

Category Insights: Back to School

JULY – AUGUST 2023 DATA

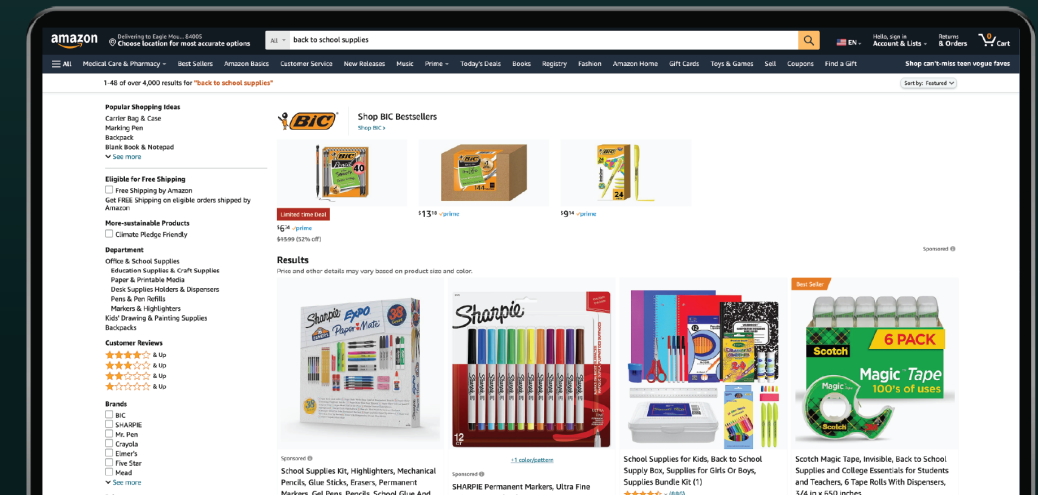


Analysis Overview

Gain valuable insights into sales, search, and retail media for popular Back to School categories including **Lunch Boxes, Notebooks, Markers & Highlighters, and Colored Pencils** at Amazon, Walmart, and Target.

- Top brands by share of sales
- Best-selling items by share of sales
- Top brands by sponsorship activity
- Top sponsored keywords
- Most common organic keywords

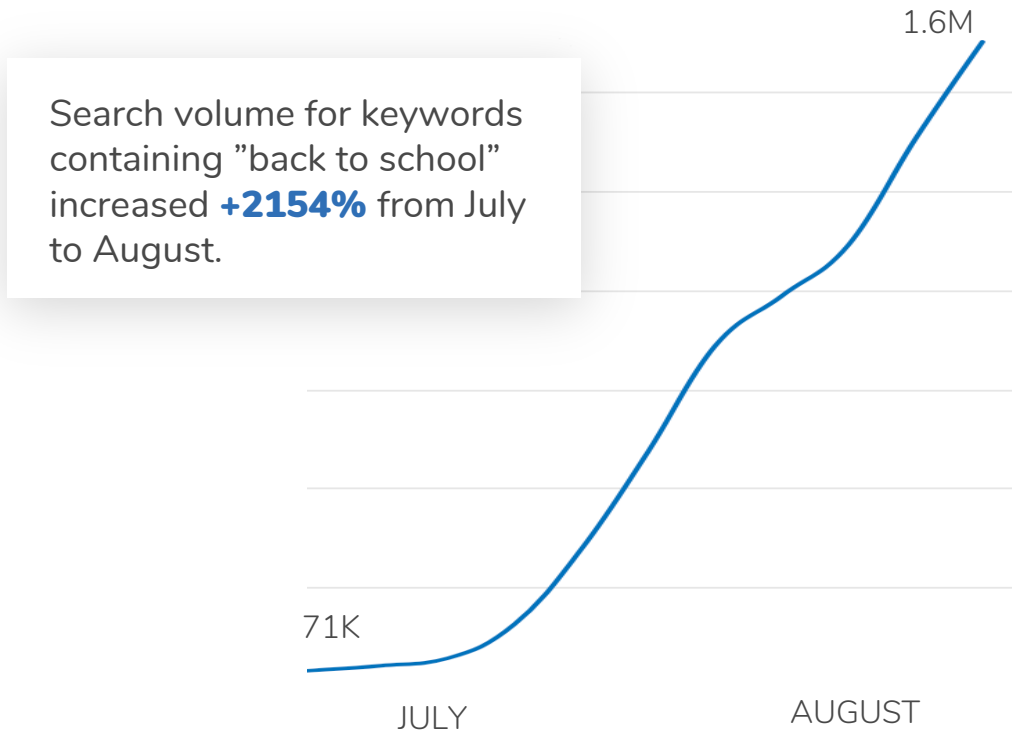
Disclaimer: Analytic Index has no affiliation with Amazon, Walmart, or Target. All data is proprietary to the Analytic Index. This report is based on performance items that are in the top-performing sales or search items.



