



# Department Performance Report

JULY 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

July 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:



FRIGIDAIRE



Brands Observed

491

▼ -2% vs Prior Period

Items Observed

12,026

▲ 1% vs Prior Period

Department Summary

Keywords Observed

8,232

▲ 32% vs Prior Period

Sponsorship Activity

▲ 73.9%

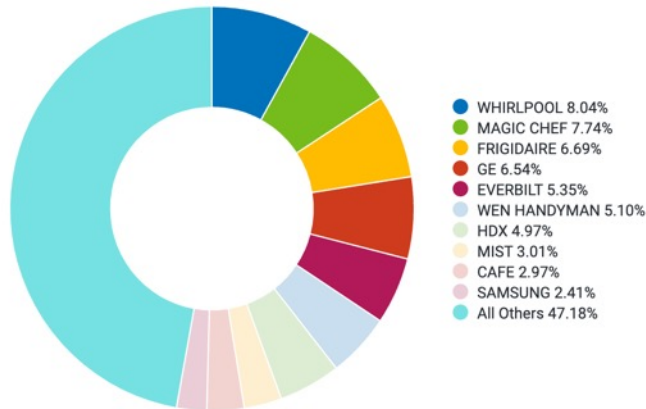
118,531 Weekly Average

Organic Search Visibility

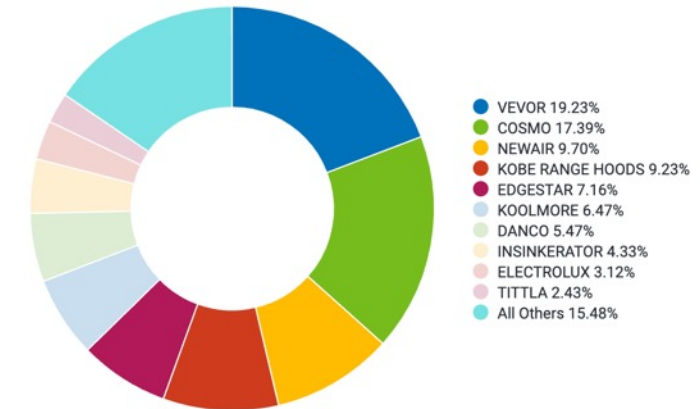
▲ 56.9%

456,934,149 Weekly Average

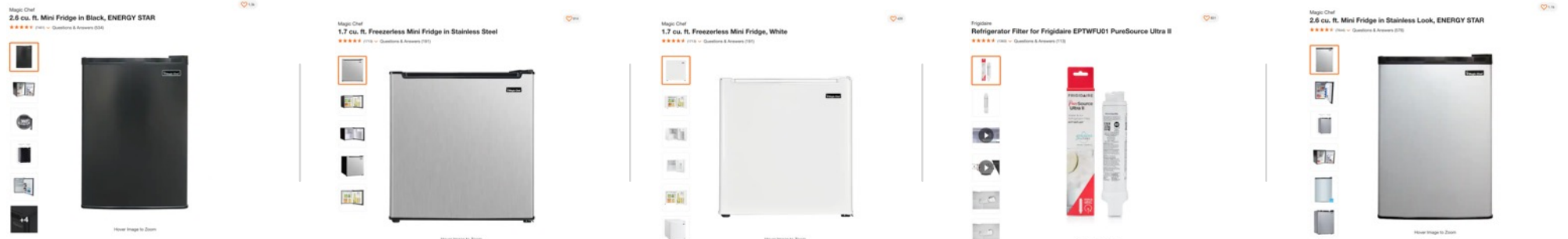
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:





## Organic Search Leaders:



Brands Observed

# 417

▼ -1% vs Prior Period

Items Observed

# 5,546

▼ -4% vs Prior Period

Department Summary

Keywords Observed

# 7,607

▲ 25% vs Prior Period

Sponsorship Activity

# ▲ 85.9%

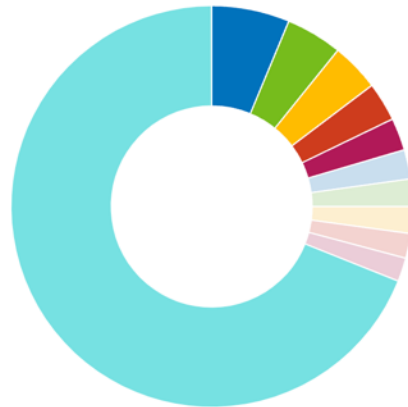
72,163 Weekly Average

Organic Search Visibility

# ▲ 36.7%

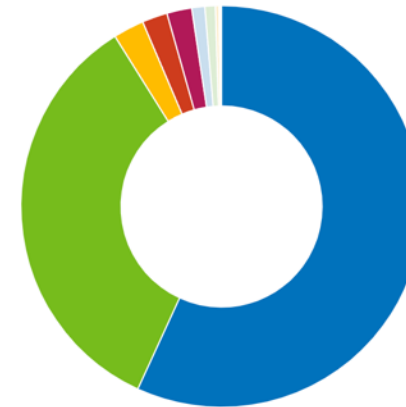
53,304,930 Weekly Average

### Top Brands in Organic Search



- VEVOR 6.28%
- VECTOR 4.53%
- DEWALT 3.90%
- SCHUMACHER ELECTRIC 3.13%
- SMARTTECH PRODUCTS 2.60%
- GEARWRENCH 2.36%
- POWERBUILT 2.19%
- BUYERS PRODUCTS COMPANY 2.18%
- WAGAN TECH 1.98%
- CURT 1.91%
- All Others 68.94%

### Top Brands in Paid Search



- VECTOR 56.86%
- VEVOR 34.24%
- DEWALT 2.48%
- BUDGE 2.03%
- JAXPETY 2.00%
- WEATHER GUARD 1.06%
- BLASTER 0.85%
- POWERBUILT 0.29%
- THINKCAR 0.10%
- BOSS AUDIO SYSTEMS 0.06%
- All Others 0.03%

