



Department Performance Report

NOVEMBER 2023



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

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Report Overview

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

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

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

Definitions

Top-Selling Brands

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

Top Brands in Organic Search

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

Top Brands in Paid Search

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

Top Promoted Brands

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

Top-Selling Items

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

About Analytic Index

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



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



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



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Market Share Leaders:



Brands Observed

6,105

▼ -3% vs Prior Period

Items Observed

46,798

▼ -8% vs Prior Period

Department Summary
Keywords Observed

113,002

▼ -3% vs Prior Period

Sponsorship Activity

▼ -4.6%

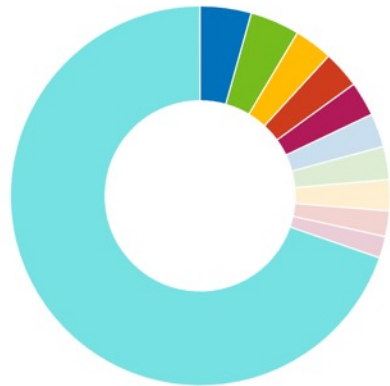
11,234,524 Weekly Average

Organic Search Visibility

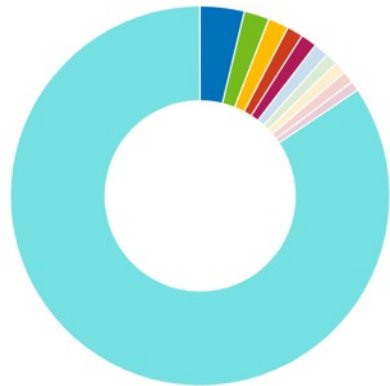
▲ 7.9%

3,720,533,740 Weekly Average

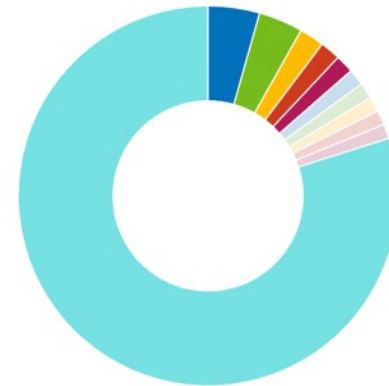
Top-Selling Brands



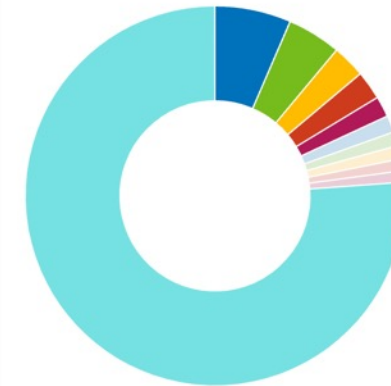
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$59⁸⁵

Crayola Ultra Clean Washable Markers Classroom, 12 Packs, 10 Assorted Colors, 120 Pieces

★★★★☆ 3



Options

\$15⁹⁷ 66.5 fl oz

Options from \$15.97 - \$20.94

Waverly Inspirations 8 oz White/Elephant/Ink, Set of 3, 8 fl oz each

★★★★★ 224



+ Add

\$14⁴⁹

Belle Chemical Sodium Hydroxide - Pure - Food Grade (Caustic Soda, Lye) (2 Pound Jar)

★★★★★ 73



Now \$4⁹⁸ \$10.96

Walmart Custom 5x7 White Soft Cover 0.5lb Photo Book

★★★★☆ 172

Price when purchased online



Options

Now \$46⁹⁹ \$56.715

Options from \$46.99 - \$619.99

Cricut Maker 3 Machine Tools and Rainbow Vinyl Bundle

★★★★★ 114

Market Share Leaders:



Brands Observed

13,879

▲0% vs Prior Period

Items Observed

399,879

▼-11% vs Prior Period

Department Summary

Keywords Observed

98,655

▼-22% vs Prior Period

Sponsorship Activity

▼-11.8%

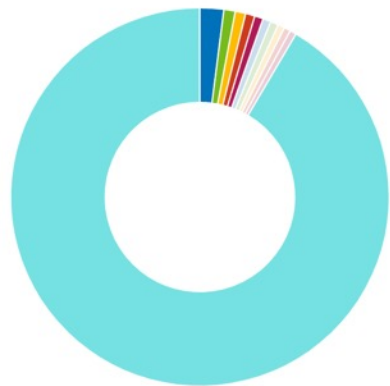
9,515,688 Weekly Average

Organic Search Visibility

▲4.1%

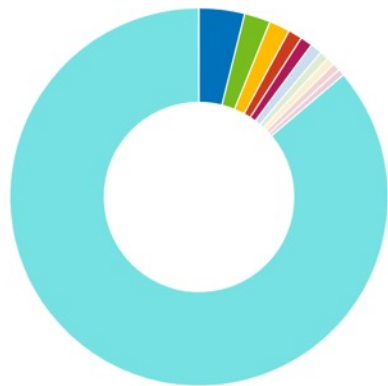
4,021,930,115 Weekly Average

Top-Selling Brands



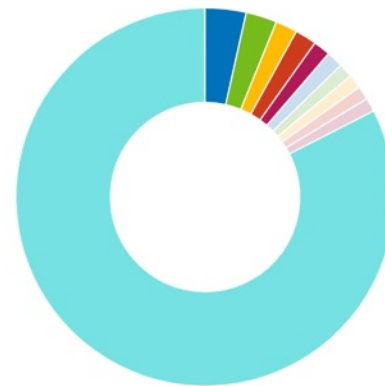
- DORMAN 2.04%
- FRAM 0.96%
- ACDELCO 0.90%
- RUGGED RIDGE 0.80%
- REPLACEMENT 0.72%
- SYLVANIA 0.69%
- MOBIL 1 0.68%
- STANDARD MOTOR PRODUCTS 0.57%
- DORMAN HELP 0.56%
- GO-PARTS 0.56%
- All Others 91.52%

Top Brands in Organic Search



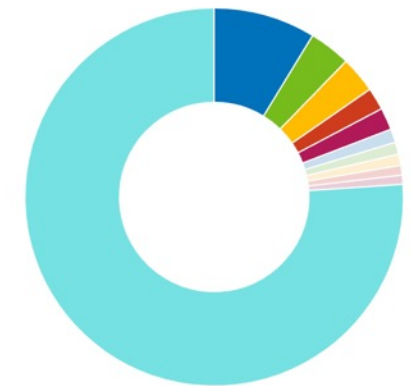
- HYPER TOUGH 3.89%
- AUTO DRIVE 2.23%
- HART 1.79%
- DEWALT 1.20%
- MILWAUKEE 1.02%
- ENERGIZER 1.01%
- BOSCH 0.76%
- EVERSTART 0.70%
- RAIN-X 0.65%
- ONN. 0.58%
- All Others 86.17%

Top Brands in Paid Search



- HART 3.50%
- COBRA 2.66%
- WORKPRO 1.86%
- NOCO 1.83%
- BOSS AUDIO SYSTEM 1.45%
- VEVOR 1.44%
- BOSE 1.20%
- HYPER TOUGH 1.19%
- BENTISM 1.17%
- JAY LENO'S GARAGE 1.17%
- All Others 82.52%

Top-Promoted Brands



- REPLACEMENT 8.72%
- POWER STOP 3.56%
- AUXITO 3.10%
- DORMAN 1.91%
- LEDKINGDOMUS 1.88%
- EEASE 1.17%
- MAXPEEDINGRODS 1.03%
- SOAC 0.95%
- KAI 0.83%
- BMZONCC 0.79%
- All Others 76.06%

Top-Selling Items:



Now \$29⁹⁷ \$40.99 18.7 c/fl oz
 Mobil 1 Extended Performance Full Synthetic Motor Oil 0W-20, 5 qt
 ★★★★★ 771



\$14⁹⁹
 More options from \$8.99
 Alla Lighting Super Bright 3156 3157 LED Turn Signal Light Bulbs 2000 Lumens 3156 3457 4157 3157 LED Bulb...
 ★★★★★ 19



Now \$27⁹⁷ \$41.99 17.5 c/fl oz
 Mobil 1 Extended Performance Full Synthetic Motor Oil 5W-30, 5 qt
 ★★★★★ 896



\$27⁹⁷ 17.5 c/fl oz
 Mobil 1 High Mileage Full Synthetic Motor Oil 5W-30, 5 qt
 ★★★★★ 546



\$17⁹⁹
 More options from \$16.98
 Alla Lighting 3157 LED Bulbs Super Bright 3156 3056 3157KX 4157 3457 4157NAK 3757 T25 Wedge LED Turn...
 ★★★★★ 272

Market Share Leaders:



GARANIMALS

mompush



TEAYINGDE

Brands Observed

6,969

▼ -5% vs Prior Period

Items Observed

53,544

▼ -6% vs Prior Period

Department Summary
Keywords Observed

161,381

▼ -1% vs Prior Period

Sponsorship Activity

▲ 6.4%

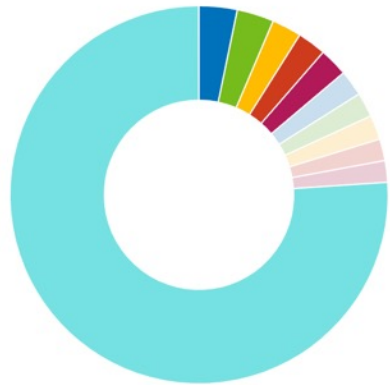
15,119,825 Weekly Average

Organic Search Visibility

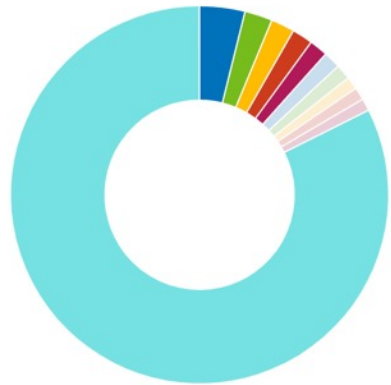
▲ 5.0%

9,262,723,876 Weekly Average

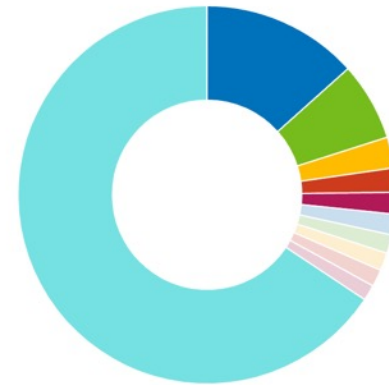
Top-Selling Brands



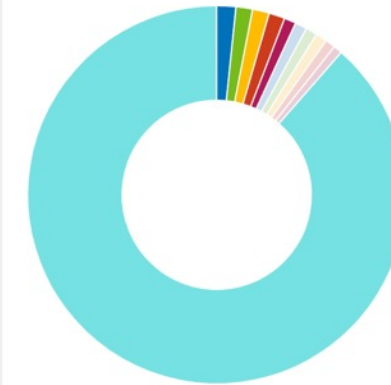
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Options
Now \$159⁹⁹ \$229.99
Mompush Wiz 2-in-1 Baby Stroller with Bassinet Mode, Reversible Seat and Large Canopy, Black, 22.3LB, Unisex
★★★★★ 112



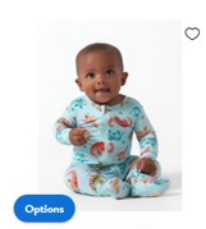
Options
Now \$15⁹⁷ \$35.99
Babytrtl 4 in 1 Baby Carrier, Infant Carrier Ergonomic Baby Carrier Backpack, Breathable Front Back...
★★★★★ 105



Options
Now \$7⁰⁰ \$9.00
Mickey Mouse Christmas Baby Unisex Coveralls and Hat Set, 2-Piece, Sizes 0/3M-2T
★★★★★ 33



+ Add
Now \$118⁹⁹ \$159.99
Momcozy S12 Pinky Pro Hands Free Breast Pump Wearable, 24mm 2 Pack Electric
★★★★★ 465



Options
\$24⁹⁹
More options from \$11.75
Gerber Unisex Baby Toddler Butterly Soft Footed Pajama 2-Way Zipper with Viscose Made from Eucalyptus, Sizes...
★★★★★ 191

Market Share Leaders:

NIOXIN

PAUL MITCHELL

FHI HEAT

MATRIX

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

Brands Observed

8,885

▼ -5% vs Prior Period

Items Observed

73,314

▼ -5% vs Prior Period

Department Summary

Keywords Observed

113,074

▼ -13% vs Prior Period

Sponsorship Activity

▼ -3.9%

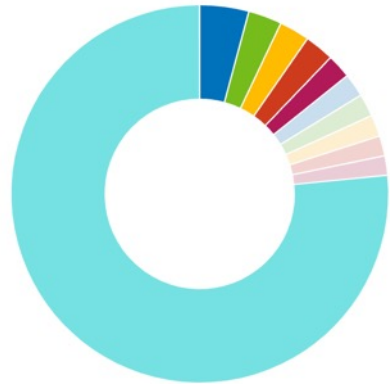
17,697,911 Weekly Average

Organic Search Visibility

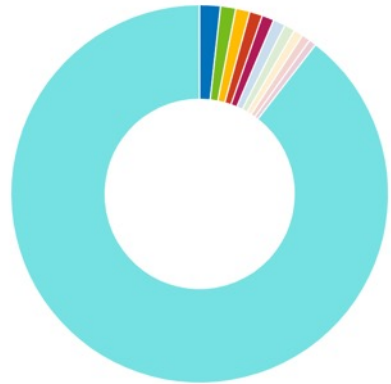
▲ 2.5%

17,797,226,671 Weekly Average

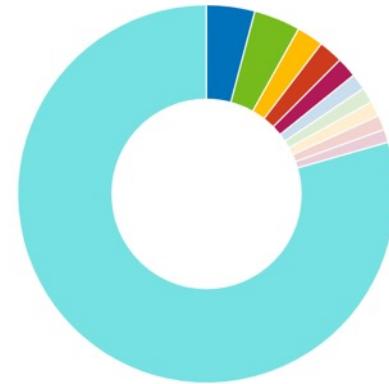
Top-Selling Brands



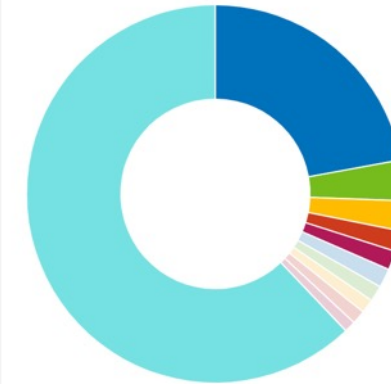
Top Brands in Organic Search



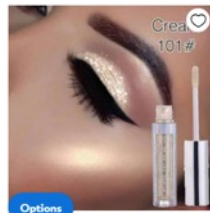
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

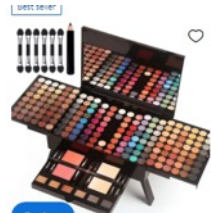


\$6⁵⁹

Options from \$6.59 - \$7.58

Long Lasting Waterproof Highly Pigmented Shining Shimmer Glitter Liquid Eyeshadow Metallic Pigments...

★★★★☆ 2



Now \$25⁹⁹ \$37⁹⁹

MISS ROSE 190 Colors Cosmetic Makeup Palette Set Kit Combination, Professional Makeup Kit...

★★★★★ 165



\$15⁹⁵

Secret Lift - Instant Face, Neck & Eye Lift Kit Lifting Bands & Tapes (40 Pieces) by CosmeSearch

★★★★☆ 3



\$26⁹⁹

Remixidil 5% Minoxidil Foam | Hair Regrowth Treatment for Women

★★★★★ 154



Now \$29⁹⁸ \$44⁵⁰ 88.7 c/fl oz

Paul Mitchell Tea Tree Special Conditioner 33.8 oz

★★★★☆ 29

Market Share Leaders:



Brands Observed

16,128

▼ -6% vs Prior Period

Items Observed

268,862

▼ -5% vs Prior Period

Department Summary
Keywords Observed

203,202

▼ -17% vs Prior Period

Sponsorship Activity

▼ -14.6%

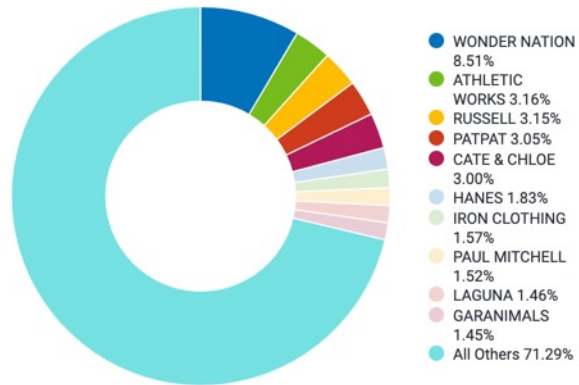
40,618,928 Weekly Average

Organic Search Visibility

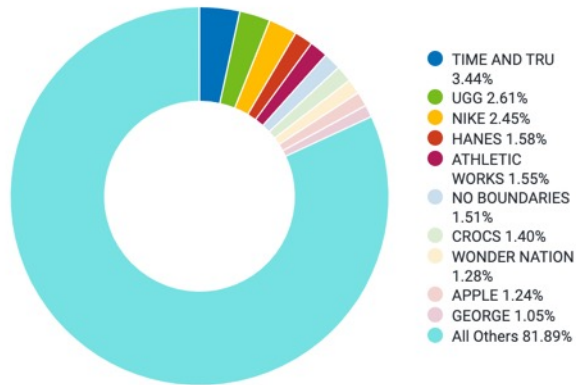
▲ 4.6%

23,167,526,277 Weekly Average

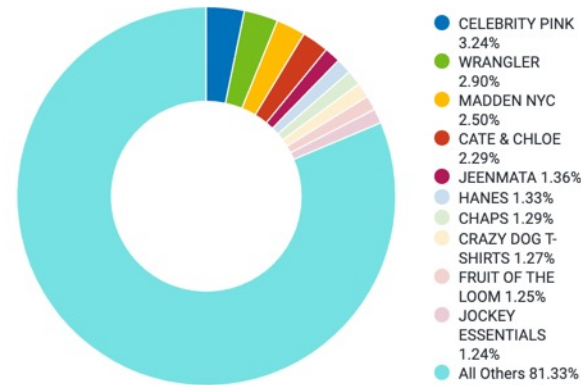
Top-Selling Brands



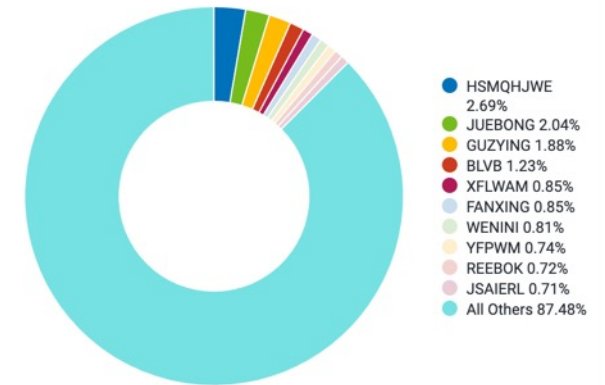
Top Brands in Organic Search



Top Brands in Paid Search



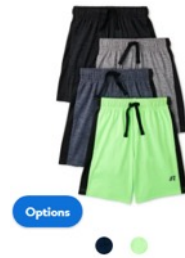
Top-Promoted Brands



Top-Selling Items:



\$37⁹⁹ \$150.00
Cate & Chloe Signature Collection
Starla Sterling Silver Earrings | 18K
White Gold Stud Earrings, 925 Sterling.
★★★★★ 6



\$20⁰⁰
Russell Boys Year Round Shorts, 4-Pack,
Sizes 4-18 & Husky
★★★★★ 401



\$19⁶⁸
Wonder Nation Boys School Uniform
Flat Front Pants, 2-Pack, Sizes 4-18 &
Husky
★★★★★ 118



Now \$13⁹⁹ \$21.99
Options from \$13.99 - \$32.99
PatPat Christmas Letter Contrast Top
and Pants Family Matching
Pajamas, Unisex, 2-Piece
★★★★★ 187



\$10⁶⁵
More options from \$10.57
Cycling Glasses Outdoor Sunglasses
MTB Men Women Sport Goggles
UV400 Bike Bicycle
★★★★★ 187

Market Share Leaders:



Brands Observed
10,427

▼ -8% vs Prior Period

Items Observed
118,303

▼ -15% vs Prior Period

Department Summary
Keywords Observed
105,589

▼ -12% vs Prior Period

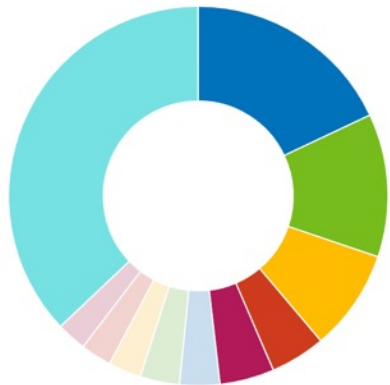
Sponsorship Activity
▼ -12.4%

22,208,403 Weekly Average

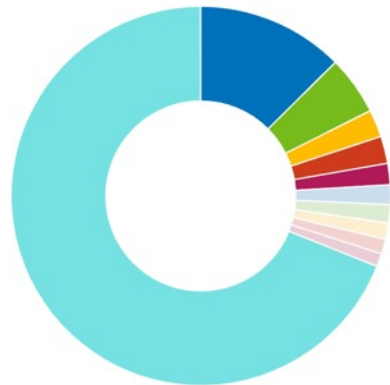
Organic Search Visibility
▲ 25.2%

17,255,717,829 Weekly Average

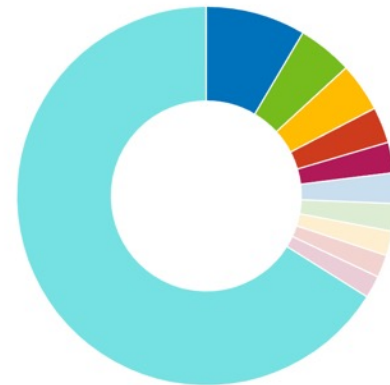
Top-Selling Brands



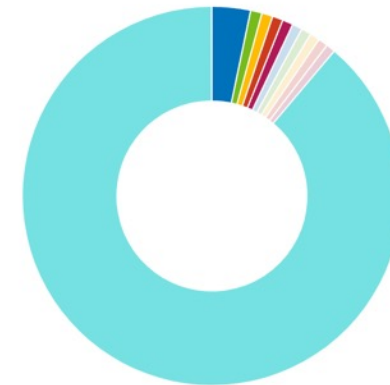
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$199⁰⁰ ~~\$249⁰⁰~~

Apple AirPods Pro (2nd Generation) - Lightning

★★★★★ 5851



+ Add

Now \$99⁰⁰ ~~\$129⁰⁰~~

Apple AirPods with Charging Case (2nd Generation)

★★★★★ 30169



+ Add

Now \$268⁰⁰ ~~\$298⁰⁰~~

Hisense 58" Class 4K UHD LED LCD Roku Smart TV HDR R6 Series 58R6E3

★★★★★ 9567



+ Add

\$98⁰⁰

onn. 32 Class HD (720P) LED Roku Smart TV (100012589)

★★★★★ 16390



Options

Now \$249⁰⁰ ~~\$329⁰⁰~~

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

★★★★★ 5101

Market Share Leaders:



Produce
Unbranded



Brands Observed
11,033

▼ -5% vs Prior Period

Items Observed
120,526

▼ -2% vs Prior Period

Department Summary
Keywords Observed
108,997

▼ -11% vs Prior Period

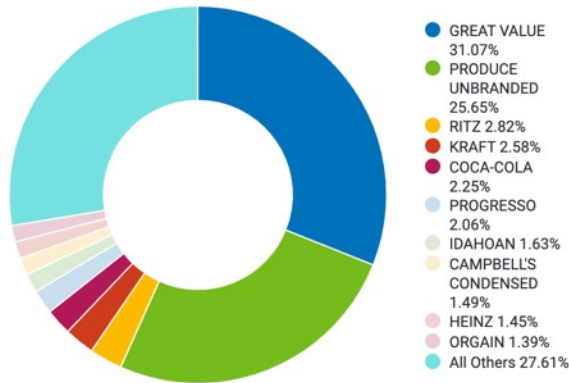
Sponsorship Activity
▲ 22.3%

36,638,133 Weekly Average

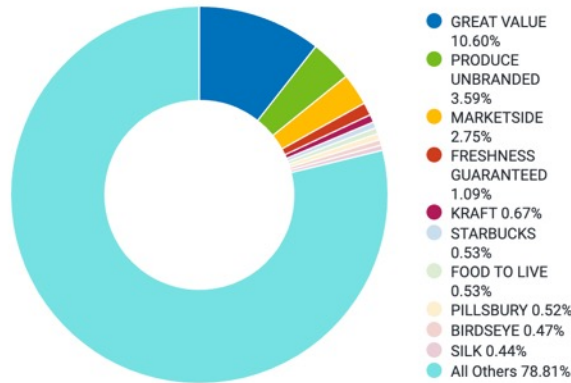
Organic Search Visibility
▲ 5.3%

142,884,098,553 Weekly Average

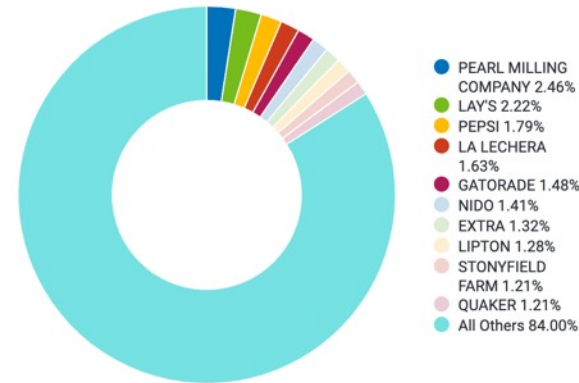
Top-Selling Brands



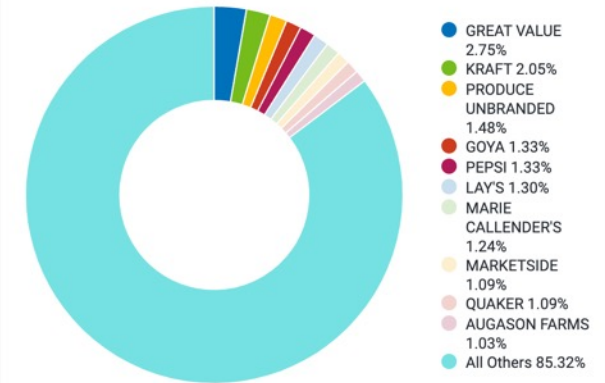
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$0⁵⁰
Fresh Sweet Corn on the Cob (1 each)

\$0²⁷ each 58.0 c/lb
Final cost by weight
Fresh Banana Fruit, Each

\$3⁵⁸ 11.2 c/oz
Great Value Taters, Seasoned, Shredded Potatoes, 32 oz Bag (Frozen)

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

\$0⁸⁸
Fresh Green Onions Bunch, Each

Market Share Leaders:



Brands Observed

11,457

▼ -6% vs Prior Period

Items Observed

84,470

▼ -6% vs Prior Period

Department Summary
Keywords Observed

180,806

▼ -6% vs Prior Period

Sponsorship Activity

▲ 4.0%

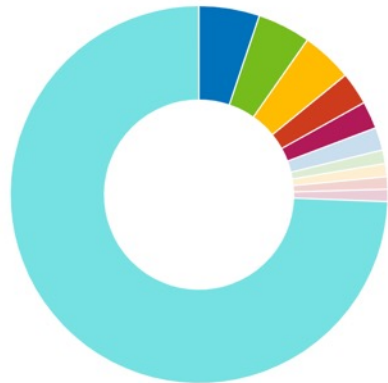
24,084,858 Weekly Average

Organic Search Visibility

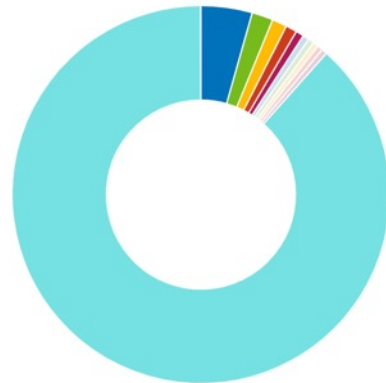
▲ 1.2%

24,407,364,744 Weekly Average

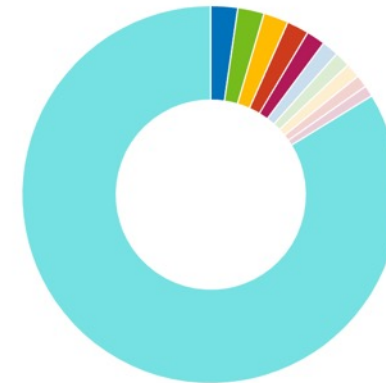
Top-Selling Brands



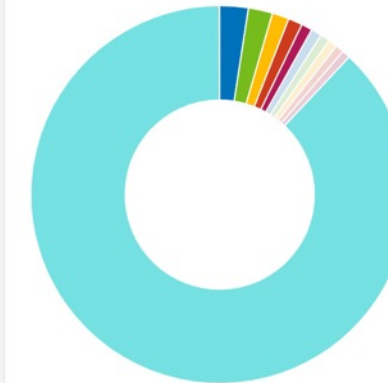
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Peach Sparkling Water 24 pk

+ Add

\$15⁹⁸ 66.6 c/ea
Waterloo Sparkling Water, Peach, 12 fl oz, 24 Pack Cans
★★★★☆ 10



Nutrisystem Cookie Variety Pack, Shelf Stable, Support Weight Loss, 12 Pack

+ Add

\$19⁹⁸
Nutrisystem Cookie Variety Pack, Shelf Stable, Support Weight Loss, 12 Pack



2 Pack

+ Add

\$17⁷⁶ \$1.09/oz
(2 pack) Quest Protein Cookies, High Protein, Peanut Butter Chocolate Chip, 4 Ct
★★★★☆ 60



Pineapple Sparkling Water 24 pk

+ Add

\$15⁹⁸ 66.6 c/ea
Waterloo Sparkling Water, Pineapple, 12 fl oz, 24 Pack Cans
★★★★☆ 14



Nutrisystem Breakfast Muffin Variety Bundle, Blueberry & Double Chocolate, 7g Protein, 12 Count Box

+ Add

\$26⁹⁸ \$2.25/ea
Nutrisystem Breakfast Muffin Variety Bundle, Blueberry & Double Chocolate, 7g Protein, 12 Count Box

Market Share Leaders:



Brands Observed

24,424

▼ -2% vs Prior Period

Items Observed

323,116

▼ -6% vs Prior Period

Department Summary
Keywords Observed

310,206

▼ -9% vs Prior Period

Sponsorship Activity

▲ 5.6%

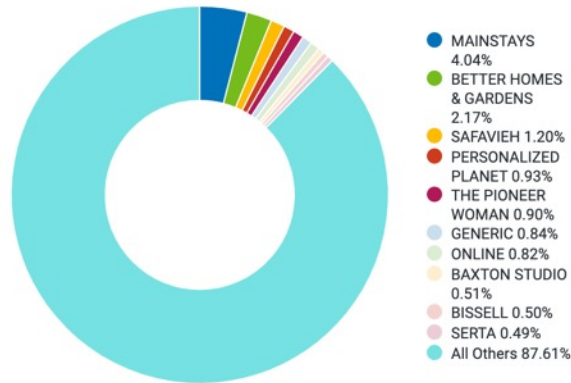
49,361,809 Weekly Average

Organic Search Visibility

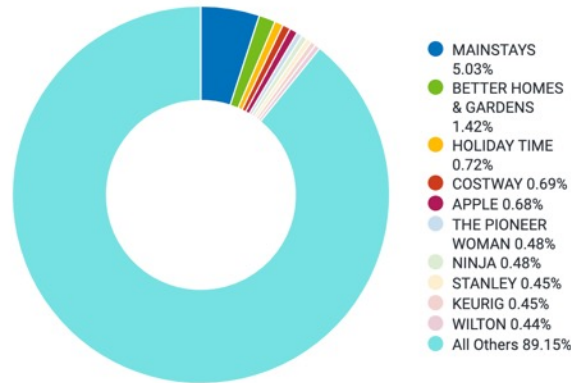
▲ 14.8%

39,840,449,579 Weekly Average

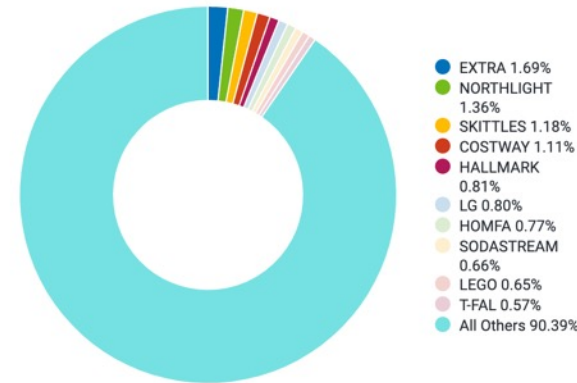
Top-Selling Brands



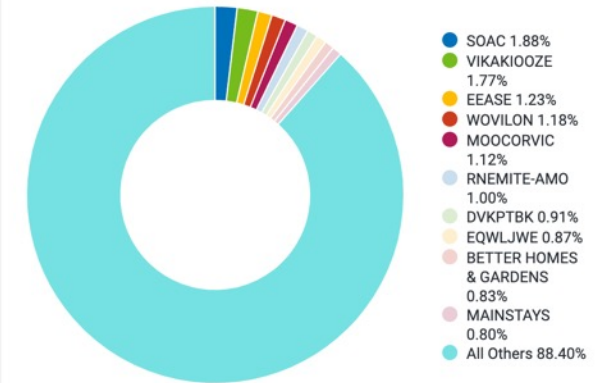
Top Brands in Organic Search



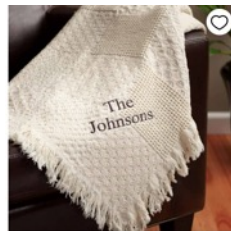
Top Brands in Paid Search



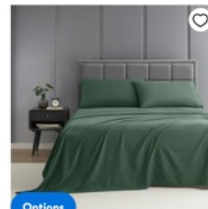
Top-Promoted Brands



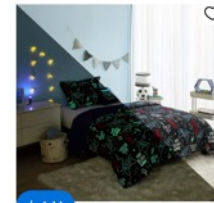
Top-Selling Items:



\$2909
Options from \$29.09 - \$32.95
Personalized Throw - Woven Block Font
★★★★★ 13



\$3299
More options from \$23.99
Nestl Bed Sheets Set, 1800 Series Soft Microfiber 16 Inches Deep Pocket 4 Piece Queen Sheet Set, Hunter Green
★★★★★ 5709



\$3448
Your Zone Gamer 5 Piece Glow In the Dark Comforter Set with Bonus String Light, Twin
★★★★★ 340



\$2194
More options from \$9.44
Mainstays Ultra Soft High Quality Microfiber Bed Sheet Set, King, Red Sedona, 4 Piece
★★★★★ 13128



\$5500
Mainstays 0.7 cu. ft. Countertop Microwave Oven, 700 Watts, White, New
★★★★★ 7280

Market Share Leaders:



Brands Observed

17,529

▼ -3% vs Prior Period

Items Observed

181,275

▼ -5% vs Prior Period

Department Summary
Keywords Observed

145,481

▼ -18% vs Prior Period

Sponsorship Activity

▼ -3.7%

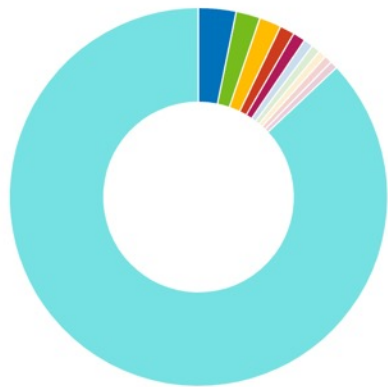
18,149,194 Weekly Average

Organic Search Visibility

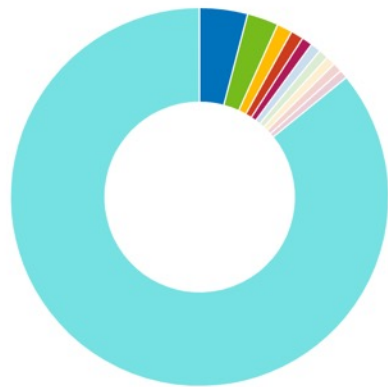
▲ 4.9%

12,857,504,142 Weekly Average

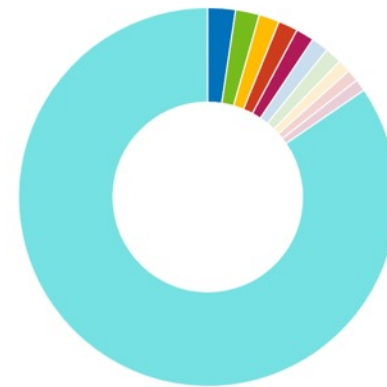
Top-Selling Brands



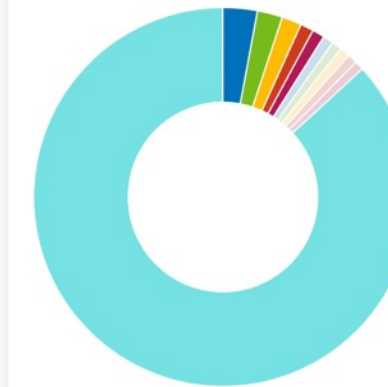
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Options