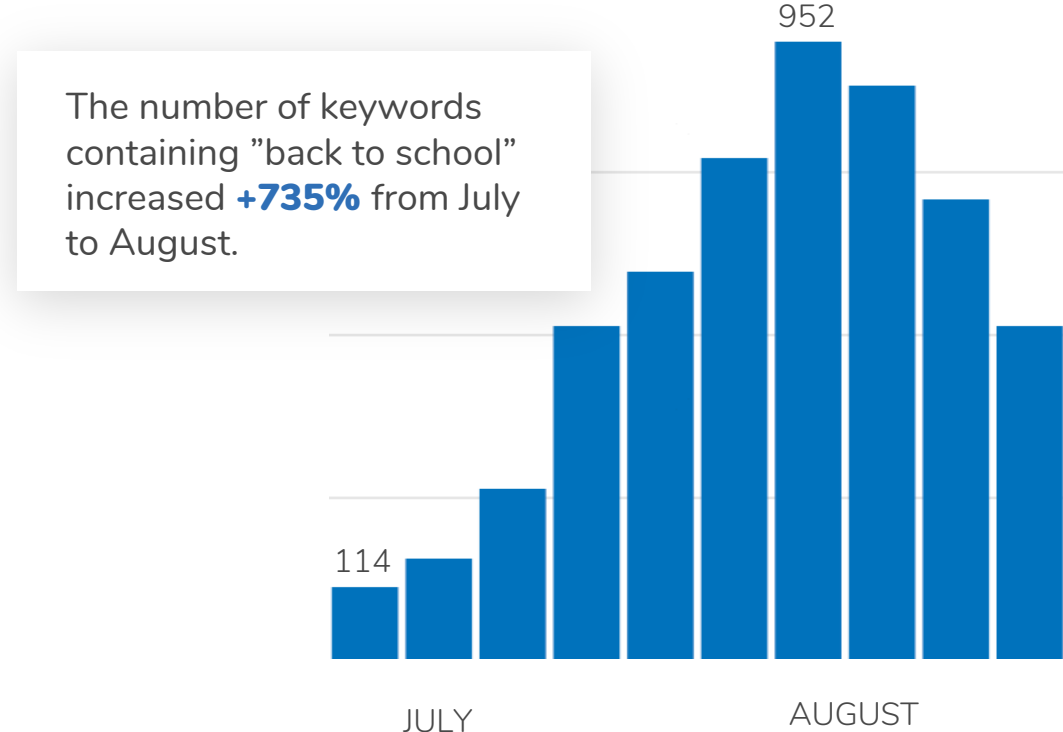


Keywords containing “back to school”

