














Department Performance Report

JULY 2023



 Bird	 Cat	 Dog	 Farm Animal
 Fish	 Horse	 New Pet	 Pharmacy
 Pet Parents	 Reptile	 Small Pet	

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Department Performance Report

July 2023

Report Overview

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

- [Department Overview](#)
- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
- [Top-Selling Items](#)
- [Top Brands in Paid Search \(All of Chewy\)](#)
- [Top Sponsored Items \(All of Chewy\)](#)

❖ Disclaimer: Analytic Index has no affiliation with Chewy. 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 Chewy (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 month (month-over-month).

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-Selling Items

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

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.

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**



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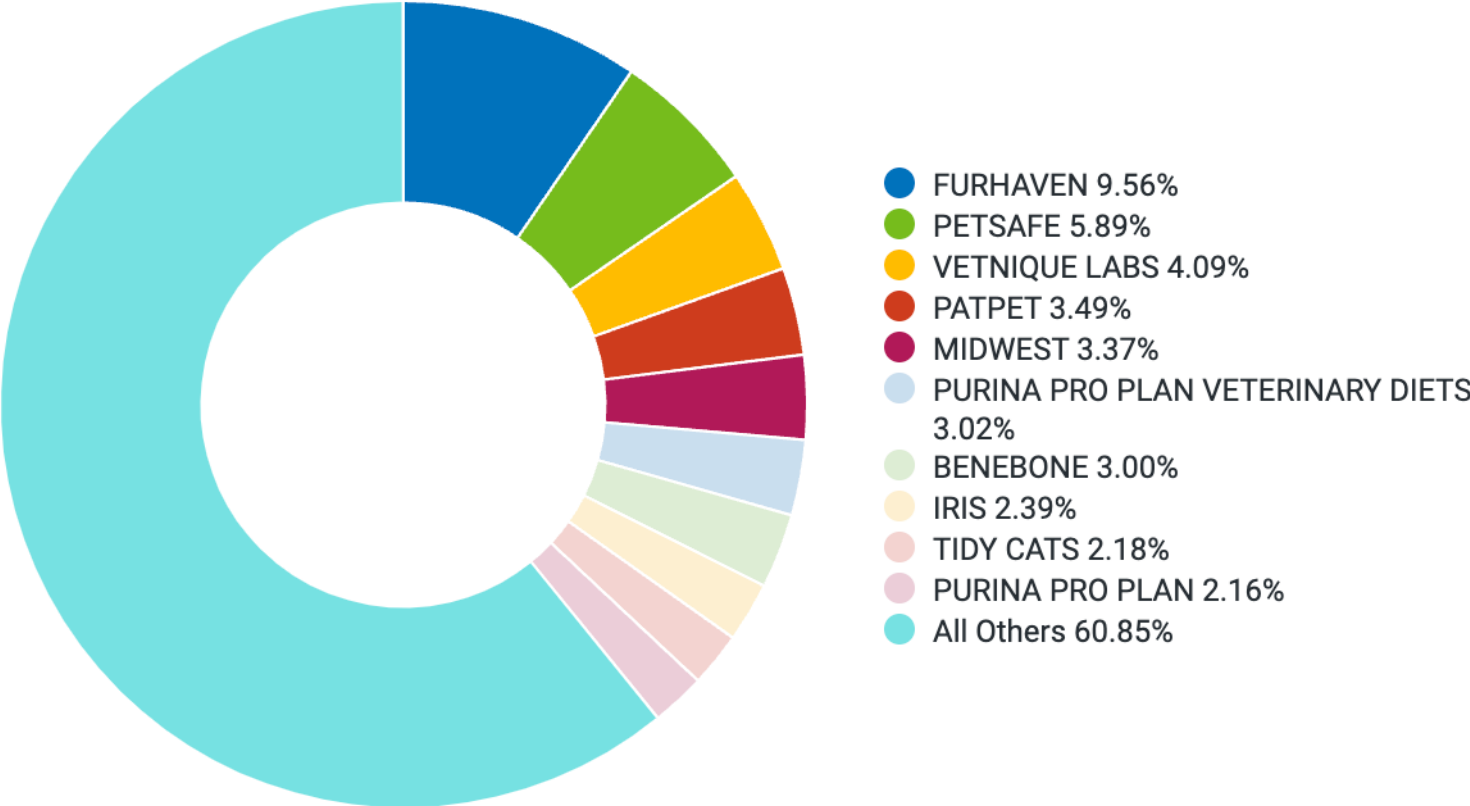


Due to lack of Sponsorship Activity in most categories on Chewy, this graph shows the top brands in Paid Search across all categories.

