




















Digital Grocery Department Performance Report

SEPTEMBER 2023



 Baking	 Bakery & Bread	 Beverages	 Breakfast & Cereal
 Candy	 Coffee	 Dairy & Eggs	 Deli
Produce Unbranded Fresh Produce	 Frozen Foods	 Meat & Seafood	 Snacks, Cookies & Chips
 Air Fresheners	 Bathroom Supplies	DURACELL Batteries	 Cleaning Supplies
 Laundry	 Paper & Plastic	 Pest Control	

Report Overview

This report provides a holistic overview of each major grocery 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.

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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**



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Digital Grocery

Baking.....	1
Bread & Bakery.....	2
Beverages.....	3
Breakfast & Cereal.....	4
Candy.....	5
Coffee.....	6
Dairy & Eggs.....	7
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Market Share Leaders:



Produce
Unbranded



Brands Observed

68

▲ 17% vs Prior Period

Items Observed

162

▼ -7% vs Prior Period

Department Summary

Keywords Observed

39,125

▲ 58% vs Prior Period

Organic Search Visibility

▲ 36.1%

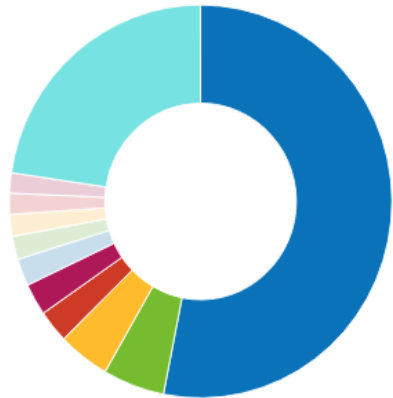
10,388,323,771 Weekly Average

Sponsorship Activity

▲ 144.3%

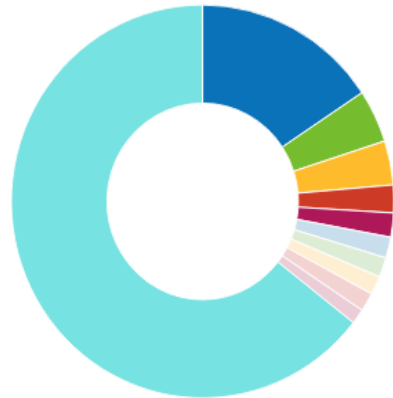
2,035,607 Weekly Average

Top-Selling Brands



- GREAT VALUE 53.12%
- MARTHA WHITE 5.21%
- PRODUCE UNBRANDED 4.36%
- PILLSBURY 2.69%
- BETTY CROCKER 2.61%
- JIFFY 2.25%
- NESTL TOLL HOUSE 1.90%
- DECOPAC 1.81%
- BLUE BONNET 1.71%
- ARGO 1.67%
- All Others 22.66%

Top Brands in Organic Search



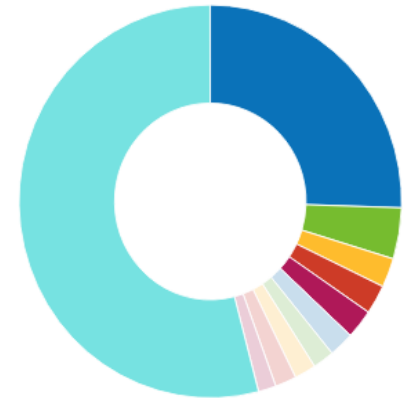
- GREAT VALUE 15.67%
- PRODUCE UNBRANDED 4.36%
- TORANI 3.63%
- BETTY CROCKER 2.28%
- PILLSBURY 1.99%
- WILTON 1.71%
- JELL-O 1.63%
- DUNCAN HINES 1.54%
- BOB'S RED MILL 1.53%
- HERSHEY'S 1.25%
- All Others 64.42%

Top Brands in Paid Search



- COUNTRY CROCK 10.74%
- FISCHER HONEY 8.74%
- I CAN'T BELIEVE IT'S NOT BUTTER! 7.69%
- NESQUIK 6.19%
- SPLENDA 3.80%
- NIDO 3.55%
- FISHER 2.55%
- POMPEIAN 2.23%
- HAWAIIAN SHAVED ICE 1.93%
- MCCORMICK 1.84%
- All Others 50.74%

Top-Promoted Brands



- PINXOR 25.53%
- JIAROSWWEI 4.20%
- EEASE 2.40%
- YOMIEE 2.40%
- VERPETRIDURE 2.40%
- JIKOLILILI 2.10%
- BIRCH BENDERS 1.80%
- PRODUCE UNBRANDED 1.80%
- LINER 1.80%
- GINA JOYFURNO 1.50%
- All Others 54.05%

Top-Selling Items:



\$3²⁴ 81.0 c/lb
Great Value Pure Granulated Sugar, 4 lb
★★★★☆ 4857



\$4²² 8.8 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★★ 1581



\$2⁵⁷ 3.2 c/oz
Great Value All-Purpose Flour, 5LB Bag
★★★★☆ 944



\$1²² 17.4 c/oz
Martha White Blueberry Muffin Mix, 7 oz Bag
★★★★☆ 171



\$1²² 16.5 c/oz
Martha White Chocolate Chip Muffin Mix, 7.4 oz Bag
★★★★★ 96

Market Share Leaders:



Brands Observed

36

▼ -58% vs Prior Period

Items Observed

143

▼ -54% vs Prior Period

Department Summary

Keywords Observed

19,320

▲ 73% vs Prior Period

Organic Search Visibility

▲ 82.0%

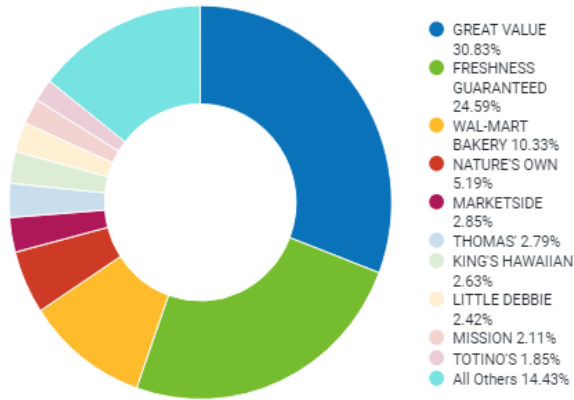
8,219,480,528 Weekly Average

Sponsorship Activity

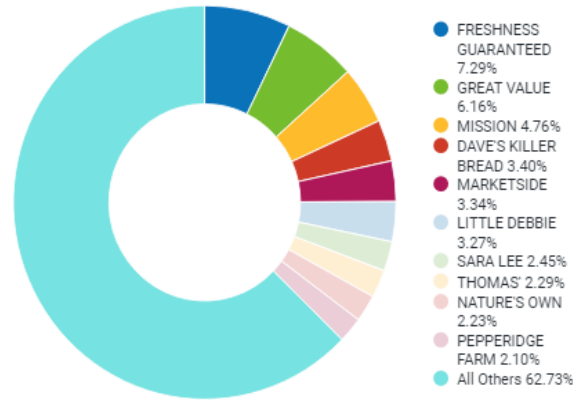
▲ 112.3%

553,294 Weekly Average

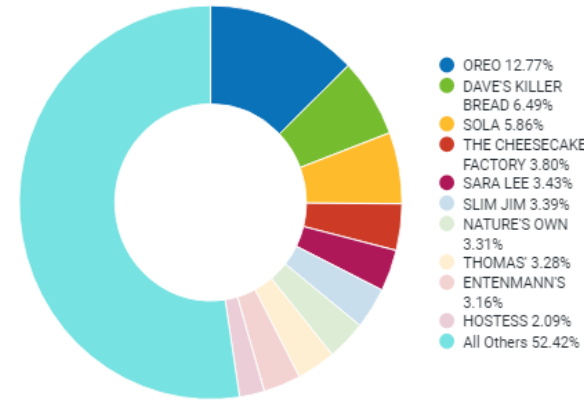
Top-Selling Brands



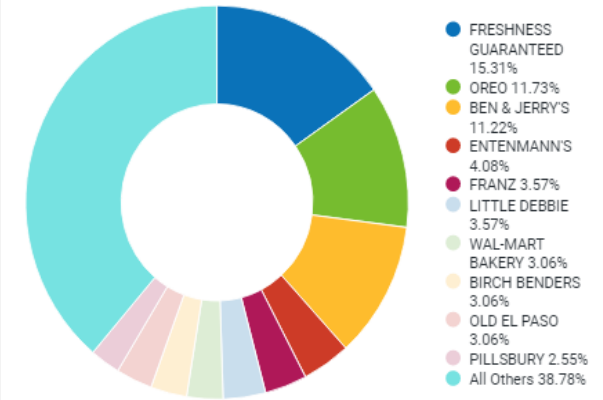
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$132 6.6 ¢/oz
Great Value White Round Top Bread Loaf, 20 oz



\$146 7.3 ¢/oz
Great Value White Sandwich Bread, 20 oz



\$146 13.3 ¢/oz
Great Value Hamburger Buns, 8 Count, 11 oz



\$146 13.3 ¢/oz
Great Value Hot Dog Buns, White, 11 oz, 8 Count



\$074 22.8 ¢/oz
Freshness Guaranteed 4" Mini Pecan Pie, 3.25 oz

Market Share Leaders:



Brands Observed

51

▼ -54% vs Prior Period

Items Observed

124

▼ -53% vs Prior Period

Department Summary

Keywords Observed

38,637

▲ 78% vs Prior Period

Organic Search Visibility

▲ 28.8%

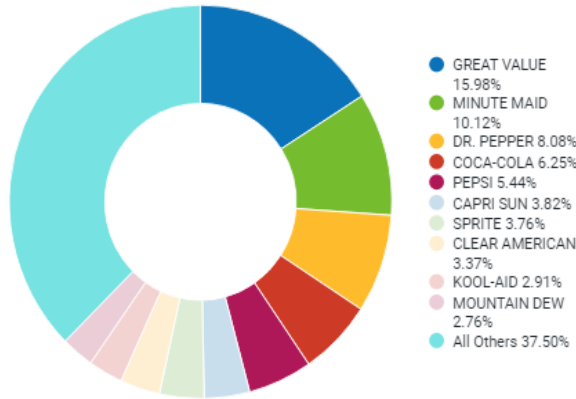
19,694,313,870 Weekly Average

Sponsorship Activity

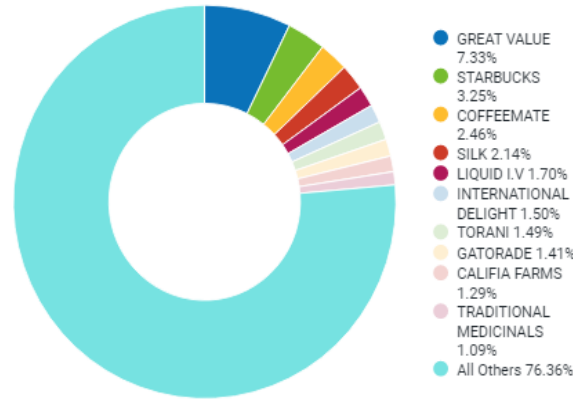
▲ 256.0%

9,013,088 Weekly Average

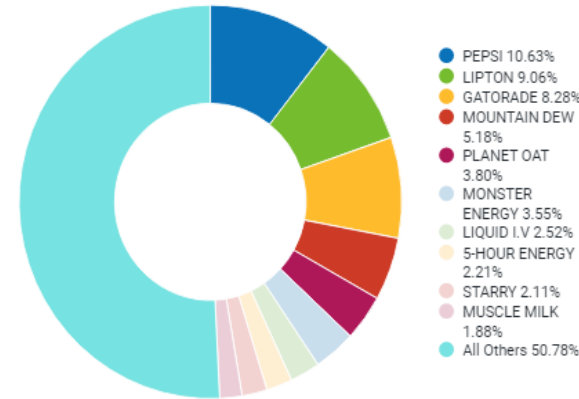
Top-Selling Brands



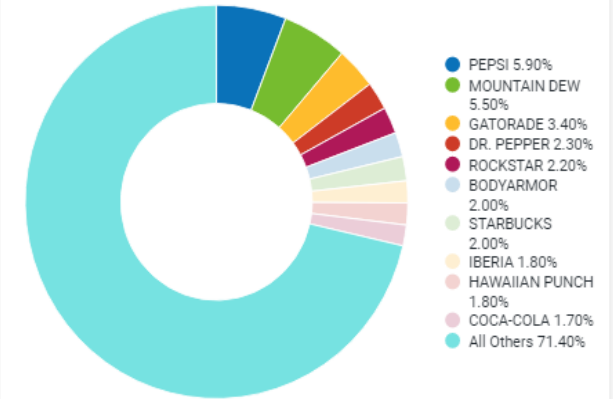
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$9⁴³ 5.2 c/fl oz

Capri Sun Variety Pack with Fruit Punch, Strawberry Kiwi & Pacific Cooler Juice Box Pouches, 30 ct Box, 6 fl oz...

★★★★☆ 461



+ Add

\$5⁶³ 0.8 c/fl oz

Great Value Purified Drinking Water, 16.9 fl oz Bottles, 40 Count

★★★★☆ 7621



+ Add

\$1⁸⁴ 3.1 c/fl oz

Minute Maid Berry Punch Flavored Fruit Drink, 59 fl oz Carton

★★★★☆ 324



+ Add

\$1⁸⁴ 3.1 c/fl oz

Minute Maid Fruit Punch Real Fruit Juice Drink, 59 fl oz Carton

★★★★☆ 1412



+ Add

\$0⁸² 2.4 c/fl oz

Clear American Black Cherry Sparkling Water, 33.8 fl oz

★★★★☆ 725

Market Share Leaders:



Produce
Unbranded



Brands Observed

36

▼ -59% vs Prior Period

Items Observed

120

▼ -46% vs Prior Period

Department Summary

Keywords Observed

24,572

▲ 53% vs Prior Period

Organic Search Visibility

▲ 28.6%

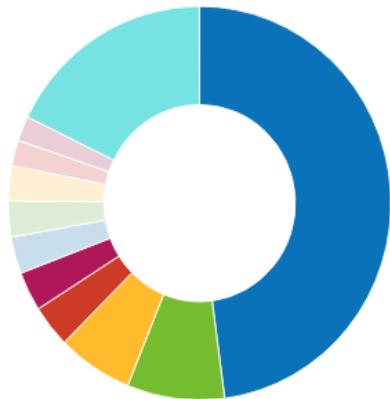
7,605,473,484 Weekly Average

Sponsorship Activity

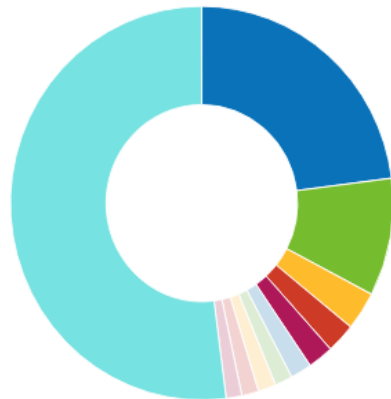
▲ 193.1%

1,818,229 Weekly Average

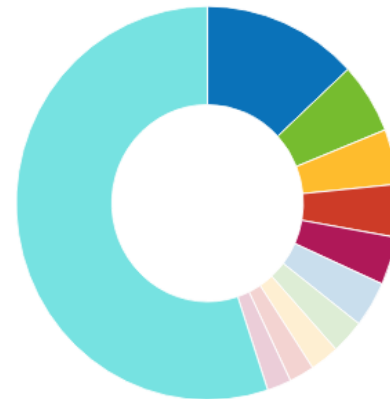
Top-Selling Brands



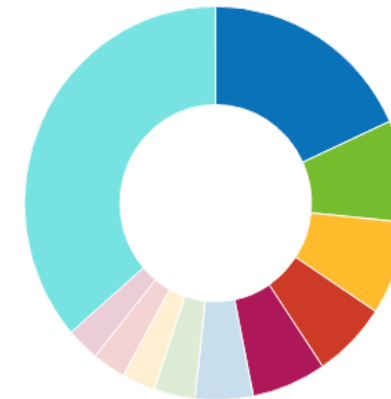
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$4.93 26.2 c/oz
Cinnamon Toast Crunch Breakfast Cereal, Crispy Cinnamon Cereal, Family Size, 18.8 oz
★★★★★ 2909



\$3.16 19.8 c/oz
Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



\$3.58 15.9 c/oz
Great Value Seasoned Potato Hash Brown Patties, Shredded, 22.5 oz, 10 Count Box (Frozen)



\$3.48 2.7 c/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



\$4.52 10.9 c/oz
Great Value Buttermilk Biscuits, 41.6 oz, 20 Count (Frozen)
★★★★☆ 496

Market Share Leaders:



Brands Observed

63

▼ -57% vs Prior Period

Items Observed

146

▼ -58% vs Prior Period

Department Summary

Keywords Observed

23,069

▲ 78% vs Prior Period

Organic Search Visibility

▲ 2.3%

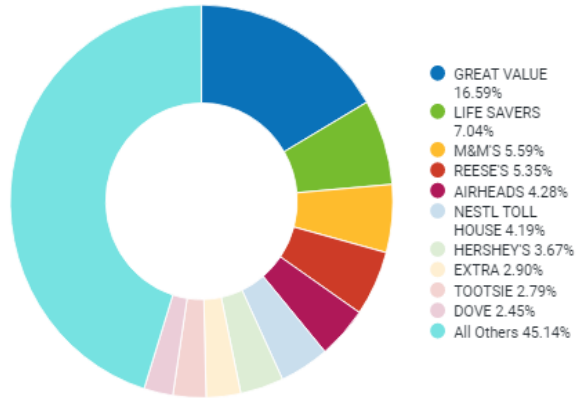
5,473,271,055 Weekly Average

Sponsorship Activity

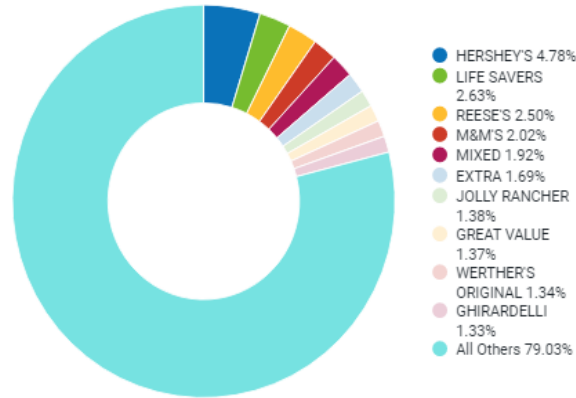
▲ 210.4%

2,290,960 Weekly Average

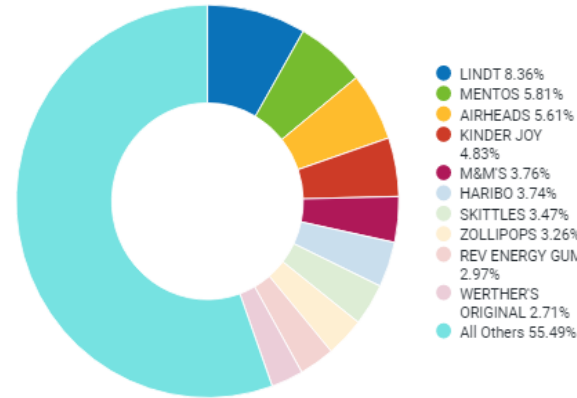
Top-Selling Brands



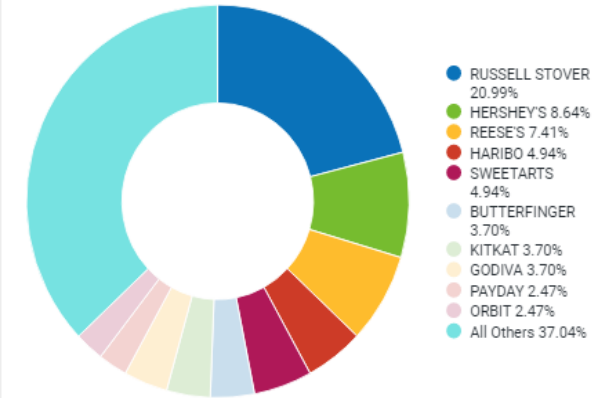
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$100 28.4 c/oz
Great Value Milk Chocolate with Salted Toffee Bar, 3.52 oz
★★★★☆ 59