SEARCH VOLUME TREND



KEYWORD COUNT TREND

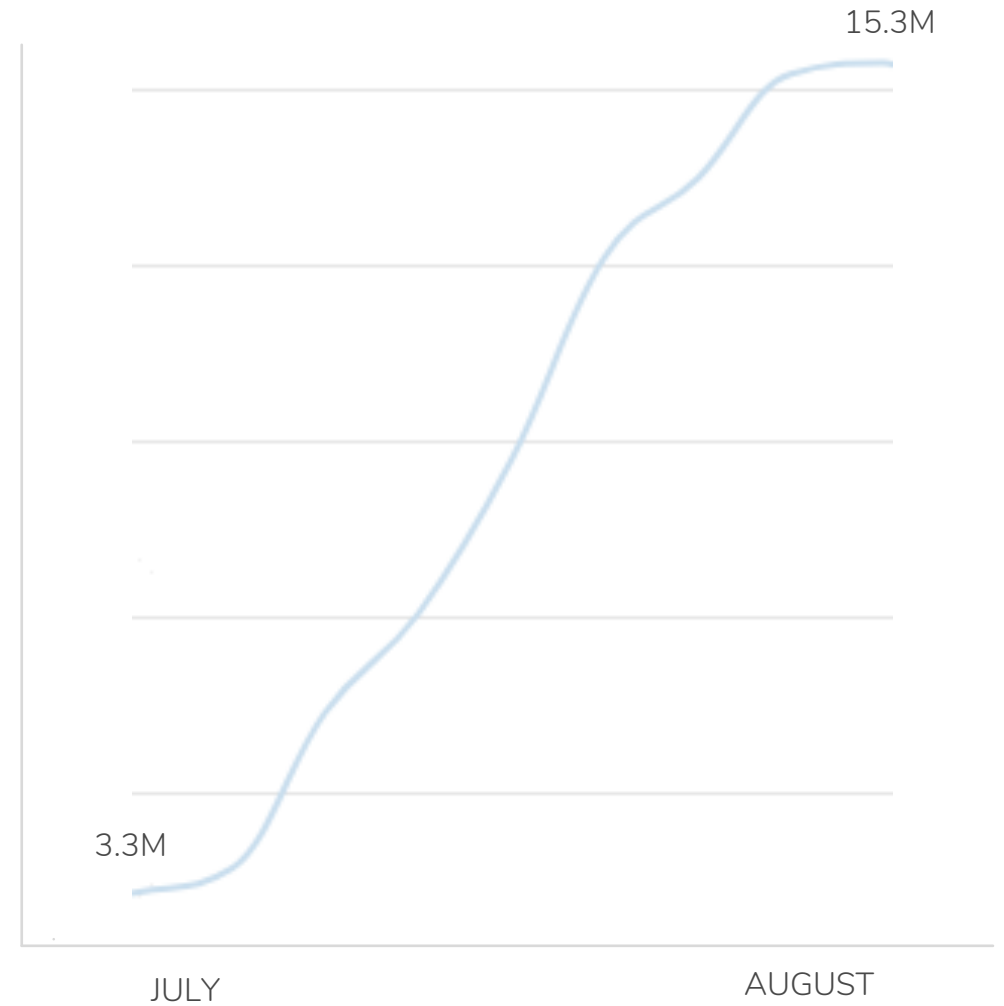




Lunch Boxes

Search volume for keywords containing "lunch boxes" increased **+355%** from July to August.





SEARCH VOLUME TREND





Lunch Boxes | Top Brands by Estimated Unit Share of Sales






amazon

	20%
	4%
	3%
	3%
	3%

Walmart

	6%
	6%
	5%
	5%
	5%

TARGET

	15%
	10%
	7%
	7%
	6%



Lunch Boxes | Best-Selling Items by Estimated Unit Share of Sales



[+9 colors/patterns](#)

Bentgo® Kids Chill Lunch Box - Leak-Proof Bento Box with Removable Ice Pack & 4 Compartments for On-the-Go Meals - Microwave & Dishwasher Safe, Patented...

4.6 ★★★★★ ~ 14,834
7K+ bought in past month



Options



\$1998

Bentgo Kids Lunch Box - Purple

★★★★★ 1719



Fit & Fresh Athleisure Carli Lunch Kit Set - Marble



Fit & Fresh
★★★★★ 207





Lunch Boxes | Top Brands by Sponsorship Activity


amazon

 bentgo [®] stay fresh	22%
PACKIT [®]	3%
FENRICI	3%
 kinsho	2%
bentōheaven	2%

Walmart 

 opux	6%
 FIREFLY! OUTDOOR GEAR [™]	4%
<i>Tirrinia</i> [®]	4%
wildkin	4%
 THERMOS [®]	3%

TARGET

stasher.	35%
(re)zip [®]	27%
IGLOO [®]	22%
 bentology	9%
kipling	4%

Lunch Boxes | Top Sponsored Keywords



heated lunch boxes for adults
electric lunch box
electric lunch box food heater
heated lunch box
self heating lunch box
food warmer lunch box
luncheaze
bentgo kids lunch box
bentgo
bentgo box



lunch bags
lunch box
lunch boxes
lunch bag
kid lunch box
lonchera
kids lunch boxes for school
lunch bag kids
toddler lunch box daycare
kids lunch boxes



reusable bags
reusable bag
stasher
bags
food storage bags
reusable lunch bags
lunch boxes
reusable snack bags
silicone bags
lunch bag

Lunch Boxes | Most Common Organic Keywords



Bento lunch box for kids
Lunch box kids
Bento box
Bentgo lunch boxes
Bento lunch box
Lunch box
Ice packs for lunch boxes
Bentgo
Omie lunch box for kids
Thermos for hot food



