


















Department Performance Report

AUGUST 2023

 Baby	 Beauty	 Clothing	 Electronics
 Grocery	 Health	 Home	 Household Essentials
 Kitchen & Dining	 Personal Care	 Pets	 School & Office Supplies
 Sports & Outdoors	 Toys	 Video Games	



Report Overview

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

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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FREE EVENT

E² Live

Excellence in Ecommerce

Target Edition

Minneapolis, MN

OCT 4, 2023 | 10AM - 2:30PM

Join us for a free afternoon of Target-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 Target.

REGISTER NOW

FREE EVENT FOR BRANDS & AGENCIES

Table of Contents

- Baby.....1
- Beauty.....2
- Clothing3
- Electronics.....4
- Grocery.....5
- Health6
- Home.....7
- Household Essentials.....8
- Kitchen & Dining.....9
- Personal Care10
- Pets11
- School & Office Supplies.....12
- Sports & Outdoors13
- Toys.....14
- Video Games15



Market Share Leaders:



Brands Observed

598

▲ 6% vs Prior Period

Items Observed

8,228

▼ -6% vs Prior Period

Department Summary

Keywords Observed

50,604

▲ 16% vs Prior Period

Sponsorship Activity

▲ 6.9%

1,556,800 Weekly Average

Organic Search Visibility

▲ 13.4%

2,001,236,167 Weekly Average

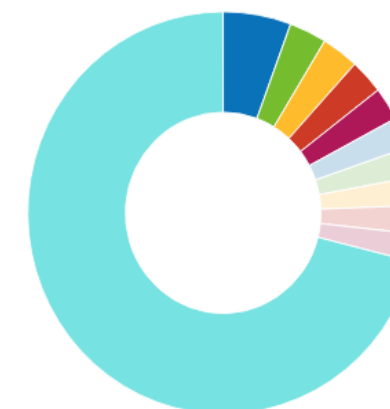
Top-Selling Brands



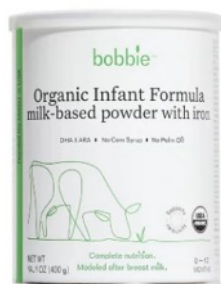
Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Bobbie Baby Organic Powder Infant Formula
Bobbie
★★★★★ 653



Johnson's Head-To-Toe Gentle Baby Body Wash & Shampoo,...
Johnson's
★★★★★ 1132



Huggies Natural Care Sensitive Unscented Baby Wipes (Select...
Huggies
★★★★★ 6222



Poise Daily Postpartum Incontinence Panty Liners - Ver...
Poise
★★★★★ 5200



Kendamil Organic Infant Formula Powder- 28.2oz
Kendamil
★★★★★ 2642

Market Share Leaders:



ecOTOOLS®

Hero.



Brands Observed

799

▲ 3% vs Prior Period

Items Observed

8,481

▼ -8% vs Prior Period

Department Summary

Keywords Observed

44,099

▲ 5% vs Prior Period

Sponsorship Activity

▲ 41.8%

3,772,482 Weekly Average

Organic Search Visibility

▲ 30.8%

5,841,813,957 Weekly Average

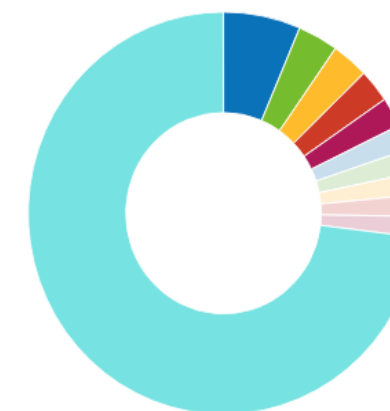
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...
up & up
★★★★★ 7780



Hero Cosmetics Mighty Patch Original Acne Pimple Patches - ...
Hero Cosmetics
★★★★★ 4975



Jumbo Cotton Balls - 200ct - up & up
up & up
★★★★★ 4437



EcoTools Delicate EcoPouf Loofah
EcoTools
★★★★★ 942



Regular Cotton Swabs Paper Sticks - 500ct - up & up
up & up
★★★★★ 5730

Market Share Leaders:

wild fable

Cat & Jack

Goodfellow

a
· new
day

SHADE
&
SHORE

Brands Observed

894

▲ 21% vs Prior Period

Items Observed

61,496

▼ -49% vs Prior Period

Department Summary

Keywords Observed

69,697

▲ 6% vs Prior Period

Sponsorship Activity

▲ 76.6%

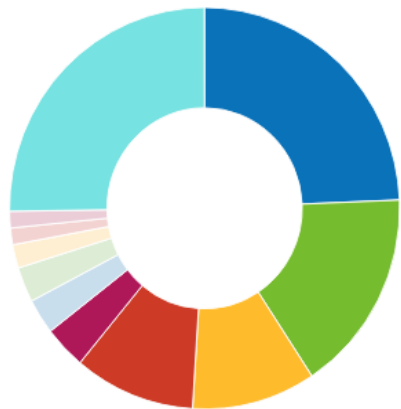
1,711,304 Weekly Average

Organic Search Visibility

▼ -15.1%

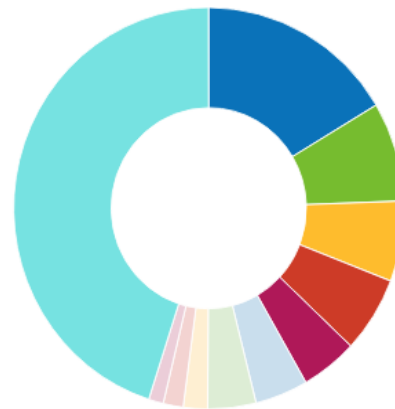
9,821,378,455 Weekly Average

Top-Selling Brands



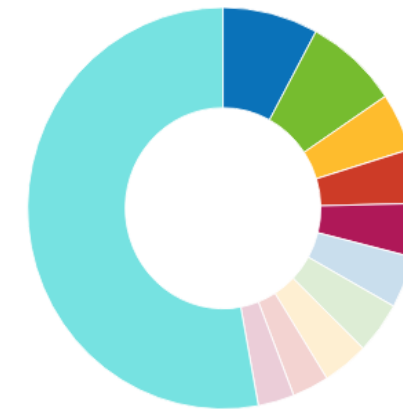
- WILD FABLE 24.34%
- CAT & JACK 16.40%
- GOODFELLOW & CO 10.26%
- A NEW DAY 10.03%
- SHADE & SHORE 3.49%
- PARFAIT 2.85%
- UNIVERSAL THREAD 2.83%
- REEBOK 1.91%
- LANDS' END 1.34%
- OPEN STORY 1.32%
- All Others 25.24%