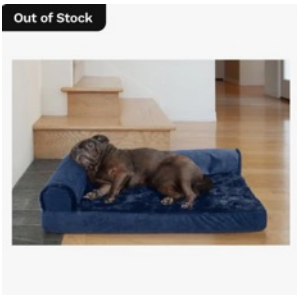
Top Brands in Paid Search:



Top Brands in Paid Search (Across all of Chewy)



Due to lack of Sponsorship Activity in most categories on Chewy, these are the top 10 sponsored items across all categories.



Out of Stock

More Choices Available

FurHaven Plush Deluxe Chaise
Cooling Gel Cat & Dog Bed
w/Removable Cover, Deep Sapphire,
Medium...

★★★★☆ 57



More Choices Available

Purina Pro Plan Veterinary Diets
FortiFlora Powder Digestive
Supplement for Dogs, 30 count

★★★★★ 2,598



Tidy Cats Breeze Cat Litter Box
System

★★★★☆ 2,057



More Choices Available

FURminator Short Hair Dog
Deshedding Tool, Blue, Large

★★★★★ 222



More Choices Available

PawFurEver Circle Personalized Dog
ID Tag, Silver, Darknight

★★★★★ 161



More Choices Available

Wee-Wee Four Paws Wee-Wee
Gigantic Dog Training Pads, 18
count

★★★★☆ 240



More Choices Available

Nature's Miracle Dual Action Hard
Floor Stain & Odor Remover, 24-oz
bottle

★★★★☆ 382



More Choices Available

Greenies Teenie Dental Dog Treats,
130 count

★★★★★ 3,278



More Choices Available

Purina Pro Plan High Protein
Shredded Blend Chicken & Rice
Formula with Probiotics Dry Dog
Food...

★★★★☆ 2,312



Vetnique Labs Dermabliss
Medicated Shampoo Anti-Bacterial
& Anti-Fungal Medicated Dog & Cat
Sha...

★★★★★ 52

Market Share Leaders:



Brands Observed

149

▼ -5% vs Prior Period

Items Observed

1,082

▲ 3% vs Prior Period

Department Summary

Keywords Observed

2,005

8,771 Weekly Average

Organic Search Visibility

▲ 8.6%

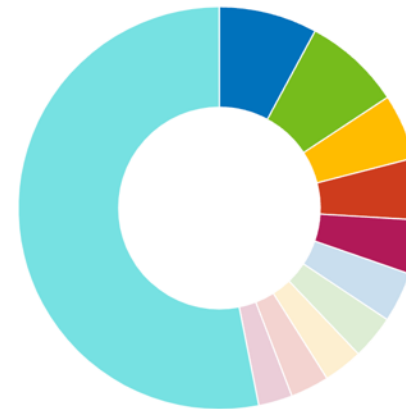
117,554,661 Weekly Average

Top-Selling Brands



- KAYTEE 33.65%
- WAGNER'S 10.48%
- HARVEST SEED & SUPPLY 9.74%
- C&S 6.27%
- ZUPREEM 6.26%
- HIGGINS 5.20%
- AUDUBON PARK 3.82%
- BROWN'S 3.52%
- WILD DELIGHT 2.80%
- FLOCK FEST 2.47%
- All Others 15.79%

Top Brands in Organic Search



- SUNGROW 7.88%
- KAYTEE 7.85%
- SUPER BIRD CREATIONS 5.26%
- YAHEETECH 4.96%
- PREVUE PET PRODUCTS 4.36%
- PAMPERED CHICKEN MAMA 4.04%
- JW PET 3.55%
- ZUPREEM 3.15%
- HAPPY HEN TREATS 3.11%
- BROWN'S 2.73%
- All Others 53.13%

Top-Selling Items:



More Choices Available

Kaytee Basic Blend Wild Bird Food, 20-lb bag

★★★★☆ 645



Kaytee Peanuts In A Shell Wild Bird Food, 5-lb bag

★★★★★ 196



More Choices Available

Audubon Park Wild Bird Food, 20-lb bag

★★★★☆ 321



Harvest Seed & Supply Birder's Medley Wild Bird Food, 10-lb bag

★★★★☆ 114



More Choices Available

C&S Peanut Delight No Melt Suet Dough Wild Bird Food, 11.75-oz tray, case of 8

★★★★★ 433

Market Share Leaders:



Department Summary

Brands Observed

1,038

▲ 0% vs Prior Period

Items Observed

7,399

▲ 2% vs Prior Period

Keywords Observed

14,008

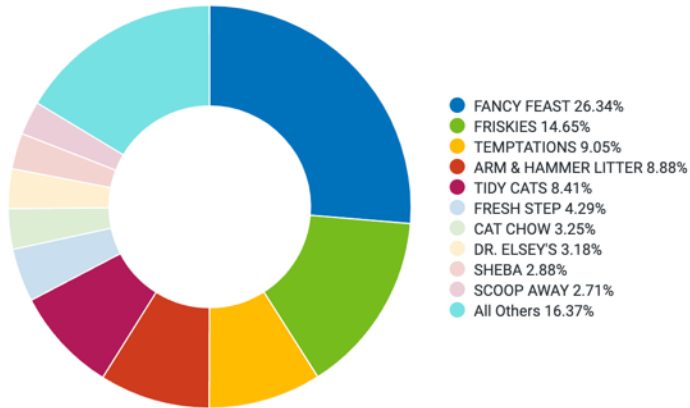
815,710 Weekly Average

Organic Search Visibility

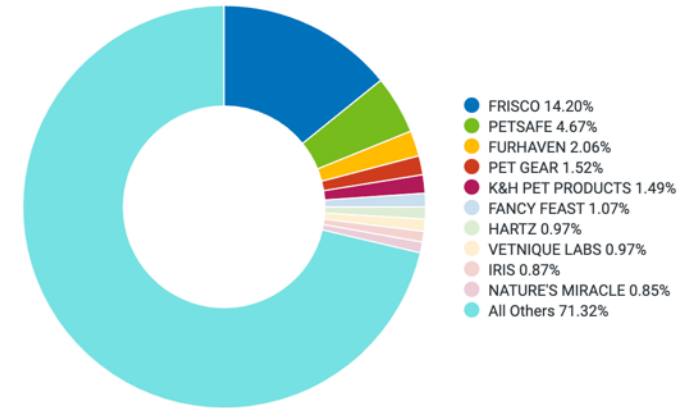
▲ 21.6%

2,099,195,161 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Fancy Feast Grilled Seafood Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★☆ 1,604



More Choices Available

Temptations Classic Tasty Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub

★★★★★ 2,848



More Choices Available

Fancy Feast Classic Seafood Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★★ 1,949



More Choices Available

Fancy Feast Gravy Lovers Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★☆ 2,174



More Choices Available

Dr. Elsey's Precious Cat Ultra Unscented Clumping Clay Cat Litter, 40-lb bag

★★★★☆ 5,701

Market Share Leaders:



Department Summary

Brands Observed

1,290

▲ 1% vs Prior Period

Items Observed

9,831

▲ 1% vs Prior Period

Keywords Observed

15,116

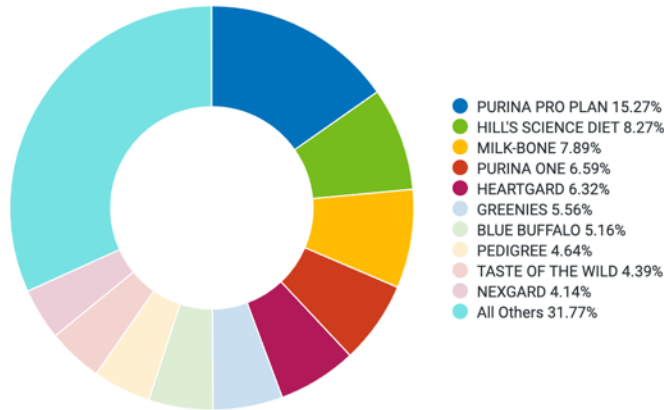
1,323,105 Weekly Average

Organic Search Visibility

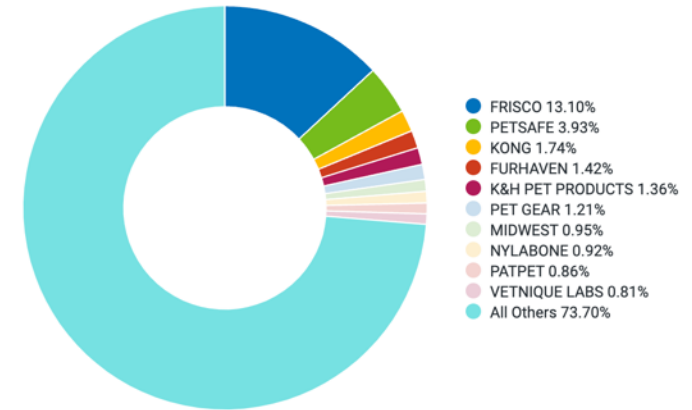
▲ 19.2%

3,108,336,889 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula Dry Dog Food, 30-lb bag

★★★★☆ 3,990



More Choices Available

Blue Buffalo Life Protection Formula Adult Chicken & Brown Rice Recipe Dry Dog Food, 30-lb bag

★★★★☆ 2,994



More Choices Available

Purina Pro Plan High Protein Shredded Blend Chicken & Rice Formula with Probiotics Dry Dog Food...

★★★★☆ 2,308



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★☆ 1,372



More Choices Available

Hill's Science Diet Adult Sensitive Stomach & Sensitive Skin Chicken Recipe Dry Dog Food, 30-lb...

