



# Department Performance Report

NOVEMBER 2023



 Arts, Crafts, Sewing	 Automotive	 Baby	 Beauty & Personal Care
 Camera & Photo	 Clothing, Shoes & Jewelry	 Computer & Accessories	 Electronics
 Grocery & Gourmet Food	 Health & Household	 Home & Kitchen	 Kitchen & Dining
 Office Products	 Patio, Lawn & Garden	 Pet Supplies	 Software
 Sports & Outdoors	 Tools & Home Improvement	 Toys & Games Play	 Video Games

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# Department Performance Report

November 2023

## Report Overview

This report provides a holistic overview of each major department at Amazon. 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 Amazon. 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 Amazon (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:

**THE WOOBLES**

iBayam



**QIANF**

HTV **ONT**

Brands Observed

19,034

▼ -1% vs Prior Period

Items Observed

112,601

▼ -5% vs Prior Period

Department Summary  
Keywords Observed

124,931

▼ -5% vs Prior Period

Sponsorship Activity

▼ -16.8%

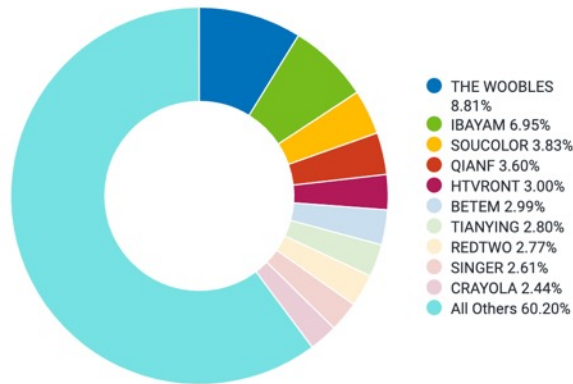
55,972,665 Weekly Average

Organic Search Visibility

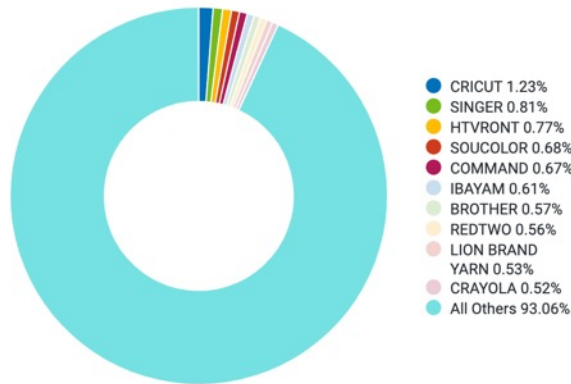
▲ 14.9%

10,883,078,185 Weekly Average

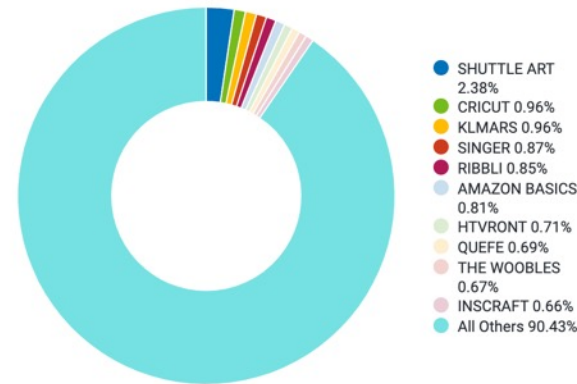
Top-Selling Brands



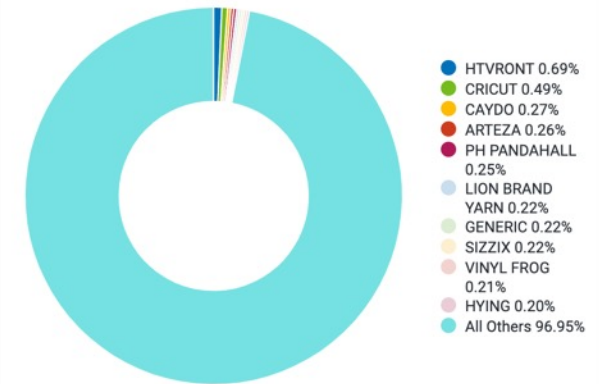
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



The Woobles Beginners Crochet Kit with Easy Peasy Yarn as seen on Shark Tank - with Step-by-Step Video Tutorials - Pierre The...  
★★★★☆ ~ 2,586



iBayam Art Supplies, 150-Pack Deluxe Wooden Art Set Crafts Drawing Painting Kit with 1 Coloring Book, 2 Sketch Pads,...  
★★★★☆ ~ 5,725



Vintage Khaki Velvet Ribbon, 3/8 Inch X 25Yd  
★★★★☆ ~ 2,279



24 Colors Dual Tip Acrylic Paint Pens Markers, Premium Acrylic Paint Pens for Wood, Canvas, Stone, Rock Painting, Glass,...  
★★★★☆ ~ 4,140



Redtwo 5100 Clay Beads Bracelet Making Kit, Flat Preppy Beads for Friendship Jewelry Making, Polymer Heishi Beads wit...  
★★★★☆ ~ 4,167

Market Share Leaders:

**NOCO**

**airmoto**

**AstroAI**

**rain-x**

**VACLIFE**

Brands Observed

36,008

▲0% vs Prior Period

Items Observed

523,941

▼-1% vs Prior Period

Department Summary  
Keywords Observed

107,752

▼-17% vs Prior Period

Sponsorship Activity

▼-14.2%

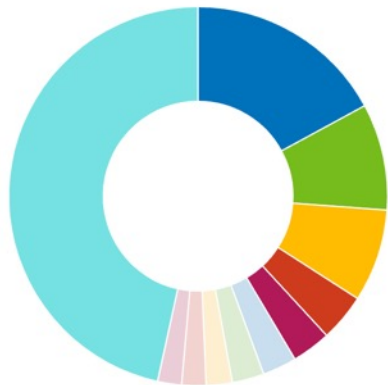
35,808,689 Weekly Average

Organic Search Visibility

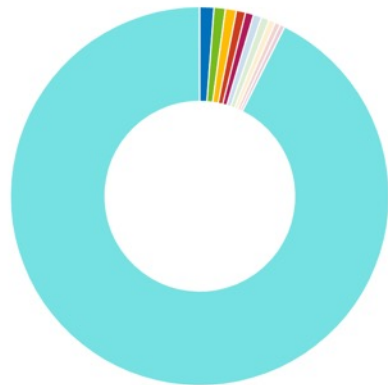
▲7.0%

10,307,702,839 Weekly Average

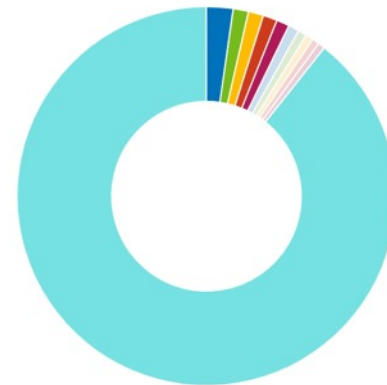
Top-Selling Brands



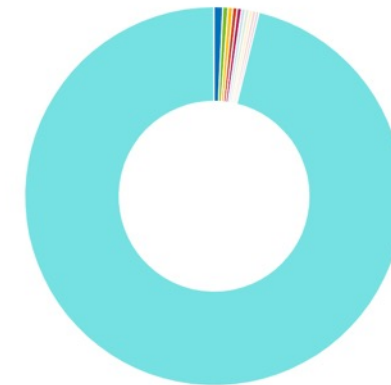
Top Brands in Organic Search



Top Brands in Paid Search



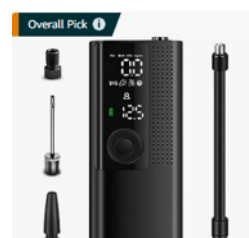
Top-Promoted Brands



Top-Selling Items:



**NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery Booster Pack, Portable Power Bank Charger, and...**  
★★★★★ ~ 83,279



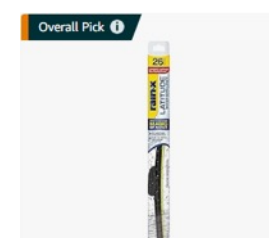
**Airmoto Tire Inflator Portable Air Compressor/Pump for Car Tires w/Digital Tire Pressure Gauge - Air Compressor (120 PSI) - ...**  
★★★★★ ~ 4,643



**AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car Accessories, 12V DC Auto Pump with Digital Pressur...**  
4.5 ★ ~ (72,289)



**ThisWorx Car Vacuum Cleaner - Car Accessories - Small 12V High Power Handheld Portable Car Vacuum w/Attachments,...**  
★★★★★ ~ 292,931



**Rain-X Latitude with Water Repellency - 26"**  
★★★★★ ~ 87,213



Market Share Leaders:



Brands Observed

12,464

▲ 0% vs Prior Period

Items Observed

56,452

▼ -2% vs Prior Period

Department Summary  
Keywords Observed

137,688

▼ -4% vs Prior Period

Sponsorship Activity

▼ -8.4%

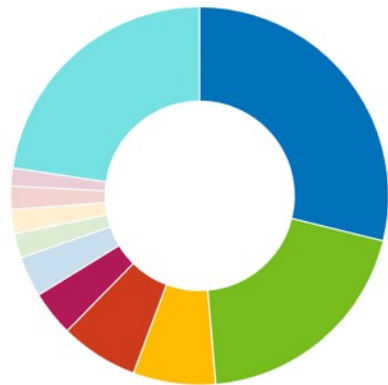
36,257,011 Weekly Average

Organic Search Visibility

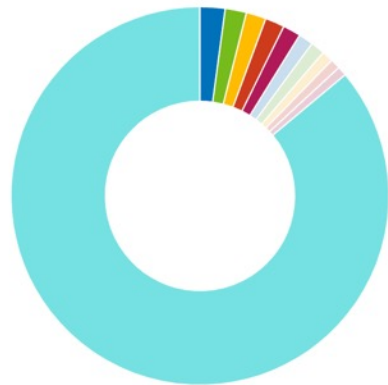
▲ 5.2%

13,965,465,514 Weekly Average

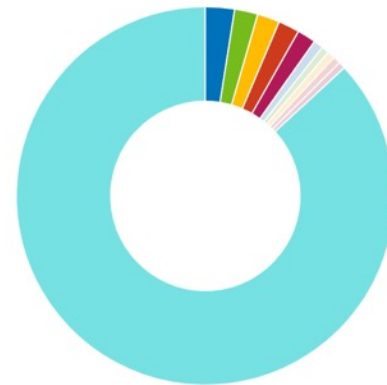
Top-Selling Brands



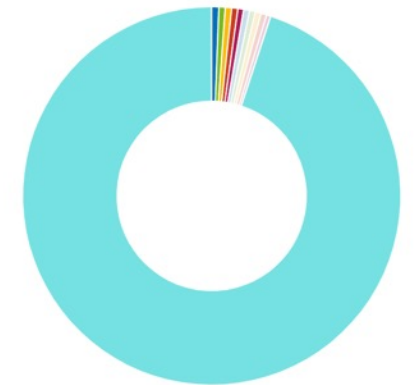
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