Tote bag
Lunch box
Clear bag
Lunch box kids
Kids lunch box
Kids lunch boxes for school
Lunch boxes
Kids lunchbox
Boys lunch box
Lunchbox



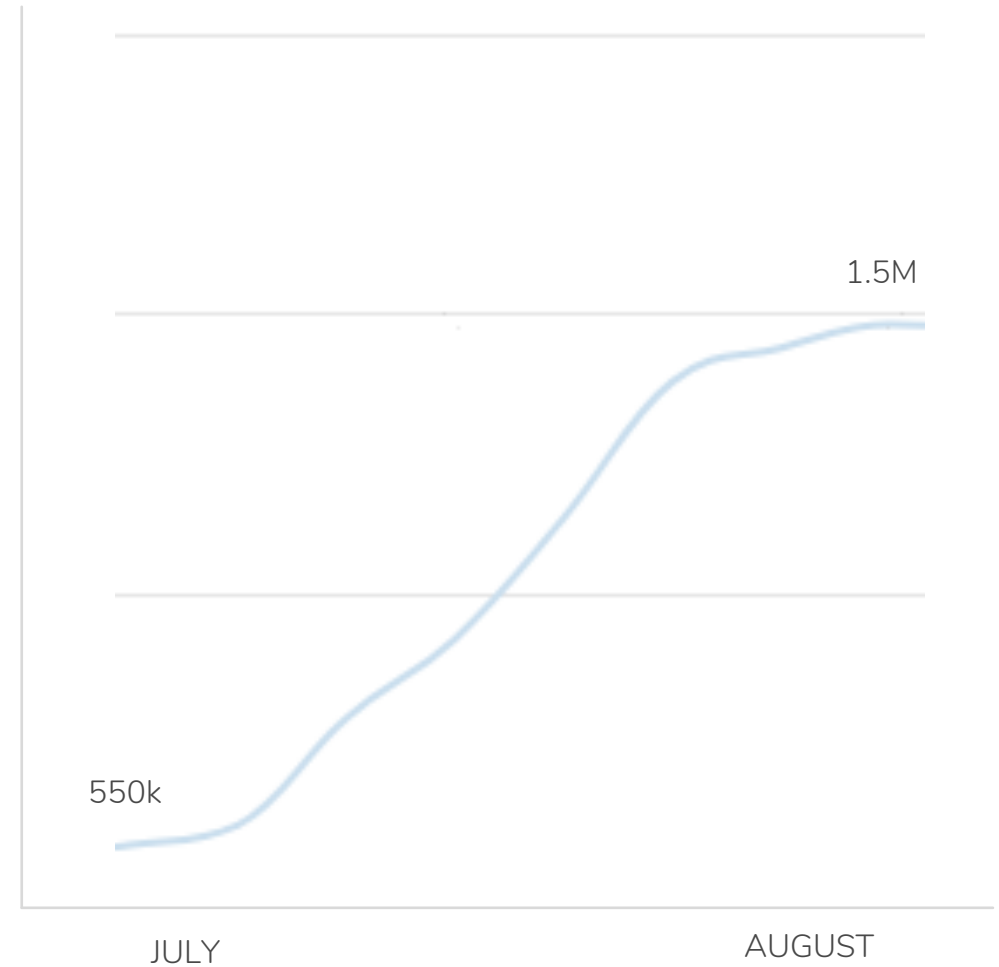
Lunch box
Lunch bag women
Lunch bag
Lunch box kids
Bento lunch box for kids
Bento box
Bentgo lunch box
Bento lunch box
Lunch box for men
lunchbox



Notebooks

Search volume for keywords containing "notebooks" increased **+173%** from July to August.






SEARCH VOLUME TREND










Notebooks | Top Brands by Estimated Unit Share of Sales






amazon

	20%
	12%
	11%
	7%
	7%

Walmart

	25%
	16%
	13%
	4%
	4%

TARGET


	19%
	19%
	18%
	5%
	5%



Notebooks | Best-Selling Items by Estimated Unit Share of Sales




Amazon's Choice



+2 colors/patterns

Amazon Basics Wide Ruled Lined Writing Note Pad, 8.5 inch x 11.75 inch, White, 12 Count (12 Pack of 50)

4.7 ★★★★★ ~ 97,214
20K+ bought in past month





Options

● ● ● ● +

Now \$3.36 ~~\$6.79~~

Five Star Wirebound Notebook Plus Study App, 1 Subject, College Ruled, Fire Red (820002B-WMT-MOD)