## Top-Performing Items in Search:



## Organic Search Leaders:



Brands Observed

# 599

▲ 0% vs Prior Period

Items Observed

# 21,150

▲ 0% vs Prior Period

Department Summary  
Keywords Observed

# 4,002

▲ 20% vs Prior Period

Sponsorship Activity

# ▼ -11.4%

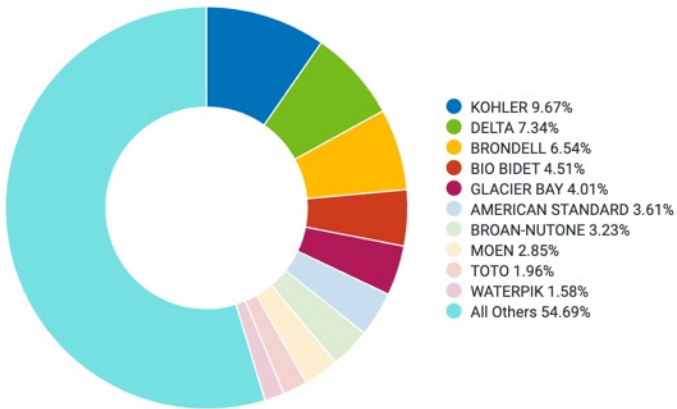
94,451 Weekly Average

Organic Search Visibility

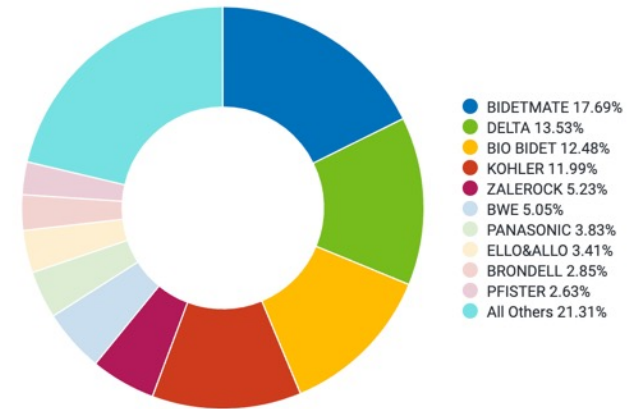
# ▲ 0.3%

138,997,579 Weekly Average

### Top Brands in Organic Search



### Top Brands in Paid Search



## Top-Performing Items in Search:

American Standard  
EZ Install 9 in. x 3 in. 1500-Watt Whirlpool Heater



Hover Image to Zoom

KOHLER  
Novita Electric Bidet Seat for Elongated Toilets in White



Hover Image to Zoom

MISCO  
Attract with Magnetix 6-spray 6.75 in. Dual Shower Head and Adjustable Handheld in Spot Resist Brushed Nickel



Hover Image to Zoom

TOTO  
C5 Washlet Electric Heated Bidet Toilet Seat for Elongated Toilet in Cotton White



Hover Image to Zoom

TOTO  
C2 Washlet Electric Heated Bidet Toilet Seat for Elongated Toilet in Cotton White



Hover Image to Zoom

Organic Search Leaders:



Brands Observed

464

▲ 0% vs Prior Period

Items Observed

4,102

▲ 0% vs Prior Period

Department Summary

Keywords Observed

4,761

▲ 24% vs Prior Period

Sponsorship Activity

▲ 6.1%

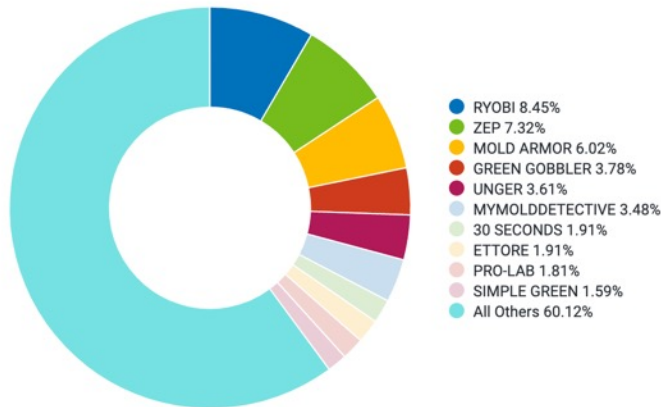
31,997 Weekly Average

Organic Search Visibility

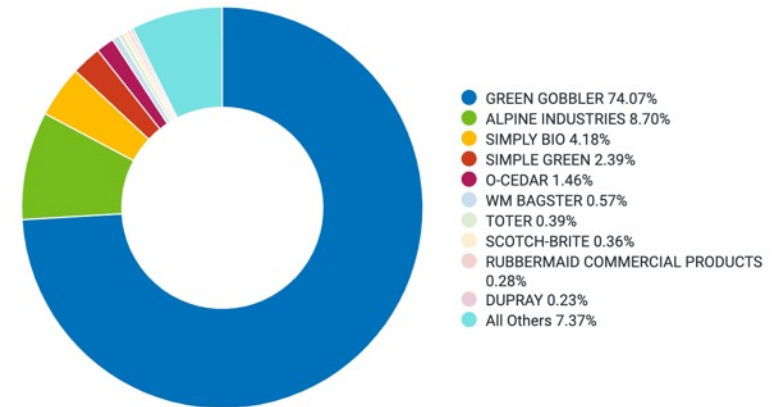
▲ 23.6%

56,746,417 Weekly Average

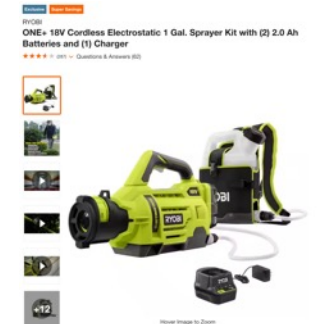
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:





## Organic Search Leaders:



Brands Observed

# 546

▼ -1% vs Prior Period

Items Observed

# 13,858

▼ -2% vs Prior Period

Department Summary

Keywords Observed

# 10,366

▲ 27% vs Prior Period

Sponsorship Activity

# ▲ 25.6%

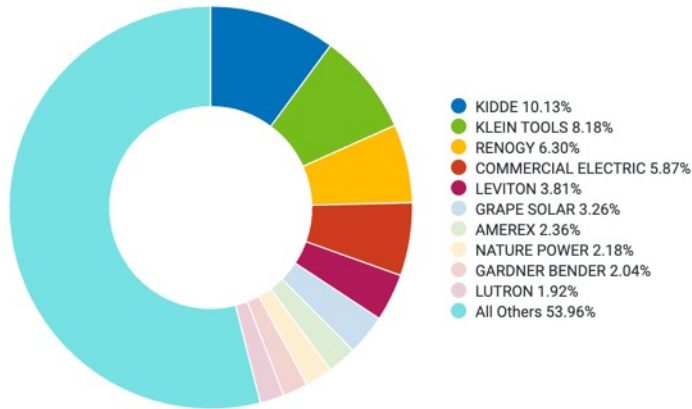
73,493 Weekly Average

Organic Search Visibility

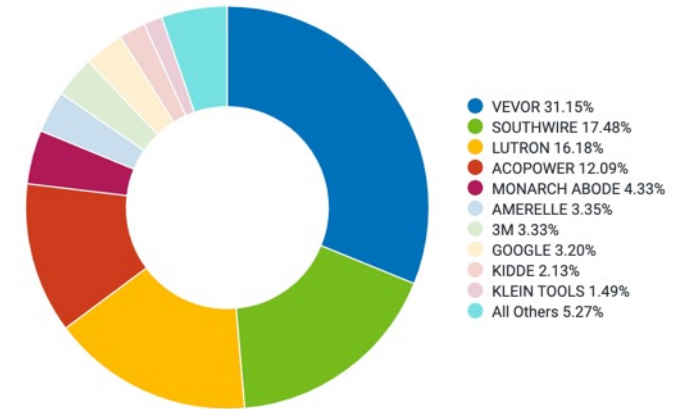
# ▲ 37.7%

345,837,261 Weekly Average

### Top Brands in Organic Search



### Top Brands in Paid Search



## Top-Performing Items in Search:



## Organic Search Leaders:



**Kwikset**



Brands Observed

341

▼ -1% vs Prior Period

Items Observed

11,895

▼ -4% vs Prior Period

Department Summary

Keywords Observed

7,783

▲ 20% vs Prior Period

Sponsorship Activity

▼ -0.6%

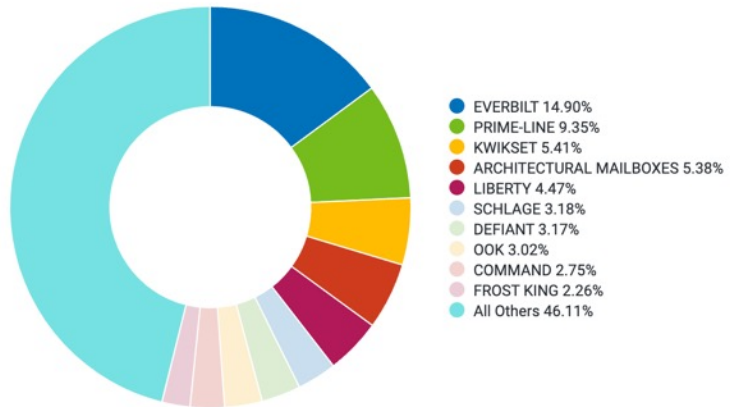
26,446 Weekly Average

Organic Search Visibility

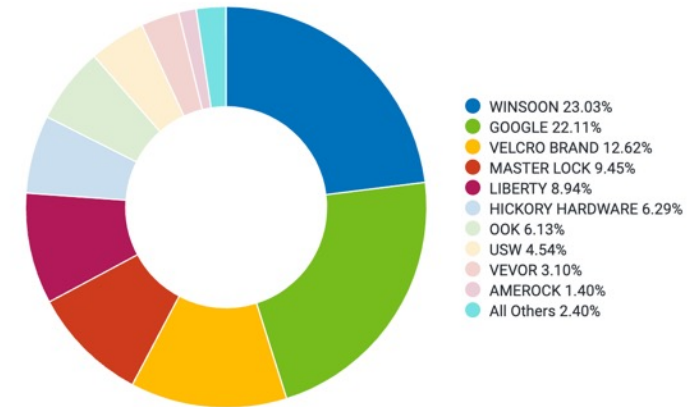
▲ 25.6%

460,841,675 Weekly Average

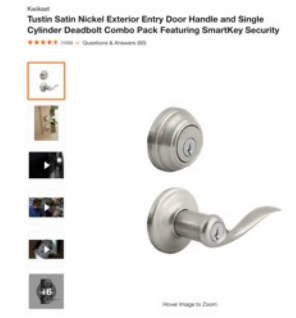
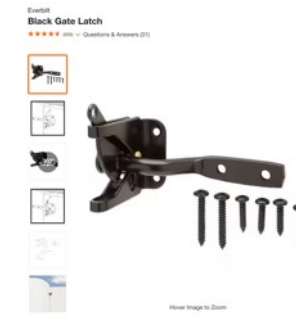
Top Brands in Organic Search