\$798 24.2 c/oz
Airheads Chewy Halloween Candy Bars, Assorted Flavors, 33 oz, 60 Count
★★★★★ 190



\$148 46.0 c/oz
LIFE SAVERS Five Flavor Fruity Gummy Candy Pack, 3.22oz
★★★★☆ 13



\$100 28.4 c/oz
Great Value Milk Chocolate Bar, 3.52 oz
★★★★☆ 57



\$100 28.4 c/oz
Great Value Dark Chocolate with Chopped Almond Bar, 3.52 oz
★★★★★ 55

Market Share Leaders:



Brands Observed

41

▼ -62% vs Prior Period

Items Observed

130

▼ -56% vs Prior Period

Department Summary

Keywords Observed

18,742

▲ 102% vs Prior Period

Organic Search Visibility

▲ 37.9%

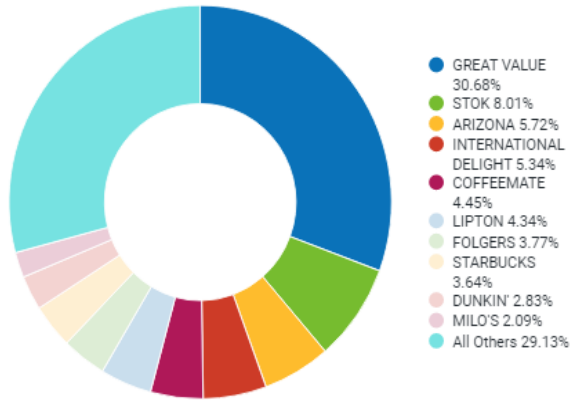
6,891,349,101 Weekly Average

Sponsorship Activity

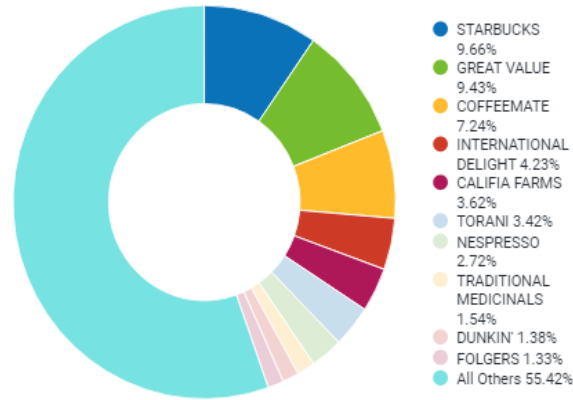
▲ 175.6%

2,449,090 Weekly Average

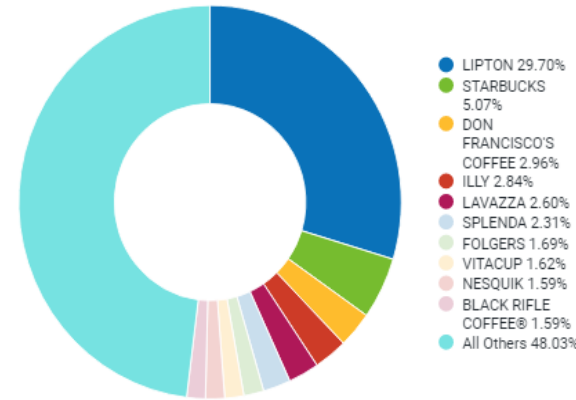
Top-Selling Brands



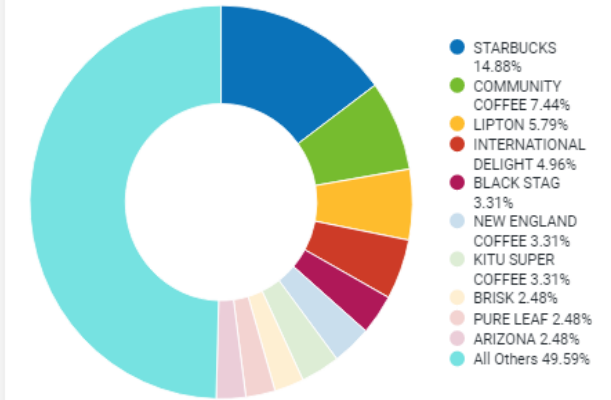
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5⁸⁶ 12.2 c/fl oz
 STōK Black, Unsweetened, Medium Roast Arabica-Based Blend Cold Brew Coffee, 48 fl oz Bottle
 ★★★★★ 420



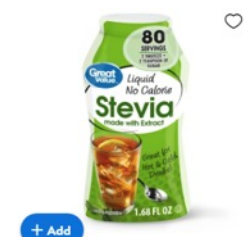
\$5⁸⁶ 12.2 c/fl oz
 STōK Black, Sweetened, Dark Roast Not Too Sweet Arabica-Based Blend Cold Brew Coffee, 48 fl oz Bottle
 ★★★★★ 256



\$3²⁴ 81.0 c/lb
 Great Value Pure Granulated Sugar, 48 lb
 ★★★★★ 4857



\$4⁰⁰ 40.0 c/oz
 Caf Bustelo, Espresso Style Dark Roast Ground Coffee, Vacuum-Packed 10 oz. Brick
 ★★★★★ 1308



\$3⁵² \$210/fl oz
 Great Value Liquid No Calorie Stevia Sweetener, 1.68 fl oz
 ★★★★★ 463

Market Share Leaders:



Brands Observed

30

▼ -50% vs Prior Period

Items Observed

111

▼ -55% vs Prior Period

Department Summary

Keywords Observed

25,247

▲ 60% vs Prior Period

Organic Search Visibility

▲ 82.0%

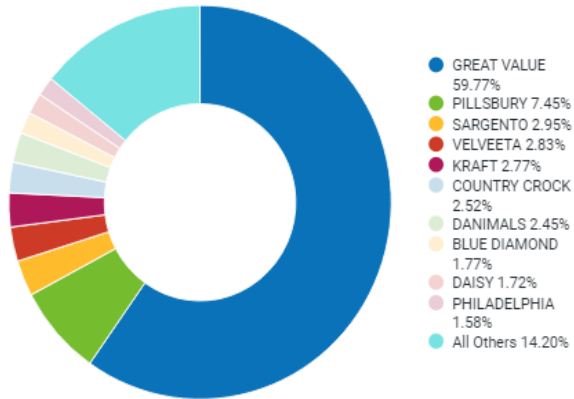
16,390,171,203 Weekly Average

Sponsorship Activity

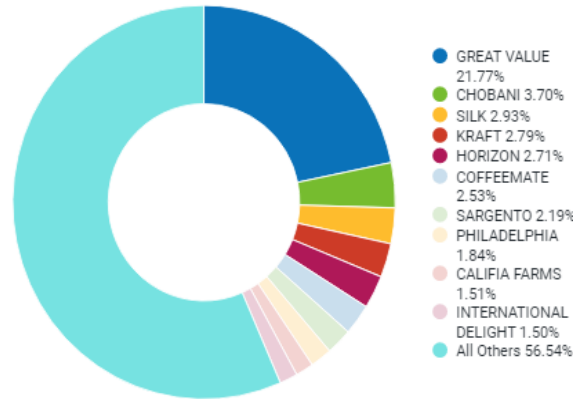
▲ 306.3%

3,113,565 Weekly Average

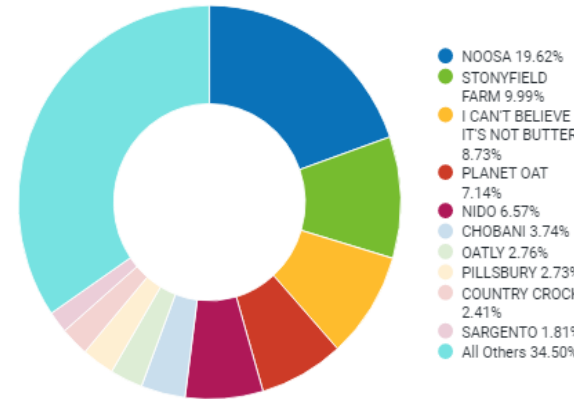
Top-Selling Brands



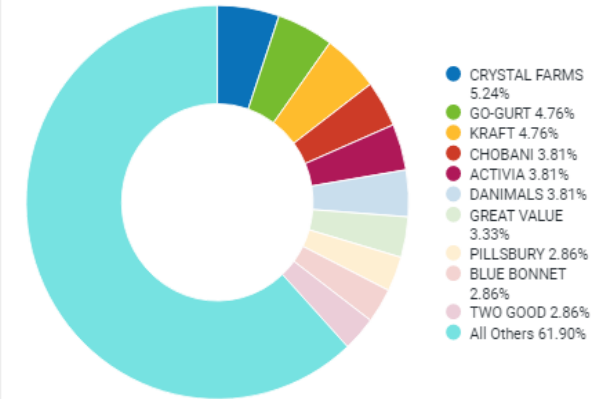
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

\$3⁴⁸ 2.7 c/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz

+ Add

\$3²⁰ 2.5 c/fl oz
Great Value 2% Reduced Fat Milk, 128 Fl Oz

+ Add

\$2³⁶ 7.4 c/oz
Great Value Original Vanilla Lowfat Yogurt, 32 oz

+ Add

\$2⁶² 14.6 c/ea
Great Value Cage Free Large AA White Eggs, 18 Count

+ Add

\$5³⁷ 14.4 c/fl oz
Danimals Strawberry Explosion & Mixed Berry Variety Pack Smoothies, 3.1 Fl. Oz Bottles, 12 Count

Market Share Leaders:



Brands Observed

56

▲ 56% vs Prior Period

Items Observed

137

▲ 46% vs Prior Period

Department Summary

Keywords Observed

28,184

▲ 63% vs Prior Period

Organic Search Visibility

▲ 61.6%

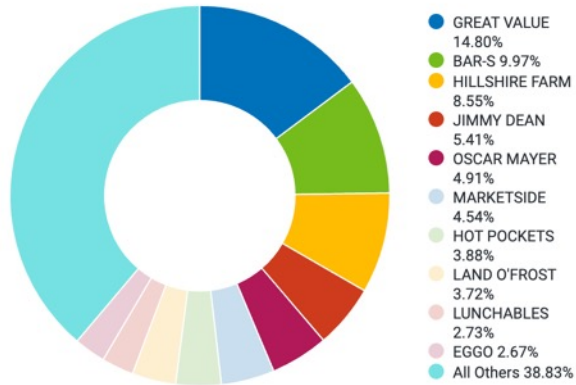
9,670,135,419 Weekly Average

Sponsorship Activity

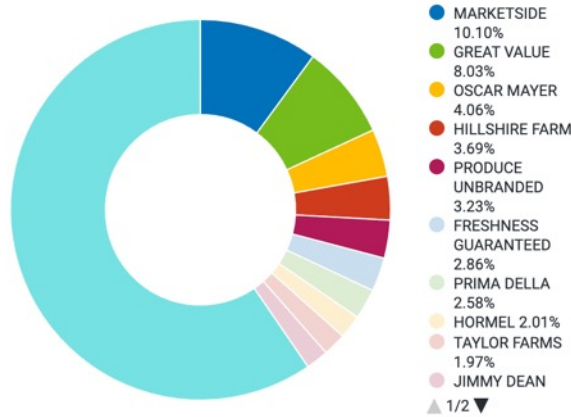
▲ 58.6%

748,419 Weekly Average

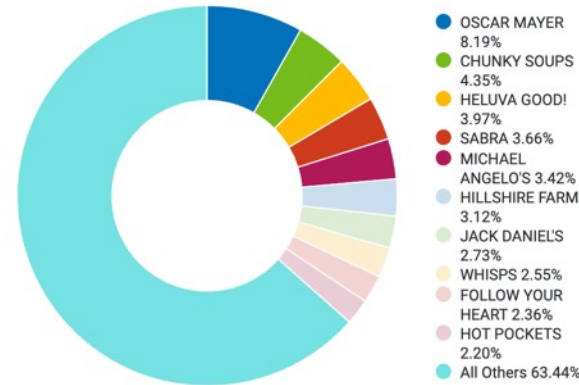
Top-Selling Brands



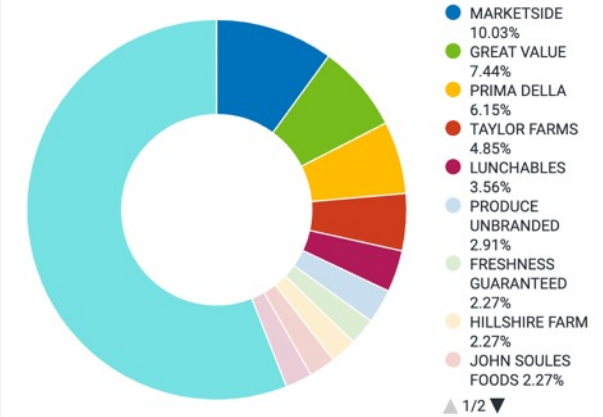
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$118 \$1.57/lb
Bar S Classic Franks, 12 oz, 8 Count



\$596 \$5.96/lb
Land O' Frost Premium Turkey, Honey Smoked White Meat Turkey Breast, Thin Sliced, Deli Lunch Meat, 1 lb, Resealable



\$1162 32.3 c/oz
Jimmy Dean Sausage Egg & Cheese Croissant Sandwich, 36 oz, 8 Count (Frozen)



\$877 36.5 c/oz
Tyson Any'tizers Honey BBQ Boneless Chicken Bites, 1.5 lb Bag (Frozen)



\$1297 24.0 c/oz
Pepperoni Pizza Hot Pocket with Garlic Buttery Crust (Frozen 12-Pack)

Market Share Leaders:

Produce Unbranded



Fresh Produce

Fieldpack Unbranded



Brands Observed

64

▲ 178% vs Prior Period

Items Observed

175

▲ 52% vs Prior Period

Department Summary

Keywords Observed

16,203

▲ 48% vs Prior Period

Organic Search Visibility

▲ 103.2%

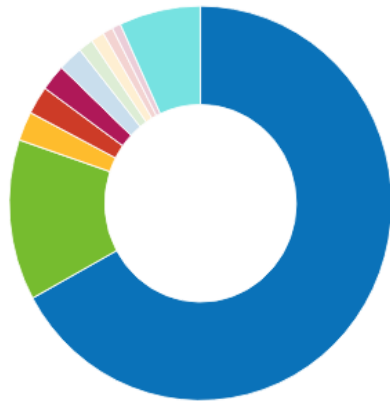
8,803,835,159 Weekly Average

Sponsorship Activity

▲ 79.7%

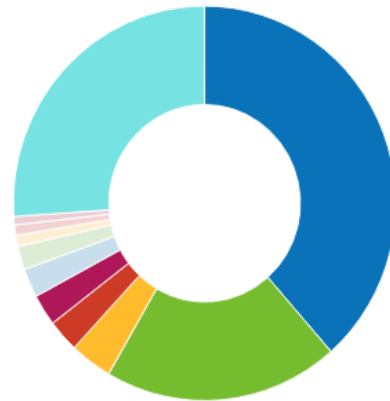
282,926 Weekly Average

Top-Selling Brands



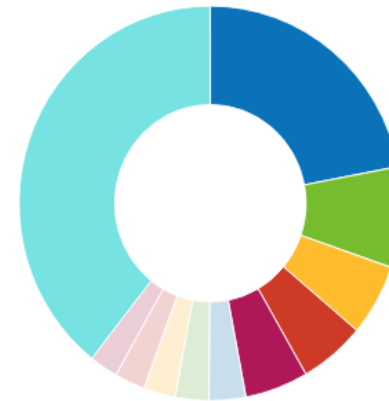
- PRODUCE UNBRANDED 67.04%
- MARKETSIDE 13.17%
- FRESH PRODUCE 2.40%
- FIELDPACK UNBRANDED 2.31%
- SEVEN SEAS 2.15%
- BOLTHOUSE FARMS 2.10%
- FRESHNESS GUARANTEED 1.23%
- GREEN GIANT 1.13%
- MORNINGSTAR 0.85%

Top Brands in Organic Search



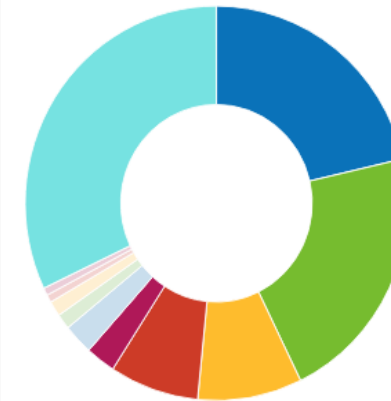
- PRODUCE UNBRANDED 38.53%
- MARKETSIDE 19.84%
- MELISSA'S 3.57%
- FIELDPACK UNBRANDED 2.66%
- FRESHNESS GUARANTEED 2.59%
- GREAT VALUE 2.36%
- TAYLOR FARMS 1.92%
- FRESH PRODUCE 0.92%
- MORNINGSTAR FARMS 0.85%

Top Brands in Paid Search



- BEYOND MEAT 22.03%
- GOURMET GARDEN 8.25%
- LITEHOUSE 5.86%
- FOLLOW YOUR HEART 5.54%
- MORNINGSTAR FARMS 5.35%
- WHOLLY GUACAMOLE 3.10%
- SABRA 2.83%
- TAYLOR FARMS 2.70%
- NUT CRAVINGS 2.57%
- MARZETTI 2.41%
- All Others 39.37%

Top-Promoted Brands



- PRODUCE UNBRANDED 21.38%
- MARKETSIDE 21.38%
- GOURMET GARDEN 8.81%
- TAYLOR FARMS 7.55%
- BOWERY FARMING 2.52%
- CRUNCH PAK 2.52%
- PANERA BREAD 1.26%
- SNACK FRESH 1.26%
- BEYOND MEAT 0.63%
- FIELD PACK 0.63%

Top-Selling Items:



+ Add

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



+ Add

\$0.76
Fresh Cucumber, Each



+ Add

\$2.38
Fresh Pineapple, Each



+ Add

\$3.12 19.5 c/oz
Fresh Strawberries, 1 lb Package



+ Add

\$3.98 34.6 c/oz
Marketside Caesar Salad Kit, 11.55 oz Bag, Fresh

Market Share Leaders:



Brands Observed

30

▼ -27% vs Prior Period

Items Observed

126

▼ -27% vs Prior Period

Department Summary

Keywords Observed

28,771

▲ 70% vs Prior Period

Organic Search Visibility

▲ 57.2%

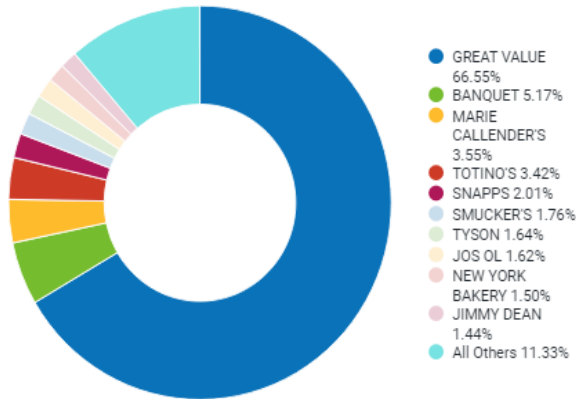
13,964,667,374 Weekly Average

Sponsorship Activity

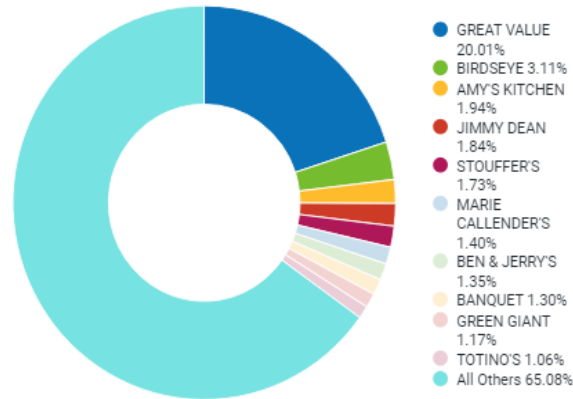
▲ 112.9%

1,596,301 Weekly Average

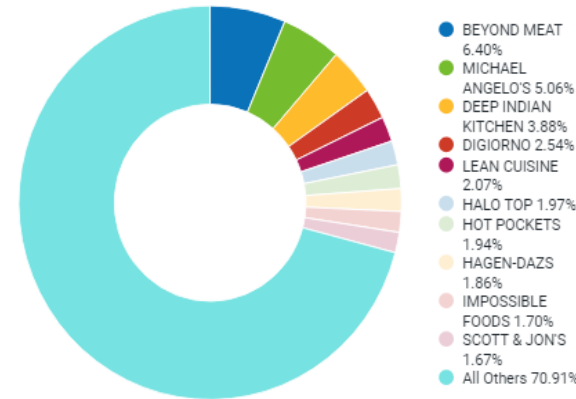
Top-Selling Brands



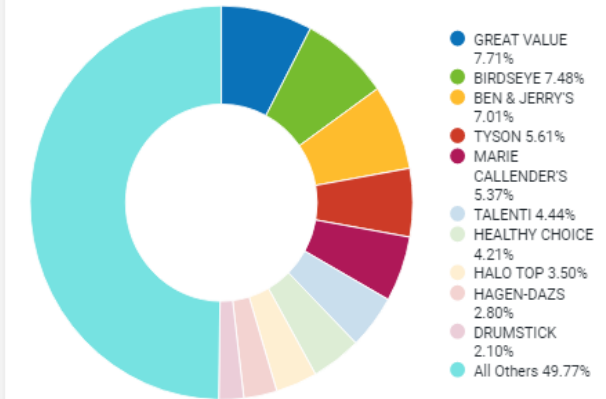
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$316 19.8 c/oz

Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



+ Add

\$358 11.2 c/oz

Great Value Taters, Seasoned, Shredded Potatoes, 32 oz Bag (Frozen)



+ Add

\$694 \$7.89/lb

Great Value Seasoned Sirloin Beef Philly Steak, 14 oz



+ Add

\$358 15.9 c/oz

Great Value Seasoned Potato Hash Brown Patties, Shredded, 22.5 oz, 10 Count Box (Frozen)



+ Add

\$116 9.7 c/oz

Great Value Frozen Broccoli Florets, 12 oz Steamable Bag

Market Share Leaders:



Produce
Unbranded



Fresh Ground
Beef

Brands Observed

45

▼ -53% vs Prior Period

Items Observed

173

▼ -32% vs Prior Period

Department Summary

Keywords Observed

47,517

▲ 74% vs Prior Period

Organic Search Visibility

▲ 39.6%

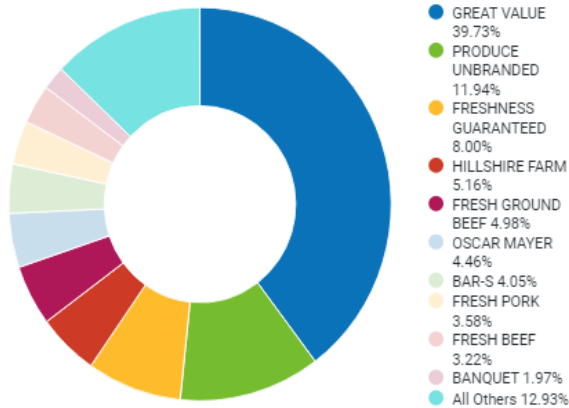
12,888,805,748 Weekly Average

Sponsorship Activity

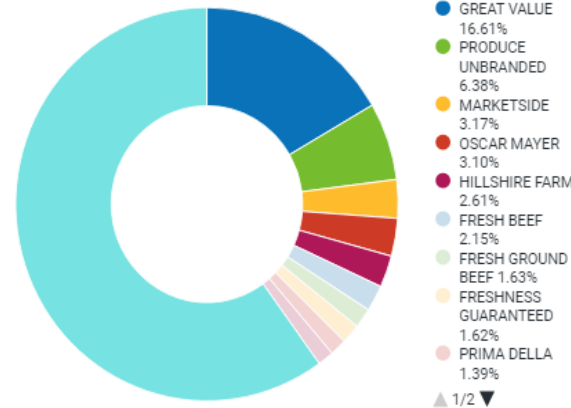
▲ 90.8%

1,711,591 Weekly Average

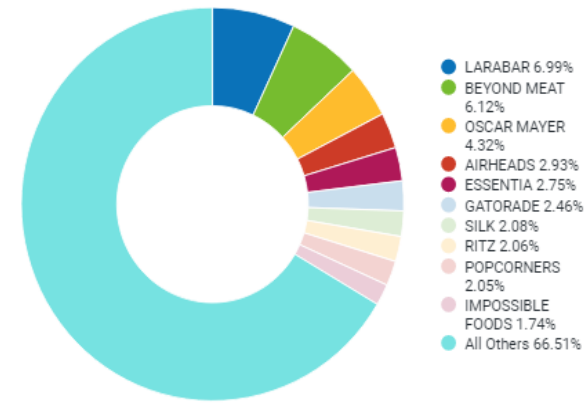
Top-Selling Brands



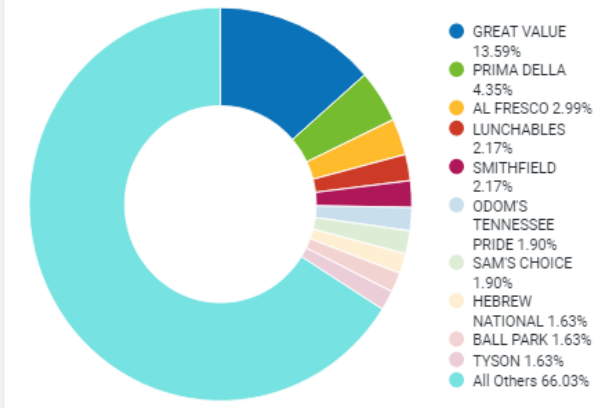
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5⁹⁷ \$1.19/lb
Freshness Guaranteed Fresh Chicken Drumsticks, 19g Protein per 4oz Serving, 5 lb



\$1¹⁸ \$1.57/lb
Bar S Classic Franks, 12 oz, 8 Count



\$4²² 8.8 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★☆ 1584



\$6⁴⁷ \$6.47/lb
All Natural* 80% Lean/20% Fat Ground Beef Chuck, 1 lb Tray



\$2⁹⁸ \$2.98/lb
Oscar Mayer Classic Uncured Wieners Hot Dogs, 10 ct. Pack

Market Share Leaders:



Brands Observed

41

▼ -72% vs Prior Period

Items Observed

125

▼ -62% vs Prior Period

Department Summary

Keywords Observed

39,929

▲ 66% vs Prior Period

Organic Search Visibility

▲ 11.0%

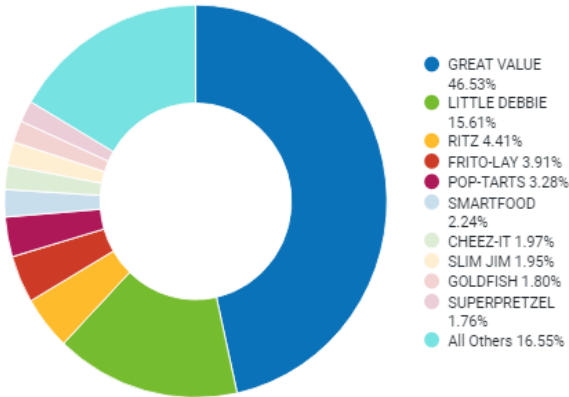
15,798,999,622 Weekly Average

Sponsorship Activity

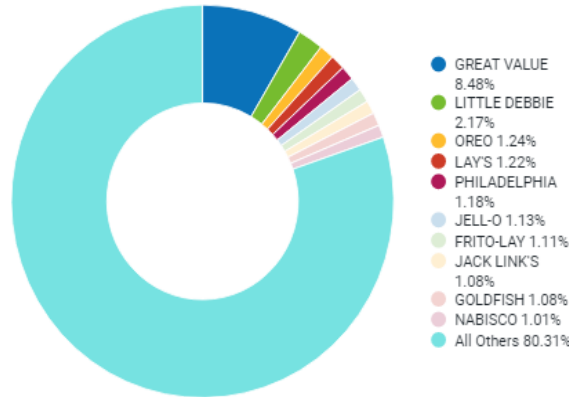
▲ 152.0%

4,584,454 Weekly Average

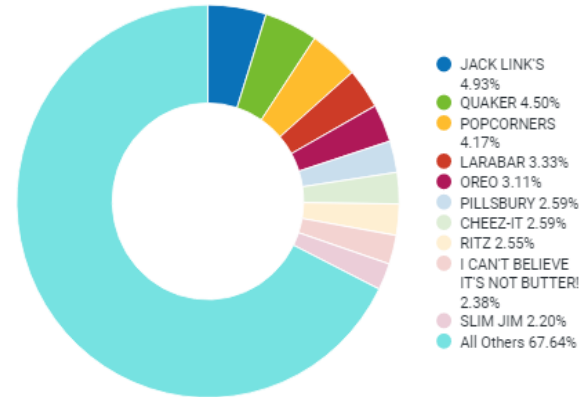
Top-Selling Brands



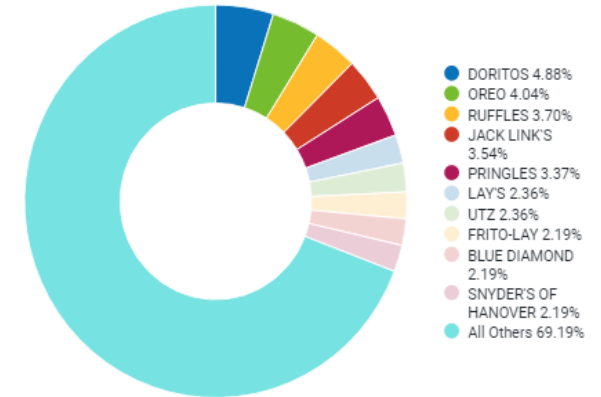
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$1⁹⁷ 16.4 ¢/oz

