























Department Performance Report

JULY 2023



 Arts, Crafts, Sewing	 Automotive	 Baby	 Beauty & Personal Care
 Camera & Photo	 Clothing, Shoes & Jewelry	 Computer & Accessories	 Electronics
 Grocery & Gourmet Food	 Health & Household	 Home & Kitchen	 Kitchen & Dining
 Office Products	 Patio, Lawn & Garden	 Pet Supplies	 Software
 Sports & Outdoors	 Tools & Home Improvement	 Toys & Games Play	 Video Games

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Department Performance Report

July 2023

Report Overview

This report provides a holistic overview of each major department at Amazon. 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 Amazon. 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 Amazon (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.

FREE EVENT

E² Live

Excellence in Ecommerce

Amazon Edition

New York, NY

OCTOBER 23, 2023

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Join us for a free afternoon of Amazon-specific expertise, learning, and networking with brands, agencies, and technology platforms.

Excellence in Ecommerce Live is designed to educate brands and agencies about strategies that drive traffic, conversion, and profitability at Amazon.

FREE EVENT FOR BRANDS & AGENCIES

About Analytic Index

Actionable **search, sales, and shelf** insights for all major retail ecommerce platforms.



US, CA, UK, DE, FR, IT, ES



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



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Market Share Leaders:



Brands Observed
18,825
▼ -1% vs Prior Period

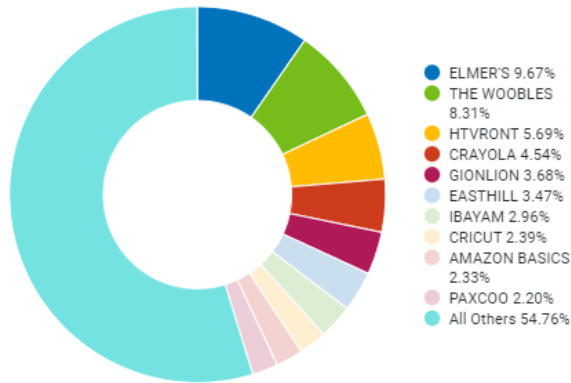
Items Observed
115,668
▲ 45% vs Prior Period

Department Summary
Keywords Observed
95,576
▲ 56% vs Prior Period

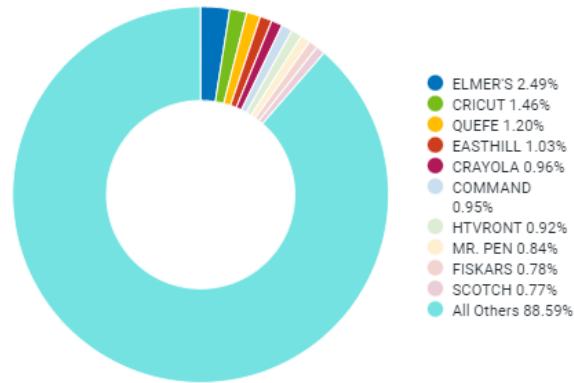
Sponsorship Activity
▲ 173.9%
65,623,999 Weekly Average

Organic Search Visibility
▼ -9.7%
11,418,822,345 Weekly Average

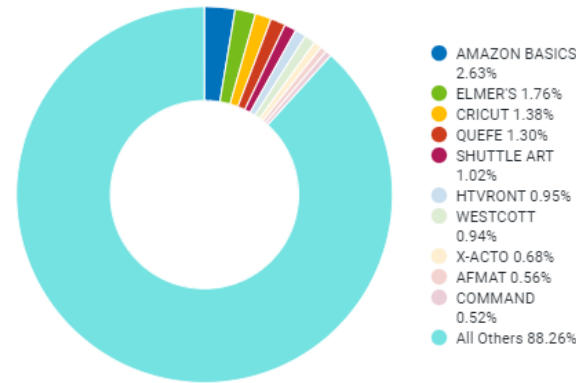
Top-Selling Brands



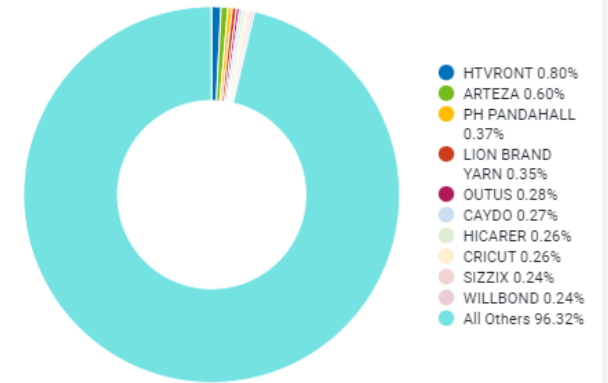
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

The Woobles Crochet Kit for Beginners with Easy Peasy Yarn for Crocheting as Seen On Shark Tank - Crochet Kit with Step-by-Step Video...
★★★★☆ ~ 1,855

Gionlion 6000 Pcs Clay Beads for Bracelet Making, 24 Colors Flat Round Polymer Clay Beads 6mm Spacer Heishi Beads with Pendant Charms ...
★★★★☆ ~ 6,968

Elmer's Disappearing Purple School Glue, Washable, 12 Pack
★★★★☆ ~ 27,041

Disappearing Purple School Glue Sticks, Washable, 7 Grams, 30 Count
★★★★☆ ~ 34,546

Scissors, iBayam 8" Multipurpose Scissors Bulk 3-Pack, Ultra Sharp Blade Shears, Comfort-Grip Handles, Sturdy Sharp Scissors for Office Ho...
★★★★☆ ~ 73,375

Market Share Leaders:



NOCO



Brands Observed

34,148

▲ 8% vs Prior Period

Items Observed

504,188

▲ 21% vs Prior Period

Department Summary
Keywords Observed

100,403

▲ 30% vs Prior Period

Sponsorship Activity

▲ 126.4%

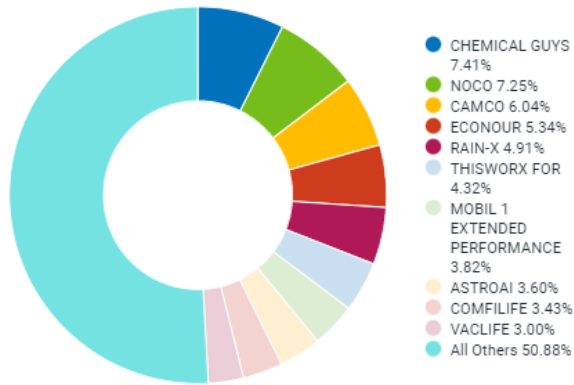
51,847,425 Weekly Average

Organic Search Visibility

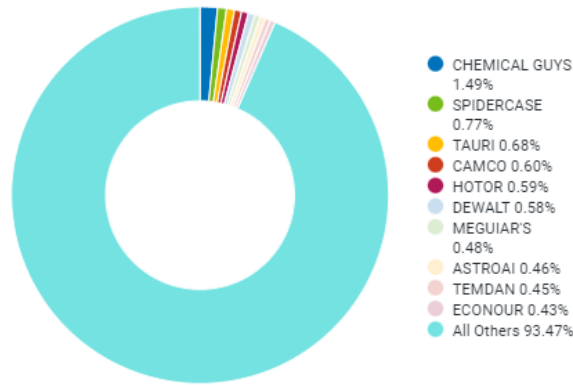
▼ -14.2%

13,859,662,908 Weekly Average

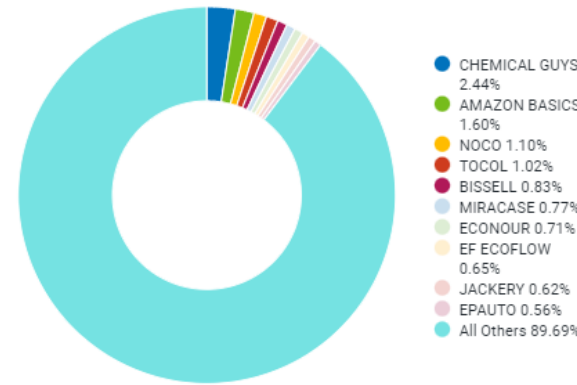
Top-Selling Brands



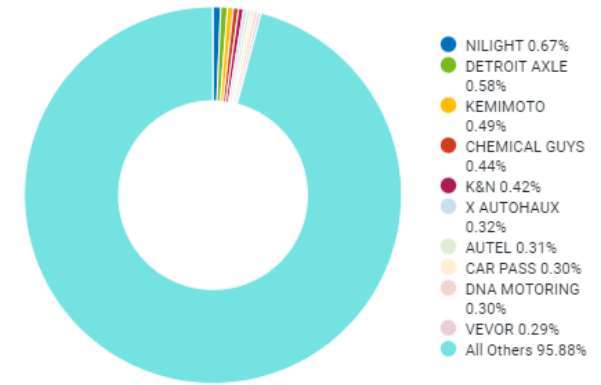
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



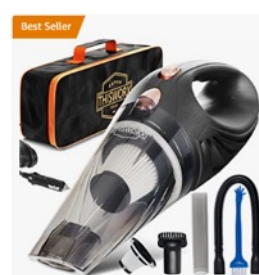
Top-Selling Items:



NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery Booster Pack, Portable Power Bank Charger, and...
★★★★☆ ~ 83,279



EcoNour Car Windshield Sun Shade | Reflector Sunshade Offers Ultimate Protection for Car Interior | Cool Car Reflective Sun Blocker Fits Small...
★★★★☆ ~ 99,834



ThisWorx Car Vacuum Cleaner - Car Accessories - Small 12V High Power Handheld Portable Car Vacuum w/Attachments, 16 Ft Cord & Bag -...
★★★★☆ ~ 235,783



Mobil 1 Advanced Full Synthetic Motor Oil 5W-30, 5 Quart
★★★★☆ ~ 35,925



AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car Accessories, 12V DC Auto Tire Pump with Digital Pressure Gauge,...
★★★★☆ ~ 70,824

Market Share Leaders:



Brands Observed

11,839

▲ 1% vs Prior Period

Items Observed

54,467

▲ 42% vs Prior Period

Department Summary
Keywords Observed

118,652

▲ 54% vs Prior Period

Sponsorship Activity

▲ 273.7%

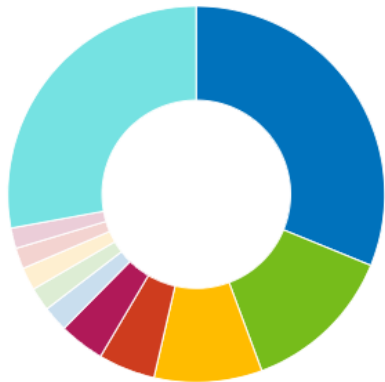
71,419,572 Weekly Average

Organic Search Visibility

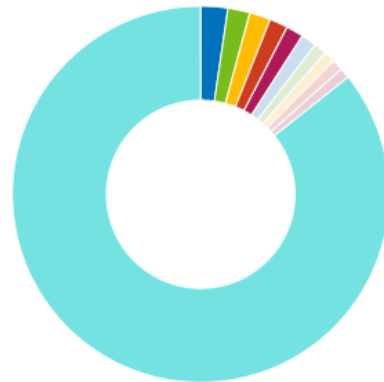
▼ -3.5%

20,502,077,372 Weekly Average

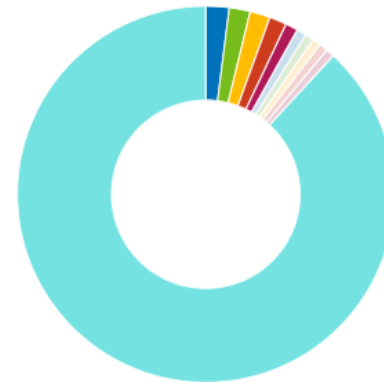
Top-Selling Brands



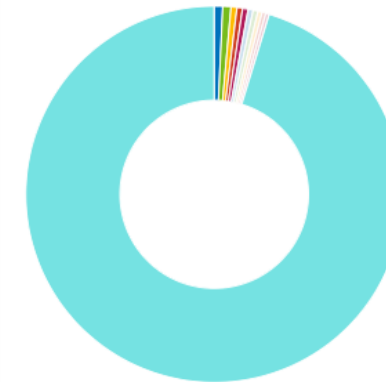
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Diapers Size 4, 150 Count - Pampers Swaddlers Disposable Baby Diapers (Packaging & Prints May Vary)
★★★★★ ~ 111,046



Graco Slimfit 3 in 1 Car Seat - Slim & Comfy Design Saves Space in Your Back Seat, Darcie, One Size
One Size (Pack of 1)
★★★★★ ~ 43,828



Diapers Size 5, 132 Count - Pampers Pure Protection Disposable Baby Diapers, Hypoallergenic and...
★★★★★ ~ 37,196



Diapers Size 6, 144 Count - Pampers Baby Dry Disposable Baby Diapers (Packaging & Prints May Vary)
★★★★★ ~ 87,583



The Honest Company Clean Conscious Wipes | 99% Water, Compostable, Plant-Based, Baby...
Wipes 72 Count (Pack of 10)
★★★★★ ~ 4,870

Market Share Leaders:



COSRX

PAULA'S CHOICE SKINCARE

SOL DE JANEIRO

MIGHTY PATCH

Brands Observed

19,469

▲ 1% vs Prior Period

Items Observed

82,632

▲ 23% vs Prior Period

Department Summary
Keywords Observed

119,285

▲ 47% vs Prior Period

Sponsorship Activity

▲ 140.8%

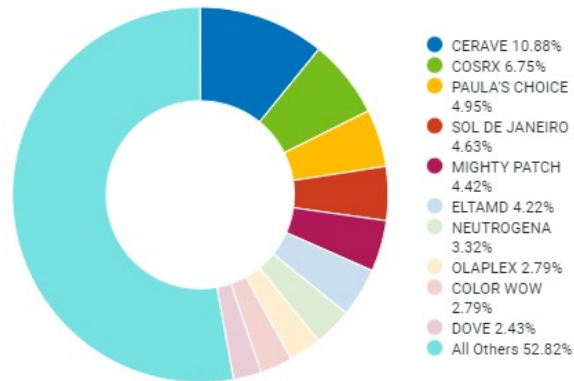
132,967,688 Weekly Average

Organic Search Visibility

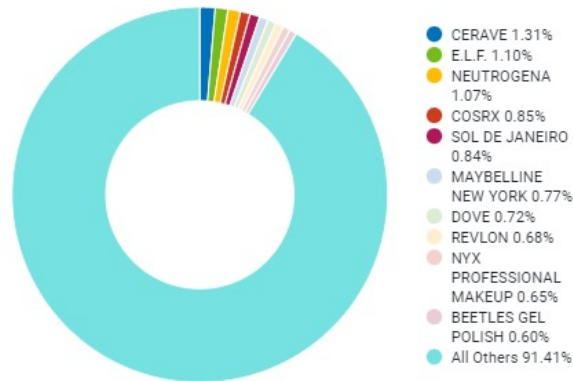
▲ 13.0%

70,048,312,362 Weekly Average

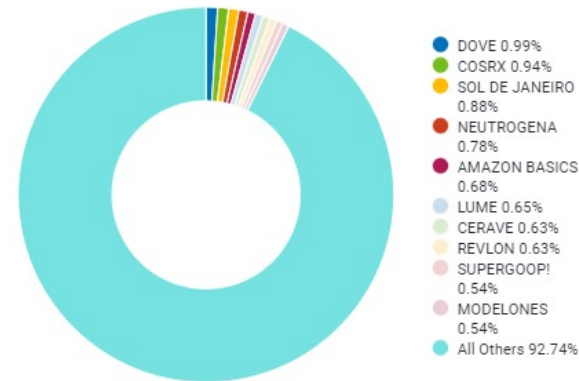
Top-Selling Brands



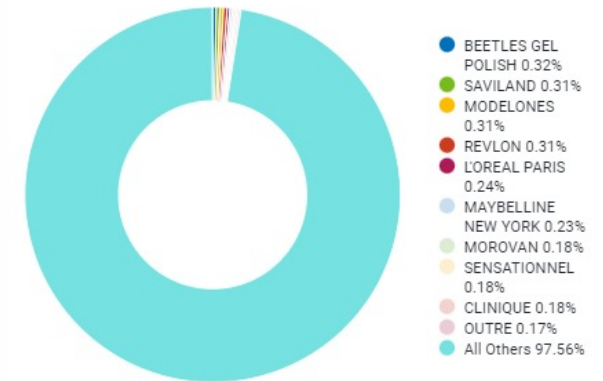
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz, 100ml, Hydrating Serum for Face with Snail...
3.38 Fl Oz (Pack of 1)
★★★★☆ ~ 34,550



Best Seller
Paulas Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant-- Facial Exfoliant for Blackheads,...
Unscented - 4 Fl Oz
★★★★☆ ~ 81,780



Best Seller
EltaMD UV Clear Face Sunscreen, SPF 46 Oil Free Sunscreen with Zinc Oxide, Protects and Calms Sensitive...
1.7 Ounce (Pack of 1)
★★★★☆ ~ 36,878



Best Seller
Mighty Patch Original from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Covering Zits and...
36 Count (Pack of 1)
★★★★☆ ~ 130,005



Best Seller
Dream Coat Supernatural Spray - Multi award winning anti frizz spray keeps hair frizz free for days no...
★★★★☆ ~ 62,488

Market Share Leaders:

Brands Observed

3,762

▼ -8% vs Prior Period

Items Observed

23,978

▲ 23% vs Prior Period

Department Summary

Keywords Observed

35,201

▲ 22% vs Prior Period

Sponsorship Activity

▲ 157.4%

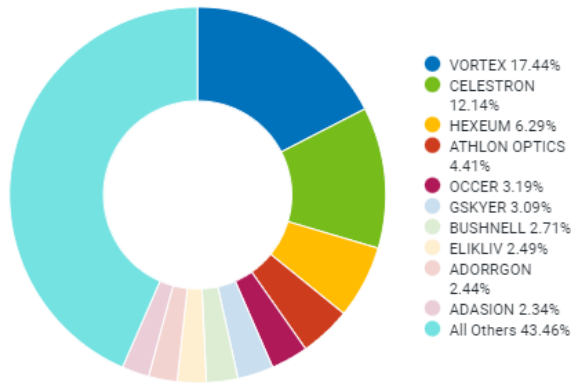
7,783,650 Weekly Average

Organic Search Visibility

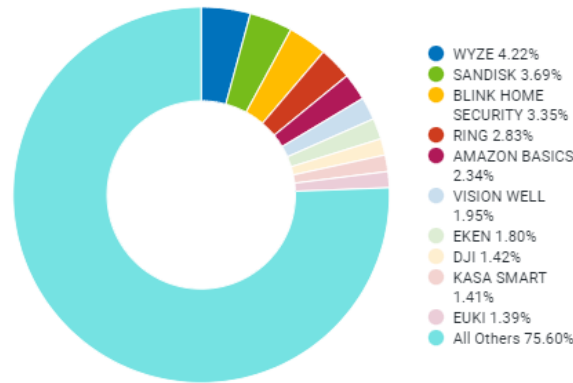
▲ 10.1%

3,153,511,487 Weekly Average

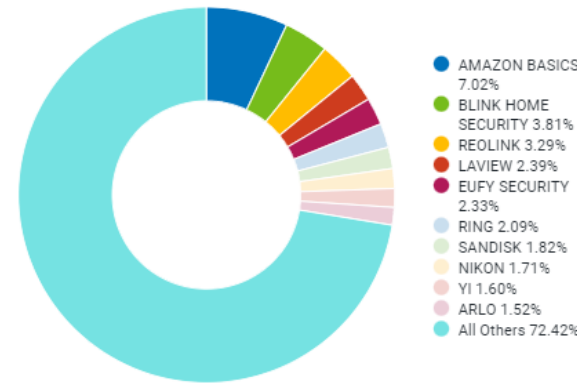
Top-Selling Brands



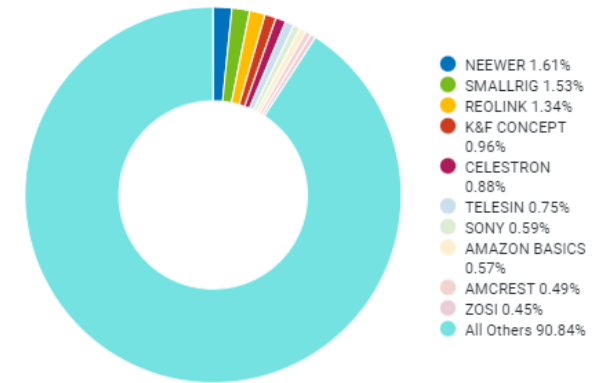
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Vortex Optics Diamondback HD Binoculars 10x42
★★★★★ ~ 2,588



Vortex Optics Crossfire HD Binoculars
★★★★★ ~ 7,062



Athlon Optics Midas Binoculars for Adults and Kids, Waterproof, Durable Binoculars for Bird Watching
★★★★★ ~ 1,134



occer 12x25 Compact Binoculars with Clear Low Light Vision, Large Eyepiece Waterproof Binocular for Adults Kids, High Power Easy Focus...
★★★★★ ~ 26,710



Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telescope for Kids Beginners - Travel Telescope with...
★★★★★ ~ 26,869

Market Share Leaders:



