



Department Performance Report

SEPTEMBER 2023



 Arts, Crafts, Sewing	 Automotive	 Baby	 Beauty & Personal Care
 Camera & Photo	 Clothing, Shoes & Jewelry	 Computer & Accessories	 Electronics
 Grocery & Gourmet Food	 Health & Household	 Home & Kitchen	 Kitchen & Dining
 Office Products	 Patio, Lawn & Garden	 Pet Supplies	 Software
 Sports & Outdoors	 Tools & Home Improvement	 Toys & Games Play	 Video Games

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Department Performance Report

September 2023

Report Overview

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

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

- ❖ Disclaimer: Analytic Index has no affiliation with Amazon. 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 Amazon (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 year (year-over-year).

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 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 Promoted Brands

The brands that were observed with the most promo activity via retailer badges.

Top-Selling Items

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

FREE **LIVE** EVENT

E² Lite

Excellence in Ecommerce

Amazon Edition

New York, NY

OCTOBER 23, 2023

REGISTER NOW

Join us for the “lite” edition of our Excellence in Ecommerce show as we feature two condensed session options for expertise, learning, and networking with brands, agencies, and technology platforms.

Excellence in Ecommerce Live is designed to educate brands and agencies about strategies that drive traffic, conversion, and profitability at Amazon.

FREE EVENT FOR BRANDS & AGENCIES

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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Table of Contents

Arts, Crafts & Sewing.....	1
Automotive.....	2
Baby.....	3
Beauty & Personal Care.....	4
Camera & Photo.....	5
Cell Phones & Accessories.....	6
Clothing, Shoes & Jewelry.....	7
Computers & Accessories.....	8
Electronics.....	9
Grocery & Gourmet Food.....	10
Health & Household.....	11
Home & Kitchen.....	12
Kitchen & Dining.....	13
Office Products.....	14
Patio, Lawn & Garden	15
Pets Supplies.....	16
Software.....	17
Sports & Outdoors	18
Tools & Home Improvement.....	19
Toys & Games.....	20
Video Games	21



Market Share Leaders: HTV ONT



iBayam



Brands Observed

19,092

▼ -4% vs Prior Period

Items Observed

117,922

▼ -3% vs Prior Period

Department Summary
Keywords Observed

104,787

▲ 55% vs Prior Period

Sponsorship Activity

▲ 107.9%

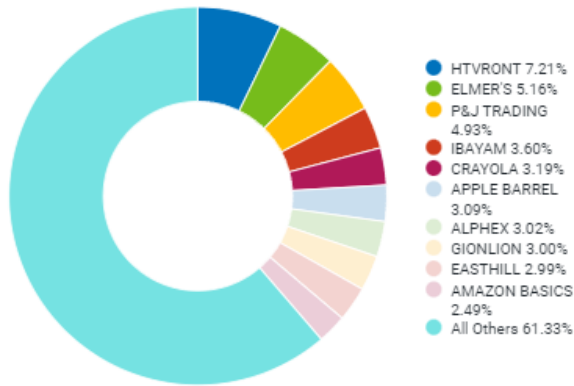
65,825,459 Weekly Average

Organic Search Visibility

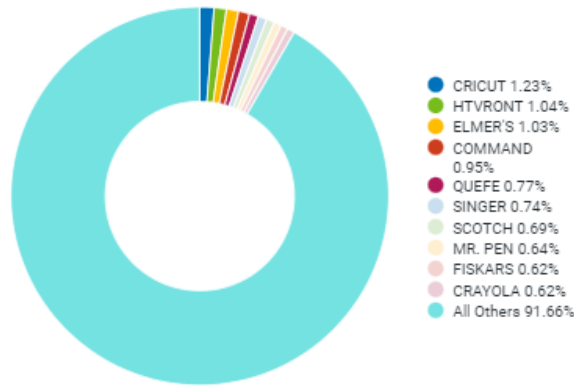
▲ 41.7%

9,390,991,155 Weekly Average

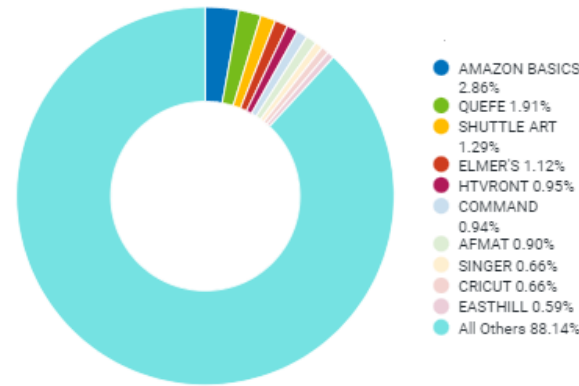
Top-Selling Brands



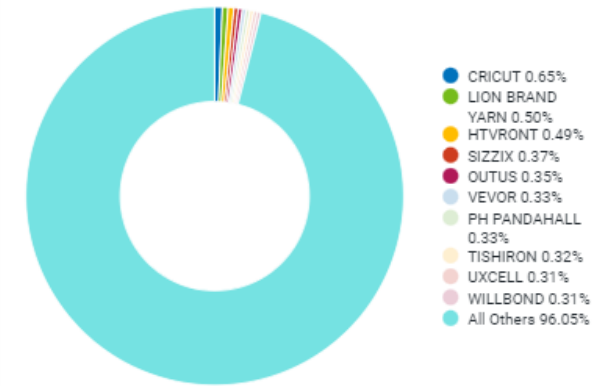
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



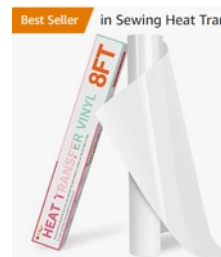
Top-Selling Items:



Best Seller
Gionlion 6000 Pcs Clay Beads for Bracelet Making, 24 Colors Flat Round Polymer Clay Beads 6mm Spacer Heishi Beads wi...
★★★★☆ ~ 7,918



Best Seller
P&J Fragrance Oil Clean Home Set | Lemongrass, Fresh Cotton, & Fresh, Aloe,...
Clean & fresh
0.34 Fl Oz (Pack of 6)
★★★★☆ ~ 1,281



Best Seller in Sewing Heat Trans...
HTVRONT HTV Vinyl Rolls Heat Transfer Vinyl - 12" x 8ft White HTV Vinyl for Shirts, Iron on Vinyl for Cricut &...
★★★★☆ ~ 33,456



Best Seller
Heat Transfer Vinyl White HTV Rolls - 12" x 20ft White Iron on Vinyl for All Cutter Machine, White HTV Vinyl for Shirts -...
★★★★☆ ~ 28,315



Best Seller in Craft Scissors
Scissors, iBayam 8" All Purpose Scissors Bulk 3-Pack, Ultra Sharp 2.5mm Thick Blade Shears Comfort-Grip Scissors...
★★★★☆ ~ 69,564

Market Share Leaders:

NOCO

rainx

AstroAI

Mobil

VACLIFE

Brands Observed

35,720

▲ 6% vs Prior Period

Items Observed

528,875

▲ 2% vs Prior Period

Department Summary
Keywords Observed

105,951

▲ 42% vs Prior Period

Sponsorship Activity

▲ 71.6%

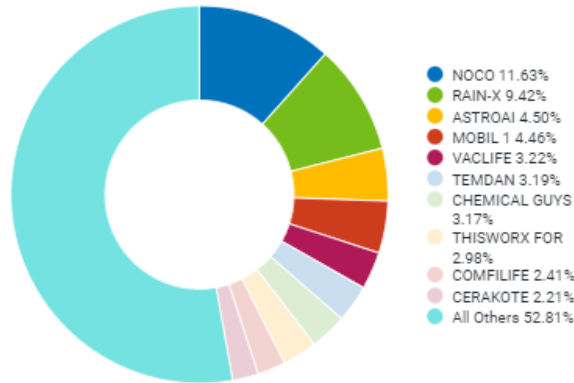
44,565,360 Weekly Average

Organic Search Visibility

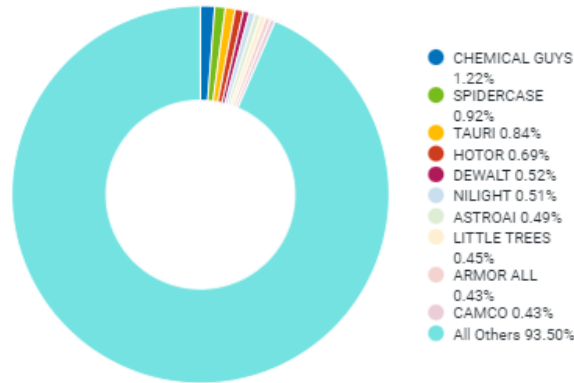
▲ 18.5%

10,416,800,233 Weekly Average

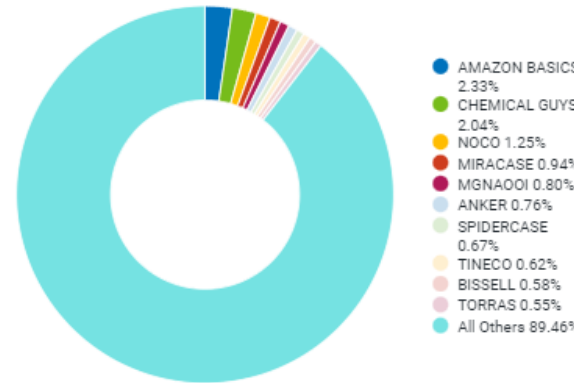
Top-Selling Brands



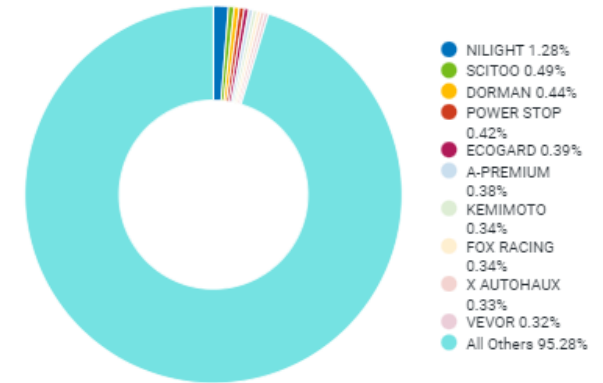
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery Booster Pack, Portable Power Bank Charger, and...
★★★★☆ ~ 83,279



Rain-X - 810165 Latitude Water Repellency Wiper Blade, 22 Inch - 2 Pack
4.6 ★ ~ (84,125)



AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car Accessories, 12V DC Auto Pump with Digital Pressur...
4.5 ★ ~ (72,289)



VaClife Tire Inflator Portable Air Compressor - Air Pump for Car Tires (up to 50 PSI), 12V DC Tire Pump for Bikes (up t...
★★★★☆ ~ 34,682



ThisWorx Car Vacuum Cleaner - Car Accessories - Small 12V High Power Handheld Portable Car Vacuum w/Attachments...
★★★★☆ ~ 292,931

Market Share Leaders:



Brands Observed

12,164

▼ -2% vs Prior Period

Items Observed

55,614

▼ -6% vs Prior Period

Department Summary
Keywords Observed

110,951

▲ 45% vs Prior Period

Sponsorship Activity

▲ 72.8%

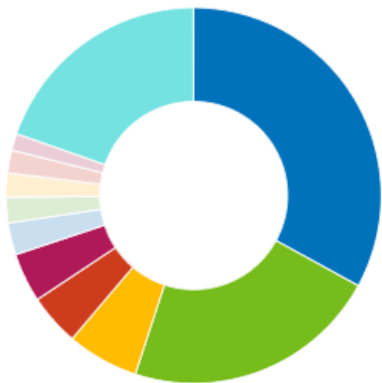
40,603,297 Weekly Average

Organic Search Visibility

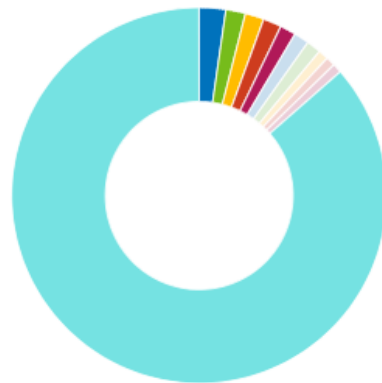
▲ 27.9%

14,289,852,311 Weekly Average

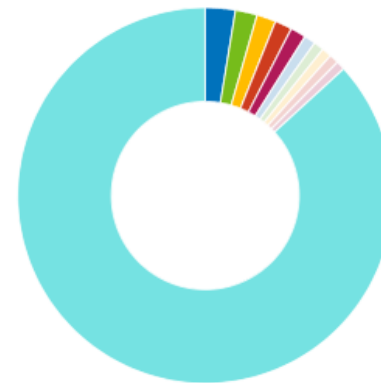
Top-Selling Brands



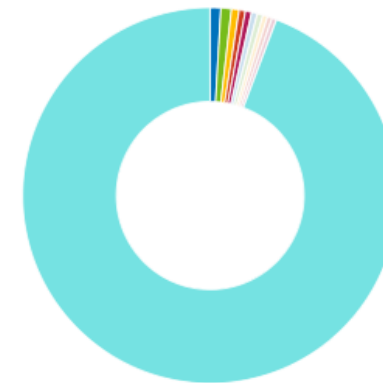
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Pampers Swaddlers Diapers Size 4, 150 count - Disposable Diapers
4.8 ★ (106,428)



Pampers Cruisers 360 Diapers Size 5, 128 count - Disposable Diapers
★★★★★ ~ 20,067



Pampers Pure Protection Diapers Size 5, 132 count - Disposable Diapers
★★★★★ ~ 33,689



The Honest Company Clean Conscious Wipes | 99% Water, Compostable, Plant-Based, Bab...
Wipes 72 Count (Pack of 10)
4.9 ★ (5,002)



Pampers Swaddlers Diapers Size 5, 132 count - Disposable Diapers
★★★★★ ~ 112,975

Market Share Leaders:



COSRX

MIGHTY PATCH

SOL DE JANEIRO

NUTRAFOL

Brands Observed

19,678

▼ -2% vs Prior Period

Items Observed

84,006

▼ -7% vs Prior Period

Department Summary
Keywords Observed

131,458

▲ 53% vs Prior Period

Sponsorship Activity

▲ 77.2%

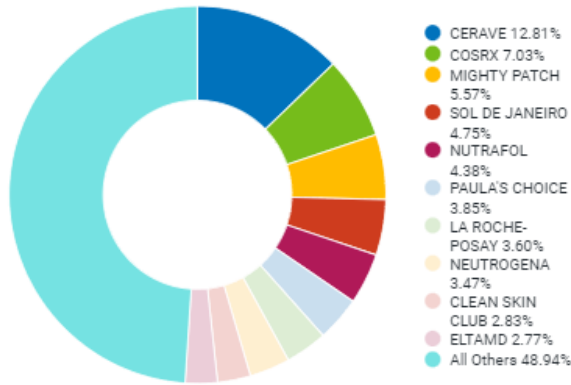
123,211,130 Weekly Average

Organic Search Visibility

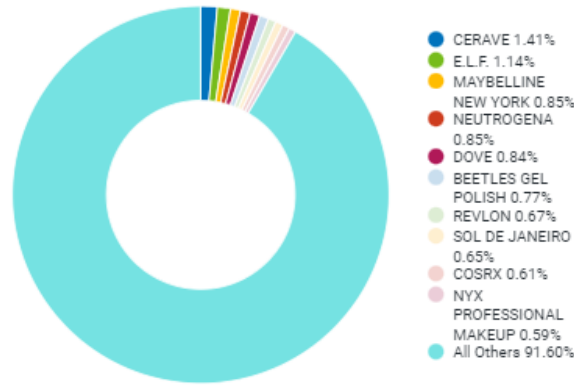
▲ 51.9%

53,742,316,208 Weekly Average

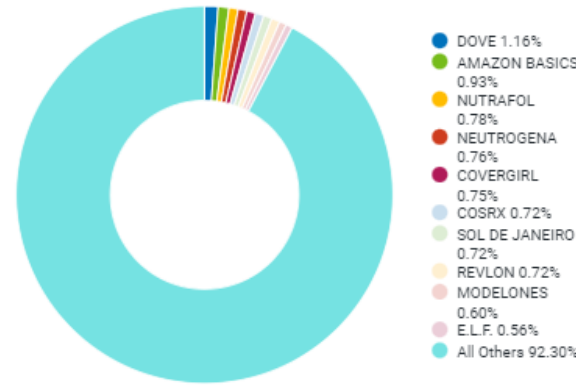
Top-Selling Brands



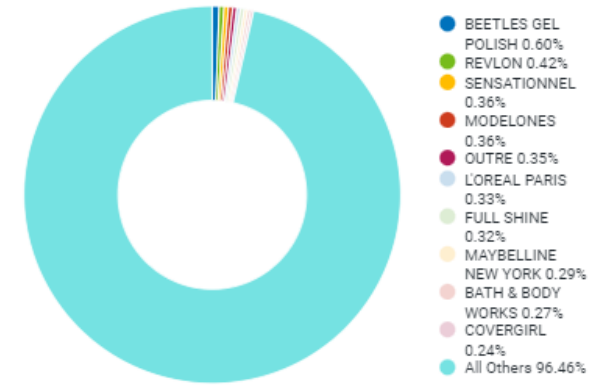
Top Brands in Organic Search



Top Brands in Paid Search



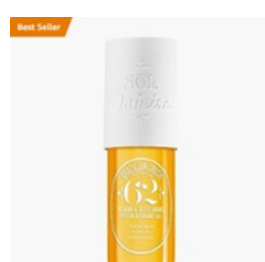
Top-Promoted Brands



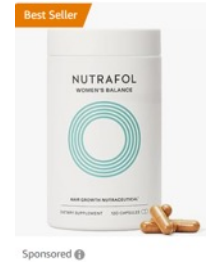
Top-Selling Items:



Best Seller
 COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz, 100ml, Hydrating Serum for Face with Snail...
 3.38 Fl Oz (Pack of 1)
 ★★★★★ ~ 34,550



Best Seller
 SOL DE JANEIRO Cheirosa '62 Hair & Body Fragrance Mist 90ml/3.0 fl.oz.
 Cheirosa '62
 4.6 ★★★★★ ~ 8,160



Best Seller
 Sponsored @
 Nutrafol Women's Balance Hair Growth Supplements, Ages 45 and Up, Clinically...
 120 Count (Pack of 1)
 ★★★★★ ~ 8,160



Best Seller
 Hero.
 YOUR SKIN HERO
MIGHTY PATCH
 The Original
 36
 Mighty Patch™ Original patch from Hero Cosmetics - Hydrocolloid Acne Pimple...
 36 Piece Assortment
 Unscented - 4 Fl Oz
 ★★★★★ ~ 133,354



Best Seller
 Paulas Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant-- Facial Exfoliant for Blackheads,...
 Unscented - 4 Fl Oz
 ★★★★★ ~ 81,780

Market Share Leaders:



HEXEUM

JIASFU



Brands Observed

3,844

▼ -15% vs Prior Period

Items Observed

24,813

▼ -7% vs Prior Period

Department Summary

Keywords Observed

30,582

▲ 12% vs Prior Period

Sponsorship Activity

▲ 35.9%

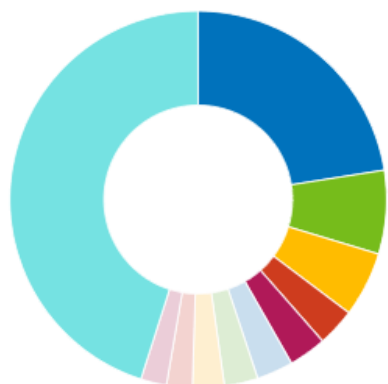
4,859,134 Weekly Average

Organic Search Visibility

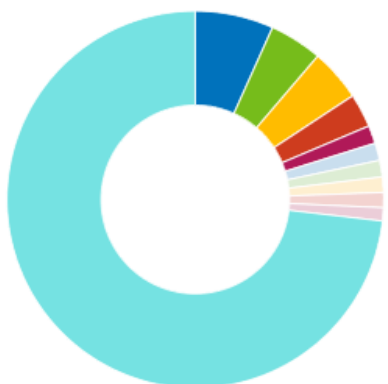
▲ 25.6%

1,983,672,201 Weekly Average

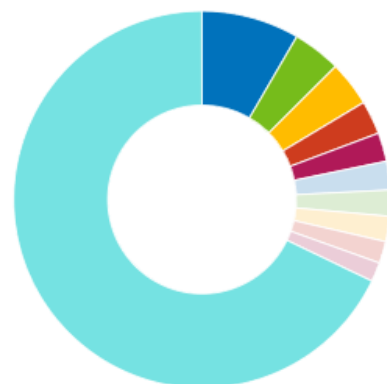
Top-Selling Brands



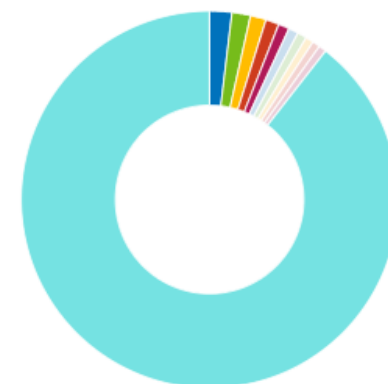
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Vortex Optics Diamondback HD Binoculars 10x42
★★★★★ ~ 2,588



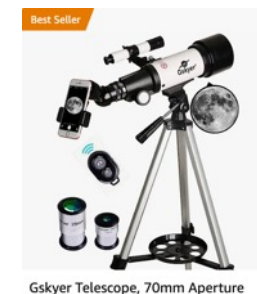
Vortex Optics Crossfire HD Binoculars
★★★★★ ~ 7,062



Vortex Optics Crossfire HD Binoculars
★★★★★ ~ 7,491



Athlon Optics 8x42 Midas UHD Gray Binoculars with ED Glass for Adults and Kids, High-Powered Binoculars for...
★★★★★ ~ 1,204



Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telescope for Kids Beginners - Travel Telescope with...
★★★★★ ~ 26,869

Market Share Leaders:



Ailun

ANKER



INIU

Brands Observed

4,466

▼ -5% vs Prior Period

Items Observed

16,165

▼ -2% vs Prior Period

Department Summary

Keywords Observed

45,903

▲ 37% vs Prior Period

Sponsorship Activity

▲ 36.8%

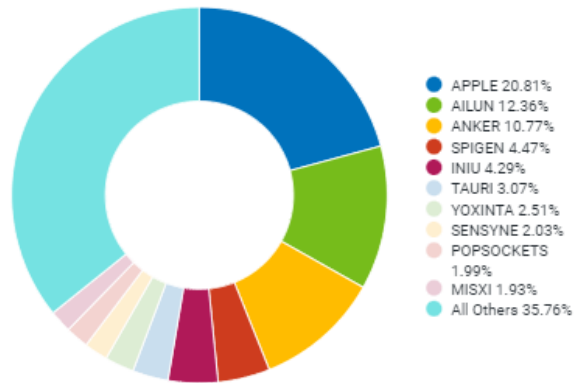
22,556,282 Weekly Average

Organic Search Visibility

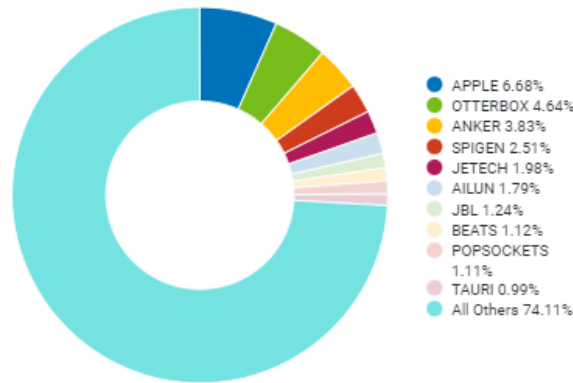
▲ 2.6%

12,546,107,441 Weekly Average

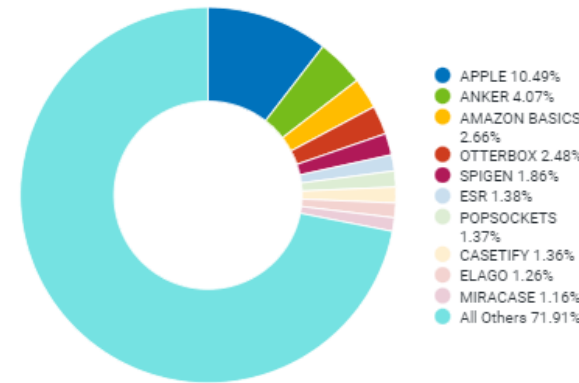
Top-Selling Brands



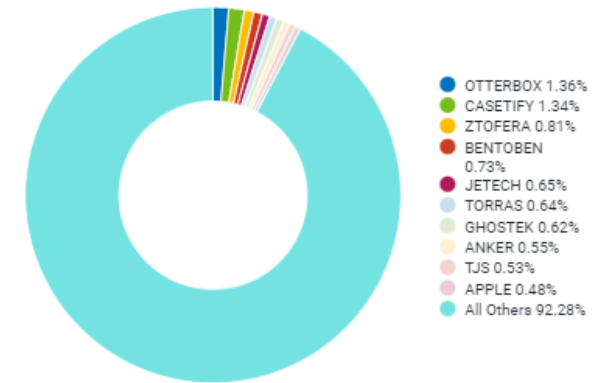
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best seller

Apple Pencil (2nd Generation)
★★★★★ 71,368

Amazon's Choice

Apple Pencil (1st Generation): Pixel-Perfect Precision and Industry-Leading Low Latency, Perfect for Note-Taking, Drawing, and Signing...
★★★★★ ~ 118,598

Best Seller

INIU Portable Charger, Slimmest 10000mAh 5V/3A Power Bank, USB C in&out High-Speed Charging Battery Pack, External Phone Powerbank...
★★★★★ ~ 76,491

Amazon's Choice

Apple MagSafe Charger - Wireless Charger with Fast Charging Capability, Type C Wall Charger, Compatible with iPho...
4.5 ★ (63,148)

Amazon's Choice

Anker Portable Charger, Power Bank, 10K Battery Pack with High-Speed PowerIQ Charging Technology and USB-C (Input Only) for iPhone 15/1...
★★★★★ ~ 93,770

Market Share Leaders:

crocs™



GILDAN®

Brands Observed

49,836

▲ 6% vs Prior Period

Items Observed

900,126

▲ 4% vs Prior Period

Department Summary
Keywords Observed

219,699

▲ 70% vs Prior Period

Sponsorship Activity

▲ 132.2%

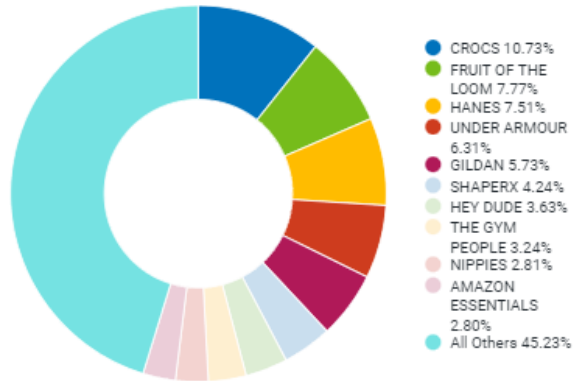
309,868,328 Weekly Average

Organic Search Visibility

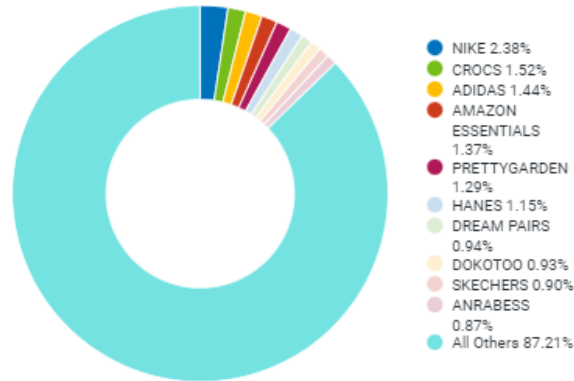
▼ -0.3%

101,730,583,297 Weekly Average

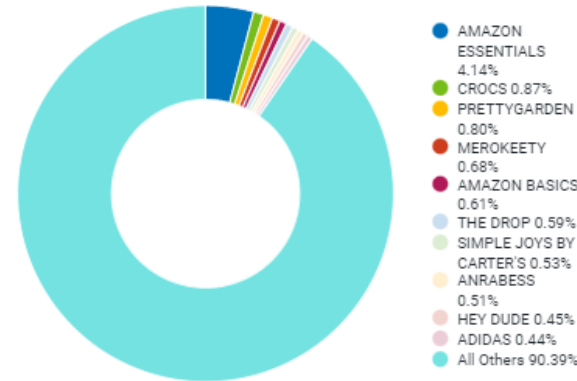
Top-Selling Brands



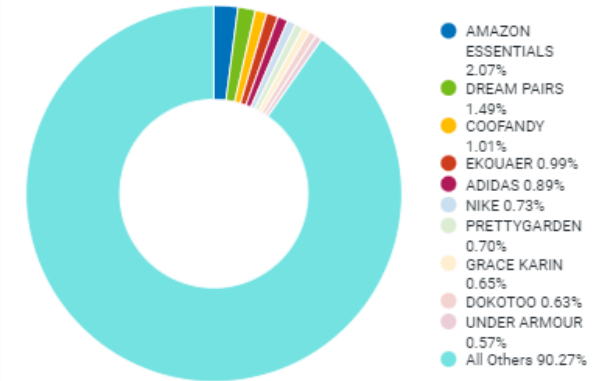
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Crocs Unisex-Adult Classic Clogs
4.8 ★★★★★ ~ 523,543

Best Seller

SHAPERX Bodysuit for Women
Tummy Control Shapewear
Seamless Sculpting Thong
Body Shaper Tank Top
★★★★☆ ~ 12,679

Best Seller

Nippies Nipple Cover - Sticky Adhesive Silicone Nipple Pasties
- Reusable Pasty Nipple Covers for Women with Travel Box
4.6 ★★★★★ ~ 32,070

Best Seller

Gildan Men's Crew T-Shirts, Multipack, Style G1100
4.6 ★★★★★ ~ 267,598

Overall Pick

CRZ YOGA Butterlux High Waisted Lounge Legging 25" / 28" - Workout Leggings for Women
Buttery Soft Yoga Pants
★★★★★ ~ 6,610

Market Share Leaders:



Brands Observed

6,971

▼ -7% vs Prior Period

Items Observed

37,596

▼ -5% vs Prior Period

Department Summary
Keywords Observed

76,612

▲ 34% vs Prior Period

Sponsorship Activity

▲ 54.6%

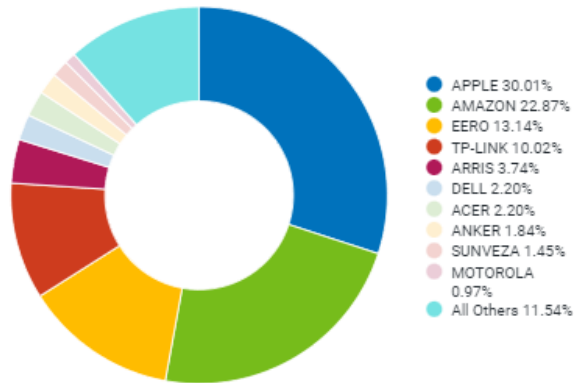
29,675,779 Weekly Average

Organic Search Visibility

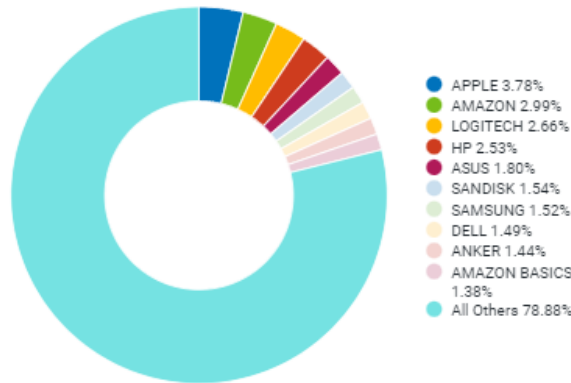
▲ 22.0%

12,792,921,666 Weekly Average

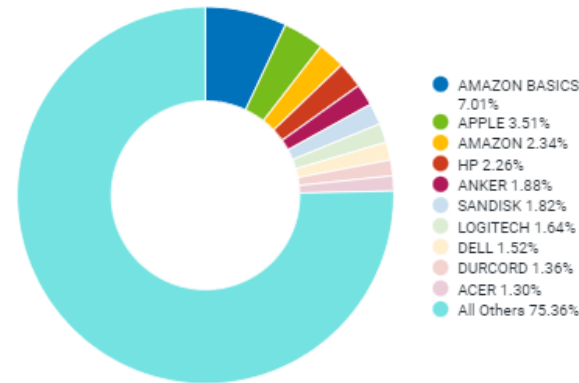
Top-Selling Brands



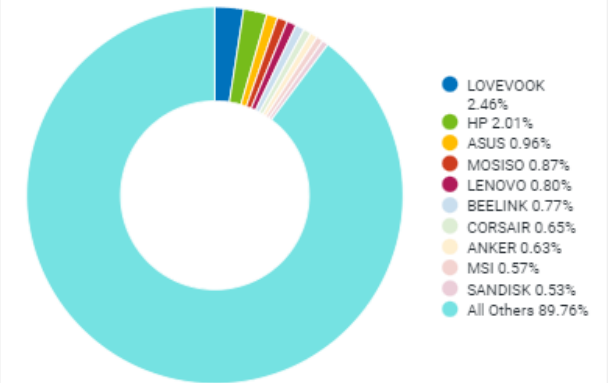
Top Brands in Organic Search



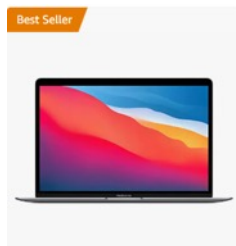
Top Brands in Paid Search



Top-Promoted Brands

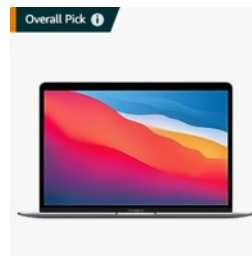


Top-Selling Items:



Best Seller
Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard,...

