





















Digital Grocery Department Performance Report

JULY 2023



 Baking	 Bakery & Bread	 Beverages	 Breakfast & Cereal
 Candy	 Coffee	 Dairy & Eggs	 Deli
Produce Unbranded Fresh Produce	 Frozen Foods	 Meat & Seafood	 Snacks, Cookies & Chips
 Air Fresheners	 Bathroom Supplies	 Batteries	 Cleaning Supplies
 Laundry	 Paper & Plastic	 Pest Control	

Report Overview

This report provides a holistic overview of each major grocery 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



Digital Grocery

- Baking..... 1
- Bread & Bakery..... 2
- Beverages..... 3
- Breakfast & Cereal..... 4
- Candy..... 5
- Coffee..... 6
- Dairy & Eggs..... 7
- Deli..... 8
- Fresh Produce..... 9
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Market Share Leaders:



Produce
Unbranded



Brands Observed

54

▲ 13% vs Prior Period

Items Observed

169

▲ 2% vs Prior Period

Department Summary

Keywords Observed

35,727

▲ 55% vs Prior Period

Organic Search Visibility

▲ 6.8%

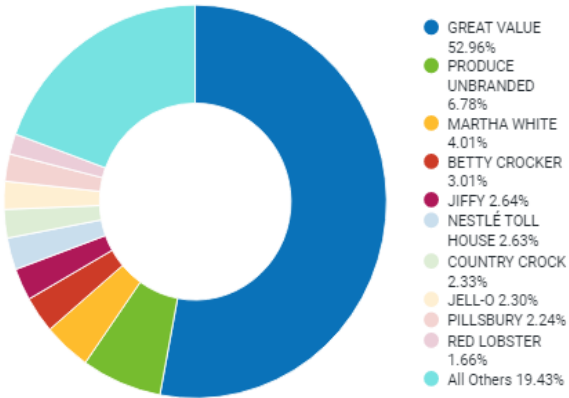
8,362,662,084 Weekly Average

Sponsorship Activity

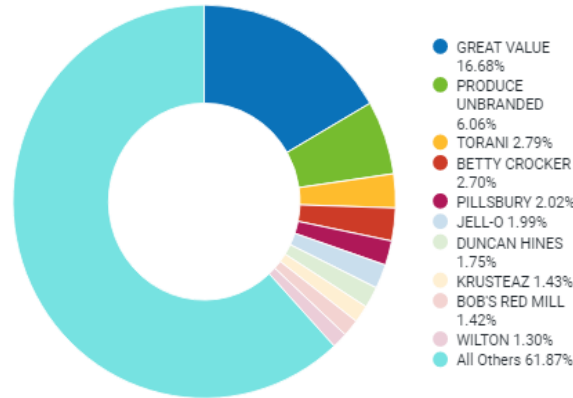
▲ 107.8%

1,554,840 Weekly Average

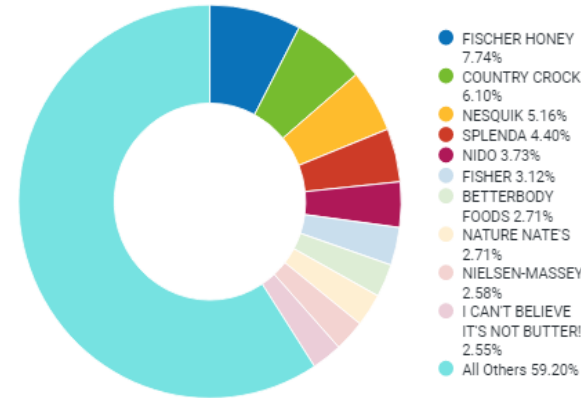
Top-Selling Brands



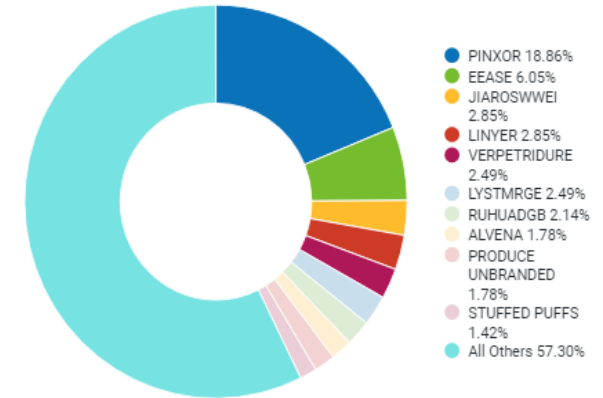
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



\$2.44 20.3 c/oz
Great Value Semi-Sweet Chocolate Baking Chips, 12 oz Bag
★★★★☆ 215



\$6.88 4.3 c/oz
Great Value Granulated Sugar, 10 lbs
★★★★☆ 2394



\$3.74 22.7 c/oz
Nestle Toll House Chocolate Chip Cookie Dough, 16.5 oz
★★★★☆ 637



\$4.22 8.8 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★☆ 1542

Market Share Leaders:



Brands Observed

37

▼ -44% vs Prior Period

Items Observed

166

▼ -42% vs Prior Period

Department Summary

Keywords Observed

18,370

▲ 54% vs Prior Period

Organic Search Visibility

▲ 42.9%

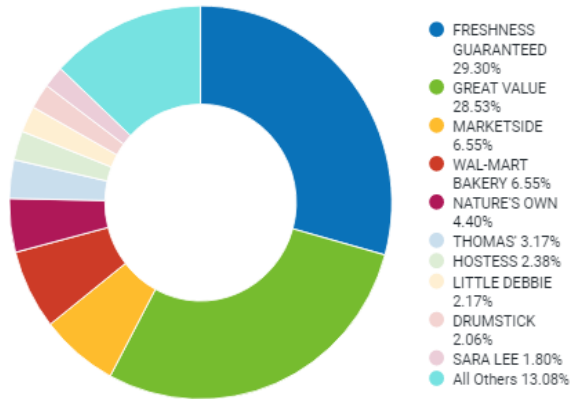
9,050,489,959 Weekly Average

Sponsorship Activity

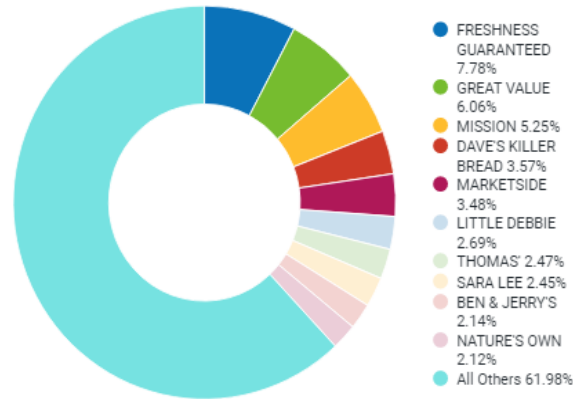
▲ 50.6%

538,608 Weekly Average

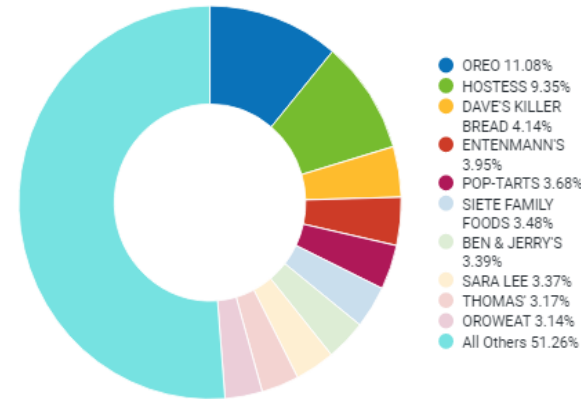
Top-Selling Brands



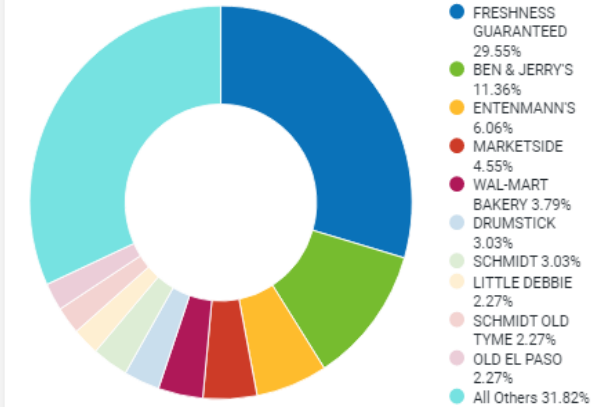
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$1.46 7.3 c/oz
Great Value White Round Top Bread Loaf, 20 oz



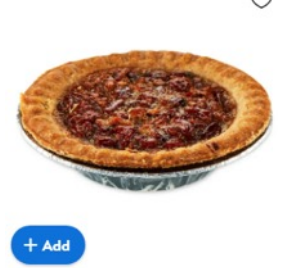
\$1.46 13.3 c/oz
Great Value Hamburger Buns, 8 Count, 11 oz



\$1.46 7.3 c/oz
Great Value White Sandwich Bread, 20 oz



\$1.46 13.3 c/oz
Great Value Hot Dog Buns, White, 11 oz, 8 Count



\$0.74 22.8 c/oz
Freshness Guaranteed 4" Mini Pecan Pie, 3.25 oz

Market Share Leaders:



Brands Observed

78

▲ 50% vs Prior Period

Items Observed

164

▲ 5% vs Prior Period

Department Summary

Keywords Observed

34,421

▲ 50% vs Prior Period

Organic Search Visibility

▼ -8.5%

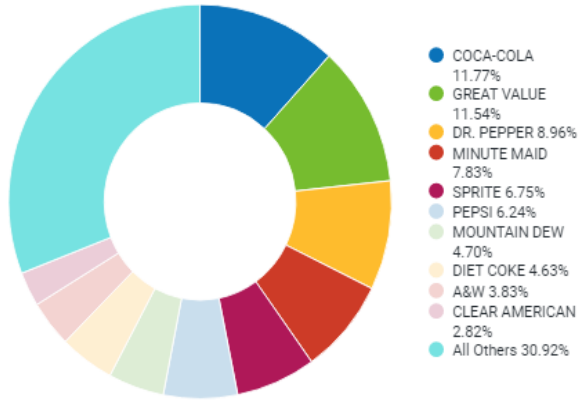
17,659,482,498 Weekly Average

Sponsorship Activity

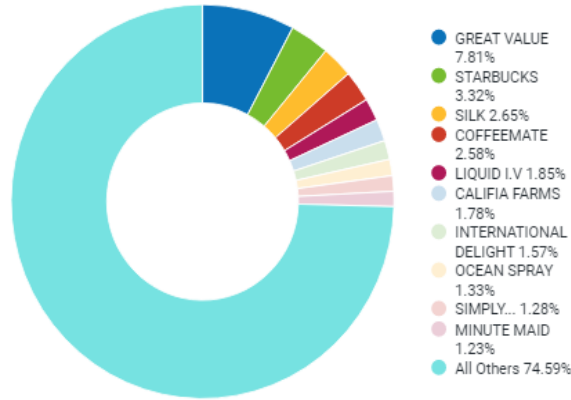
▲ 165.1%

6,643,798 Weekly Average

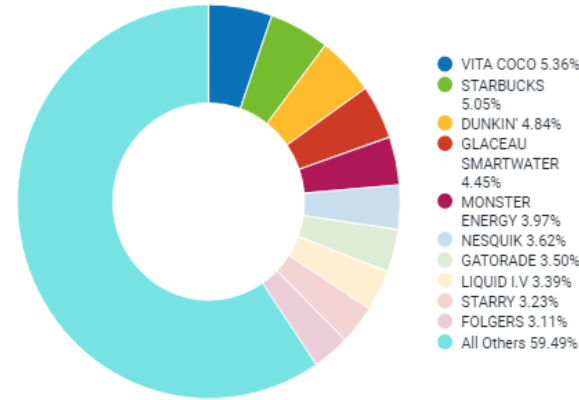
Top-Selling Brands



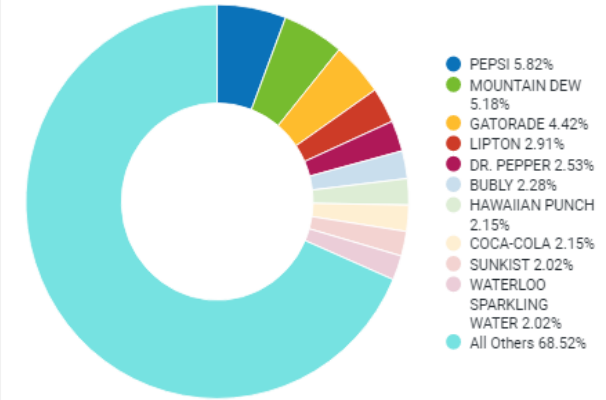
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$13.18 4.6 c/fl oz
Coca-Cola Soda Pop, 12 fl oz, 24 Pack Cans
★★★★★ 14722



+ Add

\$13.18 4.6 c/fl oz
Diet Coke Soda Pop, 12 fl oz, 24 Pack Cans
★★★★★ 4832



\$13.18 4.6 c/fl oz
Sprite Lemon Lime Soda Pop, 12 fl oz, 24 Pack Cans
★★★★★ 5651



+ Add

\$13.18 4.6 c/fl oz
Coca-Cola Zero Sugar Soda Pop, 12 fl oz, 24 Pack Cans
★★★★★ 3630



+ Add

\$3.78 3.7 c/fl oz
Dr Pepper Soda, .5 L bottles, 6 pack
★★★★★ 2226

Market Share Leaders:



Produce Unbranded



Brands Observed

52

▼ -2% vs Prior Period

Items Observed

144

▼ -14% vs Prior Period

Department Summary

Keywords Observed

23,217

▲ 57% vs Prior Period

Organic Search Visibility

▲ 4.1%

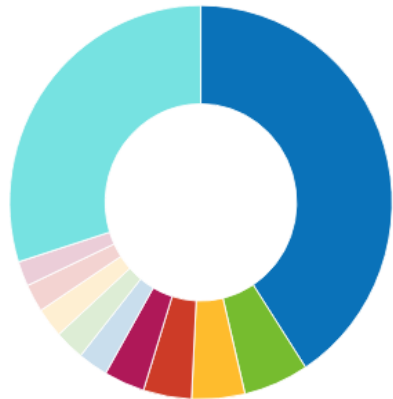
7,622,663,741 Weekly Average

Sponsorship Activity

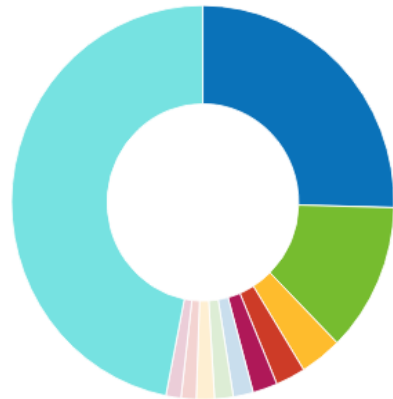
▲ 122.5%

1,243,368 Weekly Average

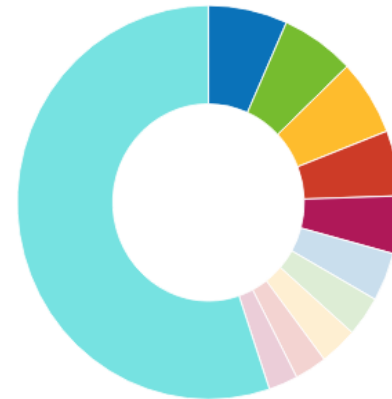
Top-Selling Brands



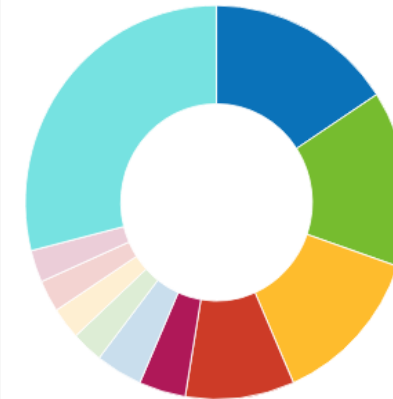
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$3.16 19.8 c/oz
Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



+ Add

\$3.31 2.6 c/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



+ Add

\$3.32 14.8 c/oz
Great Value Seasoned Potato Hash Brown Patties, Shredded, 1 lb 6.5 oz, 10 Count (Frozen)



+ Add

\$5.12 272 c/oz
Original Cinnamon Toast Crunch Breakfast Cereal, 18.8 OZ Family Size Cereal Box
★★★★★ 2890



+ Add

\$6.57 26.3 c/oz
Great Value Pancake & Sausage on a Stick, 25 oz, 10 Count (Frozen)
★★★★☆ 172

Market Share Leaders:



Brands Observed

82

▲ 22% vs Prior Period

Items Observed

159

▼ -10% vs Prior Period

Department Summary

Keywords Observed

19,632

▲ 81% vs Prior Period

Organic Search Visibility

▼ -28.1%

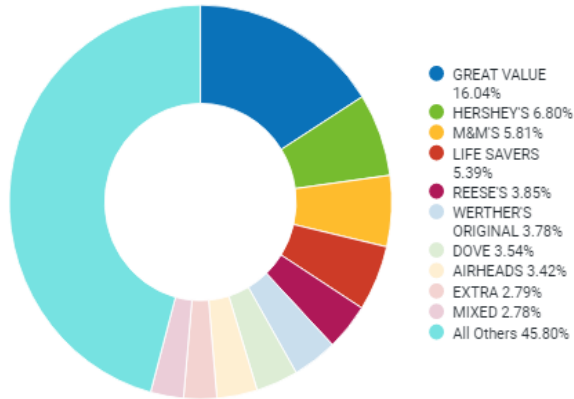
3,838,831,409 Weekly Average

Sponsorship Activity

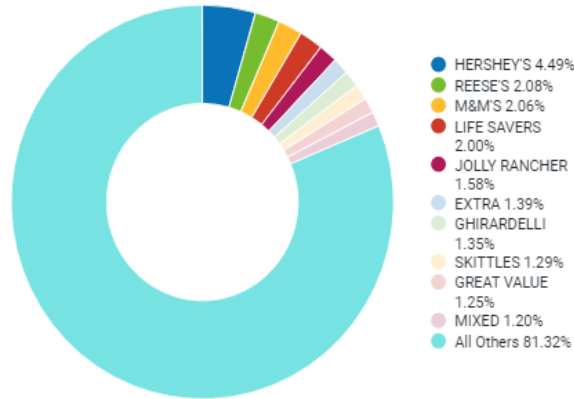
▲ 111.7%

1,091,727 Weekly Average

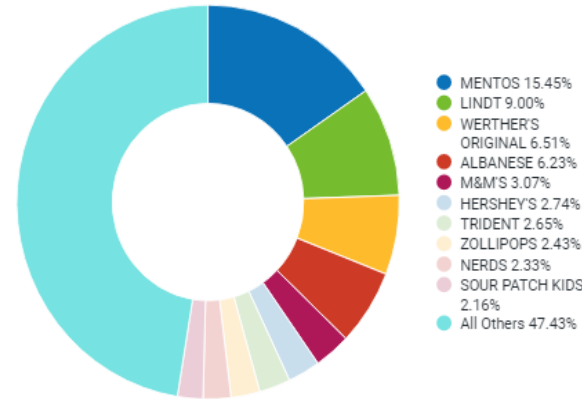
Top-Selling Brands



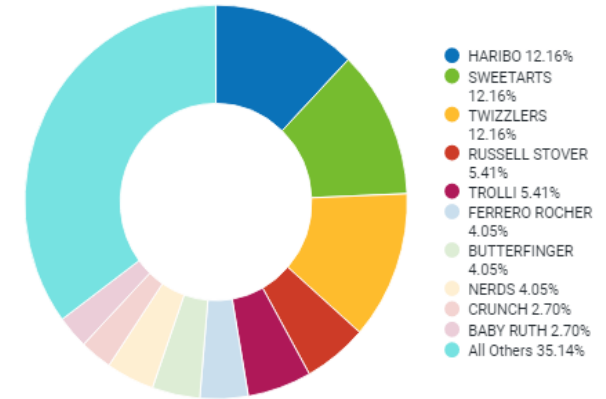
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$1.00 28.4 c/oz
Great Value Milk Chocolate with Salted Toffee Bar, 3.52 oz
★★★★☆ 53



