





















# Department Performance Report

OCTOBER 2023



 Arts, Crafts, Sewing	 Auto, Tires and Industrial	WONDER NATION Baby	NIOXIN. Beauty
 Clothing	 Electronics	 Food & Grocery	 Health
 Home	 Home Improvement	 Household Essentials	 Office Supplies
 Party & Occasions	 Patio & Garden	 Personal Care	 Pets
 Premium Beauty	 Sports & Outdoors	 Toys & Outdoor Play	 Video Games

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## Report Overview

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

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

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

## Definitions

### Top-Selling Brands

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

### Top Brands in Organic Search

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

### Top Brands in Paid Search

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

### Top Promoted Brands

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

### Top-Selling Items

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

# About Analytic Index

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



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



## Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER** VISIBILITY



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# Table of Contents

- Arts, Crafts & Sewing.....1
- Auto, Tires & Industrials.....2
- Baby.....3
- Beauty.....4
- Clothing .....5
- Electronics.....6
- Food & Grocery..... 7
- Health ..... 8
- Home, Furniture & Appliances.....9
- Home Improvement ..... 10
- Household Essentials.....11
- Office Supplies ..... 12
- Party & Occasions ..... 13
- Patio & Garden ..... 14
- Personal Care .....15
- Pets .....16
- Premium Beauty.....17
- Sports & Outdoors ..... 18
- Toys & Outdoor Play..... 19
- Video Games .....20



## Market Share Leaders:



Brands Observed

# 6,318

▲ 11% vs Prior Period

Items Observed

# 50,954

▲ 30% vs Prior Period

Department Summary  
Keywords Observed

# 118,511

▲ 13% vs Prior Period

Sponsorship Activity

# ▲ 6.6%

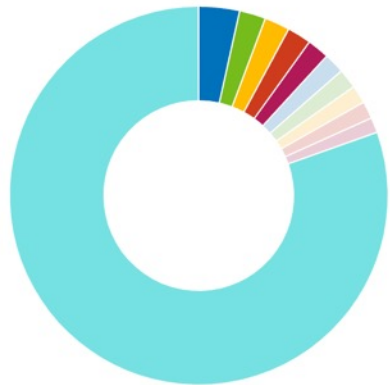
11,665,220 Weekly Average

Organic Search Visibility

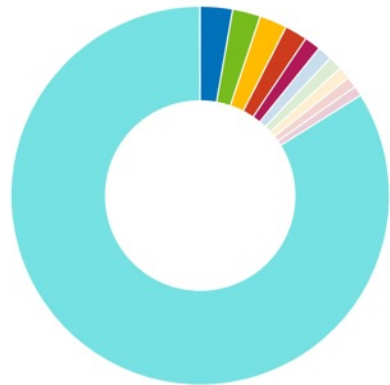
# ▼ -32.0%

3,721,263,273 Weekly Average

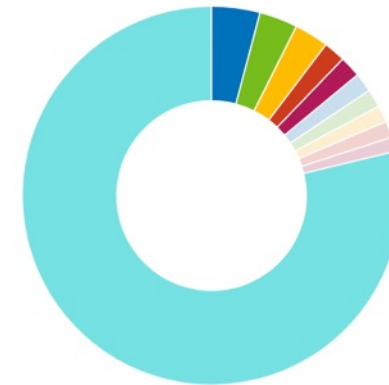
### Top-Selling Brands



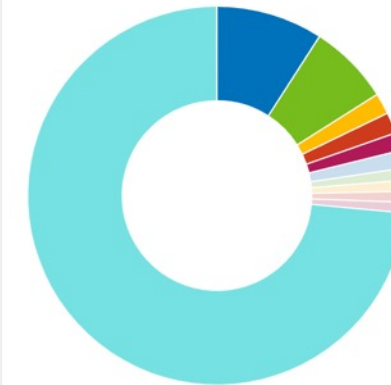
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



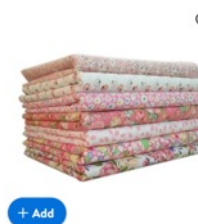
## Top-Selling Items:



**\$19<sup>98</sup>**  
Apple Barrel 2 oz Multi-color Satin Acrylic Craft Paint (24 Pieces)  
★★★★☆ 211



**\$4<sup>59</sup>**  
Berkshire Home Sunriver Sky Indoor/Outdoor 100% Polyester Fabric  
★★★★★ 6



**\$7<sup>79</sup>**  
Holiday Clearance Cotton Fabric For Sewing Quilting Patchwork Home Textile Pink Series Tilda Doll Body Cloth  
★★★☆☆ 9



**Now \$39<sup>99</sup>** ~~\$56.99~~  
VIFERR Portable Sewing Machine, Mini Sewing Machine Handheld Electric Sewing Machines 12 Stitches for...  
★★★★☆ 167



**\$33<sup>18</sup>**  
Crayola Washable Sidewalk Chalk, 16 Per Pack, 6 Packs

## Market Share Leaders:



Brands Observed

# 13,855

▲ 45% vs Prior Period

Items Observed

# 450,051

▲ 230% vs Prior Period

Department Summary  
Keywords Observed

# 126,207

▲ 19% vs Prior Period

Organic Search Visibility

# ▼ -30.6%

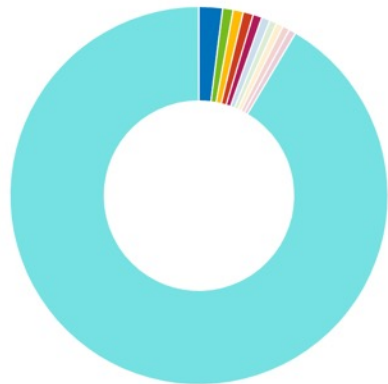
4,178,472,578 Weekly Average

Sponsorship Activity

# ▼ -8.4%

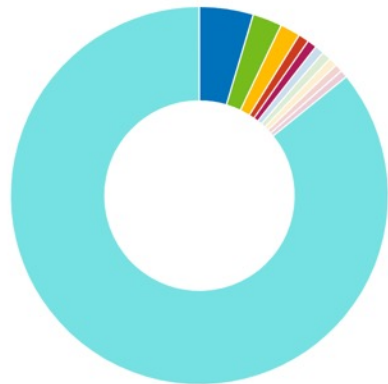
10,722,306 Weekly Average

### Top-Selling Brands



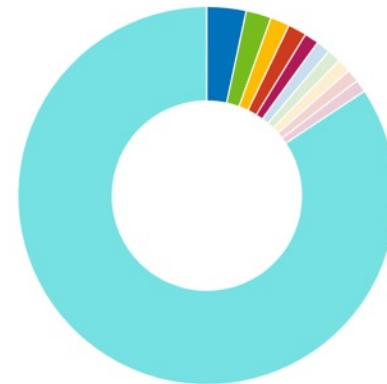
- DORMAN 2.02%
- FRAM 0.89%
- ACDELCO 0.88%
- RUGGED RIDGE 0.87%
- SYLVANIA 0.76%
- MOBIL 1 0.74%
- STANDARD MOTOR PRODUCTS 0.60%
- DORMAN HELP 0.60%
- REPLACEMENT 0.60%
- K&N 0.60%
- All Others 91.46%

### Top Brands in Organic Search



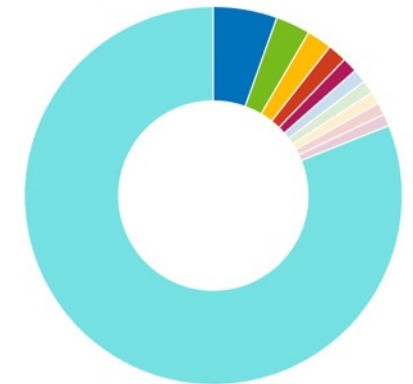
- HYPER TOUGH 4.62%
- AUTO DRIVE 2.51%
- HART 1.74%
- ENERGIZER 0.89%
- MILWAUKEE 0.82%
- DEWALT 0.78%
- IRONMAN 0.77%
- EVERSTART 0.75%
- VEVOR 0.66%
- SUPER TECH 0.64%
- All Others 85.82%

### Top Brands in Paid Search



- HART 3.36%
- VEVOR 2.17%
- NOCO 1.63%
- ADVIL 1.60%
- COBRA 1.22%
- NEXPOW 1.19%
- BOSS AUDIO SYSTEM 1.19%
- JAY LENO'S GARAGE 1.17%
- BENTISM 1.11%
- BOSE 1.06%
- All Others 84.31%

### Top-Promoted Brands



- POWER STOP 5.47%
- AUXITO 2.96%
- EEASE 2.15%
- REPLACEMENT 1.64%
- DB ELECTRICAL 1.28%
- LEDKINGDOMUS 1.18%
- UNITY AUTOMOTIVE 1.14%
- HYPER TOUGH 1.06%
- DORMAN 1.06%
- KIPLYKI 1.03%
- All Others 81.03%

