



Department Performance Report

SEPTEMBER 2023



<p>Generic</p> <p>Arts, Crafts, Sewing</p>	<p>Auto, Tires and Industrial</p>	<p>Baby</p>	<p>NIOXIN</p> <p>Beauty</p>
<p>Clothing</p>	<p>Electronics</p>	<p>Produce Unbranded</p> <p>Food & Grocery</p>	<p>Health</p>
<p>Home</p>	<p>Home Improvement</p>	<p>Household Essentials</p>	<p>Office Supplies</p>
<p>Party & Occasions</p>	<p>Patio & Garden</p>	<p>Personal Care</p>	<p>Pets</p>
<p>Premium Beauty</p>	<p>Sports & Outdoors</p>	<p>Toys & Outdoor Play</p>	<p>Video Games</p>

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Report Overview

This report provides a holistic overview of each major department at Walmart. 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 Walmart. 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 Walmart (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.

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
- Auto, Tires & Industrials.....2
- Baby.....3
- Beauty.....4
- Clothing5
- Electronics.....6
- Food & Grocery..... 7
- Health 8
- Home, Furniture & Appliances.....9
- Home Improvement 10
- Household Essentials.....11
- Office Supplies 12
- Party & Occasions 13
- Patio & Garden 14
- Personal Care15
- Pets16
- Premium Beauty.....17
- Sports & Outdoors 18
- Toys & Outdoor Play..... 19
- Video Games20



Market Share Leaders:

Generic



Brands Observed

6,155

▲ 1% vs Prior Period

Items Observed

48,918

▲ 18% vs Prior Period

Department Summary

Keywords Observed

97,467

▲ 20% vs Prior Period

Sponsorship Activity

▼ -10.2%

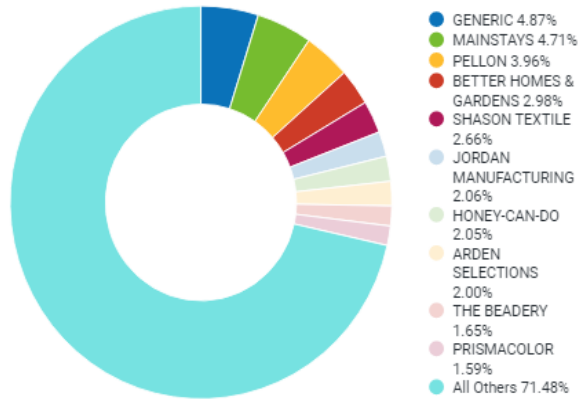
9,819,208 Weekly Average

Organic Search Visibility

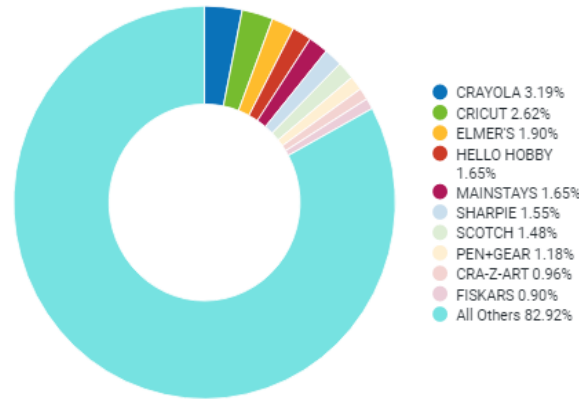
▲ 5.2%

3,521,139,706 Weekly Average

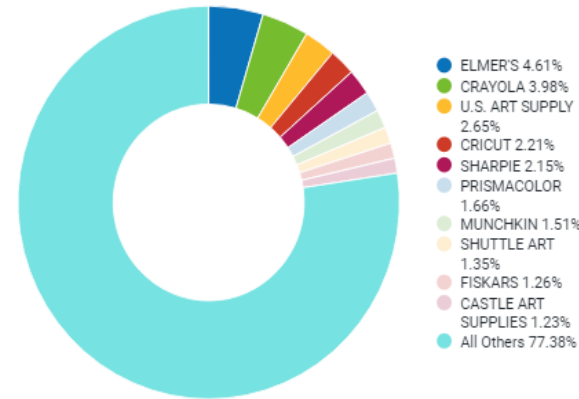
Top-Selling Brands



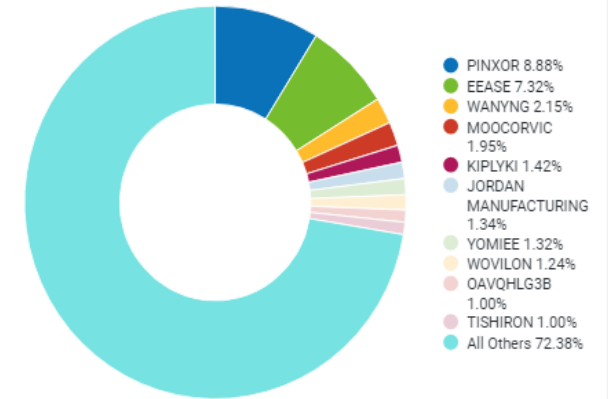
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$10¹⁶

The Beadery Soft Pastel Color Bead Box, 2300 Plastic Matte Pony Beads- Unisex- 6263

★★★★★ 73



+ Add

\$19⁹⁸

Apple Barrel 2 oz Multi-color Satin Acrylic Craft Paint (24 Pieces)

★★★★★ 211



+3 options

\$0⁹⁶

More options from \$0.86

5x7 Round Photo Card Stock 120 lb. - Over 1,000 Designs Available

★★★★☆ 250

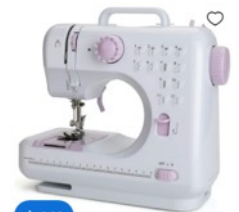


+ Add

\$5³⁵

Prismacolor Premier Kneaded Rubber Gray Eraser, Medium, 1 Count

★★★★☆ 10



+ Add

Now \$39⁹⁹ \$79.96

12 Stitches Sewing Machine MultiFunctional Mini Portable Sewing Machine for Adults and Kids

★★★★★ 151

Market Share Leaders:



Brands Observed

13,949

▲ 40% vs Prior Period

Items Observed

429,669

▲ 207% vs Prior Period

Department Summary
Keywords Observed

104,704

▲ 23% vs Prior Period

Organic Search Visibility

▲ 5.0%

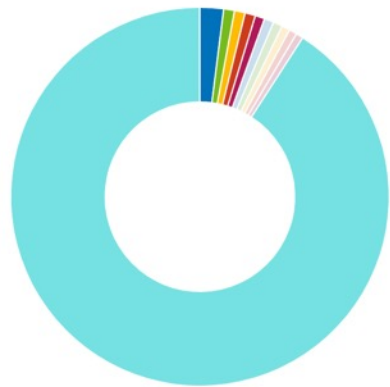
3,856,370,728 Weekly Average

Sponsorship Activity

▼ -17.1%

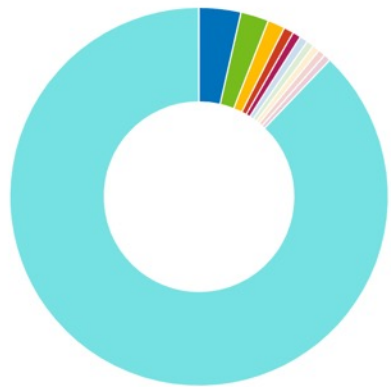
10,274,733 Weekly Average

Top-Selling Brands



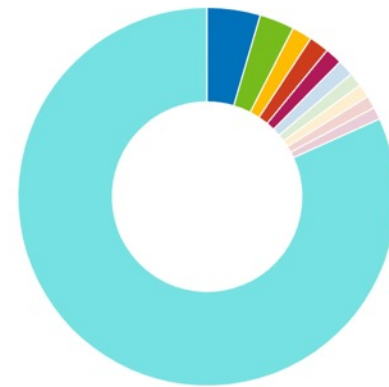
- DORMAN 2.02%
- RUGGED RIDGE 0.92%
- ACDELCO 0.91%
- FRAM 0.88%
- SYLVANIA 0.82%
- GO-PARTS 0.80%
- MOBIL 1 0.79%
- MOPAR 0.71%
- STANDARD MOTOR PRODUCTS 0.66%
- REPLACEMENT 0.64%
- All Others 90.84%

Top Brands in Organic Search



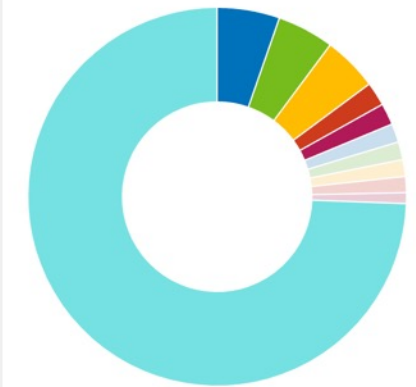
- HYPER TOUGH 3.57%
- AUTO DRIVE 2.42%
- HART 1.47%
- ENERGIZER 0.85%
- EVERSTART 0.70%
- OZARK TRAIL 0.69%
- RAIN-X 0.64%
- SUPER TECH 0.61%
- APPLE 0.61%
- CAMCO 0.59%
- All Others 87.84%

Top Brands in Paid Search



- HYPER TOUGH 4.55%
- HART 2.98%
- YADA 1.71%
- VEVOR 1.71%
- JAY LENO'S GARAGE 1.46%
- BLUETTI 1.38%
- ADVIL 1.21%
- DURACELL 1.15%
- BOSE 1.08%
- BOSS AUDIO SYSTEM 1.05%
- All Others 81.73%

Top-Promoted Brands



- POWER STOP 5.35%
- KAI 4.84%
- MAXPEEDINGRODS 4.67%
- EEASE 2.04%
- UNITY AUTOMOTIVE 1.84%
- AUXITO 1.60%
- LEDKINGDOMUS 1.52%
- DB ELECTRICAL 1.43%
- REPLACEMENT 1.37%
- DORMAN 0.93%
- All Others 74.41%

Top-Selling Items:



\$2797 17.5 c/fl oz
Mobil 1 Advanced Fuel Economy Full Synthetic Motor Oil 0W-20, 5 qt
★★★★★ 1180



Now \$2997 \$40.99 18.7 c/fl oz
Mobil 1 Extended Performance Full Synthetic Motor Oil 0W-20, 5 qt
★★★★★ 709



\$2797 17.5 c/fl oz
Mobil 1 High Mileage Full Synthetic Motor Oil 5W-30, 5 qt
★★★★★ 885



\$2797 17.5 c/fl oz
Mobil 1 FS European Car Formula Full Synthetic Motor Oil 0W-40, 5 qt
★★★★★ 1020



Now \$2797 \$40.99 17.5 c/fl oz
Mobil 1 Extended Performance Full Synthetic Motor Oil 5W-30, 5 qt
★★★★★ 831

Market Share Leaders:



WONDER NATION

Pamo Babe



Brands Observed

6,939

▲ 262% vs Prior Period

Items Observed

54,870

▲ 514% vs Prior Period

Department Summary

Keywords Observed

119,862

▲ 31% vs Prior Period

Sponsorship Activity

▲ 0.6%

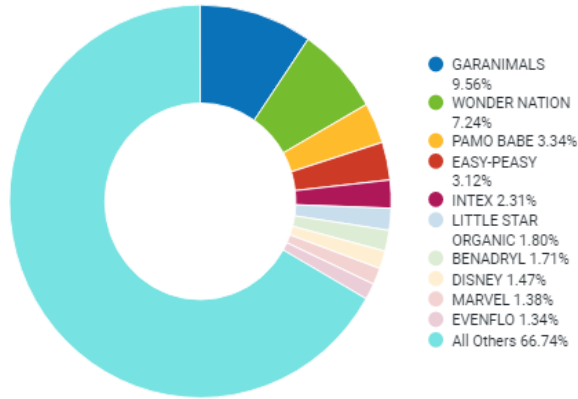
12,943,490 Weekly Average

Organic Search Visibility

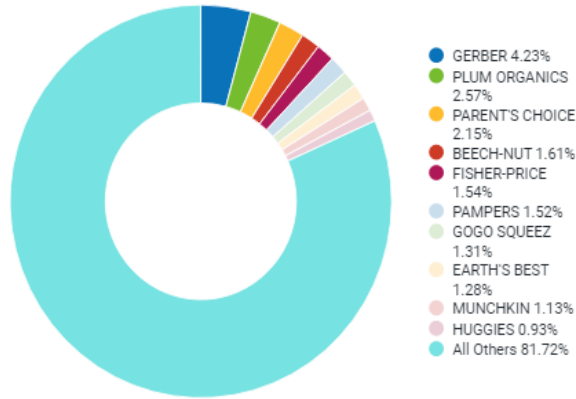
▼ -16.7%

8,250,448,003 Weekly Average

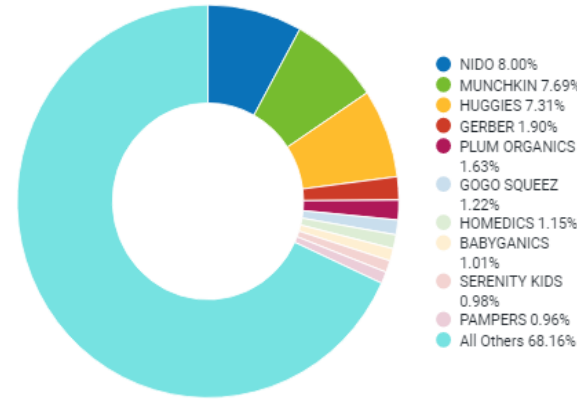
Top-Selling Brands



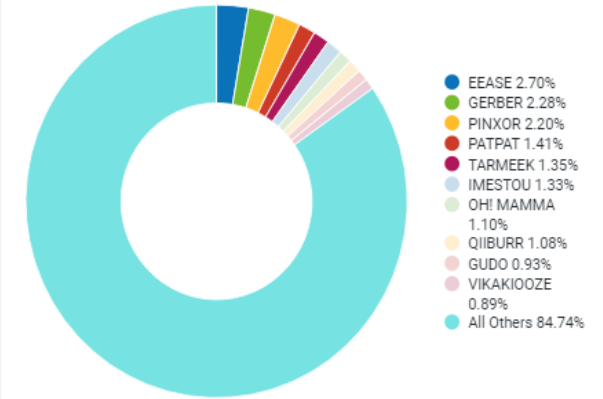
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands

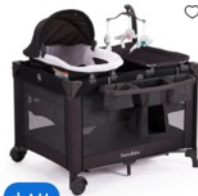


Top-Selling Items:



+ Add

Now \$35⁶⁹ \$44.99
Intex Mini Frame Pool, Blue
★★★★★ 291



+ Add

Now \$94⁹⁹ \$169.99
Pamo Babe Unisex Nursery Center
Playard with Bassinet & Changing Table,
Black
★★★★★ 466



Options

\$9⁹⁶
Options from \$9.96 - \$10.32
Wonder Nation Toddler Girls School
Uniform Short Sleeve Interlock Polo
Shirt, 2-Pack
★★★★★ 30



+ Add

\$12⁸⁹
Children's Benadryl Allergy Liquid
Cherry 8 oz
★★★★★ 207



+ Add

\$27⁶³
Move Free Type II Collagen, Boron &
HA Ultra Triple Action Tablets, Move
Free (75 Count In A Bottle) 1 ea
★★★★★ 2291

Market Share Leaders:

NIOXIN

MATRIX

O·P·I

PAUL MITCHELL
PROFESSIONAL SALON PRODUCTS

LANBENA

Brands Observed

9,445

▲ 17% vs Prior Period

Items Observed

84,648

▲ 32% vs Prior Period

Department Summary

Keywords Observed

109,201

▲ 34% vs Prior Period

Sponsorship Activity

▲ 24.8%

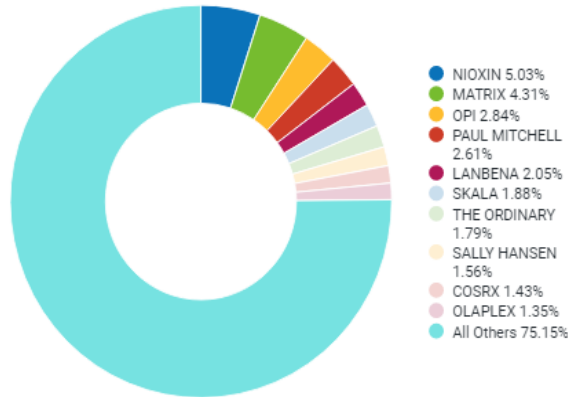
23,149,609 Weekly Average

Organic Search Visibility

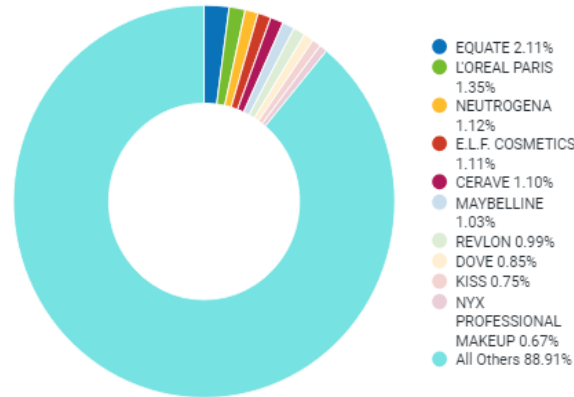
▼ -22.0%

17,069,776,766 Weekly Average

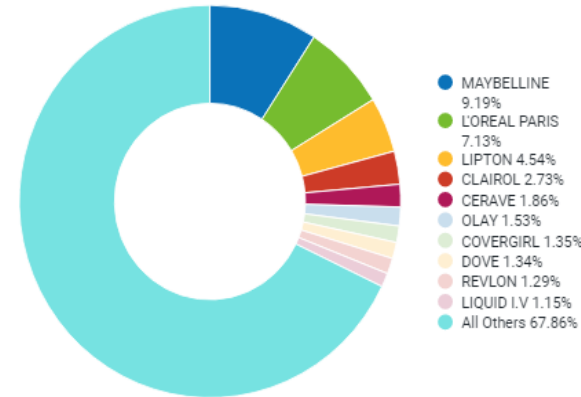
Top-Selling Brands



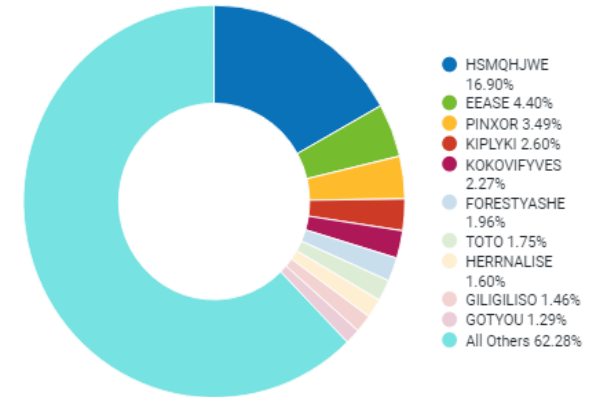
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$14⁰⁰
Hair Treatment Mask for Curly Hair Expert Skala 1kg
★★★★☆ 17



\$10⁶⁴
LANBENA Blackhead Remover Nose Pore Shrink Black Peeling Acne Deep Cleansing Skin Care + 60Pcs Paper
★★★★☆ 69



Now \$2⁹⁵ \$5.99 +\$4.04 shipping
Daylee Naturals Mesh Bath Pouf Sponge 4 Pack
★★★★☆ 136



\$43⁸⁸
MoroccanOil Treatment 3.4 oz
★★★★☆ 77



Now \$11⁹⁵ \$17.95
OPI - NAIL ENVY - STRENGTHENER ORIGINAL ~ 0.5 FL OZ
★★★★☆ 261

Market Share Leaders:



Brands Observed
15,935
▲ 47% vs Prior Period

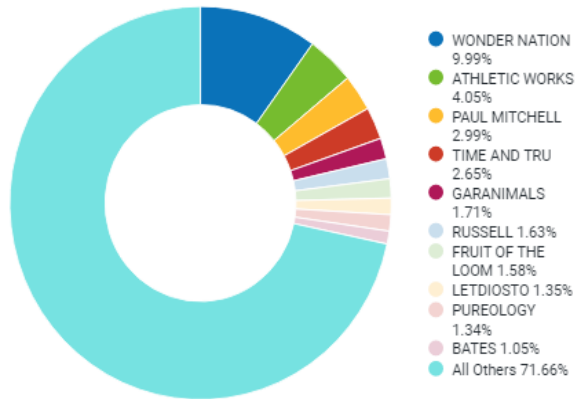
Items Observed
252,209
▲ 73% vs Prior Period

Department Summary
Keywords Observed
191,176
▲ 41% vs Prior Period

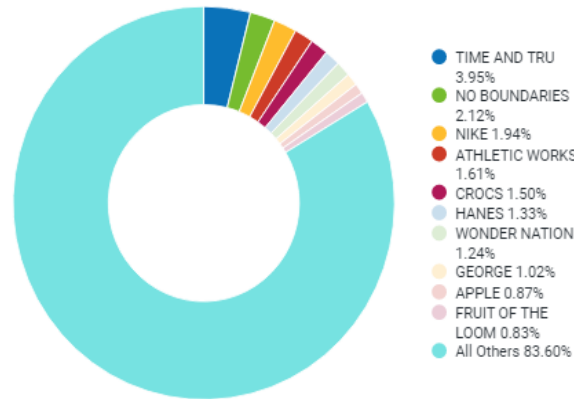
Sponsorship Activity
▼ -23.1%
32,927,244 Weekly Average