Great Value Peanut Butter Wafer Bars, 12 oz, 6 Count

★★★★☆ 232



+ Add

\$2⁶⁸ 20.5 ¢/oz

Little Debbie Cosmic Brownies, 13 oz



+ Add

\$1⁹⁷ 15.2 ¢/oz

Great Value Creme Filled Swiss Rolls Snack Cakes, 13 oz, 6 Count



+ Add

\$1⁸⁶ 37.2 ¢/ea

Great Value Cheese Dip & Breadsticks Snacks, 1 oz, 5 Count

★★★★☆ 201



+ Add

\$2⁶⁸ 16.5 ¢/oz

Little Debbie Oatmeal Creme Pies, 12 ct, 16.2 oz



Household Essentials

Air Fresheners.....	14
Bathroom Supplies.....	15
Batteries.....	16
Cleaning Supplies.....	17
Laundry.....	18
Paper & Plastic.....	19
Pest Control.....	20



Market Share Leaders:



Brands Observed

17

▼ -76% vs Prior Period

Items Observed

189

▼ -35% vs Prior Period

Department Summary

Keywords Observed

4,213

▼ -7% vs Prior Period

Organic Search Visibility

▼ -38.5%

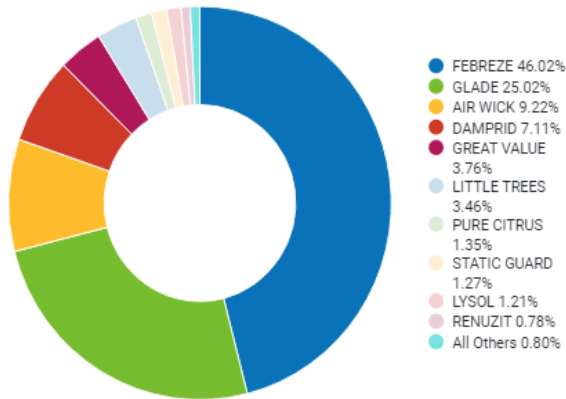
415,725,639 Weekly Average

Sponsorship Activity

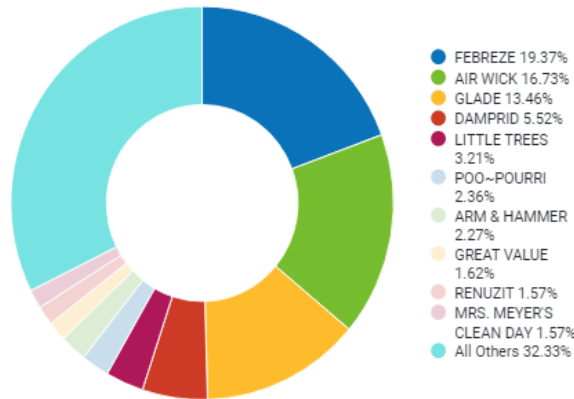
▼ -8.6%

300,272 Weekly Average

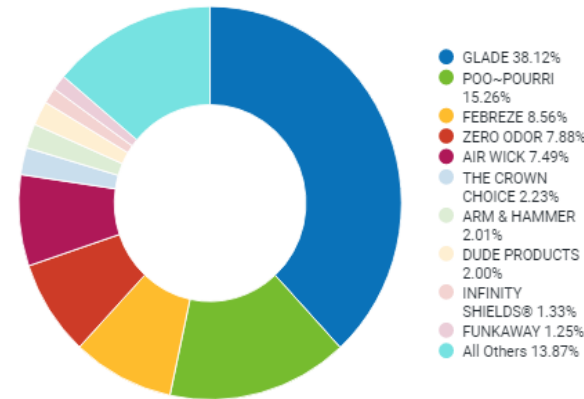
Top-Selling Brands



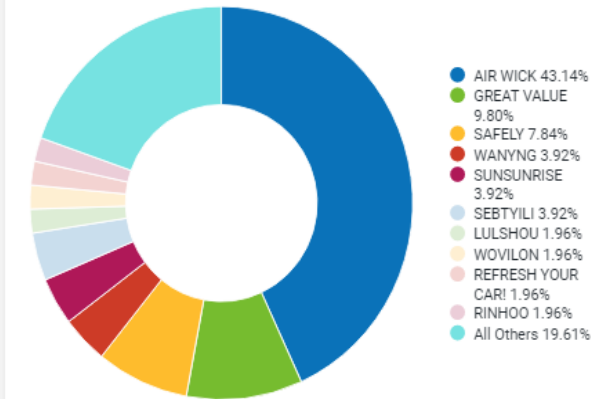
Top Brands in Organic Search



Top Brands in Paid Search



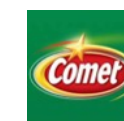
Top-Promoted Brands



Top-Selling Items:



Market Share Leaders:



Brands Observed

37

▼ -53% vs Prior Period

Items Observed

131

▼ -30% vs Prior Period

Department Summary

Keywords Observed

7,311

▼ -4% vs Prior Period

Organic Search Visibility

▼ -45.8%

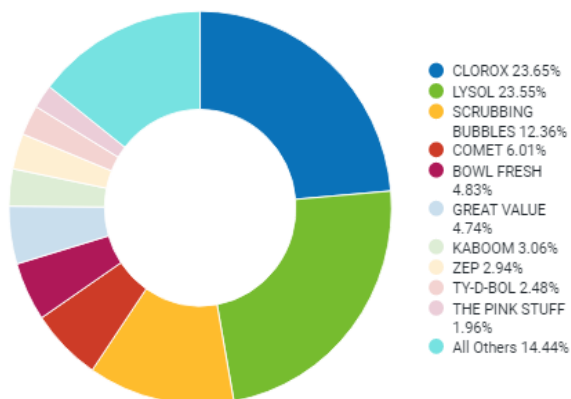
524,996,066 Weekly Average

Sponsorship Activity

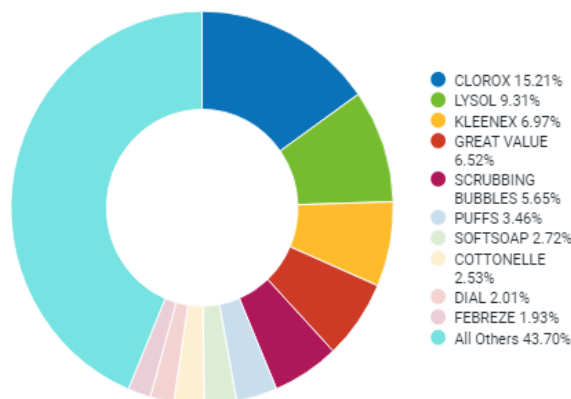
▼ -21.9%

448,875 Weekly Average

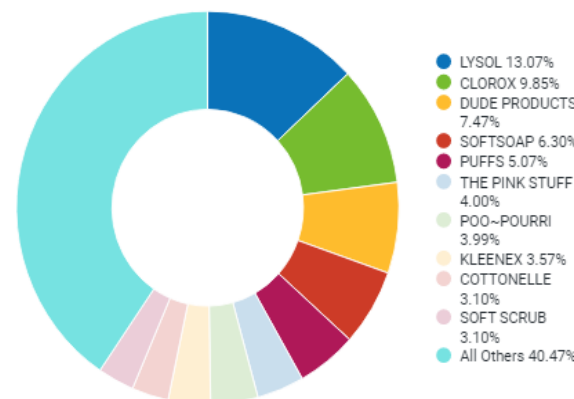
Top-Selling Brands



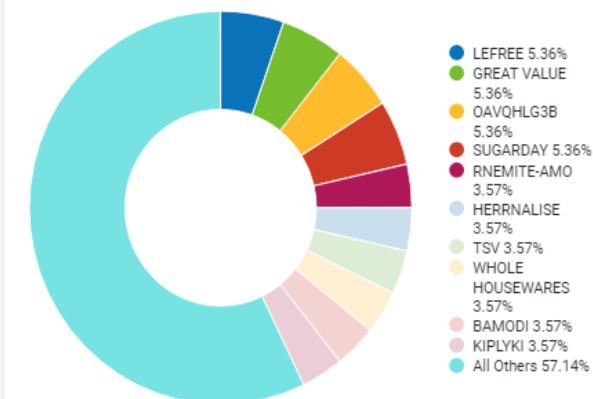
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$113 5.4 c/oz
21OZ COMET CLEANSER
★★★★★ 2304



\$497 10.4 c/fl oz
Lysol Power Toilet Bowl Cleaner, 48oz (2X24oz), 10X Cleaning Power
★★★★★ 2236



\$147 73.5 c/ea
Bowl Fresh Automatic Toilet Bowl Cleaner, Toilet Bowl Freshener with Borax, Fresh Scent, 2 Ct
★★★★★ 1240



\$417 19.0 c/fl oz
Lysol Pro Kitchen Spray Cleaner and Degreaser, Antibacterial All Purpose Cleaning Spray for Kitchens...
★★★★★ 1572



\$1694
Lysol Multi-Surface Cleaner, Sanitizing and Disinfecting Pour, to Clean and Deodorize, Sparkling Lemon and...
★★★★★ 2913

Market Share Leaders:

DURACELL

Energizer

RAYOVAC



ACDelco

Brands Observed

33

▼ -42% vs Prior Period

Items Observed

142

▼ -20% vs Prior Period

Department Summary

Keywords Observed

1,741

▼ -14% vs Prior Period

Organic Search Visibility

▼ -29.1%

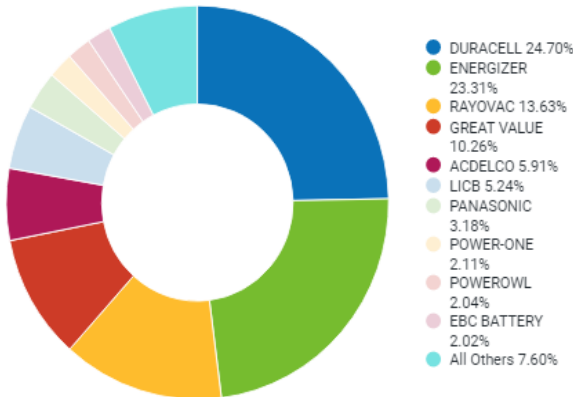
403,276,377 Weekly Average

Sponsorship Activity

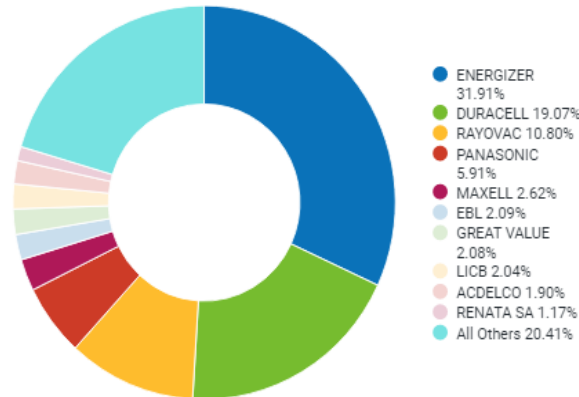
▲ 2.3%

255,150 Weekly Average

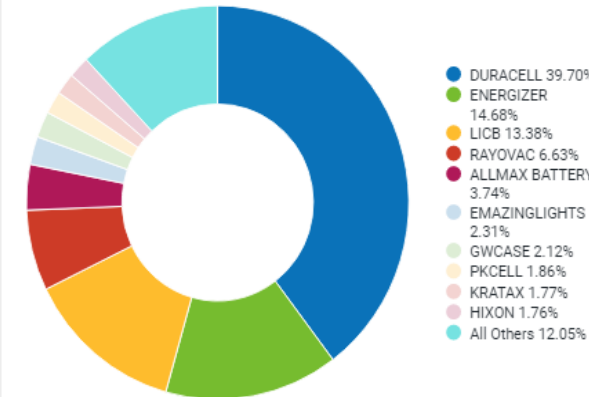
Top-Selling Brands



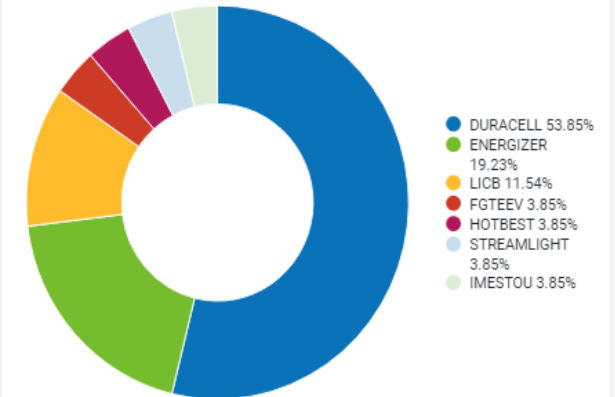
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3⁶⁸ 46.0 c/ea
Great Value Alkaline AA Batteries (8 Pack)
★★★★★ 1003



\$3⁶⁸ 46.0 c/ea
Great Value Alkaline AAA Batteries (8 Pack)
★★★★★ 888



\$6⁹⁷ 871 c/ea
Rayovac High Energy AAA Batteries (8 Pack), Triple A Batteries
★★★★★ 1051



Now \$17⁸⁶ \$33.70
Duracell CopperTop Alkaline Batteries, AAA, 24/BX
★★★★★ 232



\$11⁹⁸
Rayovac Fusion Performance Alkaline AAA Batteries, 12 Pack
★★★★★ 12

Market Share Leaders:



Brands Observed

40

▼ -85% vs Prior Period

Items Observed

171

▼ -73% vs Prior Period

Department Summary

Keywords Observed

18,353

▲ 10% vs Prior Period

Organic Search Visibility

▼ -41.7%

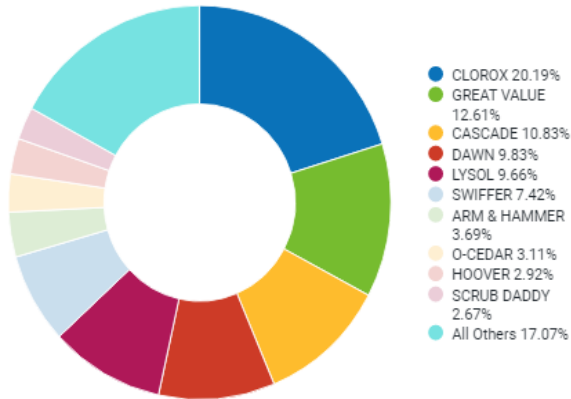
1,818,117,119 Weekly Average

Sponsorship Activity

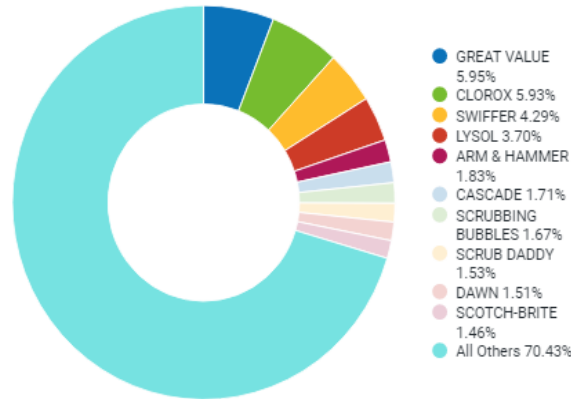
▲ 7.5%

1,870,183 Weekly Average

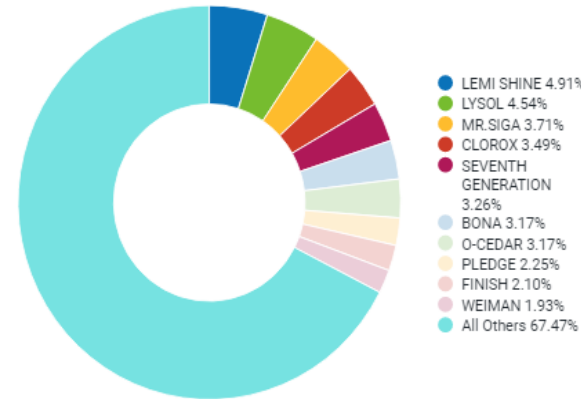
Top-Selling Brands



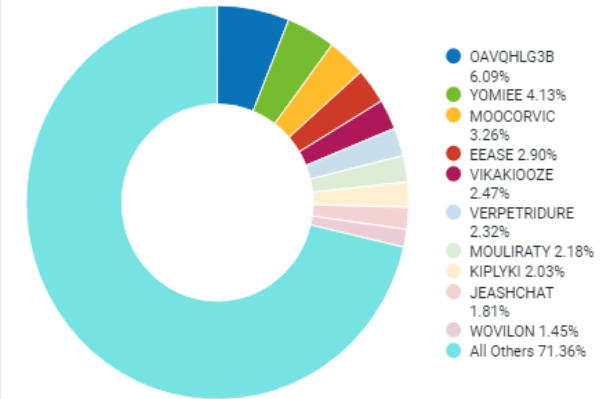
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$552 \$7.36/100 ct
Clorox Bleach-Free Disinfecting and Cleaning Wipes, Fresh Scent, 75 Count
★★★★★ 6505



\$997 \$4.43/100 ct
Great Value Disinfecting Wipes, Fresh and Lemon Scent, 225 Wipes
★★★★★ 3171



\$1399 +\$9.99 shipping
Pine-Sol Multi-Surface Cleaner, Original, 48 fl oz
★★★★★ 22976



\$794 37.8 c/ea
Cascade Platinum Dishwasher Detergent Pods, Fresh Scent, 21 Count
★★★★★ 7810



\$2094 40.3 c/ea
Cascade Platinum Plus Dishwasher Detergent Pacs, Fresh, 52 Count
★★★★★ 2343

Market Share Leaders:



Brands Observed

24

▼ -76% vs Prior Period

Items Observed

165

▼ -48% vs Prior Period

Department Summary

Keywords Observed

7,051

▲ 9% vs Prior Period

Organic Search Visibility

▼ -46.8%

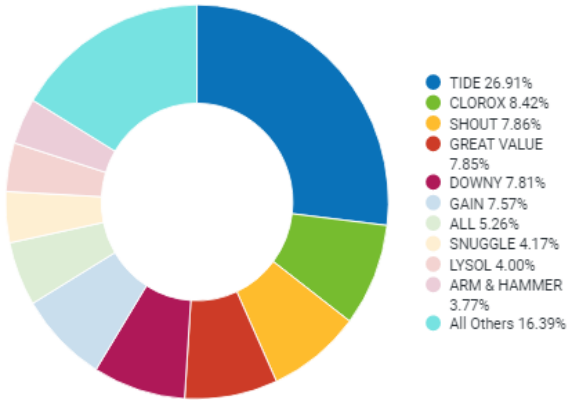
778,156,918 Weekly Average

Sponsorship Activity

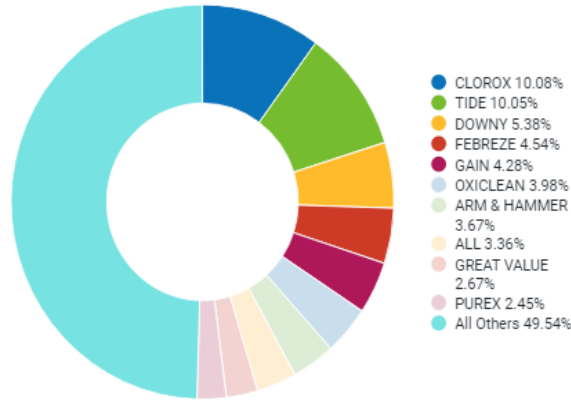
▲ 42.1%

677,572 Weekly Average

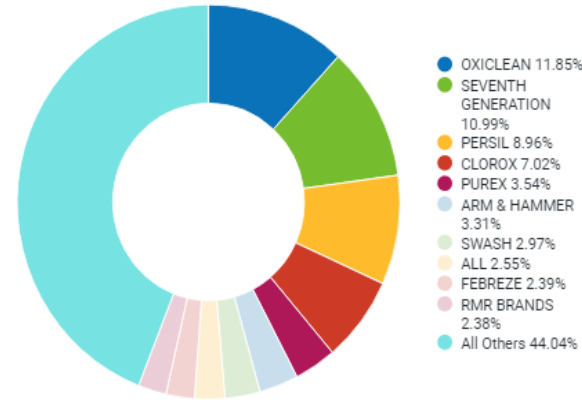
Top-Selling Brands



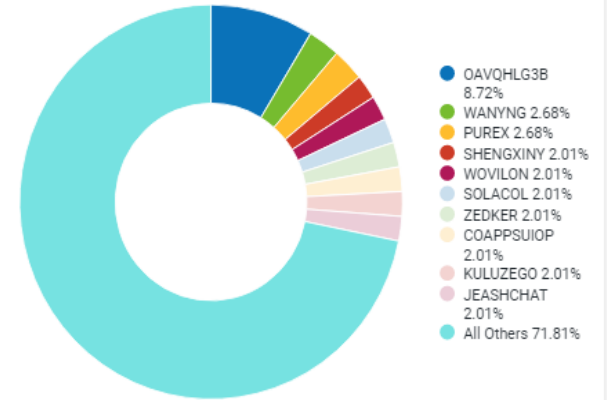
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$4⁹⁸ \$20.75/100 ct

