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# The Ultimate Cyber 5 Recap 2023



## Analysis Overview

This in-depth analysis covers all major Amazon UK departments and provides in-depth information around sales performance, sponsored search, and promotional activity over the Cyber 5 weekend.

- [Top Brands by Share of Sales](#)
- [Badge Breakdown by Type](#)
- [Top-Promoted Brands](#)
- [Discounts on Best-Selling Items](#)
- [Sponsorship Activity by Ad Type](#)
- [Sponsorship Activity by Brand](#)
- [Top-Sponsored Keywords](#)
- [Top-Sponsored Items](#)
- [Most Visible Brands](#)
- [Most Visible Keywords](#)

❖ Disclaimer: Analytic Index has no affiliation with Amazon UK. 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.

## Definitions

### [Top Brands by Share of Sales](#)

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

### [Sponsorship Activity by Ad Type](#)

The composition of retail media types observed (does not contain DSP)

### [Sponsorship Activity by Brand](#)

The percent share of retailer media observed in search by each brand

### [Top-Sponsored Keywords](#)

Keywords ranked by the amount of sponsorship activity on page 1 of search for items in the category

### [Badge Breakdown by Type](#)

The composition of retailer events badge types observed

### [Top-Promoted Brands](#)

The brands with the most items on promotion in the category

### [Most Visible Brands](#)

The percent share of organic search results among the top 10 brands in the department on the first page

### [Most Visible Keywords](#)

The most common keywords for department top-selling products

# 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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# Automotive – Amazon UK Cyber 5 Recap

Sales Performance



## Top Brands by Share of Sales



# Automotive – Amazon UK Cyber 5 Recap

## Promotions

### Badge Breakdown by Type



- Black Friday 73.49%
- Discount 26.51%

### Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday	Discount
		Items	Items	Items
CASTROL ...	96		92	4
URAQT ...	73		69	4
MAYPOLE ...	59		57	2
BOSCH ...	52		35	18
ZORAX ...	50		32	18
CARSIO ...	49		0	49
TOPDON ...	45		45	0
AUTEL ...	44		44	0
BIG ANT ...	42		42	0
CARPLAN ...	39		31	8
MANN FILTER ...	38		37	1
ONTTO ...	34		33	1
OATSBASF ...	33		28	5
ASTROAI ...	32		31	7
BASENOR ...	32		32	0
CAR GODS 54 ...	29		29	0
GENERIC ...	27		6	21

# Automotive – Amazon UK Cyber 5 Recap

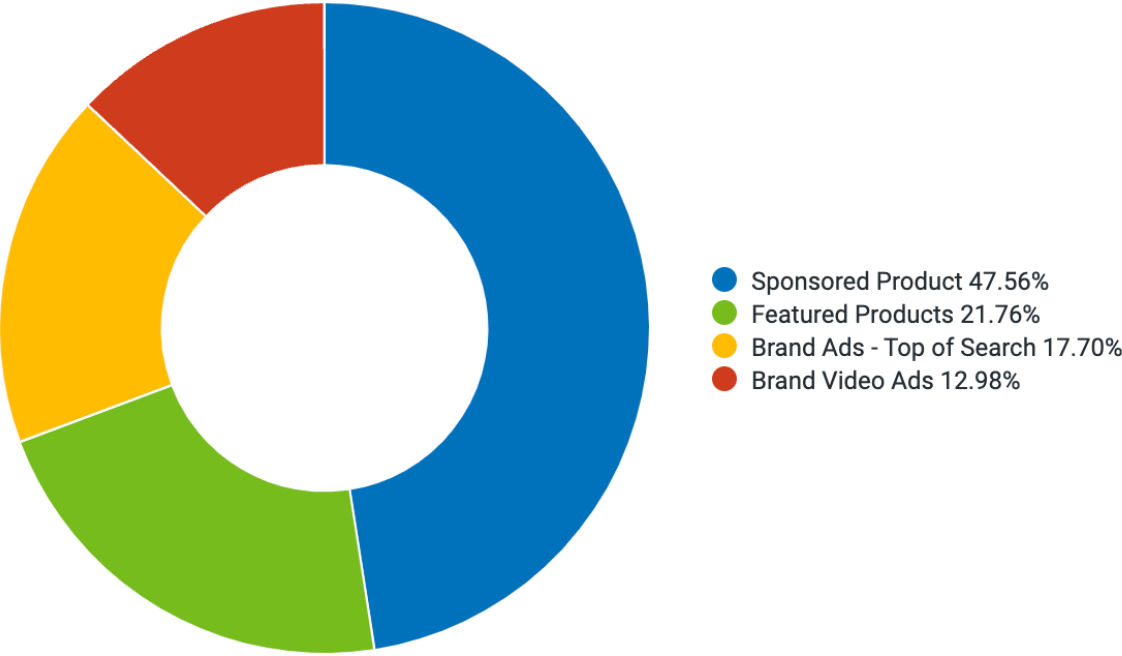
## Promotions



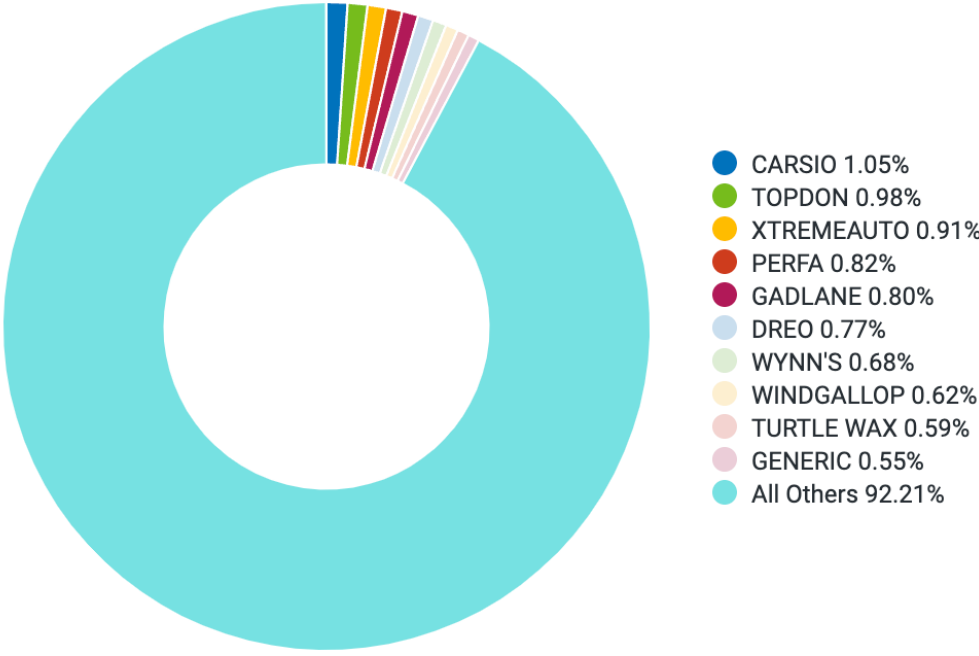
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B00N94L21U ...	AA 12V Digital Tyre Inflator AA5502 – For Cars Other Vehicles Inflatables	AA ...	1.0	£19.99	29.6%
B09GG6RF67 ...	California Scents, Car Air Fresheners Can, Assorted Scents, Pack of 4, Str	CALIFORNIA SCENTS ...	4.6	£9.98	17.4%
B009LHDWLM ...	Carlube AdBlue with Integrated Easy Pour Spout - 10L	CARLUBE ...	8.4	£15.15	7.1%
B079QNQL1R ...	Autoglym Polar Blast, 2.5L - Thick Snow Foam Pre-Wash pH Neutral Car C	AUTOGLYM ...	9.4	£13.17	19.7%
B06ZY896ZM ...	ThisWorx Car Vacuum Cleaner - Portable, Lightweight, Powerful, Handhel	THISWORX FOR ...	14.2	£19.81	10.0%
B0C8166RD9 ...	Castrol EDGE 5W-30 LL Engine Oil 4L	CASTROL ...	17.4	£27.99	13.9%
B092JMZTDR ...	OSRAM NIGHT BREAKER 200, H7, +200% more brightness, halogen headli	OSRAM ...	18.0	£18.70	20.2%
B00DNSDDI2 ...	AA Insulated Booster Cables/Jump Leads AA4550 - For Petrol/Diesel Eng	AA ...	19.4	£11.75	14.8%
B0030FBSQ2 ...	Ring Automotive - RAC610 12v electric tyre inflator air compressor car pur	RING AUTOMOTIVE ...	21.6	£11.57	22.6%
B09CZ96Q2C ...	GOOLOO New GP2000 Jump Starter 2000A Car Starter Battery Pack (Up t	GOOLOO ...	24.0	£67.49	25.0%
B07CNW1CR3 ...	Cherry Snow Foam 53111 - Thick, Rich Car Shampoo & Wash Removes Rc	TURTLE WAX ...	28.6	£11.04	11.1%
B000C74XPE ...	CarPlan De-ionised Water - Batteries & Steam Irons [Energy Class A+++], 5	CARPLAN ...	29.6	£5.99	19.3%
B08FX6Q4H3 ...	Samfolk Faraday Box and Pouch 2 Pack, Keyless Entry Car Key Safe Prote	SAMFOLK ...	29.8	£16.99	8.9%
B00FC42HAA ...	CTEK MXS 5.0 Battery Charger with Automatic Temperature Compensatio	CTEK ...	30.2	£61.72	20.8%
B004E5BQAA ...	3 in 1 Color Fast Paintwork Restorer Car Polish, Black, 500 ml	T-CUT ...	30.4	£8.98	13.7%
B0011DW2KG ...	Autoglym Bodywork Car Shampoo Conditioner, 2.5L - Low Foam Cleaning	AUTOGLYM ...	33.8	£14.78	16.2%
B077CY4DVF ...	BEEWAY Car Windshield Cover, Heavy Duty Ultra Thick Protective Windscr	RANIACO ...	40.4	£14.69	20.8%
B0011569SK ...	Autoglym Fast Glass, 500ml - Car Window Cleaner for Windscreen, Windsl	AUTOGLYM ...	40.6	£7.83	16.4%
B06XP21DK6 ...	Stoplock Pro Elite Car Steering Wheel Lock HG 150-00 - Safe Secure Heav	STOPLOCK ...	42.4	£40.79	13.2%
B07FXRDJV7 ...	OSRAM NIGHT BREAKER LASER H7, +150% more brightness, halogen hea	OSRAM ...	45.8	£15.99	19.7%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Automotive – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
ceramic car coating spray ...	130	60	45	10	15
tyre tread depth gauge ...	126	59	42	10	15
car trim removal tool ...	124	55	49	10	10
car bin ...	122	59	40	8	15
tyre pressure gauge and inflator ...	121	60	36	10	15
car jack kit ...	120	56	39	10	15
car interior cleaning kit ...	120	56	39	10	15
peugeot partner seat covers ...	120	55	45	8	12
ceramic coating car ...	119	56	38	10	15
ice scraper for car windscreen ...	119	60	40	7	12
tyre inflator air compressor ...	118	57	37	9	15
car wax polish ...	117	60	33	9	15
car tyre inflator ...	116	57	35	9	15
tyre gauge tread depth ...	116	60	31	10	15
magical car ice scraper ...	116	60	32	9	15
car cover outdoor ...	115	57	33	10	15
tyre inflator cordless ...	115	60	39	10	6
l plates for car ...	113	59	38	6	10



### Top-Sponsored Items



Dreo 16 Inch Space Heater, 1800W Silent Ceramic Electric Heater Low Energy, 3-Mode 3-Speed, Overheating & Tip-Over Protection,...

★★★★☆ ~ 2,859



ThisWorx Car Vacuum Cleaner - Portable, Lightweight, Powerful, Handheld Vacuums w/Strong Suction, 3 Attachment Accessories,...

★★★★☆ ~ 249,221



VIMQI 2 in 1 Car Hooks for Bags, Car Bag Hook with Headrest Phone Holder, 360° Rotatable Car Headrest Hooks, Heavy Duty Car Accessories,...

★★★★☆ ~ 147



Lechin Ice Scraper & Snow Brush(2 in 1) Easy to Assemble, Winter Snow Brush With Extendable Handle for Car Windshield and Window, Suitab...

★★★★☆ ~ 620



Creed Car Air Freshener for Men | Avontos Perfume Inspired Car Fragrances | Strong Car Freshener...

GREED

★★★★☆ ~ 892



WindGallop Car Tyre Inflator Air Compressor Tyre Pump 12V Electric Car Air Pump for Car Tyres Bike Tyres with Digital Tyre Pressure Gauge an...

★★★★☆ ~ 3,250



Ryobi R18IW7-0 18V ONE+ Cordless Brushless 3-Speed Impact Wrench (Body Only)

★★★★☆ ~ 498



Pingi Dehumidifier Car And Home LV-A300 - Absorbs Moisture Condensation Damp Keeping Windscreens Clear - One Reusable...

★★★★☆ ~ 24,557



One Million Car Air Freshener for Men | Car Scents Air Freshener with Vent Clip | Strong Car Perfume Air...

Sandalwood

★★★★☆ ~ 405



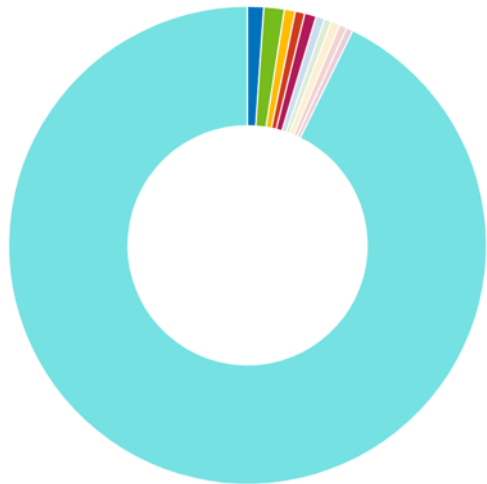
Winzwon Car LED Interior Lights, Gifts for Him Her, Car Accessories for Men Women, Car LED Strip Light with USB Port APP Control, Car Stuff...

★★★★☆ ~ 17,227

# Automotive – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



AUTOGLYM	1.10%
CARPLAN	1.37%
GENERIC	0.74%
BOSCH	0.65%
LEGO	0.78%
HOT WHEELS	0.60%
TURTLE WAX	0.47%
AA	0.60%
SAKURA	0.51%
XTREMEAUTO	0.44%
All Others	92.74%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ice scraper for car windscreen ...	176,488	27,859 ...
windscreen covers frost ...	138,034	13,214 ...
car windscreen cover for winter ...	126,984	13,728 ...
de icer spray for car ...	108,573	14,039 ...
deicer ...	89,853	11,148 ...
ice scraper ...	88,733	13,328 ...
car air fresheners ...	83,768	34,251 ...
windscreen cover ...	75,745	13,970 ...
de icer ...	74,282	9,341 ...
magical car ice scraper ...	65,010	14,907 ...
tyre inflator ...	64,250	22,075 ...
deicer car windscreen ...	60,902	8,192 ...
car accessories for men ...	58,909	14,979 ...
car covers for winter ...	56,920	7,373 ...
ev charger type 2 ...	56,742	17,370 ...
type 2 charging cable 3 pin ...	55,668	11,802 ...
ev charger cable type 2 to 3 pin plug ...	54,118	23,111 ...

# Baby Products – Amazon UK Cyber 5 Recap

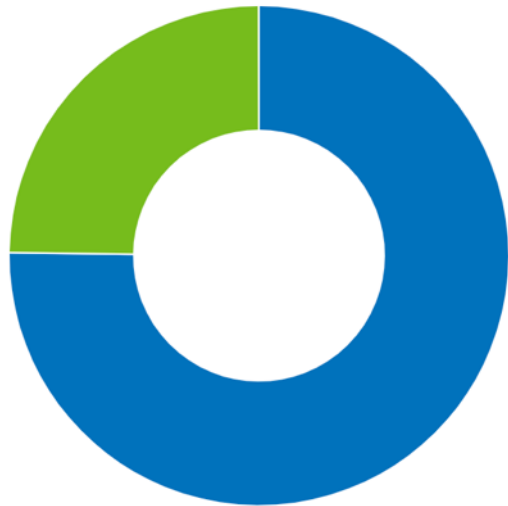
Sales Performance



## Top Brands by Share of Sales



### Badge Breakdown by Type



- Black Friday 75.20%
- Discount 24.80%

### Top-Promoted Brands

Brand	Item Count	Black Friday Items	Discount Items
BIBS ...	171	170	2
TOMMEE TIPPEE ...	96	75	24
NUK ...	70	61	11
VICLOON ...	62	59	3
ZIGJOY ...	58	56	2
MIRACLE BABY ...	56	44	19
LICTIN ...	54	54	0
COSTWAY ...	50	38	12
MAXI-COSI ...	49	37	14
NUBY ...	46	29	17
FLYISH DIRECT ...	44	44	0
MOXTOYU ...	44	44	0
DR. BROWN'S ...	43	35	9
BEBAMOUR ...	41	41	0
GRACO ...	40	39	1
TURMIN ...	38	38	0
MAM ...	36	19	17

# Baby Products – Amazon UK Cyber 5 Recap

## Promotions



### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B08MXSBRBSB ...	Plastic-Free Original Baby Wipes, 720 Count (12 packs), 99.9% Water Base	WATERWIPES ...	1.0	£21.37	14.6%
B012TBXGPI ...	Bepanthen Nappy Care Ointment   Nappy Cream with Provitamin B5 that H	BEPANTHEN ...	5.2	£5.16	33.7%
B0111AIZ68 ...	Huggies Pure, Baby Wipes, 18 Packs (1008 Wipes Total) - 99 Percent Pure	HUGGIES ...	7.8	£13.39	20.1%
B09VH5PCCJ ...	Nuby RapidCool Portable Baby Bottle Maker, Prepare A Formula Feed in Ju	NUBY ...	8.6	£22.66	23.6%
B08ZKLHHK2 ...	Tommee Tippee Twist and Click Advanced Nappy Bin Refill Cassettes, Sus	TOMMEE TIPPEE ...	9.2	£23.32	9.2%
B0876BLB35 ...	Amazon Brand - Mama Bear Sensitive Unscented Baby Wipes, 768 Count	MAMA BEAR ...	16.6	£8.98	11.2%
B09SPF3R7W ...	Baby Toys Jungle Tails Sensory Books, Touch and Feel Soft, Crinkle Paper	HAHALAND ...	17.0	£8.39	23.0%
B07PYRQH5P ...	Skin Relief Moisturising Body Wash, With Soothing Triple Oat Complex, Su	AVEENO ...	17.4	£6.38	16.0%
B0001LTFJQ ...	MAM Easy Start Self Sterilising Anti-Colic Baby Bottle Pack of 3 (3 x 260 ml)	MAM ...	18.6	£20.42	6.9%
B07P7KJ1QS ...	Pampers Sensitive Baby Wipes 15 Packs of 80 = 1200 Baby Wet Wipes, Un	PAMPERS ...	20.0	£15.73	15.7%
B0BB1V4ZH7 ...	NUK Kiddy Cup Night Toddler Cup   12+ Months   300 ml   Leak-Proof Touc	NUK ...	25.6	£4.28	20.2%
B00RP0GHBO ...	Baby Nasal Aspirator NoseFrida the SnotSucker with 20 Extra Hygiene Filt	FRIDABABY ...	26.0	£6.14	27.3%
B00W6ZF8XQ ...	Silentnight Safe Nights Cot Bed Pillow - Anti Allergy Nursery Pillow For Sle	SILENTNIGHT ...	27.8	£5.25	17.2%
B07LD1MGKK ...	Angelcare - Baby Bath Support - Soft Touch Support - Water Level Indicato	ANGELCARE ...	28.0	£18.00	5.6%
B01CUF91B6 ...	Angelcare - Baby Bath Seat - Soft Touch Support - Water Level Indicator - F	ANGELCARE ...	29.6	£20.08	14.5%
B07KBC498P ...	Twist and Click Advanced Nappy Bin Refill Cassettes, Sustainably Sourcec	TOMMEE TIPPEE ...	31.0	£12.50	16.6%
B0B8SKLC96 ...	Tommee Tippee Night Time Soothers, Symmetrical Orthodontic Design, B	TOMMEE TIPPEE ...	37.0	£9.99	13.8%
B01FCMV5RM ...	Onco Baby Rear View Car Mirror for Your Backseat, 100% Shatterproof, Es	ONCO ...	37.8	£11.93	8.1%
B07Q5CZ6ZK ...	Waterdrop Filter Cartridge, Replacement for Tommee Tippee® Closer to N	WATERDROP ...	38.4	£13.51	15.9%
B0B9C9B8JT ...	Nuby Incredible Gulp Water Bottle - No Spill Active Toddler Sippy Cup 360r	NUBY ...	39.6	£7.80	21.9%

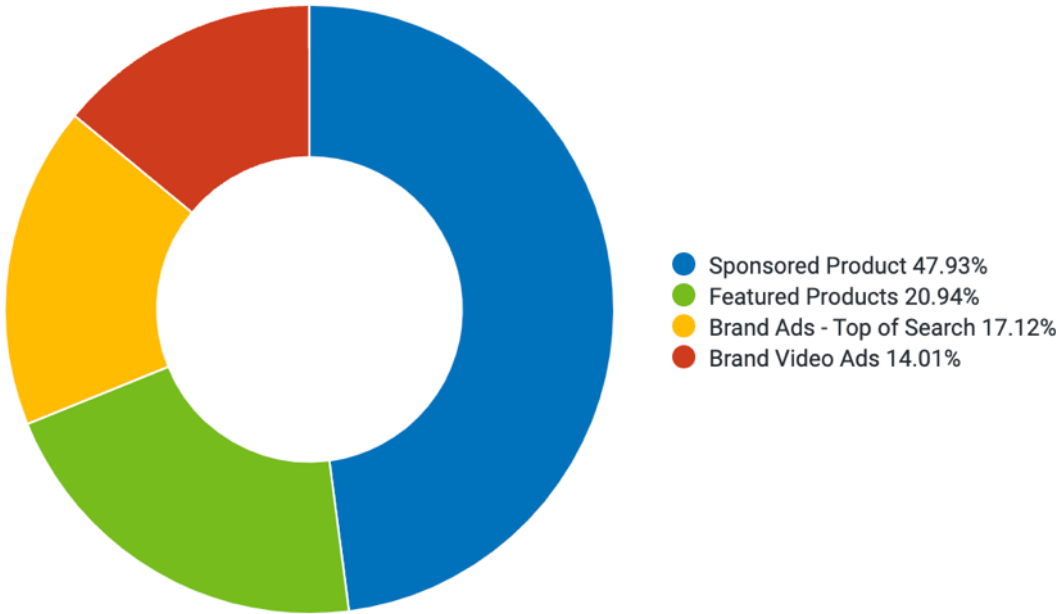


# Baby Products – Amazon UK Cyber 5 Recap

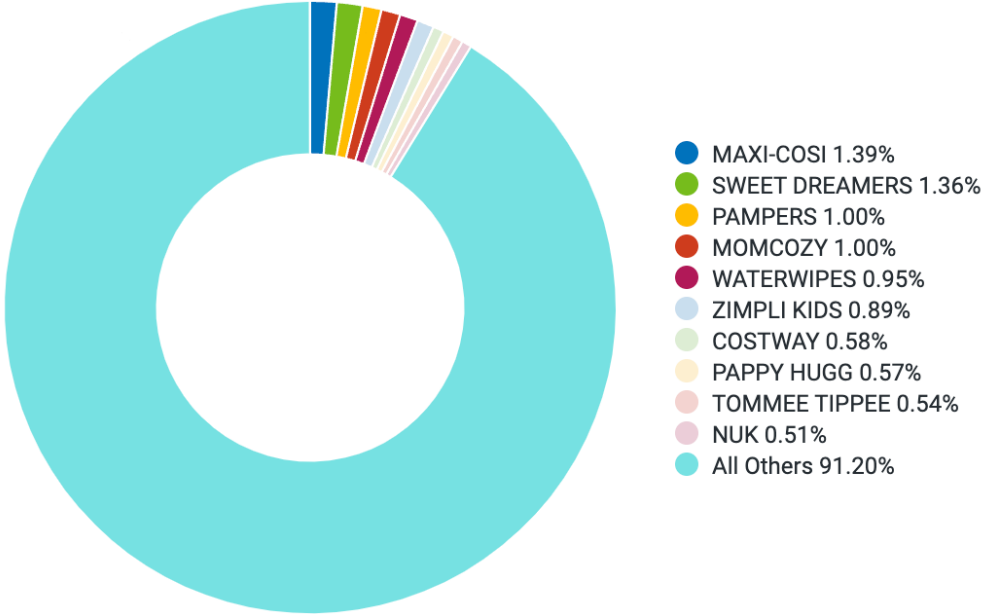
## Sponsorship Activity



### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Baby Products – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
baby changing mat padded ...	131	62	42	10	17
breast feeding cover for mum ...	128	59	47	7	15
baby high chairs 4 months plus ...	127	60	43	9	15
3.5 tog sleeping bag 18-36 months ...	126	59	44	10	13
car seat ...	124	60	40	10	14
baby bath seat ...	120	59	36	10	15
baby proofing edge protector ...	120	60	36	9	15
baby sit up seat ...	119	59	37	10	13
bulb syringe baby nose ...	119	58	40	9	12
mirror for baby car seat ...	119	53	41	10	15
tummy time water mat ...	119	58	36	10	15
baby food feeder ...	118	58	37	10	13
door & stair gates ...	117	60	32	10	15
elvie ...	116	53	38	10	15
snot sucker toddler ...	116	60	34	10	12
baby bath ...	115	55	39	9	12
baby carrier ...	115	57	34	9	15
baby nappy caddy ...	115	60	40	10	5

### Top-Sponsored Items



Sweet Dreamers, Ewan Deluxe with Shush, Grey | Baby & Toddler Sleep Aid Gift | Cry Activated Sensor &...

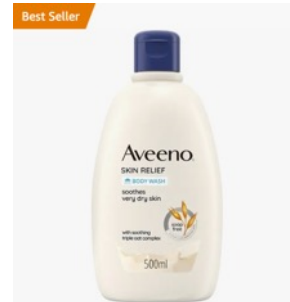
★★★★★ ~ 10,954



WaterWipes Original Plastic Free Baby Wipes, 720 Count (12 packs), 99.9% Water Based Wet Wipes &...

Wipes

★★★★★ ~ 19,573



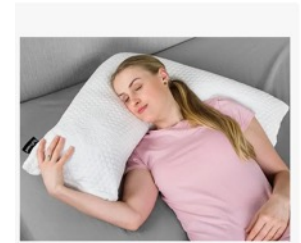
Aveeno Skin Relief Moisturising Body Wash, With Soothing Triple Oat Complex, Suitable For Sensitive Ski...

★★★★★ ~ 4,652



Revitale Luxury Cosy Faux Fur Pom Pom Hot Water Bottle - 2 Litre (Slate Grey)

★★★★★ ~ 11,295



Aviator® Extra Filled V Pillow With Zippered Pillowcase | Adjustable Firmness | UK Made | Orthopedic Pillow for Pregnancy | Neck, Back,...

★★★★★ ~ 307



Baff Bombz Magic Brush from Zimpli Kids, 4 x Bath Bombs, Magically Paint your Bath Water, Creative Toy for Children, Birthday Gifts for Boys &...

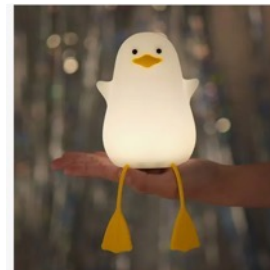
Strawberry

★★★★★ ~ 3,477



BlissLights Sky Lite - LED Star Projector, Galaxy Lighting, Nebula Lamp for Gaming Room, Home Theater, Bedroom Night Light, or...

★★★★★ ~ 9,321



YuanDian Cute Duck Night Light, Gifts for Women Teen Girls Baby, Night Lights for Kids Bedroom, Cute Christmas Seagull Chick Silico...

★★★★★ ~ 797



Lottie Pony Pals Doll with Horse | Horse Gifts For Girls | Horse Toys For Girls & Boys

★★★★★ ~ 1,011



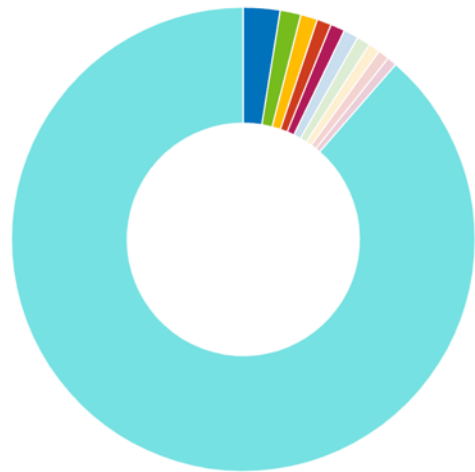
Joyjoz Kids Piano Mat with 25 Sounds, Music Mat for Toddlers, Dance Mat for Children Animal Musical Playmat for Baby Toddlers...

