




















# Digital Grocery Department Performance Report

AUGUST 2023



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



## Report Overview

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

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

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

## Definitions

### Top-Selling Brands

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

### Top Brands in Organic Search

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

### Top Brands in Paid Search

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

### Top Promoted Brands

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

### Top-Selling Items

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

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# About Analytic Index

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



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



## Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER** VISIBILITY



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### Digital Grocery

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



Produce  
Unbranded



Brands Observed

68

▲ 17% vs Prior Period

Items Observed

162

▼ -7% vs Prior Period

Department Summary

Keywords Observed

39,125

▲ 58% vs Prior Period

Organic Search Visibility

▲ 36.1%

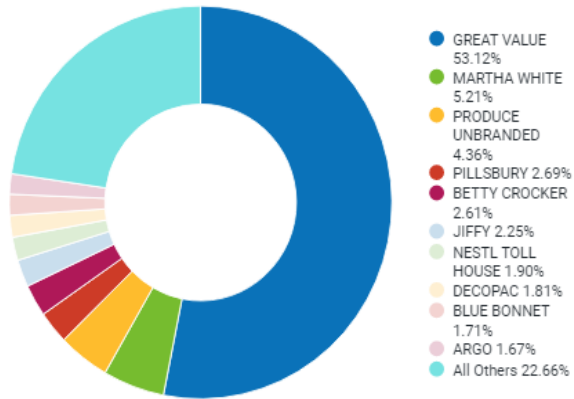
10,388,323,771 Weekly Average

Sponsorship Activity

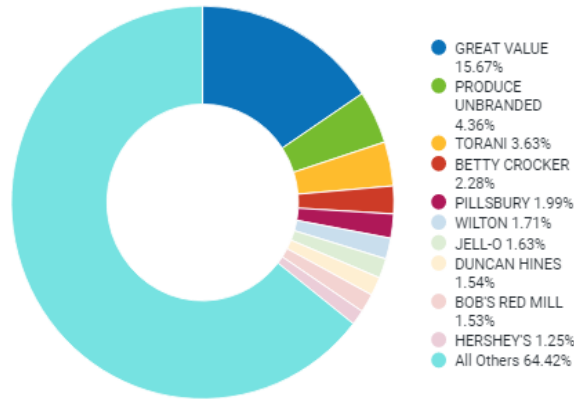
▲ 144.3%

2,035,607 Weekly Average

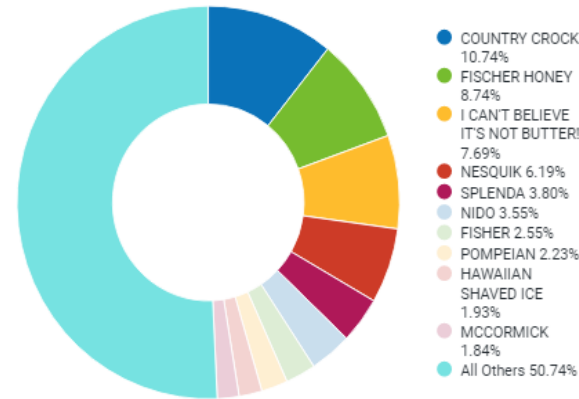
Top-Selling Brands



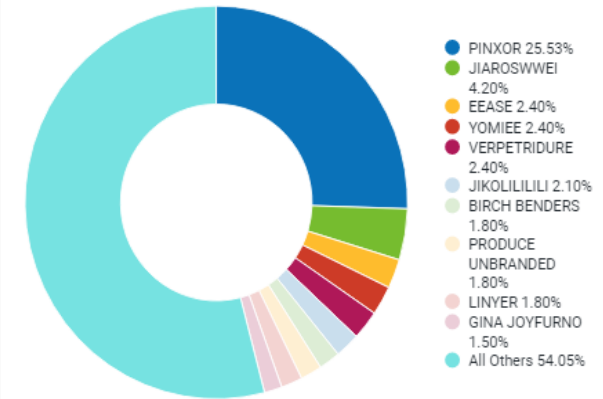
Top Brands in Organic Search



Top Brands in Paid Search



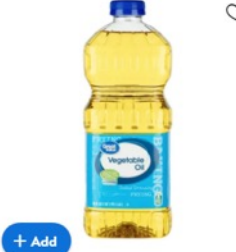
Top-Promoted Brands



## Top-Selling Items:



**\$3<sup>24</sup>** 81.0 c/lb  
Great Value Pure Granulated Sugar, 4 lb  
★★★★★ 4811



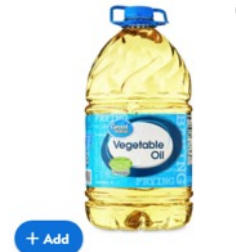
**\$4<sup>22</sup>** 8.8 c/fl oz  
Great Value Vegetable Oil, 48 fl oz  
★★★★★ 1555



**\$2<sup>57</sup>** 3.2 c/oz  
Great Value All-Purpose Flour, 5LB Bag  
★★★★★ 930



**\$2<sup>78</sup>** 17.4 c/oz  
Fresh Strawberries, 1 lb



**\$9<sup>72</sup>** 7.6 c/fl oz  
Great Value Vegetable Oil, 1 Gallon  
★★★★★ 1941

## Market Share Leaders:



Brands Observed

32

▼ -36% vs Prior Period

Items Observed

135

▼ -41% vs Prior Period

Department Summary

Keywords Observed

19,735

▲ 68% vs Prior Period

Organic Search Visibility

▲ 76.8%

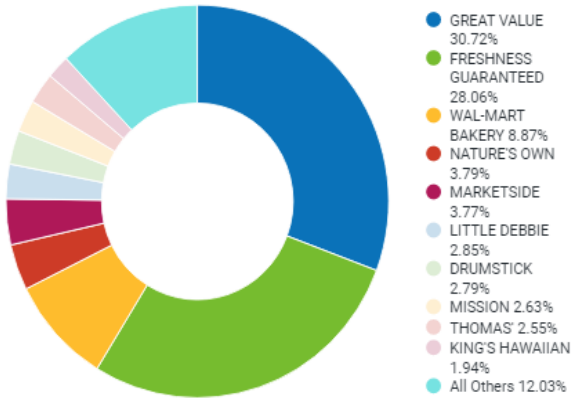
9,333,033,752 Weekly Average

Sponsorship Activity

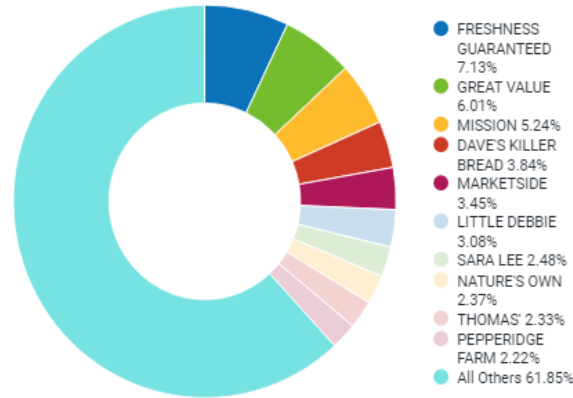
▲ 72.9%

494,228 Weekly Average

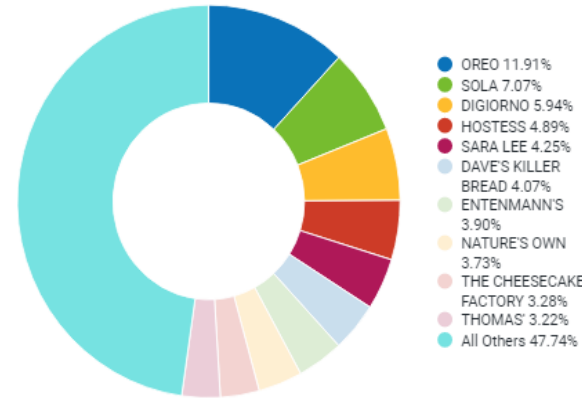
### Top-Selling Brands



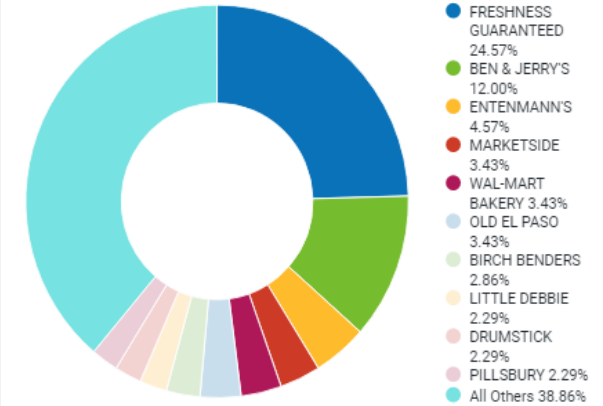
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



+ Add

**\$132** 6.6 ¢/oz  
Great Value White Round Top Bread Loaf, 20 oz



+ Add

**\$146** 7.3 ¢/oz  
Great Value White Sandwich Bread, 20 oz



+ Add

**\$146** 13.3 ¢/oz  
Great Value Hamburger Buns, 8 Count, 11 oz



+ Add

**\$146** 13.3 ¢/oz  
Great Value Hot Dog Buns, White, 11 oz, 8 Count



+ Add

**\$074** 22.8 ¢/oz  
Freshness Guaranteed 4" Mini Pecan Pie, 3.25 oz

## Market Share Leaders:



Brands Observed

70

▲ 37% vs Prior Period

Items Observed

141

▲ 1% vs Prior Period

Department Summary

Keywords Observed

37,543

▲ 63% vs Prior Period

Organic Search Visibility

▲ 25.9%

21,838,225,458 Weekly Average

Sponsorship Activity

▲ 206.4%

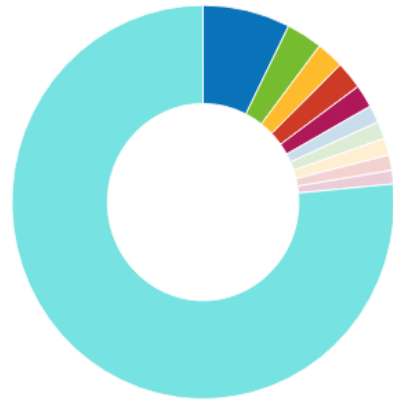
7,664,426 Weekly Average

### Top-Selling Brands



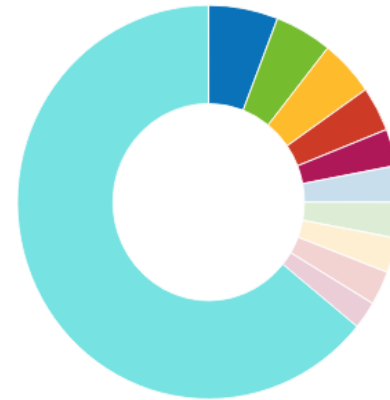
- GREAT VALUE 11.87%
- COCA-COLA 9.07%
- DR. PEPPER 9.02%
- MINUTE MAID 8.84%
- SPRITE 7.32%
- PEPSI 5.23%
- MOUNTAIN DEW 3.15%
- CLEAR AMERICAN 3.03%
- A&W 2.85%
- CAPRI SUN 2.66%
- All Others 36.95%

