



Department Performance Report

OCTOBER 2023



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

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Department Performance Report

October 2023

Report Overview

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

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

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

Definitions

Top-Selling Brands

Estimated sales share based on the brand's items, their best seller rank, and historical sales.

Top Brands in Organic Search

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

Top Brands in Paid Search

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

Top Promoted Brands

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

Top-Selling Items

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

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**



BETTER **CLICK THROUGH RATES & CONVERSION**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



HUGE **TIME SAVINGS**



MORE **EFFECTIVE & AD SPEND**



CROSS-RETAILER VISIBILITY



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+1 (801) 916-4306

Market Share Leaders: HTV 



THE WOOBLES



iBayam

Brands Observed
19,251

▼ -3% vs Prior Period

Items Observed
119,106

▲ 1% vs Prior Period

Department Summary
Keywords Observed
133,243

▲ 66% vs Prior Period

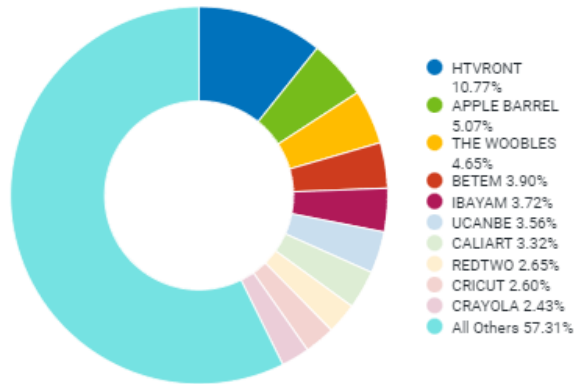
Sponsorship Activity
▲ 10.8%

67,235,952 Weekly Average

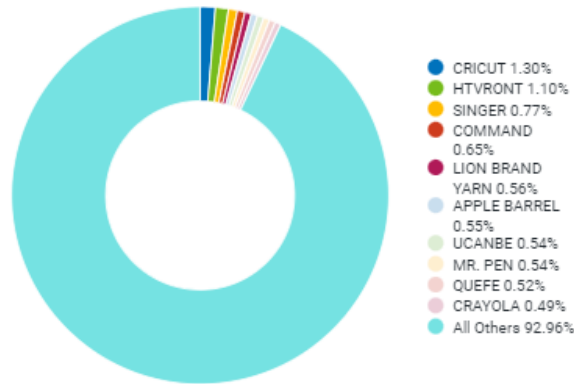
Organic Search Visibility
▼ -19.8%

9,696,422,239 Weekly Average

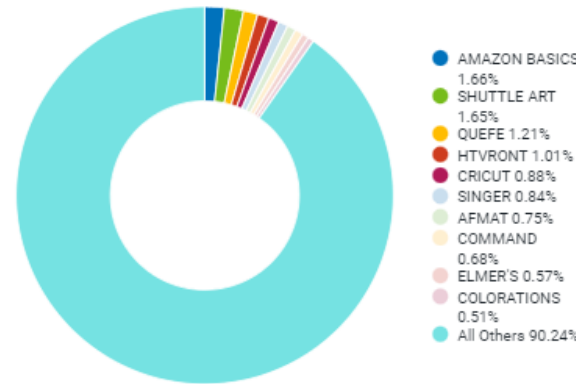
Top-Selling Brands



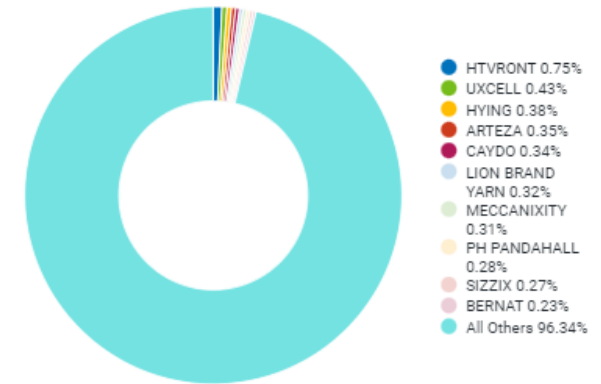
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



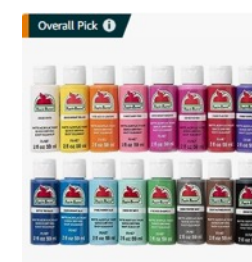
Best Seller
The Woobles Beginners Crochet Kit with Easy Peasy Yarn as seen on Shark Tank - with Step-by-Step Video Tutorials - Pierre The...
★★★★☆ ~ 2,586



Best Seller
Betem 24 Colors Dual Tip Acrylic Paint Pens Markers, Premium Acrylic Paint Pens for Wood, Canvas, Stone, Rock Painting...
★★★★★ ~ 3,689



Best Seller
Caliart Acrylic Paint Set With 12 Brushes, 24 Colors (59ml, 2oz) Art Craft Paints Gifts for Artists Kids Beginners & Painters, Easter...
★★★★★ ~ 17,230



Overall Pick
Apple Barrel Acrylic Paint Set (2-Ounce), Best Colors Count, 32 Fl Oz (Pack of 16)
★★★★★ ~ 5,145



Best Seller
HTVRONT HTV Vinyl Rolls Heat Transfer Vinyl - 12" x 8ft White HTV Vinyl for Shirts, Iron on Vinyl for Cricut & Cameo - Easy to Cut ...
★★★★★ ~ 33,928

Market Share Leaders:

NOCO

rainx

airmoto

AstroAI

VACLIFE

Brands Observed

36,089

▲ 5% vs Prior Period

Items Observed

531,180

▲ 2% vs Prior Period

Department Summary
Keywords Observed

130,405

▲ 46% vs Prior Period

Sponsorship Activity

▼ -18.5%

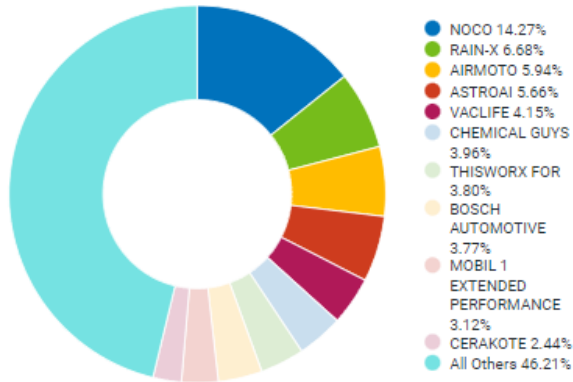
41,795,607 Weekly Average

Organic Search Visibility

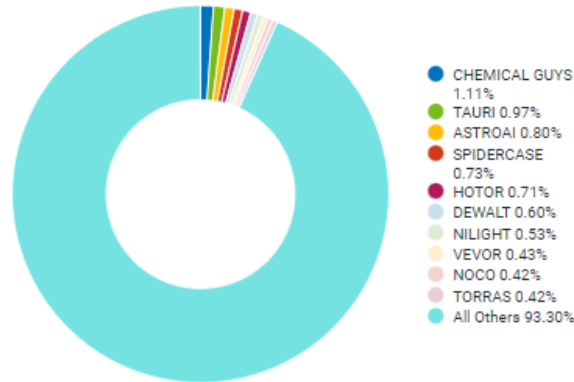
▼ -24.6%

9,790,763,983 Weekly Average

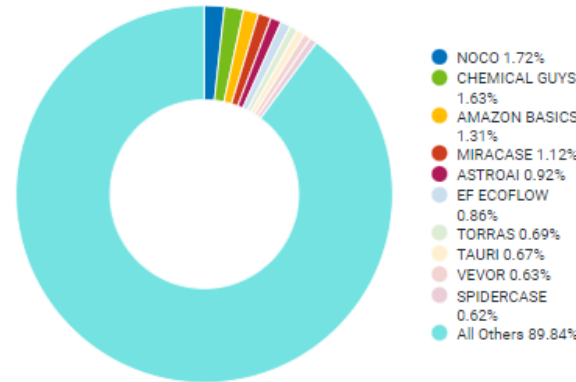
Top-Selling Brands



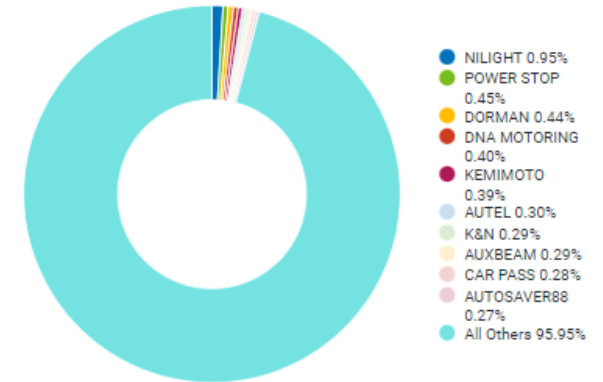
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



Overall Pick
Airmoto Tire Inflator Portable Air Compressor/Pump for Car Tires w/Digital Tire Pressure Gauge - Air Compressor (120 PSI) -...
★★★★★ ~ 4,643



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



Best Seller in Vacuums
Sponsored
ThisWorx Car Vacuum Cleaner - Car Accessories - Small 12V High Power Handheld Portable Car Vacuum w/Attachments,...
★★★★★ ~ 292,931



Best Seller
Mobil 1 Extended Performance Full Synthetic Motor Oil 0W-20, 5 Quart
★★★★★ ~ 38,258

Market Share Leaders:



Brands Observed

12,489

▼ -1% vs Prior Period

Items Observed

57,325

▲ 1% vs Prior Period

Department Summary
Keywords Observed

143,065

▲ 65% vs Prior Period

Sponsorship Activity

▼ -3.2%

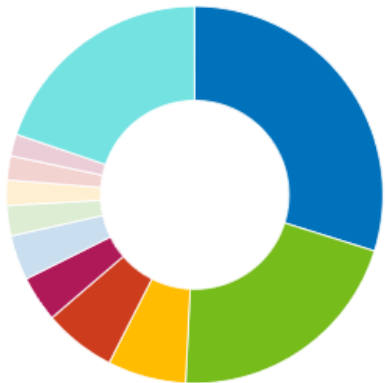
39,545,947 Weekly Average

Organic Search Visibility

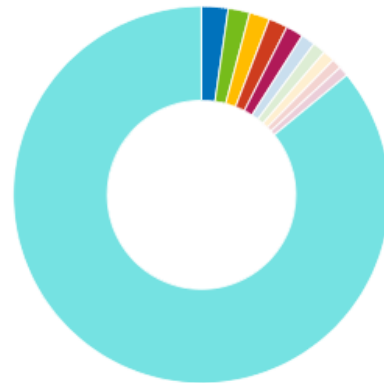
▼ -19.4%

13,598,160,093 Weekly Average

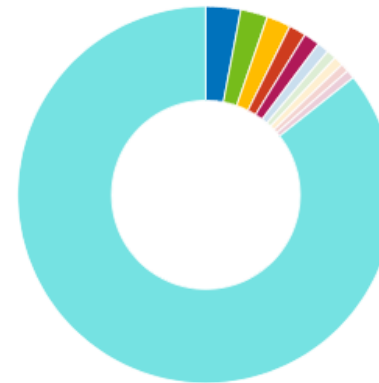
Top-Selling Brands



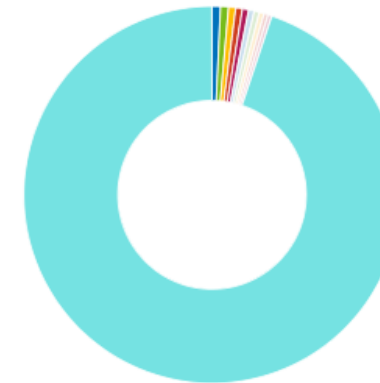
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



Huggies Size 1 Diapers, Little Snugglers Newborn Diapers, Size 1 (8-14 lbs), 198 Count
★★★★★ ~ 80,228



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



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



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

Market Share Leaders:



COSRX

MIGHTY PATCH



NUTRAFOL

Brands Observed

20,157

▲ 0% vs Prior Period

Items Observed

86,106

▲ 1% vs Prior Period

Department Summary
Keywords Observed

172,405

▲ 62% vs Prior Period

Sponsorship Activity

▼ -6.2%

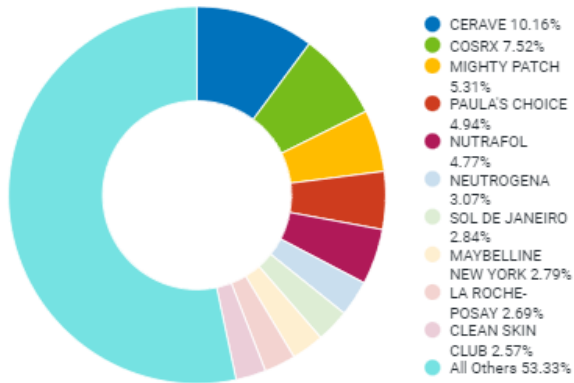
116,428,830 Weekly Average

Organic Search Visibility

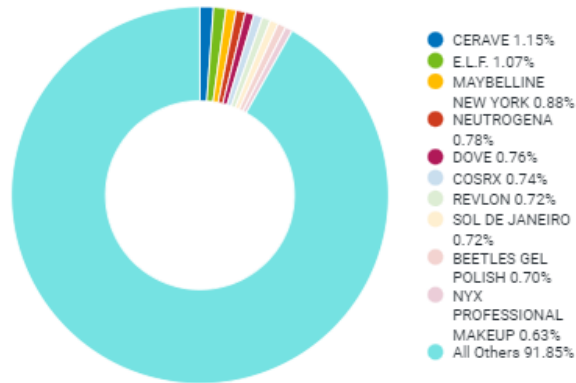
▼ -4.9%

58,387,143,353 Weekly Average

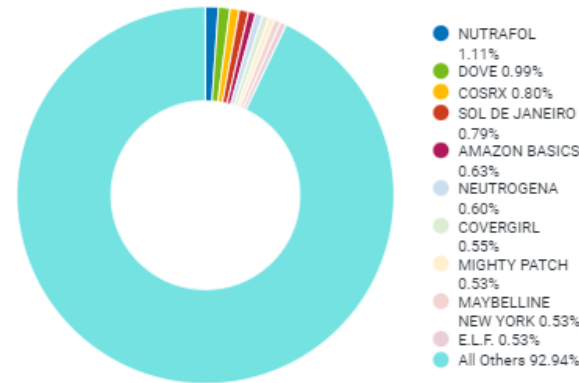
Top-Selling Brands



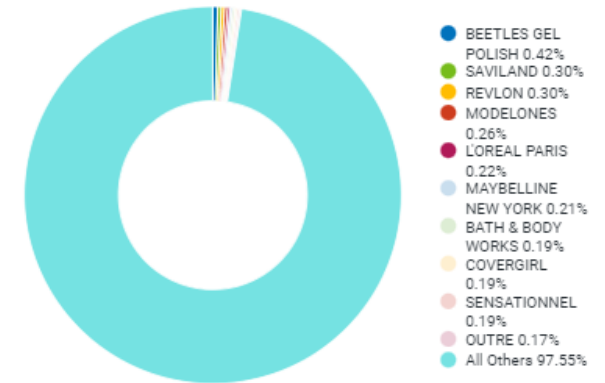
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Snail...
3.38 Fl Oz (Pack of 1)
★★★★★ ~ 56,946



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



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



Best Seller
Mighty Patch™ Original patch from Hero Cosmetics - Hydrocolloid Acne Pimple...
36 Piece Assortment
★★★★★ ~ 133,354



Overall Pick
SOL DE JANEIRO Hair & Body Fragrance Mist 90mL/3.0 fl oz.
Cheirosa '62 3 Fl Oz (Pack of 1)
★★★★★ ~ 23,952

Market Share Leaders:



HEXEUM



Brands Observed

3,928

▼ -11% vs Prior Period

Items Observed

25,255

▼ -3% vs Prior Period

Department Summary

Keywords Observed

37,436

▲ 8% vs Prior Period

Sponsorship Activity

▼ -27.5%

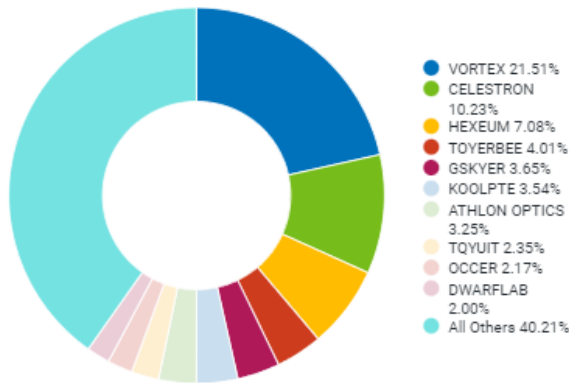
4,732,063 Weekly Average

Organic Search Visibility

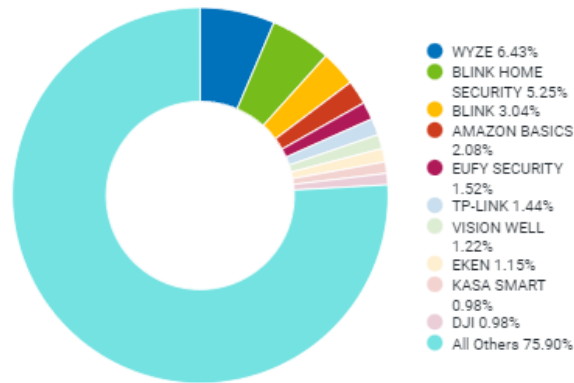
▼ -17.3%

2,154,999,861 Weekly Average

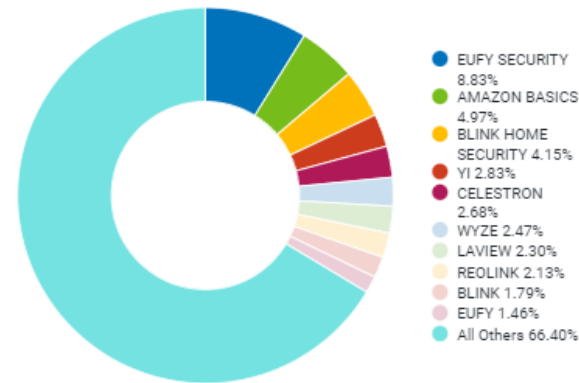
Top-Selling Brands



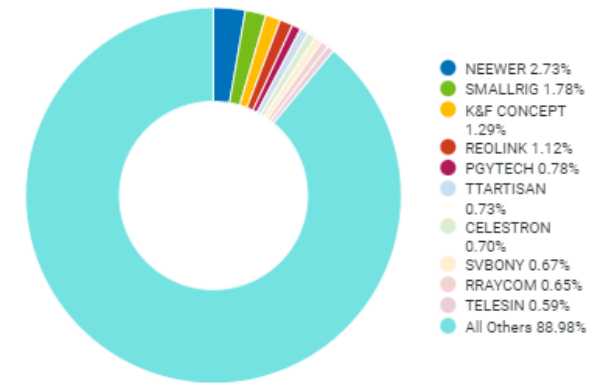
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Vortex Optics Diamondback HD Binoculars 10x42
★★★★★ ~ 2,742



Vortex Optics Crossfire HD Binoculars
★★★★★ ~ 7,629



Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telescope for Kids Beginners - Travel Telescope with...
★★★★★ ~ 21,544



Telescope 90mm Aperture 900mm - High Precision Adjustment Vertisteel AZ Mount Base, Magnification 45-450x, Wireless...
★★★★★ ~ 2,367



