























Department Performance Report

AUGUST 2023



 Arts, Crafts, Sewing	 Auto, Tires and Industrial	 Baby	 Beauty
 Clothing	 Electronics	 Food & Grocery	 Health
 Home	 Home Improvement	 Household Essentials	 Office Supplies
 Party & Occasions	 Patio & Garden	 Personal Care	 Pets
 Premium Beauty	 Sports & Outdoors	 Toys & Outdoor Play	 Video Games

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Report Overview

This report provides a holistic overview of each major department at Walmart. It includes information about sales, sponsored search, and organic search for each department.

- [Department Overview](#)
- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
- [Top Brands in Paid Search](#)
- [Top Promoted Brands](#)
- [Top-Selling Items](#)

- ❖ Disclaimer: Analytic Index has no affiliation with Walmart. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.
- ❖ This report is based on top-performing items in sales or search on Walmart (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period and percent change in this report is comparing data from the previous year (year-over-year).

Definitions

Top-Selling Brands

Estimated sales share based on the brand's items, their best seller rank, and historical sales.

Top Brands in Organic Search

Based on share of organic search visibility, which is similar to organic impressions in that it looks at keywords the brands items appear for, how high they rank for said keywords, and the search volume of the keywords.

Top Brands in Paid Search

Based on share of paid search visibility, which is similar to ad impressions in that it looks at keywords the sponsored items appear for, their ad position on the page for said keywords, and the search volume of the keywords.

Top Promoted Brands

The brands that were observed with the most promo activity via retailer badges.

Top-Selling Items

The best-selling items based on Best Seller Ranking over the time period.

About Analytic Index

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



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



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



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Market Share Leaders:



Generic



TSV

Brands Observed

6,082

▲ 5% vs Prior Period

Items Observed

45,836

▲ 14% vs Prior Period

Department Summary

Keywords Observed

95,737

▲ 26% vs Prior Period

Sponsorship Activity

▼ -7.0%

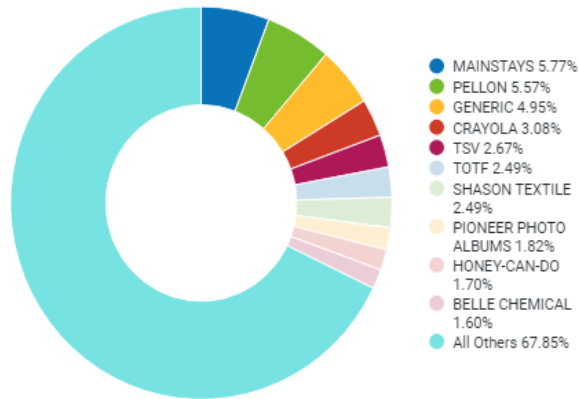
10,387,580 Weekly Average

Organic Search Visibility

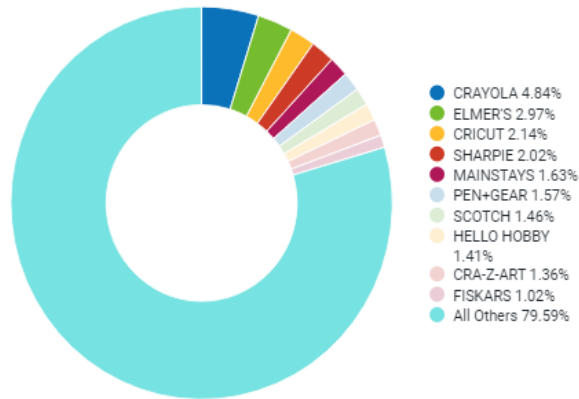
▲ 13.7%

4,172,318,024 Weekly Average

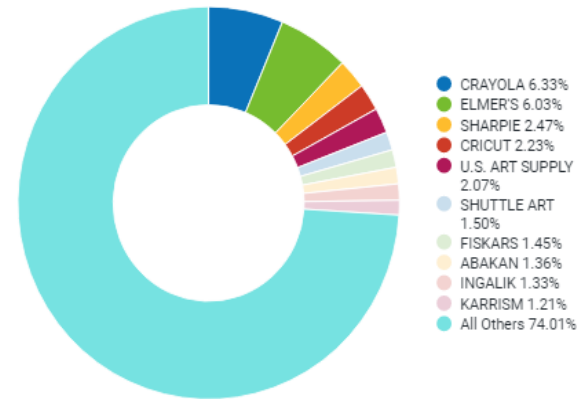
Top-Selling Brands



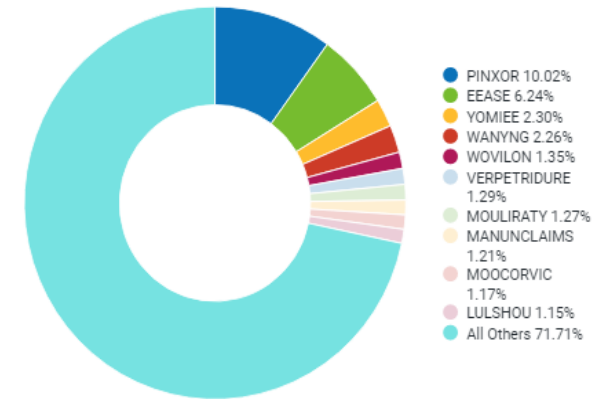
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Now \$39⁹⁹ ~~\$79.96~~
12 Stitches Sewing Machine
MultiFunctional Mini Portable Sewing
Machine for Adults and Kids
★★★★☆ 137



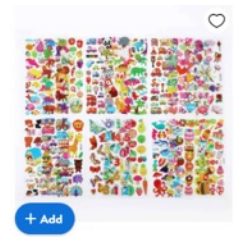
\$12⁹⁸
Handheld Sewing Machine, TSV
Cordless Mini Portable Sewing Machine
USB Battery Electric Quick Handy...
★★★★☆ 72



Now \$37⁸⁸ ~~\$56.99~~
VIFERR Portable Sewing Machine, Mini
Sewing Machine Handheld Electric
Sewing Machines 12 Stitches for...
★★★★☆ 146



Now \$1⁹⁸ ~~\$2.88~~ 8.3 c/ea
Crayola Washable Sidewalk Chalk In
Assorted Colors, Outdoor Toys for Kids,
24 Ct
★★★★☆ 522



\$8⁹⁹
3D Puffy Stickers for Kids Toddlers Boys
Girls 20 sheets, Children Stickers
Variety for Child Gifts, Teacher Rewar...
★★★★☆ 95

Market Share Leaders: **CROSSMAX**



Brands Observed
13,162
▲ 55% vs Prior Period

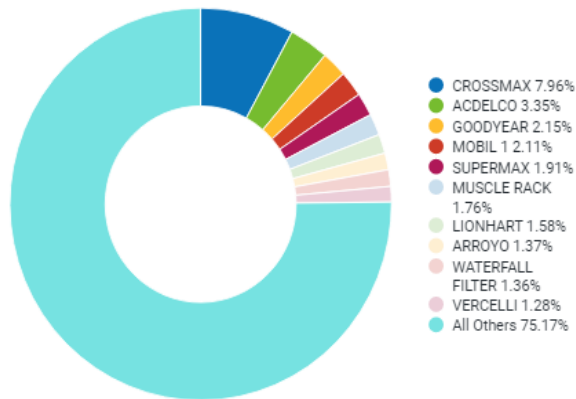
Items Observed
365,560
▲ 222% vs Prior Period

Department Summary
Keywords Observed
93,681
▲ 14% vs Prior Period

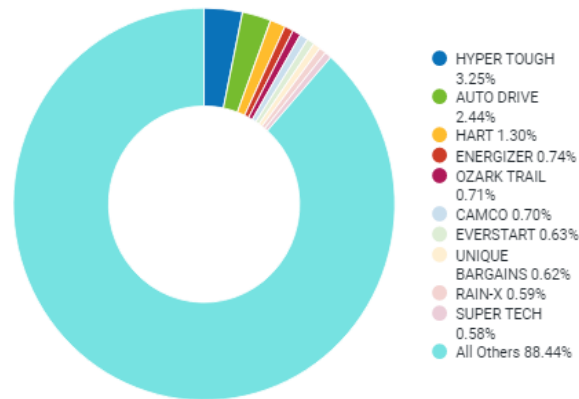
Sponsorship Activity
▼ -16.0%
10,289,657 Weekly Average

Organic Search Visibility
▲ 13.4%
4,416,775,335 Weekly Average

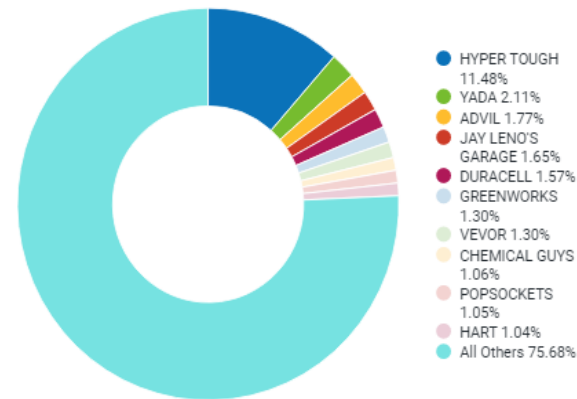
Top-Selling Brands



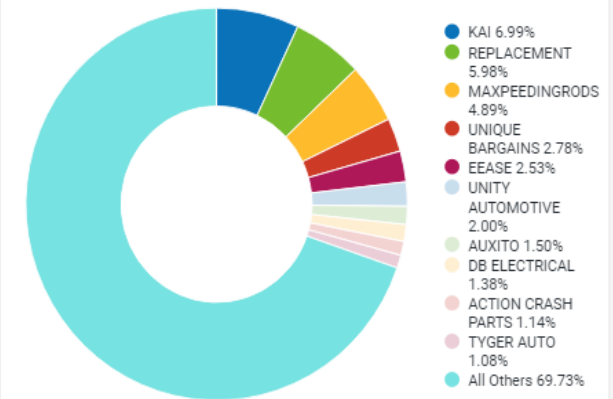
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$19.47⁸ ~~\$23.79⁸~~ \$3.78/lb
ACDelco AGM Automotive BCI Group
94R Battery 94RAGM
★★★★★ 48



+ Add
\$56⁸³
Crossmax 205/65R15 99H XL CT-1 All-Season Tire Fits: 2006-07 Honda Accord LX, 2005 Honda Accord EX
★★★★★ 15



+ Add
\$64⁰²
Crossmax CT-1 All-Season 215/60R16 95V XL Passenger Tire
★★★★★ 73



+ Add
\$92⁸⁸
DeWalt DCS3568 20V Cordless Brushless 3-Speed Oscillating Multi-Tool (Tool-Only)
★★★★★ 12



+ Add
Now \$21⁴⁰ ~~\$27.93~~
Reflectix BP24010 Series Foil Insulation, 24 in. x 10 ft
★★★★★ 36

Market Share Leaders:



WONDER NATION

Pamo Babe



Brands Observed

6,744

▲ 466% vs Prior Period

Items Observed

50,087

▲ 788% vs Prior Period

Department Summary

Keywords Observed

110,297

▲ 22% vs Prior Period

Sponsorship Activity

▲ 5.9%

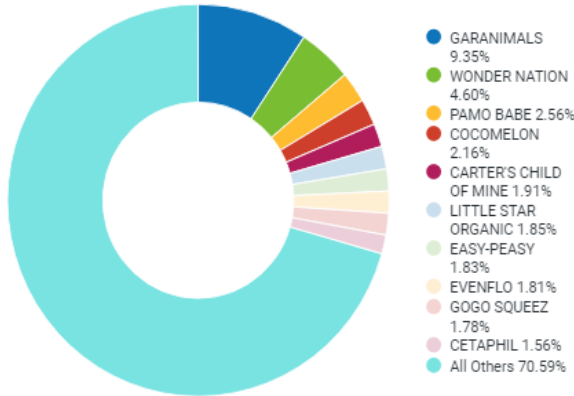
12,820,752 Weekly Average

Organic Search Visibility

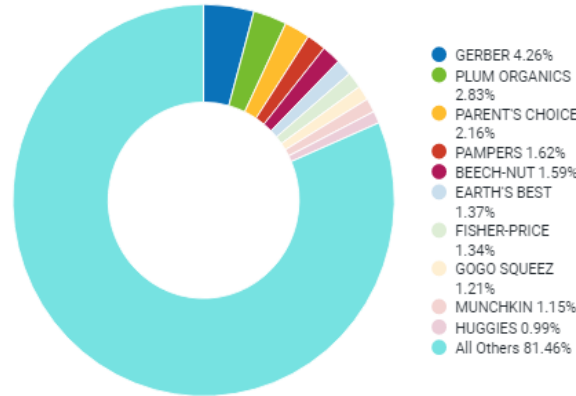
▼ -15.3%

9,202,091,073 Weekly Average

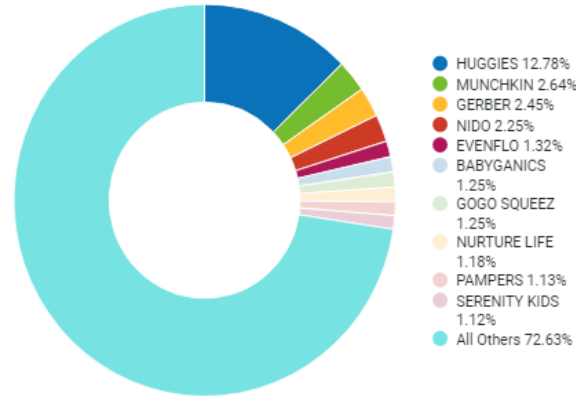
Top-Selling Brands



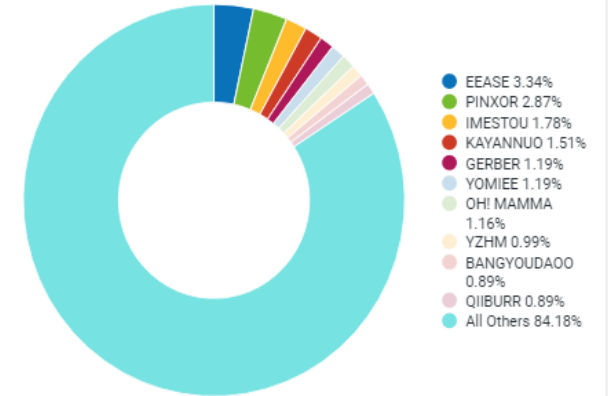
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Now \$639 \$19.81 +\$3.00 shipping
 Baby Car Seat Toy,Spiral Car Seat Toy Babies Infant Toys for Car Seat,Hanging Baby Stroller Toy Girl Toys Car Seat To...
 ★★★★★ 31



\$1995
 Potty Time Watch Toddler Toilet Training Aid Reminder Timer ~ Blue
 ★★★★★ 23



Now \$3000 \$50.00
 Marvel Spider-Man 6 Bin Design and Store Toy Organizer by Delta Children, Greenguard Gold Certified
 ★★★★★ 354



Now \$10999 \$169.99
 More options from \$98.99
 Pamo Babe Unisex Nursery Center Playard with Bassinet & Changing Table, Black
 ★★★★★ 376



Now \$4000 \$55.00
 CoComelon Wheels on the Bus Wooden Activity Table, Recycled Wood, Officially Licensed Kids Toys for Ages 1...
 ★★★★★ 47

Market Share Leaders: **COSRX**

NIOXIN

The **Ordinary**

MATRIX

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

Brands Observed

8,646

▲ 34% vs Prior Period

Items Observed

72,750

▲ 39% vs Prior Period

Department Summary

Keywords Observed

100,862

▲ 29% vs Prior Period

Sponsorship Activity

▲ 20.5%

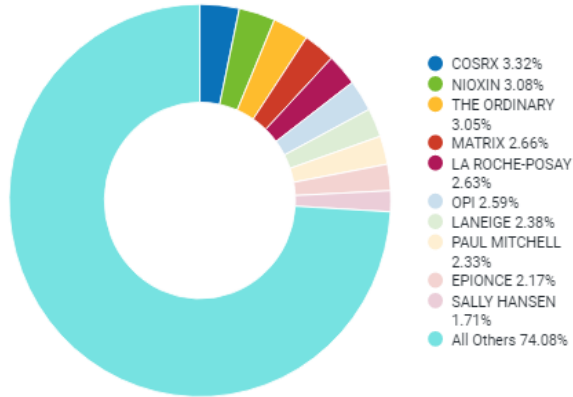
19,256,405 Weekly Average

Organic Search Visibility

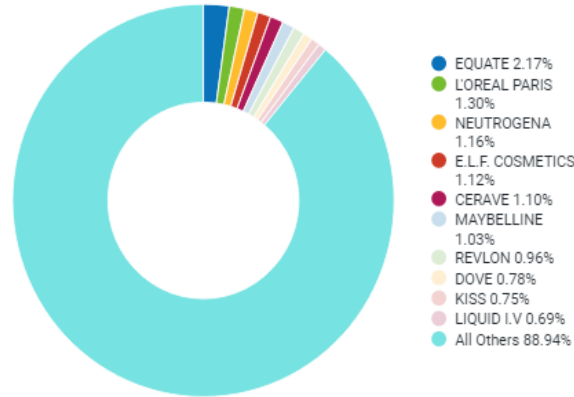
▼ -17.4%

19,536,846,203 Weekly Average

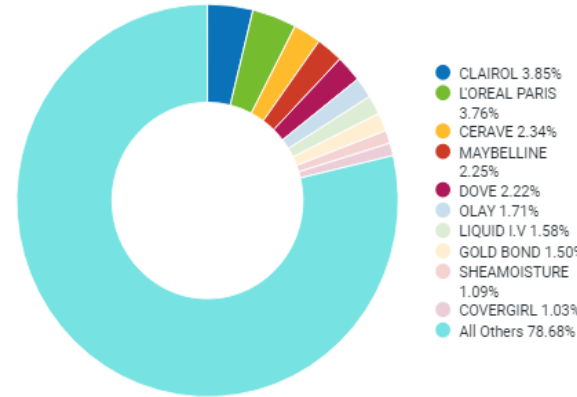
Top-Selling Brands



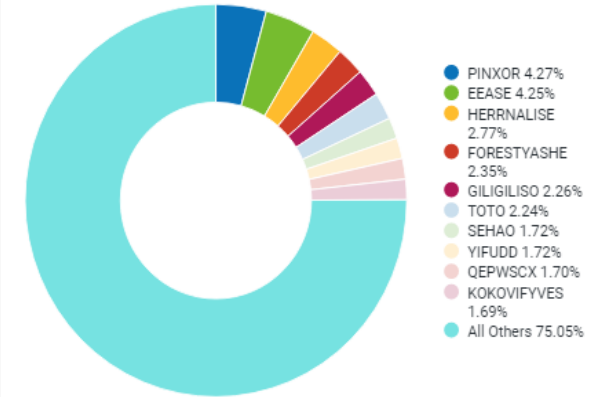
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$14⁹⁹

Hair Treatment Mask for Curly Hair Expert Skala 1kg

★★★★☆ 12



+ Add

\$10⁵⁹

Paulas ChoiceCA--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant-- Facial Exfoliant for Blackheads...

★★★★☆ 9



+ Add

Now \$11⁸⁰ \$16.95

Laneige Lip Sleeping Mask EX Berry 3g (4-Pack) Mini Size

★★★★☆ 48



+ Add

Now \$3⁷⁹ \$5.99 +\$4.04 shipping

Daylee Naturals Mesh Bath Pouf Sponge 4 Pack

★★★★☆ 134



+ Add

Now \$4⁹⁹ \$98.00

Epionce Renewal Facial Cream, 1.7 Oz

★★★★☆ 22

Market Share Leaders:



GARANIMALS

PAUL MITCHELL
PROFESSIONAL SALON PRODUCTS

TIME AND TRU

Brands Observed
14,372

▲ 45% vs Prior Period

Items Observed
225,681

▲ 54% vs Prior Period

Department Summary
Keywords Observed
157,910

▲ 16% vs Prior Period

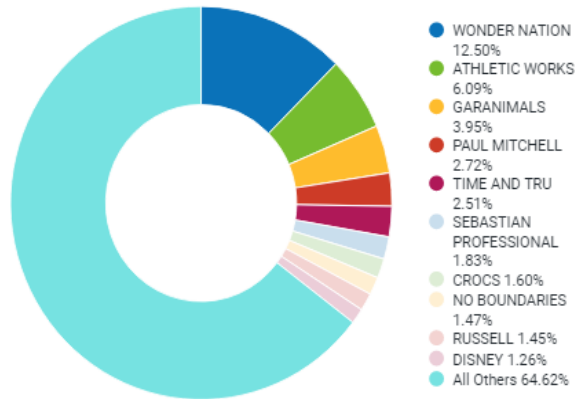
Sponsorship Activity
▼ -21.5%

33,005,280 Weekly Average

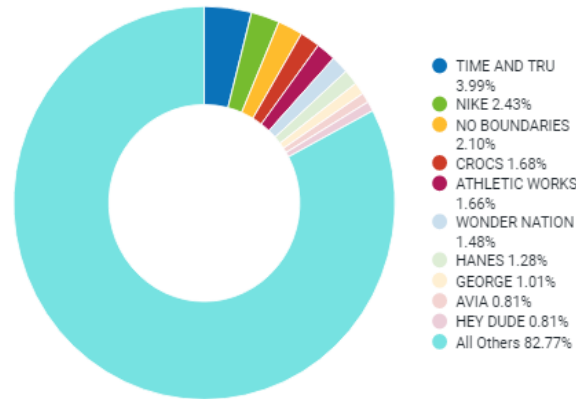
Organic Search Visibility
▼ -0.3%

23,986,044,005 Weekly Average

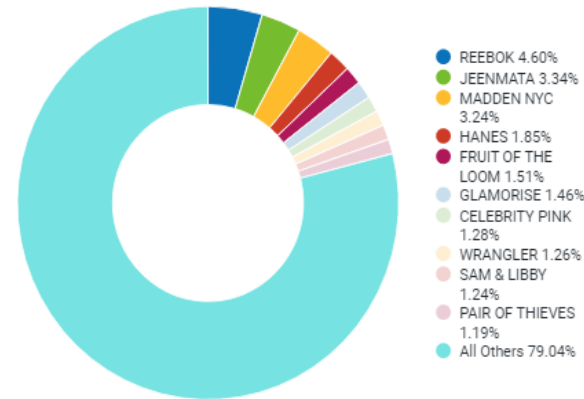
Top-Selling Brands



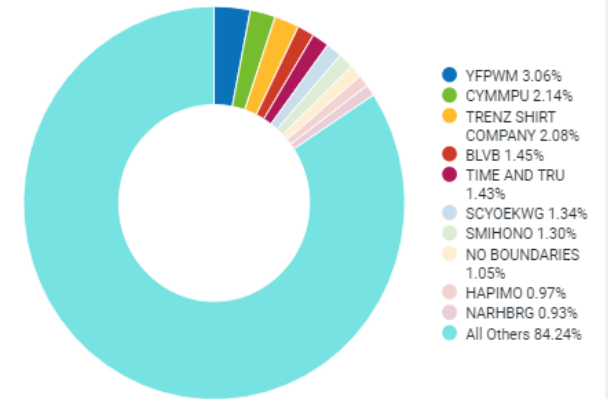
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$30⁹⁹