★★★★★ ~ 10,526

# Baby Products – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



● TOMMEE TIPPEE 2.56%
● MAM 1.45%
● PAMPERS 1.18%
● MUNCKIN 0.99%
● SQUISHMALLOWS 1.01%
● NUBY 1.03%
● NUK 0.94%
● FISHER-PRICE 0.81%
● ONE FIRE 0.79%
● VICLOON 0.66%
● All Others 88.58%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
squishmallow ...	172,137	101,628 ...
baby wipes ...	97,529	46,391 ...
bath toys ...	87,280	37,510 ...
mam bottles ...	86,683	33,813 ...
elf on the shelf ...	85,035	71,604 ...
galaxy projector ...	83,038	32,881 ...
hot water bottle ...	77,362	121,120 ...
cotton buds ...	68,656	31,697 ...
baby walker ...	64,872	23,960 ...
water wipes ...	62,885	30,396 ...
baby monitor ...	61,330	37,161 ...
squishmallows uk ...	60,323	35,312 ...
baby essentials for newborn ...	60,037	27,966 ...
baby bath ...	58,833	25,955 ...
tommee tippee bottles ...	55,831	22,945 ...
baby bouncer ...	54,421	22,759 ...
cotton pads ...	52,498	24,492 ...

### Top Brands by Share of Sales

Calvin Klein

**BOSS**  
HUGO BOSS

**CeraVe**<sup>®</sup>  
DEVELOPED WITH DERMATOLOGISTS

**ghd**  
good hair day, every day

**MAYBELLINE**  
NEW YORK

**COSRX**

**JOOP!**

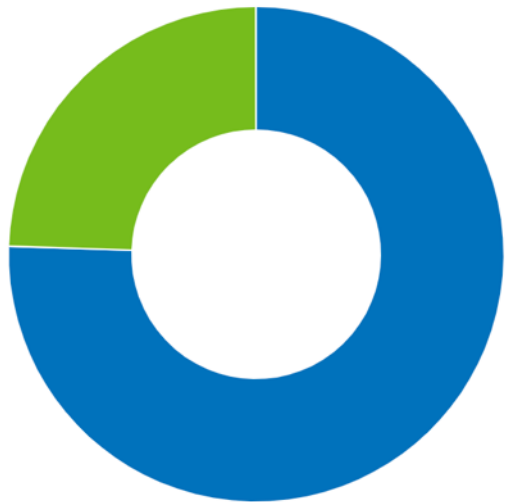
**L'ORÉAL**  
PARIS

**BEDHEAD**

**REVLON**<sup>®</sup>



### Badge Breakdown by Type



● Black Friday  
75.53%  
● Discount 24.47%

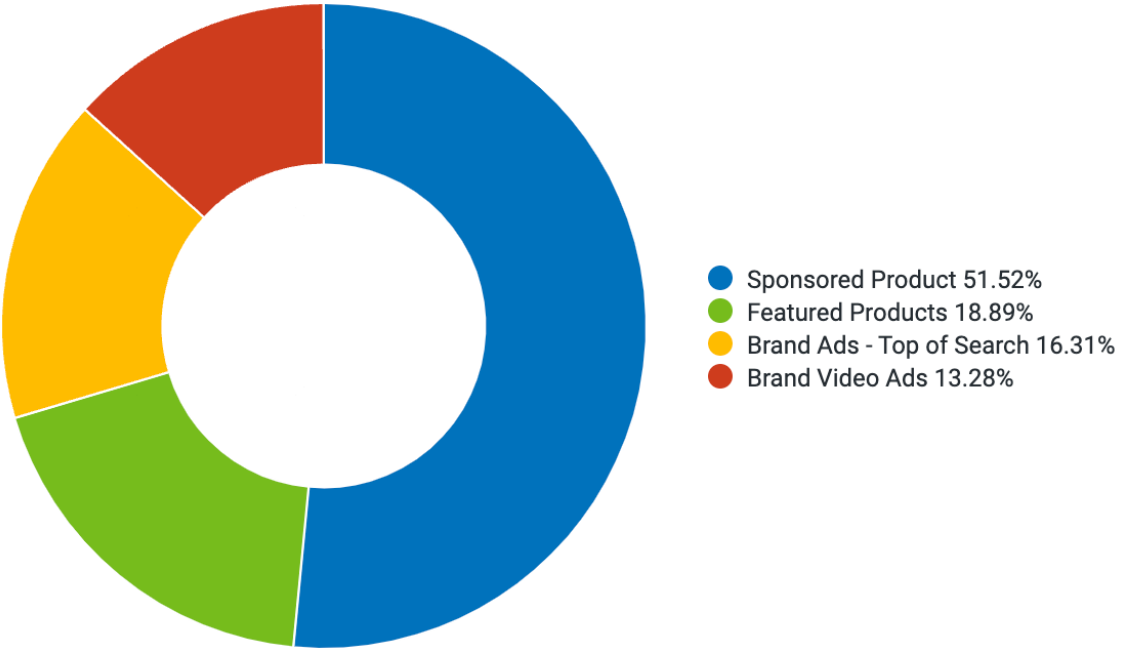
### Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday Items	Discount Items
SAVILAND ...	195	>	193	2
BETLES GEL POLISH ...	171	>	170	4
MYLEE ...	166	>	164	3
REVOLUTION BEAUTY LOND...	135	>	123	14
OULAC ...	123	>	118	5
RIMMEL ...	111	>	73	39
MODELONES ...	103	>	102	1
TOMICCA ...	98	>	97	1
NYX PROFESSIONAL MAKEU...	95	>	71	24
BAICAI ...	93	>	87	6
EBANKU ...	91	>	91	∅
BAYLIS & HARDING ...	90	>	81	13
JMEOWIO ...	87	>	77	12
SANCTUARY SPA ...	84	>	81	3
S-NOILITE ...	81	>	77	4
BLUESKY ...	81	>	72	9
MAKEUP REVOLUTION ...	80	>	75	8

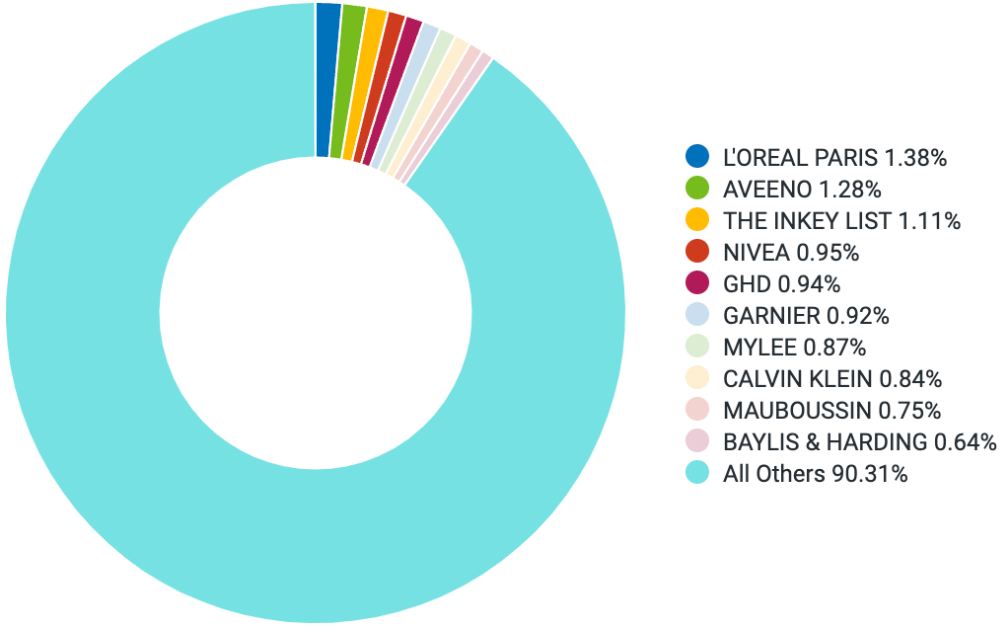
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B08WR5CPNB ...	Maybelline New York Lash Sensational Sky High Mascara, Volumising & L	MAYBELLINE ...	1.0	£5.99	22.3%
B00JR76TKW ...	Maybelline Concealer Instant Anti Age Eraser Eye Concealer, Dark Circles	MAYBELLINE ...	2.6	£5.39	24.5%
B00AYXV5W0 ...	Bed Head by TIGI   Recovery Shampoo and Conditioner Set   Professional	BED HEAD ...	3.4	£10.04	33.8%
B07SST3DHJ ...	Dots for Spots Acne Patches - Pack of 24 Translucent Hydrocolloid Pimple	DOTS FOR SPOTS ...	5.4	£4.49	19.4%
B00PBX3L7K ...	Advanced Snail 96 Mucin Power Essence 100ml, Skin Repair & Hydrating	COSRX ...	5.6	£11.97	18.5%
B000VOLKEA ...	Calvin Klein CKIN2U For Him Eau de Toilette	CALVIN KLEIN ...	6.6	£15.99	19.4%
B00PFCSD4 ...	New York, Volume Mascara, Lash Sensational, Colour: Very Black, 9.5 mL	MAYBELLINE NEW YORK ...	8.6	£4.99	30.3%
B000C1UBRO ...	Calvin Klein Eternity Moment for Women Eau de Parfum	CALVIN KLEIN ...	8.8	£24.80	35.6%
B07CHPWFXK ...	CeraVe Moisturising Cream for Dry to Very Dry Skin 454g with Hyaluronic	CERAVE ...	9.0	£10.20	29.3%
B07C5XPXDC ...	Hydrating Cleanser for Normal to Dry Skin 473ml with Hyaluronic Acid & 3	SHELTIE ...	10.4	£10.84	24.6%
B00YT1IZTO ...	Moisturising Lotion for Dry to Very Dry Skin 473 ml with Hyaluronic Acid a	CERAVE ...	13.4	£10.66	22.5%
B01AC34TS8 ...	Bedhead by TIGI   Resurrection Shampoo and Conditioner Set   Hair care f	TIGI ...	14.6	£10.03	16.3%
B000SDQ224 ...	Eylure DYBROW Eyebrow Dye Kit, Dark Brown	EYLURE ...	17.6	£4.00	27.7%
B0B7RQ46LD ...	CeraVe Blemish Control Face Cleanser With 2% Salicylic Acid & Niacinami	OLEOLEFEC ...	22.8	£8.29	11.4%
B073CWSQ51 ...	COLOR WOW Dream Coat Supernatural Spray, 200 millilitre	COLOR WOW ...	24.2	£18.90	15.3%
B00Q0L0HHY ...	L'Oreal Paris True Match Liquid Foundation, Skincare Infused with Hyaluro	L'OREAL PARIS ...	25.7	£5.50	17.3%
B07C5XD33D ...	CeraVe Foaming Cleanser for Normal to Oily Skin 473ml with Niacinamide	CERAVE ...	26.0	£10.84	25.6%
B08DDYLKGS ...	L'Oréal Men Expert - Gift Set for Men - Hydra Energetic Fully Charged Wash	MEN EXPERT ...	30.0	£11.39	12.3%
B019W17T0Q ...	L'Oréal Magic Retouch Instant Root Concealer Spray, Ideal for Touching Up	L'OREAL PARIS ...	33.0	£3.89	30.1%
B00129XP8M ...	Bio-Oil Skincare Oil - Improve the Appearance of Scars, Stretch Marks and	BIO-OIL ...	36.0	£14.83	26.3%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Beauty – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
perfume atomisers refillable ...	130	60	47	9	14
beauty products for women ...	129	62	44	10	13
nail clippers ...	128	58	45	10	15
nail clippers with catcher ...	127	56	46	10	15
exfoliating glove ...	126	60	45	10	11
face wash ...	125	60	40	10	15
facial scrub ...	125	59	43	10	13
body scrub ...	124	59	40	10	15
soap ...	124	60	39	10	15
eye shadow brushes set ...	123	58	40	10	15
fake tan ...	123	60	40	8	15
makeup brushes ...	123	60	43	7	13
acrylic nail kit ...	122	60	38	10	14
cuticle pusher tool ...	122	60	38	9	15
spoolies ...	122	56	41	10	15
bath oils ...	121	56	41	9	15
blusher stick ...	121	60	46	10	5
bronzer ...	121	58	46	10	7

### Top-Sponsored Items



Aveeno Cream, With Colloidal Oatmeal, Actively Moisturises Dry & Sensitive Skin, Regular Use Hydrate...  
★★★★☆ ~ 7,910



Best Seller  
Grow Me® Hair Growth Shampoo - Not just a Caffeine Shampoo we include Biotin, Argan Oil, Rosemary,...  
★★★★☆ ~ 11,290



The INKEY List 2% Hyaluronic Acid Hydrating Serum to Plump and Smooth Skin for All Skin Types, 30ml  
★★★★☆ ~ 3,229



LA NUIT by PARIS CORNER  
Fragrances for Her Women's EDP  
100ml PARIS CORNER PERFUMES  
★★★★☆ ~ 1,834



COSRX Advanced Snail 96 Mucin Power Essence 100ml, Skin Repair & Hydrating Serum, Snail Secretion...  
★★★★☆ ~ 59,809



PERFUMER'S CHOICE No 11 by Leo  
Perfume for Men. 83ml Eau de Parfum Men, Luxury Fragrance ~...  
★★★★☆ ~ 691



Baylis & Harding Jojoba, Vanilla & Almond Oil Luxury Pamper Present Gift Set (Pack of 1) - Vegan Friendly  
★★★★☆ ~ 94



Aveeno Face CALM+RESTORE Oat Gel Moisturiser, 24-Hour Hydration, For Sensitive Skin, With Prebiotic Oat...  
★★★★☆ ~ 2,800



Simple Regeneration Age Resisting with green tea and prebiotic Facial Wash cleanser for revived and...  
★★★★☆ ~ 1,477



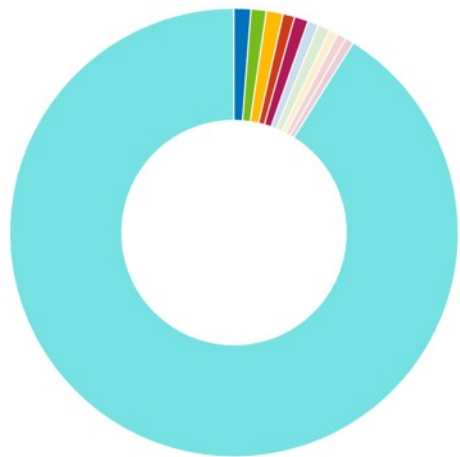
INEOS - Liquid Hand Soap - Moisturising - Handwash with Sea Minerals - 6 Bottles x 250ml  
★★★★☆ ~ 486



# Beauty – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



L'OREAL PARIS	1.22%
E.L.F.	1.10%
NIVEA	1.20%
GARNIER	0.85%
BAYLIS & HARDING	1.00%
CERAVE	0.78%
HUGO BOSS	0.88%
SO...?	0.65%
REMINGTON	0.65%
RIMMEL	0.60%
All Others	91.06%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
hair dryer ...	295,526	99,980 ...
perfume for women ...	270,622	71,861 ...
cerave ...	172,906	56,585 ...
hair straighteners ...	169,256	53,236 ...
mens aftershave ...	165,171	48,743 ...
rosemary oil for hair growth ...	151,737	116,662 ...
elf ...	145,128	98,694 ...
makeup ...	144,133	52,356 ...
bath bombs ...	137,903	37,074 ...
sol de janeiro ...	136,273	57,031 ...
byoma ...	135,620	46,292 ...
makeup organiser ...	132,925	47,037 ...
perfume ...	131,229	36,961 ...
lip balm ...	131,041	46,717 ...
mascara ...	130,855	48,561 ...
gifts for women ...	129,588	162,337 ...
aftershave men ...	123,007	35,203 ...

## Top Brands by Share of Sales



SanDisk

crucial

SAMSUNG



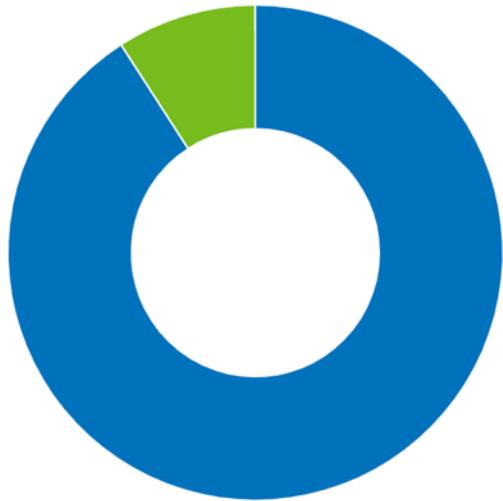
logitech

ASUS®

KOORUI

Lenovo

### Badge Breakdown by Type



- Black Friday 90.88%
- Discount 9.12%

### Top-Promoted Brands

Brand	Item Count	Black Friday Items	Discount Items
UGREEN ...	192	192	0
ASUS ...	107	94	13
HP ...	94	76	21
CORSAIR ...	94	81	15
MOKO ...	89	88	1
ANKER ...	85	85	0
SANDISK ...	78	74	5
TOMTOC ...	75	75	0
AMAZON BASICS ...	71	71	0
SEENDA ...	69	68	1
AMAZON ...	68	68	0
TP-LINK ...	64	61	3
SAMSUNG ...	63	53	12
XP-PEN ...	63	63	0
MSI ...	62	55	8
LOVEVOOK ...	60	60	1
DOOGEE ...	57	56	1

# Computers & Accessories – Amazon UK Cyber 5 Recap

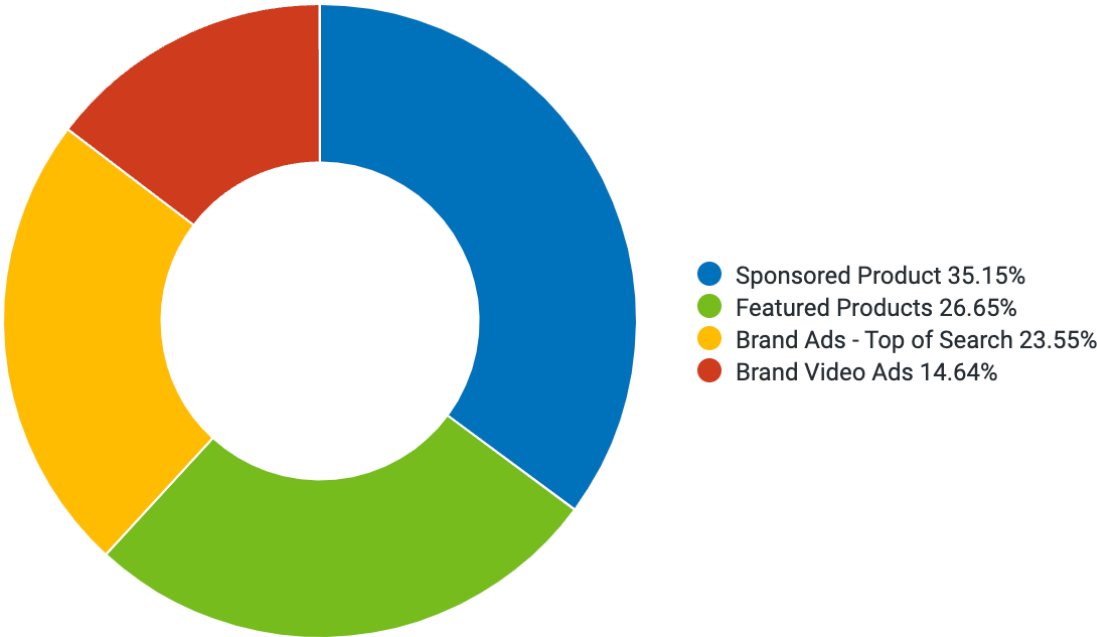
## Promotions



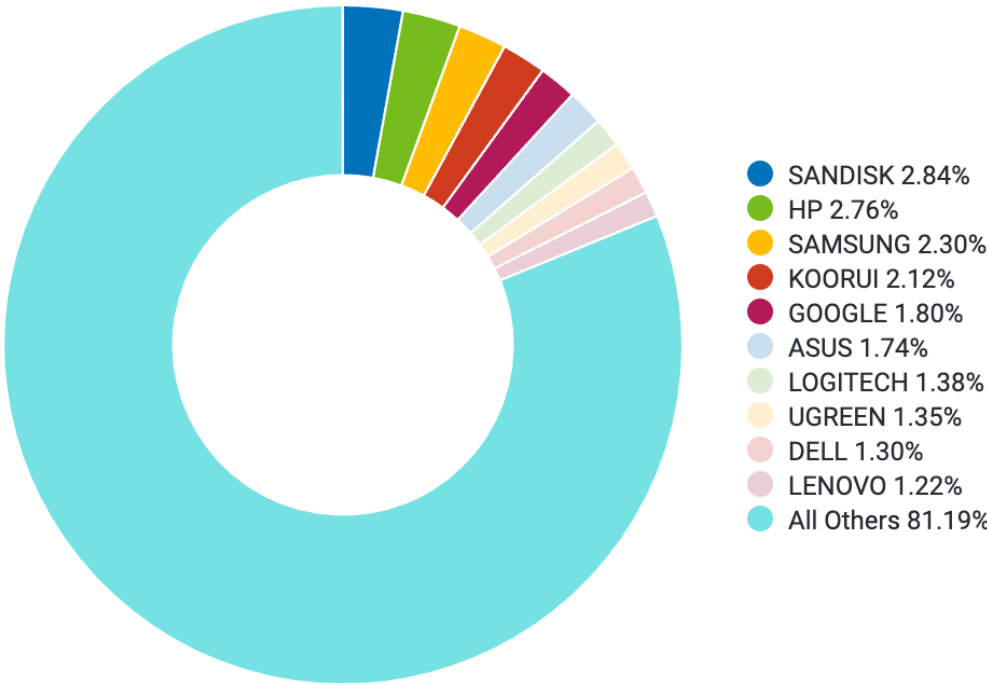
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B09BG9FTXP ...	Amazon Fire HD 8 tablet   8-inch HD display, 32 GB, 30% faster processor,	AMAZON ...	2.4	£49.99	23.9%
B09315ZKWT ...	HP 26K72B DeskJet 2710e All-In-One Colour Printer with 6 Months of Inst	HP ...	4.8	£27.50	3.9%
B015CH1PJU ...	SanDisk 128GB Ultra Flair USB 3.0 Flash Drive	SANDISK ...	10.0	£9.87	21.6%
B0B7NTY2S6 ...	SanDisk 128GB Ultra microSDXC card + SD adapter up to 140 MB/s with A	SANDISK ...	13.2	£9.94	11.6%
B07W4DGVQF ...	MX Master 2S Wireless Mouse with Flow Cross-Computer Control and File	LOGITECH ...	16.2	£38.88	2.6%
B08F2NDB39 ...	Ofuca iPhone Charger Cable 3Pack 6FT/1.8M Lightning Cable Braided iPh	OFUCA ...	18.4	£7.11	15.4%
B09X7BK27V ...	SanDisk 128GB Extreme microSDXC card + SD adapter + RescuePRO Delu	SANDISK ...	20.0	£11.83	11.2%
B09X7FXHVJ ...	SanDisk 128GB Extreme PRO SDXC card + RescuePRO Deluxe, up to 200M	SANDISK ...	20.8	£16.88	17.5%
B07GTWD7Z7 ...	HP 304 Tri-colour and Black Original Ink Cartridge 3JB05AE, 2 Count (Pac	HP ...	21.2	£22.02	5.5%
B08Y5YB5D1 ...	TP-Link AC1900 Gigabit Mesh Wi-Fi Range Extender/Wi-Fi Booster/Wi-Fi F	TP-LINK ...	23.2	£38.43	8.5%
B08TJRWWV1 ...	Amazon Basics - microSDXC Memory Card, 128GB, with SD Adapter, A2, U	AMAZON BASICS ...	24.0	£9.27	10.2%
B0B7NV73PJ ...	SanDisk 256GB Ultra microSDXC card + SD adapter up to 150 MB/s with A	SANDISK ...	34.0	£15.83	11.8%
B08HN37XC1 ...	SanDisk 2TB Extreme Portable SSD, USB-C USB 3.2 Gen 2, External NVMe	SANDISK ...	44.0	£103.21	1.1%
B098WKQRDL ...	Crucial P5 Plus 2TB M.2 PCIe Gen4 NVMe Internal Gaming SSD - Up to 66	CRUCIAL ...	45.8	£88.20	3.1%
B003LNLQ6 ...	CH561EE 301 Original Ink Cartridge, Black, Pack of 1	HP ...	46.6	£16.88	6.1%
B0C55R1MY3 ...	iPhone Charger Cord Lightning Cable (Apple MFi Certified) 3ft 2 Pack iPhc	DAZHWA ...	47.0	£5.94	15.0%
B08PKKTZY5 ...	Ofuca Lightning Cable 3Pack 10FT/3M iPhone Charger Braided Long iPhc	OFUCA ...	51.2	£7.91	15.5%
B07ZQJ89RV ...	2019 Apple iPad (10.2-inch, WiFi, 32GB) - Space Grey (Renewed)	APPLE ...	56.4	£175.00	1.8%
B0BN8NXT2W ...	ASUS Chromebook 14 CX1400CMA Full HD Chromebook (Intel Celeron N4	ASUS ...	61.2	£136.68	1.8%
B0BR3M8XHK ...	UGREEN Revodok USB C Hub, 5-in-1 USB C Multiport Adapter with 100W F	UGREEN ...	63.2	£11.89	27.7%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Computers & Accessories – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
server ...	101		30	47	9	15
micro sd 256gb ...	99		33	43	8	15
usb hub ...	97		34	40	8	15
document scanner ...	95		30	40	10	15
wifi antenna for pc ...	95		29	41	10	15
2tb portable ssd ...	94		30	40	9	15
external ssd 2tb ...	94		28	41	10	15
ipad 11 pro ...	93		23	45	10	15
mouse mat with wrist support ...	93		50	25	8	10
hdd 2tb ...	92		28	40	9	15
wifi 6e router ...	92		30	39	8	15
30m ethernet cable ...	91		28	39	10	14
usb to usb adapter ...	91		28	39	10	14
vga to vga cable ...	91		25	42	9	15
wifi 6 access point ...	91		29	37	10	15
wifi mesh system wifi 6 ...	91		27	40	9	15
10m ethernet cable ...	90		30	39	10	11
2 tb ssd ...	90		27	40	9	14



### Top-Sponsored Items



Samsung T7 Shield Portable SSD 4 TB - USB 3.2 Gen.2 External SSD Black (MU-PE4T0S/EU)

★★★★☆ ~ 38,476



SanDisk 2TB Extreme Portable SSD, USB-C, External NVMe Solid State Drive, up to 1050 MB/s, IP65 rated for dust and water resistance -...

★★★★☆ ~ 69,612



KOORUI 24 Inch FHD Monitor, IPS Computer Monitors, 75Hz, 5ms, 16:9 Full HD (1920 x 1080), VESA Mountable, HDMI/VGA, Low Blue...

★★★★☆ ~ 4,282



UnionSine External Hard Drive 500GB Ultra Slim Portable USB 3.0 HDD Storage Compatible for PC,Mac, Laptop, Xbox, Xbox one, PS4(Black)...

★★★★☆ ~ 27,262



SanDisk 256GB Extreme PRO microSDXC card + SD adapter + RescuePro Deluxe, up to 200 MB/s, with A2 App Performance, for...

★★★★☆ ~ 16,708



SanDisk 256GB Extreme microSDXC card + SD adapter + RescuePRO Deluxe, up to 190MB/s, with A2 App Performance, UHS-I, Class 10, U3,...

★★★★☆ ~ 35,049



SanDisk 128GB Ultra microSDXC card + SD adapter up to 140 MB/s with A1 App Performance UHS-I Class 10 U1

★★★★☆ ~ 40,090



SanDisk 1TB Extreme PRO Portable SSD, USB-C USB 3.2 Gen 2x2 External NVMe Solid State Drive up to 2000 MB/s IP65 rated for dust and water...

★★★★☆ ~ 69,612



Unicorn Gifts for Girls Kids Toys - Learning Educational Girls Toys Age for 3 4 5 6 + Year Olds LCD Doodle Writing Board Drawing Tablet,...

★★★★☆ ~ 4,936



Microsoft Surface Pro 9 - 13 Inch 2-in-1 Tablet PC - Silver - Intel Core i7, 16GB RAM, 256GB SSD - Windows 11 Home - Device only, UK plug, 2022...

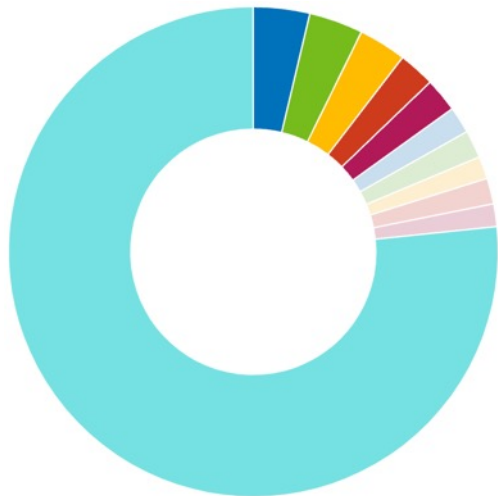
★★★★☆ ~ 98

# Computers & Accessories – Amazon UK Cyber 5 Recap

## Organic Search Visibility



### Most Visible Brands



- APPLE 3.73%
- SAMSUNG 3.56%
- AMAZON 3.15%
- ASUS 2.40%
- HP 2.24%
- TP-LINK 1.77%
- LOGITECH 1.82%
- ANKER 1.47%
- CORSAIR 1.71%
- MSI 1.51%
- All Others 76.63%

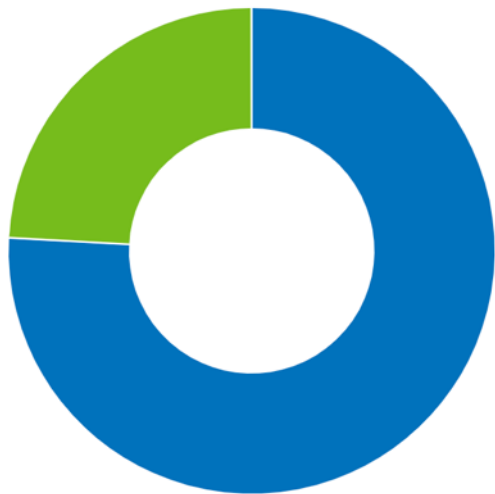
### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
laptop ...	278,943	169,534 ...
ipad ...	209,125	134,324 ...
tablet ...	156,384	81,938 ...
monitor ...	115,583	69,779 ...
iphone charger ...	111,930	138,540 ...
gaming pc ...	111,308	70,456 ...
gaming monitor ...	103,842	54,816 ...
gaming laptop ...	87,878	54,414 ...
amazon fire tablet ...	85,723	44,501 ...
printer ...	80,943	49,408 ...
gaming mouse ...	78,874	45,568 ...
wireless mouse ...	70,036	44,411 ...
kindle fire ...	68,094	32,667 ...
usb c charger cable ...	67,392	58,651 ...
kids tablet ...	59,414	44,233 ...
mouse pad ...	58,864	31,937 ...
pc ...	58,032	36,195 ...