Top Brands in Paid Search



## Top-Performing Items in Search:



Organic Search Leaders: NUWALLPAPER



LuxenHome



LITTON LANE

Brands Observed

644

▼ -2% vs Prior Period

Items Observed

16,603

▼ -3% vs Prior Period

Department Summary

Keywords Observed

4,295

▲ 7% vs Prior Period

Sponsorship Activity

▼ -34.0%

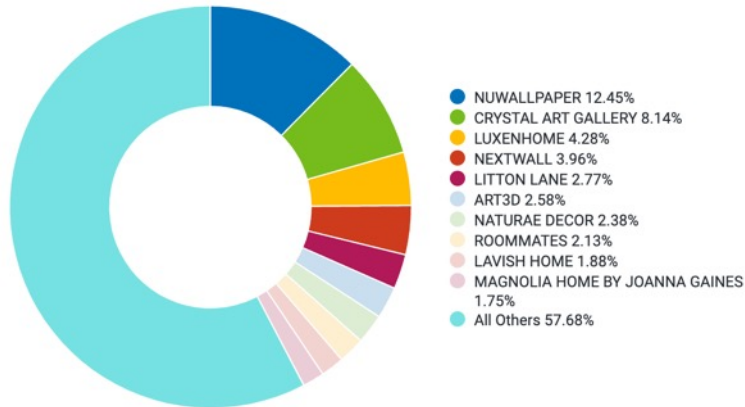
41,510 Weekly Average

Organic Search Visibility

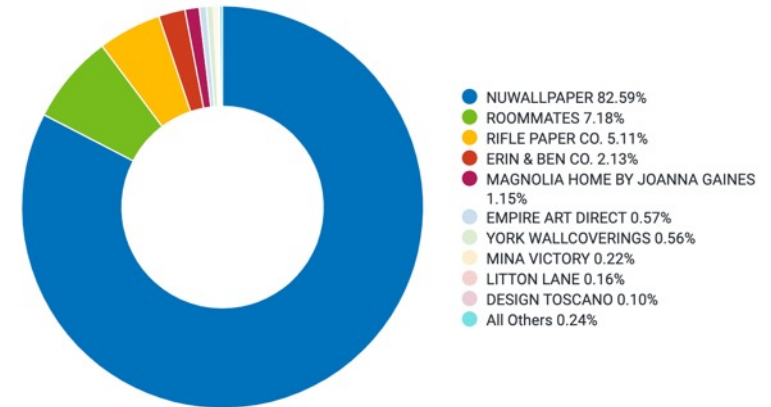
▲ 36.2%

102,190,053 Weekly Average

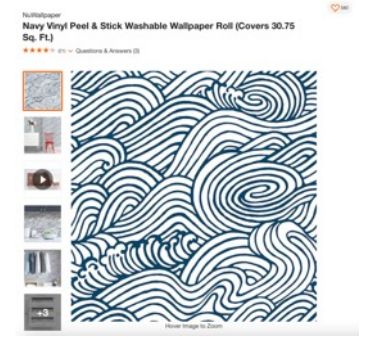
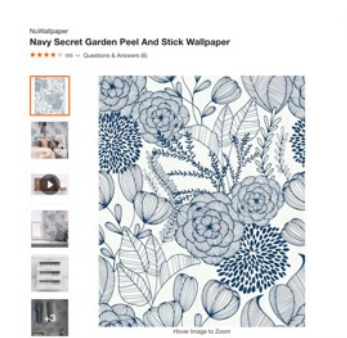
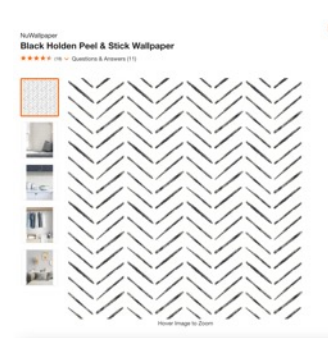
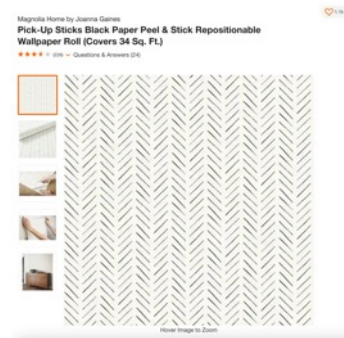
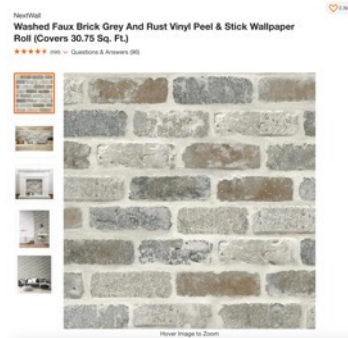
Top Brands in Organic Search



Top Brands in Paid Search



## Top-Performing Items in Search:





## Organic Search Leaders:



Brands Observed

# 384

▼ -3% vs Prior Period

Items Observed

# 10,300

▼ -3% vs Prior Period

Department Summary

Keywords Observed

# 3,314

▲ 17% vs Prior Period

Sponsorship Activity

# ▼ -5.9%

24,402 Weekly Average

Organic Search Visibility

# ▲ 3.3%

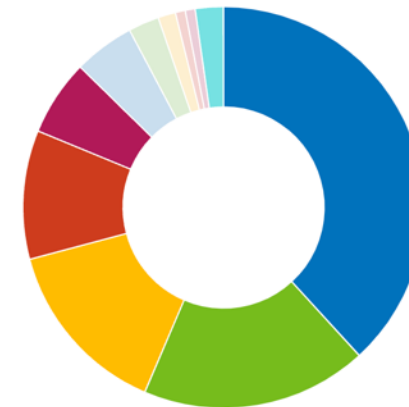
63,453,159 Weekly Average

### Top Brands in Organic Search



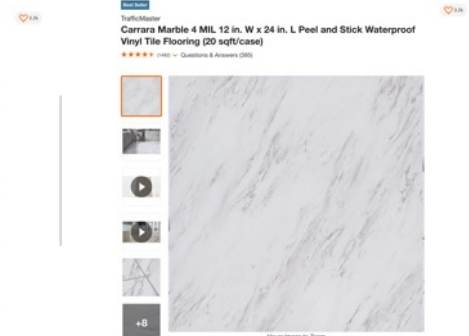
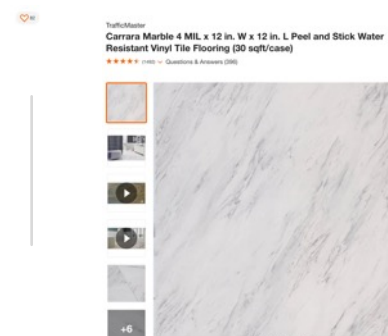
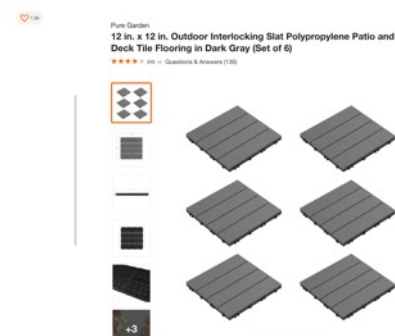
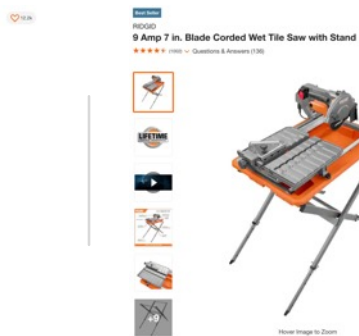
- DAP 12.13%
- QEP 10.11%
- Schluter 9.83%
- ROBERTS 7.59%
- CUSTOM BUILDING PRODUCTS 6.71%
- TRAFFICMASTER 3.99%
- RIDGID 2.72%
- MSI 1.90%
- DTA 1.85%
- RYOBI 1.72%
- All Others 41.45%

