























# Department Performance Report

AUGUST 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

Learn more or schedule a demo at [analyticindex.com](https://analyticindex.com)



# Department Performance Report

August 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

## E<sup>2</sup> Live

Excellence in Ecommerce

*Amazon Edition*

**New York, NY**

**OCTOBER 23, 2023**

**REGISTER NOW**

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**



BETTER **CLICK THROUGH RATES & CONVERSION**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



HUGE **TIME SAVINGS**



MORE **EFFECTIVE AD SPEND**



**CROSS-RETAILER** VISIBILITY



## Interested in learning more?

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306

# Table of Contents

Arts, Crafts & Sewing.....	1
Automotive.....	2
Baby.....	3
Beauty & Personal Care.....	4
Camera & Photo.....	5
Cell Phones & Accessories.....	6
Clothing, Shoes & Jewelry.....	7
Computers & Accessories.....	8
Electronics.....	9
Grocery & Gourmet Food.....	10
Health & Household.....	11
Home & Kitchen.....	12
Kitchen & Dining.....	13
Office Products.....	14
Patio, Lawn & Garden .....	15
Pets Supplies.....	16
Software.....	17
Sports & Outdoors .....	18
Tools & Home Improvement.....	19
Toys & Games.....	20
Video Games .....	21



Market Share Leaders:



EASTHILL



CICIMELON

HTV RONT

Brands Observed

18,645

▼ -6% vs Prior Period

Items Observed

115,069

▲ 32% vs Prior Period

Department Summary

Keywords Observed

95,760

▲ 39% vs Prior Period

Sponsorship Activity

▲ 181.8%

73,011,239 Weekly Average

Organic Search Visibility

▲ 25.9%

11,338,503,155 Weekly Average

Top-Selling Brands



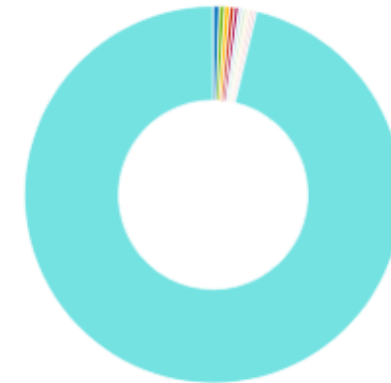
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



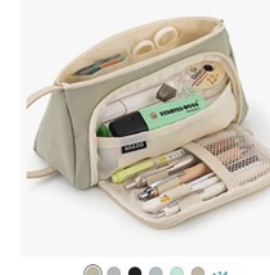
Elmer's Disappearing Purple School Glue Sticks, Washable, 7 Grams, 30 Count  
4.8 ★ (32,386)



CICIMELON Large Capacity Pencil Case 3 Compartment Pouch Pen Bag for School Teen Girl Boy Men Women (Pink)  
4.7 ★ (2,879)



EASTHILL Big Capacity Pencil Case Large Pencil Pouch Stationery Pen Bag for Teen Girls  
4.7 ★ (2,879)



EASTHILL Big Capacity Pencil Case Pouch Pen Case Simple Stationery Bag School College Office Organizer for Teens Girls Adults Student  
4.7 ★ (2,879)



Elmer's Disappearing Purple School Glue, Washable, 12 Pack  
4.8 ★ (28,279)

Market Share Leaders:

**NOCO**



**VACLIFE**



Brands Observed  
**34,558**  
▲ 4% vs Prior Period

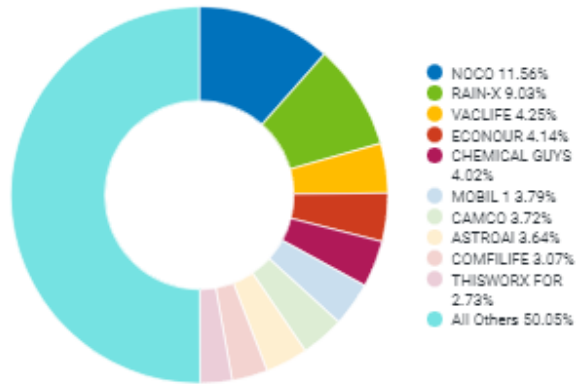
Items Observed  
**505,135**  
▲ 10% vs Prior Period

Department Summary  
Keywords Observed  
**90,086**  
▲ 13% vs Prior Period

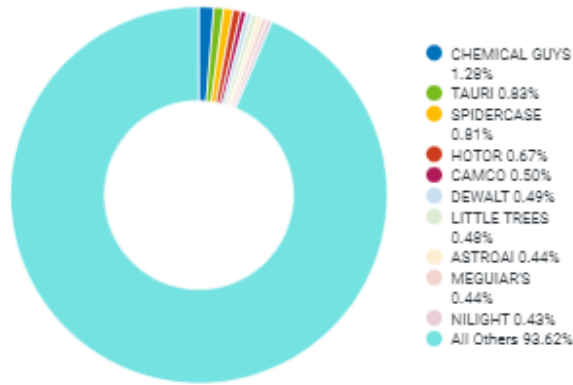
Sponsorship Activity  
**▲ 122.7%**  
48,179,138 Weekly Average

Organic Search Visibility  
**▲ 13.5%**  
11,454,000,733 Weekly Average

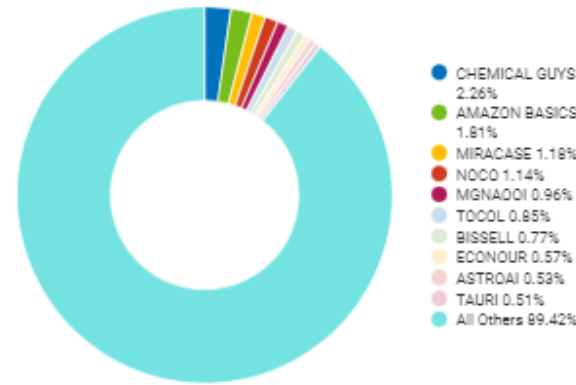
Top-Selling Brands



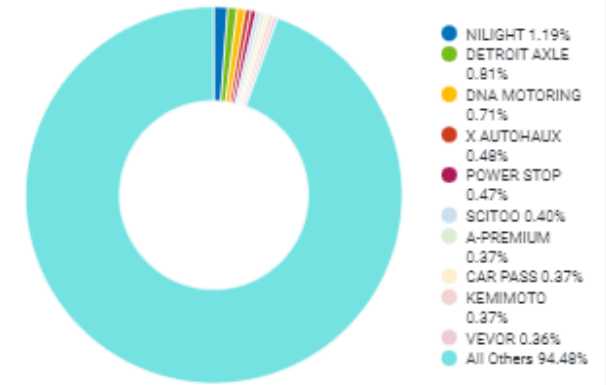
Top Brands in Organic Search



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



**Rain-X - 810165 Latitude Water Repellency Wiper Blade, 22 Inch - 2 Pack**  
4.6 ★ ~ (84,125)



**VacLife Tire Inflator Portable Air Compressor - Air Pump for Car Tires (up to 50 PSI), 12V DC Tire Pump for Bikes (up to 150 PSI)...**  
4.5 ★ ~ (33,752)



**EcoNour Car Windshield Sun Shade, Reflector Sunshade Offers Ultimate Protection for Car Interior, Cool Car Reflective...**  
4.4 ★ ~ (103,651)



**AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car Accessories, 12V DC Auto Pump with Digital Pressur...**  
4.5 ★ ~ (72,289)

Market Share Leaders:



Brands Observed

11,754

▼ -4% vs Prior Period

Items Observed

53,321

▲ 35% vs Prior Period

Department Summary

Keywords Observed

101,700

▲ 29% vs Prior Period

Sponsorship Activity

▲ 133.2%

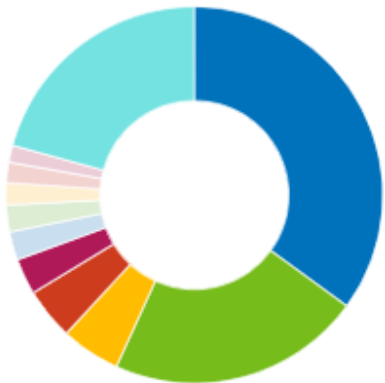
44,494,618 Weekly Average

Organic Search Visibility

▲ 12.3%

15,771,060,732 Weekly Average

Top-Selling Brands



- PAMPERS 35.03%
- HUGGIES 21.77%
- THE HONEST COMPANY 5.09%
- MAMA BEAR 4.45%
- PULL-UPS 3.10%
- DR. BROWN'S 2.44%
- AMAZON FAMILY 2.29%
- WATERWIPES 1.90%
- PHILIPS AVENT 1.76%
- LANCINOH 1.44%
- All Others 20.75%

Top Brands in Organic Search



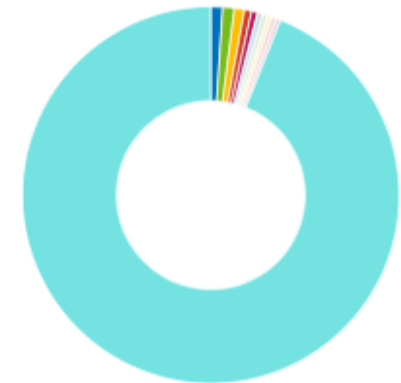
- PAMPERS 2.00%
- HUGGIES 1.54%
- DR. BROWN'S 1.52%
- DELTA CHILDREN 1.43%
- GRACO 1.30%
- MUNCHKIN 1.25%
- DREAM ON ME 1.13%
- THE HONEST COMPANY 0.96%
- SAFETY 1ST 0.78%
- MOMCOZY 0.73%
- All Others 87.45%