### Top Brands in Organic Search



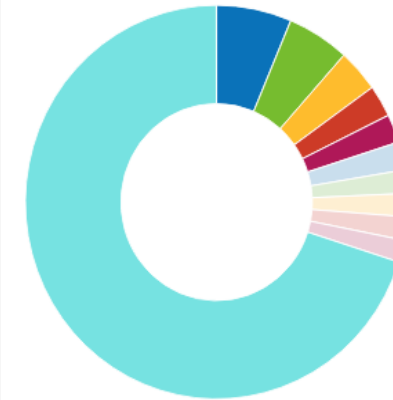
- GREAT VALUE 7.38%
- STARBUCKS 3.04%
- COFFEEMATE 2.30%
- SILK 2.29%
- LIQUID I.V 1.90%
- GATORADE 1.43%
- CALIFIA FARMS 1.41%
- INTERNATIONAL DELIGHT 1.40%
- TORANI 1.25%
- OCEAN SPRAY 1.12%
- All Others 76.46%

### Top Brands in Paid Search



- GATORADE 5.87%
- MONSTER ENERGY 4.82%
- NESQUIK 4.63%
- COCA-COLA 3.67%
- GLACEAU SMARTWATER 3.02%
- STARRY 3.00%
- LIQUID I.V 2.94%
- SPRITE 2.86%
- PLANET OAT 2.79%
- LIPTON 2.28%
- All Others 64.12%

### Top-Promoted Brands



- PEPSI 6.35%
- MOUNTAIN DEW 5.24%
- GATORADE 3.53%
- DR. PEPPER 2.62%
- STARBUCKS 2.32%
- LIPTON 2.32%
- BUBLY 1.92%
- SUNKIST 1.92%
- SNAPPLE 1.92%
- HAWAIIAN PUNCH 1.81%
- All Others 70.06%

## Top-Selling Items:



+ Add

\$13<sup>18</sup> 4.6 c/fl oz

Coca-Cola Soda Pop, 12 fl oz, 24 Pack Cans

★★★★☆ 15522



+ Add

\$9<sup>43</sup> 5.2 c/fl oz

Capri Sun Variety Pack with Fruit Punch, Strawberry Kiwi & Pacific Cooler Juice Box Pouches, 30 ct Box, 6 fl oz...

★★★★☆ 448



+ Add

\$4<sup>98</sup> 4.9 c/fl oz

Sprite Lemon Lime Soda Pop, 16.9 fl oz, 6 Pack Bottles

★★★★☆ 6067



+ Add

\$1<sup>84</sup> 3.1 c/fl oz

Minute Maid Berry Punch Flavored Fruit Drink, 59 fl oz Carton

★★★★☆ 317



+ Add

\$13<sup>18</sup> 4.6 c/fl oz

Diet Coke Soda Pop, 12 fl oz, 24 Pack Cans

★★★★☆ 4857



## Market Share Leaders:



Produce Unbranded



Brands Observed

42

▼ -22% vs Prior Period

Items Observed

126

▼ -18% vs Prior Period

Department Summary

Keywords Observed

25,521

▲ 66% vs Prior Period

Organic Search Visibility

▲ 18.2%

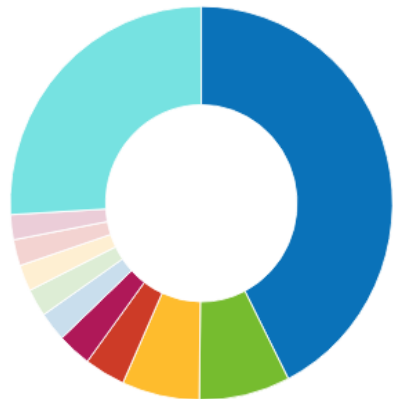
8,039,950,065 Weekly Average

Sponsorship Activity

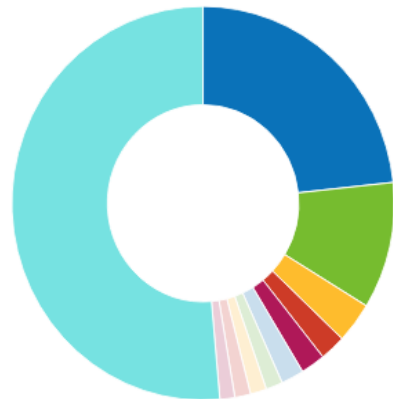
▲ 223.2%

1,906,625 Weekly Average

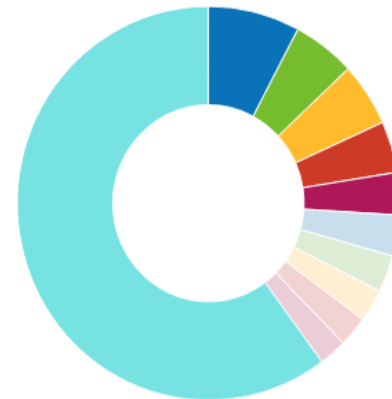
### Top-Selling Brands



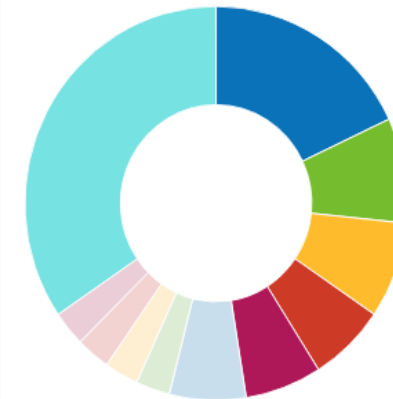
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



**\$512** 272 c/oz  
Original Cinnamon Toast Crunch Breakfast Cereal, 18.8 OZ Family Size Cereal Box  
★★★★★ 2096



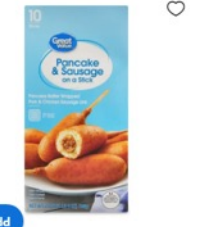
**\$316** 19.8 c/oz  
Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



**\$358** 15.9 c/oz  
Great Value Seasoned Potato Hash Brown Patties, Shredded, 22.5 oz, 10 Count Box (Frozen)



**\$324** 2.5 c/fl oz  
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



**\$657** 26.3 c/oz  
Great Value Original Pancakes & Sausage on a Stick, 25 oz, 10ct (Frozen)  
★★★★☆ 175

## Market Share Leaders:



Brands Observed

60

▼ -24% vs Prior Period

Items Observed

118

▼ -41% vs Prior Period

Department Summary

Keywords Observed

21,109

▲ 76% vs Prior Period

Organic Search Visibility

▼ -6.3%

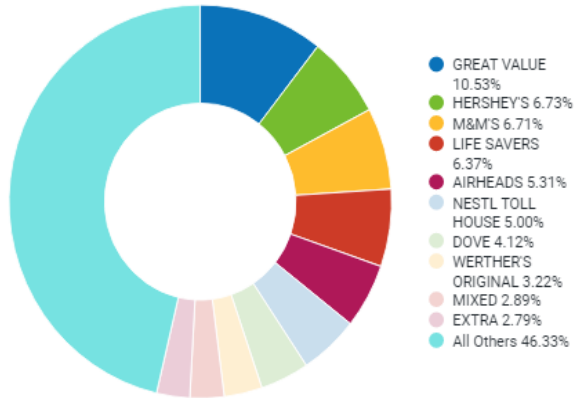
5,310,421,704 Weekly Average

Sponsorship Activity

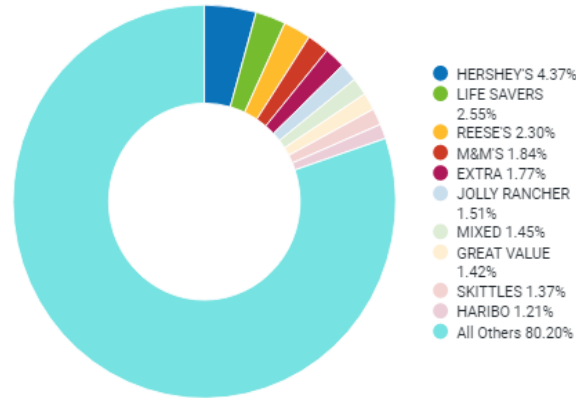
▲ 140.6%

1,407,448 Weekly Average

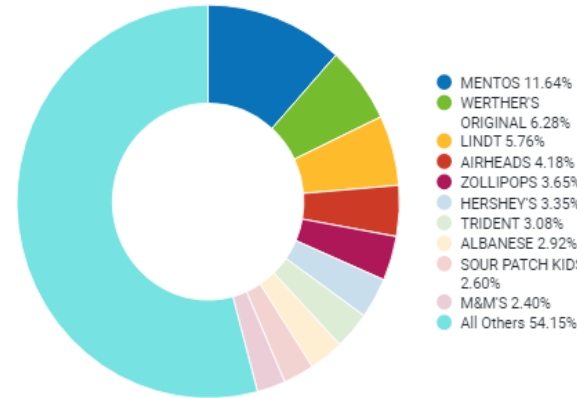
Top-Selling Brands



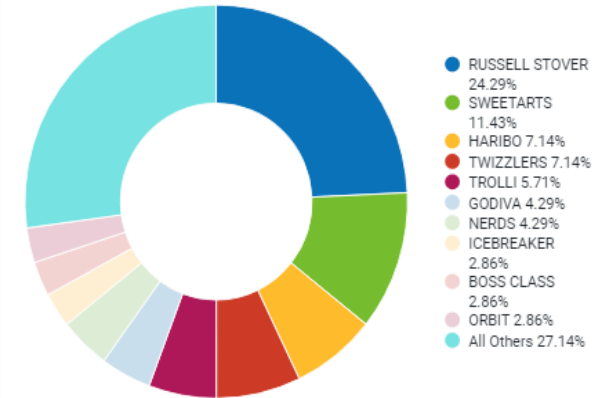
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$7<sup>98</sup> 24.2 ¢/oz