Ailun

iWALK

ANKER

YOXINTA

Brands Observed

4,316

▼ -3% vs Prior Period

Items Observed

15,094

▲ 36% vs Prior Period

Department Summary

Keywords Observed

41,765

▲ 28% vs Prior Period

Sponsorship Activity

▲ 120.6%

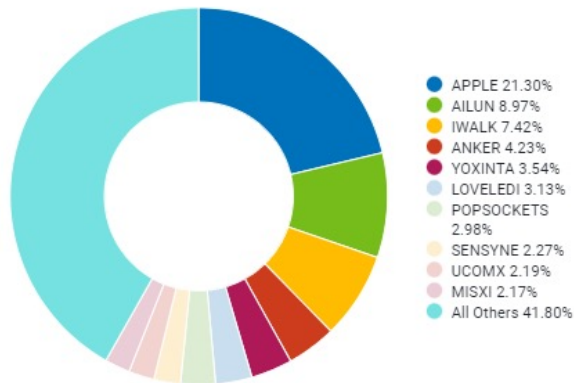
26,465,229 Weekly Average

Organic Search Visibility

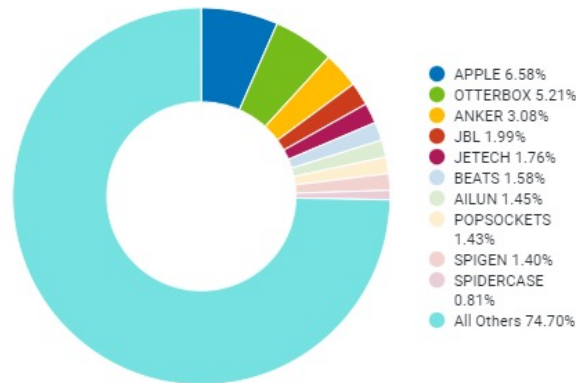
▼ -9.7%

15,206,228,548 Weekly Average

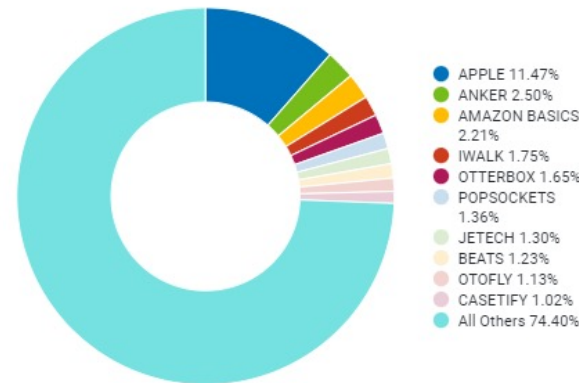
Top-Selling Brands



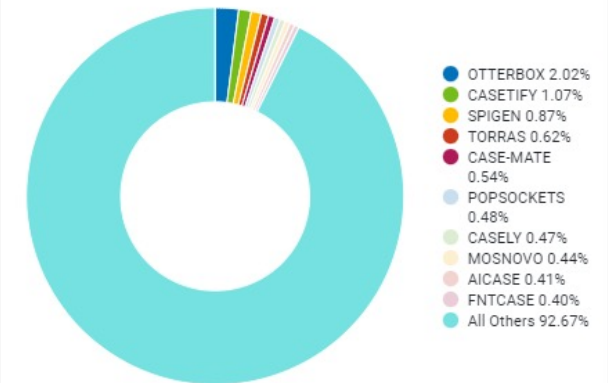
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best seller

Apple Pencil (2nd Generation)
★★★★★ 71,368

Amazon's Choice

Apple Pencil (1st Generation): Pixel-Perfect Precision and Industry-Leading Low Latency, Perfect for Note-Taking, Drawing, and Signing...
★★★★★ ~ 118,598

iWALK Small Portable Charger
4500mAh Ultra-Compact Power Bank
Cute Battery Pack Compatible with iPhone 14/14 Pro Max/13/13 Pro...
★★★★★ ~ 24,053

Amazon's Choice

Wireless Charger, 3 in 1 Wireless Charging Station, Fast Wireless Charger Stand for iPhone 14/13/12/11/Pro/Max/XS/XR/X/8/...
★★★★★ ~ 16,798

Apple MagSafe Charger - Wireless Charger with Fast Charging...
4.6 ★★★★★ ~ (53,736)

Market Share Leaders:

crocs™



amazon essentials



Brands Observed

48,820

▲ 7% vs Prior Period

Items Observed

853,967

▲ 211% vs Prior Period

Department Summary
Keywords Observed

165,266

▲ 30% vs Prior Period

Sponsorship Activity

▲ 200.1%

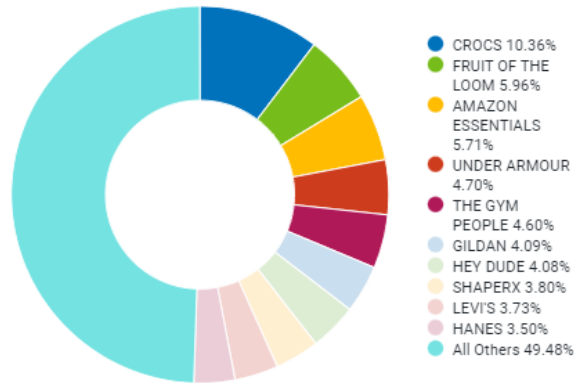
313,720,988 Weekly Average

Organic Search Visibility

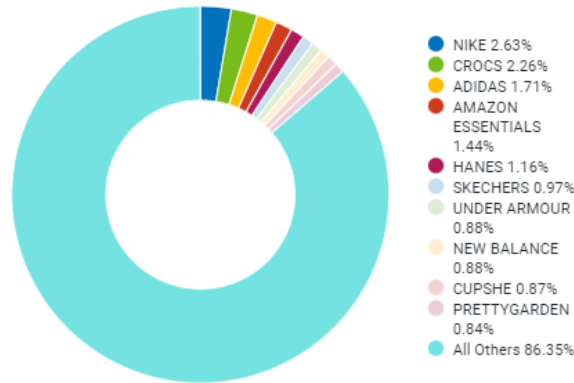
▼ -16.0%

132,716,282,776 Weekly Average

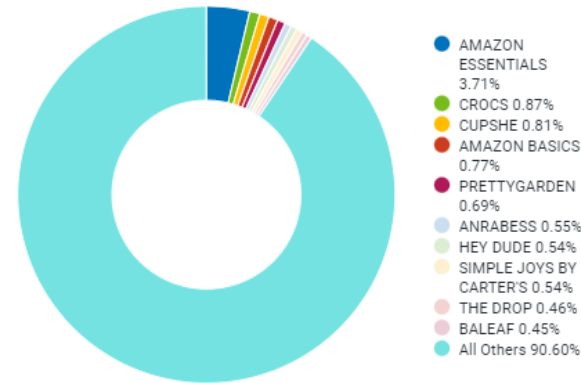
Top-Selling Brands



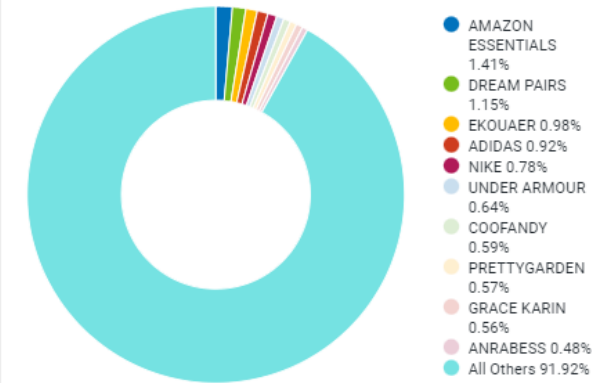
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

+8 colors/patterns

Crocs Unisex-Adult Classic Clog

★★★★★ ~ 406,442

Best Seller

+8 colors/patterns

SHAPERX Bodysuit for Women
Tummy Control Shapewear
Seamless Sculpting Thong
Body Shaper Tank Top

★★★★★ ~ 12,679

Best Seller

+4 colors/patterns

Nipples Nipple Cover - Sticky Adhesive Silicone Nipple Pasties - Reusable Pasty Nipple Covers for Women with Travel Box

★★★★★ ~ 29,110

Best Seller

+7

BAGAIL 8 Set Packing Cubes
Luggage Packing Organizers
for Travel Accessories

★★★★★ ~ 19,310

Best Seller

+19

THE GYM PEOPLE Women's Sports Bra
Longline Wirefree Padded with Medium Support

★★★★★ ~ 34,824

Market Share Leaders:



Brands Observed

6,985

▼ -4% vs Prior Period

Items Observed

37,516

▲ 2% vs Prior Period

Department Summary

Keywords Observed

78,700

▲ 18% vs Prior Period

Sponsorship Activity

▲ 104.6%

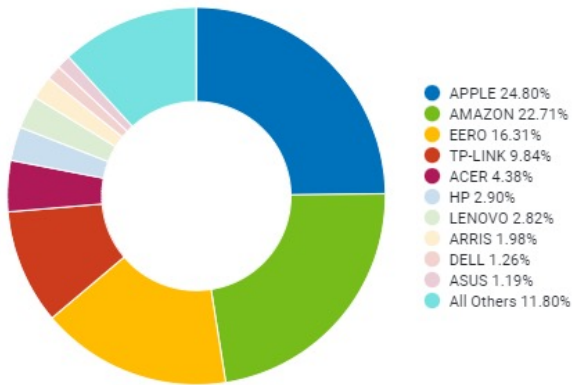
32,695,838 Weekly Average

Organic Search Visibility

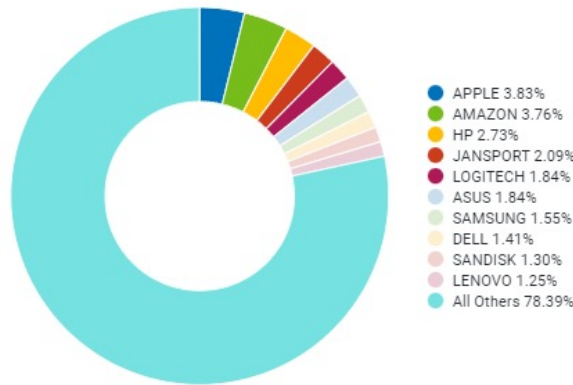
▼ -11.4%

18,075,318,926 Weekly Average

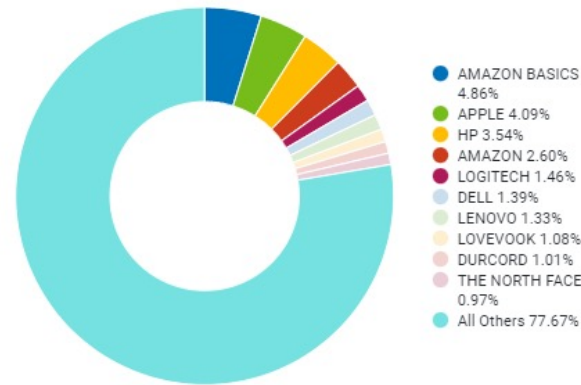
Top-Selling Brands



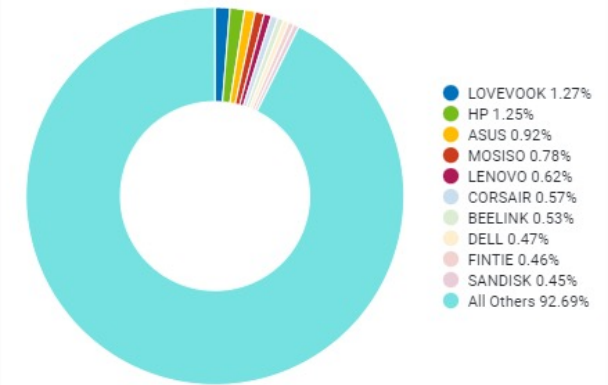
Top Brands in Organic Search



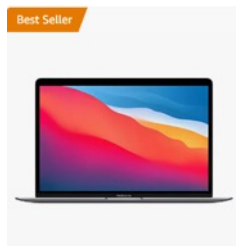
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, ...
★★★★★ ~ 19,296