### Top Brands in Paid Search



- RUBBER-CAL 38.19%
- OTTOMANSON 18.23%
- MALIBU WIDE PLANK 14.43%
- BRUCE 10.37%
- NULOOM 6.12%
- MEROLA TILE 4.89%
- WORLD RUG GALLERY 2.50%
- NORSK 1.41%
- NEVLERS 0.80%
- PERGO 0.80%
- All Others 2.26%

## Top-Performing Items in Search:





## Organic Search Leaders:



Brands Observed

# 494

▼ -2% vs Prior Period

Items Observed

# 12,504

▲ 0% vs Prior Period

Department Summary

Keywords Observed

# 1,668

▲ 14% vs Prior Period

Sponsorship Activity

# ▲ 16.1%

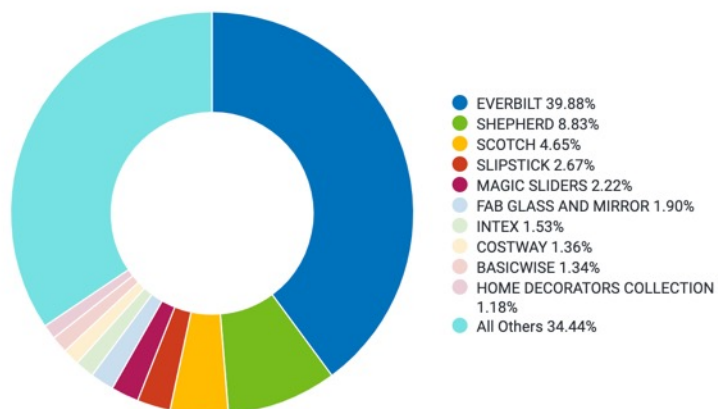
21,455 Weekly Average

Organic Search Visibility

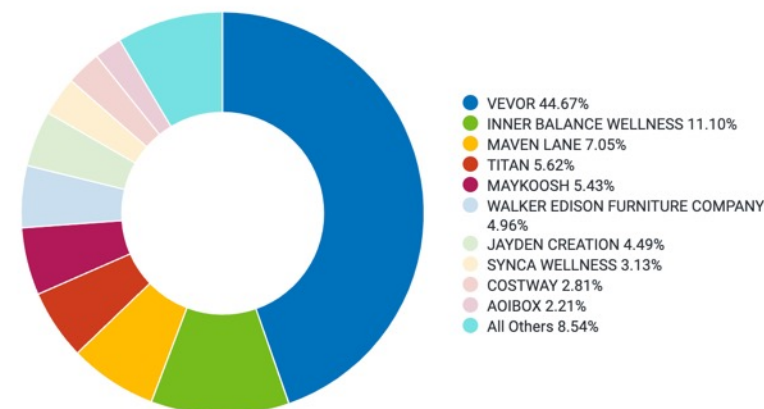
# ▼ -2.1%

21,918,925 Weekly Average

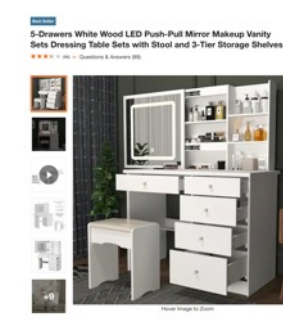
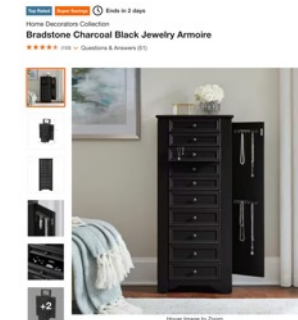
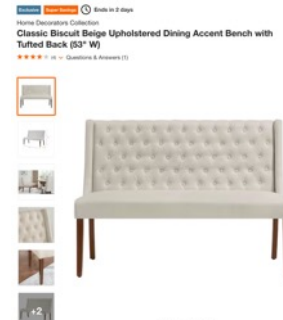
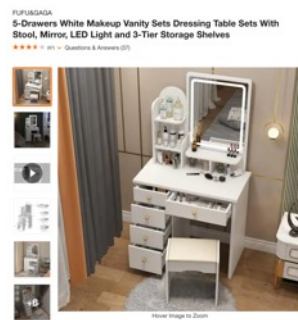
### Top Brands in Organic Search



