

















# Department Performance Report

NOVEMBER 2023

 Baby	 Beauty	<i>Cat &amp; Jack</i> Clothing	 Electronics
 Grocery	 Health	 Home	 Household Essentials
 Kitchen & Dining	 Personal Care	 Pets	 School & Office Supplies
 Sports & Outdoors	 Toys	 Video Games	





# Department Performance Report

November 2023

## Report Overview

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

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

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

## Definitions

### Top-Selling Brands

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

### Top Brands in Organic Search

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

### Top Brands in Paid Search

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

### Top Promoted Brands

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

### Top-Selling Items

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

# 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



## Interested in learning more?

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306

# Table of Contents

- Baby.....1
- Beauty.....2
- Clothing .....3
- Electronics.....4
- Grocery.....5
- Health .....6
- Home.....7
- Household Essentials.....8
- Kitchen & Dining.....9
- Personal Care .....10
- Pets .....11
- School & Office Supplies.....12
- Sports & Outdoors .....13
- Toys.....14
- Video Games .....15



Market Share Leaders:



Brands Observed

598

▼ -2% vs Prior Period

Items Observed

9,119

▲ 1% vs Prior Period

Department Summary

Keywords Observed

78,253

▼ -3% vs Prior Period

Sponsorship Activity

▲ 4.8%

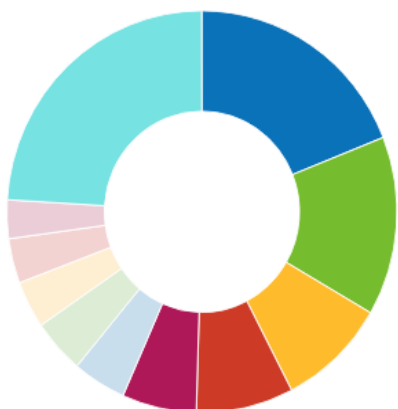
1,853,096 Weekly Average

Organic Search Visibility

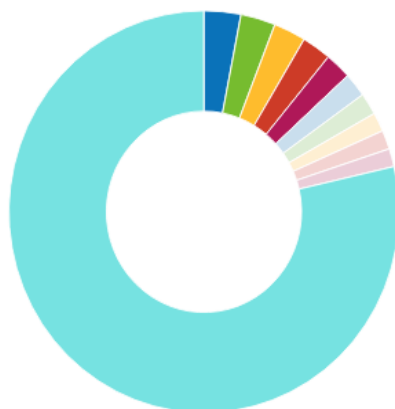
▲ 2.4%

2,124,314,745 Weekly Average

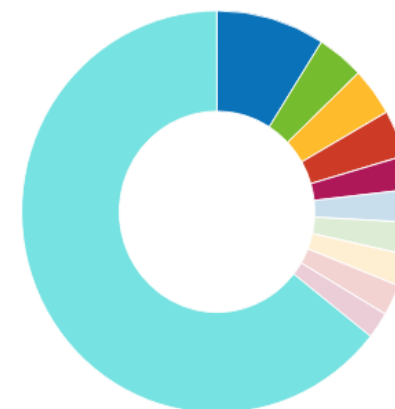
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



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



**Gerber Lil' Crunchies Garden Tomato Baked Corn Baby Snack...**  
Gerber  
★★★★★ 739



**HappyBaby Clearly Crafted Bananas Sweet Potatoes &...**  
HappyBaby  
★★★★★ 463

Market Share Leaders:



ecOTOOLS®



Hero.

Brands Observed

725

▲ 0% vs Prior Period

Items Observed

10,448

▼ -3% vs Prior Period

Department Summary

Keywords Observed

59,444

▼ -9% vs Prior Period

Sponsorship Activity

▲ 21.1%

5,392,450 Weekly Average

Organic Search Visibility

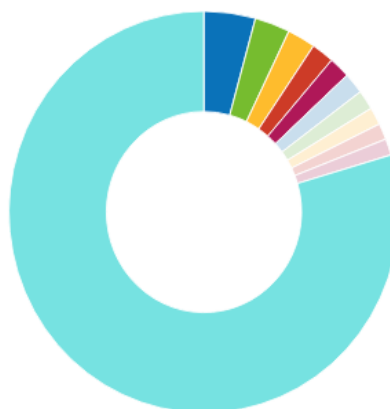
▲ 9.1%

6,056,083,691 Weekly Average

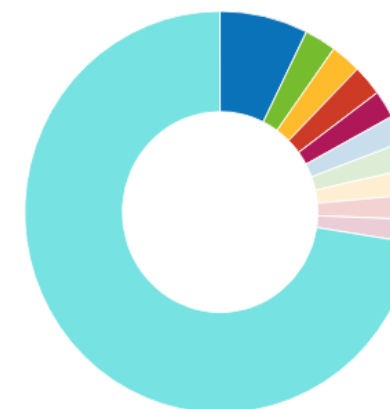
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



