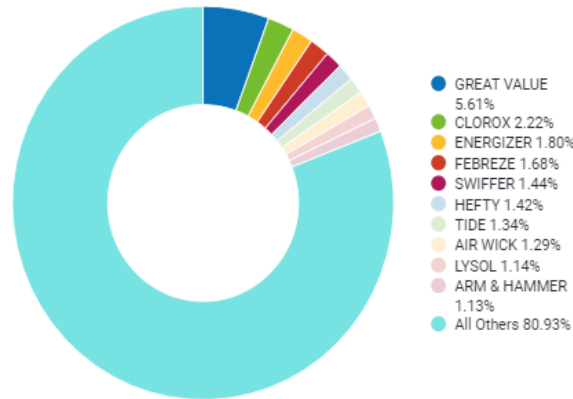
▼ -42.7%

6,545,759,346 Weekly Average

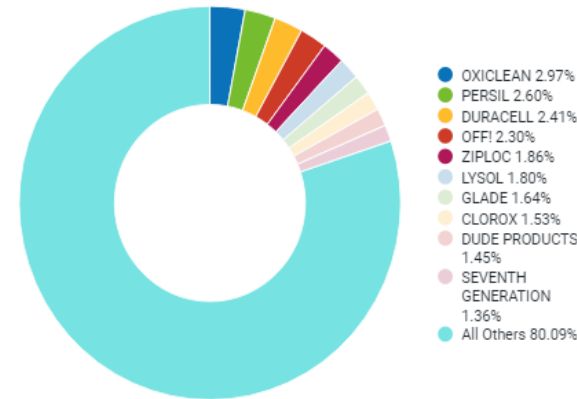
Top-Selling Brands



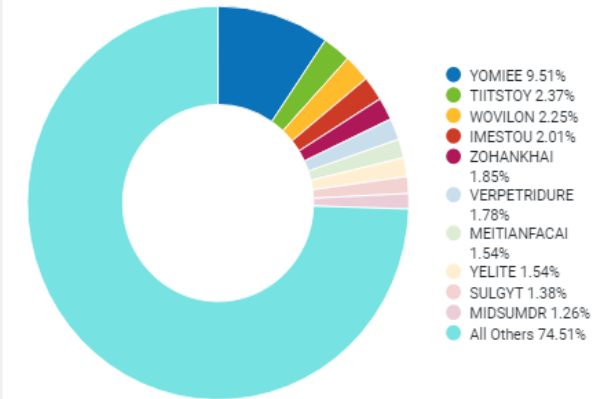
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$14.96 31.2 c/ea
 Clorox Scentiva Disinfecting Wet Mop Pads, Pacific Breeze and Coconut, 48 Count
 ★★★★★ 1920



+ Add

\$6.74
 Clothes Dryer Lint Vent Cleaner Brush Gas Electric Fire Prevention Exhaust (1 pack)
 ★★★★★ 14



+ Add

\$14.36
 Ultrasac - Drawstring Recycling Bags, 33 Gallon, 9 Mil, 33" x 38", Blue, 45 Count
 ★★★★★ 33



+ Add

\$1.99 +\$3.85 shipping
 BKFYDLS Household Cleaning Supplies Mop and Broom, 14PCS Kitchen Cleaning Sponges Eco Non-Scratch fo...
 ★★★★★ 10



+ Add

\$14.96 31.2 c/ea
 Clorox Scentiva Disinfecting Wet Mop Pads, Tuscan Lavender and Jasmine, 48 Count, 2 Pack
 ★★★★★ 270

Market Share Leaders:



Generic

Universal



Brands Observed
10,531
▲ 49% vs Prior Period

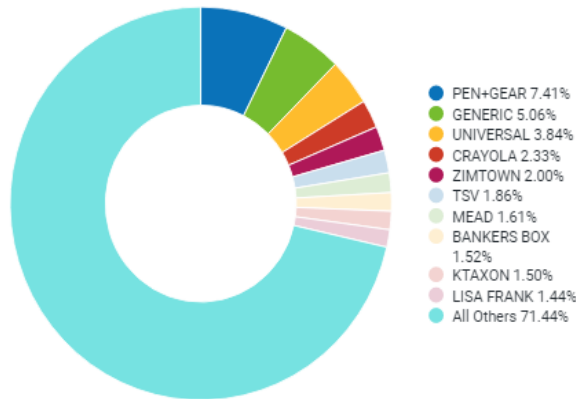
Items Observed
93,359
▲ 71% vs Prior Period

Department Summary
Keywords Observed
127,287
▲ 36% vs Prior Period

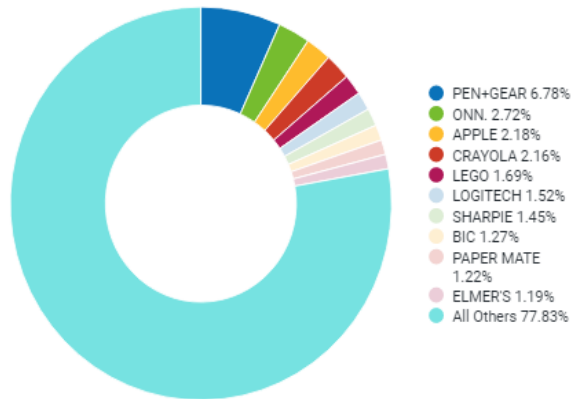
Sponsorship Activity
▲ 5.6%
19,555,900 Weekly Average