★★★★☆ 1,513

Market Share Leaders:



SunGrow

Department Summary

Brands Observed

139

▲ 1% vs Prior Period

Items Observed

947

▲ 5% vs Prior Period

Keywords Observed

2,197

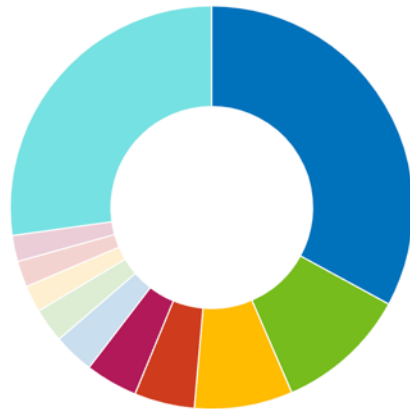
11,102 Weekly Average

Organic Search Visibility

▲ 10.7%

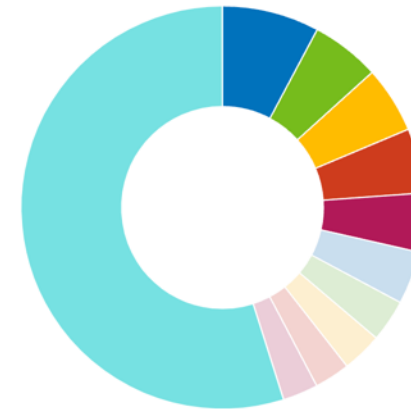
82,603,150 Weekly Average

Top-Selling Brands



- KALMBACH FEEDS 32.97%
- MAZURI 10.54%
- HAPPY HEN TREATS 7.89%
- KAYTEE 4.83%
- SUNGROW 4.20%
- FLOCK FEST 3.27%
- FLYGRUBS 2.75%
- BROWN'S 2.14%
- EGGLAND'S BEST 2.10%
- SCRATCH AND PECK FEEDS 2.08%
- All Others 27.23%

Top Brands in Organic Search



- SUNGROW 7.80%
- PAMPERED CHICKEN MAMA 5.51%
- MY FAVORITE CHICKEN 5.36%
- PAWHUT 5.18%
- HAPPY HEN TREATS 4.71%
- BRINSEA 4.25%
- LITTLE GIANT 3.39%
- KALMBACH FEEDS 3.22%
- PIGGY POO AND CREW 2.85%
- SCRATCH AND PECK FEEDS 2.83%
- All Others 54.89%

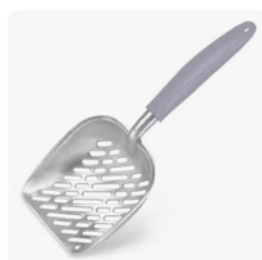
Top-Selling Items:



More Choices Available

Kalmbach Feeds All Natural 16% Protein Layer Crumbles Chicken Feed, 50-lb bag

★★★★☆ 105



More Choices Available

SunGrow Non-Stick Metal Scoop Kitty Box Cat Litter Scooper, Gray

★★★★☆ 439



More Choices Available

Kalmbach Feeds All Natural Henhouse Reserve Premium Layer Chicken Feed, 30-lb bag

★★★★☆ 97



More Choices Available

Flock Fest Dried Mealworms Adult Poultry Treats, 5-lb bag, 1 count

★★★★☆ 82



More Choices Available

Kalmbach Feeds All Natural 17% Protein Layer Pellets Chicken Feed, 50-lb bag

★★★★☆ 66

Market Share Leaders:



Midland Vet Services



Brands Observed

123

▲ 0% vs Prior Period

Items Observed

2,121

▲ 6% vs Prior Period

Department Summary

Keywords Observed

1,781

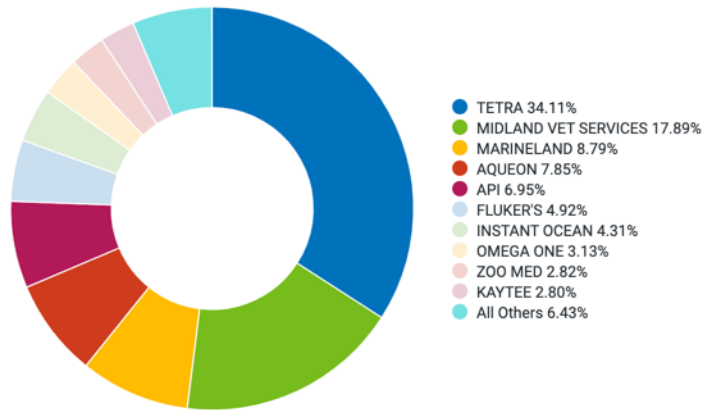
48,041 Weekly Average

Organic Search Visibility

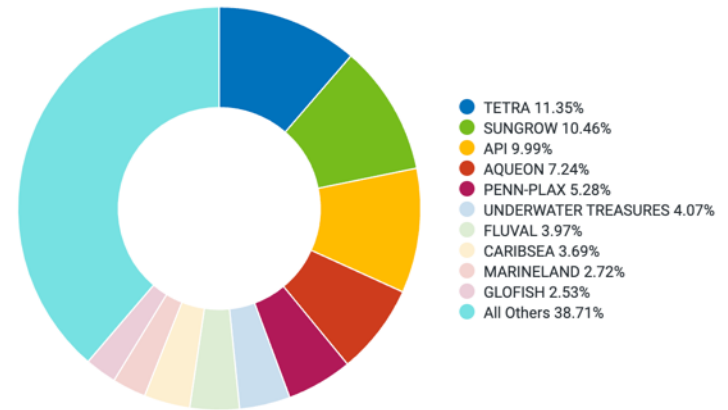
▲ 24.3%

348,690,573 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



Midland Vet Services Aqua-Mox Forte Amoxicillin Fish Antibiotic, 100 count

★★★★★ 55



Midland Vet Services Aqua-Mox Amoxicillin Fish Antibiotic, 100 count

★★★★★ 44



More Choices Available

Tetra Min Tropical Flakes Fish Food, 7.06-oz jar

★★★★★ 65



More Choices Available

Marineland Bio-Wheel Penguin Rite-Size C Filter Cartridge, 6 count

★★★★★ 167



More Choices Available

Tetra Pond Koi Vibrance Color Enhancing Sticks Koi & Goldfish Food, 5.18-lb bag

★★★★★ 177

Market Share Leaders:



ICU Medical

Department Summary

Brands Observed

338

▼ -2% vs Prior Period

Items Observed

2,748

▼ -1% vs Prior Period

Keywords Observed

3,242

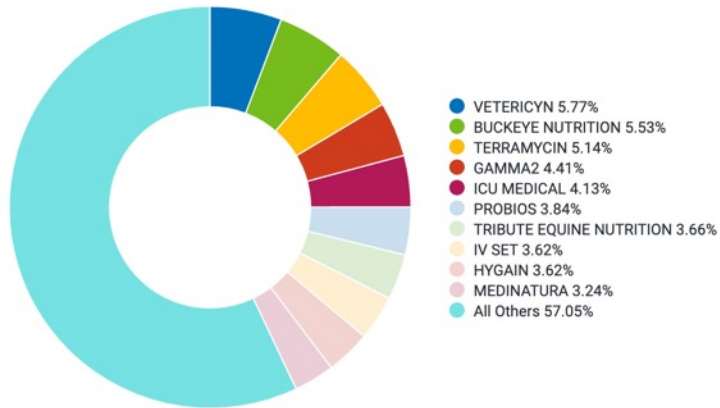
15,519 Weekly Average

Organic Search Visibility

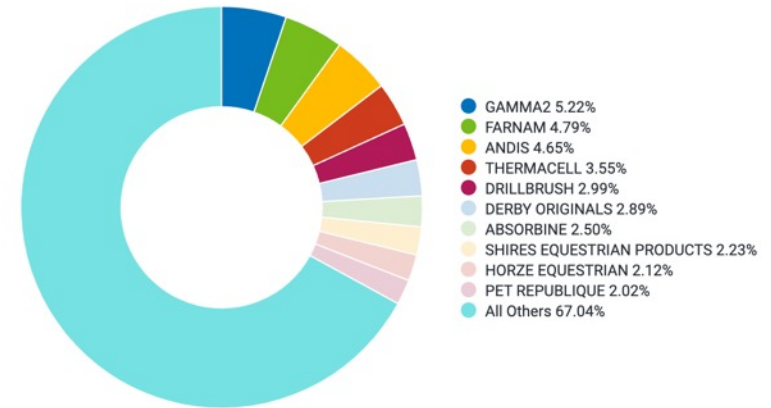
▲ 15.7%

85,838,193 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Terramycin Ophthalmic Ointment for Dogs, Cats & Horses, 3.5-g, 1 count

★★★★★ 736



More Choices Available

ICU Medical Lactated Ringers Electrolyte Injection Solution, 1000-mL

★★★★★ 120



More Choices Available

IV Set Primary IV Set, Macrobore Pierced Y-Site 80-in, 15 Drops per mL

★★★★☆ 53



More Choices Available

Rescue Remedy Stress Relief Pet Supplement, 10-mL bottle

★★★★☆ 785



More Choices Available

Vetericyn Plus Antimicrobial Eye Wash for Dogs, Cats, Horses, & Small Pets, 3-oz bottle

★★★★★ 61

Market Share Leaders:



Department Summary

Brands Observed

442

▲ 0% vs Prior Period

Items Observed

2,097

▲ 0% vs Prior Period

Keywords Observed

14,887

643,216 Weekly Average

Organic Search Visibility

▲ 22.5%

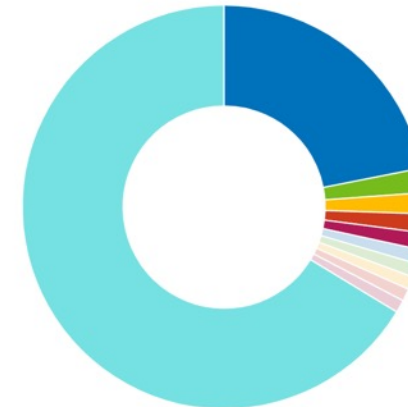
992,134,941 Weekly Average

Top-Selling Brands



- TEMPTATIONS 10.17%
- GREENIES 8.12%
- FANCY FEAST 6.69%
- HEARTGARD 6.53%
- MILK-BONE 6.00%
- PURINA PRO PLAN 5.14%
- ROYAL CANIN VETERINARY DIET 5.10%
- HILL'S PRESCRIPTION DIET 5.06%
- NEXGARD 4.85%
- BRAVECTO 4.48%
- All Others 37.87%

Top Brands in Organic Search



- FRISCO 21.90%
- KONG 1.96%
- VETNIQUE LABS 1.69%
- SUNGROW 1.51%
- PET GEAR 1.35%
- MILK-BONE 1.14%
- TETRA 1.10%
- BEST PET SUPPLIES 1.03%
- PURINA PRO PLAN 1.01%
- OXBOW 1.01%
- All Others 66.31%

Top-Selling Items:



More Choices Available

Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula Dry Dog Food, 30-lb bag

★★★★☆ 3,994



More Choices Available

Temptations Classic Tasty Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub

★★★★★ 2,848



More Choices Available

Dr. Elsey's Precious Cat Ultra Unscented Clumping Clay Cat Litter, 40-lb bag

★★★★☆ 5,701



More Choices Available

Fancy Feast Gravy Lovers Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★☆ 2,174



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★★ 1,372

Market Share Leaders: **BRAVECTO** | **Heartgard Plus** (ivermectin/pyrantel) | **Simparica TRIO** (sarolaner/moxidectin/pyrantel) | **NexGard** (flea & tick protection never tasted so good) | **INTERCEPTOR PLUS** (milbemycin oxime/praziquantel)

Department Summary

Brands Observed

369

▲ 1% vs Prior Period

Items Observed

837

▲ 1% vs Prior Period

Keywords Observed

1,311

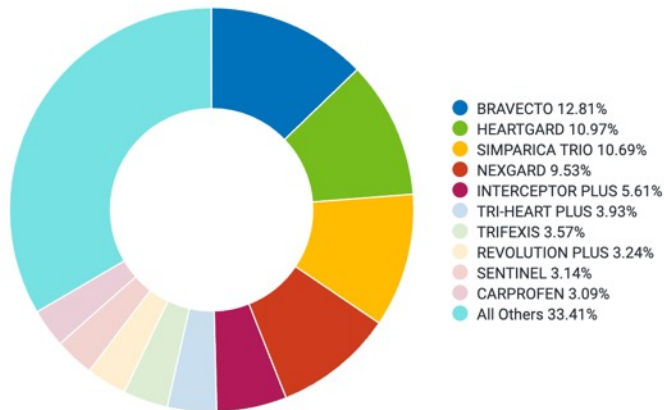
0 Weekly Average

Organic Search Visibility

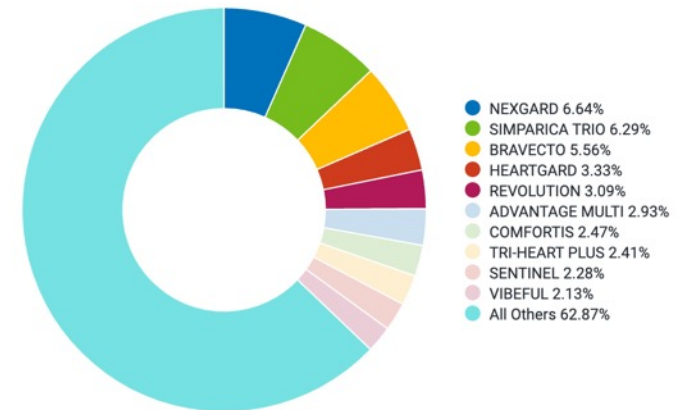
▲ 6.3%

86,262,330 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★★ 1,375



More Choices Available

Bravecto Chew for Dogs, 44-88 lbs, (Blue Box), 1 Chew (12-wks. supply)

★★★★☆ 783



More Choices Available

Simparica Trio Chewable Tablet for Dogs, 44.1-88 lbs, (Green Box), 6 Chewable Tablets (6-mos. s...

