



Department Performance Report

AUGUST 2023



 Appliances	 Automotive	 Bath	 Cleaning
 Electrical	 Hardware	 Home Decor	 Flooring
 Furniture	 Lighting	 Paint	 Plumbing
 Safety Equipment	 Smart Home	 Storage & Organization	 Tools

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Department Performance Report

August 2023

Report Overview

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

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

- ❖ Disclaimer: Analytic Index has no affiliation with Home Depot. 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 Home Depot (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 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-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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Organic Search Leaders:



Brands Observed

492

▲ 0% vs Prior Period

Items Observed

12,060

▲ 0% vs Prior Period

Department Summary

Keywords Observed

9,908

▲ 20% vs Prior Period

Sponsorship Activity

▲ 41.2%

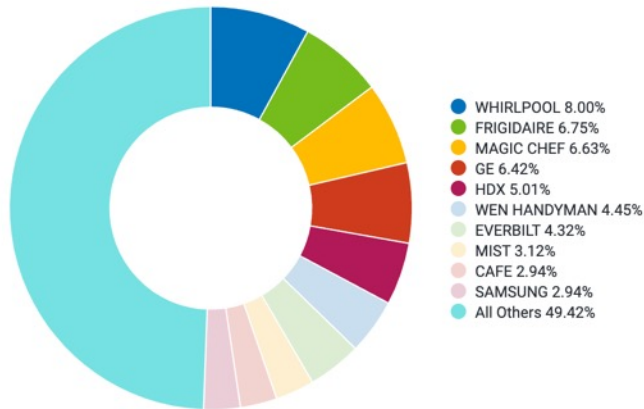
167,804 Weekly Average

Organic Search Visibility

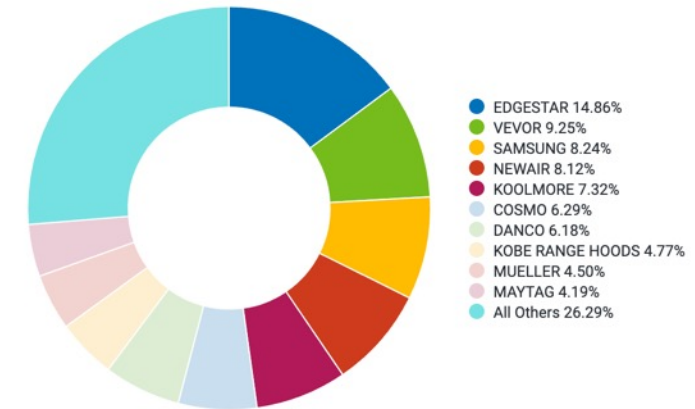
▲ 11.9%

500,975,846 Weekly Average

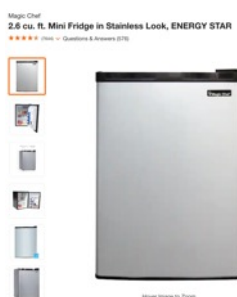
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

420

▲ 1% vs Prior Period

Items Observed

5,751

▲ 4% vs Prior Period

Department Summary

Keywords Observed

8,896

▲ 17% vs Prior Period

Sponsorship Activity

▲ 13.6%

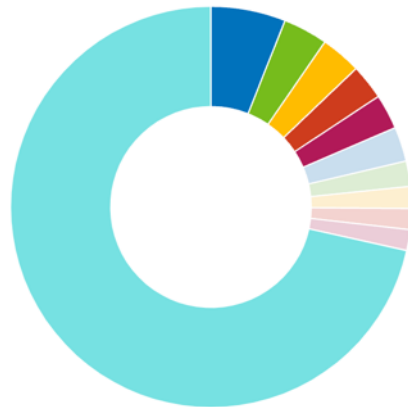
82,544 Weekly Average

Organic Search Visibility

▼ -6.6%

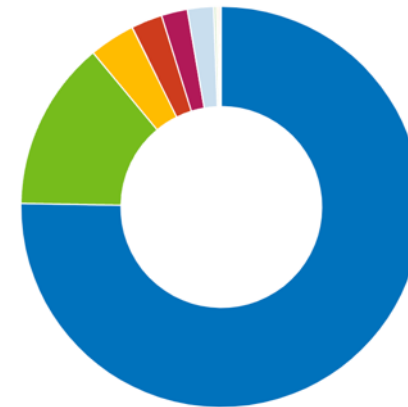
48,862,814 Weekly Average

Top Brands in Organic Search



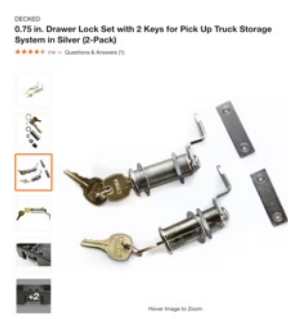
- VEVOR 6.03%
- VECTOR 3.60%
- DEWALT 3.26%
- BUYERS PRODUCTS COMPANY 2.83%
- SCHUMACHER ELECTRIC 2.81%
- GEARWRENCH 2.79%
- SMARTTECH PRODUCTS 2.04%
- WAGAN TECH 1.76%
- POWERBUILT 1.69%
- FLAME KING 1.67%
- All Others 71.52%