Featured from our brands
Amazon eero Pro 6E mesh Wi-Fi System | Fast and reliable gigabit + speeds | connect 100+ devices | Coverage up to ...
★★★★★ ~ 2,660



Amazon eero 6+ mesh Wi-Fi system | Fast and reliable gigabit speeds | connect 75+ devices | Coverage up to 4,500 sq. ft. | 3-pack, 2022 release
★★★★★ ~ 3,923



Featured from Amazon brands
Introducing Amazon Fire Max 11 tablet, our most powerful tablet yet, vivid 11" display, octa-core processor, 4 GB RAM, 14-hr battery life, 64 GB, ...
★★★★★ ~ 884



Best Seller
TP-Link Deco AX3000 WiFi 6 Mesh System(Deco X55) - Covers up to 6500 Sq.Ft. , Replaces Wireless Router and...
★★★★★ ~ 4,690

Market Share Leaders:



INSIGNIA™



Brands Observed

15,329

▲ 0% vs Prior Period

Items Observed

78,168

▲ 2% vs Prior Period

Department Summary
Keywords Observed

133,815

▲ 17% vs Prior Period

Sponsorship Activity

▲ 111.6%

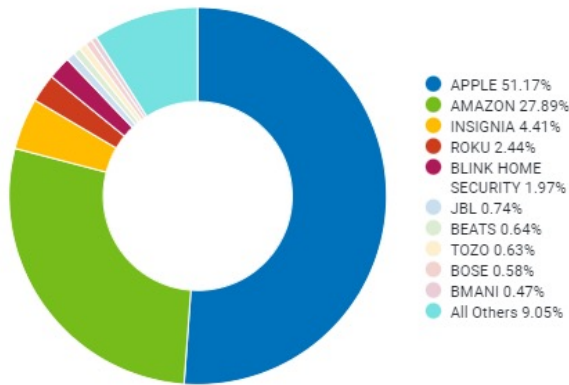
87,771,481 Weekly Average

Organic Search Visibility

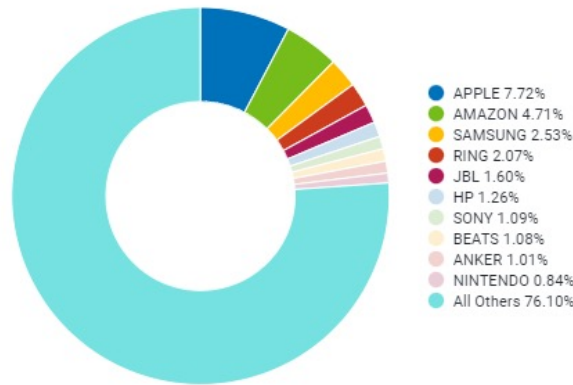
▼ -4.8%

54,544,760,809 Weekly Average

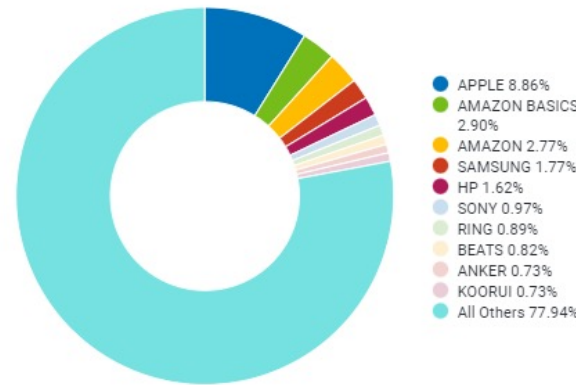
Top-Selling Brands



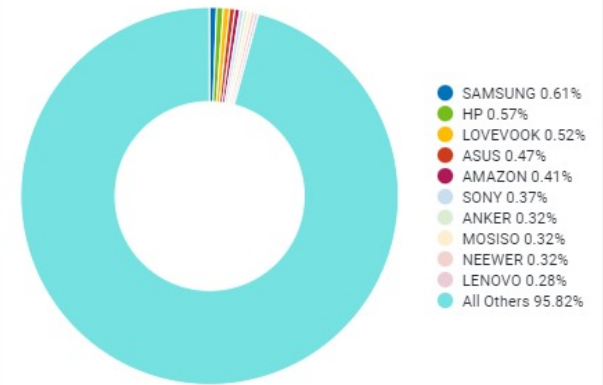
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD Camera,...

★★★★★ ~ 20,208

Best Seller

Apple iPad (9th Generation): with A13 Bionic chip, 10.2-inch Retina Display, 64GB, Wi-Fi, 12MP front/8MP Back Camera, Touch ID, All-Day Battery Li...

★★★★★ ~ 42,729

Amazon's Choice

Apple AirPods Pro (2nd Generation) Wireless Earbuds, Up to 2X More Active Noise Cancelling, Adaptive Transparency, Personalized Spatial...

★★★★★ ~ 9,764

Best Seller

Apple AirTag 4 Pack

★★★★★ ~ 75,459

Apple AirPods (2nd Generation) Wireless Earbuds with Lightning Charging Case Included. Over 24 Hours of Battery Life, Effortless...

★★★★★ ~ 582,470

Market Share Leaders:



Brands Observed

22,173

▼ -3% vs Prior Period

Items Observed

135,395

▲ 10% vs Prior Period

Department Summary
Keywords Observed

102,399

▲ 34% vs Prior Period

Sponsorship Activity

▲ 170.3%

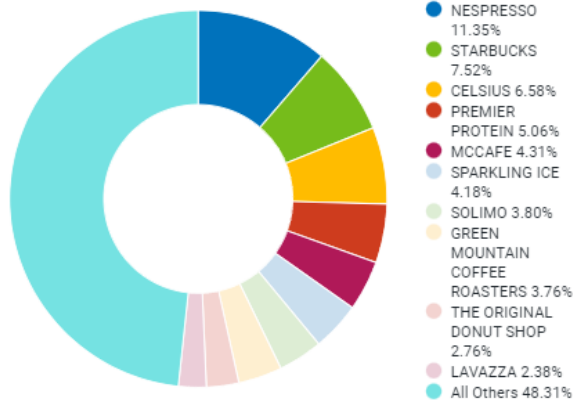
161,134,617 Weekly Average

Organic Search Visibility

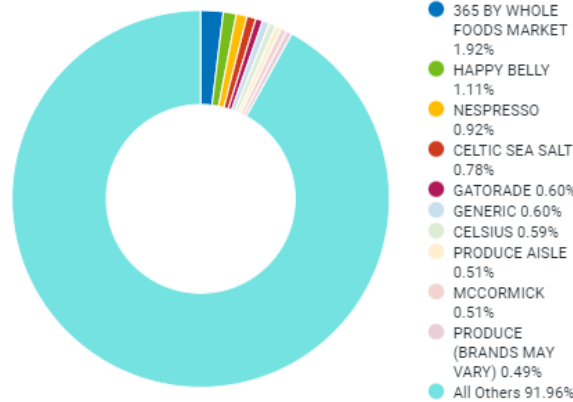
▼ -8.2%

40,472,254,347 Weekly Average

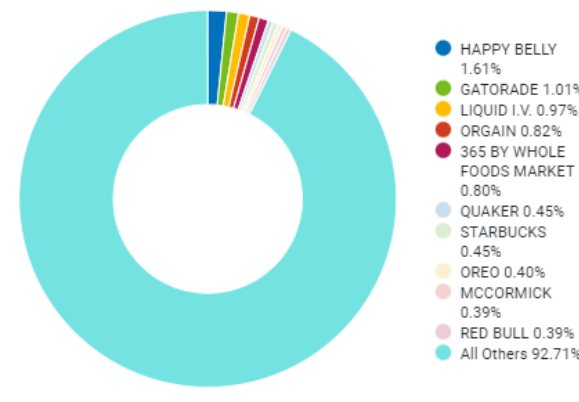
Top-Selling Brands



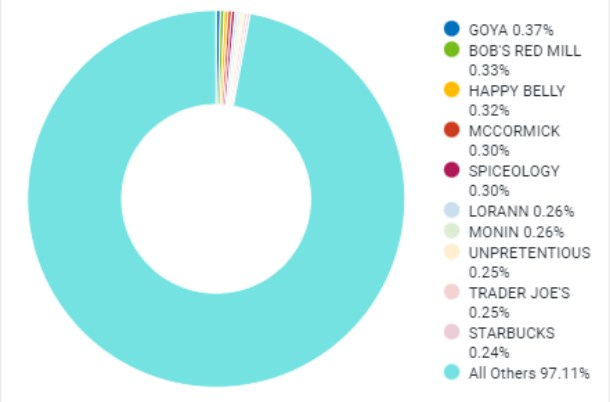
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Starbucks K-Cup Coffee Pods—Medium Roast Coffee—Pike Place Roast for Keurig Brewers—100%...
Pod - 24 Count (Pack of 4)
★★★★★ ~ 100,574



Premier Protein Shake 30g Protein 1g Sugar 24 Vitamins Minerals Nutrients to Support Immune Health...
Chocolate - 11.5 Fl Oz (Pack of 12)
★★★★★ ~ 201,565



McCafe Premium Medium Roast K-Cup Coffee Pods, Premium Roast, 84 Count
Pod - 84 Count (Pack of 1)
★★★★★ ~ 69,820



Amazon Brand - Solimo Dark Roast Coffee Pods, Compatible with Keurig 2.0 K-Cup Brewers 100 Count(Pack ...
Pods - 100 Count (Pack of 1)
★★★★★ ~ 156,595



Nespresso Capsules VertuoLine, Medium and Dark Roast Coffee, Variety Pack, Stormio, Odacio,...
Pod - 7.77 Fl Oz (Pack of 3)
★★★★★ ~ 55,624

Market Share Leaders:



Brands Observed

31,876

▲ 1% vs Prior Period

Items Observed

142,266

▲ 20% vs Prior Period

Department Summary
Keywords Observed

191,614

▲ 35% vs Prior Period

Sponsorship Activity

▲ 116.4%

145,815,859 Weekly Average

Organic Search Visibility

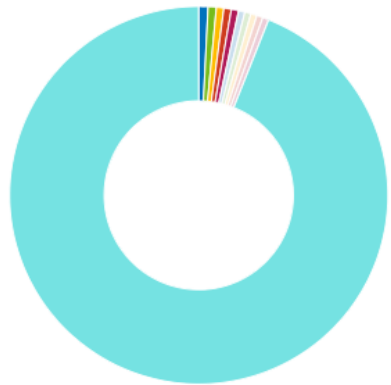
▲ 8.4%

78,238,337,219 Weekly Average

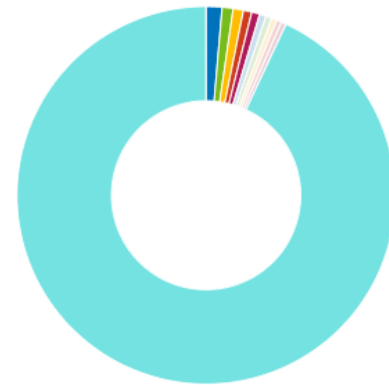
Top-Selling Brands



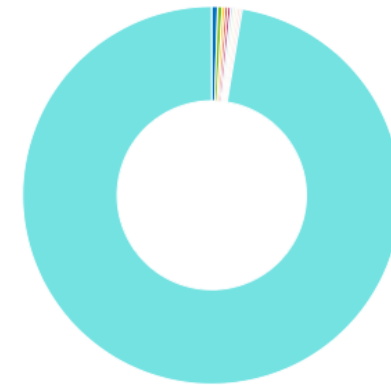
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Vital Proteins Collagen Peptides Powder with Hyaluronic Acid and Vitamin C, Unflavored, 20 oz
1.25 Pound (Pack of 1)
★★★★☆ ~ 216,193