Dove Beauty Deep Moisture Nourishing Body Wash Soap for...  
Dove Beauty  
★★★★★ 9586



Regular Cotton Swabs Paper Sticks - 500ct - up & up™  
up & up  
★★★★★ 6478



TheraBreath Fresh Breath Mouthwash - Icy Mint  
TheraBreath  
★★★★★ 2273

Market Share Leaders: **Cat & Jack**



**scunci**



**Goodfellow & Co**

Brands Observed

933

▼ -3% vs Prior Period

Items Observed

129,767

▼ -1% vs Prior Period

Department Summary

Keywords Observed

99,203

▼ -22% vs Prior Period

Sponsorship Activity

▲ 39.6%

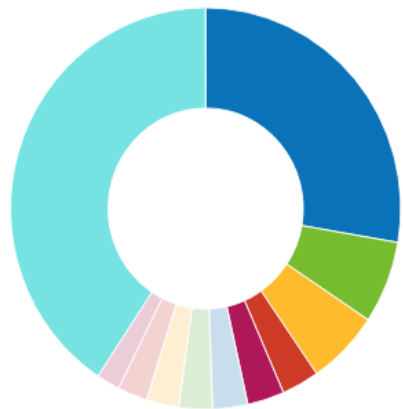
3,717,707 Weekly Average

Organic Search Visibility

▲ 8.7%

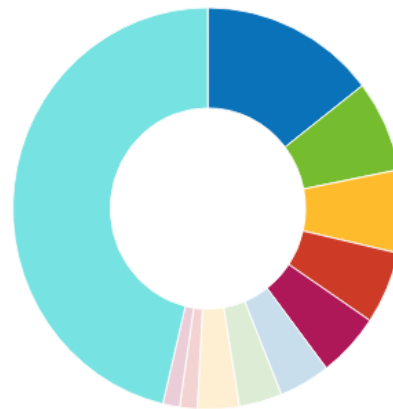
11,660,625,368 Weekly Average

Top-Selling Brands



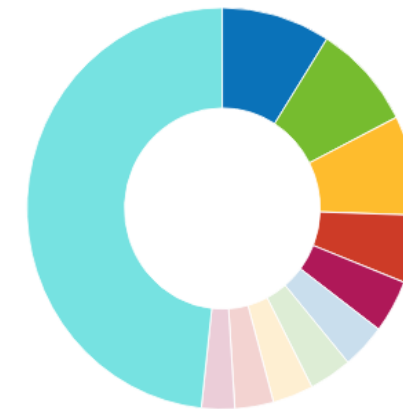
- CAT & JACK 27.72%
- A NEW DAY 6.63%
- SCUNCI 6.03%
- ALL IN MOTION 3.10%
- GOODFELLOW & CO 3.05%
- BLUEY 2.91%
- FASHION FORMS 2.80%
- WILD FABLE 2.68%
- UNIVERSAL MUSIC GROUP 2.46%
- MERCH TRAFFIC 1.94%
- All Others 40.69%

Top Brands in Organic Search



- A NEW DAY 14.52%
- UNIVERSAL THREAD 7.38%
- GOODFELLOW & CO 6.69%
- CAT & JACK 5.83%
- WILD FABLE 5.21%
- ALL IN MOTION 4.24%
- WONDERSHOP 3.57%
- REEBOK 3.45%
- STARS ABOVE 1.45%
- AUDEN 1.40%
- All Others 46.27%

