














Department Performance Report

OCTOBER 2023

| | | | |
|--|--|--|--|
|  Bird |  Cat |  Dog |  Farm Animal |
|  Fish |  Horse |  New Pet |  Pharmacy |
|  Pet Parents |  Reptile |  Small Pet | |



ANALYTIC INDEX

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Department Performance Report

October 2023

Report Overview

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

- [Department Overview](#)
- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
- [Top-Selling Items](#)
- [Top Brands in Paid Search \(All of Chewy\)](#)
- [Top Sponsored Items \(All of Chewy\)](#)

❖ Disclaimer: Analytic Index has no affiliation with Chewy. 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 Chewy (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-Selling Items

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

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.

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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+1 (801) 916-4306

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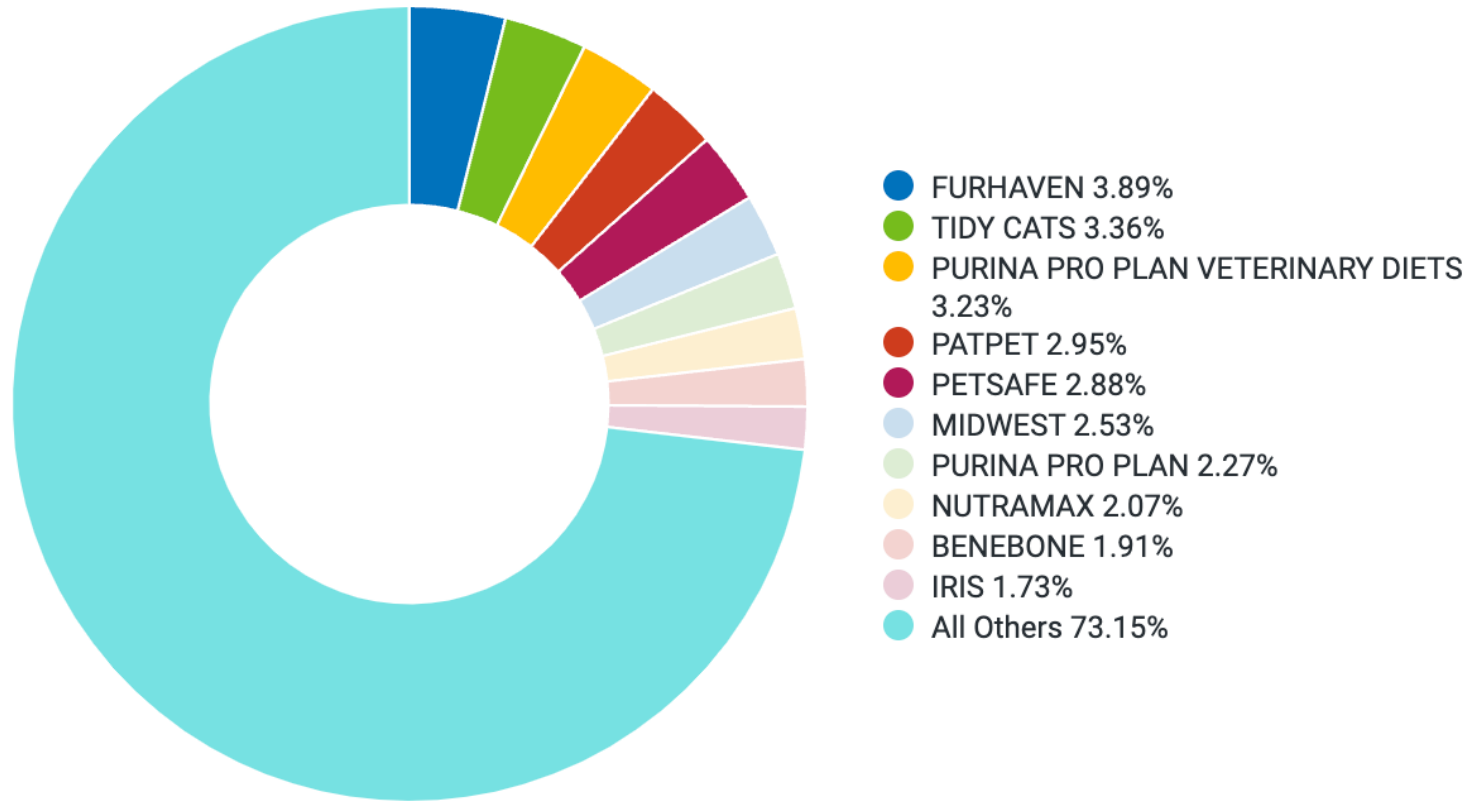


Due to lack of Sponsorship Activity in most categories on Chewy, this graph shows the top brands in Paid Search **across all categories**.

Top Brands in Paid Search:



Top Brands in Paid Search (Across all of Chewy)



Due to lack of Sponsorship Activity in most categories on Chewy, these are the top 10 sponsored items across all categories.