Telescope 80mm Aperture 600mm - Astronomical Portable Refracting, Fully Multi-coated High Transmission Coatings AZ Mount...
★★★★★ ~ 4,702

Market Share Leaders:



Ailun

ANKER

TAURI



Brands Observed

4,516

▼ -3% vs Prior Period

Items Observed

16,186

▲ 2% vs Prior Period

Department Summary

Keywords Observed

55,399

▲ 44% vs Prior Period

Sponsorship Activity

▼ -28.5%

24,310,286 Weekly Average

Organic Search Visibility

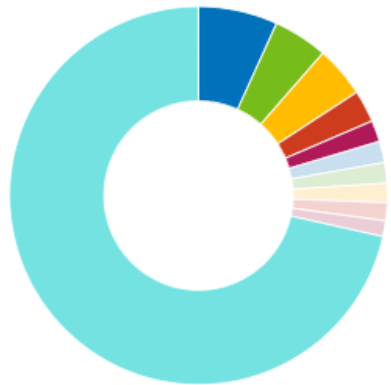
▼ -21.0%

13,712,974,989 Weekly Average

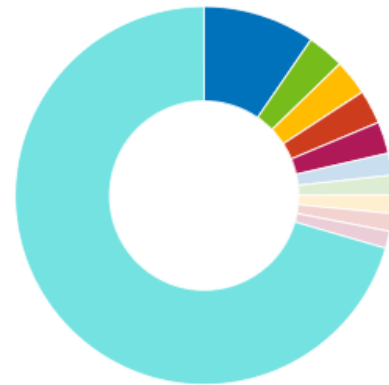
Top-Selling Brands



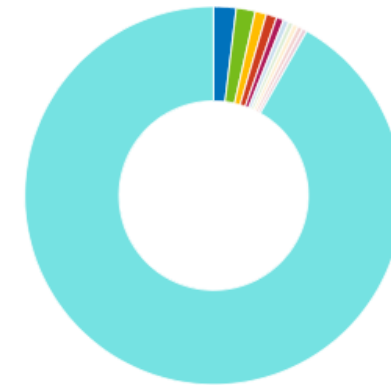
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best seller

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

Overall Pick

TAURI 5 in 1 for iPhone 15 Pro Case Clear, [Not-Yellowing] with 2X Screen Protector + 2X Camera Lens Protector, [15 FT Military Grade...]
★★★★★ ~ 23,344

Overall Pick

Apple MagSafe Charger - Wireless Charger with Fast Charging Capability, Type C Wall Charger, Compatible with iPhone and AirPods
★★★★★ ~ 65,448

Overall Pick

Apple 20W USB-C Power Adapter - iPhone Charger with Fast Charging Capability, Type C Wall Charger
★★★★★ ~ 197,018

Best Seller

Wireless Charger, 3 in 1 Wireless Charging Station, Fast Wireless Charger Stand for iPhone 15 14 13 12 11 Pro Max XR XS 8 Plus, for...
★★★★★ ~ 1,807

Market Share Leaders:



CROCS™

GILDAN®

CONSUSKET

Brands Observed

49,462

▲ 7% vs Prior Period

Items Observed

912,863

▲ 4% vs Prior Period

Department Summary
Keywords Observed

286,631

▲ 73% vs Prior Period

Sponsorship Activity

▲ 7.1%

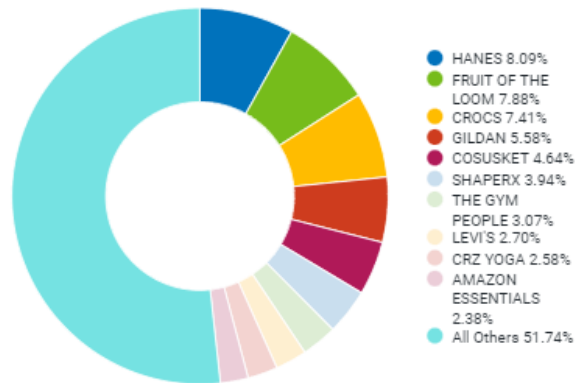
364,483,812 Weekly Average

Organic Search Visibility

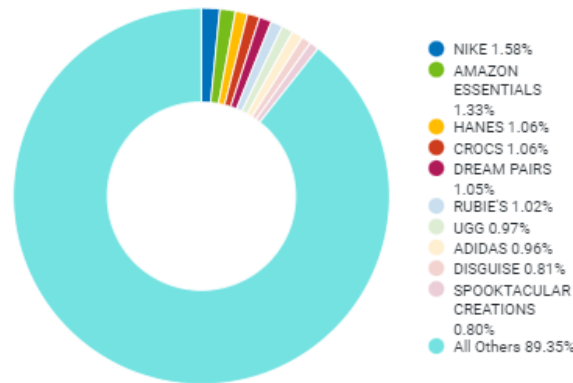
▼ -20.6%

142,200,746,275 Weekly Average

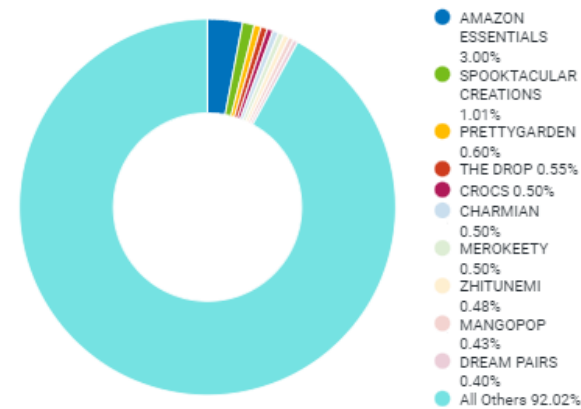
Top-Selling Brands



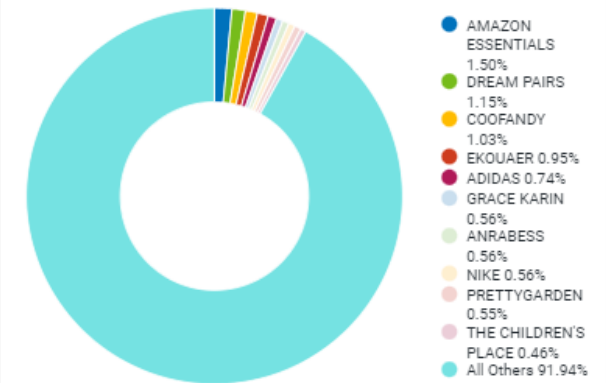
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

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

Best Seller

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

Overall Pick

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

Best Seller

THE GYM PEOPLE Thick High
Waist Yoga Pants with Pockets,
Tummy Control Workout Running
Yoga Leggings for Women
★★★★★ ~ 63,554

Best Seller

COSUSKET Snug Fit Unisex Adult
Onesie Pajamas, Flannel Cosplay
Animal One Piece Halloween
Costume Sleepwear Homewear
★★★★★ ~ 8,218

Market Share Leaders:



Brands Observed

7,176

▼ -4% vs Prior Period

Items Observed

39,448

▼ -2% vs Prior Period

Department Summary
Keywords Observed

92,511

▲ 38% vs Prior Period

Sponsorship Activity

▼ -21.3%

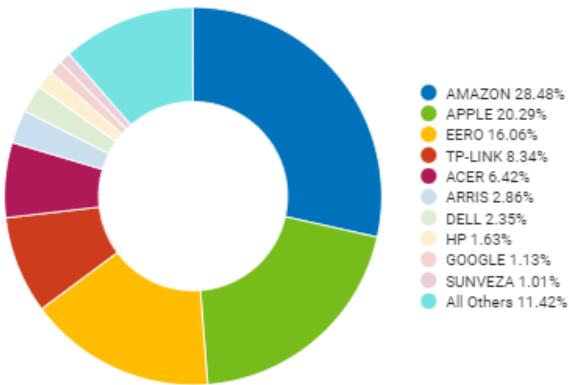
26,779,172 Weekly Average

Organic Search Visibility

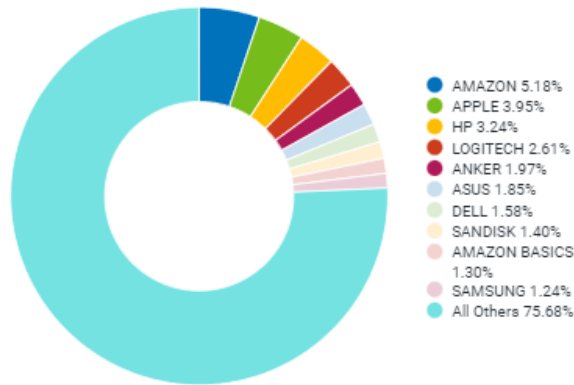
▼ -26.8%

11,972,618,525 Weekly Average

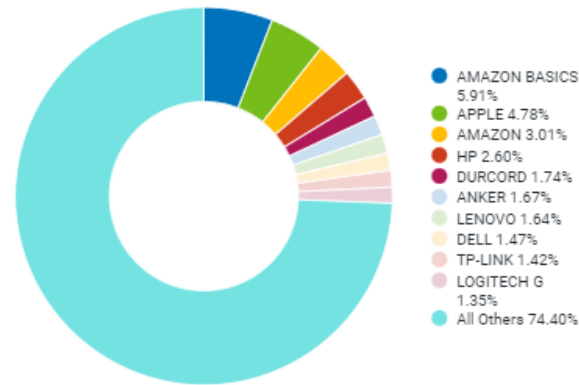
Top-Selling Brands



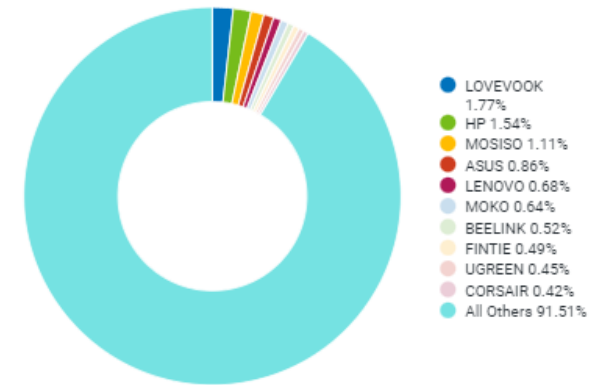
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Overall Pick