Organic Search Visibility
▼ -16.4%
8,575,687,764 Weekly Average

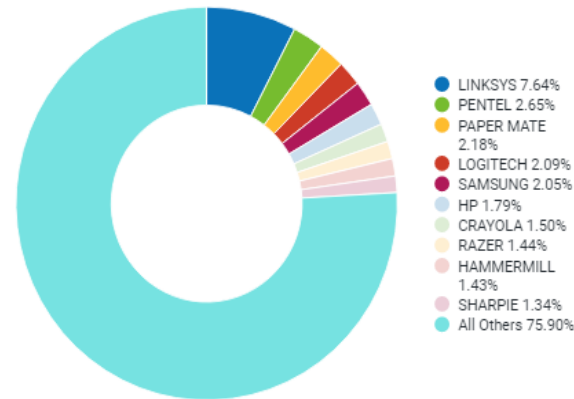
Top-Selling Brands



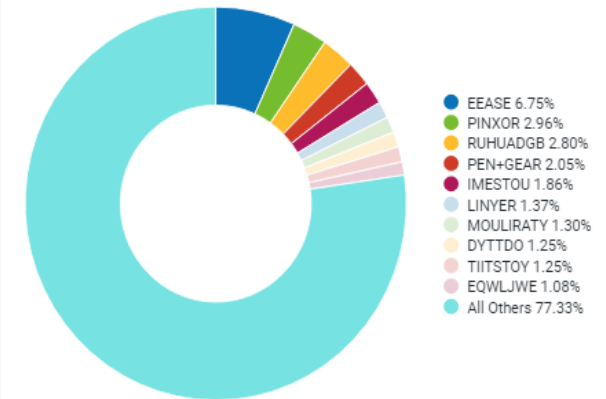
Top Brands in Organic Search



Top Brands in Paid Search



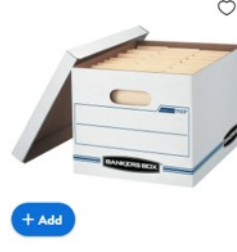
Top-Promoted Brands



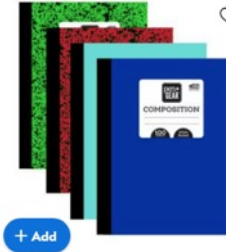
Top-Selling Items:



\$21.63
Lisa Frank Sticker Pad - Over 600 Stickers
★★★★☆ 20



\$24.84
Bankers Box Letter/Legal Size Storage Boxes, 4 per Carton, White, Small/Large Office - Basic Duty
★★★★☆ 41



\$7.49
Pen + Gear Color Composition Book, Wide Ruled, 4 Count
★★★★☆ 38



\$8.96
4x8 Desk Calendar Same Day
★☆☆☆☆ 52



\$9.59
Liquid Chalk Markers for Blackboard - Set of 10 Washable Chalk Pens for Chalkboard Signs Windows Glass Black...
★★★★☆ 17

Market Share Leaders:



KLM2



Hotbest

Brands Observed

8,400

▲ 61% vs Prior Period

Items Observed

99,964

▲ 90% vs Prior Period

Department Summary

Keywords Observed

95,796

▲ 34% vs Prior Period

Sponsorship Activity

▼ -28.5%

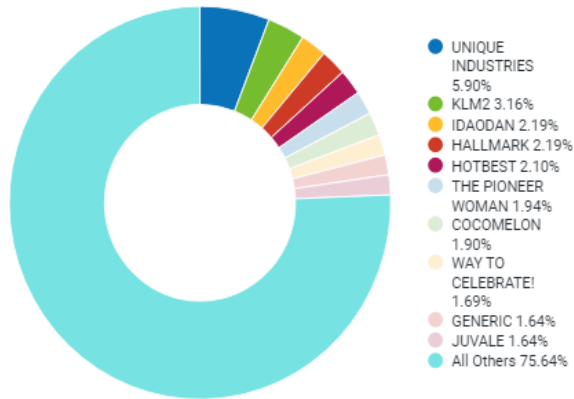
4,764,193 Weekly Average

Organic Search Visibility

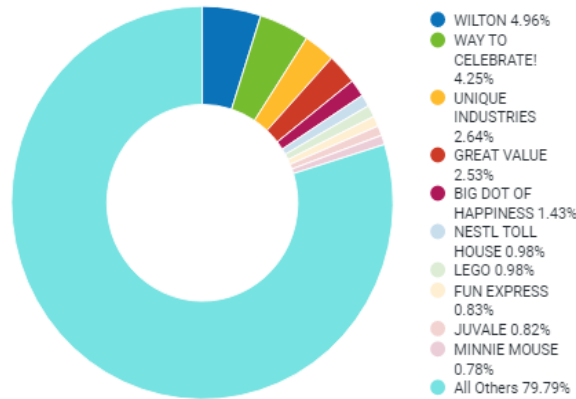
▼ -32.9%

4,106,581,689 Weekly Average

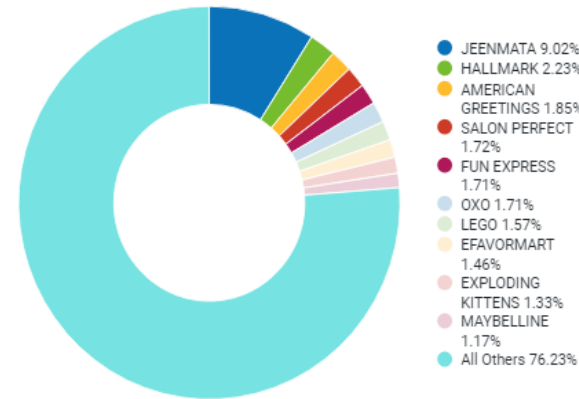
Top-Selling Brands



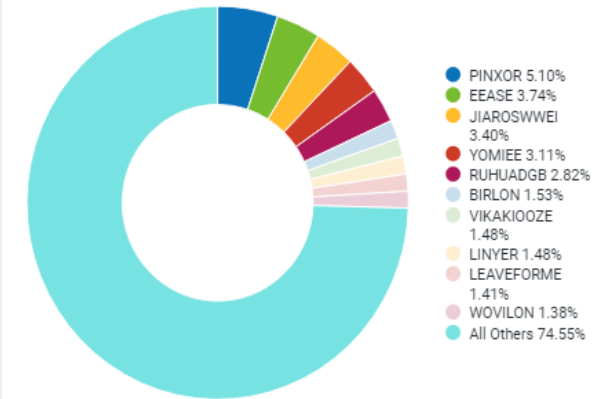
Top Brands in Organic Search



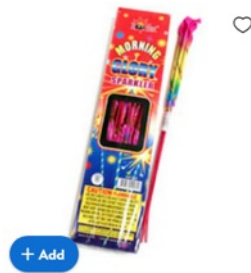
Top Brands in Paid Search



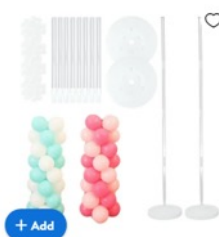
Top-Promoted Brands



Top-Selling Items:



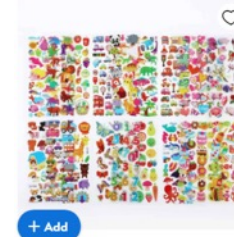
\$26.99
144pc Morning Glory Sparklers
★★★★☆ 24



\$10.69
EUWBSSR 2 Sets Balloon Column Stand Kits 8.4ft Height Balloon Arch Stand Kit Reusable Balloon
★★★★☆ 73



\$16.95
500 Party Snappers Snap Pop Pop Snapper Throwing Poppers Trick Noise Maker Loud Snap Poppers Party...
★★★★☆ 14



\$8.50
3D Puffy Stickers for Kids Toddlers Boys Girls 20 sheets, Children Stickers Variety for Child Gifts, Teacher Rewar...
★★★★☆ 54



\$3.69
Disney Frozen 2 Plastic 16oz Cups, 4 Count
★★★★☆ 3

Market Share Leaders:



Brands Observed

11,261

▲ 37% vs Prior Period

Items Observed

119,116

▲ 67% vs Prior Period

Department Summary

Keywords Observed

77,721

▲ 21% vs Prior Period

Sponsorship Activity

▼ -19.7%

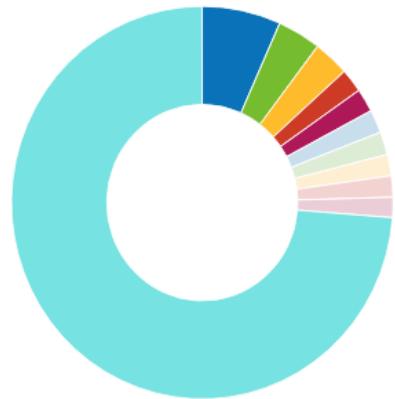
10,486,511 Weekly Average

Organic Search Visibility

▼ -12.7%

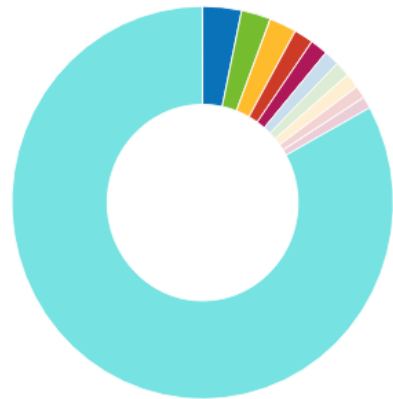
7,801,223,157 Weekly Average

Top-Selling Brands



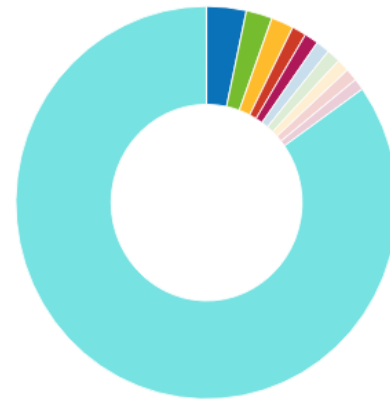
- MAINSTAYS 6.67%
- BETTER HOMES & GARDENS 3.67%
- HIRT'S GARDENS 3.03%
- SUNCAST 1.96%
- COSTWAY 1.93%
- SOPHIA & WILLIAM 1.91%
- THE PIONEER WOMAN 1.89%
- DEVOKO 1.76%
- LIFETIME 1.76%
- POWERSMART 1.64%
- All Others 73.78%

Top Brands in Organic Search



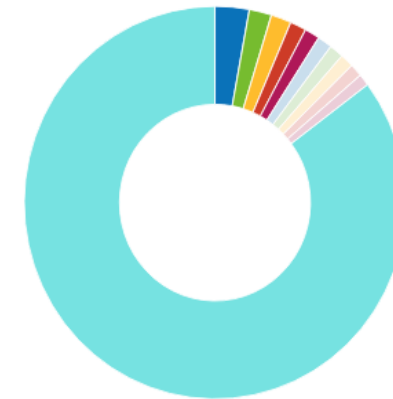
- MAINSTAYS 3.28%
- MOUNTAIN VALLEY SEED COMPANY 2.49%
- EVERWILDE FARMS 2.31%
- BETTER HOMES & GARDENS 1.62%
- BURPEE 1.48%
- SEED KINGDOM 1.29%
- TOMORROWSEEDS 1.25%
- SUSTAINABLE SEED 1.23%
- BLACKSTONE 1.05%
- FERRY-MORSE 0.97%
- All Others 83.01%

Top Brands in Paid Search



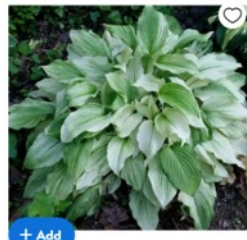
- COSTWAY 3.35%
- OFF! 2.21%
- GREENWORKS 1.89%
- ORGANO 1.21%
- REPUBLIC 1.18%
- ZEVO 1.16%
- MIGHTY MINT 1.14%
- INTEX 1.05%
- BLACKSTONE 1.04%
- DECONOVO 0.95%
- All Others 84.81%