Bounty Quick-Size Paper Towels, White, 16 Family Rolls = 40 Regular Rolls (Packaging...)
16 Count (Pack of 1)
★★★★☆ ~ 87,726



LMNT Keto Electrolyte Powder Packets | Paleo Hydration Powder | No Sugar, No Artificial Ingredients [...]
Powder 30 Count (Pack of 1)
★★★★☆ ~ 10,657



Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich Chocolate, 5 Pound (Packaging...)
Double Rich Chocolate - 5 Pound (Pack of 1)
★★★★☆ ~ 214,713



Bounty Quick-Size Paper Towels, White, 8 Family Rolls = 20 Regular Rolls (Packaging May Vary)
8 Count (Pack of 1)
★★★★☆ ~ 107,868

Market Share Leaders:



Brands Observed

43,064

▲ 3% vs Prior Period

Items Observed

214,748

▲ 54% vs Prior Period

Department Summary
Keywords Observed

259,650

▲ 40% vs Prior Period

Sponsorship Activity

▲ 108.6%

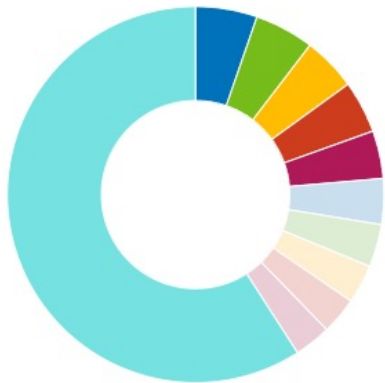
251,106,135 Weekly Average

Organic Search Visibility

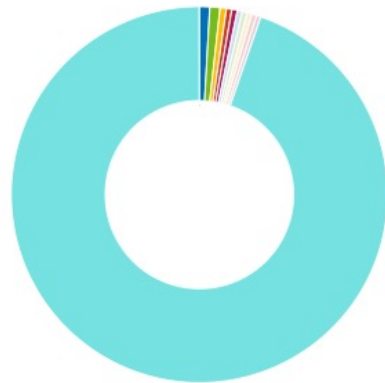
▼ -10.3%

133,641,424,707 Weekly Average

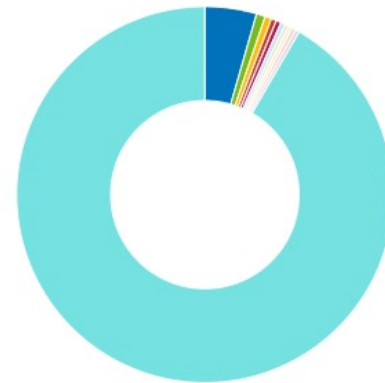
Top-Selling Brands



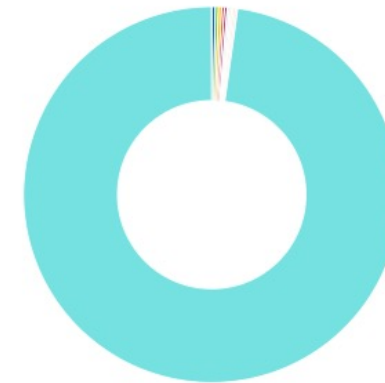
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



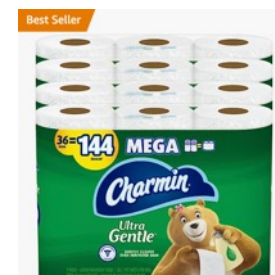
Best Seller
Queen Size Sheet Set - Breathable & Cooling - Hotel Luxury Bed Sheets - Extra Soft - Deep Pockets - Easy Fit - 4 Piece Set - Wrinkle Free - Comfy...
★★★★★ ~ 252,053



Best Seller
BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Green, 1400B
★★★★★ ~ 59,114



Best Seller
BLACK+DECKER 8,000 BTU Portable Air Conditioner up to 350 Sq. with Remote Control, White
★★★★★ ~ 42,589



Best Seller
Charmin Ultra Gentle Toilet Paper, 36 Mega Rolls = 144 Regular Rolls
36 Count (Pack of 1)
★★★★★ ~ 2,556



Sponsored
Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - Down Alternative Bedding Gel Cooling Pillow for Back, Stomach or...
★★★★★ ~ 229,191

Market Share Leaders:



Brands Observed

29,959

▼ -2% vs Prior Period

Items Observed

128,697

▲ 27% vs Prior Period

Department Summary
Keywords Observed

129,527

▲ 34% vs Prior Period

Sponsorship Activity

▲ 80.4%

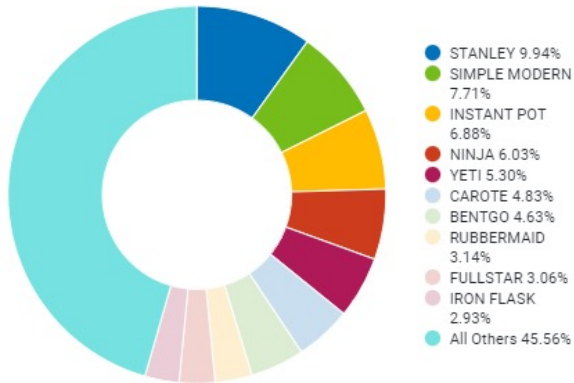
72,599,926 Weekly Average

Organic Search Visibility

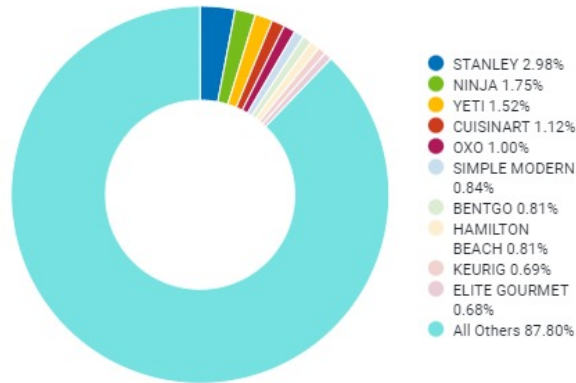
▼ -10.5%

38,705,420,677 Weekly Average

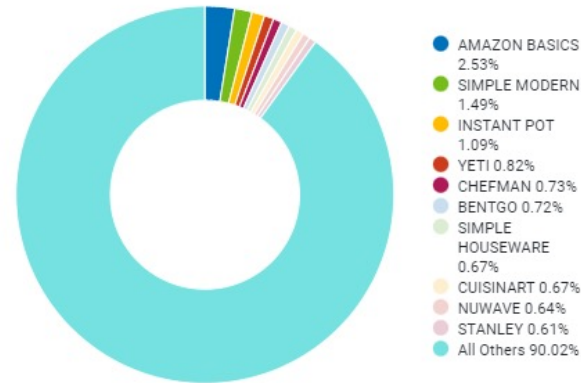
Top-Selling Brands



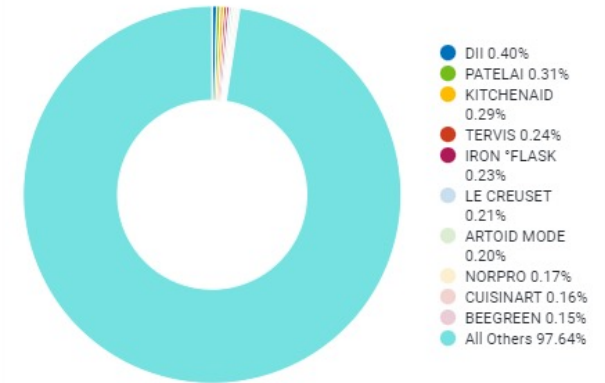
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee, Smoothie and More

Stainless Steel

★★★★☆ ~ 13,827

Best Seller

Simple Modern 40 oz Tumbler with Handle and Straw Lid | Insulated Cup Reusable Stainless Steel Water Bottle Travel Mug Cupholder Friendly | Gift...

Stainless Steel

★★★★☆ ~ 13,181

Best Seller

CAROTE Pots and Pans Set Nonstick, White Granite Induction Kitchen Cookware Sets, 10 Pcs Non Stick Cooking Set w/Frying Pans & Saucepans(PFOs, PFOA Free)

★★★★☆ ~ 7,642

Best Seller

Fullstar Vegetable Chopper - Spiralizer Vegetable Slicer - Onion Chopper with Container - Pro Food Chopper - Slicer Dicer Cutter - (4 in ...)

Stainless Steel

★★★★☆ ~ 64,873

Best Seller

COSORI Air Fryer Pro LE 5-Qt, for Quick and Easy Meals, UP to 450°F, Quiet Operation, 85% Oil less, 130+ Exclusive Recipes, 9 Customizable...