## Top Brands by Share of Sales



### Badge Breakdown by Type



● Black Friday  
75.87%  
● Discount 24.13%

### Top-Promoted Brands

Brand	Item Count	Black Friday Items	Discount Items
BOSCH PROFESSIONAL ...	170	146	36
PROBRICO ...	136	136	0
DRAPER ...	123	66	58
WORKPRO ...	104	104	0
RYOBI ...	98	89	22
HEMWAY ...	91	91	0
GROHE ...	89	80	10
YALE ...	87	65	24
EINHELL ...	82	70	16
PRECIVA ...	82	79	3
VGO... ...	76	76	0
OLIGHT ...	75	73	2
COMMAND ...	74	67	10
PRESCH ...	73	72	1
CASOMAN ...	72	72	0
AMAZON BASICS ...	69	65	4
BOSCH HOME AND GARDEN...	65	49	17

# DIY & Tools – Amazon UK Cyber 5 Recap

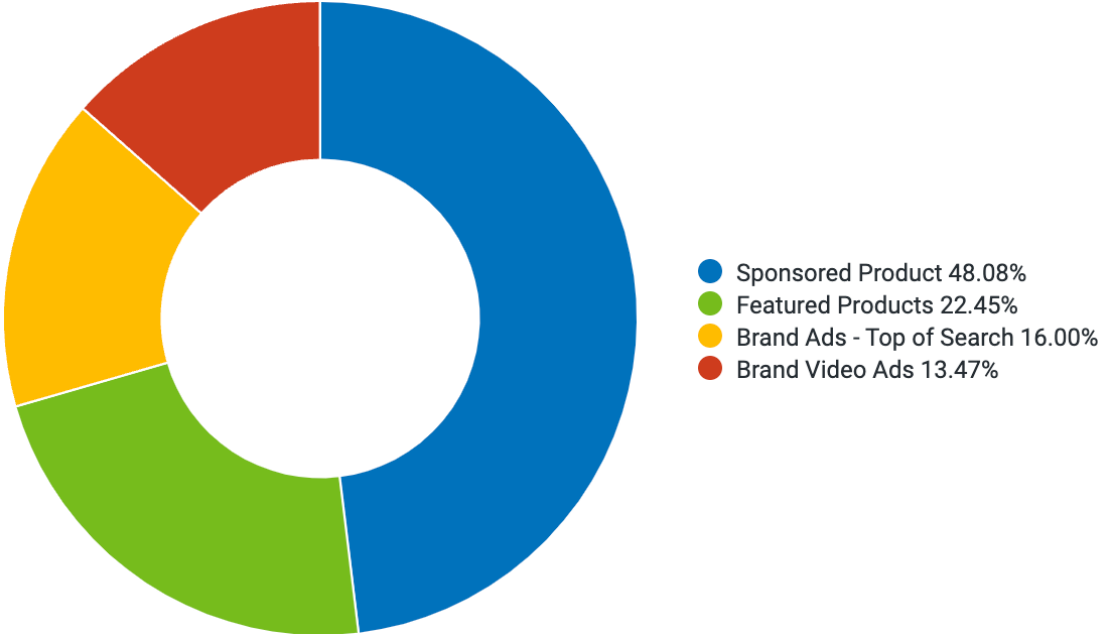
## Promotions



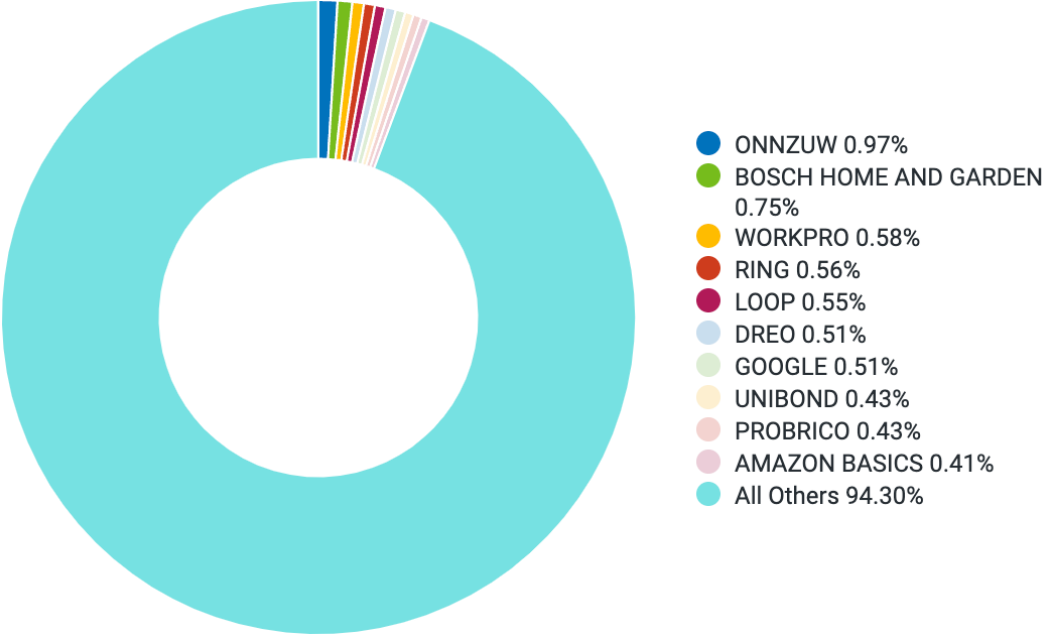
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0931VRJT5 ...	Video Doorbell (2nd Gen) by Amazon   Wireless Video Doorbell Security Ca	RING ...	1.0	£48.49	37.7%
B0C5QXCP7Z ...	Ring Outdoor Camera Battery (Stick Up Cam)   HD wireless outdoor Secur	RING ...	6.6	£49.99	9.1%
B07WSX4NCV ...	Kidde 5CO Battery Powered Carbon Monoxide Alarm 10 Year Life	KIDDE ...	10.6	£15.00	13.6%
B000P4IQN4 ...	Bosch 70-Pieces X-Line Titanium Drill and Screwdriver Bit Set (for Wood, M	BOSCH ACCESSORIES ...	22.3	£16.96	18.5%
B00LOQMCDM ...	Command Picture & Frame Hanging Strips Value Pack, Large, White, 12-Pa	COMMAND ...	24.6	£8.62	22.3%
B0BRGQ5XF2 ...	Magichome Shower Head, High Pressure 5 Modes Filter Shower Head, Un	MAGICHOME ...	27.2	£8.99	16.9%
B08LR3G17D ...	Video Doorbell Wired by Amazon   Doorbell Security Camera with 1080p H	RING ...	30.6	£32.07	19.1%
B079GW8FQ1 ...	Beldray BEL0749 Cordless Window Vac – Rechargeable Window Cleaning	IPS IP SMART ...	34.4	£23.63	6.7%
B0B42R2GKP ...	Blukar LED Torch Rechargeable, Super Bright Adjustable Focus Flashlight,	BLUKAR ...	34.6	£6.79	19.4%
B000FO6MRQ ...	Best Price Square SAFECAN - HEINZ BAKED BEANZ BPSCA 202HB - SR07	STERLING ...	35.3	£4.40	23.4%
B00U9Q7INC ...	Command Wire Toggle Medium Hook, Pack of 6 Hooks and 8 Adhesive St	COMMAND ...	37.6	£8.39	16.0%
B086N961L2 ...	Command Picture Hanging Strips, Value Pack - 8 x 2 Medium and 8 x 2 La	COMMAND ...	46.6	£9.91	13.5%
B09BJV39FB ...	Head Torch Rechargeable, Blukar 2000L Super Bright LED Headlamp Hea	BLUKAR ...	53.8	£10.19	17.0%
B09V5C7GHF ...	FireAngel Optical Smoke Alarm with 10 Year Sealed For Life Battery, FA66	FIREANGEL ...	59.0	£12.29	18.7%
B08DCFVDBT ...	DREETINO Bath Sealant Strip,11ft Self Adhesive Caulk Strip Sealant Tape	DREETINO ...	64.4	£6.39	25.6%
B08LNX3SDN ...	Smart Radiator Thermostat - Wifi Add-On Smart Radiator Valve For Digital	TADO° ...	66.7	£43.68	5.0%
B00AQJ6V40 ...	D-Line Cable Tidy Box, Hide & Conceal Extension Blocks, Desk Cable Mana	D-LINE ...	69.6	£7.74	13.9%
B09ZMTWQP1 ...	K-MART Professional Nitrile Powder Free Multi-Purpose Gloves, Disposabl	K-MART ...	72.0	£5.89	15.7%
B082XV82P9 ...	WV 2 Plus Window Vac	NONE/BRAND ...	73.0	£44.65	7.1%
B09HXC3NL8 ...	CS 6 Pack Extra Large Plastic Dust Sheets for Decorating 3.6 x 3m (12 x 1	CAELUM STAR ...	79.3	£6.99	19.5%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand





# DIY & Tools – Amazon UK Cyber 5 Recap

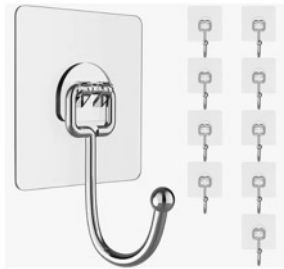
## Sponsorship Activity



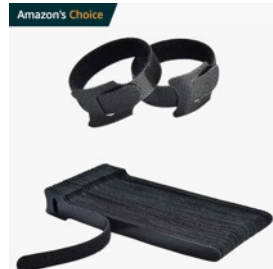
### Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword			Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
glue for plastic ...		129	56	49	10	14
dust sheets ...		128	56	49	9	14
gate hinges for wooden gates ...		128	58	48	10	12
command strips large ...		127	58	44	10	15
sanding blocks for wood ...		126	58	43	10	15
green laser level ...		124	60	39	10	15
hose clip pliers ...		124	56	43	10	15
mop holder ...		124	60	42	10	12
chrome door handles internal ...		123	59	39	10	15
door bell ...		123	60	39	9	15
drilling machine ...		123	60	38	10	15
key chain light ...		123	55	43	10	15
ball pein hammer ...		122	60	37	10	15
heavy duty tape ...		122	55	48	10	9
white electric fire ...		122	59	43	10	10
chrome towel holder ...		121	53	42	11	15
gaffer tape black ...		121	60	44	9	8
mouse sanding pads ...		121	60	38	10	13

### Top-Sponsored Items



onnuw Large Adhesive Hook  
Hanging Heavy Wall Hook 22 pounds  
self-Adhesive Towel Hook  
Waterproof Transparent Hook Door...  
★★★★☆ ~ 106



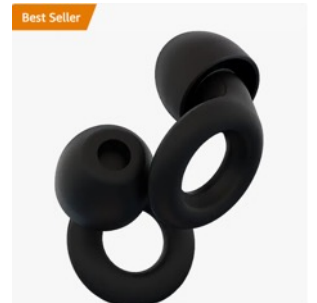
Amazon's Choice  
50PC Cable Ties Reusable - Cable  
Straps Multi-Purpose Tie Wraps  
Fastening Straps Used for  
Headphones Phones Electronics Wir...  
★★★★☆ ~ 36



Dreo Space Heater, 70° Oscillating  
Electric PTC Ceramic Heater with  
Thermostat, Remote Control, 3-Mode  
3-Speed, 1-12H Timer, Overheating...  
★★★★☆ ~ 1,060



Google GWX3T Nest Doorbell  
(Battery) - Wireless 960p Video  
Doorbell - Smart WiFi Motion Only  
Doorbell Camera, Snow  
★★★★☆ ~ 540



Best Seller  
Loop Quiet - Ear Plugs for Sleep –  
Super Soft, Reusable Hearing  
Protection in Flexible Silicone for...  
★★★★☆ ~ 70,830



Dreo 16 Inch Space Heater, 1800W  
Silent Ceramic Electric Heater Low  
Energy, 3-Mode 3-Speed,  
Overheating & Tip-Over Protection,...  
★★★★☆ ~ 2,869



Best Seller  
AI Gear Contour Gauge Duplicator 10  
Inch Widen Profile Tool Precise  
Measuring of Irregular Shapes for  
Laminate Wood Tiling and Flooring  
★★★★☆ ~ 2,442



Art3d 10-Sheet Peel and Stick  
Backsplash, 12 in. x 12 in. Subway 3D  
Wall Panels, Mono White with Gray  
Grout (A17048)  
★★★★☆ ~ 5,583

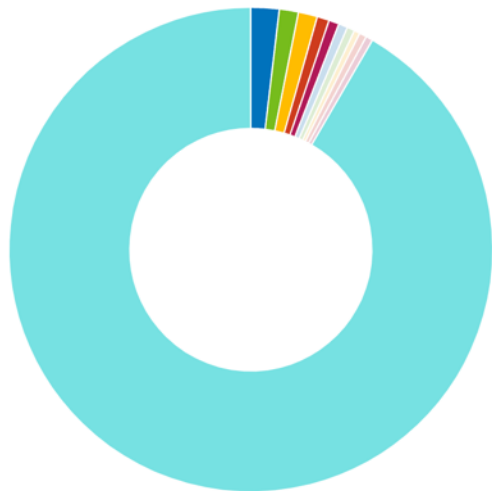


LIVIVO Pack of 10x 500ml Interior  
Dehumidifiers- Helps Stop Damp,  
Mildew, Mould Condensation  
Moisture Absorber Remover in Hom...  
★★★★☆ ~ 3,466



Amazon Exclusive  
tado° Wireless Smart Thermostat  
Starter Kit V3+ Incl. Stand – Full  
Control Over Your Boiler And Hot  
Water From Anywhere, Save Energy,...  
★★★★☆ ~ 2,987

### Most Visible Brands



- RING 1.89%
- DEWALT 1.27%
- COMMAND 1.28%
- STANLEY 0.81%
- MAKITA 0.69%
- DRAPER 0.61%
- GENERIC 0.50%
- UNIBOND 0.39%
- MILWAUKEE 0.48%
- AMAZON 0.47%
- All Others 91.61%

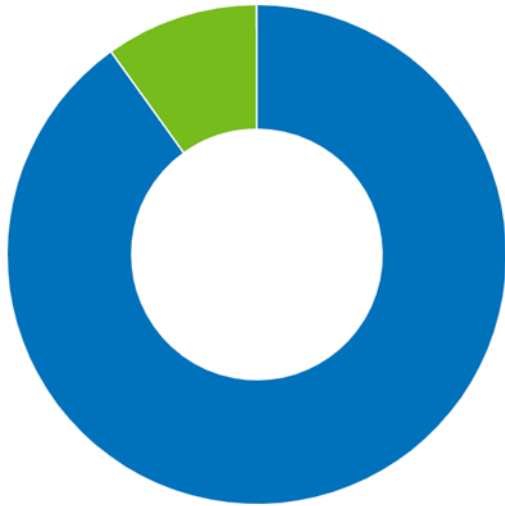
### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ring doorbell wireless ...	439,483	251,751 ...
ring doorbell ...	387,701	167,143 ...
dehumidifiers for home ...	312,356	304,472 ...
smart plug ...	219,436	51,019 ...
karcher window vac ...	174,222	40,720 ...
command strips ...	163,116	50,807 ...
command hook ...	162,119	37,376 ...
extension lead ...	137,106	89,580 ...
radiator key ...	128,528	43,344 ...
shower head ...	120,665	56,994 ...
dehumidifier ...	111,584	197,240 ...
carbon monoxide alarm ...	108,907	23,526 ...
toilet seat ...	107,375	56,420 ...
tapo smart plug ...	103,494	22,226 ...
window vac ...	101,410	31,481 ...
doorbell ...	99,109	28,618 ...
heater ...	98,634	69,631 ...

## Top Brands by Share of Sales



### Badge Breakdown by Type



● Black Friday 90.07%  
● Discount 9.93%

### Top-Promoted Brands

Brand	Item Count	Black Friday Items	Discount Items
NEEWER ...	294	293	1
SPIGEN ...	247	246	1
SAMSUNG ...	184	161	32
AMAZON ...	169	169	0
ESR ...	151	151	0
SMALLRIG ...	137	137	0
POPSOCKETS ...	134	134	3
TECHGEAR ...	130	122	8
UGREEN ...	130	130	0
ZTOFERA ...	126	126	0
ANKER ...	122	122	0
K&F CONCEPT ...	116	116	0
SONY ...	107	93	19
QLTYPRI ...	105	105	0
AMAZON BASICS ...	101	101	0
UEEBAI ...	92	92	0
PANASONIC ...	86	74	18

# Electronics & Photo – Amazon UK Cyber 5 Recap

## Promotions

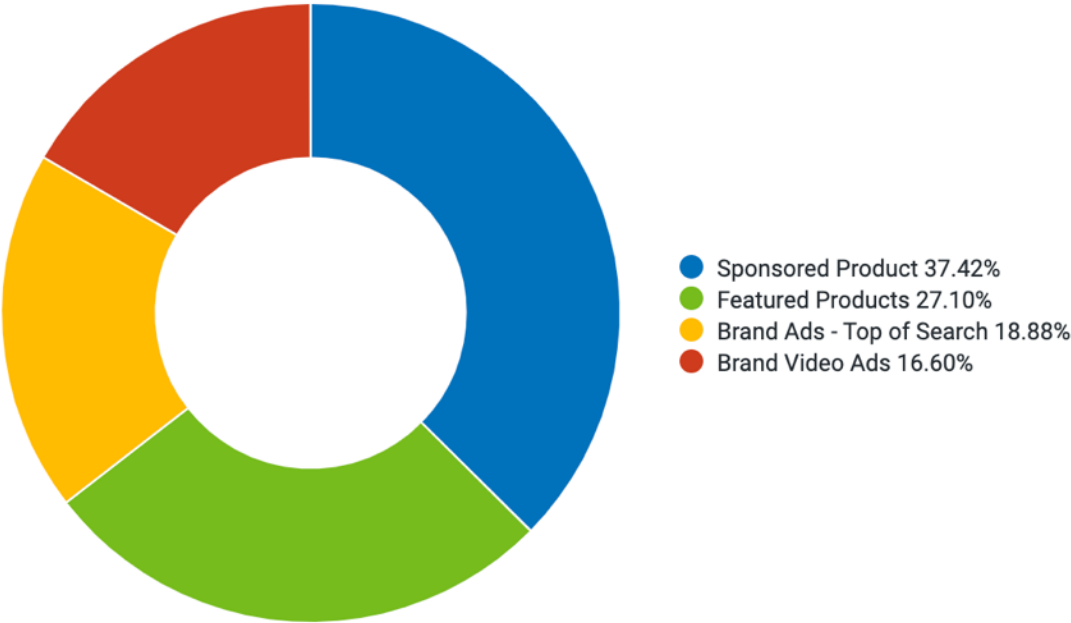


### Discounts on Best-Selling Items

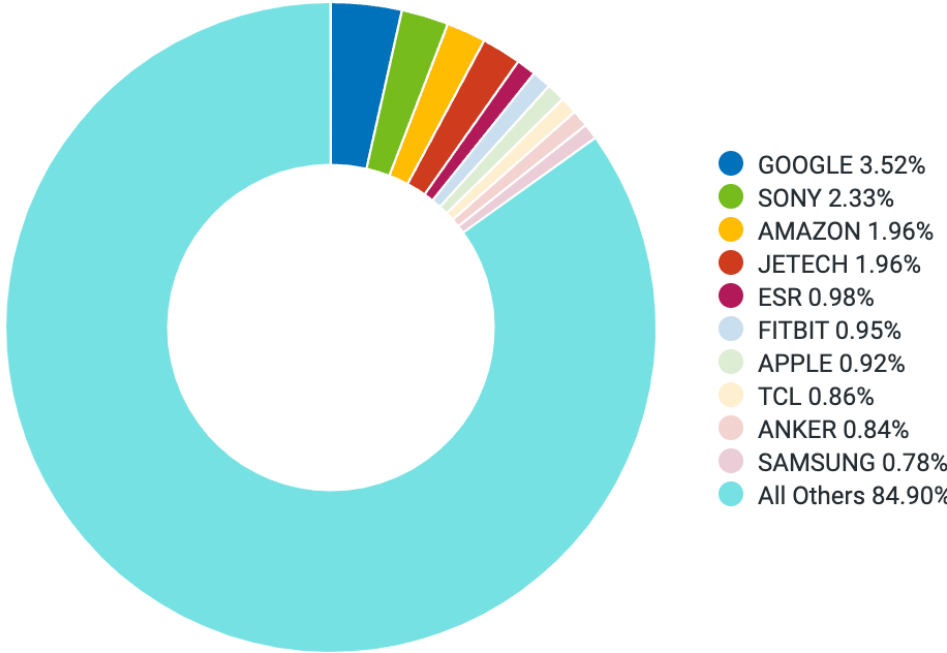
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B08C1RR8JM ...	Amazon Fire TV Stick, Alexa Voice Remote, TV controls and access to hur	AMAZON ...	1.0	£24.99	36.4%
B0931VRJT5 ...	Video Doorbell (2nd Gen) by Amazon   Wireless Video Doorbell Security Ca	RING ...	2.0	£48.49	37.7%
B0BTFRN4K6 ...	All-new Amazon Fire TV Stick 4K streaming device   supports Wi-Fi 6, Dolb	AMAZON ...	2.8	£34.99	33.8%
B09B96TG33 ...	Echo Dot (5th generation, 2022 release)   Big vibrant sound Wi-Fi and Blue	AMAZON ...	4.4	£20.16	55.0%
B093C9B1HK ...	Plus AA Batteries (24 Pack) - Alkaline 1.5V - Up To 100% Extra Life - Reliab	DURACELL ...	4.6	£13.99	22.0%
B07MLFBJG3 ...	Amazon Basics AA Alkaline Batteries, Industrial Double A, 5-Year Shelf Lif	AMAZON BASICS ...	10.2	£11.35	11.8%
B082YTKC47 ...	Amazon Smart Plug, works with Alexa, Certified for Humans device	AMAZON ...	10.4	£12.99	31.6%
B091G31KSJ ...	Fire TV Stick Lite with Alexa Voice Remote Lite, our most affordable HD st	AMAZON ...	11.2	£21.99	29.7%
B0BTFSYWWB ...	All-new Amazon Fire TV Stick 4K Max streaming device   supports Wi-Fi 6	AMAZON ...	11.4	£44.99	28.4%
B00NTCH52W ...	Amazon Basics AA 1.5 Volt Performance Alkaline Batteries - Pack of 20 (A	AMAZON BASICS ...	14.8	£7.98	15.2%
B09WX6QD65 ...	Echo Pop   Full sound compact Wi-Fi and Bluetooth smart speaker with Al	AMAZON ...	15.6	£17.99	40.3%
B07KX2N355 ...	AAA Alkaline Batteries, High-Performance (Triple A), 10-Year Shelf Life, 12	AMAZON BASICS ...	17.8	£5.65	15.4%
B07L49RDJH ...	Energizer AA Batteries, Alkaline Power, 24 Pack, Double A Battery Pack - A	ENERGIZER ...	18.0	£10.99	13.6%
B0C5CH5QCX ...	Smart Watch for Men Women Answer/Make Calls, 1.85" Smartwatch, Fitn	NERUNSA ...	21.2	£25.49	8.1%
B0C5QXCP7Z ...	Ring Outdoor Camera Battery (Stick Up Cam)   HD wireless outdoor Secur	RING ...	23.8	£49.99	9.1%
B09BG9FTXP ...	Amazon Fire HD 8 tablet   8-inch HD display, 32 GB, 30% faster processor,	AMAZON ...	24.6	£49.99	18.1%
B09ZX9NP2W ...	Echo Pop   Full sound compact Wi-Fi and Bluetooth smart speaker with Al	AMAZON ...	30.8	£17.99	40.3%
B07L4JW13K ...	Energizer AAA Batteries, Alkaline Power, 24 Pack, Triple A Battery Pack - A	ENERGIZER ...	32.0	£10.99	12.6%
B09ZXD MN CY ...	Echo Pop   Full sound compact Wi-Fi and Bluetooth smart speaker with Al	AMAZON ...	34.4	£17.99	40.3%
B07MLDJF3B ...	Amazon Basics AAA Alkaline Batteries, Industrial Triple A, 5-Year Shelf Lif	AMAZON BASICS ...	36.6	£10.04	17.3%



### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Electronics & Photo – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
aerial splitter ...	97	30	42	10	15
kids mp3 player ...	97	30	43	10	14
aaa rechargeable batteries ...	95	30	40	10	15
dash cam front and rear ...	94	26	46	10	12
iphone 15 screen protector ...	94	30	41	8	15
bluetooth car adapter ...	93	30	38	10	15
multi plug adaptor ...	93	29	39	10	15
cd players for home hifi ...	92	34	45	10	3
phone landline ...	92	29	45	7	11
rca cables ...	92	30	38	9	15
tv with dvd player built in ...	92	24	43	10	15
cd players for home ...	91	27	44	10	10
dab car radio ...	91	30	38	8	15
dab radio ...	91	29	37	10	15
gopro hero 12 accessories ...	91	27	39	10	15
samsung charger ...	91	30	35	9	17
video light ...	91	23	43	10	15
32inch smart tv full hd ...	90	33	36	10	11

### Top-Sponsored Items



Amazon Exclusive  
Google Pixel 7a and Pixel 30W  
Charger Bundle – Unlocked Android  
5G Smartphone with Wide-Angle  
Lens and 24-Hour Battery - Sea...  
★★★★☆ ~ 123



Amazon Exclusive  
Google Pixel 7a and Pixel 30W  
Charger Bundle – Unlocked Android  
5G Smartphone with Wide-Angle  
Lens and 24-Hour Battery - Snow...  
★★★★☆ ~ 43



HEYSONG Portable Bluetooth  
Speaker, Waterproof Wireless  
Outdoor Speakers with LED Light,  
Enhanced Bass, IPX7 Floating, 40H...  
★★★★☆ ~ 2,318



Sony BRAVIA | KD-43X75WL | LED |  
4K HDR | Google TV | ECO PACK |  
BRAVIA CORE | Narrow Bezel Design  
★★★★☆ ~ 49



Google GWX3T Nest Doorbell  
(Battery) - Wireless 960p Video  
Doorbell - Smart WiFi Motion Only  
Doorbell Camera, Snow  
★★★★☆ ~ 540



Denon DHT-5316 Soundbar with  
Subwoofer, Bluetooth Sound Bar for  
Surround Sound System, Dolby  
Digital, DTS Decoding, Dialogue...  
★★★★☆ ~ 817



Sony WF-1000XM5 Wireless Noise  
Cancelling Earbuds, Bluetooth, In-Ear  
Headphones with Microphone, Up to  
24 hours battery life and Quick...  
★★★★☆ ~ 724



Kids Camera for Girls Boys, Instant  
Print Camera Toy for 3-14 Year Old,  
1080P HD Digital Camera with Photo  
Paper Birthday Gifts for Girl 6 Colou...  
★★★★☆ ~ 252



Wireless Earbuds, Bluetooth 5.3  
Headphones In Ear with 4 ENC Noise  
Cancelling Mic, Btootos New  
Bluetooth Earbuds Mini Deep Bass...  
★★★★☆ ~ 25,616

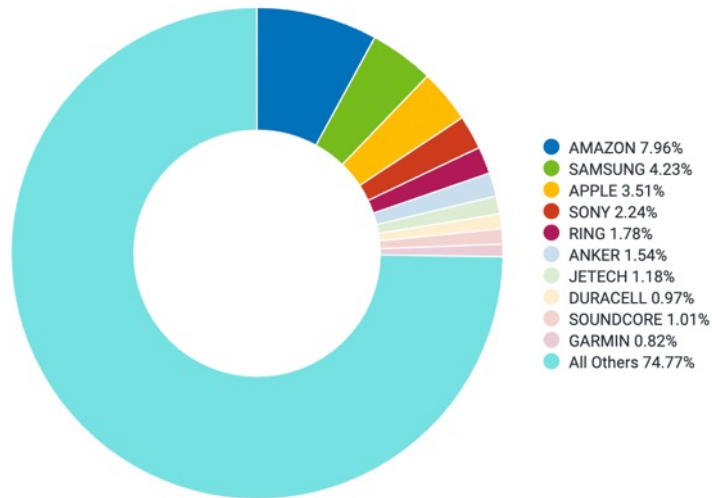


Google Pixel 7 – Unlocked Android  
5G Smartphone with wide-angle lens  
and 24-hour battery – 128GB –  
Obsidian  
★★★★☆ ~ 2,133

# Electronics & Photo – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
fire tv stick ...	425,146	146,582 ...
aa batteries ...	412,791	231,086 ...
kindle ...	395,808	220,678 ...
alexa ...	332,486	146,944 ...
tv ...	289,488	140,983 ...
airpods ...	228,476	126,220 ...
alexa devices ...	199,072	101,408 ...
headphones ...	193,132	115,483 ...
black friday deals 2023 ...	189,301	143,616 ...
ring doorbell wireless ...	188,277	251,751 ...
kindle paperwhite 2023 ...	182,528	85,142 ...
echo dot ...	177,573	70,517 ...
amazon fire tv 55 inch ...	174,853	84,882 ...
ring doorbell ...	169,134	167,143 ...
iphone 15 pro max case ...	162,808	149,911 ...
smart watch ...	160,331	86,058 ...
fire stick ...	149,661	99,947 ...