Top Brands in Organic Search



- A NEW DAY 16.42%
- UNIVERSAL THREAD 8.00%
- WILD FABLE 6.48%
- CAT & JACK 6.12%
- REEBOK 4.69%
- GOODFELLOW & CO 4.39%
- ALL IN MOTION 3.99%
- AUDEN 2.00%
- ALLEGRA K 1.66%
- HANES 1.23%
- All Others 45.01%

Top Brands in Paid Search



- DOCKERS 7.89%
- ALLEGRA K 7.70%
- ALPINE SWISS 4.67%
- PARADE 4.36%
- AGNES ORINDA 4.32%
- CUPSHE 4.19%
- HANES PREMIUM 4.17%
- JOCKEY GENERATION 3.79%
- HANES 3.02%
- PAIR OF THIEVES 3.01%
- All Others 52.89%

Top-Selling Items:



Women's Mid-Rise Cargo Mini Skirt - Wild Fable™
Wild Fable
★★★★☆ 44



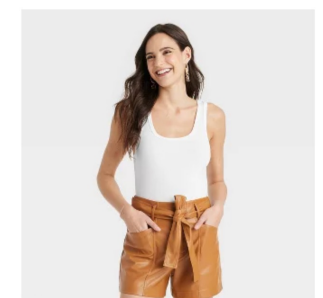
Women's Venus Platform Lace-Up Sneakers - Wild Fable™
Wild Fable
★★★★☆ 23



Basic Reusable Tote Bag Red
★★★★★ 2510



Women's Plastic Geometric Cateye Sunglasses - Wild Fable™
Wild Fable
★★★★☆ 10



Women's Slim Fit Tank Top - A New Day™
A New Day
★★★★★ 1803

Market Share Leaders:



Brands Observed

470

▼ -5% vs Prior Period

Items Observed

7,179

▲ 11% vs Prior Period

Department Summary

Keywords Observed

36,319

▼ -21% vs Prior Period

Sponsorship Activity

▲ 33.1%

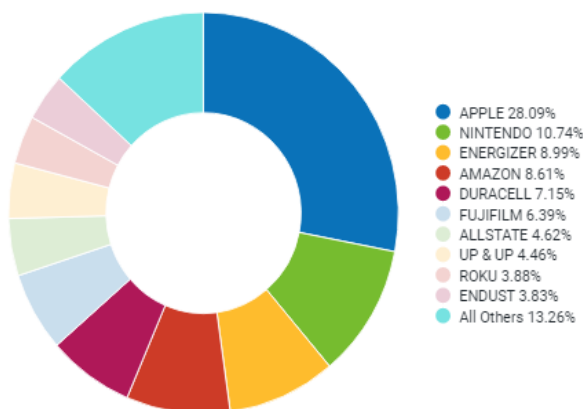
1,291,255 Weekly Average

Organic Search Visibility

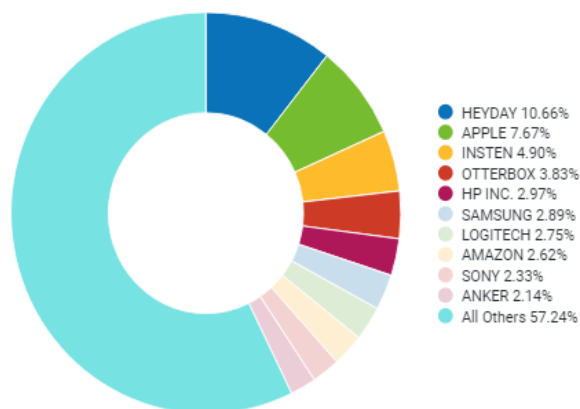
▼ -11.9%

6,499,606,904 Weekly Average

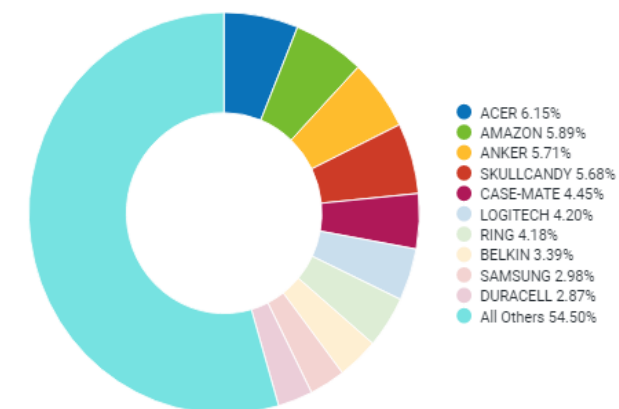
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Apple AirPods Pro (2nd Generation)
Apple
★★★★★ 1402



The Legend of Zelda: Tears of the Kingdom - Nintendo Switch
Nintendo
★★★★★ 160



Fujifilm INSTAX MINI Instant Film Twin...
Fujifilm
★★★★★ 2065



Apple 20W USB-C Power Adapter
Apple
★★★★★ 1693



Apple Wired EarPods with Lightning Connector
Apple
★★★★★ 1724

Market Share Leaders:



Brands Observed

1,102

▲ 5% vs Prior Period

Items Observed

8,102

▲ 9% vs Prior Period

Department Summary

Keywords Observed

54,367

▲ 48% vs Prior Period

Sponsorship Activity

▲ 143.6%

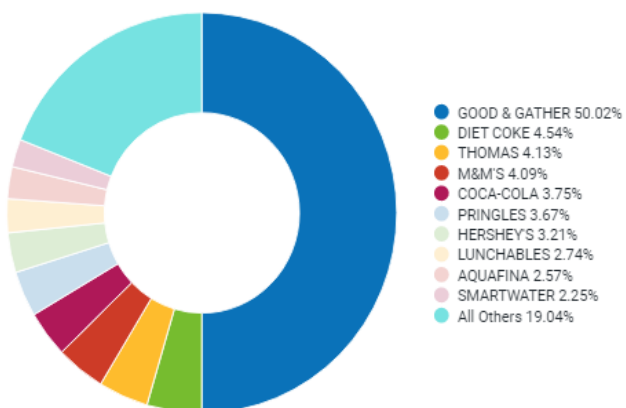
9,789,850 Weekly Average

Organic Search Visibility

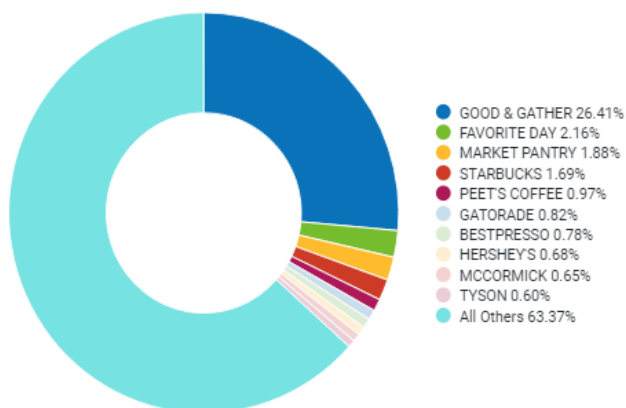
▲ 27.5%

5,105,874,235 Weekly Average

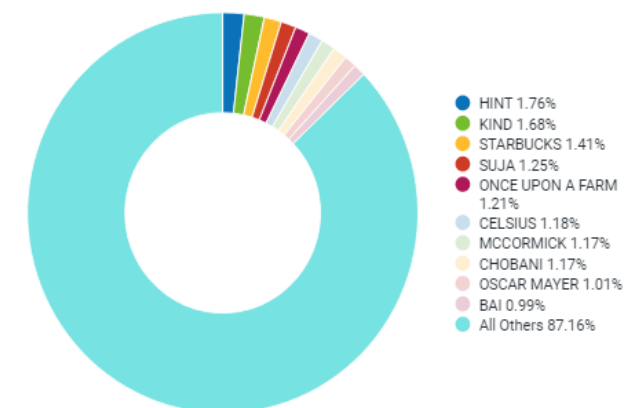
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Banana - each
★★★★☆ 7643



Avocado - each
★★★★☆ 4193



Thomas' Plain Bagels - 20oz/6ct
Thomas
★★★★★ 1648



M&M's Peanut Chocolate Candies - 3.27oz
M&M's
★★★★★ 7421



Purified Water - 128 fl oz (1gal) - Good & Gather
Good & Gather | Only at
★★★★★ 3800

Market Share Leaders:



Brands Observed

719

▲ 10% vs Prior Period

Items Observed

4,227

▲ 0% vs Prior Period

Department Summary

Keywords Observed

42,518

▲ 14% vs Prior Period

Sponsorship Activity

▲ 15.6%

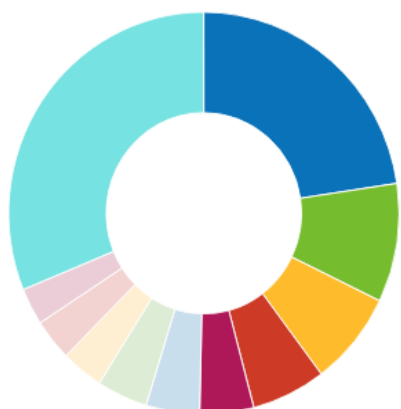
2,424,513 Weekly Average

Organic Search Visibility

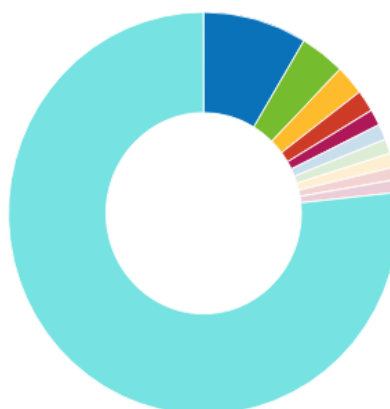
▲ 14.5%

3,199,164,696 Weekly Average

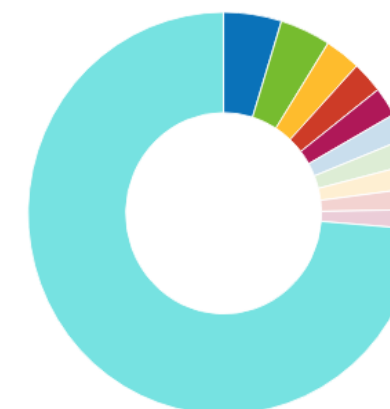
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 5181



Facial Tissue - 144ct - up & up™
up & up | Only at Target
★★★★★ 4851



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct
Wet Ones
★★★★★ 1598



Crest Pro-Health Multi-Protection Alcohol-Free Mouthwash - Clean Mint
Crest
★★★★★ 3243



Q-Tips Cotton Swabs
Q-Tips
★★★★★ 3573

Market Share Leaders:



Brands Observed

1,872

▲11% vs Prior Period

Items Observed

31,440

▼-13% vs Prior Period

Department Summary

Keywords Observed

127,831

▲2% vs Prior Period

Sponsorship Activity

▲ 54.4%

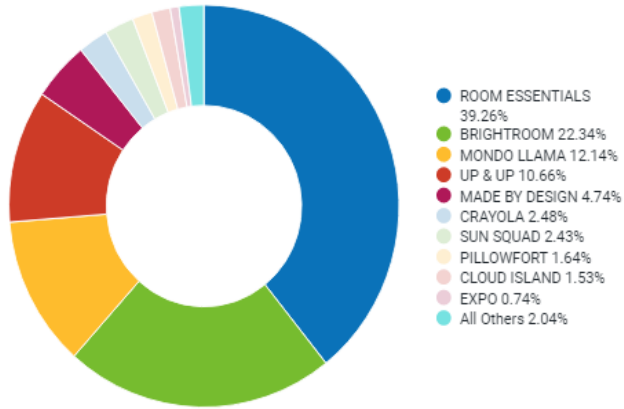
3,169,992 Weekly Average

Organic Search Visibility

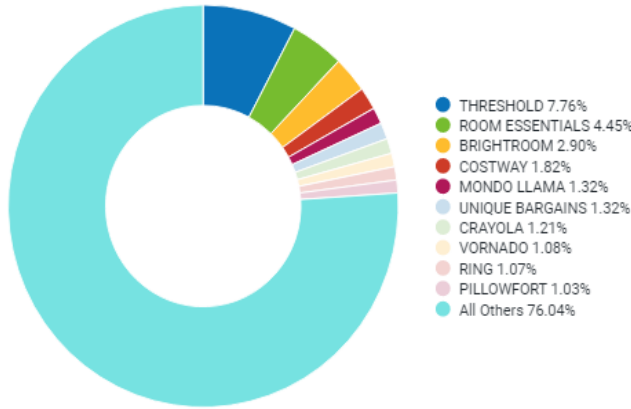
▼ -2.9%

10,207,300,460 Weekly Average

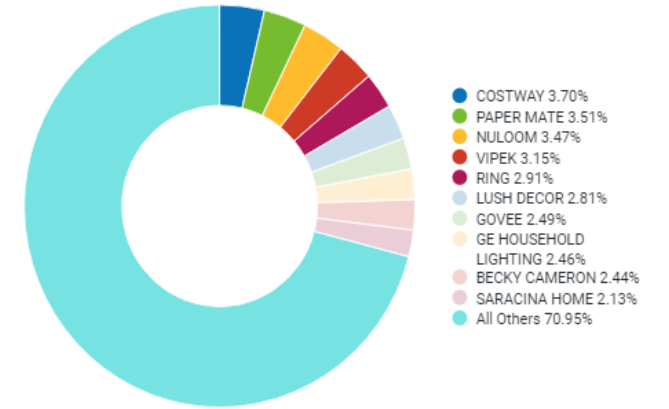
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



18pk Plastic Hangers - Room Essentials™
Room Essentials | Only at



Crayola 24ct Kids Crayons
Crayola
★★★★★ 3623



20gal Latching Storage Tote Green - Brightroom™
Brightroom
★★★★★ 282



PEVA Light Weight Shower Liner Clear - Room Essentials™
Room Essentials | Only at



12" x 6" x 4" All Purpose Storage 1/2 Storage Bin - Brightroom™
Brightroom
★★★★★ 1070

Market Share Leaders:



Brands Observed

202

▲ 12% vs Prior Period

Items Observed

1,808

▲ 12% vs Prior Period

Department Summary

Keywords Observed

15,255

▼ -4% vs Prior Period

Sponsorship Activity

▲ 0.0%

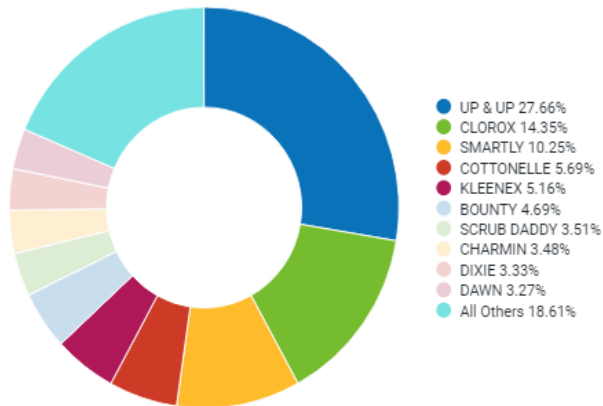
835,674 Weekly Average

Organic Search Visibility

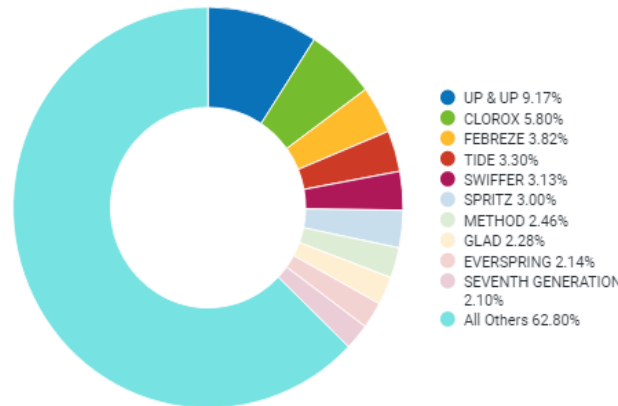
▲ 29.4%

1,829,174,018 Weekly Average

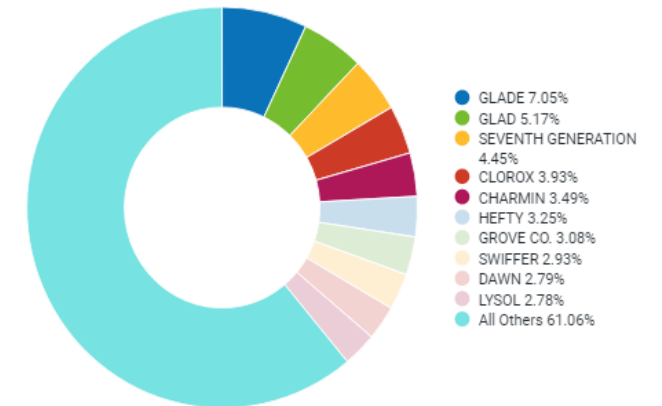
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Make-A-Size Paper Towels - Smartly™
Smartly
★★★★★ 7327