More Choices Available

Purina Pro Plan Veterinary Diets FortiFlora Powder Digestive Supplement for Dogs, 30 count

★★★★★ 2,598



Tidy Cats Purina Tidy Cats Litter Box System, BREEZE System Starter Kit Litter Box, Litter Pellets & Pads...

★★★★☆ 2,126



More Choices Available

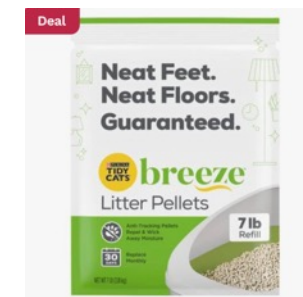
Tidy Cats Free & Clean Lightweight Unscented Clumping Clay Cat Litter, 17-lb box

★★★★☆ 1,291



Purina Pro Plan Veterinary Diets Joint Supplement for Dogs, Hip & Joint Soft Chews for Large Do...

★★★★★ 60



More Choices Available

Tidy Cats Breeze Cat Litter Pellets Refill, 7-lb bag

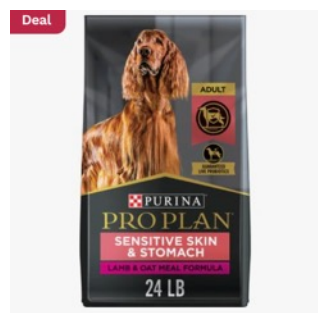
★★★★★ 1,556



More Choices Available

Tidy Cats Lightweight Glade Scented Clumping Clay Cat Litter, 8.5-lb jug, case of 2

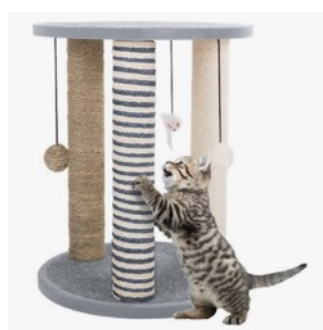
★★★★☆ 910



More Choices Available

Purina Pro Plan Sensitive Skin & Stomach Adult with Probiotics Lamb & Oat Meal Formula High Pro...

★★★★☆ 825



Pet Adobe 19.25-in Polyester Cat Scratching Post with Toys

★★★★★ 38



Purina Pro Plan Veterinary Diets Calming Care Liver Flavored Powder Calming Supplement for Dogs...

★★★★☆ 478



More Choices Available

Purina Pro Plan Adult Shredded Blend Beef & Rice Formula Dry Dog Food, 35-lb bag

★★★★☆ 927

Market Share Leaders:



Department Summary

Brands Observed

158

▲ 10% vs Prior Period

Items Observed

1,082

▲ 3% vs Prior Period

Keywords Observed

6,380

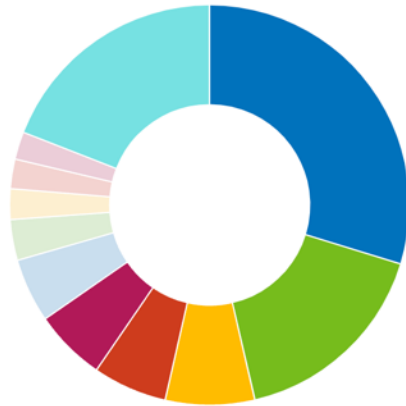
47,159 Weekly Average

Organic Search Visibility

▲ 15.4%

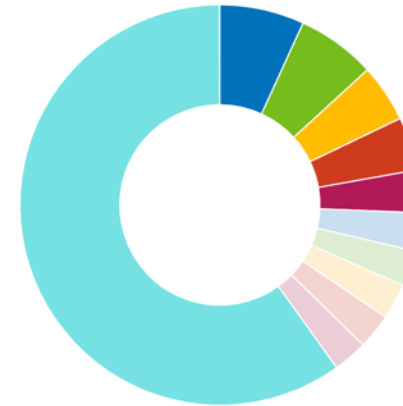
143,669,484 Weekly Average

Top-Selling Brands



- KAYTEE 29.77%
- KALMBACH FEEDS 16.60%
- WAGNER'S 7.22%
- HARVEST SEED & SUPPLY 6.00%
- ZUPREEM 5.79%
- HIGGINS 5.18%
- AUDUBON PARK 3.29%
- BROWN'S 2.47%
- FLOCK FEST 2.39%
- C&S 2.22%
- All Others 19.08%

Top Brands in Organic Search



- SUNGROW 6.84%
- KAYTEE 6.37%
- PREVUE PET PRODUCTS 4.67%
- YAHEETECH 4.32%
- FARM INNOVATORS 3.43%
- SUPER BIRD CREATIONS 3.08%
- K&H PET PRODUCTS 2.89%
- MY FAVORITE CHICKEN 2.87%
- LAFEBER 2.85%
- ZUPREEM 2.78%
- All Others 59.91%

Top-Selling Items:



Kaytee Peanuts In A Shell Wild Bird Food, 5-lb bag

★★★★☆ 196



More Choices Available

Kaytee Basic Blend Wild Bird Food, 20-lb bag

★★★★☆ 645



More Choices Available

Kalmbach Feeds All Natural 16% Protein Layer Crumbles Chicken Feed, 50-lb bag

★★★★☆ 125



More Choices Available

Audubon Park Wild Bird Food, 20-lb bag

★★★★☆ 321



Kaytee Black Oil Sunflower Wild Bird Food, 10-lb bag

★★★★☆ 162

Market Share Leaders:



Department Summary

Brands Observed

1,032

▲ 0% vs Prior Period

Items Observed

7,377

▲ 0% vs Prior Period

Keywords Observed

22,014

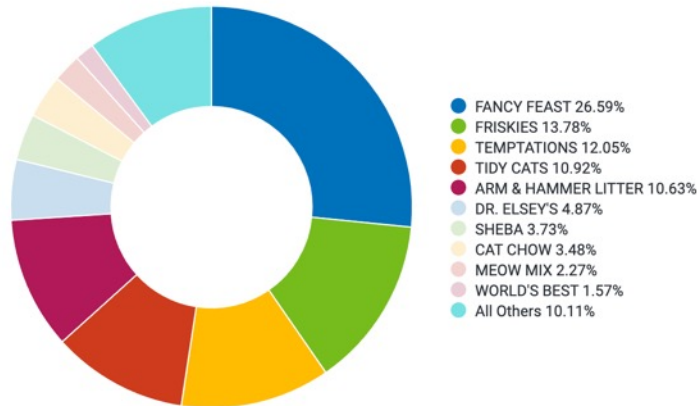
1,897,931 Weekly Average

Organic Search Visibility

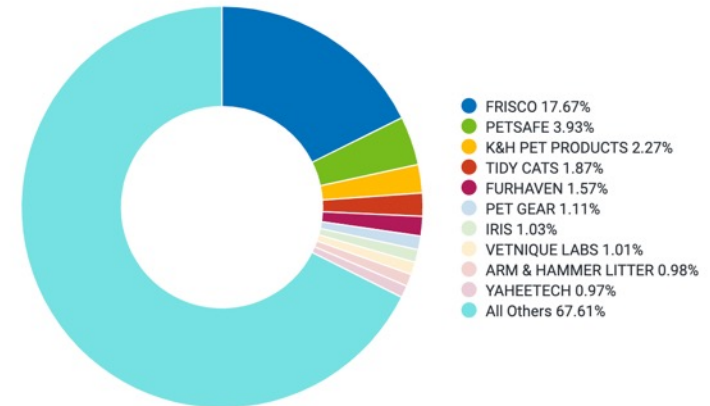
▲ 22.8%

3,473,818,649 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Dr. Elsey's Precious Cat Ultra
Unscented Clumping Clay Cat Litter, 40-lb bag

★★★★☆ 5,701



More Choices Available

Fancy Feast Classic Seafood Feast
Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★☆ 1,949



More Choices Available

Temptations Classic Tasty
Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub

★★★★☆ 2,848



More Choices Available

Fancy Feast Gravy Lovers
Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★☆ 2,174



More Choices Available

Fancy Feast Grilled Seafood
Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★☆ 1,604

Market Share Leaders:



Department Summary

Brands Observed

1,286

▼ -1% vs Prior Period

Items Observed

9,631

▼ -1% vs Prior Period

Keywords Observed

22,138

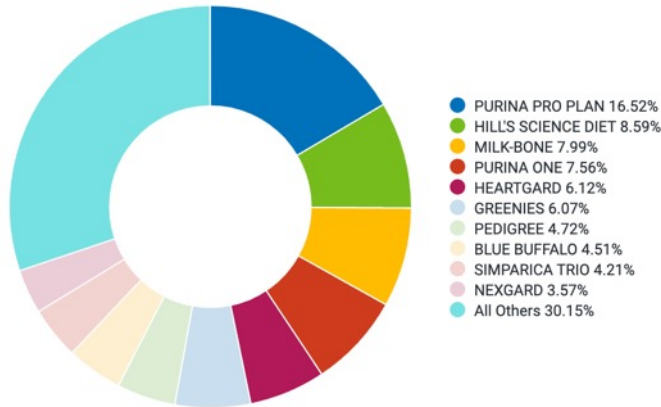
2,976,967 Weekly Average

Organic Search Visibility

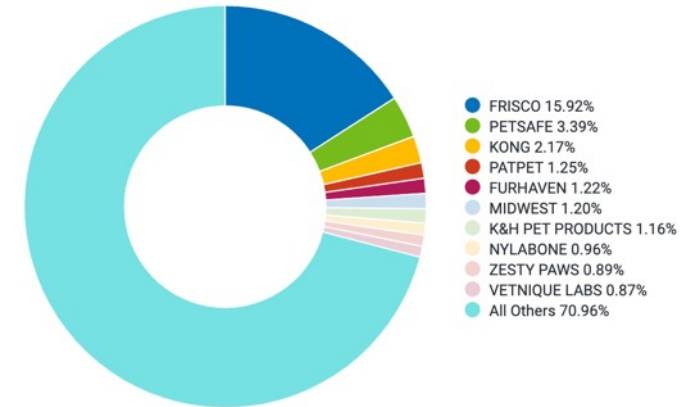
▲ 22.7%

5,010,377,393 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula Dry Dog Food, 30-lb bag

★★★★☆ 3,990



More Choices Available

Purina Pro Plan High Protein Shredded Blend Chicken & Rice Formula with Probiotics Dry Dog Food...