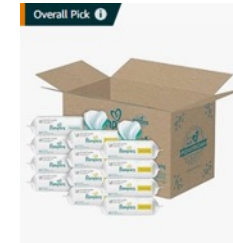
**Best Seller**  
Pampers Swaddlers Diapers - Size 4, 150 Count, Ultra Soft Disposable Baby Diapers  
★★★★★ ~ 117,447



**Overall Pick**  
Graco Extend2Fit Convertible Car Seat, Ride Rear Facing Longer with Extend2Fit, Gotham  
1 Count (Pack of 1)  
★★★★★ ~ 72,706



**Overall Pick**  
Huggies Size 1 Diapers, Little Snugglers Newborn Diapers, Size 1 (8-14 lbs), 198 Count  
★★★★★ ~ 80,228



**Overall Pick**  
Pampers Sensitive Baby Wipes - Baby Wipes Combo, 84 Count (Pack of 12), Water Based, ...  
Wipes 84 Count (Pack of 12)  
★★★★★ ~ 211,213



**Amazon's Choice**  
The Honest Company Clean Conscious Wipes | 99% Water, Compostable, Plant-Based, Bab...  
Wipes 72 Count (Pack of 10)  
4.9 ★ ~ (5,002)

Market Share Leaders:



COSRX



Brands Observed  
**19,910**  
▼ -1% vs Prior Period

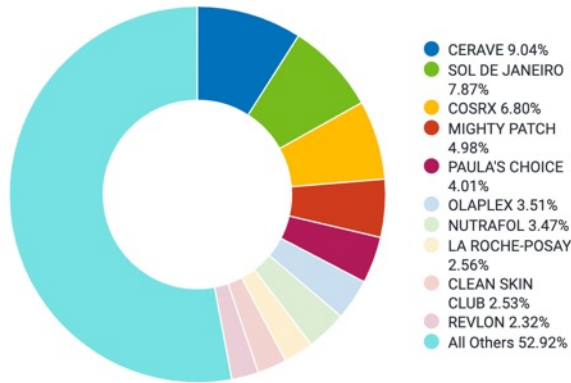
Items Observed  
**84,336**  
▼ -2% vs Prior Period

Department Summary  
Keywords Observed  
**153,146**  
▼ -11% vs Prior Period

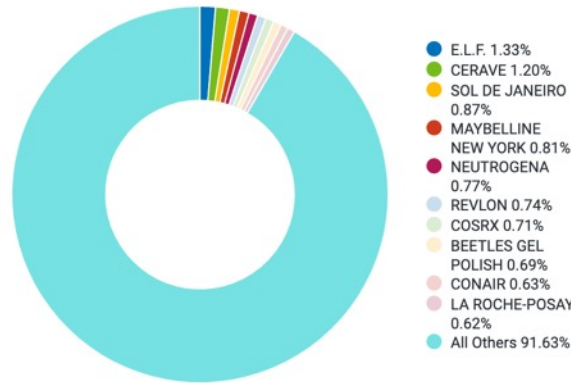
Sponsorship Activity  
**▼ -5.7%**  
109,850,454 Weekly Average

Organic Search Visibility  
**▲ 14.2%**  
65,229,635,114 Weekly Average

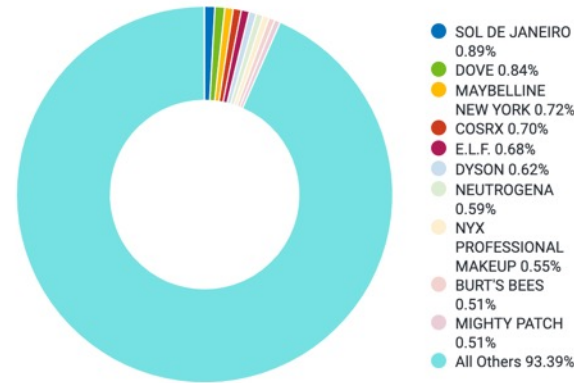
Top-Selling Brands



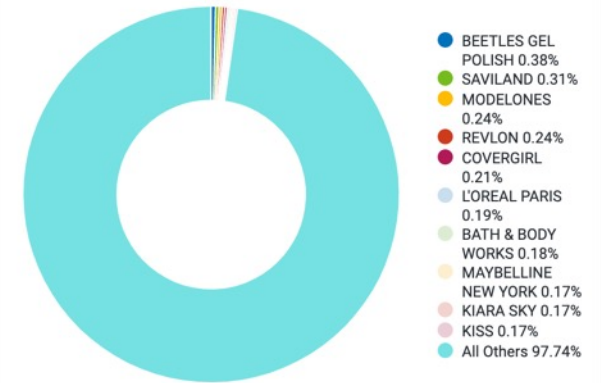
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best Seller**

COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Snail...  
3.38 Fl Oz (Pack of 1)  
★★★★☆ ~ 56,946

**Best Seller**

Paulas Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant-- Facial Exfoliant for Blackheads,...  
Unscented - 4 Fl Oz  
★★★★☆ ~ 81,790

**Overall Pick**

SOL DE JANEIRO Hair & Body Fragrance Mist 90mL/3.0 fl. oz.  
Cheirosa '62 3 Fl Oz (Pack of 1)  
★★★★☆ ~ 23,952

**Best Seller**

Nutrafol Women's Balance Hair Growth Supplements, Ages 45 and Up, Clinically...  
120 Count (Pack of 1)  
★★★★☆ ~ 8,160

**Best Seller**

Mighty Patch™ Original patch from Hero Cosmetics - Hydrocolloid Acne Pimple...  
36 Piece Assortment  
★★★★☆ ~ 133,354



Market Share Leaders:



HEXEUM



Brands Observed

3,872

▼ -2% vs Prior Period

Items Observed

24,888

▼ -1% vs Prior Period

Department Summary

Keywords Observed

36,748

▼ -3% vs Prior Period

Sponsorship Activity

▼ -6.1%

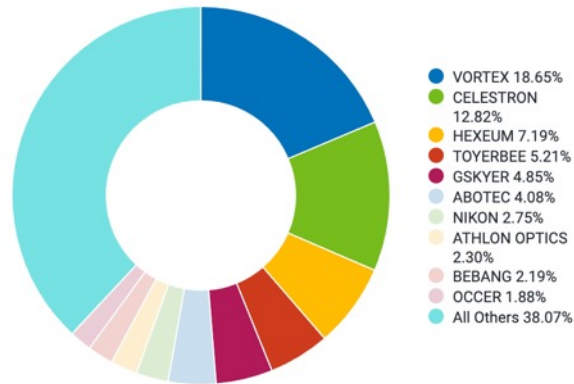
4,457,740 Weekly Average

Organic Search Visibility

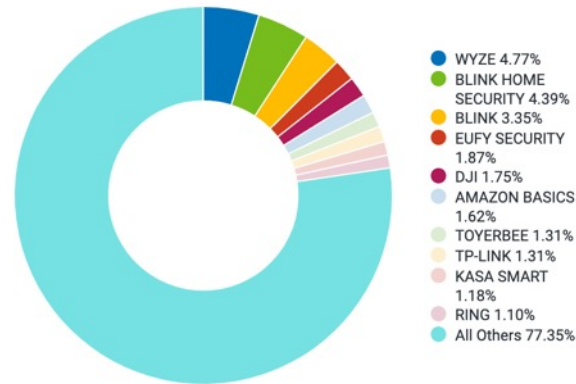
▲ 15.6%

2,437,371,881 Weekly Average

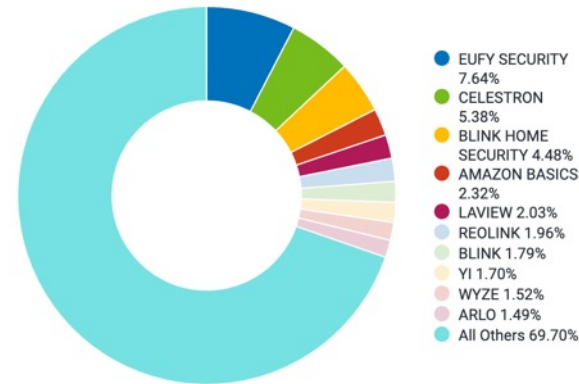
Top-Selling Brands



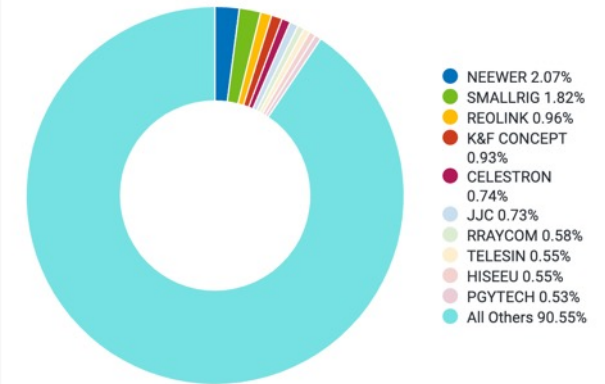
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



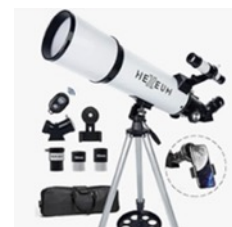
Top-Selling Items:



Vortex Optics Diamondback HD Binoculars 10x42  
★★★★☆ ~ 2,742



Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telescope for Kids  
Best Seller  
★★★★☆ ~ 21,544



Telescope 80mm Aperture 600mm - Astronomical Portable Refracting, Fully Multi-coated High Transmission Coatings AZ Mount...  
★★★★☆ ~ 4,702



Vortex Optics Crossfire HD Binoculars  
★★★★☆ ~ 7,629



CELESTRON StarSense Explorer DX 130AZ Smartphone App-Enabled Telescope - Works with StarSense App to Help You Find Stars, ...  
★★★★☆ ~ 443

Market Share Leaders:



Ailun

ANKER

TAURI

INIU

Brands Observed

4,491

▼ -1% vs Prior Period

Items Observed

15,888

▼ -2% vs Prior Period

Department Summary

Keywords Observed

46,668

▼ -16% vs Prior Period

Sponsorship Activity

▼ -15.7%

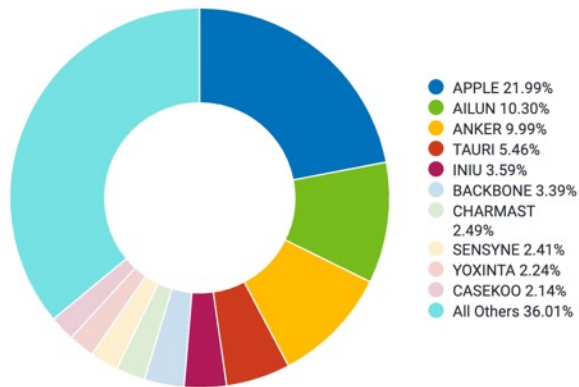
20,535,683 Weekly Average

Organic Search Visibility

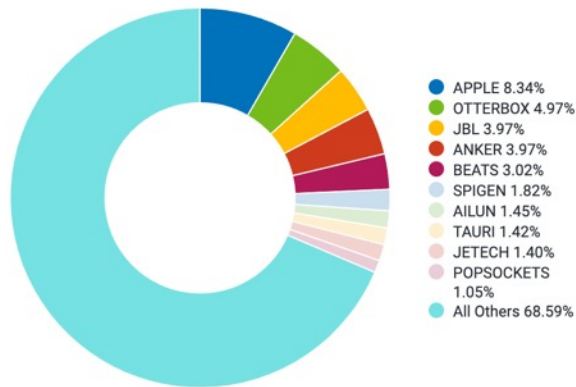
▲ 7.1%

14,323,507,303 Weekly Average

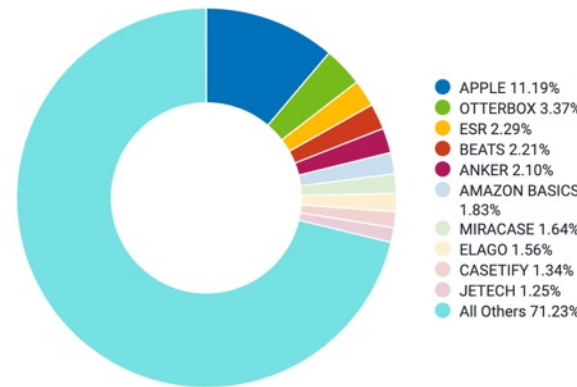
Top-Selling Brands



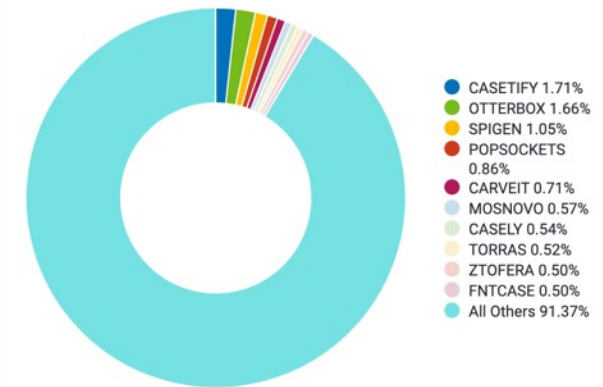
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best seller**

Apple Pencil (2nd Generation)  
★★★★★ 71,368

**Overall Pick**

Apple Pencil (1st Generation): Pixel-Perfect Precision and Industry-Leading Low Latency, Perfect for Note-Taking, Drawing...  
★★★★★ ~ 122,839

**Overall Pick**

Apple MagSafe Charger - Wireless Charger with Fast Charging Capability, Type C Wall Charger, Compatible with iPhone and AirPods  
★★★★★ ~ 65,448

**Overall Pick**

Apple 20W USB-C Power Adapter - iPhone Charger with Fast Charging Capability, Type C Wall Charger  
★★★★★ ~ 197,018

**Best Seller**

INIU Portable Charger, Slimmest 10000mAh 5V/3A Power Bank, USB C in&out High-Speed Charging Battery Pack, External Phone Powerbank...  
★★★★★ ~ 84,645

Market Share Leaders:

**crocs™**



**GILDAN®**

Brands Observed  
**49,051**  
▼ -1% vs Prior Period

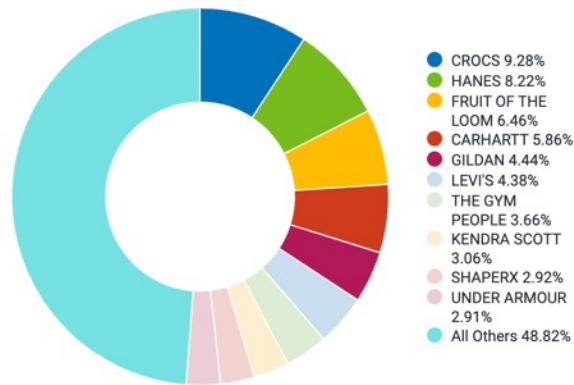
Items Observed  
**882,921**  
▼ -3% vs Prior Period

Department Summary  
Keywords Observed  
**237,223**  
▼ -17% vs Prior Period

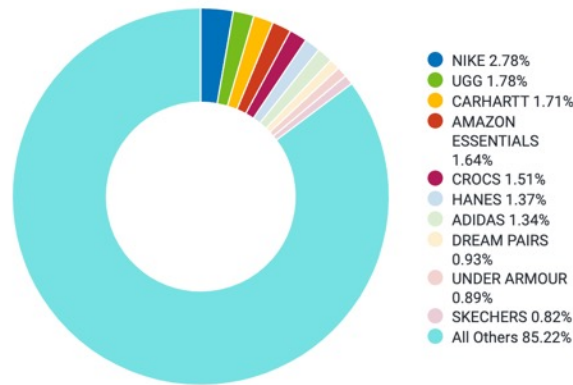
Sponsorship Activity  
**▼ -20.0%**  
292,350,037 Weekly Average

Organic Search Visibility  
**▼ -9.5%**  
123,468,149,630 Weekly Average

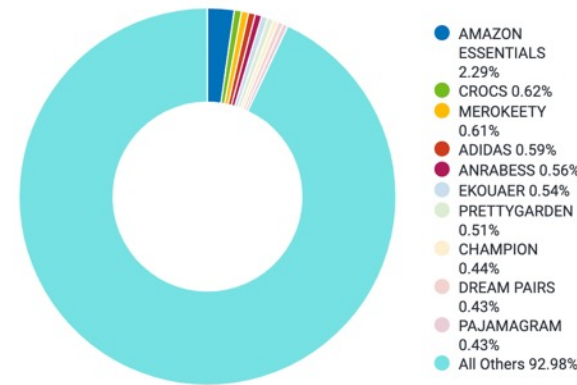
Top-Selling Brands



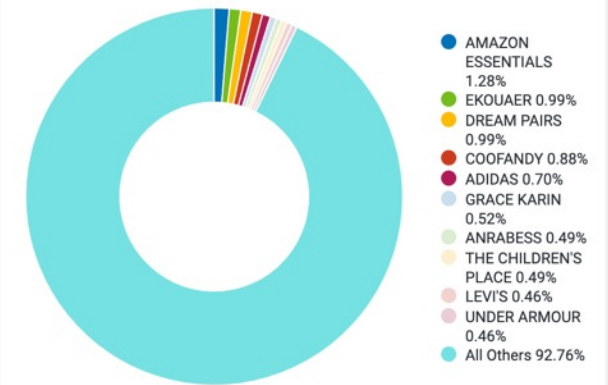
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Crocs Unisex-Adult Classic Clogs  
4.8 ★★★★★ ~ 523,543

Best Seller

+8 colors/patterns  
SHAPERX Bodysuit for Women  
Tummy Control Shapewear  
Seamless Sculpting Thong  
Body Shaper Tank Top  
★★★★☆ ~ 12,679

Best Seller

+100 colors/patterns  
Kendra Scott Elisa Pendant  
Necklace for Women, Fashion  
Jewelry, 14k Gold-Plated  
★★★★★ ~ 12,689

Best Seller

+54  
Men's Buck Camp Flannel, Long  
Sleeve Plaid Button Down Casual  
Shirt, Corduroy Cuffs  
★★★★★ ~ 79,218

Best Seller

+30  
Carhartt Men's Knit Cuffed Beani  
★★★★★ ~ 153,600



Market Share Leaders:



Brands Observed

7,085

▼ -1% vs Prior Period

Items Observed

38,757

▼ -2% vs Prior Period

Department Summary

Keywords Observed

85,575

▼ -8% vs Prior Period

Sponsorship Activity

▼ -7.1%

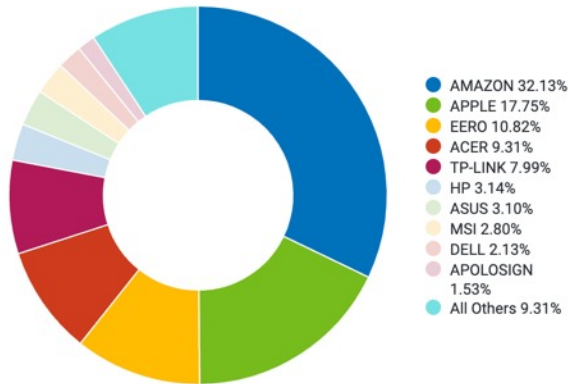
24,929,352 Weekly Average

Organic Search Visibility

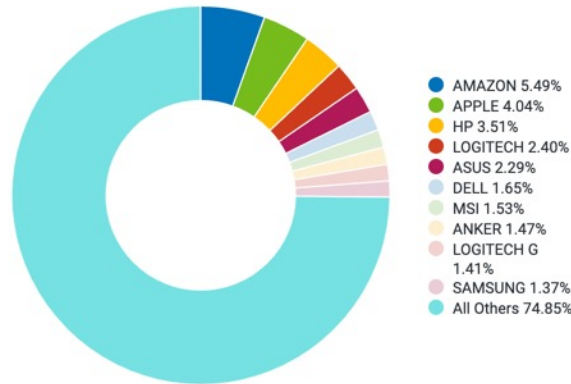
▲ 27.7%

14,981,598,982 Weekly Average

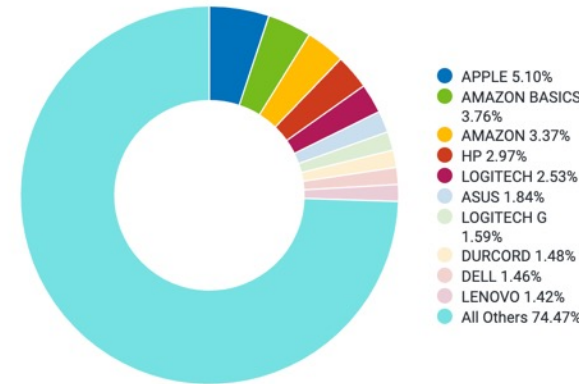
Top-Selling Brands



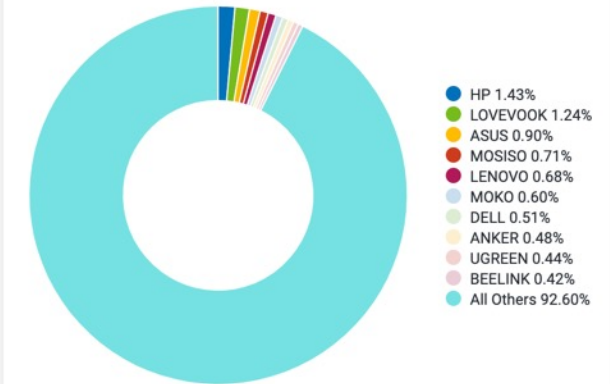
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Overall Pick

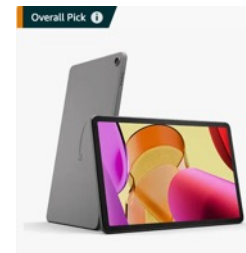
Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD Camera,...