Organic Search Visibility
▼ -14.7%
19,716,583,957 Weekly Average

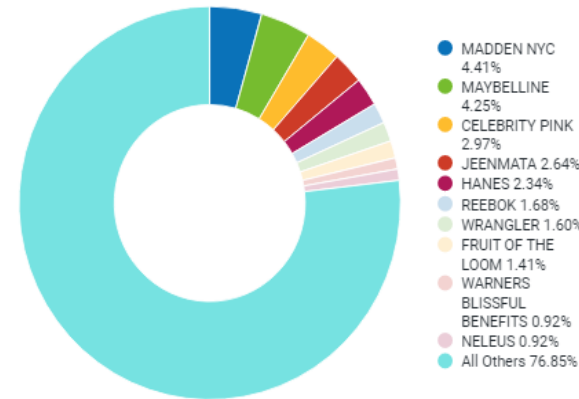
Top-Selling Brands



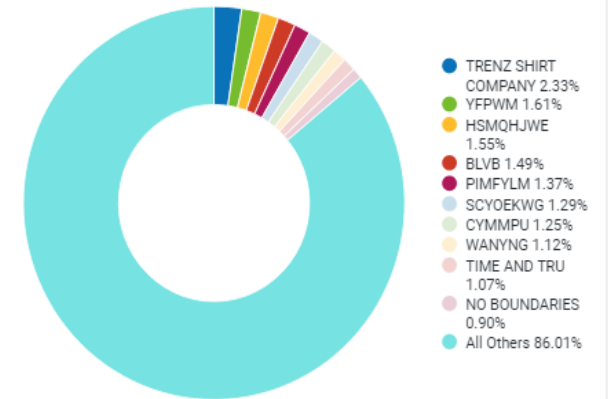
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$20⁴⁹
Paul Mitchell Tea Tree Shaping Cream 3 oz
★★★★★ 38



Now \$15³⁹ ~~\$26.69~~
More options from \$12.73
LETDIOSTO Women's Plus Size Tops Short Sleeve Shirts Lace Pleated Tunic Casual Tee Blouses M-4XL
★★★★★ 805



\$28⁹⁹
More options from \$20.99
ppyoung Women's Summer Casual T-shirt Dresses Short Sleeve Boho Beach Dress
★★★★★ 1193



\$39⁸⁹
More options from \$38.89
Women's Velour Sweatsuits Outfits Long Sleeve Crop Hoodie Jackets Pants with Pockets Tracksuit 2 Piece Joggers Set
★★★★★ 1



\$64⁹⁷
Pureology Hydrate Shampoo 9 oz & Hydrate Conditioner 9 oz Combo Pack
★★★★★ 50

Market Share Leaders:



Brands Observed

11,231

▲ 5% vs Prior Period

Items Observed

141,495

▲ 28% vs Prior Period

Department Summary

Keywords Observed

99,837

▲ 20% vs Prior Period

Sponsorship Activity

▼ -6.8%

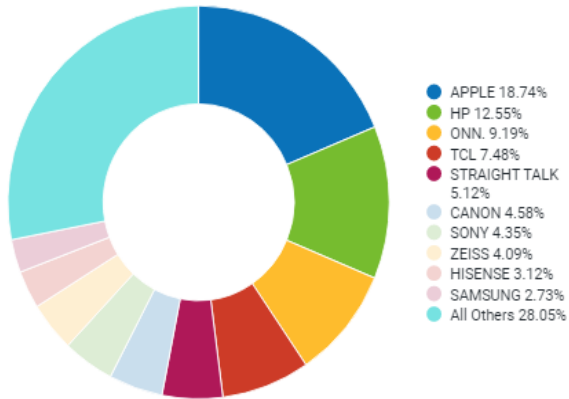
23,484,643 Weekly Average

Organic Search Visibility

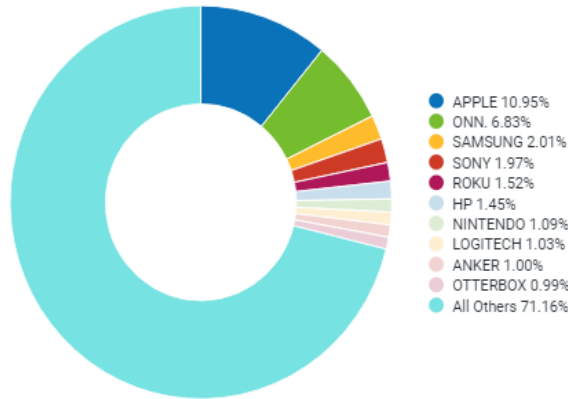
▲ 14.7%

12,693,201,409 Weekly Average

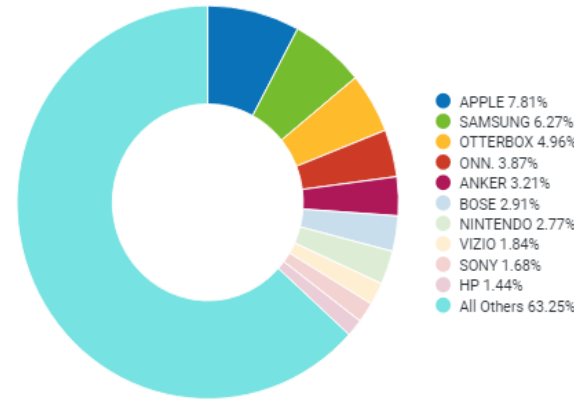
Top-Selling Brands



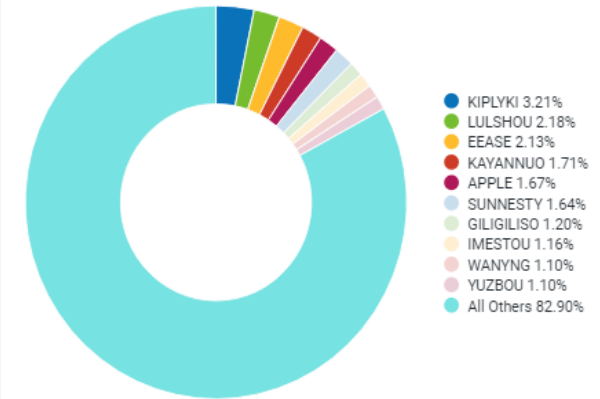
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

Now **\$199⁰⁰** ~~\$249⁰⁰~~
 Apple AirPods Pro (2nd Generation) - Lightning
 ★★★★★ 3025

+ Add

\$248⁰⁰
 TCL 55" Class 4-Series 4K UHD HDR Smart Roku TV - 55S451
 ★★★★★ 9542

+ Add

\$494⁹⁹
 Sony PlayStation 5 Video Game Console
 ★★★★★ 2378

+ Add

Now **\$99⁰⁰** ~~\$129⁰⁰~~
 Apple AirPods with Charging Case (2nd Generation)
 ★★★★★ 22000

+ Add

\$218⁰⁰
 onn. 50 Class 4K UHD (2160P) LED Roku Smart TV HDR (100012585)
 ★★★★★ 10064

Market Share Leaders:

Produce
Unbranded



Brands Observed
11,127
▲ 15% vs Prior Period

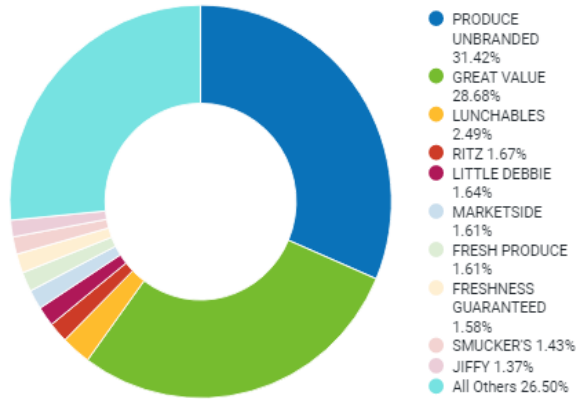
Items Observed
110,402
▲ 57% vs Prior Period

Department Summary
Keywords Observed
106,550
▲ 45% vs Prior Period

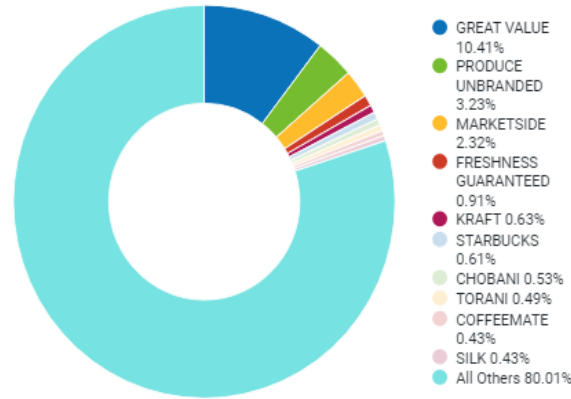
Sponsorship Activity
▲ 170.0%
25,789,827 Weekly Average

Organic Search Visibility
▲ 31.7%
118,286,465,073 Weekly Average

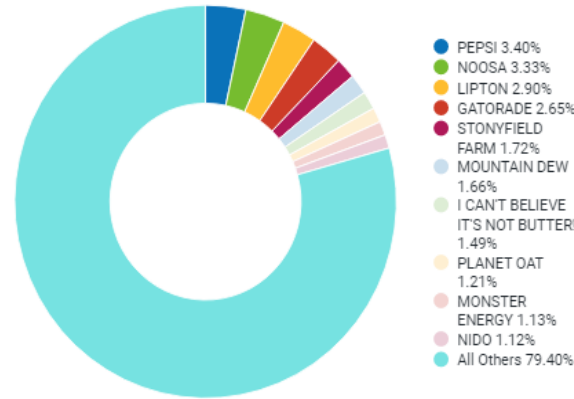
Top-Selling Brands



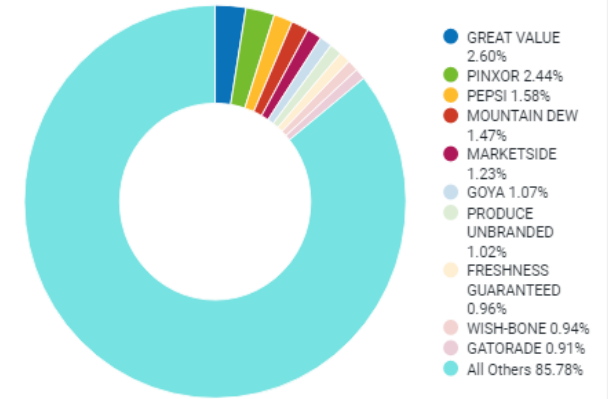
Top Brands in Organic Search



Top Brands in Paid Search



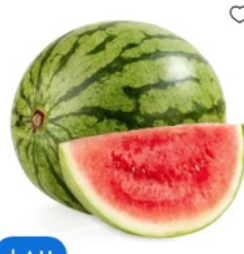
Top-Promoted Brands



Top-Selling Items:



\$0.50
Fresh Sweet Corn on the Cob (1 each)



\$6.27
Fresh Seedless Watermelon, Each



\$1.46 7.3 c/oz
Great Value White Sandwich Bread, 20 oz



\$0.27 each 58.0 c/lb
Final cost by weight
Fresh Banana Fruit, Each



\$3.58 11.2 c/oz
Great Value Taters, Seasoned, Shredded Potatoes, 32 oz Bag (Frozen)

Market Share Leaders:



Brands Observed
11,614
▲ 3% vs Prior Period

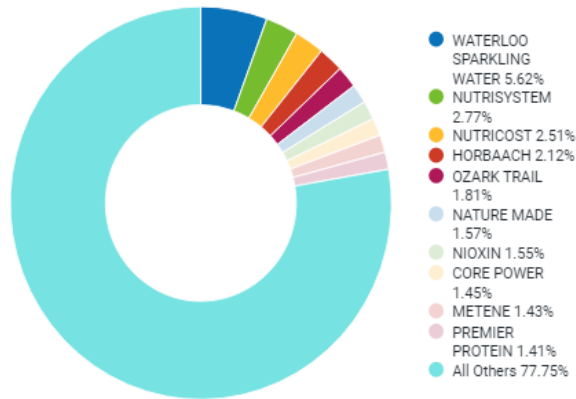
Items Observed
86,163
▲ 16% vs Prior Period

Department Summary
Keywords Observed
163,922
▲ 35% vs Prior Period

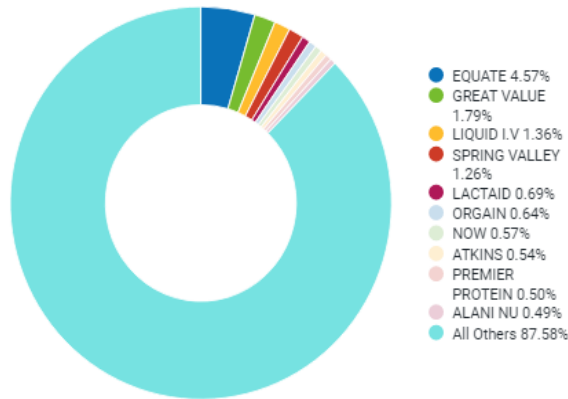
Sponsorship Activity
▲ 13.8%
22,795,577 Weekly Average

Organic Search Visibility
▼ -11.4%
24,009,482,350 Weekly Average

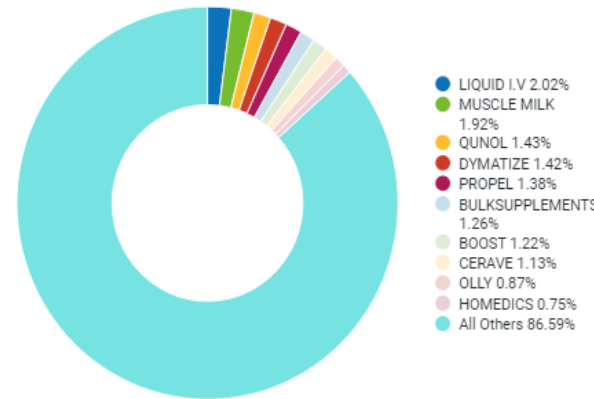
Top-Selling Brands



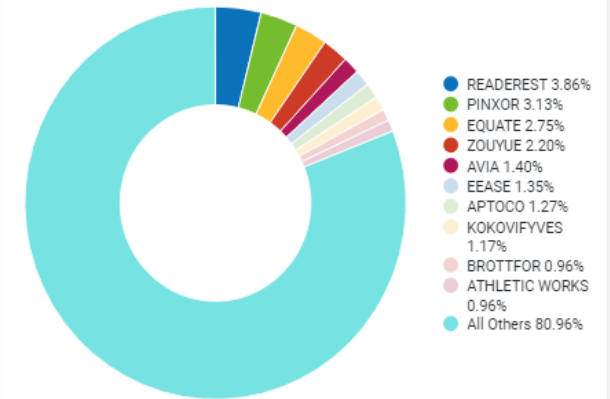
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$38.44
Core Power Elite 42g Protein Shake, Chocolate, 14 Fluid Ounce (Pack of 8)
★★★★★ 355



Now \$22.99 \$38.99
Metene AGM-5135 Blood Glucose Monitor Kit, 100 Glucometer Strips, 100 Lancets, 1 Blood Sugar Monitor, 1...
★★★★★ 655



\$10.64
LANBENA Blackhead Remover Nose Pore Shrink Black Peeling Acne Deep Cleansing Skin Care + 60Pcs Paper
★★★★★ 69



\$15.98 66.6 ¢/ea
Waterloo Sparkling Water, Lemon-Lime, 12 fl oz, 24 Pack Cans
★★★★★ 407



\$29.99
BUILT Bar Protein Bar, Gluten Free, Low Sugar, Variety Pack, 12 Bar Box
★★★★★ 78

Market Share Leaders:



Brands Observed

24,282

▲ 14% vs Prior Period

Items Observed

346,448

▲ 30% vs Prior Period

Department Summary
Keywords Observed

248,582

▲ 34% vs Prior Period

Organic Search Visibility

▼ -23.2%

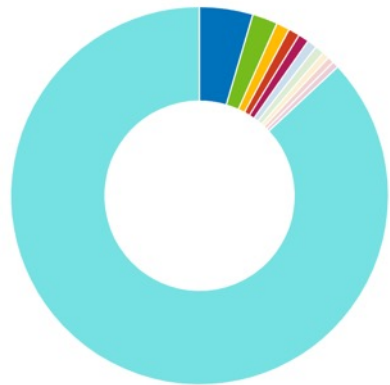
31,723,976,172 Weekly Average

Sponsorship Activity

▼ -18.9%

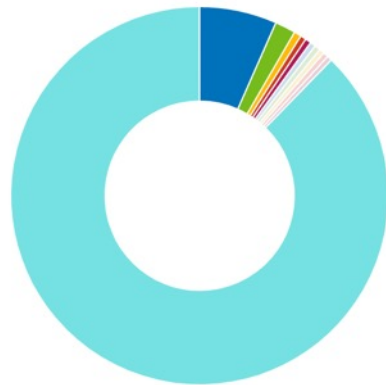
39,555,117 Weekly Average

Top-Selling Brands



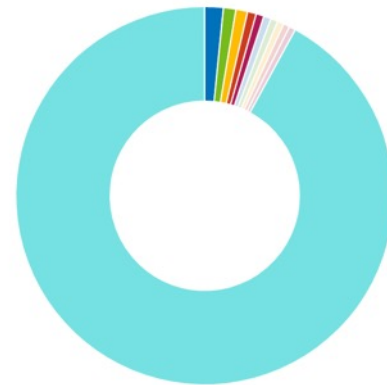
- MAINSTAYS 4.57%
- BETTER HOMES & GARDENS 2.17%
- SAFAVIEH 1.14%
- THE PIONEER WOMAN 0.97%
- PERSONALIZED PLANET 0.91%
- GENERIC 0.83%
- ONLINE 0.80%
- BAXTON STUDIO 0.58%
- BISSELL 0.56%
- YOUR ZONE 0.54%
- All Others 86.94%

Top Brands in Organic Search



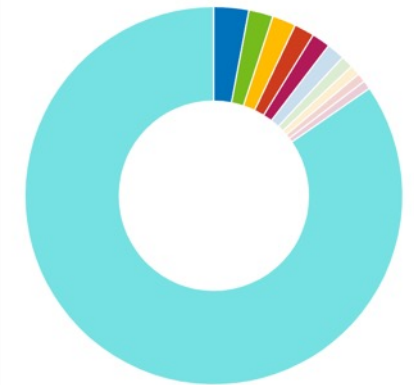
- MAINSTAYS 6.62%
- BETTER HOMES & GARDENS 1.77%
- STERILITE 0.62%
- THE PIONEER WOMAN 0.50%
- RUBBERMAID 0.49%
- WILTON 0.49%
- NESPRESSO 0.48%
- FARBERWARE 0.46%
- HAMILTON BEACH 0.43%
- STANLEY 0.42%
- All Others 87.74%

Top Brands in Paid Search



- L'OREAL PARIS 1.59%
- HOMFA 1.06%
- BOSE 1.01%
- NEXTFUR 0.74%
- COSTWAY 0.67%
- MLILY 0.64%
- SIHOO 0.60%
- DYSON 0.56%
- DECONOVO 0.54%
- CORELLE 0.54%
- All Others 92.05%

Top-Promoted Brands



- EEASE 2.99%
- MOOCORVIC 2.07%
- VIKAKIOOZE 2.03%
- YOMIEE 1.74%
- PINXOR 1.57%
- OAVQHLG3B 1.55%
- SOAC 1.06%
- MAINSTAYS 0.89%
- BETTER HOMES & GARDENS 0.75%
- EUROCO 0.74%
- All Others 84.60%

Top-Selling Items:

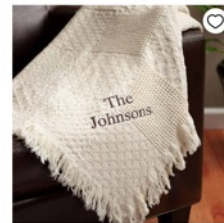


\$944

Options from \$9.44 - \$21.94

Mainstays Ultra Soft High Quality MicroFiber Bed Sheet Set, Twin/Twin XL Arctic White, 3 Piece

★★★★★ 12096

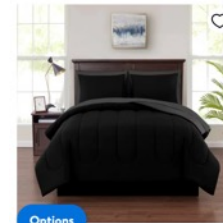


\$2909

Options from \$29.09 - \$32.95

Personalized Throw - Woven Block Font

★★★★★ 15



\$3696

More options from \$2996

Mainstays 7-Piece Bed in a Bag, Black, Queen

★★★★★ 6045



\$2496

Mainstays 3-Shelf Bookcase with Adjustable Shelves, True Black Oak

★★★★★ 3766



Now \$3998 \$499.00

Big Joe Joey Bean Bag Chair, Multiple Colors - 28.5" x 24.5" x 26.5"

★★★★★ 2252

Market Share Leaders:



Brands Observed

17,877

▲ 14% vs Prior Period

Items Observed

195,534

▲ 43% vs Prior Period

Department Summary
Keywords Observed

118,887

▲ 19% vs Prior Period

Organic Search Visibility

▲ 1.2%

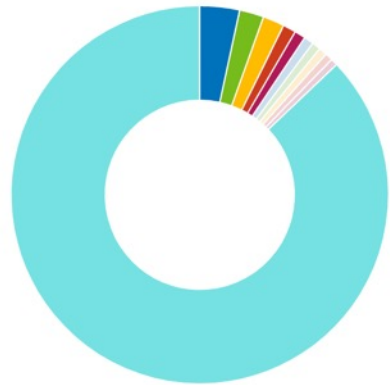
7,205,929,535 Weekly Average

Sponsorship Activity

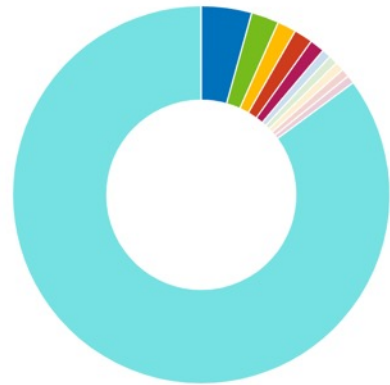
▼ -8.3%

15,923,859 Weekly Average

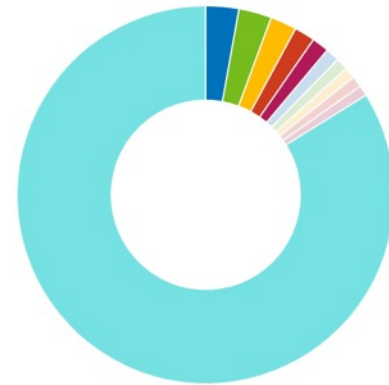
Top-Selling Brands



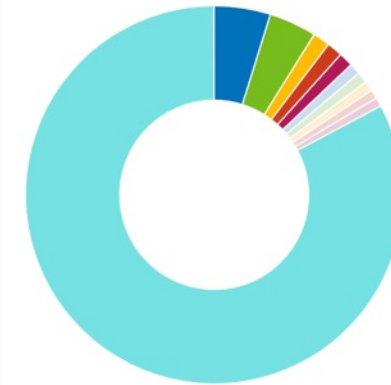
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$13⁰⁰
American Maid 5 gal Water Bottle, BPA Free, Durable, for Top and Bottom Load Water Dispensers
★★★★☆ 1939