Top-Promoted Brands

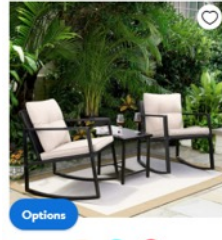


- SEGMART 2.90%
- MF STUDIO 1.89%
- GDF STUDIO 1.71%
- YOMIEE 1.37%
- PINXOR 1.28%
- VP HOME 1.23%
- BETTER HOMES & GARDENS 1.20%
- UHOMEPRO 1.13%
- TIITSTOY 1.06%
- SESSLIFE 0.97%
- All Others 85.25%

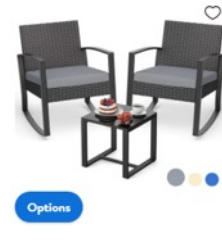
Top-Selling Items:



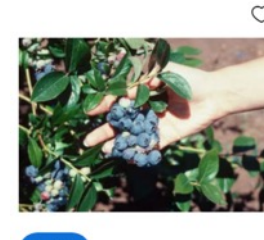
\$11.99 - \$5.10 shipping
3 White Feather Hosta Roots - Unbelievable/Rare - 3 Bareroots
★★★★☆ 25



Now \$135.78 ~~\$229.99~~
More options from \$114.99
Devoko 3 Pieces Patio Furniture Sets Outdoor PE Rattan Bistro Rocker Conversation Sets with Glass Coffee...
★★★★☆ 252



\$89.99 + \$29.99 shipping
Options from \$89.99 - \$99.99
Lofka 3-Piece Patio Wicker Chairs Set with a Coffee Table, Balcony Furniture for Yard, Patio, Garden and Bistro, Gra...
★★★★☆ 140



\$8.93
Blueberry Blueray Plant in a 4 inch Pot
★★★★☆ 17



\$7.28
3 in 1 Soil PH Tester Sunlight Moisture Meter Detector Plant
★★★★☆ 85

Market Share Leaders:



Brands Observed

5,044

▲ 51% vs Prior Period

Items Observed

34,316

▲ 49% vs Prior Period

Department Summary

Keywords Observed

61,775

▲ 34% vs Prior Period

Sponsorship Activity

▲ 40.6%

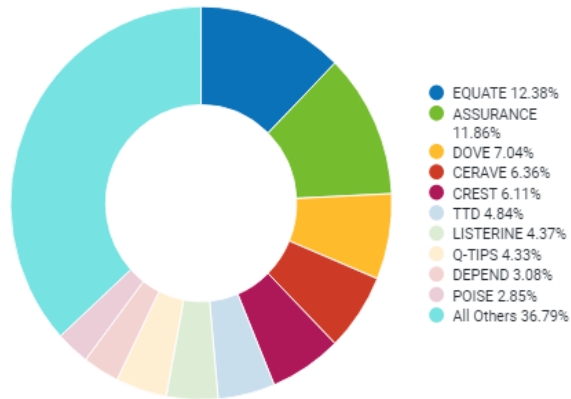
10,425,989 Weekly Average

Organic Search Visibility

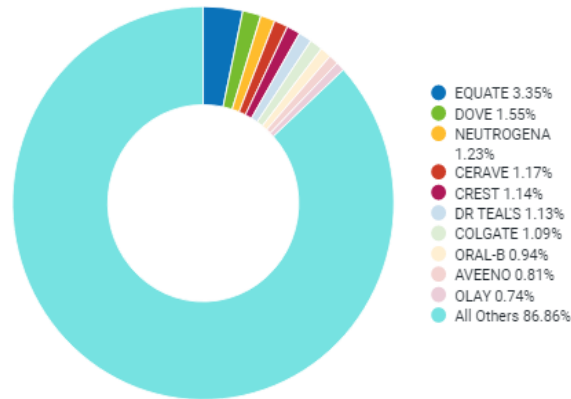
▼ -24.8%

11,077,663,681 Weekly Average

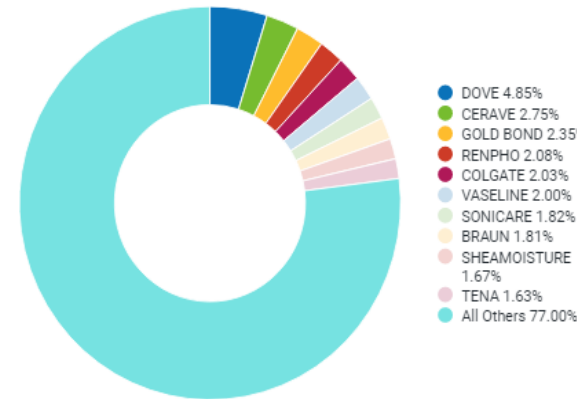
Top-Selling Brands



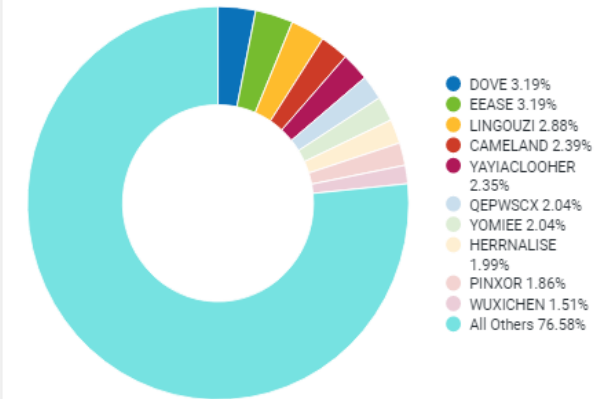
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$6.98 2.9 c/ea
Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)
★★★★★ 13635