## Top Brands by Share of Sales

**crocs™**

Calvin Klein



**UGG®**



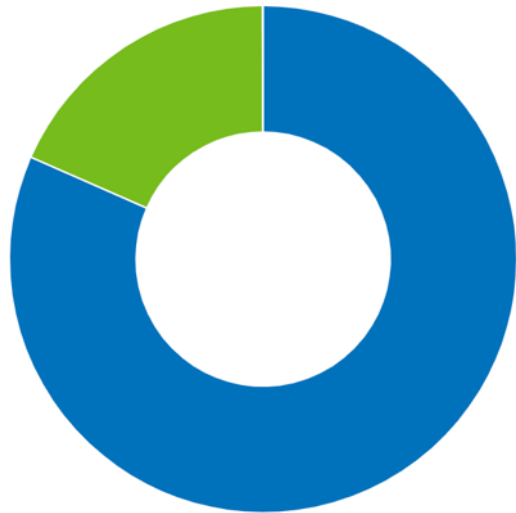
**Nerunsa**



**ROCKDOVE**

***SKECHERS***

### Badge Breakdown by Type



- Black Friday 81.60%
- Discount 18.40%
- Teacher's Pick 0.00%

### Top-Promoted Brands

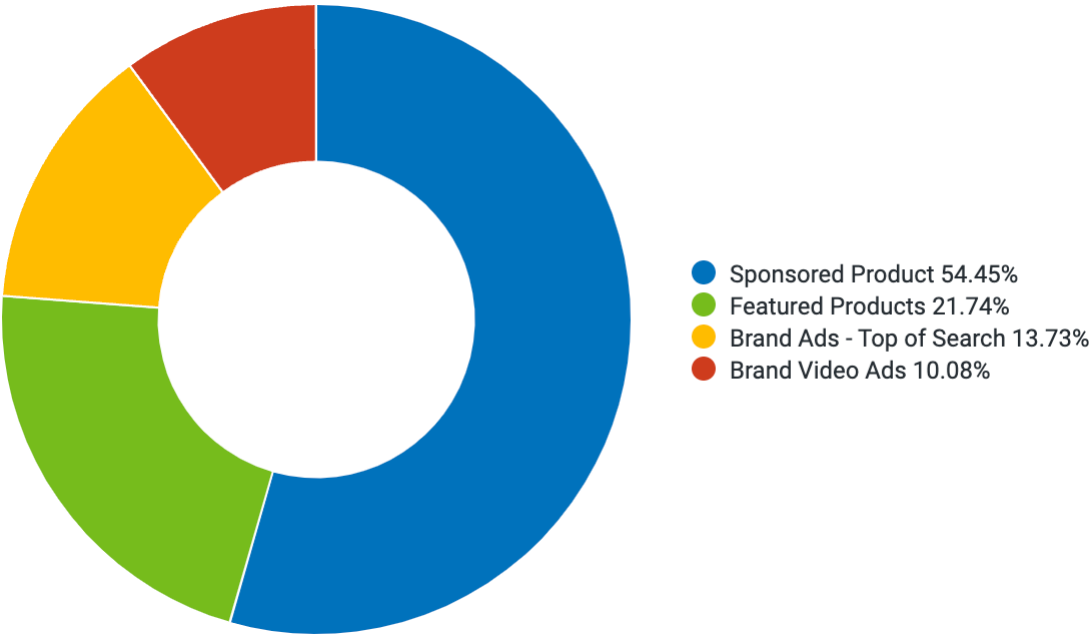
Brand	Item Count	Badge Type	Black Friday Items	Discount Items	Teacher's Pick Items
GRACE KARIN ...	1,566	>	1,521	57	∅
DREAM PAIRS ...	1,388	>	1,252	157	∅
ADIDAS ...	1,298	>	506	855	∅
AMAZON ESSENTIALS ...	1,246	>	1,008	240	∅
CROCS ...	1,007	>	800	238	∅
ROMAN ORIGINALS ...	961	>	845	122	∅
PUMA ...	756	>	643	130	∅
LEVI'S ...	749	>	592	176	∅
TACVASEN ...	714	>	714	∅	∅
TOMMY HILFIGER ...	668	>	479	211	∅
SKECHERS ...	647	>	446	217	∅
AOKOSOR ...	628	>	611	19	∅
MOUNTAIN WAREHOUSE ...	566	>	446	129	∅
CLARKS ...	528	>	394	137	∅
VLAZOM ...	520	>	518	2	∅
DANISH ENDURANCE ...	514	>	514	∅	∅
REEBOK ...	458	>	402	63	∅



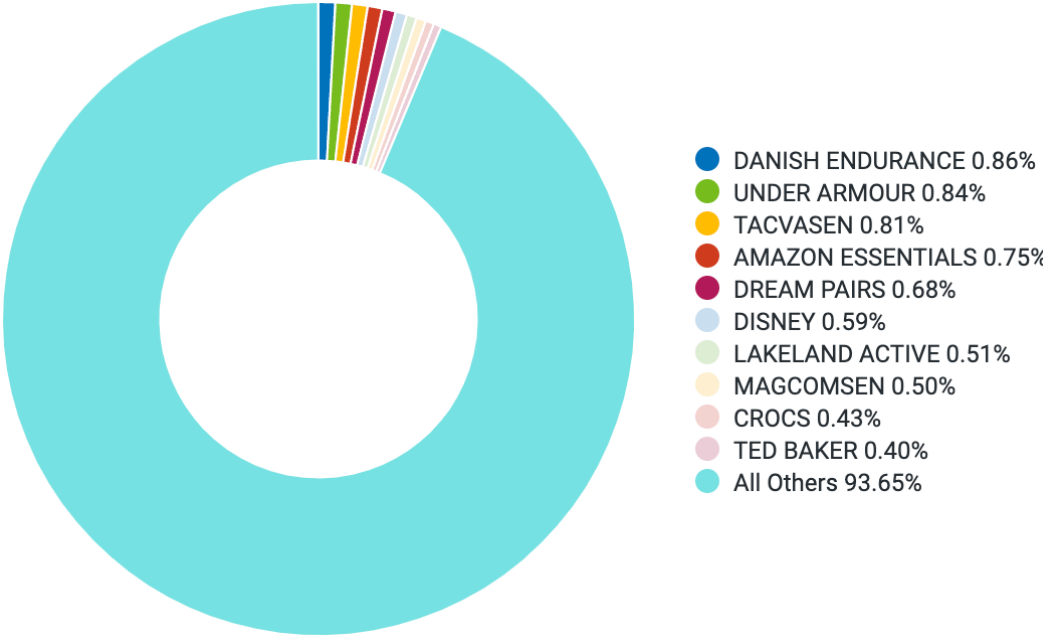
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B09NM9YNPH ...	Unisex Classic Clogs (Best Sellers) Clogs	CROCS ...	2.2	£28.62	6.1%
B001BEAWXY ...	Calvin Klein Men's Trunk (Pack of 3)	CALVIN KLEIN ...	3.4	£21.00	30.0%
B0C5CH5QCY ...	Smart Watch for Men Women Answer/Make Calls, 1.85" Smartwatch, Fitn	NERUNSA ...	4.4	£25.49	8.1%
B07P3H8XT5 ...	High Waisted Leggings for Women, Buttery Soft Elastic Opaque Tummy C	SINOPHANT ...	5.2	£8.39	14.8%
B07XY7HZW9 ...	Mens Thermal Underwear Set Long Sleeve Tops Long Johns Thermal Bas	YUAKUOD ...	14.7	£17.81	11.7%
B09643QGPD ...	Unisex Kid's Classic Clog K	CROCS ...	17.0	£24.49	6.5%
B01MR34D28 ...	Men's Original Two-Tone Memory Foam Slipper	ROCKDOVE ...	17.2	£14.39	18.3%
B08H83YV2P ...	Thermal Winter Women Socks 5 Pairs Wool Warm Knitting Ladies Socks \	CHALIER ...	17.4	£8.49	22.7%
B07XY5JNT8 ...	UNIQUEBELLA Mens Thermal Underwear Set Long Sleeve Tops Long Johr	UNIQUEBELLA ...	18.0	£16.89	15.2%
B01N8WC8RJ ...	Chalier Cozy 5 Pairs Women Socks Funny Cute Animal Ladies Socks Cat I	CHALIER COZY ...	19.6	£7.64	21.7%
B09FXRBW8P ...	VALsole Orthotic Insole,Arch SupportFor Insole,Plantar FasciitisInsole,for	VALSOLE ...	25.0	£14.39	16.3%
B00R6AEAMQ ...	Scholl Gel Active Work Insoles for Men	SCHOLL ...	28.0	£8.67	39.5%
B07W5Y1P39 ...	Ladies' Chenille Knit Warm Boots Slippers Soft Plush Fleece Booties Slipp	LONGBAY ...	29.4	£18.99	8.7%
B09FXQ95JB ...	VALsole Orthotic Insole,Arch SupportFor Insole,Plantar FasciitisInsole,for	VALSOLE ...	30.0	£14.39	14.2%
B0957NM3HP ...	Light and Soft Blanket Hoodie for Women Men Adults Teens, Oversized Fl	WINTHOME ...	31.5	£11.99	52.0%
B09FFWB7HJ ...	Women Magic Extra Thick Warm Winter Double Lined Stretch Thermal Fle	FEIFEI'S BOW ...	32.0	£9.74	14.8%
B07GHBF31F ...	Winter Neck Warmer Fleece Lined Infinity Scarf Thicken Windproof and Du	NOVFORTH ...	32.6	£11.00	20.0%
B07CM2S2NQ ...	Men's Two-Tone Memory Foam Slippers	VERACOSY ...	35.2	£14.27	11.1%
B0783RD7K7 ...	Unisex's Smash V2 Trainers	PUMA ...	43.0	£19.99	17.8%
B07FWYNHV6 ...	5 Pairs Womens Thermal Socks, Ladies Winter Warm Knitting Wool Socks	CHALIER FINERY ...	49.5	£7.39	28.7%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Fashion – Amazon UK Cyber 5 Recap

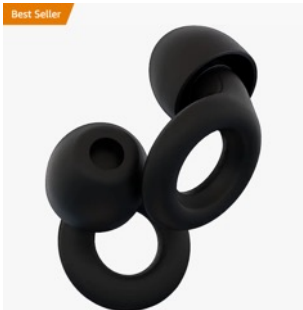
## Sponsorship Activity



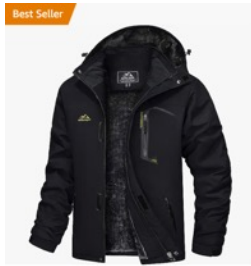
### Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
passport holder ...	137		58	57	7	15
suede brush for shoes ...	137		54	64	9	10
childrens gloves ...	136		59	55	7	15
ladies warm socks ...	136		55	57	10	14
womens winter socks ...	136		55	56	10	15
poppy brooch ...	135		59	56	6	14
women's knitted ponchos & capes ...	135		60	50	10	15
fluffy socks ...	134		60	53	9	12
kids base layer ...	134		59	58	10	7
earmuffs for woman ...	132		57	55	7	13
heated gillet ...	132		60	53	4	15
kids cycling gloves ...	132		59	53	10	10
thermal underlayer men ...	132		58	51	8	15
thermal underwear mens ...	132		60	47	10	15
cruise luggage tag holder ...	131		60	47	9	15
men's overcoat ...	131		55	58	5	13
cozy socks women ...	130		60	47	9	14
poppy brooches ...	130		60	58	3	9
cat socks ...	129		59	47	8	15

### Top-Sponsored Items



Loop Quiet - Ear Plugs for Sleep - Super Soft, Reusable Hearing Protection in Flexible Silicone for Noise Reduction & Flights - 8 Ea...  
★★★★☆ ~ 55,249



TACVASEN Men's Waterproof Fleece Mountain Jacket Windproof Warm Ski Jacket Multi-Pockets  
★★★★☆ ~ 5,361



Smart Watch for Men Women Answer/Make Calls, 1.85" Smartwatch, Fitness Watch with Heart Rate Sleep Monitor, Step...  
★★★★☆ ~ 8,853



LongBay Ladies' Chenille Knit Warm Boots Slippers Soft Plush Fleece Booties Slipper Memory Foam Women Bootee Slippers House Shoes  
★★★★☆ ~ 10,258



XINGJIA Large Pencil Case Big Capacity Pencil Bag Portable Pencil Case School Supplies Suitable for Middle High School College Studen...  
★★★★☆ ~ 435



Rechargeable LED Lighted Beanie, Perfect Dad Gifts in Christmas, Stocking Fillers Cap with Light Hands Free Head Torch Unisex Winter War...  
★★★★☆ ~ 8,554



Chalier Cozy 5 Pairs Women Socks Funny Cute Animal Ladies Socks Cat Dog Socks Gifts for Women, One Size  
★★★★☆ ~ 16,907



YSense Snug 5 Pairs Thermal Women Socks Winter Wool Warm Knitting Ladies Socks Vintage Style Soft Cotton Thick Women Bed Sock...  
★★★★☆ ~ 11,803



Beanie for Men, Comfortable Breathable Soft Beanie, Winter Hats for Women and Men, Gifts for Men  
★★★★☆ ~ 6,628

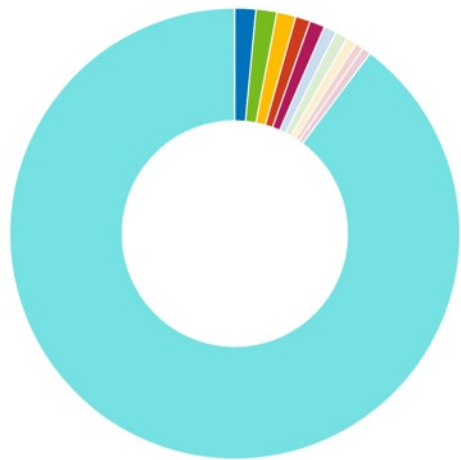


5 Pairs Womens Thermal Socks, Ladies Winter Warm Knitting Wool Socks Women Thick Socks, Christmas Gifts for Women  
★★★★☆ ~ 6,074

# Fashion – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



- DISNEY 1.51%
- NIKE 1.50%
- ADIDAS 1.36%
- CROCS 1.07%
- UNDER ARMOUR 1.07%
- AMHOMELY 0.91%
- SKECHERS 0.89%
- GENERIC 0.74%
- REGATTA 0.59%
- AMAZON ESSENTIALS 0.61%
- All Others 89.74%

### Most Visible Keywords

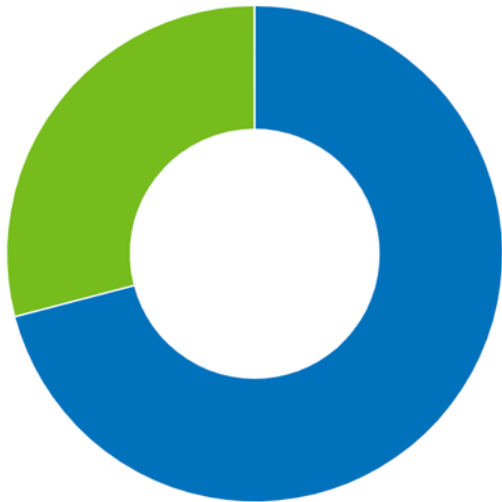
Keyword	Search Visibility Score	Avg Monthly Search Volume
crocs ...	281,000	88,855 ...
christmas jumpers for women ...	243,028	46,008 ...
christmas jumpers for men ...	181,491	34,959 ...
mens slippers ...	177,605	62,693 ...
calvin klein boxers ...	165,154	43,104 ...
black friday deals 2023 ...	143,856	143,616 ...
slippers women ...	142,619	48,368 ...
christmas jumper ...	140,565	25,968 ...
jewellery box ...	135,074	47,917 ...
pandora charms ...	134,873	39,465 ...
thermal socks ...	131,440	31,739 ...
fluffy socks ...	126,398	36,375 ...
crocs womens ...	124,537	39,560 ...
heated gilet for men ...	119,133	22,108 ...
essentials hoodie ...	114,548	46,670 ...
oodie ...	114,310	47,470 ...
gifts for women ...	113,009	162,337 ...

## Top Brands by Share of Sales





### Badge Breakdown by Type



● Black Friday  
70.92%  
● Discount 29.08%

### Top-Promoted Brands

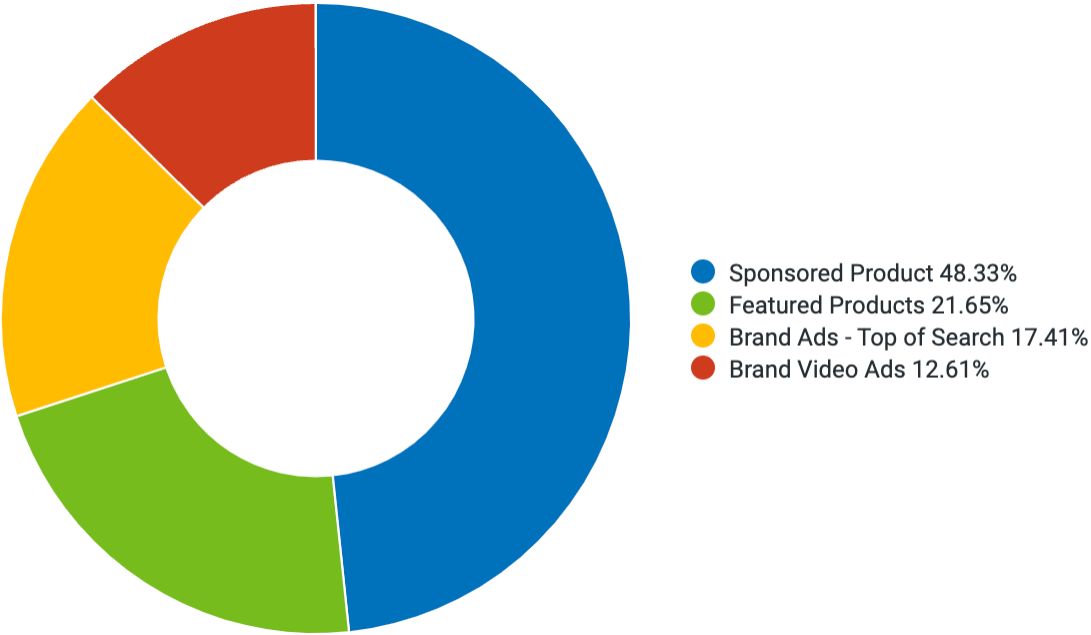
	Badge Type	>	Black Friday	Discount
Brand	Item Count	▼	Items	Items
SPEAR & JACKSON ...	83		66	18
OUTSUNNY ...	63		46	20
T4U ...	63		63	∅
THOMPSON & MORGAN ...	55		∅	55
ALL SEASONS GAZEBOS ...	51		51	∅
H&D HYALINE & DORA ...	45		45	∅
GENERIC ...	38		11	27
RICHIE ...	38		38	∅
TERESA'S COLLECTIONS ...	36		35	1
PANANA ...	35		∅	35
ONLYFIRE ...	34		34	∅
RYOBI ...	34		33	5
THERMOPRO ...	33		33	∅
VGO... ...	33		33	∅
TOPLINE ...	32		30	2
COSTWAY ...	31		21	10
WORX ...	31		29	3



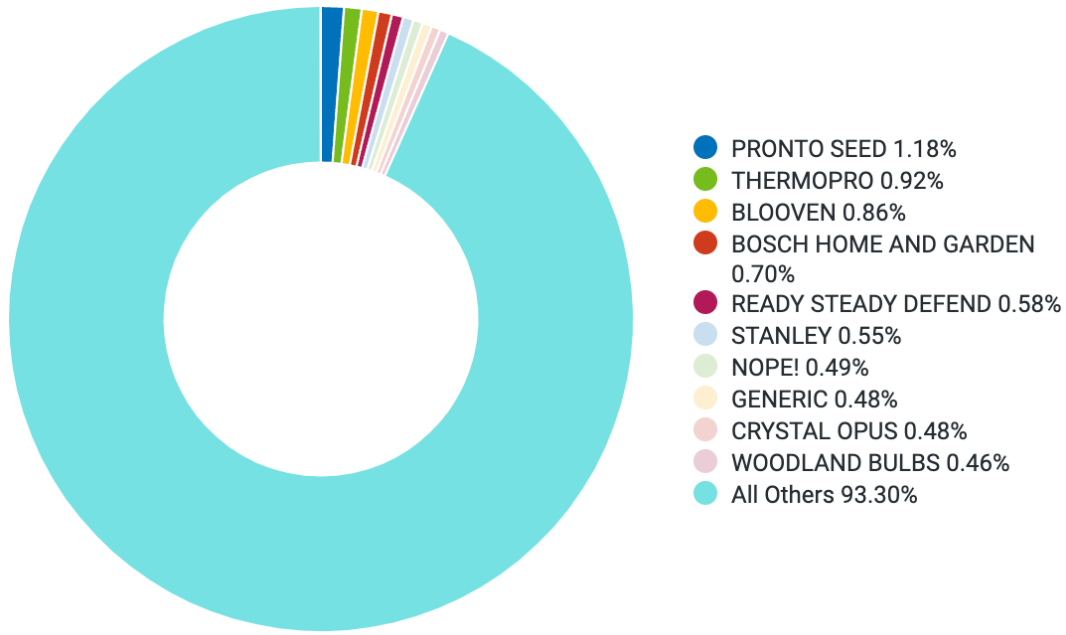
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B07YNSTPN4 ...	Hyundai Leaf Blower, Garden Vacuum & Mulcher with Large 45 Litre Collec	HYUNDAI ...	3.8	£39.79	5.2%
B01H1R0K68 ...	ThermoPro TP50 Digital Thermo-Hygrometer Indoor Room Thermometer	THERMOPRO ...	16.8	£7.99	14.8%
B0963J155G ...	Super Ninja Fruit Fly Killer - 2 Pack - Environmentally Responsible Highly E	SUPER NINJA ...	18.6	£8.44	11.6%
B01JZFC9QS ...	Gonicc 8" Professional Secateurs Premium Titanium Bypass Pruning Shear	GONICC ...	31.6	£17.91	8.9%
B09FDGV532 ...	Outside Tap Covers for Winter, Large Outdoor Tap Cover Insulated Protect	MACHINE-YA ...	32.7	£5.91	17.6%
B003ASRLII ...	Zero In Bed Bug & Dust Mite Killer - 300ml Aerosol. Ready-To-Use. Prevent	ZERO IN ...	33.6	£3.99	31.4%
B00RD0KTZQ ...	5 Litre Pump Action Pressure Sprayer	SPEAR & JACKSON ...	34.8	£10.84	19.4%
B08V12CT4C ...	ThermoPro TP49-2 Digital Room Thermometer Indoor Hygrometer Mini Te	THERMOPRO ...	36.6	£8.43	11.4%
B0BWN1TR9C ...	Saker Mini Chainsaw,6 Inch Portable Electric Cordless 2023 Upgrade Sma	SAKER ...	44.4	£87.99	1.8%
B00B2KP7U0 ...	Zero In Clothes Moth Killer - 300 ml Aerosol. Ready-To-Use. Kills Clothes M	ZERO IN ...	49.3	£4.99	21.4%
B093QGTHNV ...	Motel Mouse Humane Mouse Traps for Indoor Outdoor - Easy to Use, Easy	MOTEL MOUSE ...	51.8	£10.99	33.7%
B093PT1NL1 ...	ThermoPro TP357 Bluetooth Hygrometer Mini Room Thermometer Indoor	THERMOPRO ...	53.2	£8.49	10.9%
B00FK08BWO ...	Kingfisher Outside Tap Cover Frost Protector 'Packaging may vary'	KINGFISHER ...	57.0	£5.29	18.6%
B01D1WNRIU ...	New Ambassador Frost Protection Plant Fleece 20M X 1M 17G/M2	AMBASSADOR ...	65.0	£8.16	14.9%
B084P5PZRZ ...	Terratek Leaf blower Garden Vacuum and Shredder, 35L Leaf Collection B	TERRATEK ...	71.2	£37.49	5.7%
B0BS753P4H ...	Ninja Woodfire Electric BBQ Grill & Smoker, 7-in-1 Outdoor Grill & Air Fryer,	NINJA ...	71.8	£231.70	1.4%
B083SSDW4S ...	Motel Mouse Humane Mouse Traps for Indoor & Outdoor - Easy to Use, Ea	MOTEL MOUSE ...	79.7	£7.99	19.1%
B00IIOR7NS ...	Zero In Spider Repellent – 500 ml. Ready-to-use Spray. Natural, Poison-Fre	ZERO IN ...	91.5	£4.49	24.1%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Garden – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
	Total Sponsorship Activity	▼	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
covers for outside garden furniture ...	131		58	48	10	15
garden hand tools ...	130		61	40	12	17
grow your own chilli kits ...	128		59	49	10	10
moth killer for wardrobe ...	127		57	45	10	15
sonic mouse deterrent plug in ...	126		56	45	10	15
indoor watering can for plants ...	125		62	36	12	15
tree stakes ...	122		57	43	7	15
butchers twine ...	120		54	41	10	15
fly traps ...	120		54	38	11	17
grow your own kits ...	120		60	38	10	12
egg chair covers waterproof ...	119		59	34	10	16
electric secateurs ...	119		58	36	10	15
garden wind spinner ...	119		59	35	10	15
pest repellent ultrasonic plug in ...	119		60	45	4	10
plant lights indoor ...	119		60	34	10	15
no gnats ...	118		57	36	10	15
fruit fly traps indoor ...	117		56	38	10	13
indoor plant bug spray ...	117		56	36	10	15
rat poisoning ...	117		55	43	9	10

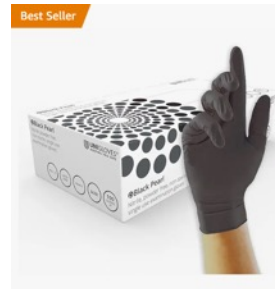
### Top-Sponsored Items



**Best Seller**  
Blooven 60 PCS Fruit Fly Traps, Double-sided Fungus Gnat Sticky Catcher For Multiple Insects, Plant Fly Control Indoor (60 PCS)  
★★★★☆ ~ 6,226



XL Firewood Basket Felt Basket Extra Thick Felt and Reinforced Handle Foldable Wood Basket Felt Bag as Storage Basket for Shopping, Wood...



**Best Seller**  
Unigloves Black Pearl Nitrile GP0033 Examination - Multipurpose, Powder Free and Latex Free Disposable Gloves, Box of 100 Gloves, Black,...



GOPPUS 600ml/20oz Stainless Steel Water Bottle with Straw Insulated Sports Bottle Cold Flask with Straw Double Walled Flip up Metal Water...



**Best Seller**  
Saker Mini Chainsaw, 6 Inch Portable Electric Cordless 2023 Upgrade Small Handheld Chain Saw Tree Branches, Courtyard, Household &...



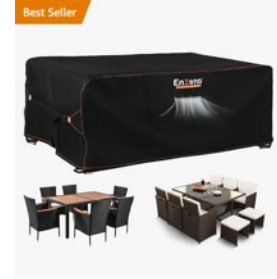
**Amazon Exclusive**  
Ninja Woodfire Electric Outdoor BBQ Grill, Smoker and Air Fryer with Pellets and Digital Probe, 5 Skewers, 7 Functions; Grill, Smoke, Air Fry,...



Stanley Adventure Stainless Steel Vacuum Bottle BPA Thermos-Keeps Cold or Hot for 24 Hours Leakproof Lid Doubles as Cup, Polar White, 1.0...



Ninja Woodfire Electric BBQ Grill & Smoker, 7-in-1 Outdoor Grill & Air Fryer, Roast, Bake, Dehydrate, Uses Woodfire Pellets, Weather Resistant...



**Best Seller**  
Enzeno Garden Furniture Covers, 180X120X74cm Waterproof, 420D Heavy Duty Oxford Fabric Outdoor Patio Table Cover with Air Vent for...