More options from \$20.25

Crocs Toddler & Kids Crocband Clog, Sizes 4-6

★★★★★ 2795



+ Add

Now **\$17⁰⁰** ~~\$20.99~~

Paul Mitchell Tea Tree Shaping Cream 3 oz

★★★★★ 37



+ Add

\$14⁹²

Disney The Nightmare Before Christmas 17" Laptop Backpack, Black

★★★★★ 2442



+ Add

\$36⁸⁵

Sebastian Shaper Plus Spray 10.6 - Pack of 3

★★★★★ 65



+ Add

\$13⁹⁸

Wonder Nation Baby and Toddler Ankle and Crew Socks, 20-Pack, Sizes 0M-5T

★★★★★ 244

Market Share Leaders:



Hisense

VIZIO



Brands Observed
10,263
▲ 17% vs Prior Period

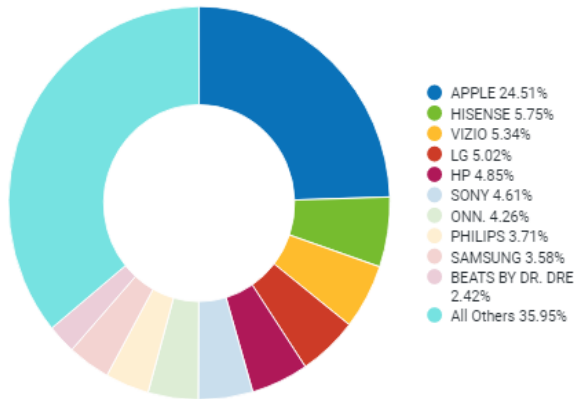
Items Observed
112,669
▲ 32% vs Prior Period

Department Summary
Keywords Observed
88,439
▲ 0% vs Prior Period

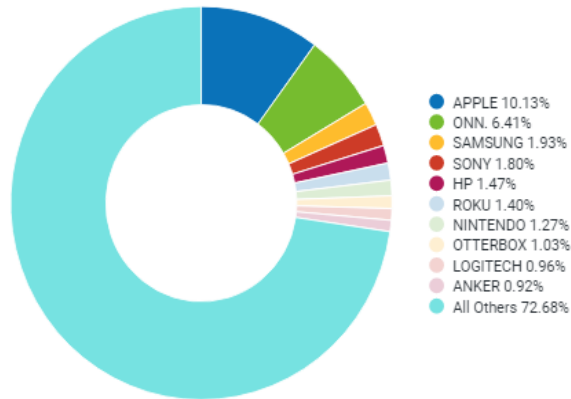
Sponsorship Activity
▼ -4.2%
23,835,994 Weekly Average

Organic Search Visibility
▲ 21.8%
14,377,027,280 Weekly Average

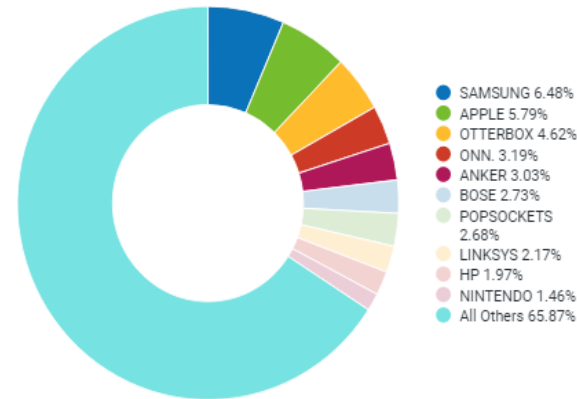
Top-Selling Brands



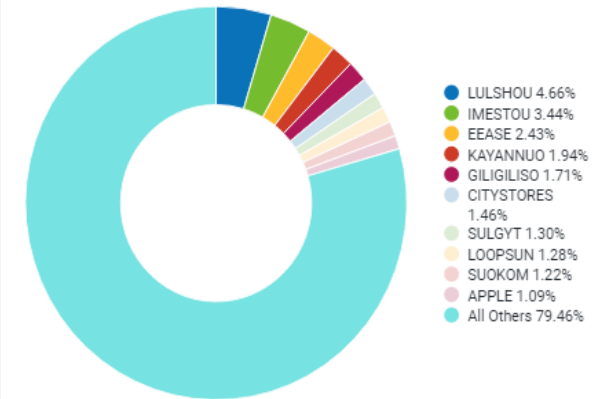
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

Now **\$199⁰⁰** ~~\$249⁰⁰~~
Apple AirPods Pro (2nd Generation)
★★★★☆ 2395

+ Add

\$499⁰⁰ ~~\$499.00/ca~~
Sony PlayStation 5 Video Game Console
★★★★★ 1930

+ Add

Now **\$298⁰⁰** ~~\$338.00~~
Hisense 58" Class 4K UHD LED LCD Roku Smart TV HDR R6 Series 58R6E3
★★★★☆ 7273

+ Add

Now **\$99⁰⁰** ~~\$129⁰⁰~~
Apple AirPods with Charging Case (2nd Generation)
★★★★★ 20764

+ Add

\$179⁰⁰ ~~\$209⁰⁰~~
HP Stream 14" Laptop, Intel Celeron N4020 Processor, 4GB RAM, 64GB eMMC, Pink, Windows 11 (S mode) with...
★★★★☆ 1953

Market Share Leaders:

Produce
Unbranded



FRESHNESS
GUARANTEED



Brands Observed
10,934
▲ 21% vs Prior Period

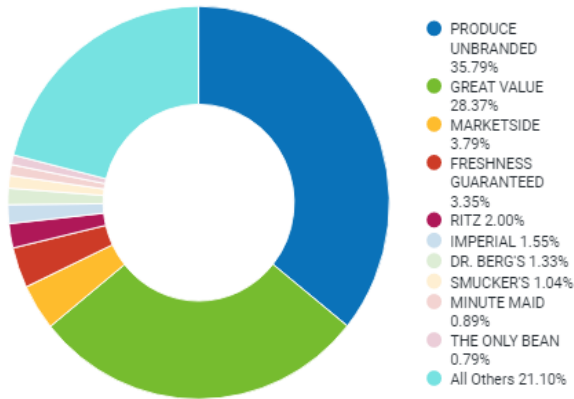
Items Observed
106,098
▲ 60% vs Prior Period

Department Summary
Keywords Observed
99,037
▲ 40% vs Prior Period

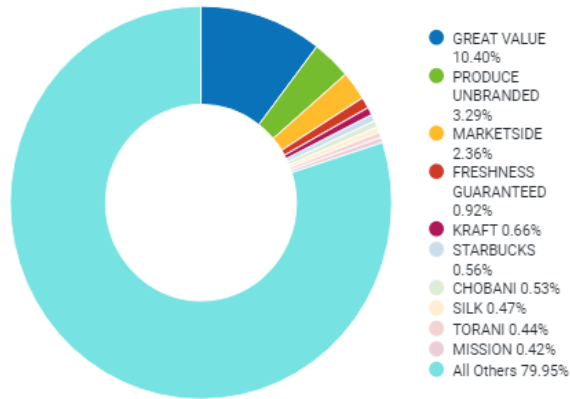
Sponsorship Activity
▲ 157.5%
22,180,466 Weekly Average

Organic Search Visibility
▲ 28.3%
131,587,927,954 Weekly Average

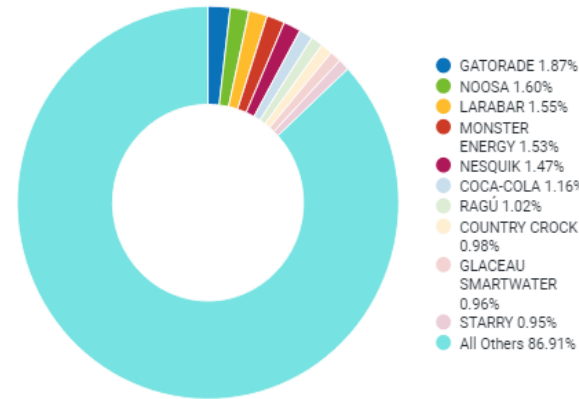
Top-Selling Brands



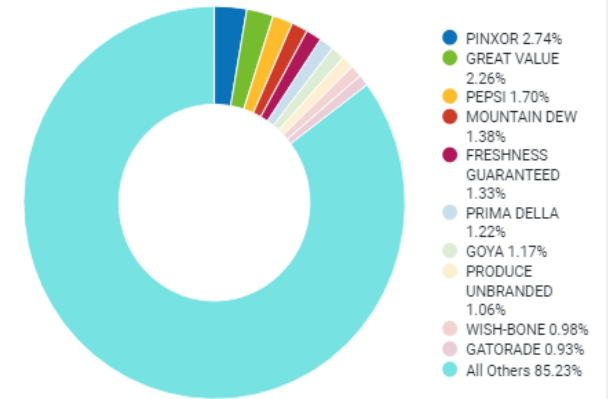
Top Brands in Organic Search



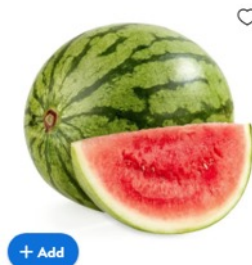
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5.67
Fresh Seedless Watermelon, Each



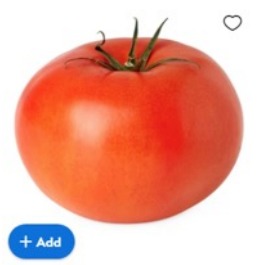
Now \$0.33 \$0.50
Fresh Sweet Corn on the Cob (1 each)



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



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



\$1.21 each \$1.98/lb
Final cost by weight
Fresh Slicing Tomato, Each

Market Share Leaders:



Brands Observed
11,344
▲ 24% vs Prior Period

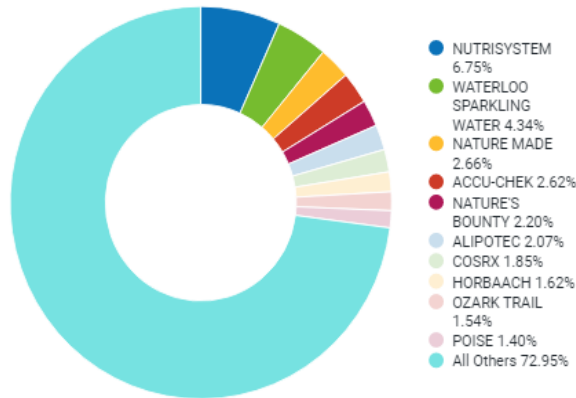
Items Observed
84,431
▲ 43% vs Prior Period