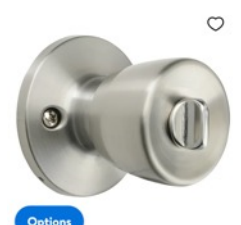
\$10⁴⁷
Hyper Tough Keyed Entry Stainless Steel Tulip Doorknob
★★★★★ 617



\$14⁸⁷
Flex Seal Aerosol Liquid Rubber Sealant Coating, 14 oz, Clear
★★★★★ 1403



\$24⁹⁹ \$8.33/ea
More options from \$17.01
PUR PLUS Water Pitcher Replacement Filter with Lead Reduction, 3 Pack, PPF951K3
★★★★★ 1137



\$9⁹⁷
Hyper Tough Interior Privacy Tulip Style Doorknob, Stainless Steel
★★★★★ 180

Market Share Leaders:



Energizer



Kleenex

Brands Observed

4,228

▲ 22% vs Prior Period

Items Observed

33,156

▲ 46% vs Prior Period

Department Summary

Keywords Observed

50,537

▼ -3% vs Prior Period

Sponsorship Activity

▲ 7.1%

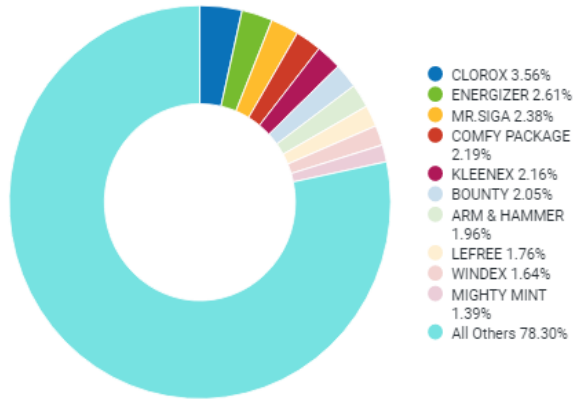
5,683,475 Weekly Average

Organic Search Visibility

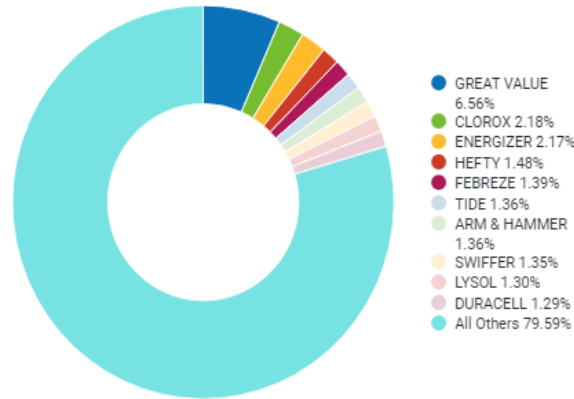
▼ -41.9%

5,821,531,898 Weekly Average

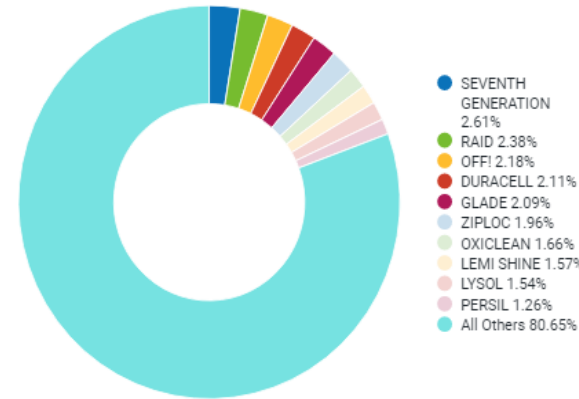
Top-Selling Brands



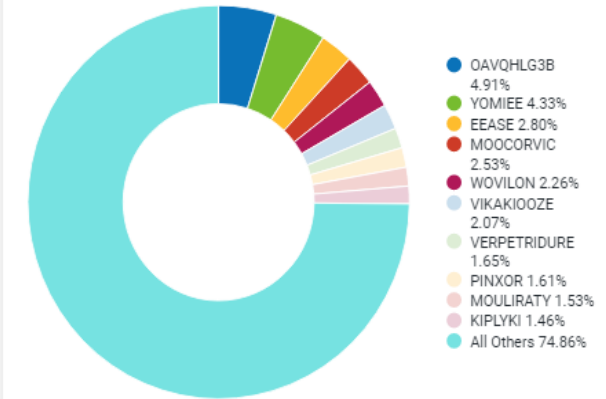
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Options

\$2⁶⁹ +\$2.99 shipping

More options from \$1.99

BKFYDLS Household Cleaning Supplies
Mop and, 14PCS Kitchen Cleaning
Sponges Eco Non-Scratch for Dish...
★★★★☆ 41



+ Add

Now \$7⁹⁹ \$29.99 +\$5.99 shipping
Clearance! Butane Torch, Refillable
Kitchen Torch Lighter with Safety Lock
& Adjustable Flame, Culinary Blow...
★★★★☆ 42



+ Add

\$26⁰⁰
Clorox 2 for Colors - Max Performance
Stain Remover and Color Brightener
(112.75 oz.)
★★★★☆ 4



+ Add

Now \$15⁰⁰ \$17.98
Reynolds Slow Cooker Liners (24 pk.)
★★★★☆ 58



+ Add

Now \$19⁹⁴ \$39.99
55 Gallon Trash Bags, Heavy Duty
Outdoor Garbage Bags (50 Count) for
Commercial, Lawn, Leaf and...
★★★★☆ 174

Market Share Leaders:



Brands Observed
10,991
▲ 16% vs Prior Period

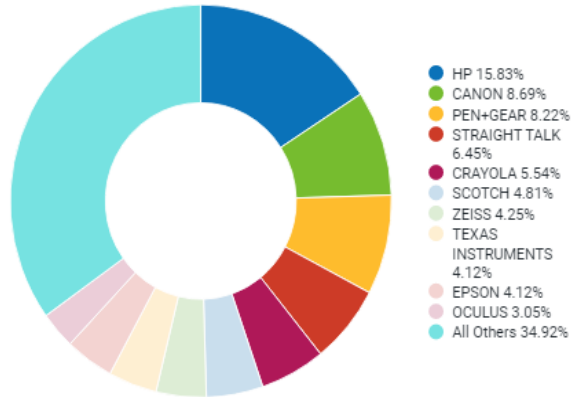
Items Observed
118,569
▲ 75% vs Prior Period

Department Summary
Keywords Observed
132,963
▲ 30% vs Prior Period

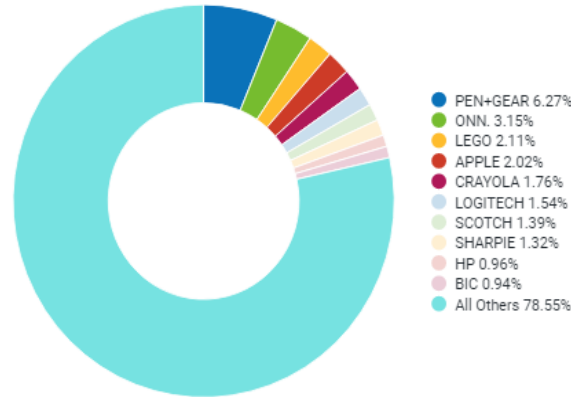
Sponsorship Activity
▼ -5.7%
19,175,541 Weekly Average

Organic Search Visibility
▲ 24.1%
7,766,630,095 Weekly Average

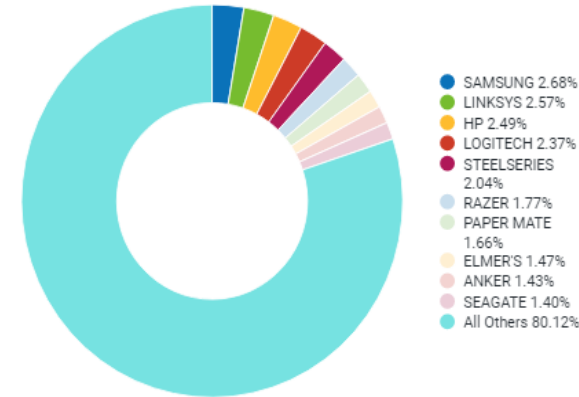
Top-Selling Brands



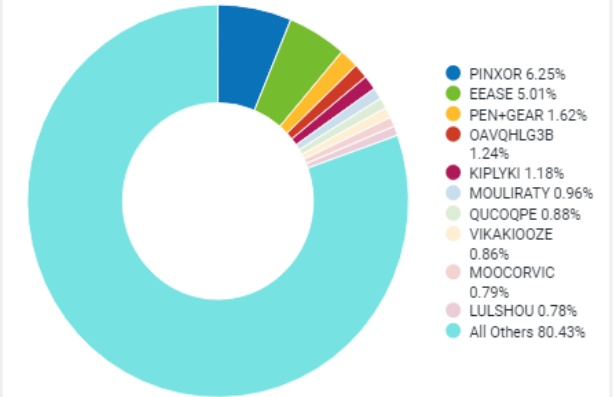
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5⁹⁸ \$5.98/per 100 count
ZEISS Gentle and Thorough Cleaning Eyeglass Lens Cleaner Wipes, 100 Count
★★★★★ 1664



\$35⁰⁰
Straight Talk \$35 Bronze Unlimited Talk & Text 30-Day Prepaid Plan (10GB of data at high speed then 2G*) with 5G...
★★★★☆ 4603



Now \$39⁰⁰ \$49.00
Canon PIXMA TS3522 All-in-One Wireless Color Inkjet Printer with Print, Copy and Scan Features
★★★★☆ 4603



\$5³²
pen+GEAR COPY PAPER, 8.5" x 11", 92 Bright, 20 lb., 1 Ream (500 Sheets)
★★★★★ 8946



\$127⁸⁴
Texas Instruments TI-84 Plus Graphing Calculator, 10-Digit LCD
★★★★★ 942

Market Share Leaders:



JUVALE



Generic

Brands Observed

8,030

▲30% vs Prior Period

Items Observed

109,127

▲104% vs Prior Period

Department Summary

Keywords Observed

119,458

▲28% vs Prior Period

Sponsorship Activity

▼-34.0%

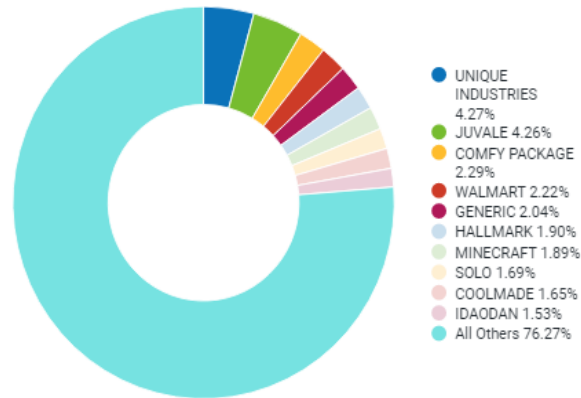
7,982,569 Weekly Average

Organic Search Visibility

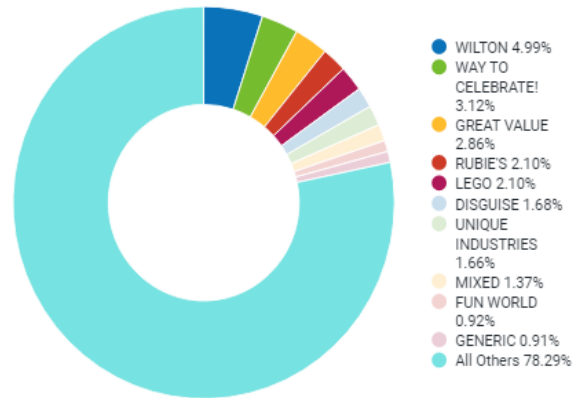
▼-20.1%

6,119,289,176 Weekly Average

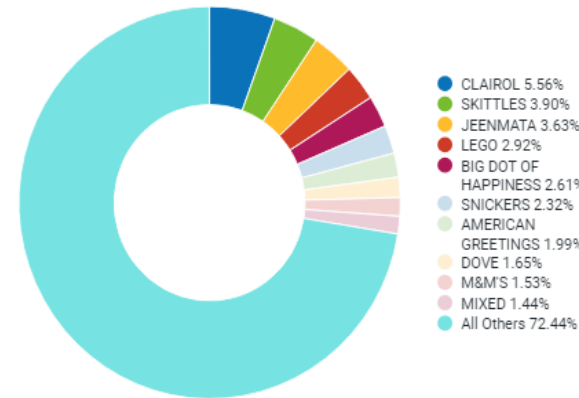
Top-Selling Brands



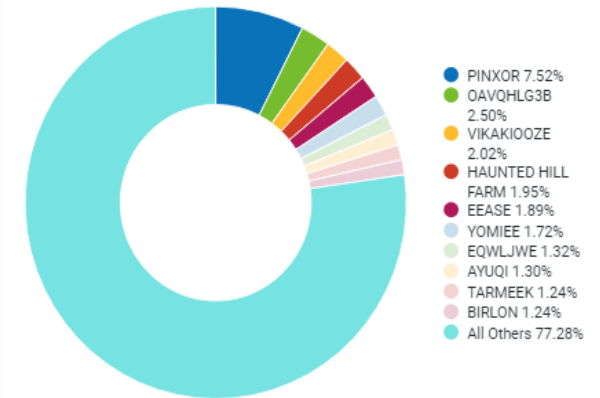
Top Brands in Organic Search



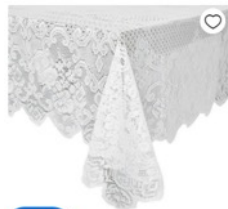
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$13⁹⁹

White Lace Tablecloth for Rectangular Tables, Vintage Style Wedding Table Cloths for Reception, Baby Shower...

★★★★☆ 28



+ Add

\$14²⁹

Minecraft Stationery Bundle, 3-Ring Vinyl Binder, 1-inch O-Rings, Notebook, Composition Book, Folder

★★★★★ 26



+ Add

\$12⁹⁹

Serves 24 Rose Gold Party Supplies Decorations with Confetti Polka Dots Paper Plates, Napkins, Cups for...

★★★★★ 15



+ Add

\$7⁹⁹

Purple Q Crafts Clear Cellophane Gift Bags Large Cellophane Bags for Gift Baskets, 24

★★★★★ 5



Options

+2 options

From \$5.00

Thank You Black Stripes Walmart eGift Card

★★★★☆ 5

Market Share Leaders:



Brands Observed
12,322
▲ 26% vs Prior Period

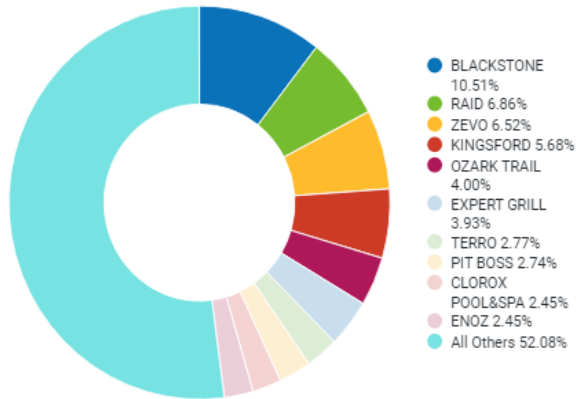
Items Observed
162,467
▲ 100% vs Prior Period

Department Summary
Keywords Observed
85,275
▲ 25% vs Prior Period

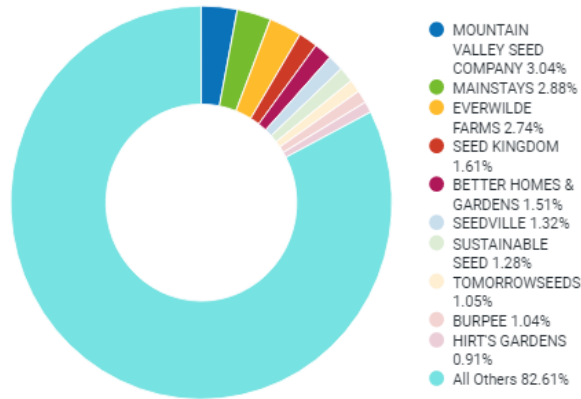
Sponsorship Activity
▼ -19.3%
9,143,379 Weekly Average

Organic Search Visibility
▲ 14.9%
5,827,494,799 Weekly Average

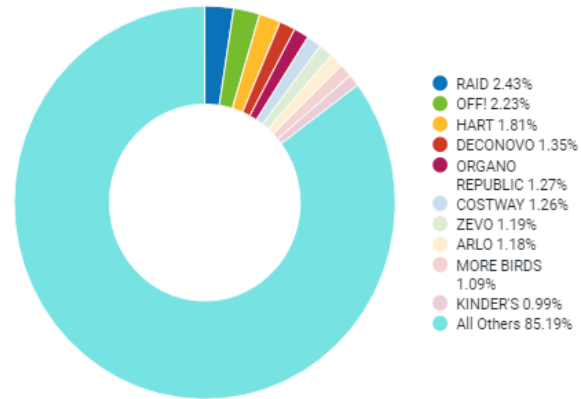
Top-Selling Brands



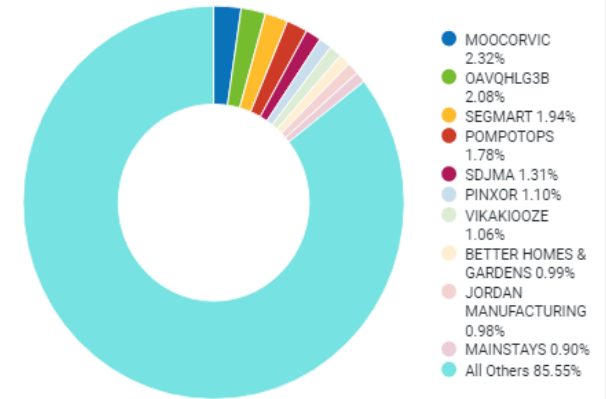
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



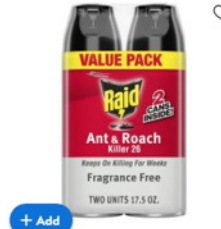
\$297⁰⁰
Blackstone 4-Burner 36" Griddle Cooking Station with Hard Cover
★★★★☆ 4431



\$14¹⁴ \$3.54/ea
Zevo Flying Insect Trap, Fly Trap Refill Cartridges (Twin Pack, 4 Cartridges)
★★★★★ 1538



\$9⁸² \$9.82/lb
Kingsford Match Light Instant Charcoal Briquettes, 12 lb
★★★★★ 3320



\$9⁴⁶ \$1.58/ea
Raid Ant & Roach Killer 26, Fragrance-Free Bug Spray, 17.5 fl oz, 2 ct
★★★★★ 2277



\$14⁹⁷ 37.4 c/lb
Pit Boss 100% All-Natural Hardwood Competition Blend BBQ Grilling Pellets, 40 Pound Bag
★★★★★ 1122

Market Share Leaders:



Brands Observed

6,465

▲ 57% vs Prior Period

Items Observed

50,700

▲ 90% vs Prior Period

Department Summary

Keywords Observed

66,436

▲ 34% vs Prior Period

Sponsorship Activity

▲ 15.8%

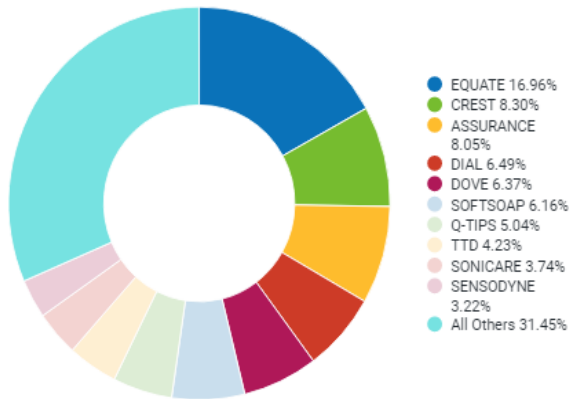
9,839,760 Weekly Average

Organic Search Visibility

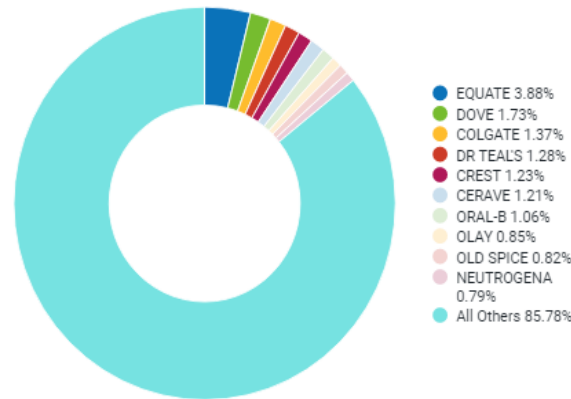
▼ -22.9%

9,292,624,628 Weekly Average

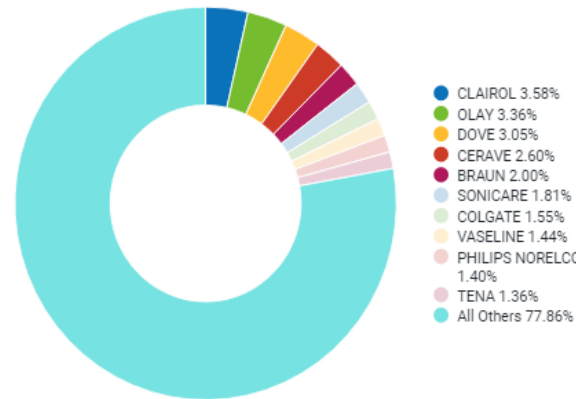
Top-Selling Brands



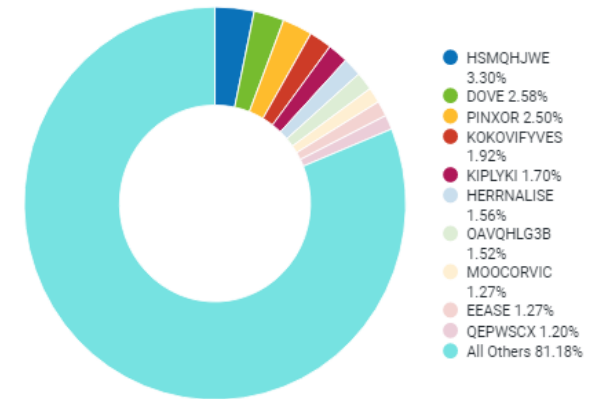
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



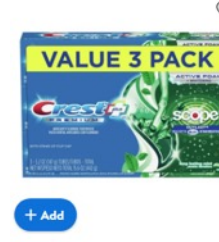
\$6⁹⁸ \$2.91/100 ct
Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)
★★★★★ 18713



\$44⁹⁶
Philips Sonicare 3100 Power Toothbrush, Rechargeable Electric Toothbrush with Pressure Sensor, Whit...