## Top-Selling Items:



**\$2797** 17.5 c/fl oz

Mobil 1 Advanced Fuel Economy Full Synthetic Motor Oil 0W-20, 5 qt

★★★★★ 1180



**Now \$2997** \$40.99 18.7 c/fl oz

Mobil 1 Extended Performance Full Synthetic Motor Oil 0W-20, 5 qt

★★★★★ 709



**\$2797** 17.5 c/fl oz

Mobil 1 High Mileage Full Synthetic Motor Oil 5W-30, 5 qt

★★★★★ 885



**\$2797** 17.5 c/fl oz

Mobil 1 FS European Car Formula Full Synthetic Motor Oil 0W-40, 5 qt

★★★★★ 1020



**Now \$2797** \$40.99 17.5 c/fl oz

Mobil 1 Extended Performance Full Synthetic Motor Oil 5W-30, 5 qt

★★★★★ 831

Market Share Leaders: WONDER NATION



GARANIMALS

Pamo Babe



Brands Observed

7,340

▲ 38% vs Prior Period

Items Observed

57,047

▲ 61% vs Prior Period

Department Summary  
Keywords Observed

162,377

▲ 43% vs Prior Period

Sponsorship Activity

▲ 5.4%

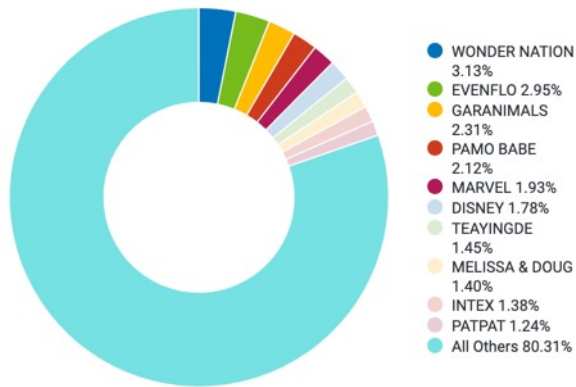
13,922,664 Weekly Average

Organic Search Visibility

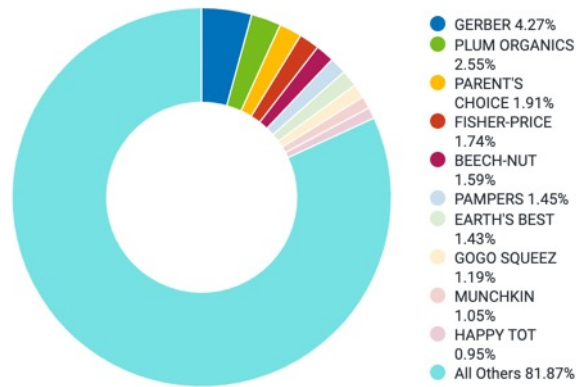
▼ -32.4%

9,360,478,638 Weekly Average

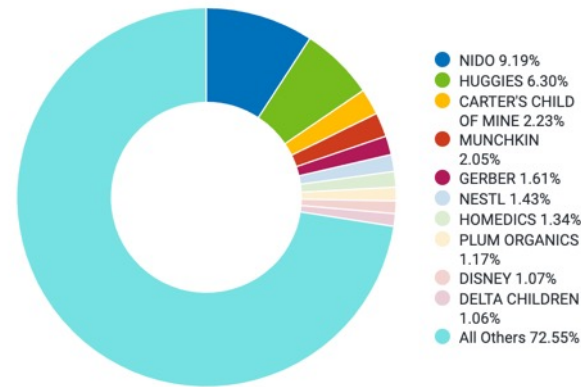
Top-Selling Brands



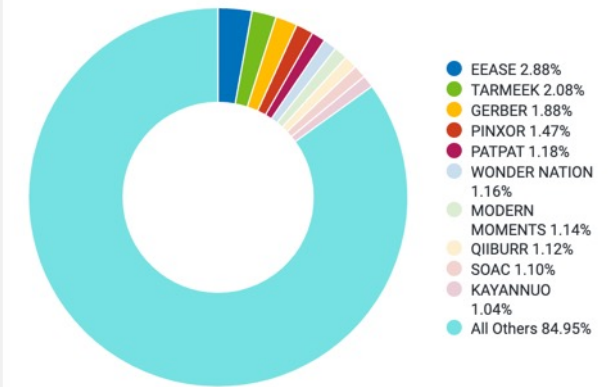
Top Brands in Organic Search



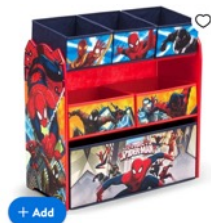
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



**\$42<sup>00</sup>**  
Marvel Spider-Man 6 Bin Design and Store Toy Organizer by Delta Children, Greenguard Gold Certified  
★★★★☆ 391



**\$4<sup>99</sup>**  
Evenflo Feeding Classic Winged Nipple, Newborn, Slow Flow  
★★★★☆ 3



**\$89<sup>99</sup>** ~~\$169.99~~  
Pamo Babe Unisex Nursery Center Playard with Bassinet & Changing Table, Black  
★★★★☆ 660



**Now \$15<sup>96</sup>** ~~\$19.95~~  
MaryRuth's USDA Organic Multivitamin Liquid Drops for Kids 1-3 | Iron-Free | Orange Vanilla Flavor | Vegan, Non-...  
★★★★☆ 51



**Now \$35<sup>59</sup>** ~~\$44.99~~  
Intex Mini Frame Pool, Blue  
★★★★☆ 367

## Market Share Leaders:

**NIOXIN**



**MAYBELLINE**  
NEW YORK

**MATRIX**

**L'ORÉAL**  
PARIS

Brands Observed

9,327

▲ 39% vs Prior Period

Items Observed

77,138

▲ 50% vs Prior Period

Department Summary

Keywords Observed

129,947

▲ 21% vs Prior Period

Sponsorship Activity

▲ 4.1%

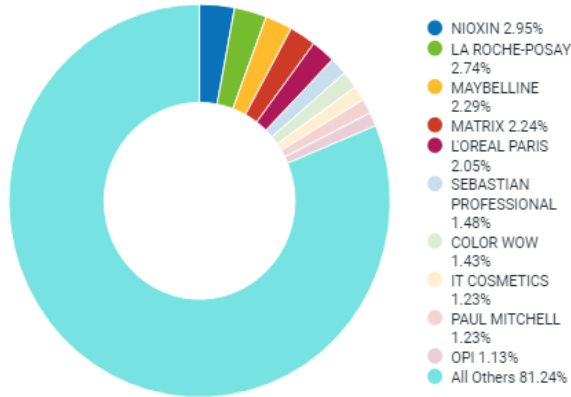
18,352,789 Weekly Average

Organic Search Visibility

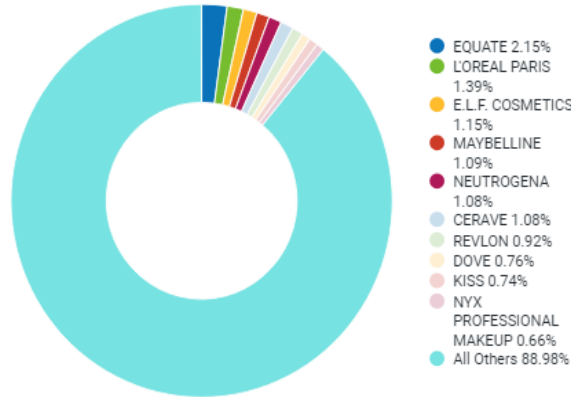
▼ -41.6%

17,612,657,363 Weekly Average

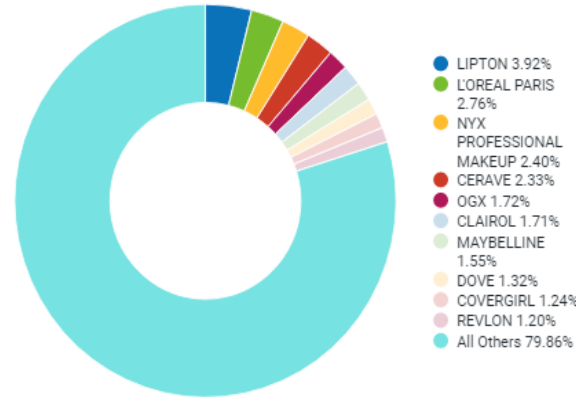
Top-Selling Brands



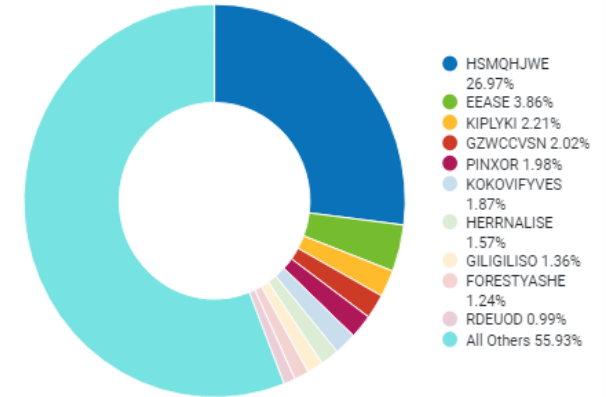
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$35<sup>65</sup>

Matrix Biolage Colorlast Conditioner, 33.8 Ounce

★★★★★ 25



+ Add

\$21<sup>75</sup>

Thicker Fuller Hair Instantly Thick Serum, 1.01 Fl. Oz.

★★★★★ 3



+ Add

\$15<sup>05</sup>

Bath & Body Works Sunkissed Fine Fragrance Body Mist 8 oz

★★★★★ 3



+ Add

\$21<sup>90</sup>

Sebastian Cellophane Clear 10.1oz

★★★★★ 3



+ Add

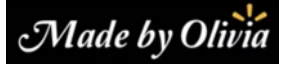
\$16<sup>90</sup>

Maybelline Master Kajal Cream Kohl Eyeliner, #510 Onyx Rush

★★★★★ 1



## Market Share Leaders:



Brands Observed  
**17,086**  
▲ 76% vs Prior Period

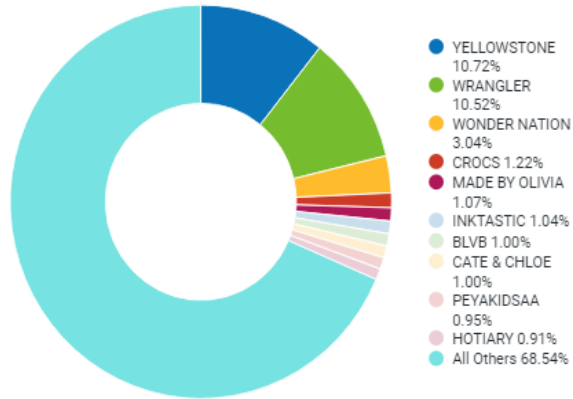
Items Observed  
**285,348**  
▲ 91% vs Prior Period

Department Summary  
Keywords Observed  
**244,349**  
▲ 57% vs Prior Period

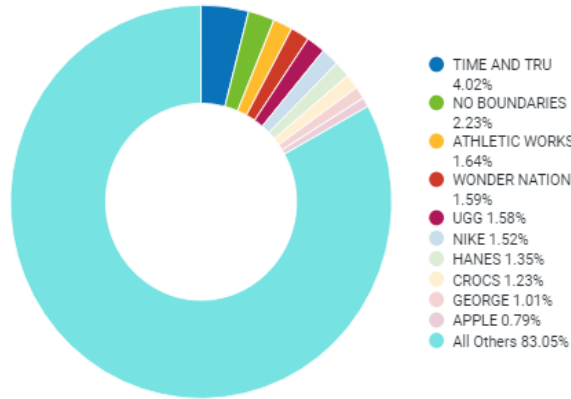
Sponsorship Activity  
**▼ -4.8%**  
47,417,188 Weekly Average

Organic Search Visibility  
**▼ -45.4%**  
23,349,126,346 Weekly Average

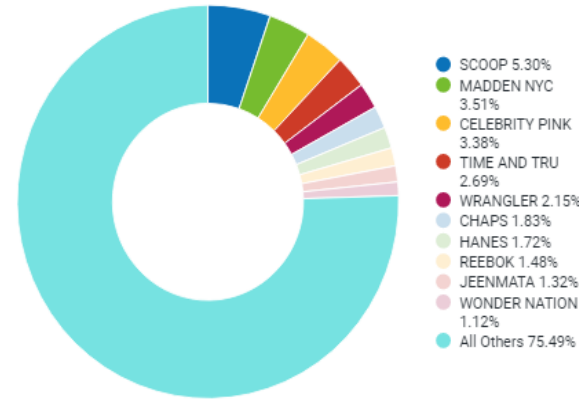
Top-Selling Brands



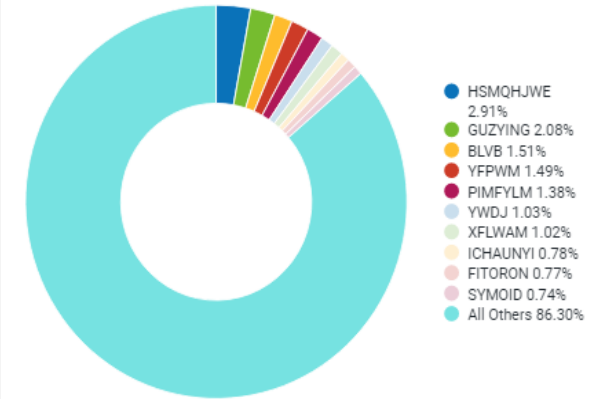
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

**\$28<sup>50</sup>**

Wrangler® Men's and Big Men's Long Sleeve Graphic Yellowstone Tee (S-2XL)