★★★★★ ~ 19,296



Overall Pick
Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD Camera,...

★★★★★ ~ 21,465



Amazon eero Pro 6E mesh Wi-Fi System | Fast and reliable gigabit + speeds | supports blazing fast gaming | Coverage up to 6,000 sq. f...

★★★★★ ~ 3,408



Amazon Fire HD 10 Kids Pro tablet, 10.1", 1080p Full HD, ages 6-12, 32 GB, (2021 release), named "Best Tablet for Big Kids" by Good Housekeeping, Doodle

4.7 ★★★★★ ~ 3,408



Best Seller
TP-Link Deco AX3000 WiFi 6 Mesh System(Deco X55) - Covers up to 6500 Sq.Ft. , Replaces Wireless Router and...

★★★★★ ~ 4,690

Market Share Leaders:



Brands Observed
15,685

▼ -4% vs Prior Period

Items Observed
79,511

▼ -6% vs Prior Period

Department Summary
Keywords Observed
140,745

▲ 37% vs Prior Period

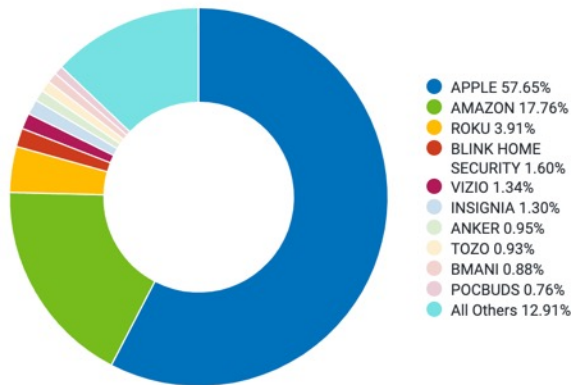
Sponsorship Activity
▲ 52.0%

74,960,319 Weekly Average

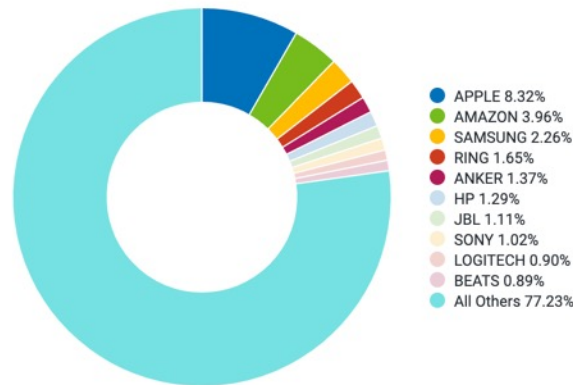
Organic Search Visibility
▲ 20.9%

37,231,028,387 Weekly Average

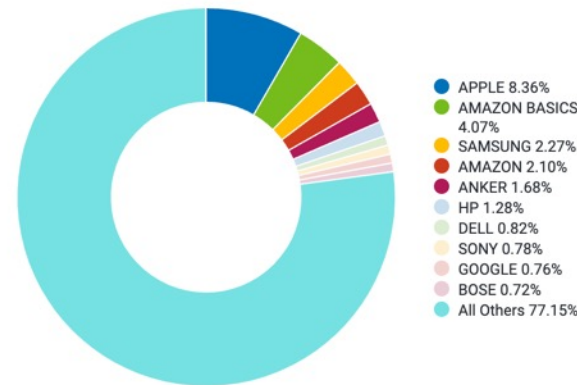
Top-Selling Brands



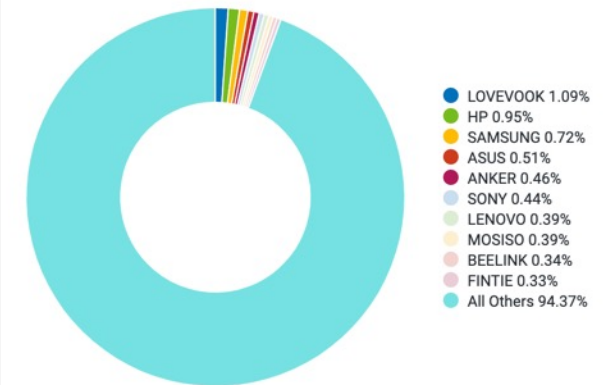
Top Brands in Organic Search



Top Brands in Paid Search



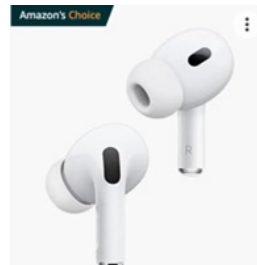
Top-Promoted Brands



Top-Selling Items:



Apple iPad (9th Generation): with A13 Bionic chip, 10.2-inch Retina Display, 64GB, Wi-Fi, 12MP front/8MP Back Camera, Touch ID, All-Day Battery Li...
★★★★☆ ~ 42,729



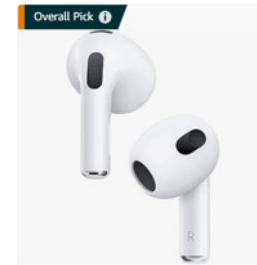
Apple AirPods Pro (2nd Generation) Wireless Earbuds, Up to 2X More Active Noise Cancelling, Adaptive Transparency, Personalized Spatial...
★★★★☆ ~ 9,764



Apple AirTag 4 Pack
★★★★★ ~ 75,459



Apple AirPods (2nd Generation) Wireless Earbuds with Lightning Charging Case Included. Over 24 Hours of Battery Life, Effortless...
★★★★☆ ~ 582,470



Apple AirPods (3rd Generation) Wireless Earbuds with Lightning Charging Case. Spatial Audio, Sweat and Water Resistant, Up t...
★★★★★ ~ 10,554

Market Share Leaders:



Brands Observed

22,200

▼ -4% vs Prior Period

Items Observed

137,567

▼ -6% vs Prior Period

Department Summary
Keywords Observed

111,242

▲ 49% vs Prior Period

Sponsorship Activity

▲ 157.0%

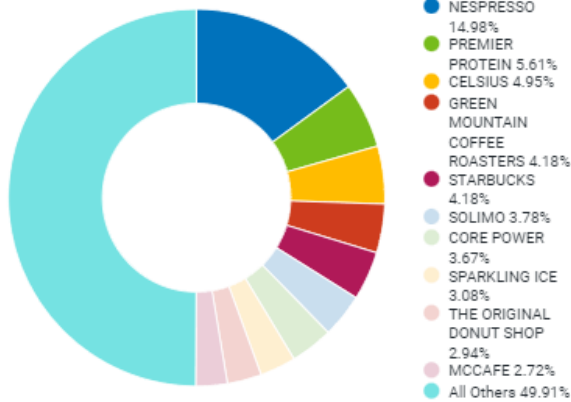
170,348,388 Weekly Average

Organic Search Visibility

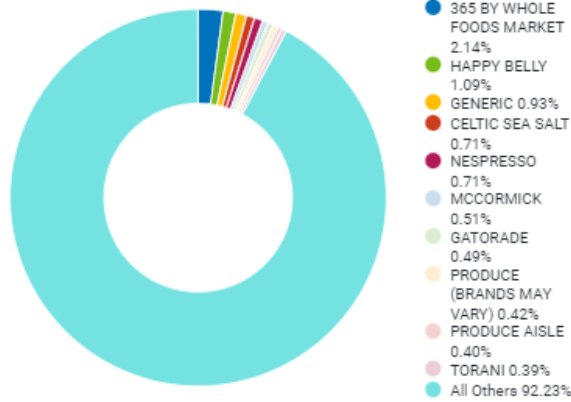
▲ 15.8%

37,716,061,873 Weekly Average

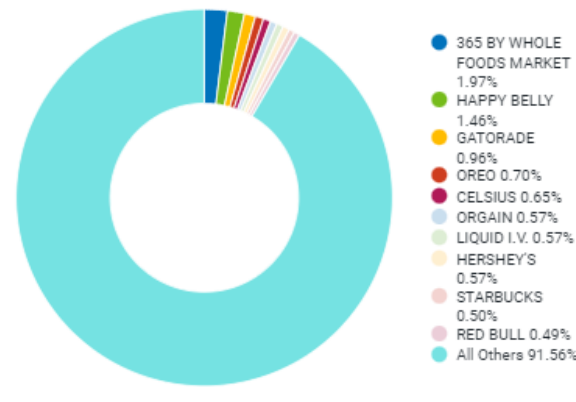
Top-Selling Brands



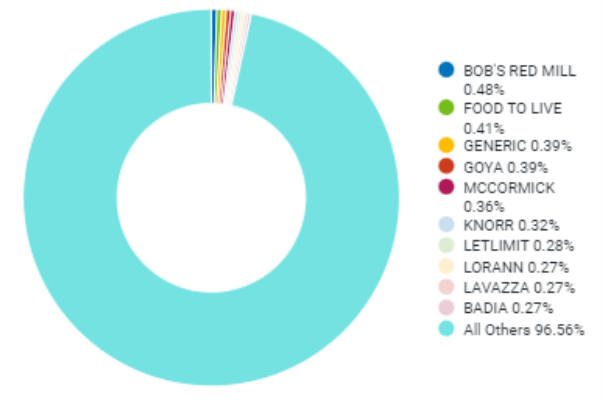
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Premier Protein Shake 30g Protein 1g Sugar 24 Vitamins Minerals Nutrients to Support Immune Health...
Chocolate - 11.5 Fl Oz (Pack of 12)
★★★★☆ ~ 201,565



Nespresso Capsules VertuoLine, Melozio, Medium Roast Coffee, Coffee Pods, Brews 7.77 Fl Ounc...
Pod 10 Count (Pack of 3)
★★★★★ ~ 67,833



CELSIUS Assorted Flavors Official Variety Pack, Functional Essential Energy Drinks, 12 Fl Oz (Pack of 12)
Official Variety Pack 12 Fl Oz (Pack of 12)
4.7 ★★★★★ ~



Nespresso Capsules VertuoLine, Medium and Dark Roast Coffee, Variety Pack, Stormio, Odacio...
Pod 7.77 Fl Oz (Pack of 3)
4.8 ★★★★★ ~ 64,457



Solimo Dark Roast Coffee Pods, Compatible with Keurig 2.0 K-Cup Brewers 100 Count(Pack of 1)
Pods 100 Count (Pack of 1)
★★★★☆ ~ 140,509

Market Share Leaders:



Brands Observed

32,220

▼ -2% vs Prior Period

Items Observed

143,556

▼ -7% vs Prior Period

Department Summary
Keywords Observed

193,521

▲ 42% vs Prior Period

Sponsorship Activity

▲ 62.3%

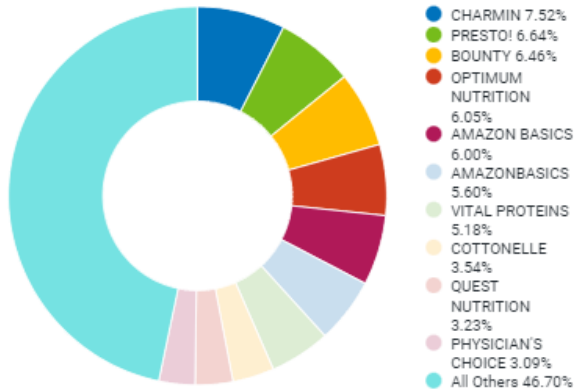
137,526,067 Weekly Average

Organic Search Visibility

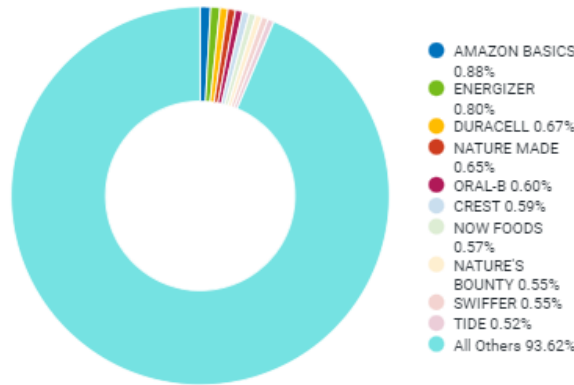
▲ 46.2%

66,420,676,672 Weekly Average

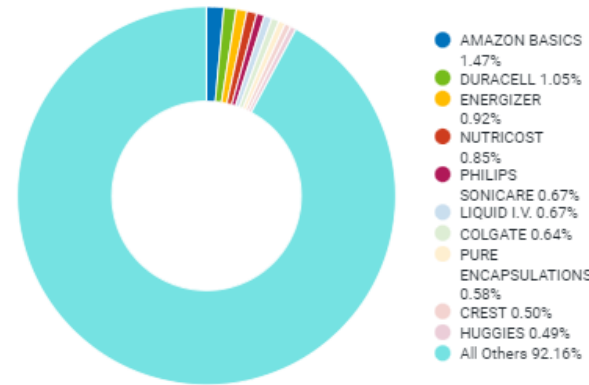
Top-Selling Brands



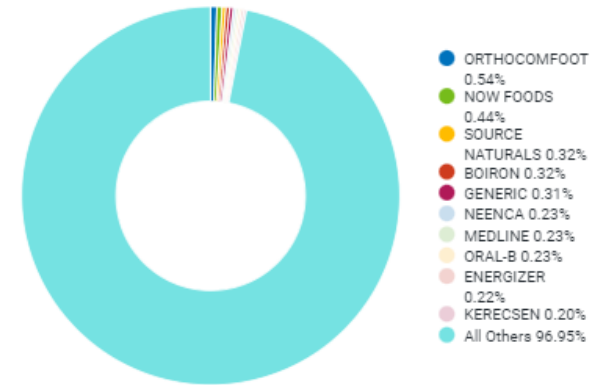
Top Brands in Organic Search



Top Brands in Paid Search



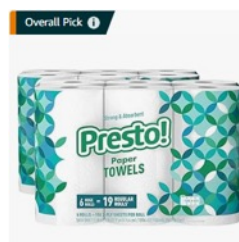
Top-Promoted Brands



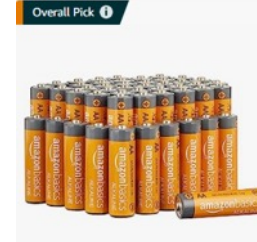
Top-Selling Items:



Best Seller
Bounty Quick Size Paper Towels, White, 8 Family Rolls = 20 Regular Rolls
8 Count (Pack of 1)
4.8 ★★★★★



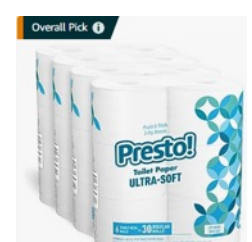
Overall Pick
Amazon Brand - Presto! Flex-a-Size Paper Towels, 158 Sheet Huge Roll, 12 Rolls (2 Packs of 6),...
6 Count (Pack of 2)
★★★★★ ~ 88,428



Overall Pick
Amazon Basics 48-Pack AA Alkaline High-Performance Batteries, 1.5 Volt, 10-Year Shelf Life
★★★★★ ~ 358,865



Charmin Ultra Soft Cushiony Touch Toilet Paper, 24 Family Mega Rolls = 123 Regular Rolls
24 Count (Pack of 1)
★★★★★ ~ 59,301



Overall Pick
Amazon Brand - Presto! 2-Ply Toilet Paper, Ultra-Soft, Unscented, 24 Rolls (4 Packs of 6...
6 Rolls (Pack of 4)
★★★★★ ~ 119,352

Market Share Leaders:

STANLEY



CGK unlimited



amazonbasics

Brands Observed

43,660

▲ 0% vs Prior Period

Items Observed

218,218

▼ -6% vs Prior Period

Department Summary
Keywords Observed

277,638

▲ 49% vs Prior Period

Sponsorship Activity

▲ 60.4%

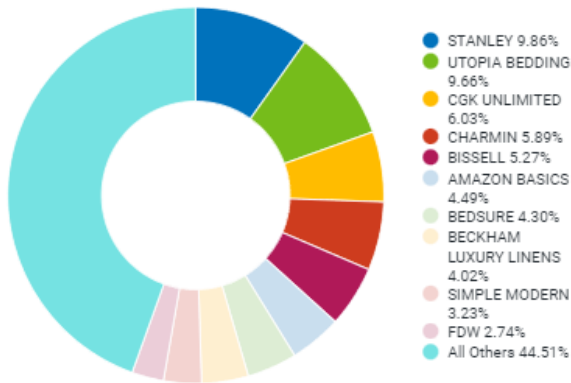
240,838,059 Weekly Average

Organic Search Visibility

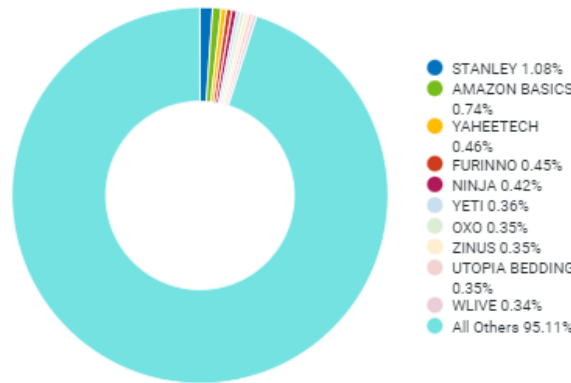
▲ 23.6%

101,260,110,777 Weekly Average

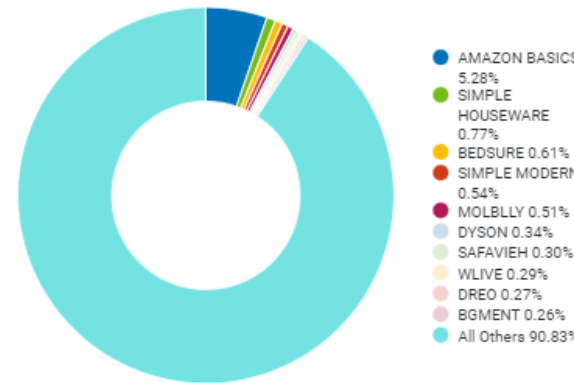
Top-Selling Brands



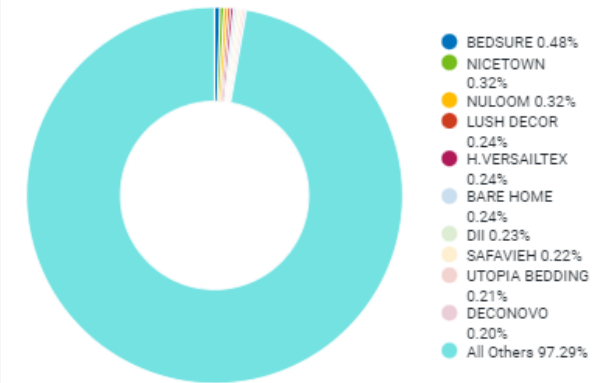
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Charmin Ultra Gentle Toilet Paper, 36 Mega Rolls = 144 Regular Rolls
36 Count (Pack of 1)
4.8 ★★★★★

Best Seller

BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Car and Auto Detailer, Green, 1400B
★★★★★ ~ 62,863

Best Seller

Queen Size 4 Piece Bedding Sheet Set - Breathable & Cooling Bed Sheets - Hotel Luxury Bed Sheets for Women, Men, Kids & Teens ...
★★★★★ ~ 284,900

Best Seller

Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee, ...
Stainless Steel
★★★★★ ~ 22,664

Overall Pick

Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - Down Alternative Bedding Gel Cooling Pillow for Back, ...
★★★★★ ~ 232,301

Market Share Leaders:



Brands Observed
30,241

▼ -5% vs Prior Period

Items Observed
131,705

▼ -10% vs Prior Period

Department Summary
Keywords Observed
139,482

▲ 43% vs Prior Period

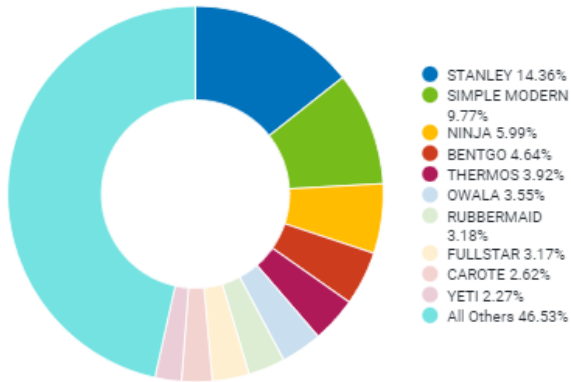
Sponsorship Activity
▲ 39.6%

71,824,753 Weekly Average

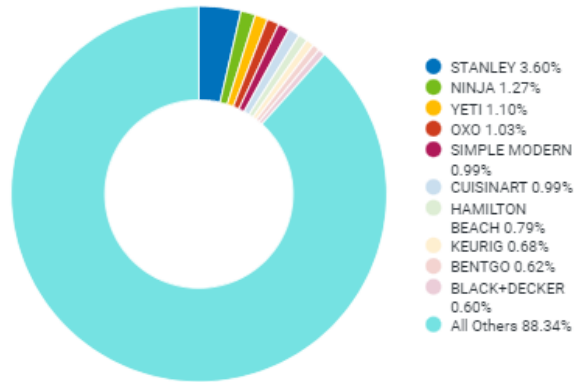
Organic Search Visibility
▲ 31.6%

30,339,396,381 Weekly Average

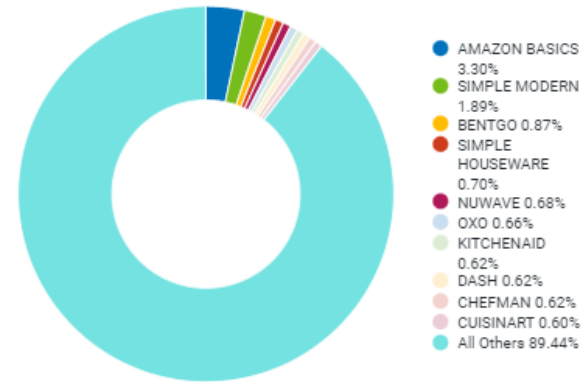
Top-Selling Brands



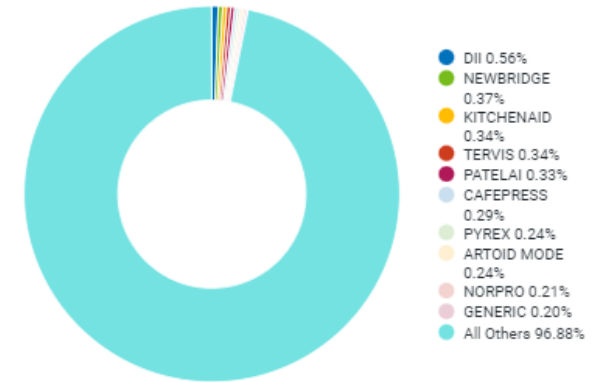
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee, ...
Stainless Steel
★★★★☆ ~ 22,664



