




















# Digital Grocery Department Performance Report

OCTOBER 2023



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

## Report Overview

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

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

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

## Definitions

### Top-Selling Brands

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

### Top Brands in Organic Search

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

### Top Brands in Paid Search

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

### Top Promoted Brands

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

### Top-Selling Items

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

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# About Analytic Index

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



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



## Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER VISIBILITY**



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### Digital Grocery

- Baking..... 1
- Bread & Bakery..... 2
- Beverages..... 3
- Breakfast & Cereal..... 4
- Candy..... 5
- Coffee..... 6
- Dairy & Eggs..... 7
- Deli..... 8
- Fresh Produce..... 9
- Frozen Foods..... 10
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## Market Share Leaders:



Produce  
Unbranded



Brands Observed

68

▲ 17% vs Prior Period

Items Observed

162

▼ -7% vs Prior Period

Department Summary

Keywords Observed

39,125

▲ 58% vs Prior Period

Organic Search Visibility

▲ 36.1%

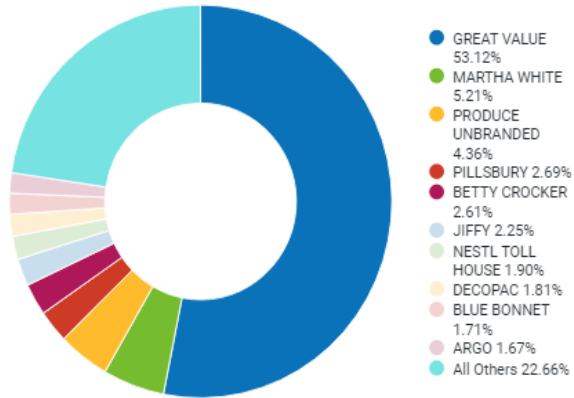
10,388,323,771 Weekly Average

Sponsorship Activity

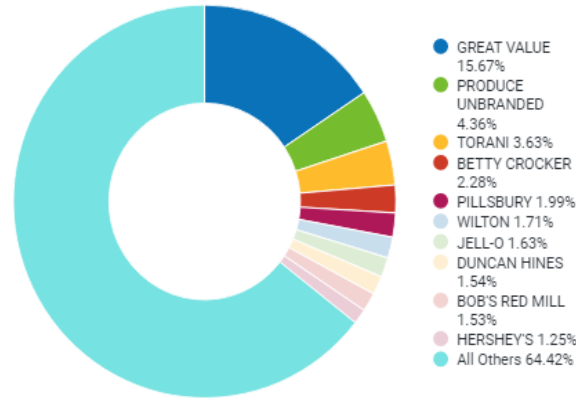
▲ 144.3%

2,035,607 Weekly Average

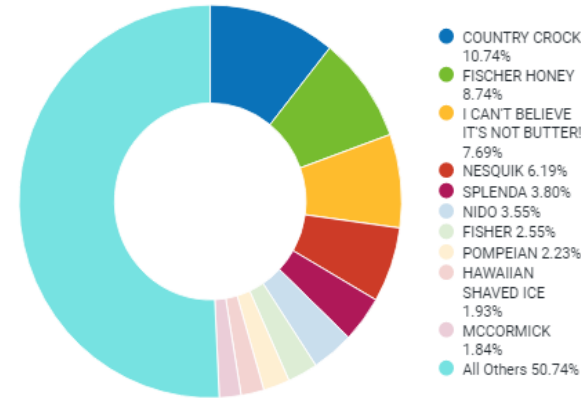
Top-Selling Brands



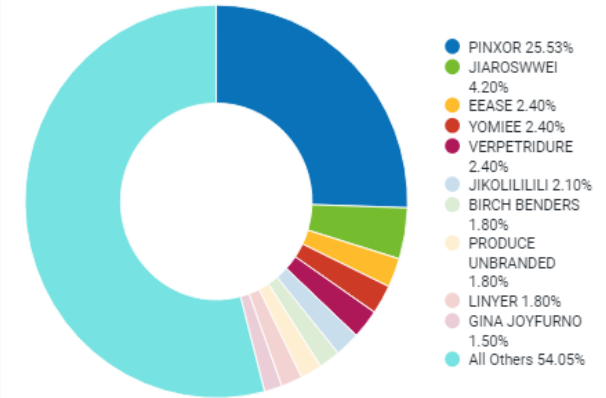
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$324** 81.0 c/lb  
Great Value Pure Granulated Sugar, 4 lb  
★★★★☆ 5049



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



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



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



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

## Market Share Leaders:



Brands Observed

46

▼ -6% vs Prior Period

Items Observed

177

▼ -21% vs Prior Period

Department Summary

Keywords Observed

21,398

▲ 64% vs Prior Period

Organic Search Visibility

▲ 73.0%

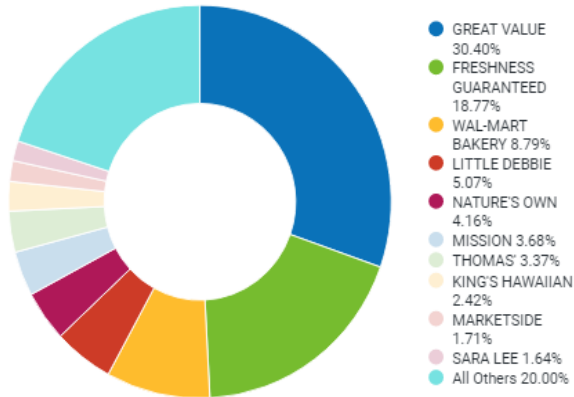
10,622,513,720 Weekly Average

Sponsorship Activity

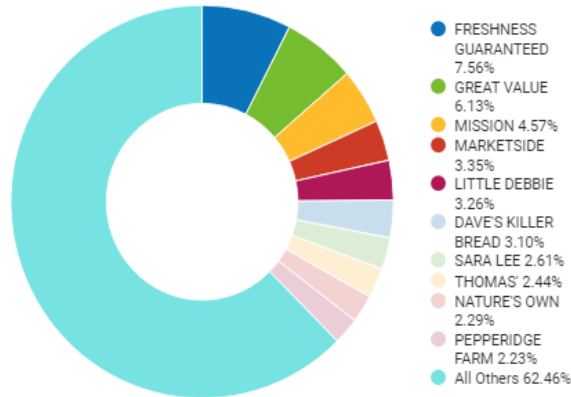
▲ 212.7%

857,794 Weekly Average

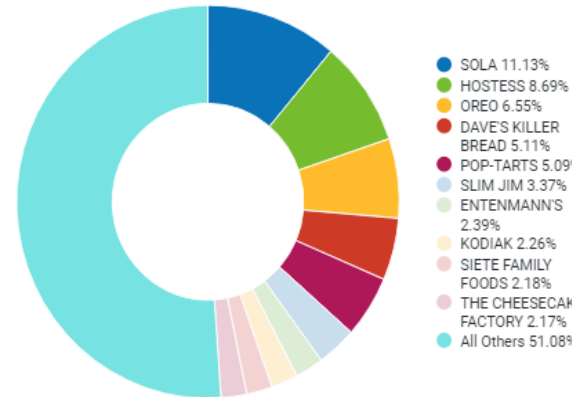
### Top-Selling Brands



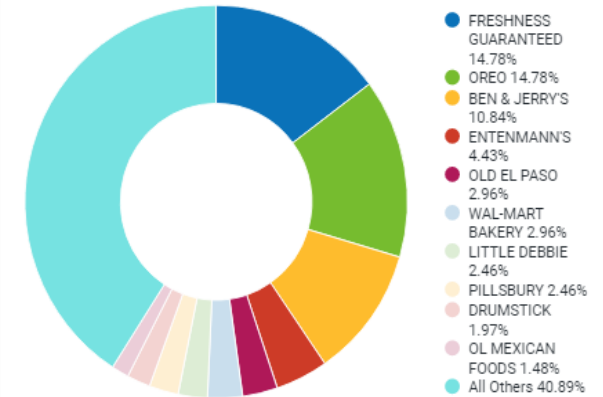
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



\$132 6.6 ¢/oz  
Great Value White Sandwich Bread, 20 oz



\$146 7.3 ¢/oz  
Great Value White Round Top Bread Loaf, 20 oz



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



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



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

## Market Share Leaders:



Brands Observed

80

▲ 43% vs Prior Period

Items Observed

215

▲ 29% vs Prior Period

Department Summary

Keywords Observed

46,623

▲ 89% vs Prior Period

Organic Search Visibility

▲ 0.2%

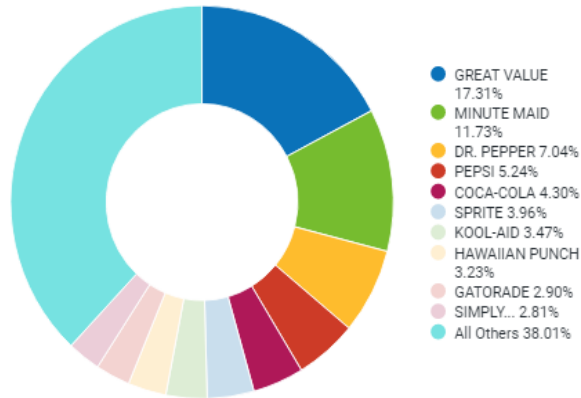
21,351,382,115 Weekly Average

Sponsorship Activity

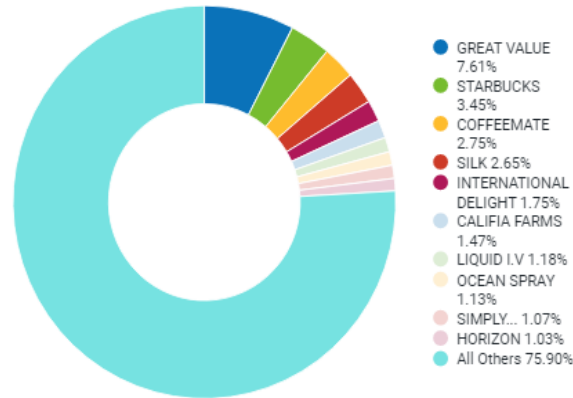
▲ 196.3%

8,249,493 Weekly Average

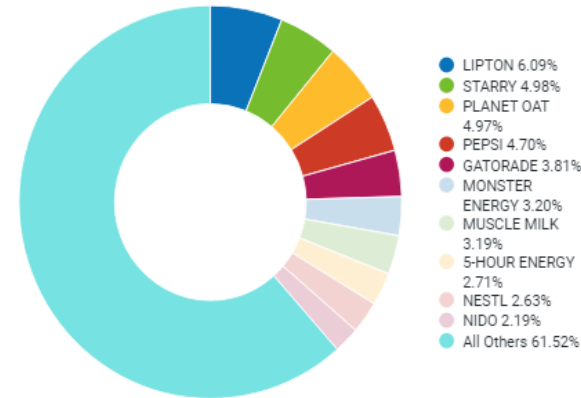
Top-Selling Brands



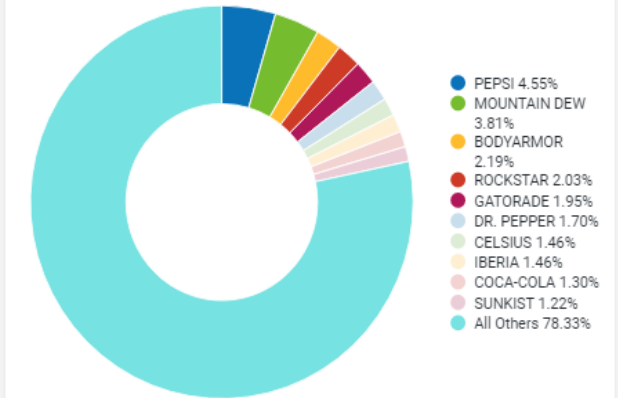
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