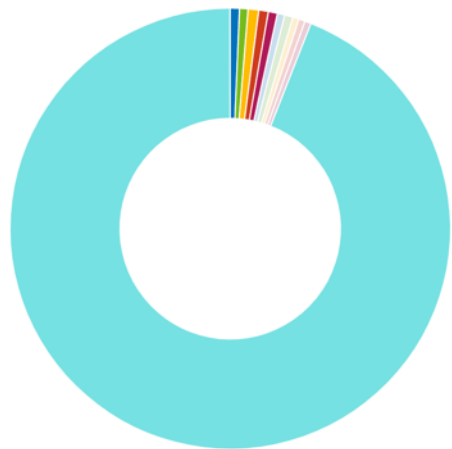


Pronto Seed Spring Tulip Milkchurn - Grow Your Own Flowers Kit with Decorative Milk Churn Planter - Gardening Gifts for Women and Men

# Garden – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



GENERIC	0.68%
OUTSUNNY	0.63%
THERMOPRO	0.78%
KETER	0.70%
SPEAR & JACKSON	0.67%
GARDENERSDREAM	0.54%
KÄRCHER	0.61%
ZERO IN	0.45%
PEST EXPERT	0.47%
ROSHIELD	0.46%
All Others	94.02%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
mouse traps ...	86,096	37,950 ...
bird feeders ...	66,436	21,188 ...
gloves ...	62,351	26,154 ...
outside tap covers for the winter ...	52,866	10,827 ...
rat poisoning ...	51,040	21,077 ...
room thermometer ...	48,728	19,642 ...
secateurs ...	47,968	14,037 ...
bird seed ...	44,605	14,646 ...
plant pots indoor ...	42,812	16,361 ...
garden ornaments outdoor ...	41,800	16,055 ...
bird food ...	41,587	12,260 ...
disposable gloves ...	41,511	24,908 ...
fat balls for wild birds ...	40,958	12,422 ...
rat traps ...	40,863	17,649 ...
thermometer room temperature ...	40,503	10,119 ...
bird feeder ...	39,970	9,554 ...
string ...	39,189	14,756 ...

### Top Brands by Share of Sales



### Badge Breakdown by Type



- Black Friday 54.86%
- Discount 45.14%

### Top-Promoted Brands

Brand	Item Count	Black Friday Items	Discount Items
WHOLEFOOD EARTH ...	117	100	17
TOPLINE ...	90	88	5
VAHDAM ...	81	80	1
GENERIC ...	60	5	55
LAVAZZA ...	43	29	14
GLADE ...	43	36	8
AIRWICK ...	42	24	18
TASSIMO ...	37	19	18
BIONA ...	36	23	13
MR.SIGA ...	34	34	1
SEVENHILLS WHOLEFOODS...	34	31	3
KNORR ...	30	28	2
CARE + PROTECT ...	30	30	0
VMART ...	28	12	16
WE ARE COFFEE CO ...	27	0	27
NUTURAL WORLD ...	27	25	2
HOTEL CHOCOLAT ...	26	25	1



# Grocery – Amazon UK Cyber 5 Recap

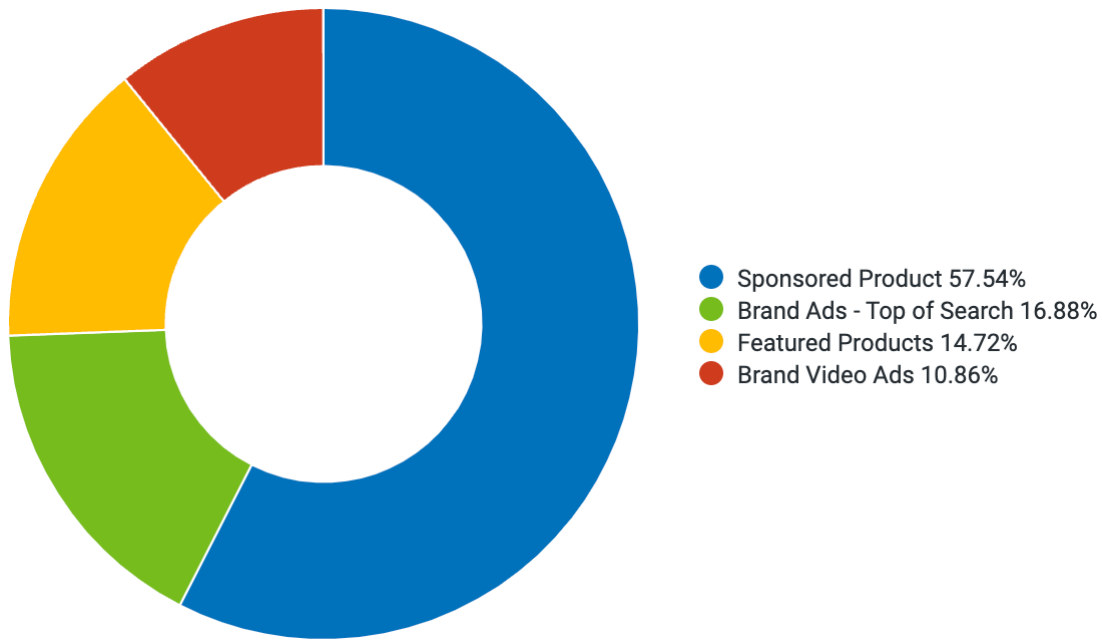
## Promotions



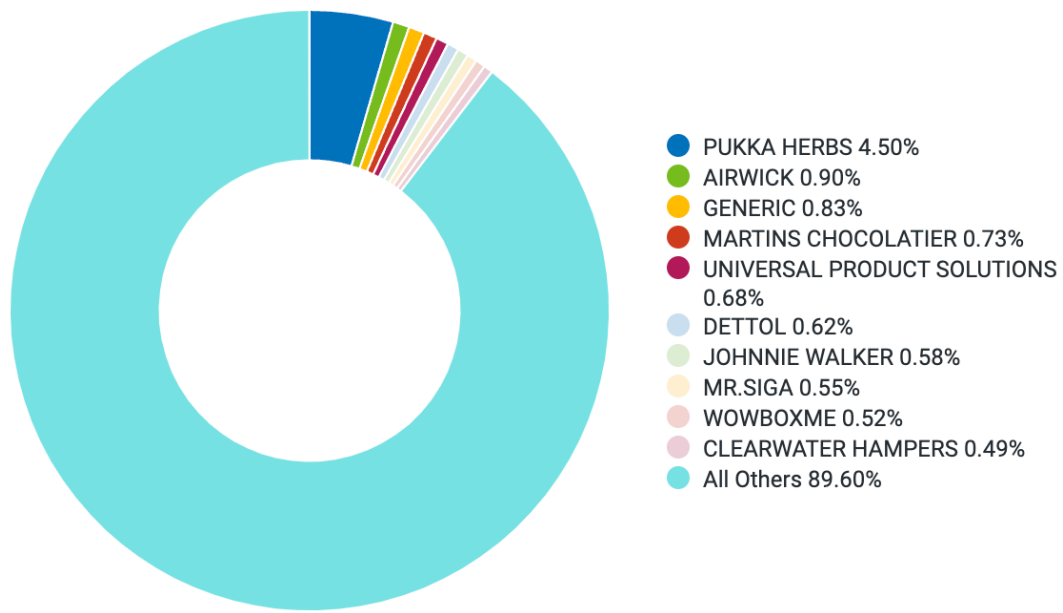
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0C9JV4WLQ ...	Herbal Tea Advent Calendar   Organic Tea Gift   Eco-Friendly   24 Sachets	PUKKA HERBS ...	5.6	£8.49	24.6%
B084H3PZHB ...	Max Cherry, 330ml Can, Pack of 24	PEPSI ...	9.8	£8.00	19.5%
B016DEGFWI ...	Tassimo Kenco Americano Grande XL Coffee Pods, 16 Count (Pack of 5),	TASSIMO ...	11.0	£17.75	11.2%
B06XPB197J ...	IRN-BRU XTRA, No Sugar & Low Calorie Fizzy Drinks Multipack Cans with	VIFYCIM ...	19.2	£7.00	12.7%
B071LNN3XJ ...	Dylon Washing Machine Fabric Dye Pod Intense Black, 350g	DYLON ...	19.8	£5.51	16.0%
B0152SYV40 ...	Lindt Teddy Milk Chocolate Christmas Augmented Reality Advent Calenda	LINDT ...	25.0	£10.33	10.5%
B0082AK2C6 ...	Calgon 4-in-1 Water Softener Tablets, Washing Machine Cleaner & Limesc	CALGON ...	26.6	£12.95	32.3%
B078J6564P ...	Dettol Antibacterial Biodegradable Surface Cleaning Disinfectant Wipes, 1	DETTOL ...	29.2	£6.83	30.0%
B08HLGKP9J ...	Velvet Classic Quilted Toilet Paper Bulk Buy, 24 White 3 ply Toilet Tissue R	VELVET ...	29.3	£8.50	14.7%
B0CCMY6YNZ ...	CRIMPit Wrap A Crimper for Wraps - Create Burritos, Calzones, Enchilada	CRIMPIT ...	38.8	£16.99	15.0%
B0CJK658DF ...	Oatly Barista Oat Drink Long Life 6x1Litre	OATLY ...	40.6	£10.59	16.0%
B098PXF3Z ...	Hotel Chocolat - Everything Sleekster, 355g	HOTEL CHOCOLAT ...	43.4	£20.83	26.8%
B004FNBHKA ...	Premium Caramel Syrup 1L for Coffee and Cocktails. Vegan-Friendly, Aller	MONIN ...	45.5	£12.13	16.0%
B0BVG7C4FZ ...	Walkers Classic Variety Multipack Crisps Box 20x25g	WALKERS ...	48.0	£4.85	59.5%
B098TXJPWK ...	Kleenex Take a Moment Collection Tissues - 12 Cube Tissue Boxes - In Ai	KLEENEX ...	52.5	£9.93	10.7%
B00T4JOIAQ ...	Tassimo Costa Latte Coffee Pods x8 (Pack of 5, Total 40 Drinks)	TASSIMO ...	55.8	£23.36	10.6%
B07KRFC8FL ...	Splash by Cusheen 3-ply Toilet Roll - Unscented (72 Pack) Soft, Quilted Bu	SOFT FOOT ...	59.0	£24.49	5.4%
B06WD1FD7Y ...	Splash by Cusheen 3-ply Toilet Roll - Unscented (60 Pack) Soft, Quilted Bu	FFDDY ...	65.0	£20.39	15.0%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Grocery – Amazon UK Cyber 5 Recap

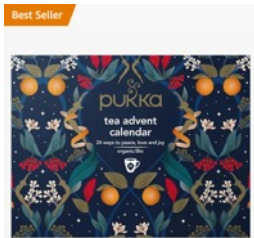
## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
pasta ...	132		60	48	9	15
tea pigs peppermint ...	127		60	43	10	14
purple food colouring ...	126		60	41	10	15
detergent ...	123		58	43	8	14
whole coffee beans ...	123		57	42	10	14
espresso coffee beans ...	122		60	40	8	14
clipper tea bags ...	121		57	43	10	11
decaf coffee instant ...	121		55	41	10	15
ground coffee ...	121		60	39	10	12
washing machine descaler ...	121		60	36	10	15
oil based food colouring ...	120		58	37	10	15
toddler snacks ...	120		59	36	10	15
toilet rolls bulk buy ...	120		60	36	9	15
fennel tea ...	119		47	47	10	15
coffee ...	118		56	41	7	14
coffee sets ...	118		57	41	10	10
laundry detergent ...	118		60	40	9	9
non bio washing powder ...	118		59	37	9	13
red wine offers ...	118		60	38	5	15

### Top-Sponsored Items



Best Seller

Pukka Herbs | Herbal Tea Advent Calendar | Organic Tea Gift | Eco-Friendly | 24 Sachets Chamomile

★★★★☆ ~ 1,573



Palm Scrub Refillable Soap Dispensing Cleaning Washing Up Kitchen Brush with Storage Stand Holder, Grey

★★★★☆ ~ 6



Berkshire Botanical Dry Gin, 50 cl

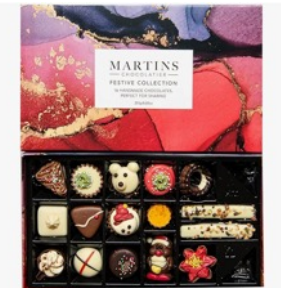
Orange

★★★★☆ ~ 115



Johnnie Walker Gold Label Limited Edition | Blended Scotch Whisky | 40% vol | 70cl | Award-Winning... Fruit, Vanilla

★★★★☆ ~ 2,608



Martin's Chocolatier Festive Collection | Ideal Present for Christmas | Luxury Chocolate Gift B...

★★★★☆ ~ 57



Talisker Skye Single Malt Scotch Whisky | 45.8% vol | 70cl | Scottish Whisky with Fresh Citrus Bursts &...

Pear

★★★★☆ ~ 6,193



Jack Daniel's Tennessee Whiskey Music Limited Edition, 70cl

Limited edition

★★★★☆ ~ 282



Dead Man's Fingers Spiced Rum, 70cl (Packaging may vary)

Buttery Caramel

★★★★☆ ~ 10,893



Walkers Less Salt Mild Cheese & Onion Crisps 45g (Case of 32)

Mild Cheese & Onion

★★★★☆ ~ 29,912



Fairy Non-Bio Platinum PODS, Washing Liquid Laundry Detergent Tablets / Capsules, 120 Washes (60 ...)

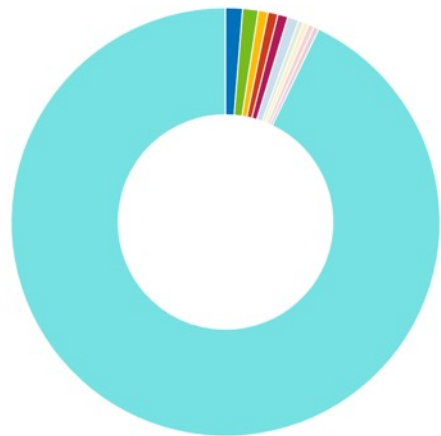
Unscented

★★★★☆ ~ 948

# Grocery – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



GENERIC	1.28%
LINDT	1.18%
BY AMAZON	0.73%
MORRISONS	0.75%
CADBURY	0.76%
TOPLINE	0.85%
AIRWICK	0.39%
BEAMS INTERNATIONAL	0.43%
NESTLÉ	0.42%
TASSIMO	0.40%
All Others	92.82%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
advent calendar 2023 ...	455,646	390,124 ...
advent calendar ...	318,298	124,228 ...
chocolate ...	317,689	96,862 ...
toilet roll ...	278,533	154,162 ...
hotel chocolat ...	202,470	46,145 ...
gin ...	200,680	54,981 ...
chocolate gift ...	181,487	45,472 ...
lindt chocolates ...	176,105	45,914 ...
whisky ...	163,894	47,363 ...
chocolate advent calendar 2023 ...	157,825	34,899 ...
kitchen roll ...	148,388	72,927 ...
dishwasher tablets ...	148,020	61,683 ...
milk ...	141,693	62,230 ...
hot chocolate gift set ...	131,277	32,069 ...
sweets ...	121,120	71,325 ...
tassimo coffee pods ...	112,644	49,001 ...
crisps ...	111,941	59,686 ...

### Top Brands by Share of Sales



**PHILIPS**

**BRAUN**

**GRENADE**

**Gillette**



**HANGSUN**

**loop earplugs**

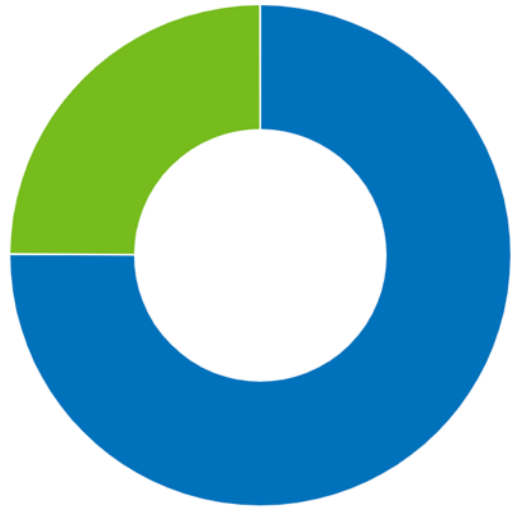
**WARRIOR**  
UNLEASH HELL

**ON** | OPTIMUM  
NUTRITION

**SlimFast**



### Badge Breakdown by Type



● Black Friday 75.08%  
● Discount 24.92%

### Top-Promoted Brands

Brand	Item Count	Badge Type	
		Black Friday	Discount
KERECSEN ...	100	99	1
BEST NATURALS ...	97	97	∅
PHILIPS ...	92	75	18
VEGAVERO ...	90	89	1
RENPHO ...	83	83	∅
ZONLON ...	75	75	∅
ORAL-B ...	74	49	27
NUTRAVITA ...	73	73	1
BULK ...	73	31	44
BEISTER ...	73	73	∅
GENERIC ...	70	28	43
HEALIFTY ...	62	60	2
MYSTIC MOMENTS ...	58	51	7
SWISS BIOENERGETICS ...	57	57	∅
BIBS ...	56	56	∅
NUKE NUTRITION ...	54	45	18
YOUSHARES ...	53	45	9



# Health & Personal Care – Amazon UK Cyber 5 Recap

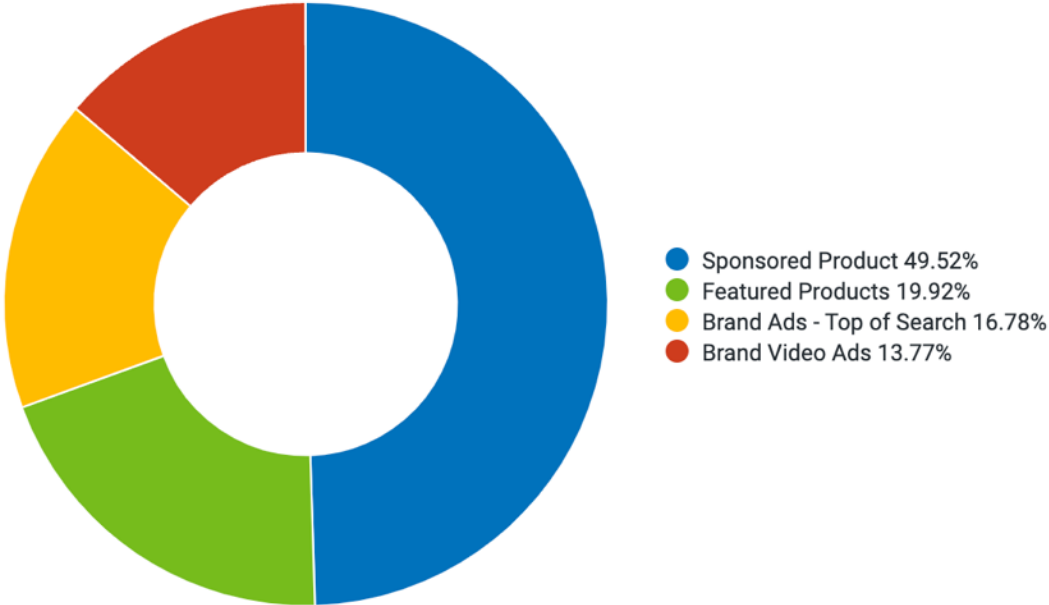
## Promotions



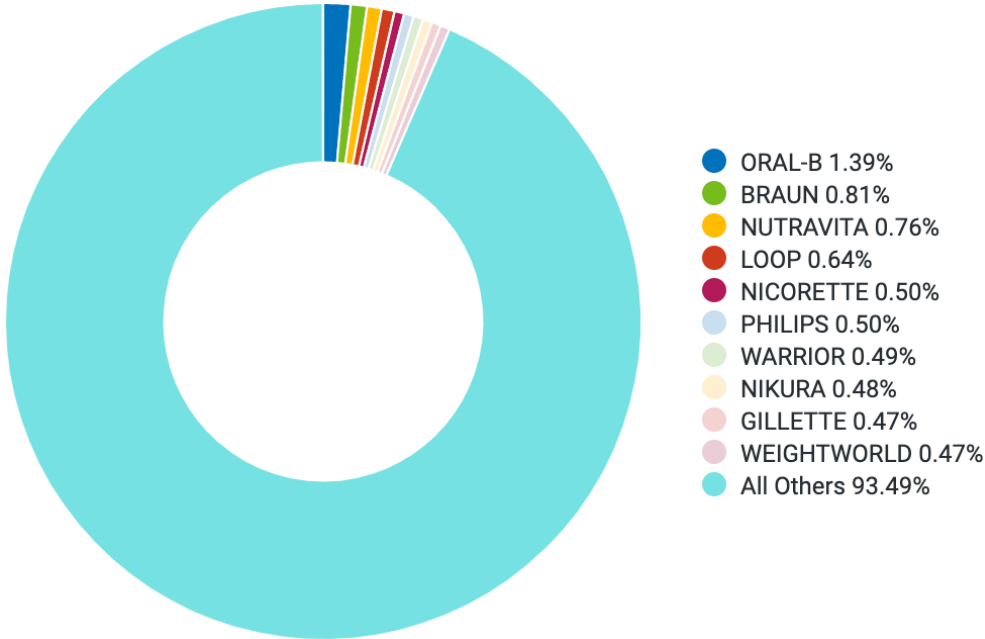
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0BS49D1G5 ...	High Protein, Low Sugar Bar - Oreo, 12 x 60 g	GRENADE ...	1.6	£15.69	24.5%
B094VJV3PS ...	Oral-B Pro 3 Electric Toothbrushes For Adults, Christmas Gifts For Women	ORAL-B ...	4.0	£34.99	5.3%
B01F94TFZW ...	Warrior Supplements Essentials Creatine Powder, 300 g	WARRIOR ...	5.8	£7.67	27.7%
B08MFDT65P ...	Loop Quiet - Ear Plugs for Sleep – Super Soft, Reusable Hearing Protection	LOOP ...	9.0	£15.95	15.2%
B0BQ6TQX3Z ...	Gillette Fusion5 Razor Blades Men, Pack of 11 Razor Blade Refills with Precision	GILLETTE ...	9.0	£15.39	35.1%
B00IKGH2TI ...	ZEISS Lens Wipes, Lens Cleaner for Glasses, Cameras & Binoculars, Individual	ZEISS ...	9.6	£8.00	27.2%
B01117VQ26 ...	Thin Feel Condoms, Regular Fit, 30s, Secure, Tighter, Natural Latex, with Sperm	DUREX ...	10.8	£9.99	15.1%
B003AIF4Q4 ...	HIGH5 Zero Electrolyte Hydration Tablets Added Vitamin C (Berry , 20 Count)	HIGH 5 ...	11.3	£4.30	38.5%
B010PM6XQW ...	SlimFast Ready To Drink Shake, Tasty, Balanced Shake with 15g protein, 2g	SLIMFAST ...	22.8	£7.81	24.8%
B072L235Z5 ...	Vitamin D 4,000 IU Tablets, Maximum Strength Vitamin D3 Supplement, 30	VITA PREMIUM ...	23.0	£6.79	22.4%
B07S9PTLNZ ...	RENPHO Digital Bathroom Scales for Body Weight, Weighing Scale Electronic	RENPHO ...	26.6	£8.42	11.6%
B0CB88NWL B ...	Massage Gun Deep Tissue, Muscle Therapy Gun for Athletes, Deep Tissue	HEADOT ...	32.7	£26.59	4.8%
B08L8GF69F ...	Revival Rapid Rehydration Electrolytes Powder - High Strength Vitamin C, 1	REVIVAL SHOTS ...	33.5	£15.29	10.9%
B00HF63AYA ...	Bulk Pure Whey Protein Powder Shake, Vanilla, 1 kg, Packaging May Vary	BULK ...	35.3	£14.99	32.4%
B088W5HWVX ...	Nutrition Geeks Turmeric Tablets 2000 mg with Black Pepper & Ginger, High	NUTRITION GEEKS ...	35.8	£5.24	25.0%
B0BQ6RVP7X ...	Gillette Fusion5 Men's Razor + 10 Razor Blade Refills with Precision Trimmer	GILLETTE ...	38.0	£19.99	9.1%
B08WPFV3VC ...	Apple Cider Vinegar Gummies with The Mother 1000mg Enhanced with Vitamin	FREE SOUL ...	43.8	£8.49	11.2%
B096SYCVPL ...	Premium Teeth Whitening Strips - 20 Sessions Non-Sensitive Formula 40	DRDENT ...	43.8	£15.19	24.0%
B06XRVTYN3 ...	Advance Multivitamin & Mineral Tablets, 180 count (pack of 1)	CENTRUM ...	52.8	£11.99	12.2%
B07Y6FH6XK ...	CAZON Blood Pressure Monitors CE Approved UK Upper Arm Blood Pressure	CAZON ...	54.3	£18.21	11.5%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
spectacle nose pads ...	132	60	48	9	15
mouthwash ...	131	57	49	10	15
pregnancy test first response ...	131	60	49	10	12
round plasters ...	131	58	48	10	15
adult nappies for men ...	129	59	45	10	15
inulin ...	129	59	45	10	15
stop snoring ...	129	60	45	10	14
tumeric ...	129	58	47	10	14
paper wax strips ...	128	60	44	9	15
electric toothbrushes ...	127	59	44	9	15
magnesium ...	127	60	44	10	13
plasters ...	127	56	48	10	13
electric shavers men ...	126	57	44	10	15
kids toothbrush heads ...	126	59	44	8	15
night pads ...	126	57	47	5	17
pads for women ...	126	60	39	10	17
womens face shaver ...	126	59	42	10	15
finger bandages ...	125	60	40	10	15

### Top-Sponsored Items



WaterWipes Plastic-Free Original Baby Wipes, 720 Count (12 packs), 99.9% Water Based Wipes,...

Wipes  
★★★★★ ~ 20,339



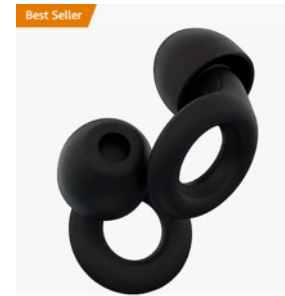
Oral-B iO5 Electric Toothbrushes For Adults, Christmas Gifts For Women / Him, 1 Toothbrush Head & Travel...

Adult  
★★★★★ ~ 381



Gillette Labs Men's Razor + 8 Razor Blade Refills with Exfoliating Bar, Includes Premium Magnetic Stand ...

All Skin type  
★★★★★ ~ 901



Loop Quiet - Ear Plugs for Sleep – Super Soft, Reusable Hearing Protection in Flexible Silicone for...

★★★★★ ~ 71,179



Braun Series 5 51-W1600s Electric Shaver for Men with EasyClick Body Groomer Attachment, EasyClean, W...

★★★★★ ~ 9,938



Braun Series 9 Pro Electric Shaver With 4+1 Head, ProLift Trimmer, 5-in-1 SmartCare Center & Leather...

★★★★★ ~ 39,892



Braun Beard Trimmer Series 9 BT9441, Trimmer with Barber Tools and 180-min Runtime, Rated Which...

★★★★★ ~ 32



Germoloids Haemorrhoid Treatment & Piles Treatment Suppositories, Triple Action with Anaesthetic to...

★★★★★ ~ 7,931



Nicorette QuickMist SmartTrack 1 mg/Spray Mouthspray Nicotine Freshmint 2 x 150 Spray

★★★★★ ~ 1,758



Germoloids Haemorrhoid Treatment & Piles Treatment Ointment, Triple Action with Anaesthetic to Numb th...

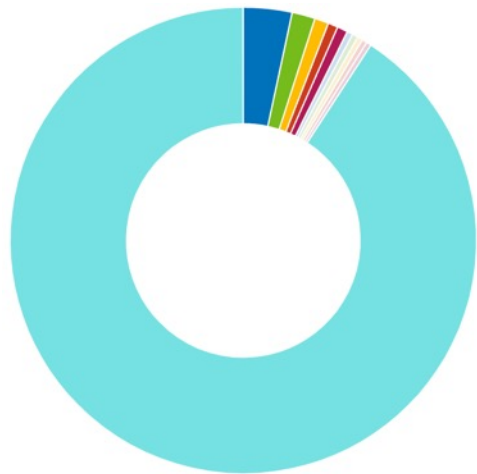
★★★★★ ~ 7,786

# Health & Personal Care – Amazon UK Cyber 5 Recap

## Organic Search Visibility



### Most Visible Brands



- ORAL-B 3.37%
- PHILIPS 1.60%
- BRAUN 0.98%
- GENERIC 0.69%
- GILLETTE 0.72%
- OPTIMUM NUTRITION 0.40%
- TOMMEE TIPPEE 0.40%
- NUTRAVITA 0.38%
- HORBÄACH 0.34%
- COLGATE 0.34%
- All Others 90.78%

### Most Visible Keywords

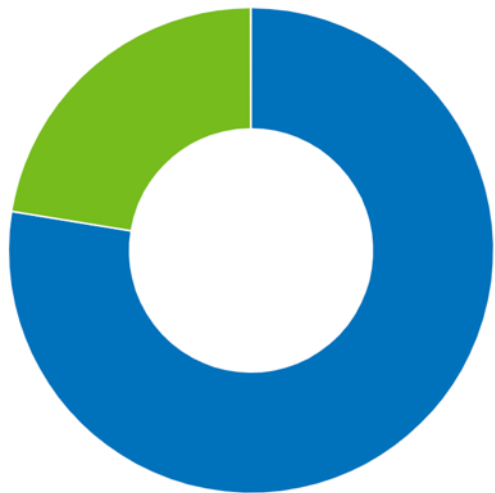
Keyword	Search Visibility Score	Avg Monthly Search Volume
electric toothbrushes adults ...	360,831	98,727 ...
electric toothbrush ...	331,741	91,473 ...
hot water bottle ...	323,783	121,120 ...
electric blanket ...	298,163	164,389 ...
oral b electric toothbrushes ...	252,791	65,561 ...
water flosser ...	204,730	50,557 ...
heated blanket ...	201,147	97,934 ...
oral b toothbrush head ...	199,725	73,221 ...
protein powder ...	173,404	77,798 ...
pregnancy test ...	161,559	77,167 ...
toothbrush ...	153,965	47,719 ...
massage gun ...	142,960	38,963 ...
massage gun deep tissue ...	138,026	39,403 ...
beard trimmer men ...	131,150	58,369 ...
reacher ...	124,436	108,301 ...
ipl hair removal ...	118,976	19,806 ...
waterpik water flosser ...	115,415	19,655 ...