+2 options

\$1047

Hyper Tough, Keyed Entry, Tulip Doorknob, Stainless Steel

★★★★☆ 714



+ Add

Now \$2999 \$59.99

LuckyWolf Wireless Doorbell Camera with Chime, Video Doorbell Security Camera with Batteries for Home

★★★★☆ 496



+ Add

\$928 44.2 c/ea

Command Small Wire Toggle Hooks, Damage Free Hanging of Christmas Decorations, 9 Hooks

★★★★☆ 482



+ Add

Now \$1348 \$19.99

Waterpik 6-Mode PowerPulse Therapeutic Massage Showerhead Chrome, XAU-643E

★★★★☆ 922



+ Add

\$9900

Roku Wire-Free Video Doorbell & Chime SE (1-Pack) with Motion & Sound Detection - Voice Control

★★★★☆ 299

Market Share Leaders:



Brands Observed

4,192

▼ -14% vs Prior Period

Items Observed

33,767

▼ -10% vs Prior Period

Department Summary

Keywords Observed

42,312

▼ -23% vs Prior Period

Sponsorship Activity

▼ -11.8%

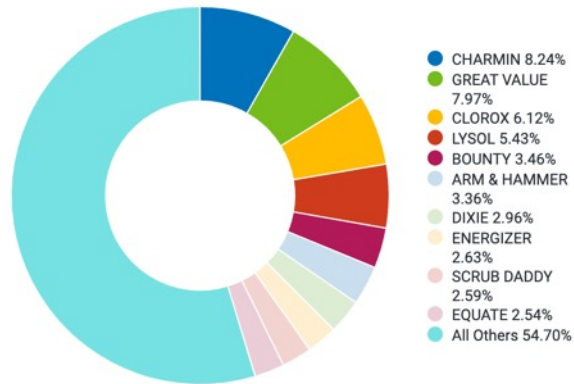
4,531,702 Weekly Average

Organic Search Visibility

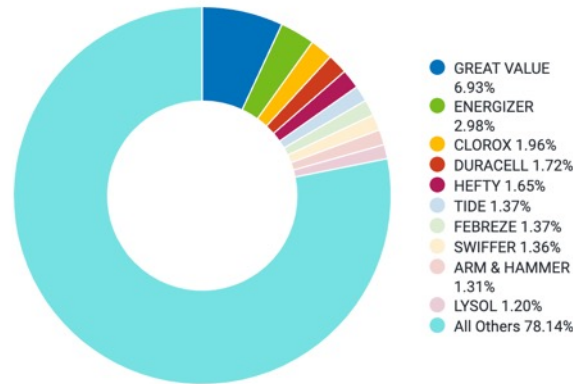
▼ -5.7%

5,417,338,829 Weekly Average

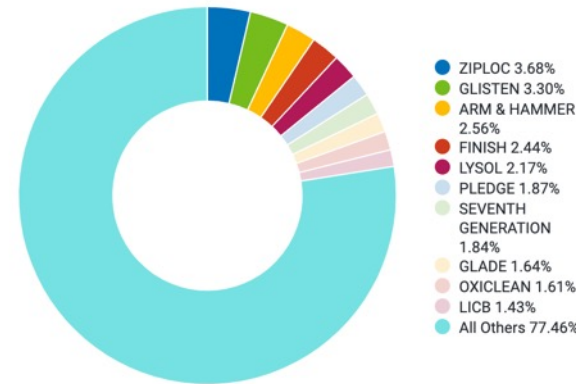
Top-Selling Brands



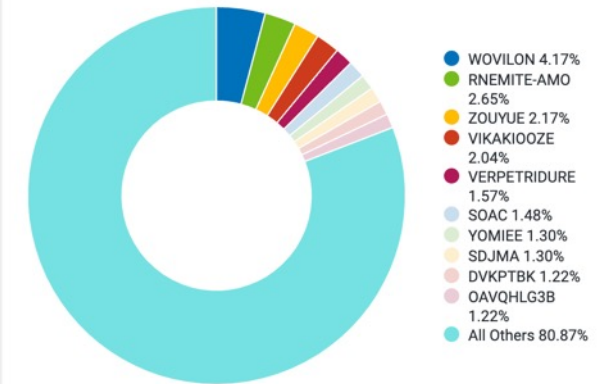
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$22¹⁸ \$2.05/100 ct
Bounty Select-a-Size Paper Towels, 12 Double Rolls, White
★★★★★ 16002



\$16⁹⁴ \$2.09/100 ct
Bounty Select-a-Size Paper Towels, 6 Triple Rolls, White
★★★★★ 13178



Now \$3⁸⁸ \$6.44
Scrub Daddy Scrub Mommy Sponge, Pink, Soft in Warm Water, Firm in Cold, 1 Count
★★★★★ 1545



\$1³⁴ 17.9 c/fl oz
Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 7.5 fl oz
★★★★★ 19766



Now \$4⁹⁷ \$14.00 10.4 c/fl oz
Lysol Power Toilet Bowl Cleaner Gel, For Cleaning and Disinfecting, Stain Removal, 24oz (Pack of 2)
★★★★★ 2974

Market Share Leaders:



Brands Observed

10,946

▼ -1% vs Prior Period

Items Observed

112,124

▼ -4% vs Prior Period

Department Summary
Keywords Observed

155,387

▼ -3% vs Prior Period

Sponsorship Activity

▼ -4.6%

17,383,548 Weekly Average

Organic Search Visibility

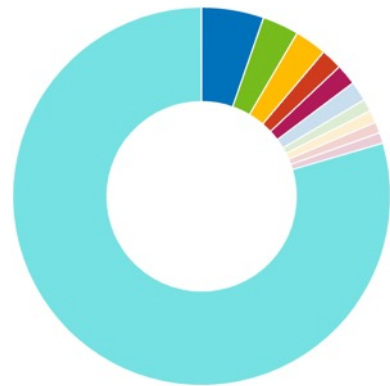
▲ 17.2%

8,095,978,261 Weekly Average

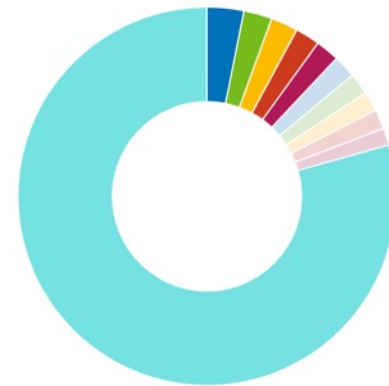
Top-Selling Brands



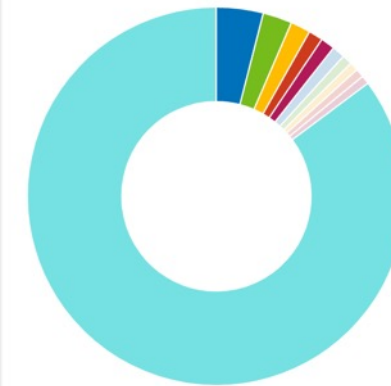
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$532
Options from \$5.32 - \$49.97
Pen+Gear Copy Paper, 8.5" x 11", 92 Bright, White, 20 lb., 1 Ream (500 Sheets)
★★★★★ 11797



\$3500
Options *2 options
Straight Talk \$35 Bronze Unlimited Talk & Text 30-Day Prepaid Plan (10GB of data at high speeds then 2G*) with 5G...
★★★★★ 3373



\$397 4.9 c/ft
+ Add
Scotch Magic Tape Dispenser, in. x 325 in., 3 Dispensers
★★★★★ 1645



Now \$288 \$3.32 3.8 c/ft
+ Add
Scotch Transparent Tape, 3/4 in x 300 in., 3 Dispensers
★★★★★ 1290



\$49900
+ Add
Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle
★★★★★ 316

Market Share Leaders:

Holiday time



JUVALE



Brands Observed

8,170

▼ -3% vs Prior Period

Items Observed

109,327

▼ -9% vs Prior Period

Department Summary

Keywords Observed

160,943

▼ -5% vs Prior Period

Sponsorship Activity

▼ -18.7%

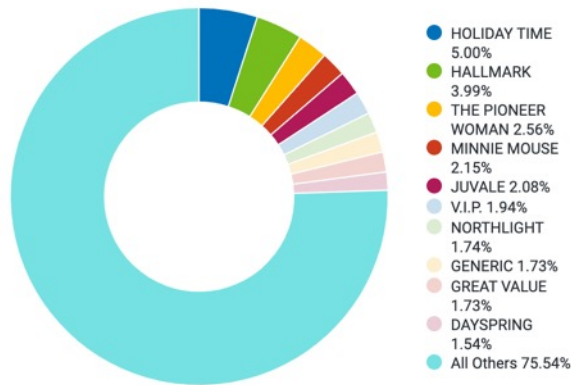
11,855,137 Weekly Average

Organic Search Visibility

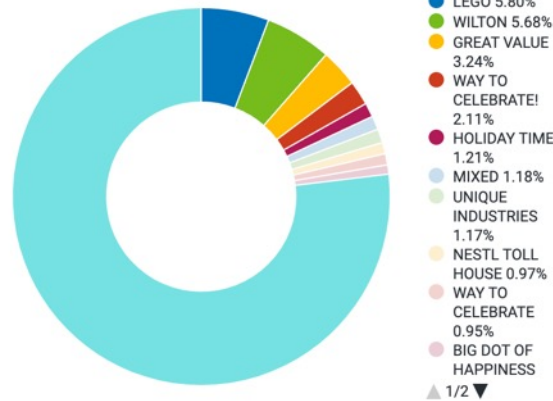
▼ -29.7%

7,218,721,230 Weekly Average

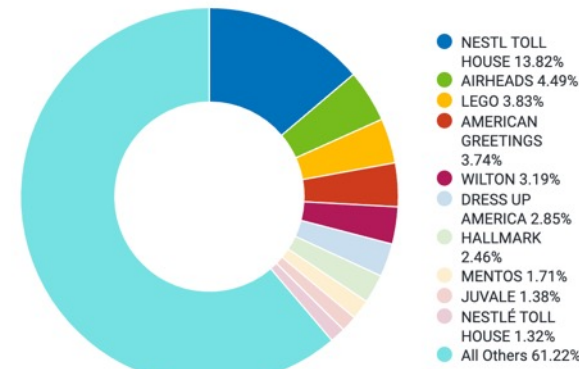
Top-Selling Brands



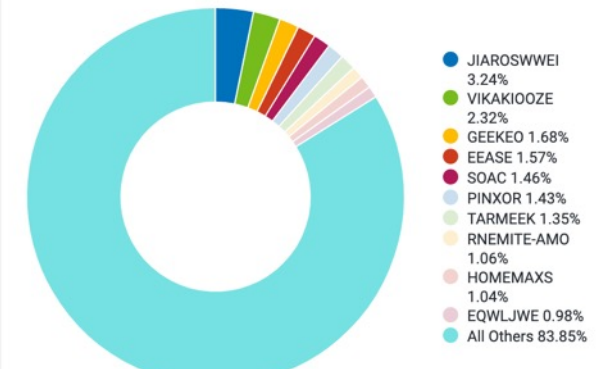
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$348 14.5 c/oz
 (2 pack) Betty Crocker Gluten Free Whipped Fluffy White Frosting, 12 oz.
 ★★★★★ 180



\$489 46.6 c/oz
 (3 pack) Great Value Blue Sanding Sugar, 3.3 oz
 ★★★★★ 22



\$594 46.0 c/oz
 (3 pack) Great Value Purple Decorating Icing, 4.25 oz
 ★★★★★ 3



\$594 46.6 c/oz
 (3 pack) Great Value Yellow Decorating Icing, 4.25 Oz
 ★★★★★ 4



\$796
 Holiday Time Wonderland Christmas Ball Ornaments, 4"
 ★★★★★ 8

Market Share Leaders:



Brands Observed

12,316

▲ 1% vs Prior Period

Items Observed

145,077

▼ -5% vs Prior Period

Department Summary

Keywords Observed

81,008

▼ -19% vs Prior Period

Sponsorship Activity

▼ -11.7%

7,740,845 Weekly Average

Organic Search Visibility

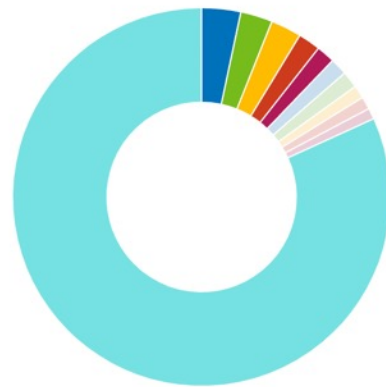
▲ 1.5%

5,476,756,712 Weekly Average

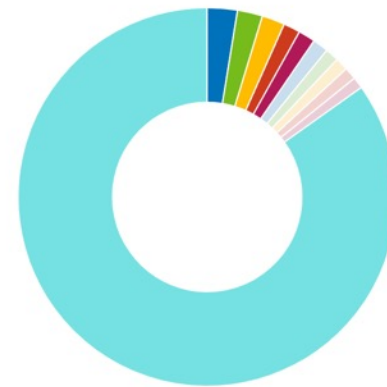
Top-Selling Brands



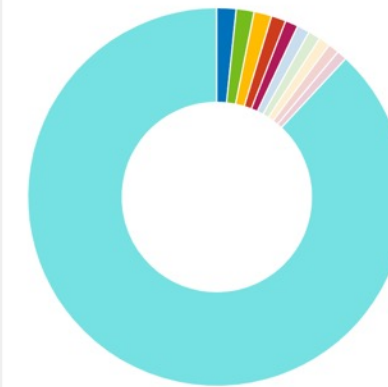
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$10⁸⁸ 54.4 c/lb
 More options from \$8.24
 Economy Mix Wild Bird Feed, Value Bird Seed Blend, Dry, 20 lb. Bag
 ★★★★★ 7795



\$297⁰⁰
 Blackstone 4-Burner 36" Griddle Cooking Station with Hard Cover
 ★★★★★ 5202



\$14⁹⁷ 37.4 c/lb
 Pit Boss 100% All-Natural Hardwood Competition Blend BBQ Grilling Pellets, 40 Pound Bag
 ★★★★★ 1389



\$49⁴⁷
 More options from \$47.47
 Mainstays 6 Foot Bi-Fold Plastic Folding Table, Black
 ★★★★★ 2633



Now \$10¹³ \$11.27 84.4 c/lb
 Kingsford Match Light Instant Charcoal Briquets, 12 Pounds
 ★★★★★ 3755

Market Share Leaders:



Brands Observed

6,945

▲ 0% vs Prior Period

Items Observed

56,565

▲ 4% vs Prior Period

Department Summary

Keywords Observed

72,538

▼ -9% vs Prior Period

Sponsorship Activity

▲ 16.7%

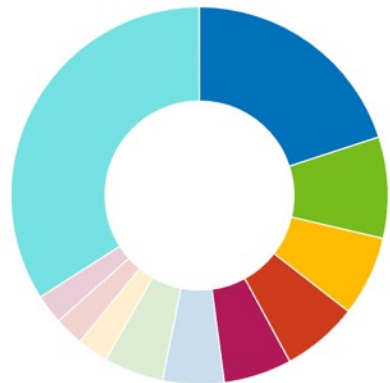
11,350,745 Weekly Average

Organic Search Visibility

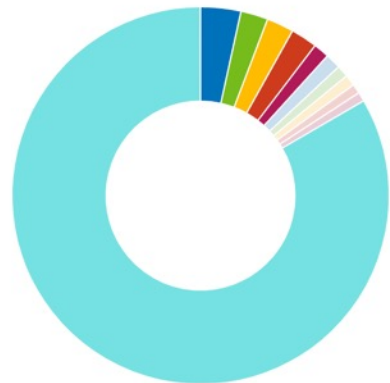
▲ 22.6%

11,801,278,706 Weekly Average

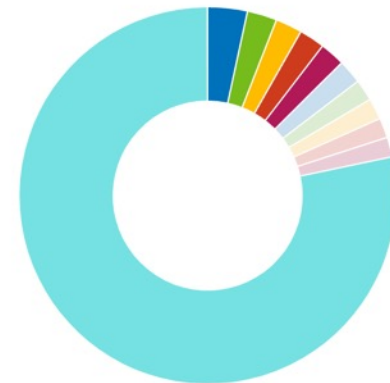
Top-Selling Brands



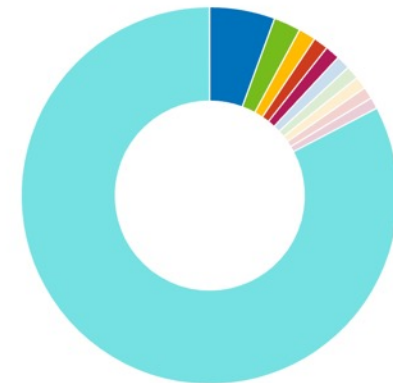
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$6⁹⁸ 2.9 ¢/100 ct
Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)
★★★★★ 22386



\$9²⁴ 59.2 ¢/oz
Crest Premium Plus Scope Outlast Toothpaste, Long Lasting Mint Flavor 5.2 oz, Pack of 3
★★★★★ 1285



\$17⁶⁷
Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)
★★★★★ 6050



\$5⁹⁷ \$7.46/100 ct
Equate Beauty Makeup Remover Cleansing Towelettes, 40 Count, 2 Pack
★★★★★ 3823



\$5³⁷
Q-tips Cotton Swabs 750 ea
★★★★★ 3199

Market Share Leaders:



DR. ELSEY'S



Brands Observed

8,016

▲ 6% vs Prior Period

Items Observed

73,266

▲ 15% vs Prior Period

Department Summary

Keywords Observed

49,016

▼ -18% vs Prior Period

Sponsorship Activity

▼ -13.1%

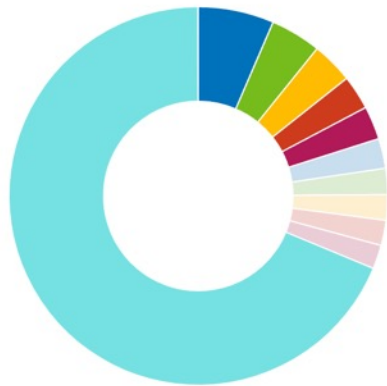
9,897,685 Weekly Average

Organic Search Visibility

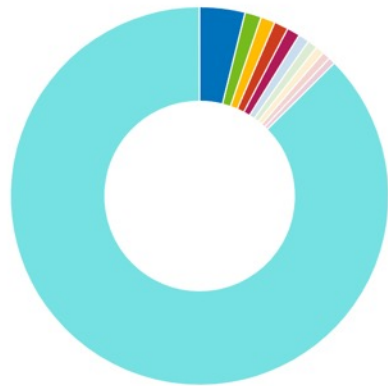
▼ -10.0%

4,883,150,881 Weekly Average

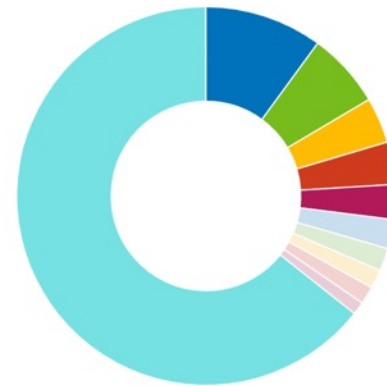
Top-Selling Brands



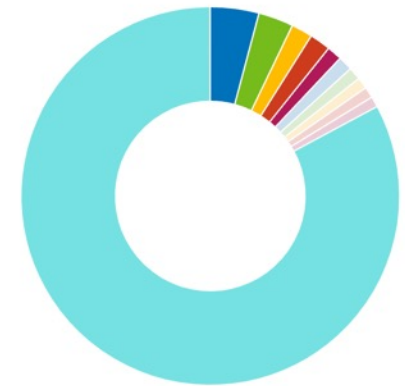
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$22⁰⁰ 14.7 c/oz
Purina Beyond Support Immune Health Wet Dog Food Turkey Green Bean, 12.5 oz Cans (12 Pack)
★★★★★ 126



+ Add

\$17⁵⁹ 88.0 c/lb
Dr. Elsey's Precious Cat Respiratory Relief Cat Litter, 20-lb
★★★★★ 72



Roasted Chicken Flavor 16 POUCHES

\$14⁶⁶ \$13.33/oz
Purina Friskies Lil Gravies Roasted Chicken Flavor Gravy Wet Cat Food for Adult, 1.1 oz. Pouch (16 Count)
★★★★★ 41



+ Add

\$17⁵⁹ 88.0 c/lb
Dr. Elsey's Precious Cat Kitten Attract Clumping Clay Cat Litter, 20lb Box
★★★★★ 78



Options

\$8⁸⁵
More options from \$5.59
Waterproof Dog Winter Jacket
Waterproof Dog Coat Warm Dog Vest
Cold Weather Pet Clothes for Small...
★★★★★ 9

Market Share Leaders:



Brands Observed

459

▼ -6% vs Prior Period

Items Observed

2,505

▼ -13% vs Prior Period

Department Summary

Keywords Observed

19,874

▼ -24% vs Prior Period

Sponsorship Activity

▼ -2.2%

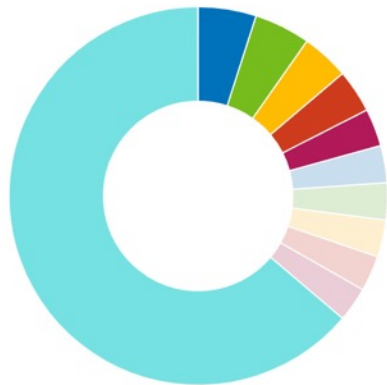
708,204 Weekly Average

Organic Search Visibility

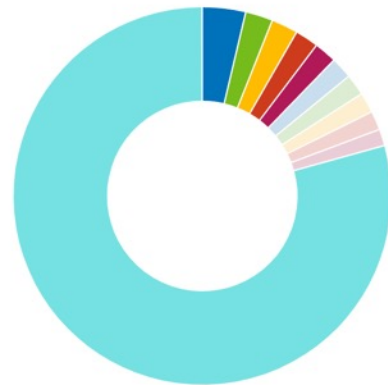
▲ 7.0%

1,612,319,492 Weekly Average

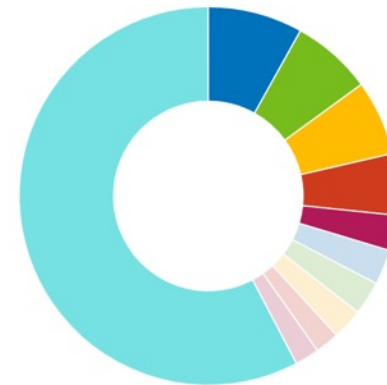
Top-Selling Brands



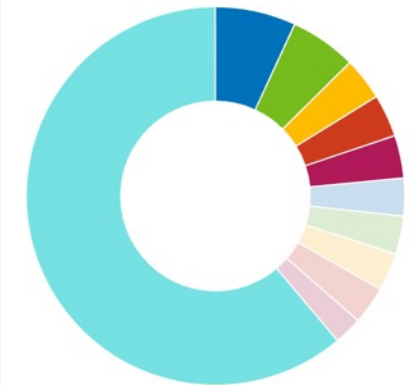
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$20⁵⁸
 More options from \$9.98
 Shea Moisture African Black Soap Body Wash 13 oz (Pack of 2)
 ★★★★★ 312



\$58⁸⁷
 EMUAIDMAX First Aid Ointment 2oz
 ★★★★★ 76



Now \$40⁰⁰ \$50.00
 Crabtree & Evelyn Gardeners Hand Lotion, 8.8 Fl Oz
 ★★★★★ 6



Now \$34⁹⁶ \$63.50
 Elemis Musclelease Active Body Oil 3.4 oz
 ★★★★★ 87



\$35⁸⁰
 La Roche-Posay Lipikar AP+ Triple Repair Moisturizing Cream 13.52 Fl. oz. (400ml)
 ★★★★★ 35

Market Share Leaders:



Brands Observed

19,416

▼ -1% vs Prior Period

Items Observed

224,203

▼ -3% vs Prior Period

Department Summary
Keywords Observed

178,666

▼ -16% vs Prior Period

Sponsorship Activity

▼ -4.3%

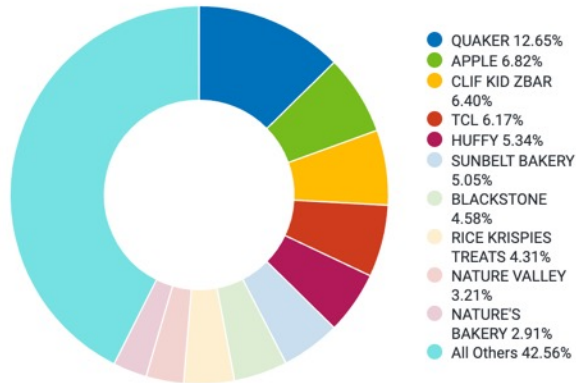
15,400,427 Weekly Average

Organic Search Visibility

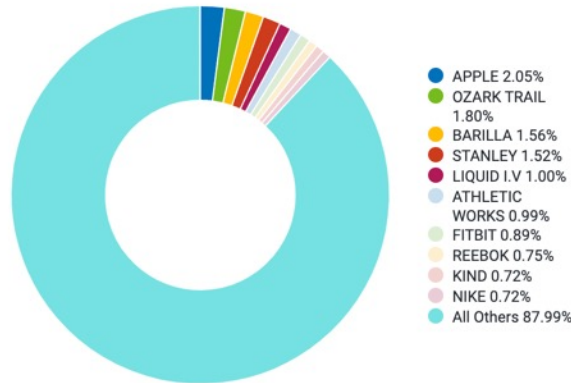
▲ 9.2%

11,584,531,406 Weekly Average

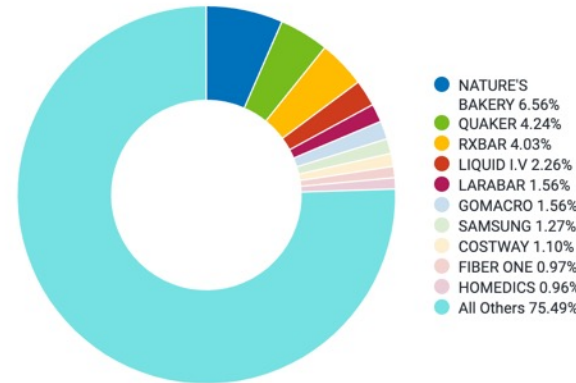
Top-Selling Brands



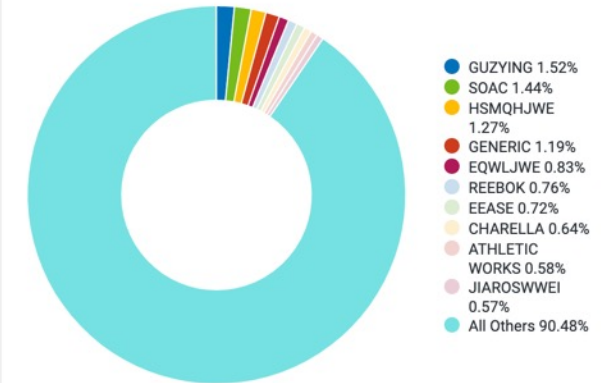
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$9800

Huffy 24" Rock Creek Girls Mountain Bike for Women, Purple Lilac

★★★★☆ 946



Options

+3 options

Now \$9800 \$199.00

Options from \$98.00 - \$196.00

FitRx SmartBell, Quick-Select Adjustable Dumbbell, 5-52.5 lbs. Weight, Black, Single

★★★★★ 552



Options

+2 options

\$1599

Options from \$15.99 - \$22.99

Lepro LED Headlamp Rechargeable L3200 High Lumen Super Bright LED Head Lamp with 5 Modes and White...