\$17.67
Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)
★★★★★ 4035



\$3.86
Q Tips Original Cotton Swabs 500 count
★★★★★ 6639



Now \$5.97 \$7.04
Listerine Cool Mint Antiseptic Mouthwash/Mouth Rinse for Bad Breath & Plaque, 1 L
★★★★★ 2763



\$23.27 431 c/ea
Assurance Women's Incontinence & Postpartum Underwear, L, Maximum Absorbency (54 Count)
★★★★★ 585

Market Share Leaders:



Brands Observed

5,628

▲ 19% vs Prior Period

Items Observed

38,191

▲ 10% vs Prior Period

Department Summary

Keywords Observed

52,965

▲ 42% vs Prior Period

Sponsorship Activity

▲ 117.5%

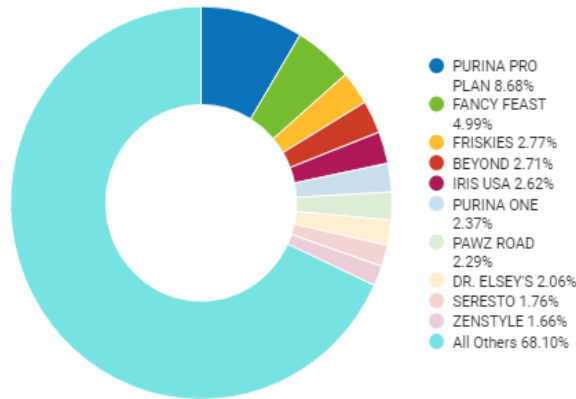
14,370,272 Weekly Average

Organic Search Visibility

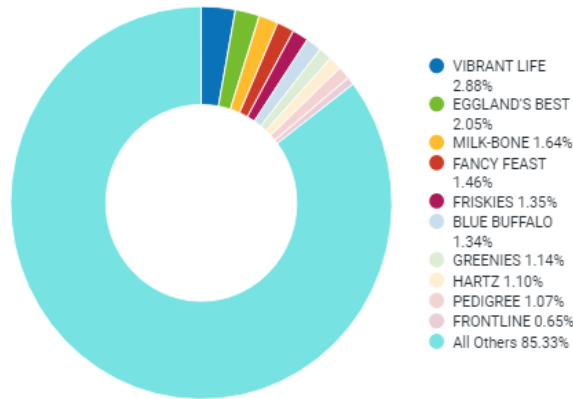
▼ -50.8%

7,590,512,832 Weekly Average

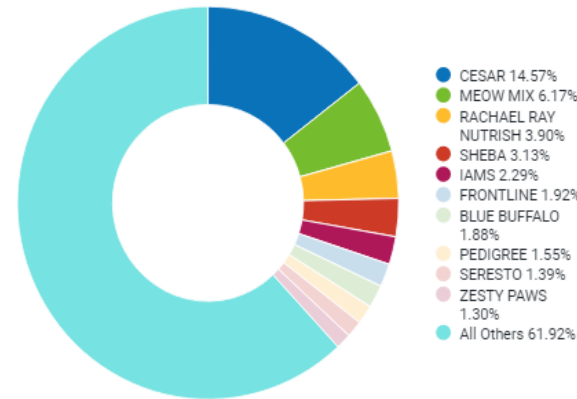
Top-Selling Brands



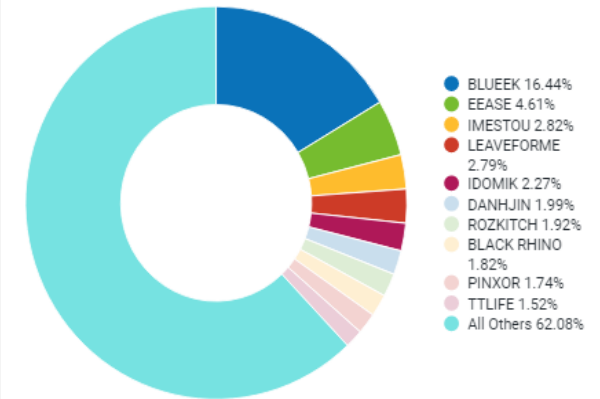
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$121.98 \$60.99/ea
Seresto for Large Dogs 8-Month Flea and Tick Prevention Collar, 2-pack
★★★★☆ 1854



+ Add

\$8.50
Panacur C Canine Dewormer Dogs 1 (3 Packets) Gram Each Packet Treats 10 lbs
★★★★☆ 4



+ Add

\$22.99
Flea Away Natural Flea, Tick, Mosquito Repellent for Dogs and Cats, 100 Chewable Tablets
★★★★☆ 159



Options

Now \$36.99 \$49.99
More options from \$35.99
PAWZ Road Enclosed Cat Litter Box Large with Lid Drawer Type Easy to Clean, Gray
★★★★☆ 210



+ Add

\$17.59 88.0 c/lb
Dr. Elsey's Precious Cat Kitten Attract Clumping Clay Cat Litter, 20lb Box
★★★★☆ 64