**\$39<sup>99</sup>**

Wrangler® Men's and Big Men's Regular Fit Graphic Yellowstone Hoodie (S-2XL)

**\$14<sup>98</sup>**

Paramount Yellowstone Landscape Men's Graphic Long Sleeve T-Shirt, Sizes S-3XL

★★★★★

**\$24<sup>50</sup>**

Wrangler® Men's and Big Men's Short Sleeve Graphic Yellowstone Tee (S-2XL)

**\$17<sup>96</sup>**

Yellowstone Men's & Big Men's Graphic Tee, 2-Pack Sizes S-3XL

## Market Share Leaders:



Brands Observed  
**11,331**  
▲ 20% vs Prior Period

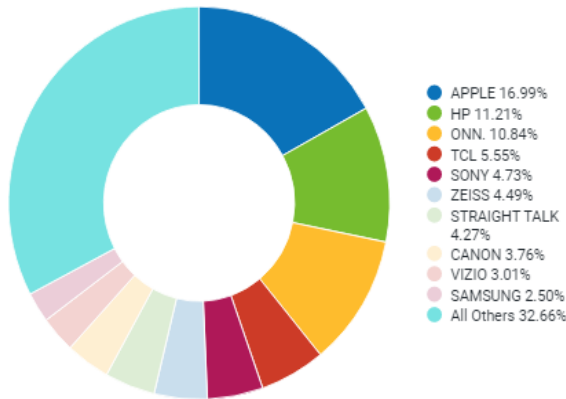
Items Observed  
**138,821**  
▲ 44% vs Prior Period

Department Summary  
Keywords Observed  
**121,197**  
▲ 32% vs Prior Period

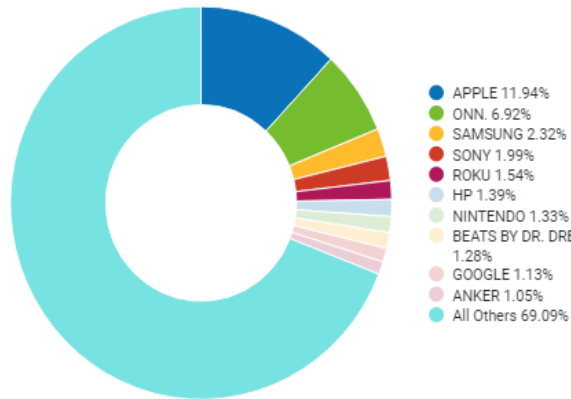
Sponsorship Activity  
**▲ 5.4%**  
25,214,728 Weekly Average

Organic Search Visibility  
**▼ -37.8%**  
13,268,296,251 Weekly Average

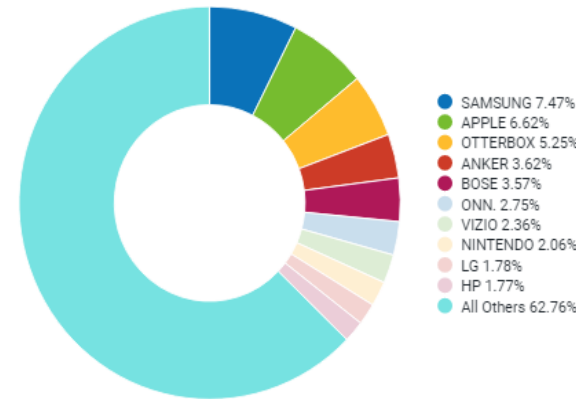
Top-Selling Brands



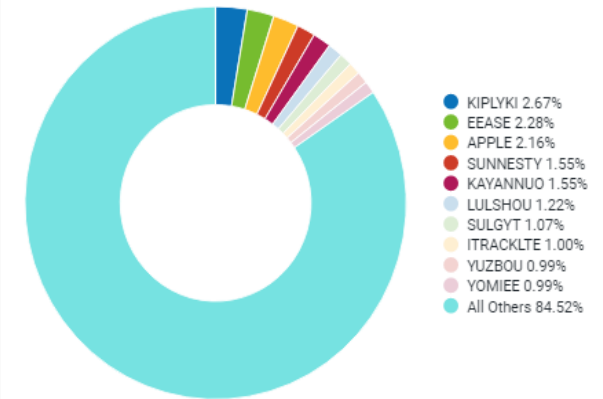
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

**+ Add**

Now **\$189<sup>00</sup>** ~~\$249<sup>00</sup>~~

Apple AirPods Pro (2nd Generation) - Lightning

★★★★★ 3697

**+ Add**

**\$99<sup>00</sup>** ~~\$129<sup>00</sup>~~

**\$69<sup>00</sup> on Nov 8th**

Apple AirPods with Charging Case (2nd Generation)

★★★★★ 23235

**Options**

Now **\$249<sup>00</sup>** ~~\$329<sup>00</sup>~~

Options from \$249.00 - \$399.00

2021 Apple 10.2-inch iPad Wi-Fi 64GB - Space Gray (9th Generation)

★★★★★ 5064

**+ Add**

**\$198<sup>00</sup>**

onn. 50 Class 4K UHD (2160P) LED Roku Smart TV HDR (100012585)

★★★★★ 1027

**+ Add**

**\$499<sup>00</sup>** ~~\$499.00/ca~~

Sony PlayStation 5 Video Game Console

★★★★★ 2824

## Market Share Leaders:



Produce  
Unbranded



Brands Observed  
**11,615**  
▲ 13% vs Prior Period

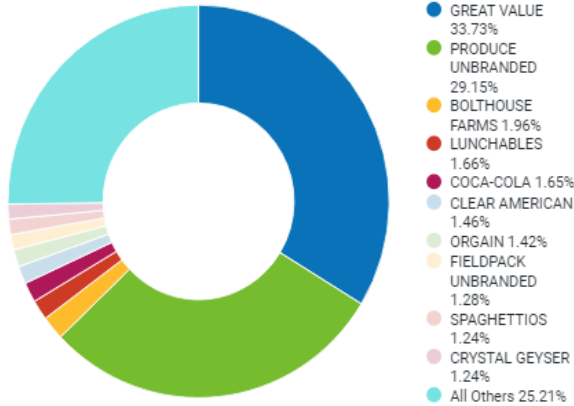
Items Observed  
**122,545**  
▲ 57% vs Prior Period

Department Summary  
Keywords Observed  
**121,656**  
▲ 33% vs Prior Period

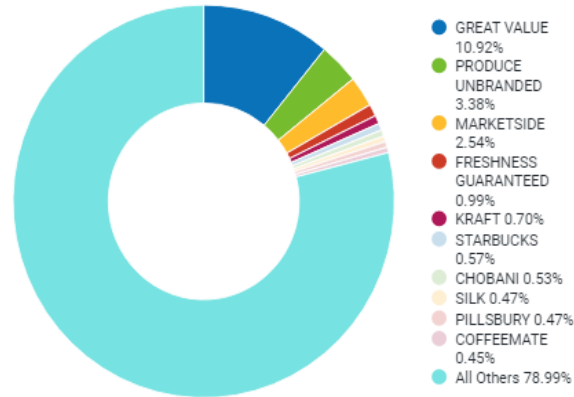
Sponsorship Activity  
**▲ 193.2%**  
29,969,674 Weekly Average

Organic Search Visibility  
**▲ 10.9%**  
136,661,228,396 Weekly Average

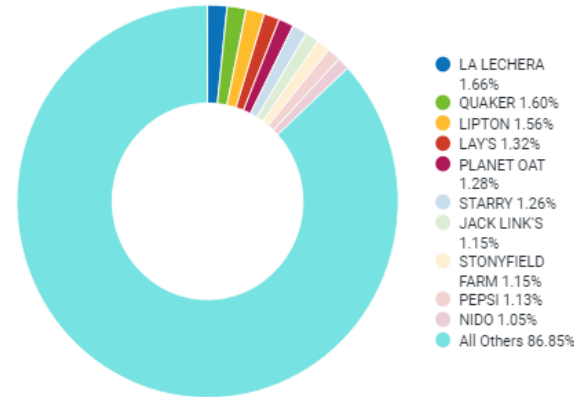
### Top-Selling Brands



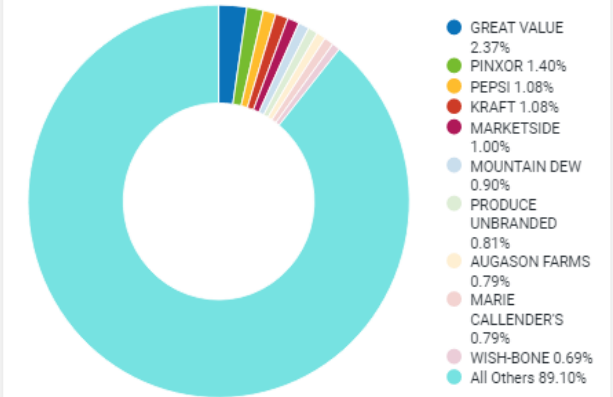
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



\$1<sup>32</sup> 6.6 c/oz  
Great Value White Sandwich Bread, 20 oz



+ Add  
\$0<sup>60</sup>  
Fresh Sweet Corn on the Cob (1 each)



+ Add  
\$1<sup>16</sup> 9.7 c/oz  
Great Value Frozen Broccoli Florets, 12 oz Steamable Bag



+ Add  
\$1<sup>92</sup> 60.0 c/oz  
Lunchables Turkey & American Cheese Cracker Stackers Kids Lunch Snack, 3.2 oz Tray



+ Add  
Now \$2<sup>68</sup> \$3.07 53.6 c/lb  
Russet Potatoes Whole Fresh, 5 lb Bag

Market Share Leaders:



Nutrisystem®

MaxKare



Brands Observed  
**12,164**  
▲ 21% vs Prior Period

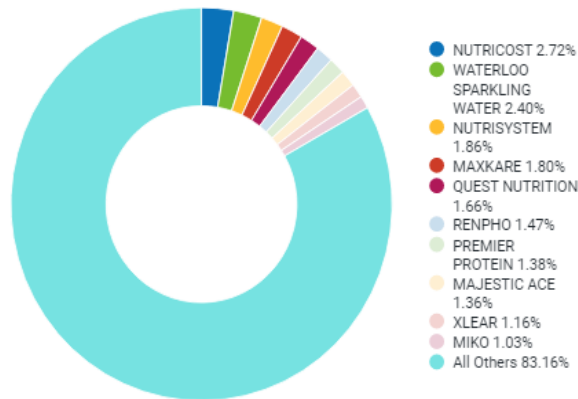
Items Observed  
**90,221**  
▲ 32% vs Prior Period

Department Summary  
Keywords Observed  
**192,771**  
▲ 24% vs Prior Period

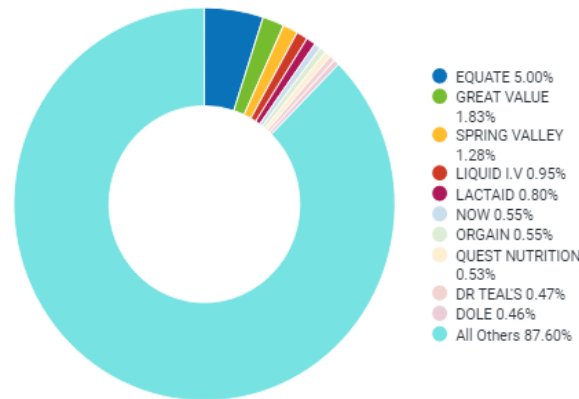
Sponsorship Activity  
**▲ 18.1%**  
22,838,599 Weekly Average