1 Subject 100 Sheet College Ruled Spiral Notebook Blush Stripe - ...

Yoobi

★★★★☆ 5



Notebooks | Top Brands by Sponsorship Activity



	11%
	5%
	4%
	3%
	5%



	11%
	11%
	11%
	6%
	5%



	53%
	24%
	13%
	8%
	2%



Notebooks | Top Sponsored Keywords



small notebooks
notepads
moleskin notebooks
bulk notebooks
notepads bulk
moleskine notebooks
journals
spiral notebooks
moleskin journal
small notepad



notebooks
notebook
note books
notepads
journals
reusable notebooks
smart notebook
notepad
journal
sketchbooks for drawing



notebook
black notebook
notebooks
the notebook
small notebooks
grocery list notepad
notepads
spiral notebooks
spiral
small notebooks 5x7



Notebooks | Most Common Organic Keywords



post it notes
sticky notes
journal
spiral notebook
notebooks for school
notebooks
school supplies
notebooks college ruled
graph paper
back to school supplies



composition notebook
notebook
notebooks for school
spiral notebook
notebooks
school supplies
notebooks college ruled
composition notebook wide ruled
back to school supplies
sketch book



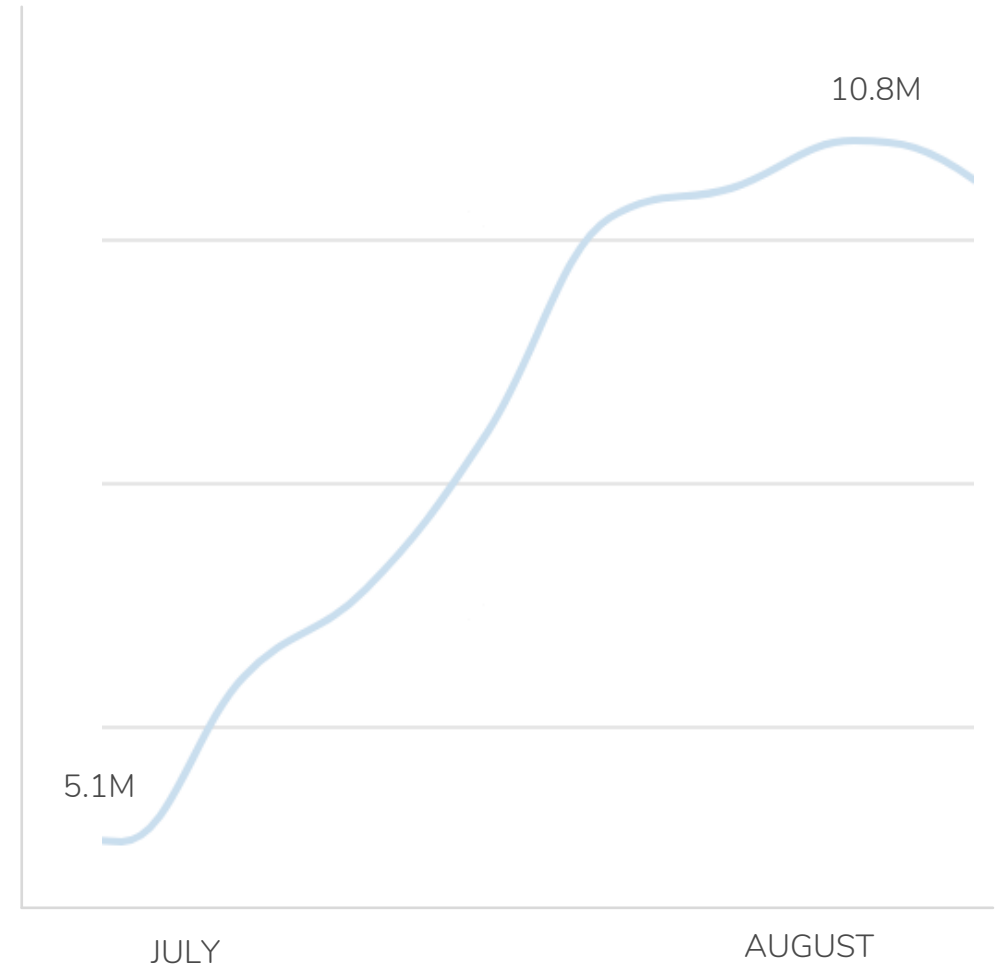
composition notebook
notebook
spiral notebook
notebooks or school
notebooks
composition notebook
notebooks college ruled
5 subject notebook
college ruled notebook
graph paper notebook



Markers & Highlighters

Search volume for keywords containing "markers" or "highlighters" increased **+111%** from July to August.