Airheads Chewy Candy Bars, Assorted Flavors, 33 oz, 60 Count

★★★★☆ 149



+ Add

\$5<sup>12</sup> 57.5 ¢/oz

Mixed Snickers, Twix, Milk Way & 3 Musketeers Milk & Dark Chocolates - 30 Ct

★★★★★ 619



+ Add

\$4<sup>78</sup> 50.9 ¢/oz

M&M's Minis Milk Chocolate Candy, Sharing Size - 9.4 oz

★★★★★ 4340



Options

+2 options

\$4<sup>88</sup> 52.5 ¢/oz

Options from \$4.88 - \$34.94

Hershey's Milk Chocolate Full Size Candy, Bars 1.55 oz, 6 Count

★★★★★ 2547



Options

+16 options

\$5<sup>44</sup> 22.7 ¢/oz

Options from \$5.44 - \$474.69

Nestle Toll House Semi Sweet Chocolate Baking Chips, 24 oz Bag

## Market Share Leaders:



Brands Observed

45

▼ -44% vs Prior Period

Items Observed

130

▼ -36% vs Prior Period

Department Summary

Keywords Observed

17,557

▲ 92% vs Prior Period

Organic Search Visibility

▲ 28.3%

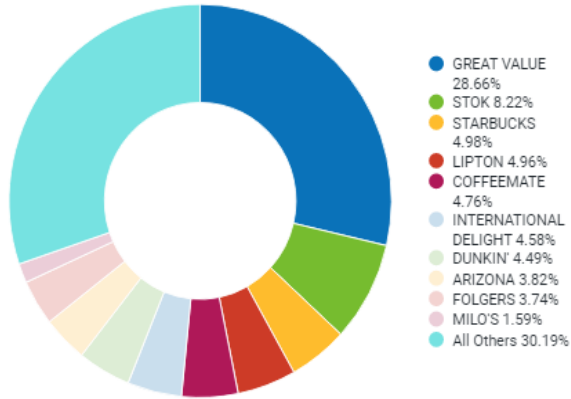
7,060,774,056 Weekly Average

Sponsorship Activity

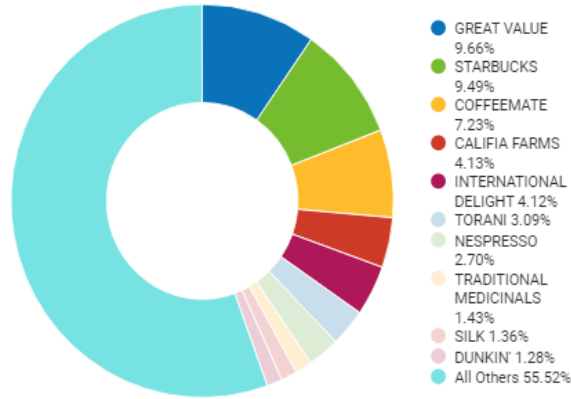
▲ 150.3%

1,990,702 Weekly Average

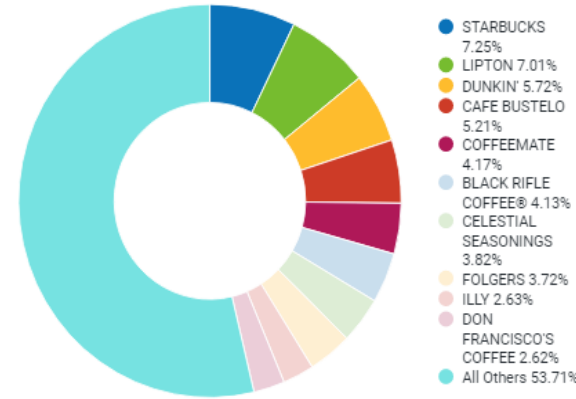
Top-Selling Brands



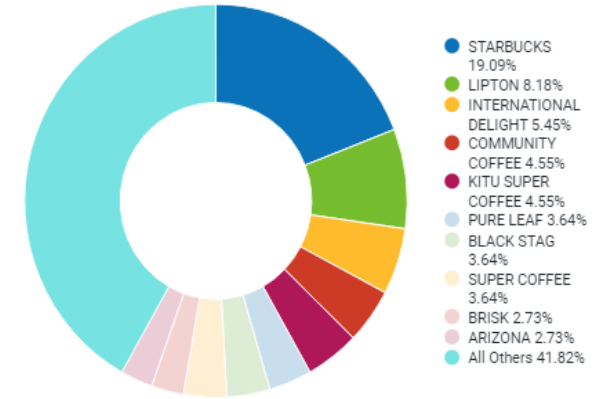
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$5<sup>86</sup>** 12.2 c/fl oz  
SToK Cold Brew Coffee, Black Unsweetened, 48 Oz.  
★★★★☆ 424



**\$5<sup>86</sup>** 12.2 c/fl oz  
SToK Cold Brew Coffee, Not Too Sweet, 48 Oz.  
★★★★☆ 255



**\$3<sup>24</sup>** 81.0 c/lb  
Great Value Pure Granulated Sugar, 4 lb  
★★★★☆ 4811



**\$6<sup>28</sup>** 13.1 c/fl oz  
Starbucks Iced Coffee Beverage, Dark Roast, 48 fl oz  
★★★★☆ 48



**\$4<sup>46</sup>** \$1.14/oz  
Great Value 100% Arabica Toasted Coconut Light Roast Arabica Coffee Pods, 12 Ct  
★★★★☆ 267

## Market Share Leaders:



Brands Observed

32

▼ -44% vs Prior Period

Items Observed

113

▼ -46% vs Prior Period

Department Summary

Keywords Observed

24,562

▲ 61% vs Prior Period

Organic Search Visibility

▲ 68.7%

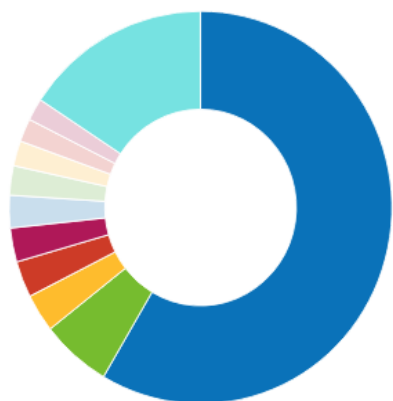
17,934,069,363 Weekly Average

Sponsorship Activity

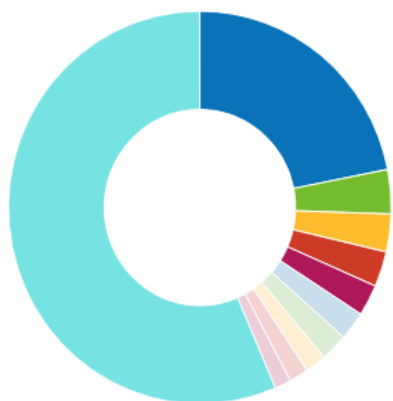
▲ 292.9%

2,283,869 Weekly Average

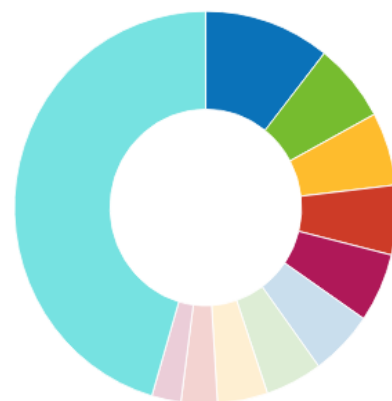
### Top-Selling Brands



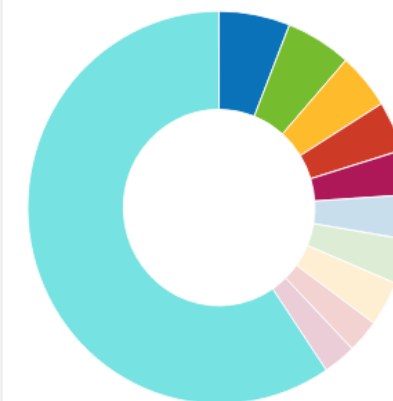
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



**\$3<sup>24</sup>** 2.5 c/fl oz  
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



**\$5<sup>93</sup>** 13.2 c/oz  
Country Crock Original Vegetable Oil Spread, 45 oz Tub



**\$3<sup>01</sup>** 2.4 c/fl oz  
Great Value 2% Reduced Fat Milk, 128 Fl Oz



**\$7<sup>84</sup>** 24.5 c/oz  
Velveeta Original Melting Cheese Dip & Sauce (Classic Size), 32 oz Block



**\$3<sup>98</sup>** 26.5 c/oz  
I Can't Believe It's Not Butter! Original Spread, 15 oz Tub



Market Share Leaders:



Brands Observed

52

▼ -24% vs Prior Period

Items Observed

143

▼ -38% vs Prior Period

Department Summary

Keywords Observed

28,784

▲ 62% vs Prior Period

Organic Search Visibility

▲ 52.0%

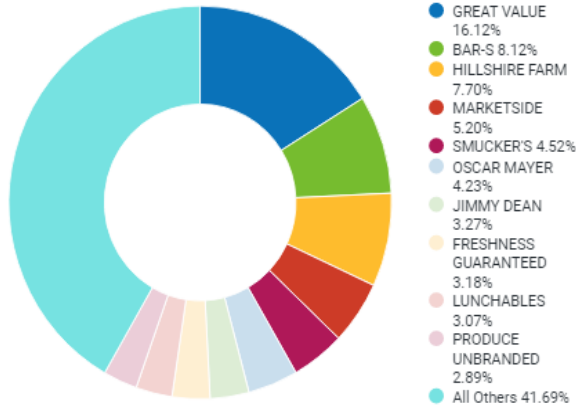
10,464,069,987 Weekly Average

Sponsorship Activity

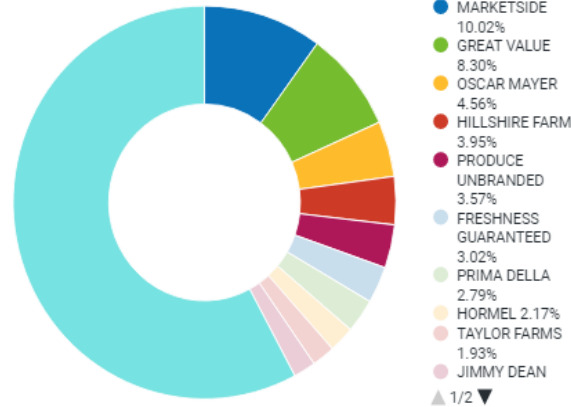
▲ 109.2%

783,615 Weekly Average

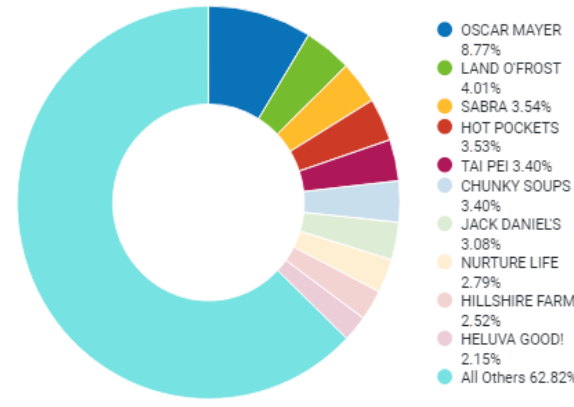
Top-Selling Brands



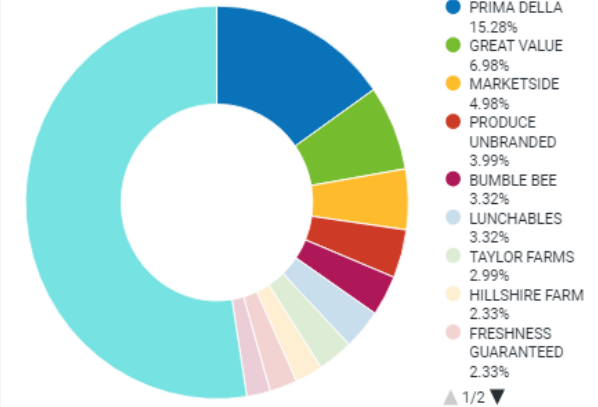
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



**\$118** \$1.57/lb  
Bar S Classic Chicken Franks, 12 oz, 8 Count



**\$438** 54.8 c/oz  
Smucker's Uncrustables Peanut Butter & Strawberry Jam Sandwich, 8 oz, 4 Count (Frozen)



**\$868** 43.4 c/oz  
Nabisco Classic Mix Variety Pack, OREO, CHIPS AHOY!, Nutter Butter Bites, RITZ Bits, Halloween Snacks, 20...



**\$573** 35.8 c/oz  
Pillsbury Crescent Rolls, Original Refrigerated Pastry Dough, 16 Rolls, 16 oz, 2 Pack



**\$398** \$4.52/lb  
Hillshire Farm Polska Kielbasa Smoked Sausage, 14 oz

## Market Share Leaders:

Produce  
Unbranded



Fresh  
Produce



Brands Observed

15

▼ -32% vs Prior Period

Items Observed

97

▼ -23% vs Prior Period

Department Summary

Keywords Observed

16,497

▲ 56% vs Prior Period

Organic Search Visibility

▲ 81.9%

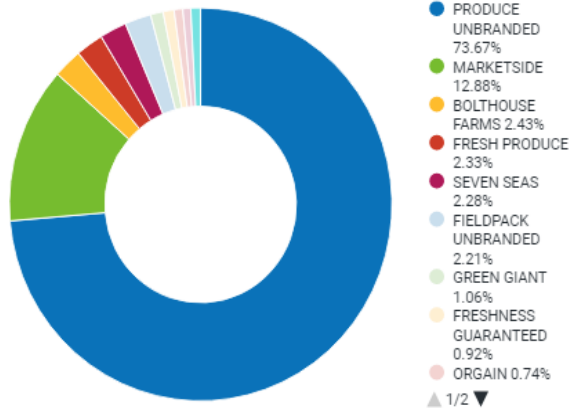
9,605,661,898 Weekly Average

Sponsorship Activity

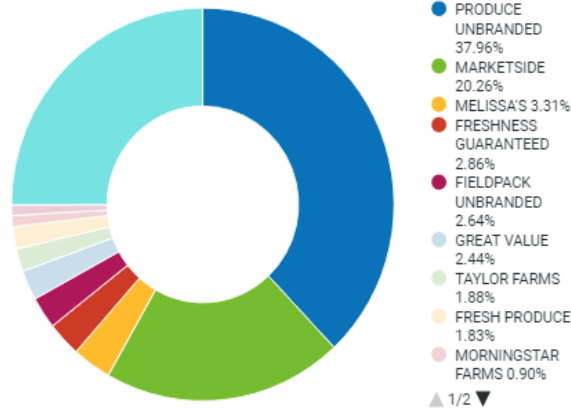
▲ 88.5%

266,805 Weekly Average

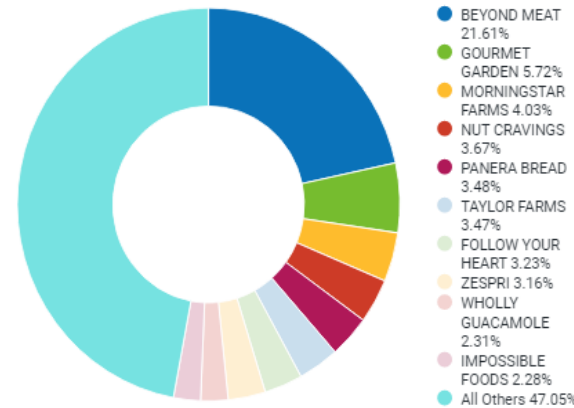
Top-Selling Brands



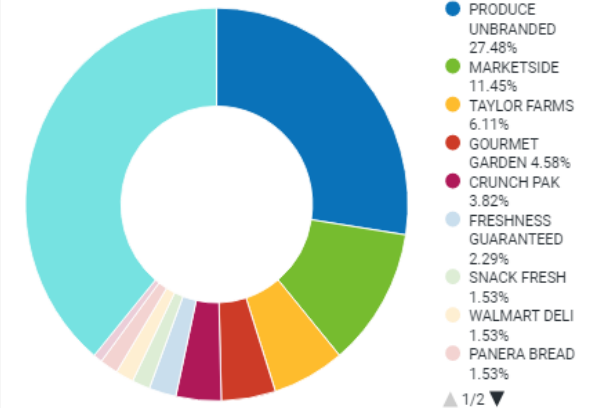
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



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



**\$0.68**  
Fresh Cucumber, Each



**\$2.78** 17.4 c/oz  
Fresh Strawberries, 1 lb



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



**\$0.68**  
Fresh Green Bell Pepper, Each

## Market Share Leaders:



Brands Observed

26

▼ -35% vs Prior Period

Items Observed

115

▼ -33% vs Prior Period

Department Summary

Keywords Observed

28,841

▲ 59% vs Prior Period

Organic Search Visibility

▲ 45.9%

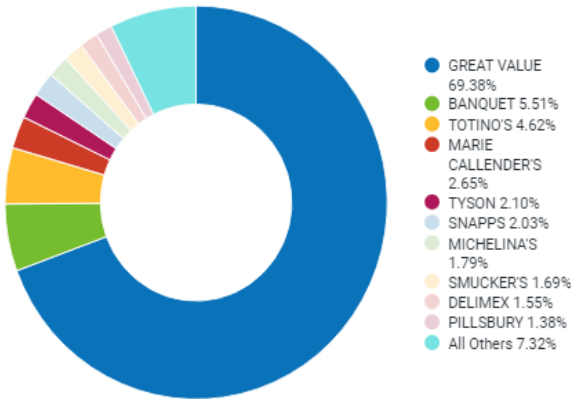
15,353,281,881 Weekly Average

Sponsorship Activity

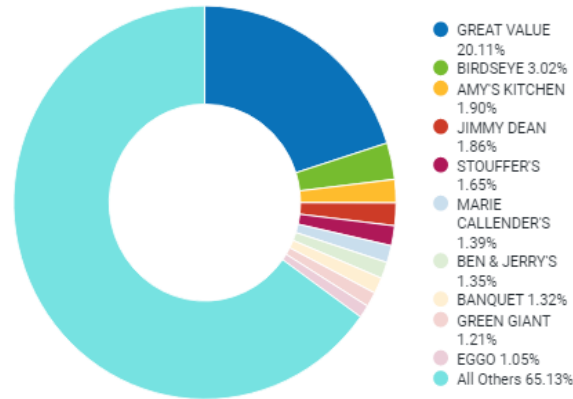
▲ 120.8%

1,443,904 Weekly Average

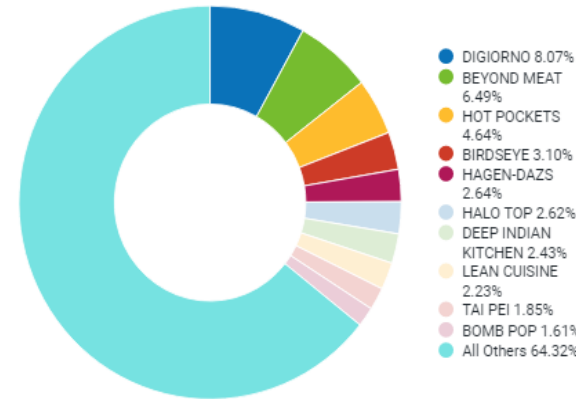
Top-Selling Brands



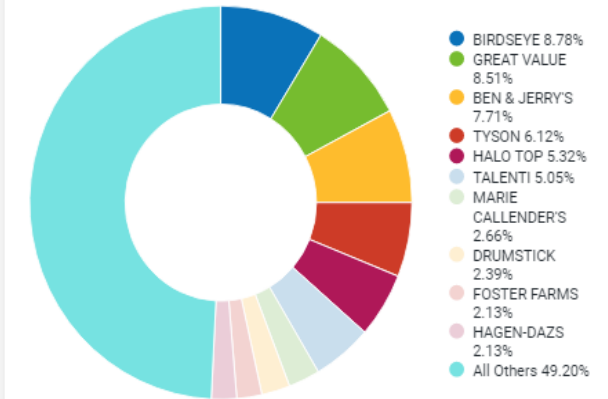
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