Top Brands in Paid Search



- VEVOR 75.29%
- DEWALT 13.68%
- WEATHER GUARD 3.71%
- DECKED 2.51%
- BLASTER 2.11%
- BUDGE 2.10%
- SUNEX TOOLS 0.23%
- THINKCAR 0.18%
- ARCAN 0.13%
- MOTHERS 0.06%

Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

618

▲ 3% vs Prior Period

Items Observed

21,242

▲ 0% vs Prior Period

Department Summary
Keywords Observed

5,069

▲ 27% vs Prior Period

Sponsorship Activity

▲ 106.2%

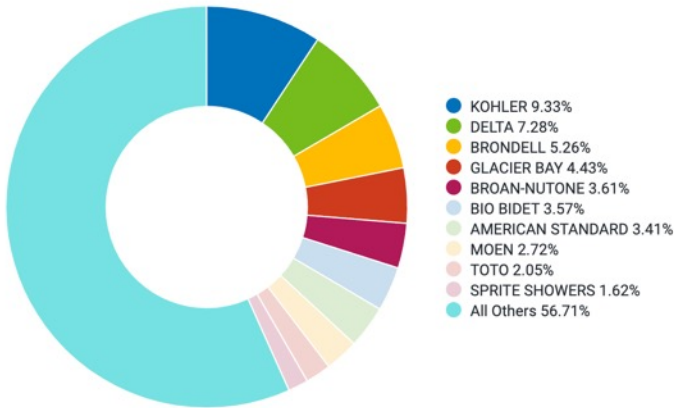
194,698 Weekly Average

Organic Search Visibility

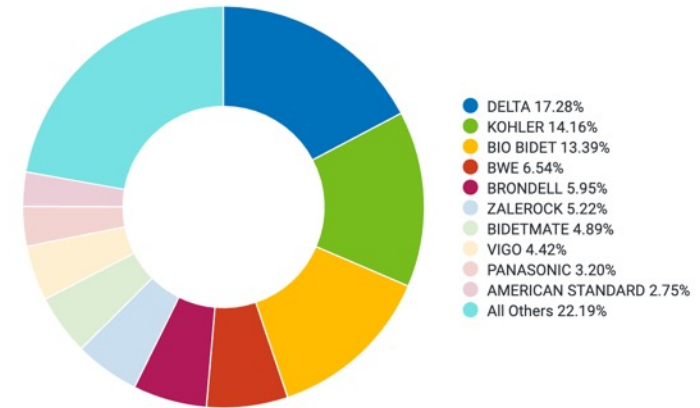
▲ 7.9%

146,499,570 Weekly Average

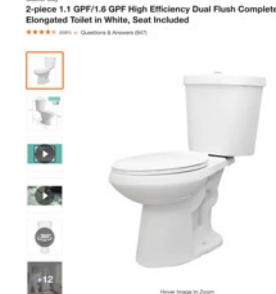
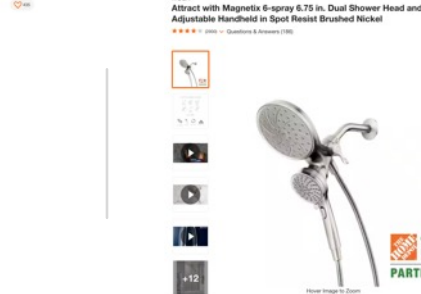
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