Top Brands in Paid Search

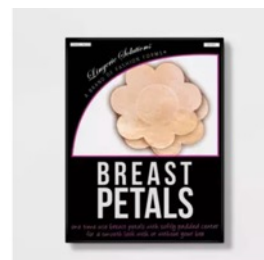


- ALPINE SWISS 8.99%
- HANES PREMIUM 8.51%
- HANES 8.04%
- REEBOK 5.45%
- ALLEGRA K 4.27%
- AGNES ORINDA 3.63%
- CARTER'S JUST ONE YOU 3.53%
- DEARFOAMS 3.36%
- WRANGLER 3.20%
- PAIR OF THIEVES 2.73%
- All Others 48.28%

Top-Selling Items:



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



Fashion Forms Women's Breast Petals Beige - 3 Pack  
Fashion Forms  
★★★★★ 588



The Ordinary Hyaluronic Acid 2% + B5 - 1 fl oz - Ulta Beauty  
The Ordinary  
★★★★★ 3286



scunci Elastic Hair Ties - Assorted Colors - 2mm/50pk  
scunci  
★★★★★ 516



scunci Polyband Hair Ties in Resealable Pouch - 500pk - Black  
scunci  
★★★★★ 468

Market Share Leaders:



**Energizer**

**DURACELL**



**FUJIFILM**

Brands Observed

528

▲ 2% vs Prior Period

Items Observed

9,552

▲ 0% vs Prior Period

Department Summary

Keywords Observed

50,539

▼ -16% vs Prior Period

Sponsorship Activity

▲ 8.0%

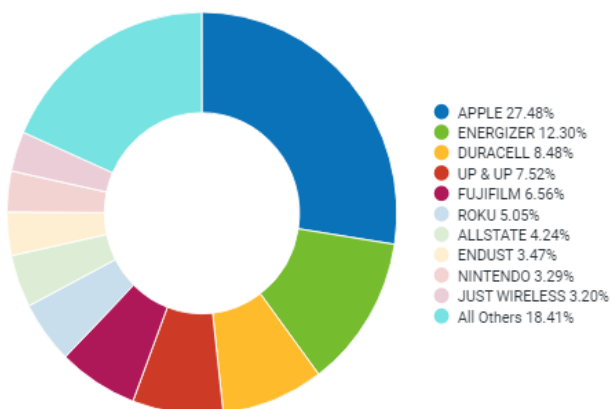
2,818,977 Weekly Average

Organic Search Visibility

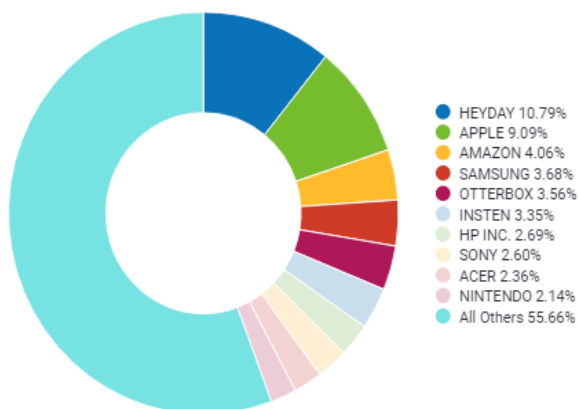
▲ 14.4%

9,049,422,459 Weekly Average

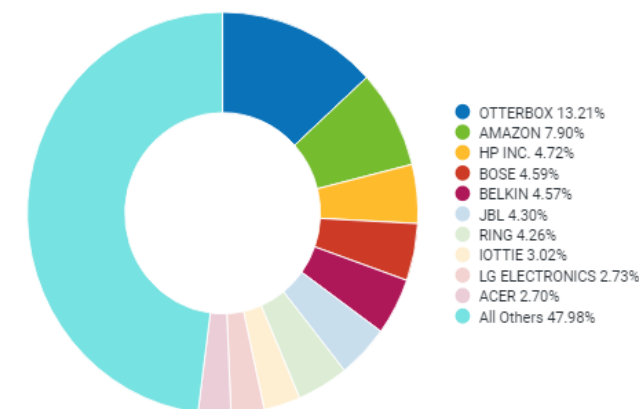
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



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



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



AA Batteries - Alkaline Battery - up & up™  
up & up  
★★★★★ 4484



Market Share Leaders:



Brands Observed

1,126

▼ -1% vs Prior Period

Items Observed

8,194

▼ -2% vs Prior Period

Department Summary

Keywords Observed

62,196

▼ -4% vs Prior Period

Sponsorship Activity

▲ 12.1%

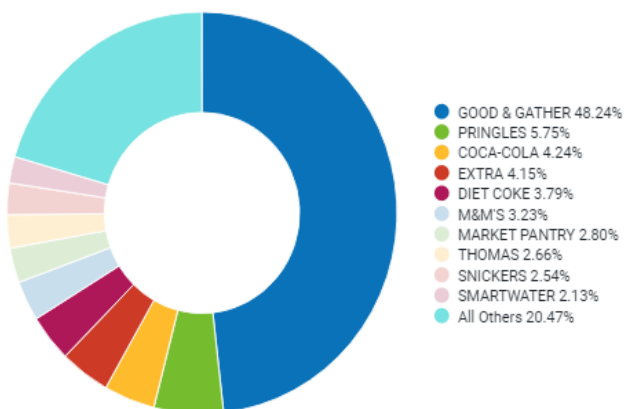
12,945,996 Weekly Average

Organic Search Visibility

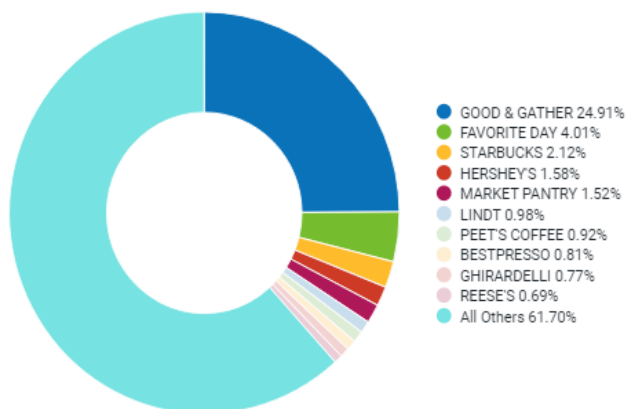
▼ -5.5%

5,404,301,994 Weekly Average

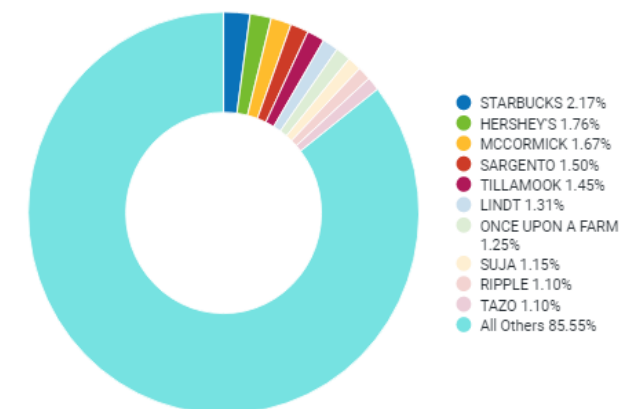
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Banana - each  
★★★★☆ 7643



Avocado - each  
★★★★☆ 4193



Strawberries - 1lb  
★★★★☆ 8282



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



Purified Drinking Water - 24pk/16.9 fl oz Bottles - Good & Gather™  
Good & Gather | Only at   
★★★★☆ 7161

Market Share Leaders:



Brands Observed

650

▼ -3% vs Prior Period

Items Observed

4,935

▼ -8% vs Prior Period

Department Summary

Keywords Observed

58,865

▼ -15% vs Prior Period

Sponsorship Activity

▲ 3.1%

3,188,689 Weekly Average

Organic Search Visibility

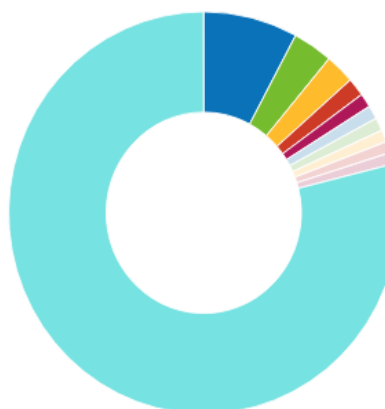
▼ -7.5%

2,919,778,232 Weekly Average

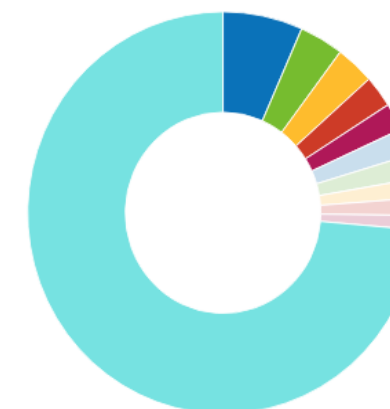
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