**\$316** 19.8 c/oz  
Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



+ Add

**\$358** 11.2 c/oz  
Great Value Taters, Seasoned, Shredded Potatoes, 32 oz Bag (Frozen)



+ Add

**\$116** 9.7 c/ounces  
Great Value Frozen Broccoli Florets, 12 oz Steamable Bag



+ Add

**\$358** 15.9 c/oz  
Great Value Seasoned Potato Hash Brown Patties, Shredded, 22.5 oz, 10 Count Box (Frozen)



+ Add

**\$312** 39.0 c/oz  
Great Value Asparagus Spears, 8 oz (Frozen)

## Market Share Leaders:



Produce  
Unbranded



Fresh  
Ground Beef

Fresh Beef

Brands Observed

62

▼ -37% vs Prior Period

Items Observed

175

▼ -38% vs Prior Period

Department Summary

Keywords Observed

48,361

▲ 63% vs Prior Period

Organic Search Visibility

▲ 29.5%

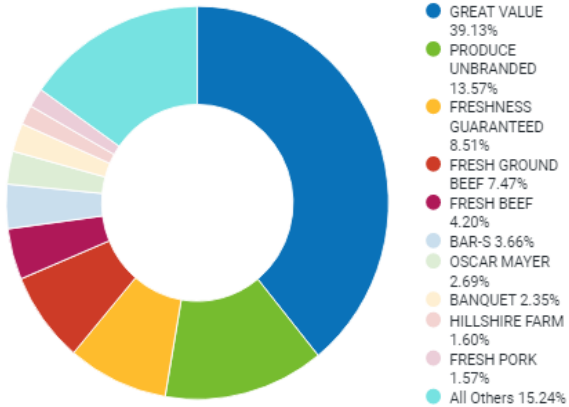
14,187,070,275 Weekly Average

Sponsorship Activity

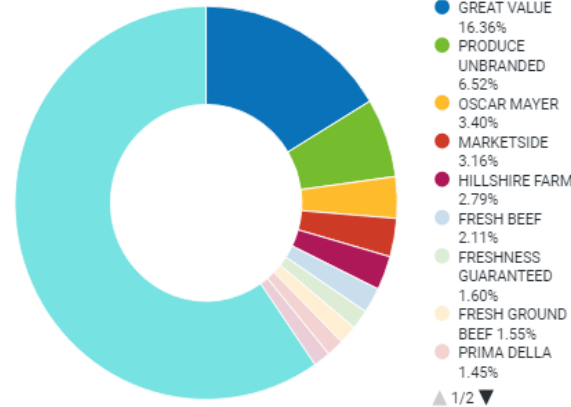
▲ 206.1%

2,241,778 Weekly Average

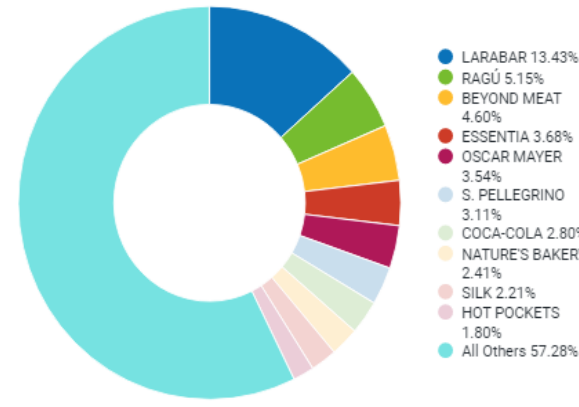
Top-Selling Brands



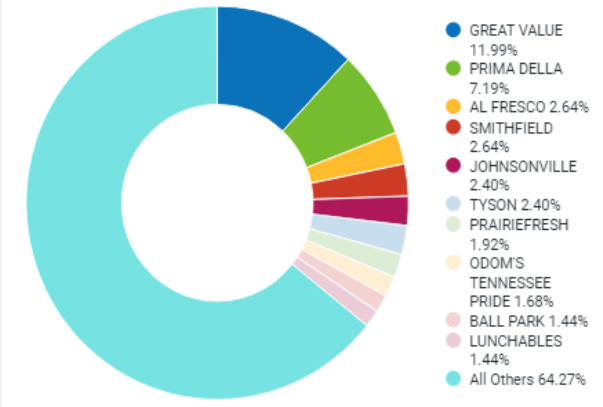
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$5<sup>97</sup> \$1.19/lb

Freshness Guaranteed Fresh Chicken Drumsticks, 19g Protein per 4oz Serving, 5 lb



+ Add

\$5<sup>72</sup> \$5.72/lb

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



+ Add

\$1<sup>12</sup> 11.2 c/fl oz

Great Value Worcestershire Sauce, 10 fl Ounce  
★★★★☆ 408



+ Add

\$4<sup>22</sup> 8.8 c/fl oz

Great Value Vegetable Oil, 48 fl oz  
★★★★★ 1555



+ Add

\$1<sup>18</sup> \$1.57/lb

Bar S Classic Chicken Franks, 12 oz, 8 Count



## Market Share Leaders:



Brands Observed

44

▼ -54% vs Prior Period

Items Observed

122

▼ -38% vs Prior Period

Department Summary

Keywords Observed

40,351

▲ 61% vs Prior Period

Organic Search Visibility

▲ 4.7%

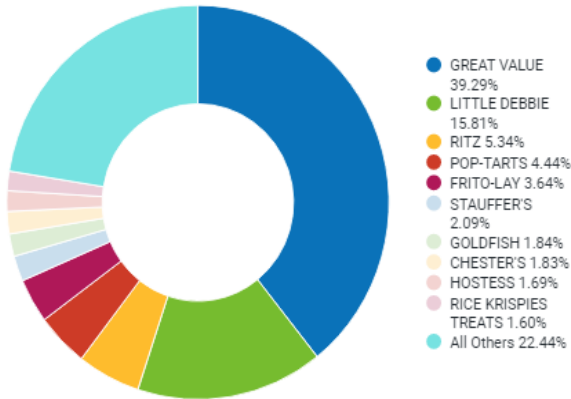
16,733,024,567 Weekly Average

Sponsorship Activity

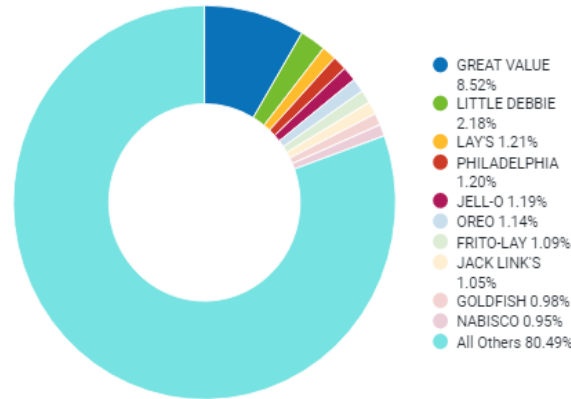
▲ 130.8%

3,918,285 Weekly Average

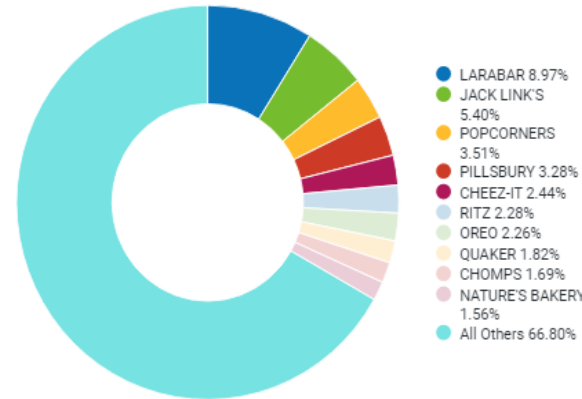
Top-Selling Brands



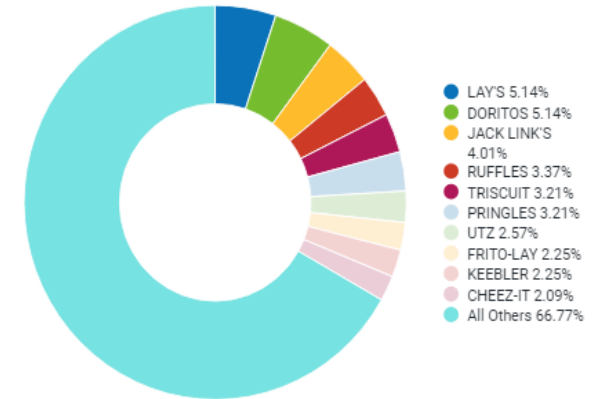
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$2<sup>68</sup> 20.5 ¢/oz