470

▲ 1% vs Prior Period

Items Observed

4,138

▲ 1% vs Prior Period

Department Summary

Keywords Observed

5,542

▲ 16% vs Prior Period

Sponsorship Activity

▲ 76.4%

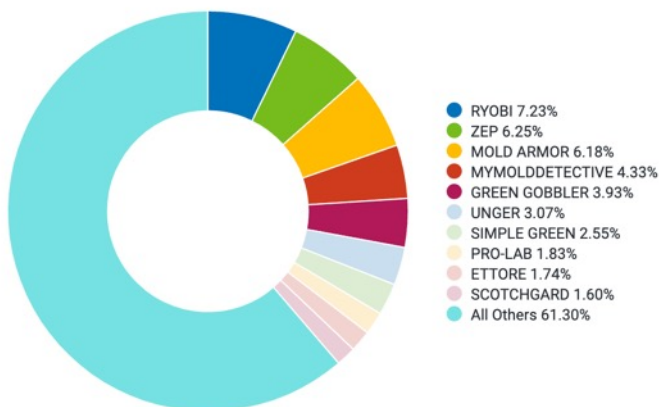
56,434 Weekly Average

Organic Search Visibility

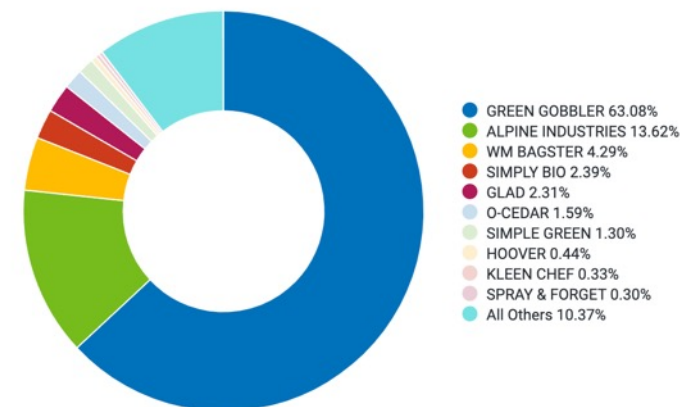
▼ -7.5%

51,250,038 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

536

▼ -2% vs Prior Period

Items Observed

13,803

▲ 0% vs Prior Period

Department Summary

Keywords Observed

12,399

▲ 20% vs Prior Period

Sponsorship Activity

▲ 115.8%

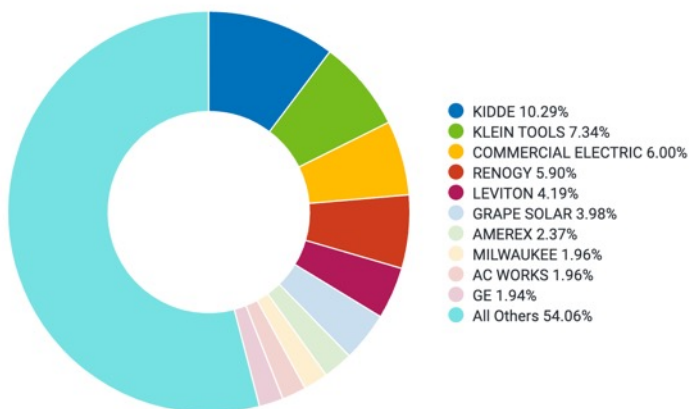
158,921 Weekly Average

Organic Search Visibility

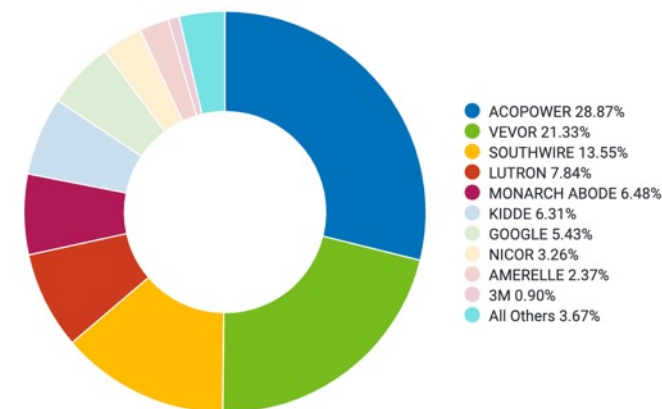
▲ 0.1%

338,600,661 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Kwikset



Brands Observed

348

▲ 2% vs Prior Period

Items Observed

12,509

▲ 5% vs Prior Period

Department Summary
Keywords Observed

9,200

▲ 18% vs Prior Period

Sponsorship Activity

▲ 61.3%

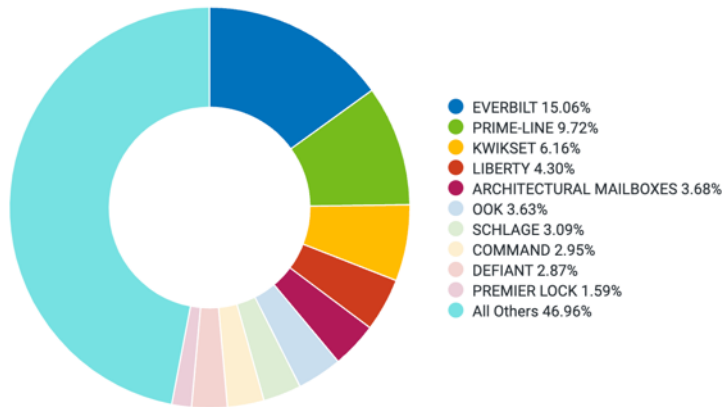
41,797 Weekly Average

Organic Search Visibility

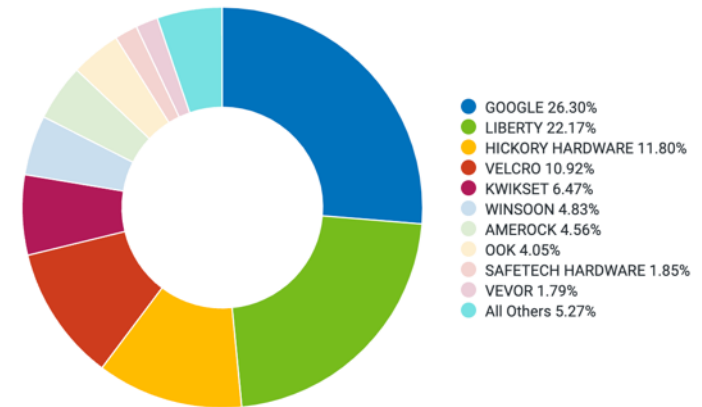
▼ -1.4%

442,228,451 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Hover Image to Zoom



Hover Image to Zoom



Hover Image to Zoom



Hover Image to Zoom



Hover Image to Zoom

Organic Search Leaders:



Brands Observed

648

▲ 1% vs Prior Period

Items Observed

17,812

▲ 7% vs Prior Period

Department Summary

Keywords Observed

5,226

▲ 21% vs Prior Period

Sponsorship Activity

▲ 46.7%

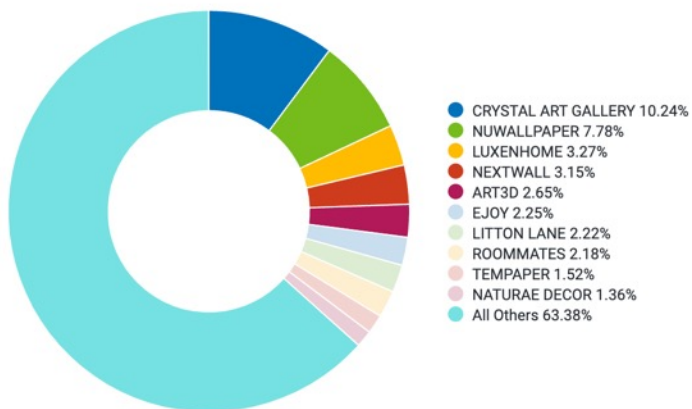
60,907 Weekly Average

Organic Search Visibility

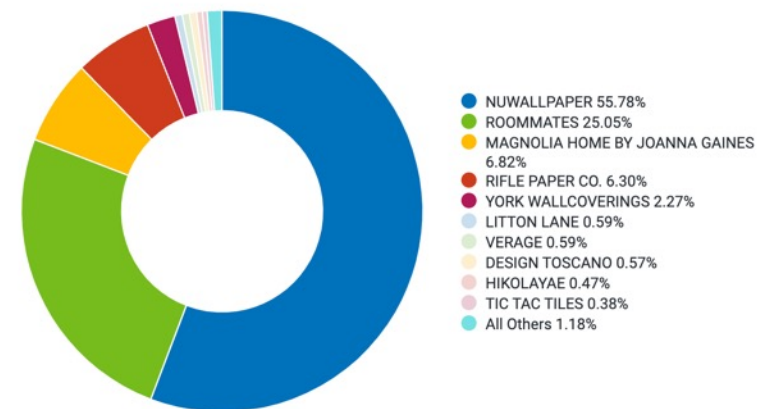
▼ -5.2%

98,543,851 Weekly Average

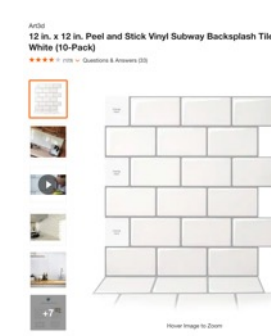
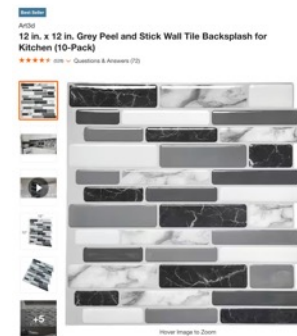
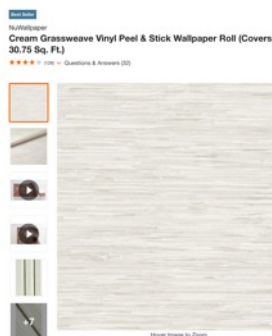
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

380

▼ -1% vs Prior Period

Items Observed

10,791

▲ 5% vs Prior Period

Department Summary

Keywords Observed

4,186

▲ 26% vs Prior Period

Sponsorship Activity

▲ 33.3%

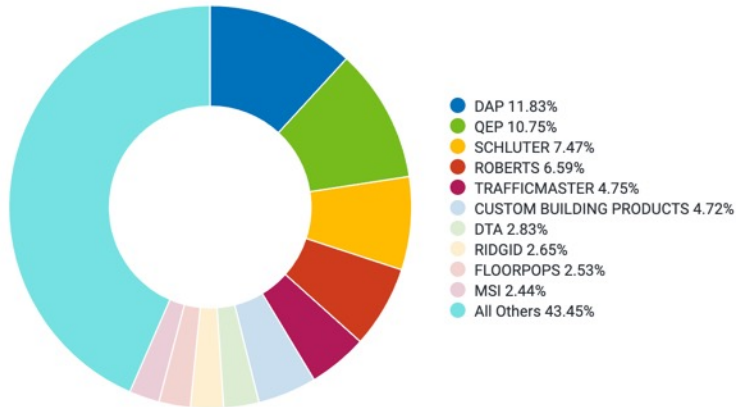
32,704 Weekly Average

Organic Search Visibility

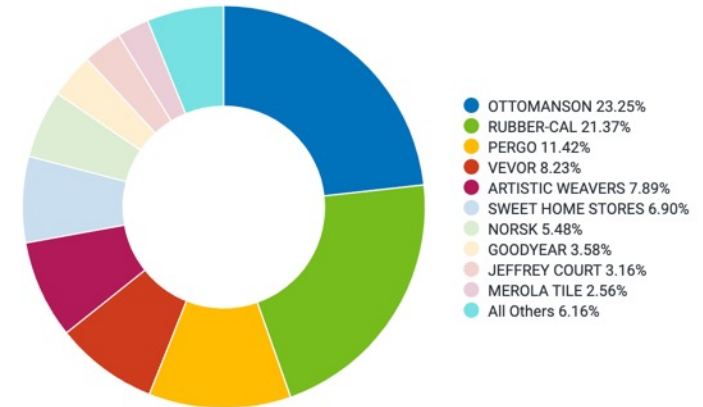
▲ 3.2%

63,963,130 Weekly Average

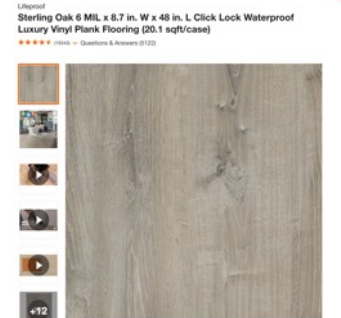
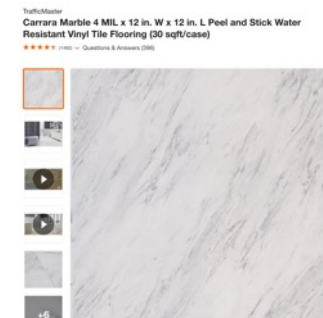
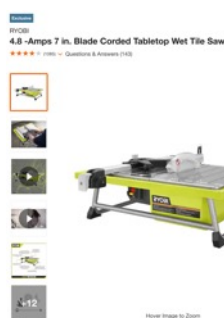
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