SEARCH VOLUME TREND



Markers & Highlighters | Top Brands by Estimated Unit Share of Sales



amazon

	33%
	30%
	6%
	4%
	3%

Walmart

	30%
	18%
	17%
	8%
	4%

TARGET

	39%
	20%
	14%
	14%
	6%

Markers & Highlighters | Best-Selling Items by Estimated Unit Share of Sales



amazon



Scotch Dry Erase Thermal Laminating Pouches, 50-Pack, Works with Dry Erase Markers, Reusable Worksheets, Calendars, Checklists,...

★★★★★ 69,369

\$14.86

Walmart



Options

+2 options

Now \$0⁹⁷ ~~\$2.54~~ 9.7 ¢/ea

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

★★★★★ 2074

TARGET



10ct Erasable Chalk Paint Markers
Chisel Tip - Mondo Llama™





Mondo Llama | Only at

★★★★☆ 336






Markers & Highlighters | Top Brands by Sponsorship Activity



amazon

	15%
	10%
	8%
	6%
	5%

Walmart

	20%
	18%
	15%
	14%
	2%

TARGET

	62%
	18%
	9%
	4%
	4%

Markers & Highlighters | Top Sponsored Keywords



amazon

highlighters assorted colors
highlighter markers
pack of highlighters
yellow highlighters
assorted highlighters
highlighter pack
highlighters
highlighter set
highlighters bulk
colored highlighters

Walmart

dry erase markers and eraser kit
permanent markers & marker pens
permanent markers
highlighters for school
colored highlighters
dry erase & wet erase markers
highlighters aesthetic
crayola take note
permanent markers assorted colors
volcanics dry erase markers

TARGET

marker
markers
markera
dry erase markers
magnetic dry erase marker
wet erase markers ultra fine point
dry erase markers for kids
markers dry erase
dry erase marker black
paint markers

Markers & Highlighters | Most Common Organic Keywords



highlighters
dry erase markers
expo markers
highlighters assorted colors
sharpie markers
sharpies
expo markers dry erase
markers
school supplies
chalk markers



highlighters
dry erase markers
markers
expo markers
sharpie markers
sharpies
school supplies
expo markers dry erase
chalk markers
crayola markers



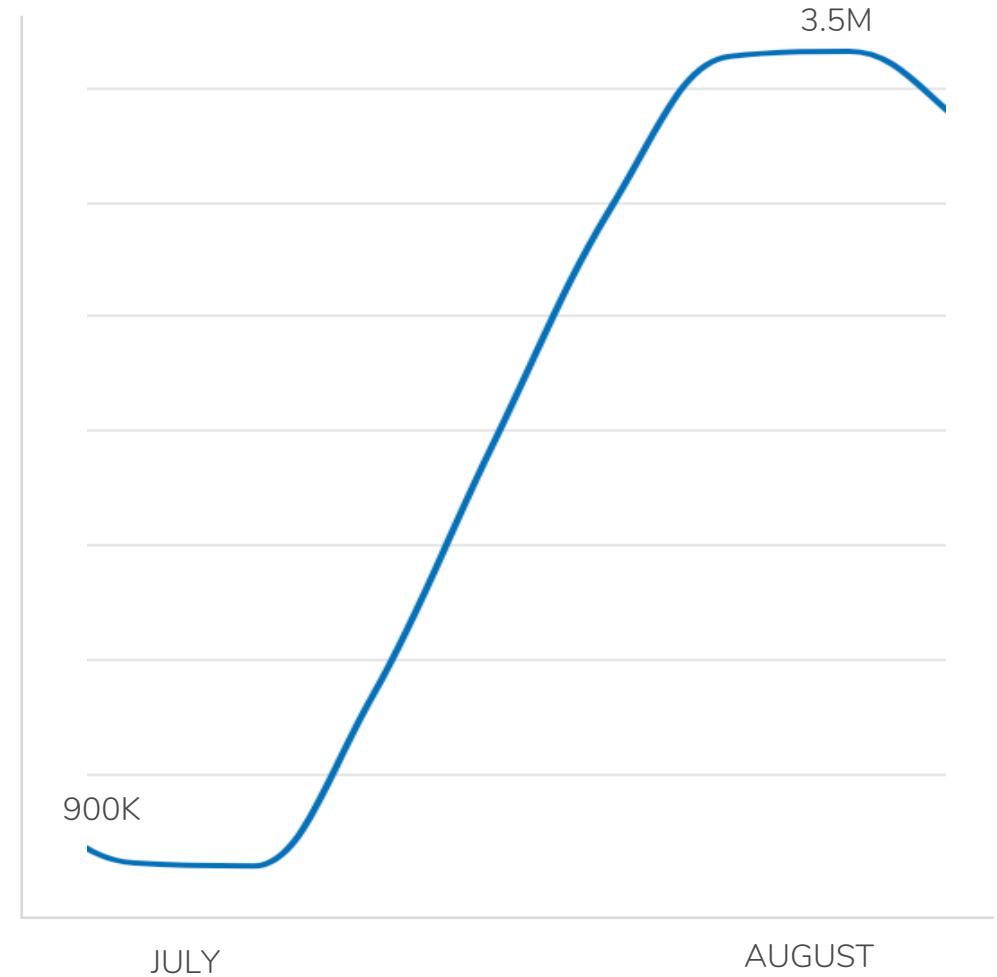
dry erase markers
markers
expo markers
sharpie markers
sharpies
chalk markers
crayons
expo markers dry erase
school supplies
crayola markers