Market Share Leaders: **philosophy®**

AVON

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

SOL DE Janeiro

PAUL MITCHELL

Brands Observed

434

▲ 3% vs Prior Period

Items Observed

2,263

▲ 1% vs Prior Period

Department Summary

Keywords Observed

22,579

▲ 27% vs Prior Period

Sponsorship Activity

▲ 54.7%

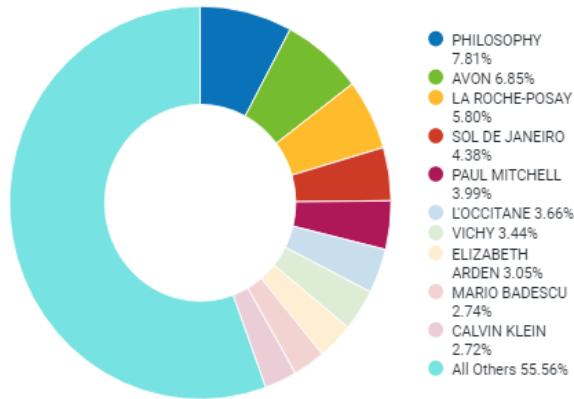
647,997 Weekly Average

Organic Search Visibility

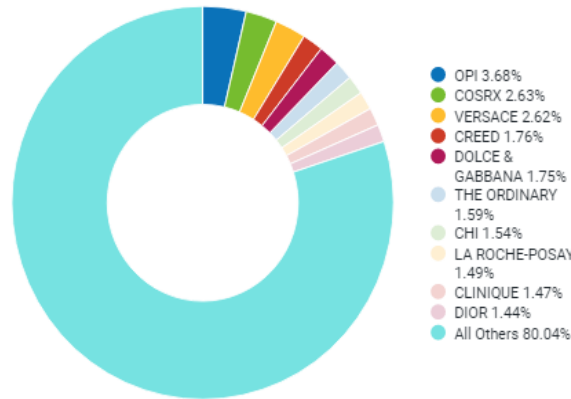
▼ -37.6%

1,727,700,758 Weekly Average

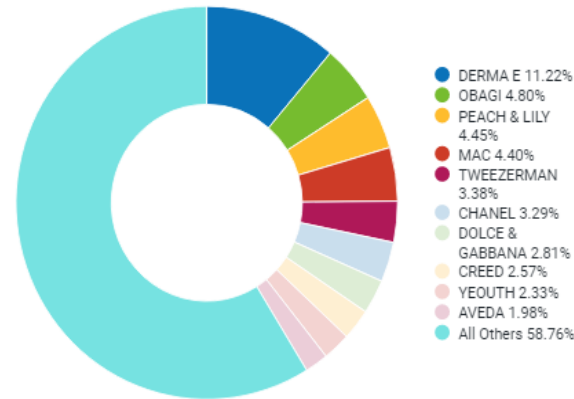
Top-Selling Brands



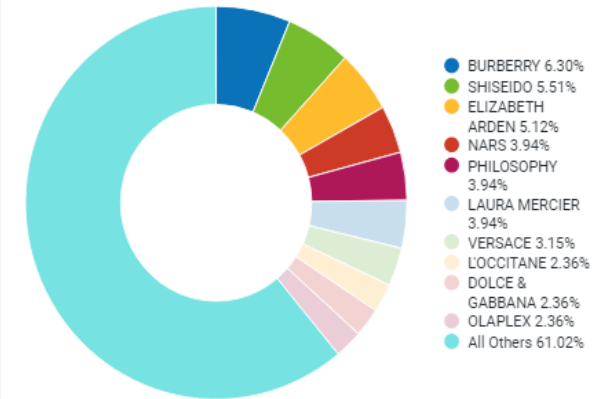
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Now \$6.19 ~~\$6.96~~
Tea Tree Hair and Body Moisturizer by Paul Mitchell for Unisex - 2.5 oz Moisturizer
★★★★☆ 5



Now \$23.16 ~~\$31.27~~
Brazilian Bum Bum Cream by Sol de Janeiro for Unisex - 2.5 oz Cream
★★★★☆ 25



Now \$7.50 ~~\$8.44~~
Shiseido Hand Cream, 1 Ounce



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



\$19.99 ~~\$1.48/fl oz~~
La Roche-Posay Lipikar Body Lotion for Normal-Dry Skin 13.5 fl oz
★★★★★ 16

Market Share Leaders:



Generic



Brands Observed
18,982
▲ 27% vs Prior Period

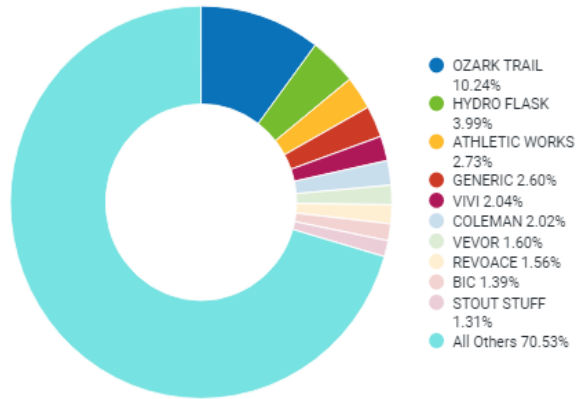
Items Observed
209,630
▼ -3% vs Prior Period

Department Summary
Keywords Observed
164,310
▲ 20% vs Prior Period

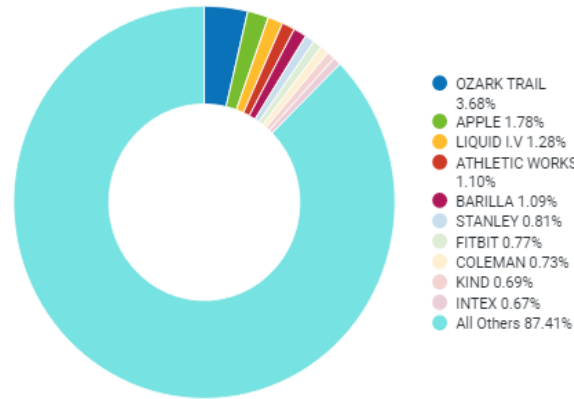
Sponsorship Activity
▼ -29.2%
15,939,203 Weekly Average