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

★★★★★ ~ 21,465



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

★★★★★ ~ 3,408



Overall Pick

Amazon Fire Max 11 tablet, our most powerful tablet yet, vivid 11" display, octa-core processor, 4 GB RAM, 14-hour battery life, 64 GB, Gray

★★★★★ ~ 3,204



Best Seller

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

★★★★★ ~ 4,690



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

4.7★★★★★

Market Share Leaders:



amazon



INSIGNIA™

Roku

Brands Observed

15,913

▼ -4% vs Prior Period

Items Observed

81,868

▼ -3% vs Prior Period

Department Summary
Keywords Observed

174,684

▲ 46% vs Prior Period

Sponsorship Activity

▼ -20.8%

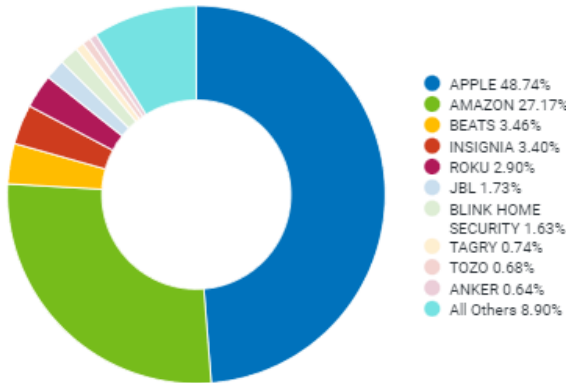
73,320,849 Weekly Average

Organic Search Visibility

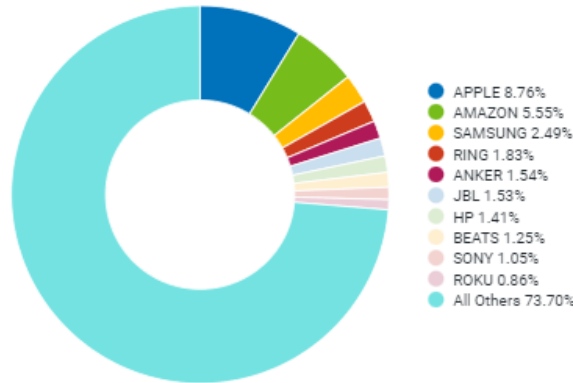
▼ -21.3%

39,073,475,070 Weekly Average

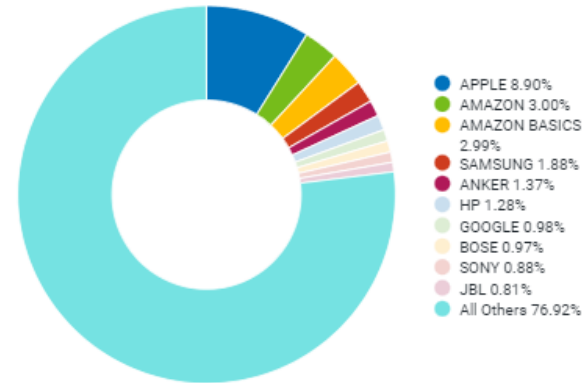
Top-Selling Brands



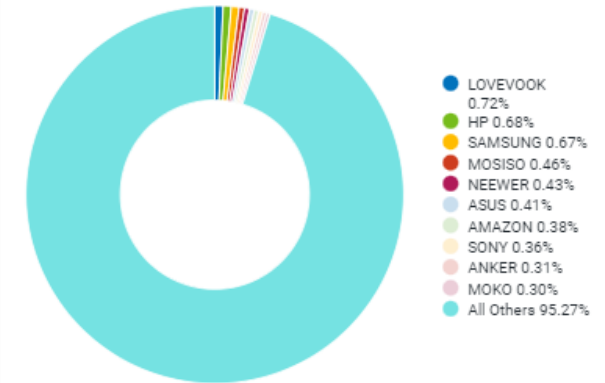
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Amazon's Choice

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

★★★★☆ ~ 9,764

Best Seller

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

★★★★★ ~ 42,729

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

★★★★★ ~ 582,470

Overall Pick

Apple AirPods (3rd Generation) Wireless Ear Buds, Bluetooth Headphones, Personalized Spatial Audio, Sweat and Water Resistant,...

★★★★★ ~ 12,308

Best Seller

Apple AirTag 4 Pack

★★★★★ ~ 92,020

Market Share Leaders:



Brands Observed
22,286

▼ -4% vs Prior Period

Items Observed
138,148

▼ -2% vs Prior Period

Department Summary
Keywords Observed
138,747

▲ 66% vs Prior Period

Sponsorship Activity
▲ 47.0%

173,002,186 Weekly Average

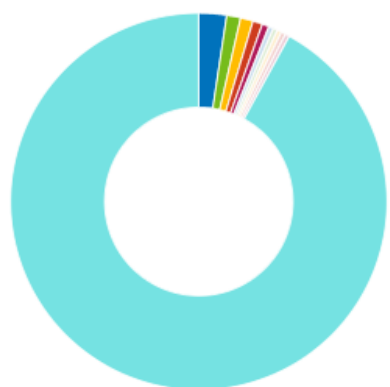
Organic Search Visibility
▼ -28.2%

41,378,461,677 Weekly Average

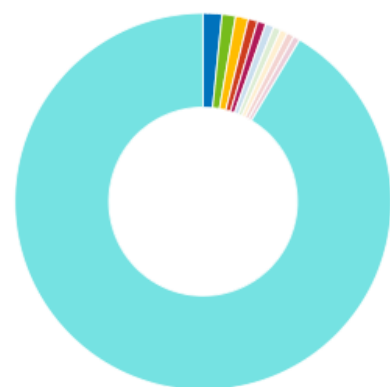
Top-Selling Brands



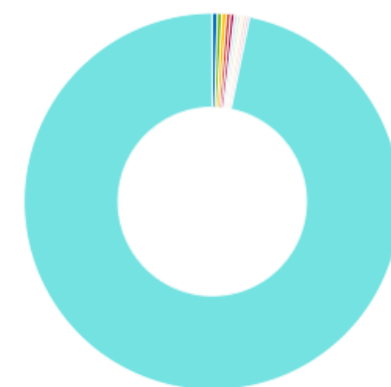
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



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



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



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



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

Market Share Leaders:



Brands Observed

33,350

▲ 1% vs Prior Period

Items Observed

148,057

▲ 1% vs Prior Period

Department Summary
Keywords Observed

241,329

▲ 53% vs Prior Period

Sponsorship Activity

▼ -8.4%

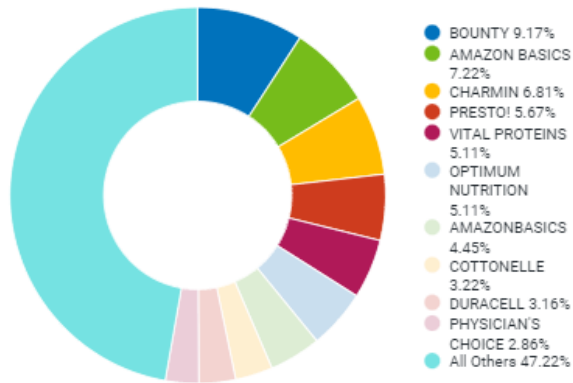
132,907,474 Weekly Average

Organic Search Visibility

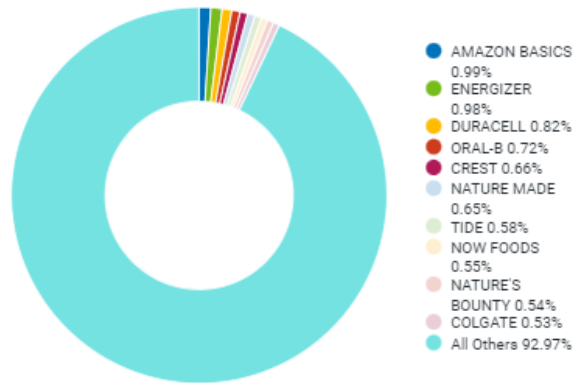
▼ -13.1%

63,652,843,779 Weekly Average

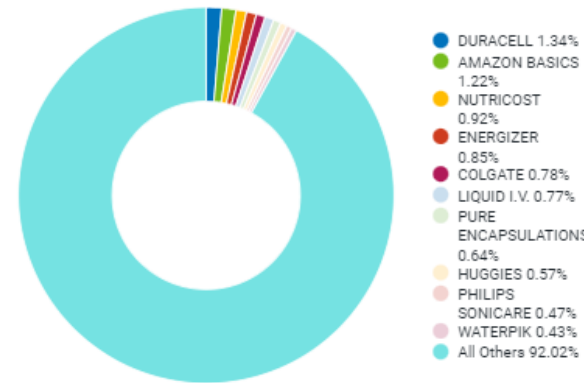
Top-Selling Brands



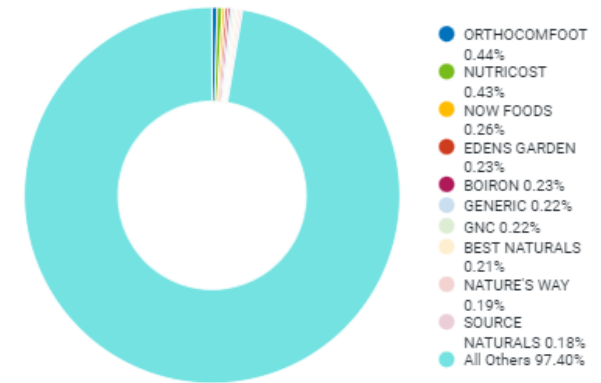
Top Brands in Organic Search



Top Brands in Paid Search



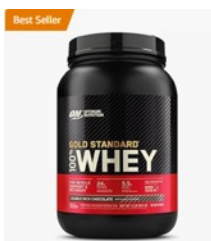
Top-Promoted Brands



Top-Selling Items:



Best Seller
Bounty Quick-Size Paper Towels, White, 16 Family Rolls = 40 Regular Rolls
2 Count (Pack of 8)
★★★★★ ~ 249,574



Best Seller
Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich Chocolate, 2 Pound...
Double Rich Chocolate
2 Pound (Pack of 1)
★★★★★ ~ 203,818



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



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



Overall Pick
Amazon Basics 2-Ply Toilet Paper, 30 Rolls (5 Packs of 6), White
2100 Count (Pack of 5)
★★★★★ ~ 131,262

Market Share Leaders:

STANLEY



Bedsure®

BECKHAM LUXURY LINENS

Brands Observed

45,073

▲ 3% vs Prior Period

Items Observed

220,337

▲ 0% vs Prior Period

Department Summary
Keywords Observed

354,635

▲ 67% vs Prior Period

Sponsorship Activity

▼ -5.7%

247,938,656 Weekly Average

Organic Search Visibility

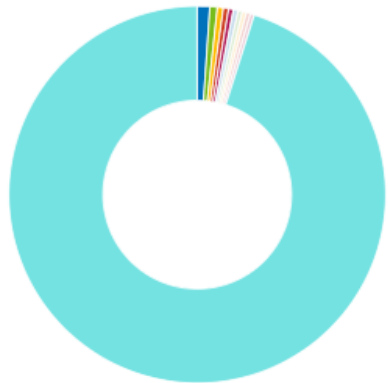
▼ -15.9%

102,788,502,075 Weekly Average

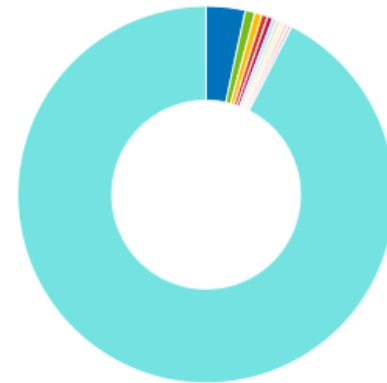
Top-Selling Brands



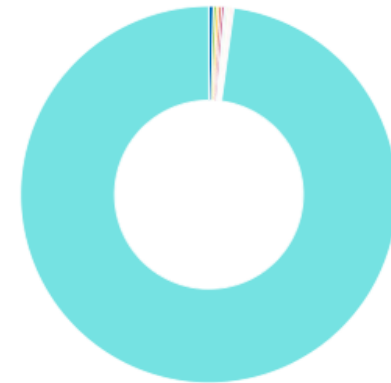
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



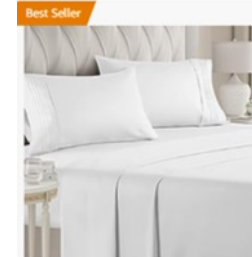
Best Seller
BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Car and Auto Detailer, with Exclusive Specialty...
★★★★☆ ~ 64,562



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



Best Seller
Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee...
Stainless Steel
★★★★☆ ~ 28,010



Best Seller
Queen Size 4 Piece Bedding Sheet Set - Breathable & Cooling Bed Sheets - Hotel Luxury Bed Sheets for Women, Men, Kids & Teens -...
★★★★☆ ~ 78,900



Mellanni Queen Sheet Set - 4 PC Iconic Collection Bedding Sheets & Pillowcases - Hotel Luxury, Extra Soft, Cooling Bed Sheets - Deep...
★★★★☆ ~ 347,502

Market Share Leaders:



Brands Observed
31,092

▼ -4% vs Prior Period

Items Observed
135,692

▼ -4% vs Prior Period

Department Summary
Keywords Observed
176,577

▲ 57% vs Prior Period

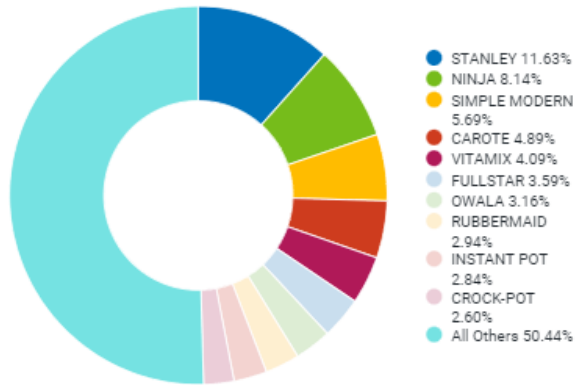
Sponsorship Activity
▼ -16.5%

70,939,568 Weekly Average

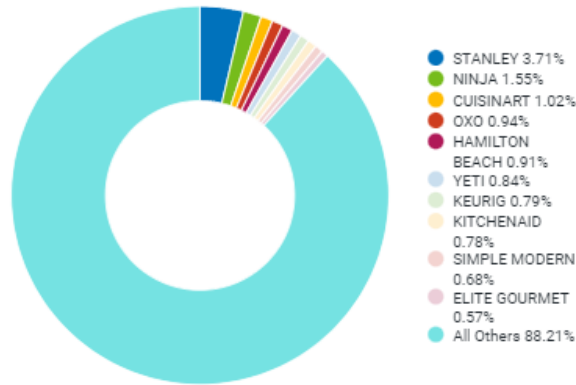
Organic Search Visibility
▼ -17.0%

29,586,374,797 Weekly Average

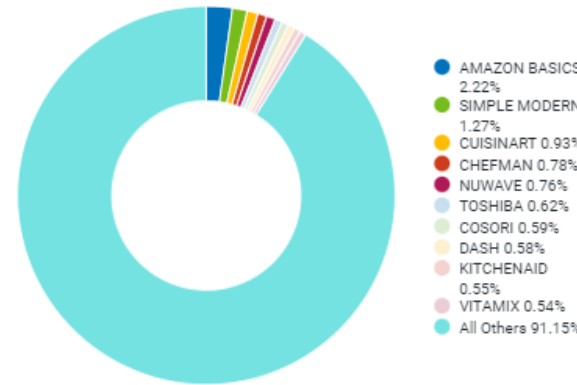
Top-Selling Brands



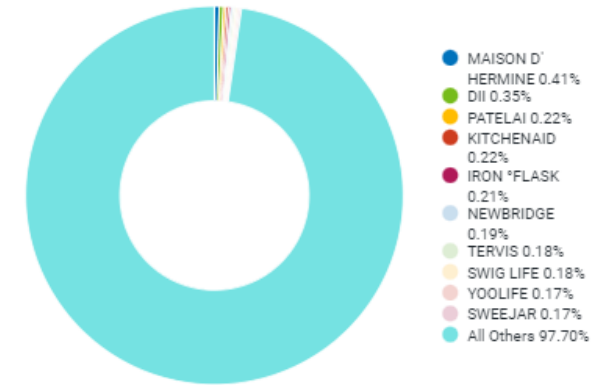
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller
Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee, ...
Stainless Steel
★★★★★ ~ 28,010



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



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



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



Vitamix 5200 Blender, Professional-Grade, Container, Self-Cleaning 64 oz, Black/Grey
★★★★★ ~ 7,039

Market Share Leaders:



Brands Observed

18,887

▼ -1% vs Prior Period

Items Observed

100,311

▲ 1% vs Prior Period

Department Summary
Keywords Observed

182,010

▲ 66% vs Prior Period

Sponsorship Activity

▼ -7.3%

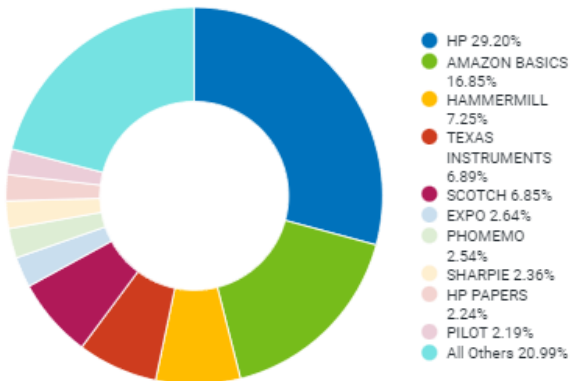
69,430,781 Weekly Average

Organic Search Visibility

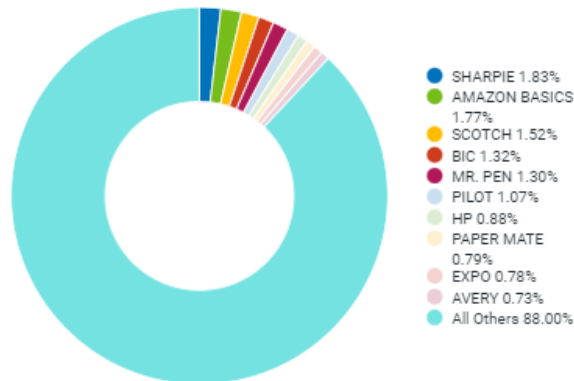
▼ -21.3%

17,948,132,188 Weekly Average

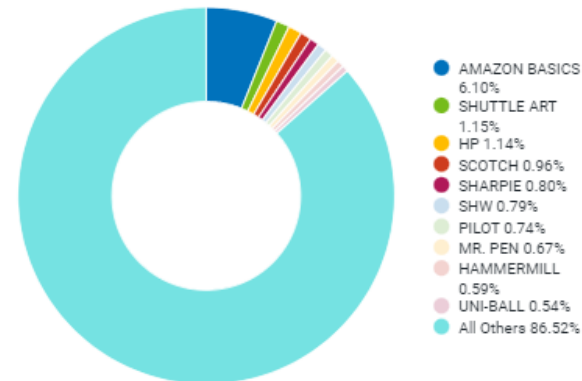
Top-Selling Brands



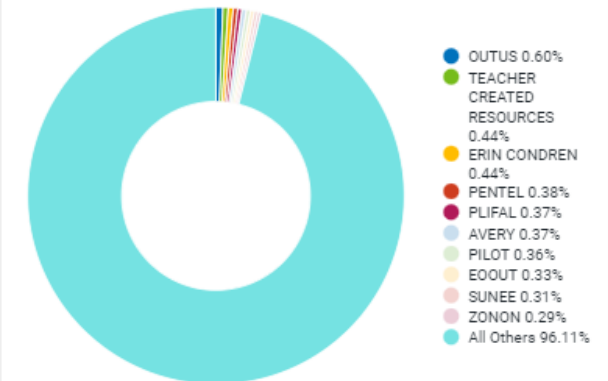
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