Department Summary
Keywords Observed
148,125
▲ 27% vs Prior Period

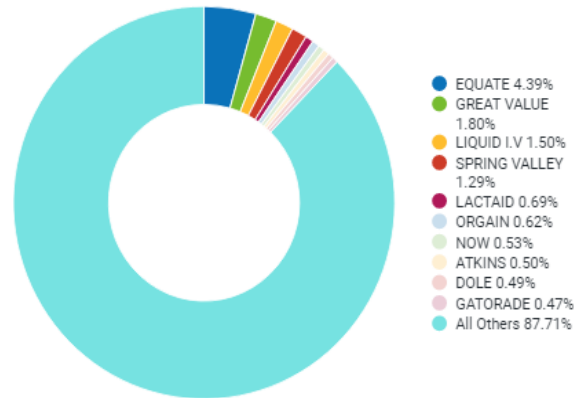
Sponsorship Activity
▲ 20.2%
22,818,271 Weekly Average

Organic Search Visibility
▼ -9.7%
26,964,626,311 Weekly Average

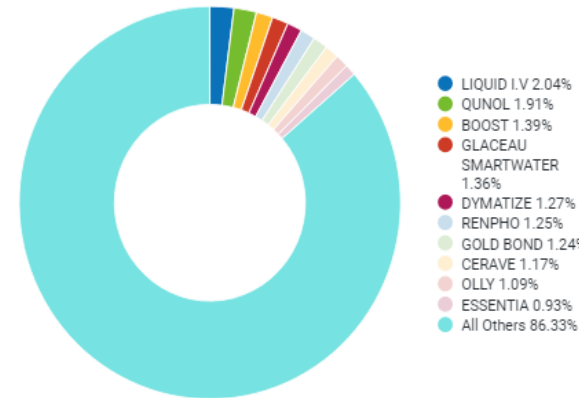
Top-Selling Brands



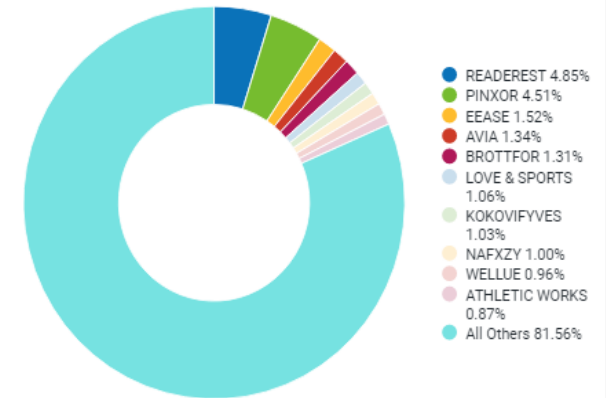
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



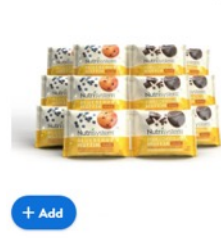
Top-Selling Items:



\$44⁹⁹ 47.4 c/ea
Nutrisystem Frozen Beef Hamburgers, Whole Wheat Buns, 10 Count



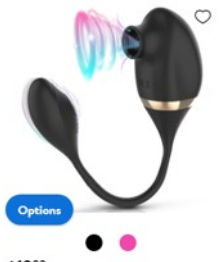
\$21⁹⁵
Original Alipotec Tejacote Root Treatment - 1 Bottle (3 Month Treatment) - Most Popular, All-Natural...



\$26⁹⁸ \$2.25/ea
Nutrisystem Breakfast Muffin Variety Bundle, Weight Loss Support with 7g of Protein, 12 Count



\$19⁹⁸
Nutrisystem Cookie Variety Pack, Support Weight Loss with Convenient Snacks (12 Count)



\$13⁹⁹
More options from \$12.99
Vibrators and Adult Sex Toys PHANXY Clitoral Sucking Vibrator with Vibrating Egg, 2 in 1 G-spot & Clitoris Stimulator...
★★★★☆ 36

Market Share Leaders:



FRIGIDAIRE



Galanz



Brands Observed

22,852

▲ 31% vs Prior Period

Items Observed

300,307

▲ 46% vs Prior Period

Department Summary
Keywords Observed

224,522

▲ 18% vs Prior Period

Sponsorship Activity

▼ -21.8%

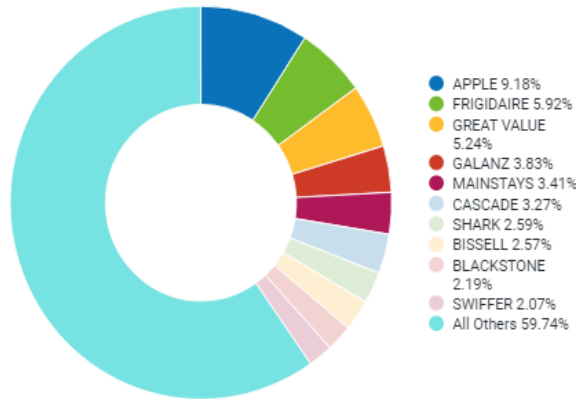
38,748,801 Weekly Average

Organic Search Visibility

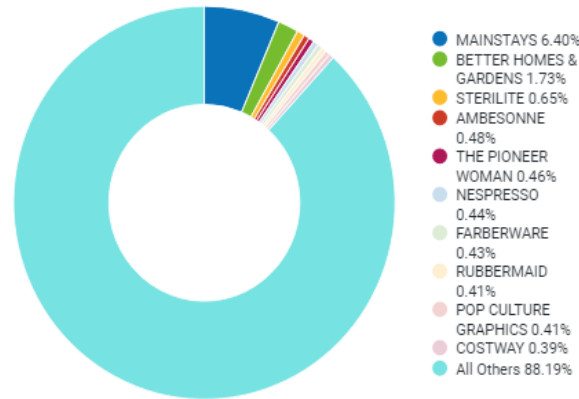
▼ -17.7%

36,870,582,049 Weekly Average

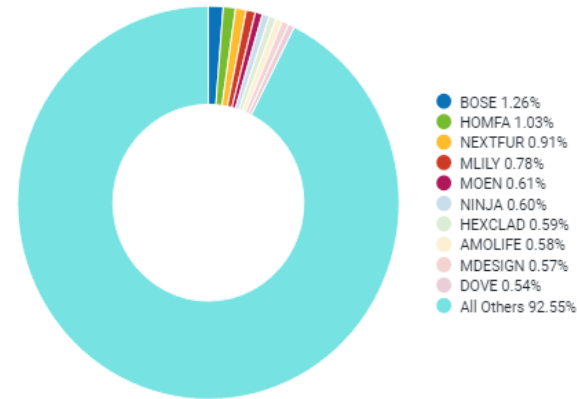
Top-Selling Brands



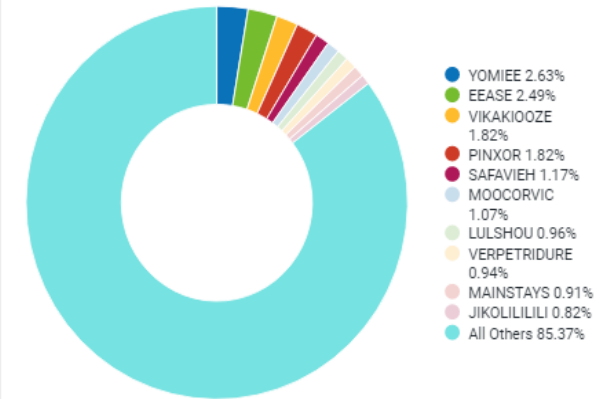
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

Now \$99⁰⁰ ~~\$129.00~~

Apple AirPods with Charging Case (2nd Generation)

★★★★★ 20792

Options

Now \$157⁰⁰ ~~\$193.00~~

Arctic King 3.2 Cu. ft. Two Door Mini Fridge with Freezer, Stainless Steel, E-Star, ARM32D5ASL

★★★★★ 4504

+ Add

Now \$88⁹⁹ ~~\$99.00 \$57.05/oz~~

Apple AirTag - 4 Pack

★★★★★ 930

+ Add

Now \$197⁰⁰ ~~\$227.00~~

Blackstone Adventure Ready 2-Burner 28" Griddle Cooking Station

★★★★★ 1591

+ Add

\$227⁹⁸

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

★★★★★ 2433

Market Share Leaders:



UISHUSO



Woods®



Brands Observed
17,013
▲ 24% vs Prior Period

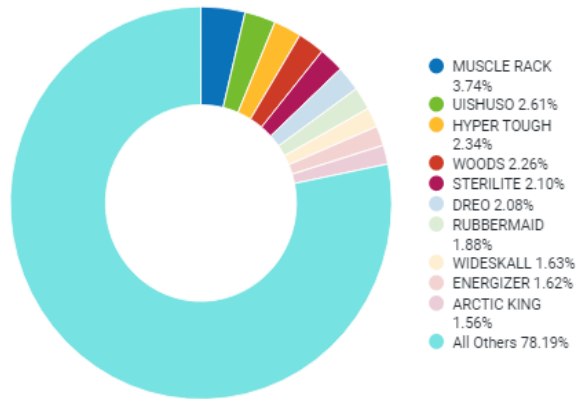
Items Observed
168,757
▲ 44% vs Prior Period

Department Summary
Keywords Observed
136,548
▲ 14% vs Prior Period

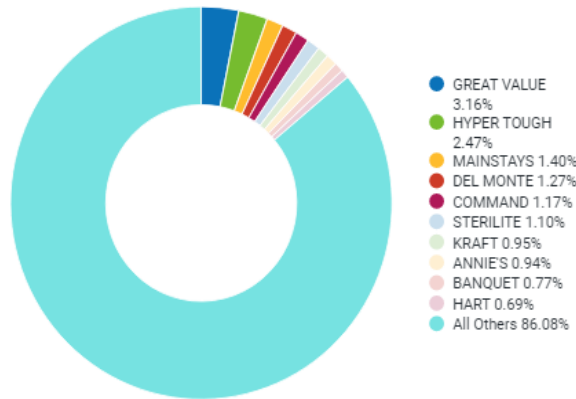
Sponsorship Activity
▼ -4.5%
18,582,599 Weekly Average

Organic Search Visibility
▲ 7.6%
13,716,419,899 Weekly Average

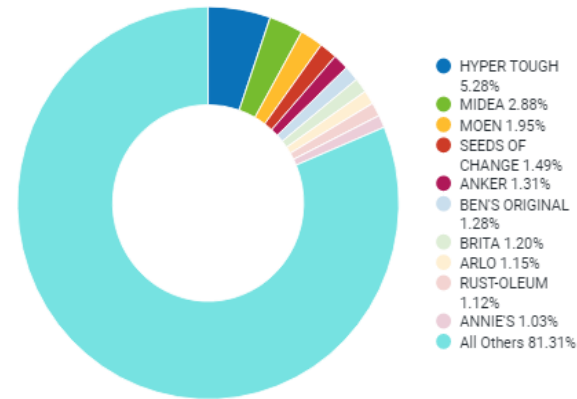
Top-Selling Brands



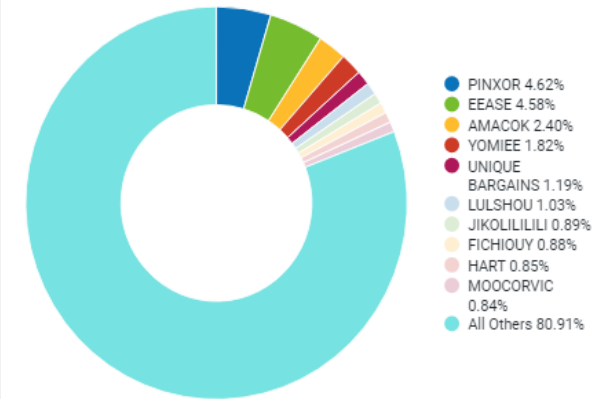
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$755
★★★★☆ 10