**\$184** 31 c/fl oz  
Minute Maid Berry Punch Flavored Fruit Drink, 59 fl oz Carton  
★★★★☆ 340

**\$563** 0.8 c/fl oz  
Great Value Purified Drinking Water, 16.9 fl oz Bottles, 40 Count  
★★★★☆ 7960

**\$184** 31 c/fl oz  
Minute Maid Fruit Punch Real Fruit Juice Drink, 59 fl oz Carton  
★★★★★ 1445

**\$364** 0.9 c/fl oz  
Great Value Purified Drinking Water, 16.9 fl oz, 24 Count  
★★★★☆ 2533

**\$278** 2.2 c/fl oz  
Hawaiian Punch Berry Blue Typhoon, Juice Drink, 1 gal bottle  
★★★★★ 249



## Market Share Leaders:



Produce  
Unbranded



Brands Observed

51

▲ 2% vs Prior Period

Items Observed

177

▲ 4% vs Prior Period

Department Summary

Keywords Observed

30,302

▲ 55% vs Prior Period

Organic Search Visibility

▲ 16.7%

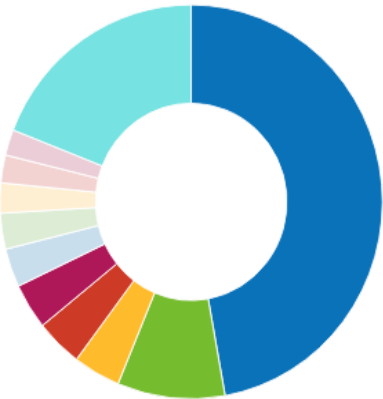
9,167,080,503 Weekly Average

Sponsorship Activity

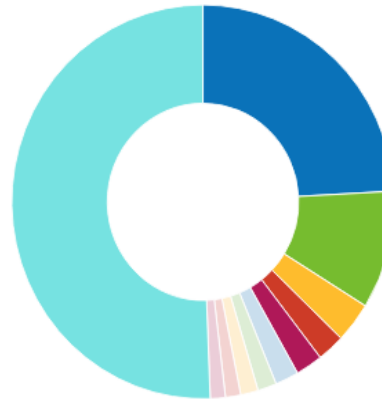
▲ 346.5%

2,843,575 Weekly Average

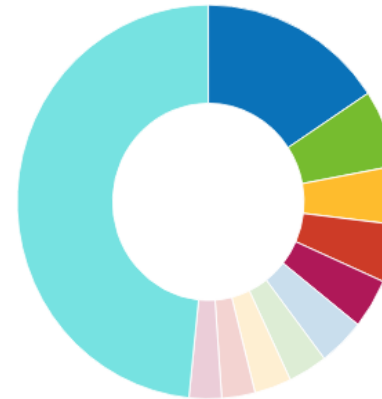
### Top-Selling Brands



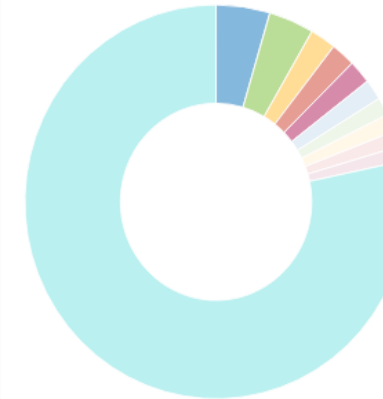
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



## Top-Selling Items:



+ Add

\$3<sup>16</sup> 19.8 c/oz

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



+ Add

\$3<sup>58</sup> 15.9 c/oz

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



+ Add

\$3<sup>53</sup> 2.8 c/fl oz

Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



+ Add

\$2<sup>02</sup> each 72.0 c/lb

Final cost by weight  
Marketside Fresh Organic Bananas, Bunch



+ Add

\$4<sup>93</sup> 26.2 c/oz

Cinnamon Toast Crunch Breakfast Cereal, Crispy Cinnamon Cereal, Family Size, 18.8 oz  
★★★★☆ 2929

## Market Share Leaders:



Brands Observed

84

▼ -5% vs Prior Period

Items Observed

227

▲ 6% vs Prior Period

Department Summary

Keywords Observed

32,537

▲ 84% vs Prior Period

Organic Search Visibility

▼ -30.2%

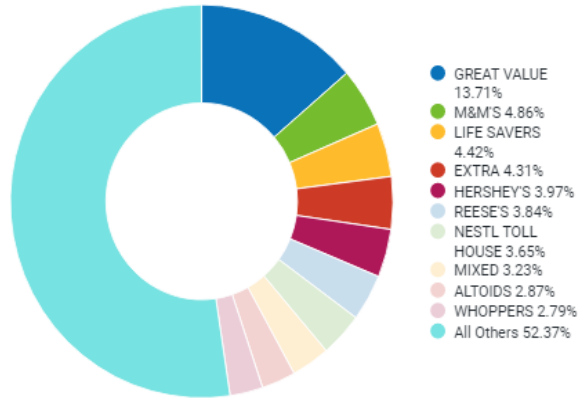
6,416,491,739 Weekly Average

Sponsorship Activity

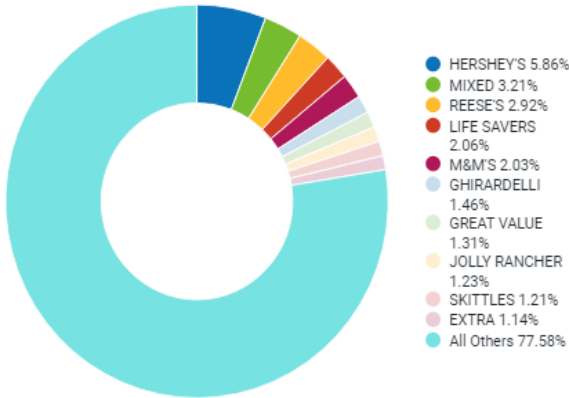
▲ 265.5%

3,226,300 Weekly Average

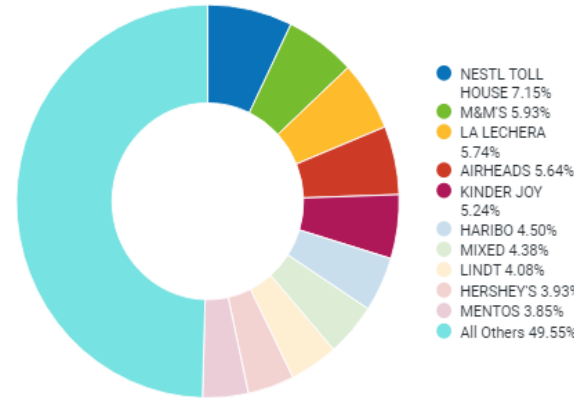
Top-Selling Brands



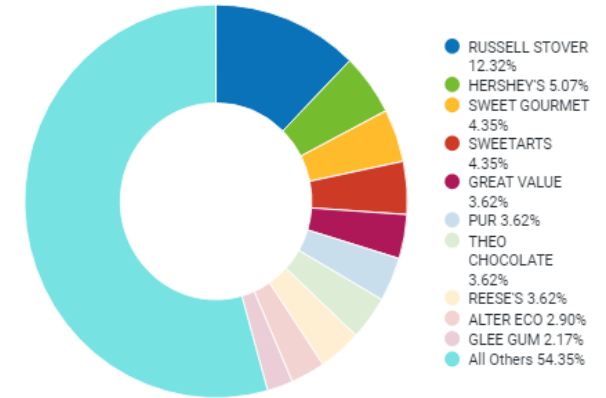
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

**\$100** 28.4 c/oz  
Great Value Milk Chocolate with Salted Toffee Bar, 3.52 oz  
★★★★☆ 68



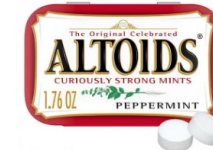
+ Add

**\$262** 21.8 c/ounces  
Whoppers Malted Milk Balls Candy, Box 12 oz  
★★★★★ 776



+ Add

**\$512** 575 c/oz  
Mars Mixed Snickers, Twix, Milky Way & Musketeers Milk & Dark Chocolates - 30 Ct  
★★★★★ 636



+ Add

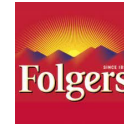
**\$258** \$1.47/oz  
Altoids Classic Peppermint Breath Mints Hard Candy - 1.76 oz Tin  
★★★★★ 308