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

Best Seller

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

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

Overall Pick

HP 67 Black/Tri-color Ink Cartridges (2 Count - Pack of 1) | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 600...
★★★★★ ~ 44,317

Overall Pick

HP 67XL Black High-yield Ink Cartridge | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000, 6400 Series | Eligible for...
★★★★★ ~ 40,158

Market Share Leaders:



GENERIC

Brands Observed

29,521

▲ 0% vs Prior Period

Items Observed

146,289

▲ 1% vs Prior Period

Department Summary
Keywords Observed

158,802

▲ 50% vs Prior Period

Sponsorship Activity

▼ -9.2%

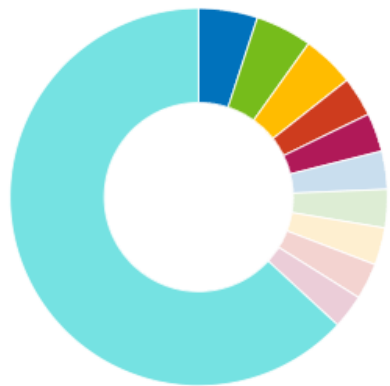
48,073,060 Weekly Average

Organic Search Visibility

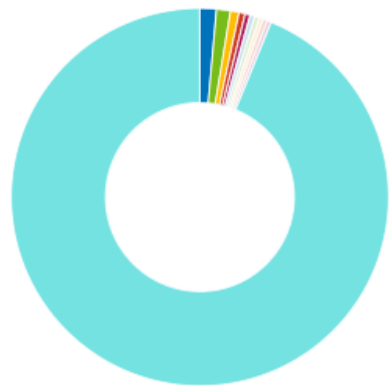
▼ -19.2%

15,446,182,444 Weekly Average

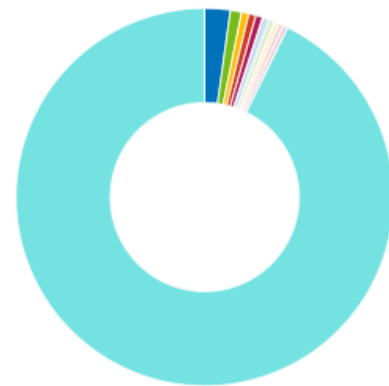
Top-Selling Brands



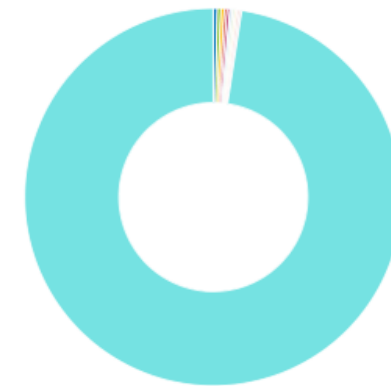
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Katchy Indoor Insect Trap - Catcher & Killer for Mosquitos, Gnats, Moths, Fruit Flies - Non-Zapper Traps for Inside Your Ho...
★★★★☆ ~ 108,807



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



Grandpa Gus's Extra-Strength Mouse Repellent, Cinnamon/Peppermint Oils Repel Mice from Nesting & Freshen Air in...
★★★★☆ ~ 11,624



Flexzilla Garden Hose 5/8 in. x 50 ft, Heavy Duty, Lightweight, Drinking Water Safe, ZillaGreen - HFZG550YW-E
★★★★☆ ~ 65,568



Safer Home SH502 Indoor Plug-In Fly Trap for Flies, Fruit Flies, Moths, Gnats, and Other Flying Insects - 400 Sq Ft of Protection
★★★★☆ ~ 19,435

Market Share Leaders:



Brands Observed

18,557

▲ 5% vs Prior Period

Items Observed

101,541

▲ 3% vs Prior Period

Department Summary
Keywords Observed

91,368

▲ 59% vs Prior Period

Sponsorship Activity

▼ -11.7%

43,929,319 Weekly Average

Organic Search Visibility

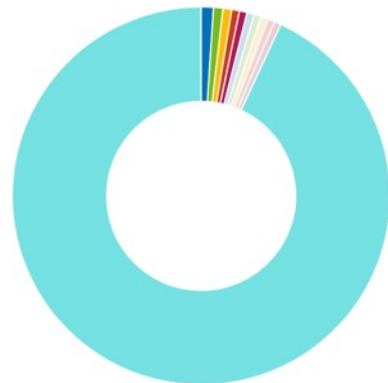
▼ -19.7%

16,101,232,966 Weekly Average

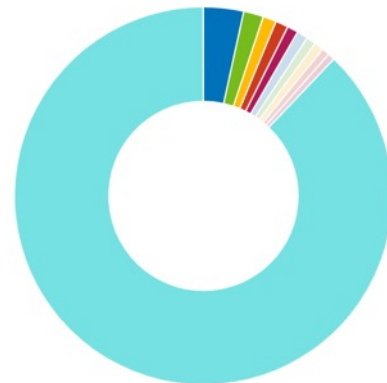
Top-Selling Brands



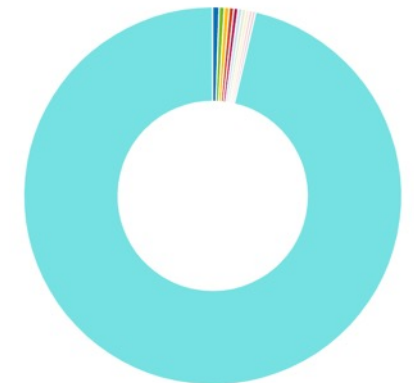
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Overall Pick
All-new Blink Outdoor 4 (4th Gen) – Wire-free smart security camera, two-year battery life, two-way audio, HD live view, enhanced motion...
★★★★☆ ~ 2,015



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



Purina Pro Plan Sensitive Skin and Stomach Dog Food Salmon and Rice Formula - 30 lb. Bag
★★★★★ ~ 30,225



Fancy Feast Poultry and Beef Feast Classic Pate Collection Grain Free Wet Cat Food Variety Pack - (30) 3 oz. Cans
★★★★★ ~ 70,128



Overall Pick
PetSafe ScoopFree Crystal Litter Tray Refills, Premium Blue Crystals, 3-Pack, Disposable Tray, Includes Leak Protection & Low...
★★★★★ ~ 37,719

Market Share Leaders:



Brands Observed

627

▼ -11% vs Prior Period

Items Observed

5,794

▼ -9% vs Prior Period

Department Summary
Keywords Observed

10,646

▲ 50% vs Prior Period

Sponsorship Activity

▼ -17.5%

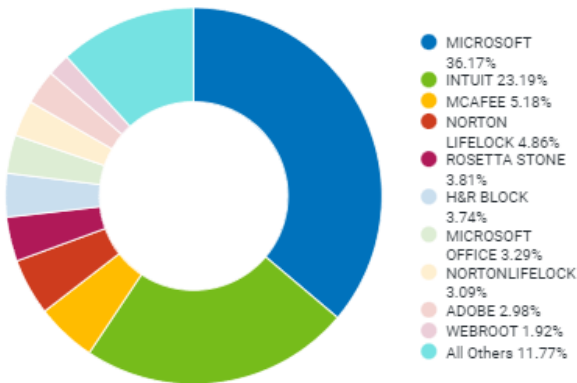
174,979 Weekly Average

Organic Search Visibility

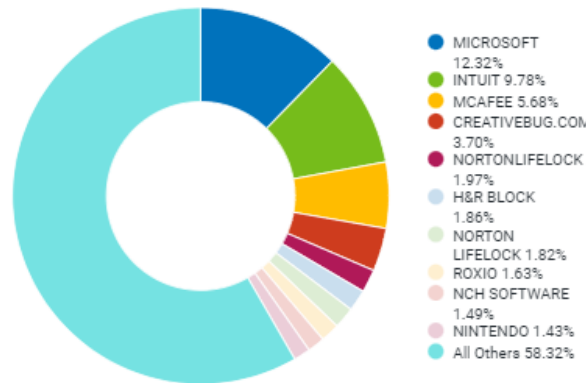
▼ -20.8%

67,079,943 Weekly Average

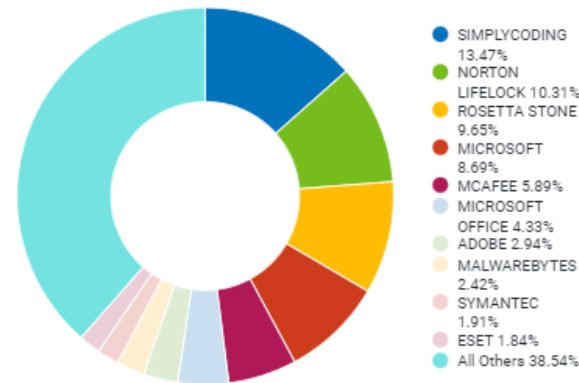
Top-Selling Brands



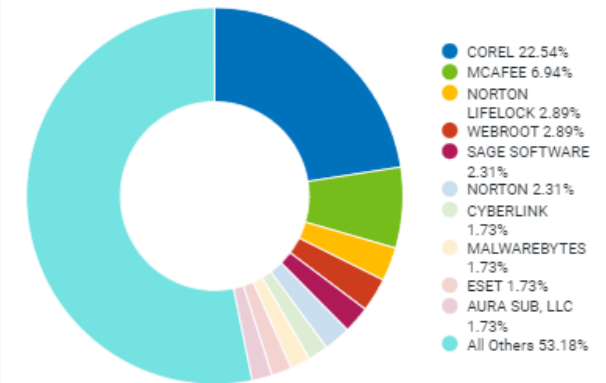
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