★★★★☆ ~ 33,294

Market Share Leaders:



amazonbasics



Brands Observed

17,957

▲ 0% vs Prior Period

Items Observed

95,599

▲ 30% vs Prior Period

Department Summary
Keywords Observed

139,666

▲ 51% vs Prior Period

Sponsorship Activity

▲ 159.0%

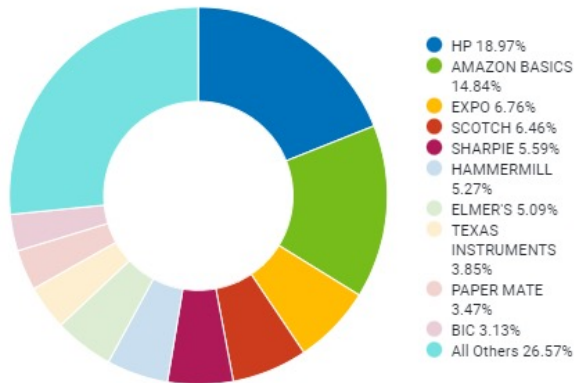
91,177,562 Weekly Average

Organic Search Visibility

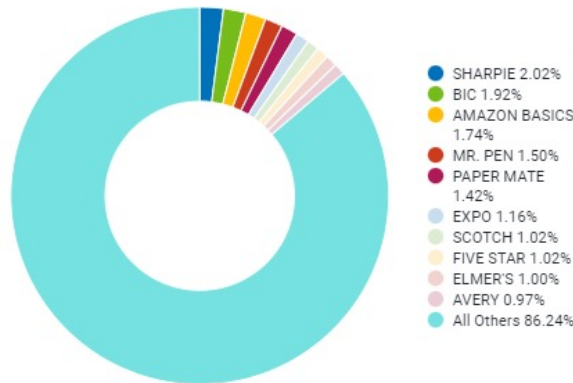
▼ -9.6%

30,500,859,788 Weekly Average

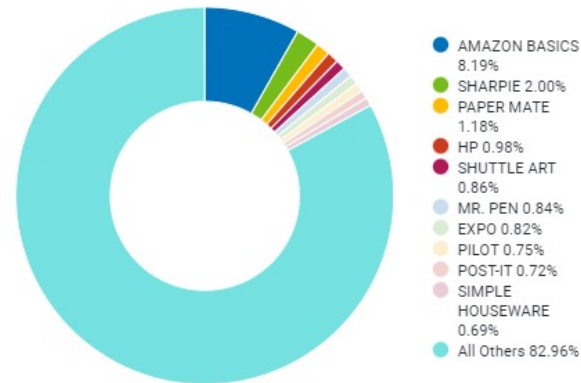
Top-Selling Brands



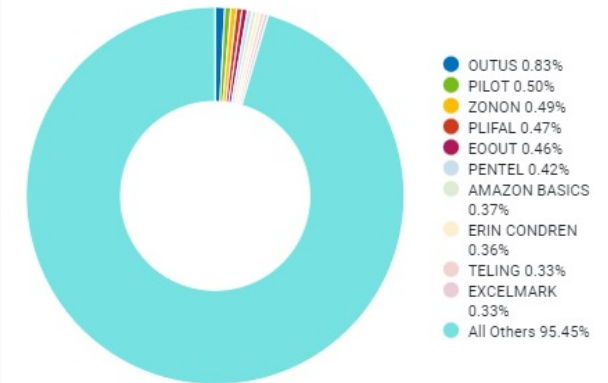
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



HP DeskJet 2755e Wireless Color All-in-One Printer with Bonus 6 months Instant Ink (26K67A)
★★★★☆ ~ 27,966



Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 8 Ream (4,000 Sheets) - 92 Bright, Made in the USA
★★★★★ ~ 39,665



HP 67 Black/Tri-color Ink Cartridges (2 Count - Pack of 1) | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000, 6400 Series | Eligible fo...
4.7 ★★★★★ ~ (36,600)



Texas Instruments TI-84 Plus CE Color Graphing Calculator, Black 7.5 Inch
★★★★★ ~ 40,785



Amazon Basics Multipurpose Copy Printer Paper, 8.5" x 11", 20Lb Paper, 8 Ream Case of 4000 Sheets, 92 GE Bright...
★★★★★ ~ 137,004

Market Share Leaders:



Brands Observed

27,394

▲ 3% vs Prior Period

Items Observed

131,481

▲ 34% vs Prior Period

Department Summary
Keywords Observed

123,474

▲ 28% vs Prior Period

Sponsorship Activity

▲ 107.6%

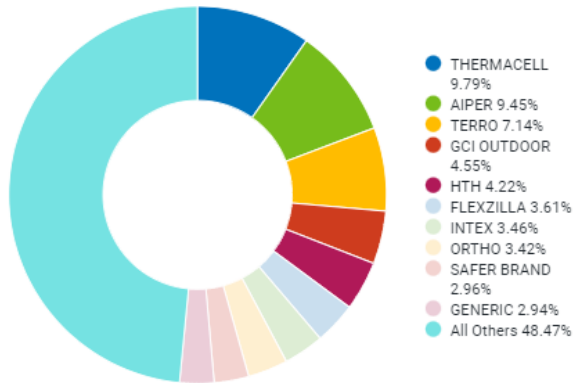
71,423,464 Weekly Average

Organic Search Visibility

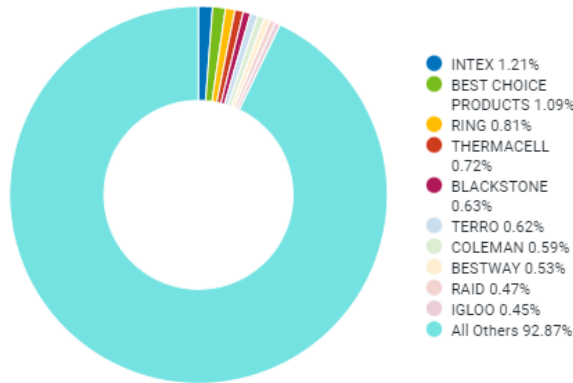
▼ -12.6%

28,735,488,516 Weekly Average

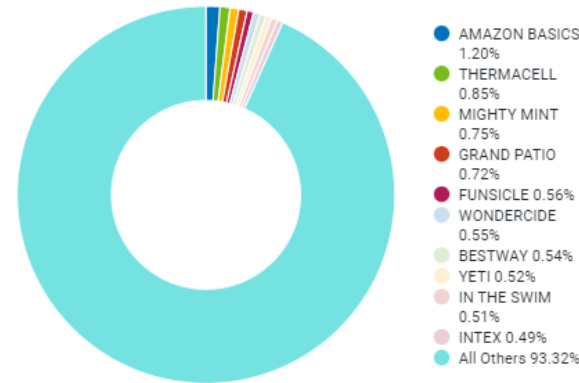
Top-Selling Brands



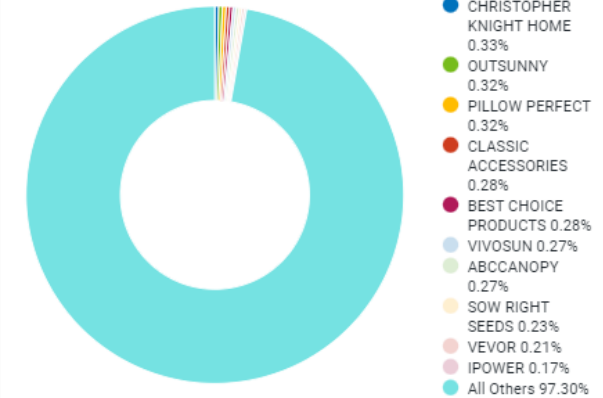
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



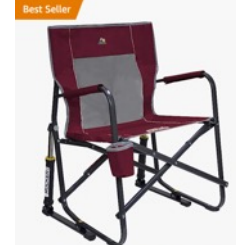
Top-Selling Items:



Best Seller
(2023 Upgrade) AIPER Seagull SE Cordless Robotic Pool Cleaner, Pool Vacuum Lasts 90 Mins, LED Indicator, Self-...
★★★★☆ ~ 10,285



Best Seller
TERRO T300B Liquid Ant Killer, 12 Bait Stations
4.6 ★★★★★ ~ (93,156)



Best Seller
GCI Outdoor Freestyle Rocker Portable Rocking Chair & Outdoor Camping Chair, Cinnamon Patio Garden
★★★★★ ~ 19,272



Best Seller
Flexzilla Garden Hose 5/8 in. x 50 ft, Heavy Duty, Lightweight, Drinking Water Safe, ZillaGreen - HFZG550YW-E
★★★★★ ~ 72,807



Best Seller
Ortho Home Defense Insect Killer for Indoor & Perimeter: With Comfort Wand, Kills Ants, Cockroaches, Spiders, Fleas & Ticks, Odor Free, 1.1 gal.
★★★★★ ~ 72,185

Market Share Leaders:



Brands Observed

17,879

▲ 6% vs Prior Period

Items Observed

96,737

▲ 58% vs Prior Period

Department Summary

Keywords Observed

70,873

▲ 60% vs Prior Period

Sponsorship Activity

▲ 187.3%

60,747,701 Weekly Average

Organic Search Visibility

▼ -11.4%

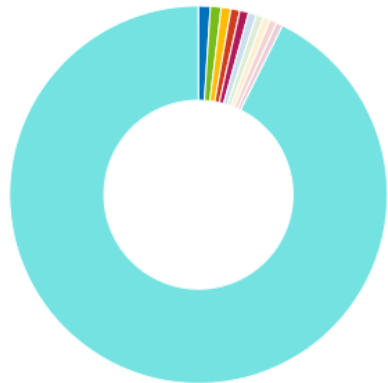
20,220,581,472 Weekly Average

Top-Selling Brands



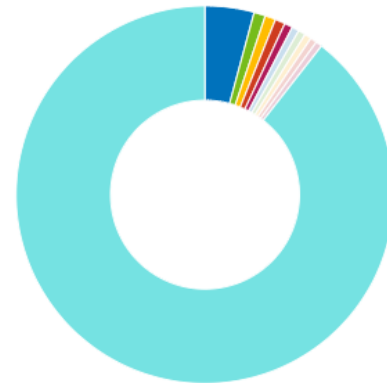
- PURINA FANCY FEAST 10.57%
- PETS SAFE 6.35%
- PURINA PRO PLAN 6.12%
- BLUE BUFFALO 5.30%
- BLINK HOME SECURITY 5.28%
- AMAZON BASICS 4.81%
- GREENIES 4.51%
- RING 4.50%
- MILK-BONE 3.26%
- TEMPTATIONS 2.96%
- All Others 46.34%

Top Brands in Organic Search



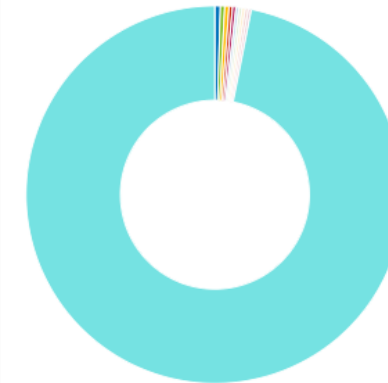
- BLUE BUFFALO 1.01%
- AMAZON BASICS 0.93%
- PETMATE 0.83%
- VAN NESS 0.77%
- MIDWEST HOMES FOR PETS 0.76%
- PETS SAFE 0.68%
- PURINA ONE 0.62%
- HARTZ 0.61%
- ARM & HAMMER 0.58%
- IRIS USA, INC. 0.57%
- All Others 92.65%

Top Brands in Paid Search



- AMAZON BASICS 4.19%
- BEDSURE 0.99%
- BLUE BUFFALO 0.91%
- POTAROMA 0.86%
- CUMBOR 0.70%
- ARM & HAMMER 0.62%
- PETS SAFE 0.62%
- MERRICK 0.59%
- PURINA TIDY CATS 0.55%
- PURINA PRO PLAN 0.54%
- All Others 89.42%

Top-Promoted Brands



- HAMILEDYI 0.47%
- KATHSON 0.38%
- STELLA & CHEWY'S 0.36%
- KUOSER 0.31%
- AMAZON BASICS 0.28%
- MERRICK 0.27%
- HYGGER 0.27%
- PUPTECK 0.26%
- FITWARM 0.25%
- WEEWOODAY 0.25%
- All Others 96.91%

Top-Selling Items:



PetSafe ScoopFree Premium Blue Crystal Litter, 2-Pack – Includes 2 Bags of Lightly Scented Litter – Absorbs Odo...
★★★★☆ ~ 51,587