Organic Search Visibility  
**▼ -31.5%**  
24,401,185,095 Weekly Average

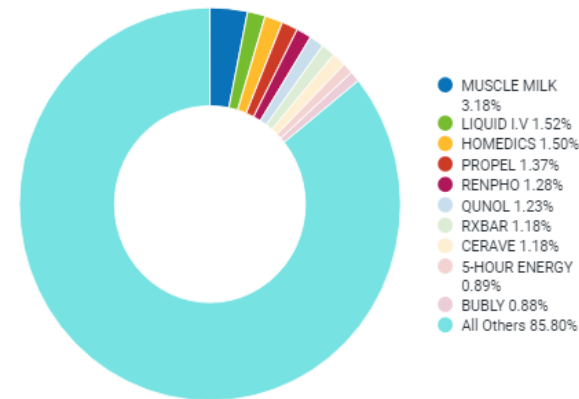
Top-Selling Brands



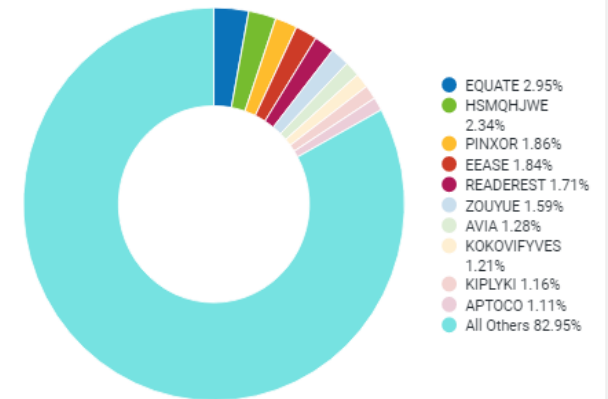
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



**\$38<sup>60</sup>**  
(2 Pack) Xlear Sinus Neti Refill Solution (NetiXlear 6 g packets) 50 Ct



**\$19<sup>99</sup>**  
Futurebiotics Antarctic Krill Oil with Astaxanthin 2000 mg Per Serving, Omega-3s EPA, DHA, and...



**\$7<sup>48</sup>**  
Options from \$7.48 - \$12.00  
Justice Girls' Plastic Round Frame Print Sunglasses Set, 2-Pack



**Now \$29<sup>99</sup>** ~~\$89.99~~  
RENPHO Upper Arm Blood Pressure Monitor, Automatic Digital BP Machine Blood Pressure Cuffs with Speaker...



**Now \$25<sup>75</sup>** ~~\$37.58~~  
Degree Clinical Anti-Perspirant Deodorant Shower Clean 1.70 oz (Pack of 3)

## Market Share Leaders:



Brands Observed

# 24,933

▲ 35% vs Prior Period

Items Observed

# 343,105

▲ 48% vs Prior Period

Department Summary

Keywords Observed

# 309,569

▲ 43% vs Prior Period

Organic Search Visibility

# ▼ -36.9%

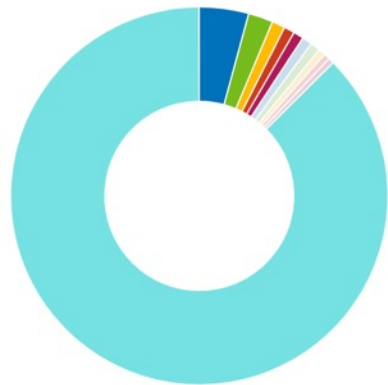
35,797,064,639 Weekly Average

Sponsorship Activity

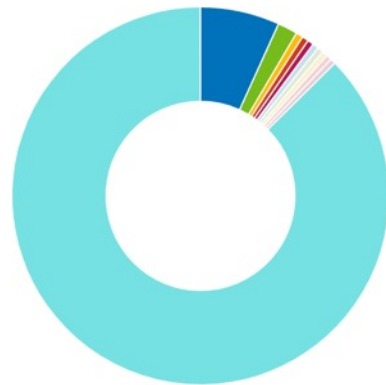
# ▼ -3.1%

44,797,816 Weekly Average

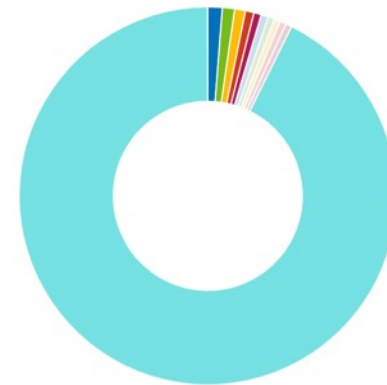
### Top-Selling Brands



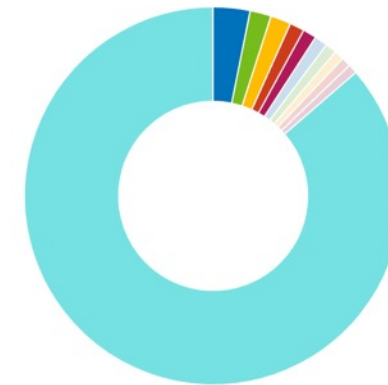
### Top Brands in Organic Search



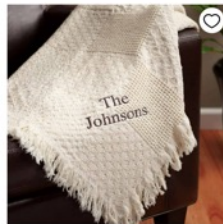
### Top Brands in Paid Search



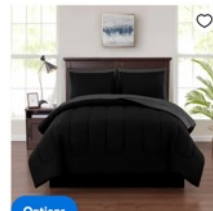
### Top-Promoted Brands



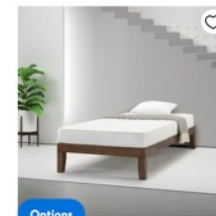
## Top-Selling Items:



Options  
+6 options  
**\$2909**  
Options from \$29.09 - \$32.95  
Personalized Throw - Woven Block Font  
★★★★★ 15



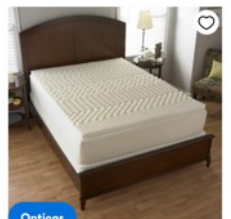
Options  
+6 options  
**\$3696**  
More options from \$2996  
Mainstays 7-Piece Bed in a Bag, Black, Queen  
★★★★★ 6663



Options  
+2 sizes  
**\$8000**  
Options from \$80.00 - \$98.00  
Slumber 1 By Zinus 6" Comfort Innerspring Mattress, Twin  
★★★★★ 4974



Options  
+3 sizes  
**\$994**  
More options from \$894  
Mainstays Solid Black Room Darkening Rod Pocket Curtain Panel Pair, 30" x 84"  
★★★★★ 4435



Options  
+3 sizes  
**\$1244**  
Options from \$12.44 - \$22.44  
Mainstays 1.25" 7-Zone Foam Mattress Topper, Twin/Twin-XL  
★★★★★ 1315

## Market Share Leaders:



Brands Observed

# 17,815

▲ 24% vs Prior Period

Items Observed

# 188,862

▲ 51% vs Prior Period

Department Summary  
Keywords Observed

# 141,148

▲ 19% vs Prior Period

Organic Search Visibility

# ▼ -33.8%

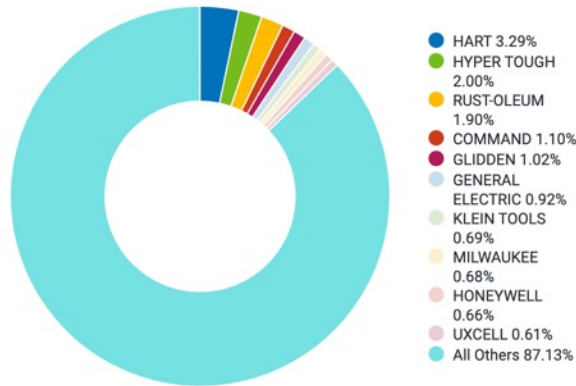
8,016,391,894 Weekly Average

Sponsorship Activity

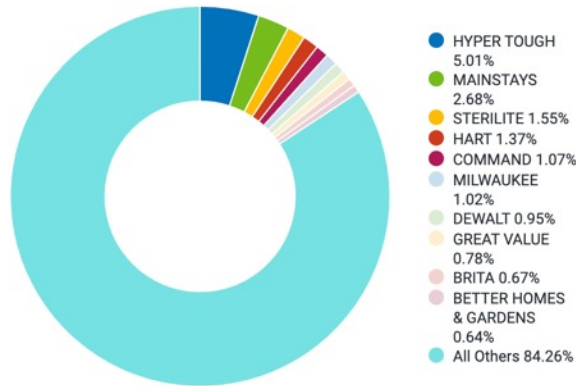
# ▲ 3.9%

17,145,842 Weekly Average

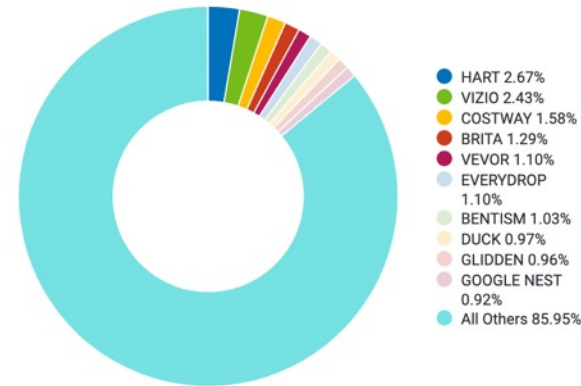
Top-Selling Brands



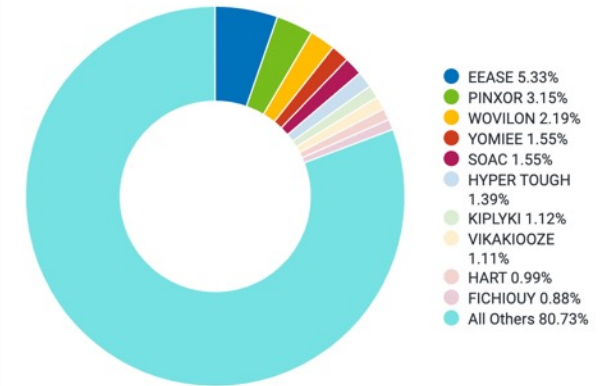
Top Brands in Organic Search



Top Brands in Paid Search



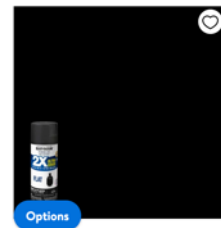
Top-Promoted Brands



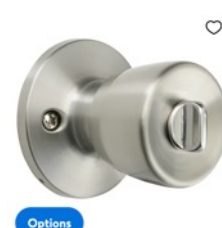
## Top-Selling Items:



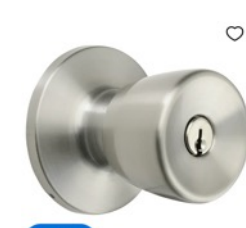
**\$1300**  
American Maid 5 gal Water Bottle, BPA Free, Durable, for Top and Bottom Load Water Dispensers  
★★★★★ 1985



**\$598** 49.8 c/oz  
Options from \$5.98 - \$6.80  
Black, Rust-Oleum American Accents 2X Ultra Cover Flat Spray Paint- 12 oz  
★★★★★ 5936