Microsoft Office Home & Student 2021 | Classic Apps: Word, Excel, PowerPoint | One-Time purchase for 1 PC/MAC | Instant Download by Microsoft
★★★★☆ ~ 4,665

Microsoft Office Home & Business 2021 | Word, Excel, PowerPoint, Outlook | One-time purchase for 1 PC or Ma... by Microsoft
★★★★☆ ~ 602

[Old Version] TurboTax Home & Business 2022 Tax Software, Federal and State Tax Return, [Amazon Exclusive] [PC/MAC... by Intuit
★★★★☆ ~ 3,033

Overall Pick

Microsoft OEM System Builder | Windows 11 Pro | Intended use for new systems | Authorized by Microsoft
Dec 1, 2021
★★★★☆ ~ 687

Overall Pick

Microsoft System Builder | Windows 11 Home | Intended use for new systems | Install on a new PC | Branded by Microsoft
Dec 1, 2021
★★★★☆ ~ 687

Market Share Leaders:



Brands Observed

53,390

▲ 0% vs Prior Period

Items Observed

532,647

▼ -2% vs Prior Period

Department Summary
Keywords Observed

281,946

▲ 63% vs Prior Period

Sponsorship Activity

▼ -12.0%

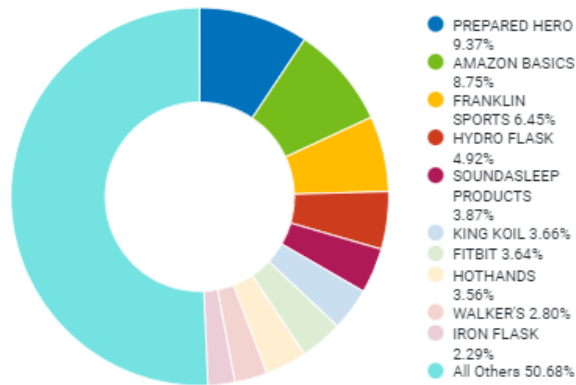
91,489,412 Weekly Average

Organic Search Visibility

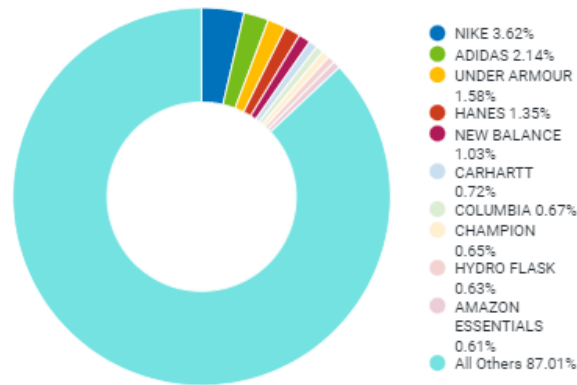
▼ -26.1%

35,509,992,021 Weekly Average

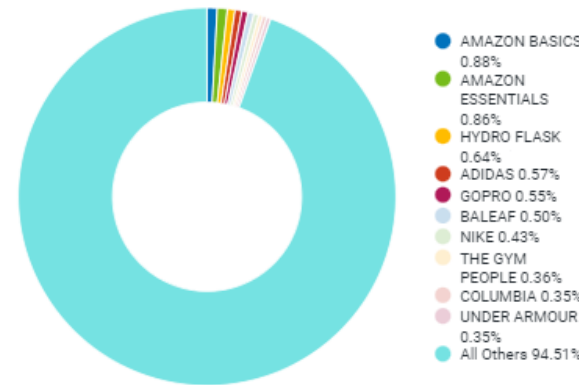
Top-Selling Brands



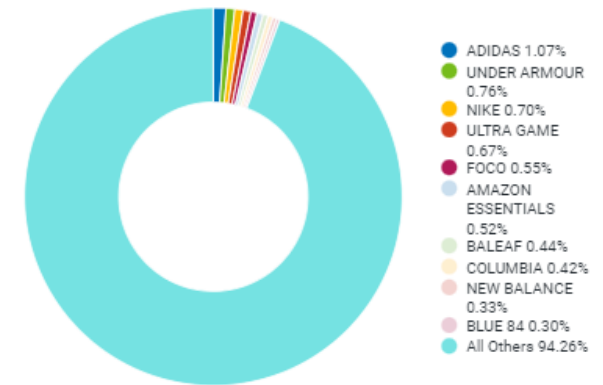
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



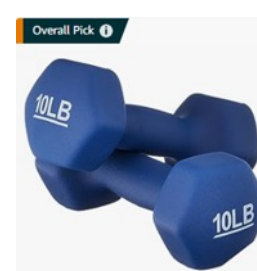
Top-Selling Items:



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



Franklin Sports NFL Youth Football Uniform Set for Boys & Girls - Includes Helmet, Jersey & Pants with Chinstrap + Numbers
★★★★★ ~ 12,898



Amazon Basics Easy Grip Workout Dumbbell, Neoprene Coated, Various Sets and Weights available
★★★★★ ~ 89,153



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



King Koil Luxury Air Mattress Queen with Built-in Pump for Home, 20" Queen Size Inflatable Airbed Luxury Double High Adjustable Blow Up...
★★★★★ ~ 41,539

Market Share Leaders:



Brands Observed

41,785

▼ -1% vs Prior Period

Items Observed

262,806

▼ -1% vs Prior Period

Department Summary
Keywords Observed

248,766

▲ 52% vs Prior Period

Sponsorship Activity

▼ -4.1%

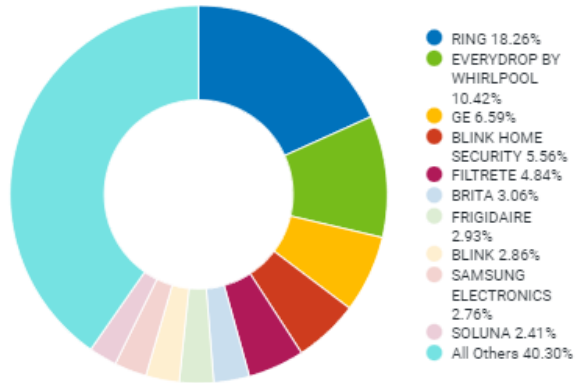
96,743,787 Weekly Average

Organic Search Visibility

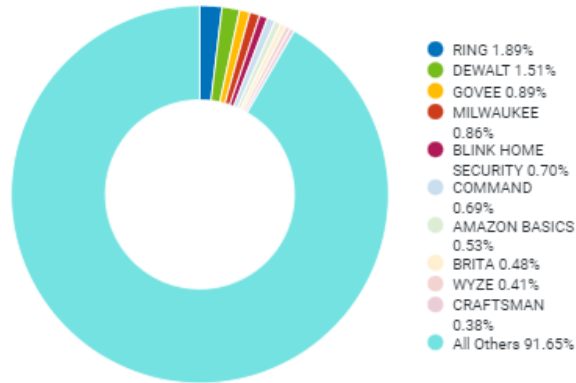
▼ -19.4%

30,913,381,492 Weekly Average

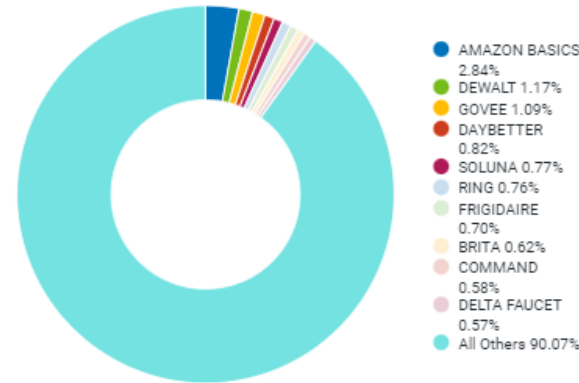
Top-Selling Brands



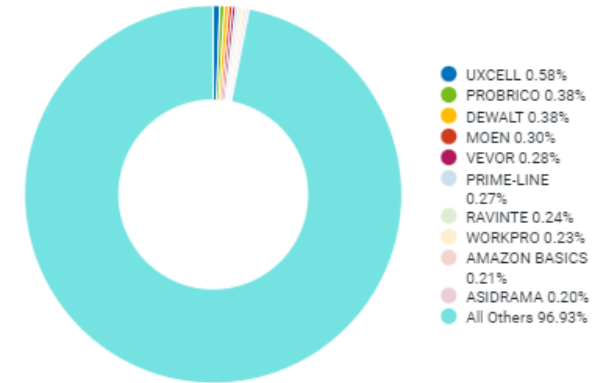
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller

Ring Video Doorbell - 1080p HD video, real-time home monitoring, privacy controls, simple setup, Works with Alexa ...

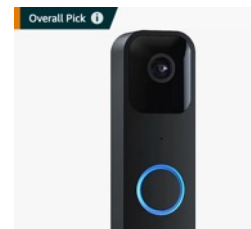
★★★★☆ ~ 170.9K+



Best Seller

everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Single-Pack, Purple

★★★★☆ ~ 87,200



Overall Pick

Blink Video Doorbell | Two-way audio, HD video, motion and chime app alerts and Alexa enabled — wired or wire-free (Black)

★★★★☆ ~ 117,877



Overall Pick

Ring Floodlight Cam Wired Plus with motion-activated 1080p HD video, White (2021 release)

★★★★☆ ~ 31,380



GE RPWF Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for Best...