\$1497
★★★★☆ 97



Now \$330 \$618 +\$2.89 shipping
★★★★☆ 121



Now \$2140 \$2793
★★★★☆ 36



\$1299
★★★★☆ 171

Market Share Leaders:



Energizer



Brands Observed

4,115

▲ 55% vs Prior Period

Items Observed

31,359

▲ 68% vs Prior Period

Department Summary

Keywords Observed

47,178

▲ 16% vs Prior Period

Sponsorship Activity

▲ 5.0%

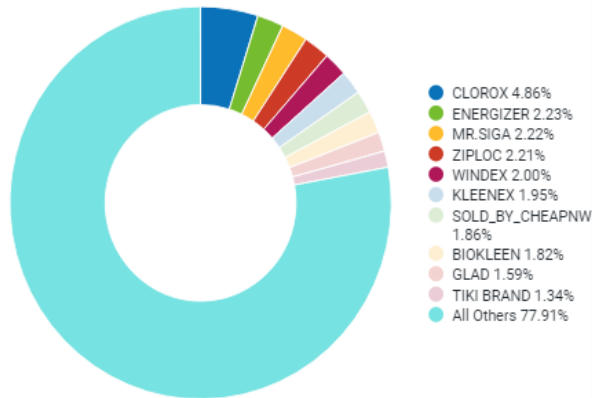
5,449,605 Weekly Average

Organic Search Visibility

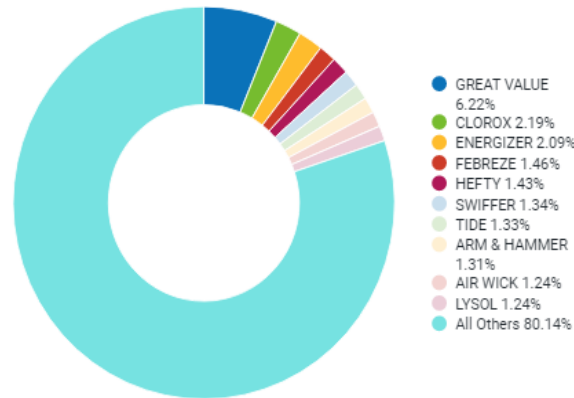
▼ -42.4%

6,468,446,565 Weekly Average

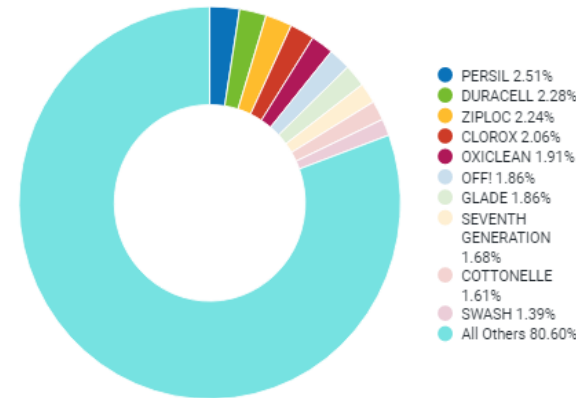
Top-Selling Brands



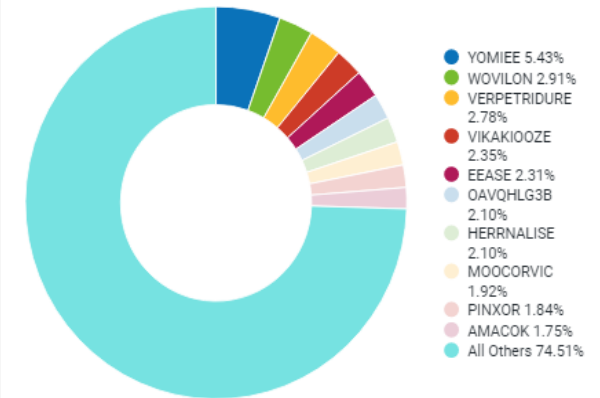
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$675

Clothes Dryer Lint Vent Trap Cleaner
Brush Gas Electric Fire Prevention
Exhaust (1 pack)

★★★★☆ 17



+ Add

\$1615

TIKI Brand 128 oz. Citronella Scented
Torch Fuel with Easy Pour System

★★★★★ 168

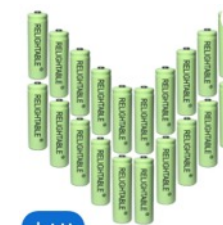


+ Add

\$526 ~~\$12.99~~ \$5.26/oz

Biokleen All Purpose Cleaner
Spray+Wipe - 32 Ounces

★★★★☆ 11



+ Add

\$1499

20 AA Rechargeable Batteries NIMH
600mAh 1.2v Garden Solar Ni-Mh Light
LED C20

★★★★☆ 174



+ Add

\$1499

Clorox Toilet Bowl Cleaner with Bleach,
Rain Clean - 24 Ounce, 3 Pack

★★★★★ 17

Market Share Leaders:



Generic



Brands Observed
10,147
▲ 24% vs Prior Period

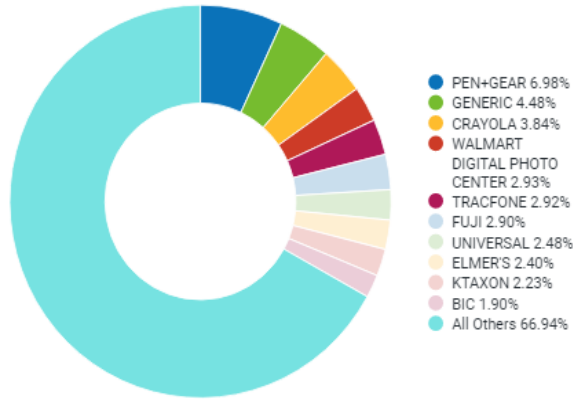
Items Observed
93,341
▲ 61% vs Prior Period

Department Summary
Keywords Observed
125,775
▲ 22% vs Prior Period

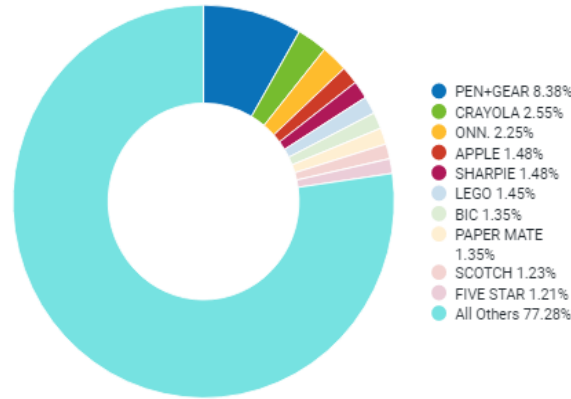
Sponsorship Activity
▲ 9.8%
24,316,131 Weekly Average

Organic Search Visibility
▲ 28.3%
10,956,157,996 Weekly Average

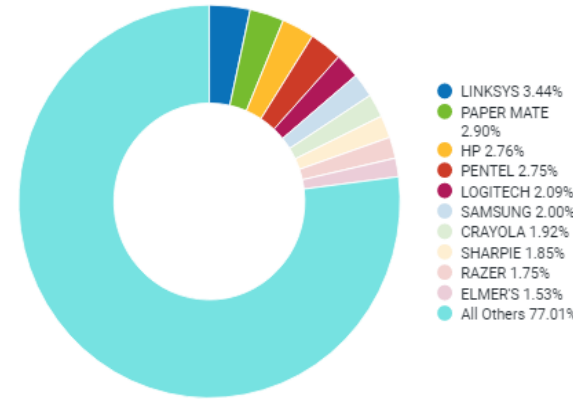
Top-Selling Brands



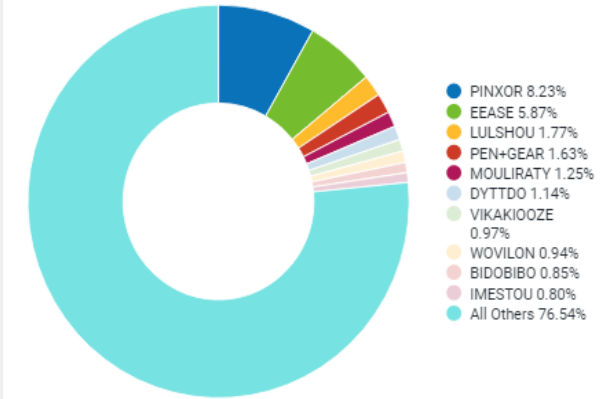
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



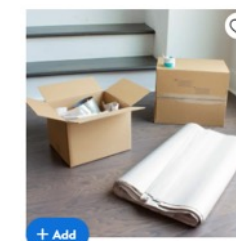
Now \$1⁸⁸ ~~\$2.17~~
Pen+Gear Large Recycled Moving Boxes, 24L x 16W x 19H, Kraft
★★★★☆ 1360



\$10⁰⁰
Tracfone \$10 Data Only Add On (1GB) Direct Top Up
★★★★☆ 228



Now \$1⁴⁸ ~~\$1.64~~
Pen+Gear Medium Recycled Moving Boxes, 19L x 14W x 17H, Kraft
★★★★☆ 1791



\$21³⁴
No Brand Recycled Packing Paper, 24 in. x 36 in., Unprinted, 240 Sheets
★★★★☆ 214



Now \$0⁹⁷ ~~\$2.54~~ 9.7 c/ea
Crayola Classic Broad Line Markers, Art Supplies, Back to School Supplies, 10 Ct
★★★★★ 2074

Market Share Leaders:



JUVALE

WAY TO CELEBRATE

Brands Observed

8,135

▲ 43% vs Prior Period

Items Observed

102,097

▲ 109% vs Prior Period

Department Summary

Keywords Observed

95,630

▲ 22% vs Prior Period

Sponsorship Activity

▼ -33.7%

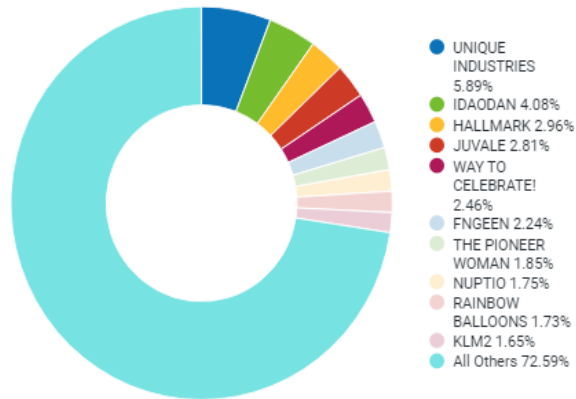
5,437,943 Weekly Average

Organic Search Visibility

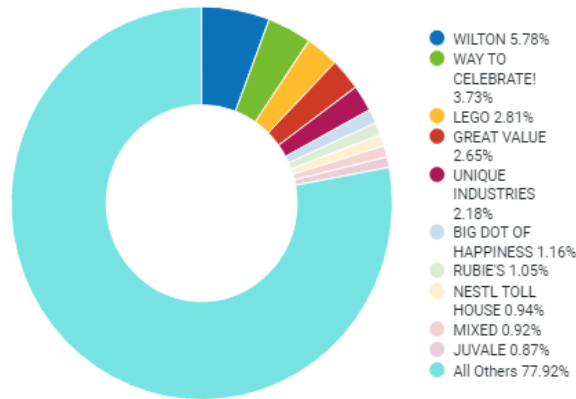
▼ -18.5%

4,949,520,954 Weekly Average

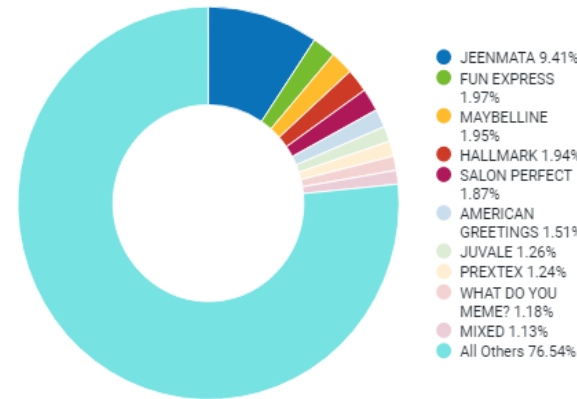
Top-Selling Brands



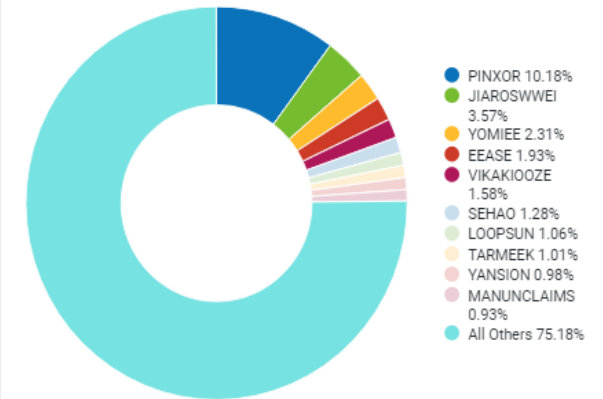
Top Brands in Organic Search



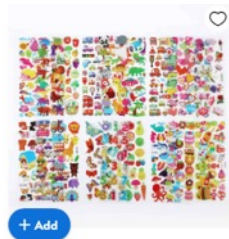
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$8⁹⁹
 3D Puffy Stickers for Kids Toddlers Boys Girls 20 sheets, Children Stickers Variety for Child Gifts, Teacher Rewar...
 ★★★★★ 55



\$11⁸⁰
 32 inch Barbie Foil Mylar Balloon - Party Supplies Decorations
 ★★★★★ 3



\$9⁹³
 SPARKLING PARTY CANDLES 6 CT. FIREWORK CANDLE, SMALL
 ★★★★★ 57



\$10¹⁴
 King of Sparklers Pack of 6 Gold Wrapping Sparkling Candles for Bottle Service Birthday Wedding Sweet 16...
 ★★★★★ 4



\$3⁷³
 PAW Patrol Birthday Party Character Paper Masks, 8ct
 ★★★★★ 29

Market Share Leaders:



Brands Observed
11,366
▲ 37% vs Prior Period

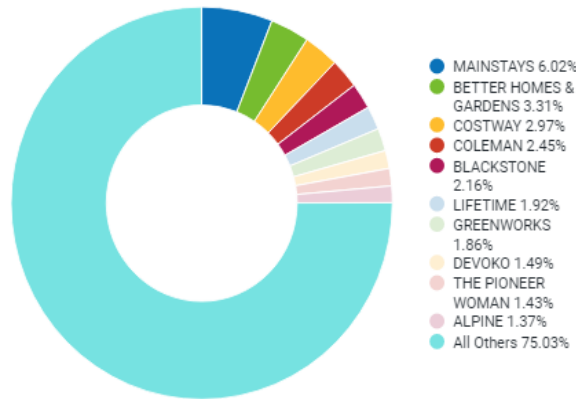
Items Observed
129,355
▲ 96% vs Prior Period

Department Summary
Keywords Observed
76,089
▲ 22% vs Prior Period

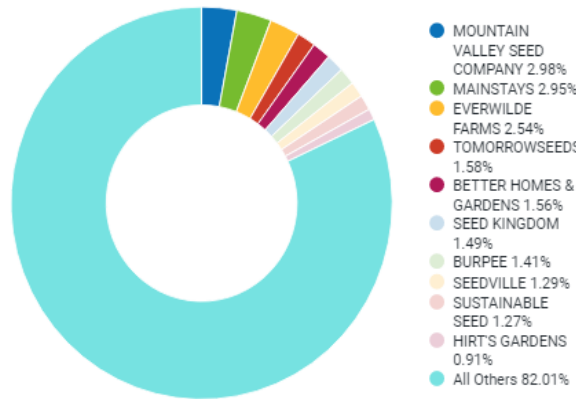
Sponsorship Activity
▼ -24.4%
8,780,415 Weekly Average

Organic Search Visibility
▲ 20.6%
6,800,539,837 Weekly Average

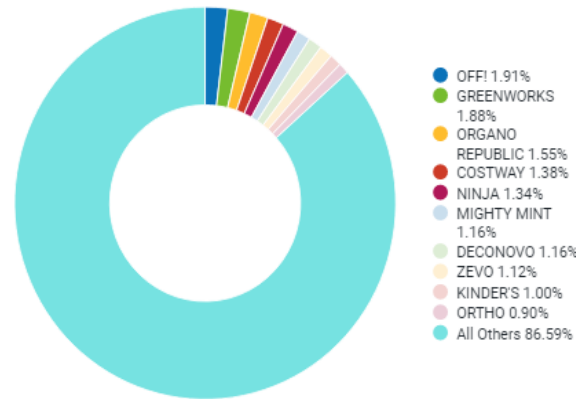
Top-Selling Brands



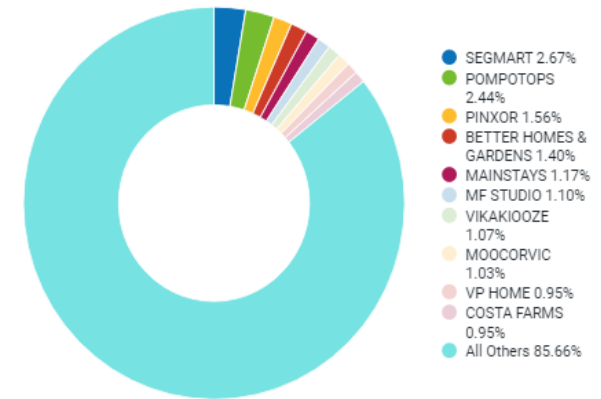
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



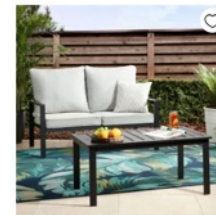
Top-Selling Items:



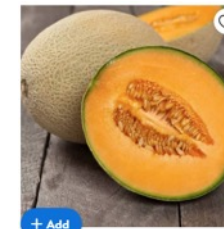
Now \$197⁰⁰ ~~\$227.00~~
Blackstone Adventure Ready 2-Burner 28" Griddle Cooking Station
★★★★☆ 1603



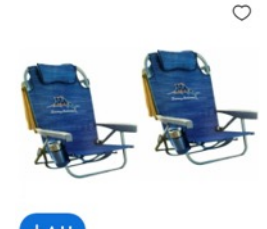
\$10⁹⁹ +\$6.99 shipping
9GreenBox - Rare Yellow Christmas Cactus Plant - Zygocactus - 4" Pot (color may vary)
★★★☆☆ 151



\$97⁰⁰ ~~\$327.00~~
Mainstays Asher Springs Outdoor 2-Piece Loveseat Sofa & Table Set
★★★★☆ 67



\$2⁶⁹ +\$4.20 shipping
Cantaloupe Melon Garden Seeds - Imperial 45 - 3 g Packet ~80 Seeds - Non-GMO, Heirloom, Vegetable...
★★★☆☆ 4



Now \$105³⁶ ~~\$179.99~~
Tommy Bahama Backpack Beach Chairs - (2 PACK Blue)
★★★★☆ 76

Market Share Leaders:



Brands Observed

5,856

▲ 75% vs Prior Period

Items Observed

43,844

▲ 87% vs Prior Period

Department Summary

Keywords Observed

60,084

▲ 29% vs Prior Period

Sponsorship Activity

▲ 26.9%

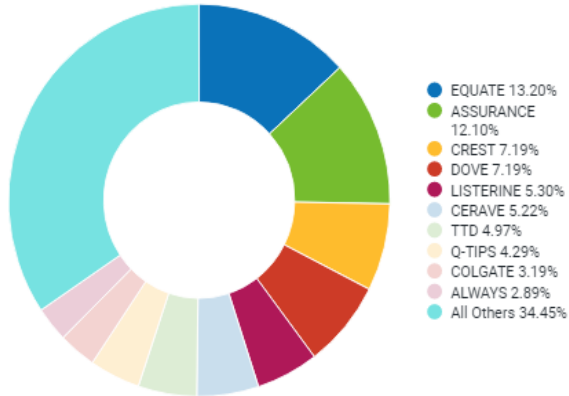
10,113,390 Weekly Average

Organic Search Visibility

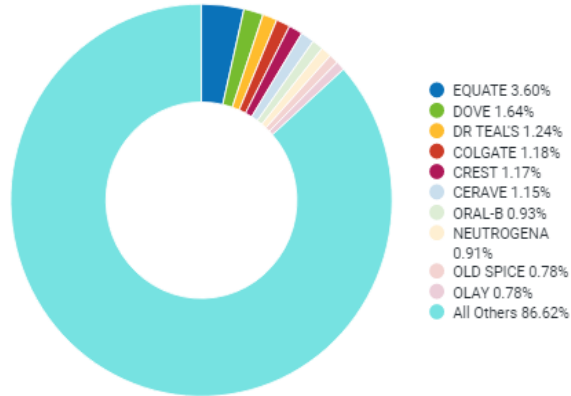
▼ -20.3%

10,755,288,019 Weekly Average

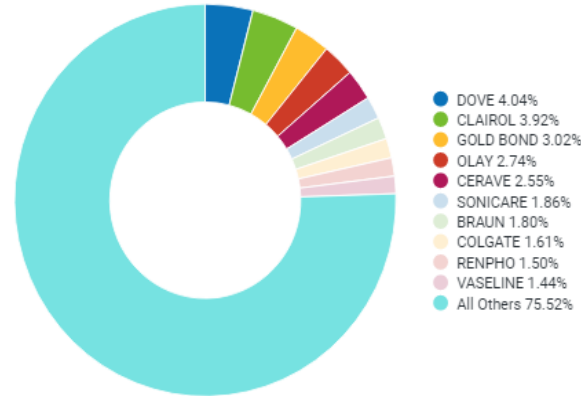
Top-Selling Brands



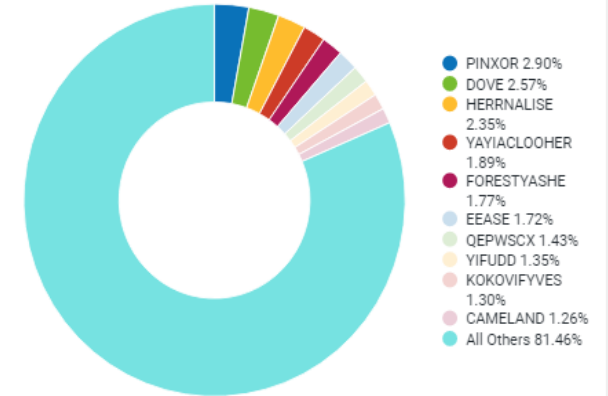
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$6⁹⁸ \$2.91/100 ct
Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)
★★★★★ 16333