**\$997**  
Hyper Tough, Interior Privacy Doorknob, Tulip Style, Stainless Steel Finish  
★★★★★ 190



**\$1047**  
Hyper Tough, Keypad Entry, Tulip Doorknob, Stainless Steel  
★★★★★ 651



**Now \$1601** \$20.88  
Waterpik 6-Mode PowerPulse Therapeutic Massage Showerhead Chrome, XAU-643E  
★★★★★ 827

## Market Share Leaders:



Brands Observed

4,894

▲ 60% vs Prior Period

Items Observed

37,493

▲ 71% vs Prior Period

Department Summary

Keywords Observed

55,056

▼ -31% vs Prior Period

Sponsorship Activity

▲ 2.5%

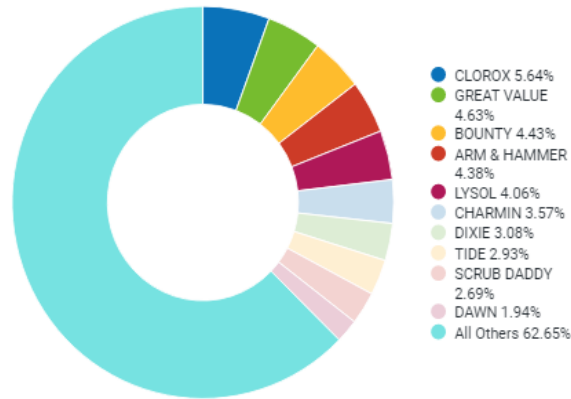
5,088,433 Weekly Average

Organic Search Visibility

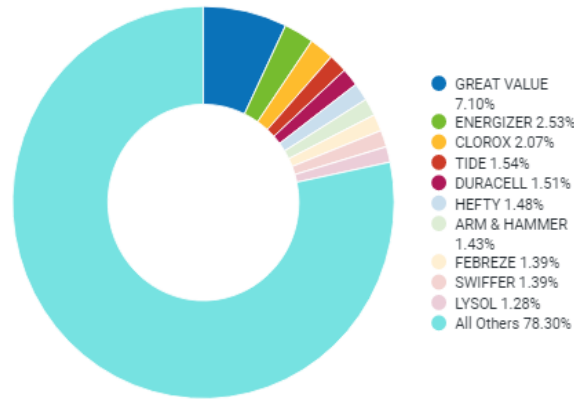
▼ -41.0%

6,186,096,672 Weekly Average

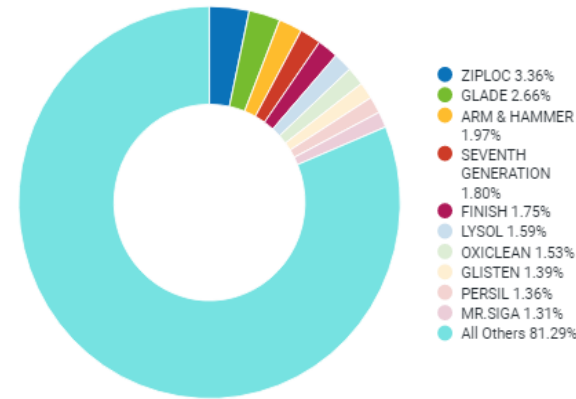
### Top-Selling Brands



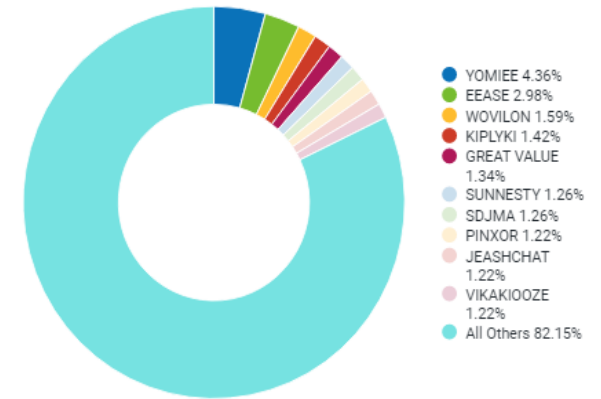
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



**\$1<sup>13</sup>** 5.4 c/oz  
Options from \$113 - \$143.93  
21OZ COMET CLEANSER  
★★★★★ 2729



**\$22<sup>18</sup>** \$2.05/per 100 count  
Bounty Select-a-Size Paper Towels, 12 Double Rolls, White  
★★★★★ 14922



**\$8<sup>97</sup>** \$1.21/100 ct  
Bounty Essentials Select-a-Size Paper Towels, 12 Double Rolls, White  
★★★★★ 5211



**\$1<sup>34</sup>**  
Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 7.5 fl oz  
★★★★★ 9366



**\$16<sup>94</sup>** \$2.09/100 ct  
Bounty Select-a-Size Paper Towels, 6 Triple Rolls, White  
★★★★★ 12246

## Market Share Leaders:



Brands Observed  
**11,077**  
▲ 27% vs Prior Period

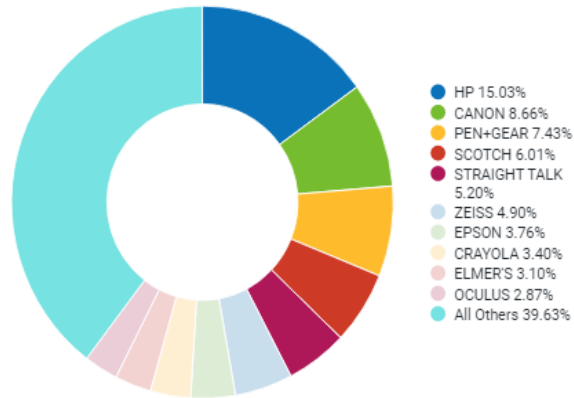
Items Observed  
**116,774**  
▲ 102% vs Prior Period

Department Summary  
Keywords Observed  
**159,051**  
▲ 29% vs Prior Period

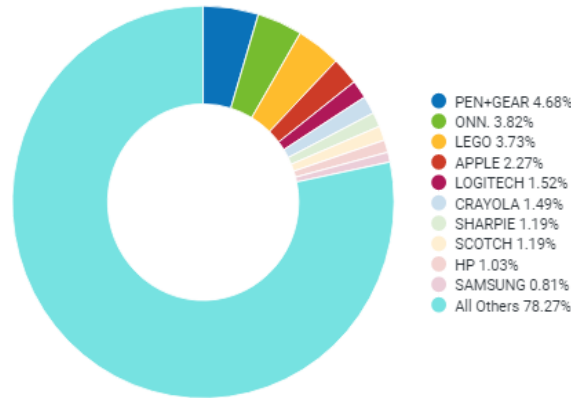
Sponsorship Activity  
**▲ 6.1%**  
17,886,687 Weekly Average

Organic Search Visibility  
**▼ -31.8%**  
7,328,717,109 Weekly Average

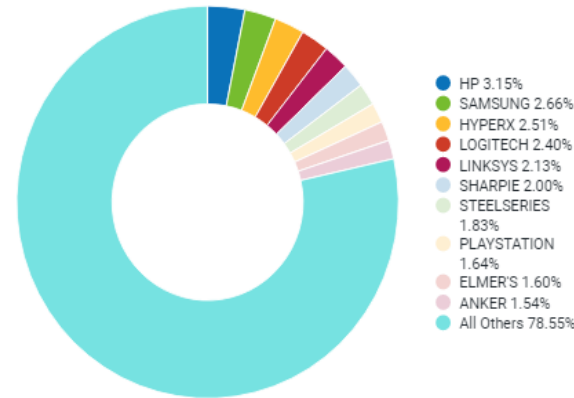
Top-Selling Brands



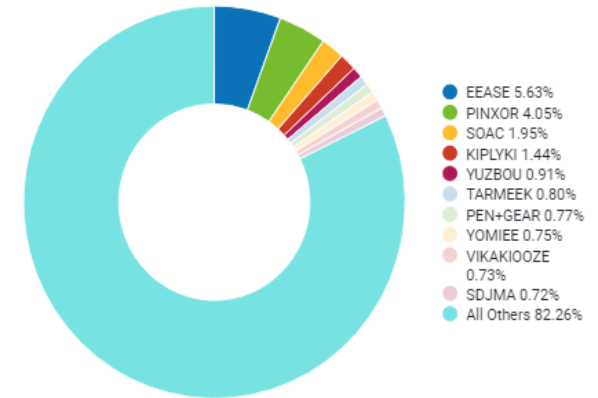
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



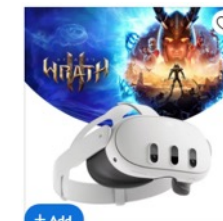
**\$35<sup>00</sup>**  
Straight Talk \$35 Bronze Unlimited Talk & Text 30-Day Prepaid Plan (10GB of data at high speeds then 2G\*) with 5G...



**\$5<sup>98</sup>** \$5.98/per 100 count  
ZEISS Gentle and Thorough Cleaning Eyeglass Lens Cleaner Wipes, 100 Count



**\$5<sup>32</sup>**  
Options from \$5.32 - \$49.97  
Pen+Gear Copy Paper, 8.5" x 11", 92 Bright, White, 20 lb., 1 Ream (500 Sheets)



**\$499<sup>00</sup>**  
Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle



**\$299<sup>00</sup>**  
Meta Quest 2 All-in-One Wireless VR Headset 128GB



## Market Share Leaders:



Brands Observed

8,432

▲ 59% vs Prior Period

Items Observed

119,980

▲ 183% vs Prior Period

Department Summary

Keywords Observed

167,926

▲ 33% vs Prior Period

Sponsorship Activity

▼ -31.2%

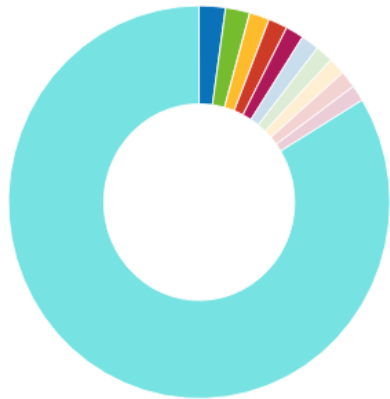
14,355,642 Weekly Average

Organic Search Visibility

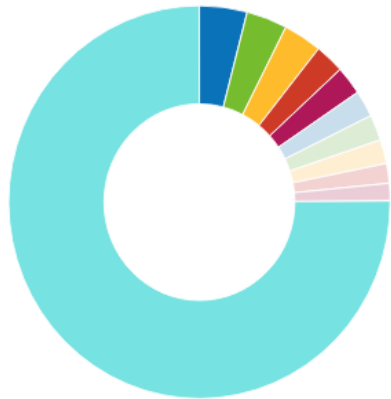
▼ -41.4%

11,378,899,924 Weekly Average

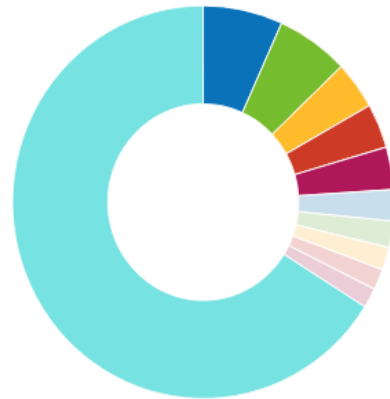
### Top-Selling Brands



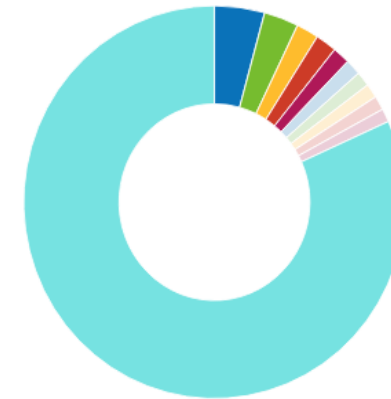
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



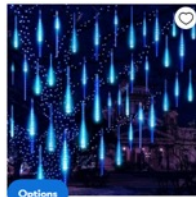
Options

+2 options

From \$5.00

Thank You Black Stripes Walmart eGift Card

★★★★☆ 6



Options

Now \$19<sup>99</sup> \$45.99  
Options from \$19.99 - \$23.99

Christmas Lights, Meteor Shower Icicle String Lights, 18 Inches 8 Tubes 288 LED Christmas Lights Outdoor Dropping...