Best Seller
Ninja AF101 Air Fryer that Crisps, Roasts, Reheats, & Dehydrates, for Quick, Easy Meals, 4 Quart Capacity, & High Gloss Finish, Grey
★★★★★ ~ 48,467



Overall Pick
Simple Modern 40 oz Tumbler with Handle and Straw Lid | Insulated Cup Reusable Stainless Steel Water Bottle Travel Mug...
★★★★★ ~ 19,826



Best Seller
Fullstar Vegetable Chopper - Spiralizer Vegetable Slicer - Onion Chopper with Container - Pro Food Chopper - Slicer Dicer Cutter - (4 ...
Plastic
★★★★★ ~ 91,338



Best Seller
Owala FreeSip Insulated Stainless Steel Water Bottle with Straw for Sports and Travel, BPA-Free, 24-oz, Very, Very Dark
★★★★★ ~ 24,137

Market Share Leaders:



Brands Observed

18,277

▼ -3% vs Prior Period

Items Observed

97,076

▼ -5% vs Prior Period

Department Summary
Keywords Observed

148,655

▲ 52% vs Prior Period

Sponsorship Activity

▲ 97.9%

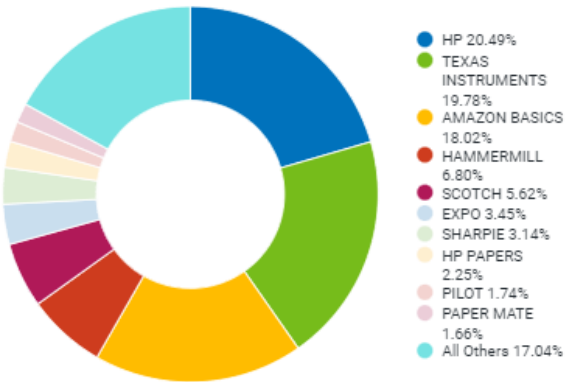
94,794,749 Weekly Average

Organic Search Visibility

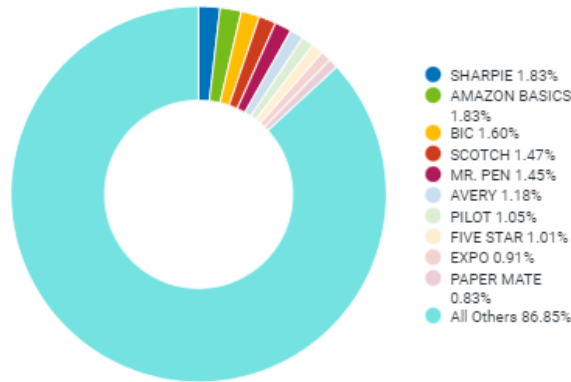
▲ 28.5%

23,067,263,604 Weekly Average

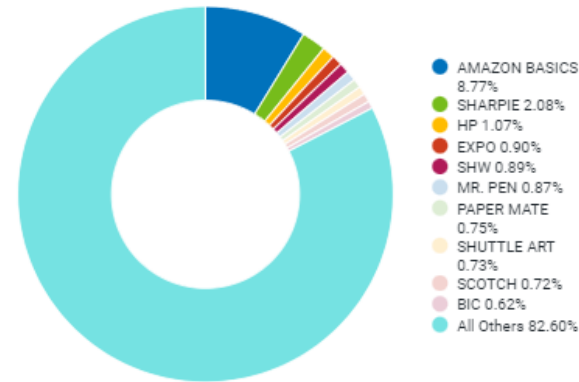
Top-Selling Brands



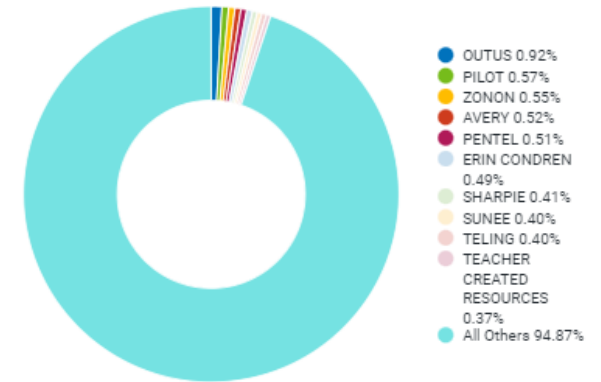
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

+10 colors/patterns
Texas Instruments TI-84 Plus CE Color Graphing Calculator, Black 7.5 Inch
★★★★★ ~ 41.3K+

Best Seller

Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 8 Ream (4,000 Sheets) - 92 Bright, Made in the USA
★★★★★ ~ 40.4K+

HP DeskJet 2755e Wireless Color inkjet-printer, Print, scan, copy, Easy setup, Mobile printing, Best-for home, Instant Ink with...
★★★★☆ ~ 35,123

Overall Pick

Amazon Basics Clear Thermal Laminating Sheets - 9 x 11.5-Inch, 200-Pack, 3mil
★★★★★ ~ 76,110

Overall Pick

HP 67 Black/Tri-color Ink Cartridges (2 Count - Pack of 1) | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 600...
★★★★★ ~ 43,472

Market Share Leaders:



Brands Observed

28,614

▼ -1% vs Prior Period

Items Observed

139,765

▼ -3% vs Prior Period

Department Summary
Keywords Observed

123,811

▲ 39% vs Prior Period

Sponsorship Activity

▲ 61.3%

51,219,539 Weekly Average

Organic Search Visibility

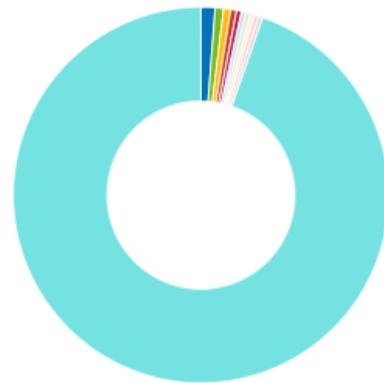
▲ 17.7%

16,376,595,816 Weekly Average

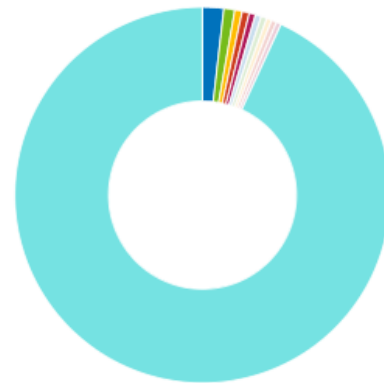
Top-Selling Brands



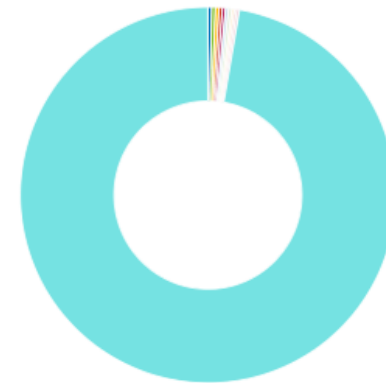
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



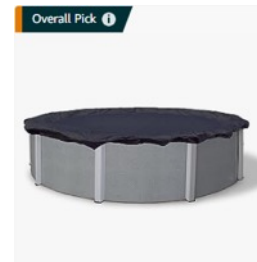
Top-Selling Items:



In The Swim Pool Closing Kit - Winterizing Chemicals for Above Ground and In-Ground Pools - Up to 15,000 Gallons White
★★★★☆ ~ 14,590



Katchy Indoor Insect Trap - Catcher & Killer for Mosquitos, Gnats, Moths, Fruit Flies - Non-Zapper Traps for Inside Your Ho...
★★★★☆ ~ 101,464



Blue Wave Bronze 8-Year 24-ft Round Above Ground Pool Winter Cover
★★★★☆ ~ 23,031



Coleman SaluSpa Inflatable Hot Tub Spa | Portable Hot Tub with Heated Water System and 140 Bubble Jets | Fits Up to 4 People
★★★★☆ ~ 9,511



Safer Home SH502 Indoor Plug-In Fly Trap for Flies, Fruit Flies, Moths, Gnats, and Other Flying Insects - 400 Sq Ft of Protection
★★★★☆ ~ 15,815

Market Share Leaders:



Brands Observed
18,252

▲ 3% vs Prior Period

Items Observed
100,117

▼ -2% vs Prior Period

Department Summary
Keywords Observed
70,318

▲ 54% vs Prior Period

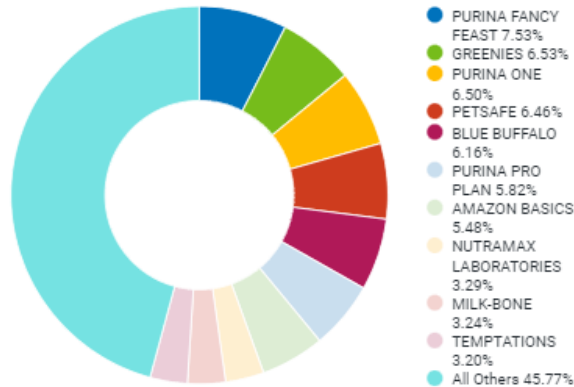
Sponsorship Activity
70.8%

46,937,268 Weekly Average

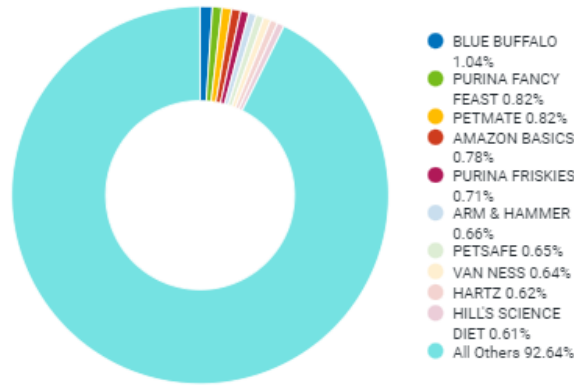
Organic Search Visibility
22.3%

15,256,561,278 Weekly Average

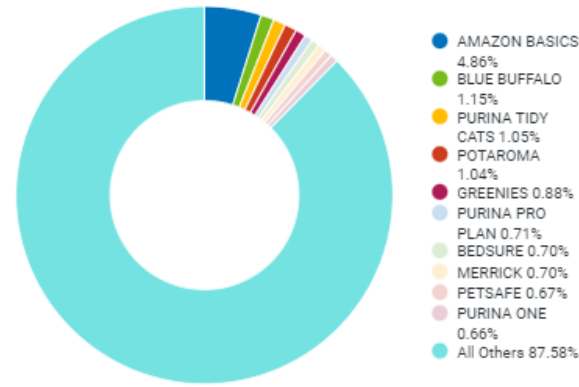
Top-Selling Brands



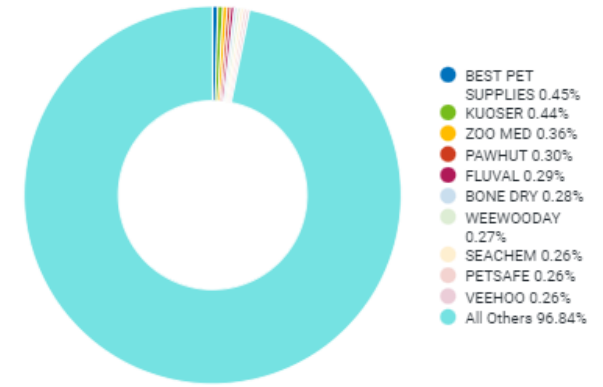
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Blue Buffalo Life Protection Formula Natural Adult Dry Dog Food, Chicken and Brown Rice 30-lb
4.7 ★★★★★ ~ (38,071)