\$17⁶⁷
Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL count (30 Count)
★★★★★ 4682



\$3⁸⁶
Q Tips Original Cotton Swabs 500 count
★★★★★ 8287



Now \$5⁹⁷ \$16.98
Options from \$5.97 - \$10.75
Listerine Cool Mint Antiseptic Mouthwash/Mouth Rinse for Bad Breath & Plaque, 1 L
★★★★★ 3461



\$9²⁴ 59.2 c/oz
Crest Premium Plus Scope Outlast Toothpaste, Long Lasting Mint Flavor 5.2 oz, Pack of 3
★★★★★ 713

Market Share Leaders:



Brands Observed

5,663

▲ 14% vs Prior Period

Items Observed

38,437

▲ 15% vs Prior Period

Department Summary

Keywords Observed

47,859

▲ 26% vs Prior Period

Sponsorship Activity

▲ 51.0%

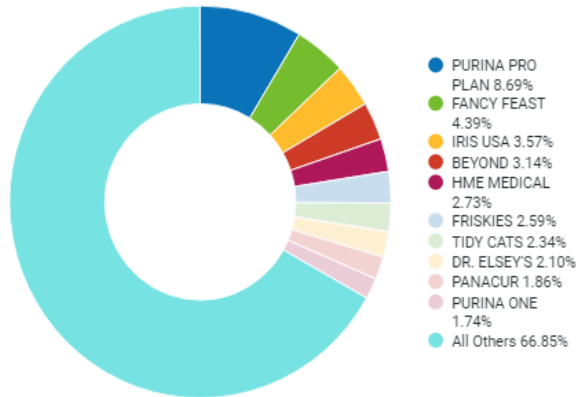
10,256,169 Weekly Average

Organic Search Visibility

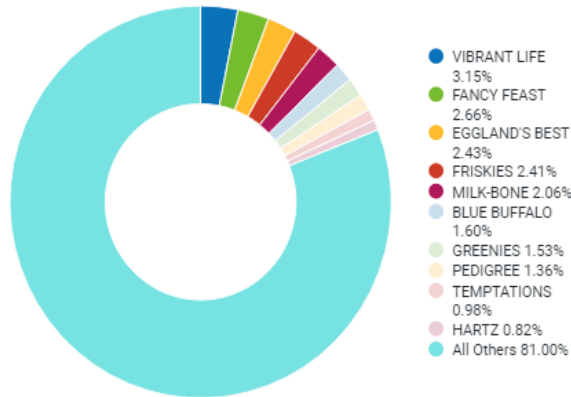
▼ -40.7%

6,089,404,769 Weekly Average

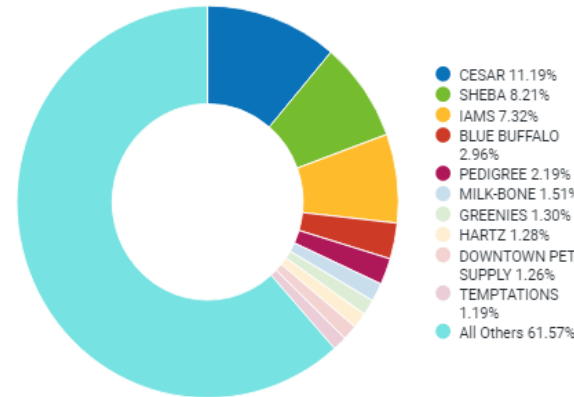
Top-Selling Brands



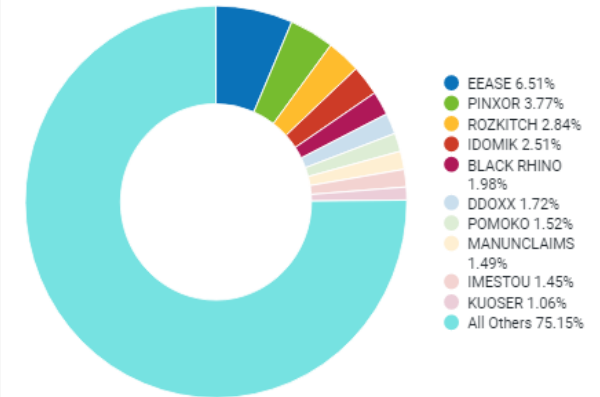
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$850
Panacur C Canine Dewormer Dogs 1 (3 Packets) Gram Each Packet Treats 10 lbs
★★★★☆ 8



\$3504 22.5 c/oz
Purina Pro Plan Calsic for Puppy Chicken Rice Wet Dog Food, 13 oz Cans (12 Pack)
★★★★☆ 39



\$1795
Oxyfresh Premium Dog Water Additive: Best Way to Eliminate Dog Bad Breath - Dog Breath Freshener & Fights Tartar ...
★★★★☆ 16



\$2112
Purina Tidy Cats Cat Pads, BREEZE Spring Clean Fragranced Refill Pack, 10 ct. Pouch
★★★★☆ 134



\$3999
Forever Litter Tray Premium Version Permanent Reusable Replacement Tray for Petsafe ScoopFree Disposables...
★★★★☆ 93

Market Share Leaders:

philosophy®

AVON

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

ST. TROPEZ®
The Ultimate Tan

SOL
de Janeiro

Brands Observed

436

▲ 3% vs Prior Period

Items Observed

2,267

▲ 4% vs Prior Period

Department Summary

Keywords Observed

21,462

▲ 23% vs Prior Period

Sponsorship Activity

▲ 24.7%

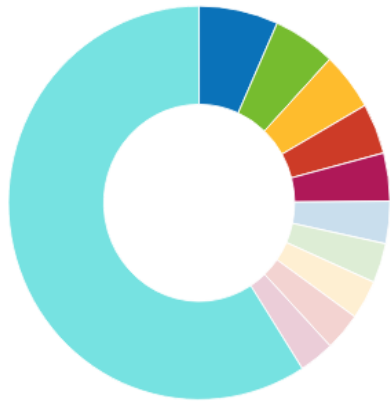
612,703 Weekly Average

Organic Search Visibility

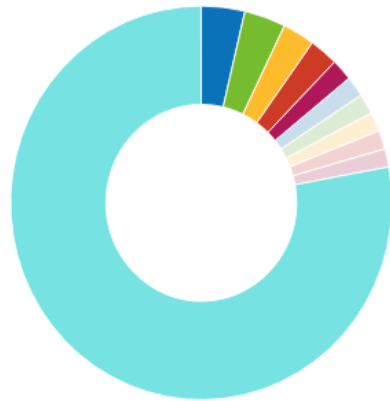
▼ -32.2%

1,657,747,777 Weekly Average

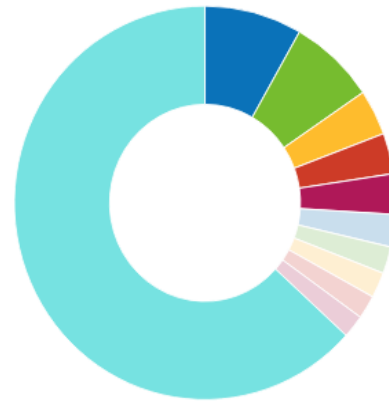
Top-Selling Brands



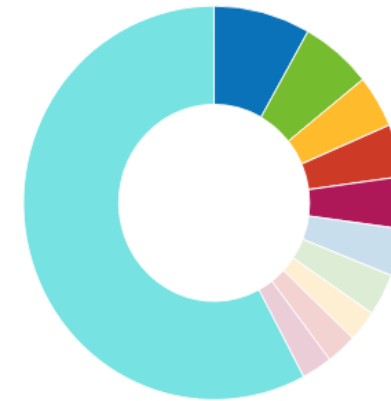
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

[+ Add](#)

Now \$6¹⁹ ~~\$6.96~~
Tea Tree Hair and Body Moisturizer by Paul Mitchell for Unisex - 2.5 oz Moisturizer
★★★★☆ 6

[+ Add](#)

Now \$24⁵³ ~~\$31.27~~
Brazilian Bum Bum Cream by Sol de Janeiro for Unisex - 2.5 oz Cream
★★★☆☆ 36

[+ Add](#)

\$16⁷⁴
Skin Food, Original Ultra-Rich Cream, 1 fl oz (30 ml), Weleda
★★★★★ 57

[+ Add](#)

\$7⁹⁸ \$1.33/fl oz
Guess Seductive Men's Body Spray, 6 fl. oz.
★★★★☆ 21

[+ Add](#)

\$19⁹⁹ \$1.48/fl oz
La Roche-Posay Lipikar Body Lotion for Normal-Dry Skin 13.5 fl oz
★★★★★ 16

Market Share Leaders:



Brands Observed
18,909
▲ 25% vs Prior Period

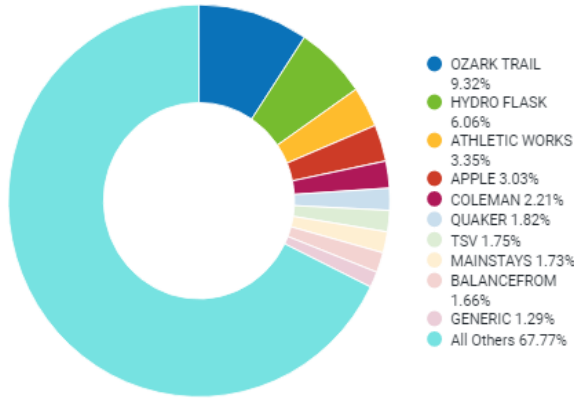
Items Observed
211,629
▲ 4% vs Prior Period

Department Summary
Keywords Observed
157,537
▲ 13% vs Prior Period

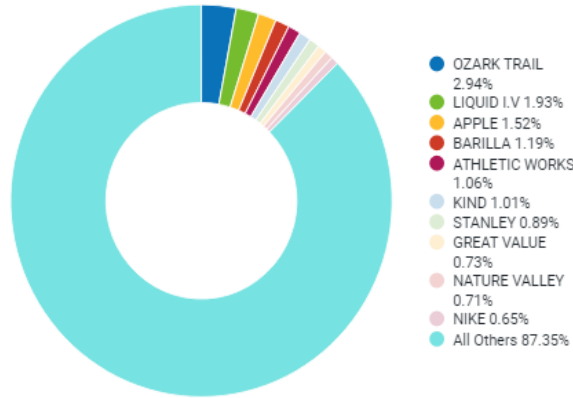
Sponsorship Activity
▼ -28.2%
15,571,703 Weekly Average

Organic Search Visibility
▲ 0.5%
12,895,843,800 Weekly Average

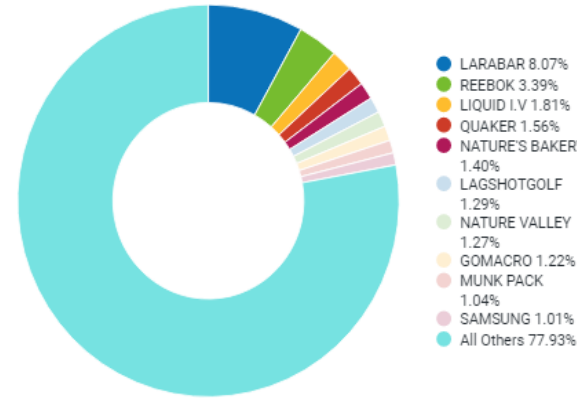
Top-Selling Brands



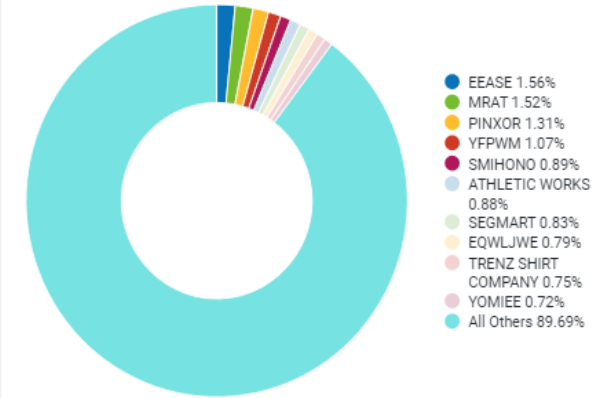
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Options

*3 sizes

Now \$59⁹⁹ ~~\$159.99~~
Options from \$59.99 - \$159.99

iDOO Air Mattress, Inflatable Airbed with Built-in Pump for Guest Home Camping Travel, 550lb Max, (Twin Size...)

