


















# Department Performance Report

OCTOBER 2023

|  |  |  |   |
|--|--|--|---|
| <br>Baby                 | <br>Beauty        | <br>Clothing      | <br>Electronics              |
| <br>Grocery             | <br>Health        | <br>Home          | <br>Household Essentials     |
| <br>Kitchen & Dining    | <br>Personal Care | <br>Pets          | <br>School & Office Supplies |
| <br>Sports & Outdoors | <br>Toys        | <br>Video Games |   |



## Report Overview

This report provides a holistic overview of each major department at Target. 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 Target. 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 Target (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period and percent change in this report is comparing data from the previous month (month-over-month).

## Definitions

### Top-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.

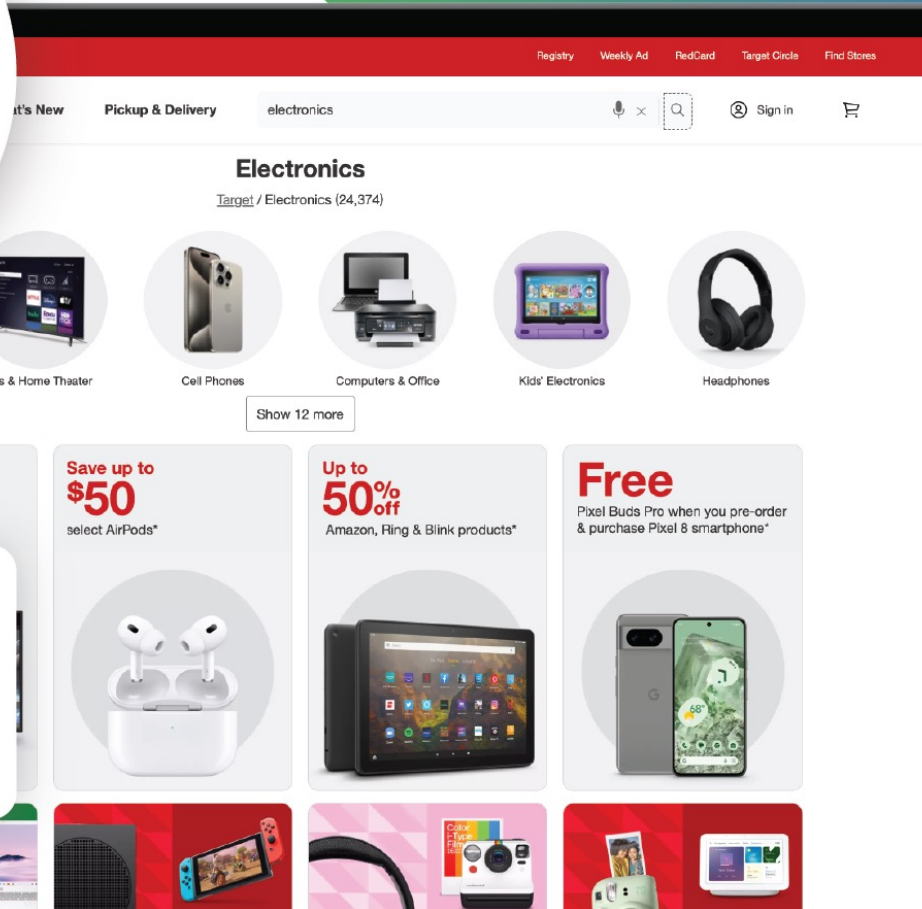


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**Tim Stocks**  
VP of Marketing @ Analytic Index

# 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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Market Share Leaders:



Brands Observed

607

▲ 1% vs Prior Period

Items Observed

9,035

▲ 11% vs Prior Period

Department Summary

Keywords Observed

79,812

▲ 25% vs Prior Period

Sponsorship Activity

▲ 0.1%

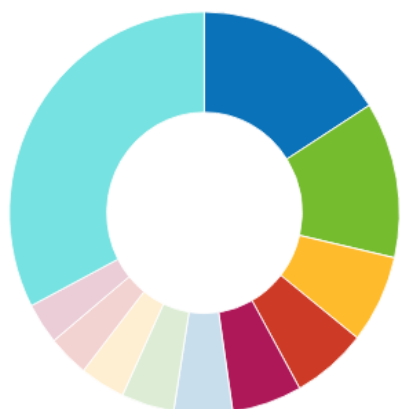
1,763,825 Weekly Average

Organic Search Visibility

▲ 1.5%

2,055,006,247 Weekly Average

Top-Selling Brands



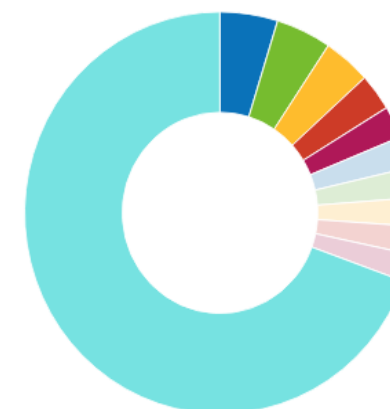
- HAPPYBABY 16.02%
- GERBER 12.57%
- HAPPYTOT 7.09%
- KENDAMIL 6.21%
- UP & UP 5.79%
- SIMILAC 4.86%
- HARIBO 4.38%
- COTTONELLE 3.74%
- ENFAMIL 3.38%
- HOT WHEELS 3.32%
- All Others 32.64%

Top Brands in Organic Search



- CLOUD ISLAND 2.50%
- MUNCHKIN 2.43%
- PILLOWFORT 2.28%
- GRACO 2.26%
- SAFETY 1ST 1.97%
- UP & UP 1.84%
- FISHER-PRICE 1.83%
- THE HONEST COMPANY 1.69%
- BABY TREND 1.67%
- DR. BROWN'S 1.59%
- All Others 79.94%

Top Brands in Paid Search



- PAMPERS 4.77%
- GRACO 4.58%
- FISHER-PRICE 3.91%
- BABY TREND 2.98%
- EVENFLO 2.59%
- MUNCHKIN 2.54%
- DR. BROWN'S 2.42%
- WATERWIPES 2.29%
- CERAVE 2.24%
- BABYGANICS 2.21%
- All Others 69.47%

Top-Selling Items:



**Kendamil Organic Infant Formula Powder - 28.2oz**  
Kendamil  
★★★★★ 2642



**Nursery Water - 128 fl oz**  
Nursery Water  
★★★★★ 800



**HappyBaby Clearly Crafted Bananas Sweet Potatoes & Pappayas**  
HappyBaby  
★★★★★ 440



**Desitin Maximum Strength Baby Diaper Rash Cream with Zinc...**  
Desitin  
★★★★★ 5437



**Beech-Nut Organics Pears Baby Food Jar - 4oz**  
Beech-Nut  
★★★★★ 628

Market Share Leaders:



Brands Observed

728

▲ 4% vs Prior Period

Items Observed

10,752

▲ 11% vs Prior Period

Department Summary

Keywords Observed

65,041

▲ 19% vs Prior Period

Sponsorship Activity

▲ 16.7%

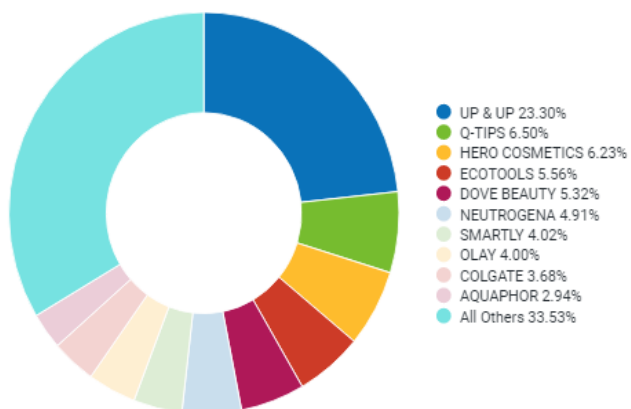
4,421,319 Weekly Average

Organic Search Visibility

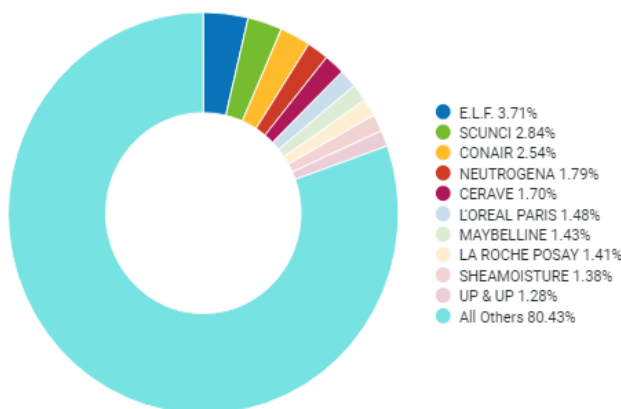
▲ 4.3%

5,527,025,840 Weekly Average

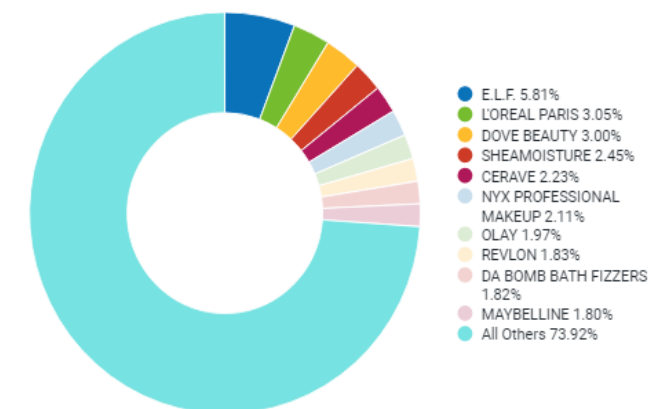
Top-Selling Brands



Top Brands in Organic Search



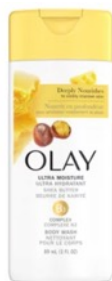
Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...  
up & up  
★★★★★ 7780



Olay Ultra Moisture Body Wash with Shea Butter - Trial Size - 3 ...  
Olay  
★★★★★ 58547



Jumbo Cotton Balls - 200ct - up & up™  
up & up  
★★★★★ 4437



Regular Cotton Swabs Paper Sticks - 500ct - up & up™  
up & up  
★★★★★ 5730



Aquaphor Healing Ointment Skin Protectant and Moisturizer for D...  
Aquaphor  
★★★★★ 1877

Market Share Leaders:



Brands Observed

965

▲ 5% vs Prior Period

Items Observed

130,451

▲ 45% vs Prior Period

Department Summary

Keywords Observed

127,022

▲ 31% vs Prior Period

Sponsorship Activity

▲ 28.4%

2,571,891 Weekly Average

Organic Search Visibility

▲ 14.0%

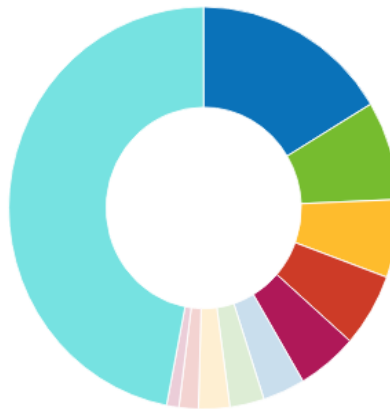
10,825,284,666 Weekly Average

Top-Selling Brands



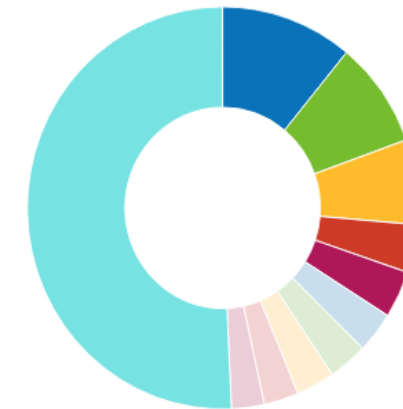
- A NEW DAY 11.24%
- SCUNCI 9.99%
- CAT & JACK 9.49%
- FASHION FORMS 6.79%
- UNIVERSAL MUSIC GROUP 6.58%
- UP & UP 4.74%
- CLOUD ISLAND 4.21%
- THE ORDINARY 3.90%
- GOODFELLOW & CO 3.89%
- IT'S SO ME 3.67%
- All Others 35.50%

Top Brands in Organic Search



- A NEW DAY 16.38%
- UNIVERSAL THREAD 7.95%
- WILD FABLE 6.26%
- CAT & JACK 5.91%
- GOODFELLOW & CO 5.00%
- ALL IN MOTION 3.50%
- REEBOK 2.84%
- ALLEGRA K 2.58%
- AUDEN 1.62%
- HANES 1.01%
- All Others 46.94%