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



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



Colgate Total Travel Size Whitening Paste Toothpaste - Tri...  
Colgate  
★★★★★ 1031

Market Share Leaders:



Brands Observed

2,006

▲ 4% vs Prior Period

Items Observed

42,196

▲ 6% vs Prior Period

Department Summary

Keywords Observed

161,919

▼ -10% vs Prior Period

Sponsorship Activity

▲ 17.6%

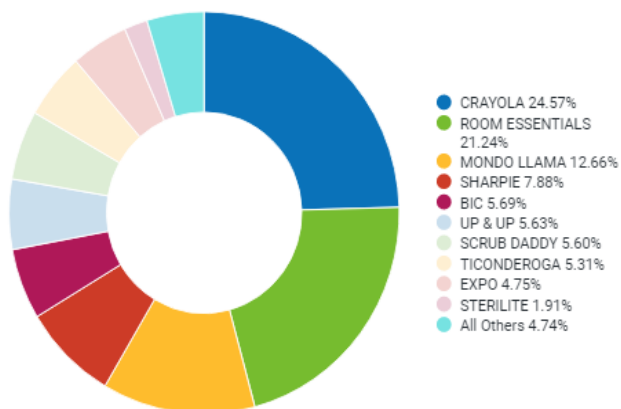
5,226,382 Weekly Average

Organic Search Visibility

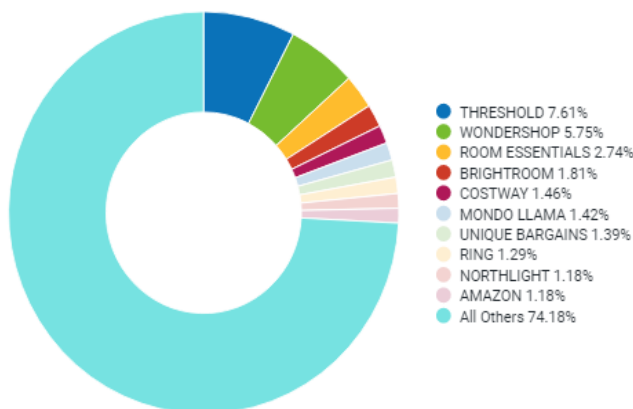
▲ 12.2%

11,362,141,511 Weekly Average

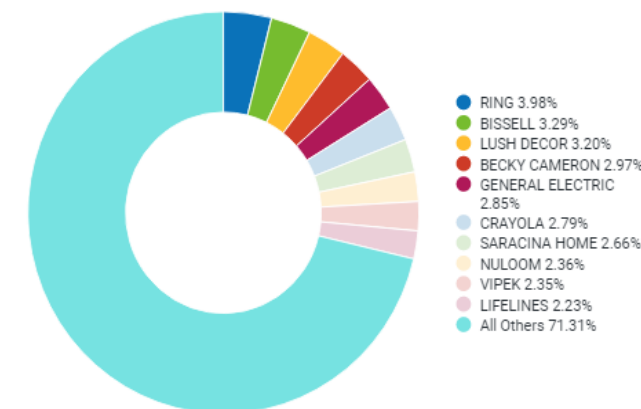
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Crayola 24ct Kids Crayons

Crayola  
★★★★★ 4082



Crayola 12ct Kids Pre-Sharpened Colored Pencils

Crayola  
★★★★★ 1977



Crayola 10ct Kids Broadline Markers - Bold and Bright

Crayola  
★★★★★ 823



BIC 5pk Highlighter Brite Liner Assorted

BIC  
★★★★★ 705



Crayola 10 Classic Colors Markers Broad Line 10ct Classic

Crayola  
★★★★★ 1704

Market Share Leaders:



Brands Observed

193

▼ -8% vs Prior Period

Items Observed

2,186

▼ -7% vs Prior Period

Department Summary

Keywords Observed

16,576

▼ -26% vs Prior Period

Sponsorship Activity

▲ 23.5%

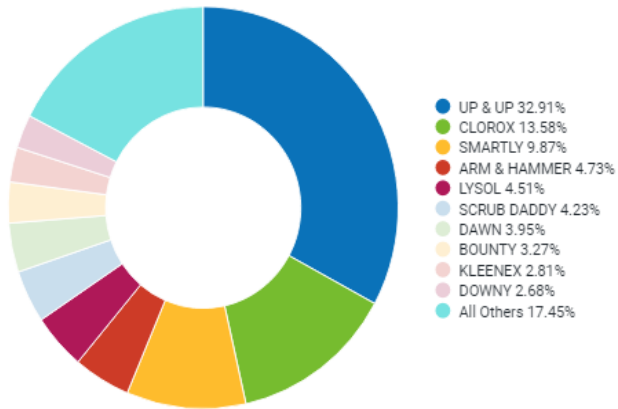
1,397,774 Weekly Average

Organic Search Visibility

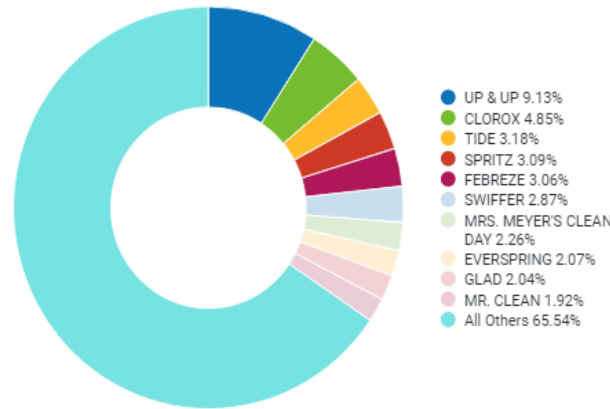
▼ -5.2%

1,583,314,278 Weekly Average

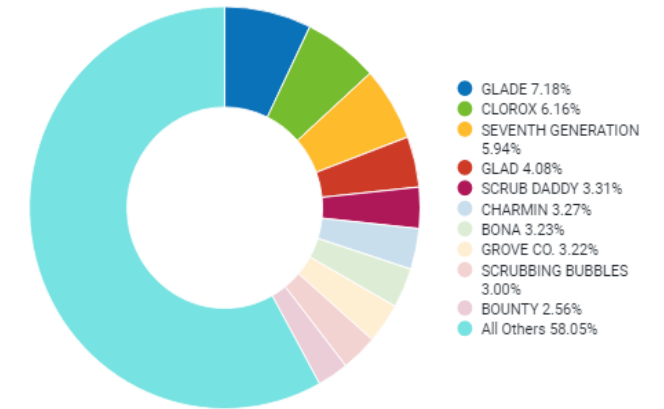
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



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



Clorox ToiletWand Disinfecting Refills Disposable Wand Heads ...  
Clorox  
★★★★★ 6260



Arm & Hammer Carpet & Room Extra Strength Odor Eliminator ...  
Arm & Hammer  
★★★★★ 2488

Market Share Leaders:



Brands Observed

778

▲ 1% vs Prior Period

Items Observed

13,558

▲ 3% vs Prior Period

Department Summary

Keywords Observed

41,637

▼ -10% vs Prior Period

Sponsorship Activity

▲ 28.2%

1,956,941 Weekly Average

Organic Search Visibility

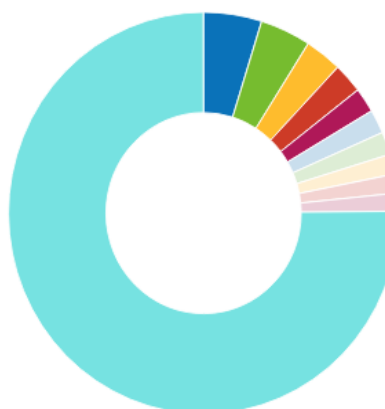
▲ 22.5%

4,940,290,159 Weekly Average

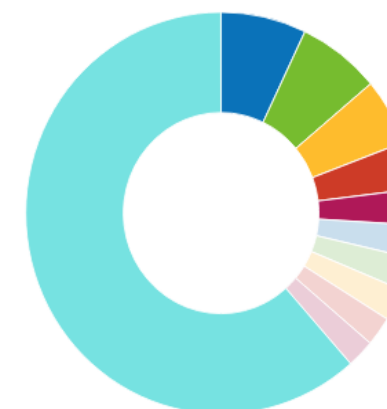
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