### Top Brands in Paid Search



## Top-Performing Items in Search:



## Organic Search Leaders:



Brands Observed

# 469

▼ -1% vs Prior Period

Items Observed

# 18,187

▼ -3% vs Prior Period

Department Summary

Keywords Observed

# 11,893

▲ 26% vs Prior Period

Sponsorship Activity

# ▲ 20.8%

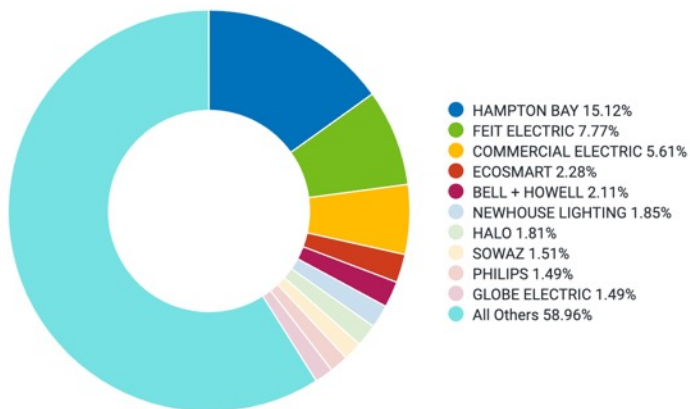
806,022 Weekly Average

Organic Search Visibility

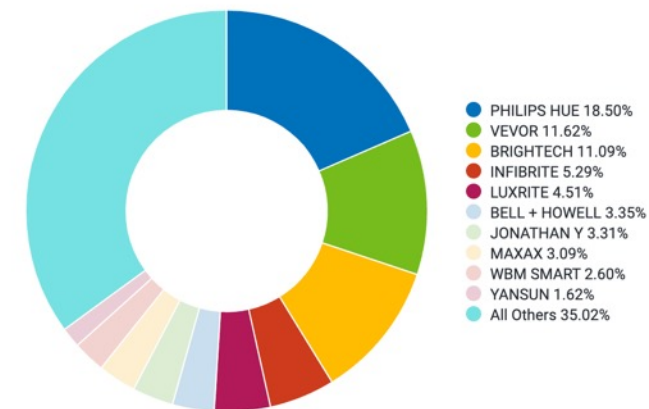
# ▲ 21.6%

1,213,392,880 Weekly Average

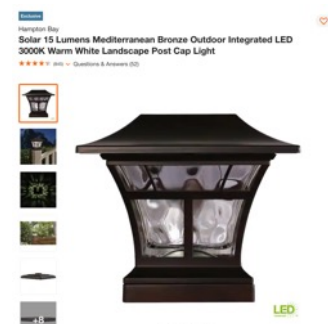
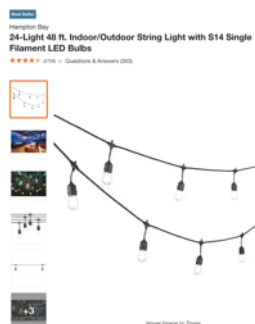
### Top Brands in Organic Search