★★★★★ ~ 21,465



Amazon eero Pro 6E mesh Wi-Fi System | Fast and reliable gigabit + speeds | supports blazing fast gaming | Coverage up to 6,000 sq. f...

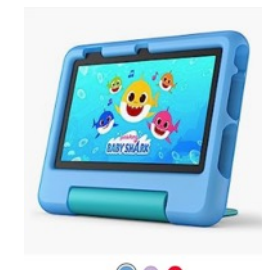
★★★★★ ~ 3,408



Overall Pick

Amazon Fire Max 11 tablet, our most powerful tablet yet, vivid 11" display, octa-core processor, 4 GB RAM, 14-hour battery life, 64 GB, Gray

★★★★★ ~ 3,204



Amazon Fire 7 Kids tablet, ages 3-7. Top-selling 7" kids tablet on Amazon - 2022 | ad-free content with parental controls included, 10-hr...

★★★★★ ~ 13,051



Amazon eero 6+ mesh Wi-Fi system | Fast and reliable gigabit speeds | connect 75+ devices | Coverage up to 4,500 sq. ft. | 3-pack, 2022 release

★★★★★ ~ 5,856

Market Share Leaders:



Brands Observed  
**15,577**  
▼ -2% vs Prior Period

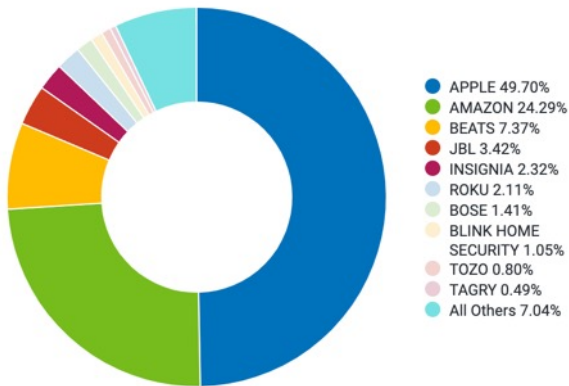
Items Observed  
**79,525**  
▼ -3% vs Prior Period

Department Summary  
Keywords Observed  
**159,909**  
▼ -8% vs Prior Period

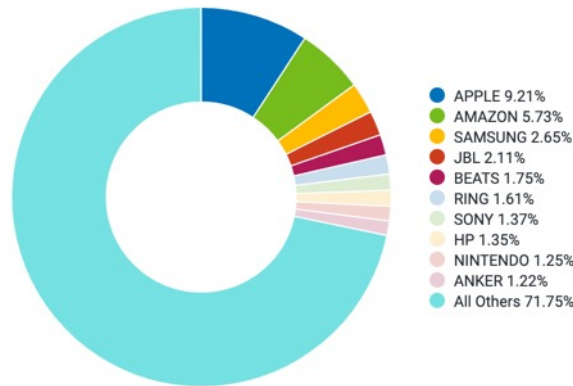
Sponsorship Activity  
**▼ -4.1%**  
70,474,229 Weekly Average

Organic Search Visibility  
**▲ 31.8%**  
50,496,541,746 Weekly Average

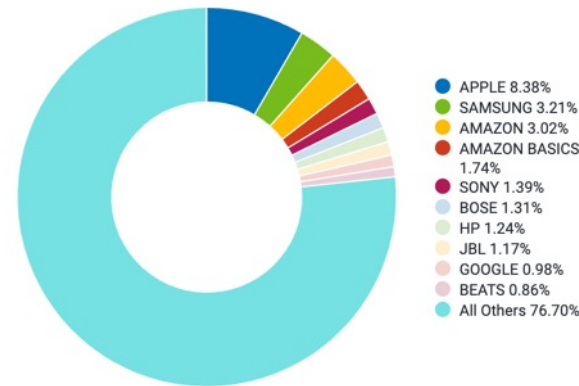
Top-Selling Brands



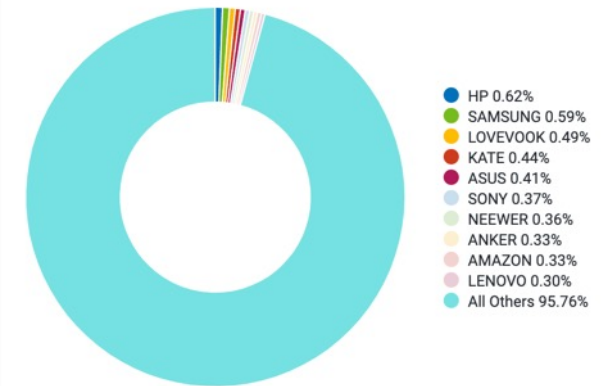
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Amazon's Choice

Apple AirPods Pro (2nd Generation) Wireless Earbuds, Up to 2X More Active Noise Cancelling, Adaptive Transparency, Personalized Spatial...

★★★★☆ ~ 9,764

Best Seller

Apple iPad (10th Generation): with A14 Bionic chip, 10.9-inch Liquid Retina Display, 64GB, Wi-Fi 6 + 5G Cellular, 12MP front/12MP Back...

★★★★☆ ~ 8,039

Best Seller

Apple iPad (9th Generation): with A13 Bionic chip, 10.2-inch Retina Display, 64GB, Wi-Fi, 12MP front/8MP Back Camera, Touch ID, All-Day Battery LI...

★★★★☆ ~ 42,729

Best Seller

Apple AirPods (2nd Generation) Wireless Earbuds with Lightning Charging Case Included. Over 24 Hours of Battery Life, Effortless...

★★★★☆ ~ 582,470

Best Seller

Apple AirTag 4 Pack

★★★★☆ ~ 92,020

Market Share Leaders:



Brands Observed

22,335

▲ 0% vs Prior Period

Items Observed

137,448

▼ -1% vs Prior Period

Department Summary  
Keywords Observed

128,425

▼ -6% vs Prior Period

Sponsorship Activity

▼ -6.6%

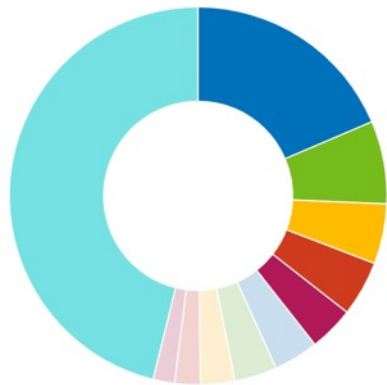
161,528,024 Weekly Average

Organic Search Visibility

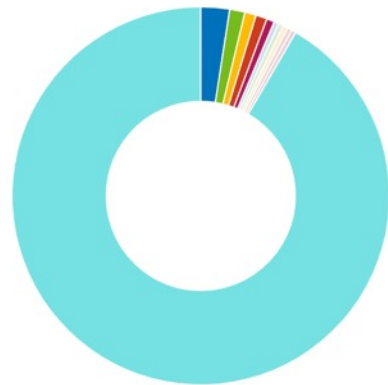
▼ -4.0%

38,900,983,779 Weekly Average

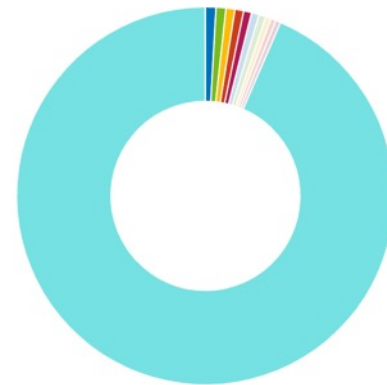
Top-Selling Brands



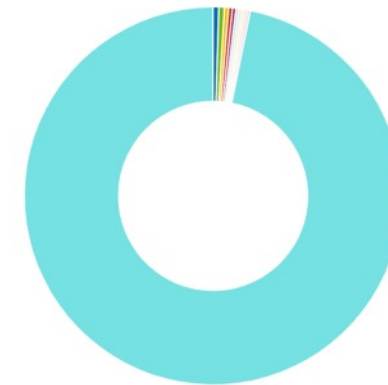
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Starbucks K-Cup Coffee Pods—Medium Roast Coffee—Pike Place Roast for Keurig Brewers—100%...  
Pod 24 Count (Pack of 4)  
★★★★★ ~ 95,395



Nespresso Capsules VertuoLine, Medium and Dark Roast Coffee, Variety Pack, Stormio, Odacio,...  
Pod 7.77 Fl Oz (Pack of 3)  
4.8 ★★★★★ ~ 64,457



CELSIUS Assorted Flavors Official Variety Pack, Functional Essential Energy Drinks, 12 Fl Oz (Pack of 12)  
Official Variety Pack 12 Fl Oz (Pack of 12)  
4.7 ★★★★★ ~



Premier Protein Shake 30g Protein 1g Sugar 24 Vitamins Minerals Nutrients to Support Immune Health,...  
Chocolate - 11.5 Fl Oz (Pack of 12)  
★★★★★ ~ 201,565



Nespresso Capsules VertuoLine, Melozio, Medium Roast Coffee, Coffee Pods, Brews 7.77 Fl Ounc...  
Pod 10 Count (Pack of 3)  
★★★★★ ~ 67,833



Market Share Leaders: **amazonbasics**



Brands Observed  
**33,648**  
▲ 0% vs Prior Period

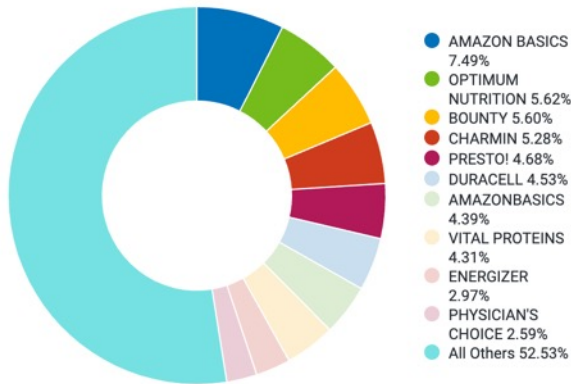
Items Observed  
**147,972**  
▼ -1% vs Prior Period

Department Summary  
Keywords Observed  
**218,358**  
▼ -11% vs Prior Period

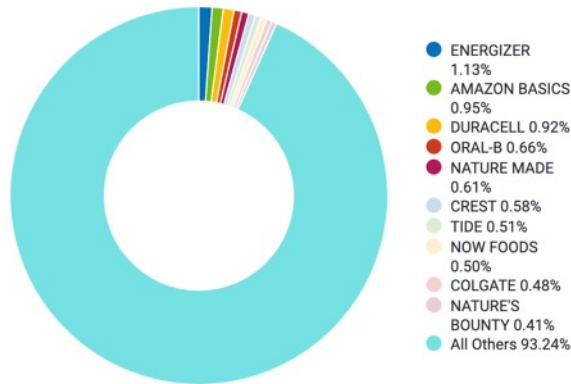
Sponsorship Activity  
**▼ -3.2%**  
130,134,011 Weekly Average