Top Brands in Paid Search



- HUGGIES 2.03%
- PAMPERS 2.03%
- MOMCOZY 1.81%
- HATCH BABY 1.42%
- GRACO 1.23%
- THE HONEST COMPANY 0.96%
- LIQUID I.V. 0.92%
- TOMMEE TIPPEE 0.77%
- WATERWIPES 0.74%
- PHILIPS AVENT 0.67%
- All Others 87.43%

Top-Promoted Brands



- BILOBAN 1.02%
- DREAM ON ME 0.99%
- KEABABIES 0.86%
- MOMCOZY 0.60%
- DISNEY 0.54%
- GERBER 0.46%
- NUBY 0.42%
- HAAKAA 0.41%
- DELTA CHILDREN 0.39%
- DAYSU 0.36%
- All Others 93.96%

Top-Selling Items:



Pampers Swaddlers Diapers Size 4, 150 count - Disposable Diapers  
4.8 ★ (106,428)



Pampers Pure Protection Diapers Size 5, 132 count - Disposable Diapers  
4.8 ★ (33,392)



Pampers Cruisers 360 Diapers Size 5, 128 count - Disposable Diapers  
4.8 ★ (19,486)



The Honest Company Clean Conscious Wipes | 99% Water, Compostable, Plant-Based, Bab...  
Wipes 72 Count (Pack of 10)  
4.9 ★ (5,002)



Huggies Little Movers Baby Diapers, Size 4 (22-37 lbs), 140 Ct- 70 Count(Pack of 2)  
4.8 ★ (31,154)



Market Share Leaders:



COSRX

MIGHTY PATCH

SOL DE JANEIRO

PAULA'S CHOICE SKINCARE

Brands Observed

19,126

▼ -5% vs Prior Period

Items Observed

80,553

▲ 15% vs Prior Period

Department Summary  
Keywords Observed

109,567

▲ 30% vs Prior Period

Sponsorship Activity

▲ 127.0%

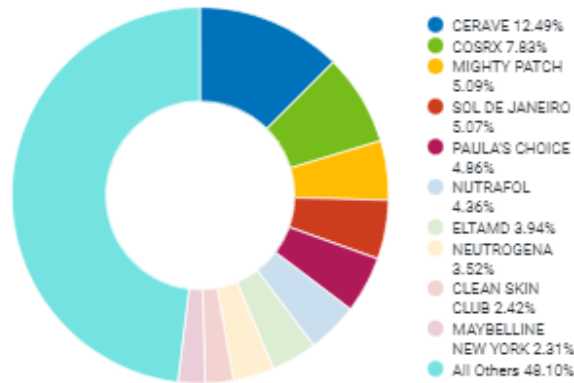
128,802,800 Weekly Average

Organic Search Visibility

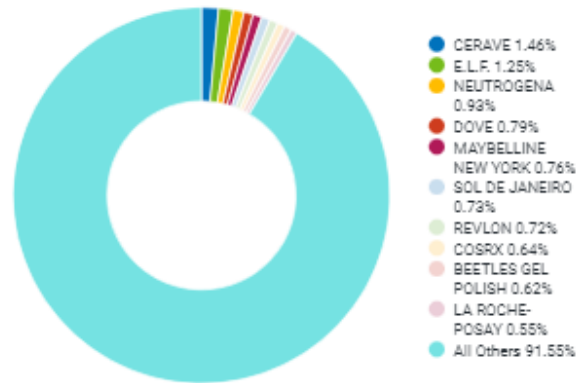
▲ 40.3%

57,837,829,924 Weekly Average

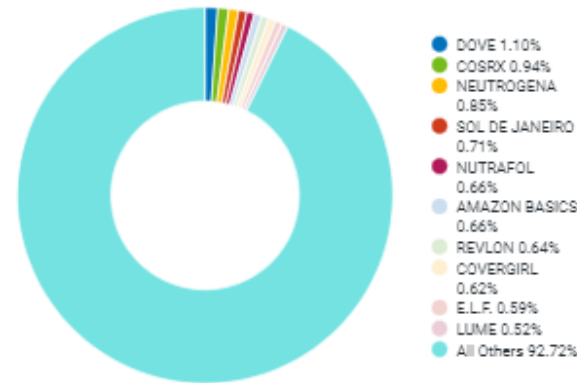
Top-Selling Brands



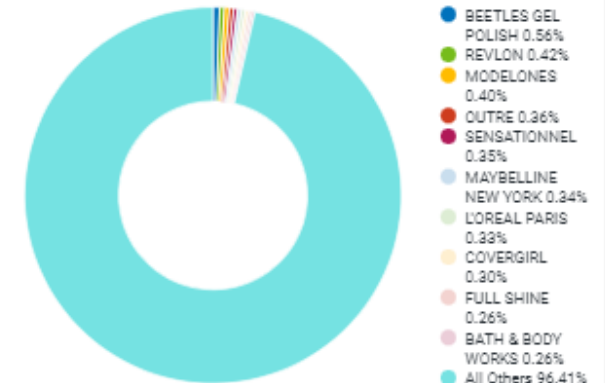
Top Brands in Organic Search



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



**Amazon's Choice**  
Nutrafol Women's Balance Hair Growth Supplements, Ages 45 and Up, Clinically Proven Hair...  
120 Count (Pack of 1)  
4.3 ★ ~ (7,745)



**Best Seller**  
SOL DE JANEIRO Cheirosa '62 Hair & Body Fragrance Mist 90mL/3.0 fl.oz.  
Cheirosa '62  
4.6 ★★★★★ ~



**Best Seller**  
EltaMD UV Clear Face Sunscreen, SPF 46 Oil Free Sunscreen with Zinc Oxide, Protects and Calms...  
1.7 Ounce (Pack of 1)  
4.7 ★ ~ (38,296)

Market Share Leaders:

Brands Observed

3,764

▼ -14% vs Prior Period

Items Observed

23,794

▲ 10% vs Prior Period

Department Summary

Keywords Observed

26,526

▼ -10% vs Prior Period

Sponsorship Activity

▲ 100.2%

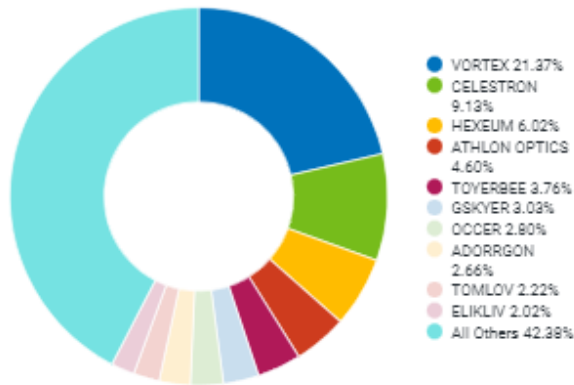
5,575,227 Weekly Average

Organic Search Visibility

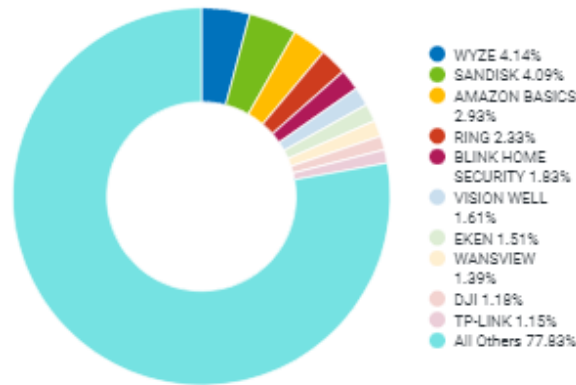
▲ 24.7%

2,199,418,277 Weekly Average

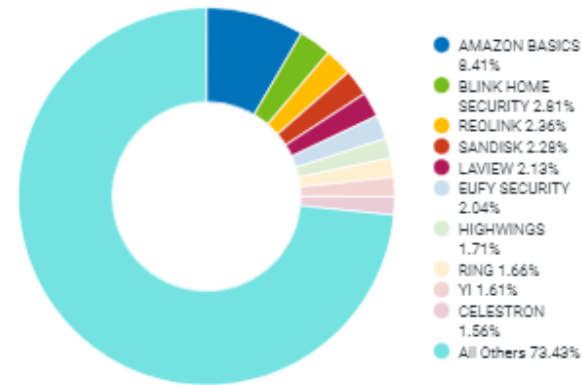
Top-Selling Brands



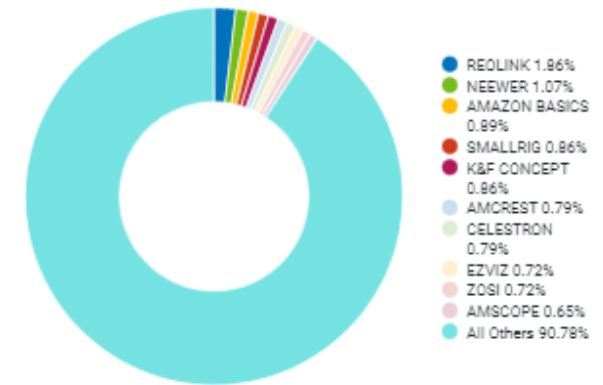
Top Brands in Organic Search



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



Telescope 80mm Aperture 600mm - Astronomical Portable Refracting Telescope Fully Multi-coated High Transmission...  
4.3 ★ (4,317)



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

Market Share Leaders:



Ailun

ANKER

iWALK

LOVELEDI

Brands Observed

4,347

▼ -7% vs Prior Period

Items Observed

15,200

▲ 31% vs Prior Period

Department Summary

Keywords Observed

38,283

▲ 11% vs Prior Period

Sponsorship Activity

▲ 108.3%

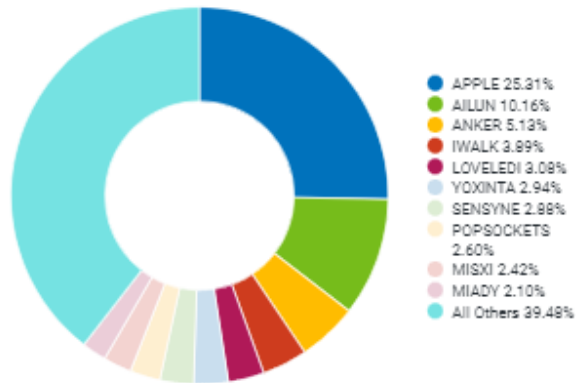
23,709,070 Weekly Average

Organic Search Visibility

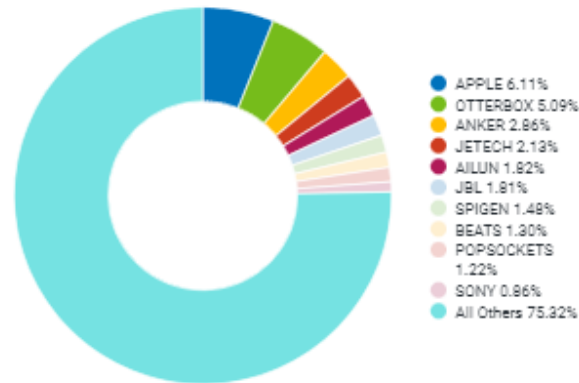
▼ -0.0%

12,695,862,004 Weekly Average

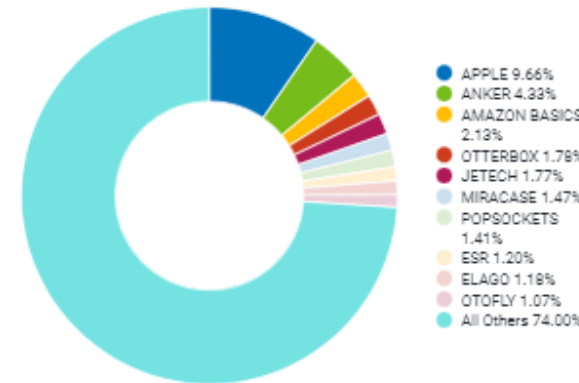
Top-Selling Brands



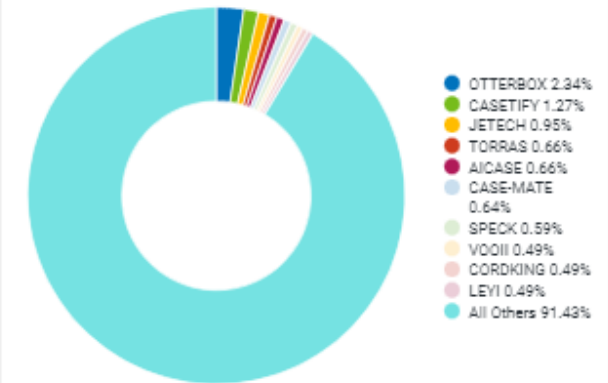
Top Brands in Organic Search



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



Amazon's Choice

Apple MagSafe Charger - Wireless Charger with Fast Charging Capability, Type C Wall Charger, Compatible with iPhone...

4.5 ★ ~ (63,148)



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/...

4.4 ★ ~ (21,462)



Amazon's Choice

Apple 20W USB-C Power Adapter - iPhone Charger with Fast Charging Capability, Type C Wall Charger

4.8 ★ ~ (192,149)

Market Share Leaders:

**crocs™**



**amazon essentials**

Brands Observed

48,235

▲ 2% vs Prior Period

Items Observed

856,323

▲ 195% vs Prior Period

Department Summary

Keywords Observed

166,161

▲ 27% vs Prior Period

Sponsorship Activity

▲ 219.2%

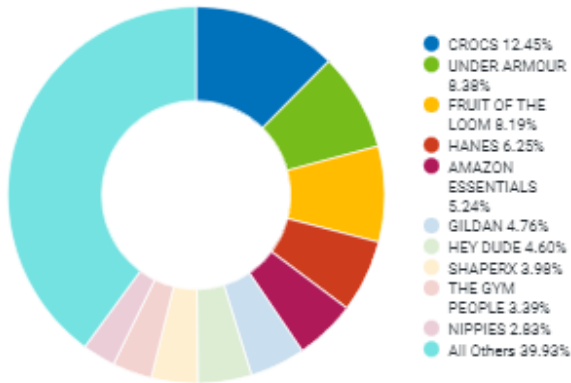
313,533,556 Weekly Average

Organic Search Visibility

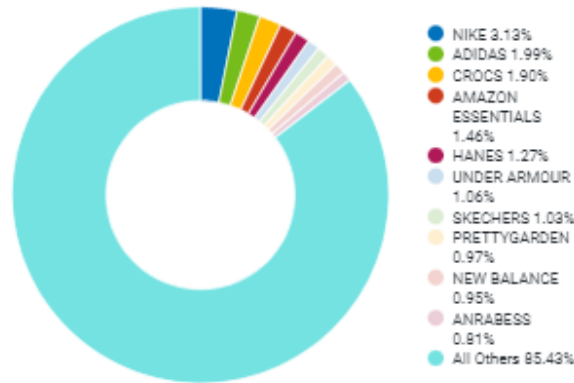
▼ -1.5%

108,473,625,085 Weekly Average

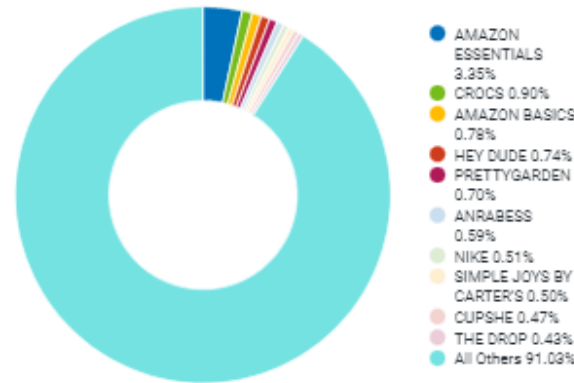
Top-Selling Brands



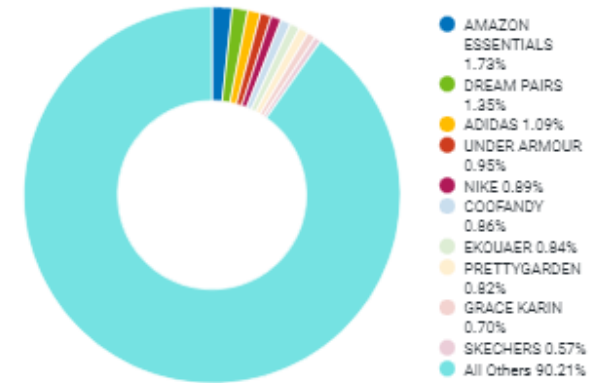
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

SHAPERX Bodysuit for Women  
Tummy Control Shapewear  
Seamless Sculpting Thong  
Body Shaper Tank Top  
★★★★☆ ~ 12,679

Best Seller

Crocs Unisex-Adult Classic Clogs  
4.8 ★★★★★ ~ 523,543

Best Seller

Gildan Men's Crew T-Shirts,  
Multipack, Style G1100  
4.6 ★★★★★ ~ 267,598

Best Seller

Nippies Nipple Cover - Sticky  
Adhesive Silicone Nipple Pasties  
- Reusable Pasty Nipple Covers  
for Women with Travel Box  
4.6 ★★★★★ ~ 32,070

Best Seller

Crocs Unisex-child Kids' Classic  
Clogs  
4.8 ★★★★★ ~ 158,843

Market Share Leaders:



Brands Observed

6,767

▼ -9% vs Prior Period

Items Observed

36,078

▼ -8% vs Prior Period

Department Summary

Keywords Observed

67,560

▲ 1% vs Prior Period

Sponsorship Activity

▲ 99.1%

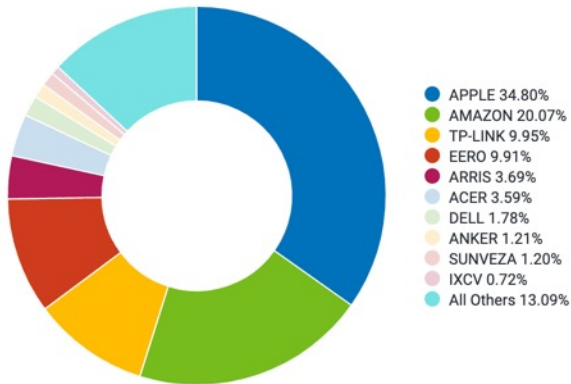
32,985,071 Weekly Average

Organic Search Visibility

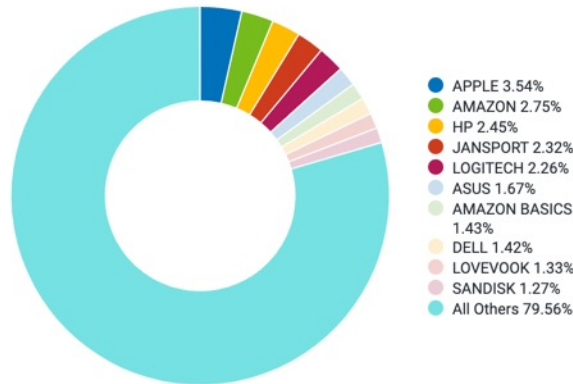
▲ 2.8%

15,101,106,524 Weekly Average

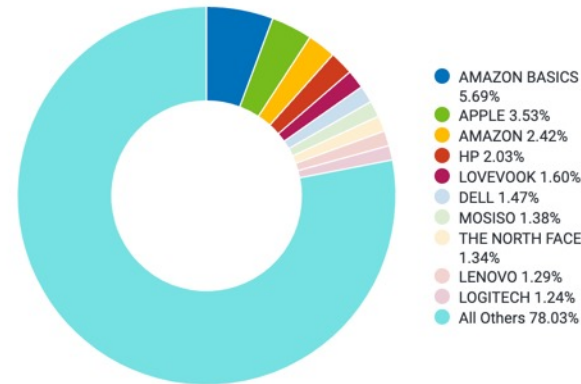
Top-Selling Brands



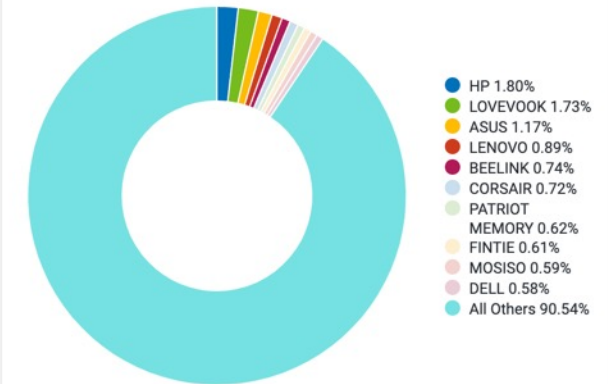
Top Brands in Organic Search



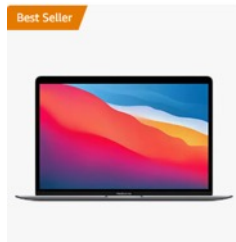
Top Brands in Paid Search



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



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



Amazon Fire HD 10 Kids Pro tablet, 10.1", 1080p Full HD, ages 6-12, 32 GB, (2021 release), named "Best Tablet for Big Kids" by Good Housekeeping, Doodle  
4.7 ★★★★★ ~ 4,690