Shout Color Catcher, Dye-Trapping Sheets, 24 Sheets

★★★★☆ 21636



Options

*2 sizes

\$12⁹⁷ 270 c/fl oz

More options from \$6.97

Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Cool Cotton, 48.00 fl oz

★★★★★ 1684



+ Add

\$27²⁴ 24.3 c/ea

Tide Pods Laundry Detergents Soap Packs, Spring Meadow, 112 Ct

★★★★★ 2089



Options

*2 sizes

\$12⁹⁷ 270 c/fl oz

More options from \$6.97

Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Fresh Lavender, 48.00 fl oz

★★★★★ 1034



+ Add

\$3⁴⁸ 15.8 c/fl oz

Shout Triple-Acting, Laundry Stain Remover, 22 Ounce

★★★★★ 1209

Market Share Leaders:



Brands Observed

21

▼ -76% vs Prior Period

Items Observed

129

▼ -61% vs Prior Period

Department Summary

Keywords Observed

15,184

▼ -21% vs Prior Period

Organic Search Visibility

▼ -51.7%

1,405,192,005 Weekly Average

Sponsorship Activity

▼ -11.0%

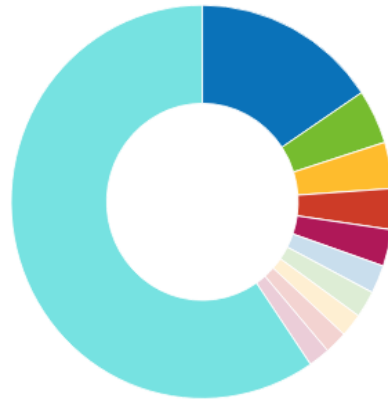
1,019,235 Weekly Average

Top-Selling Brands



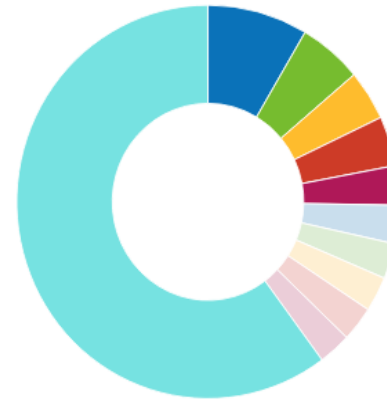
- GREAT VALUE 33.07%
- CHARMIN 15.00%
- ANGEL SOFT 11.40%
- COTTONELLE 8.48%
- BOUNTY 5.30%
- SCOTT 4.93%
- SPARKLE 4.47%
- DIXIE 4.28%
- REYNOLDS WRAP 2.96%
- KLEENEX 2.33%
- All Others 7.78%

Top Brands in Organic Search



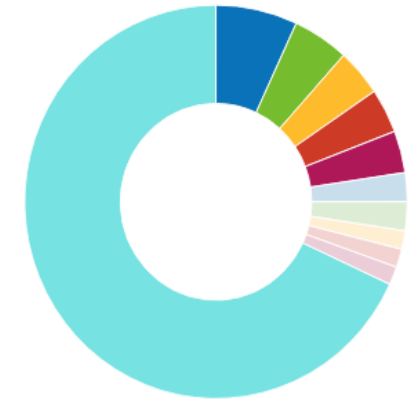
- GREAT VALUE 15.64%
- HEFTY 4.48%
- ZIPLOC 3.79%
- KLEENEX 3.36%
- GLAD 3.03%
- DIXIE 2.32%
- RUBBERMAID 2.21%
- CHARMIN 1.92%
- COTTONELLE 1.90%
- BOUNTY 1.80%
- All Others 59.54%

Top Brands in Paid Search



- ZIPLOC 8.49%
- DUDE 5.34%
- COTTONELLE 4.13%
- HEFTY 4.09%
- DUDE PRODUCTS 3.25%
- QUILTED NORTHERN 3.14%
- PLASTICPLACE 2.92%
- COMFY PACKAGE 2.88%
- KARAT 2.87%
- ANGEL SOFT 2.74%
- All Others 60.15%

Top-Promoted Brands



- YOMIEE 6.90%
- PINXOR 4.74%
- EEASE 3.88%
- VIKAKIOOZE 3.66%
- GREAT VALUE 3.45%
- OAVQHLG3B 2.37%
- M BUDER 2.37%
- VERPETRIDURE 1.51%
- TOUGH GUY 1.51%
- STOCK YOUR HOME 1.51%
- All Others 68.10%

Top-Selling Items:



\$6⁶⁸ 23.2 ct/100 ct
Angel Soft Toilet Paper, 9 Mega Rolls
★★★★★ 19639



Now \$11⁹⁹ ~~\$72.87~~
Bounty Select-a-Size Paper Towels, 12 Double Rolls, White
★★★★★ 13500



\$13⁶³ 42.4 ct/100 ct
Cottonelle Ultra Comfort Toilet Paper, 12 Mega Rolls per Pack, 268 Sheets per Roll
★★★★★ 9035



\$7¹² \$1.08/100 ct
Sparkle Tear-a-Square Paper Towels, White, 6 Double Rolls
★★★★★ 4932



\$9⁹⁸ \$1.77/100 ct
Viva Signature Cloth Paper Towels, 6 Double Rolls (94 Sheets per Roll)
★★★★★ 6861

Market Share Leaders:



Brands Observed

89

▲ 37% vs Prior Period

Items Observed

203

▲ 33% vs Prior Period

Department Summary

Keywords Observed

4,972

▲ 24% vs Prior Period

Organic Search Visibility

▼ -22.6%

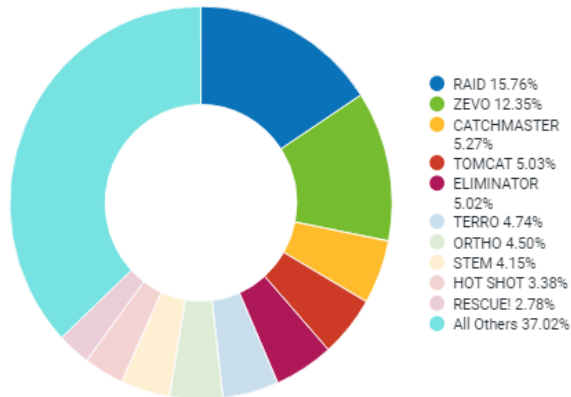
728,122,997 Weekly Average

Sponsorship Activity

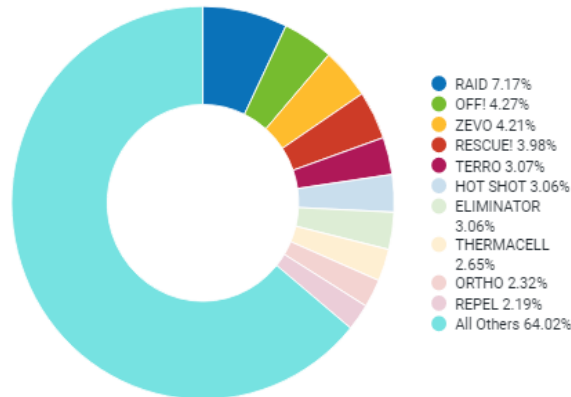
▲ 27.5%

1,252,699 Weekly Average

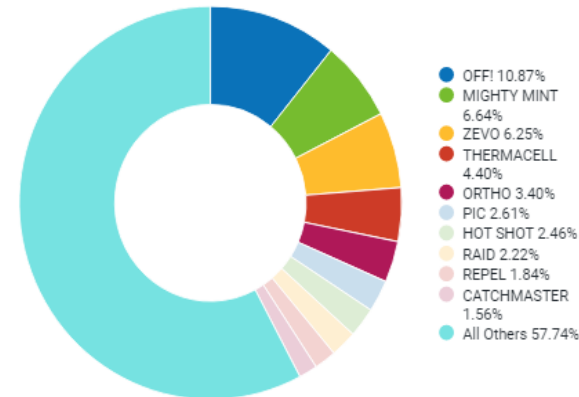
Top-Selling Brands



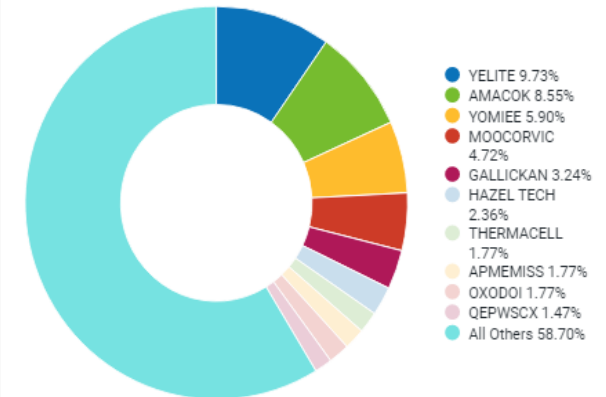
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



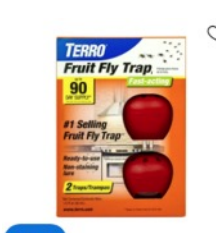
\$20⁹⁷
 Zevo Flying Insect Fly Trap (1 Device + Refill) Featuring Blue And UV Light To Attract Flying Insects
 ★★★★★ 4891



\$7³² \$3.66/ea
 Zevo Flying Insect Trap, Fly Trap Refill Cartridges (2 Refill Cartridges)
 ★★★★★ 1428



\$8⁹⁷ 7.0 c/fl oz
 Ortho Home Defense Insect Killer for Indoor & Perimeter2, Controls Ants, Roaches, and More, 1 gal.
 ★★★★★ 3677



\$7¹⁶ \$7.16/fluid ounces
 TERRA Fruit Fly Traps - 2 Pack
 ★★★★★ 1729



\$7³² 61.0 c/oz
 Zevo Multi-Insect Killer - Ant, Roach, Fly Spray 12oz
 ★★★★★ 4350

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