\$1.00 28.4 c/oz
Great Value Dark Chocolate Bar, 3.52 oz
★★★★☆ 38



\$5.12 57.5 c/oz
Snickers, Twix & More Back To School Chocolate Bar Variety Pack- 30 ct
★★★★☆ 607



\$7.98 24.2 c/oz
Airheads Candy Variety Gravity Feed Box, 60 Individually Wrapped Assorted Fruit Bar
★★★★☆ 144



\$1.00 28.4 c/oz
Great Value Dark Chocolate with Chopped Almond Bar, 3.52 oz
★★★★☆ 40

Market Share Leaders:



Brands Observed

54

▲ 4% vs Prior Period

Items Observed

180

▼ -24% vs Prior Period

Department Summary

Keywords Observed

15,932

▲ 70% vs Prior Period

Organic Search Visibility

▼ -1.3%

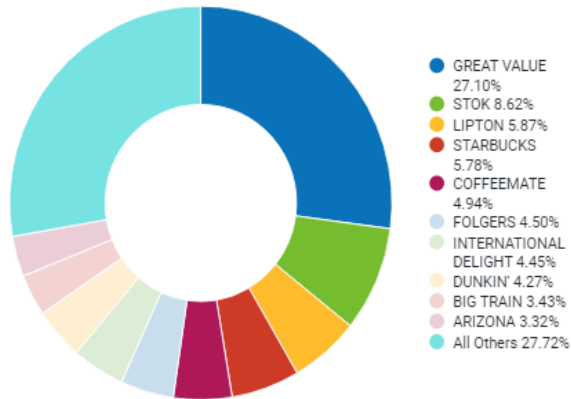
6,142,827,915 Weekly Average

Sponsorship Activity

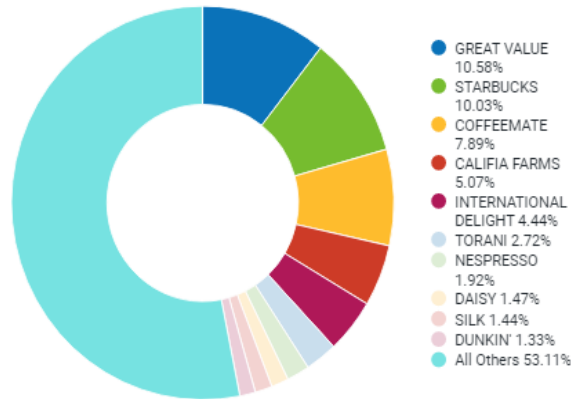
▲ 155.8%

2,185,953 Weekly Average

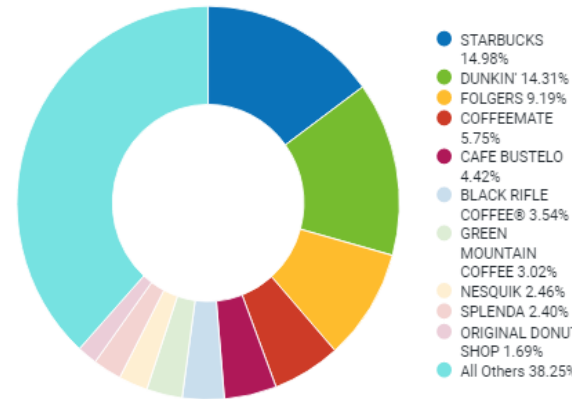
Top-Selling Brands



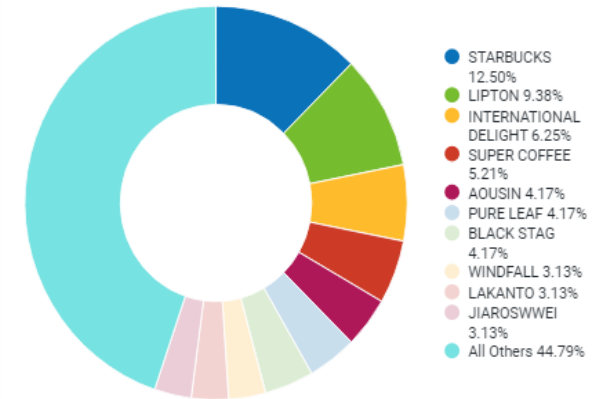
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5.86 12.2 c/fl oz
SToK Cold Brew Coffee, Black Unsweetened, 48 Oz.
★★★★☆ 417



\$5.86 12.2 c/fl oz
SToK Cold Brew Coffee, Not Too Sweet, 48 Oz.
★★★★☆ 251



\$3.12 78.0 c/lb
Great Value Pure Granulated Sugar, 4 lb
★★★★☆ 4776



\$4.14 25.9 c/fl oz
GTS Synergy Trilogy Kombucha Drink Organic & Raw, 16 Fl Oz
★★★★☆ 557



\$7.46 11.7 c/fl oz
Nestle Coffee mate French Vanilla Liquid Coffee Creamer, 64 fl oz
★★★★☆ 1053



Market Share Leaders:



Brands Observed

32

▼ -30% vs Prior Period

Items Observed

126

▼ -26% vs Prior Period

Department Summary

Keywords Observed

23,278

▲ 72% vs Prior Period

Organic Search Visibility

▲ 52.1%

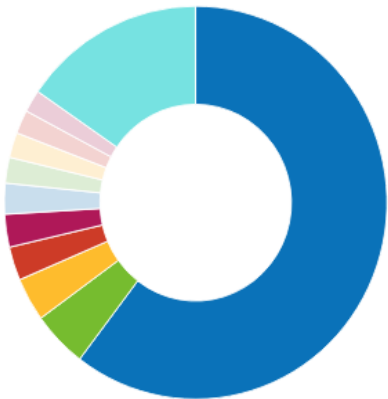
19,154,108,575 Weekly Average

Sponsorship Activity

▲ 268.7%

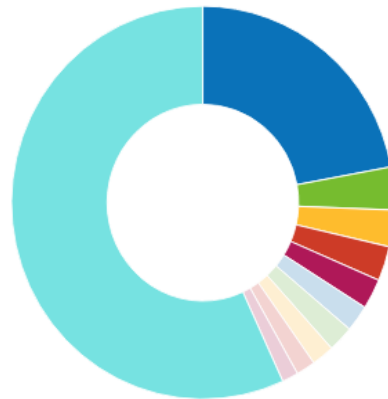
2,026,283 Weekly Average

Top-Selling Brands



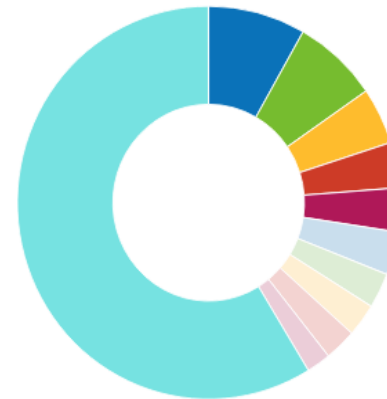
- GREAT VALUE 60.37%
- PILLSBURY 4.64%
- SARGENTO 3.59%
- VELVEETA 2.76%
- KRAFT 2.71%
- COUNTRY CROCK 2.54%
- COFFEEMATE 2.11%
- DAISY 2.07%
- BLUE DIAMOND 1.93%
- I CAN'T BELIEVE IT'S NOT BUTTER! 1.86%
- All Others 15.42%

Top Brands in Organic Search



- GREAT VALUE 22.08%
- CHOBANI 3.52%
- SILK 3.01%
- KRAFT 2.85%
- HORIZON 2.47%
- SARGENTO 2.19%
- COFFEEMATE 2.15%
- PHILADELPHIA 1.89%
- CALIFIA FARMS 1.61%
- OIKOS 1.38%
- All Others 56.85%

Top Brands in Paid Search



- STARBUCKS 8.23%
- CHOBANI 7.15%
- NOOSA 4.66%
- COFFEEMATE 3.75%
- SARGENTO 3.60%
- VIOLIFE 3.56%
- COUNTRY CROCK 2.89%
- SILK 2.73%
- TILLAMOOK 2.67%
- FAIRLIFE 2.03%
- All Others 58.72%

Top-Promoted Brands



- CABOT 9.22%
- CREAMERY 8.51%
- PRIMA DELLA 8.51%
- CRYSTAL FARMS 7.80%
- KRAFT 7.80%
- CHOBANI 5.67%
- GREAT VALUE 4.26%
- CHALLENGE 2.84%
- LAND O LAKES 2.84%
- VELVEETA 2.84%
- IMPERIAL 2.84%
- All Others 45.39%

Top-Selling Items:



+ Add

\$3.31 2.6 c/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



+ Add

\$3.09 2.4 c/fl oz
Great Value 2% Reduced Fat Milk, 128 Fl Oz



+ Add

\$5.93 13.2 c/oz
Country Crock Original Vegetable Oil Spread, 45 oz Tub



+ Add

\$2.91 2.3 c/fl oz
Great Value 1% Low Fat Milk, Gallon, 128 fl oz



+ Add

Now \$1.72 \$6.92 53.8 c/oz
Lunchables Turkey & American Cheese Cracker Stackers Kids Lunch Snack, 3.2 oz Tray
★★★★☆ 114

Market Share Leaders:



Brands Observed

50

▼ -48% vs Prior Period

Items Observed

164

▼ -47% vs Prior Period

Department Summary

Keywords Observed

26,112

▲ 63% vs Prior Period

Organic Search Visibility

▲ 38.4%

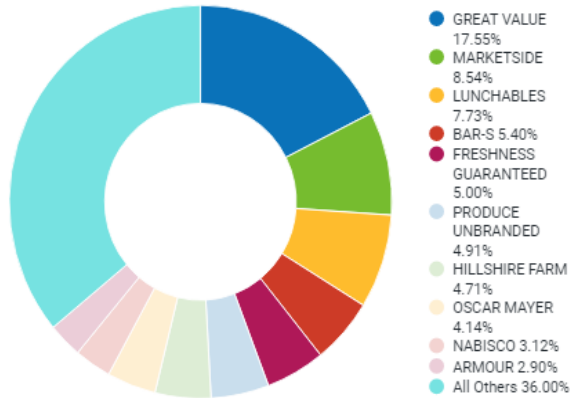
11,277,881,769 Weekly Average

Sponsorship Activity

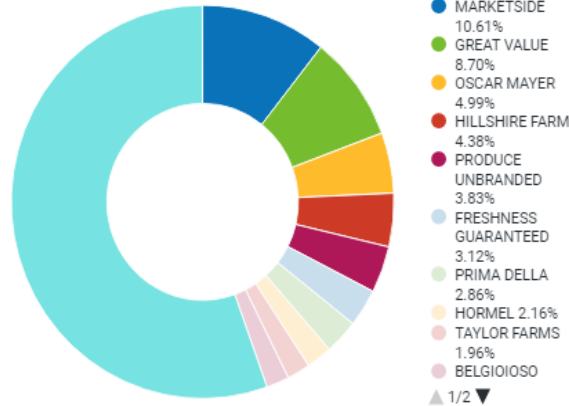
▲ 132.4%

944,202 Weekly Average

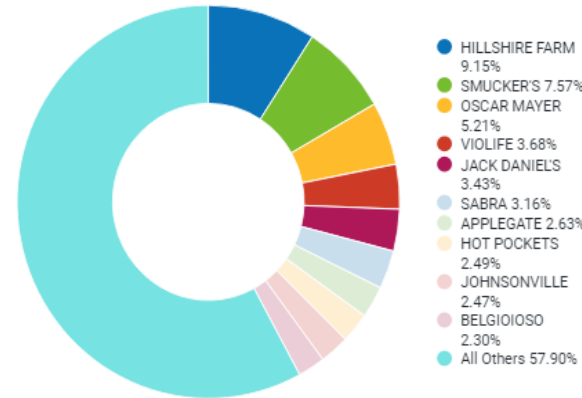
Top-Selling Brands



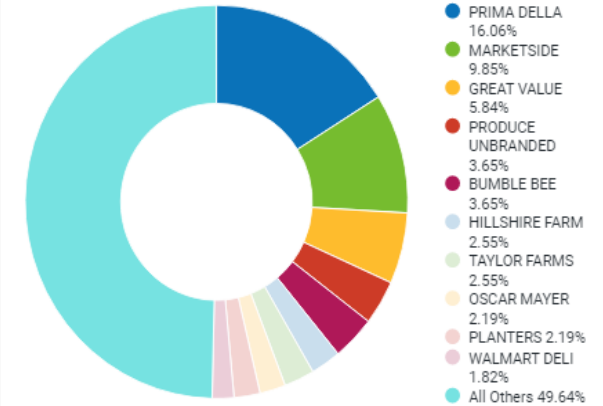
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$1.18 \$1.57/lb
Bar S Classic Chicken Franks, 12 oz, 8 Count



+ Add

\$8.68 43.4 c/oz
Nabisco Classic Mix Variety Pack, OREO Mini, CHIPS AHOY! Mini, Nutter Butter Bits, RITZ Bits Cheese, School...



+ Add

\$6.28 \$6.28/lb
Oscar Mayer Original Bacon Naturally Hardwood Smoked, 16 Oz Pack



+ Add

\$2.07 4.7 c/fl oz
Marketside Classic Style Lemonade, 44 Fl Oz



+ Add

Now \$1.72 \$1.92 391 c/oz
Lunchables Nachos Cheese Dip & Salsa Kids Lunch Snack, 4.4 oz Tray

Market Share Leaders:

Produce Unbranded



Fieldpack Unbranded

Fresh Produce

Brands Observed

21

▲ 11% vs Prior Period

Items Observed

117

▼ -9% vs Prior Period

Department Summary

Keywords Observed

16,634

▲ 60% vs Prior Period

Organic Search Visibility

▲ 79.7%

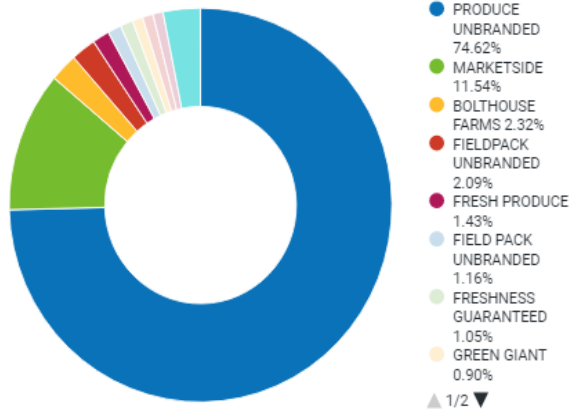
11,121,218,003 Weekly Average

Sponsorship Activity

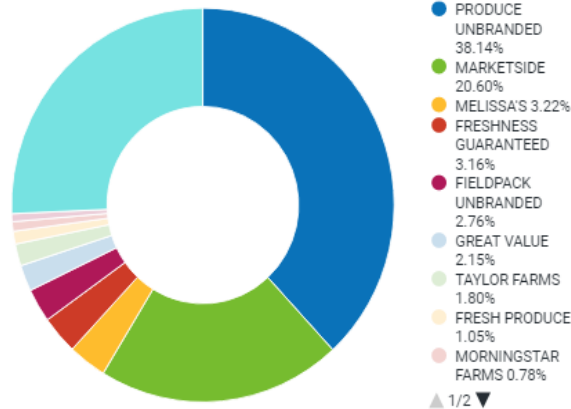
▲ 154.1%

354,963 Weekly Average

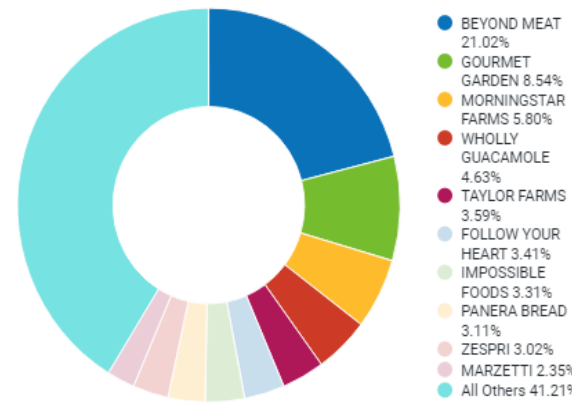
Top-Selling Brands



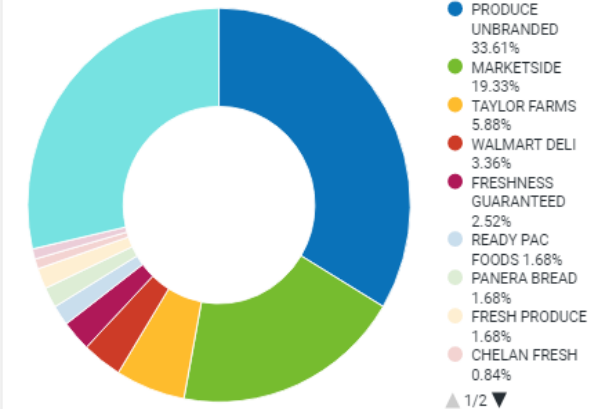
Top Brands in Organic Search



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

\$0.68
Fresh Cucumber, Each

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

\$1.27 each \$2.08/lb
Final cost by weight
Yellow Peach, Each

\$3.76 each \$1.98/lb
Final cost by weight
Fresh Tomato on the Vine, Bag (1.9 lbs/Bag Est.)

Market Share Leaders:



Brands Observed

25

▼ -19% vs Prior Period

Items Observed

126

▼ -18% vs Prior Period

Department Summary

Keywords Observed

28,372

▲ 55% vs Prior Period

Organic Search Visibility

▲ 36.1%

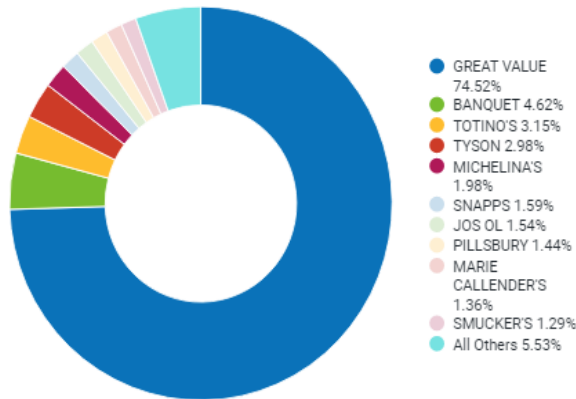
17,139,057,523 Weekly Average

Sponsorship Activity

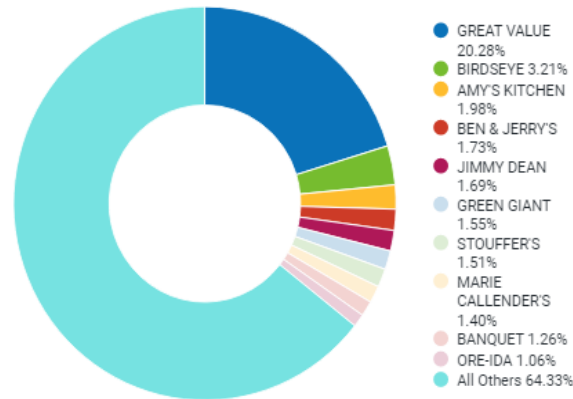
▲ 129.3%

2,089,815 Weekly Average

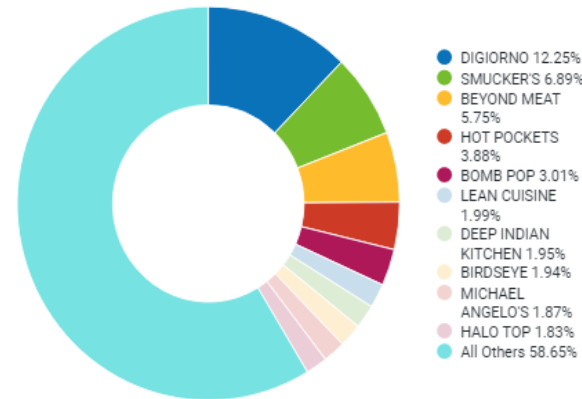
Top-Selling Brands



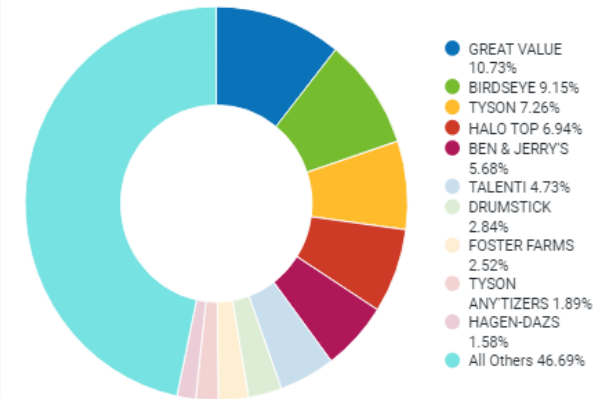
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

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



+ Add

\$3.16 19.8 c/oz
Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



+ Add

\$1.16 9.7 c/ounces
Great Value Frozen Broccoli Florets, 12 oz Steamable Bag



+ Add

\$3.32 14.8 c/oz
Great Value Seasoned Potato Hash Brown Patties, Shredded, 1 lb 6.5 oz, 10 Count (Frozen)



+ Add

\$3.12 39.0 c/oz
Great Value Asparagus Spears, 8 oz (Frozen)

Market Share Leaders:



Produce
Unbranded

Fresh Ground
Beef



Fresh Beef

Brands Observed

46

▼ -48% vs Prior Period

Items Observed

182

▼ -37% vs Prior Period

Department Summary

Keywords Observed

29,191

▲ 62% vs Prior Period

Organic Search Visibility

▲ 17.8%

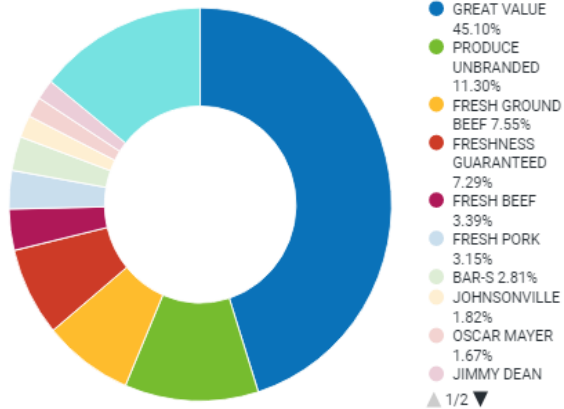
9,996,480,508 Weekly Average

Sponsorship Activity

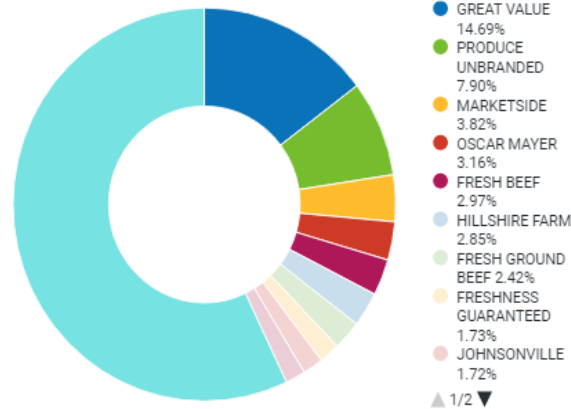
▲ 215.5%

1,155,357 Weekly Average

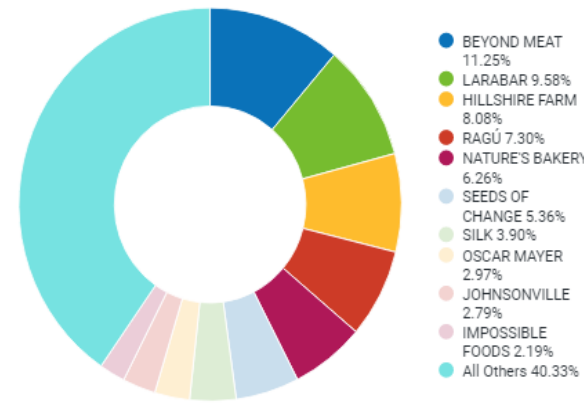
Top-Selling Brands



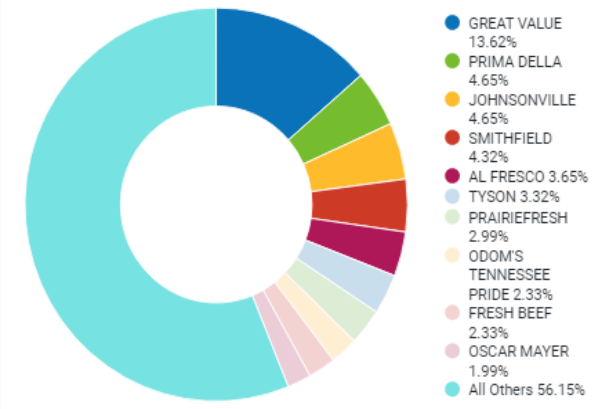
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5.97 \$11.97/lb
Freshness Guaranteed Fresh Chicken Drumsticks, 5 lb



\$5.92 \$5.92/lb
All Natural* 80% Lean/20% Fat Ground Beef Chuck, 1 lb Tray



\$4.22 8.8 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★★ 1542



\$1.12 11.2 c/fl oz
Great Value Worcestershire Sauce, 10 fl Ounce
★★★★☆ 401



\$9.74 \$3.25/lb
Options from \$9.74 - \$12.58
Great Value All Natural Boneless Skinless Chicken Breasts, 3 lb (Frozen)
+4 options

Market Share Leaders:



Brands Observed

55

▼ -19% vs Prior Period

Items Observed

157

▲ 1% vs Prior Period

Department Summary

Keywords Observed

38,528

▲ 58% vs Prior Period

Organic Search Visibility

▼ -9.5%

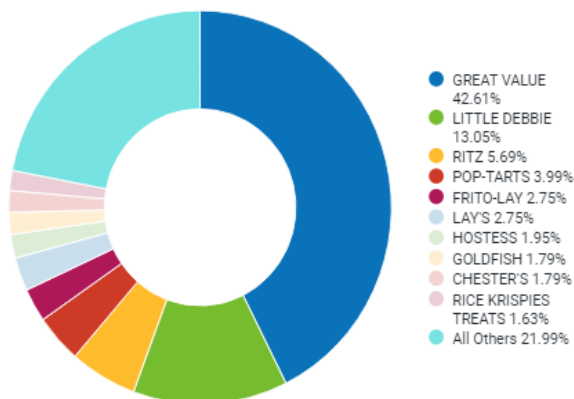
15,120,230,902 Weekly Average

Sponsorship Activity

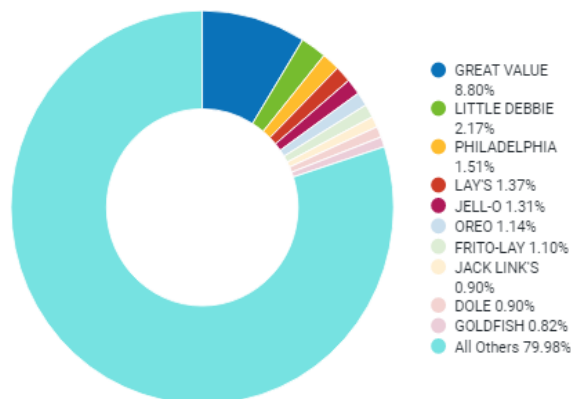
▲ 124.5%

3,642,345 Weekly Average

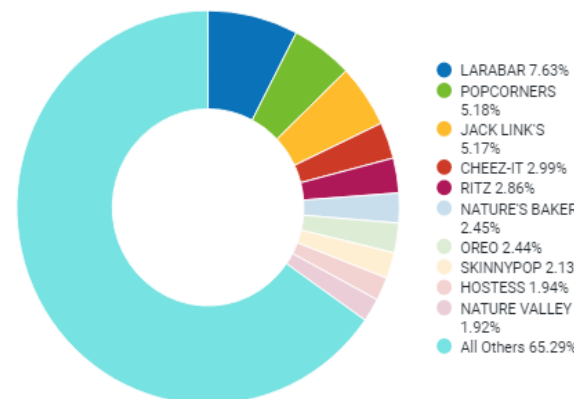
Top-Selling Brands



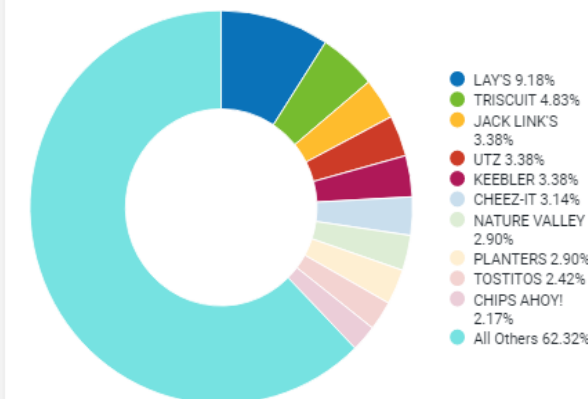
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$2.68 20.5 c/oz