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



**Amazon's Choice**  
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

Market Share Leaders:



Brands Observed  
**15,098**  
▼ -6% vs Prior Period

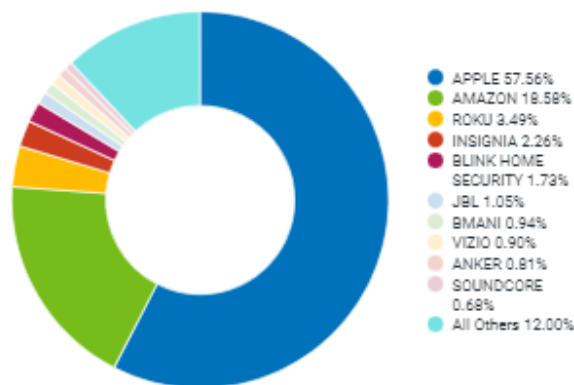
Items Observed  
**76,000**  
▼ -8% vs Prior Period

Department Summary  
Keywords Observed  
**118,562**  
▼ -1% vs Prior Period

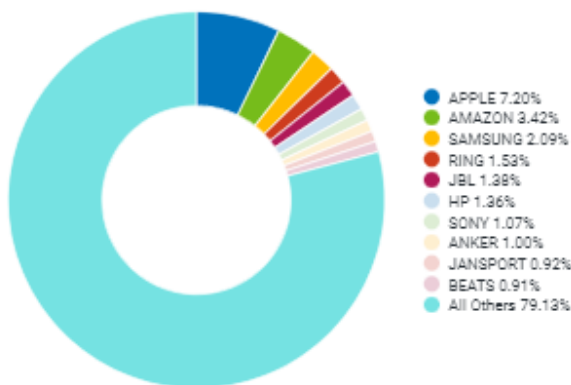
Sponsorship Activity  
**▲ 100.1%**  
80,445,743 Weekly Average

Organic Search Visibility  
**▲ 9.5%**  
41,046,705,280 Weekly Average

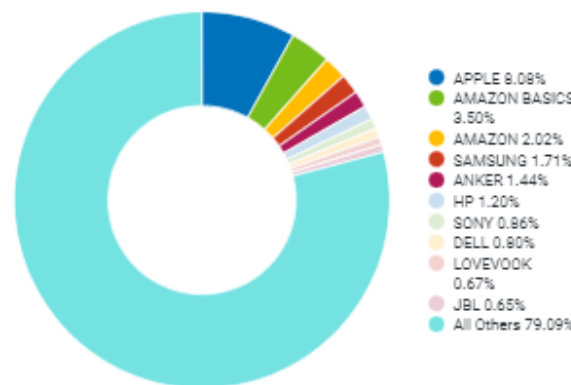
Top-Selling Brands



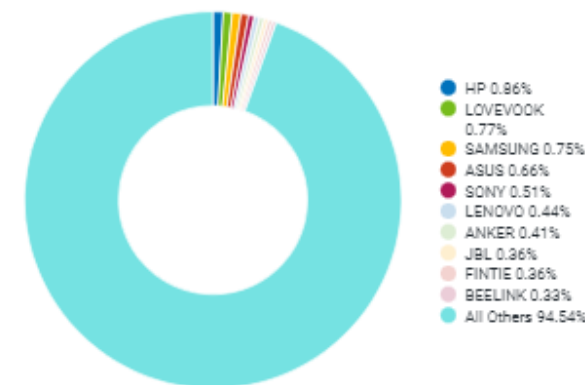
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**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

**Amazon's Choice**

Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD...  
4.8 ★★★★★ ~ 20,850

**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  
**21,827**  
▼ -7% vs Prior Period

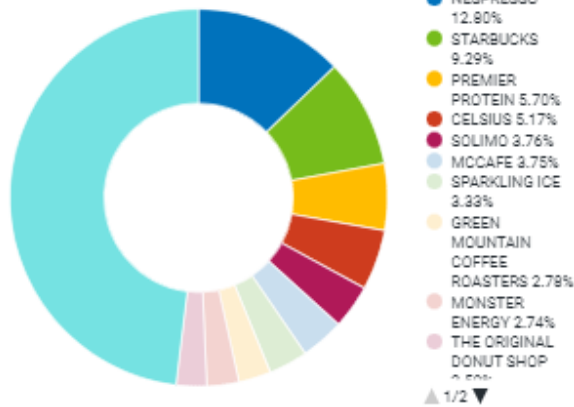
Items Observed  
**132,969**  
▲ 4% vs Prior Period

Department Summary  
Keywords Observed  
**94,943**  
▲ 22% vs Prior Period

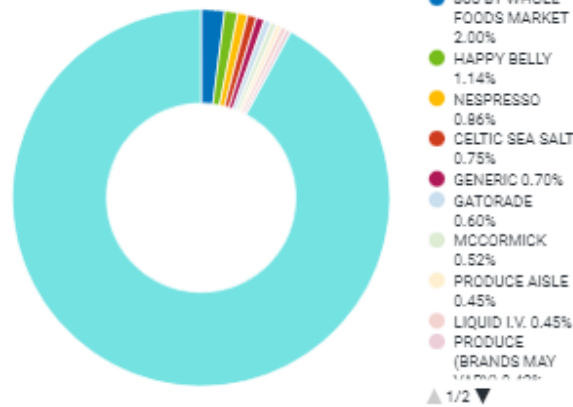
Sponsorship Activity  
**▲ 211.4%**  
171,657,570 Weekly Average

Organic Search Visibility  
**▲ 5.8%**  
38,051,420,645 Weekly Average

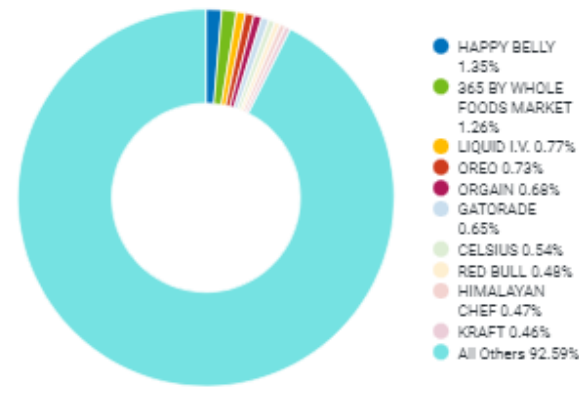
Top-Selling Brands



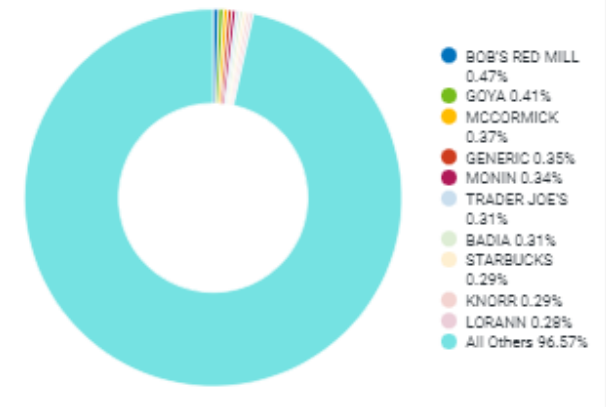
Top Brands in Organic Search



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



CELSIUS Assorted Flavors Official Variety Pack, Functional Essential Energy Drinks, 12 Fl Oz (Pack of 12)  
Official Variety Pack 12 Fl Oz (Pack of 12)  
4.7 ★★★★★ ~



Nespresso Capsules VertuoLine, Medium and Dark Roast Coffee, Variety Pack, Stormio, Odacio,....  
Pod 7.77 Fl Oz (Pack of 3)  
4.8 ★★★★★ ~ 64,457



McCafe Premium Roast Coffee, Single Serve Keurig K-Cup Pods, Medium Roast, 84 Count  
Pod 84 Count (Pack of 1)  
4.7 ★★★★★ ~ 67,067

Market Share Leaders:



Brands Observed  
31,606  
▼ -4% vs Prior Period

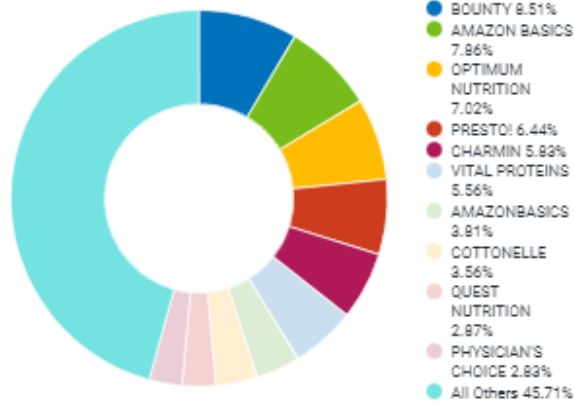
Items Observed  
139,628  
▲ 11% vs Prior Period