501

▲ 1% vs Prior Period

Items Observed

13,150

▲ 5% vs Prior Period

Department Summary

Keywords Observed

2,950

▲ 76% vs Prior Period

Sponsorship Activity

▲ 72.8%

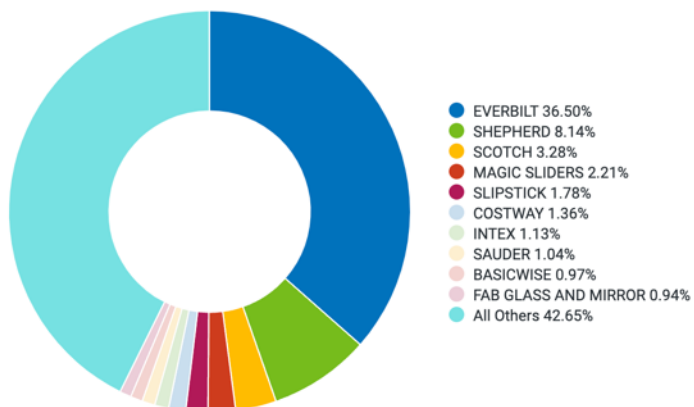
37,443 Weekly Average

Organic Search Visibility

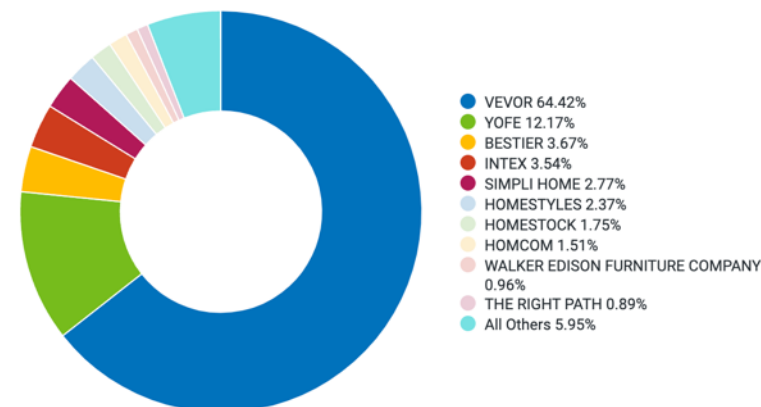
▲ 10.6%

23,747,619 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

Home Decorators Collection
Jamison Black Bar with Expandable Storage



Walker Edison Furniture Company
Sloane 5-Drawer Caramel Mid-Century Modern Solid Wood Dresser



Stylized
Stafford Light Brown 2-Drawer Nightstand (26 in. H x 22 in. W x 17 in. D)



SAUDER Brand Rating 4.9/5
Harvey Park 4-Drawer Soft White Chest of Drawers



Acro HD Series Black Smart 3D Massage Chair with Body Scan, Voice Controls, Smart Learning, Bluetooth and Zero Gravity



Organic Search Leaders:



Brands Observed

478

▲ 2% vs Prior Period

Items Observed

18,773

▲ 3% vs Prior Period

Department Summary

Keywords Observed

13,375

▲ 12% vs Prior Period

Sponsorship Activity

▲ 55.8%

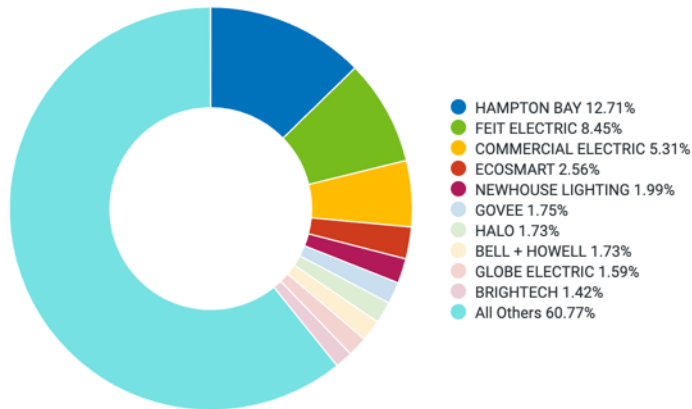
1,258,754 Weekly Average

Organic Search Visibility

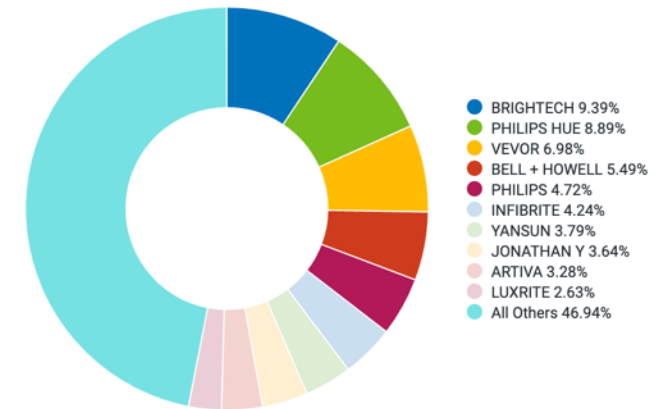
▼ -6.3%

1,109,999,779 Weekly Average

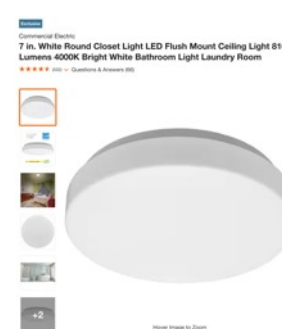
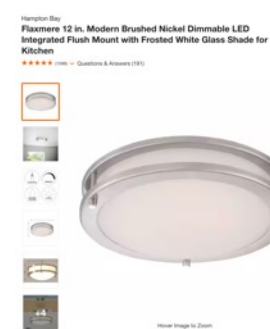
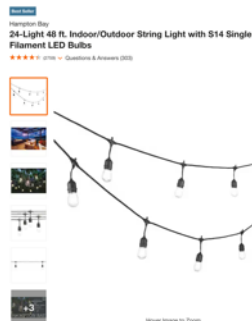
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