### Top Brands in Paid Search



## Top-Performing Items in Search:



## Organic Search Leaders:



Brands Observed

# 397

▲ 0% vs Prior Period

Items Observed

# 14,070

▼ -2% vs Prior Period

Department Summary  
Keywords Observed

# 6,413

▲ 22% vs Prior Period

Sponsorship Activity

# ▼ -29.7%

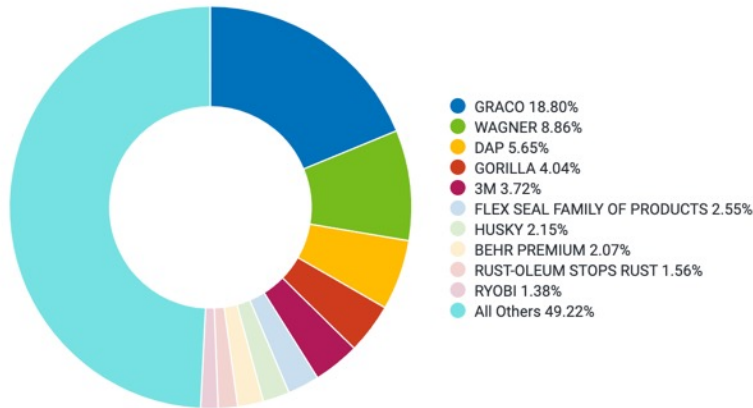
38,024 Weekly Average

Organic Search Visibility

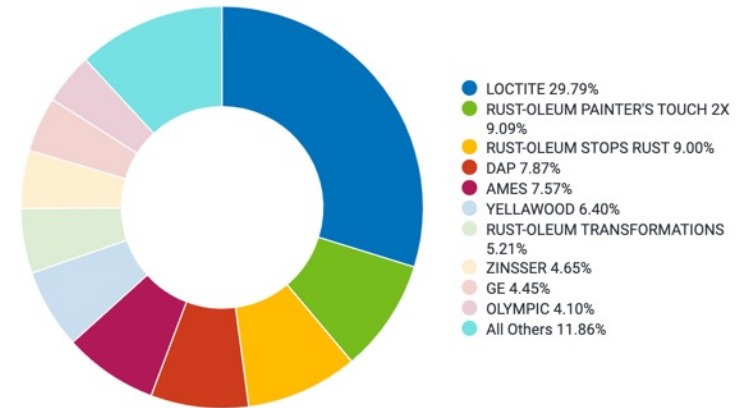
# ▲ 14.5%

326,233,607 Weekly Average

### Top Brands in Organic Search



### Top Brands in Paid Search



## Top-Performing Items in Search:





## Organic Search Leaders:



Brands Observed

# 392

▲ 0% vs Prior Period

Items Observed

# 10,661

▼ -1% vs Prior Period

Department Summary

Keywords Observed

# 11,339

▲ 16% vs Prior Period

Sponsorship Activity

# ▼ -45.2%

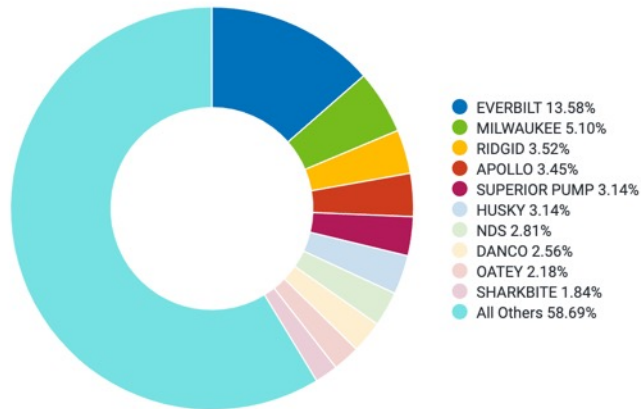
51,744 Weekly Average

Organic Search Visibility

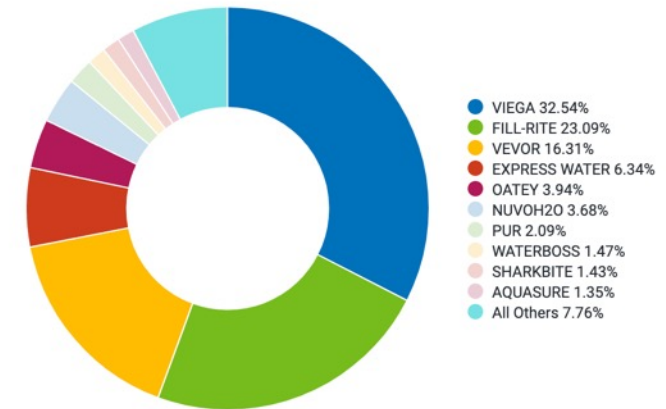
# ▲ 19.1%

489,899,291 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



Everbilt  
1-1/4 in. x 24 ft. Sump Pump Discharge Hose Kit



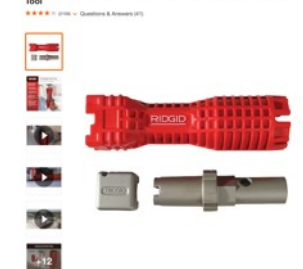
BrassCraft  
3/8 in. Compression x 1/2 in. FIP x 20 in. Braided Polymer Faucet Supply Line



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



Ridgid  
EZ Change Plumbing Wrench Faucet Installation and Removal Tool





Organic Search Leaders:



Brands Observed

103

▼ -6% vs Prior Period

Items Observed

1,290

▼ -2% vs Prior Period

Department Summary  
Keywords Observed

1,912

▲ 10% vs Prior Period

Sponsorship Activity

▼ -17.9%

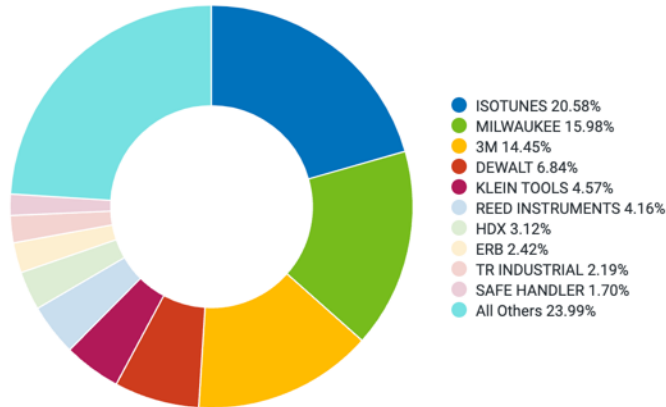
17,451 Weekly Average

Organic Search Visibility

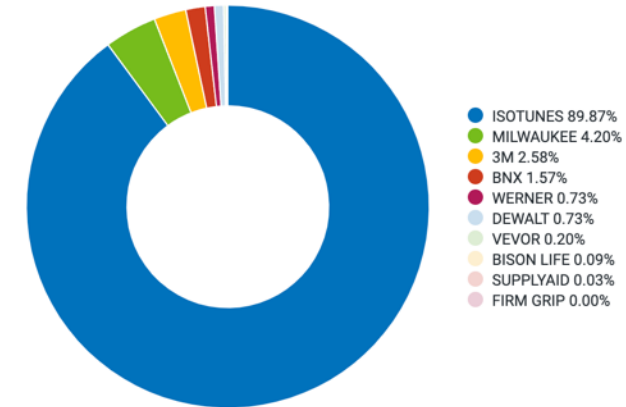
▼ -47.2%

29,952,496 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



## Organic Search Leaders:



Brands Observed

150

▼ -2% vs Prior Period

Items Observed

1,425

▼ -3% vs Prior Period

Department Summary

Keywords Observed

7,699

▲ 36% vs Prior Period

Sponsorship Activity

▼ -21.8%

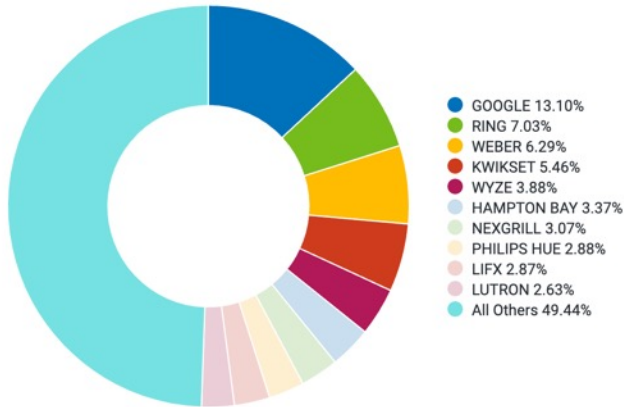
53,389 Weekly Average

Organic Search Visibility

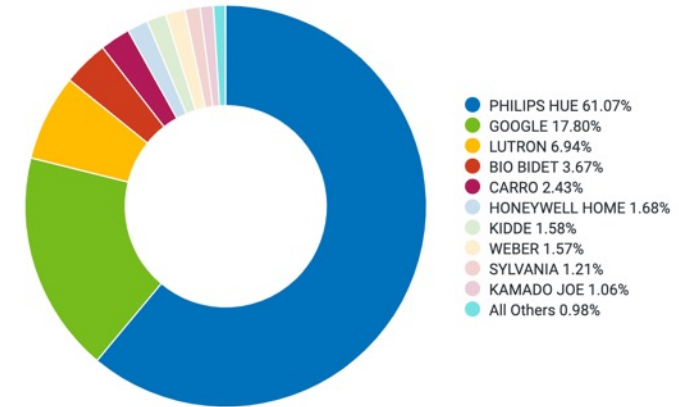
▲ 55.3%

106,846,761 Weekly Average

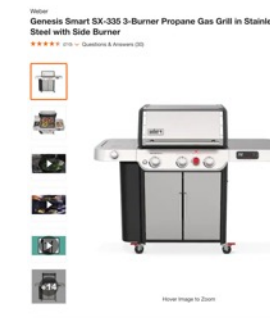
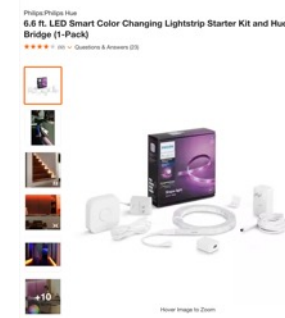
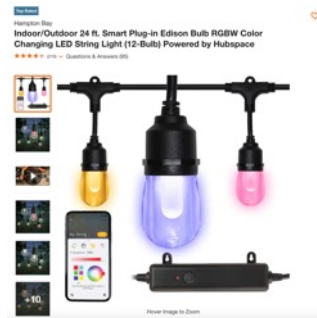
Top Brands in Organic Search