+ Add

**\$738** 45.8 c/oz  
Mars Mixed Snickers, Twix, Milky Way & More Assorted Milk Chocolate Candy Bar - 50 Ct  
★★★★★ 567

## Market Share Leaders:



Brands Observed

57

▼ -7% vs Prior Period

Items Observed

228

▲ 19% vs Prior Period

Department Summary

Keywords Observed

22,018

▲ 107% vs Prior Period

Organic Search Visibility

▲ 0.8%

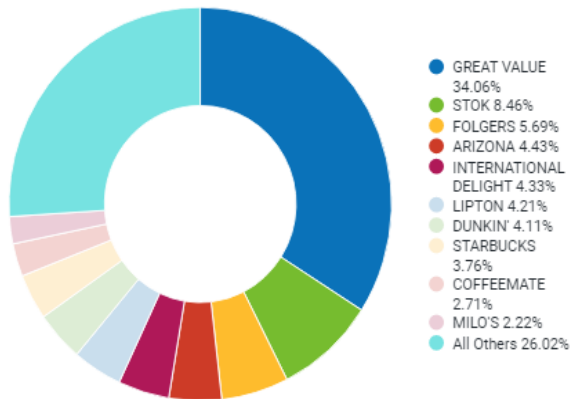
7,929,668,565 Weekly Average

Sponsorship Activity

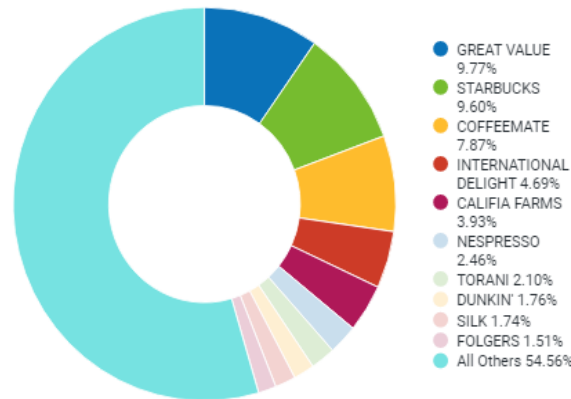
▲ 175.0%

2,510,186 Weekly Average

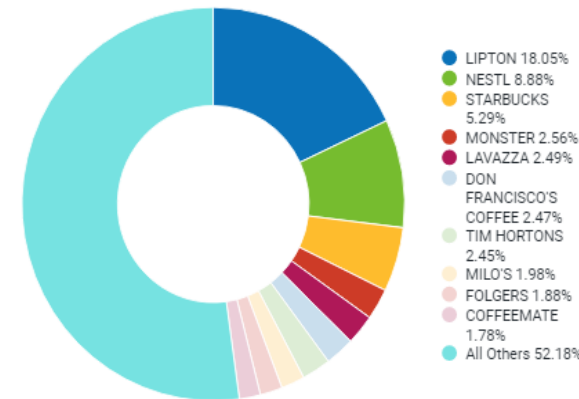
Top-Selling Brands



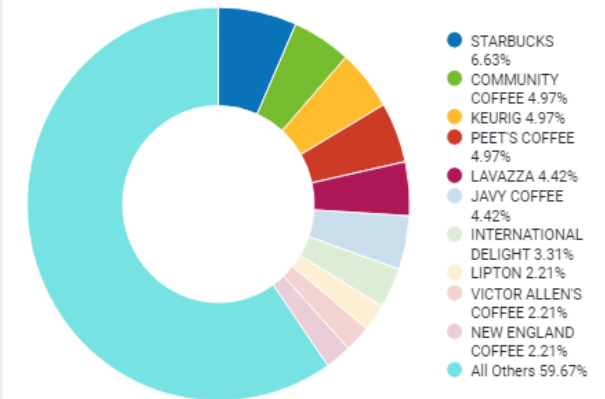
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$5.86** 12.2 c/fl oz  
 Stok Black, Unsweetened, Medium Roast Arabica-Based Blend Cold Brew Coffee, 48 fl oz Bottle  
 ★★★★★ 449



**\$5.86** 12.2 c/fl oz  
 Stok Black, Sweetened, Dark Roast Not Too Sweet Arabica-Based Blend Cold Brew Coffee, 48 fl oz Bottle  
 ★★★★★ 258



**\$3.24** 81.0 c/lb  
 Great Value Pure Granulated Sugar, 4 lb  
 ★★★★★ 5051



**\$4.00** 40.0 c/oz  
 Caf Bustelo, Espresso Style Dark Roast Ground Coffee, Vacuum-Packed 10 oz. Brick  
 ★★★★★ 1348



**\$2.57** 8.0 c/oz  
 Great Value Confectioners Powdered Sugar, 32 oz  
 ★★★★★ 869

## Market Share Leaders:



Brands Observed

36

▼ -31% vs Prior Period

Items Observed

128

▼ -30% vs Prior Period

Department Summary

Keywords Observed

32,484

▲ 86% vs Prior Period

Organic Search Visibility

▲ 75.1%

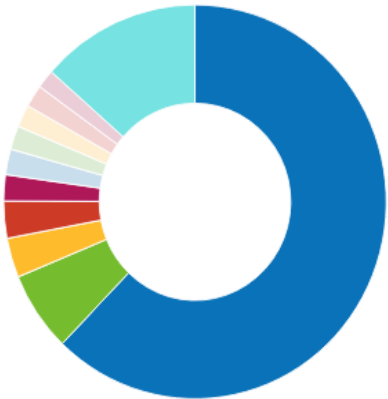
21,933,874,263 Weekly Average

Sponsorship Activity

▲ 331.3%

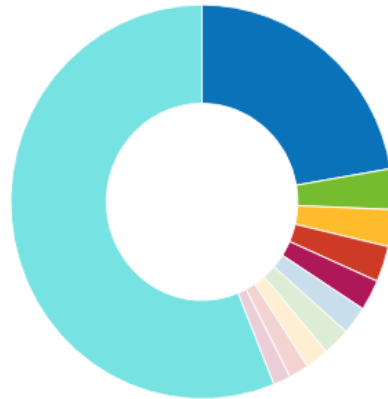
3,358,460 Weekly Average

### Top-Selling Brands



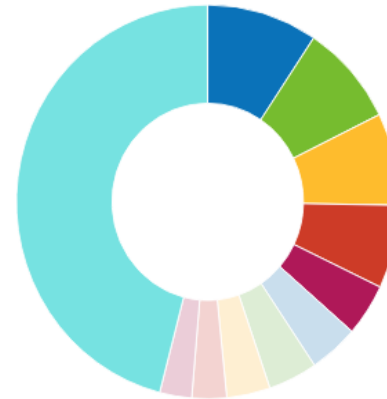
- GREAT VALUE 62.21%
- PILLSBURY 6.58%
- SARGENTO 3.25%
- COUNTRY CROCK 3.03%
- BLUE DIAMOND 2.15%
- KRAFT 2.11%
- BLUE BONNET 1.94%
- DANIMALS 1.84%
- DAISY 1.82%
- FRIGO 1.55%
- All Others 13.51%

### Top Brands in Organic Search



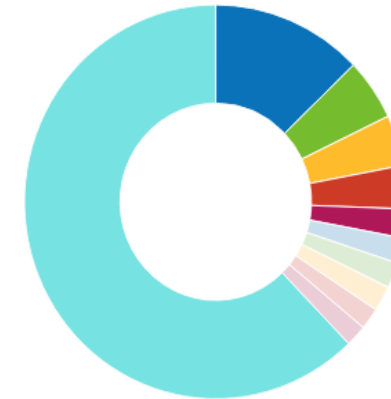
- GREAT VALUE 22.31%
- CHOBANI 3.33%
- KRAFT 3.03%
- SILK 2.94%
- HORIZON 2.54%
- COFFEEMATE 2.32%
- SARGENTO 2.29%
- PHILADELPHIA 1.97%
- PILLSBURY 1.68%
- INTERNATIONAL DELIGHT 1.46%
- All Others 56.13%

### Top Brands in Paid Search



- LA LECHERA 9.35%
- PLANET OAT 8.36%
- STONYFIELD FARM 7.57%
- NIDO 6.85%
- CHOBANI 4.30%
- NOOSA 4.16%
- FAIRLIFE 4.15%
- NESTLÉ 3.67%
- SILK 2.94%
- SARGENTO 2.70%
- All Others 45.96%

### Top-Promoted Brands

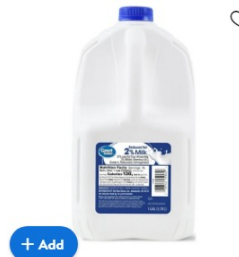


- KRAFT 12.80%
- BREAKSTONE'S 5.06%
- KNUDSEN 4.17%
- GO-GURT 3.57%
- ACTIVIA 2.38%
- DANIMALS 2.08%
- VELVEETA 2.08%
- GREAT VALUE 2.08%
- PILLSBURY 1.79%
- TWO GOOD 1.79%
- All Others 62.20%

## Top-Selling Items:



**\$3<sup>53</sup>** 2.8 c/fl oz  
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



**\$3<sup>23</sup>** 2.5 c/fl oz  
Great Value 2% Reduced Fat Milk, 128 Fl Oz



**\$5<sup>93</sup>** 13.2 c/oz  
Country Crock Original Vegetable Oil Spread, 45 oz Tub (Refrigerated)



**\$1<sup>82</sup>** 101 c/ea  
Great Value Large White Eggs, 18 Count



**\$1<sup>87</sup>** 23.4 c/ea  
Great Value Butter Flavor Flaky Jumbo Biscuits, 8 Count

Market Share Leaders:



Brands Observed

55

▲ 31% vs Prior Period

Items Observed

146

▼ -8% vs Prior Period

Department Summary

Keywords Observed

32,495

▲ 63% vs Prior Period

Organic Search Visibility

▲ 59.7%

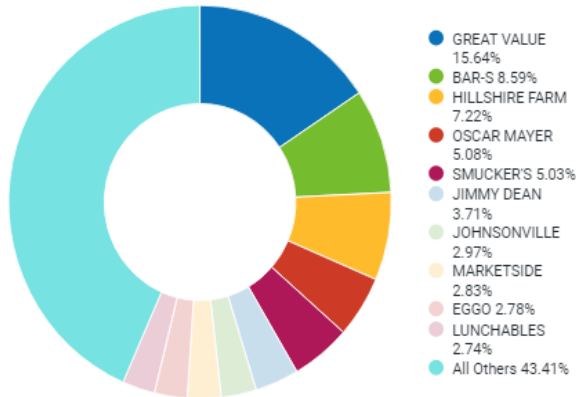
12,771,266,361 Weekly Average

Sponsorship Activity

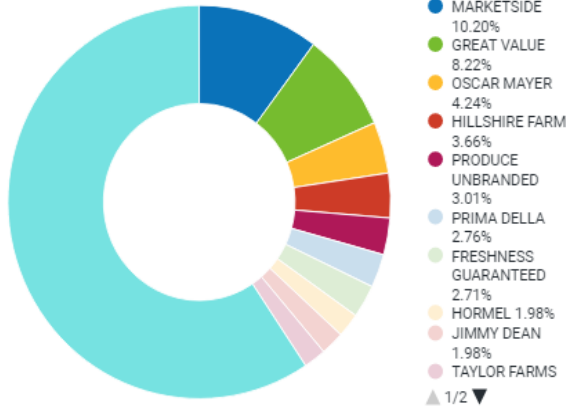
▲ 123.8%

1,294,055 Weekly Average

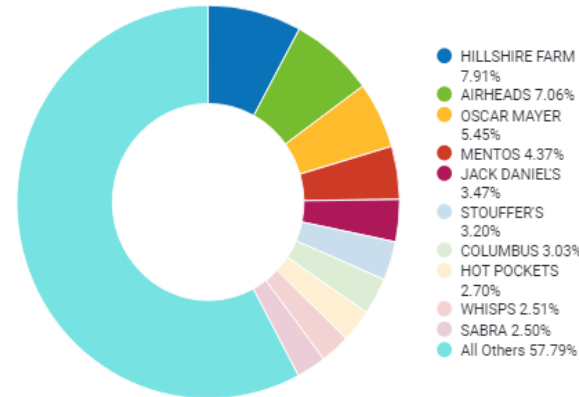
Top-Selling Brands



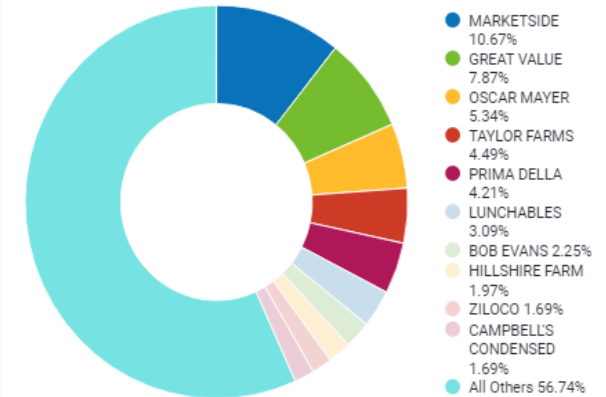
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$118 \$1.57/lb

Bar S Classic Franks, 12 oz, 8 Count



+ Add

\$696 \$4.27/lb

Tyson Fully Cooked and Breaded Chicken Patties, 1.62 lb Bag (Frozen)



+ Add

\$438 \$4.8 c/oz

Smucker's Uncrustables Peanut Butter & Strawberry Jam Sandwich, 8 oz, 4 Count (Frozen)



+ Add

\$1899

Frito-Lay Snacks Flavor Mix, 41.25 oz, 42 Count

★★★☆☆ 363



Pepporoni Pizza Sandwiches 12 pack

\$1297 \$24.0 c/oz

Hot Pockets Frozen Snacks Pepporoni Pizza Sandwiches, 54 oz (Frozen)

## Market Share Leaders:

Produce Unbranded



Fresh Produce

Fieldpack Unbranded

Brands Observed

65

▲ 171% vs Prior Period

Items Observed

209

▲ 60% vs Prior Period

Department Summary

Keywords Observed

18,215

▲ 44% vs Prior Period

Organic Search Visibility

▲ 87.0%

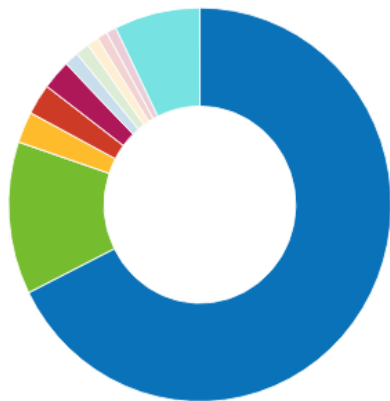
11,563,300,798 Weekly Average

Sponsorship Activity

▲ 348.9%

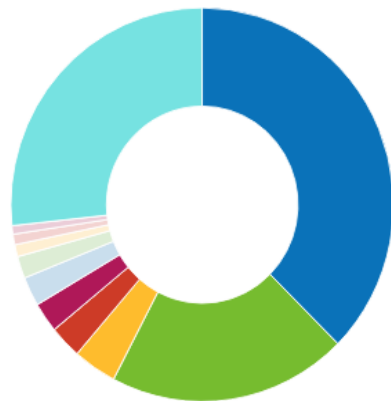
490,301 Weekly Average

Top-Selling Brands



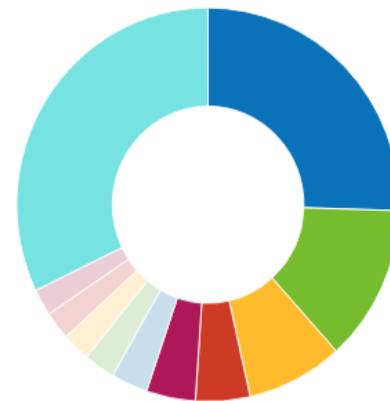
- PRODUCE UNBRANDED 67.63%
- MARKETSIDE 12.53%
- BOLTHOUSE FARMS 2.57%
- FRESH PRODUCE 2.53%
- FIELDPACK UNBRANDED 2.43%
- SEVEN SEAS 1.21%
- FRESHNESS GUARANTEED 1.17%
- ORGAIN 0.97%
- GREEN GIANT 0.87%

Top Brands in Organic Search



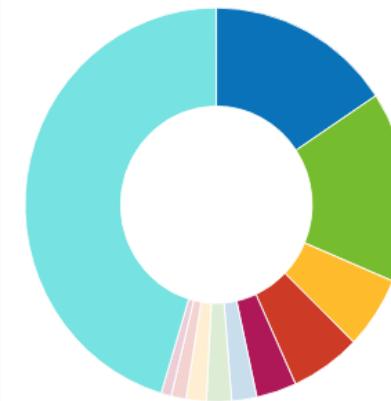
- PRODUCE UNBRANDED 37.48%
- MARKETSIDE 20.20%
- MELISSA'S 3.68%
- FIELDPACK UNBRANDED 2.71%
- FRESHNESS GUARANTEED 2.47%
- GREAT VALUE 2.40%
- TAYLOR FARMS 1.82%
- FRESH PRODUCE 0.99%
- MORNINGSTAR FARMS 0.86%

Top Brands in Paid Search



- LITEHOUSE 25.49%
- BEYOND MEAT 12.84%
- GOURMET GARDEN 8.13%
- MORNINGSTAR FARMS 4.60%
- FOLLOW YOUR HEART 4.16%
- TAYLOR FARMS 3.10%
- PRODUCE UNBRANDED 2.63%
- FRESH CRAVINGS 2.38%
- NASOYA 2.31%
- QUINN SNACKS 2.20%
- All Others 32.16%

Top-Promoted Brands



- MARKETSIDE 15.68%
- PRODUCE UNBRANDED 15.68%
- GOURMET GARDEN 5.93%
- TAYLOR FARMS 5.93%
- SHENANDOAH GROWERS 3.39%
- SPROUT HOUSE 2.12%
- ROCKET FARMS 2.12%
- BOWERY FARMING 1.69%
- CRUNCH PAK 1.27%
- FRESH PRODUCE 1.27%

## Top-Selling Items:



+ Add

\$0<sup>27</sup> each 58.0 c/lb  
Final cost by weight  
Fresh Banana Fruit, Each



+ Add

\$0<sup>76</sup>  
Fresh Cucumber, Each



+ Add

\$0<sup>88</sup>  
Fresh Green Onions Bunch, Each



+ Add

\$2<sup>72</sup> 17.0 c/oz  
Fresh Strawberries, 1 lb Package



+ Add

\$0<sup>72</sup>  
Fresh Green Bell Pepper, Each

## Market Share Leaders:



Brands Observed

34

▼ -26% vs Prior Period

Items Observed

136

▼ -24% vs Prior Period

Department Summary

Keywords Observed

32,105

▲ 84% vs Prior Period

Organic Search Visibility

▲ 63.4%

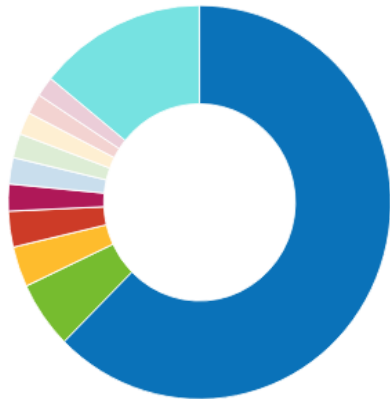
18,343,842,419 Weekly Average

Sponsorship Activity

▲ 248.9%

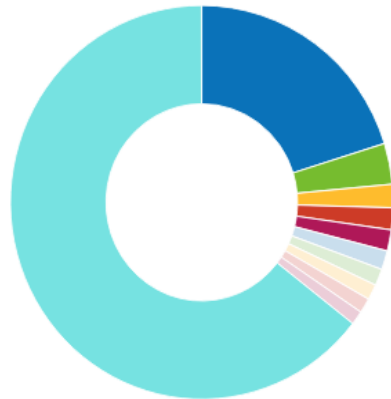
2,652,370 Weekly Average

### Top-Selling Brands



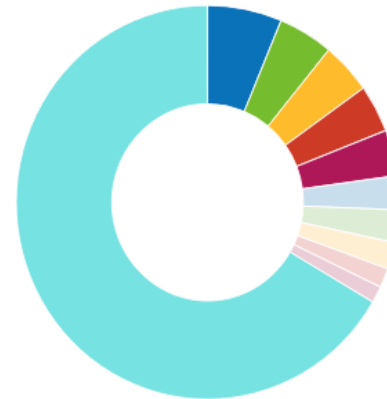
- GREAT VALUE 62.51%
- BANQUET 5.51%
- MARIE CALLENDER'S 3.33%
- TOTINO'S 2.95%
- JIMMY DEAN 2.20%
- SMUCKER'S 2.17%
- SNAPPS 1.99%
- JACK'S 1.85%
- TYSON 1.67%
- TINA'S 1.66%
- All Others 14.17%

