



Department Performance Report

OCTOBER 2023



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

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Department Performance Report

October 2023

Report Overview

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

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

- ❖ Disclaimer: Analytic Index has no affiliation with Home Depot. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.
- ❖ This report is based on top-performing items in sales or search on Home Depot (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period and percent change in this report is comparing data from the previous month (month-over-month).

Definitions

Top Brands in Organic Search

Based on share of organic search visibility, which is similar to organic impressions in that it looks at keywords the brands items appear for, how high they rank for said keywords, and the search volume of the keywords.

Top Brands in Paid Search

Based on share of paid search visibility, which is similar to ad impressions in that it looks at keywords the sponsored items appear for, their ad position on the page for said keywords, and the search volume of the keywords.

Top-Selling Items

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

About Analytic Index

Actionable **search, sales, and shelf** insights for all major retail ecommerce platforms.



US, CA, UK, DE, FR, IT, ES



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



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Table of Contents

- Appliances..... 1
- Automotive..... 2
- Bath..... 3
- Clothing..... 4
- Electrical..... 5
- Hardware..... 6
- Home Decor..... 7
- Flooring..... 8
- Furniture..... 9
- Lighting..... 10
- Paint..... 11
- Plumbing..... 12
- Safety Equipment..... 13
- Smart Home..... 14
- Storage & Organization..... 15
- Tools..... 16



Organic Search Leaders:

Whirlpool



FRIGIDAIRE

Magic Chef

HDX

Brands Observed

502

▲ 1% vs Prior Period

Items Observed

12,329

▲ 1% vs Prior Period

Department Summary
Keywords Observed

8,637

▲ 55% vs Prior Period

Sponsorship Activity

▼ -17.1%

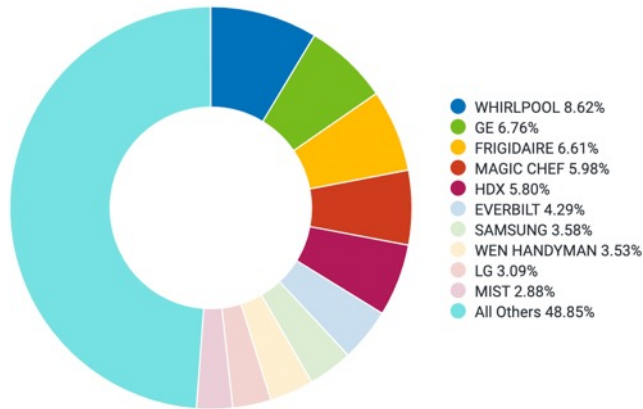
169,036 Weekly Average

Organic Search Visibility

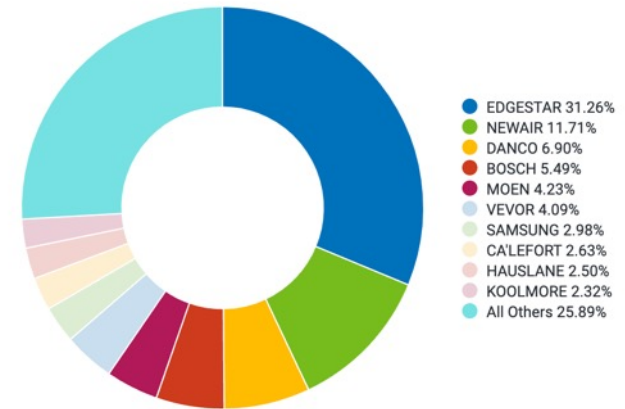
▲ 3.1%

476,658,658 Weekly Average

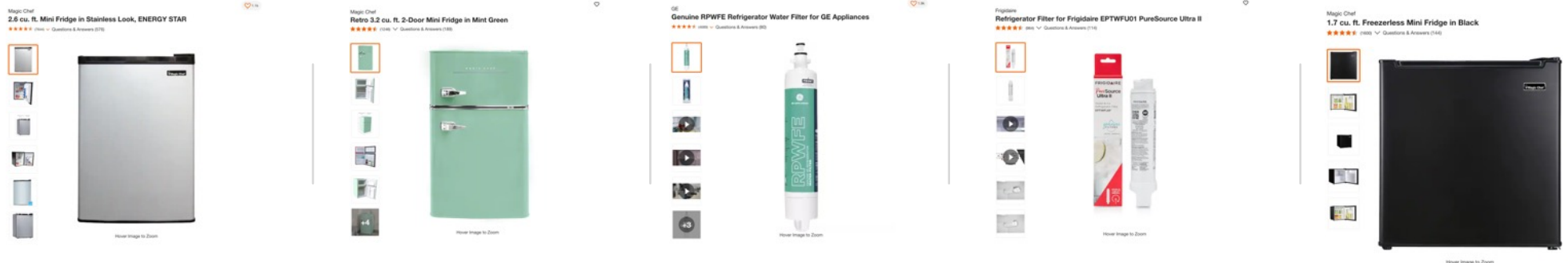
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:

VEVOR®



bell+howell



Brands Observed

409

▼ -1% vs Prior Period

Items Observed

5,509

▼ -4% vs Prior Period

Department Summary

Keywords Observed

8,634

▲ 102% vs Prior Period

Sponsorship Activity

▼ -29.7%

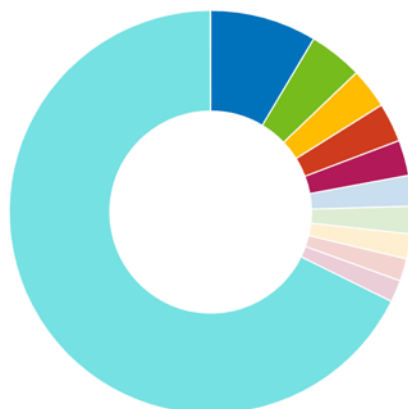
57,841 Weekly Average

Organic Search Visibility

▲ 10.5%

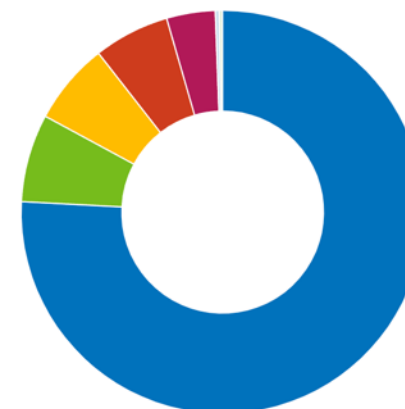
50,551,977 Weekly Average

Top Brands in Organic Search



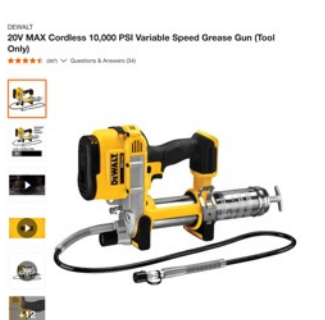
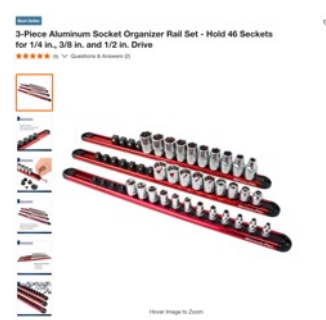
- VEVOR 8.57%
- BUYERS PRODUCTS COMPANY 4.30%
- DEWALT 3.23%
- BELL + HOWELL 3.13%
- GEARWRENCH 2.86%
- UWS 2.44%
- SCHUMACHER ELECTRIC 2.22%
- ECCO 1.98%
- WAGAN TECH 1.81%
- MTI INDUSTRIES 1.77%
- All Others 67.69%

Top Brands in Paid Search



- VEVOR 75.83%
- WEATHER GUARD 7.05%
- MOTHERS 6.56%
- SNOW JOE 6.08%
- BLASTER 3.90%
- BUDGE 0.32%
- THINKCAR 0.26%

Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

616

▼ -1% vs Prior Period

Items Observed

21,648

▲ 3% vs Prior Period

Department Summary

Keywords Observed

5,128

▲ 72% vs Prior Period

Sponsorship Activity

▲ 2.8%

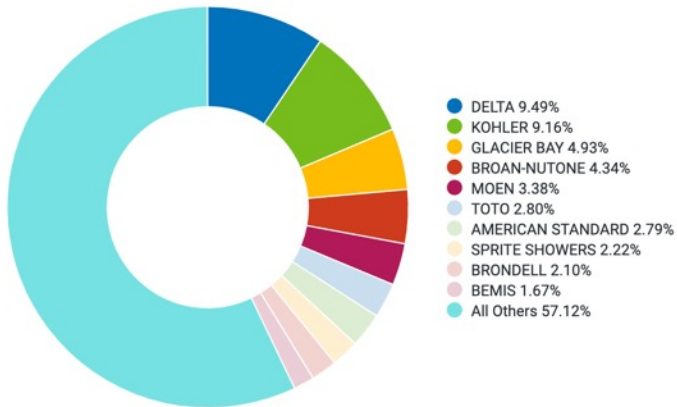
249,963 Weekly Average

Organic Search Visibility

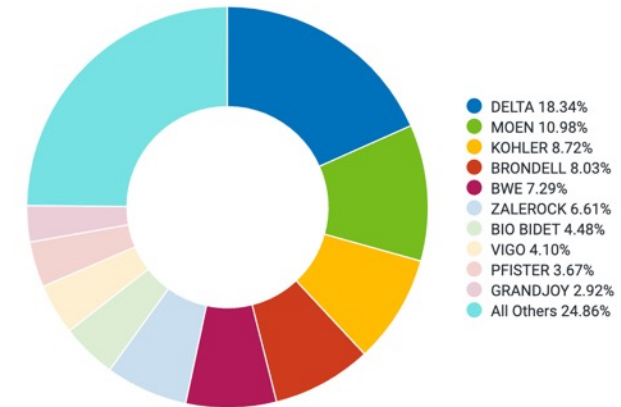
▲ 9.8%

139,620,817 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

DELTA
Zurn
Single-Handle Rain 1-Spray Square 12 in. Shower System Shower Faucet Head with Handheld in Black (Valve Included)

DELTA
Chamberlain In2ition 2-in-1 Rough-In Valve Included Single-Handle 4-Spray Shower Faucet 1.75 GPM in Matte Black

OPHE
Vistilo 5-spray 7 in. Dual Shower Head and Handheld Shower Head in Chrome

BROAN-NuTone
60 CFM Ceiling Bathroom Exhaust Fan with Light

MOEN
Bracklyn Single-Handle 6-Spray Tub Shower Faucet w/ Magnetix Rainshower in Spot Resist Brushed Nickel (Valve Included)

Organic Search Leaders:



Brands Observed

470

▲ 0% vs Prior Period

Items Observed

4,126

▲ 0% vs Prior Period

Department Summary

Keywords Observed

4,884

▲ 82% vs Prior Period

Sponsorship Activity

▼ -12.1%

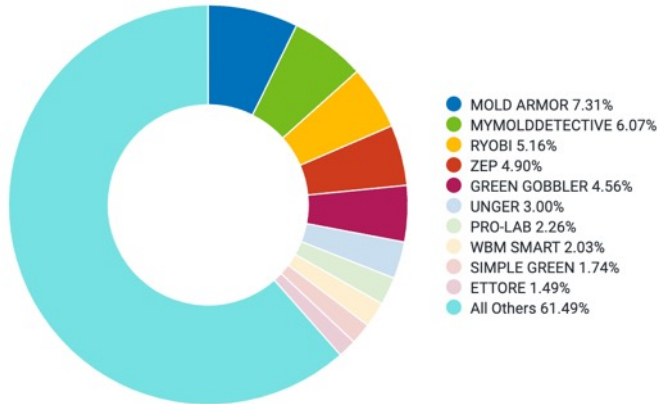
72,464 Weekly Average

Organic Search Visibility

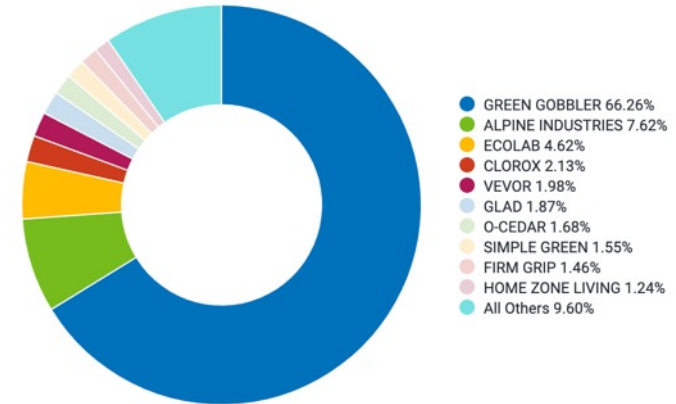
▲ 9.9%

47,429,200 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

541

▲ 1% vs Prior Period

Items Observed

13,324

▼ -1% vs Prior Period

Department Summary

Keywords Observed

13,163

▲ 92% vs Prior Period

Sponsorship Activity

▲ 0.3%

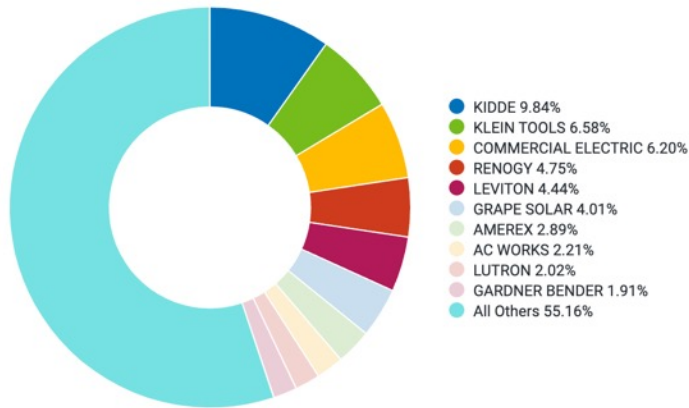
242,669 Weekly Average

Organic Search Visibility

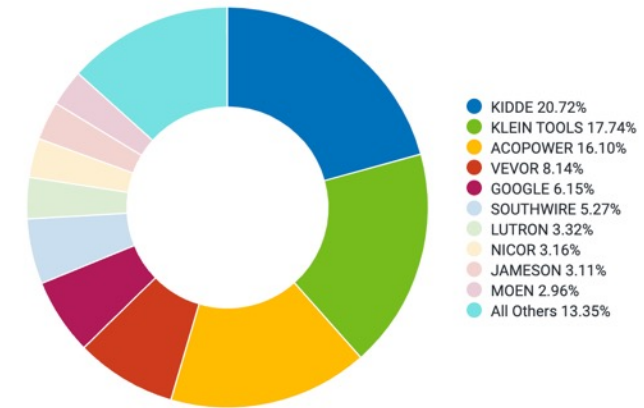
▲ 13.6%

357,932,309 Weekly Average

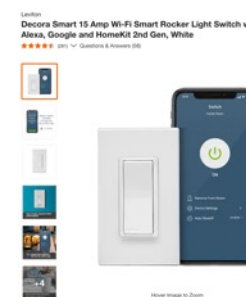
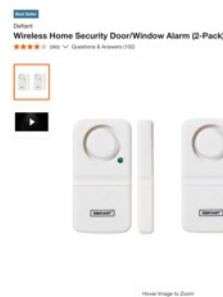
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

345

▲ 2% vs Prior Period

Items Observed

12,616

▲ 2% vs Prior Period

Department Summary

Keywords Observed

8,589

▲ 68% vs Prior Period

Sponsorship Activity

▲ 156.7%

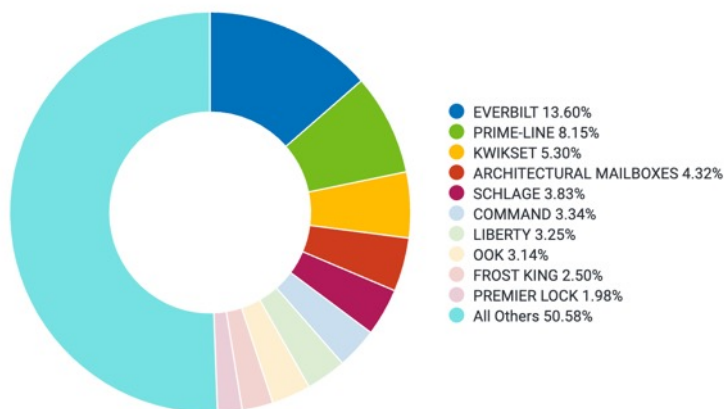
105,532 Weekly Average

Organic Search Visibility

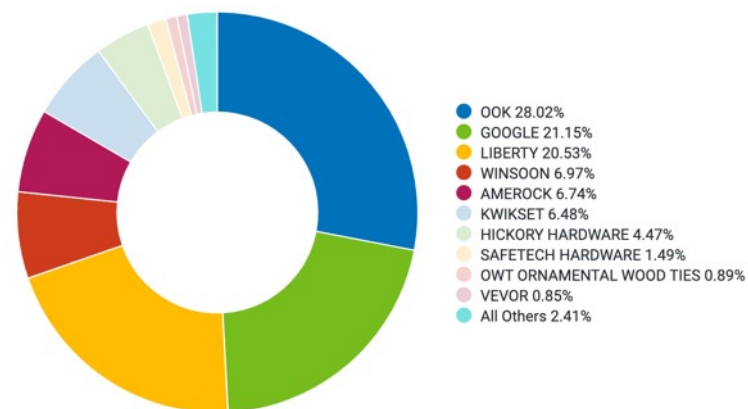
▲ 7.7%

435,064,203 Weekly Average

Top Brands in Organic Search



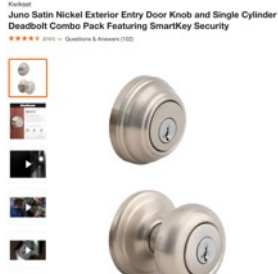
Top Brands in Paid Search



Top-Performing Items in Search:



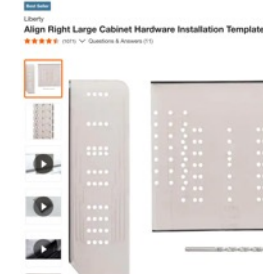
Hover Image to Zoom



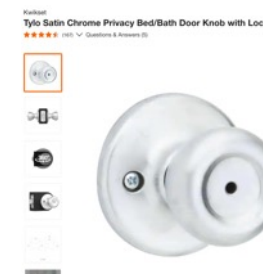
Hover Image to Zoom



Hover Image to Zoom



Hover Image to Zoom



Hover Image to Zoom

Organic Search Leaders:



NUWALLPAPER



LuxenHome

Brands Observed

643

▼ -3% vs Prior Period

Items Observed

18,075

▲ 0% vs Prior Period

Department Summary

Keywords Observed

6,186

▲ 115% vs Prior Period

Sponsorship Activity

▼ -2.5%

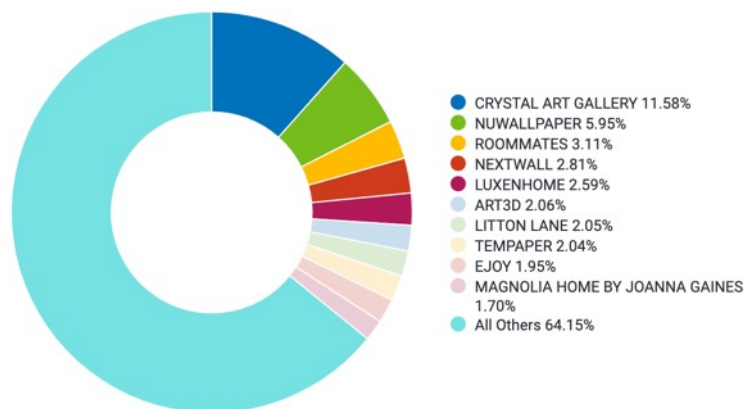
76,902 Weekly Average

Organic Search Visibility

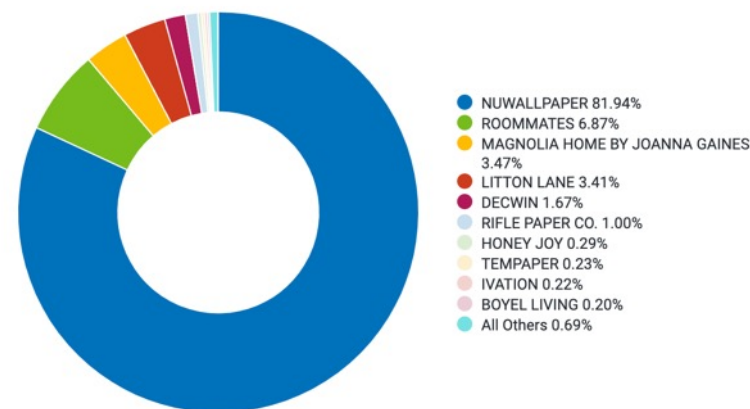
▲ 30.4%

100,981,566 Weekly Average

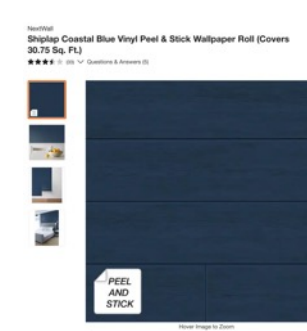
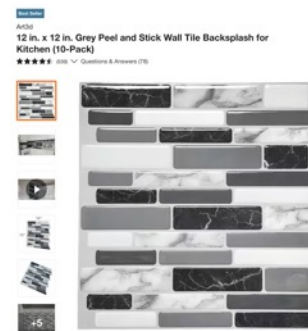
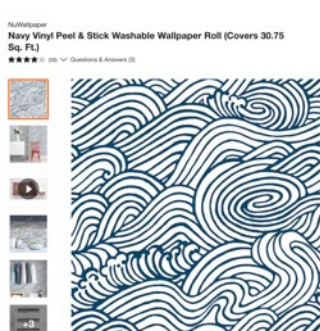
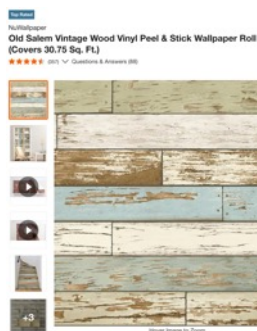
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