★★★★☆ 2,308



More Choices Available

Blue Buffalo Life Protection Formula Adult Chicken & Brown Rice Recipe Dry Dog Food, 30-lb bag

★★★★☆ 2,994



More Choices Available

Hill's Science Diet Adult Sensitive Stomach & Sensitive Skin Chicken Recipe Dry Dog Food, 30-lb...

★★★★☆ 1,513



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★☆ 1,372

Market Share Leaders:



SunGrow



Brands Observed

142

▼ -1% vs Prior Period

Items Observed

914

▲ 0% vs Prior Period

Department Summary

Keywords Observed

5,981

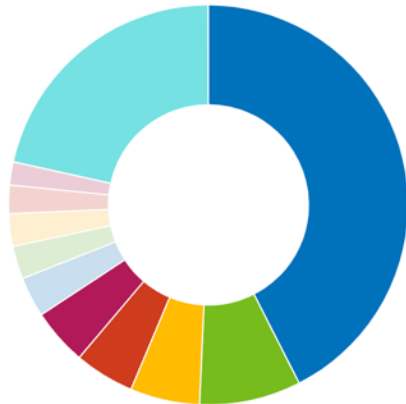
25,417 Weekly Average

Organic Search Visibility

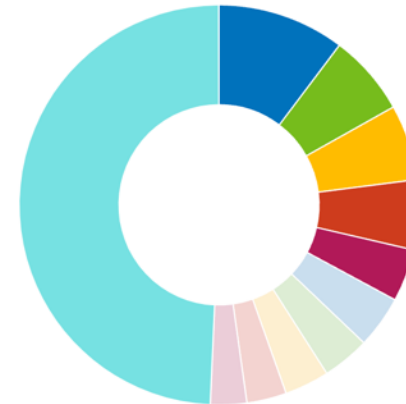
▲ 19.4%

117,562,256 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



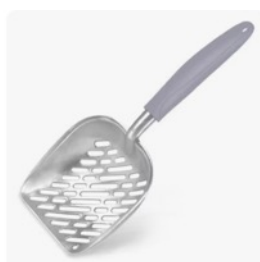
Top-Selling Items:



More Choices Available

Kalmbach Feeds All Natural 16% Protein Layer Crumbles Chicken Feed, 50-lb bag

★★★★☆ 105



More Choices Available

SunGrow Non-Stick Metal Scoop Kitty Box Cat Litter Scooper, Gray

★★★★☆ 439



More Choices Available

Flock Fest Dried Mealworms Adult Poultry Treats, 5-lb bag, 1 count

★★★★☆ 82



More Choices Available

Kalmbach Feeds All Natural 17% Protein Layer Pellets Chicken Feed, 50-lb bag

★★★★☆ 66



More Choices Available

Kalmbach Feeds All Natural Henhouse Reserve Premium Layer Chicken Feed, 30-lb bag

★★★★☆ 97

Market Share Leaders:



Midland Vet Services



Brands Observed

127

▲ 3% vs Prior Period

Items Observed

2,227

▲ 4% vs Prior Period

Department Summary

Keywords Observed

4,678

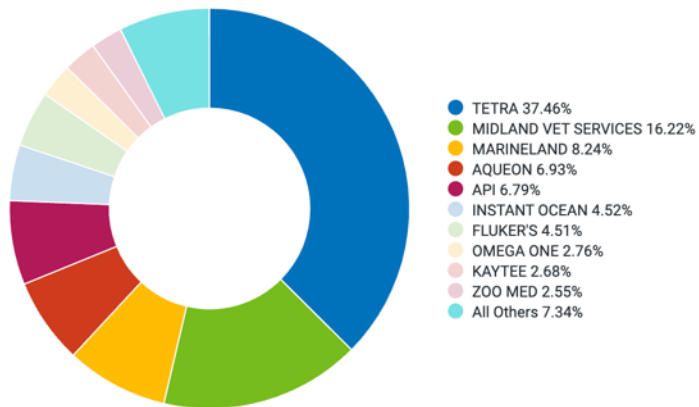
100,751 Weekly Average

Organic Search Visibility

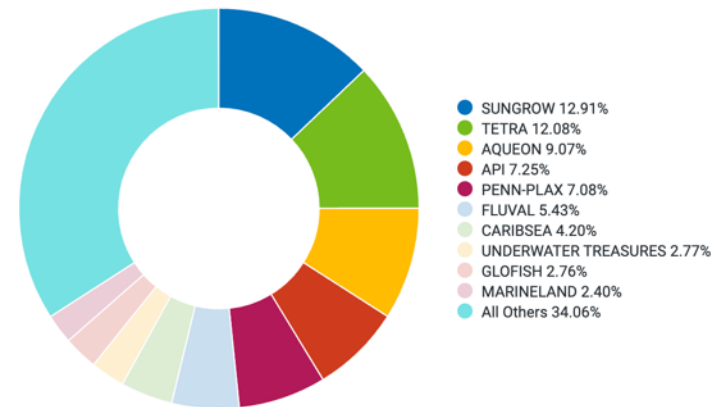
▲ 5.5%

452,674,264 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



Midland Vet Services Aqua-Mox Forte Amoxicillin Fish Antibiotic, 100 count

★★★★★ 55



More Choices Available

Tetra Min Tropical Flakes Fish Food, 7.06-oz jar

★★★★★ 65



More Choices Available

Marineland Bio-Wheel Penguin Rite-Size C Filter Cartridge, 6 count

★★★★★ 167



More Choices Available

Tetra Pond Koi Vibrance Color Enhancing Sticks Koi & Goldfish Food, 5.18-lb bag

★★★★★ 177



More Choices Available

Tetra Fin Goldfish Flakes Fish Food, 7.06-oz jar

★★★★★ 177

Market Share Leaders:



ICU Medical



NEO-POLY-DEX

Department Summary

Brands Observed

387

▲ 13% vs Prior Period

Items Observed

2,908

▲ 4% vs Prior Period

Keywords Observed

8,347

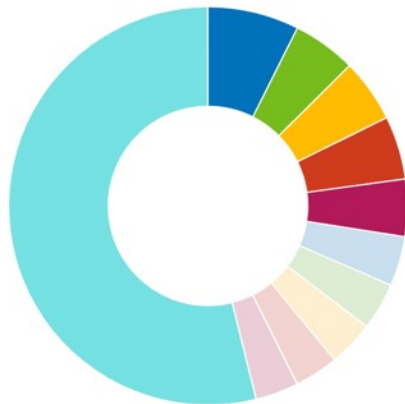
91,000 Weekly Average

Organic Search Visibility

▲ 21.3%

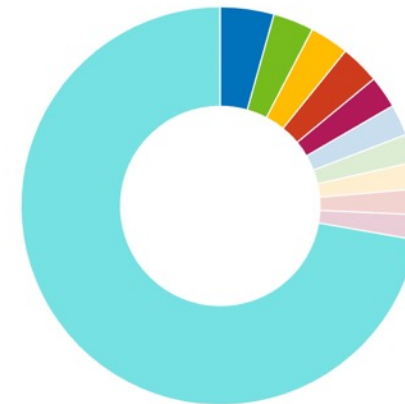
125,168,764 Weekly Average

Top-Selling Brands



- TRIBUTE EQUINE NUTRITION 7.41%
- GAMMA2 5.16%
- ICU MEDICAL 5.14%
- BUCKEYE NUTRITION 5.13%
- NEO-POLY-DEX 4.65%
- TERRAMYCIN 4.04%
- PROBIOS 3.81%
- VETERICYN 3.72%
- BLUEBONNET FEEDS 3.56%
- IV SET 3.50%
- All Others 53.88%

Top Brands in Organic Search



- GAMMA2 4.36%
- FARNAM 3.29%
- ANDIS 3.18%
- DERBY ORIGINALS 3.17%
- VETERICYN 2.64%
- PET MD 2.52%
- COWBOY MAGIC 2.31%
- HANDSON 2.15%
- WEAVER LEATHER 2.10%
- FARM INNOVATORS 2.03%
- All Others 72.26%

Top-Selling Items:



More Choices Available

ICU Medical Lactated Ringers Electrolyte Injection Solution, 1000-mL

★★★★☆ 120



More Choices Available

Terramycin Ophthalmic Ointment for Dogs, Cats & Horses, 3.5-g, 1 count

★★★★☆ 736



More Choices Available

IV Set Primary IV Set, Macrobore Prepierced Y-Site 80-in, 15 Drops per mL

★★★★☆ 53



More Choices Available

Neo-Poly-Dex (Generic) Ophthalmic Suspension, 5-mL

★★★★☆ 28



Total Feeds Total Equine Horse Food, 40-lb bag

★★★★☆ 30

Market Share Leaders:



Department Summary

Brands Observed

429

▼ -3% vs Prior Period

Items Observed

2,148

▲ 1% vs Prior Period

Keywords Observed

22,077

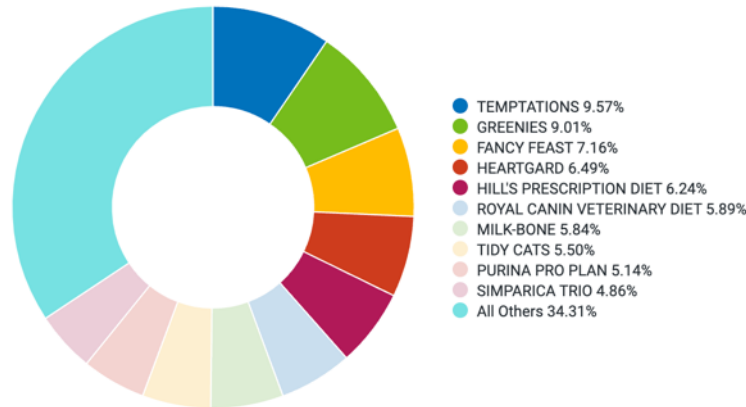
1,282,687 Weekly Average

Organic Search Visibility

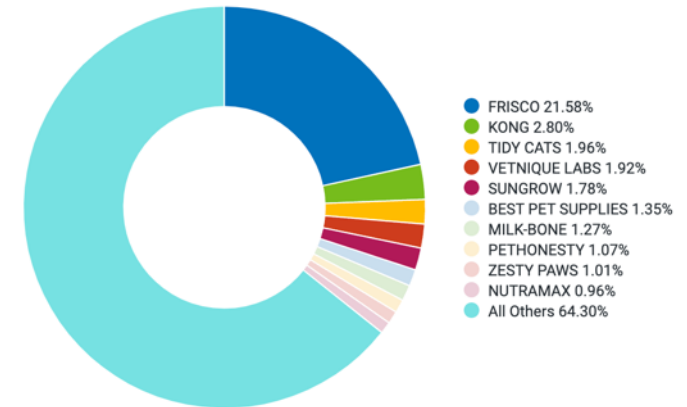
▲ 18.5%

1,675,663,234 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Purina Pro Plan Adult Sensitive Skin & Stomach Salmon & Rice Formula Dry Dog Food, 30-lb bag

★★★★☆ 3,994



More Choices Available

Dr. Elsey's Precious Cat Ultra Unscented Clumping Clay Cat Litter, 40-lb bag

★★★★☆ 5,701



More Choices Available

Temptations Classic Tasty Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub

★★★★☆ 2,848



More Choices Available

Fancy Feast Gravy Lovers Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24

★★★★☆ 2,174



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★☆ 1,372

Market Share Leaders: **BRAVECTO** | **Simparica TRIO** | **Heartgard Plus** | **NexGard** | **INTERCEPTOR PLUS**

Brands Observed

388

▲ 3% vs Prior Period

Items Observed

912

▲ 3% vs Prior Period

Department Summary

Keywords Observed

3,667

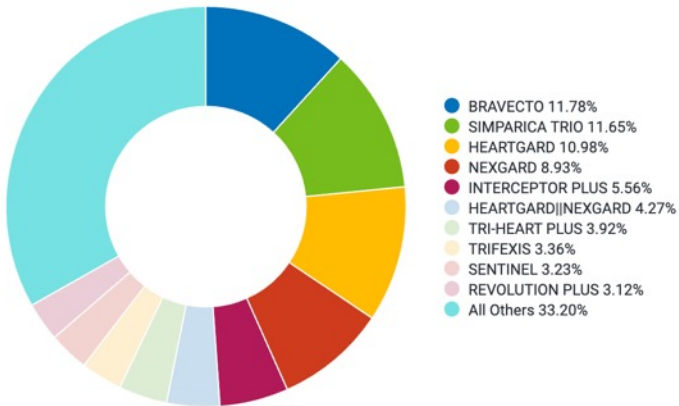
21 Weekly Average

Organic Search Visibility

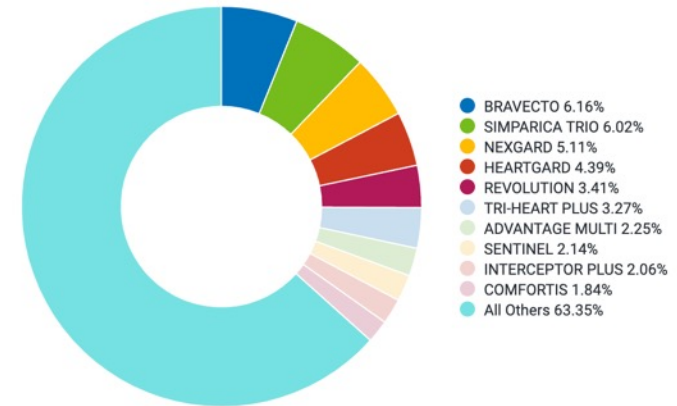
▲ 8.1%

99,728,720 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

Heartgard Plus Chew for Dogs, 51-100 lbs, (Brown Box), 6 Chews (6-mos. supply)

★★★★★ 1,375



More Choices Available

Simparica Trio Chewable Tablet for Dogs, 44.1-88 lbs, (Green Box), 6 Chewable Tablets (6-mos. s...