### Top Brands in Organic Search



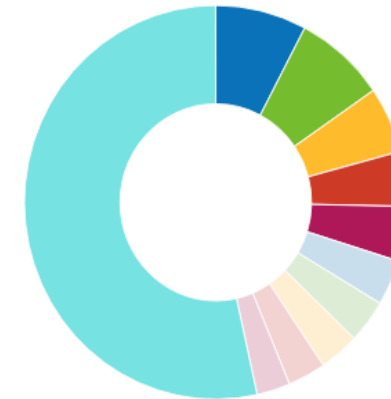
- GREAT VALUE 20.17%
- BIRDSEYE 3.37%
- AMY'S KITCHEN 1.90%
- JIMMY DEAN 1.80%
- STOUFFER'S 1.75%
- MARIE CALLENDER'S 1.56%
- BANQUET 1.37%
- BEN & JERRY'S 1.27%
- GREEN GIANT 1.23%
- TOTINO'S 1.15%
- All Others 64.44%

### Top Brands in Paid Search



- SISTER SCHUBERT'S 6.29%
- STOUFFER'S 4.63%
- DEEP INDIAN KITCHEN 4.23%
- JOHN SOULES FOODS 3.90%
- BEYOND MEAT 3.77%
- HAGEN-DAZS 2.80%
- ALEXIA 2.67%
- HOT POCKETS 2.19%
- TOTINO'S 1.61%
- EGGO 1.37%
- All Others 66.54%

### Top-Promoted Brands



- GREAT VALUE 7.69%
- MARIE CALLENDER'S 7.69%
- BEN & JERRY'S 5.44%
- BIRDSEYE 4.50%
- TYSON 4.50%
- RED BARON 3.75%
- TALENTI 3.56%
- HEALTHY CHOICE 3.38%
- HALO TOP 3.19%
- ORE-IDA 2.81%
- All Others 53.47%

## Top-Selling Items:



+ Add

\$3<sup>58</sup> 11.2 c/oz

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



+ Add

\$3<sup>16</sup> 19.8 c/oz

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



+ Add

\$3<sup>58</sup> 15.9 c/oz

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



+ Add

\$1<sup>16</sup> 9.7 c/oz

Great Value Frozen Broccoli Florets, 12 oz Steamable Bag



+ Add

\$3<sup>93</sup>

Great Value Buttermilk Pancakes, 33 oz, 24 Count (Frozen)

★★★★☆ 281

## Market Share Leaders:



Produce  
Unbranded



Brands Observed

37

▼ -27% vs Prior Period

Items Observed

140

▼ -10% vs Prior Period

Department Summary

Keywords Observed

53,224

▲ 64% vs Prior Period

Organic Search Visibility

▲ 32.5%

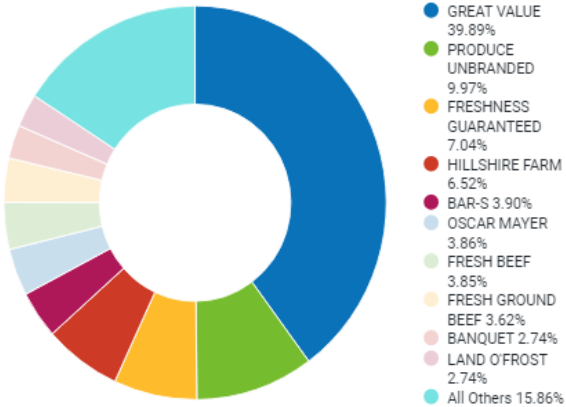
16,844,634,807 Weekly Average

Sponsorship Activity

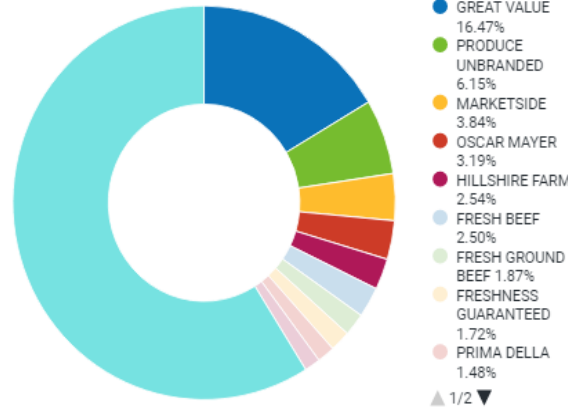
▲ 167.6%

2,606,674 Weekly Average

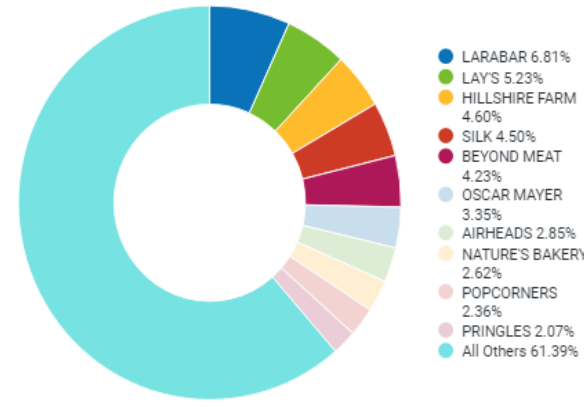
Top-Selling Brands



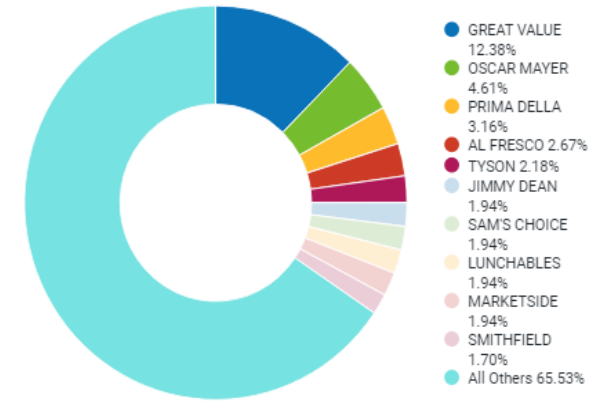
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$5<sup>97</sup>** \$1.19/lb  
Freshness Guaranteed Fresh Chicken Drumsticks, 19g Protein per 4oz Serving, 5 lb



**\$1<sup>18</sup>** \$1.57/lb  
Bar S Classic Franks, 12 oz, 8 Count



**\$4<sup>22</sup>** 8.8 c/fl oz  
Great Value Vegetable Oil, 48 fl oz



**\$6<sup>47</sup>** \$6.47/lb  
All Natural\* 80% Lean/20% Fat Ground Beef Chuck, 1 lb Tray



**\$2<sup>98</sup>** \$2.98/lb  
Oscar Mayer Classic Uncured Wieners Hot Dogs, 10 ct. Pack



## Market Share Leaders:



Brands Observed

68

▼ -7% vs Prior Period

Items Observed

208

▲ 40% vs Prior Period

Department Summary

Keywords Observed

45,692

▲ 57% vs Prior Period

Organic Search Visibility

▼ -2.1%

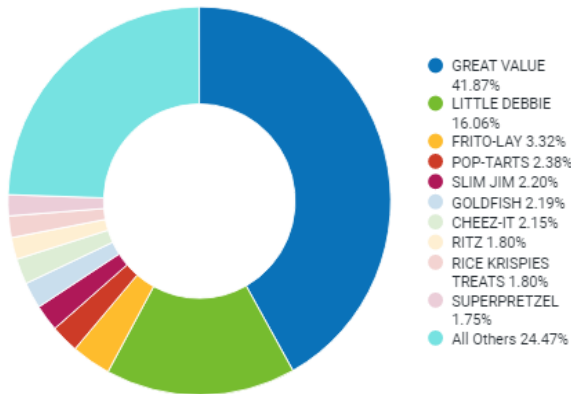
18,752,666,842 Weekly Average

Sponsorship Activity

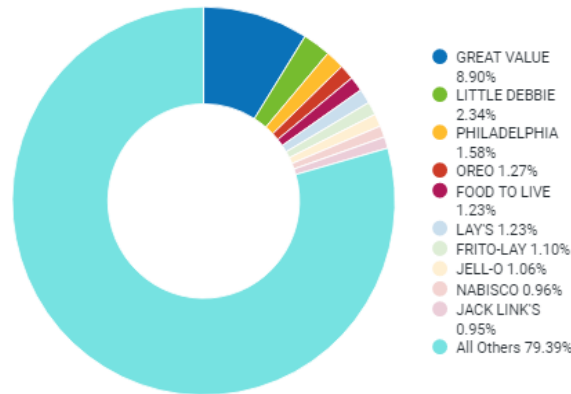
▲ 223.7%

6,712,559 Weekly Average

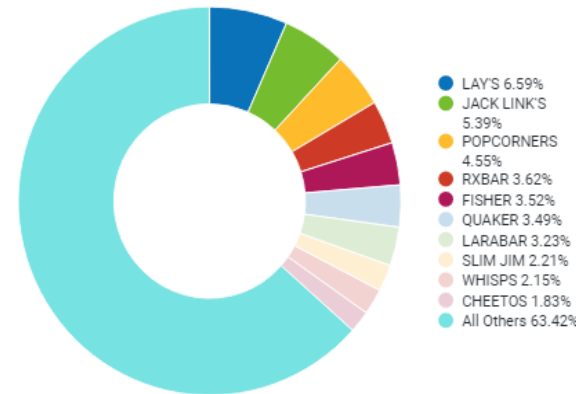
Top-Selling Brands



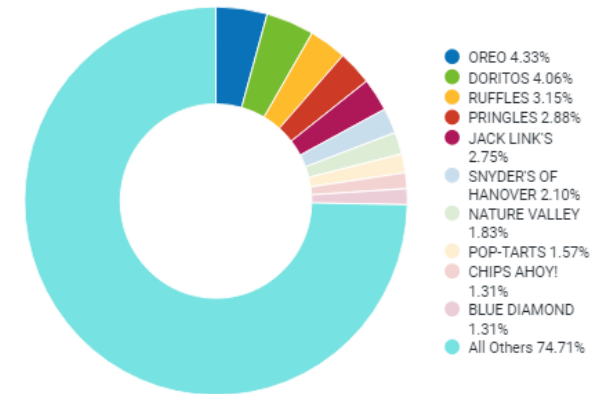
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$2<sup>68</sup> 20.5 c/oz  
Little Debbie Cosmic Brownies, 13 oz



+ Add

\$1<sup>97</sup> 16.4 c/oz  
Great Value Peanut Butter Wafer Bars, 12 oz, 6 Count  
★★★★☆ 258



+ Add

\$1<sup>97</sup> 15.2 c/oz  
Great Value Creme Filled Swiss Rolls Snack Cakes, 13 oz, 6 Count