Department Summary  
Keywords Observed  
167,188  
▲ 18% vs Prior Period

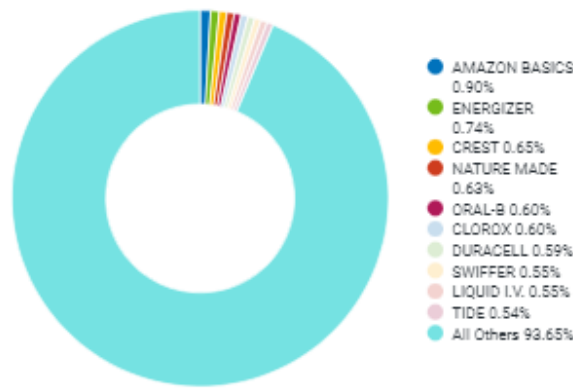
Sponsorship Activity  
▲ 100.1%  
141,451,443 Weekly Average

Organic Search Visibility  
▲ 30.7%  
69,248,719,526 Weekly Average

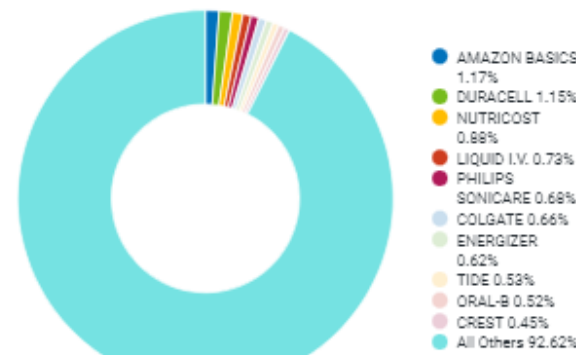
Top-Selling Brands



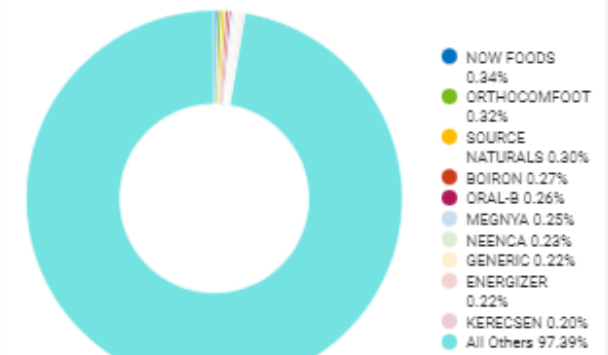
Top Brands in Organic Search



Top Brands in Paid Search



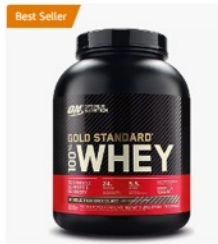
Top-Promoted Brands



Top-Selling Items:



Best Seller  
Bounty Quick Size Paper Towels, White, 8 Family Rolls = 20 Regular Rolls  
8 Count (Pack of 1)  
4.8 ★★★★★



Best Seller  
Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich Chocolate, ...  
Double Rich Chocolate  
5 Pound (Pack of 1)  
4.7 ★★★★★



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



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



Best Seller  
Bounty Quick-Size Paper Towels, White, 16 Family Rolls = 40 Regular Rolls  
2 Count (Pack of 8)  
4.8 ★★★★★



Market Share Leaders: **amazonbasics**



**STANLEY**



CGK **unlimited**

Brands Observed  
**42,571**  
▼ -2% vs Prior Period

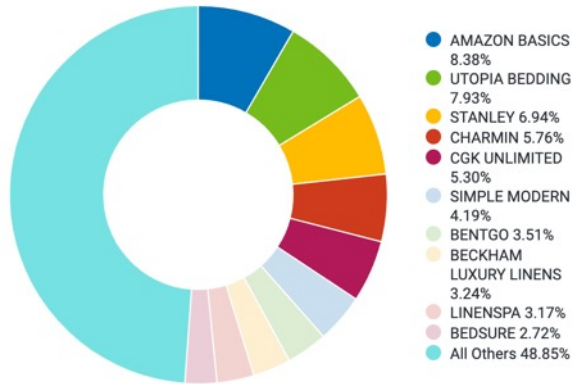
Items Observed  
**210,845**  
▲ 43% vs Prior Period

Department Summary  
Keywords Observed  
**235,533**  
▲ 22% vs Prior Period

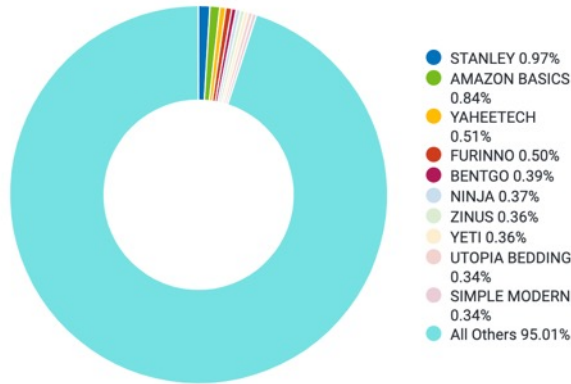
Sponsorship Activity  
**▲ 103.8%**  
250,826,275 Weekly Average

Organic Search Visibility  
**▲ 6.8%**  
110,243,190,666 Weekly Average

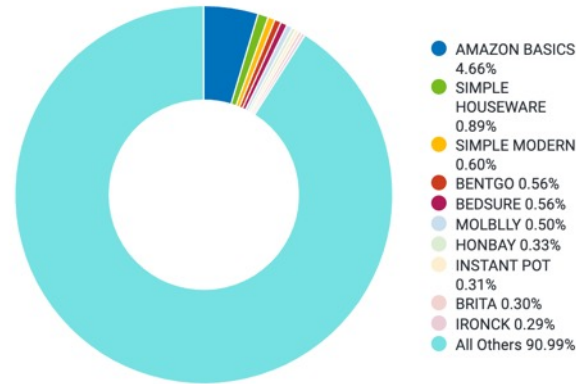
Top-Selling Brands



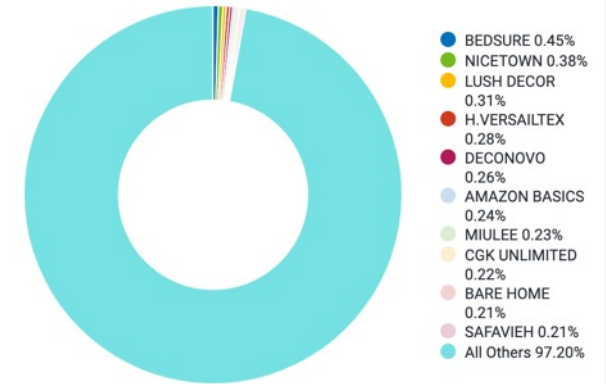
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Charmin Ultra Gentle Toilet Paper, 36 Mega Rolls = 144 Regular Rolls  
36 Count (Pack of 1)  
4.8 ★★★★★

Best Seller

Queen Size Sheet Set - Breathable & Cooling - Hotel Luxury Bed Sheets - Extra Soft - Deep Pockets - Easy Fit - 4 Piec...  
+44 colors/patterns  
4.5 ★★★★★

Best Seller

Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - Down Alternative Bedding Gel Cooling Pillow for...  
4.4 ★★★★★

Amazon's Choice

Simple Modern 40 oz Tumbler with Handle and Straw Lid | Insulated Cup Reusable Stainless Steel Water Bottle Travel Mug...  
Stainless Steel  
4.8 ★★★★★

Amazon's Choice

Safer Home SH502 Indoor Plug-In Fly Trap for Flies, Fruit Flies, Moths, Gnats, and Other Flying Insects - 400 Sq Ft of Protection  
4.3 ★★★★★

Market Share Leaders:



Brands Observed  
29,539  
▼ -8% vs Prior Period

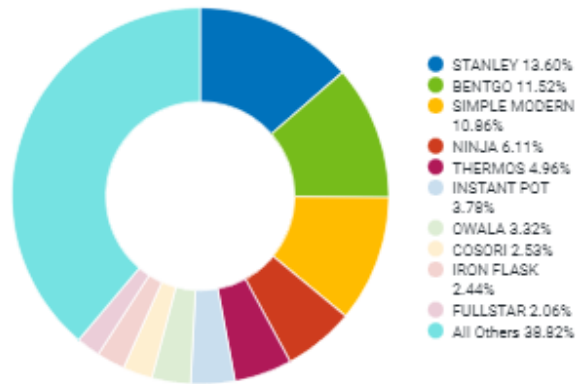
Items Observed  
126,288  
▲ 17% vs Prior Period

Department Summary  
Keywords Observed  
120,957  
▲ 21% vs Prior Period

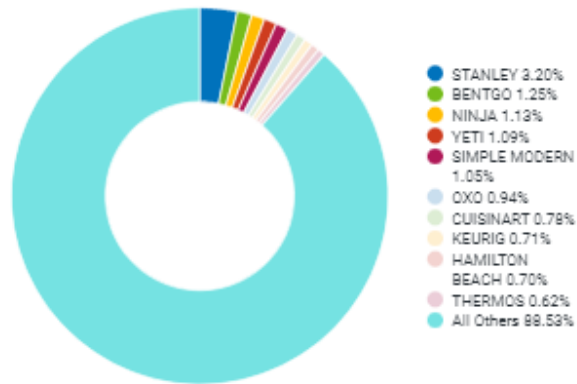
Sponsorship Activity  
▲ 78.1%  
73,536,470 Weekly Average