Blue Buffalo Life Protection Formula Natural Adult Dry Dog Food, Chicken and Brown Rice 30-lb
4.7 ★★★★★ ~ (38,071)



Purina Pro Plan Sensitive Skin and Stomach Dog Food Salmon and Rice Formula - 30 lb. Bag
★★★★☆ ~ 15,654



Purina Fancy Feast Grain Free Pate Wet Cat Food Variety Pack, Seafood Classic Pate Collection and Poultry & Beef Collection
★★★★☆ ~ 47



PetSafe ScoopFree Crystal Litter Tray Refills, Premium Blue Crystals, 3-Pack, Disposable Tray, Includes Leak Protection & Low Tracking Litter, Absorbs Odors On Contact
★★★★☆ ~ 35,640

Market Share Leaders:



Brands Observed

578

▼ -16% vs Prior Period

Items Observed

5,852

▼ -11% vs Prior Period

Department Summary
Keywords Observed

1,667

▲ 60% vs Prior Period

Sponsorship Activity

▲ 20.2%

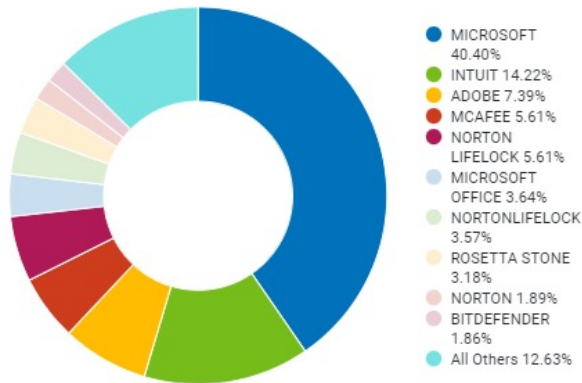
169,890 Weekly Average

Organic Search Visibility

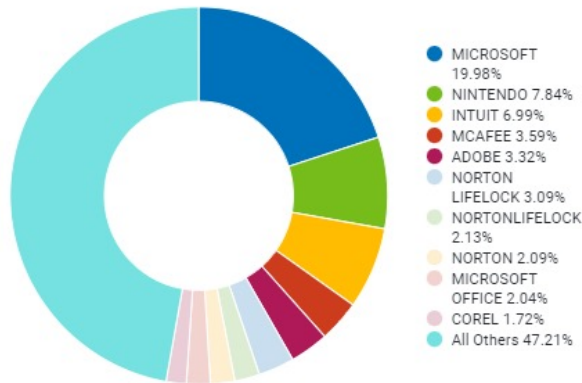
▼ -24.2%

65,446,605 Weekly Average

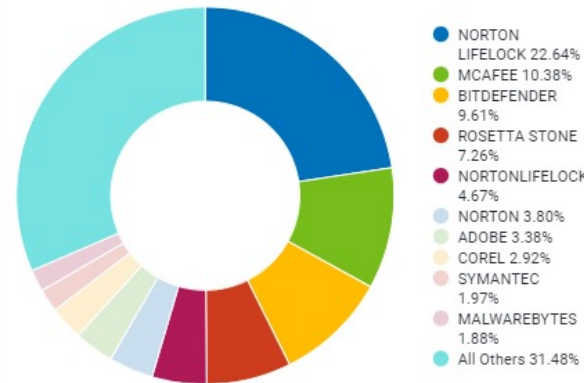
Top-Selling Brands



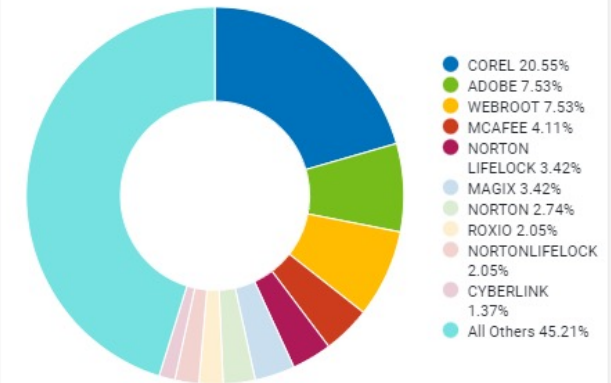
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Microsoft Office Home & Student 2021 | One-Time purchase for 1 PC or MAC | Word, Excel, PowerPoint | Instant Download by Microsoft

★★★★☆ ~ 4,150

Microsoft Office Home & Business 2021 | Word, Excel, PowerPoint, Outlook | One-time purchase for 1 PC or Ma...

by Microsoft

★★★★☆ ~ 602

Adobe Acrobat Professional DC | PDF converter | 12-month Subscription with auto-renewal, PC/Mac by Adobe DC

★★★★☆ ~ 912

Amazon's Choice

Microsoft OEM System Builder | Windows 11 Pro | Intended use for new systems | Authorized by Microsoft

Dec 1, 2021

★★★★☆ ~ 503

Best Seller

Microsoft System Builder | Windows 11 Home | Intended use for new systems | Install on a new PC | Branded by Microsoft

Dec 1, 2021

★★★★☆ ~ 503

Market Share Leaders:



Brands Observed

51,121

▲ 0% vs Prior Period

Items Observed

499,586

▲ 60% vs Prior Period

Department Summary
Keywords Observed

199,903

▲ 30% vs Prior Period

Sponsorship Activity

▲ 93.2%

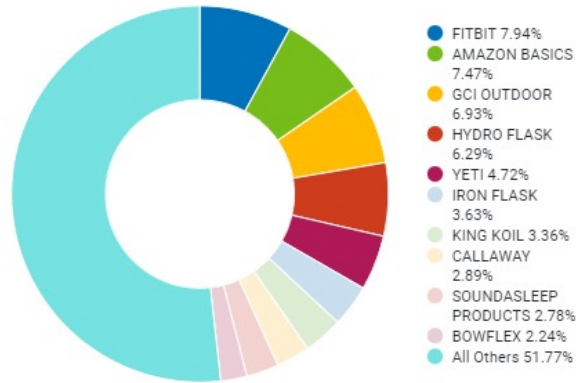
109,312,896 Weekly Average

Organic Search Visibility

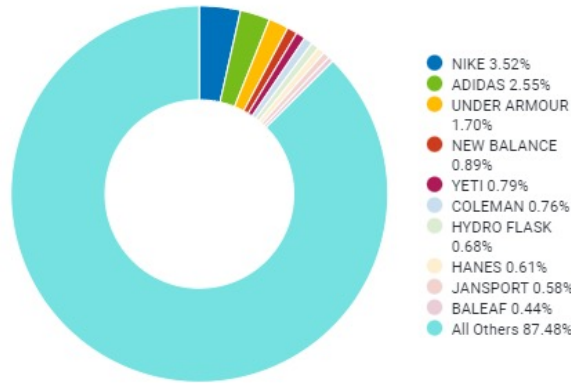
▼ -20.6%

53,552,416,428 Weekly Average

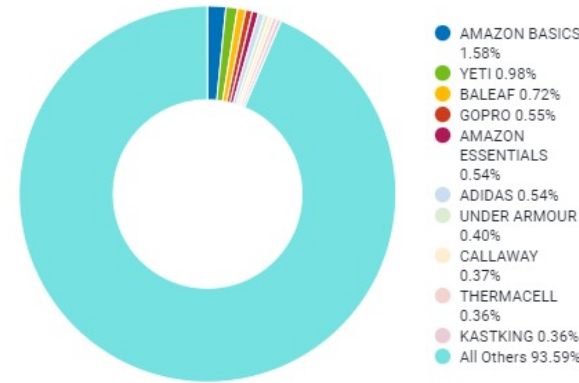
Top-Selling Brands



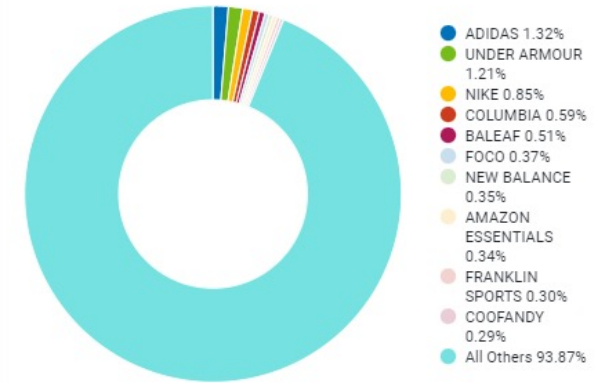
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



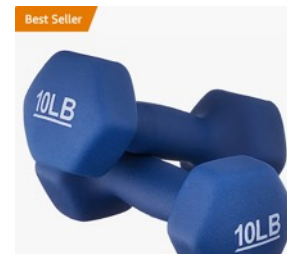
Top-Selling Items:



Best Seller
Fitbit Charge 5 Advanced Health & Fitness Tracker with Built-in GPS, Stress Management Tools, Sleep...
★★★★☆ ~ 23,339



Best Seller
GCI Outdoor Freestyle Rocker Portable Rocking Chair & Outdoor Camping Chair, Black
Patio Garden
★★★★★ ~ 1,427



Best Seller
Amazon Basics Neoprene Workout Dumbbell
★★★★★ ~ 83,237



King Koil Luxury Air Mattress Queen with Built-in Pump for Home, Camping & Guests - 20" Queen Size Inflatable Airbed Luxury Double Hig...
★★★★★ ~ 38,325



SoundAsleep Dream Series Luxury Air Mattress with ComfortCoil Technology & Built-in High Capacity Pump for Home & Camping- Double Height, Adjustable,...
★★★★★ ~ 55,296