Colored Pencils

Search volume for keywords containing "colored pencils" increased **+289%** from July to August.




SEARCH VOLUME TREND








Colored Pencils | Top Brands by Estimated Unit Share of Sales







amazon

	28%
	24%
	9%
RARLAN	4%
Madisi	4%

Walmart

	27%
	10%
	9%
	7%
	3%

TARGET

	36%
	28%
	15%
	6%
	4%

Colored Pencils | Best-Selling Items by Estimated Unit Share of Sales



amazon



PrismaColor Premier Colored Pencils | Art Supplies for Drawing, Sketching, Adult Coloring | Soft Core Color Pencils, 150 Pack

★★★★★ ~ 24,140

2K+ bought in past month

Walmart



+ Add

Now \$0⁹⁷ ~~\$1.97~~ 8.1 ¢/ea

Crayola Colored Pencils Set Multi Colors, 12 Ct, Back to School Supplies for Kids, Child Ages 5+

★★★★★ 2150

TARGET



Crayola 65pc Create & Color Kit with Colored Pencils


Crayola

★★★★☆ 5




Colored Pencils | Top Brands by Sponsorship Activity




amazon

	9%
PRISMACOLOR	8%
amazonbasics	7%
PRANG	7%
DERWENT	5%

Walmart

	28%
	23%
Shuttle Art	18%
PRISMACOLOR	7%
	5%

TARGET

PRISMACOLOR	88%
	6%
ARTEZA	4%
COLOR pockit	1%
uni-ball	1%

Colored Pencils | Top Sponsored Keywords



classroom colored pencils
prismacolor colored pencils
pack of colored pencils
bulk colored pencils
colored pencils bulk
color pencils bulk
kids colored pencils
colored pencils for school
prismacolor premier pencils
colored pencils



colored pencils classroom set
classroom colored pencils
colored pencils class set
cheap colored pencils
colored pencils classroom
colored pencils for school
color pencils for school
amazon colored pencils
class set colored pencils
classroom set of colored pencils



colored pencil
colored pencils
pencils color
color pencil
drawing supplies
graphite pencils
colored pencil sets
colored pencils set
pencils colored
color pencils

Colored Pencils | Most Common Organic Keywords



colored pencils
colored pencils 12 count
crayola colored pencils
colored pencils 24 count
back to school supplies
prismacolor colored pencils
pencils
colored pencils for kids
color pencils
crayola colored pencils 12 pack



colored pencils
pencils
colored pencils 12 count
school supplies
back to school supplies
prismacolor colored pencils
crayola colored pencils
colored pencils 24 count
colored pencils
markers



colored pencils
pencils
colored pencils 12 count
prismacolor colored pencils
ticonderoga pencils #2
crayola colored pencils
colored pencils 24 count
colored pencils
school supplies
coloring pencils

Interested in leveraging **search, sales, and shelf analytics** for Amazon, Walmart or Target?

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

Reasons to partner with Analytic Index:



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MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



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