Make-A-Size Paper Towels - up & up™
up & up | Only at 🏪
★★★★★ 1704



Standard Aluminum Foil - 85 sq ft - up & up™
up & up | Only at 🏪
★★★★★ 4508



Sandwich Storage Bags - up & up™
up & up | Only at 🏪
★★★★★ 470



Dixie Everyday Dinner Paper Plates 8.5"
Dixie
★★★★★ 5139

Market Share Leaders:



room essentials



STōK

T-fal

Brands Observed

787

▲ 1% vs Prior Period

Items Observed

11,504

▼ -4% vs Prior Period

Department Summary

Keywords Observed

29,166

▼ -12% vs Prior Period

Sponsorship Activity

▲ 30.2%

1,129,219 Weekly Average

Organic Search Visibility

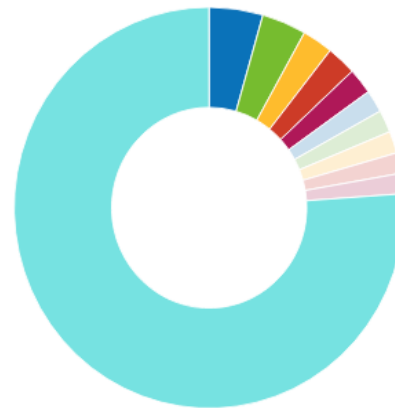
▲ 4.2%

3,733,066,232 Weekly Average

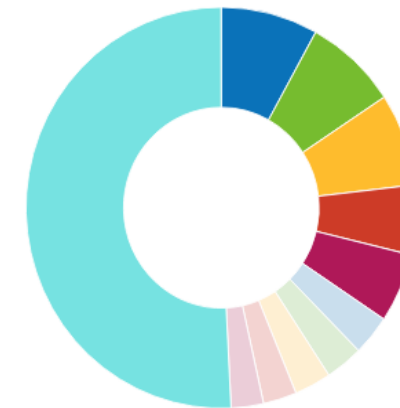
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



T-fal Simply Cook Prep and Cook Nonstick 17pc Set - Red
T-Fal
★★★★★ 277



Select by Calphalon with AquaShield Nonstick 8pc...
Calphalon
★★★★★ 64



The Original Donut Shop Regular Keurig K-Cup Coffee Pods...
The Original Donut Shop
★★★★★ 2381



STōK Black Unsweetened Cold Brew Coffee - 48 fl oz
STōK
★★★★★ 1358



Starbucks by Nespresso Vertuo Line Espresso Roast
Starbucks
★★★★★ 617

Market Share Leaders:



Brands Observed

250

▼ -16% vs Prior Period

Items Observed

1,836

▼ -16% vs Prior Period

Department Summary

Keywords Observed

19,434

▲ 5% vs Prior Period

Sponsorship Activity

▲ 34.7%

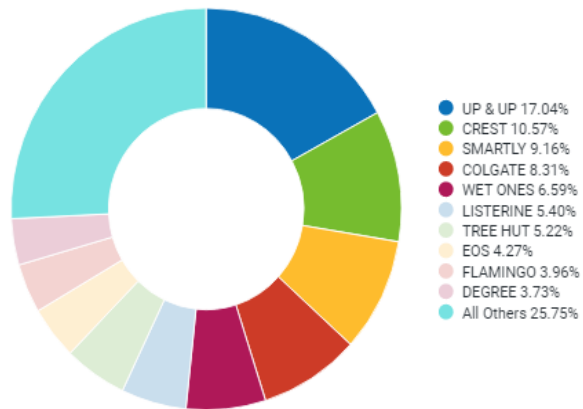
1,264,795 Weekly Average

Organic Search Visibility

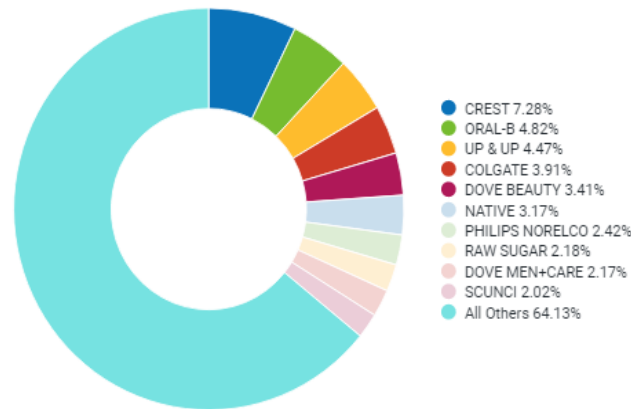
▲ 37.4%

1,699,930,554 Weekly Average

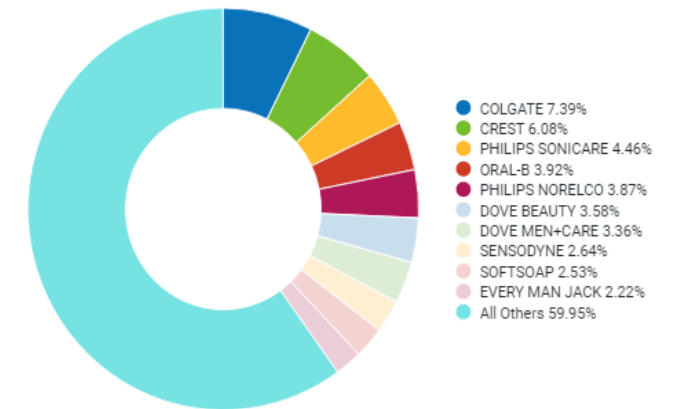
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Listerine Total Care Fresh Mint Anticavi...
Listerine
★★★★★ 1978