Little Debbie Cosmic Brownies, 13 oz



+ Add

\$1.97 16.4 c/oz

Great Value Peanut Butter Wafer Bars, 12 oz, 6 Count

★★★★☆ 221



+ Add

\$1.86 37.2 c/ea

Great Value Cheese Dip & Breadsticks Snacks, 1 oz, 5 Count

★★★★☆ 194



+ Add

\$1.97 15.2 c/oz

Great Value Creme Filled Swiss Rolls Snack Cakes, 13 oz, 6 Count



+ Add

\$2.12 16.3 c/oz

Great Value Restaurant Style White Corn Tortilla Chips, 13 oz

★★★★☆ 689



Household Essentials

Air Fresheners.....	14
Bathroom Supplies.....	15
Batteries.....	16
Cleaning Supplies.....	17
Laundry.....	18
Paper & Plastic.....	19
Pest Control.....	20



Market Share Leaders:



Brands Observed

20

▼ -66% vs Prior Period

Items Observed

236

▼ -23% vs Prior Period

Department Summary

Keywords Observed

4,088

▲ 29% vs Prior Period

Organic Search Visibility

▼ -28.6%

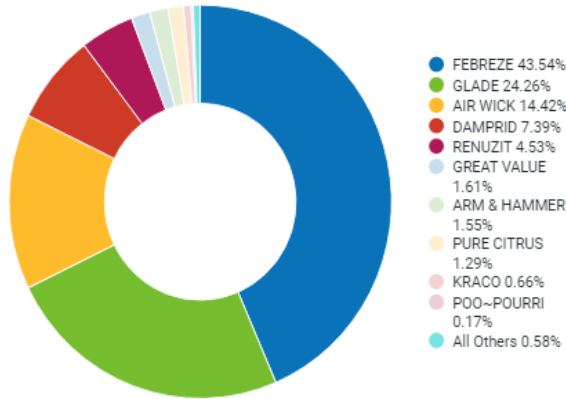
500,075,478 Weekly Average

Sponsorship Activity

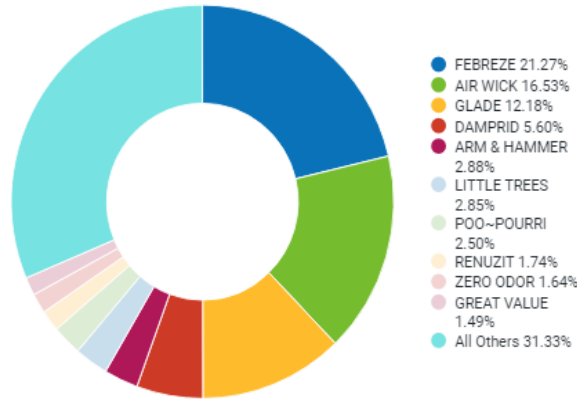
▲ 9.0%

319,004 Weekly Average

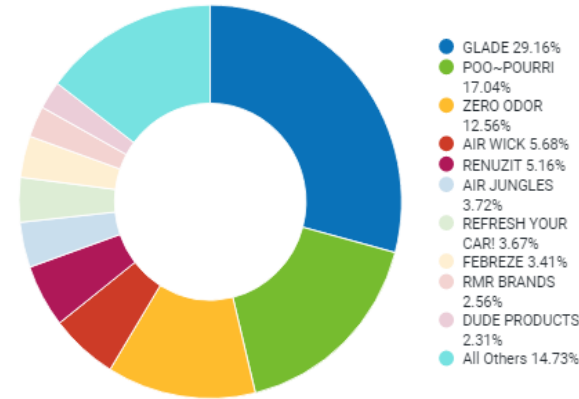
Top-Selling Brands



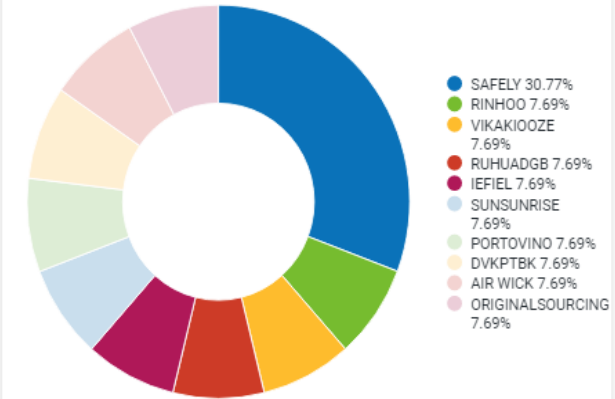
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$13.58 \$15.61/fl oz
Febreze Fade Defy PLUG Air Freshener Refill, Gain Original Scent, (3) 0.87 fl. oz. Oil Refills
★★★★★ 1284



+ Add

\$11.97 25.9 c/oz
DampRid Fresh Scent Hanging Moisture Absorber, 3 Pack
★★★★★ 459



+ Add

\$9.05
Febreze Odor-Fighting Air Freshener, with Downy Scent, April Fresh, Pack of 2, 8.8 fl oz each
★★★★★ 1407



+ Add

\$11.98 \$3.52/fl oz
Glade PlugIns Refill 5 ct, Clean Linen, 3.35 FL. oz. Total, Scented Oil Air Freshener Infused with Essential Oils
★★★★★ 981



+ Add

\$6.24
Febreze Fade Defy Plug Air Freshener & Odor Fighter Starter Kit Gain Scent 0.87 fl. oz. Oil Refill
★★★★★ 1742

Market Share Leaders:



Brands Observed

35

▼ -75% vs Prior Period

Items Observed

121

▼ -59% vs Prior Period

Department Summary

Keywords Observed

6,935

▲ 22% vs Prior Period

Organic Search Visibility

▼ -50.6%

536,880,274 Weekly Average

Sponsorship Activity

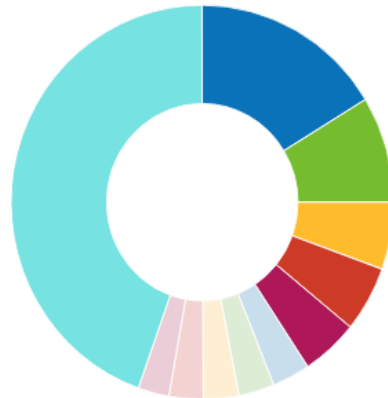
▲ 1.1%

524,559 Weekly Average

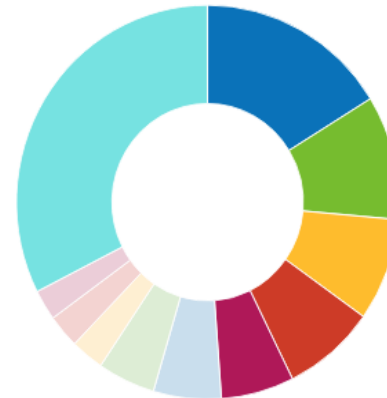
Top-Selling Brands



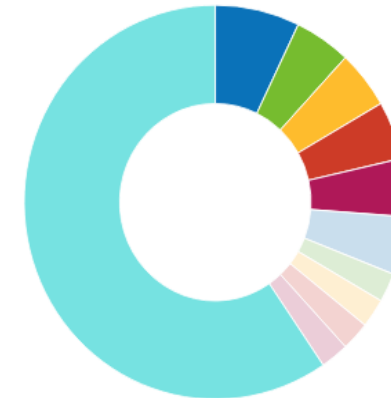
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$1.13 5.4 c/oz
21OZ COMET CLEANSER
★★★★★ 1281



+ Add

Now \$4.97 \$5.59 10.4 c/fl oz
Lysol Power Toilet Bowl Cleaner Gel, For Cleaning and Disinfecting, Stain Removal, 24oz (Pack of 2)
★★★★★ 1550



+ Add

\$2.27 9.5 c/fl oz
Lysol Power Toilet Bowl Cleaner Gel, For Cleaning and Disinfecting, Stain Removal, 24oz
★★★★★ 750



+ Add

\$1.47 73.5 c/ea
Bowl Fresh Automatic Toilet Bowl Cleaner, Toilet Bowl Freshener with Borax, Fresh Scent, 2 Ct.
★★★★★ 724



+ Add

\$4.17 19.0 c/fl oz
Lysol Pro Kitchen Spray Cleaner and Degreaser, Antibacterial All Purpose Cleaning Spray for Kitchens...
★★★★★ 928

Market Share Leaders:



DURACELL



RAYOVAC



Brands Observed

31

▲ 343% vs Prior Period

Items Observed

165

▲ 65% vs Prior Period

Department Summary

Keywords Observed

1,776

▼ -17% vs Prior Period

Organic Search Visibility

▼ -38.5%

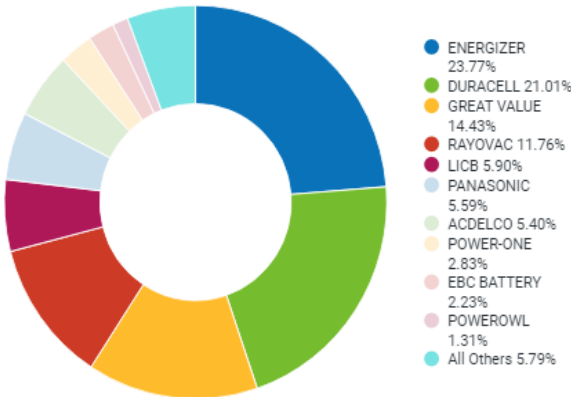
384,148,429 Weekly Average

Sponsorship Activity

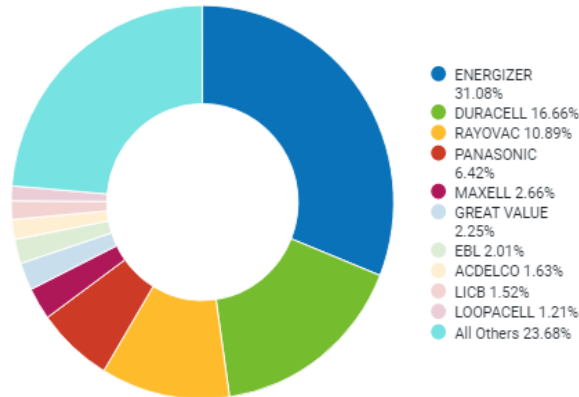
▲ 35.0%

306,355 Weekly Average

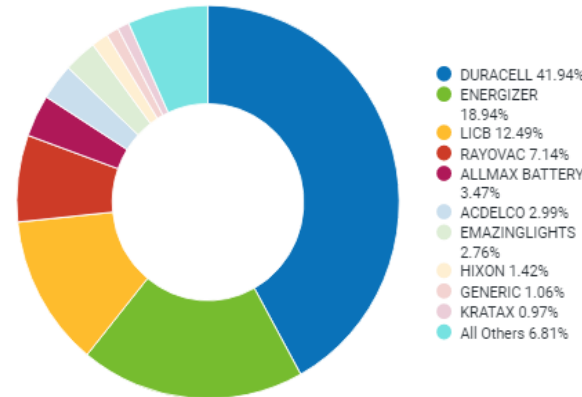
Top-Selling Brands



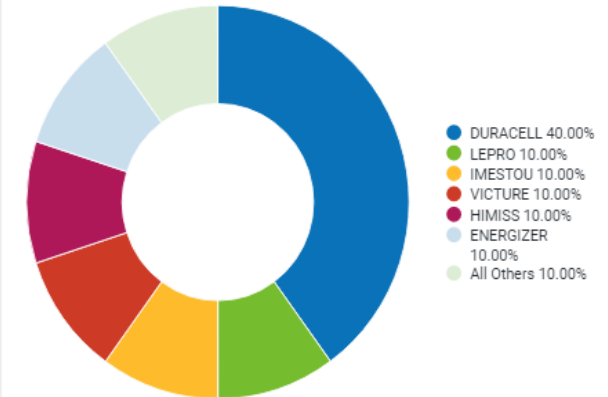
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3.68 46.0 c/ea
Great Value Alkaline AAA Batteries, 8 Count
★★★★★ 539



\$3.68 46.0 c/ea
Great Value Alkaline AA Batteries (8 Pack)
★★★★★ 615



Now \$19.78 \$22.96
Duracell Coppertop AA Battery with POWER BOOST, 24 Pack Long-Lasting Batteries
★★★★★ 5439



\$5.25
Options from \$5.25 - \$7.50
Multi-Pack LR44 AG13 Battery - EBC Premium Alkaline 1.5 Volt Non Rechargeable Round Button Cell...
★★★★★ 194



\$17.49
Power One p312 Hearing Aid Battery (10 Packs of 6 Each)
★★★★★ 205

Market Share Leaders:



Brands Observed

66

▼ -65% vs Prior Period

Items Observed

195

▼ -67% vs Prior Period

Department Summary

Keywords Observed

18,645

▲ 34% vs Prior Period

Organic Search Visibility

▼ -42.7%

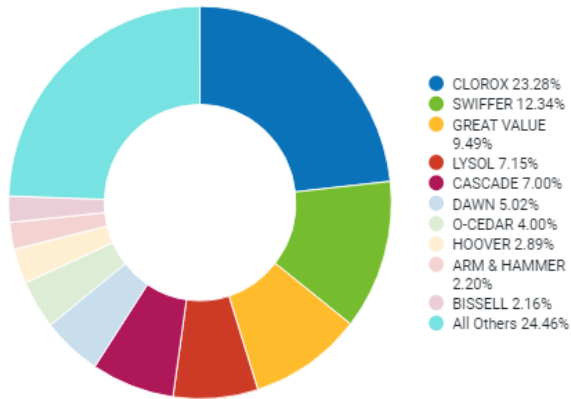
2,006,093,544 Weekly Average

Sponsorship Activity

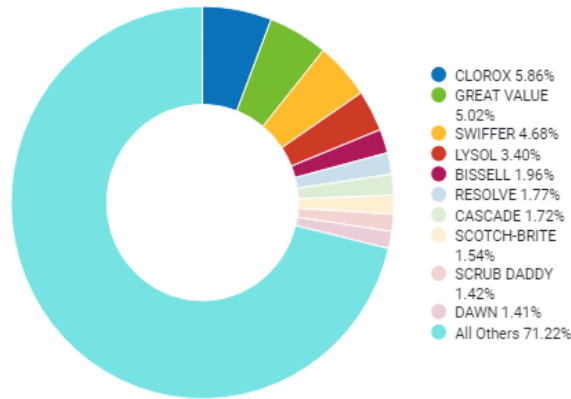
▲ 16.1%

1,854,706 Weekly Average

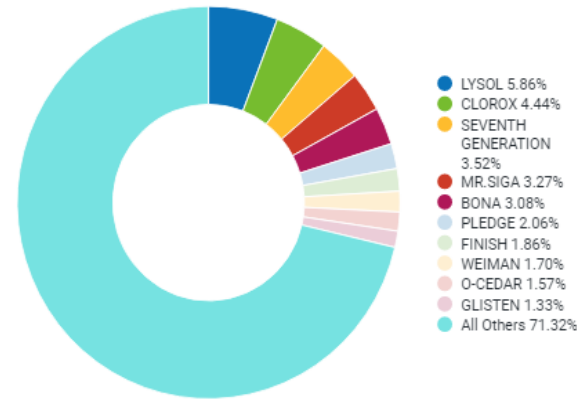
Top-Selling Brands



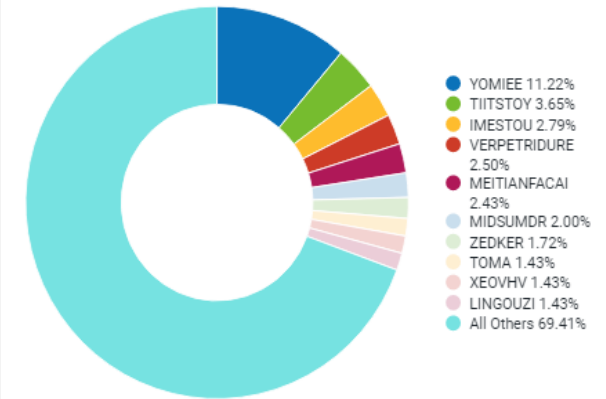
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5.12 10.7 c/fl oz
Pine-Sol Multi-Surface Cleaner, Original, 48 fl oz
★★★★★ 22039



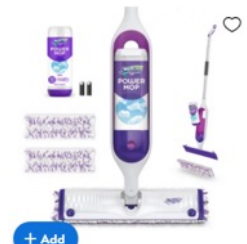
Now \$5.52 \$9.52 7.4 c/ea
Clorox Bleach-Free Disinfecting and Cleaning Wipes, Fresh Scent, 75 Count
★★★★★ 19299



\$10.44 14.9 c/fl oz
Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 70 fl oz
★★★★★ 19280



\$9.97 4.4 c/ea
Great Value Disinfecting Wipes, Fresh and Lemon Scent, 225 Wipes
★★★★★ 1857



\$29.94
Swiffer PowerMop Multi-Surface Mop Kit for Floor Cleaning, Fresh Scent
★★★★★ 1235

Market Share Leaders:



Brands Observed

33

▼ -48% vs Prior Period

Items Observed

214

▼ -35% vs Prior Period

Department Summary

Keywords Observed

7,293

▲ 46% vs Prior Period

Organic Search Visibility

▼ -45.6%

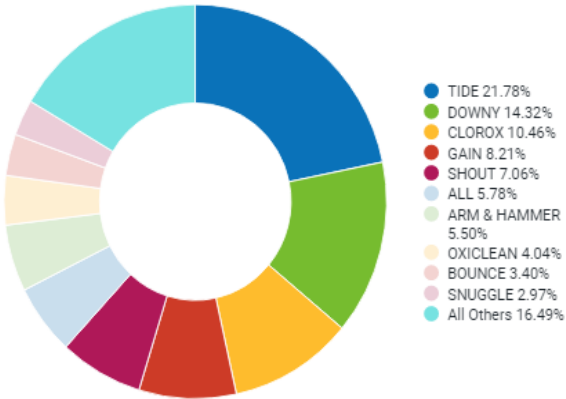
902,554,317 Weekly Average

Sponsorship Activity

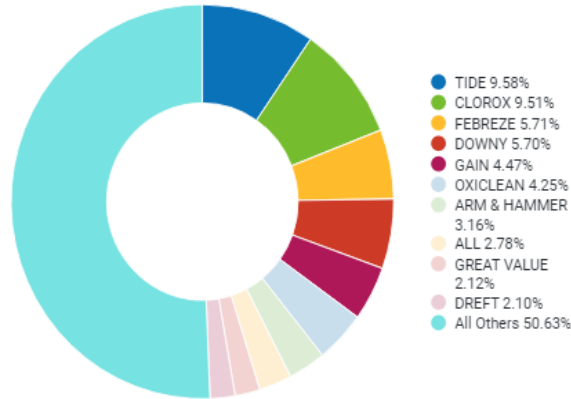
▲ 82.8%

751,016 Weekly Average

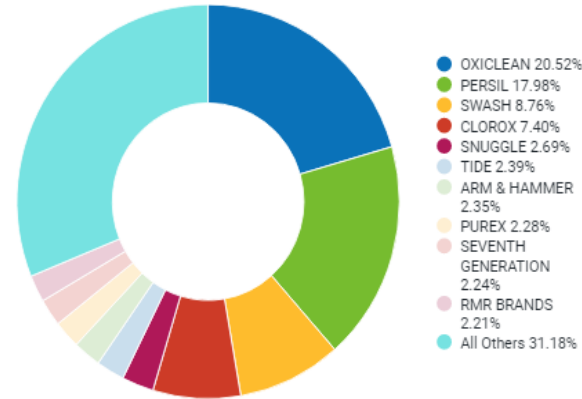
Top-Selling Brands



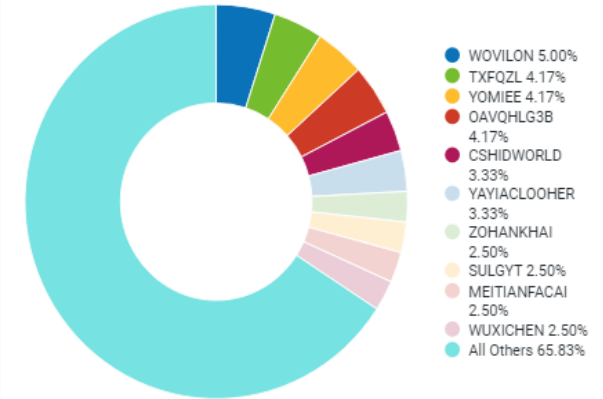
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$4.98 20.8 c/ea