Top Brands in Paid Search



- ALLEGRA K 10.94%
- HANES PREMIUM 8.57%
- HANES 6.82%
- ALPINE SWISS 3.87%
- JOCKEY GENERATION 3.80%
- DEARFOAMS 3.29%
- CUPSHE 3.25%
- MAIDENFORM 3.19%
- AGNES ORINDA 2.86%
- KIPLING 2.71%
- All Others 50.72%

Top-Selling Items:



Travel Cosmetic Jar - 1.25 fl oz - up & up™  
up & up  
★★★★★ 1093



The Ordinary Hyaluronic Acid 2% + B5 - 1 fl oz - Ulta Beauty  
The Ordinary  
★★★★★ 3179



Baby 6pk 'Little Peanut' Washcloth Set - Cloud Island™...  
Cloud Island  
★★★★★ 430



Word Wear Personalized Jewelry Making Set - It's So Me  
It's So Me  
★★★★★ 413



scunci Hosiery Ponytailer Hair Tie Elastics - 6ct  
scunci  
★★★★★ 534



Market Share Leaders:



**Energizer**

**DURACELL**



Brands Observed

519

▲ 14% vs Prior Period

Items Observed

9,540

▲ 21% vs Prior Period

Department Summary

Keywords Observed

60,168

▲ 24% vs Prior Period

Sponsorship Activity

▲ 41.3%

2,596,699 Weekly Average

Organic Search Visibility

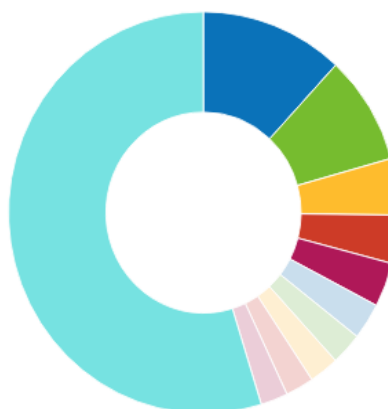
▲ 7.2%

7,620,518,227 Weekly Average

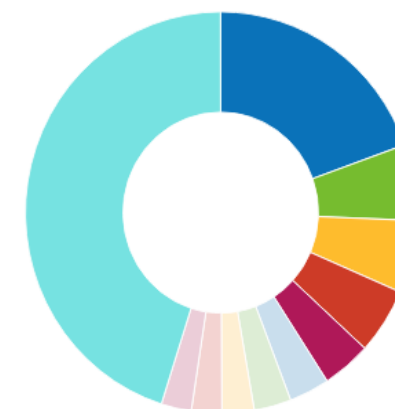
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Apple AirPods Pro (2nd Generation)  
Apple  
★★★★★ 1402



Roku Express HD Streaming Device with High-Speed HDMI...  
Roku  
★★★★★ 499



Fujifilm INSTAX MINI Instant Film Twin...  
Fujifilm  
★★★★★ 2065



Skullcandy Jib Wired Earbuds - Black  
Skullcandy  
★★★★★ 354



Apple Wired EarPods with Lightning Connector  
Apple  
★★★★★ 1803

Market Share Leaders:



Brands Observed

1,135

▲ 9% vs Prior Period

Items Observed

8,359

▲ 9% vs Prior Period

Department Summary

Keywords Observed

64,503

▲ 13% vs Prior Period

Sponsorship Activity

▲ 18.3%

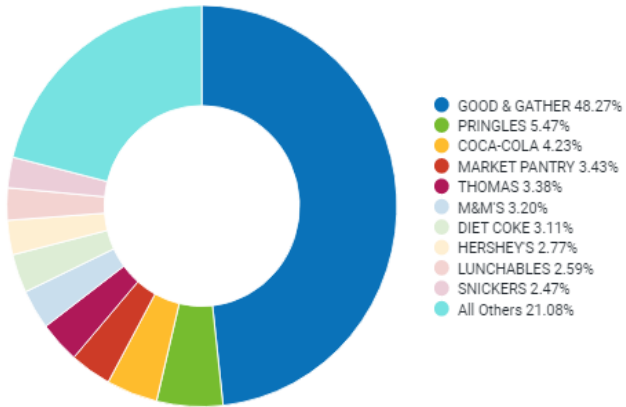
11,502,967 Weekly Average

Organic Search Visibility

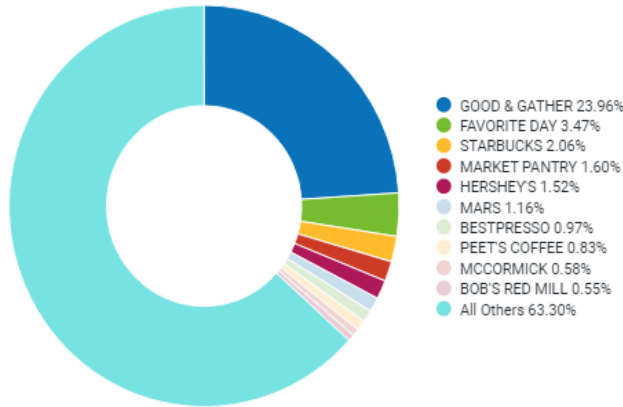
▲ 11.1%

5,872,156,906 Weekly Average

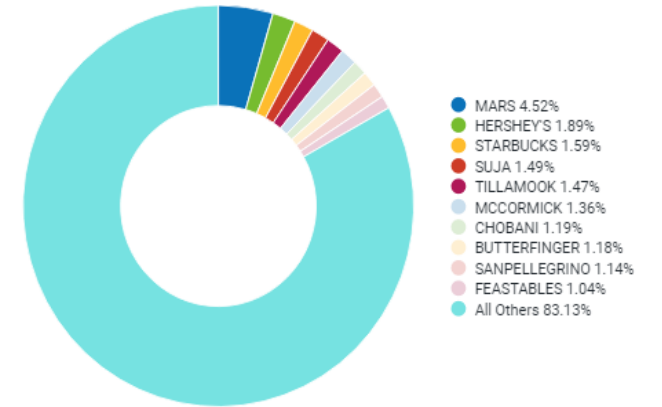
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Banana - each  
★★★★☆ 7643



Avocado - each  
★★★★☆ 4193



Strawberries - 1lb  
★★★★☆ 8282



Purified Water - 128 fl oz (1gal) - Good & Gather™  
Good & Gather | Only at ★★★★☆ 4058



Purified Drinking Water - 24pk/16.9 fl oz Bottles - Good & Gather™  
Good & Gather | Only at ★★★★☆ 7181

Market Share Leaders:



Brands Observed

673

▲ 7% vs Prior Period

Items Observed

5,344

▲ 22% vs Prior Period

Department Summary

Keywords Observed

68,214

▲ 18% vs Prior Period

Sponsorship Activity

▲ 8.3%

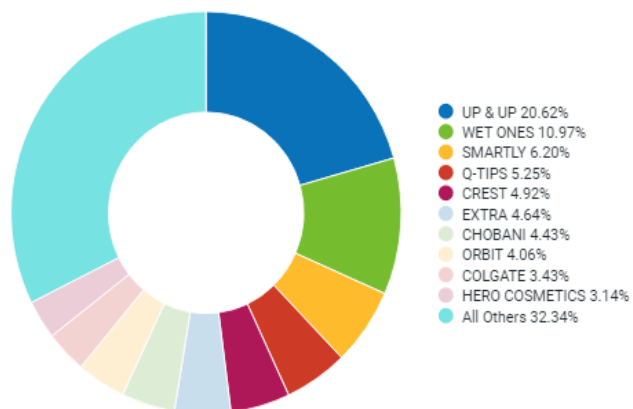
3,074,029 Weekly Average

Organic Search Visibility

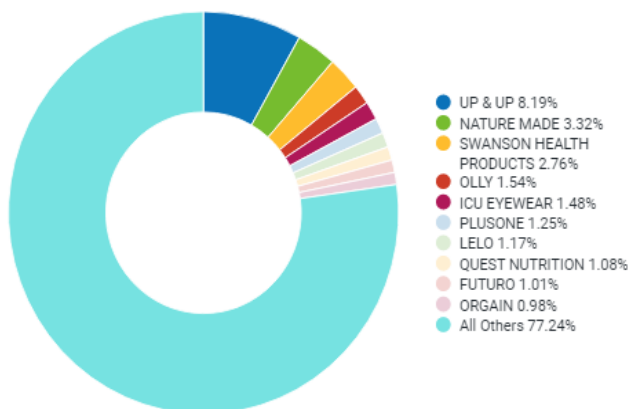
▼ -3.8%

3,233,857,326 Weekly Average

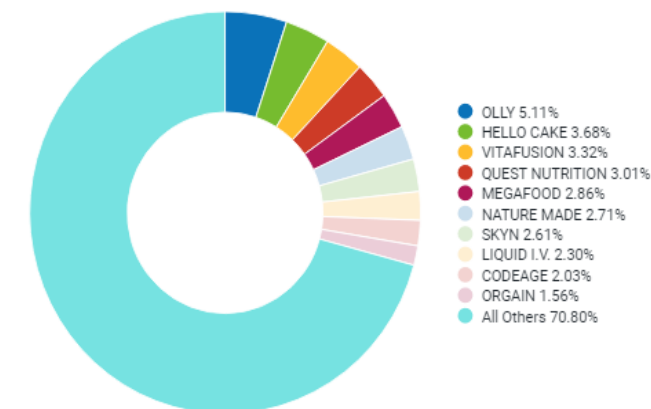
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Regular Cotton Swabs Paper Sticks - 500ct - up & up™  
up & up  
★★★★★ 5181



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct  
Wet Ones  
★★★★★ 1598



Q-Tips Cotton Swabs  
Q-Tips  
★★★★★ 3573



Hero. Mighty Acne Pimple Patch Duo - 12ct  
Hero Cosmetics  
★★★★★ 2351



Orbit Spearmint Sugar Free Chewing Gum Single Pack - 14...  
Orbit  
★★★★★ 1773

Market Share Leaders:



Brands Observed

1,928

▲ 4% vs Prior Period

Items Observed

39,974

▲ 15% vs Prior Period

Department Summary

Keywords Observed

178,609

▲ 21% vs Prior Period

Sponsorship Activity

▲ 24.3%

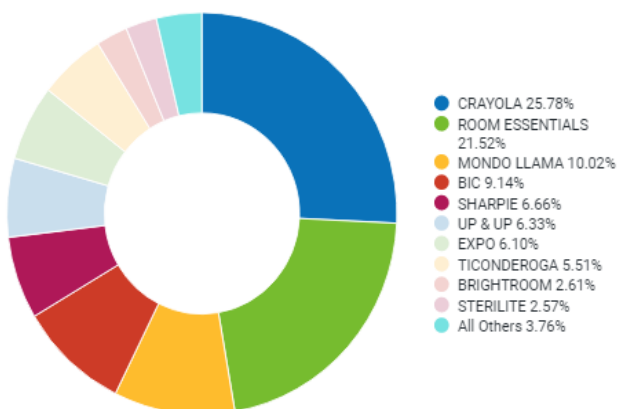
4,359,572 Weekly Average

Organic Search Visibility

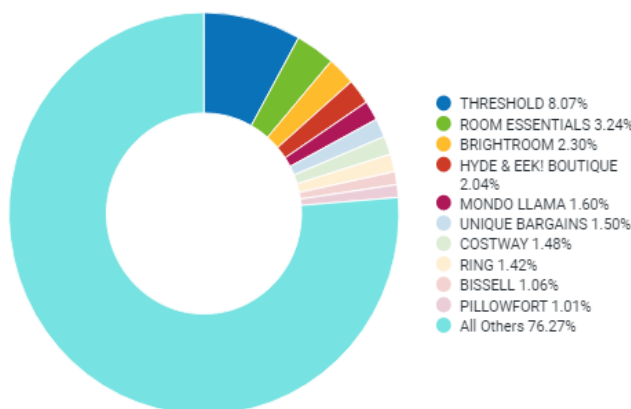
▲ 3.2%

9,691,836,049 Weekly Average

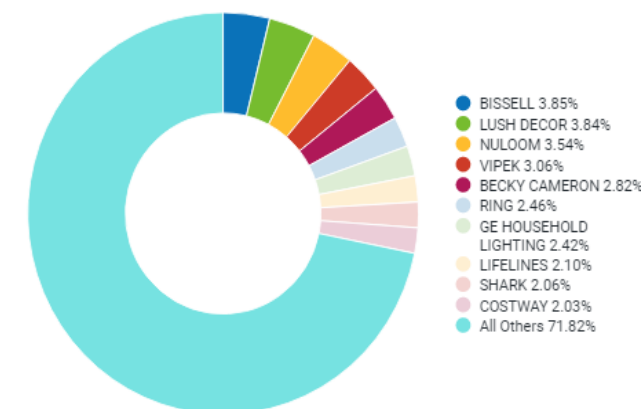
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Crayola 24ct Kids Crayons