Organic Search Visibility  
▲ 11.6%  
33,037,390,862 Weekly Average

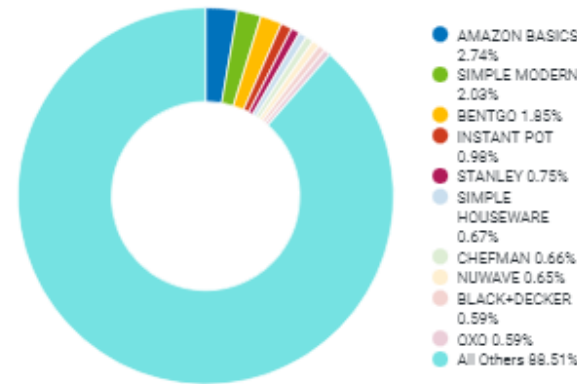
Top-Selling Brands



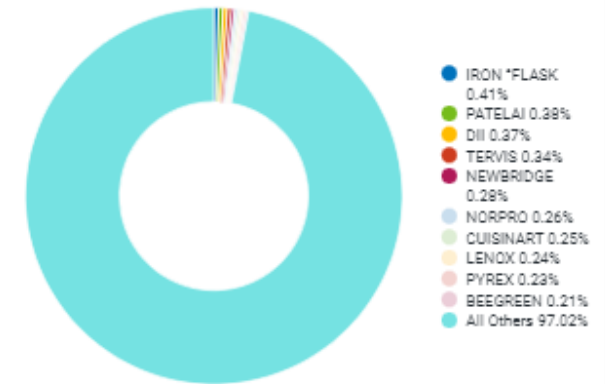
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**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**

Bentgo® Kids Prints Leak-Proof, 5-Compartment Bento-Style Kids Lunch Box - Ideal Portion Sizes for Ages 3 to 7 - BPA-Free...  
+29 colors/patterns  
★★★★☆ ~ 57.6K+

**Best Seller**

Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced T...  
Stainless Steel  
★★★★☆ ~ 17.9K+

**Overall Pick**

Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced T...  
Stainless Steel  
★★★★☆ ~ 17.9K+

**Best Seller**

Instant Pot Duo 7-in-1 Electric Pressure Cooker, Slow Cooker, Rice Cooker, Steamer, Sauté, Yogurt Maker, Warmer &...  
★★★★☆ ~ 163.1K+

Market Share Leaders:



Brands Observed

17,373

▼ -4% vs Prior Period

Items Observed

91,880

▲ 20% vs Prior Period

Department Summary  
Keywords Observed

135,346

▲ 32% vs Prior Period

Sponsorship Activity

▲ 155.5%

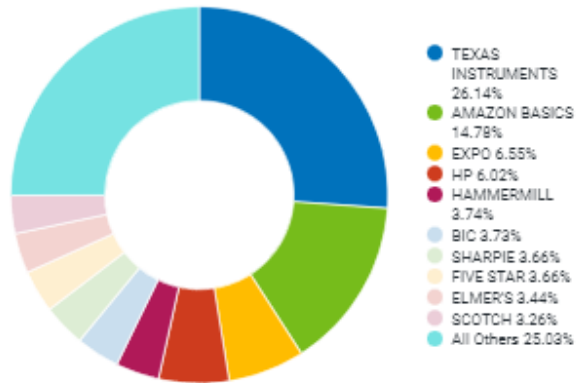
118,392,372 Weekly Average

Organic Search Visibility

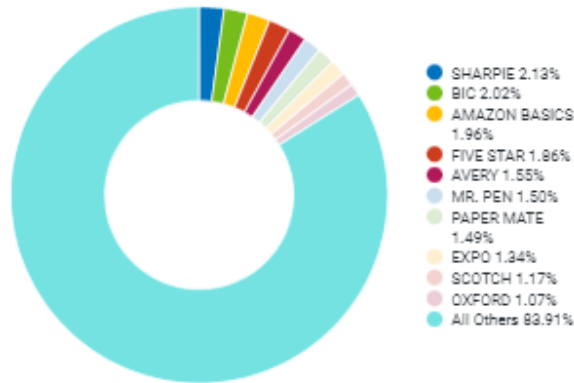
▲ 10.3%

35,087,202,689 Weekly Average

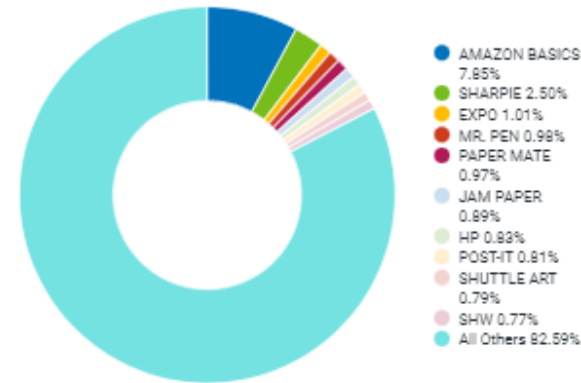
Top-Selling Brands



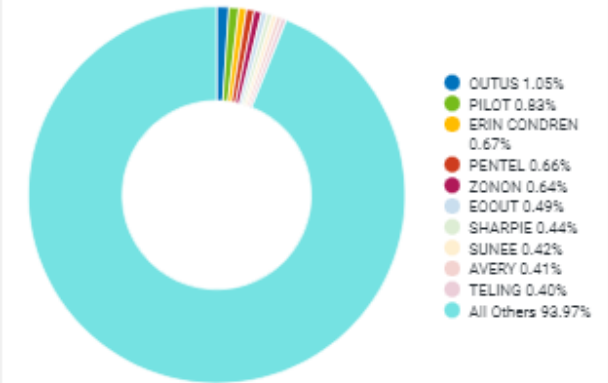
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

+10 colors/patterns

Texas Instruments TI-84 Plus CE Color Graphing Calculator, Black 7.5 Inch

★★★★★ ~ 41.3K+

Texas Instruments TI-84 Plus Graphics Calculator, Black

★★★★★ ~ 16.3K+

Best Seller

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

★★★★★ ~ 40.4K+

Elmer's Disappearing Purple School Glue Sticks, Washable & Elmer's Disappearing Purple School Glue Sticks, Washable &...

★★★★★ ~ 1

Overall Pick

Amazon Basics Multipurpose Copy Printer Paper, 8.5" x 11", 20lb, 1 Ream (500 Sheets), 92 Bright, White

★★★★★ ~ 146.2K+

Market Share Leaders:



Brands Observed

27,702

▼ -3% vs Prior Period

Items Observed

132,818

▲ 24% vs Prior Period

Department Summary

Keywords Observed

107,031

▲ 14% vs Prior Period

Sponsorship Activity

▲ 101.5%

56,769,818 Weekly Average

Organic Search Visibility

▲ 6.8%

17,534,100,941 Weekly Average

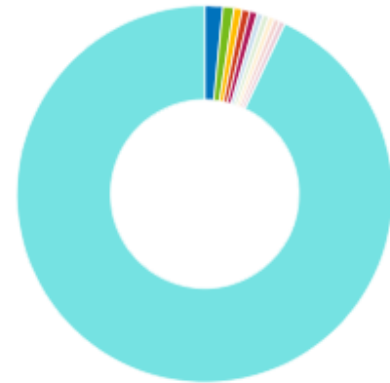
Top-Selling Brands



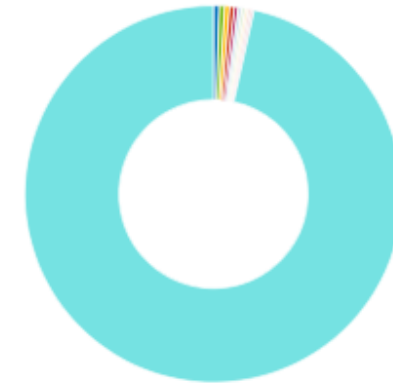
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



GCI Outdoor Freestyle Rocker Portable Rocking Chair & Outdoor Camping Chair, Cinnamon  
Patio Garden  
★★★★☆ ~ 20K+



Katchy Indoor Insect Trap - Catcher & Killer for Mosquitos, Gnats, Moths, Fruit Flies - Non-Zapper Traps for Inside Your...  
+1 color/pattern  
★★★★☆ ~ 124.7K+



Flexzilla Garden Hose 5/8 in. x 50 ft, Heavy Duty, Lightweight, Drinking Water Safe, ZillaGreen - HFZG550YW-E  
★★★★☆ ~ 75.7K+



Safer Home SH502 Indoor Plug-In Fly Trap for Flies, Fruit Flies, Moths, Gnats, and Other Flying Insects - 400 Sq Ft of Protection  
★★★★☆ ~ 12.4K+



Thermacell Rechargeable Mosquito Repeller Refills; Advanced Repellent Formula Provides 20' Protection Zone; Compatible with Thermacell E-Series & Radius Only; No DEET...  
4.5 ★★★★★ ~

Market Share Leaders:



Brands Observed  
17,759  
▲ 1% vs Prior Period

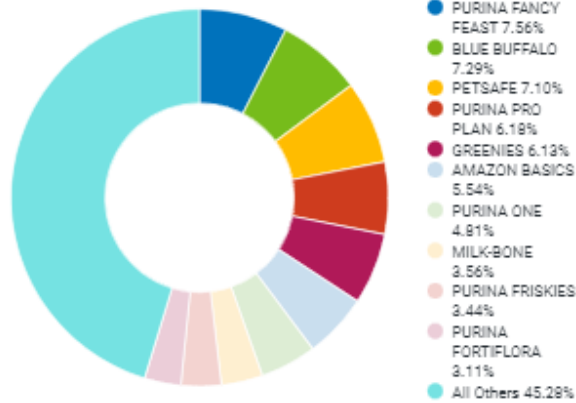
Items Observed  
95,666  
▲ 48% vs Prior Period