Organic Search Visibility  
**▲ 1.4%**  
63,707,657,930 Weekly Average

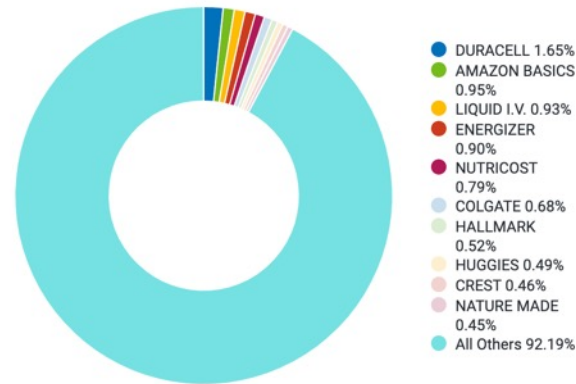
Top-Selling Brands



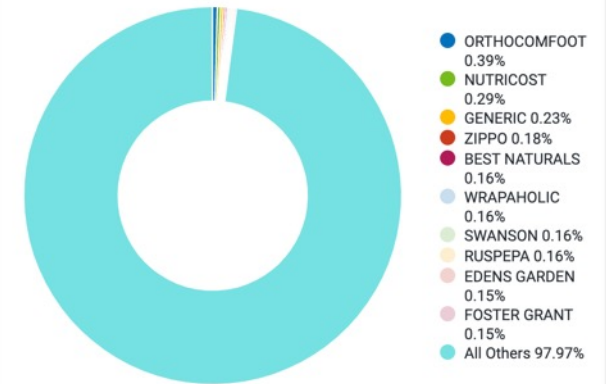
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



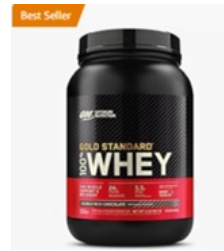
Top-Selling Items:



Charmin Ultra Soft Cushiony Touch Toilet Paper, 24 Family Mega Rolls = 123 Regular Rolls  
24 Count (Pack of 1)  
★★★★★ ~ 59,301



Bounty Quick Size Paper Towels, White, 8 Family Rolls = 20 Regular Rolls  
8 Count (Pack of 1)  
4.8 ★★★★★ ~



Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich Chocolate, 2 Pound...  
Double Rich Chocolate  
2 Pound (Pack of 1)  
★★★★★ ~ 203,818



Charmin Ultra Soft Cushiony Touch Toilet Paper, 24 Family Mega Rolls = 123 Regular Rolls  
24 Count (Pack of 1)  
★★★★★ ~ 59,301



Amazon Basics 2-Ply Toilet Paper, 30 Rolls (5 Packs of 6), White  
2100 Count (Pack of 5)  
★★★★★ ~ 133,490

Market Share Leaders:



Brands Observed

43,407

▼-4% vs Prior Period

Items Observed

212,215

▼-4% vs Prior Period

Department Summary  
Keywords Observed

315,185

▼-11% vs Prior Period

Sponsorship Activity

▲ 5.4%

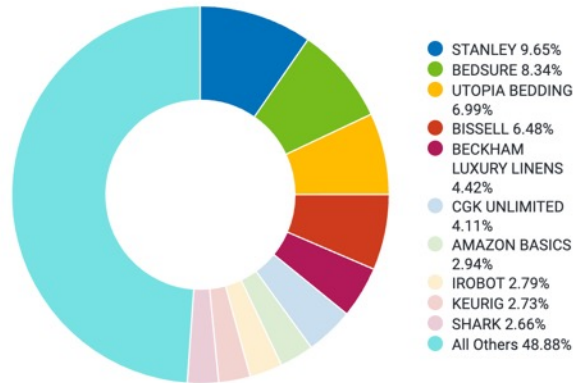
261,756,369 Weekly Average

Organic Search Visibility

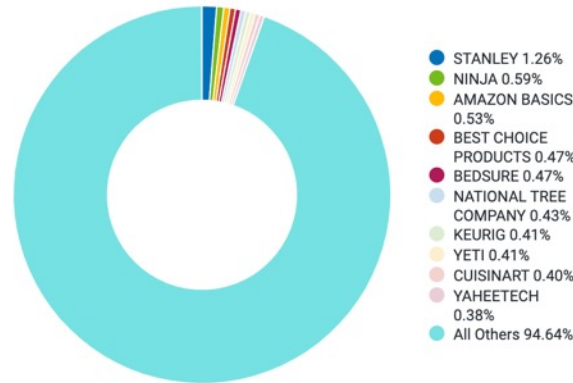
▲ 40.4%

142,774,986,711 Weekly Average

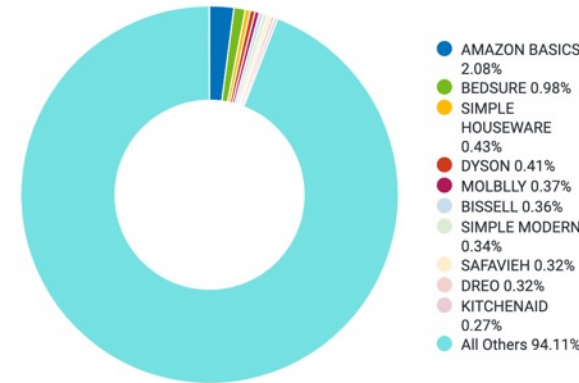
Top-Selling Brands



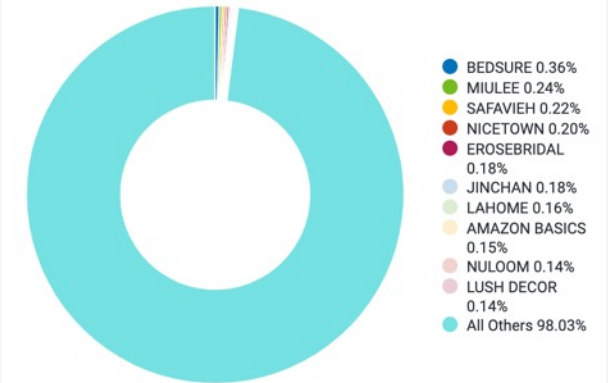
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



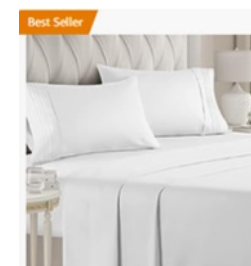
**Best Seller**  
BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Car and Auto Detailer, with Exclusive Specialty...  
★★★★☆ ~ 64,562



**Overall Pick**  
Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - Down Alternative Bedding Gel Cooling Pillow for Back...  
★★★★☆ ~ 232,301



**Best Seller**  
Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee...  
Stainless Steel  
★★★★☆ ~ 28,010



**Best Seller**  
Queen Size 4 Piece Bedding Sheet Set - Breathable & Cooling Bed Sheets - Hotel Luxury Bed Sheets for Women, Men, Kids & Teens -...  
★★★★☆ ~ 72,900



**Best Seller**  
iRobot Roomba 694 Robot Vacuum-Wi-Fi Connectivity, Personalized Cleaning Recommendations, Works with...  
★★★★☆ ~ 21,015



Market Share Leaders:

**NINJA**



**CAROTE**

**KitchenAid®**

**Instant Pot**

Brands Observed  
**30,394**  
▼ -2% vs Prior Period

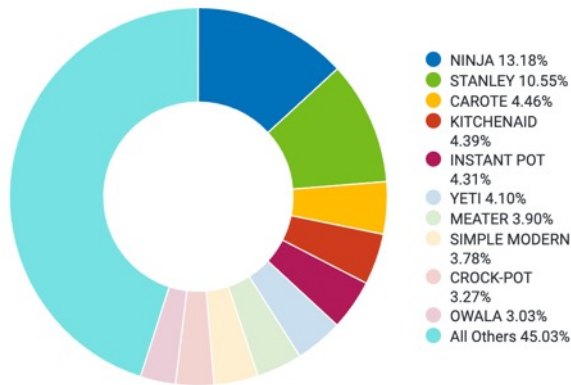
Items Observed  
**129,928**  
▼ -4% vs Prior Period

Department Summary  
Keywords Observed  
**158,619**  
▼ -10% vs Prior Period

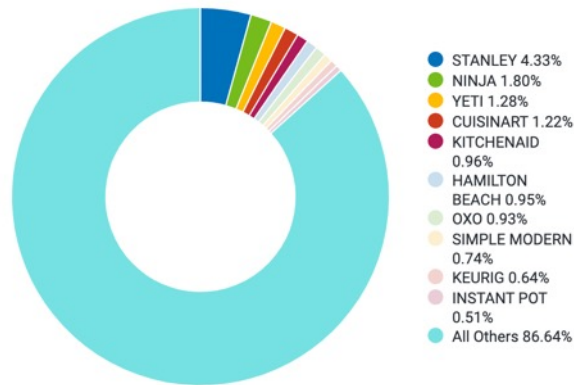
Sponsorship Activity  
**▲ 1.4%**  
71,942,038 Weekly Average

Organic Search Visibility  
**▲ 41.0%**  
40,859,372,176 Weekly Average

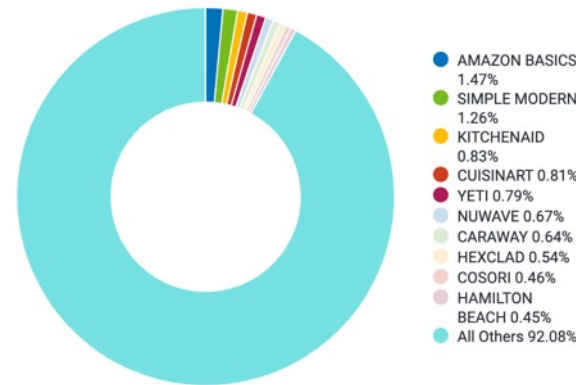
Top-Selling Brands



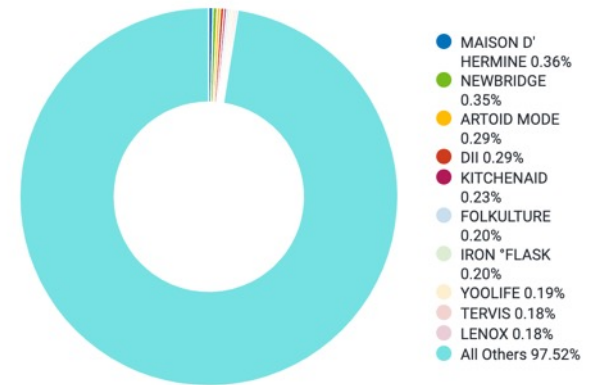
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best Seller**

Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee,...

Stainless Steel

★★★★★ ~ 28,010

Ninja BL770 Mega Kitchen System, 1500W, 4 Functions for Smoothies, Processing, Dough, Drinks & More, with 72-oz.\*...