Little Debbie Cosmic Brownies, 13 oz



+ Add

\$1<sup>97</sup> 16.4 ¢/oz

Great Value Peanut Butter Wafer Bars, 12 oz, 6 Count  
★★★★☆ 228



+ Add

\$2<sup>68</sup> 16.5 ¢/oz

Little Debbie Oatmeal Creme Pies, 12 ct, 16.2 oz



+ Add

\$1<sup>86</sup> 37.2 ¢/ea

Great Value Cheese Dip & Breadsticks Snacks, 1 oz, 5 Count  
★★★★☆ 199



+ Add

\$2<sup>36</sup> 22.5 ¢/oz

Great Value Garlic Bread Sticks, 10.5 oz (Frozen)  
★★★★☆ 155



## Household Essentials

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



## Market Share Leaders:



Brands Observed

19

▼ -62% vs Prior Period

Items Observed

163

▼ -52% vs Prior Period

Department Summary

Keywords Observed

4,246

▲ 31% vs Prior Period

Organic Search Visibility

▼ -39.1%

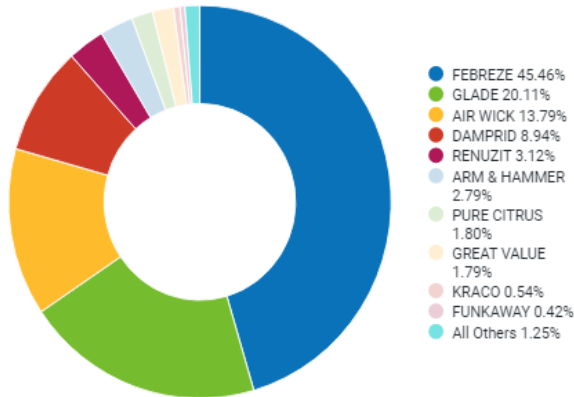
435,793,099 Weekly Average

Sponsorship Activity

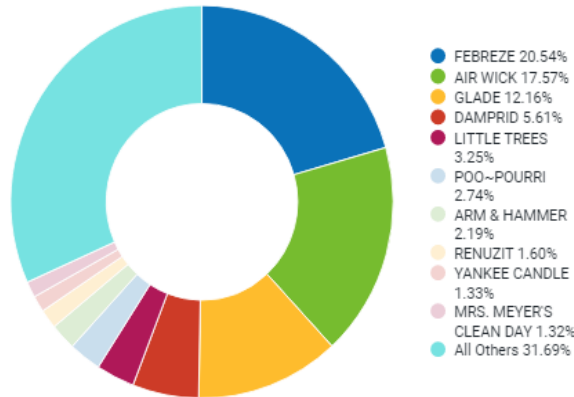
▼ -33.3%

249,109 Weekly Average

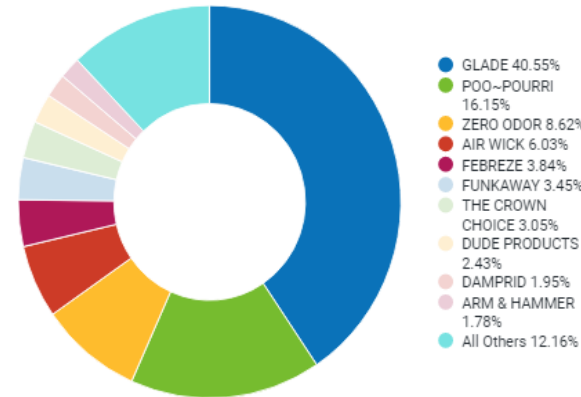
Top-Selling Brands



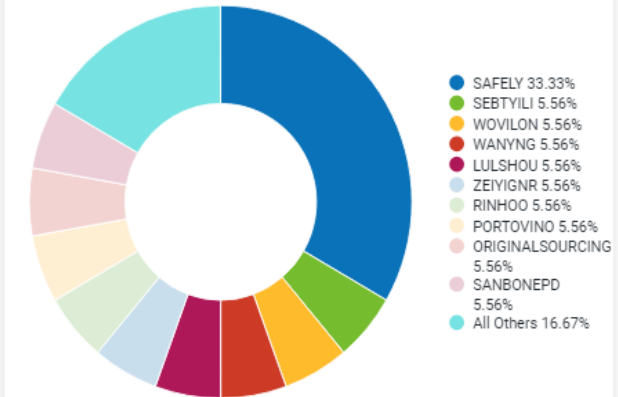
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$13<sup>58</sup> \$15.61/fl oz

Febreze Fade Defy PLUG Air Freshener Refill, Gain Original Scent, (3) 0.87 fl. oz. Oil Refills

★★★★★ 1617



+ Add

\$11<sup>97</sup> 25.9 c/oz

DampRid Fresh Scent Hanging Moisture Absorber, 3 Pack

★★★★★ 623



+ Add

\$6<sup>24</sup> \$3.12/ea

Febreze Fade Defy Plug Air Freshener & Odor Fighter Starter Kit Gain Scent 0.87 fl. oz. Oil Refill

★★★★★ 1966



+ Add

Now \$3<sup>99</sup> \$14.99 + \$6.99 shipping

Febreze Odor-Fighting Air Freshener, with Downy Scent, April Fresh, Pack of 2, 8.8 fl oz each

★★★★★ 1758



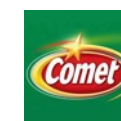
+ Add

\$13<sup>58</sup> \$4.53/ea

Febreze Fade Defy PLUG Air Freshener Refill, Downy April Fresh, (3) .87 fl. oz. Oil Refills

★★★★★ 1777

## Market Share Leaders:



Brands Observed

32

▼ -60% vs Prior Period

Items Observed

112

▼ -49% vs Prior Period

Department Summary

Keywords Observed

7,229

▲ 26% vs Prior Period

Organic Search Visibility

▼ -51.1%

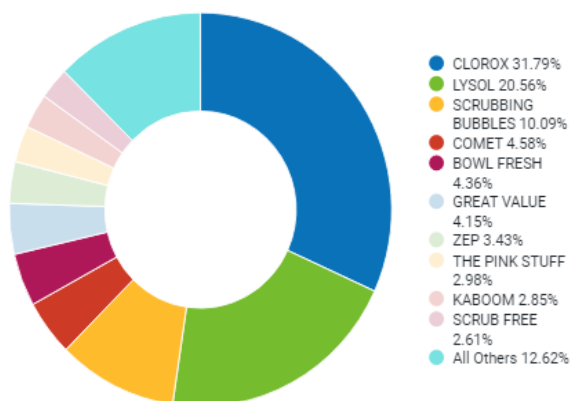
560,831,712 Weekly Average

Sponsorship Activity

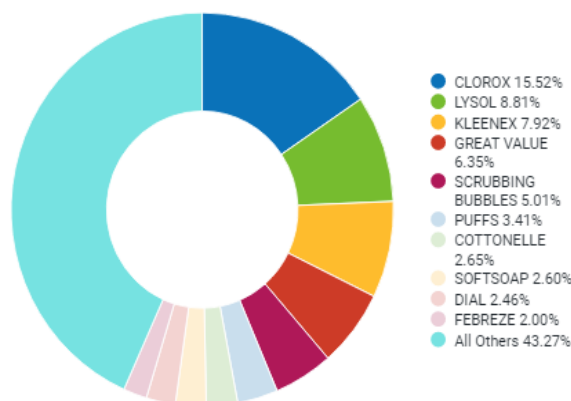
▼ -13.1%

472,234 Weekly Average

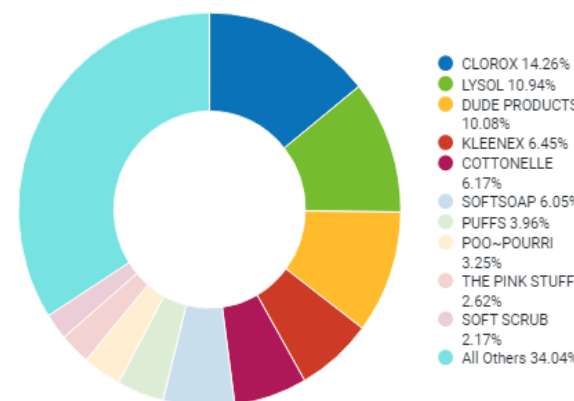
Top-Selling Brands



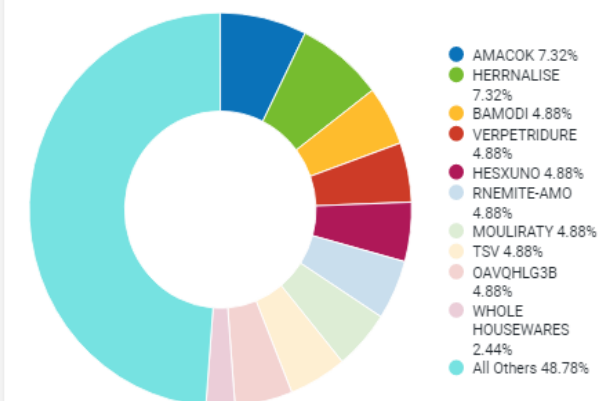
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$113 5.4 c/oz  
21OZ COMET CLEANSER  
★★★★★ 1881



+ Add

Now \$497 \$14.99 10.4 c/fl oz  
Lysol Power Toilet Bowl Cleaner, 48oz (2X24oz), 10X Cleaning Power  
★★★★★ 1891



+ Add

\$147 73.5 c/ea  
Bowl Fresh Automatic Toilet Bowl Cleaner, Toilet Bowl Freshener with Borax, Fresh Scent, 2 Ct  
★★★★★ 1008



+ Add

\$224 7.0 c/fl oz  
Scrub Free Soap Scum Remover Lemon, 32 Fluid Ounce  
★★★★★ 464



+ Add

\$417 19.0 c/fl oz  
Lysol Pro Kitchen Spray Cleaner and Degreaser, Antibacterial All Purpose Cleaning Spray for Kitchens...  
★★★★★ 1261