+ Add

\$2<sup>68</sup> 16.5 c/oz  
Little Debbie Oatmeal Creme Pies, 12 ct, 16.2 oz



+ Add

\$5<sup>74</sup> 32.6 c/oz  
Welch's Mixed Fruits Fruit Snacks 0.8oz Pouches - 22ct Box  
★★★★☆ 330



## Household Essentials

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



## Market Share Leaders:



Brands Observed

33

▲ 3% vs Prior Period

Items Observed

214

▲ 23% vs Prior Period

Department Summary

Keywords Observed

4,966

▼ -30% vs Prior Period

Organic Search Visibility

▼ -43.5%

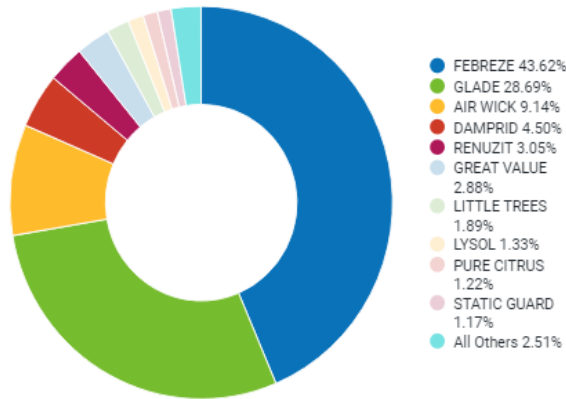
430,881,892 Weekly Average

Sponsorship Activity

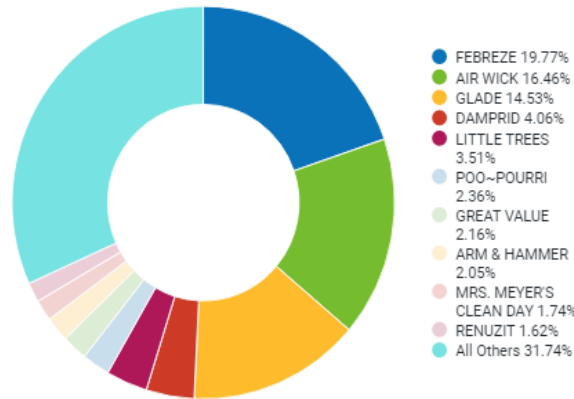
▼ -3.4%

306,852 Weekly Average

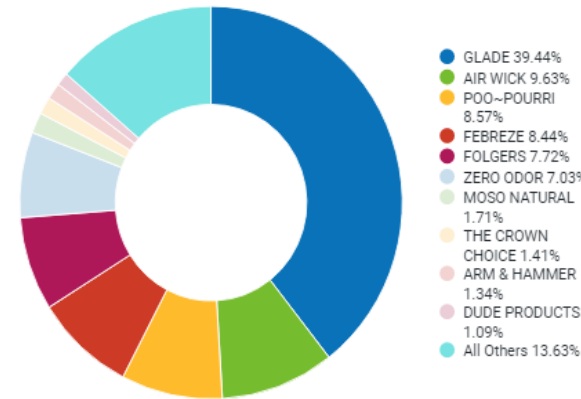
Top-Selling Brands



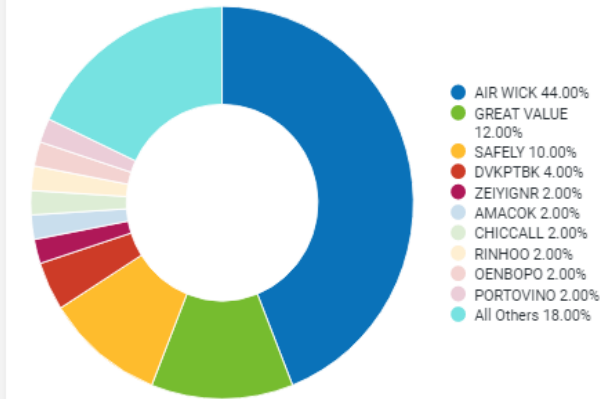
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$13<sup>58</sup> \$15.61/fl oz

Febreze Fade Defy PLUG Air Freshener Refill, Gain Original Scent, (3) 0.87 fl. oz. Oil Refills

★★★★★ 2249



+ Add

\$5<sup>48</sup> 20.3 c/fl oz

Febreze Fabric Extra Strength Odor-Fighting Refresher, Original Scent, 27 fl oz

★★★★★ 1728



+ Add

\$6<sup>28</sup> 92.4 c/oz

Glade 1 Wick Scented Candle, Golden Pumpkin & Spice, Fragrance Infused with Essential Oils, 3.4 oz

★★★★★ 336



+ Add

\$12<sup>58</sup> \$3.72/fl oz

Air Wick Plug in Scented Oil Refill, 5 ct, Apple Cinnamon Medley, Air Freshener, Essential Oils, Fall Scent, Fall decor

★★★★★ 1289



+ Add

\$5<sup>72</sup> 32.5 c/fl oz

Febreze AIR Effects Air Freshener, Gain Original Scent, 8.8oz, Pack of 2

★★★★★ 2172

## Market Share Leaders:



Brands Observed

34

▼ -19% vs Prior Period

Items Observed

132

▼ -6% vs Prior Period

Department Summary

Keywords Observed

7,500

▼ -29% vs Prior Period

Organic Search Visibility

▼ -39.5%

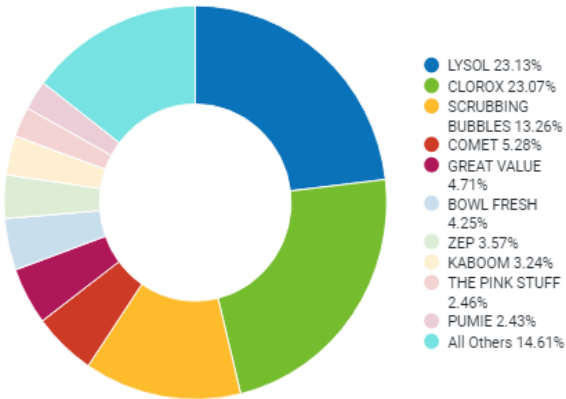
512,234,772 Weekly Average

Sponsorship Activity

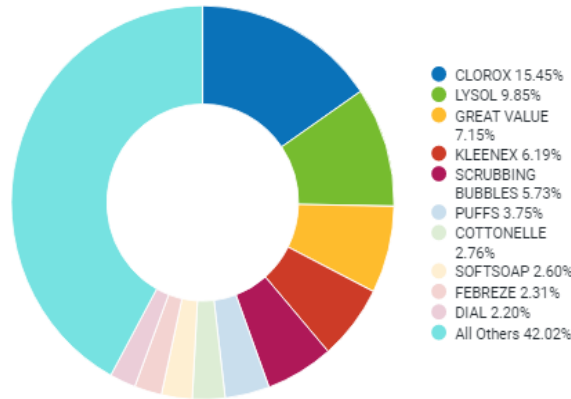
▼ -24.7%

371,938 Weekly Average

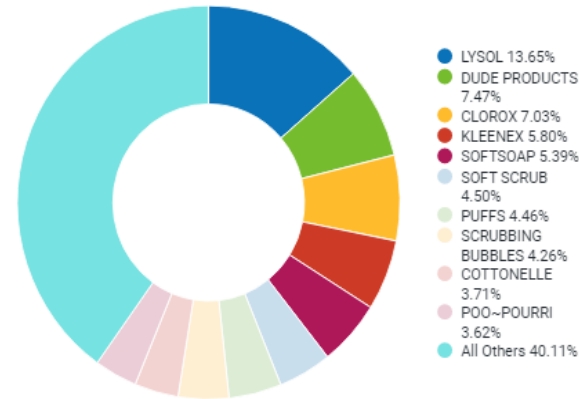
Top-Selling Brands



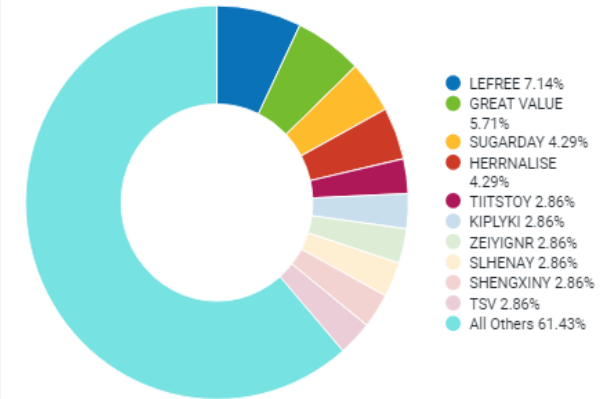
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



Options  
\*7 options  
\$113 5.4 c/oz  
Options from \$113 - \$143.93  
21OZ COMET CLEANSER  
★★★★★ 2756



+ Add  
\$417 19.0 c/fl oz  
Lysol Pro Kitchen Spray Cleaner and Degreaser, Antibacterial All Purpose Cleaning Spray for Kitchens...  
★★★★★ 1760



+ Add  
Now \$497 \$14.49 10.4 c/fl oz  
Lysol Power Toilet Bowl Cleaner Gel, For Cleaning and Disinfecting, Stain Removal, 24oz (Pack of 2)  
★★★★★ 2653



+ Add  
\$147 73.5 c/ea  
Bowl Fresh Automatic Toilet Bowl Cleaner, Toilet Bowl Freshener with Borax, Fresh Scent, 2 Ct  
★★★★★ 1447