★★★★☆ 42



+ Add

\$42<sup>99</sup>

HALLOWEEN Chocolate, Assortment of Classic Candy of M&M's, Snickers, MilkyWay, Twix (5 lbs) Bulk of Fun Size...

★★★★☆ 28



+ Add

\$9<sup>02</sup>

SPARKLING PARTY CANDLES 6 CT, FIREWORK CANDLE, SMALL

★★★★☆ 63



+ Add

Now \$20<sup>99</sup> \$25.99

Electric Air Balloon Pump, Electric Balloon Inflator, 132 Pcs Portable Dual Nozzles Balloon Blower Set with 90 Pc...

★★★★☆ 223

## Market Share Leaders:



Brands Observed  
**12,244**  
▲ 33% vs Prior Period

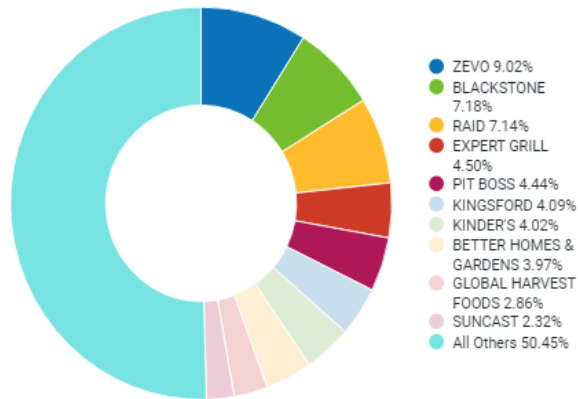
Items Observed  
**152,261**  
▲ 108% vs Prior Period

Department Summary  
Keywords Observed  
**99,159**  
▲ 17% vs Prior Period

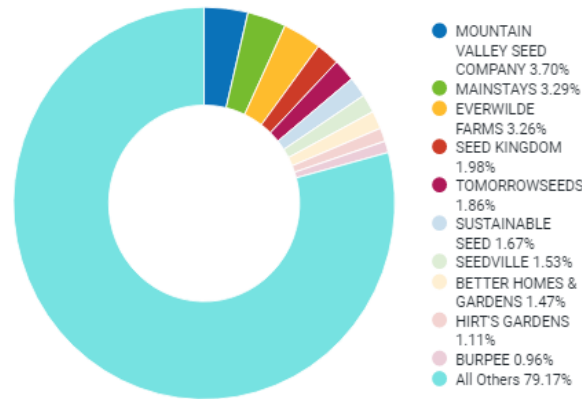
Sponsorship Activity  
**▼ -11.3%**  
8,696,569 Weekly Average

Organic Search Visibility  
**▼ -16.8%**  
5,793,009,047 Weekly Average

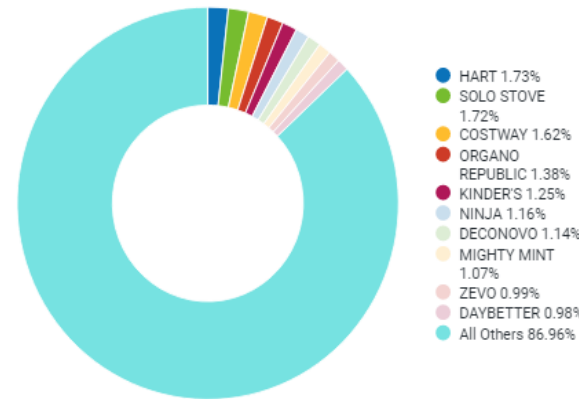
Top-Selling Brands



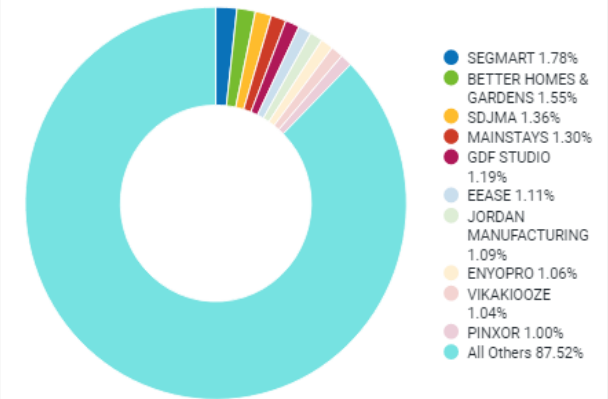
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$14<sup>14</sup>** \$3.54/ea  
Zevo Flying Insect Trap, Fly Trap Refill Cartridges (Twin Pack, 4 Cartridges)  
★★★★★ 1804



**\$297<sup>00</sup>**  
Blackstone 4-Burner 36" Griddle Cooking Station with Hard Cover  
★★★★★ 4801



**\$10<sup>88</sup>** \$4.4 c/lb  
More options from \$8.24  
Economy Mix Wild Bird Feed, Value Bird Seed Blend, Dry, 20 lb. Bag  
★★★★★ 726



**Now \$9<sup>82</sup>** \$0.92 \$9.82/lb  
Kingsford Match Light Instant Charcoal Briquets, 12 Pounds  
★★★★★ 3588



**\$7<sup>32</sup>** \$3.66/ea  
Zevo Flying Insect Trap, Fly Trap Refill Cartridges (2 Refill Cartridges)  
★★★★★ 1717

## Market Share Leaders:



Brands Observed

6,915

▲ 69% vs Prior Period

Items Observed

54,608

▲ 95% vs Prior Period

Department Summary

Keywords Observed

79,265

▲ 27% vs Prior Period

Sponsorship Activity

▲ 19.0%

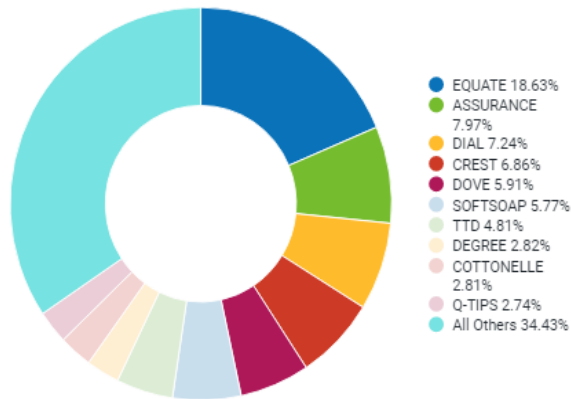
9,704,884 Weekly Average

Organic Search Visibility

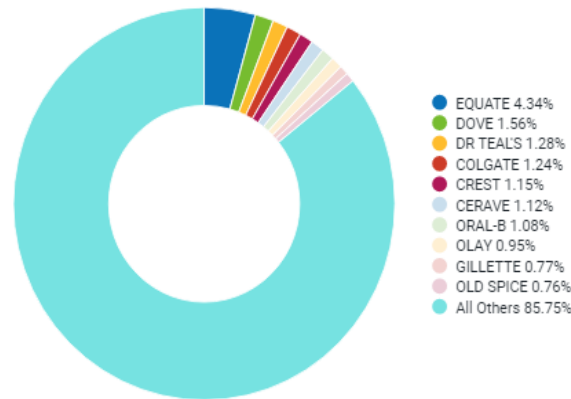
▼ -32.3%

10,241,144,473 Weekly Average

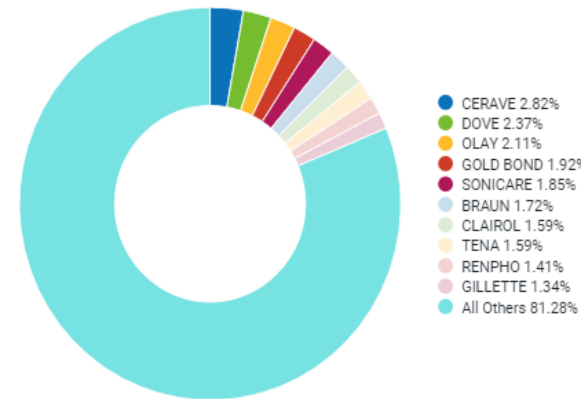
### Top-Selling Brands



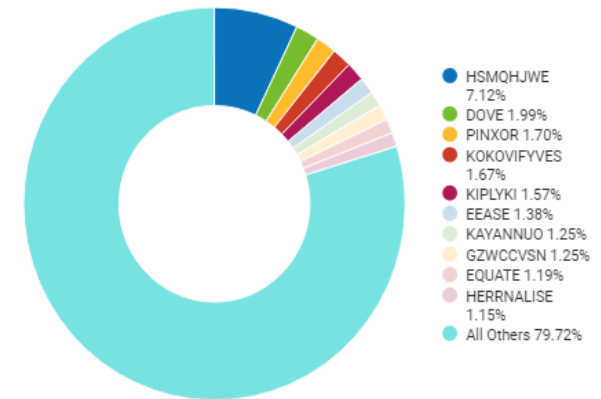
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



**\$6<sup>98</sup>** \$2.91/100 ct  
Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)  
★★★★★ 20738



**\$9<sup>24</sup>** \$9.2 c/oz  
Crest Premium Plus Scope Outlast Toothpaste, Long Lasting Mint Flavor 5.2 oz, Pack of 3  
★★★★★ 110



**\$5<sup>78</sup>** \$1.07/oz  
Degree Men Original Antiperspirant Deodorant Cool Rush Mens Deodorant Stick 48-Hour Odor Protection 2.7 oz, ...  
★★★★★ 2773



**\$17<sup>67</sup>**  
Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)  
★★★★★ 5627



**\$5<sup>97</sup>** \$7.46/100 ct  
Equate Beauty Makeup Remover Cleansing Towelettes, 40 Count, 2 Pack  
★★★★★ 3469

Market Share Leaders:



Brands Observed

7,565

▲ 56% vs Prior Period

Items Observed

64,100

▲ 97% vs Prior Period

Department Summary

Keywords Observed

59,654

▲ 36% vs Prior Period

Sponsorship Activity

▲ 37.5%

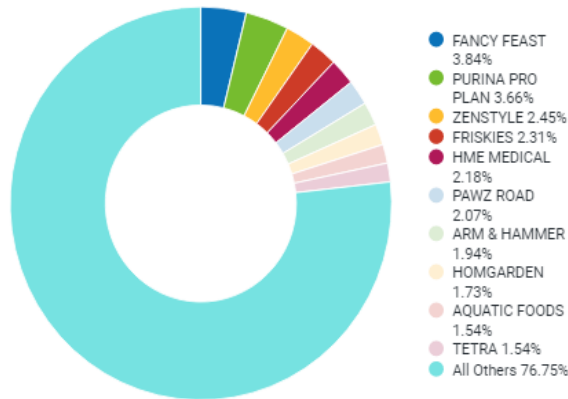
11,333,007 Weekly Average

Organic Search Visibility

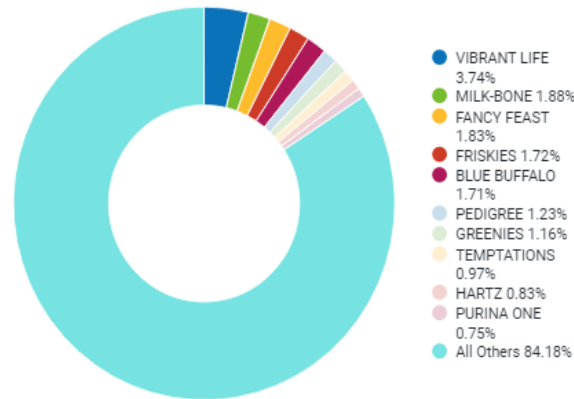
▼ -53.8%

5,754,076,881 Weekly Average

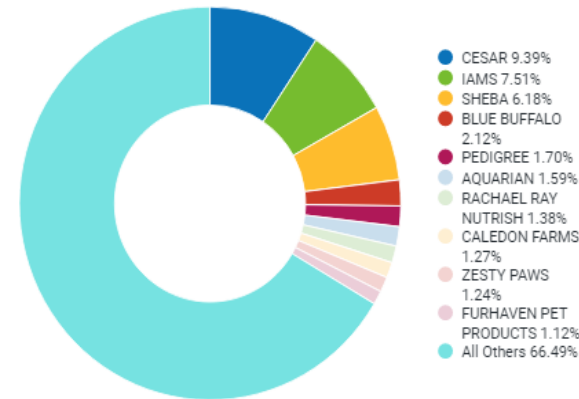
Top-Selling Brands



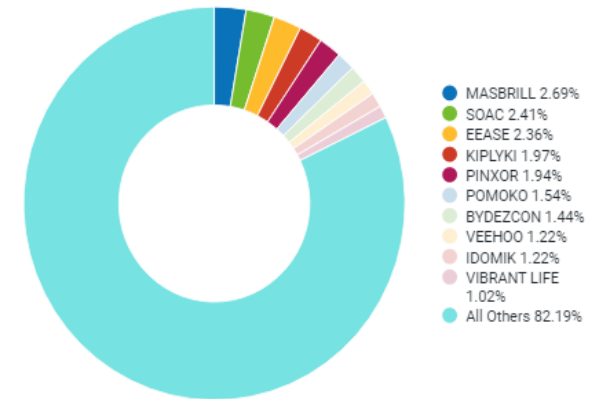
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$29<sup>99</sup> ~~\$99<sup>99</sup>~~  
PAWZ Road Enclosed Cat Litter Box Large with Lid Drawer Type Easy to Clean, Gray  
★★★★☆ 523



+ Add  
\$52<sup>31</sup>  
Pond Care PondCare AlgaeFix Algae Control for Ponds 64 oz (Treats 19,200 Gallons)



\$25<sup>28</sup>  
Wiki Wags Male Dog Wraps Extra Small 12 count  
★★★★★ 3



Options  
\$16<sup>99</sup>  
ZaneSun Cat Carrier, Soft-Sided Pet Travel Carrier for Cats, Dogs, Puppy Comfort Portable Foldable Pet Bag...  
★★★★★ 64



+ Add  
\$15<sup>69</sup>  
Automatic Anti Bark Collar, Waterproof Anti-Bark Collar, Suitable for Large Dogs, Medium Dogs, Small Dogs  
★★★★★ 4

## Market Share Leaders:



Brands Observed

489

▲ 13% vs Prior Period

Items Observed

2,884

▲ 24% vs Prior Period

Department Summary

Keywords Observed

26,043

▲ 30% vs Prior Period

Sponsorship Activity

▲ 71.7%

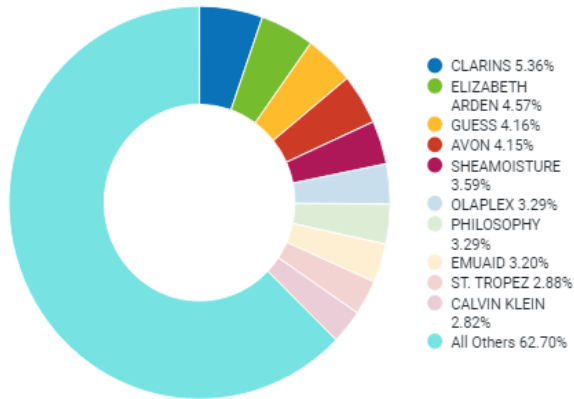
723,807 Weekly Average

Organic Search Visibility

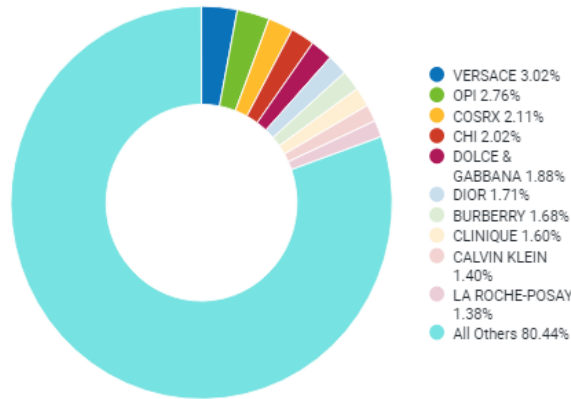
▼ -44.4%

1,612,327,892 Weekly Average

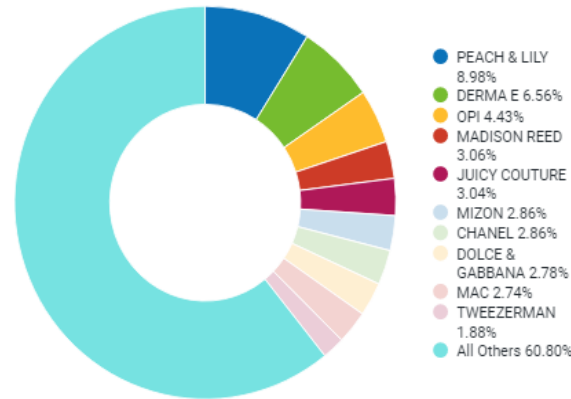
Top-Selling Brands



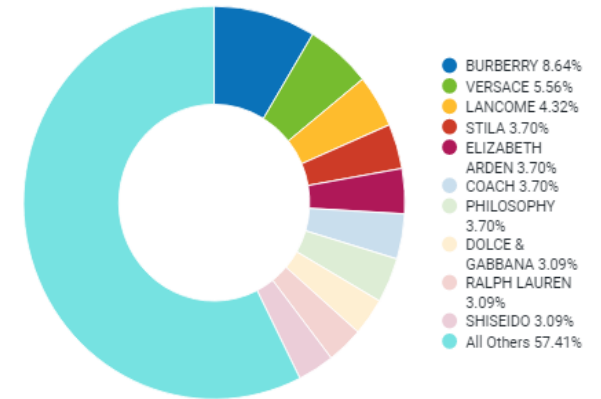
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

Options

13 oz

\*2 options

\$9<sup>98</sup> 76.8 c/ft oz

Options from \$9.98 - \$21.97

SheaMoisture Soothing Body Wash African Black Soap, 13 Oz.

★★★★★ 304

+ Add

Now \$26<sup>00</sup> \$30.00 \$26.00/ft oz

Olaplex No 7 Leave In Repair Bonding Oil 30ml - Boosts Shine, Strengthens & Repairs

★★★★★ 165

+ Add

\$7<sup>98</sup> \$1.33/ft oz

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

★★★★★ 36

+ Add

\$63<sup>90</sup>

Emuaid Maximum Strength First Aid Ointment, 2 Oz

★★★★★ 146

Options

\*2 options

\$13<sup>98</sup> \$2.33/oz

Options from \$13.98 - \$28.00

Guy Laroche Drakkar Noir Deodorant Body Spray 6 oz

★★★★★ 35

## Market Share Leaders:



Brands Observed

# 19,591

▲ 15% vs Prior Period

Items Observed

# 229,310

▲ 7% vs Prior Period

Department Summary  
Keywords Observed

# 209,513

▲ 25% vs Prior Period

Organic Search Visibility

# ▼ -32.0%

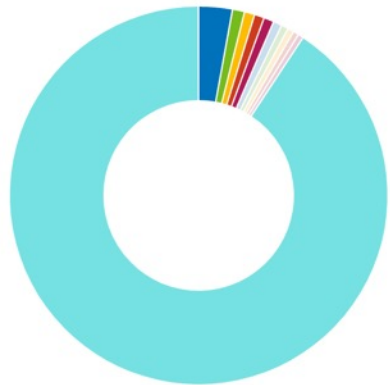
10,739,197,280 Weekly Average

Sponsorship Activity

# ▼ -11.9%

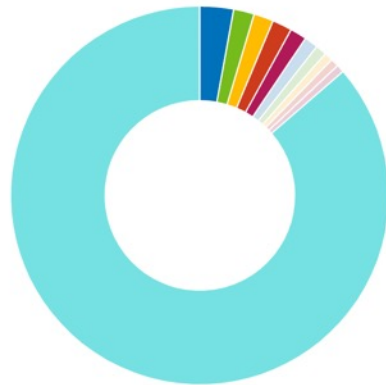
15,349,635 Weekly Average

### Top-Selling Brands



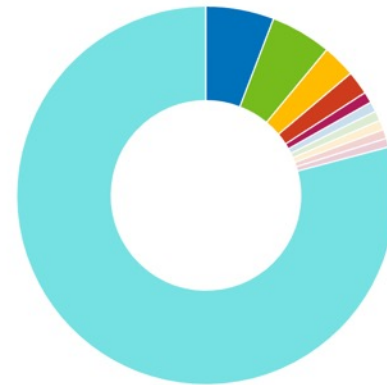
- OZARK TRAIL 2.88%
- COLEMAN 1.04%
- REALTREE 0.87%
- WILSON 0.85%
- DECATHLON 0.85%
- FRANKLIN SPORTS 0.75%
- ATHLETIC WORKS 0.59%
- RAWLINGS 0.53%
- BLACKSTONE 0.48%
- NIKE 0.47%
- All Others 90.69%

### Top Brands in Organic Search



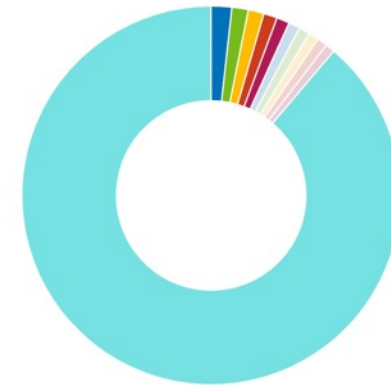
- OZARK TRAIL 2.88%
- APPLE 1.76%
- BARILLA 1.69%
- LIQUID I.V 1.68%
- ATHLETIC WORKS 1.42%
- STANLEY 1.18%
- GREAT VALUE 0.93%
- AUGASON FARMS 0.73%
- FITBIT 0.69%
- NIKE 0.67%
- All Others 86.35%