★★★★★ ~ 36,272

**Best Seller**

MEATER Plus: Long Range Wireless Smart Meat Thermometer with Bluetooth Booster | for BBQ, Oven, Grill, Kitchen, Smoker, Rotisserie ...

★★★★★ ~ 38,439

Ninja DZ201 Foodi 8 Quart 6-in-1 DualZone 2-Basket Air Fryer with 2 Independent Frying Baskets, Match Cook & Smart Finish to...

★★★★★ ~ 27,443

Stanley IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Water Bottle for Home, Office or Car, Reusable Cup with...

★★★★★ ~ 19,720



Market Share Leaders:



amazonbasics

Scotch®

HAMMERMILL.



Phomemo

Brands Observed

19,191

▲2% vs Prior Period

Items Observed

99,119

▼-1% vs Prior Period

Department Summary  
Keywords Observed

167,996

▼-8% vs Prior Period

Sponsorship Activity

▼-17.9%

57,118,117 Weekly Average

Organic Search Visibility

▲10.0%

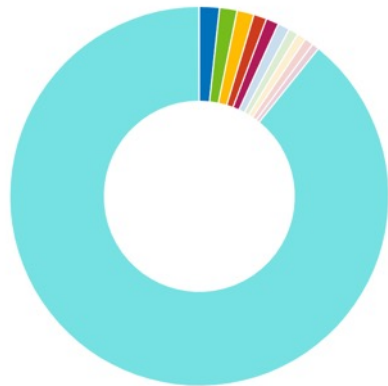
19,368,319,103 Weekly Average

Top-Selling Brands



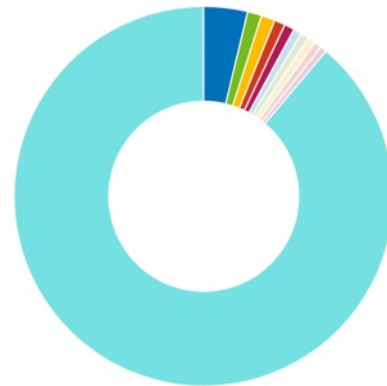
- HP 26.23%
- AMAZON BASICS 14.57%
- SCOTCH 9.18%
- HAMMERMILL 5.97%
- PHOMEMO 4.02%
- CANON 3.39%
- HP PAPERS 2.81%
- AMAZON 2.31%
- SHARPIE 2.01%
- EXPO 1.75%
- All Others 27.77%

Top Brands in Organic Search



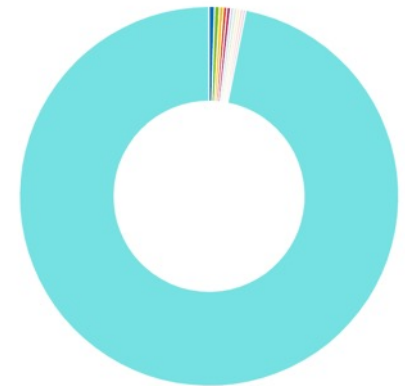
- SCOTCH 1.71%
- AMAZON BASICS 1.50%
- SHARPIE 1.45%
- BIC 1.12%
- MR. PEN 1.08%
- PILOT 1.01%
- HALLMARK 0.83%
- HP 0.76%
- PAPER MATE 0.75%
- FURINNO 0.61%
- All Others 89.18%

Top Brands in Paid Search



- AMAZON BASICS 3.74%
- SHUTTLE ART 1.20%
- SCOTCH 1.18%
- HP 0.93%
- SHW 0.85%
- SHARPIE 0.71%
- PILOT 0.70%
- HALLMARK 0.69%
- AT-A-GLANCE 0.61%
- SIMPLE HOUSEWARE 0.55%
- All Others 88.83%

Top-Promoted Brands



- OUTUS 0.48%
- PLIFAL 0.41%
- ERIN CONDREN 0.34%
- EEOOUT 0.31%
- PENTEL 0.29%
- HALLMARK 0.29%
- AVERY 0.28%
- SUNEE 0.27%
- ZONON 0.24%
- TEACHER CREATED RESOURCES 0.23%
- All Others 96.87%

Top-Selling Items:



**Best Seller**  
Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 8 Ream (4,000 Sheets) - 92 Bright, Made in the USA  
★★★★★ ~ 40.4K+



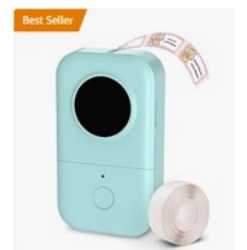
**Overall Pick**  
HP 67 Black/Tri-color Ink Cartridges (2 Count - Pack of 1) | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 600...  
★★★★★ ~ 44,317



**Overall Pick**  
HP 67XL Black High-yield Ink Cartridge | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000, 6400 Series | Eligible for...  
★★★★★ ~ 40,158



**Best Seller**  
Amazon Basics 8 Sheet Cross Cut Paper and Credit Card Shredder with 4.1 Gallon Bin, Black  
★★★★★ ~ 210,899



**Best Seller**  
Phomemo D30 Label Maker Machine with Tape, Portable Bluetooth Printer, Small Smart Phone Handheld Sticker Mini...  
★★★★★ ~ 14,588

Market Share Leaders:



Brands Observed

29,628

▲ 0% vs Prior Period

Items Observed

144,811

▼ -1% vs Prior Period

Department Summary  
Keywords Observed

138,197

▼ -13% vs Prior Period

Sponsorship Activity

▼ -16.8%

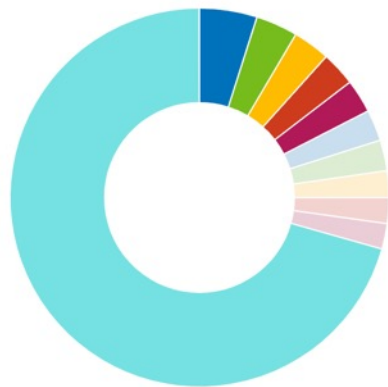
40,027,876 Weekly Average

Organic Search Visibility

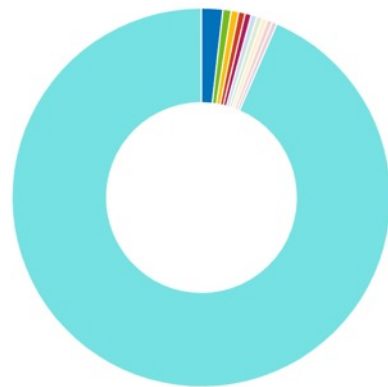
▲ 2.5%

15,315,173,076 Weekly Average

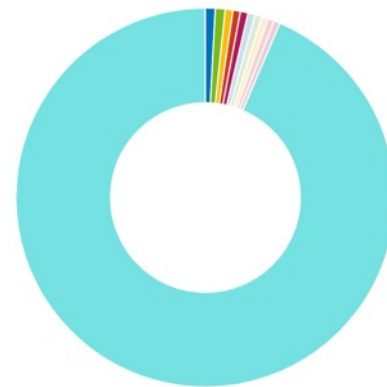
Top-Selling Brands



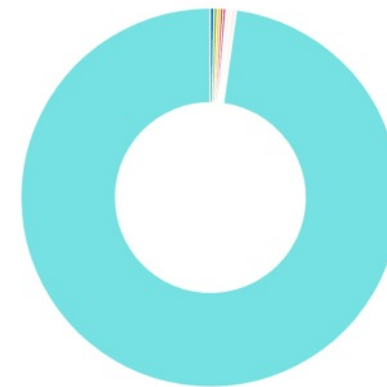
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



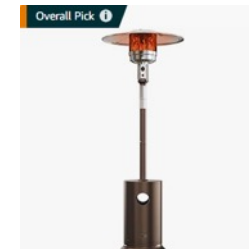
Katchy Indoor Insect Trap - Catcher & Killer for Mosquitos, Gnats, Moths, Fruit Flies - Non-Zapper Traps for Inside Your Ho...  
★★★★☆ ~ 108,807



Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best Waterproof Ultra Fast Thermometer with Backlight...  
★★★★★ ~ 57,500



Pest Glue Trap by Catchmaster - 36 Boards Pre-Baited, Ready to Use Indoors. Rodent Mouse Rat Insect Sticky Adhesive Simple Ea...  
★★★★★ ~ 74,764



EAST OAK 48,000 BTU Patio Heater for Outdoor Use With Round Table Design, Double-Layer Stainless Steel Burner and Wheel...  
★★★★★ ~ 176



Grandpa Gus's Extra-Strength Mouse Repellent, Cinnamon/Peppermint Oils Repel Mice from Nesting & Freshen Air in...  
★★★★★ ~ 12,161



Market Share Leaders:



Brands Observed  
**18,387**

▼ -1% vs Prior Period

Items Observed  
**98,212**

▼ -3% vs Prior Period

Department Summary  
Keywords Observed  
**80,716**

▼ -12% vs Prior Period

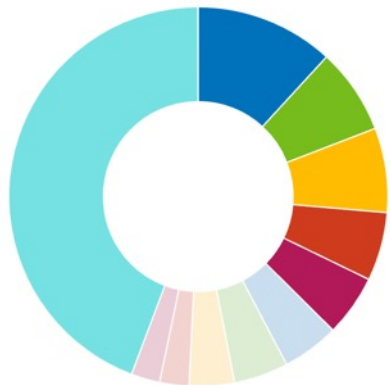
Sponsorship Activity  
**▼ -13.3%**

38,169,040 Weekly Average

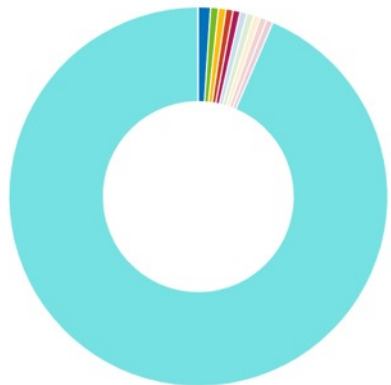
Organic Search Visibility  
**▲ 4.0%**

16,396,995,139 Weekly Average

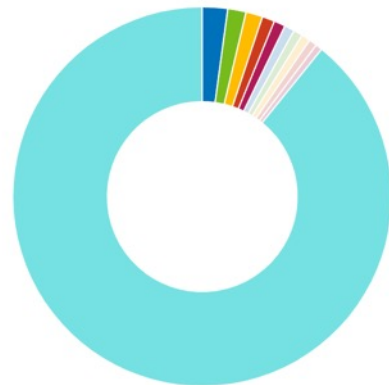
Top-Selling Brands



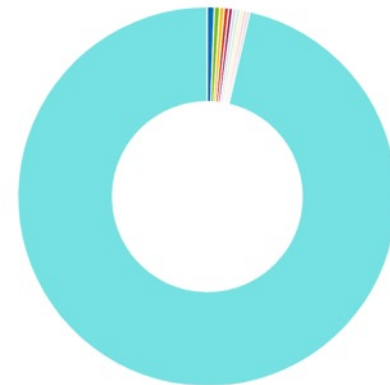
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