★★★★★ 410



Options

*3 sizes

Now \$189⁹⁹ ~~\$338.99~~
Options from \$189.99 - \$479.99

TRIPLE TREE 10 FT Trampoline with Safe Enclosure Net, 660 lbs Capacity for 3 Kids, Outdoor Fitness Trampoline with...

★★★★★ 2959



+ Add

\$44⁹¹ ~~\$14.97/ea~~

3 Pack Large 10L Boost Oxygen Natural Portable Pure Canned Oxygen, Flavorless

★★★★★ 57



+ Add

\$8⁴⁸

Charger Cable Fit for Fitbit Sense, Fitbit Versa 3 Smartwatch, TSV Replacement USB Charging Cord...

★★★★★ 25



+ Add

\$79⁰⁰

Ozark Trail 10' x 10' Instant Screen House

★★★★★ 336

Market Share Leaders:



Brands Observed
12,564
▲ 86% vs Prior Period

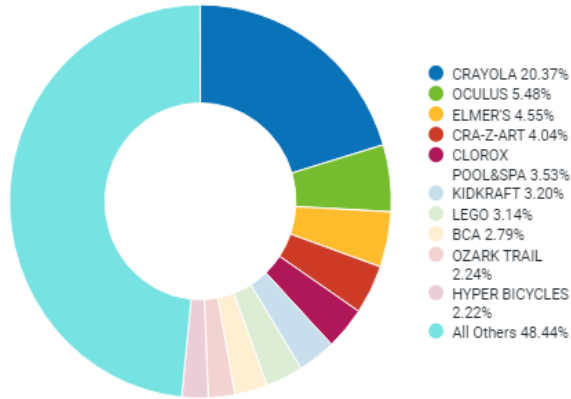
Items Observed
116,443
▲ 117% vs Prior Period

Department Summary
Keywords Observed
133,278
▲ 25% vs Prior Period

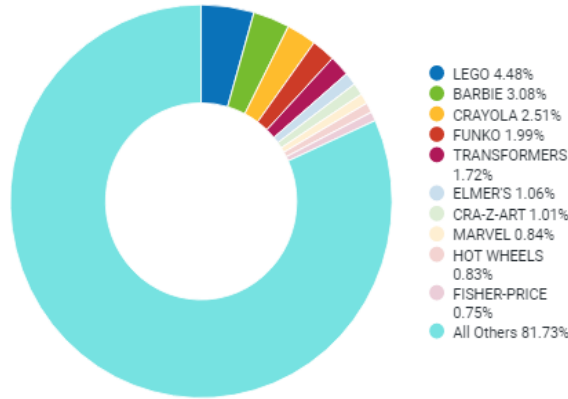
Sponsorship Activity
▼ -19.5%
23,475,102 Weekly Average

Organic Search Visibility
▲ 18.8%
10,630,284,350 Weekly Average

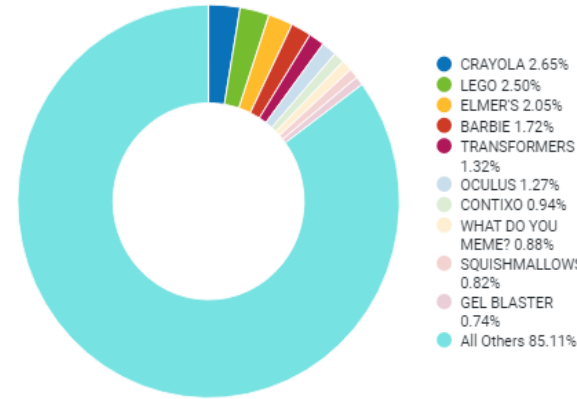
Top-Selling Brands



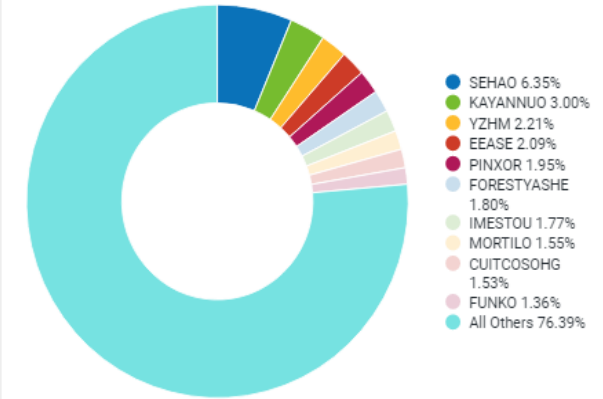
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$299⁰⁰

Meta Quest 2 (Oculus) - Advanced All-In-One Virtual Reality Headset - 128GB
★★★★★ 1399



Options

+2 options

Now \$0⁹⁷ \$2.54 9.7 c/ea

Crayola Classic Broad Line Markers, Art Supplies, Back to School Supplies, 10 Ct
★★★★★ 2074



+ Add

\$0²⁵ +\$12.00 shipping

Crayola Classic Crayons, Assorted Colors, Back to School, 24 Count
★★★★★ 4062



+ Add

\$3²⁷ 13.6 c/ea

Crayola Colored Pencils, Back to School Supplies for Kids, Teacher Supplies, Pre-sharpened, 24 Ct
★★★★★ 598



Options

+2 options

Now \$1⁵⁰ \$6.00 +\$12.00 shipping
Options from \$1.50 - \$13.36

Crayola Ultra-Clean Washable Broad Line Markers, School & Art Supplies, 10 Ct
★★★★★ 495

Market Share Leaders:



SONY



CFWQH

Brands Observed

2,152

▲ 29% vs Prior Period

Items Observed

30,613

▲ 145% vs Prior Period

Department Summary

Keywords Observed

45,632

▲ 10% vs Prior Period

Sponsorship Activity

▼ -22.8%

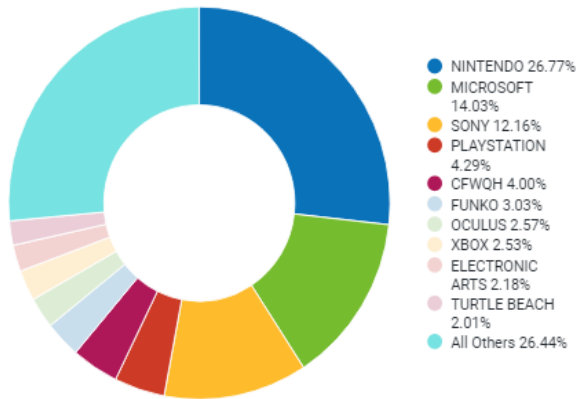
2,795,940 Weekly Average

Organic Search Visibility

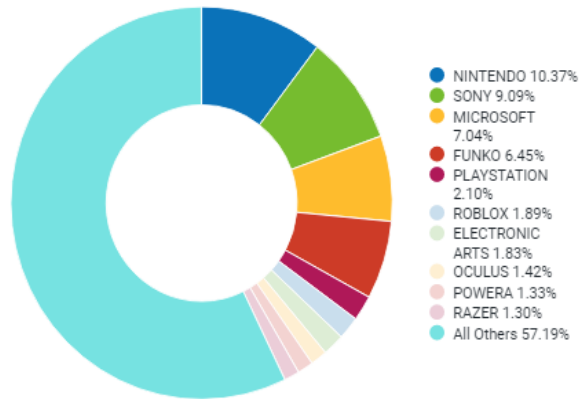
▲ 4.4%

2,438,140,733 Weekly Average

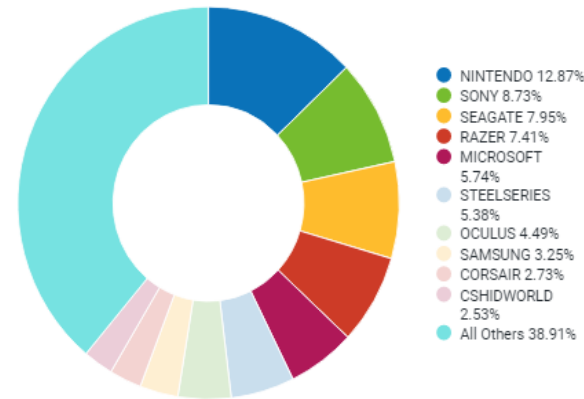
Top-Selling Brands



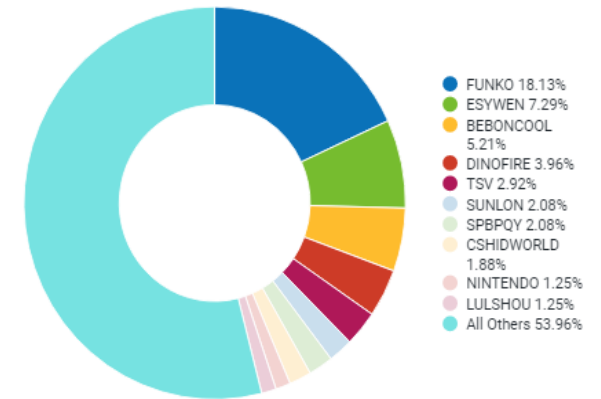
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$499.00 ~~\$499.00/ea~~

Sony PlayStation 5 Video Game Console

★★★★★ 1948



Options

\$68.97

More options from \$67.00

SONY 3006392 PS5 WIRELESS DUALSENSE CONTROLLER - MIDNIGHT BLACK

★★★★★ 3612



+ Add

Now \$499.00 ~~\$596.39~~

Xbox Series X Video Game Console, Black

★★★★★ 4827



+ Add

Now \$45.51 ~~\$64.99~~

Microsoft Xbox Wireless Controller - Pulse Red

★★★★★ 1306



+ Add

Now \$24.95 ~~\$44.85~~

Turtle Beach Recon 50 PlayStation Gaming Headset for PS5, PS4, PlayStation, Xbox Series X, Xbox Series...

★★★★★ 753

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