White Manual Toothbrush - 2ct -...
Smartly
★★★★★ 287



Crest Pro-Health Gum Detoxify and Restore Professional Deep...
Crest
★★★★★ 203



eos Shea Better Shave Cream -...
eos
★★★★★ 584



Colgate Gum Health Alcohol Free Mouthwash - Clean Mint - 33.8 ...
Colgate
★★★★★ 310

Market Share Leaders:



Brands Observed

316

▼ -8% vs Prior Period

Items Observed

2,753

▼ -12% vs Prior Period

Department Summary

Keywords Observed

14,939

▲ 7% vs Prior Period

Sponsorship Activity

▼ -0.3%

980,518 Weekly Average

Organic Search Visibility

▼ -3.1%

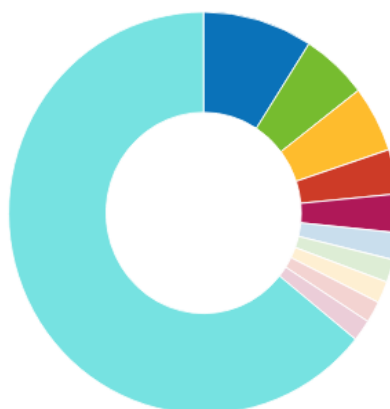
1,649,504,108 Weekly Average

Top-Selling Brands



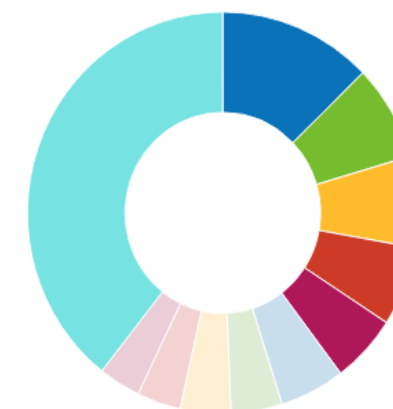
- FANCY FEAST 14.41%
- BOOTS & BARKLEY 11.90%
- TIDY CATS 9.25%
- MILK-BONE 8.16%
- FRESHPET 6.62%
- GREENIES 5.38%
- KINDFULL 4.68%
- FRISKIES 4.38%
- PRETTYLITTER 4.30%
- FROSTY PAWS 4.19%
- All Others 26.72%

Top Brands in Organic Search



- BOOTS & BARKLEY 9.09%
- RING 5.49%
- PAWHUT 5.33%
- AMAZON 3.58%
- UP & UP 3.11%
- BLUE BUFFALO 2.16%
- KINDFULL 1.84%
- COSTWAY 1.74%
- PETMAKER 1.74%
- PETSAFE 1.72%
- All Others 64.19%

Top Brands in Paid Search



- RING 12.72%
- YAHEETECH 7.73%
- PETSAFE 7.35%
- GREENIES 6.41%
- BLUE BUFFALO 5.50%
- ZESTY PAWS 5.41%
- PEDIGREE 4.23%
- BENEBONE 4.18%
- SHEBA 3.63%
- ARM & HAMMER 3.47%
- All Others 39.38%

Top-Selling Items:



Greenies Teenie Original Chicken Dental Dog Treats
Greenies
★★★★☆ 21404



Purina Frosty Paws Peanut Butter Flavor Dog Treats - 4pk
Frosty Paws
★★★★★ 529



Purina Busy Bone Chewy Pork Flavor Dog Treats
Busy
★★★★★ 370



Purina Tidy Cats Non-Clumping 24/7 Performance Multiple Cats...
Tidy Cats
★★★★☆ 1476



Pounce & Chase Mylar Crinkle Balls Cat Toys - 4pk - Boots &...
Boots & Barkley
★★★★★ 857

Market Share Leaders:



Brands Observed

469

▼ -2% vs Prior Period

Items Observed

4,811

▼ -6% vs Prior Period

Department Summary

Keywords Observed

53,682

▲ 23% vs Prior Period

Sponsorship Activity

▼ -17.6%

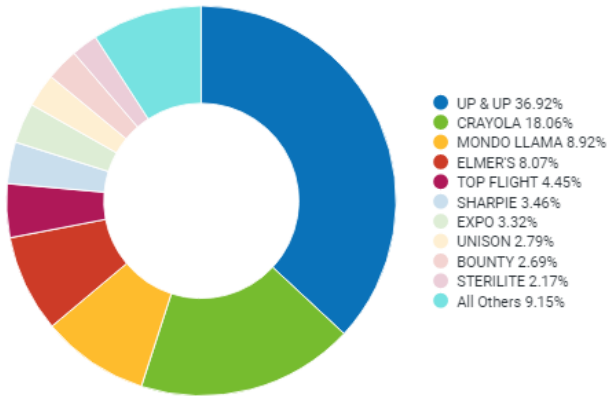
584,598 Weekly Average

Organic Search Visibility

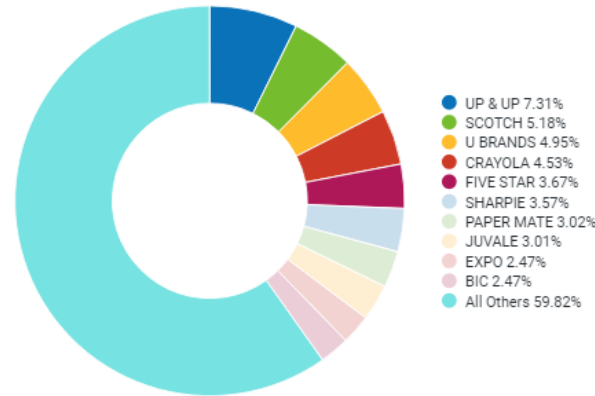
▲ 14.0%

3,742,648,532 Weekly Average

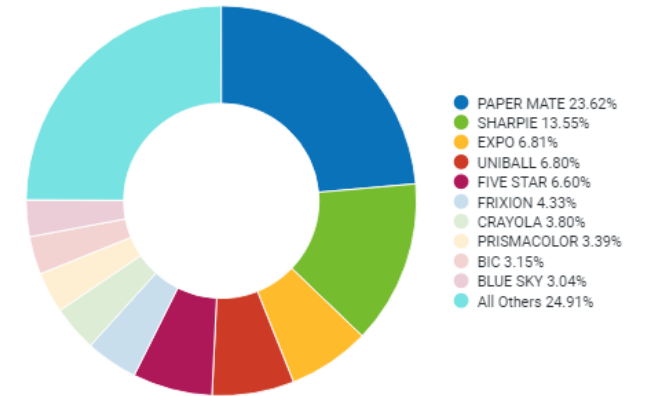
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Crayola 24ct Kids Crayons
Crayola
★★★★★ 3623



