














# Department Performance Report

AUGUST 2023

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



ANALYTIC INDEX

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# Department Performance Report

August 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**



**CROSS-RETAILER** VISIBILITY



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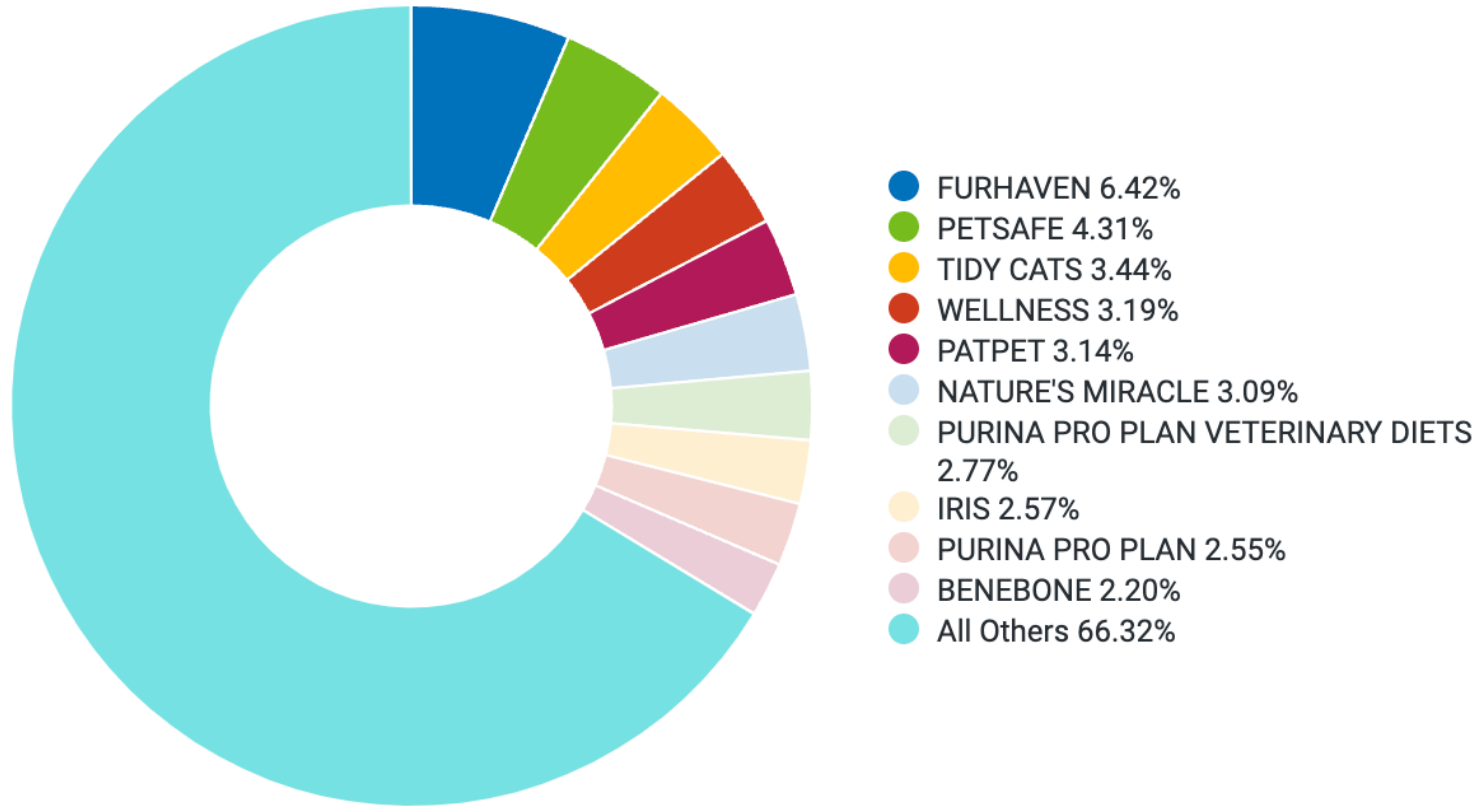


Due to lack of Sponsorship Activity in most categories on Chewy, this graph shows the top brands in Paid Search **across all categories**.