391

▲ 3% vs Prior Period

Items Observed

11,245

▲ 4% vs Prior Period

Department Summary
Keywords Observed

4,263

▲ 79% vs Prior Period

Sponsorship Activity

▲ 21.6%

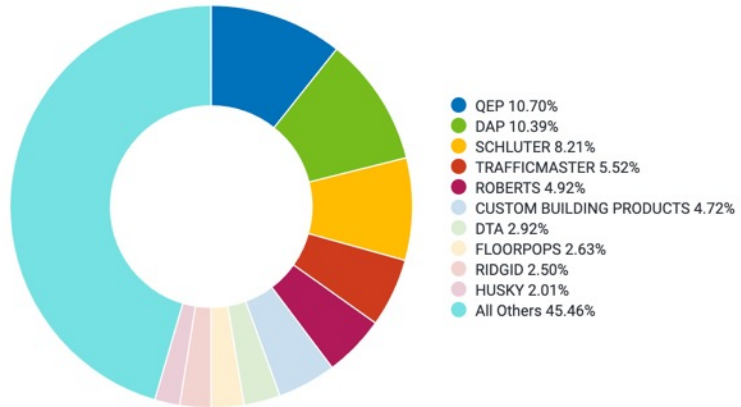
52,920 Weekly Average

Organic Search Visibility

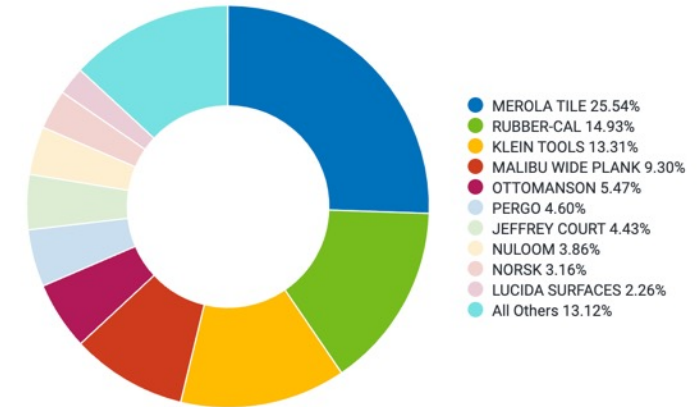
▲ 22.6%

82,664,617 Weekly Average

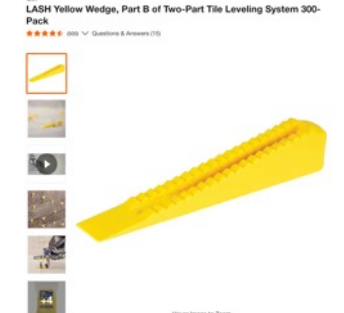
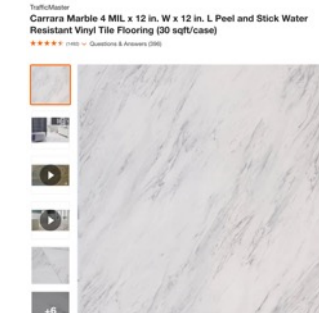
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

501

▲ 0% vs Prior Period

Items Observed

12,988

▲ 2% vs Prior Period

Department Summary
Keywords Observed

2,512

▲ 46% vs Prior Period

Sponsorship Activity

▼ -24.0%

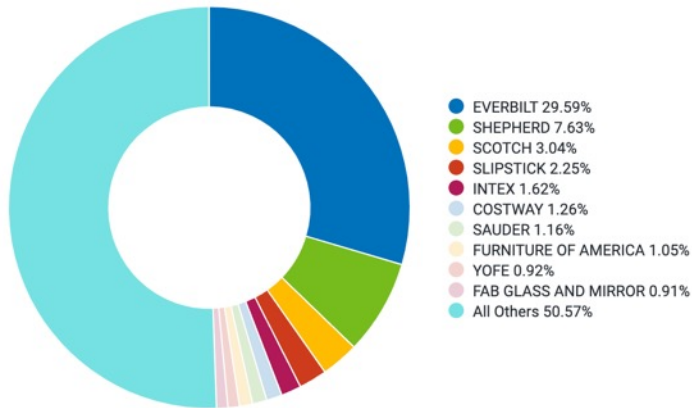
44,590 Weekly Average

Organic Search Visibility

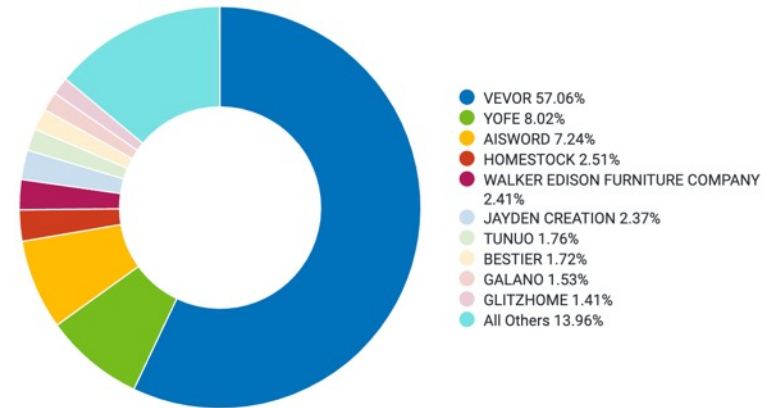
▼ -4.5%

23,058,322 Weekly Average

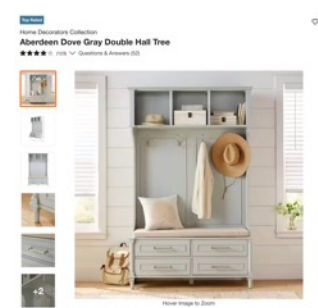
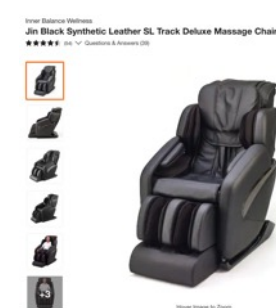
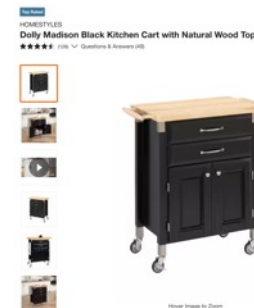
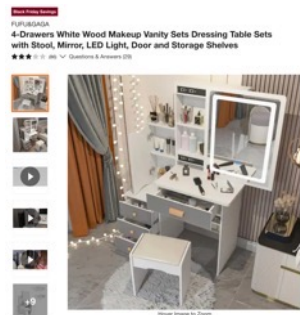
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