★★★★★ 149



+ Add

\$1297 \$1.30/ea

Ozark Trail LED Flashlights, 10-pack, 50 Lumens, Multicolor

★★★★★ 250



+ Add

\$9800

Huffy 24" Rock Creek Boys Mountain Bike for Men

★★★★☆ 880

Market Share Leaders:



Brands Observed

12,239

▼ -3% vs Prior Period

Items Observed

116,139

▼ -4% vs Prior Period

Department Summary

Keywords Observed

201,480

▲ 1% vs Prior Period

Sponsorship Activity

▲ 8.8%

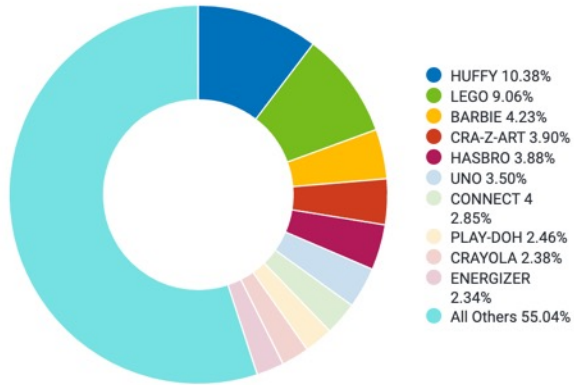
35,878,010 Weekly Average

Organic Search Visibility

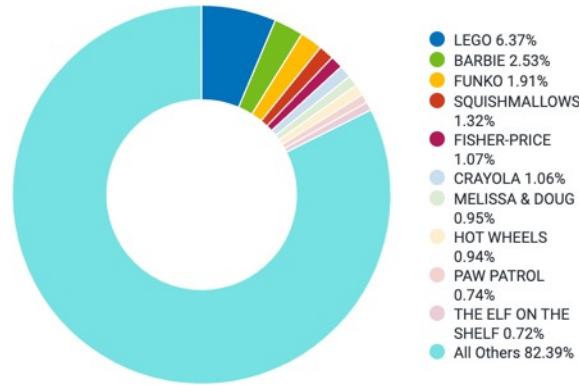
▲ 32.5%

15,581,957,755 Weekly Average

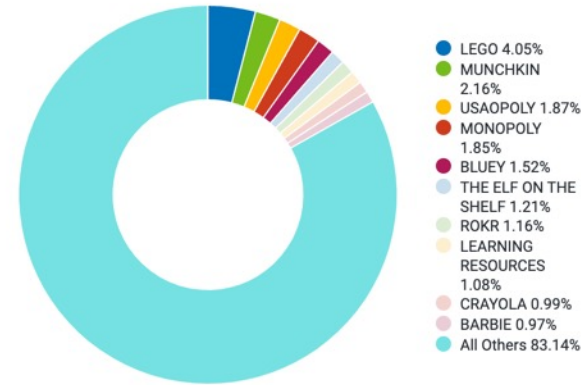
Top-Selling Brands



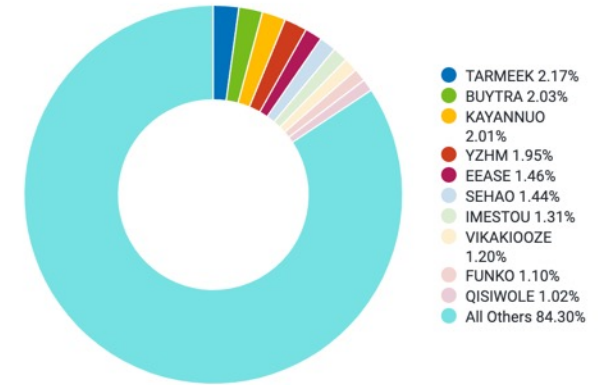
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



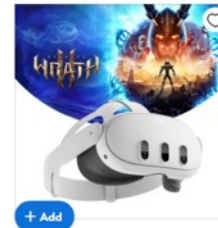
Top-Selling Items:



Now \$8⁹⁹ ~~\$11.99~~
 Connect 4 Classic Grid Board Game, 4 in a Row Game for Kids, 2 Player Strategy Board Games, Ages 6+
 ★★★★★ 1015



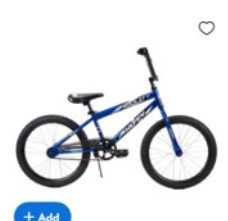
Now \$9⁹⁷ ~~\$11.99~~
 Hasbro Trouble Board Game, Board Game for 2 to 4 Players, for Kids Ages 5 and Up
 ★★★★★ 1068



\$499⁰⁰
 Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle
 ★★★★★ 316



Now \$129⁰⁰ ~~\$179.00~~
 Barbie Dreamhouse, 75+ Pieces, Pool Party Doll House with 3 Story Slide
 ★★★★★ 472



Now \$58⁰⁰ ~~\$78.00~~
 Huffy 20 in. Rock It Kids Bike for Boys Ages 5 and up, Child, Royal Blue
 ★★★★★ 2186

Market Share Leaders:



SONY



Brands Observed

2,358

▲ 4% vs Prior Period

Items Observed

33,881

▲ 8% vs Prior Period

Department Summary

Keywords Observed

48,806

▼ -17% vs Prior Period

Sponsorship Activity

▼ -11.2%

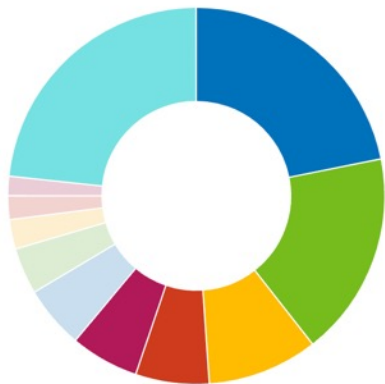
3,426,906 Weekly Average

Organic Search Visibility

▲ 56.0%

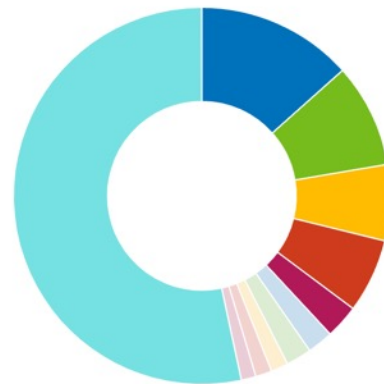
4,027,529,961 Weekly Average

Top-Selling Brands



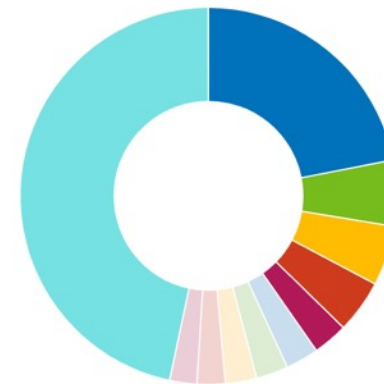
- NINTENDO 21.86%
- MICROSOFT 17.56%
- SONY 9.48%
- RAZER 6.32%
- ELECTRONIC ARTS 5.88%
- XBOX 5.38%
- ROBLOX 3.97%
- PLAYSTATION 2.53%
- FUNKO 2.04%
- OCULUS 1.66%
- All Others 23.32%

Top Brands in Organic Search



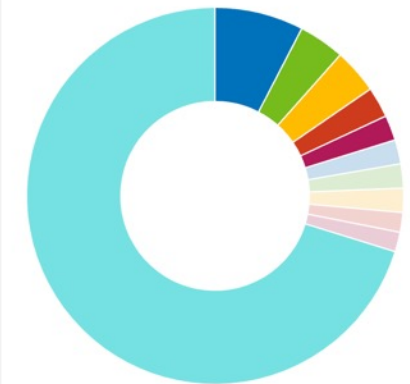
- NINTENDO 13.41%
- SONY 8.91%
- MICROSOFT 6.53%
- FUNKO 6.34%
- OCULUS 2.90%
- ELECTRONIC ARTS 2.21%
- PLAYSTATION 2.20%
- LOGITECH 1.47%
- RAZER 1.41%
- ACTIVISION 1.26%
- All Others 53.35%

Top Brands in Paid Search



- NINTENDO 21.94%
- MICROSOFT 5.67%
- UBISOFT 5.14%
- STEELSERIES 4.57%
- OCULUS 3.00%
- BEBONCOOL 2.82%
- META QUEST 2.76%
- RAZER 2.66%
- ELECTRONIC ARTS 2.42%
- SONY 2.33%
- All Others 46.68%

Top-Promoted Brands



- FUNKO 7.61%
- NINTENDO 3.95%
- GEEKSHARE 3.85%
- MICROSOFT 2.63%
- TSV 2.16%
- ELECTRONIC ARTS 2.07%
- EASYSMX 2.07%
- SONY 2.07%
- BEBONCOOL 1.69%
- DINOFIRE 1.69%
- All Others 70.21%

Top-Selling Items:



+ Add

\$100⁰⁰

Razer Gold \$100 Gift Card - [Digital]

★★★★☆ 278



+ Add

Now \$499⁰⁰ \$559⁰⁰

PlayStation 5 Disc Console Slim - Call o
Duty Modern Warfare III Bundle

★★★★★ 764



+ Add

\$59⁸⁸

Super Mario Bros. Wonder - Nintendo
Switch - U.S. Edition

★★★★★ 415



Options

\$34⁹⁷

Options from \$34.97 - \$69.88

Madden NFL 24 - PlayStation 5

★★★★★ 640



\$479⁹⁹

Sony PlayStation 5 (PS5) Video Game
Console

★★★★★ 3307

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