★★★★☆ ~ 50,250

Market Share Leaders:



Brands Observed
21,839

▲ 0% vs Prior Period

Items Observed
114,393

▲ 7% vs Prior Period

Department Summary
Keywords Observed
227,100

▲ 69% vs Prior Period

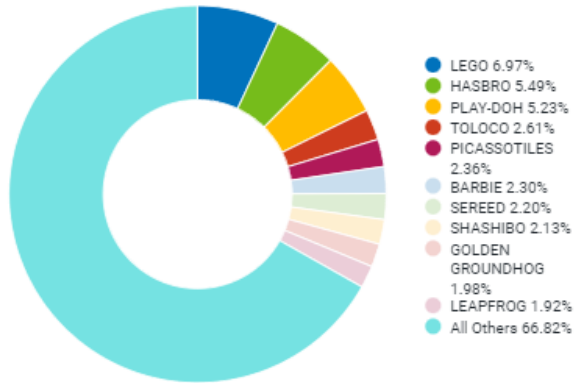
Sponsorship Activity
▲ 31.1%

211,746,591 Weekly Average

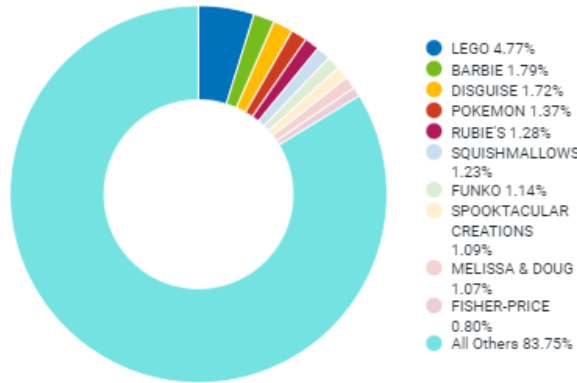
Organic Search Visibility
▼ -22.5%

45,643,561,033 Weekly Average

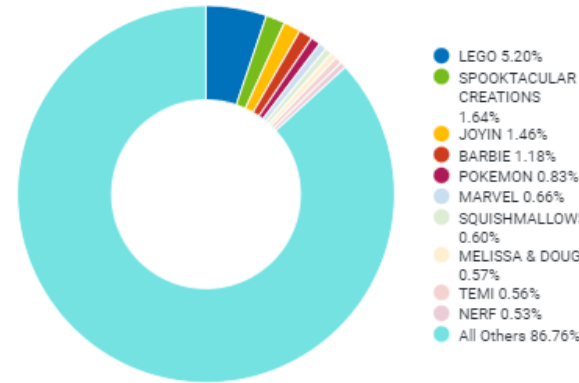
Top-Selling Brands



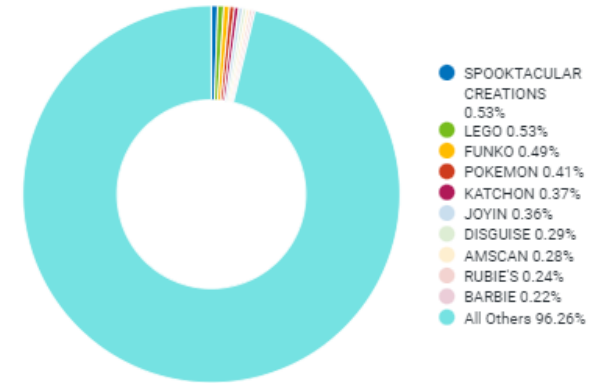
Top Brands in Organic Search



Top Brands in Paid Search



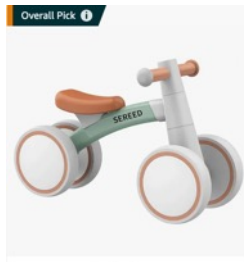
Top-Promoted Brands



Top-Selling Items:



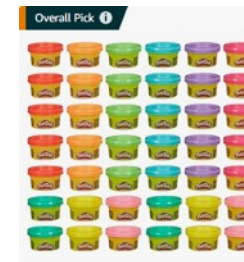
Best Seller
Furby Purple, 15 Fashion Accessories, Interactive Plush Toys for 6 Year Old Girls & Boys & Up, Voice Activated Animatronic
★★★★★ ~ 486



Overall Pick
SEREED Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler Balance Bike, 4 Wheels Toddler First Bike, First Birthday Gifts
★★★★★ ~ 4,920



Overall Pick
SHASHIBO Shape Shifting Box - Award-Winning, Patented Fidget Cube w/ 36 Rare Earth Magnets - Transforms Into Over 70 Shapes...
★★★★★ ~ 49,244



Overall Pick
Play-Doh Bulk Handout 42 Pack of 1-Ounce Modeling Compound, Party Favors, Perfect Holiday Gifts or Christmas Stocking Stuffers fo...
★★★★★ ~ 9,229



Best Seller
Ultra Rare Starter Bundle | 100+ Authentic Cards | 1x Ultra Rare Guaranteed | Legendary, VSTAR, VMAX, V, GX, or EX | Plus Bonus 10x...
★★★★★ ~ 2,460

Market Share Leaders: Meta Quest



oculus

Brands Observed

5,810

▲ 4% vs Prior Period

Items Observed

40,687

▲ 4% vs Prior Period

Department Summary

Keywords Observed

67,049

▲ 65% vs Prior Period

Sponsorship Activity

▼ -21.7%

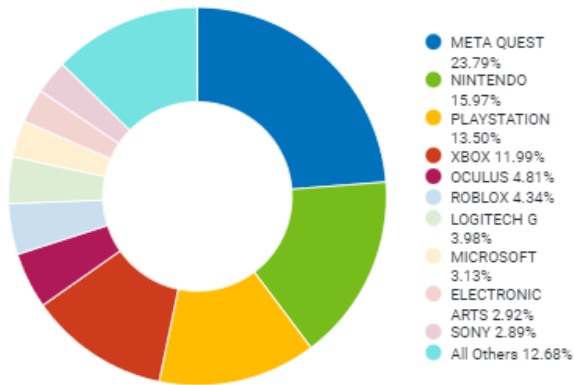
6,117,412 Weekly Average

Organic Search Visibility

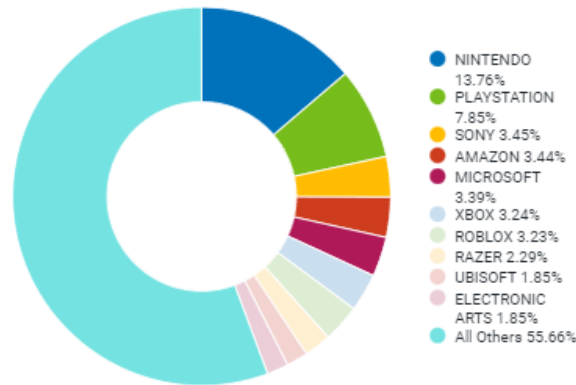
▼ -21.1%

6,323,733,409 Weekly Average

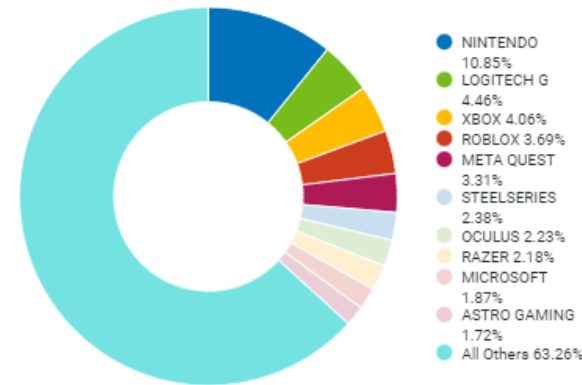
Top-Selling Brands



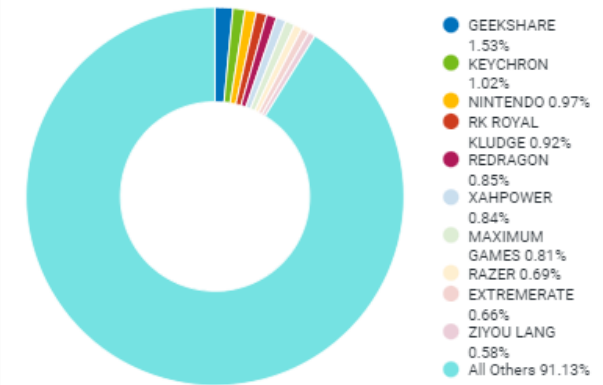
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



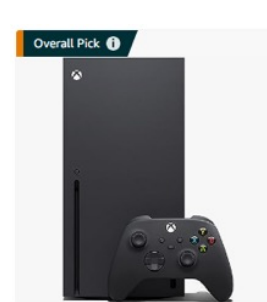
Top-Selling Items:



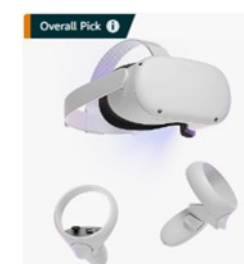
Overall Pick
 Meta Quest 3 128GB—
 Breakthrough Mixed Reality —
 Powerful Performance — Asgard's
 Wrath 2 Bundle
 Oct 10, 2023
 ★★★★★ ~ 556



Best Seller
 Meta Quest 3 512GB—
 Breakthrough Mixed Reality —
 Powerful Performance — Asgard's
 Wrath 2 and Meta Quest+ Bundle
 Oct 10, 2023
 ★★★★★ ~ 556



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



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



Overall Pick
 Super Mario Bros.™ Wonder -
 Nintendo Switch (US Version)
 Oct 20, 2023
 ESRB Rating: Everyone
 ★★★★★ ~ 445

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