Crayola  
★★★★★ 4082



Crayola 12ct Kids Pre-Sharpened Colored Pencils

Crayola  
★★★★★ 1977



Crayola 10ct Kids Broadline Markers - Bold and Bright

Crayola  
★★★★★ 823



BIC 5pk Highlighter Brite Liner Assorted

BIC  
★★★★★ 705



Crayola Markers Broad Line 10ct Classic

Crayola  
★★★★★ 1704

Market Share Leaders:



Brands Observed

210

▲ 6% vs Prior Period

Items Observed

2,348

▲ 10% vs Prior Period

Department Summary

Keywords Observed

22,572

▲ 17% vs Prior Period

Sponsorship Activity

▲ 16.2%

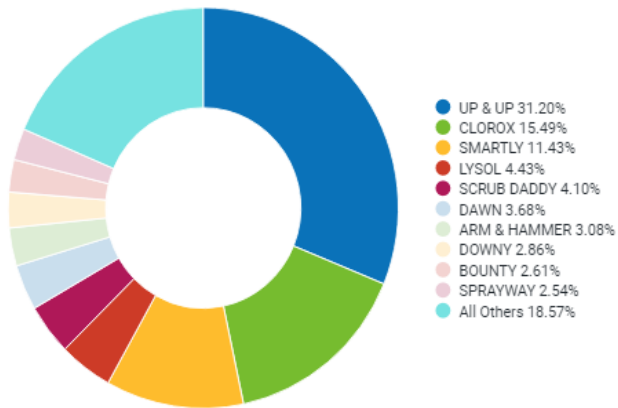
1,130,752 Weekly Average

Organic Search Visibility

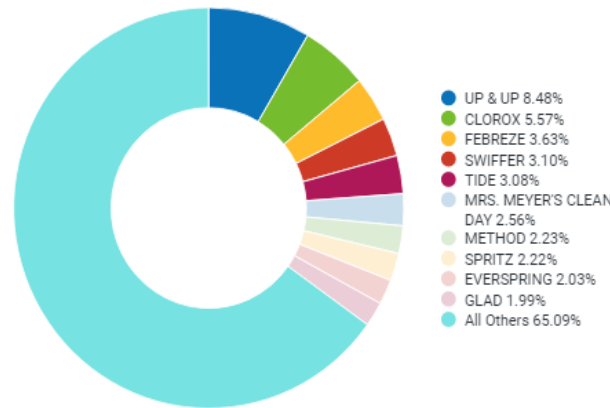
▼ -4.1%

1,721,987,981 Weekly Average

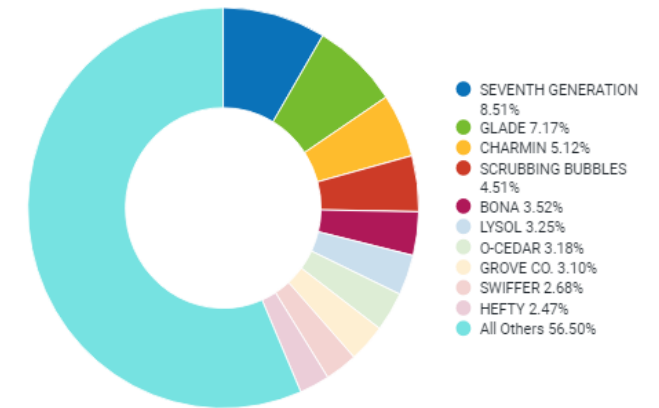
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Disposable Paper Napkins - 230ct - Smartly™  
Smartly  
★★★★★ 4481



Lemon Scent Disinfecting Wipes - 75ct - up & up™  
up & up Only at Target  
★★★★★ 3914



Clorox ToiletWand Disinfecting Refills Disposable Wand Heads ...  
Clorox  
★★★★★ 6280



Downy Light Fresh Wrinkle Releaser - 3oz  
Downy  
★★★★★ 1149



up & up Heavy Duty White Paper Plates 8.5" - 55ct - up & up™  
up & up  
★★★★★ 1565

Market Share Leaders:



Brands Observed

769

▲ 7% vs Prior Period

Items Observed

13,201

▲ 9% vs Prior Period

Department Summary

Keywords Observed

46,389

▲ 18% vs Prior Period

Sponsorship Activity

▲ 17.6%

1,514,667 Weekly Average

Organic Search Visibility

▲ 2.6%

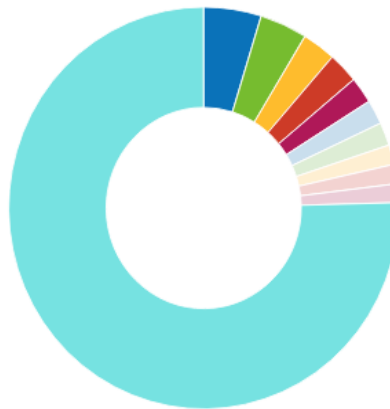
3,836,981,176 Weekly Average

Top-Selling Brands



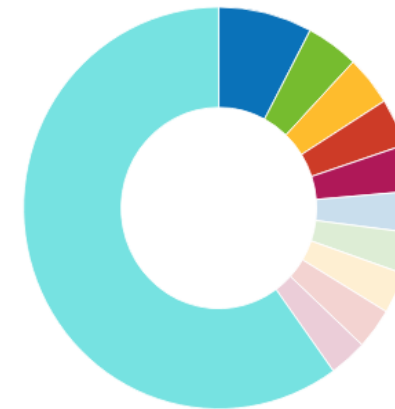
- STARBUCKS DISCOVERIES 20.64%
- ROOM ESSENTIALS 18.51%
- STOK 11.77%
- STARBUCKS 9.22%
- UP & UP 5.31%
- GOOD & GATHER 5.20%
- BRIGHTROOM 5.01%
- MARKET PANTRY 4.10%
- CALIFIA FARMS 3.86%
- CAFE BUSTELO 2.81%
- All Others 13.55%

Top Brands in Organic Search



- THRESHOLD 4.77%
- CUISINART 3.94%
- STANLEY 2.76%
- HAMILTON BEACH 2.51%
- OXO 2.12%
- BRIGHTROOM 1.98%
- NINJA 1.86%
- CROCK-POT 1.58%
- KEURIG 1.56%
- KITCHENAID 1.49%
- All Others 75.43%