464

▼ -3% vs Prior Period

Items Observed

18,978

▲ 0% vs Prior Period

Department Summary

Keywords Observed

17,026

▲ 108% vs Prior Period

Sponsorship Activity

▼ -3.5%

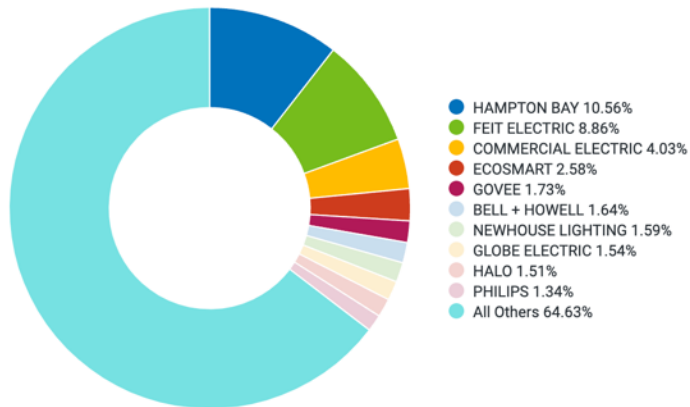
1,464,736 Weekly Average

Organic Search Visibility

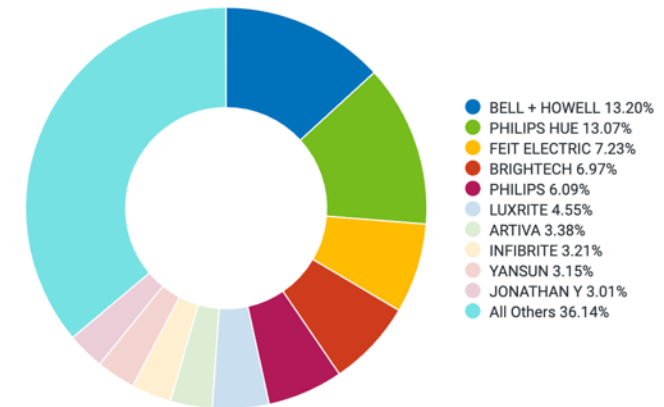
▲ 27.1%

1,284,324,461 Weekly Average

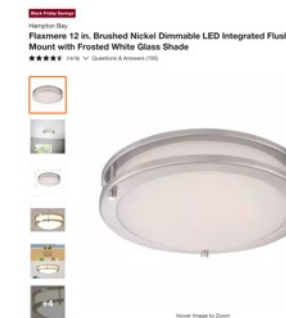
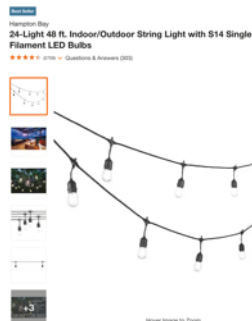
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

405

▲ 2% vs Prior Period

Items Observed

14,334

▼ -2% vs Prior Period

Department Summary

Keywords Observed

6,914

▲ 69% vs Prior Period

Sponsorship Activity

▲ 16.8%

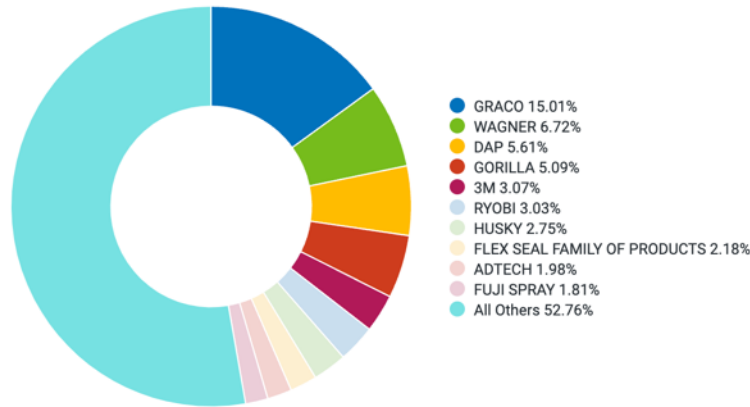
163,128 Weekly Average

Organic Search Visibility

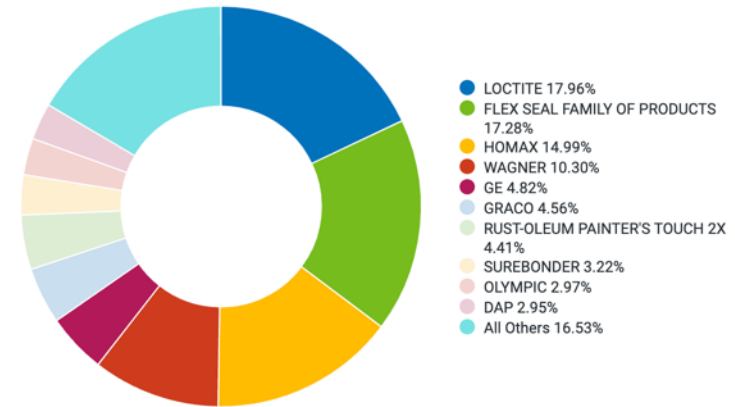
▲ 4.2%

341,504,541 Weekly Average

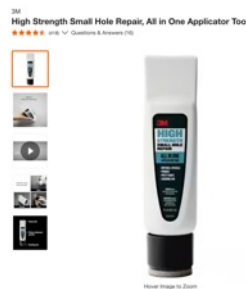
Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