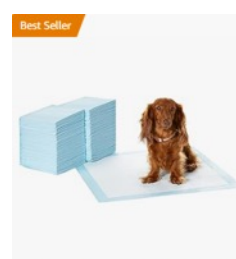
Overall Pick  
All-new Blink Outdoor 4 (4th Gen) – Wire-free smart security camera, two-year battery life, two-way audio, HD live view, enhanced motion...  
★★★★☆ ~ 2,015



Best Seller  
Purina Pro Plan Sensitive Skin and Stomach Dog Food Salmon and Rice Formula - 30 lb. Bag  
★★★★★ ~ 30,225



Best Seller  
Blue Buffalo Life Protection Formula Natural Adult Dry Dog Food, Chicken and Brown Rice 30-lb  
4.7 ★★★★★ ~ (\$8,071)



Best Seller  
Amazon Basics Dog and Puppy Pee Pads with Leak-Proof Quick-Dry Design for Potty Training, Standard Absorbency, Regular...  
★★★★★ ~ 250,362



Overall Pick  
PetSafe ScoopFree Crystal Litter Tray Refills, Premium Blue Crystals, 3-Pack, Disposable Tray, Includes Leak Protection & Low...  
★★★★★ ~ 37,719



Market Share Leaders:



Brands Observed

630

▲ 1% vs Prior Period

Items Observed

5,797

▲ 0% vs Prior Period

Department Summary

Keywords Observed

7,862

▼ -26% vs Prior Period

Sponsorship Activity

▼ -4.9%

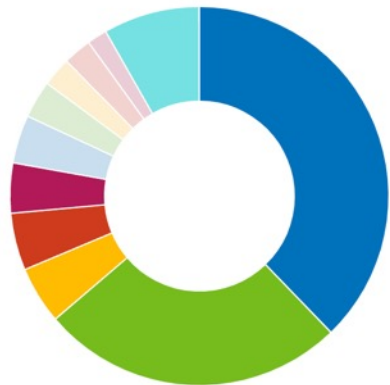
166,649 Weekly Average

Organic Search Visibility

▲ 62.2%

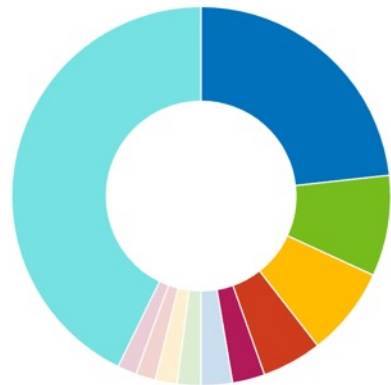
107,486,484 Weekly Average

Top-Selling Brands



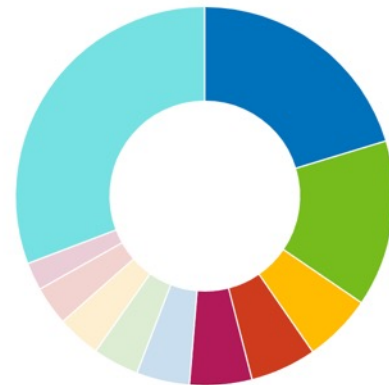
- INTUIT 37.78%
- MICROSOFT 25.99%
- ADOBE 4.91%
- MCAFEE 4.89%
- MICROSOFT 4.26%
- OFFICE 4.26%
- NORTON LIFELOCK 4.10%
- H&R BLOCK 3.21%
- ROSETTA STONE 2.49%
- NORTONLIFELOCK 2.43%
- BITDEFENDER 1.71%
- All Others 8.23%

Top Brands in Organic Search



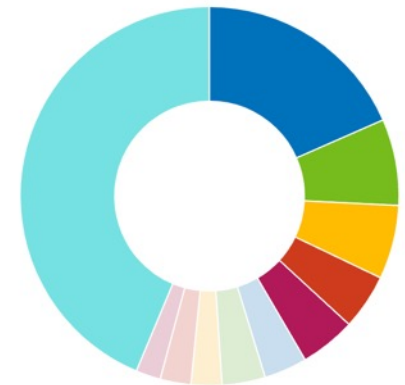
- INTUIT 23.24%
- MICROSOFT 8.61%
- H&R BLOCK 7.61%
- MCAFEE 5.10%
- NINTENDO 2.77%
- NORTON LIFELOCK 2.68%
- UBISOFT 2.00%
- ADOBE 1.87%
- CREATIVEBUG.COM 1.68%
- NORTONLIFELOCK 1.64%
- All Others 42.77%

Top Brands in Paid Search



- NORTON LIFELOCK 20.30%
- SIMPLYCODING 14.22%
- H&R BLOCK 5.83%
- ROSETTA STONE 5.63%
- MCAFEE 5.33%
- INTUIT 4.53%
- WEBROOT 3.93%
- ESET 3.73%
- ADOBE 3.34%
- MICROSOFT 2.38%
- All Others 30.78%

Top-Promoted Brands



- COREL 18.42%
- ADOBE 7.37%
- MCAFEE 6.32%
- MAGIX 4.74%
- INTUIT 4.74%
- WEBROOT 3.68%
- H&R BLOCK 3.68%
- CYBERLINK 2.63%
- NORTON LIFELOCK 2.63%
- MICROSOFT 2.11%
- All Others 43.68%

Top-Selling Items:



Microsoft Office Home & Student 2021 | Classic Apps: Word, Excel, PowerPoint | One-Time purchase for 1 PC/MAC | Instant Download by Microsoft  
★★★★☆ ~ 4,665



Microsoft Office Home & Business 2021 | Word, Excel, PowerPoint, Outlook | One-time purchase for 1 PC or Ma... by Microsoft  
★★★★☆ ~ 602



Microsoft OEM System Builder | Windows 11 Pro | Intended use for new systems | Authorized by Microsoft  
Dec 1, 2021  
★★★★☆ ~ 687



TurboTax Premier 2023 Tax Software, Federal & State Tax Return [Amazon Exclusive] [PC/Mac Download] by Intuit  
★★★★☆ ~ 85



Microsoft System Builder | Windows 11 Home | Intended use for new systems | Install on a new PC | Branded by Microsoft  
Dec 1, 2021  
★★★★☆ ~ 687

Market Share Leaders:



Brands Observed

52,988

▼ -1% vs Prior Period

Items Observed

526,899

▼ -1% vs Prior Period

Department Summary  
Keywords Observed

246,255

▼ -13% vs Prior Period

Sponsorship Activity

▼ -6.3%

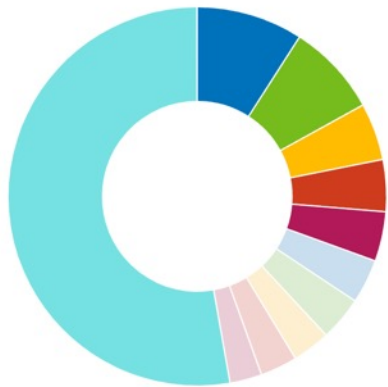
85,926,911 Weekly Average

Organic Search Visibility

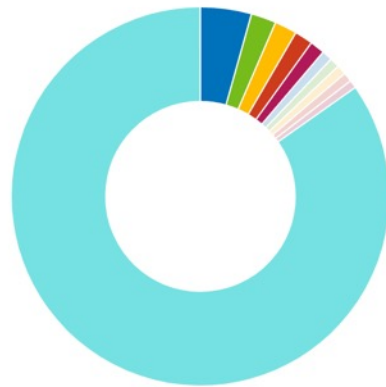
▲ 26.4%

44,376,551,114 Weekly Average

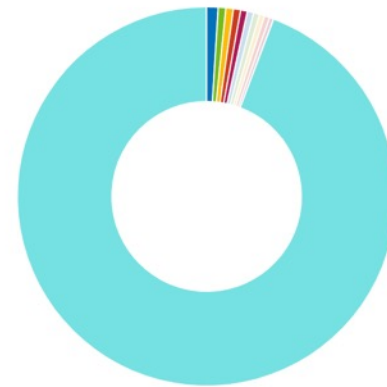
Top-Selling Brands



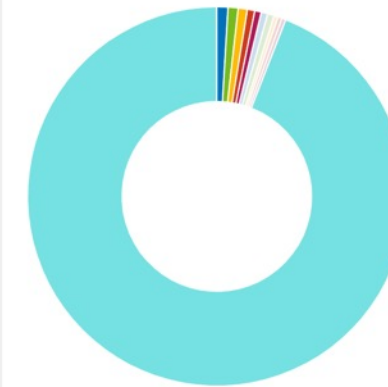
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Prepared Hero Emergency Fire Blanket - 4 Pack - Fire Suppression Blanket for Kitchen, 40" x 40" Fire Blanket for Home, Fiberglass Fire...  
Red  
★★★★★ ~ 2,782



Fitbit Charge 6 Fitness Tracker with Google apps, Heart Rate on Exercise Equipment, 6-Months Premium Membership Included...  
★★★★☆ ~ 714



SelectTech 552 Adjustable Dumbbells  
★★★★★ ~ 21,750



SoundAsleep Dream Series Luxury Air Mattress with ComfortCoil Technology & Built-in High Capacity Pump for Home & Camping- Doubl...  
★★★★★ ~ 58,129



King Koil Luxury Air Mattress Queen with Built-in Pump for Home, 20" Queen Size Inflatable Airbed Luxury Double High Adjustable Blow Up...  
★★★★★ ~ 42,181



Market Share Leaders:



Brands Observed

41,018

▼ -2% vs Prior Period

Items Observed

252,251

▼ -4% vs Prior Period

Department Summary  
Keywords Observed

219,488

▼ -12% vs Prior Period

Sponsorship Activity

▼ -5.6%

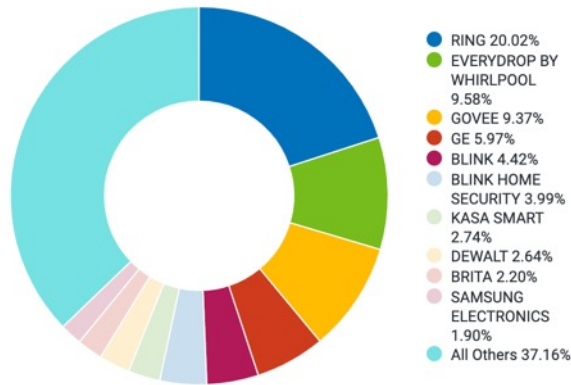
91,406,343 Weekly Average

Organic Search Visibility

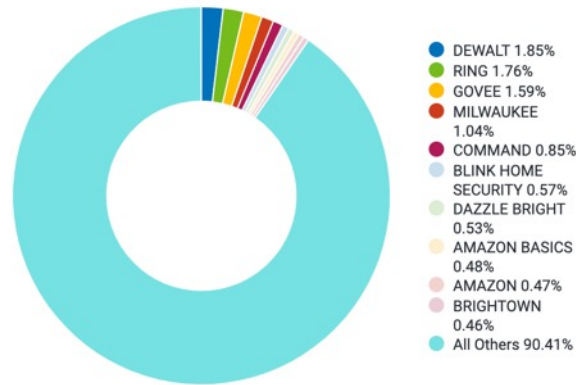
▲ 27.0%

38,589,670,644 Weekly Average

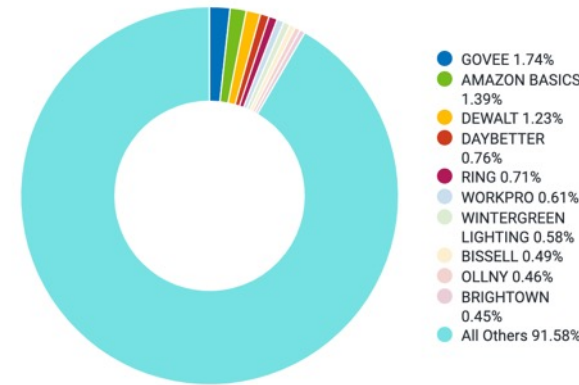
Top-Selling Brands



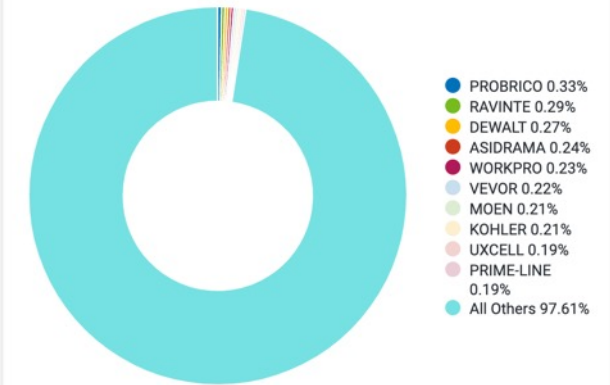
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Ring Video Doorbell - 1080p HD video, real-time home monitoring, privacy controls, simple setup, Works with Alexa ...  
★★★★☆ ~ 170.9K+



Govee Permanent Outdoor Lights, Smart RGBIC Outdoor Lights with 75 Scene Modes, 100ft with 72 LED Eaves Lights IP67 Waterproof for...  
LED  
★★★★☆ ~ 1,817



everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Single-Pack, Purple  
★★★★☆ ~ 87,200



Ring Floodlight Cam Wired Plus with motion-activated 1080p HD video, White (2021 release)  
★★★★☆ ~ 31,380



GE RPWF Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for Best...  
★★★★☆ ~ 50,250



Market Share Leaders:



Brands Observed

21,336

▼ -2% vs Prior Period

Items Observed

109,934

▼ -4% vs Prior Period

Department Summary  
Keywords Observed

227,679

▲ 0% vs Prior Period

Sponsorship Activity

▼ -2.9%

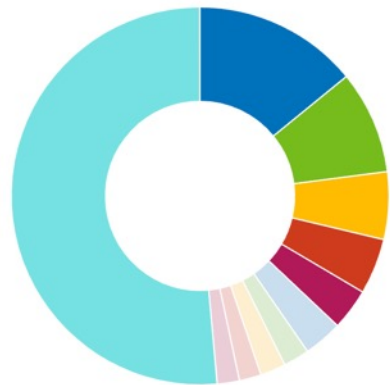
205,880,227 Weekly Average

Organic Search Visibility

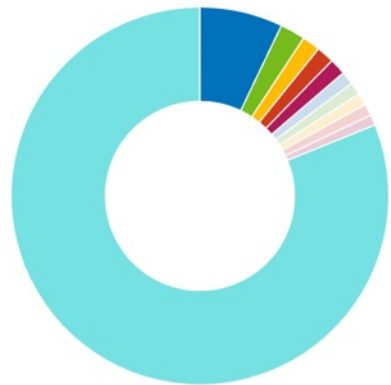
▲ 31.8%

58,344,521,123 Weekly Average

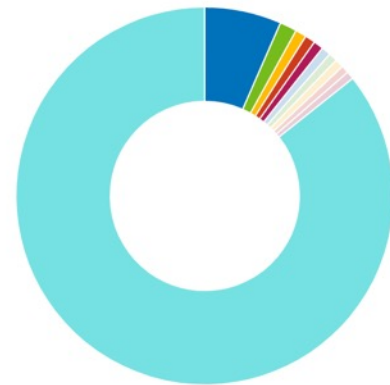
Top-Selling Brands



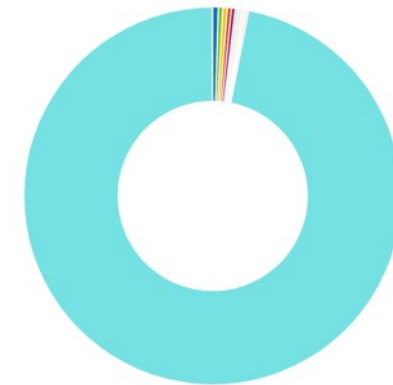
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller  
Barbie Dreamhouse 2023, Pool Party Doll House with 75+ Pieces and 3-Story Slide, Barbie House Playset, Pet Elevator and Puppy...  
★★★★★ ~ 582



Furby Purple, 15 Fashion Accessories, Interactive Plush Toys, Voice Activated Animatronic, Christmas Gifts for Kids, Ages 6+  
★★★★★ ~ 814



The Elf on the Shelf: A Christmas Tradition - Boy Scout Elf with Blue Eyes - Includes Artfully Illustrated Storybook, Keepsake Box and...  
★★★★★ ~ 33,441



Overall Pick  
SHASHIBO Shape Shifting Box - Award-Winning Patented Fidget Cube w/ 36 Rare Earth Magnets - Transforms Into Over 70 Shapes...  
★★★★★ ~ 54,048



LEGO Star Wars 2023 Advent Calendar 75366 Christmas Holiday Countdown Gift Idea with 9 Star Wars Characters and 15 Mini...  
★★★★★ ~ 357

Market Share Leaders:



Brands Observed  
**5,650**  
▼ -3% vs Prior Period

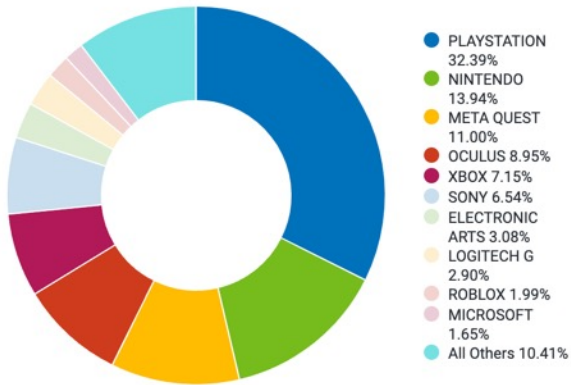
Items Observed  
**40,009**  
▼ -2% vs Prior Period

Department Summary  
Keywords Observed  
**57,331**  
▼ -15% vs Prior Period

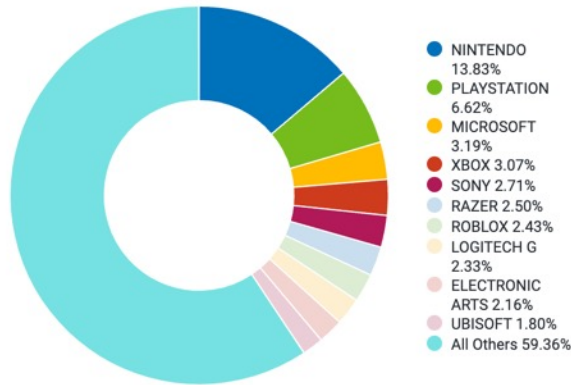
Sponsorship Activity  
**▲ 15.6%**  
7,067,760 Weekly Average

Organic Search Visibility  
**▲ 79.3%**  
11,180,513,386 Weekly Average

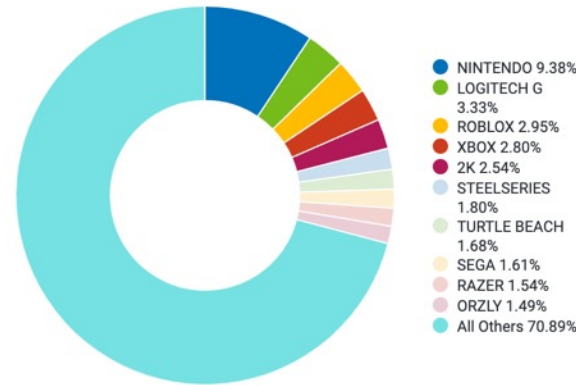
Top-Selling Brands



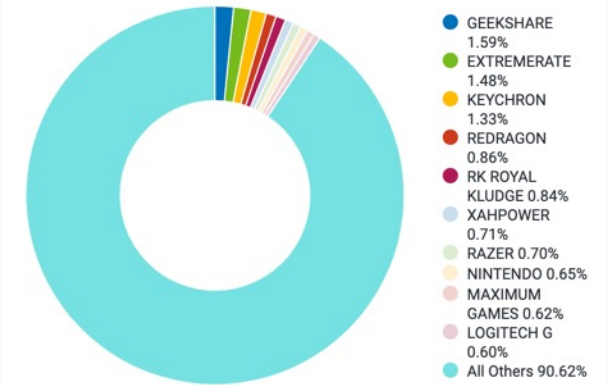
Top Brands in Organic Search



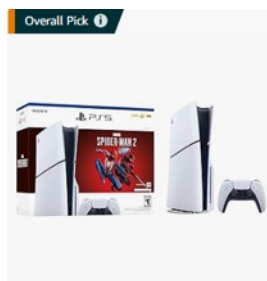
Top Brands in Paid Search



Top-Promoted Brands



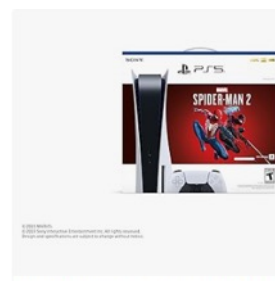
Top-Selling Items:



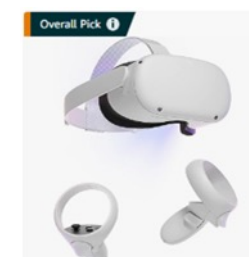
Overall Pick 1  
PlayStation 5 Console - Marvel's Spider-Man 2 Bundle (slim)  
Nov 10, 2023  
★★★★☆ ~ 283



Best Seller  
Meta Quest 3 512GB—Breakthrough Mixed Reality — Powerful Performance — Asgard's Wrath 2 and Meta Quest+ Bundle  
Oct 10, 2023  
★★★★☆ ~ 556



PlayStation®5 Console – Marvel's Spider-Man 2 Bundle  
Oct 20, 2023  
★★★★☆ ~ 146



Overall Pick 1  
Meta Quest 2 — Advanced All-In-One Virtual Reality Headset — 128 GB  
by Meta Quest  
★★★★☆ ~ 84.4K+



Overall Pick 1  
PlayStation®5 Console – Call of Duty® Modern Warfare® III Bundle  
Nov 10, 2023  
★★★★☆ ~ 525

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