+ Add  
\$498  
Great Value Bowl Brush & Caddy  
★★★★★ 880



## Market Share Leaders:

**DURACELL**

**Energizer**

**RAYOVAC**



**Liob**

Brands Observed

34

▲ 162% vs Prior Period

Items Observed

161

▲ 40% vs Prior Period

Department Summary

Keywords Observed

1,975

▼ -35% vs Prior Period

Organic Search Visibility

▼ -35.8%

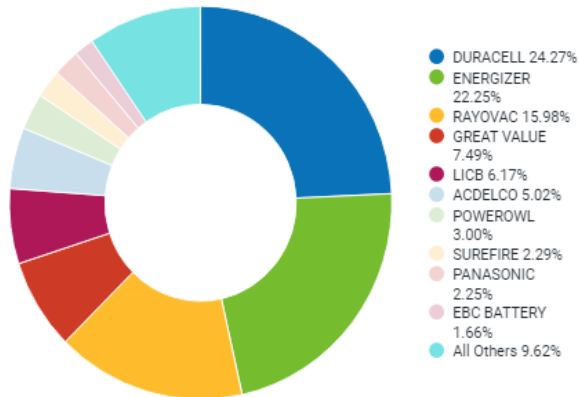
500,840,326 Weekly Average

Sponsorship Activity

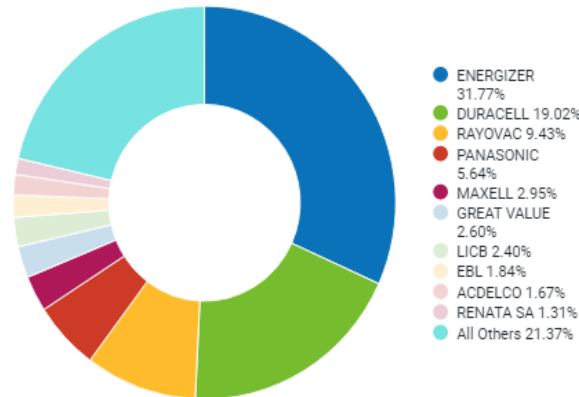
▼ -28.0%

225,659 Weekly Average

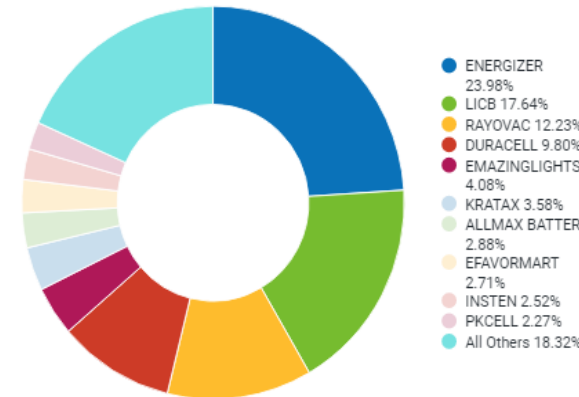
Top-Selling Brands



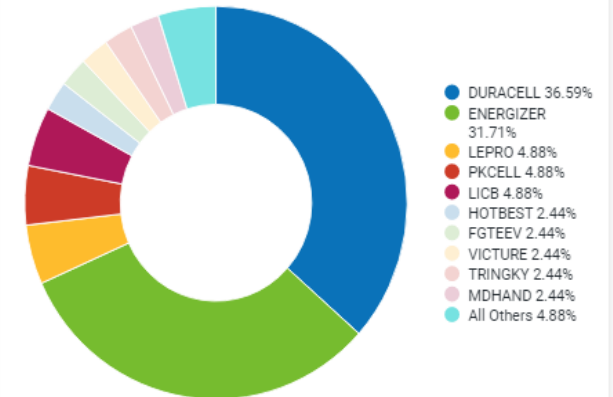
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$3<sup>68</sup>** 46.0 c/ea  
Great Value Alkaline AA Batteries (8 Pack)  
★★★★★ 1189



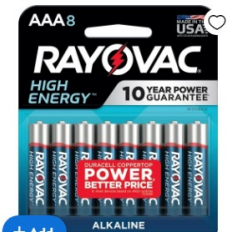
**\$5<sup>47</sup>** \$2.74/ea  
Energizer 2032 Batteries (2 Pack), 3V Lithium Coin Batteries  
★★★★★ 767



**\$11<sup>98</sup>**  
Rayovac Fusion Performance Alkaline AAA Batteries, 12 Pack  
★★★★★ 15



**\$20<sup>99</sup>**  
Surefire 123A High Performance 3 Volt Lithium Batteries - 12 Pack  
★★★★★ 50



**\$6<sup>97</sup>** 871 c/ea  
Rayovac High Energy AAA Batteries (8 Pack), Triple A Batteries  
★★★★★ 1367

## Market Share Leaders:



Brands Observed

58

▼ -72% vs Prior Period

Items Observed

188

▼ -67% vs Prior Period

Department Summary

Keywords Observed

20,569

▼ -23% vs Prior Period

Organic Search Visibility

▼ -41.6%

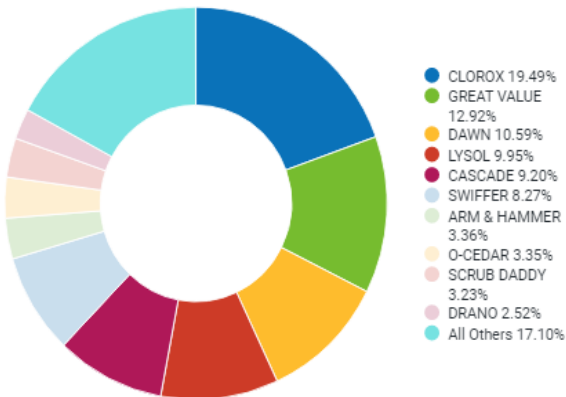
1,924,796,888 Weekly Average

Sponsorship Activity

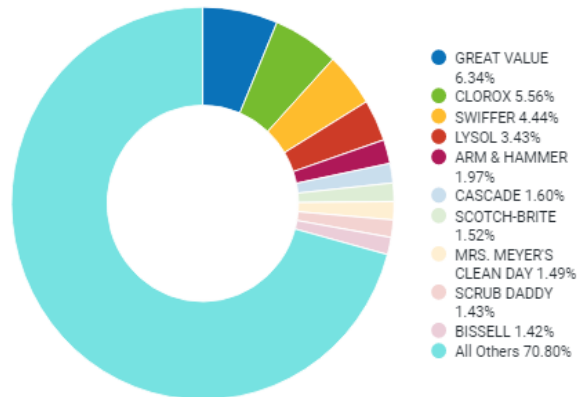
▲ 2.4%

1,740,193 Weekly Average

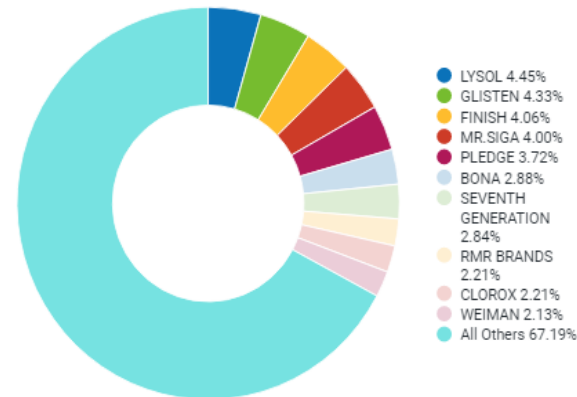
Top-Selling Brands



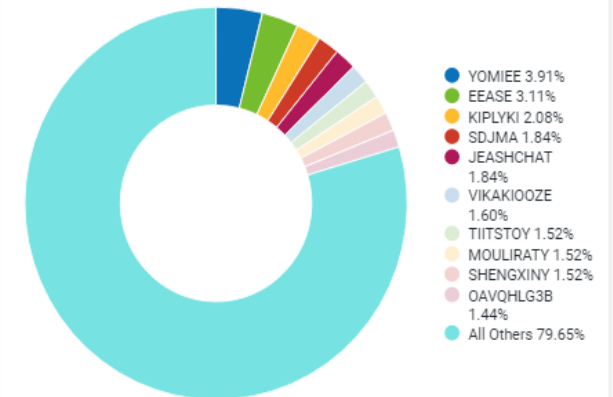
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

**+ Add**

**\$552** \$7.36/100 ct  
 Clorox Bleach-Free Disinfecting and Cleaning Wipes, Fresh Scent, 75 Count  
 ★★★★★ 6842

**+ Add**

**\$797** \$4.43/100 ct  
 Great Value Disinfecting Wipes, Fresh and Lemon Scent, 225 Wipes  
 ★★★★★ 3488

**+ Add**

**\$512** 10.7 c/fl oz  
 Pine-Sol Multi-Surface Cleaner, Original, 48 fl oz  
 ★★★★★ 23298

**+ Add**

**\$794** 37.8 c/ea  
 Cascade Platinum Dishwasher Detergent Pods, Fresh Scent, 21 Count  
 ★★★★★ 8313

**+ Add**

**Now \$813** \$9.94 +\$7.98 shipping  
 Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 70 fl oz  
 ★★★★★ 20108

## Market Share Leaders:



Brands Observed

43

▼ -16% vs Prior Period

Items Observed

193

▼ -19% vs Prior Period

Department Summary

Keywords Observed

7,696

▼ -30% vs Prior Period

Organic Search Visibility

▼ -37.6%

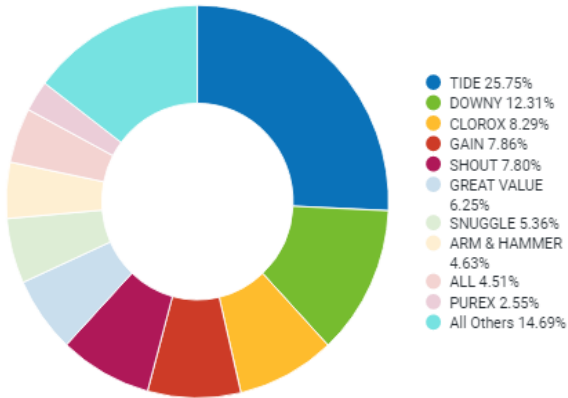
838,049,730 Weekly Average

Sponsorship Activity

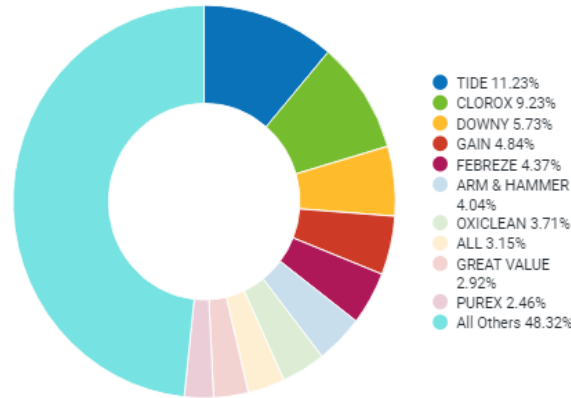
▲ 39.8%

626,178 Weekly Average

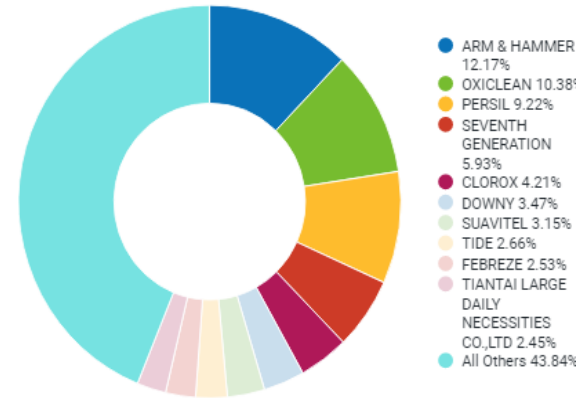
Top-Selling Brands



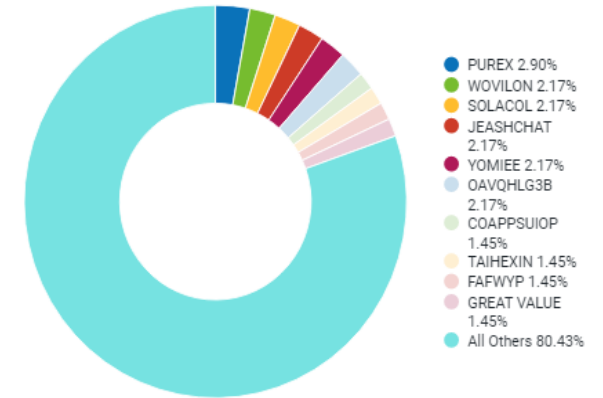
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$12<sup>97</sup>** 27.0 c/fl oz  
More options from \$6.97  
Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Cool Cotton, 48.00 fl oz  
★★★★★ 1922