### Top Brands in Paid Search



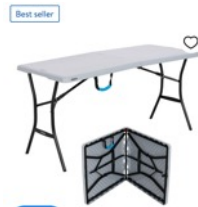
- RXBAR 5.82%
- LARABAR 5.20%
- LIQUID I.V 2.83%
- GOMACRO 2.02%
- COSTWAY 0.93%
- REEBOK 0.86%
- RENPHO 0.84%
- HOMEDICS 0.84%
- WRANGLER 0.78%
- SAMSUNG 0.75%
- All Others 79.11%

### Top-Promoted Brands



- GUZYING 1.76%
- EEASE 1.40%
- HSMQJWE 1.34%
- KIPLYKI 1.16%
- TAWOP 1.09%
- MRAT 0.97%
- ATHLETIC WORKS 0.95%
- SOAC 0.87%
- LASHALL 0.87%
- PINXOR 0.79%
- All Others 88.78%

## Top-Selling Items:



+ Add

**Now \$44.98** 554:28  
Lifetime 5 Foot Rectangle Fold-in-Half Table, Indoor/Outdoor Essential, Gray, 60.3" x 25.5" (80861)  
★★★★☆ 1702



Options

+6 sizes

**Now \$14.98** 529:99  
Options from \$14.98 - \$29.99  
BalanceFrom 1/2 In. Thick Flooring Puzzle Exercise Mat with High Quality EVA Foam Interlocking Tiles, 6 Piece...  
★★★★★ 955



+ Add

**\$184.00**  
Blackstone Adventure Ready 22" Griddle with Stand and Adapter Hose  
★★★★★ 2469



+ Add

**\$98.00**  
Huffy 24" Rock Creek Boys Mountain Bike for Men  
★★★★☆ 722



Options

**\$17.88**  
More options from \$9.98  
Mystery Tackle Box Fishing Kit Bass  
★★★★★ 81

## Market Share Leaders:



Brands Observed

# 12,590

▲ 59% vs Prior Period

Items Observed

# 121,399

▲ 86% vs Prior Period

Department Summary

Keywords Observed

# 199,624

▲ 55% vs Prior Period

Sponsorship Activity

# ▼ -3.2%

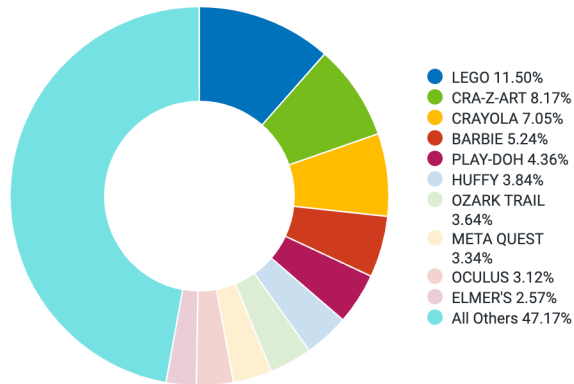
32,752,272 Weekly Average

Organic Search Visibility

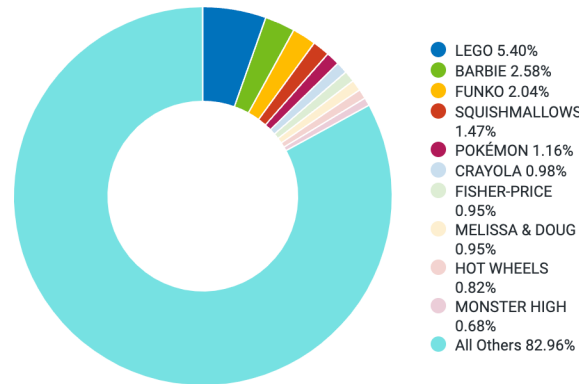
# ▼ -29.9%

11,385,767,295 Weekly Average

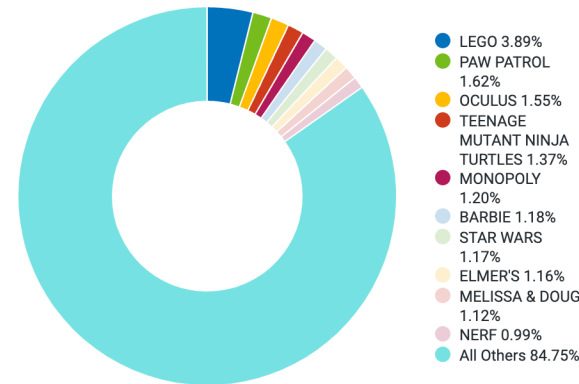
### Top-Selling Brands



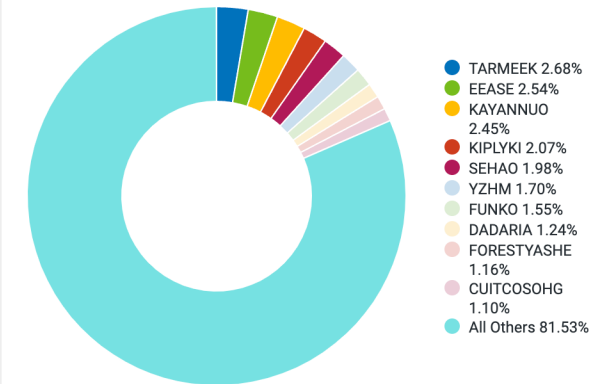
### Top Brands in Organic Search



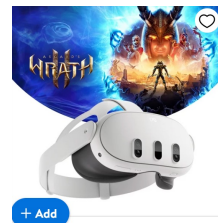
### Top Brands in Paid Search



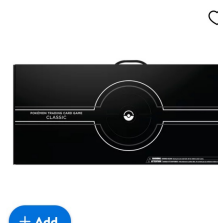
### Top-Promoted Brands



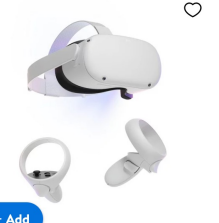
## Top-Selling Items:



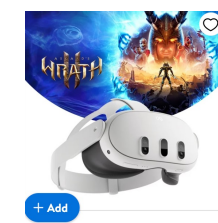
**\$499<sup>00</sup>**  
 Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle  
 ★★★★★ 206



**\$399<sup>98</sup>**  
 Pokemon Trading Card Game Classic with 3 Decks and 60 Card per Deck  
 ★☆☆☆☆ 1



**Now \$249<sup>00</sup>** ~~\$299.99~~  
 Meta Quest 2 All-in-One Wireless VR Headset 128GB  
 ★★★★★ 1649



**\$649<sup>00</sup>**  
 Meta Quest 3 - 512GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2  
 ★★★★★ 125



**\$43<sup>68</sup>**  
 2023 Topps Holiday MLB Baseball Trading Cards Mega Box - 0.5 lb  
 ★★★★★ 31

## Market Share Leaders:



SONY



ROBLOX

Brands Observed

2,269

▲ 15% vs Prior Period

Items Observed

31,319

▲ 117% vs Prior Period

Department Summary

Keywords Observed

58,867

▲ 46% vs Prior Period

Sponsorship Activity

▲ 35.4%

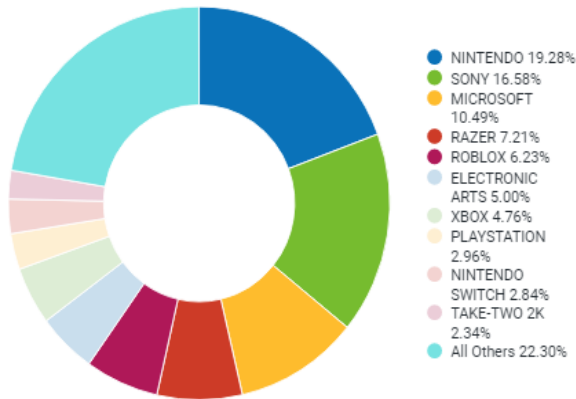
3,828,587 Weekly Average

Organic Search Visibility

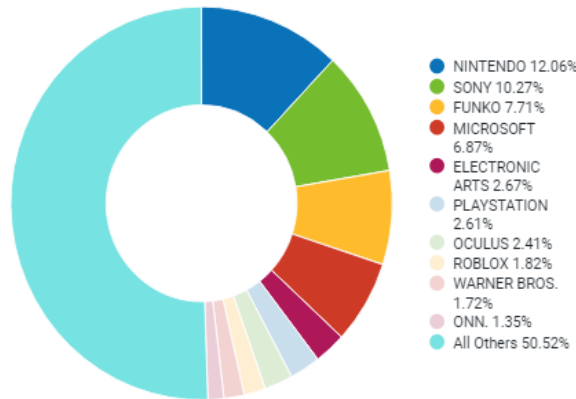
▼ -34.0%

2,586,097,738 Weekly Average

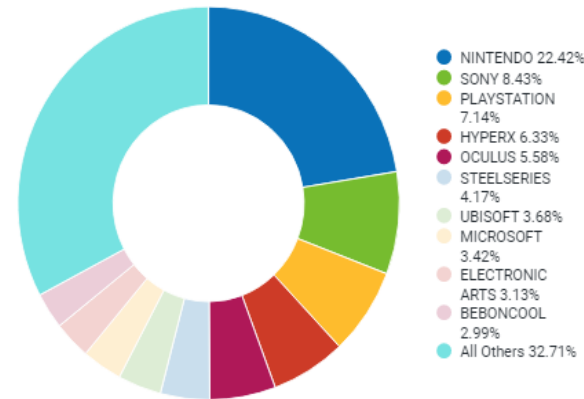
Top-Selling Brands



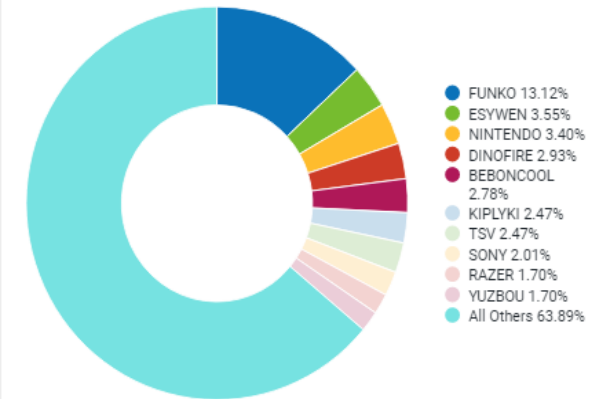
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$100<sup>00</sup>

Razer Gold \$100 Gift Card - [Digital]

★★★★☆ 249



+ Add

\$499<sup>00</sup> \$499.00/ca

Sony PlayStation 5 Video Game Console

★★★★★ 2849



+ Add

\$25<sup>00</sup>

PlayStation Store \$25 Gift Card [Digital]

★★★★☆ 2362



+ Add

\$59<sup>88</sup>

Super Mario Bros. Wonder + Exclusive Trading Card Pack - Nintendo Switch

★★★★☆ 199



Options

\*2 options

\$25<sup>00</sup>

Options from \$25.00 - \$50.00

Razer Gold \$25 Gift Card - [Digital]

★★★★☆ 543



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