### Top Brands by Share of Sales





### Badge Breakdown by Type



● Black Friday  
77.59%

● Discount 22.41%

### Top-Promoted Brands

Brand	Item Count	Badge Type	
		Black Friday	Discount
		Items	Items
SONGMICS ...	429	425	12
HWC TRADING ...	412	407	10
AMAZON BASICS ...	367	354	18
YAHEETECH ...	345	316	29
GENERIC ...	324	130	195
COSTWAY ...	320	221	102
HOMCOM ...	319	275	47
VASAGLE ...	301	290	17
DECONOVO ...	266	257	10
WOLTU ...	253	248	5
GC GAVENO CAVAILIA ...	224	138	93
COOPAY ...	214	214	∅
FURINNO ...	204	203	4
CRICUT ...	201	188	14
VANCASSO ...	196	191	5
EXCLUSIVO MEZCLA ...	194	192	3
MIULEE ...	187	182	6



# Home & Kitchen – Amazon UK Cyber 5 Recap

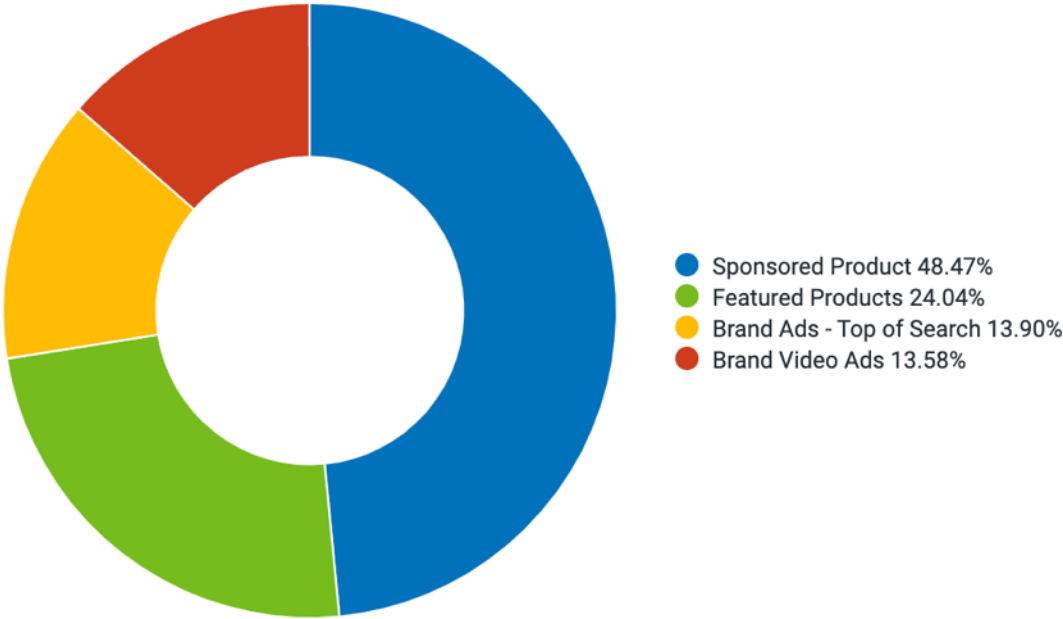
## Promotions



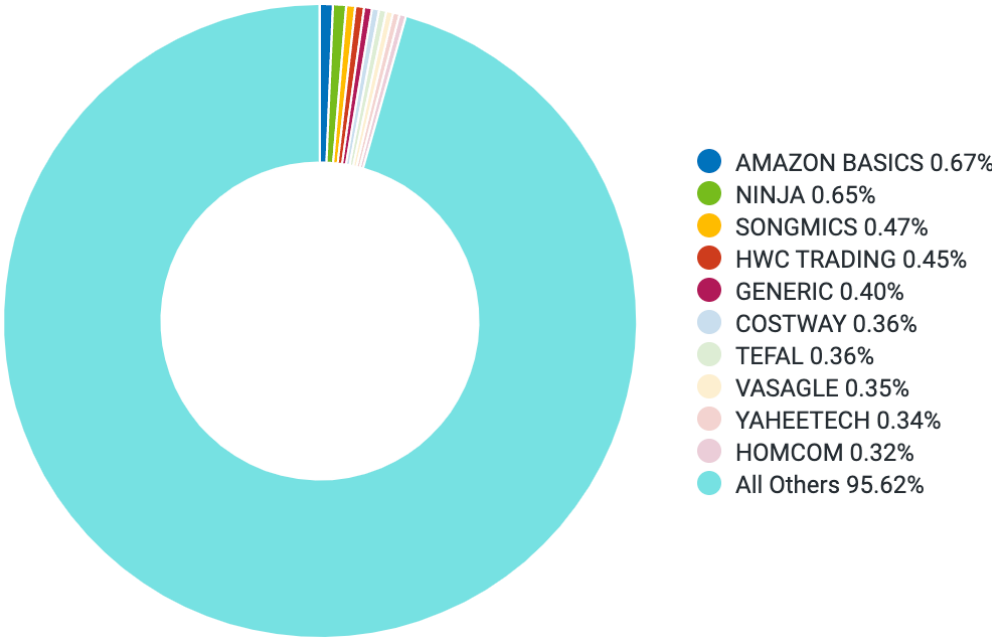
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B09BZR9JFG ...	Ninja Foodi MAX Dual Zone Digital Air Fryer, 2 Drawers, 9.5L, 6-in-1, Uses M	NINJA ...	1.0	£147.51	17.7%
B00B0KJ3F2 ...	Silentnight Comfort Control Electric Blanket Double - Heated Electric Unde	SILENTNIGHT ...	4.6	£26.24	18.2%
B08FXBVQCG ...	Ninja ZEROSTICK Premium Cookware 24cm Frying Pan, Long Lasting, No	NINJA ...	6.0	£22.49	8.4%
B075D87KJL ...	Bedsure Satin Pillow Cases 2 Pack - Grey Pillowcase for Hair and Skin Sta	BEDSURE ...	8.2	£5.28	37.7%
B08DFS5QB ...	Winthome Blanket with Sleeves, Gift for Women Men Adult, Soft and Cozy	WINTHOME ...	8.6	£9.99	50.0%
B077B9X3SB ...	Tower T17021 Family Size Air Fryer with Rapid Air Circulation, 60-Minute T	TOWER ...	9.4	£36.55	7.4%
B09JKF7LDH ...	Electric Heated Blanket Throw Flannel Sherpa Fast Heating 180x130cm, 1	MIA&COCO ...	11.0	£39.98	3.1%
B07X9PPMRR ...	Slumberland Warm Winter Nights Double Duvet - 13.5 Tog Extra Warm &	SLUMBERDOWN ...	14.7	£16.38	12.8%
B07RSCPH4N ...	Amazon Basics Vacuum Compression Storage Bags with Airtight Valve ar	AMAZON BASICS ...	17.4	£9.59	9.6%
B09GBDY9D6 ...	Tower T17088 Vortex 9L Duo Basket Air Fryer with Smart Finish, 2600W Po	TOWER ...	17.4	£97.16	1.4%
B07K6T7YDV ...	LIVIVO Electric Heated Throw Blanket, Machine Washable Ultra Soft Fleec	LIVIVO ...	18.0	£39.99	11.1%
B001PNIL4I ...	Woodwick Large Hourglass Scented Candle   Fireside   with Crackling Wic	WOODWICK ...	21.7	£18.61	17.2%
B008YETL18 ...	De'Longhi EcoDecalc Descaler for Coffee Machines DLSC500, 500ml	DE'LONGHI ...	29.4	£6.39	21.0%
B00K8S8OXO ...	Russell Hobbs Powersteam Ultra 3100 W Vertical Steam Iron 20630 - Blac	RUSSELL HOBBS ...	34.6	£28.92	10.3%
B07XBPCK6J ...	Slumberland Chilly Nights Double Duvet - 15 Tog Extra Warm & Thick Hea	SLUMBERDOWN ...	35.0	£17.90	16.5%
B08LNVH7S6 ...	Silentnight Snugsie Wearable Blanket - Soft Teddy Fleece Blanket with Sle	SILENTNIGHT ...	37.0	£9.99	10.8%
B07K6RQLNC ...	LIVIVO Electric Heated Throw Blanket, Machine Washable Ultra Soft Fleec	LIVIVO ...	39.5	£39.99	15.3%
B00UOLK4J2 ...	Tefal 5 Piece, Comfort Max, Stainless Steel, Pots and Pans, Induction Set,	TEFAL ...	41.0	£64.34	2.1%
B0CGJQSBQ7 ...	Tefal Easy Fry Dual Zone Digital Air Fryer, 2 Drawers, 8.3L, 8in1, Uses No O	TEFAL ...	44.7	£124.53	3.6%
B01BY9RTNQ ...	PowerLix Milk Frother Handheld Whisk - Electric Milk Frother Foamer with	POWERLIX ...	45.0	£9.34	22.1%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Home & Kitchen – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
champagne flutes set of 6 ...	133		59	49	10	15
pink tinsel christmas tree ...	133		59	50	9	15
potato peeler ...	131		60	48	8	15
claybeads ...	130		64	44	12	10
coffee paper filters ...	129		59	45	10	15
small cafetiere ...	129		57	48	9	15
pint glass with handle ...	128		59	44	10	15
4 inch cake tin ...	127		60	42	10	15
diamond art personalised photo ...	127		58	49	12	8
milk jug for coffee machine ...	127		59	43	10	15
oil drizzler ...	127		56	48	10	13
rolling cart ...	127		60	42	10	15
a2 frames ...	126		57	44	10	15
nut crackers christmas decorations ...	126		54	50	9	13
best pillows ...	125		60	41	9	15
christmas cake tin ...	125		58	45	10	12
glass food containers ...	125		59	43	9	14
herb grinder electric ...	125		60	45	8	12
peelers for kitchen ...	125		60	40	10	15

### Top-Sponsored Items



onnzu LJYSJS Oil Sprayer for Cooking, Olive Oil Sprayer for Air Fryers, Oil Sprayer, Olive Oil Spray For Salads, Barbecues 2023

★★★★☆ ~ 8



Ninja Foodi FlexDrawer Air Fryer, Dual Zone with Removable Divider, Large 10.4L Drawer, 7-in-1, Air-Fryer, Air Fry, Roast, Bake, Crisp, Non-Stick...

★★★★★ ~ 22,348



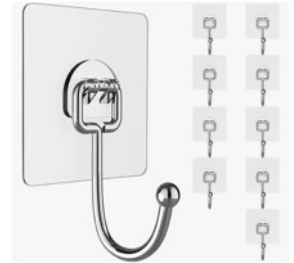
Ninja Foodi Dual Zone Air Fryer MAX + Tongs, 9.5 L, 2470 W, 2 Drawers, 8 Portions, 6-in-1, Air Fry, Roast, Bake, Nonstick, Dishwasher Safe Baskets,...

★★★★★ ~ 22,348



Sweet Dreamers, Ewan Deluxe with Shush, Grey | Baby & Toddler Sleep Aid Gift | Cry Activated Sensor &...

★★★★★ ~ 11,102



onnzu Large Adhesive Hook Hanging Heavy Wall Hook 22 pounds self-Adhesive Towel Hook Waterproof Transparent Hook Door...

★★★★★ ~ 110



Tefal Easy Fry Dual Zone Digital Air Fryer, 2 Drawers, 8.3L, 8in1, Uses No Oil, Air Fry, Extra Crisp, Roast, Bake, Reheat, Dehydrate, 6 Portions, Non-...

★★★★☆ ~ 846



Dreo Space Heater, 70° Oscillating Electric PTC Ceramic Heater with Thermostat, Remote Control, 3-Mode 3-Speed, 1-12H Timer, Overheating...

★★★★★ ~ 1,402



Ninja ZEROSTICK Stainless Steel Cookware 26cm Sauté Pan with Glass Lid, Long Lasting, Non-Stick, Induction Compatible Sauté Pan,...

★★★★★ ~ 311



Ninja ZEROSTICK Stackable Cookware 3-Piece Pan Set, Non-Stick, 3 Saucepans, 16cm, 18cm and 20cm with Oven-Safe Glass Lids, Long...

★★★★☆ ~ 35



Ninja Foodi MAX Dual Zone Digital Air Fryer, 2 Drawers, 9.5L, 6-in-1, Uses No Oil, Air Fry, Max Crisp, Roast, Bake, Reheat, Dehydrate, Cook 8...

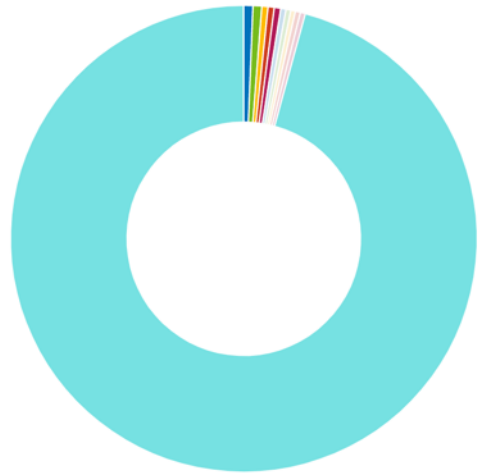
★★★★★ ~ 22,348

# Home & Kitchen – Amazon UK Cyber 5 Recap

## Organic Search Visibility



### Most Visible Brands



- GENERIC 0.64%
- YAHEETECH 0.60%
- RUSSELL HOBBS 0.44%
- HOMCOM 0.42%
- YANKEE CANDLE 0.44%
- SONGMICS 0.38%
- TOWER 0.33%
- PANANA 0.32%
- NINJA 0.34%
- COSTWAY 0.34%
- All Others 95.74%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
christmas decorations ...	1,236,145	461,256 ...
air fryer ...	937,934	526,661 ...
christmas tree ...	881,537	265,886 ...
electric blanket ...	455,598	164,389 ...
stanley cup ...	440,812	139,743 ...
coffee machines ...	406,566	122,511 ...
christmas window stickers ...	371,211	74,790 ...
dehumidifiers for home ...	324,943	304,472 ...
ninja air fryer dual ...	302,832	158,609 ...
heated blanket ...	284,420	97,934 ...
christmas tree skirt ...	270,830	49,461 ...
christmas garland ...	263,430	61,332 ...
gaming chair ...	244,580	116,545 ...
christmas tree decorations ...	240,364	60,232 ...
paper bowls ...	236,677	20,401 ...
milk frother ...	211,357	63,126 ...
disposable bowls for hot food ...	191,473	12,774 ...

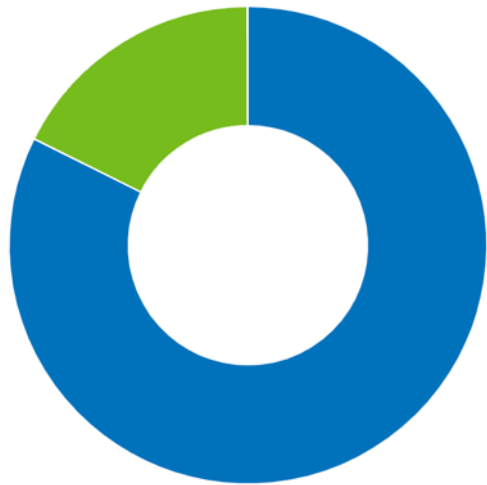
## Top Brands by Share of Sales



# PC & Video Games – Amazon UK Cyber 5 Recap

## Promotions

### Badge Breakdown by Type



- Black Friday 82.36%
- Discount 17.62%
- Teacher's Pick 0.02%

### Top-Promoted Brands

Brand	Item Count	Black Friday	Discount	Teacher's P...
EXTREMERATE ...	136	133	3	∅
ELECTRONIC ARTS ...	102	87	19	∅
UBISOFT ...	83	71	12	∅
RAZER ...	70	55	16	∅
GEEKSHARE ...	68	68	∅	∅
WARNER BROS. INTERACTIVE ENTE...	52	49	7	∅
STEELSERIES ...	51	48	3	∅
MAXIMUM GAMES ...	50	38	17	∅
BANDAI NAMCO ENTERTAINMENT.....	49	38	15	∅
DLSEEGO ...	43	41	3	∅
POWERA ...	43	31	14	∅
EPOMAKER ...	41	41	∅	∅
CORSAIR ...	40	37	4	∅
ORZLY ...	38	37	1	∅
VENOM ...	37	36	2	∅
MOKO ...	36	36	∅	∅
SEGA ...	35	26	13	∅



# PC & Video Games – Amazon UK Cyber 5 Recap

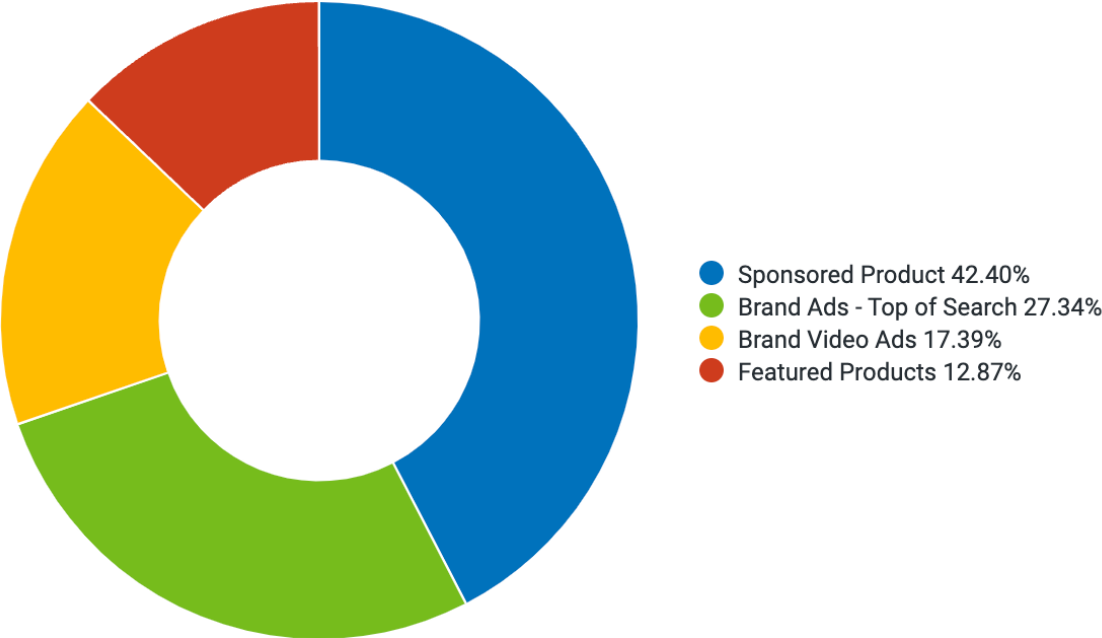
## Promotions



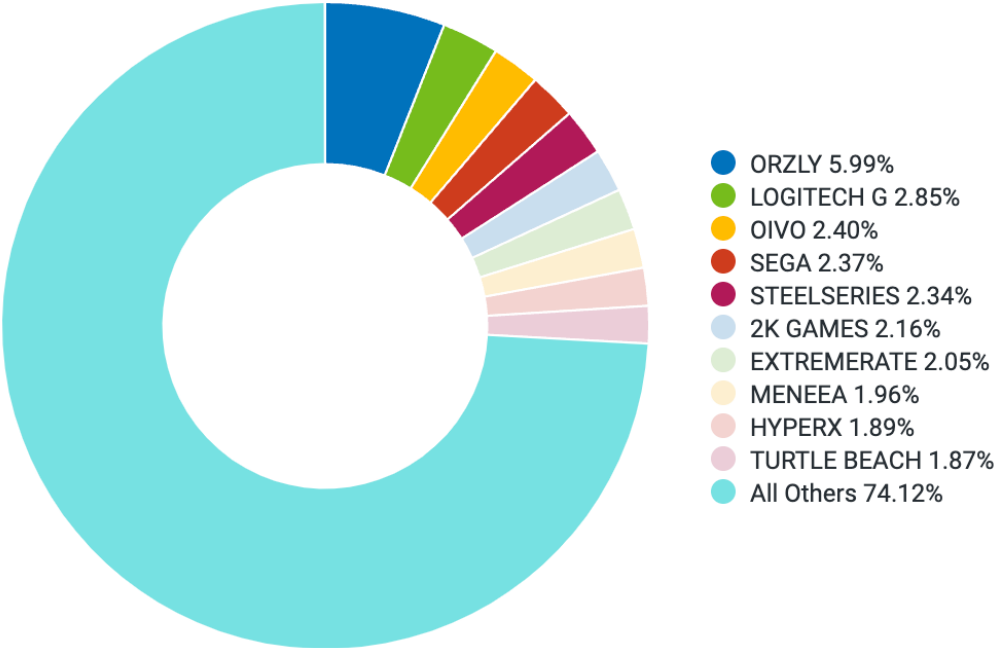
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0CB6SS2JQ ...	EA SPORTS FC 24 Standard Edition Switch   VideoGame   English	ELECTRONIC ARTS ...	3.8	£29.99	34.4%
B07SDFLVKD ...	Xbox Wireless Controller – Carbon Black	XBOX ...	6.8	£38.99	6.8%
B0CB6TQVX5 ...	EA SPORTS FC 24 Standard Edition PS4   VideoGame   English	ELECTRONIC ARTS ...	7.6	£41.99	25.6%
B08H93GKNJ ...	Xbox Series X	XBOX ...	11.0	£357.80	11.3%
B087VMGP5G ...	Xbox Wireless Controller – Shock Blue	XBOX ...	11.2	£39.98	19.2%
B0CB6SZKDS ...	EA SPORTS FC 24 Standard Edition PS5   VideoGame   English	ELECTRONIC ARTS ...	11.2	£41.01	29.2%
B0CB6TN4G2 ...	EA SPORTS FC 24 Standard Edition Xbox One / Xbox Series X   VideoGame	ELECTRONIC ARTS ...	12.2	£41.99	25.4%
B0BB7QP3SZ ...	Hogwarts Legacy Nintendo Switch (Amazon Exclusive)	WALT DISNEY PICTURES HOME ENTERTAINMENT	12.8	£33.82	21.7%
B08SRMPBRF ...	Xbox Wireless Controller - Pulse Red (Xbox Series X)	XBOX ...	14.2	£39.99	17.5%
B0CFQYJQC7 ...	Call of Duty®: Modern Warfare® III -PS5™ (Exclusive to Amazon.co.uk)	ACTIVISION ...	18.2	£57.71	6.9%
B0B9YQB919 ...	Hogwarts Legacy PS5 (Amazon Exclusive)	WALT DISNEY PICTURES HOME ENTERTAINMENT	18.6	£34.99	10.6%
B0B7GH1911 ...	Capcom Resident Evil 4 Remake (PS5)	CAPCOM ...	19.8	£24.99	12.0%
B0BLYZ7ST1 ...	Star Wars Jedi: Survivor   PS5   VideoGame   English	ELECTRONIC ARTS ...	20.6	£28.19	37.3%
B0C695YBW2 ...	Assassin's Creed Mirage Launch Edition (Exclusive to Amazon.co.uk) (PS5)	UBISOFT ...	21.0	£34.29	15.4%
B08GD9MNZB ...	Xbox Series S	XBOX ...	23.3	£181.18	23.6%
B0C7RG5GLS ...	Sonic Superstars (Nintendo Switch) (Includes Comic Style Character Skins)	SEGA ...	25.0	£34.99	22.4%
B0CGHPFJPQ ...	EA SPORTS UFC 5 Standard Edition PS5   VideoGame   English	ELECTRONIC ARTS ...	25.8	£41.15	30.9%
B087VLP2RT ...	Xbox Wireless Controller – Robot White	XBOX ...	26.2	£38.99	11.6%
B097M5GLHH ...	Mario + Rabbids Sparks Of Hope Nintendo Switch	UBISOFT ...	27.8	£17.90	43.1%
B08K9WQ849 ...	Venom Twin Charging Dock with 2 x Rechargeable Battery Packs - Black (2022)	VENOM ...	30.6	£14.11	29.1%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# PC & Video Games – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
switch sports accessories ...	79	29	25	10	15
steelseries arctis pro wireless ...	76	19	37	5	15
power a xbox controller ...	75	22	39	10	4
gaming headset pc wireless ...	75	30	20	10	15
powera xbox controller ...	74	12	45	9	8
steelseries headset ...	74	16	34	10	14
switch charging dock ...	72	28	20	9	15
switch oled carry case ...	72	25	22	10	15
switch oled case ...	72	30	18	10	14
thumb grips ...	71	27	20	9	15
ps5 controller case ...	71	24	24	8	15
gaming headset pink ...	71	24	24	8	15
switch oled ...	71	26	23	7	15
playstation controller charger ...	70	30	15	10	15
xbox series x ...	70	19	23	8	20
ps5 controller ...	69	28	23	10	8
xbox series x headset with mic ...	69	25	20	10	14
switch bundle ...	69	26	18	10	15
controller accessories ...	68	30	15	10	13

### Top-Sponsored Items



Orzly Carry Case Compatible with Nintendo Switch and New Switch OLED Console - Black Protective Hard Portable Travel Carry Case Shell...

★★★★☆ ~ 60,544



Cluedo Sabotage on the High Seas, Escape Room, Cooperative Family, Mystery Games, 1-6 Players, Hasbro Gaming

★★★★☆ ~ 3,327



Gaming Keyboard and Mouse and Mouse pad and Gaming Headset, Wired LED RGB Backlight Bundle for PC Gamers Users - 4 in 1 Gift Box...

★★★★☆ ~ 18,028



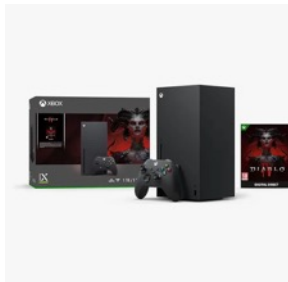
MENEAA Horizontal Stand for PS5 Console with 4-Port USB Hub, Upgraded PS5 Accessories Base Holder for Playstation 5 Disc &...

★★★★☆ ~ 603



Sonic Superstars (Nintendo Switch) (Includes Comic Style Character Skins - Exclusive to Amazon.co.uk)

2023  
PEGI Rating: Ages 3 and Over  
★★★★☆ ~ 43



Xbox Series X Diablo IV Bundle 2023

★★★★☆ ~ 13,225



Bluey: The Videogame - Switch 2023

PEGI Rating: Ages 3 and Over  
★★★★☆ ~ 22



RGB Gaming Mouse Mat Pad Large Thick(800×300×4mm) Hcman XXXL Extended Led Mousepad with Non-Slip Rubber Base, Soft Computer...

★★★★☆ ~ 12,913



NBA 2K22 - Xbox Series X (Xbox Series X)

2021  
PEGI Rating: Ages 3 and Over  
★★★★☆ ~ 20



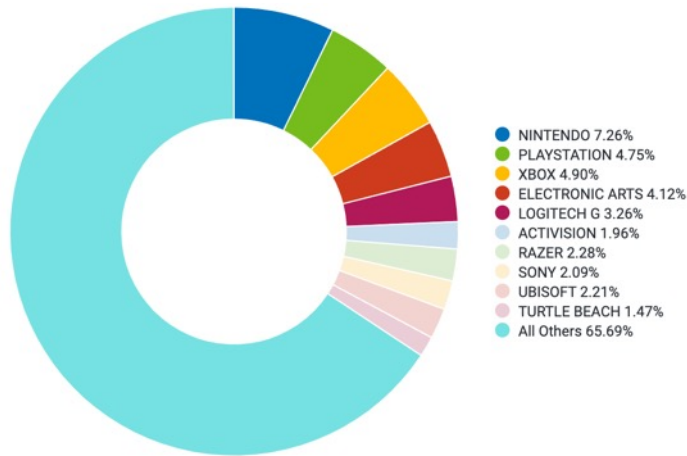
Xbox Wireless Controller – Shock Blue

2020  
★★★★☆ ~ 72,802

# PC & Video Games – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ps5 ...	265,447	204,068 ...
xbox series x ...	231,822	115,285 ...
ps5 games ...	212,321	109,803 ...
ps5 controller ...	199,104	101,259 ...
ps5 console ...	175,047	111,175 ...
nintendo switch games ...	170,767	95,736 ...
playstation portal ...	156,042	71,592 ...
xbox series s ...	152,983	69,599 ...
xbox controller ...	150,863	81,839 ...
nintendo switch ...	142,632	90,929 ...
switch games ...	123,438	64,480 ...
nintendo switch consoles ...	111,999	66,415 ...
spiderman 2 ps5 ...	83,833	86,632 ...
xbox ...	83,281	44,547 ...
playstation 5 ...	82,920	42,255 ...
gaming mouse ...	80,873	45,568 ...
gaming headset ...	77,896	44,228 ...