Sharpened #2 Wood Pencils up & up™
up & up
★★★★★ 1447



Crayola 12ct Kids Pre-Sharpened...
Crayola
★★★★★ 1729



Elmer's 2pk Washable School Glue Sticks - Disappearing Purple
Elmer's
★★★★★ 1744



Crayola Markers Broad Line 10ct Classic
Crayola
★★★★★ 1584

Market Share Leaders:



Brands Observed

837

▲ 1% vs Prior Period

Items Observed

8,680

▼ -17% vs Prior Period

Department Summary

Keywords Observed

49,070

▼ -16% vs Prior Period

Sponsorship Activity

▲ 42.5%

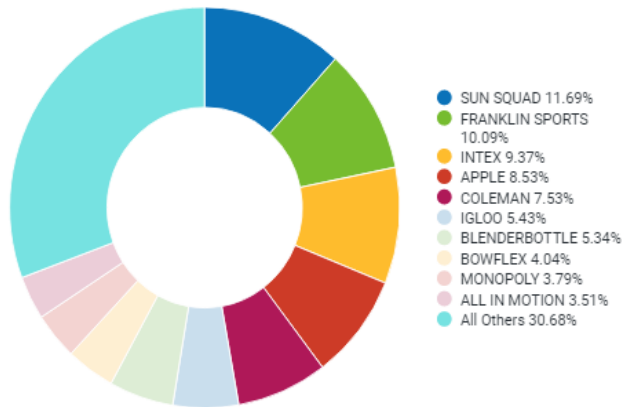
515,494 Weekly Average

Organic Search Visibility

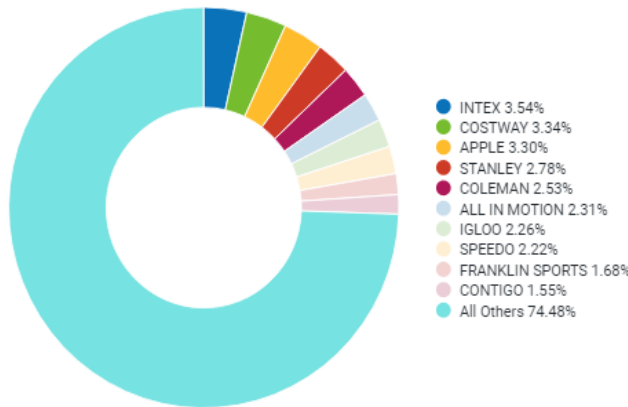
▼ -9.3%

3,025,325,191 Weekly Average

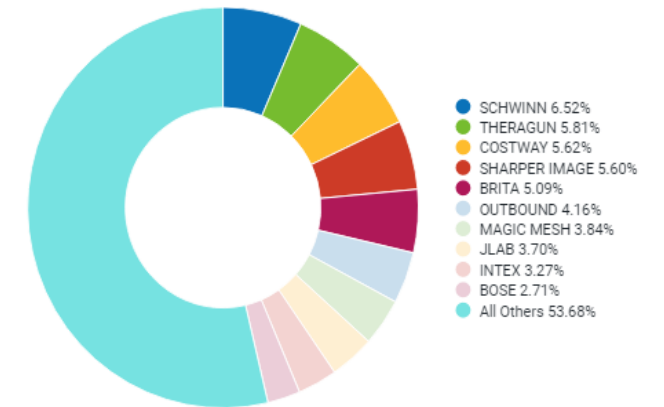
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Blender Bottle 20oz Portable Drinkware
BlenderBottle
★★★★☆ 935



AirPods (3rd Generation) with Lightning Charging Case
Apple
★★★★☆ 711



Bowflex SelectTech 552 Dumbbell - Black
Bowflex
★★★★☆ 68



Dumbbell - All in Motion™
All in Motion
★★★★☆ 2977



Intex 120V AC Electric Pump
Intex
★★★★☆ 718

Market Share Leaders:



Brands Observed

1,008

▼ -8% vs Prior Period

Items Observed

9,397

▲ 0% vs Prior Period

Department Summary

Keywords Observed

99,596

▼ -2% vs Prior Period

Sponsorship Activity

▲ 7.0%

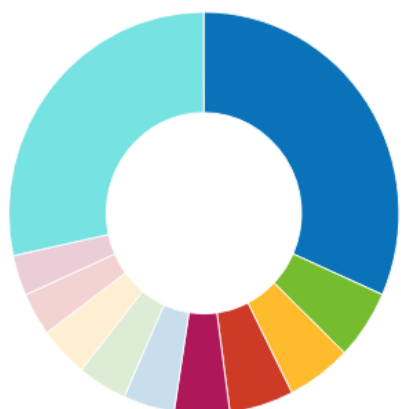
2,929,108 Weekly Average

Organic Search Visibility

▼ -3.3%

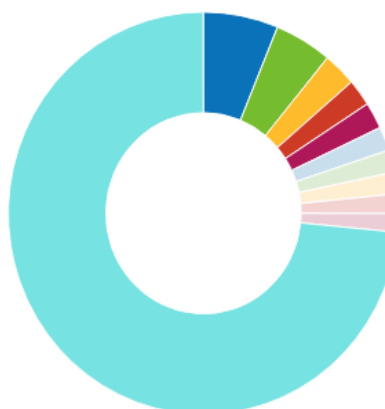
3,906,983,185 Weekly Average

Top-Selling Brands



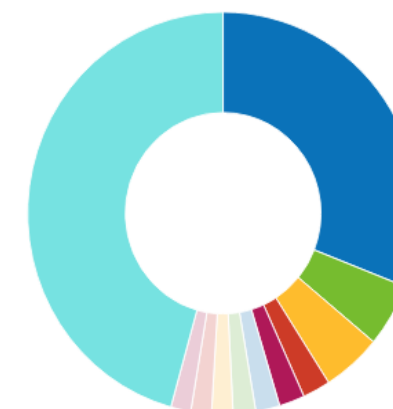
- SUN SQUAD 31.64%
- CASDON TOYS 5.57%
- HOT WHEELS 5.34%
- PLAY-DOH 5.32%
- 5 SURPRISE 4.57%
- BICYCLE 4.25%
- BUNCH O BALLOONS 4.10%
- HASBRO GAMING 4.08%
- RAZOR 3.48%
- CRAYOLA 3.26%
- All Others 28.38%

Top Brands in Organic Search



- LEGO 6.21%
- BARBIE 4.76%
- DISNEY 2.73%
- POKEMON 2.17%
- NERF 2.15%
- NINTENDO 1.90%
- TRANSFORMERS 1.80%
- SUN SQUAD 1.74%
- MELISSA & DOUG 1.56%
- UNIVERSAL HOME VIDEO 1.51%
- All Others 73.47%

Top Brands in Paid Search



- LEGO 30.95%
- FAO SCHWARZ 5.09%
- BARBIE 4.89%
- NINTENDO 2.30%
- OUR GENERATION 2.10%
- WHAT DO YOU MEME? 2.00%
- COSTWAY 1.86%
- NIU 1.76%
- FISHER-PRICE 1.70%
- B. TOYS 1.65%
- All Others 45.68%

Top-Selling Items:



Casdon Toys DC24 Dyson Ball Toy Vacuum
Casdon Toys
★★★★☆ 935



Kids' Splash Bombs 4pc - Sun Squad™
Sun Squad
★★★★★ 101



Bop It! Game
Hasbro Gaming
★★★★★ 435



Toypedo Bandits - Sun Squad™
Sun Squad
★★★★★ 511



Razor A Kick Scooter
Razor
★★★★★ 1547

Market Share Leaders:



Brands Observed

85

▼ -34% vs Prior Period

Items Observed

1,208

▼ -14% vs Prior Period

Department Summary

Keywords Observed

9,702

▼ -15% vs Prior Period

Sponsorship Activity

▲ 42.3%

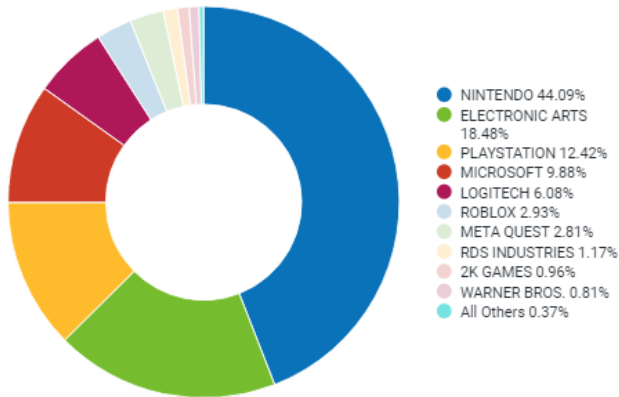
107,877 Weekly Average

Organic Search Visibility

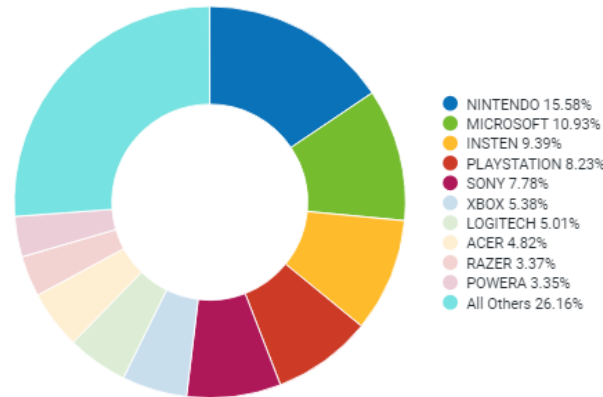
▼ -4.6%

1,127,040,677 Weekly Average

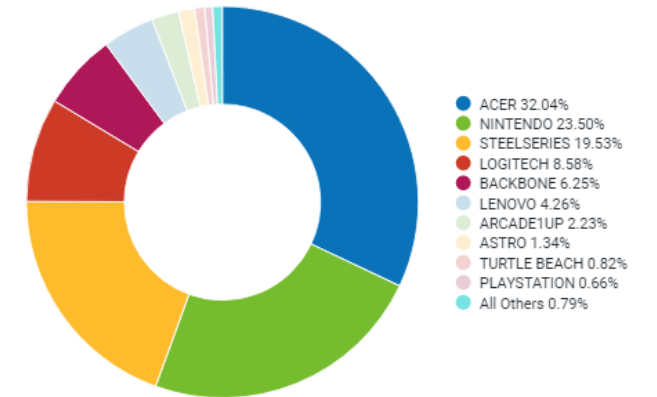
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



PlayStation 5 Marvel's Spider-Man 2 Limited Edition Bundle
PlayStation
★★★★☆ 22



Nintendo Switch AC Adapter
Nintendo
★★★★☆ 232



Xbox Series S 1TB Console - Black
Microsoft
★★★★☆ 8



DualSense Wireless Controller for PlayStation 5
PlayStation
★★★★☆ 1423



Madden NFL 23 - PlayStation 5
Electronic Arts
★★★★☆ 94

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