399

▲ 1% vs Prior Period

Items Observed

14,739

▲ 5% vs Prior Period

Department Summary

Keywords Observed

7,461

▲ 16% vs Prior Period

Sponsorship Activity

▲ 112.8%

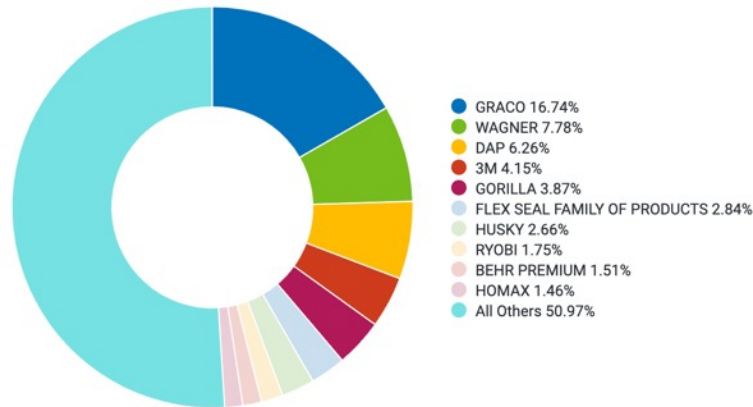
80,899 Weekly Average

Organic Search Visibility

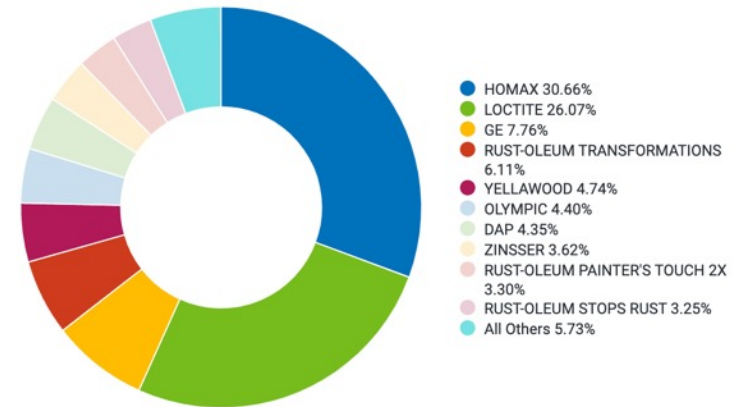
▼ -0.5%

317,943,969 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

396

▲ 1% vs Prior Period

Items Observed

10,982

▲ 3% vs Prior Period

Department Summary

Keywords Observed

12,762

▲ 13% vs Prior Period

Sponsorship Activity

▲ 225.7%

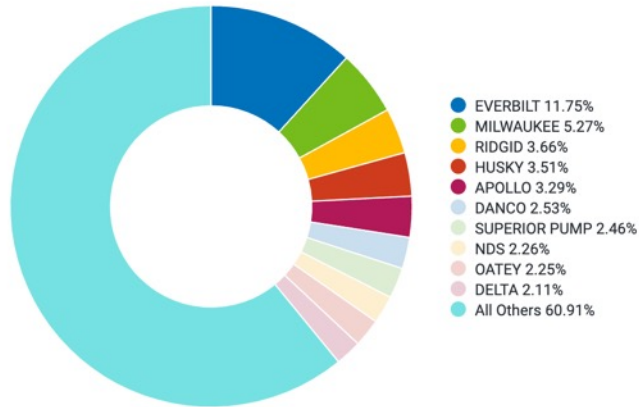
169,036 Weekly Average

Organic Search Visibility

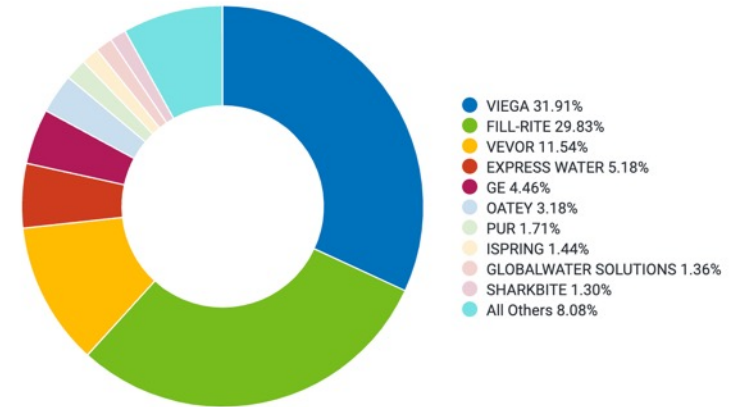
▼ -4.7%

456,398,019 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

Everbilt
1/2 HP Plastic Submersible Utility Pump



BrassCraft
3/8 in. Compression x 1/2 in. FIP x 20 in. Braided Polymer Faucet Supply Line



Everbilt
1/10 HP Non-Submersible Self-Priming Transfer Pump



RIDGID
EZ Change Plumbing Wrench Faucet Installation and Removal Tool



Everbilt
2 1/4 in. FHT x 3/4 in. FHT x 60 in. Stainless Steel Washing Machine Supply Line (2-Pack)



Organic Search Leaders:



Brands Observed

106

▲3% vs Prior Period

Items Observed

1,323

▲3% vs Prior Period

Department Summary

Keywords Observed

2,397

▲24% vs Prior Period

Sponsorship Activity

▲39.0%

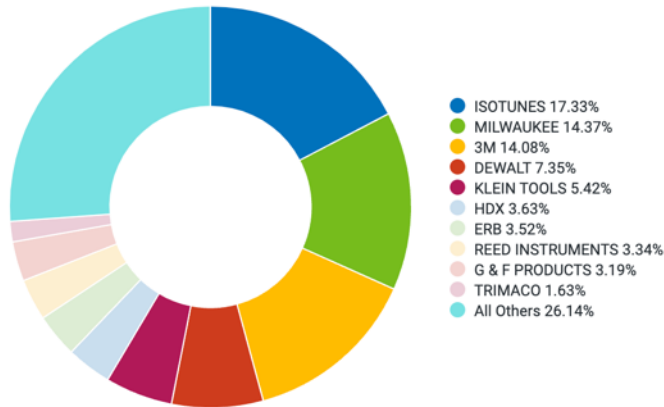
24,262 Weekly Average

Organic Search Visibility

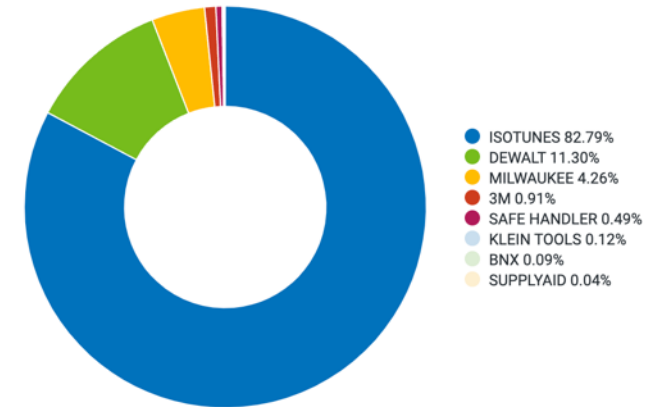
▼-0.1%

29,222,991 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

151

▲ 1% vs Prior Period

Items Observed

1,627

▲ 14% vs Prior Period

Department Summary

Keywords Observed

8,521

▲ 9% vs Prior Period

Sponsorship Activity

▲ 167.8%

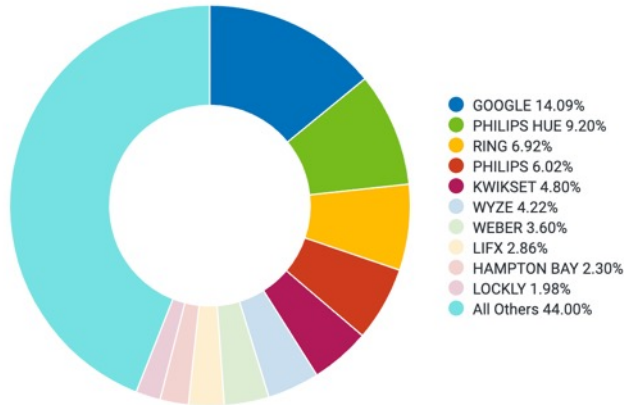
226,016 Weekly Average

Organic Search Visibility

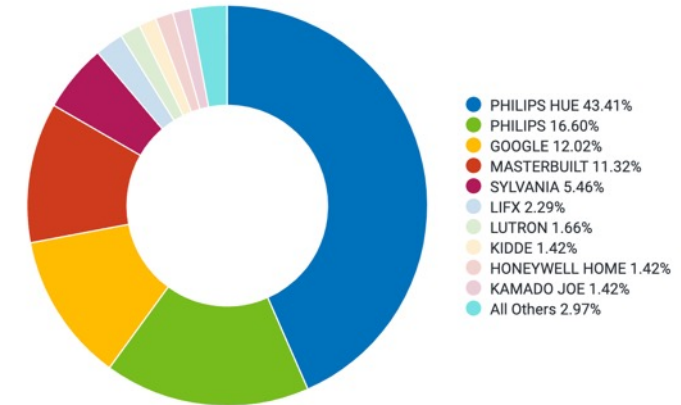
▼ -0.1%

107,297,827 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

523

▼ -1% vs Prior Period

Items Observed

8,630

▲ 0% vs Prior Period

Department Summary

Keywords Observed

6,080

▲ 13% vs Prior Period

Sponsorship Activity

▲ 135.1%

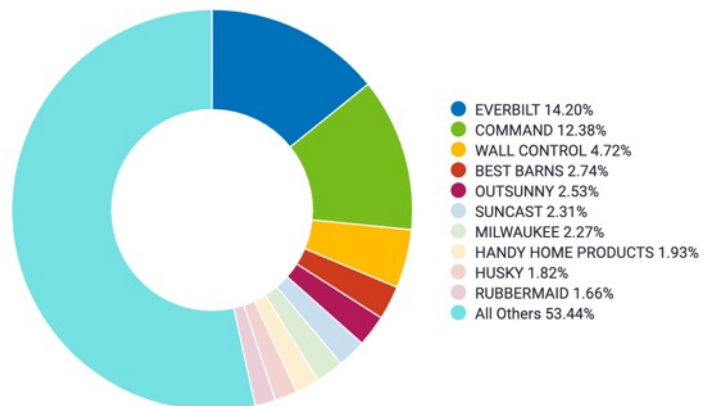
39,536 Weekly Average

Organic Search Visibility

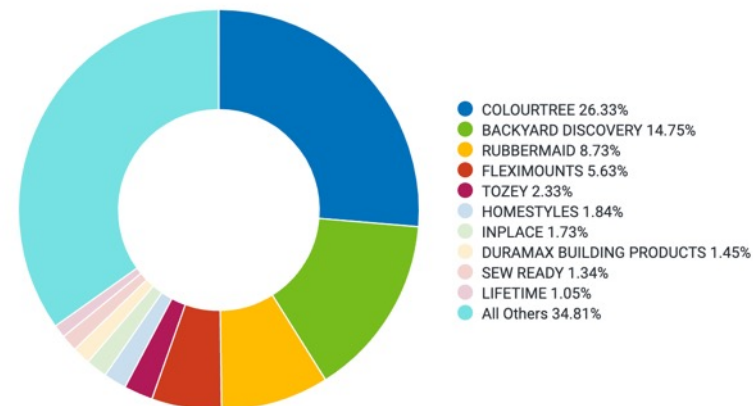
▼ -11.2%

177,945,838 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

Rubbermaid
11.5 in. L White Metal Adjustable Shelving Track Bracket

★★★★★ (17) Questions & Answers (17)



Husky
2-Pack Steel Pegboard Set in Black (26 in. W x 26 in. H) for Ready-to-Assemble Steel Garage Storage System

★★★★★ (21) Questions & Answers (21)



Command
ClearTrack 12.5 in. L White Steel Adjustable Shelving Track Bracket

★★★★★ (24) Questions & Answers (24)



Rubbermaid
12 in. L White Metal Shelving Track Bracket

★★★★★ (25) Questions & Answers (25)



Command
Pre-Loaded 2 in. H Wall Shelf Brackets with Anchors for Wire Shelving (2-Pack)

★★★★★ (26) Questions & Answers (26)



Organic Search Leaders:



Brands Observed

507

▲ 0% vs Prior Period

Items Observed

16,948

▲ 2% vs Prior Period

Department Summary

Keywords Observed

24,896

▲ 9% vs Prior Period

Sponsorship Activity

▲ 128.5%

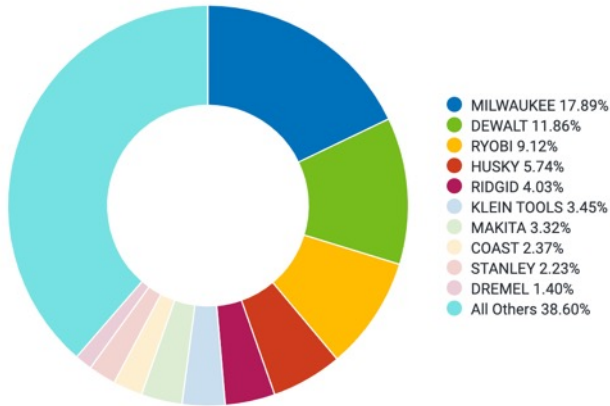
319,935 Weekly Average

Organic Search Visibility

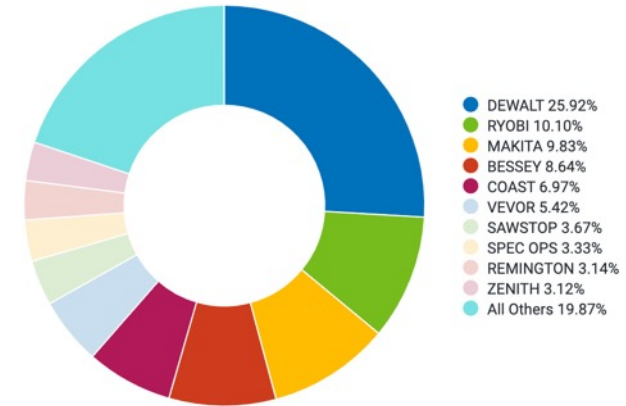
▼ -3.6%

1,373,852,963 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Interested in leveraging Home Depot 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 Home Depot**.

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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