# Pet Supplies – Amazon UK Cyber 5 Recap

Sales Performance



## Top Brands by Share of Sales

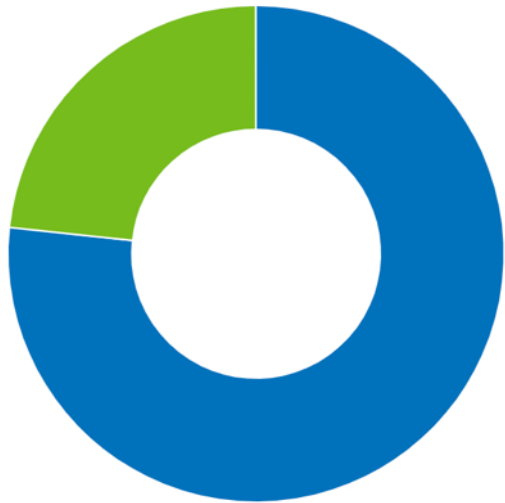




# Pet Supplies– Amazon UK Cyber 5 Recap

## Promotions

### Badge Breakdown by Type



- Black Friday 76.71%
- Discount 23.29%

### Top-Promoted Brands

Brand	Item Count	Badge Type	
		Black Friday	Discount
PAWHUT ...	286	266	24
NOBLEZA ...	160	152	10
YAHEETECH ...	155	155	1
KUOSER ...	149	149	∅
CAT CENTRE ...	130	∅	130
PECUTE ...	95	94	1
AMAZON BASICS ...	86	85	2
SLOWTON ...	80	78	3
PETFACE ...	79	23	56
VIVAGLORY ...	79	79	∅
HYGGER ...	76	75	1
PETTOM ...	73	72	1
FEANDREA ...	71	69	5
FLUVAL ...	69	45	26
EYEIN ...	68	68	∅
JOYTALE ...	68	68	∅
ALAGIRLS ...	65	65	∅



# Pet Supplies – Amazon UK Cyber 5 Recap

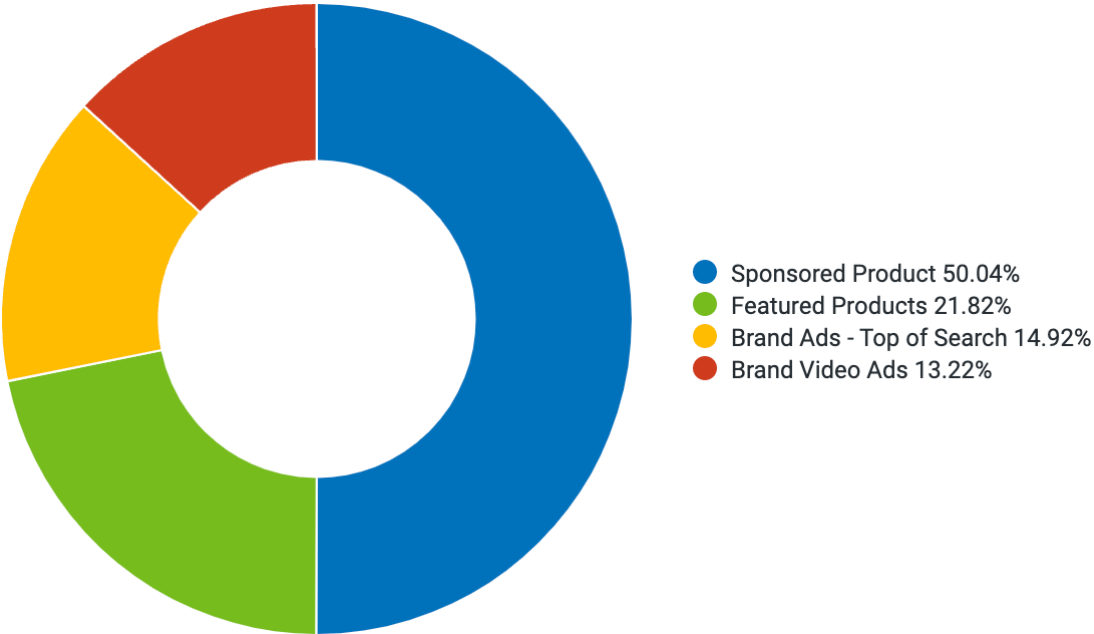
## Promotions



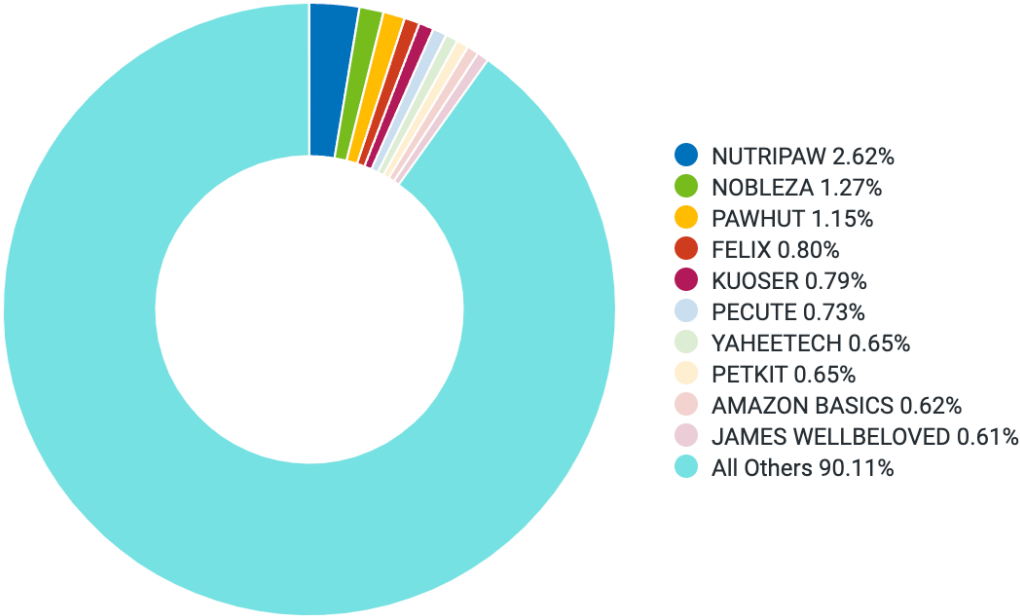
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B00BSYR7K8 ...	Earth Rated Dog Poo Bags, New Look, Guaranteed Leak Proof and Extra T	EARTH RATED ...	2.2	£6.63	40.2%
B06XXDMQH4 ...	Felix As Good As It Looks Senior Cat Mixed Selection, 40 x 100 g	FELIX ...	4.5	£9.99	31.8%
B0C5QXCP7Z ...	Ring Outdoor Camera Battery (Stick Up Cam)   HD wireless outdoor Secur	RING ...	6.0	£49.99	9.1%
B01A6KBFX Y ...	Felix As Good As It Looks Adult Wet Cat Food Mixed in Jelly Beef, Cod, Tu	FELIX ...	7.4	£24.99	33.0%
B00MW8G3YU ...	Amazon Basics Dog and Puppy Training Pads, Leakproof, 5-Layer Design v	AMAZON BASICS ...	8.4	£10.56	12.0%
B07Z2BSHF9 ...	YuMOVE Senior Dog   High Strength Joint Supplement for Older, Stiff Dogs	YUMOVE ...	10.0	£19.52	39.4%
B06W57X25S ...	Adult Wet Cat Food Mixed Selection in Jelly Beef, Chicken, Tuna, Salmon 1	FELIX ...	10.7	£31.17	11.8%
B00VUMWTT2 ...	Purina ONE Adult Dry Cat Food Rich in Chicken 6kg, Pack of 1	RINUZ ...	11.0	£17.92	24.2%
B06XDLN8JY ...	Perle Adult Wet Cat Food Chef's Collection in Gravy with Duck, Lamb, Chic	GOURMET ...	11.8	£26.09	24.4%
B005VBOFJA ...	Lily's Kitchen Natural Adult Wet Dog Food Tin Chicken & Turkey 6 x 400g	LILY'S KITCHEN ...	15.0	£11.99	22.1%
B00BEXP5MA ...	Protexin Veterinary Pro-Fibre for Dogs and Cats, Green brown, 500 g (Pack	ITECFREELY ...	15.4	£9.83	22.9%
B0BJ9JRFN7 ...	NutriPaw All-Itch Immunity Treats For Dogs - Soothe Itchy Paws, Eyes, Ear	NUTRIPAW ...	20.4	£29.74	12.0%
B0047VWPNI ...	ProDen PlaqueOff Powder   For Small Dogs   Bad Breath, Plaque, Tartar (P	PRODEN PLAQUEOFF ...	21.0	£10.09	12.7%
B00E0IGJR6 ...	Lily's Kitchen Natural Adult Dry Dog Food Chicken & Duck Grain-Free Reci	LILY'S KITCHEN ...	25.4	£13.99	23.4%
B0BZ8MJMY5 ...	YuMOVE Senior MAX Strength   Maximum Strength Joint Supplement for	YUMOVE ...	30.6	£24.17	44.8%
B0031Q1KAY ...	FELIWAY Classic 30 day Refill comforts cats, helps solve behavioural issu	FELIWAY ...	35.4	£11.99	8.4%
B01AY03EGC ...	Go-Cat Adult Dry Cat Food Chicken and Duck 10kg	GO-CAT ...	38.6	£19.86	17.7%
B004VRM3B2 ...	Applaws 100% Natural Wet Cat Food 70g Tuna Fillet 24 x 70g Tins	APPLAWS ...	39.4	£19.00	16.5%
B018SQLXGC ...	1+ Adult Chicken, Adult Dry Cat Food , 7 kg ( Pack of 1)	WHISKAS ...	42.0	£16.80	9.0%
B007FB3YBO ...	Protexin pet health Pro-Kolin for Dogs and Cats Probiotic Paste and Syring	SOFT FOOT ...	44.0	£13.59	37.3%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Pet Supplies – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
dog door ...	136	61	47	10	18
dog spray ...	132	57	50	10	15
dog tear stain remover ...	132	60	47	10	15
yak chews for dogs ...	132	60	47	10	15
cat feather toy ...	129	60	44	10	15
puppy training pads ...	129	60	44	10	15
guinea pig cages indoor ...	128	60	45	9	14
dog harness ...	127	58	44	10	15
puppy pads extra large ...	127	60	42	10	15
retractable dog lead 8m ...	127	60	42	10	15
dog pads ...	126	60	44	9	13
puppy pads 100 ...	126	60	45	9	12
xl puppy pads ...	126	60	41	10	15
dog poo bags ...	124	60	39	10	15
cat water fountain for drinking ...	123	57	41	10	15
dog scoop poop ...	123	60	38	10	15
puppy pads ...	123	60	38	10	15
puppy training pads 100 pack ...	123	55	43	10	15
bird cage with stand ...	122	60	37	10	15

### Top-Sponsored Items



**Best Seller**

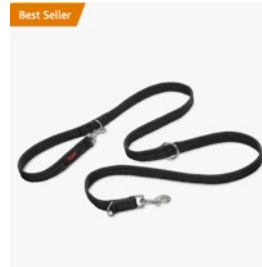
NutriPaw All-Itch Immunity Treats For Dogs - Soothe Itchy Paws, Ears, Skin - Stop Itching, Licking, Scratching - Perfect for Small,...

★★★★☆ ~ 2,816



MZQSIY 50 Pcs Pet Dog Ear Cleaner Bamboo Cotton Buds 15.5cm Enhanced Long Cane Stick Wax Remover Itchy Ear Remedy Cleaning...

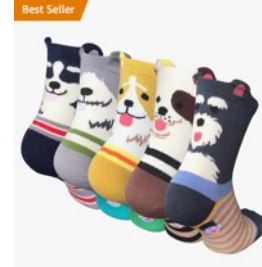
★★★★☆ ~ 114



**Best Seller**

HALTI Training Lead Size Large Black, 2m, Professional Dog Lead to Stop Pulling on the Lead, Perfect for Puppy Walks, Easy to Use Double...

★★★★☆ ~ 26,590



**Best Seller**

+11 colours/patterns

Chalier Cozy 5 Pairs Women Socks Funny Cute Animal Ladies Socks Cat Dog Socks Gifts for Women, One Size

★★★★☆ ~ 16,926



Vax Platinum Power Max Carpet Cleaner | Outcleans the leading rental!^ | Leaves your carpets dry in as little as 1 hour - ECB1SPV1, 3.5 Litr...

★★★★☆ ~ 1,597



Felix Adult Wet Cat Food Mixed Selection in Jelly Beef, Chicken, Tuna, Salmon 120 x 100g Pouches

★★★★☆ ~ 38,288



**Best Seller**

Harringtons Complete Dry Dog Food Lamb & Rice 15kg - Made with All Natural Ingredients

★★★★☆ ~ 18,903



**Best Seller**

+11 colours/patterns

Chalier Cozy 5 Pairs Women Socks Funny Cute Animal Ladies Socks Cat Dog Socks Gifts for Women, One Size

★★★★☆ ~ 18,926



**120x GIANT PACK**

felix AS GOOD AS IT LOOKS Mixed Selection IN JELLY

120x

Felix As Good As It Looks Adult Wet Cat Food Mixed in Jelly Beef, Cod, Tuna and Chicken 120 x 100g Pouches

★★★★☆ ~ 9,218



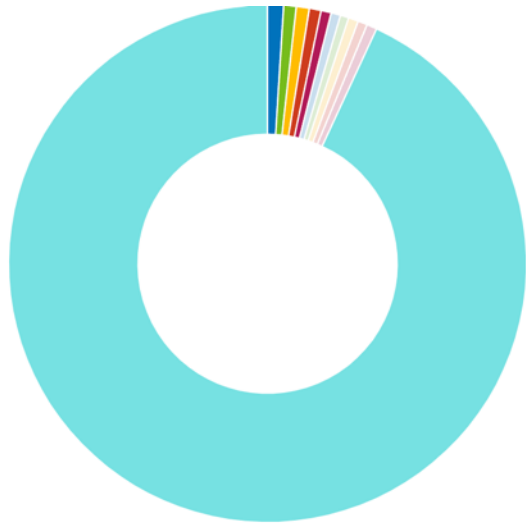
HETOO Interactive Dog Football Toys with Grab Tabs, Durable Dog Water Balls for Small Medium Breed, Indoor & Outdoor

★★★★☆ ~ 3,855

# Pet Supplies – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



PAWHUT	1.00%
BEAPHAR	0.78%
KONG	0.80%
FELIX	0.74%
GENERIC	0.63%
TRIXIE	0.59%
BUGALUGS	0.53%
ROSEWOOD	0.63%
PEDIGREE	0.58%
YAHEETECH	0.64%
All Others	93.09%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
dog bed ...	175,718	70,486 ...
cat litter ...	147,856	69,739 ...
dog toys ...	147,453	55,686 ...
cat toys ...	143,589	46,872 ...
cat tree ...	101,214	37,685 ...
puppy pads ...	96,716	37,377 ...
cat bed ...	95,889	39,288 ...
dog coat ...	92,765	27,418 ...
cat scratching post ...	92,142	30,477 ...
dog advent calendar 2023 ...	86,510	24,975 ...
cat food ...	76,695	47,407 ...
dog treats ...	74,824	33,758 ...
cat litter tray ...	72,987	33,061 ...
dog collar ...	71,913	27,945 ...
dog coats waterproof ...	71,444	25,432 ...
dog toys indestructible ...	71,023	17,081 ...
dog food ...	68,666	30,596 ...

## Top Brands by Share of Sales



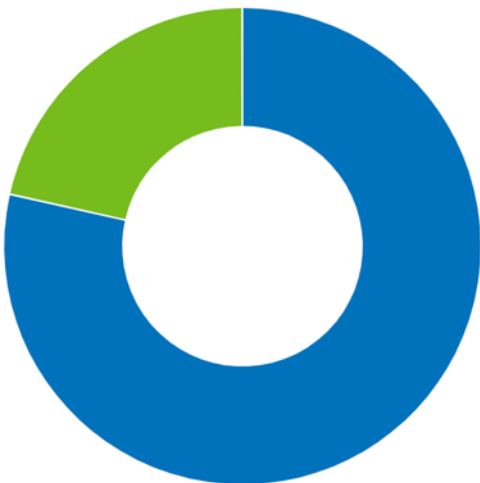


# Sports & Outdoors – Amazon UK Cyber 5 Recap

## Promotions



### Badge Breakdown by Type



- Black Friday 78.51%
- Discount 21.49%

### Top-Promoted Brands

Brand	Item Count	Badge Type	
		Black Friday	Discount
ADIDAS ...	593	209	414
TACVASEN ...	336	336	∅
UNDER ARMOUR ...	280	188	111
PUMA ...	269	226	48
MOUNTAIN WAREHOUSE ...	229	182	53
NIKE ...	224	11	213
33,000FT ...	220	215	5
REGATTA ...	210	155	63
AMAZON ESSENTIALS ...	209	199	10
HWC TRADING ...	180	174	8
MAGCOMSEN ...	164	164	∅
CRESSI ...	162	152	11
ICYZONE ...	160	160	∅
AOKOSOR ...	154	151	3
DANISH ENDURANCE ...	148	148	∅
CANTERBURY ...	143	124	22
DONHOBO ...	140	140	∅



# Sports & Outdoors – Amazon UK Cyber 5 Recap

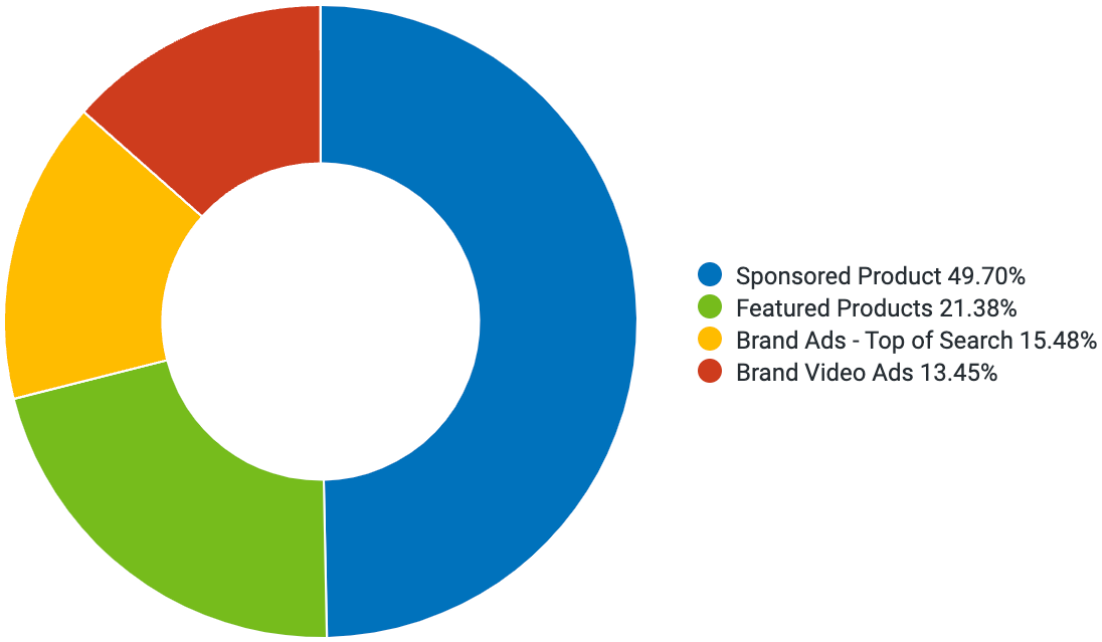
## Promotions



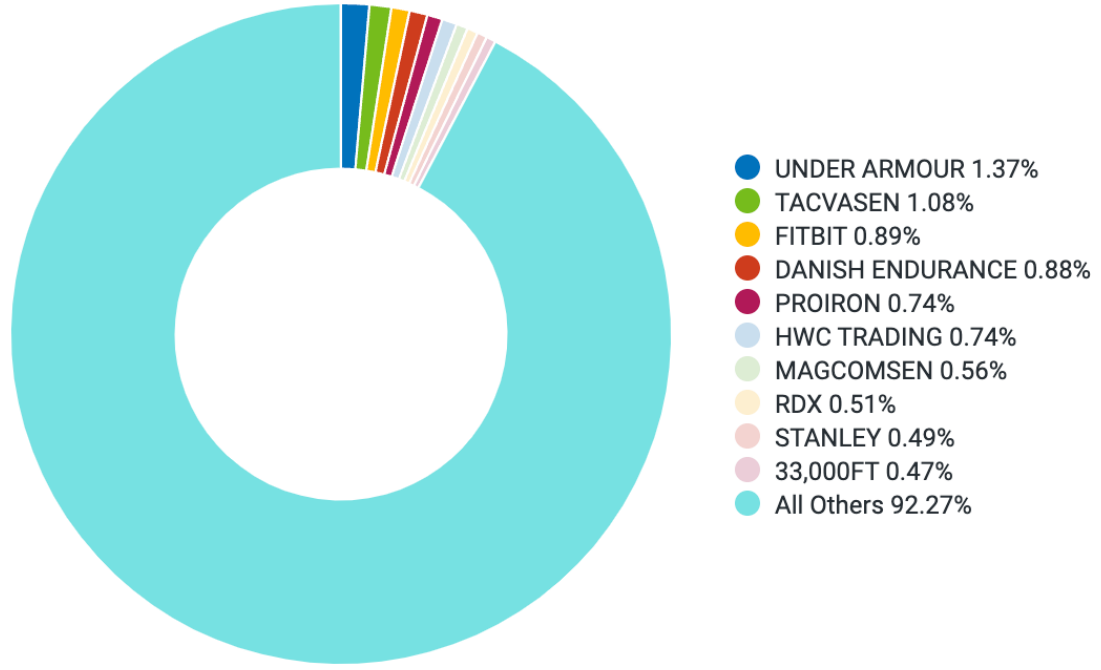
### Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B07FF436N5 ...	Natural Eco Wood Firelighters - Wood Wool Flame Fire Starters Great for L	LOG-BARN ...	2.8	£16.99	9.2%
B07KHPBF28 ...	LED Lighted Beanie Cap,USB Rechargeable Running Hat Ultra Bright 4 LED	MRLIANCE ...	4.6	£9.99	15.8%
B0CHJ83DNH ...	2-Pack Hand Warmer Rechargeable 6000mAh OUTJUT Portable Pocket W	OUTJUT ...	9.0	£19.98	19.3%
B08DFGPTSK ...	Inspire 2 Health & Fitness Tracker with a Free 1-Year Fitbit Premium Trial, :	FITBIT ...	12.6	£40.59	7.3%
B0B6WRFY5S ...	Fitbit Inspire 3 Activity Tracker with 6-months Premium Membership Inclu	FITBIT ...	13.2	£59.31	12.8%
B0953X73TP ...	Garmin Forerunner 55 GPS Running Smartwatch, with running and training	GARMIN ...	17.8	£120.76	18.3%
B00DGPPY20 ...	Thermos 184807 Stainless King Food Flask, Cranberry Red, 0.47 L	THERMOS ...	18.4	£14.95	9.0%
B08GR1M47T ...	Rechargeable LED Lighted Beanie, Perfect Dad Gifts in Christmas, Stockin	WMCAPS ...	20.0	£8.99	16.5%
B09BJV39FB ...	Head Torch Rechargeable, Blukar 2000L Super Bright LED Headlamp Head	BLUKAR ...	20.8	£10.19	17.0%
B09BXQ4HMB ...	Charge 5 Activity Tracker with 6-months Premium Membership Included, u	FITBIT ...	22.0	£94.64	4.4%
B0BK1Y38RD ...	Speedo Unisex Biofuse Swimming Goggles	SPEEDO ...	22.8	£16.95	9.9%
B08XQ1V232 ...	Yaheetech 30KG/25KG/20KG/15KG Adjustable Dumbbells Weight Lifting	YAHEETECH ...	25.0	£26.66	24.1%
B08ZF5WCC2 ...	Luxe Activity Tracker with up to 6 days battery life, stress management too	FITBIT ...	26.0	£61.76	21.8%
B00FQLLO10 ...	HotHands Hand Warmers - 40 pairs - 10 hours of heat - Air activated - Rea	HOTHANDS ...	26.2	£24.09	6.2%
B0B281HBP8 ...	GOPPUS 600ml/20oz Stainless Steel Water Bottle with Straw Insulated Sp	GOPPUS ...	26.2	£10.00	13.0%
B088DZWSF6 ...	TechStone Resistance Bands Set for Men and Women, Pack of 5 Different	TECHSTONE ...	28.0	£5.79	27.5%
B000PGOOIS ...	Nikwax TECH WASH and TX DIRECT Twin Pack, Technical Cleaner and Wa	NIKWAX ...	30.3	£8.33	34.3%
B0BMGCKQT4 ...	Yoga Mat Exercise NBR Fitness foam mat Extra Thick Non-Slip Large Pad	OZE SPORTS ...	31.8	£11.49	9.5%
B0CC624M55 ...	Hand Warmers, 2-Pack Hand Warmer Rechargeable,Magnetic Electric Har	ALTRONIA ...	34.5	£22.49	34.2%
B0BMGBYSDS ...	Yoga Mat Exercise NBR Fitness foam mat Extra Thick Non-Slip Large Pad	OZE SPORTS ...	35.0	£11.49	11.5%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Sports & Outdoors – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
boxing bag for children ...	131	59	47	10	15
boxing hand wraps ...	127	60	43	9	15
jump ropes for fitness ...	127	60	43	10	14
parallettes bars ...	127	58	44	10	15
camping tent ...	126	58	45	10	13
yoga belt ...	126	56	45	10	15
table tennis net ...	125	60	41	9	15
yoga mat ...	124	58	44	10	12
weight bar ...	123	60	41	10	12
bike back light ...	122	59	39	9	15
scooter grips ...	122	60	42	5	15
badminton rackets ...	121	58	38	10	15
basketball stand ...	121	58	40	8	15
handlebar grips ...	121	58	43	5	15
running lights for runners ...	121	59	37	10	15
sleeping pad ...	121	56	40	10	15
ankle weights 5kg ...	120	55	40	10	15
bike helmet lights ...	120	57	42	10	11
drawstring gym bags ...	120	58	43	10	9

### Top-Sponsored Items



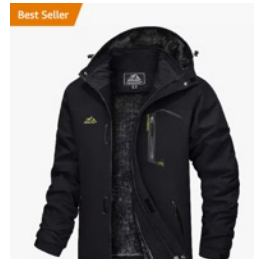
+1 colours/patterns

PROIRON 20kg/30kg Adjustable Dumbbells Weights set for Men Women, Cast Iron Dumbbell Barbells set, Strength Training Equipment...  
★★★★☆ ~ 12,735



+4 colours/patterns

Amazon Exclusive  
Fitbit Versa 4 Fitness Smartwatch with built-in GPS and up to 6 days battery life - compatible with Android and iOS.  
★★★★☆ ~ 3,717

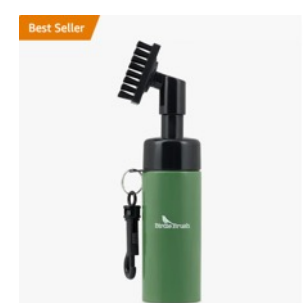


+6

Best Seller  
TACVASEN Men's Waterproof Fleece Mountain Jacket Windproof Warm Ski Jacket Multi-Pockets  
★★★★☆ ~ 5,402



Best Seller  
Smart Watch for Men Women Answer/Make Calls, 1.85" Smartwatch, Fitness Watch with Heart Rate Sleep Monitor, Step...  
★★★★☆ ~ 9,092



Best Seller  
BIRDIE BRUSH The Effortless Golf Club Groove Cleaning Brush With Built In Water Spray  
★★★★☆ ~ 185



Stanley Classic Legendary Bottle 1L - Stainless Steel Thermos Flask - BPA-free - Keeps 24 Hours Hot or Cold - Dishwasher Safe - Leak-proof Lid...  
★★★★☆ ~ 11,846



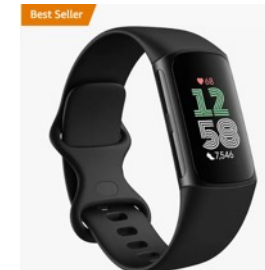
+4 colours/patterns

Fitbit Versa 4 Fitness Smartwatch with built-in GPS and up to 6 days battery life - compatible with Android and iOS.  
★★★★☆ ~ 3,717



+39

Best Seller  
ATNKE LED Lighted Beanie Cap, USB Rechargeable Running Hat Ultra Bright 4 LED Waterproof Light Winter Warm Gifts for Men and Women  
★★★★☆ ~ 11,834



+1 colours/patterns

Best Seller  
Fitbit by Google Charge 6 Activity Tracker with 6-months Premium Membership Included, 7 days battery life and Google Wallet and Google...  
★★★★☆ ~ 126



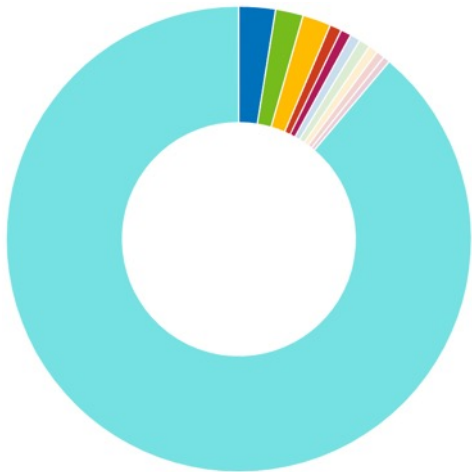
Garmin EPIX 2 - Multisport GPS Watch with AMOLED Touch Screen, Superior Functions, Heart Rate, Maps and Music, Silver Gray, TU EU  
★★★★☆ ~ 516

# Sports & Outdoor – Amazon UK Cyber 5 Recap

## Organic Search Visibility



### Most Visible Brands



- NIKE 2.54%
- ADIDAS 1.93%
- UNDER ARMOUR 1.98%
- GENERIC 0.83%
- REGATTA 0.72%
- MOUNTAIN WAREHOUSE 0.72%
- GARMIN 0.78%
- BERGHAUS 0.64%
- PUMA 0.58%
- TRESPASS 0.48%
- All Others 88.80%

### Most Visible Keywords

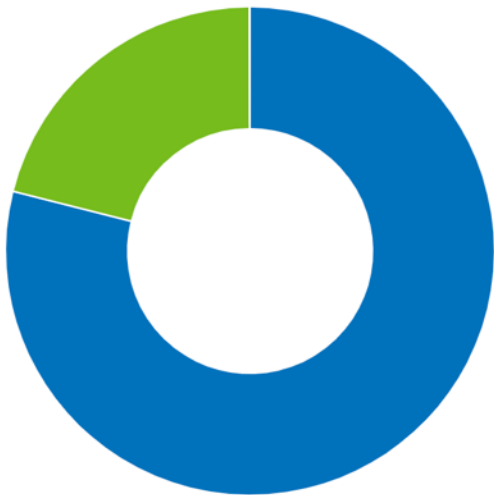
Keyword	Search Visibility Score	Avg Monthly Search Volume
hand warmers ...	349,717	73,807 ...
water bottle ...	251,079	111,328 ...
boxbollen ...	187,885	20,169 ...
air up water bottle ...	182,603	61,481 ...
head torch ...	130,399	53,487 ...
football ...	129,758	57,284 ...
hand warmers rechargeable ...	120,903	23,890 ...
electric scooter ...	115,046	49,683 ...
christmas jumpers for women ...	113,968	46,008 ...
air up ...	112,382	38,539 ...
fitbit ...	108,432	71,981 ...
heated gilet for men ...	106,598	22,108 ...
golf balls ...	103,031	29,976 ...
yoga mat ...	91,714	39,707 ...
oodie ...	89,526	47,470 ...
nike socks ...	86,487	40,005 ...
heated gloves ...	86,136	24,261 ...