★★★★★ 470



More Choices Available

Bravecto Chew for Dogs, 44-88 lbs, (Blue Box), 1 Chew (12-wks. supply)

★★★★★ 783



More Choices Available

Heartgard Plus Chew for Dogs, up to 25 lbs, (Blue Box), 6 Chews (6-mos. supply)

★★★★★ 1,296



More Choices Available

Apoquel (oclacitinib) Tablets for Dogs, 16-mg, 1 tablet

★★★★★ 2,548

Market Share Leaders:



Department Summary

Brands Observed

158

▲ 2% vs Prior Period

Items Observed

1,241

▼ -4% vs Prior Period

Keywords Observed

8,288

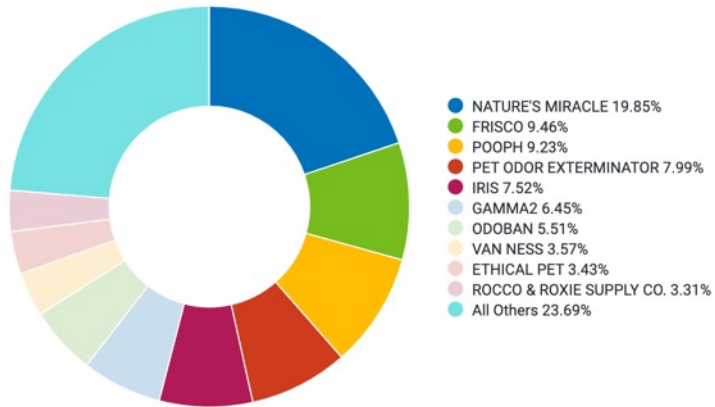
101,710 Weekly Average

Organic Search Visibility

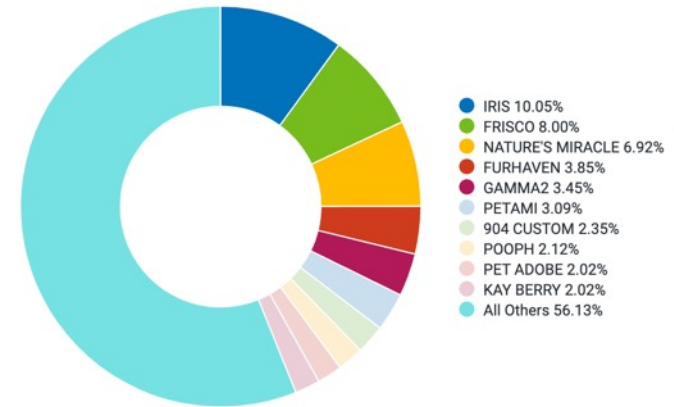
▲ 29.0%

162,265,663 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



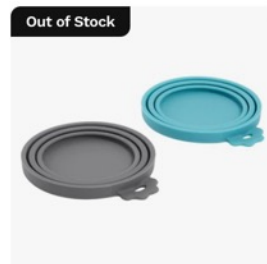
Top-Selling Items:



More Choices Available

POOPH Cat & Dog Odor & Stain Eliminator, 32-oz bottle

★★★★☆ 80



Out of Stock

Frisco Silicone Pet Food Can Cover, 2 Pack

By **chewy**

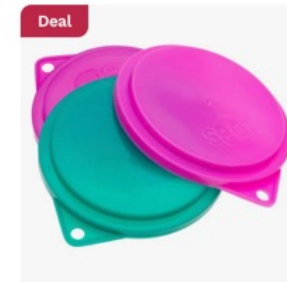
★★★★☆ 712



More Choices Available

Nature's Miracle Dog Enzymatic Stain Remover & Odor Eliminator Spray, 32-oz bottle

★★★★☆ 273



Deal

Ethical Pet Can Covers, 3 pack

★★★★☆ 3,146



Nature's Miracle Dual Action Hard Floor Stain & Odor Remover, 24-oz bottle

★★★★☆ 386

Market Share Leaders:



Brands Observed

114

▲ 58% vs Prior Period

Items Observed

1,233

▲ 9% vs Prior Period

Department Summary

Keywords Observed

5,366

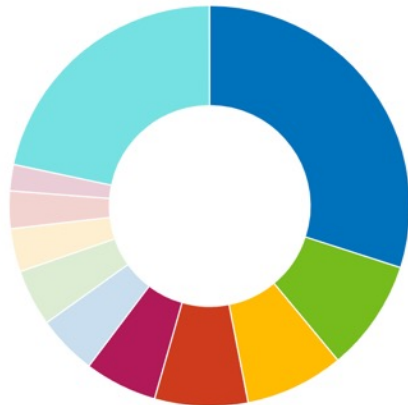
28,665 Weekly Average

Organic Search Visibility

▲ 5.6%

265,354,432 Weekly Average

Top-Selling Brands



- ZOO MED 29.98%
- TETRA 8.99%
- FLUKER'S 7.95%
- ABDRAGONS 7.51%
- API 5.86%
- MAZURI 4.82%
- ZILLA 4.59%
- EXOTIC NUTRITION 3.47%
- TETRAFAUNA 3.03%
- EXO TERRA 2.12%
- All Others 21.66%