\$3⁸⁶
Q Tips Original Cotton Swabs 500 count
★★★★★ 9535



\$9²⁴ 59.2 fl oz
Crest Premium Plus Scope Outlast Toothpaste, Long Lasting Mint Flavor 5.2 oz, Pack of 3
★★★★★ 909



\$17⁶⁷
Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)
★★★★★ 5070

Market Share Leaders:



Brands Observed

5,831

▲ 4% vs Prior Period

Items Observed

41,521

▲ 6% vs Prior Period

Department Summary

Keywords Observed

48,302

▲ 28% vs Prior Period

Sponsorship Activity

▲ 37.2%

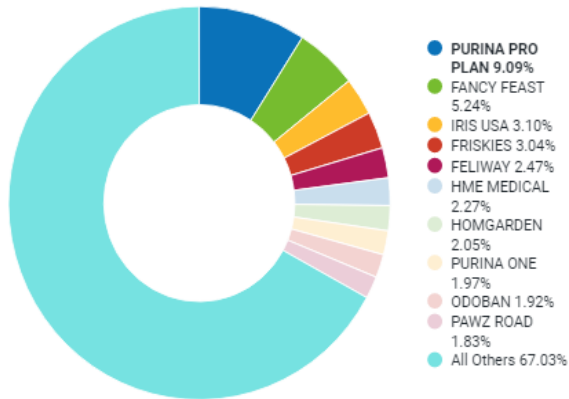
11,141,228 Weekly Average

Organic Search Visibility

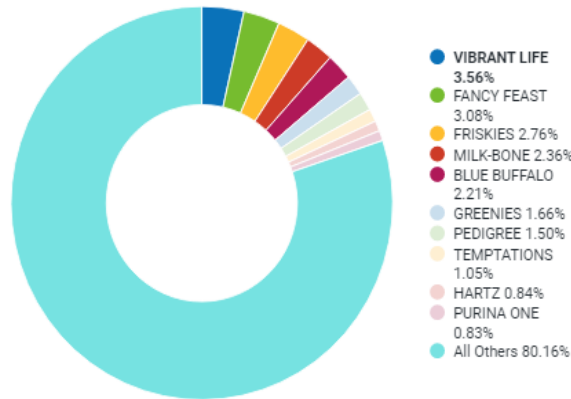
▼ -42.2%

5,566,078,252 Weekly Average

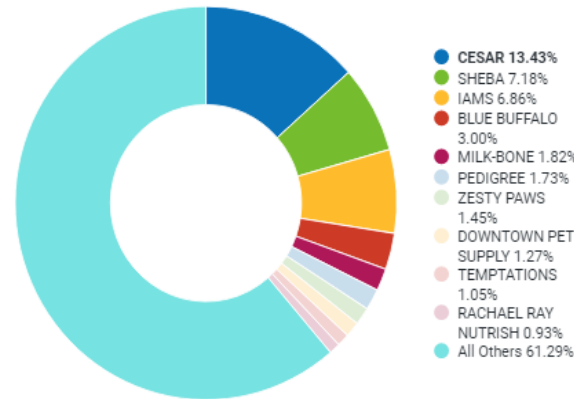
Top-Selling Brands



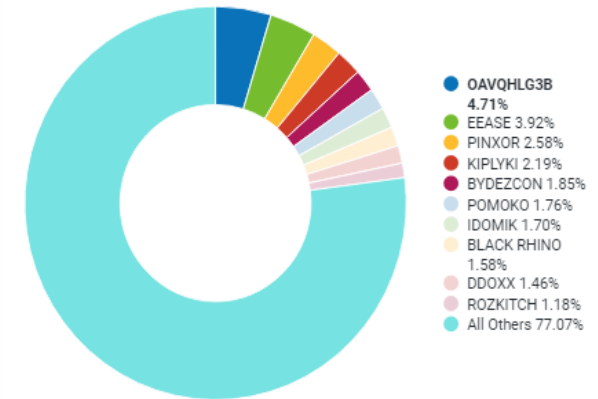
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$31⁰⁹

OdoBan Pet Oxy Stain Remover Spray Bottle, No Rinse Neutral pH Hard Floor and 3-in-1 Carpet Cleaner, 32 Ounce

★★★★☆ 19



+ Add

\$19⁹⁴ 55.4 c/oz

Purina Pro Plan Urinary Tract Health Wet Cat Food Variety Pack, 3 oz Cans (12 Pack)

★★★★☆ 138



Options

Now \$37⁹⁸ \$89.99

PAWZ Road Enclosed Cat Litter Box Large with Lid Drawer Type Easy to Clean, Gray

★★★★☆ 410



+ Add

\$39⁹⁹

Forever Litter Tray Premium Version Permanent Reusable Replacement Tray for Petsafe ScoopFree Disposable...

★★★★☆ 97



+ Add

\$66⁰⁰

Catry 4-Level Grey Cat Tree With Condo and Scratching Pad, 48" Height

★★★★☆ 163

Market Share Leaders:



Brands Observed

484

▼ -2% vs Prior Period

Items Observed

2,644

▼ -2% vs Prior Period

Department Summary

Keywords Observed

23,866

▲ 37% vs Prior Period

Sponsorship Activity

▲ 34.0%

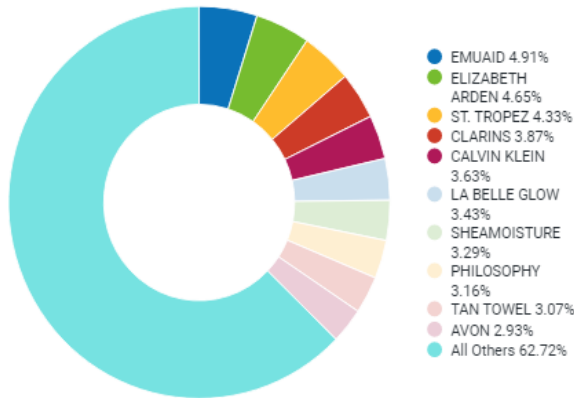
760,102 Weekly Average

Organic Search Visibility

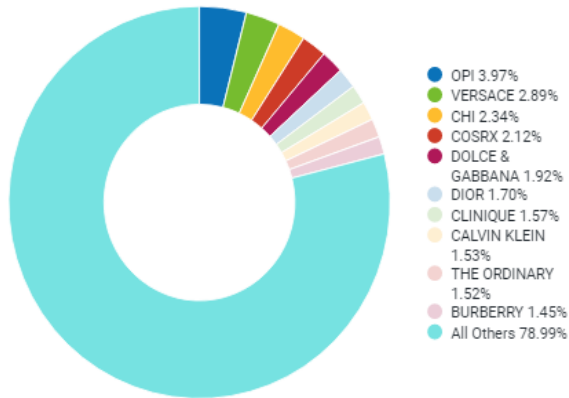
▼ -32.6%

1,474,907,931 Weekly Average

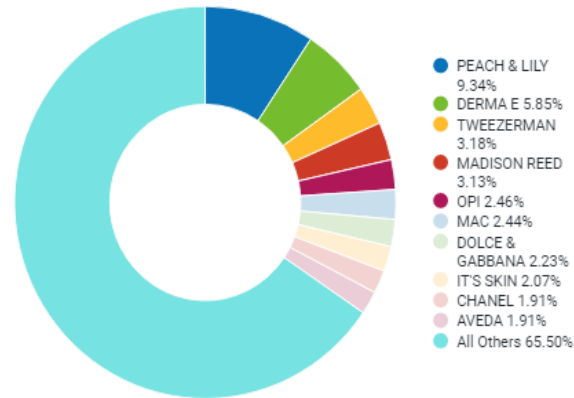
Top-Selling Brands



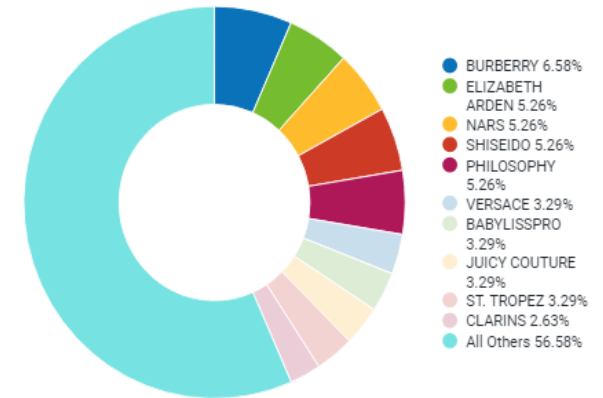
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$52⁹⁸

Emuaid Maximum Strength First Aid Ointment, 2 Oz

★★★★☆ 129



Options

13 oz

\$9⁹⁸ 76.8 c/fl oz

SheaMoisture Soothing Body Wash African Black Soap, 13 Oz.

★★★★★ 294



+ Add

Now \$25⁰⁰ \$30.00

Olaplex No. 7 Bonding Oil by Olaplex, 1 oz Hair Oil

★★★★★ 149



+ Add

\$7⁹⁸ \$1.33/fl oz

Guess Seductive Men's Body Spray, 6 fl. oz.