Top Brands in Paid Search



## Top-Performing Items in Search:



## Organic Search Leaders:



Brands Observed

# 525

▲ 3% vs Prior Period

Items Observed

# 8,596

▼ -1% vs Prior Period

Department Summary  
Keywords Observed

# 5,391

▲ 13% vs Prior Period

Sponsorship Activity

# ▼ -1.2%

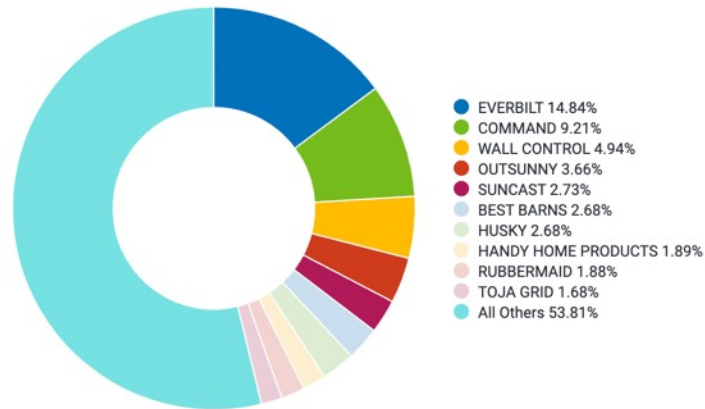
16,807 Weekly Average

Organic Search Visibility

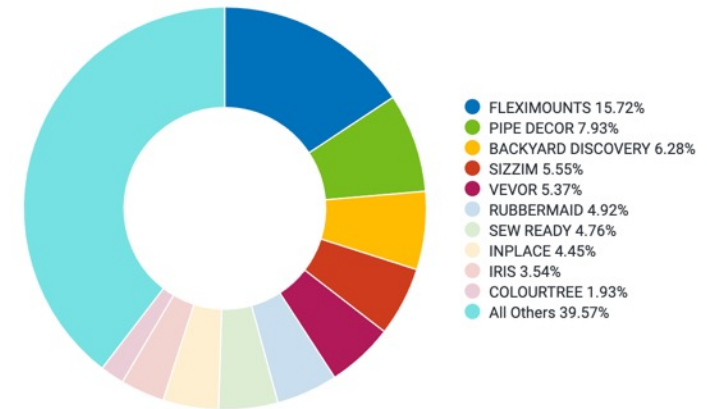
# ▲ 13.3%

204,370,012 Weekly Average

### Top Brands in Organic Search



### Top Brands in Paid Search



## Top-Performing Items in Search:



## Organic Search Leaders:



Brands Observed

# 507

▲ 0% vs Prior Period

Items Observed

# 16,639

▼ -1% vs Prior Period

Department Summary

Keywords Observed

# 22,890

▲ 26% vs Prior Period

Sponsorship Activity

# ▼ -2.5%

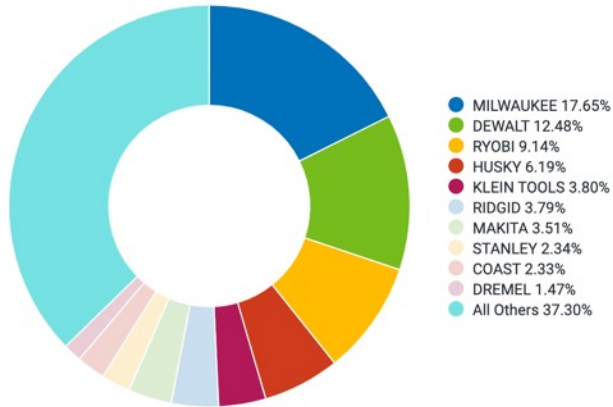
140,000 Weekly Average

Organic Search Visibility

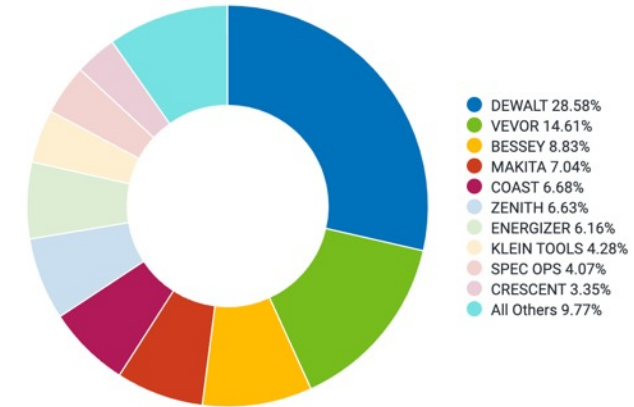
# ▲ 31.2%

1,456,859,845 Weekly Average

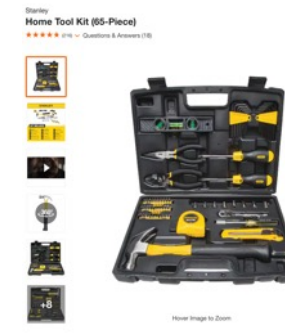
### Top Brands in Organic Search



### 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:



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HUGE TIME SAVINGS



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE EFFECTIVE AD SPEND



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER** VISIBILITY



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