398

▲ 1% vs Prior Period

Items Observed

10,772

▼ -1% vs Prior Period

Department Summary

Keywords Observed

10,819

▲ 58% vs Prior Period

Sponsorship Activity

▲ 5.7%

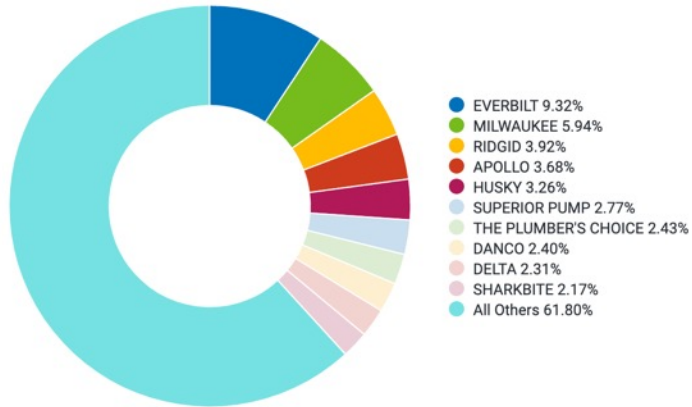
209,902 Weekly Average

Organic Search Visibility

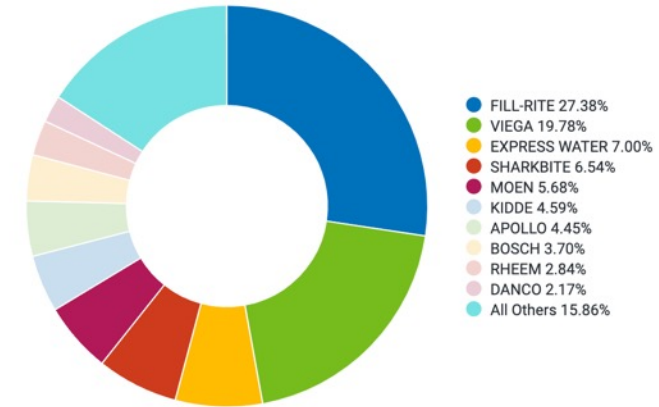
▲ 6.3%

430,137,652 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

EVERBILT
1/8 HP Plastic Submersible Utility Pump



RIDGID
EZ Change Plumbing Wrench Faucet Installation and Removal Tool



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



RIDGID
Power Spin+ 1/4 in. x 25 ft. Hybrid Drain Cleaning Snake Auger (Manual or Cordless Drill Operated, Tool Only)



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



Organic Search Leaders:



Brands Observed

104

▲ 0% vs Prior Period

Items Observed

1,313

▲ 1% vs Prior Period

Department Summary

Keywords Observed

2,690

▲ 145% vs Prior Period

Sponsorship Activity

▼ -13.0%

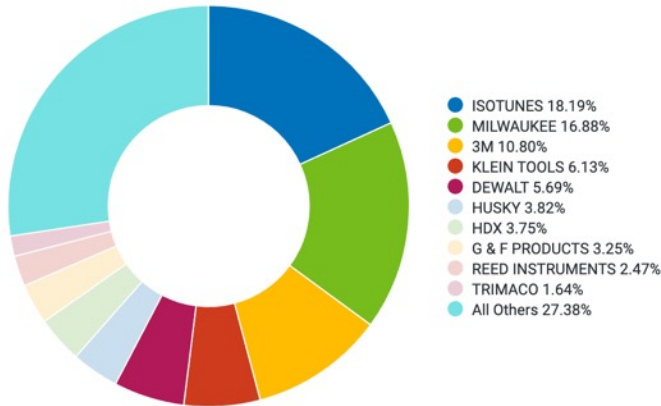
34,902 Weekly Average

Organic Search Visibility

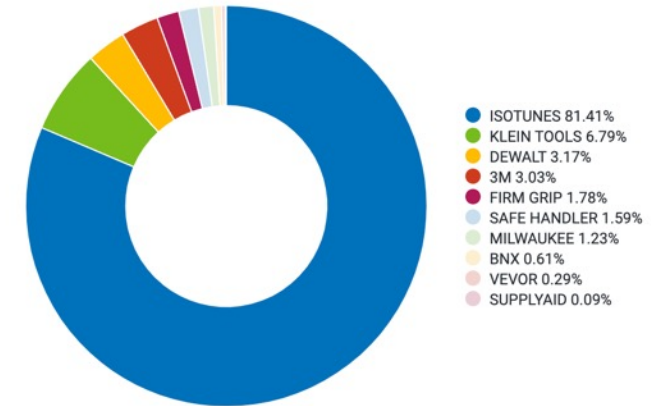
▲ 51.5%

41,367,921 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

151

▼ -2% vs Prior Period

Items Observed

1,685

▼ -1% vs Prior Period

Department Summary

Keywords Observed

9,026

▲ 101% vs Prior Period

Sponsorship Activity

▲ 6.6%

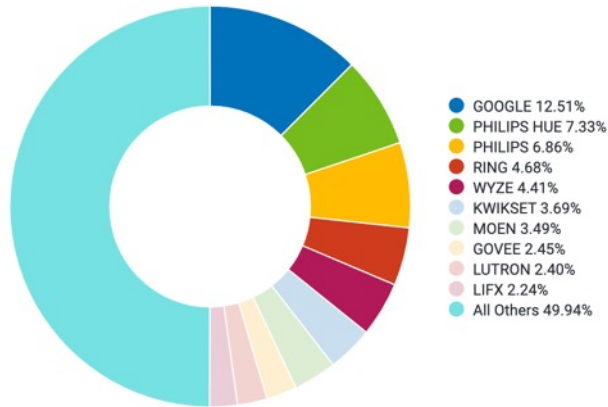
347,760 Weekly Average

Organic Search Visibility

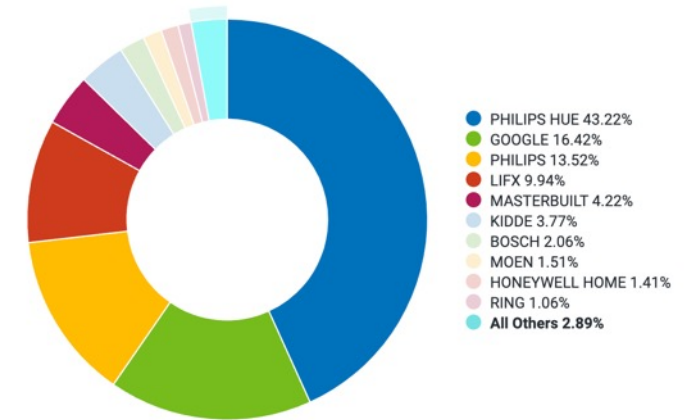
▲ 24.9%

119,542,913 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Organic Search Leaders:



Brands Observed

505

▼ -1% vs Prior Period

Items Observed

8,704

▲ 1% vs Prior Period

Department Summary

Keywords Observed

6,032

▲ 77% vs Prior Period

Sponsorship Activity

▲ 10.9%

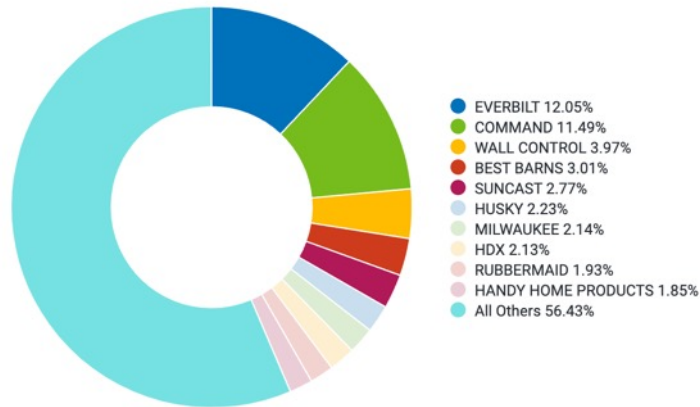
68,978 Weekly Average

Organic Search Visibility

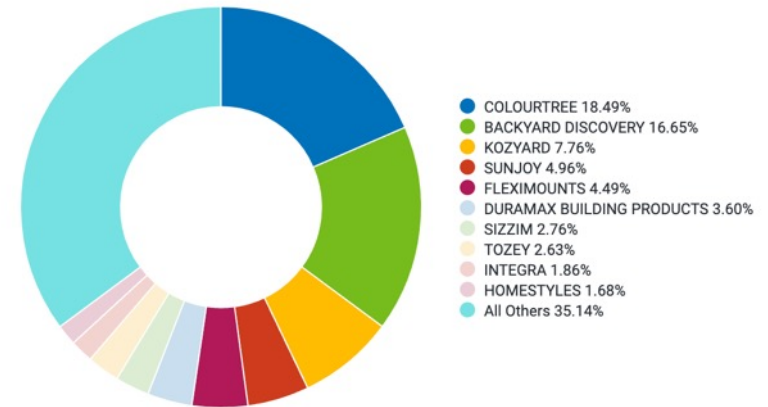
▲ 10.2%

178,466,792 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:

HDX
48 in. Super Duty Bungee Cords 4-Pack

★★★★★ (202) 13 Questions & Answers (13)



Hover Image to Zoom

HDX
Flat Bungee Cord Assortment (8-Piece)

★★★★★ (202) 13 Questions & Answers (13)



Hover Image to Zoom

Rubbermaid
11.5 in. L White Metal Adjustable Shelving Track Bracket

★★★★★ (202) 13 Questions & Answers (13)



Hover Image to Zoom

HDX
24-Piece Superstrong Bungee Cord Assortment

★★★★★ (202) 13 Questions & Answers (13)



Hover Image to Zoom

Rubbermaid
7 ft. x 7 ft. Storage Shed

★★★★★ (202) 13 Questions & Answers (13)



Hover Image to Zoom

Organic Search Leaders:



Brands Observed

499

▼ -3% vs Prior Period

Items Observed

16,963

▲ 0% vs Prior Period

Department Summary

Keywords Observed

23,830

▲ 70% vs Prior Period

Sponsorship Activity

▲ 53.6%

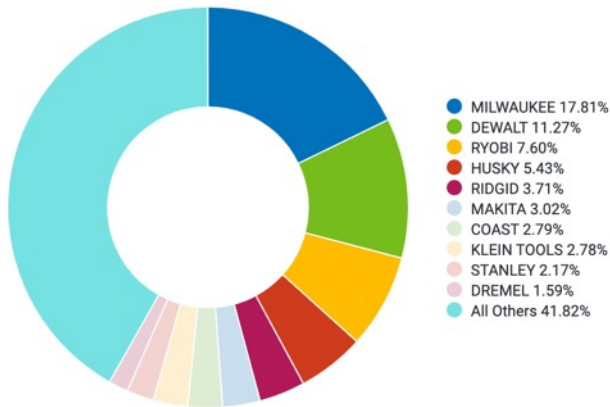
576,674 Weekly Average

Organic Search Visibility

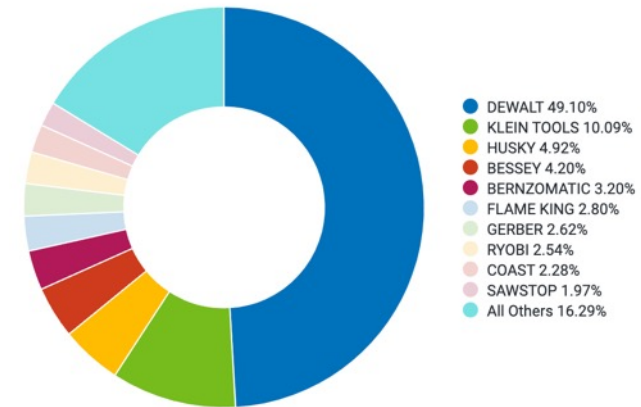
▲ 26.8%

1,593,701,123 Weekly Average

Top Brands in Organic Search



Top Brands in Paid Search



Top-Performing Items in Search:



Interested in leveraging Home Depot search, sales, and shelf analytics?

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