★★★★☆ 31



+ Add

\$29⁵⁰

Image Skincare Prevention Plus Daily Matte Moisturizer SPF 30, 3.2 oz Sunscreen

★★★★★ 198

Market Share Leaders:



Brands Observed
19,883

▲ 12% vs Prior Period

Items Observed
238,067

▲ 4% vs Prior Period

Department Summary
Keywords Observed
174,969

▲ 26% vs Prior Period

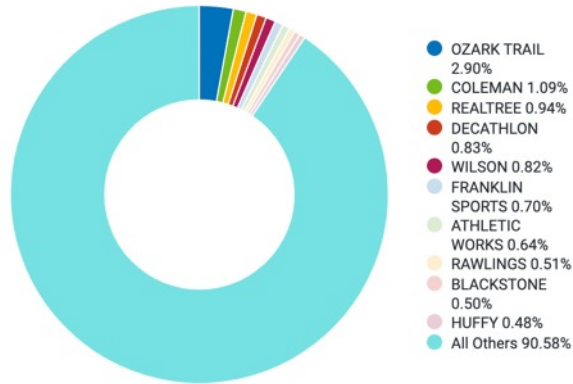
Organic Search Visibility
▼ -0.5%

11,005,331,750 Weekly Average

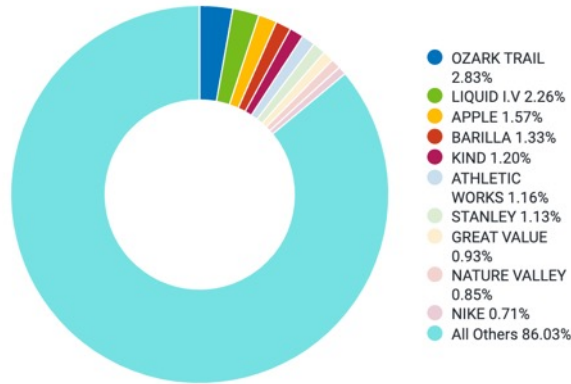
Sponsorship Activity
▼ -22.7%

15,610,511 Weekly Average

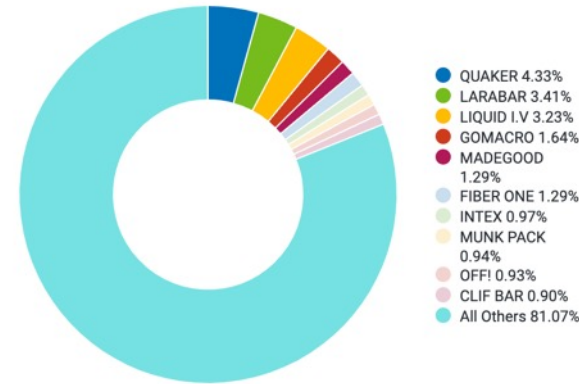
Top-Selling Brands



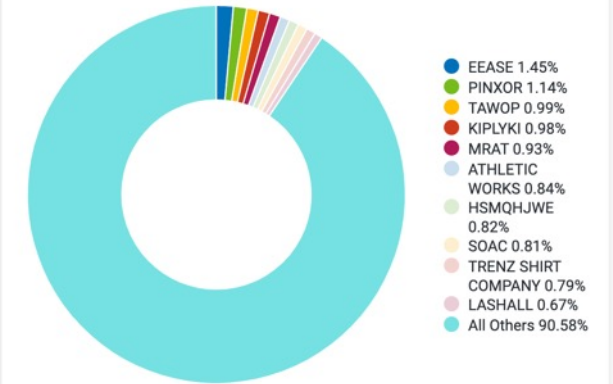
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

Now \$44⁹⁸ \$54.28

Lifetime 5-Foot Fold-in-Half Table, Gray (80861)

★★★★☆ 1590



Options

+2 sizes

\$55⁰⁰

More options from \$45.00

Bestway Maroon 20" Queen Air Mattress with Built-in Pump

★★★★☆ 568



+ Add

\$98⁰⁰

Huffy 24" Rock Creek Girls Mountain Bike for Women

★★★★☆ 773



+ Add

\$184⁰⁰

Blackstone Adventure Ready 22" Griddle with Stand and Adapter Hose

★★★★☆ 2428



+ Add

Now \$197⁰⁰ \$227.00

Blackstone Adventure Ready 2-Burner 28" Griddle Cooking Station

★★★★☆ 1848

Market Share Leaders:



Brands Observed

13,206

▲ 64% vs Prior Period

Items Observed

124,530

▲ 91% vs Prior Period

Department Summary

Keywords Observed

147,401

▲ 37% vs Prior Period

Organic Search Visibility

▲ 16.0%

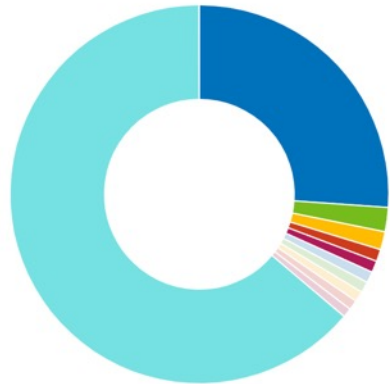
9,593,162,999 Weekly Average

Sponsorship Activity

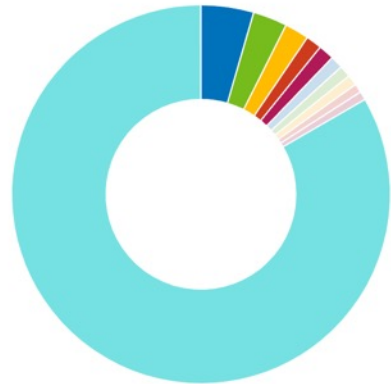
▼ -11.2%

26,233,053 Weekly Average

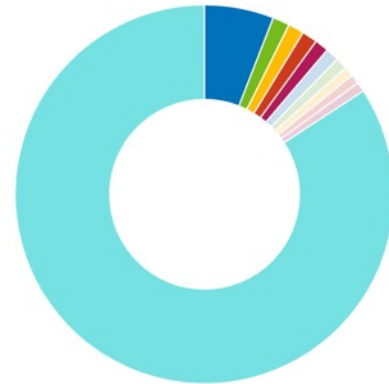
Top-Selling Brands



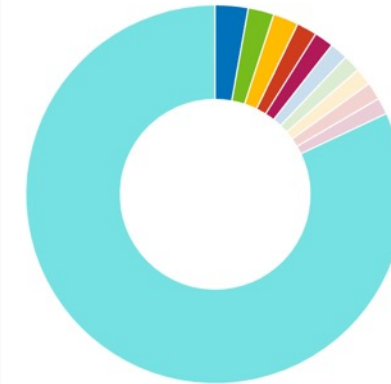
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$997
Kid Connection Play Food Basket, 100 Pieces
★★★★☆ 1102



Now \$747 ~~\$8.99~~
Hot Wheels Monster Trucks Demolition Doubles, Set of 2 Toy Trucks (Styles May Vary)
★★★★☆ 595



Now \$499 ~~\$8.78~~
Funko POP! TV Stranger Things Eleven with Eggos
★★★★☆ 130



\$1500
Funko Pop! Jumbo: NBA - Michael Jordan (1992 Team USA Navy Uniform) - Walmart Exclusive
★★★★☆ 97



\$1179
Funko POP! Star Wars: The Mandalorian - Mando Holding Child
★★★★☆ 9

Market Share Leaders:



SONY



ROBLOX

Brands Observed

2,398

▲ 26% vs Prior Period

Items Observed

33,523

▲ 137% vs Prior Period

Department Summary

Keywords Observed

50,903

▲ 28% vs Prior Period

Sponsorship Activity

▲ 28.9%

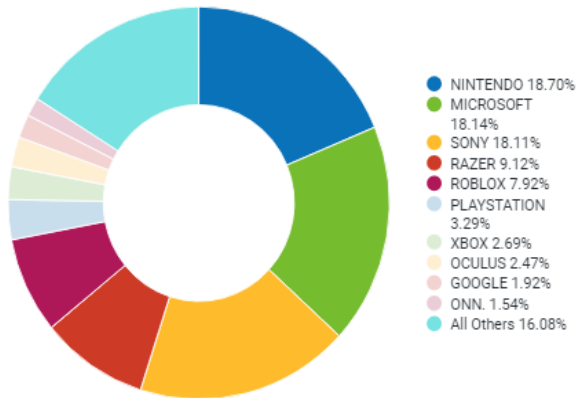
3,657,843 Weekly Average

Organic Search Visibility

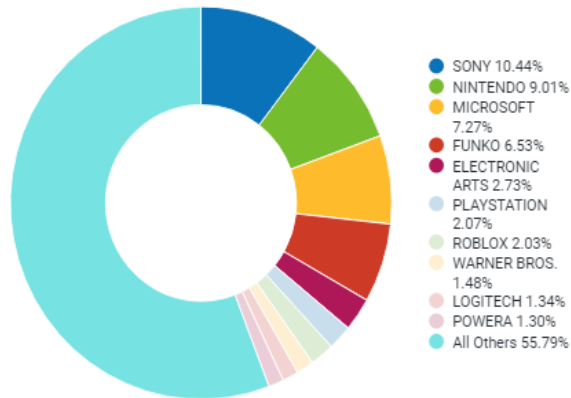
▲ 4.4%

2,210,914,482 Weekly Average

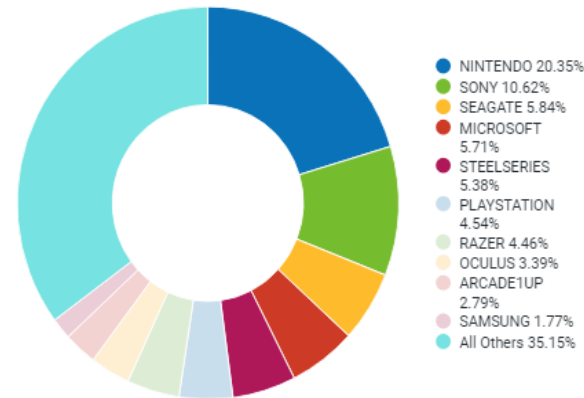
Top-Selling Brands



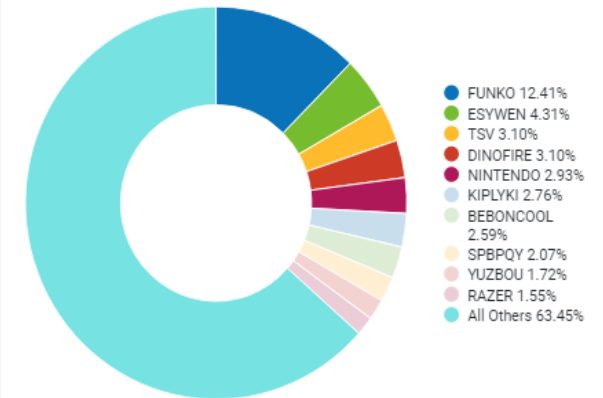
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$100⁰⁰

Razer Gold \$100 Gift Card - [Digital]
★★★★☆ 225



+ Add

\$494⁹⁹

Sony PlayStation 5 Video Game Console
★★★★★ 2386



+ Add

\$10⁰⁰

Roblox \$10 Digital Gift Card [Includes Exclusive Virtual Item] - [Digital]
★★★★☆ 1180



+ Add

\$489⁹⁹

Xbox Series X Video Game Console, Black
★★★★★ 5071



Options

+5 options

\$25⁰⁰

More options from \$10.00

PlayStation Store \$25 Gift Card - PlayStation [Digital]
★★★★☆ 2240

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HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



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