## Top Brands by Share of Sales





### Badge Breakdown by Type



- Black Friday 78.94%
- Discount 21.03%
- Teacher's Pick 0.03%

### Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday Items	Discount Items	Teacher's Pick Items
HUXTERS ...	259	>	259	0	0
POPRUN ...	174	>	174	0	0
SECOND AVE GIFT COMPANY ...	122	>	122	0	0
GRUPO ERIK ...	115	>	109	8	0
RAPESCO ...	103	>	100	3	0
COLLINS DEBDEN ...	91	>	90	2	0
PHOMEMO ...	88	>	87	1	0
RETTACY ...	76	>	76	0	0
COBEE ...	73	>	65	9	0
SHUTTLE ART ...	72	>	72	0	0
AMAZON BASICS ...	67	>	65	2	0
AVERY ...	65	>	65	0	0
STABILO ...	63	>	56	9	0
MOLESKINE ...	53	>	48	8	0
GEZXIN ...	53	>	53	0	0
NICPRO ...	53	>	53	1	0
ARTFAN ...	51	>	48	3	0



# Stationary & Office Supplies – Amazon UK Cyber 5 Recap

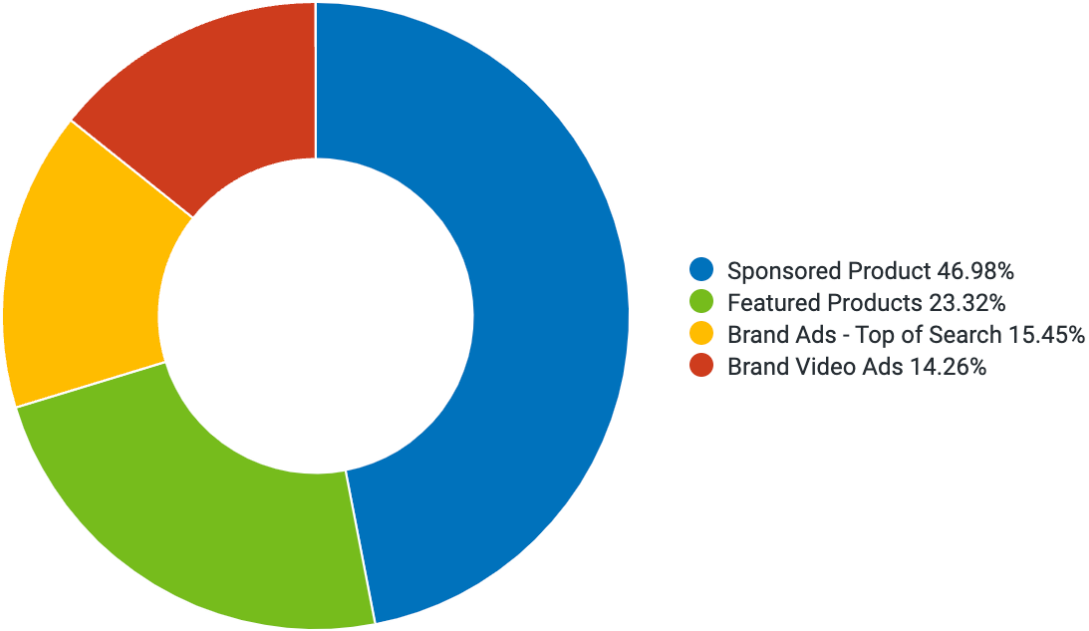
## Promotions



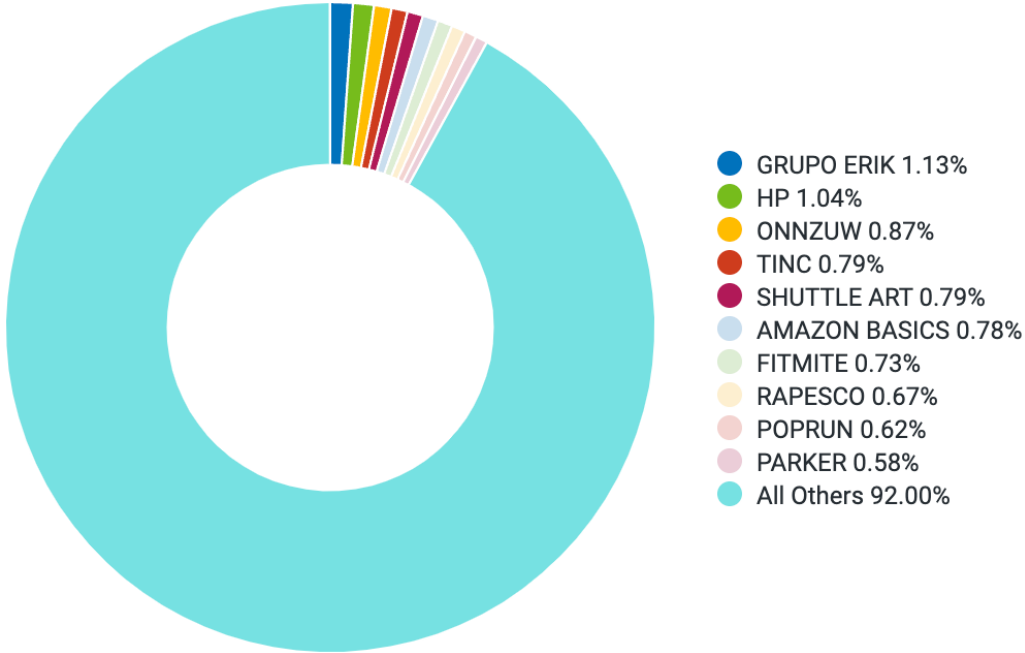
### Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B07GJFLFK3 ...	Rapesco 1488 500 Heavy Duty Tape Dispenser with 2 Tape Rolls, Powder	RAPESCO ...	7.7	£6.59	15.0%
B0872PHCS6 ...	Graphic Marker Pens, 80 Colors Drawing Art Markers Artist Dual Tips Perr	LEMAIL WIG ...	8.6	£12.79	20.0%
B000J6EXLM ...	Pukka Pad, A4 Metallic Jotta Book 3 Pack – 21 x 30cm – Wirebound Note	PUKKA PAD ...	13.8	£8.39	12.3%
B0CCL5QC9Q ...	(Bag Size) Boxclever Press Everyday 2024 Diary runs Jan - Dec'24. Diary 2	BOXCLEVER PRESS ...	17.0	£7.99	15.8%
B000NJUWME ...	Fellowes A4 Laminating Pouches - Gloss Finish - 100 Sheets - 160 Micron	FELLOWES ...	22.8	£7.89	16.3%
B0C6FLVLRH ...	Boxclever Press Family Weekly Planner 2024. Wall Calendar 2024 with 6 C	BOXCLEVER PRESS ...	23.2	£8.99	18.2%
B001JYKVJQ ...	Pukka Pad, A5 Metallic Jotta Book 3-Pack for Home, School, and Office –	PUKKA PAD ...	24.2	£5.39	17.4%
B0BVW4TGFX ...	New Casio FX-83GTCW Black Scientific Calculator	CASIO ...	31.4	£11.43	8.2%
B0834J2SVR ...	Bonsaii Paper Shredder for Home Use, 6 Sheet Cross Cut Shredder, Shred	BONSAII ...	37.8	£26.99	14.5%
B09CM7Q3F7 ...	NIIMBOT Label Maker Machine D110 Sticker Printer Maker with 1 Roll Wh	NIIMBOT ...	41.0	£19.49	9.0%
B08PKXGL6Y ...	MERRIMEN 4 x 8m Christmas Wrapping Paper roll - Perfect for Birthday, F	MERRIMEN ...	65.4	£8.99	12.2%
B0BPRZRG9Z ...	Moleskine Weekly Agenda with Space for Notes 12 Months 2024, Agenda	MOLESKINE ...	83.4	£16.38	6.8%
B0B8LQNKBZ ...	RETTACY Lined Journal Notebook - A5 Note Book Hardcover Thick Notep	RETTACY ...	85.8	£9.99	11.5%
B07T99WMV2 ...	K 500mm x 100m Roll of Quality Bubble Wrap Roll (Small Bubbles) Made i	KARAN KING ...	97.0	£9.99	10.6%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



### Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
wall calendars ...	133		59	49	10	15
postage bags for clothes large ...	129		60	47	7	15
mini stapler ...	128		60	43	10	15
family organiser calendars ...	127		56	50	6	15
2024 desk calendar uk ...	126		59	42	10	15
desk calendar 2024 uk ...	125		57	43	10	15
family calendar 2024 ...	125		60	45	5	15
2024 calendar ...	124		60	46	3	15
box files pack of 5 ...	124		55	45	9	15
cue cards ...	124		60	39	10	15
revision cards ...	124		60	45	10	9
tabs ...	124		54	45	10	15
a4 pocket folder ...	123		60	38	10	15
birthday cards for women funny ...	123		59	44	10	10
diary ...	123		57	44	10	12
small cellotape rolls ...	123		55	43	10	15
black biro pens ...	122		56	41	10	15
clip board ...	122		60	40	10	12
couples calendar 2024 uk ...	122		59	38	10	15

### Top-Sponsored Items



50PC Cable Ties Reusable - Cable Straps Multi-Purpose Tie Wraps Fastening Straps Used for Headphones Phones Electronics Wir...  
★★★★★ ~ 39



DIY Advent Calendar Kit: Beautiful Craft Advent Calendar 2023 with 24 Paper Bags and Sticker Paper with Numbers - Empty Advent Calendar ...  
★★★★★ ~ 4,106



Scriver Black Lacquer Rollerball Pen - Stunning Luxury Pen with 24K Gold Finish, Schmidt Ink Refill, Best Roller Ball Pen Gift Set for Men &...  
★★★★★ ~ 9,003



SmithPackaging 10 Large Strong Cardboard Packing Moving House Boxes 51cm x 29cm x 29cm with Carry Handles and Room List  
★★★★★ ~ 9,286



XINGJIA Large Pencil Case Big Capacity Pencil Bag Portable Pencil Case School Supplies Suitable for Middle High School College Studen...  
★★★★★ ~ 435



Marvin's Magic - Amazing Magic Pens - Colour Changing Magic Colouring Pens Set - Create 3D Lettering or Write Secret Messages - Magical Art...  
★★★★★ ~ 2,797



FITMITE Birthday Cards, LIGHTS & SOUND Pop up Happy Birthday Card Birthday Gifts for Women Men Husband Wife Kids Greeting Cards...  
★★★★★ ~ 347



Bestier L Shaped Desk with Power Outlets & LED Lights Compact Corner Desk with Shelves Reversible Computer Desk with Hooks for Ho...  
★★★★★ ~ 604



CUTPOPUP Sunflowers Basket Pop Up Card, Handmade Flower Greeting Cards, 3D Mum Mother's Day Birthday, Anniversary, Thinking of...  
★★★★★ ~ 3,302



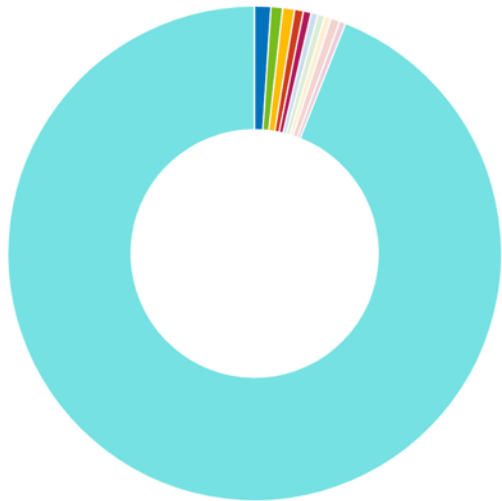
Parker Sonnet Ballpoint Pen | Blue Lacquer with Palladium Trim | Medium Point Black Ink | Gift Box  
★★★★★ ~ 2,493

# Stationary & Office Supplies – Amazon UK Cyber 5 Recap

## Organic Search Visibility



### Most Visible Brands



- COMMAND 1.06%
- BIC 0.76%
- HALLMARK 0.79%
- HP 0.58%
- STAEDTLER 0.50%
- Q-CONNECT 0.46%
- GENERIC 0.46%
- AMAZON BASICS 0.43%
- GRUPO ERIK 0.58%
- UK GREETINGS 0.39%
- All Others 93.99%

### Most Visible Keywords

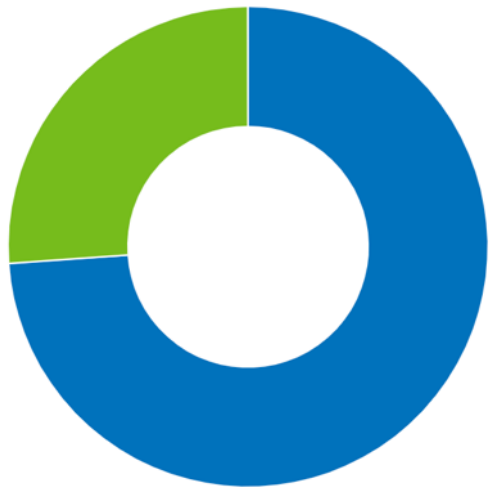
Keyword	Search Visibility Score	Avg Monthly Search Volume
christmas wrapping paper ...	313,350	79,063 ...
wrapping paper ...	169,320	39,237 ...
bubble wrap ...	143,129	62,661 ...
wrapping paper cutter ...	129,156	65,422 ...
desk ...	122,765	71,303 ...
christmas cards ...	118,438	38,417 ...
2024 diary ...	117,685	40,820 ...
calendar 2024 uk ...	109,711	32,076 ...
gaming desk ...	107,262	55,380 ...
pencil case ...	99,904	39,580 ...
sellotape ...	99,310	33,008 ...
gaming chair ...	98,845	116,545 ...
christmas cards pack ...	98,492	18,745 ...
pens ...	98,170	39,925 ...
laptop stand ...	96,344	36,093 ...
notebook ...	91,326	43,018 ...
highlighters ...	87,713	32,344 ...

### Top Brands by Share of Sales





### Badge Breakdown by Type



● Black Friday 73.91%  
● Discount 26.09%

### Top-Promoted Brands

Brand	Item Count	Badge Type	Black Friday	Discount
		Items	Items	Items
FUNKO ...	237	81	167	
MELISSA & DOUG ...	166	147	32	
LEGO ...	139	63	86	
RUBIE'S ...	131	114	20	
DEAO ...	119	106	14	
JOYIN ...	107	107	1	
HOMCOM ...	105	97	11	
RAVENSBURGER ...	104	78	27	
LOCOLEE ...	103	103	∅	
HUADADA ...	100	100	∅	
AMSCAN ...	94	5	89	
BARBIE ...	86	51	44	
PLAYMOBIL ...	84	47	42	
BENOLLS ...	83	82	1	
GENERIC ...	78	49	29	
COSTWAY ...	77	52	26	
VTECH ...	74	46	35	



# Toys & Games – Amazon UK Cyber 5 Recap

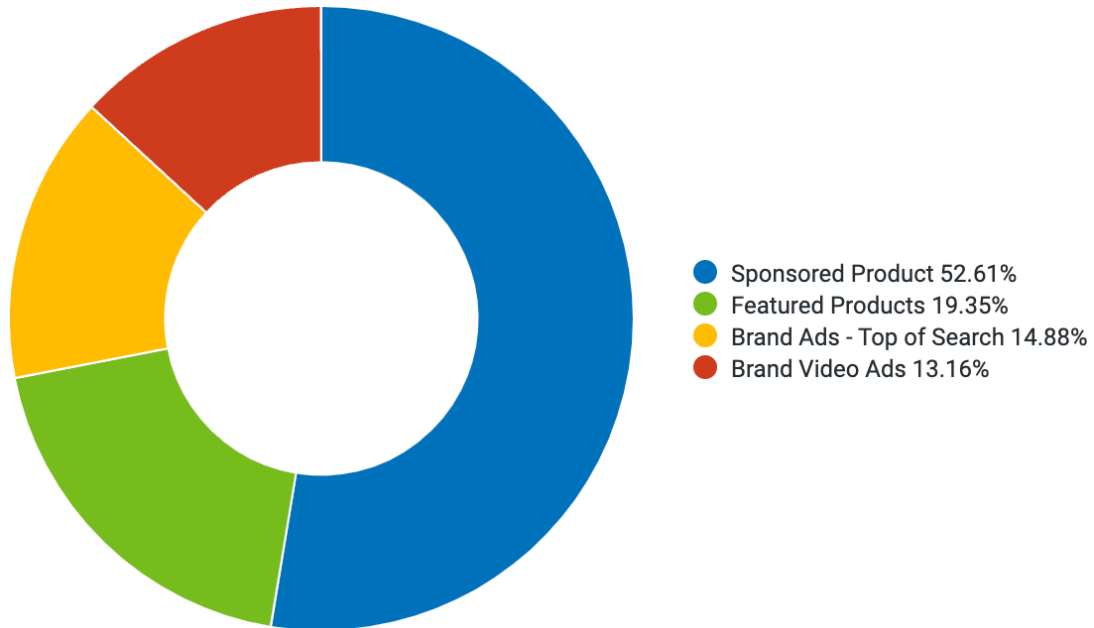
## Promotions



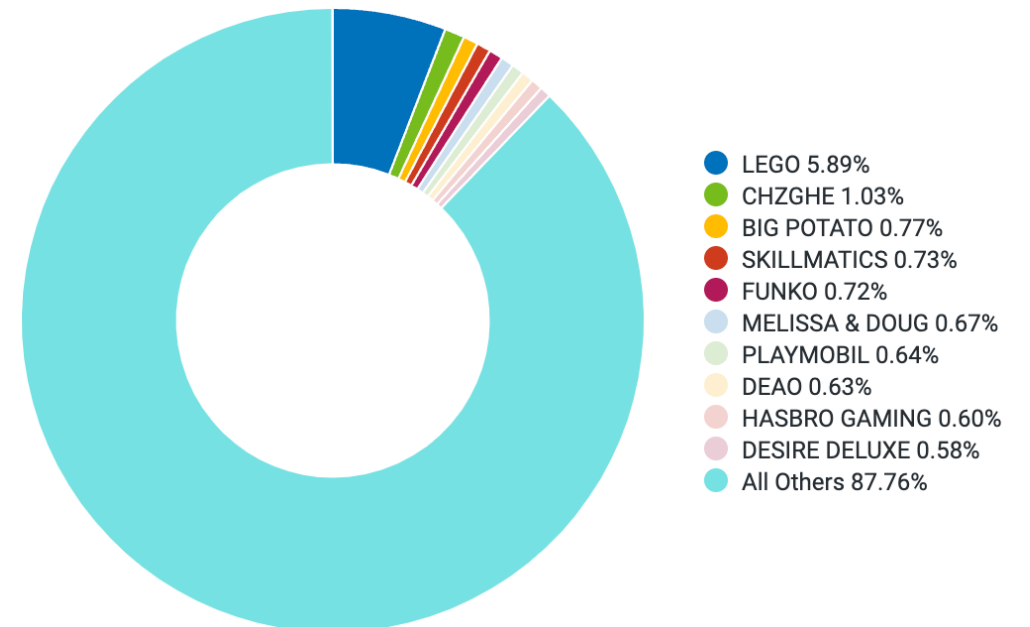
### Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0031QBHMA ...	Asmodee   Dobble   Card Game   Ages 6+   2-8 Players   15 Minutes Playin	ASMODEE ...	2.4	£6.99	19.0%
B0BPD2K427 ...	Elite 2.0 Double Punch Motorised Dart Blaster	NERF ...	4.0	£11.99	25.0%
B07ZYCNZTZ ...	Nerf Elite 2.0 Commander RD-6 Blaster, 12 Official Nerf Darts, 6-Dart Rotat	NERF ...	5.0	£4.99	21.5%
B0BRNJFFSB ...	OUTSMARTED! The Live Family Quiz Show Board Game   Ages 8+   For 2 t	OUTSMARTED! ...	5.2	£19.99	32.4%
B086XJTLRY ...	Herd Mentality Board Game: The Udderly Addictive Family Game   Best Ch	CHZGHE ...	6.4	£17.49	7.0%
B0C7D1LHJ4 ...	Twister Air Party Game Includes 4 Twister Air Wrist Bands, 4 Twister Air A	HASBRO GAMING ...	6.5	£13.99	17.5%
B099ZY7XLV ...	Play-Doh Care n Carry Vet Playset with Toy Dog, Carrier, 10 Tools, 5 Colour	PLAY-DOH ...	8.5	£9.99	24.6%
B096W2XGHM ...	Monopoly Game, Family Board Game for 2 to 6 Players, Monopoly Board C	MONOPOLY ...	9.2	£10.00	32.6%
B08F2NJYRQ ...	Play-Doh Drill 'n Fill Dentist Toy for Children 3 Years and Up with 8 Modellin	PLAY-DOH ...	9.6	£8.99	13.3%
B09RNGP5G6 ...	Gabby's Dollhouse, Purrfect Dollhouse with 2 Toy Figures, 8 Furniture Piec	GABBY'S DOLLHOUSE ...	10.8	£44.99	14.3%
B01J3KRZRS ...	Hasbro Gaming Classic Operation Game, Electronic Board Game with Car	HASBRO GAMING ...	14.0	£11.99	20.0%
B0BPCBLRHB ...	76421 Harry Potter Dobby the House-Elf Set, Iconic Figure Model, Toy or B	LEGO ...	15.7	£18.46	11.2%
B0B14X5PZ8 ...	Talking Flash Cards Early Educational Toys for 3 4 5 6 Year Old Baby Boys	ZNZ ...	15.8	£9.99	17.3%
B08JS2MPK3 ...	The Classic Game of Connect 4 Strategy Board Game for Kids; 2 Player ; 4	HASBRO GAMING ...	17.8	£6.99	22.2%
B0BV7BYNYD ...	LEGO 76419 Harry Potter Hogwarts Castle and Grounds, Model Set Featur	LEGO ...	18.0	£96.99	13.8%
B07FTGLWDR ...	Desire Deluxe Hair Chalk Gift for Girls - 10 Temporary Non-Toxic Easy Was	DESIRE DELUXE ...	21.0	£8.99	11.3%
B08KTJV9P4 ...	Hasbro Gaming Twister Game for Kids Ages 6 and Up	HASBRO GAMING ...	21.3	£9.32	22.3%
B088HRRB59 ...	Blue Orange   Taco Cat Goat Cheese Pizza   Card Game   Ages 8+   2-8 Pla	BLUE ORANGE ...	28.0	£7.49	19.9%
B0C78GPJXC ...	Goliath Games Presents: The Traitors - Official Board Game   Based on the	GOLIATH GAMES ...	34.8	£14.99	18.2%
B0BBRXB13N ...	76918 Speed Champions McLaren Solus GT & McLaren F1 LM, 2 Iconic R	LEGO ...	35.0	£24.16	6.6%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Toys & Games – Amazon UK Cyber 5 Recap

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
pokemon card binder ...	136	60	56	5	15
kids wooden kitchen ...	130	59	50	6	15
kids' play vehicle garages ...	130	60	45	10	15
kinetic sand for kids ...	129	55	49	10	15
hover soccer ball ...	128	60	43	10	15
kinetic sand for girls ...	127	59	43	10	15
magnetic building blocks ...	127	59	44	10	14
sensory scarves ...	125	57	43	10	15
slap bands for kids ...	125	56	44	10	15
kids cleaning trolley set ...	124	57	44	8	15
poker set ...	124	60	39	10	15
popper game ...	124	60	42	7	15
wooden balance bike ...	124	59	45	9	11
all terrain remote control car ...	123	63	35	12	13
drone for kids ...	123	59	40	10	14
kids make up set for girls ...	123	56	43	9	15
city adventure rescue toy ...	122	57	41	10	14
kenetic sand ...	122	57	43	7	15
poppit game ...	122	59	39	9	15

### Top-Sponsored Items



**Best Seller**  
Herd Mentality Board Game: The Udderly Addictive Family Game | Best Christmas Game For 4-20 Players  
★★★★★ ~ 3,348



Big Potato OK Play Board Game: Fun and Easy Game For Kids And Adults | Great Travel Game For 2-4 Players | Perfect Game for Christmas, Great...  
★★★★★ ~ 3,212



**Best Seller**  
LEGO 76421 Harry Potter Dobby the House-Elf Set, Iconic Figure Model, Toy or Bedroom Accessory Decoration, Christmas Treat, Gift for...  
★★★★★ ~ 2,229



Sounds Fishy Board Game: The Fast-Thinking, Bluffing Family Game for Kids 10+ and Adults | Best New Board Games | Ideal Christmas Game  
★★★★★ ~ 1,111



The Chameleon Board Game: Simple Spot-The-Imposter Family Game | Best Christmas Board Game for Families and Friends  
★★★★★ ~ 2,598



LEGO 76217 Marvel I am Groot Buildable Toy, Guardians of the Galaxy 2 Set Featuring a Collectable Baby Groot Model Figure, Gift Idea...  
★★★★★ ~ 4,476



LEGO 75347 Star Wars TIE Bomber Model Building Kit, Christmas Treat, Collectable Gifts for Kids, Boys & Girls, Starfighter with Gonk Droid...  
★★★★★ ~ 1,704



**Best Seller**  
More or Less Card Game- How Good Is Your Judgement? 2+ Players | Adults & Kids |  
★★★★★ ~ 3,970



**Amazon Exclusive**  
Desire Deluxe Hair Chalk Gift for Girls - 10 Temporary Non-Toxic Easy Washable Hair Dye Colourful, Metallic, Glitter Pens - Great Games...  
Powder  
★★★★★ ~ 16,820

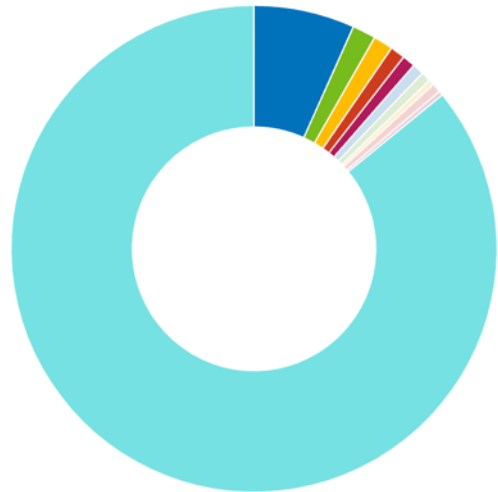


**Best Seller**  
NATIONAL GEOGRAPHIC Gemstone Advent Calendar 2023 - Advent Calendar for Kids with 24 Gemstones, Complete Rock Collection Christmas...  
★★★★★ ~ 1,460

# Toys & Games – Amazon UK Cyber 5 Recap

## Organic Search Visibility

### Most Visible Brands



LEGO	6.72%
FUNKO	1.56%
BARBIE	1.30%
RAVENSBURGER	0.99%
POKÉMON	0.85%
VTECH	0.76%
HOT WHEELS	0.66%
SMIFFYS	0.36%
CRAYOLA	0.60%
AMSCAN	0.31%
All Others	85.88%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
lego ...	1,289,010	327,382 ...
barbie ...	390,783	181,629 ...
squishmallow ...	288,342	101,628 ...
elf on the shelf ...	285,985	71,604 ...
board games ...	229,981	63,032 ...
lego star wars ...	192,524	67,847 ...
lego advent calendar 2023 ...	183,459	77,819 ...
magnetic chess game ...	179,699	83,962 ...
harry potter lego ...	171,953	65,674 ...
lego technic ...	161,347	47,570 ...
hot wheels ...	150,106	46,986 ...
fidget toys ...	144,944	43,602 ...
toys ...	144,249	43,186 ...
kinetic sand ...	143,387	42,114 ...
pokemon cards ...	139,778	71,284 ...
baby toys ...	139,437	41,821 ...
advent calendar 2023 ...	139,393	390,124 ...



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