Top Brands in Paid Search



- NINJA 7.75%
- BRITA 4.30%
- GOURMIA 4.02%
- CUISINART 3.85%
- COSTWAY 3.73%
- CALPHALON 3.33%
- OXO 3.33%
- VITAMIX 3.31%
- BREVILLE 3.29%
- STARBUCKS 3.12%
- All Others 59.96%

Top-Selling Items:



StoK Black Unsweetened Cold Brew Coffee - 48 fl oz  
StoK  
★★★★★ 1358



Starbucks Unsweetened Medium Roast Iced Coffee - 48 fl oz  
Starbucks Discoveries  
★★★★★ 1116



Starbucks Unsweetened Blonde Roast Iced Coffee - 48 fl oz  
Starbucks Discoveries  
★★★★★ 913



3pc Spoon Set - Room Essentials™  
Room Essentials  
★★★★★ 470



3pc Fork Set Silver - Room Essentials™  
Room Essentials  
★★★★★ 475

Market Share Leaders:



Brands Observed

227

▲ 7% vs Prior Period

Items Observed

1,940

▲ 8% vs Prior Period

Department Summary

Keywords Observed

29,246

▲ 18% vs Prior Period

Sponsorship Activity

▲ 17.4%

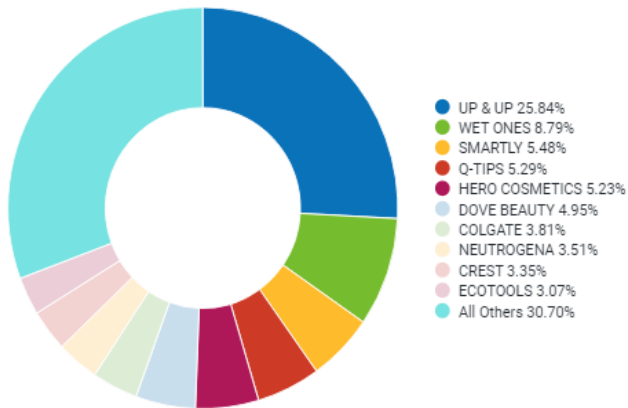
1,588,776 Weekly Average

Organic Search Visibility

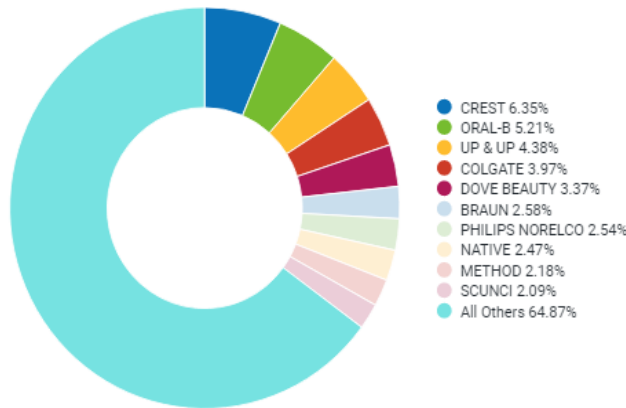
▲ 1.0%

1,642,391,065 Weekly Average

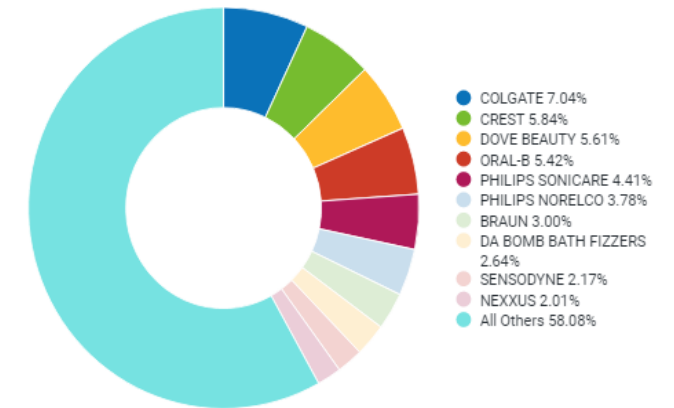
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...  
up & up  
★★★★★ 9337



Regular Cotton Swabs Paper Sticks - 500ct - up & up™  
up & up  
★★★★★ 6112



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct  
Wet Ones  
★★★★★ 1773



TheraBreath Fresh Breath Mouthwash - Icy Mint  
TheraBreath  
★★★★★ 2166



Hero Cosmetics Mighty Acne Pimple Patch Duo - 12ct  
Hero Cosmetics  
★★★★★ 2351

Market Share Leaders:



Brands Observed

293

▼ -2% vs Prior Period

Items Observed

3,127

▲ 6% vs Prior Period

Department Summary

Keywords Observed

19,976

▲ 21% vs Prior Period

Sponsorship Activity

▲ 4.1%

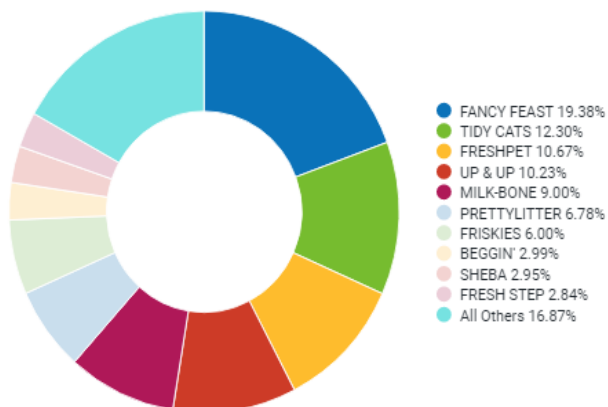
985,103 Weekly Average

Organic Search Visibility

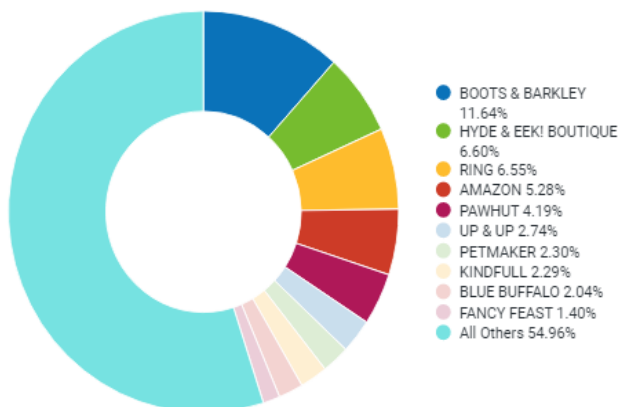
▲ 11.8%

1,795,441,571 Weekly Average

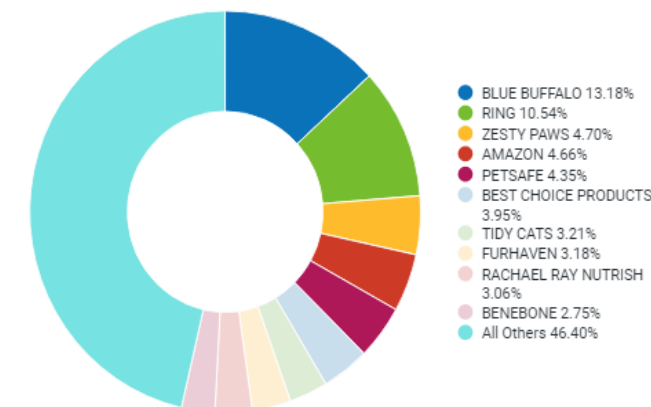
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