Organic Search Visibility
▼ -26.6%
13,169,197,111 Weekly Average

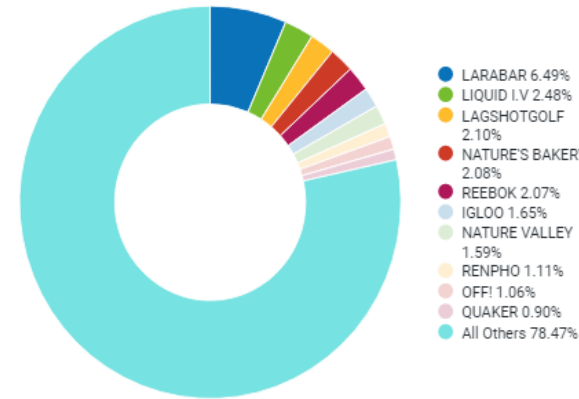
Top-Selling Brands



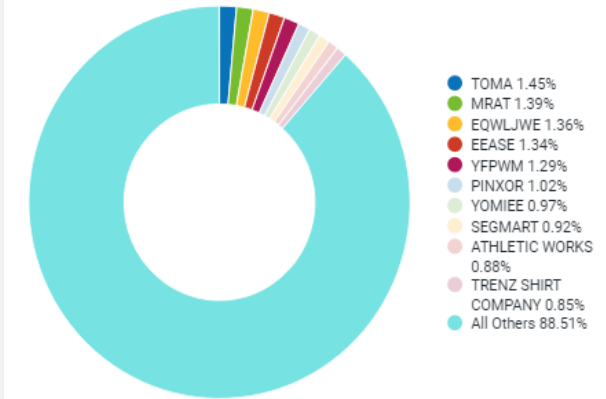
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$38.95
Hydro Flask 32oz Wide Mouth Water Bottle 2.0 Stainless Steel & Vacuum Insulated - Leak Proof Flex Cap, Fog
★★★★☆ 41



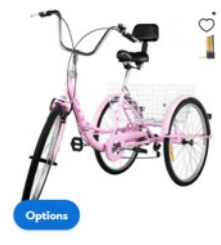
Now \$51.99 ~~\$64.69~~
BIC Pocket Lighter, Classic Collection, Assorted Dark Blue, Red, Gray, Light Blue, Pink, Black and Purple Unique...
★★★★☆ 239



\$44.97 \$11.24/ea
Ozark Trail Classic Folding Camp Chairs, with Mesh Cup Holder, Set of 4, 32.10 x 19.10 x 32.10 Inches
★★★★☆ 635



Now \$179.99 ~~\$499.99~~
Options from \$179.99 - \$239.98
SEGMART 10ft Trampoline for Kids with Basketball Hoop and Enclosure Net/Ladder, Blue
★★★★☆ 511



\$268.00 ~~\$268.00/ea~~
More options from \$199.99
VEVOR Foldable Adult Tricycle 24" Wheels, 7-Speed Trike 3 Wheels Trike with Basket, Portable and Foldable...
★★★★☆ 1263

Market Share Leaders:



Brands Observed
12,801
▲ 91% vs Prior Period

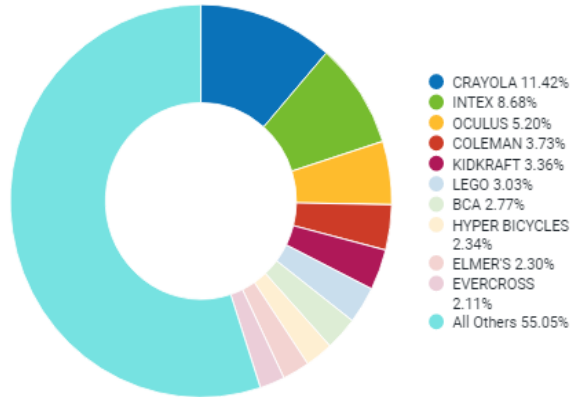
Items Observed
117,761
▲ 105% vs Prior Period

Department Summary
Keywords Observed
141,373
▲ 38% vs Prior Period

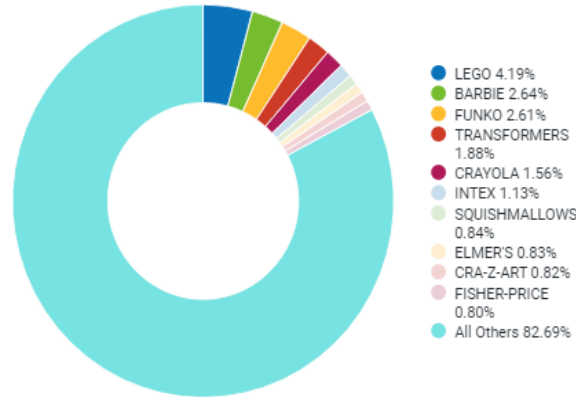
Sponsorship Activity
▼ -18.7%
21,949,004 Weekly Average

Organic Search Visibility
▼ -17.1%
11,357,989,230 Weekly Average

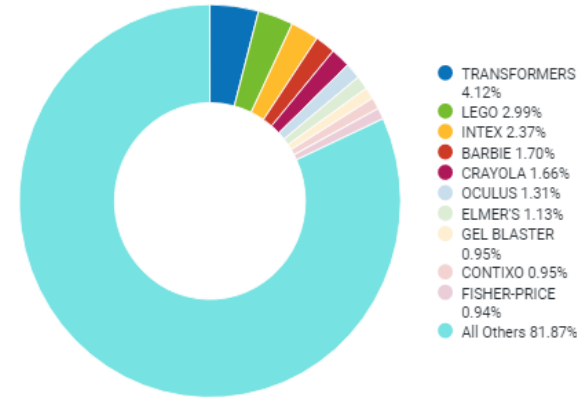
Top-Selling Brands



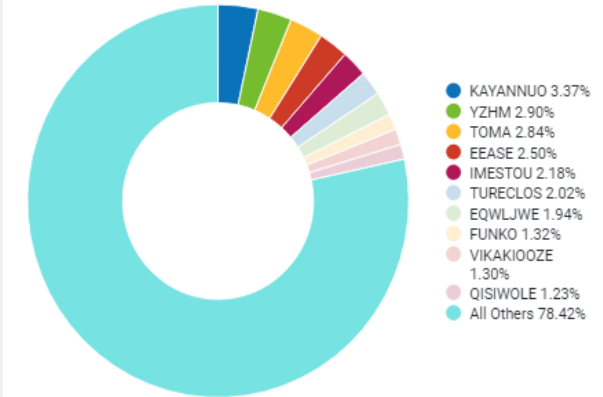
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$299.00
Meta Quest 2 (Oculus) - Advanced All-In-One Virtual Reality Headset - 128GB
★★★★☆ 1288