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.



More Choices Available

**Tidy Cats** Lightweight Glade Scented Clumping Clay Cat Litter, 8.5-lb jug, case of 2

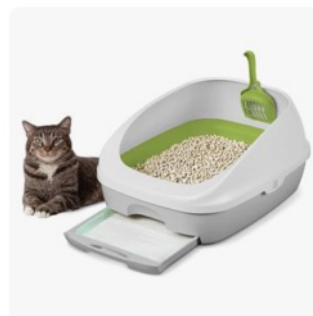
★★★★☆ 869



More Choices Available

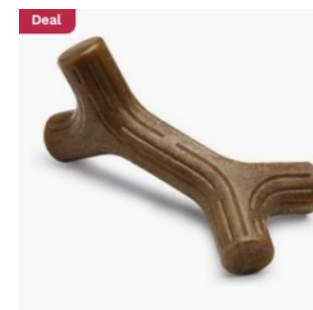
**Greenies** Teenie Dental Dog Treats, 130 count

★★★★★ 3,278



**Tidy Cats** Breeze Cat Litter Box System

★★★★☆ 2,057



More Choices Available

**Benebone** Bacon Stick Tough Dog Chew Toy, Medium

★★★★☆ 183



More Choices Available

**Tidy Cats** Free & Clean Lightweight Unscented Clumping Clay Cat Litter, 17-lb box

★★★★☆ 1,221



More Choices Available

**Zuke's** Mini Naturals Peanut Butter & Oats Recipe Training Dog Treats, 1-lb bag

★★★★☆ 1,427



More Choices Available

**FURminator** Short Hair Dog Deshedding Tool, Blue, Large

★★★★★ 222



More Choices Available

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

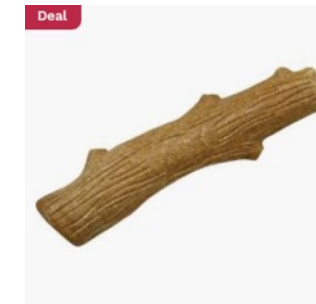
★★★★★ 2,598



More Choices Available

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

★★★★☆ 382



More Choices Available

**Petstages** Dogwood Tough Dog Chew Toy, Large

★★★★☆ 2,785

Market Share Leaders:



Brands Observed

158

▲ 6% vs Prior Period

Items Observed

1,129

▲ 4% vs Prior Period

Department Summary

Keywords Observed

2,208

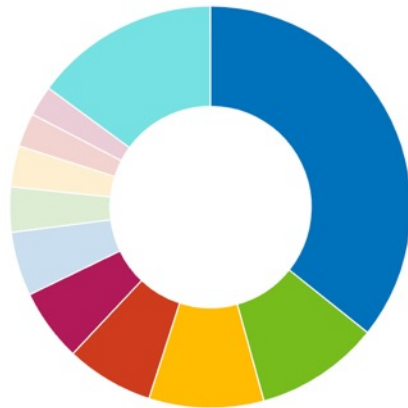
9,639 Weekly Average

Organic Search Visibility

▲ 8.3%

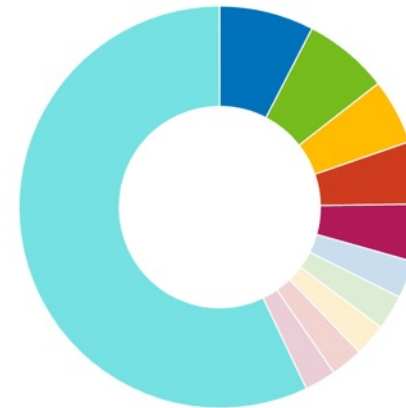
126,656,866 Weekly Average

Top-Selling Brands



- KAYTEE 35.73%
- WAGNER'S 9.99%
- HARVEST SEED & SUPPLY 9.25%
- ZUPREEM 7.05%
- HIGGINS 5.82%
- C&S 5.16%
- AUDUBON PARK 3.62%
- BROWN'S 3.30%
- WILD DELIGHT 2.73%
- FLOCK FEST 2.42%
- All Others 14.92%