PrettyLitter Cat Litter - 8lb  
PrettyLitter  
★★★★☆ 7844



Purina Fancy Feast Classic Paté Gourmet Wet Cat Food Tender...  
Fancy Feast  
★★★★★ 229



Blue Buffalo Health Bars Natural Crunchy Dog Treats Biscuits...  
Blue Buffalo  
★★★★★ 629



Purina Tidy Cats Clumping Instant Action Cat Litter  
Tidy Cats  
★★★★☆ 2146



Milk-Bone Mini's Biscuits Bacon & Peanut Butter Flavor Dog Treats...  
Milk-Bone  
★★★★★ 605



Market Share Leaders:



Brands Observed

446

▲ 4% vs Prior Period

Items Observed

4,486

▲ 9% vs Prior Period

Department Summary

Keywords Observed

58,311

▲ 10% vs Prior Period

Sponsorship Activity

▲ 5.4%

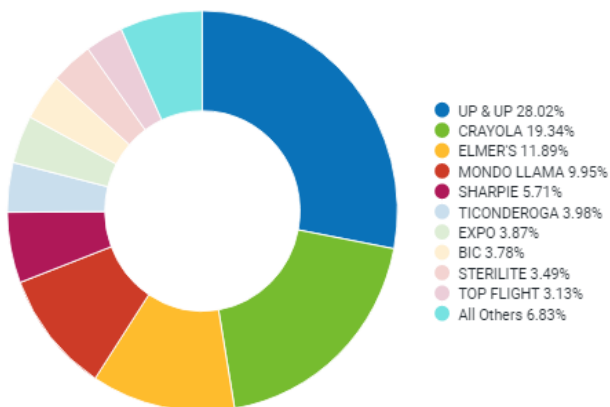
694,295 Weekly Average

Organic Search Visibility

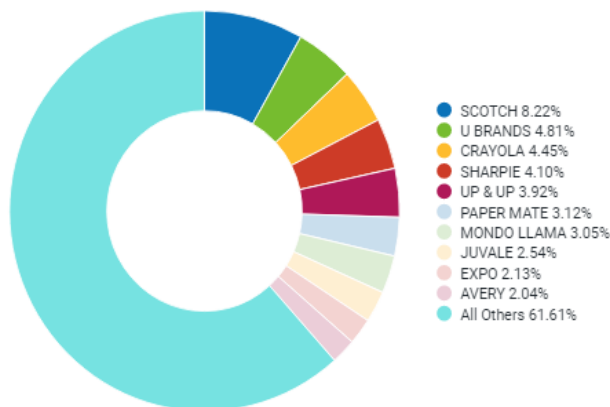
▼ -18.6%

1,828,627,472 Weekly Average

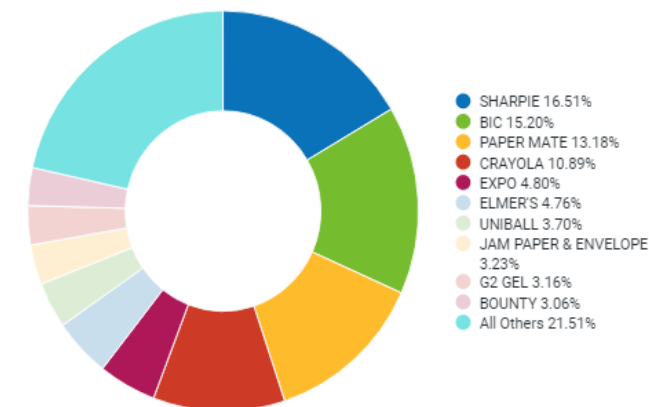
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



**Crayola 24ct Kids Crayons**  
Crayola  
★★★★★ 3623



**Crayola 12ct Kids Pre-Sharpended Colored Pencils**  
Crayola  
★★★★★ 1978



**Elmer's 6pk Washable School Glue Sticks - Disappearing Purple**  
Elmer's  
★★★★★ 932



**Sterilite Pencil Box**  
Sterilite  
★★★★★ 2033



**Elmer's 2pk Washable School Glue Sticks - Disappearing Purple**  
Elmer's  
★★★★★ 1744

Market Share Leaders:



Brands Observed

871

▲ 7% vs Prior Period

Items Observed

12,515

▲ 20% vs Prior Period

Department Summary

Keywords Observed

70,162

▲ 20% vs Prior Period

Sponsorship Activity

▲ 21.4%

592,662 Weekly Average

Organic Search Visibility

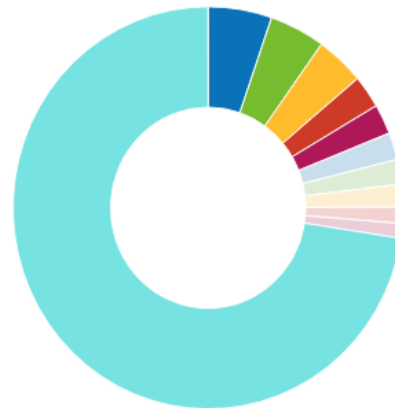
▼ -8.7%

2,590,963,760 Weekly Average

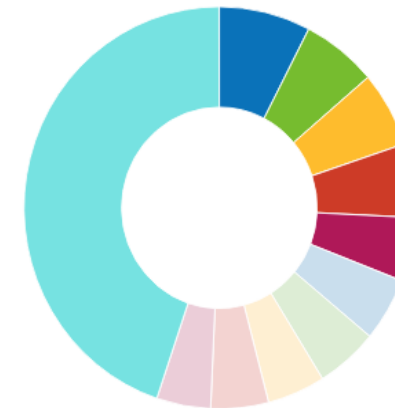
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