## Market Share Leaders:

**DURACELL**

**Energizer**



**RAYOVAC**

**ACDelco**

Brands Observed

24

▲ 85% vs Prior Period

Items Observed

126

▲ 14% vs Prior Period

Department Summary

Keywords Observed

1,704

▼ -14% vs Prior Period

Organic Search Visibility

▼ -29.2%

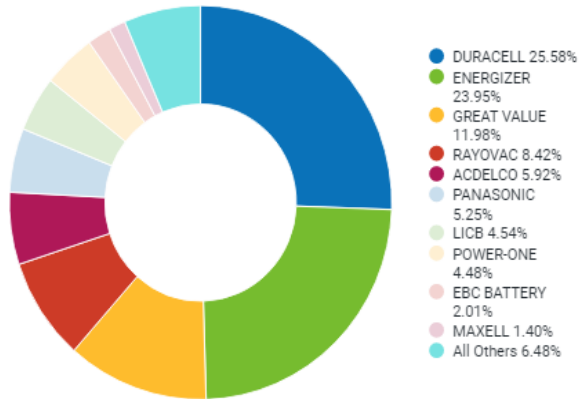
410,293,618 Weekly Average

Sponsorship Activity

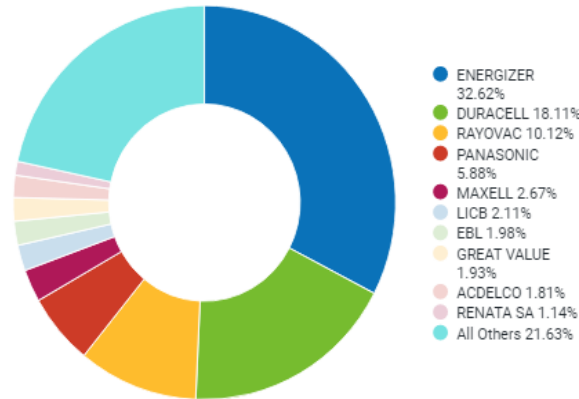
▲ 3.4%

258,573 Weekly Average

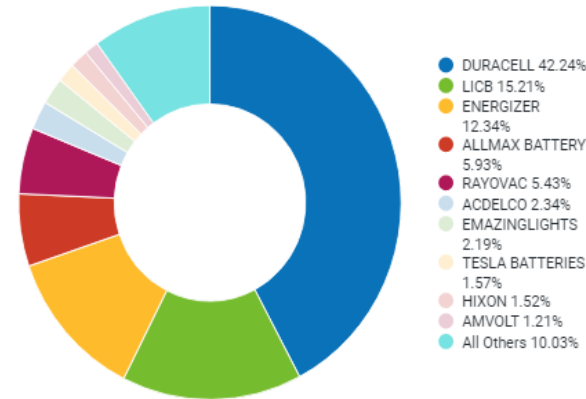
Top-Selling Brands



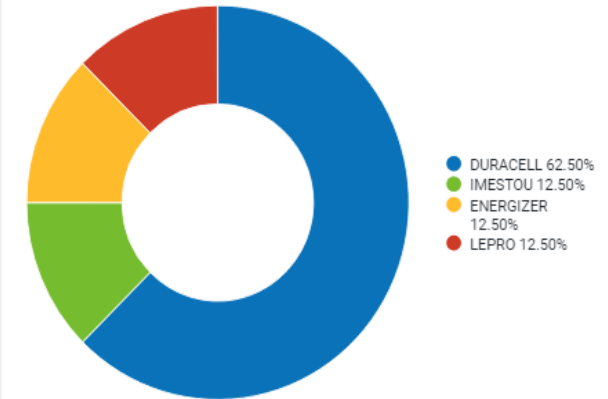
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$3.68** 46.0 c/ea  
Great Value Alkaline AAA Batteries (8 Pack)  
★★★★★ 747



**\$3.68** 46.0 c/ea  
Great Value Alkaline AA Batteries (8 Pack)  
★★★★★ 832



**Now \$18.47** \$22.86 77.0 c/ea  
Duracell Coppertop AA Battery with POWER BOOST, 24 Pack Long-Lasting Batteries  
★★★★★ 5708



**\$5.79**  
Options  
Options from \$5.79 - \$7.50  
Multi-Pack EBC Battery LR44 AG13 Premium Alkaline 1.5 Volt Non Rechargeable Round Button Cell...  
★★★★★ 198



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

## Market Share Leaders:



Brands Observed

43

▼ -80% vs Prior Period

Items Observed

144

▼ -78% vs Prior Period

Department Summary

Keywords Observed

17,656

▲ 27% vs Prior Period

Organic Search Visibility

▼ -44.9%

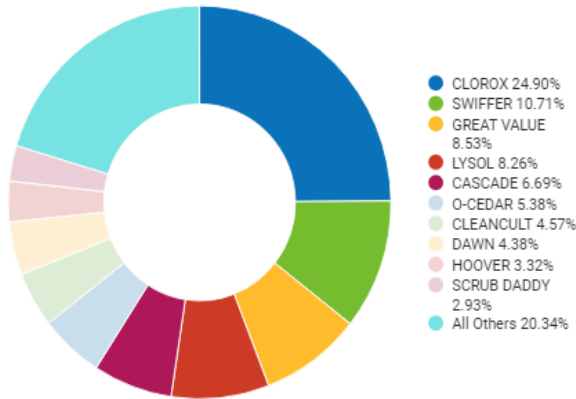
1,931,640,942 Weekly Average

Sponsorship Activity

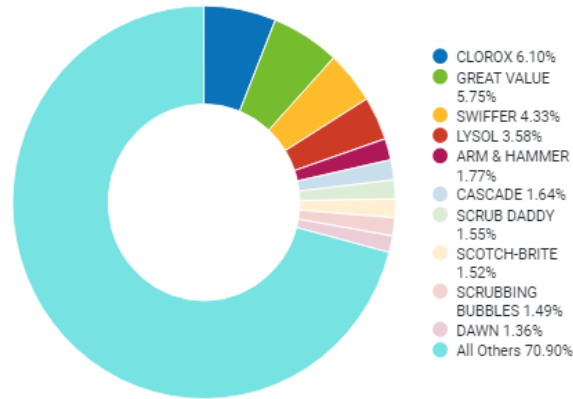
▲ 6.4%

1,718,486 Weekly Average

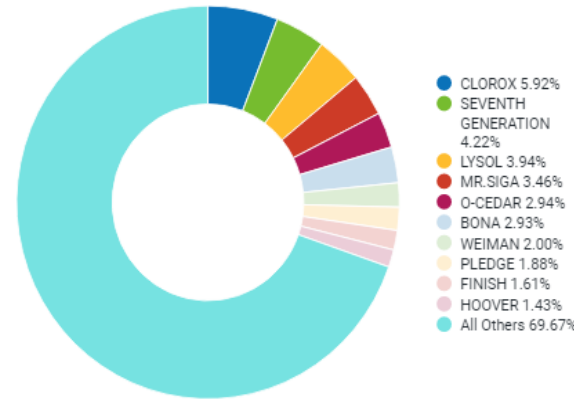
Top-Selling Brands



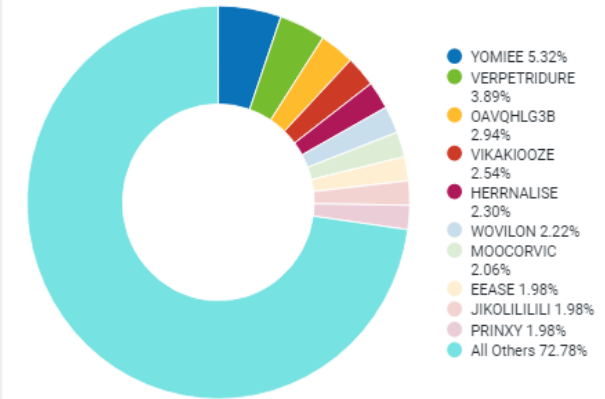
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$5<sup>12</sup>** 10.7 c/fl oz  
Pine-Sol Multi-Surface Cleaner, Original, 48 Ounce Bottle  
★★★★★ 22632



**\$29<sup>99</sup>**  
Clorox All Purpose Cleaner Glass Spray Bottle, Shatter Resistant, Clay Orange, 2 Pack, 16 oz  
★★★★★ 4673



**Now \$5<sup>52</sup>** \$9.16 \$7.36/100 ct  
Clorox Bleach-Free Disinfecting and Cleaning Wipes, Fresh Scent, 75 Count  
★★★★★ 4673



**\$15<sup>89</sup>**  
Clorox Bleach-Free Disinfecting and Cleaning Wipes, 105 Count, 3 Pack  
★★★★★ 33349



**Now \$7<sup>99</sup>** \$9.94 + \$9.99 shipping  
Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 70 fl oz  
★★★★★ 19779

## Market Share Leaders:



Brands Observed

22

▼ -70% vs Prior Period

Items Observed

158

▼ -49% vs Prior Period

Department Summary

Keywords Observed

7,105

▲ 43% vs Prior Period

Organic Search Visibility

▼ -48.9%

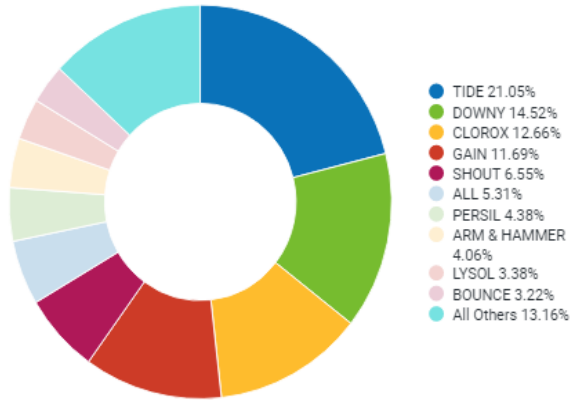
839,589,072 Weekly Average

Sponsorship Activity

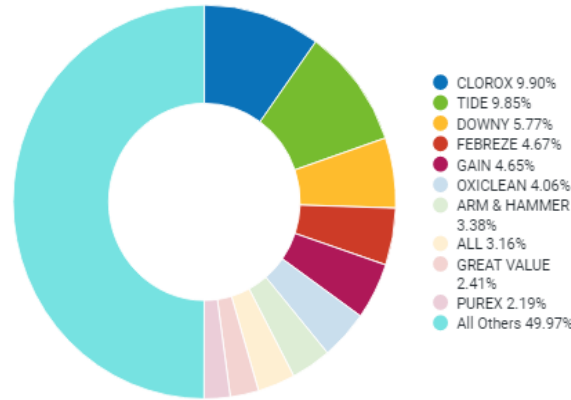
▲ 72.6%

689,724 Weekly Average

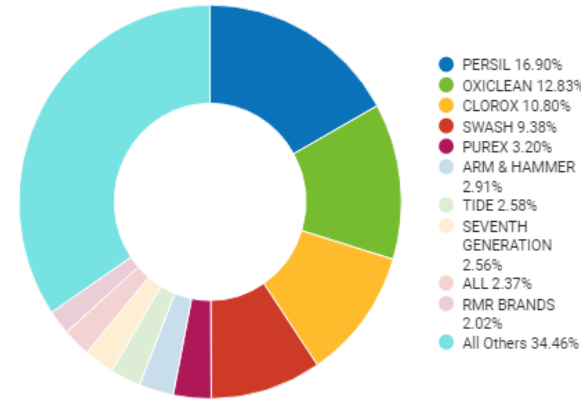
Top-Selling Brands



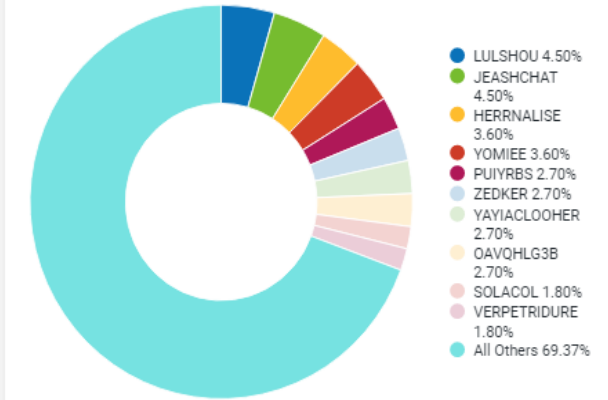
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$12<sup>97</sup>** 27.0 c/fl oz  
Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Cool Cotton, 48.00 fl oz  
★★★★☆ 1455