Top Brands in Organic Search



- SUNGROW 7.61%
- KAYTEE 6.85%
- YAHEETECH 5.25%
- PREVUE PET PRODUCTS 5.04%
- SUPER BIRD CREATIONS 4.62%
- ZUPREEM 3.00%
- JW PET 2.80%
- PAMPERED CHICKEN MAMA 2.62%
- BROWN'S 2.59%
- FRISCO 2.54%
- All Others 57.07%

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



**Kaytee Black Oil Sunflower Wild Bird Food, 10-lb bag**

★★★★★ 162



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

★★★★★ 114

Market Share Leaders:



Department Summary

Brands Observed

1,025

▼ -1% vs Prior Period

Items Observed

7,454

▲ 1% vs Prior Period

Keywords Observed

14,465

1,271,550 Weekly Average

Organic Search Visibility

▲ 22.6%

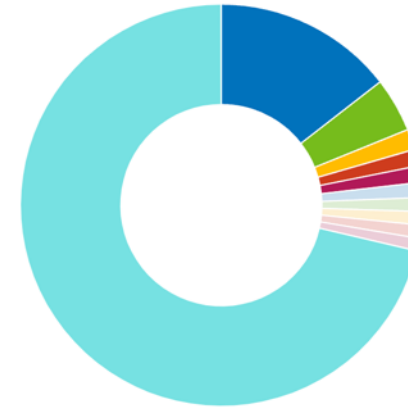
2,551,890,145 Weekly Average

Top-Selling Brands



- FANCY FEAST 26.58%
- FRISKIES 14.05%
- TEMPTATIONS 10.38%
- TIDY CATS 9.27%
- ARM & HAMMER LITTER 9.11%
- FRESH STEP 5.11%
- SHEBA 3.84%
- CAT CHOW 3.53%
- DR. ELSEY'S 3.36%
- SCOOP AWAY 2.77%
- All Others 12.00%

Top Brands in Organic Search



- FRISCO 14.49%
- PETSAFE 4.38%
- FURHAVEN 1.66%
- PET GEAR 1.33%
- K&H PET PRODUCTS 1.32%
- FANCY FEAST 1.20%
- VETNIQUE LABS 1.11%
- IRIS 1.09%
- TIDY CATS 1.07%
- YAHEETECH 1.00%
- All Others 71.34%

Top-Selling Items:



More Choices Available

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

★★★★★ 2,848



More Choices Available

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

★★★★★ 1,604



More Choices Available

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

★★★★★ 1,949



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



Market Share Leaders:



Department Summary

Brands Observed

1,305

▲ 1% vs Prior Period

Items Observed

9,878

▲ 0% vs Prior Period

Keywords Observed

15,351

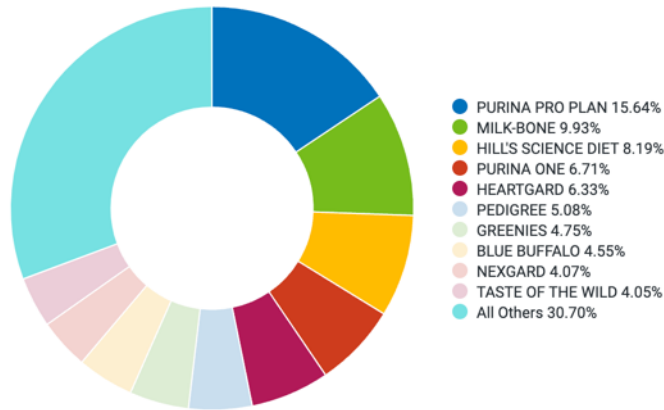
2,111,270 Weekly Average

Organic Search Visibility

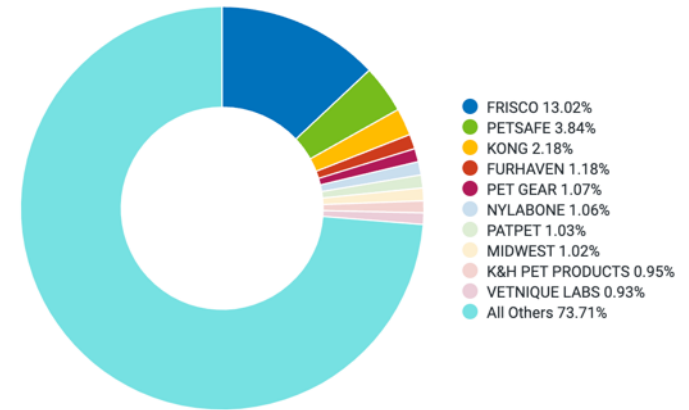
▲ 20.1%

3,699,911,131 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

150

▲ 8% vs Prior Period

Items Observed

983

▲ 4% vs Prior Period

Keywords Observed

2,409

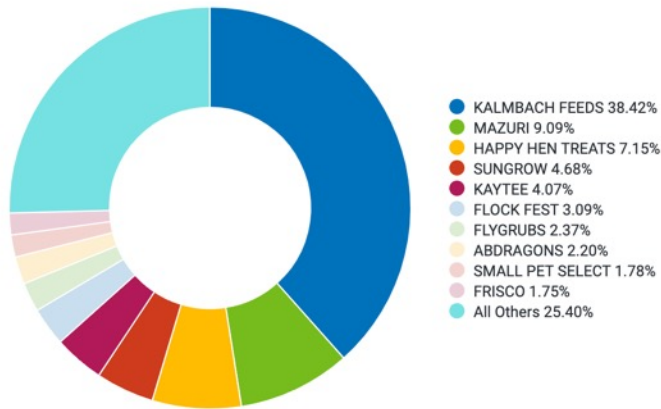
12,110 Weekly Average

Organic Search Visibility

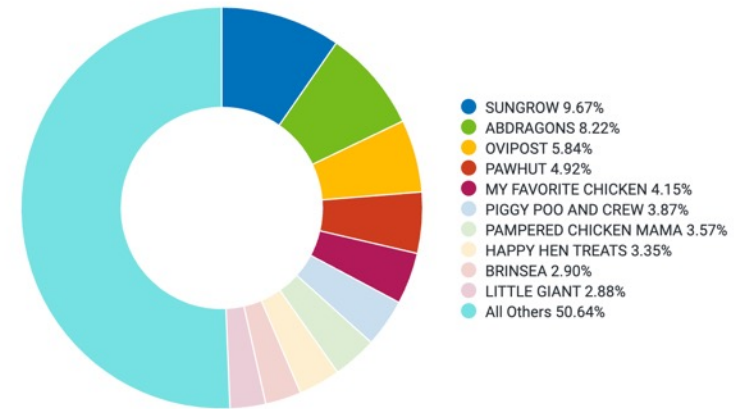
▲ 17.4%

98,374,038 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



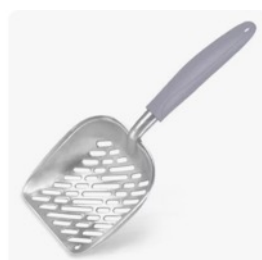
Top-Selling Items:



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

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

★★★★☆ 66



More Choices Available

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

★★★★☆ 82

Market Share Leaders:



Midland Vet Services



Brands Observed

122

▼ -1% vs Prior Period

Items Observed

2,139

▲ 1% vs Prior Period

Department Summary

Keywords Observed

1,919

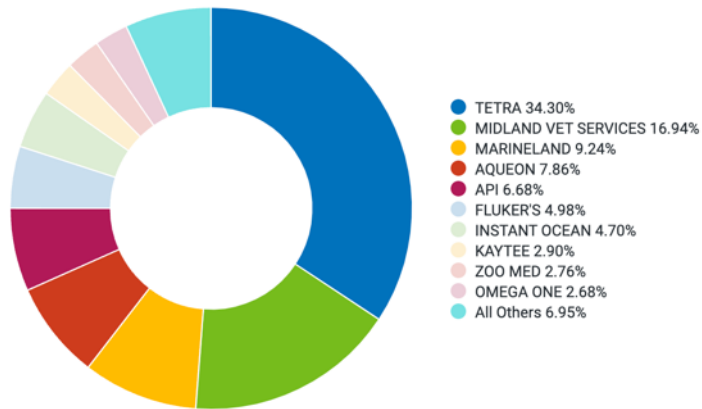
73,073 Weekly Average

Organic Search Visibility

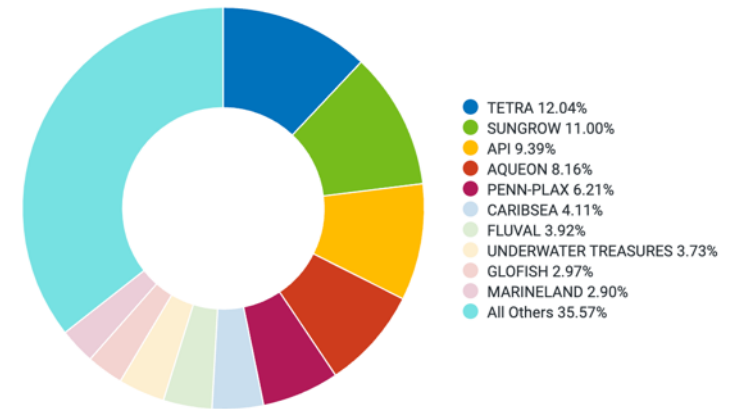
▲ 26.7%

438,131,190 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



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



More Choices Available

Kaytee Koi's Choice Premium Fish Food, 10-lb bag

★★★★★ 151

Market Share Leaders:



NEO-POLY-DEX

Department Summary

Brands Observed

338

▲ 0% vs Prior Period

Items Observed

2,823

▲ 3% vs Prior Period

Keywords Observed

3,566

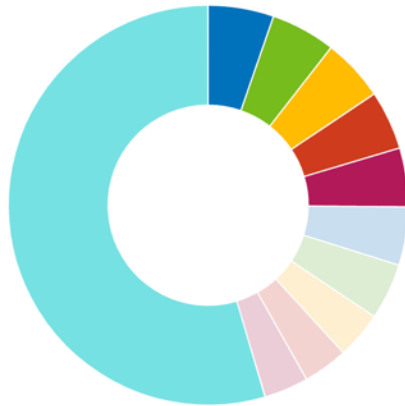
11,529 Weekly Average

Organic Search Visibility

▲ 12.5%

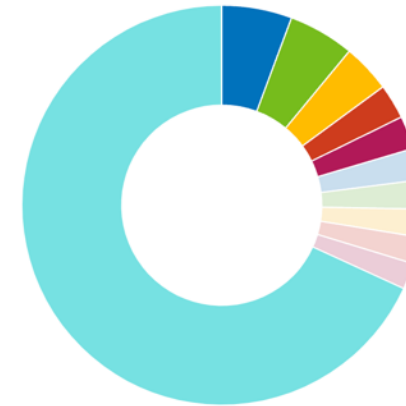
95,601,065 Weekly Average

Top-Selling Brands



- GAMMA2 5.31%
- BUCKEYE NUTRITION 5.24%
- VETERICYN 5.05%
- TRIBUTE EQUINE NUTRITION 4.77%
- NEO-POLY-DEX 4.76%
- TERRAMYCIN 4.71%
- ICU MEDICAL 4.55%
- PROBIOS 3.79%
- IV SET 3.62%
- HYGAIN 3.58%
- All Others 54.60%

Top Brands in Organic Search



- GAMMA2 5.67%
- FARNAM 5.35%
- ANDIS 3.90%
- DRILLBRUSH 2.83%
- DERBY ORIGINALS 2.67%
- WEAVER LEATHER 2.56%
- PET MD 2.35%
- ABSORBINE 2.25%
- HANDSON 2.16%
- PET REPUBLIQUE 2.11%
- All Others 68.16%

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 Prepierced Y-Site 80-in, 15 Drops per mL**

★★★★☆ 53



More Choices Available

**Neo-Poly-Dex (Generic) Ophthalmic Suspension, 5-mL**

★★★★★ 28



More Choices Available

**Musher's Secret Paw Protection Natural Dog Wax, 60-g Jar**

★★★★★ 797

Market Share Leaders:



Brands Observed

446

▲ 1% vs Prior Period

Items Observed

2,121

▲ 1% vs Prior Period

Department Summary

Keywords Observed

15,699

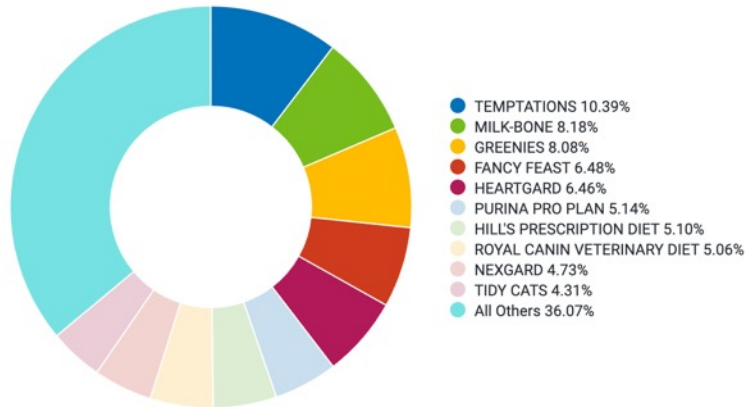
1,035,531 Weekly Average

Organic Search Visibility

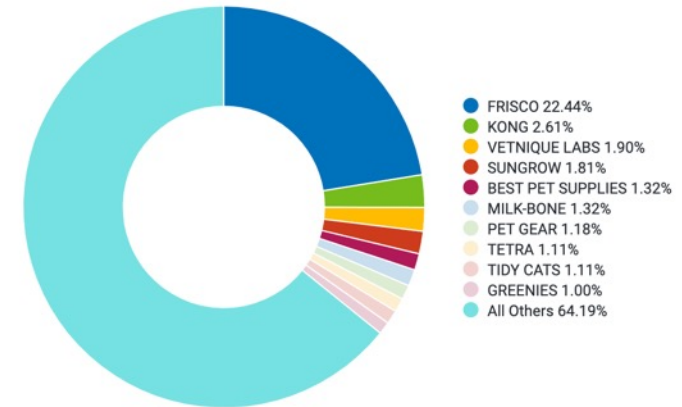
▲ 26.7%

1,249,087,539 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

★★★★☆ 3,994



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** (fleas & tick protection never tasted so good) | **INTERCEPTOR PLUS** (milbemycin oxime/praziquantel)