Overall Pick

PetSafe ScoopFree Crystal Litter Tray Refills, Premium Blue Crystals, 3-Pack, Disposable Tray, Includes Leak Protection & Low...
★★★★★ ~ 35.8K+

Purina Pro Plan Sensitive Skin and Stomach Dog Food Salmon and Rice Formula - 30 lb. Bag
★★★★★ ~ 15,654

Best Seller

Amazon Basics Dog and Puppy Pee Pads with Leak-Proof Quick-Dry Design for Potty Training, Standard Absorbency, Regular...
★★★★★ ~ 183.6K+

Purina Fancy Feast Grain Free Pate Wet Cat Food Variety Pack, Seafood Classic Pate Collection and Poultry & Beef Collection
★★★★★ ~ 47

Market Share Leaders:



Brands Observed

605

▼ -11% vs Prior Period

Items Observed

5,814

▼ -10% vs Prior Period

Department Summary

Keywords Observed

9,816

▲ 913% vs Prior Period

Sponsorship Activity

▼ -9.8%

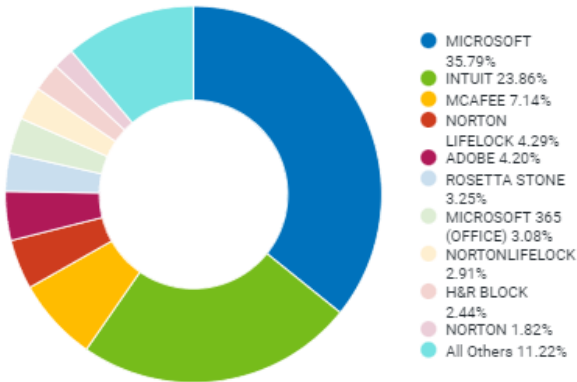
140,245 Weekly Average

Organic Search Visibility

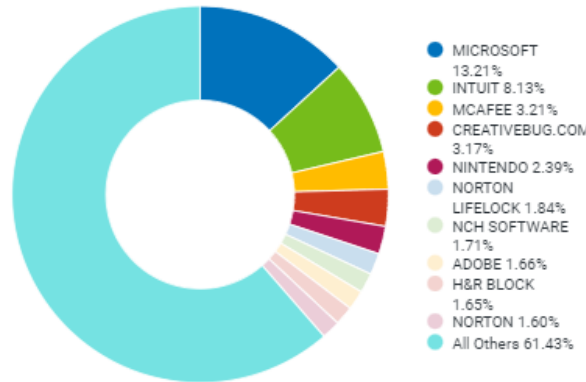
▲ 69.1%

60,790,555 Weekly Average

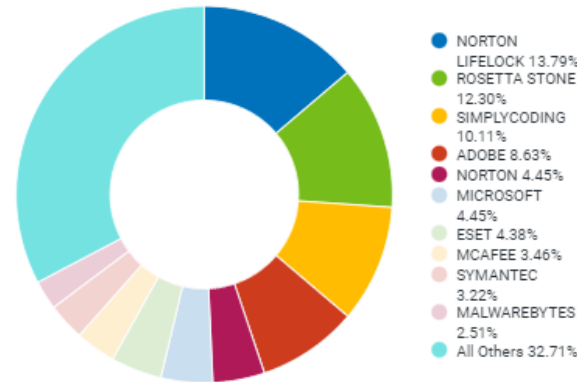
Top-Selling Brands



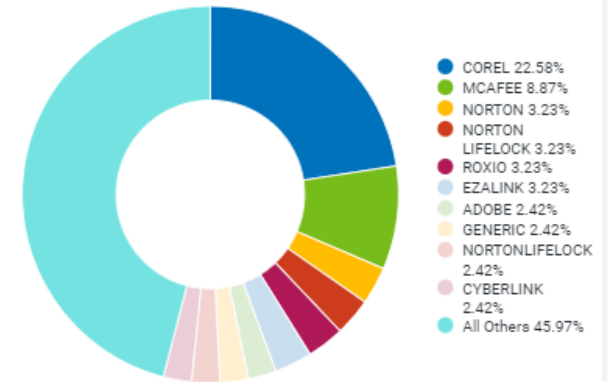
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

Microsoft Office Home & Student 2021 | Classic Apps: Word, Excel, PowerPoint | One-Time purchase for 1 PC/MAC | Instant Download by Microsoft

★★★★☆ ~ 4,665

Microsoft Office Home & Business 2021 | Word, Excel, PowerPoint, Outlook | One-time purchase for 1 PC or Ma...

by Microsoft

★★★★☆ ~ 602

2022

turbotax. Business

Partnerships, Corporations, LLCs, Trusts & Estates

FEDERAL

Windows

TurboTax Business 2022 Tax Software, Federal Only Tax Return, [Amazon Exclusive] [PC Download] by Intuit

★★★★☆ ~ 589

Overall Pick

Microsoft OEM System Builder | Windows 11 Pro | Intended use for new systems | Authorized by Microsoft

Dec 1, 2021

★★★★☆ ~ 687

Overall Pick

Microsoft System Builder | Windows 11 Home | Intended use for new systems | Install on a new PC | Branded by Microsoft

Dec 1, 2021

★★★★☆ ~ 687

Market Share Leaders: **amazonbasics**

Hydro Flask®

PREPARED HERO

IRON°FLASK

fitbit

Brands Observed

52,488

▼ -1% vs Prior Period

Items Observed

519,520

▼ -4% vs Prior Period

Department Summary
Keywords Observed

218,240

▲ 50% vs Prior Period

Sponsorship Activity

▲ 56.7%

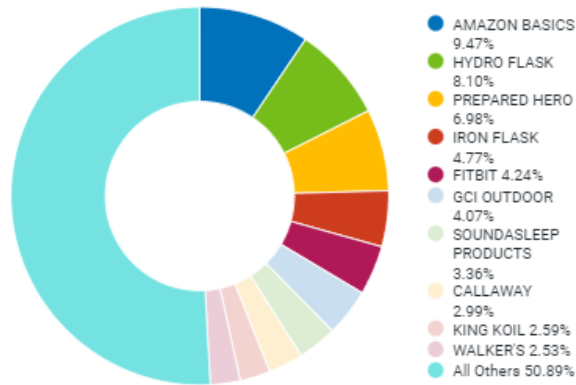
93,975,812 Weekly Average

Organic Search Visibility

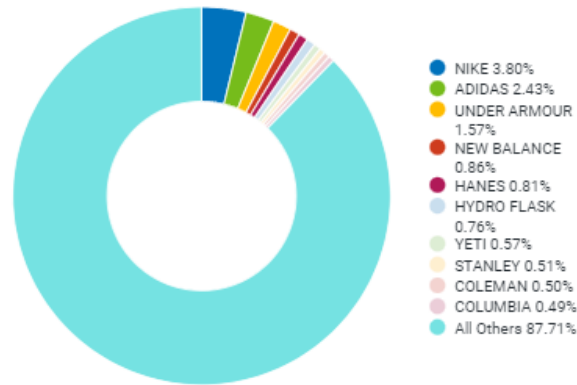
▲ 7.6%

35,797,059,340 Weekly Average

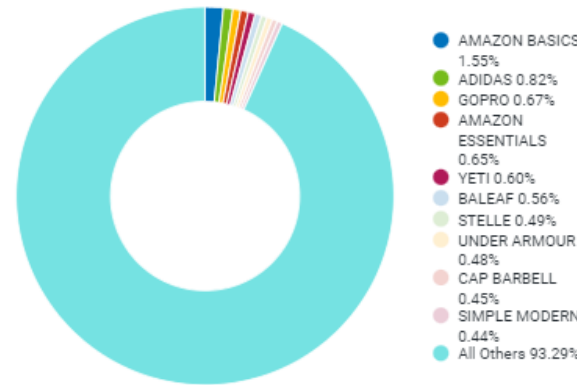
Top-Selling Brands



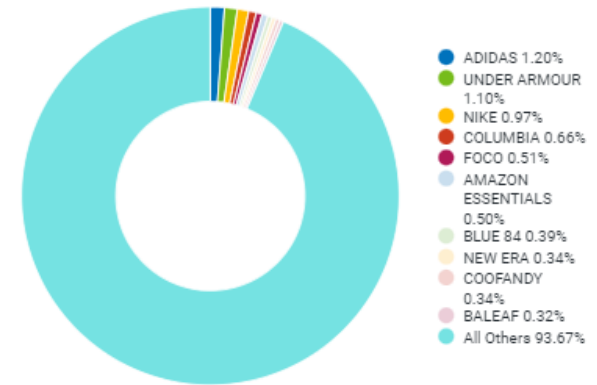
Top Brands in Organic Search



Top Brands in Paid Search



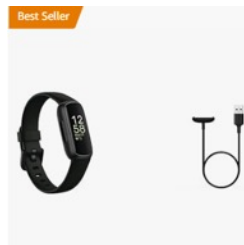
Top-Promoted Brands



Top-Selling Items:



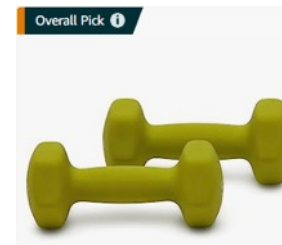
Overall Pick
Prepared Hero Emergency Fire Blanket - 4 Pack - Fire Suppression Blanket for Kitchen, 40" x 40" Fire Blanket for Home, Fiberglass Fire...
Red
★★★★★ ~ 2,782



Best Seller
Fitbit Inspire 3 Health & Fitness Tracker with Stress Management, Workout Intensity, Sleep Tracking & Inspire 3 Retail Charging Cable
★★★★★ ~ 1



GCI Outdoor Freestyle Rocker Portable Rocking Chair & Outdoor Camping Chair
Tent
★★★★★ ~ 76,941



Overall Pick
Amazon Basics Neoprene Workout Dumbbell
★★★★★ ~ 87,829



SoundAsleep Dream Series Luxury Air Mattress with ComfortCoil Technology & Built-in High Capacity Pump for Home & Camping- Doubl...
★★★★★ ~ 56,689