**\$4<sup>98</sup>** \$20.75/100 ct  
Shout Color Catcher, Dye-Trapping Fabric Softener, 24 Sheets  
★★★★☆ 21525



**\$27<sup>24</sup>** 24.3 c/ea  
Tide Pods Laundry Detergents Soap Packs, Spring Meadow, 112 Ct  
★★★★★ 1768



**\$14<sup>67</sup>** 38.6 c/ea  
Options from \$14.67 - \$19.97  
Persil Discs Laundry Detergent Pacs, Oxi, 38 Count  
★★★★★ 27907



**\$12<sup>97</sup>** 27.0 c/fl oz  
More options from \$6.97  
Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Fresh Lavender, 48.00 fl oz  
★★★★★ 935

## Market Share Leaders:



Brands Observed

28

▼ -24% vs Prior Period

Items Observed

148

▼ -9% vs Prior Period

Department Summary

Keywords Observed

14,270

▲ 5% vs Prior Period

Organic Search Visibility

▼ -55.1%

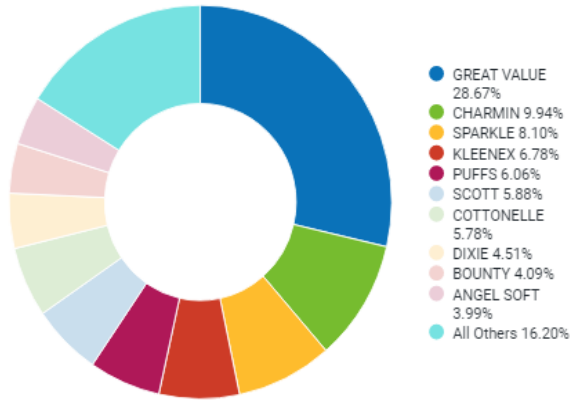
1,490,128,794 Weekly Average

Sponsorship Activity

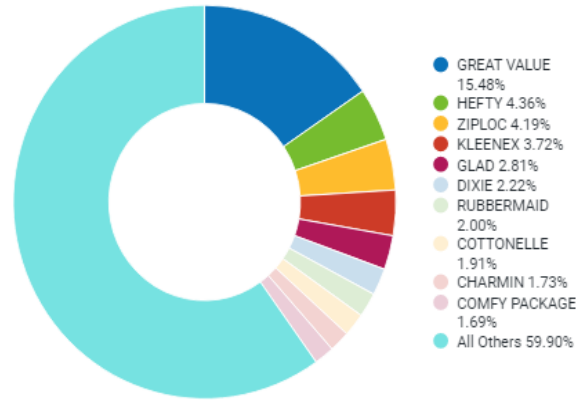
▼ -16.3%

1,062,362 Weekly Average

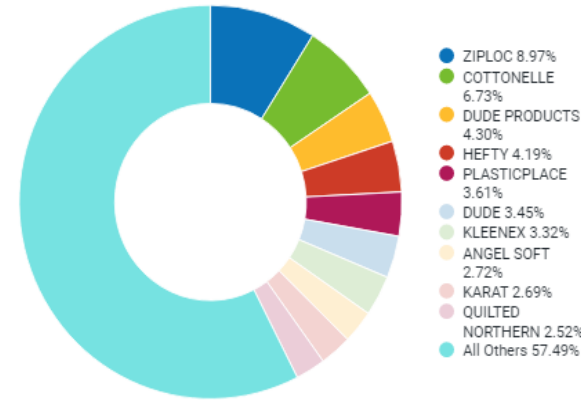
Top-Selling Brands



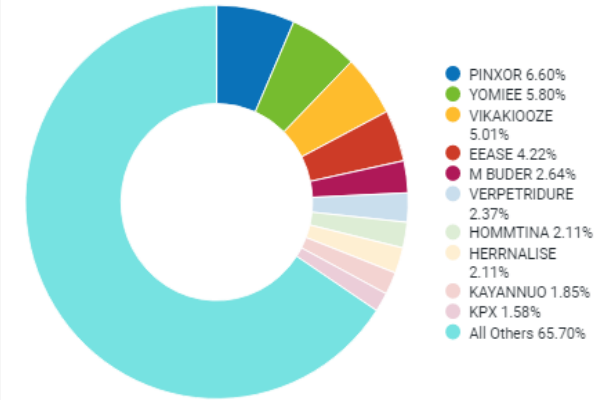
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$6<sup>98</sup>** \$5.82/100 ct  
 Kleenex Ultra Soft Facial Tissues, 4 Flat Boxes, 120 Tissues per Box, 3-Ply  
 ★★★★★ 3055



**\$7<sup>12</sup>** \$1.08/100 ct  
 Sparkle Tear-A-Square Paper Towels, White, 6 Double Rolls  
 ★★★★★ 3707



**\$13<sup>63</sup>** 42.4 ct/100 ct  
 Cottonelle Ultra Comfort Toilet Paper, 12 Mega Rolls, 268 Sheets per Roll  
 ★★★★★ 7950



**\$22<sup>18</sup>** \$2.05/per 100 count  
 Bounty Select-a-Size Paper Towels, 12 Double Rolls, White  
 ★★★★★ 12000



**\$6<sup>68</sup>** 23.2 ct/100 ct  
 Angel Soft Toilet Paper, 9 Mega Rolls  
 ★★★★★ 16936



## Market Share Leaders:



Brands Observed

89

▲ 37% vs Prior Period

Items Observed

203

▲ 33% vs Prior Period

Department Summary

Keywords Observed

4,972

▲ 24% vs Prior Period

Organic Search Visibility

▼ -22.6%

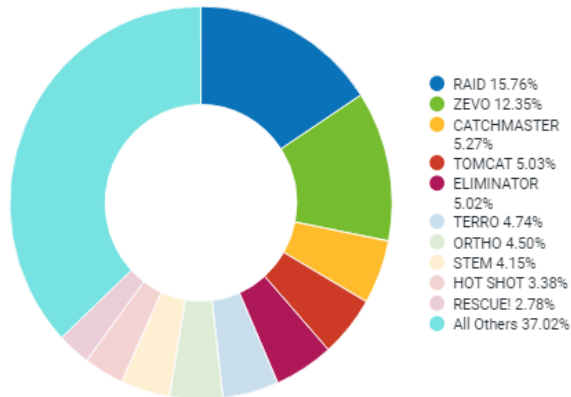
728,122,997 Weekly Average

Sponsorship Activity

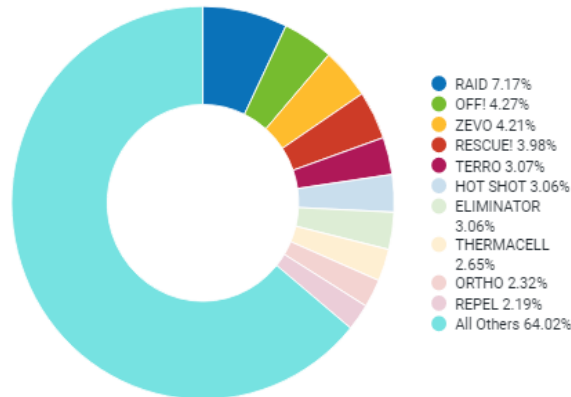
▲ 27.5%

1,252,699 Weekly Average

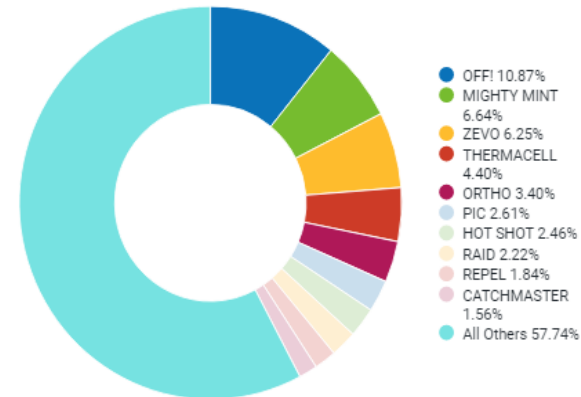
Top-Selling Brands



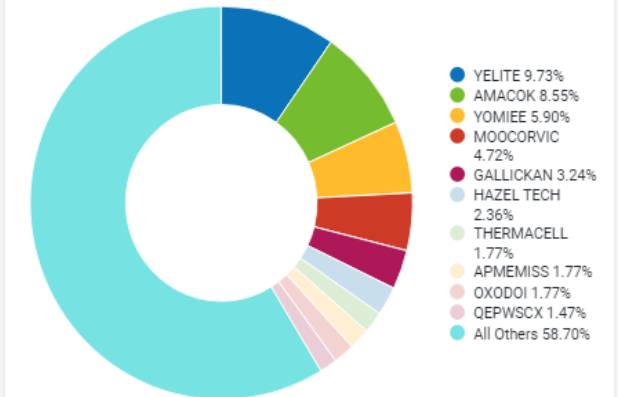
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$20<sup>97</sup>**  
 Zevo Flying Insect Fly Trap (1 Device + Refill) Featuring Blue And UV Light To Attract Flying Insects  
 ★★★★★ 4154



**\$8<sup>97</sup>** 7.0 fl oz  
 Ortho Home Defense Insect Killer for Indoor & Perimeter Ready-To-Use Trigger Sprayer, 1 Gallon.  
 ★★★★★ 3314



**\$9<sup>28</sup>** 23.2 fl oz  
 Raid Defend Ant and Roach Killer, Insect Killer Spray, Fragrance-Free, 20 oz, 2 Count  
 ★★★★★ 1438



**\$7<sup>32</sup>** \$3.66/ea  
 Zevo Flying Insect Trap, Fly Trap Refill Cartridges (2 Refill Cartridges)  
 ★★★★★ 1148



**\$3<sup>38</sup>** 84.5 fl oz  
 Tomcat Glue Boards with Immediate Grip Glue, Ready-To-Use, 4 Traps  
 ★★★★★ 499

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

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