Brands Observed

375

▲ 2% vs Prior Period

Items Observed

905

▲ 8% vs Prior Period

Department Summary

Keywords Observed

1,419

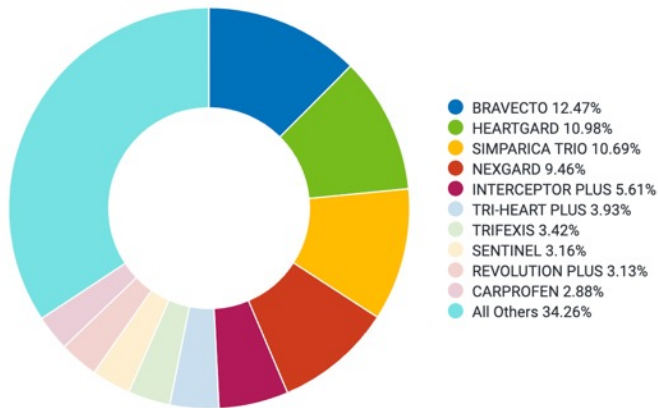
0 Weekly Average

Organic Search Visibility

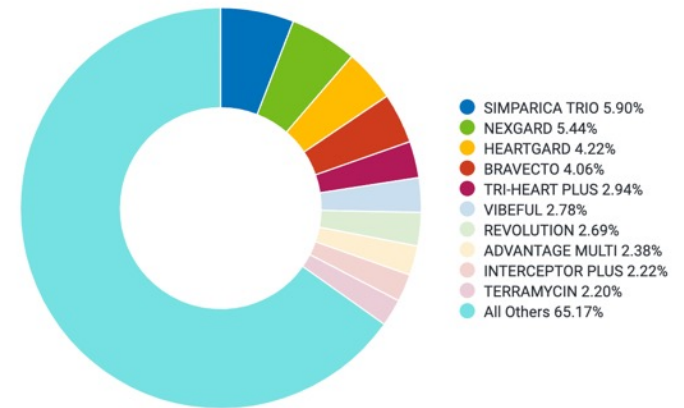
▼ -14.0%

73,582,215 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

156

▲ 1% vs Prior Period

Items Observed

1,183

▼ -1% vs Prior Period

Keywords Observed

3,969

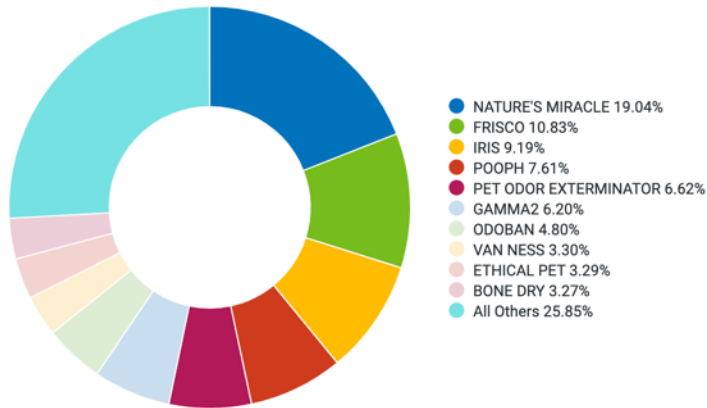
112,637 Weekly Average

Organic Search Visibility

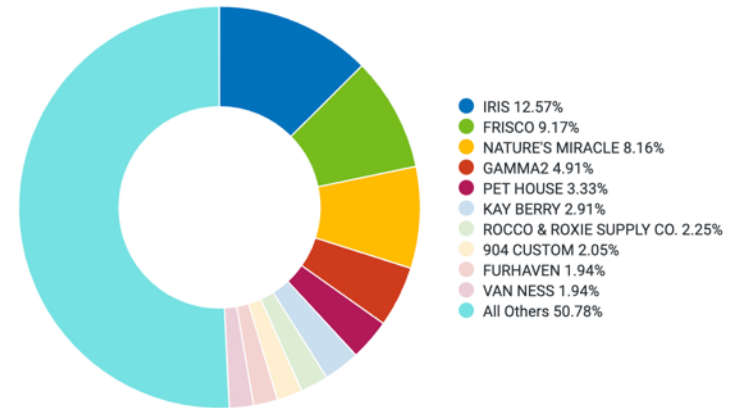
▲ 17.2%

119,466,361 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



Out of Stock  
Frisco Silicone Pet Food Can Cover, 2 Pack

By **chewy**  
★★★★★ 712



More Choices Available

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

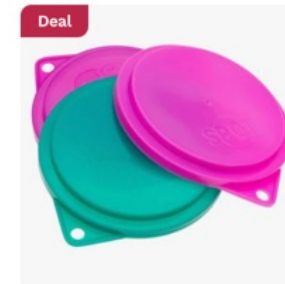
★★★★☆ 80



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



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

★★★★☆ 386

Market Share Leaders:



Department Summary

Brands Observed

70

▼ -5% vs Prior Period

Items Observed

1,119

▲ 1% vs Prior Period

Keywords Observed

2,326

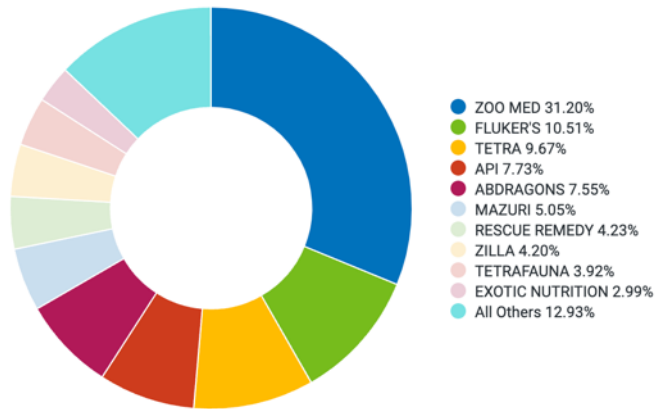
1,015 Weekly Average

Organic Search Visibility

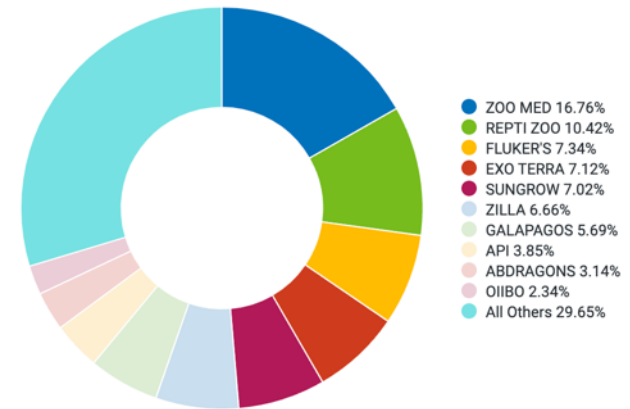
▲ 24.6%

262,099,852 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



Deal  
More Choices Available  
**Tetra ReptoMin Floating Sticks**  
Turtle & Amphibian Food, 10.59-oz jar  
★★★★★ 210



Deal  
More Choices Available  
**Rescue Remedy Stress Relief**  
Pet Supplement, 10-mL bottle  
★★★★☆ 762



Deal  
More Choices Available  
**Zoo Med Eco Earth Compressed**  
Coconut Fiber Expandable Reptile  
Substrate, 3 count  
★★★★★ 200



Deal  
More Choices Available  
**API Stress Coat Aquarium Water**  
Conditioner, 16-oz bottle  
★★★★★ 135



More Choices Available  
**Zoo Med Dr. Turtle Slow-Release Calcium Block**  
Turtle Supplement  
★★★★☆ 15



Market Share Leaders:



Department Summary

Brands Observed

124

▲ 0% vs Prior Period

Items Observed

1,339

▲ 0% vs Prior Period

Keywords Observed

4,824

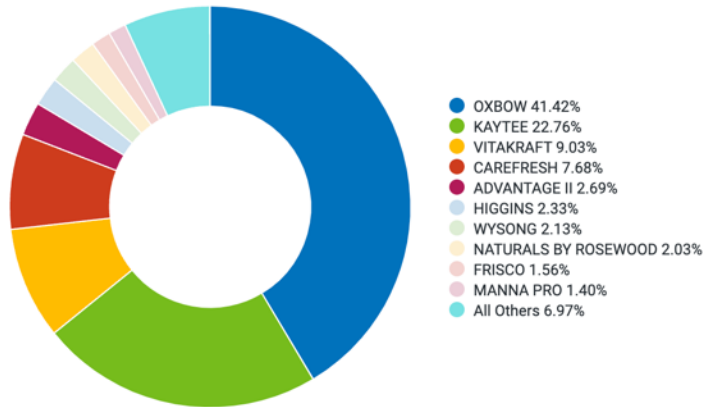
20,580 Weekly Average

Organic Search Visibility

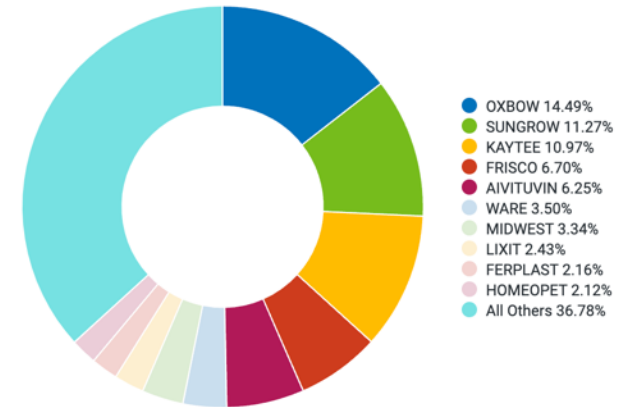
▲ 13.1%

262,891,881 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  
**Kaytee Baked Apple Timothy Biscuit**  
 Small Animal Treats, 4-oz bag  
 ★★★★★ 505



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



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**



**CROSS-RETAILER** VISIBILITY



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