Market Share Leaders:



everydrop®



Brands Observed

39,905

▲ 1% vs Prior Period

Items Observed

245,827

▲ 32% vs Prior Period

Department Summary
Keywords Observed

195,127

▲ 25% vs Prior Period

Sponsorship Activity

▲ 114.1%

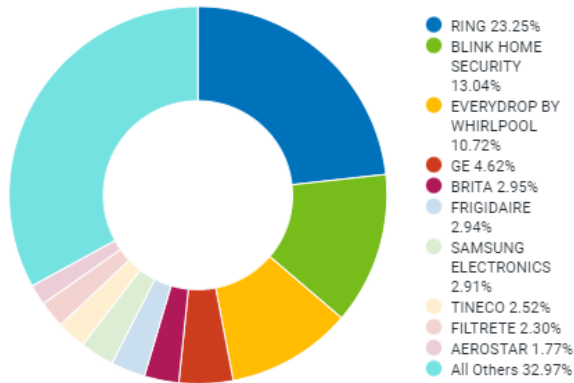
103,400,297 Weekly Average

Organic Search Visibility

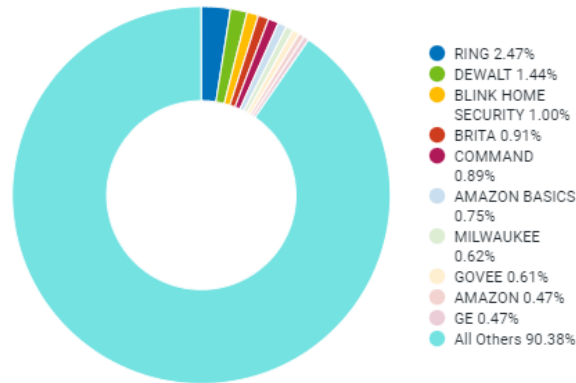
▼ -17.7%

38,406,492,565 Weekly Average

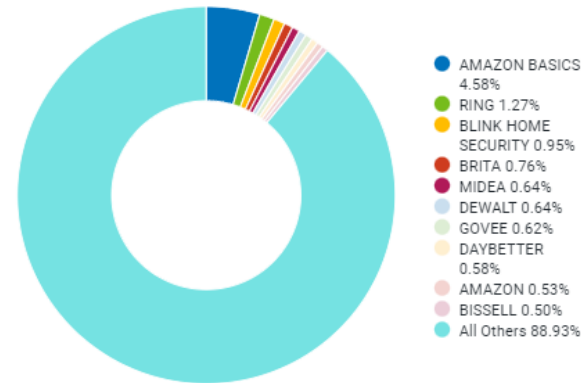
Top-Selling Brands



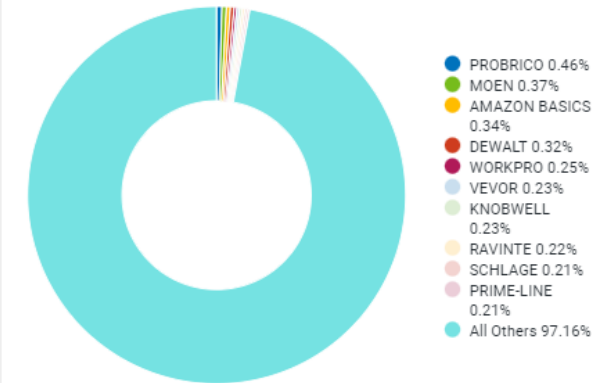
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Featured from Amazon brands

Blink Outdoor (3rd Gen) – wireless, weather-resistant HD security camera with two-year battery life and motion detection, set up in minutes – 6...

★★★★☆ ~ 175,442

Best Seller

everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Single-Pack, Purple

★★★★☆ ~ 87,200

Featured from our brands

Ring Video Doorbell - 1080p HD video, improved motion detection, easy installation – Satin Nickel

★★★★☆ ~ 159,478

Amazon's Choice

Featured from Amazon brands

All-new Ring Indoor Cam (2nd Gen) | 1080p HD Video & Color Night Vision, Two-Way Talk, and Manual Audio & Video Privacy Cover (2023 release) |...

★★★★☆ ~ 1,030

Best Seller

Featured from Amazon brands

Ring Video Doorbell - 1080p HD video, improved motion detection, easy installation – Satin Nickel

★★★★☆ ~ 166,322

Market Share Leaders:



TLITLIMOM



Brands Observed

20,580

▼ -1% vs Prior Period

Items Observed

106,939

▲ 29% vs Prior Period

Department Summary
Keywords Observed

149,664

▲ 46% vs Prior Period

Sponsorship Activity

▲ 169.6%

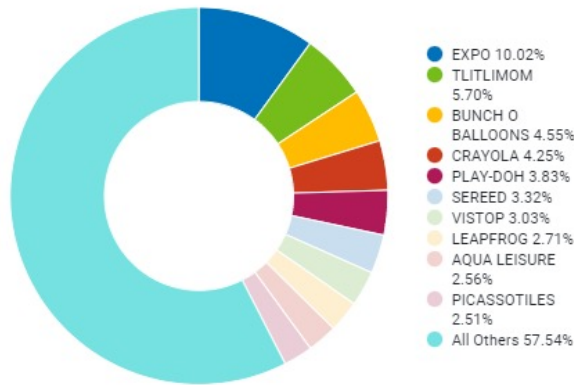
160,676,201 Weekly Average

Organic Search Visibility

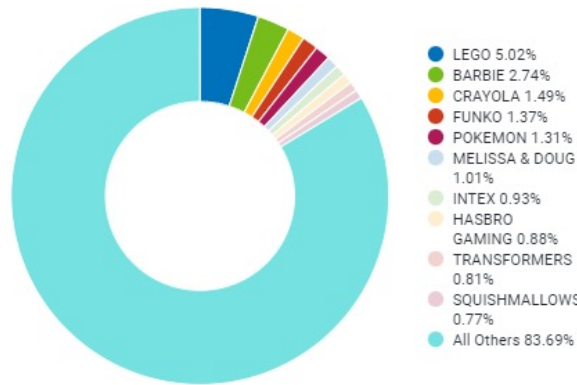
▼ -13.7%

38,439,582,776 Weekly Average

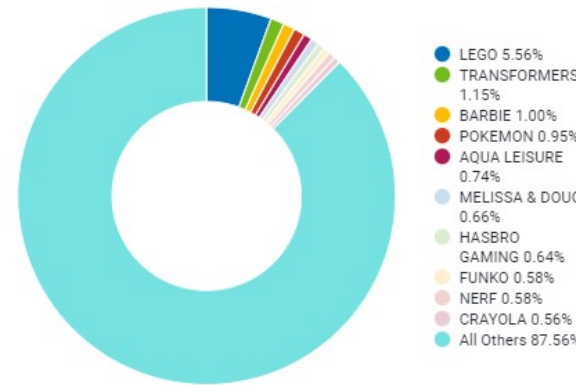
Top-Selling Brands



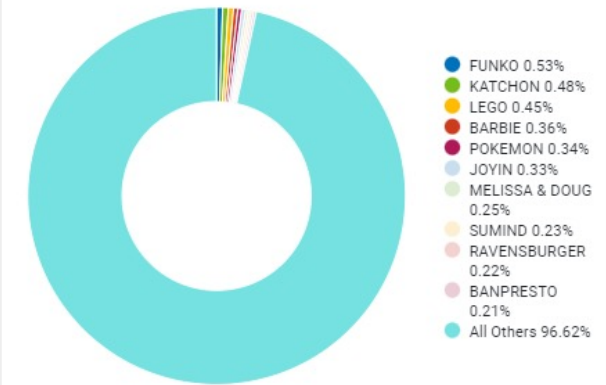
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



EXPO Low Odor Dry Erase Markers, Chisel Tip, Assorted Colors, 16 Pack & Low Odor Dry Erase Markers, Chisel Tip, Black, 12 Count
★★★★★ ~ 56,585



SEREED Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler Balance Bike, 4 Wheels Toddler First Bike, Fir...
★★★★★ ~ 3,682



SOPPYCID Reusable Water Bomb Balloons, Latex-Free Silicone Water Ball with Mesh Bag, Self-Sealing Water Bom...
★★★★★ ~ 1,101



Bunch O Balloons Multi-Colored (10 Bunches) by ZURU, 350+ Rapid-Filling Self-Sealing Instant Water Balloons for Outdoor Family, Children Summ...
★★★★★ ~ 15,492



VISTOP Non-Slip Splash Pad for Kids and Dog, Thicken Sprinkler Pool Summer Outdoor Water Toys - Fun Backyard Fountain Play Mat for Bab...
★★★★★ ~ 3,719

Market Share Leaders:



Brands Observed

5,739

▲ 8% vs Prior Period

Items Observed

40,140

▲ 12% vs Prior Period

Department Summary

Keywords Observed

23,022

▲ 17% vs Prior Period

Sponsorship Activity

▲ 70.0%

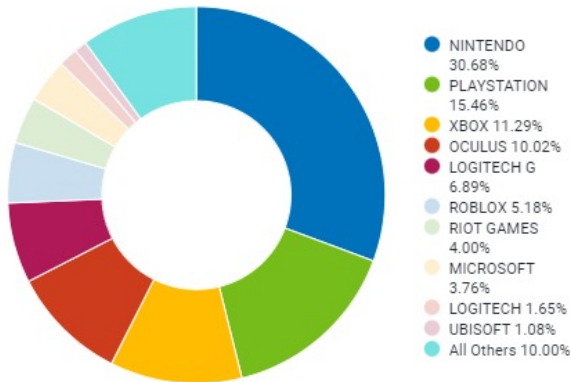
6,869,394 Weekly Average

Organic Search Visibility

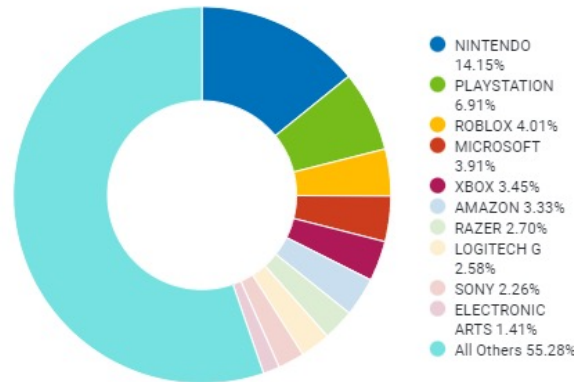
▼ -10.1%

7,835,889,075 Weekly Average

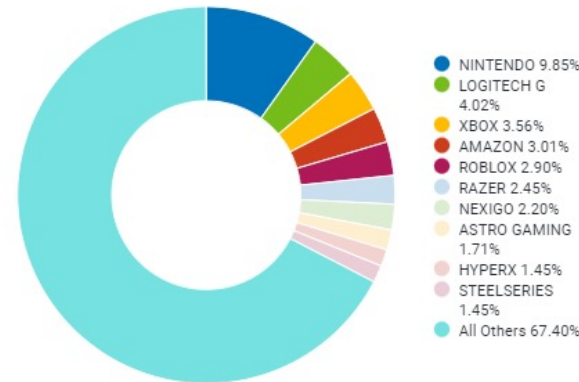
Top-Selling Brands



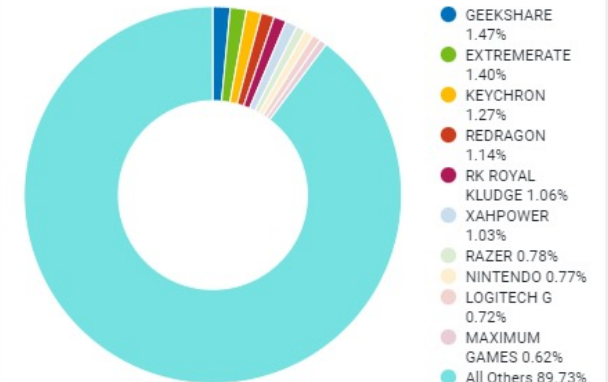
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Meta Quest 2 — Advanced All-In-One Virtual Reality Headset — 128 GB
by Meta Quest
★★★★★ ~ 84,605

Amazon's Choice

Nintendo Switch™ with Neon Blue and Neon Red Joy-Con™
Oct 14, 2022
★★★★★ ~ 3,651

PlayStation 5 Console CFI-1215A01X
PlayStation
★★★★★ 1,577

Nintendo Switch – OLED Model - The Legend of Zelda: Tears of the Kingdom Edition
Apr 28, 2023
★★★★★ ~ 34,847

Amazon's Choice

Xbox Series X
Nov 10, 2020
★★★★★ ~ 22,994

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HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



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