**\$4<sup>98</sup>** \$20.75/100 ct  
Shout Color Catcher, Dye-Trapping Sheets, 24 Sheets  
★★★★★ 21755



**\$27<sup>24</sup>** 24.3 c/ea  
Tide Pods Laundry Detergents Soap Packs, Spring Meadow, 112 Ct  
★★★★★ 2424



**\$12<sup>97</sup>** 27.0 c/fl oz  
More options from \$6.97  
Downy Rinse & Refresh Liquid Laundry Odor Remover and Fabric Softener, Fresh Lavender, 48.00 fl oz  
★★★★★ 1135



**\$3<sup>48</sup>** 15.8 c/fl oz  
Shout Triple-Acting, Laundry Stain Remover, 22 Ounce  
★★★★★ 1393

## Market Share Leaders:



Brands Observed

21

▼ -76% vs Prior Period

Items Observed

129

▼ -61% vs Prior Period

Department Summary

Keywords Observed

15,184

▼ -21% vs Prior Period

Organic Search Visibility

▼ -51.7%

1,405,192,005 Weekly Average

Sponsorship Activity

▼ -11.0%

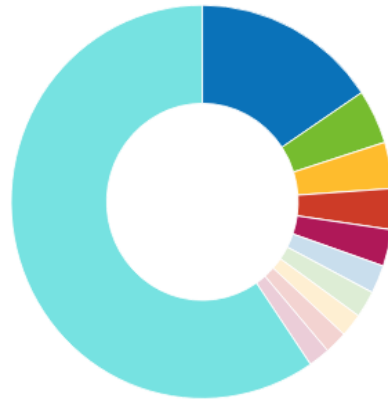
1,019,235 Weekly Average

Top-Selling Brands



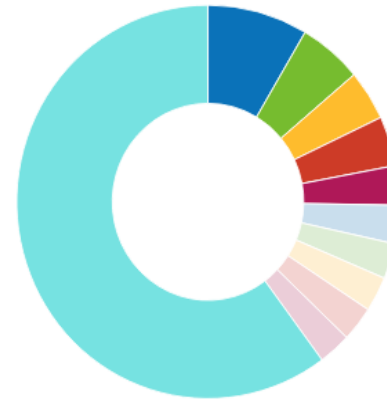
- GREAT VALUE 33.07%
- CHARMIN 15.00%
- ANGEL SOFT 11.40%
- COTTONELLE 8.48%
- BOUNTY 5.30%
- SCOTT 4.93%
- SPARKLE 4.47%
- DIXIE 4.28%
- REYNOLDS WRAP 2.96%
- KLEENEX 2.33%
- All Others 7.78%

Top Brands in Organic Search



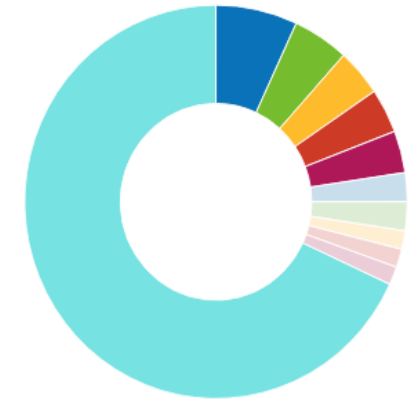
- GREAT VALUE 15.64%
- HEFTY 4.48%
- ZIPLOC 3.79%
- KLEENEX 3.36%
- GLAD 3.03%
- DIXIE 2.32%
- RUBBERMAID 2.21%
- CHARMIN 1.92%
- COTTONELLE 1.90%
- BOUNTY 1.80%
- All Others 59.54%

Top Brands in Paid Search



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

Top-Promoted Brands



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

## Top-Selling Items:



**\$6<sup>68</sup>** 23.2 c/100 ct  
 Angel Soft Toilet Paper, 9 Mega Rolls  
 ★★★★★ 22259



**\$7<sup>12</sup>** \$1.08/100 ct  
 Sparkle Tear-a-Square Paper Towels, White, 6 Double Rolls  
 ★★★★★ 6221



**\$13<sup>63</sup>** 42.4 c/100 ct  
 Cottonelle Ultra Comfort Toilet Paper, 12 Mega Rolls, 268 Sheets per Roll (3,216 Total)  
 ★★★★★ 10654



**\$22<sup>18</sup>** \$2.05/per 100 count  
 Bounty Select-a-Size Paper Towels, 12 Double Rolls, White  
 ★★★★★ 14998



**\$16<sup>94</sup>** \$2.09/100 ct  
 Bounty Select-a-Size Paper Towels, 6 Triple Rolls, White  
 ★★★★★ 12309



## Market Share Leaders:



Brands Observed

100

▲ 100% vs Prior Period

Items Observed

273

▲ 101% vs Prior Period

Department Summary

Keywords Observed

4,990

▼ -20% vs Prior Period

Organic Search Visibility

▼ -39.9%

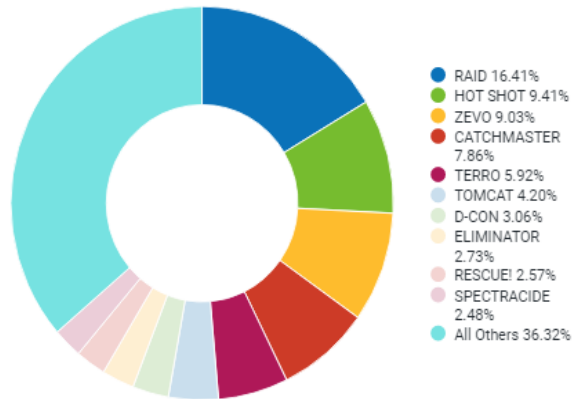
478,827,930 Weekly Average

Sponsorship Activity

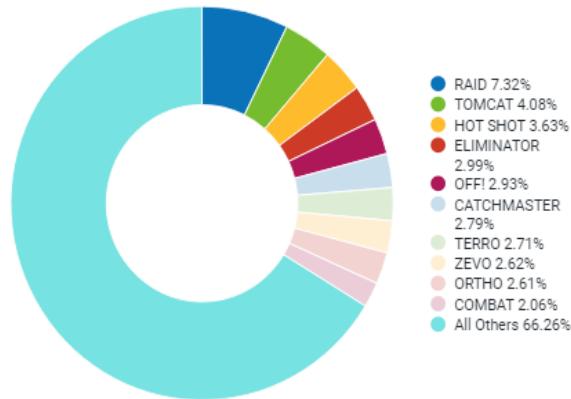
▲ 7.8%

865,767 Weekly Average

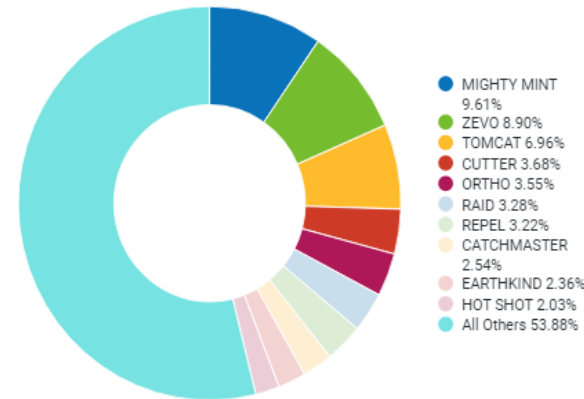
Top-Selling Brands



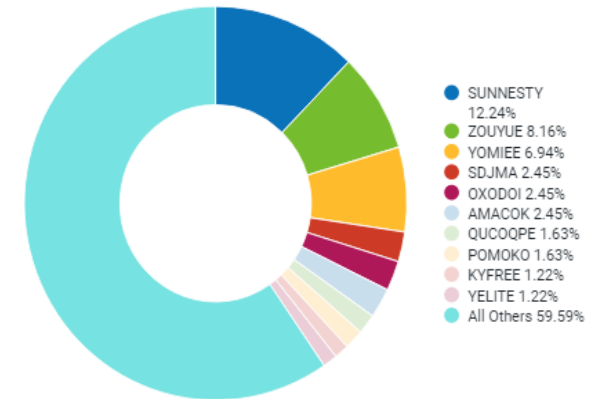
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$7<sup>32</sup> \$3.66/ea

Zevo Flying Insect Trap, Fly Trap Refill Cartridges (2 Refill Cartridges)

★★★★☆ 1733



+ Add

\$7<sup>16</sup> \$7.16/fluid ounces

TERRO Fruit Fly Traps - 2 Pack

★★★★☆ 1991



+ Add

\$5<sup>63</sup>

Catchmaster Value Pack Home Pest Traps 12 Count - Scented to attract pests - Economical & Easy to Use

★★★★☆ 630



+ Add

\$7<sup>48</sup> \$1.25/oz

Hot Shot Insect Killer Fog 2 oz

★★★★☆ 552



+ Add

\$2<sup>28</sup> \$7.0 c/ea

Catch Master Mouse & Insect Glue Traps, 4 Count, Easy No-Mess Non-Toxic

★★★★☆ 476

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+1 (801) 916-4306