+ Add

Now \$648.00 ~~\$748.00~~ +\$149.97 shipping
Coleman Power Steel 26 x 12 x 52 Oval Above Ground Pool Set
★★★★☆ 610



Options

Now \$0.97 ~~\$2.54~~ 9.7 c/ea
Crayola Classic Broad Line Markers, Art Supplies, Back to School Supplies, 10 Ct
★★★★★ 988



+ Add

Now \$299.00 ~~\$349.00~~
KidKraft Ainsley Fort Wooden Outdoor Playset/ Swing Set
★★★★☆ 3252



+ Add

Now \$0.50 ~~\$1.44~~ 2.1 c/ea
Crayola Classic Crayons, Assorted Colors, Back to School, 24 Count
★★★★★ 1940

Market Share Leaders:



Brands Observed

2,156

▲ 22% vs Prior Period

Items Observed

29,697

▲ 104% vs Prior Period

Department Summary

Keywords Observed

47,595

▲ 14% vs Prior Period

Sponsorship Activity

▼ -11.4%

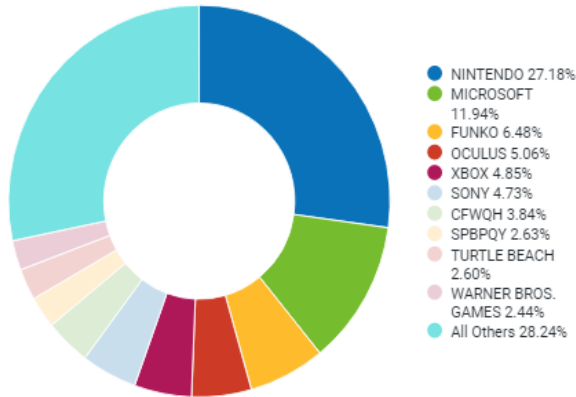
3,132,143 Weekly Average

Organic Search Visibility

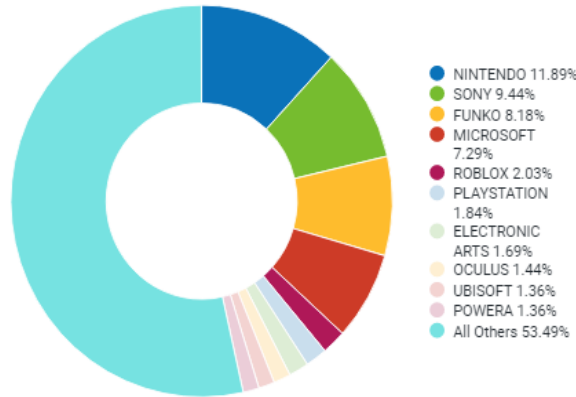
▼ -23.7%

2,762,760,105 Weekly Average

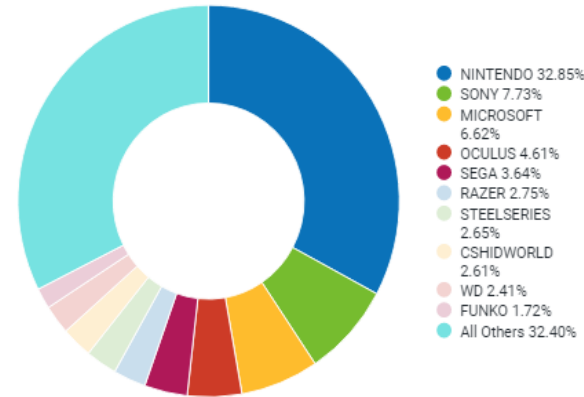
Top-Selling Brands



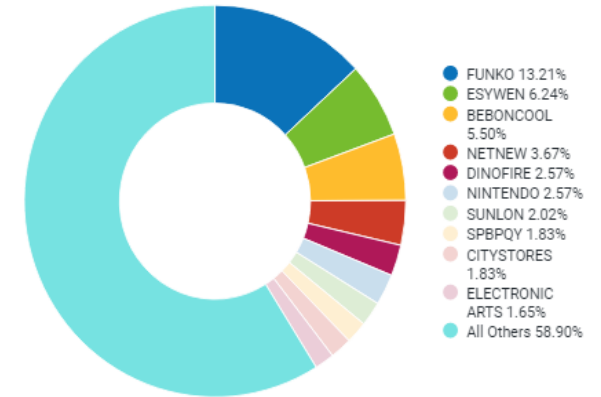
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

Now \$489.99 ~~\$565.99~~
Xbox Series X Video Game Console, Black
★★★★☆ 4811



+ Add

\$299.00
Meta Quest 2 (Oculus) - Advanced All-In-One Virtual Reality Headset - 128GB
★★★★☆ 1288



+ Add

\$349.00
Meta Quest 2 (Oculus) - Advanced All-In-One Virtual Reality Headset - 256GB
★★★★☆ 495



+ Add

Now \$24.95 ~~\$44.95~~
Turtle Beach Recon 50 PlayStation Gaming Headset for PS5, PS4, PlayStation, Xbox Series X, Xbox Series.
★★★★☆ 640



+ Add

See price in cart
Super Mario 3D World + Bowser's Fury - Nintendo Switch
★★★★☆ 332

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