Shout Color Catcher, Dye-Trapping Sheets, 24 Sheets

★★★★☆ 21364



+ Add

\$12.97 27.0 c/fl oz

Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Cool Cotton, 48.00 fl oz

★★★★★ 1130



+ Add

\$27.24 24.3 c/ea

Tide Pods Laundry Detergents Soap Packs, Spring Meadow, 112 Ct

★★★★★ 1424



+ Add

\$12.97 27.0 c/fl oz

Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Fresh Lavender, 48.00 fl oz

★★★★★ 767



+ Add

\$3.48 15.8 c/fl oz

Shout Triple-Acting, Laundry Stain Remover, 22 Ounce

★★★★★ 822

Market Share Leaders:



Brands Observed

41

▲ 8% vs Prior Period

Items Observed

220

▲ 26% vs Prior Period

Department Summary

Keywords Observed

15,855

▲ 19% vs Prior Period

Organic Search Visibility

▼ -53.4%

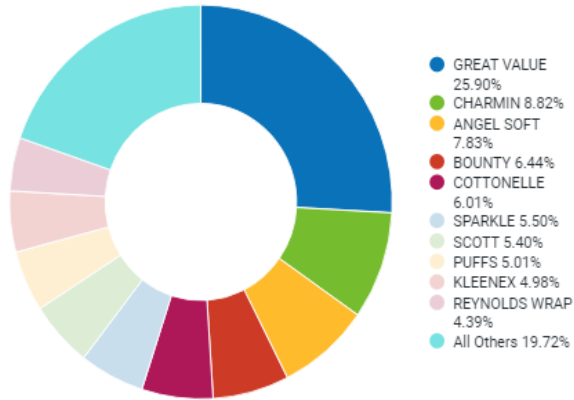
1,464,562,904 Weekly Average

Sponsorship Activity

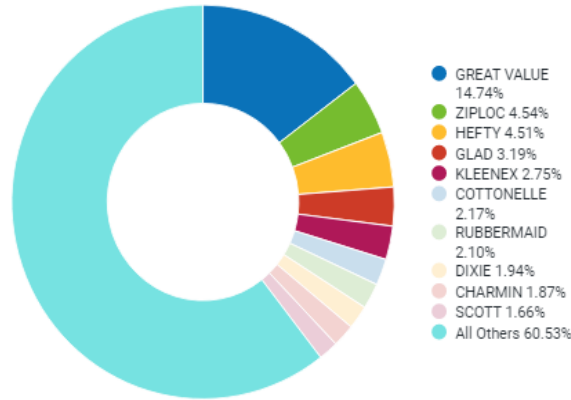
▼ -16.5%

1,098,566 Weekly Average

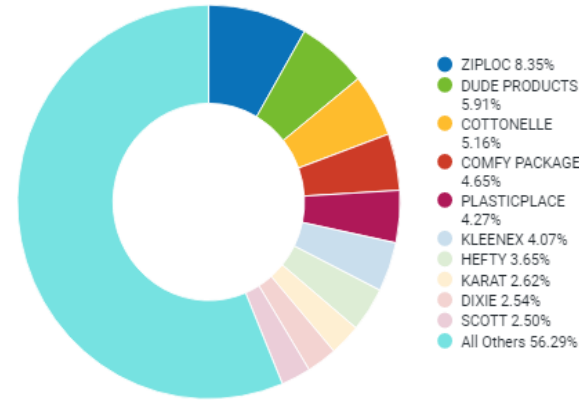
Top-Selling Brands



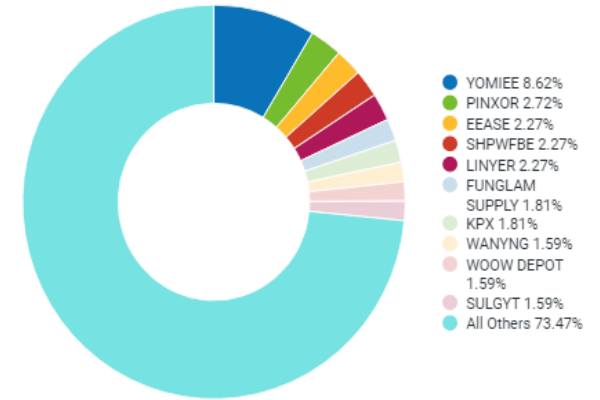
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$22.18 23 c/ea
 Bounty Select-a-Size Paper Towels, 12 Double Rolls, White
 ★★★★★ 10169



\$7.12 13 c/sq ft
 Sparkle Tear-A-Square Paper Towels, White, 6 Double Rolls
 ★★★★★ 2171



\$6.98 5.8 c/ea
 Kleenex Ultra Soft Facial Tissues, 4 Flat Boxes, 120 Tissues per Box, 3-Ply (480 Total Tissues)
 ★★★★★ 9401



\$13.63 0.4 c/ea
 Cottonelle Ultra Comfort Toilet Paper, 12 Mega Rolls
 ★★★★★ 6057



\$6.68 0.2 c/ea
 Angel Soft Toilet Paper, 9 Mega Rolls
 ★★★★★ 13065

Market Share Leaders:



Brands Observed

57

▲ 39% vs Prior Period

Items Observed

151

▲ 19% vs Prior Period

Department Summary

Keywords Observed

5,160

▲ 10% vs Prior Period

Organic Search Visibility

▼ -28.5%

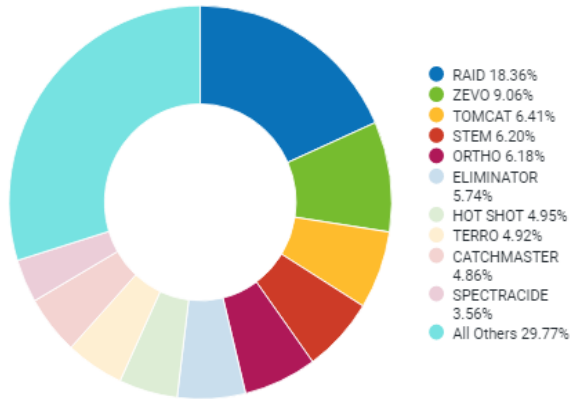
866,764,892 Weekly Average

Sponsorship Activity

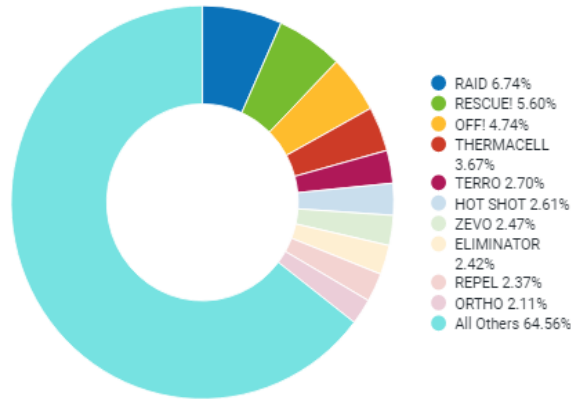
▲ 38.3%

1,461,061 Weekly Average

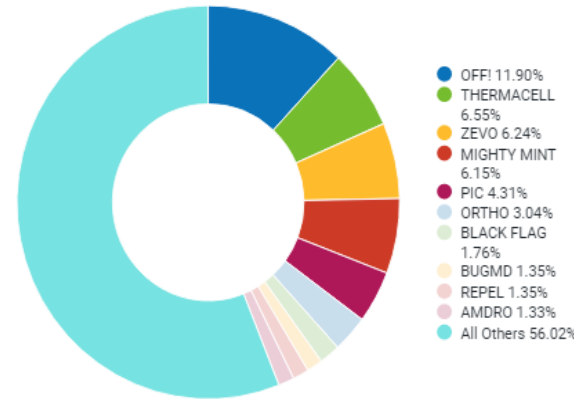
Top-Selling Brands



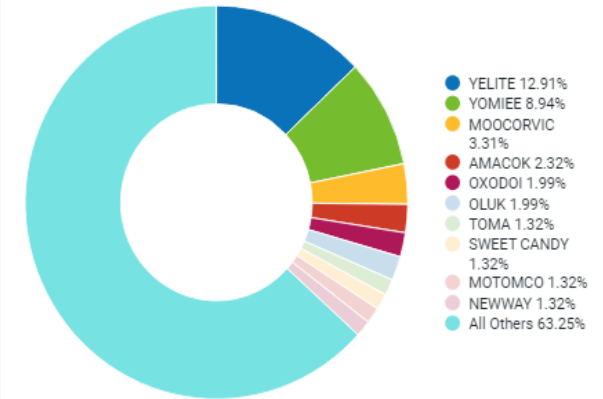
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$20.97
Zevo Flying Insect Fly Trap (1 Device + Refill) Featuring Blue And UV Light To Attract Flying Insects
★★★★☆ 3166



\$7.98 66.5 c/oz
STEM Kills Ants, Roaches and Spiders: Plant-Based Indoor and Outdoor Bug Spray, 12 fl oz
★★★★☆ 2001



\$7.32 61.0 c/oz
Zevo Multi-Insect Killer - Ant, Roach, Fly Spray 12oz
★★★★★ 3493



\$7.98 66.5 c/oz
STEM Kills Flies, Mosquitoes and Gnats: Plant-Based Botanical Bug Spray, 12 fl oz
★★★★★ 983



\$8.97 7.0 c/fl oz
Ortho Home Defense Insect Killer for Indoor & Perimeter 2 Ready-To-Use Trigger Sprayer, 1 Gallon.
★★★★☆ 2734

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