Market Share Leaders: **everydrop**

ring



Filtrete
Home Filtration Products

FRIGIDAIRE

Brands Observed

41,074

▼ -2% vs Prior Period

Items Observed

255,555

▼ -7% vs Prior Period

Department Summary

Keywords Observed

202,097

▲ 42% vs Prior Period

Sponsorship Activity

▲ 70.4%

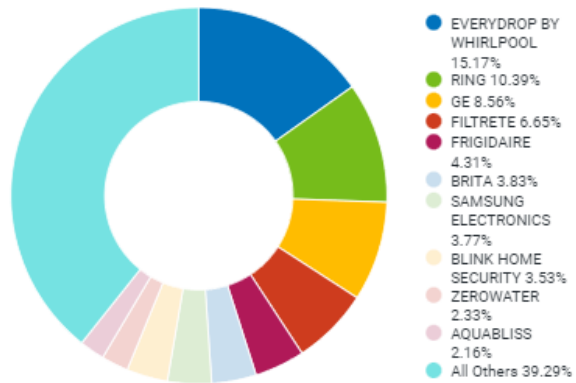
97,198,780 Weekly Average

Organic Search Visibility

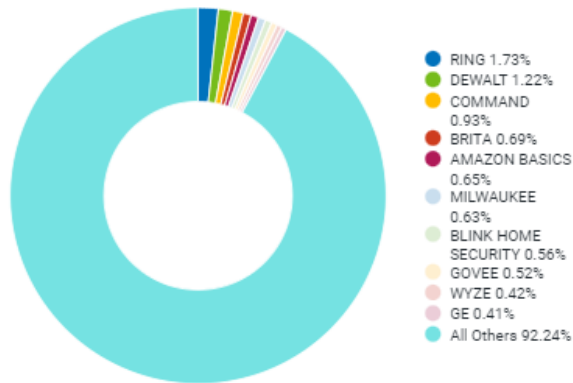
▲ 20.2%

30,116,553,992 Weekly Average

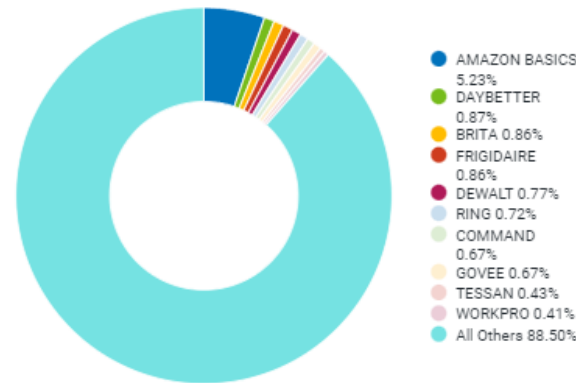
Top-Selling Brands



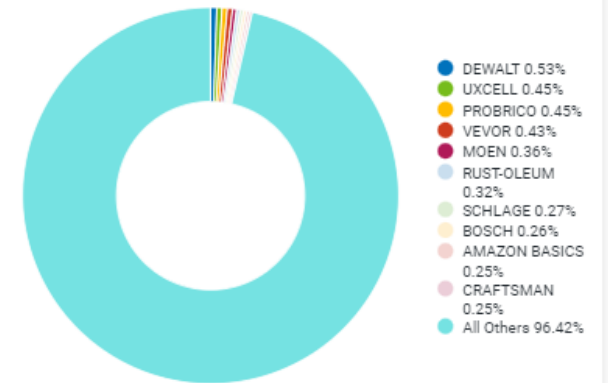
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Single-Pack, Purple
★★★★☆ ~ 87,200

Best Seller

Featured from Amazon brands
Ring Video Doorbell - 1080p HD video, real-time home monitoring, privacy controls, simple setup, Works with Alexa ...
★★★★☆ ~ 170.9K+

GE RPWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for...
★★★★☆ ~ 49.4K+

Best Seller

Filtrete 20x25x1 Air Filter, MPR 300, MERV 5, Clean Living Basic Dust 3-Month Pleated 1-Inch Air Filters, 6 Filters
★★★★☆ ~ 159,225

GE XWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for Best Results [...]
★★★★☆ ~ 21,945

Market Share Leaders:



Brands Observed

21,279

▼ -3% vs Prior Period

Items Observed

111,554

▲ 2% vs Prior Period

Department Summary
Keywords Observed

162,671

▲ 49% vs Prior Period

Sponsorship Activity

▲ 114.2%

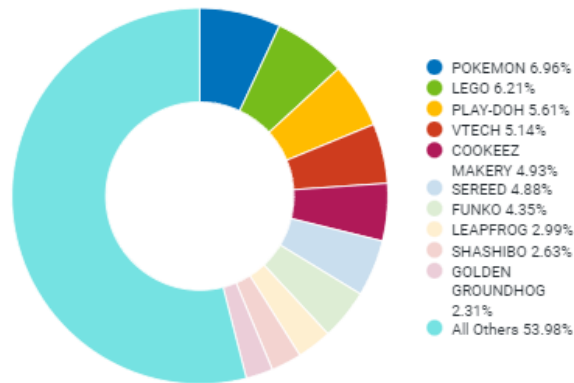
166,355,308 Weekly Average

Organic Search Visibility

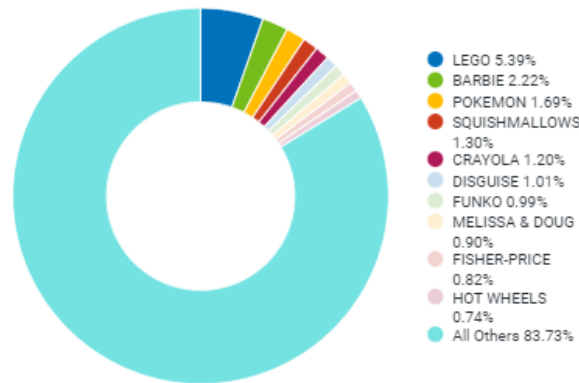
▲ 14.1%

30,329,259,254 Weekly Average

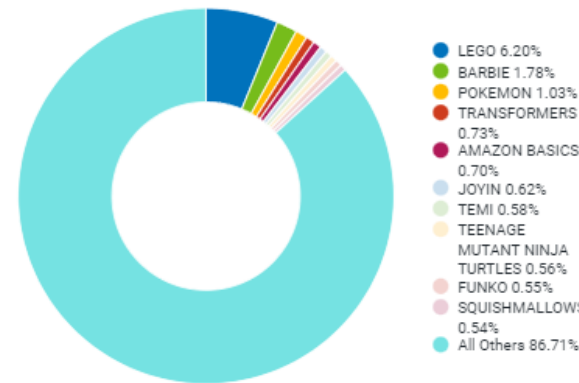
Top-Selling Brands



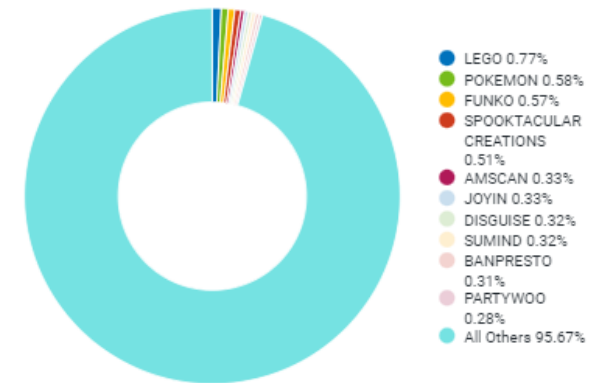
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands

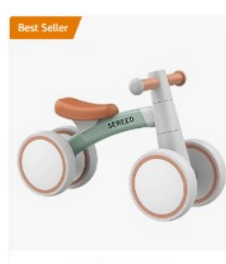


Top-Selling Items:



Best Seller
Cinnamon Treatz Oven. Mix & Make a Plush Best Friend! Place Your Dough in The Oven and Be Amazed When A Warm, Scented,...

★★★★★ ~ 104



Best Seller
SEREED Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler, 4 Wheels Toddler First Birthday Gifts

+8 colors/patterns
★★★★★ ~ 5K+



Best Seller
VTech Sit-to-Stand Learning Walker (Frustration Free Packaging) , Orange

★★★★★ ~ 89,308



Best Seller
LeapFrog Learning Friends 100 Words Book

★★★★★ ~ 128,642



Pokemon TCG Scarlet & Violet 3.5 Pokemon 151 Elite Trainer

★★★★★ ~ 73

Market Share Leaders:



Brands Observed

5,749

▲ 4% vs Prior Period

Items Observed

40,216

▲ 5% vs Prior Period

Department Summary

Keywords Observed

52,215

▲ 210% vs Prior Period

Sponsorship Activity

▲ 37.5%

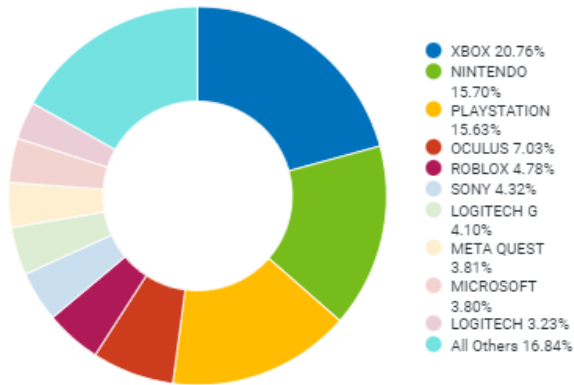
5,916,911 Weekly Average

Organic Search Visibility

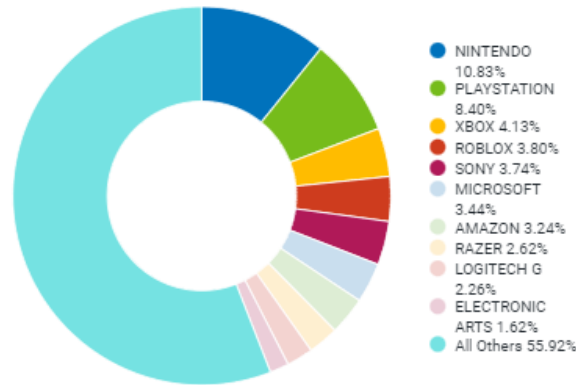
▲ 18.3%

5,624,681,867 Weekly Average

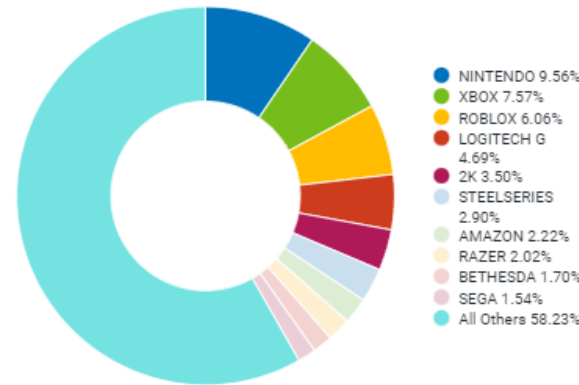
Top-Selling Brands



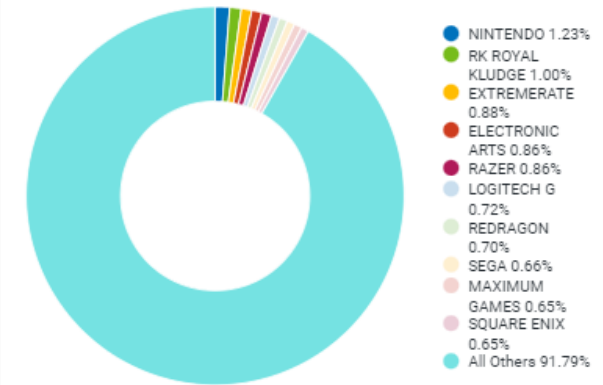
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

Xbox Series X
Nov 10, 2020
★★★★★ ~ 23.6K+

Overall Pick

Meta Quest 2 — Advanced All-In-One Virtual Reality Headset — 128 GB
by Meta Quest
★★★★★ ~ 84.4K+

PlayStation 5 Console – Marvel's Spider-Man 2 Limited Edition Bundle
Sep 1, 2023
★★★★★ ~ 89

Overall Pick

Nintendo Switch™ with Neon Blue and Neon Red Joy-Con™
Oct 14, 2022
★★★★★ ~ 4,597

PlayStation 5 Console (PS5)
PlayStation
★★★★★ 6,891

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