Top Brands in Organic Search



More Choices Available
Zoo Med Eco Earth Compressed Coconut Fiber Expandable Reptile Substrate, 3 count
 ★★★★★ 200



- ZOO
- REPT
- ZILLA
- EXO
- SUNI
- FLUK
- GAL
- ABDI
- API
- OIIBI
- All O

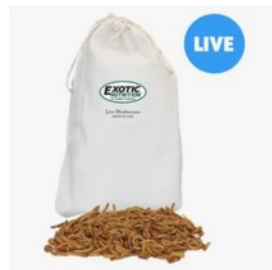


More Choices Available
Zoo Med Dr. Turtle Slow-Release Calcium Block Turtle Supplement
 ★★★★★☆ 15

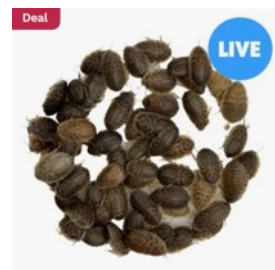
Top-Selling Items:



More Choices Available
Tetra ReptoMin Floating Sticks Turtle & Amphibian Food, 10.59-oz jar
 ★★★★★☆ 210



More Choices Available
Exotic Nutrition Live Mealworms Reptile Food, Medium, 250 count
 ★★★★★☆ 144



More Choices Available
Abdragons Medium Dubia Roaches Small Pet & Reptile Food, Medium, 100 count
 ★★★★★☆ 25



More Choices Available
Zoo Med Eco Earth Compressed Coconut Fiber Expandable Reptile Substrate, 3 count
 ★★★★★ 203



More Choices Available
Zoo Med Repti Calcium with D3 Reptile Supplement, 3-oz jar
 ★★★★★ 74

Market Share Leaders:



Brands Observed

127

▲ 0% vs Prior Period

Items Observed

1,354

▲ 2% vs Prior Period

Department Summary

Keywords Observed

10,121

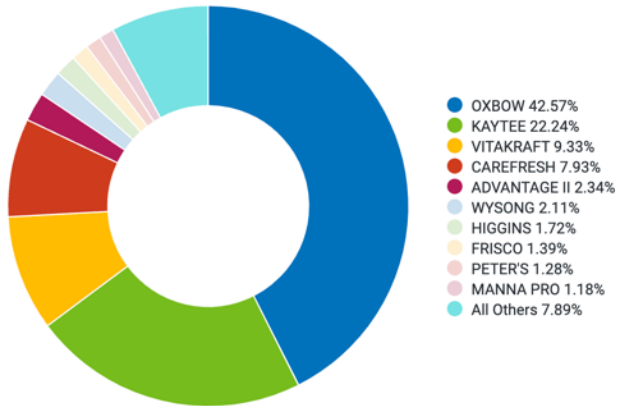
68,943 Weekly Average

Organic Search Visibility

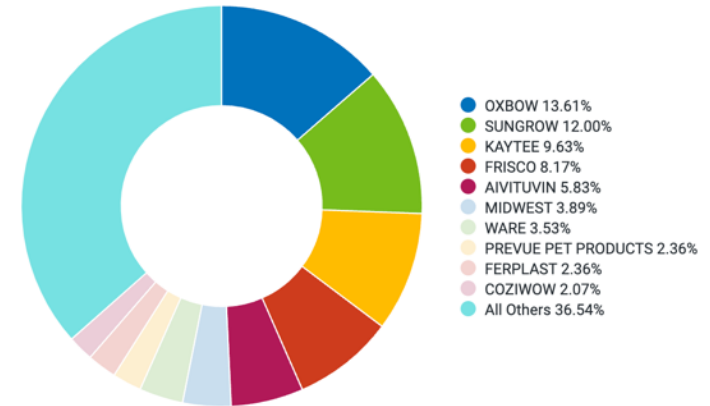
▲ 11.9%

294,948,969 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available
Kaytee Natural Timothy Hay
 Small Animal Food, 96-oz bag
 ★★★★★ 558



More Choices Available
Carefresh Small Animal
 Bedding, Natural, 60-L
 ★★★★★ 637



More Choices Available
Kaytee Baked Apple Timothy
 Biscuit Small Animal Treats, 4-oz bag
 ★★★★★ 505



More Choices Available
Kaytee Clean & Cozy Small
 Animal Bedding, 85-L
 ★★★★★ 556



More Choices Available
Oxbow Animal Health Western
 Timothy Hay All Natural Hay for
 Rabbits, Guinea Pigs,
 Chinchillas, ...
 ★★★★★ 1,179

Interested in leveraging Chewy search, sales, and shelf analytics?

Schedule an analytics deep-dive with one of our retail search experts to see how you can leverage Analytic Index data and tools to **optimize and measure performance on Chewy.**

Reasons to partner with Analytic Index:



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