★★★★☆ 470



More Choices Available

Heartgard Plus Chew for Dogs, up to 25 lbs, (Blue Box), 6 Chews (6-mos. supply)

★★★★★ 1,296



More Choices Available

NexGard Chew for Dogs, 24.1-60 lbs, (Purple Box), 3 Chews (3-mos. supply)

★★★★★ 957

Market Share Leaders:



Department Summary

Brands Observed

154

▼ -1% vs Prior Period

Items Observed

1,191

▲ 3% vs Prior Period

Keywords Observed

3,450

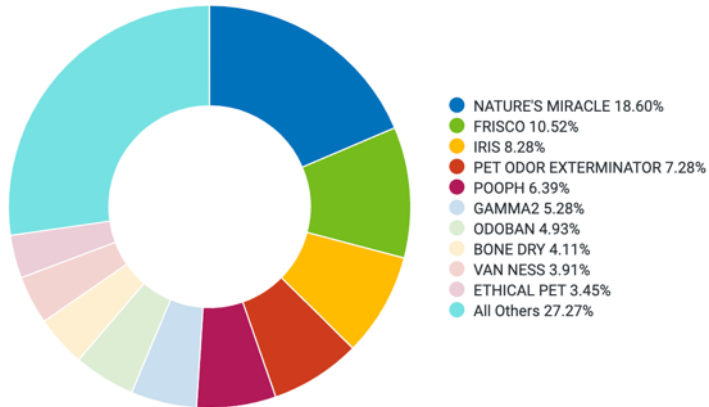
64,491 Weekly Average

Organic Search Visibility

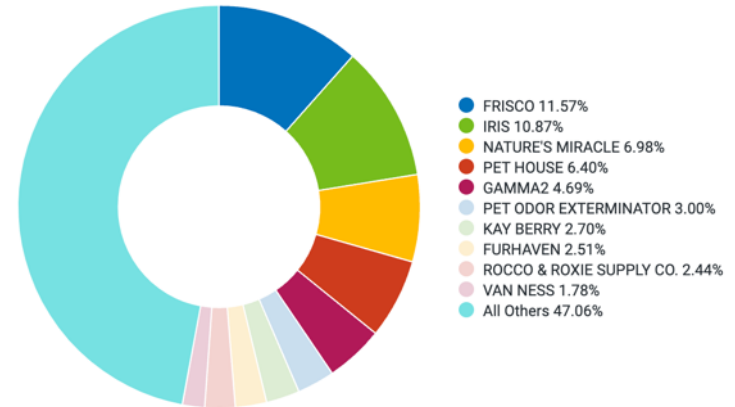
▲ 19.2%

103,024,509 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

POOPH Cat & Dog Odor & Stain Eliminator, 32-oz bottle

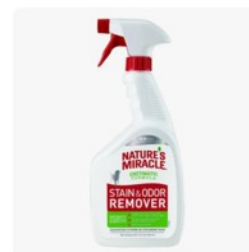
★★★★☆ 80



Out of Stock

Frisco Silicone Pet Food Can Cover, 2 Pack

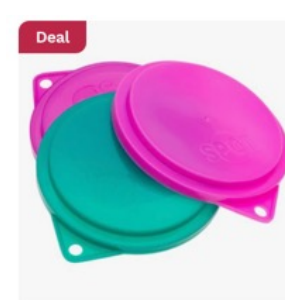
By Chewy
★★★★★ 712



More Choices Available

Nature's Miracle Dog Enzymatic Stain Remover & Odor Eliminator Spray, 32-oz bottle

★★★★★ 273



Deal

Ethical Pet Can Covers, 3 pack

★★★★☆ 3,146



More Choices Available

Bone Dry Paw Print Rectangle Dog Storage Bin, Grey, Medium

★★★★☆ 186

Market Share Leaders:



Brands Observed

74

▼ -1% vs Prior Period

Items Observed

1,107

▲ 3% vs Prior Period

Department Summary

Keywords Observed

2,090

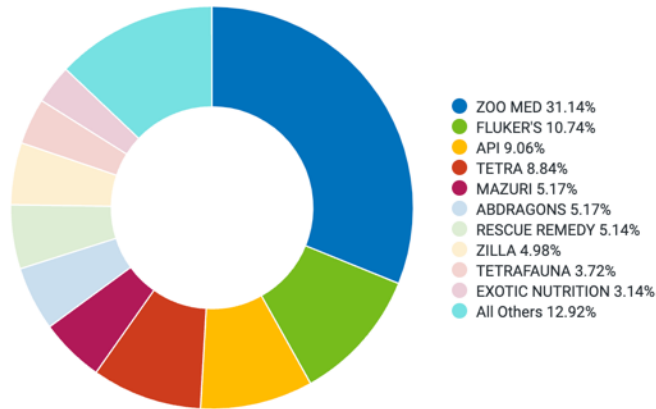
5,292 Weekly Average

Organic Search Visibility

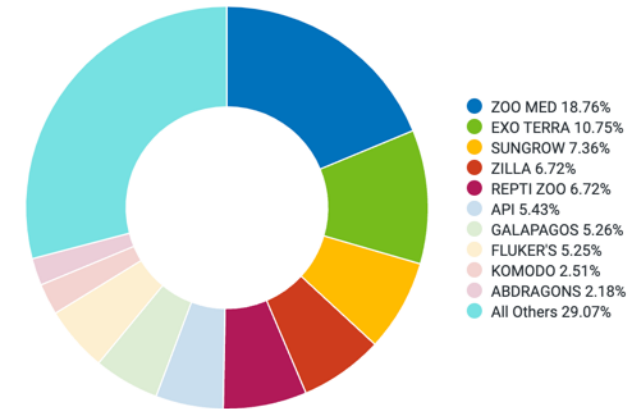
▲ 26.8%

212,597,364 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Rescue Remedy Stress Relief Pet Supplement, 10-mL bottle

★★★★☆ 762



More Choices Available

Tetra ReptoMin Floating Sticks Turtle & Amphibian Food, 10.59-oz jar

★★★★★ 210



More Choices Available

API Stress Coat Aquarium Water Conditioner, 16-oz bottle

★★★★★ 135



More Choices Available

Exotic Nutrition Live Mealworms Reptile Food, Medium, 250 count

★★★★☆ 108



More Choices Available

Zoo Med Dr. Turtle Slow-Release Calcium Block Turtle Supplement

★★★★☆ 15

Market Share Leaders:



Department Summary

Brands Observed

124

▲ 2% vs Prior Period

Items Observed

1,335

▲ 1% vs Prior Period

Keywords Observed

4,438

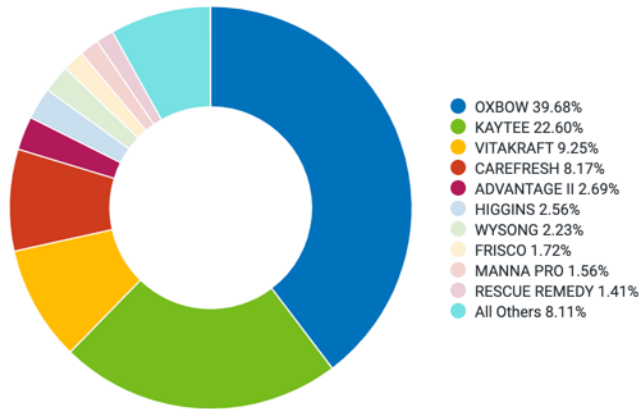
21,693 Weekly Average

Organic Search Visibility

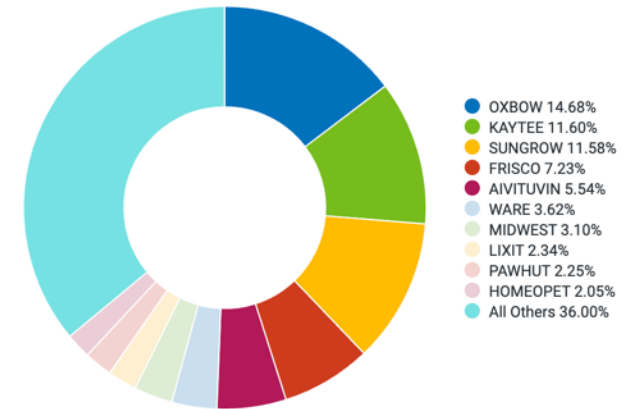
▲ 15.8%

234,928,204 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available
Kaytee Natural Timothy Hay
 Small Animal Food, 96-oz bag
 ★★★★★ 558



More Choices Available
Carefresh Small Animal Bedding, Natural, 60-L
 ★★★★★ 637



More Choices Available
Kaytee Baked Apple Timothy Biscuit Small Animal Treats, 4-oz bag
 ★★★★★ 505



More Choices Available
Kaytee Clean & Cozy Small Animal Bedding, 85-L
 ★★★★★ 556



More Choices Available
Oxbow Animal Health Western Timothy Hay All Natural Hay for Rabbits, Guinea Pigs, Chinchillas, ...
 ★★★★★ 1,179

Interested in leveraging Chewy search, sales, and shelf analytics?

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

Reasons to partner with Analytic Index:



HIGHER SEARCH RANKINGS



HUGE TIME SAVINGS



BETTER CLICK THROUGH RATES & CONVERSION



MORE EFFECTIVE AD SPEND



UNPRECEDENTED COMPETITIVE INTELLIGENCE



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