14" Classic Beach Ball - Sun Squad™  
Sun Squad  
★★★★★ 1392



Apple AirPods (2nd Generation) with Charging Case  
Apple  
★★★★★ 15174



Johnson & Johnson First Aid To Go! Portable Mini Travel Kit - 12pc  
Johnson & Johnson  
★★★★★ 672



Franklin Sports 40mm Table Tennis Balls - 12ct  
Franklin Sports  
★★★★★ 178



Franklin Sports All Weather Youth Size 3 Soccer Ball  
Franklin Sports  
★★★★★ 482

Market Share Leaders:



Brands Observed

1,000

▲ 6% vs Prior Period

Items Observed

9,353

▲ 12% vs Prior Period

Department Summary

Keywords Observed

162,144

▲ 39% vs Prior Period

Sponsorship Activity

▲ 6.2%

3,638,670 Weekly Average

Organic Search Visibility

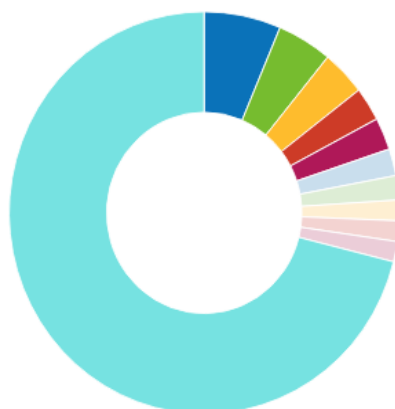
▲ 26.1%

5,001,976,511 Weekly Average

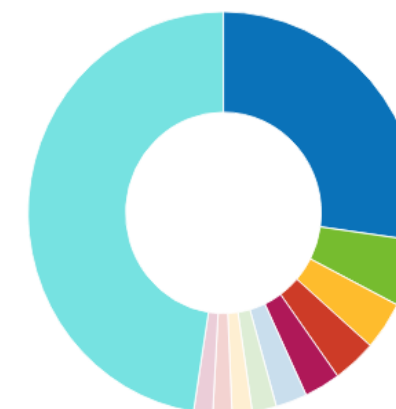
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Hot Wheels Single Pack - (Styles May Vary)  
Hot Wheels  
★★★★★ 2583



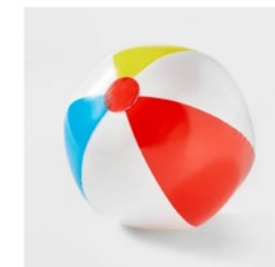
Bubble Solution 128oz - Sun Squad™  
Sun Squad  
★★★★★ 2763



Crayola 48ct Washable Sidewalk Chalk - Bold Colors  
Crayola  
★★★★★ 834



Hot Wheels Diecast Cars - 5pk (Colors May Vary)  
Hot Wheels  
★★★★★ 1659



14" Classic Beach Ball - Sun Squad™  
Sun Squad  
★★★★★ 1397

Market Share Leaders:



Brands Observed

87

▲ 7% vs Prior Period

Items Observed

1,385

▲ 27% vs Prior Period

Department Summary

Keywords Observed

14,616

▲ 16% vs Prior Period

Sponsorship Activity

▲ 54.9%

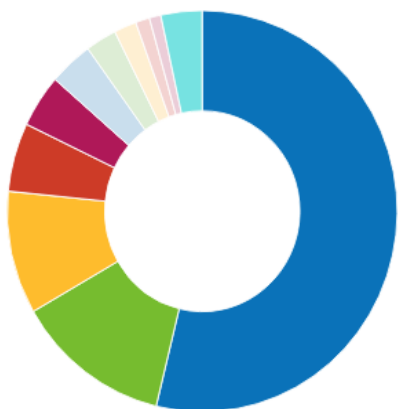
233,625 Weekly Average

Organic Search Visibility

▲ 3.5%

1,161,942,663 Weekly Average

Top-Selling Brands



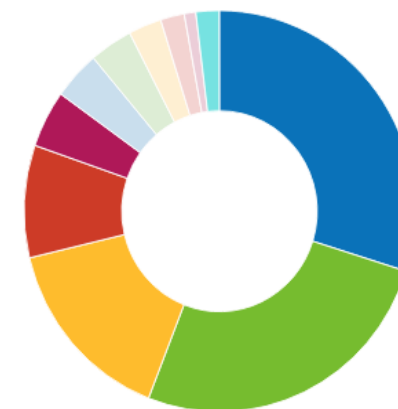
- NINTENDO 53.81%
- MICROSOFT 12.88%
- PLAYSTATION 9.91%
- ELECTRONIC ARTS 5.54%
- RDS INDUSTRIES 4.26%
- META QUEST 3.63%
- PDP 2.59%
- TURTLE BEACH 1.86%
- WARNER BROS. 1.17%
- POWERA 0.94%
- All Others 3.42%

Top Brands in Organic Search



- NINTENDO 18.42%
- SONY 9.87%
- MICROSOFT 9.25%
- INSTEN 8.91%
- PLAYSTATION 7.38%
- ACER 5.51%
- XBOX 4.12%
- LOGITECH 4.08%
- POWERA 3.21%
- ELECTRONIC ARTS 2.50%
- All Others 26.75%

Top Brands in Paid Search



- MICROSOFT 29.84%
- ACER 26.08%
- NINTENDO 15.33%
- LOGITECH 9.07%
- STEELSERIES 4.60%
- BACKBONE 3.92%
- CORSAIR 3.55%
- PLAYSTATION 2.73%
- ARCADE1UP 1.97%
- ASTRO 0.97%
- All Others 1.93%

Top-Selling Items:



**The Legend of Zelda: Tears of the Kingdom - Nintendo Switch**  
 Nintendo | New at   
 ★★★★★ 297  
 \$69.99  
 When purchased online



**PlayStation 5 Console**  
 PlayStation  
 ★★★★★ 729  
 \$499.99  
 When purchased online



**Nintendo Switch - OLED Model with White Joy-Con**  
 Nintendo  
 ★★★★★ 972



**Nintendo Switch OLED Model - The Legend of Zelda: Tears of the Kingdom**  
 Nintendo  
 ★★★★★ 97



**Nintendo Switch Game Traveler Deluxe Travel Case**  
 RDS Industries  
 ★★★★★ 309

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MORE **EFFECTIVE AD SPEND**



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