Department Summary  
Keywords Observed  
60,579  
▲ 31% vs Prior Period

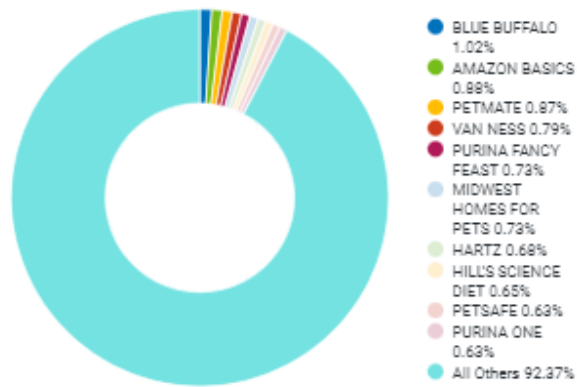
Sponsorship Activity  
▲ 120.6%  
46,824,806 Weekly Average

Organic Search Visibility  
▲ 9.0%  
15,633,682,057 Weekly Average

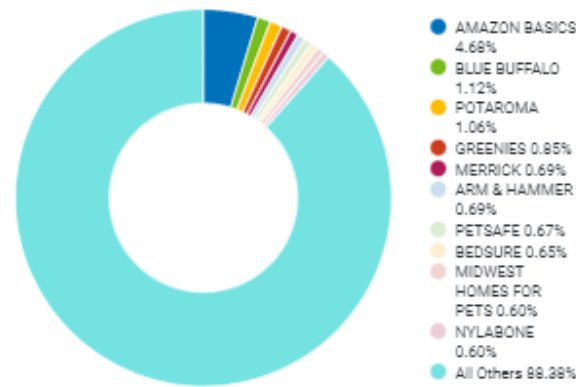
Top-Selling Brands



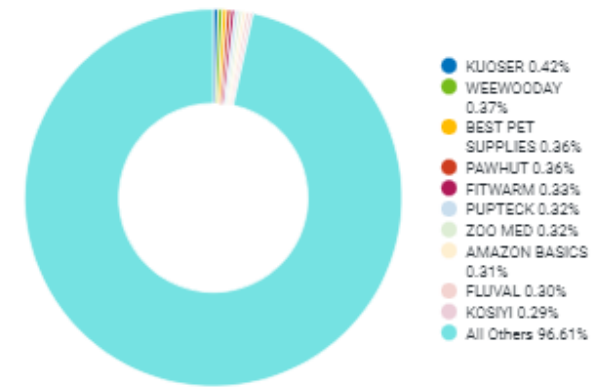
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best Seller**

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

**Overall Pick**

PetSafe ScoopFree Crystal Litter Tray Refills, Premium Blue Crystals, 3-Pack, Disposable Tray, Includes Leak Protection & Low...  
★★★★★ ~ 35.8K+

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

**Best Seller**

Amazon Basics Dog and Puppy Pee Pads with Leak-Proof Quick-Dry Design for Potty Training, Standard Absorbency, Regular...  
★★★★★ ~ 183.6K+

Market Share Leaders:



Brands Observed

600

▼ -15% vs Prior Period

Items Observed

5,789

▼ -12% vs Prior Period

Department Summary

Keywords Observed

7,086

▲ 748% vs Prior Period

Sponsorship Activity

▼ -3.9%

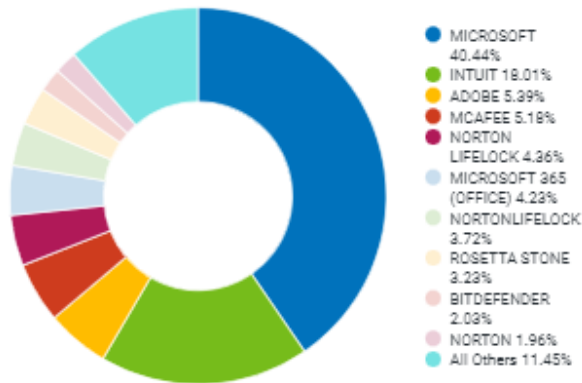
138,411 Weekly Average

Organic Search Visibility

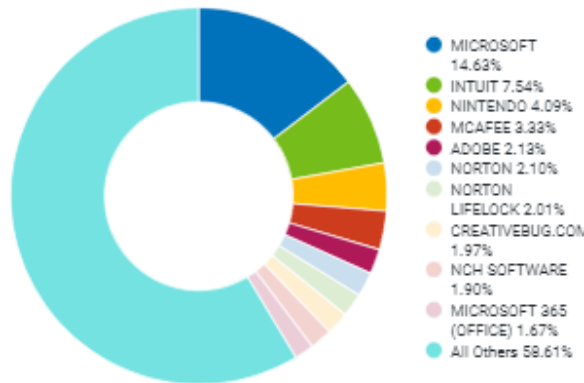
▲ 16.6%

56,080,759 Weekly Average

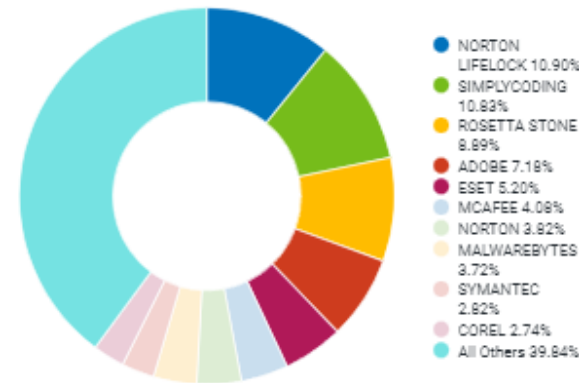
Top-Selling Brands



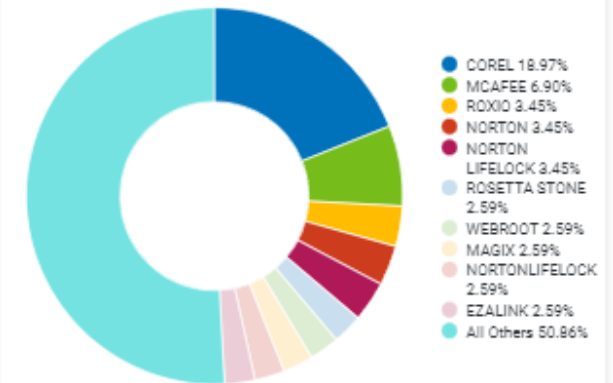
Top Brands in Organic Search



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

**Amazon's Choice**

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

Dec 1, 2021

★★★★☆ ~ 503

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

by Adobe DC

★★★★☆ ~ 912

**Best Seller**

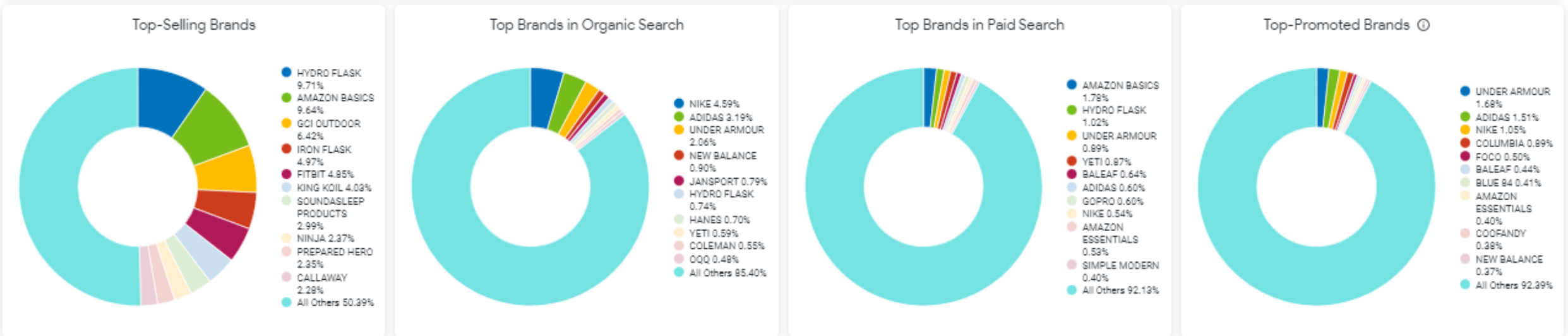
Microsoft System Builder | Windows 11 Home | Intended use for new systems | Install on a new PC | Branded by Microsoft

Dec 1, 2021






★★★★☆ ~ 503

Market Share Leaders:    |  | 

Brands Observed <b>50,647</b> ▼ -4% vs Prior Period	Items Observed <b>493,021</b> ▲ 48% vs Prior Period	Department Summary Keywords Observed <b>179,605</b> ▲ 16% vs Prior Period	Sponsorship Activity <b>95.0%</b> ▲ 101,528,462 Weekly Average	Organic Search Visibility <b>-2.4%</b> ▼ 40,916,459,913 Weekly Average
---	---	--	---	---

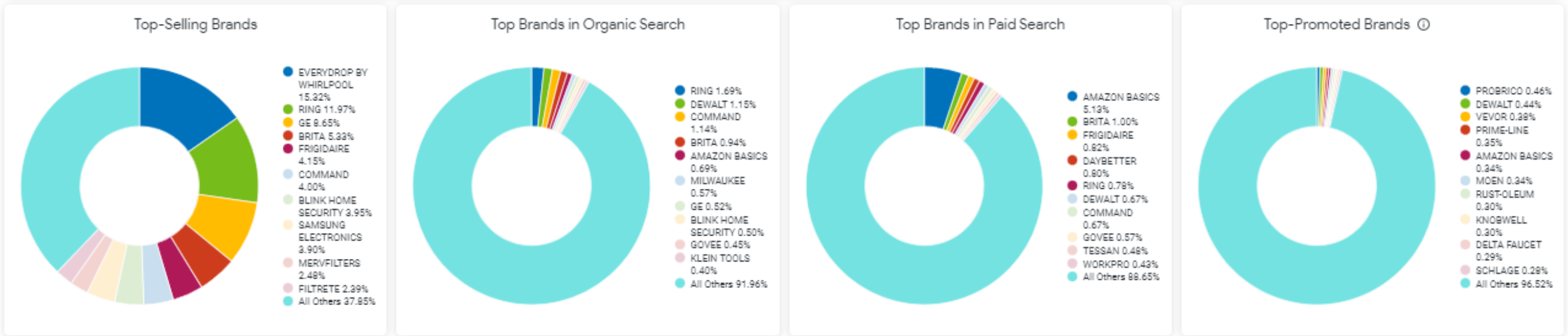


Top-Selling Items:

<p><b>Overall Pick</b></p>  <p>Hydro Flask Wide Mouth Straw Lid ★★★★★ ~ 45.5K+</p>	<p><b>Best Seller</b></p>  <p>GCI Outdoor Freestyle Rocker Portable Rocking Chair &amp; Outdoor Camping Chair, Black Patio Garden ★★★★★ ~ 1,427</p>	<p><b>Best Seller</b></p>  <p>Amazon Basics Neoprene Workout Dumbbell ★★★★★ ~ 83,237</p>	<p><b>Best Seller</b></p>  <p>King Koil Luxury Air Mattress Queen with Built-in Pump for Home, Camping &amp; Guests - 20" Queen Size Inflatable Airbed Luxury Double Hig... ★★★★★ ~ 38,325</p>	<p><b>Best Seller</b></p>  <p>Fitbit Charge 5 Advanced Health &amp; Fitness Tracker with Built-in GPS, Stress Management Tools, Sleep... ★★★★★ ~ 23,339</p>
---	---	---	---	--

Market Share Leaders: | | | |

<p>Brands Observed</p> <p><b>39,736</b></p> <p>▼ -5% vs Prior Period</p>	<p>Items Observed</p> <p><b>244,399</b></p> <p>▲ 19% vs Prior Period</p>	<p>Department Summary</p> <p>Keywords Observed</p> <p><b>172,098</b></p> <p>▲ 8% vs Prior Period</p>	<p>Sponsorship Activity</p> <p><b>▲ 109.0%</b></p> <p>99,541,708 Weekly Average</p>	<p>Organic Search Visibility</p> <p><b>▲ 3.2%</b></p> <p>31,687,310,123 Weekly Average</p>
--	--	--	---	--



### Top-Selling Items:

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

★★★★☆ ~ 87,200

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

★★★★☆ ~ 159,478

GE RPWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for...

★★★★☆ ~ 49.4K+

Blink Video Doorbell | Two-way audio, HD video, motion and chime app alerts and Alexa enabled - wired or wire-free...

★★★★☆ ~ 111.3K+

Ring Video Doorbell - 1080p HD video, real-time home monitoring, privacy controls, simple setup, Works with Alexa...

★★★★☆ ~ 170.9K+



Market Share Leaders:



SEREED

Brands Observed

20,304

▼ -6% vs Prior Period

Items Observed

104,655

▲ 18% vs Prior Period

Department Summary

Keywords Observed

139,448

▲ 28% vs Prior Period

Sponsorship Activity

▲ 151.1%

160,663,888 Weekly Average

Organic Search Visibility

▲ 8.1%

30,326,497,138 Weekly Average

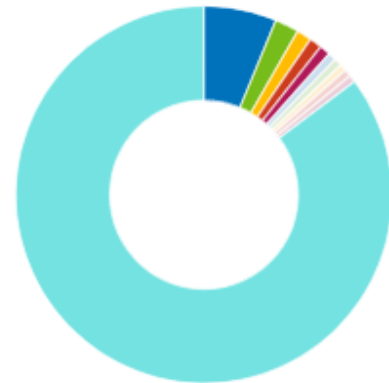
Top-Selling Brands



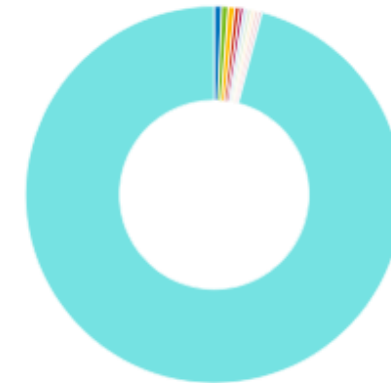
Top Brands in Organic Search



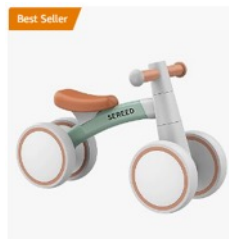
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



**SEREED Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler, 4 Wheels Toddler First Birthday Gifts**  
★★★★★ ~ 5K+



**EXPO Low Odor Dry Erase Markers, Chisel Tip, Assorted Colors, 16 Pack & Low Odor Dry Erase Markers, Chisel Tip, Black,...**  
★★★★★ ~ 2



**LEGO Halloween Cat & Mouse 40570 Building Kit, Whimsical Halloween Décor with Adorable Cat, Mouse, and Pumpkin Toys,...**  
★★★★★ ~ 399



**EXPO Low Odor Dry Erase Marker Starter Set, Chisel Tip, Assorted, Whiteboard Eraser, Cleaning Spray, 6 Count & Low...**  
★★★★★ ~ 1



**LeapFrog Learning Friends 100 Words Book**  
★★★★★ ~ 127.8K+

Market Share Leaders:



Brands Observed

5,701

▲ 4% vs Prior Period

Items Observed

39,483

▲ 4% vs Prior Period

Department Summary

Keywords Observed

35,916

▲ 93% vs Prior Period

Sponsorship Activity

▲ 53.7%

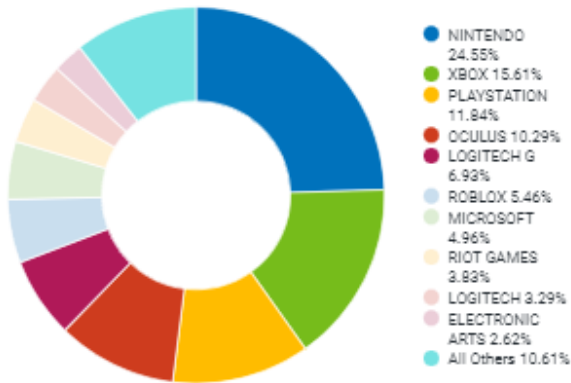
5,882,261 Weekly Average

Organic Search Visibility

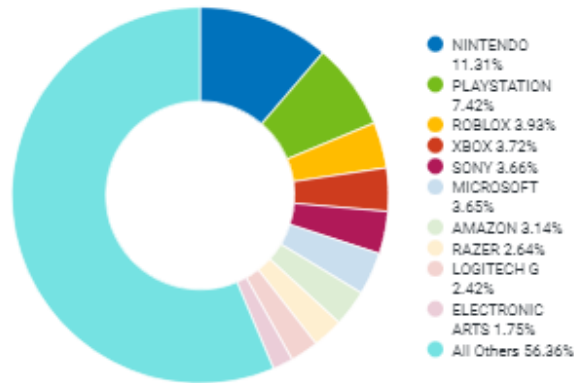
▲ 2.7%

5,829,972,155 Weekly Average

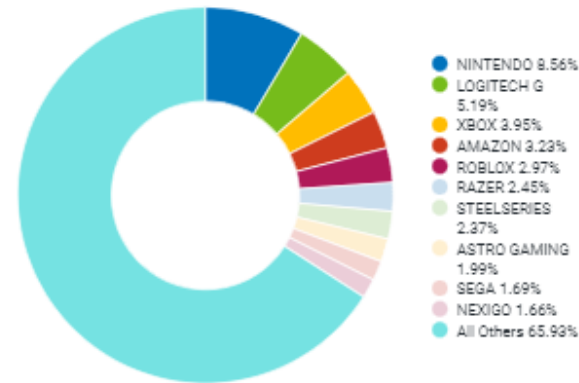
Top-Selling Brands



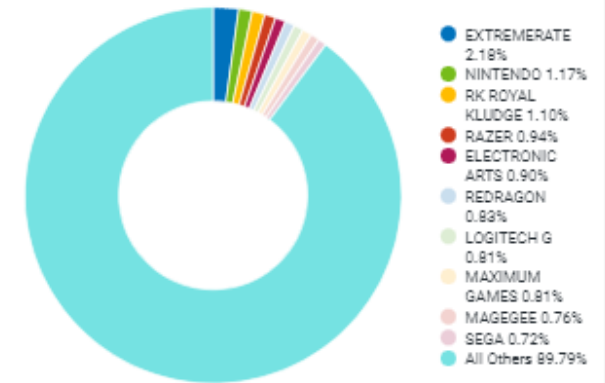
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

Xbox Series X  
Nov 10, 2020  
★★★★★ ~ 23.6K+

Overall Pick

Meta Quest 2 — Advanced All-In-One Virtual Reality Headset — 128 GB  
by Meta Quest  
★★★★★ ~ 84.4K+

Overall Pick

Nintendo Switch™ with Neon Blue and Neon Red Joy-Con™  
Oct 14, 2022  
★★★★★ ~ 4.1K+

Overall Pick

Nintendo Switch – OLED Model w/ White Joy-Con  
Oct 8, 2021  
+1 color/pattern  
★★★★★ ~ 32K+

Overall Pick

PlayStation DualSense Wireless Controller – Midnight Black  
Jun 18, 2021  
+7 colors/patterns  
★★★★★ ~ 45.3K+

# Interested in leveraging **Amazon search, sales, and shelf analytics?**

Schedule an analytics deep-dive with one of our retail search experts to see how you can leverage Analytic Index data and tools to **optimize and measure performance on Amazon.**

## 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**



## Get Started Today!

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306