**Granulated Sugar - 4lbs - Good & Gather™**  
Good & Gather | Only at   
★★★★★ 2823



**Salted Butter - 1lb - Good & Gather™**  
Good & Gather | Only at   
★★★★★ 1906



**Grade A Large Eggs - 12ct - Good & Gather™ (Packaging May Vary)**  
Good & Gather | Only at   
★★★★★ 4579



**StoK Not Too Sweet Black Cold Brew Coffee - 48 fl oz**  
StoK   
★★★★★ 607



**White Coffee Filters - 200ct - Market Pantry™**  
Market Pantry | Only at   
★★★★★ 808

Market Share Leaders:



Brands Observed

256

▲ 13% vs Prior Period

Items Observed

2,011

▲ 4% vs Prior Period

Department Summary

Keywords Observed

29,111

▼ -6% vs Prior Period

Sponsorship Activity

▲ 20.6%

1,988,490 Weekly Average

Organic Search Visibility

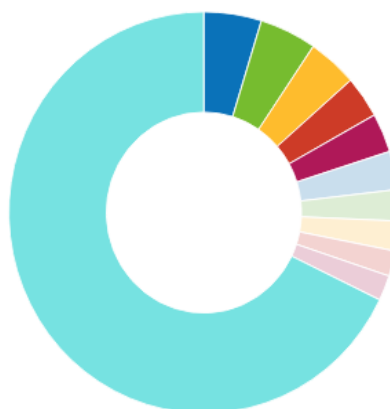
▲ 1.6%

1,721,367,417 Weekly Average

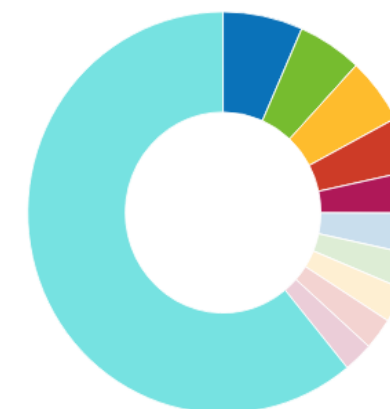
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



Jumbo Cotton Balls - 200ct - up & up™  
up & up  
★★★★★ 5103



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



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct  
Wet Ones  
★★★★★ 1273



EcoTools Delicate EcoPouf Loofah - Purple  
EcoTools  
★★★★★ 1591

Market Share Leaders:



Brands Observed

286

▼ -2% vs Prior Period

Items Observed

2,978

▼ -5% vs Prior Period

Department Summary

Keywords Observed

16,316

▼ -18% vs Prior Period

Sponsorship Activity

▲ 15.7%

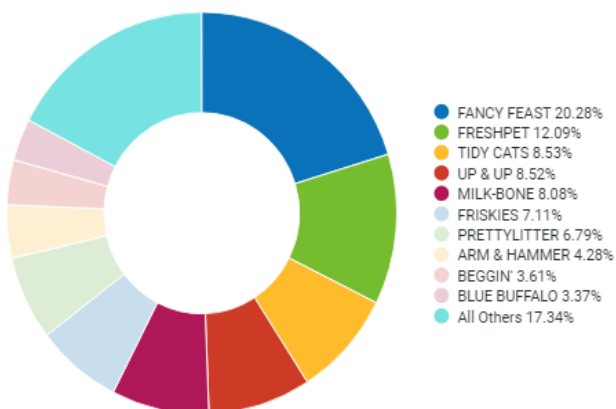
1,140,559 Weekly Average

Organic Search Visibility

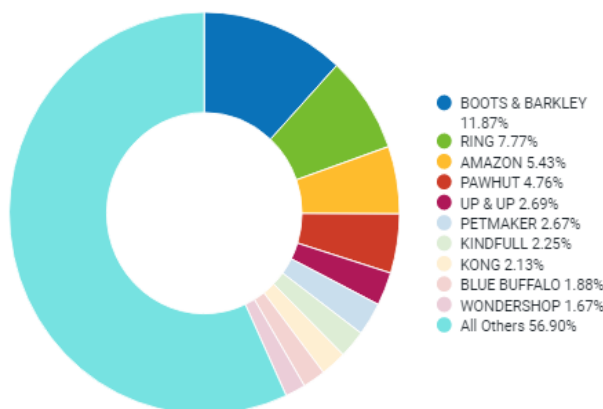
▼ -3.2%

1,707,731,592 Weekly Average

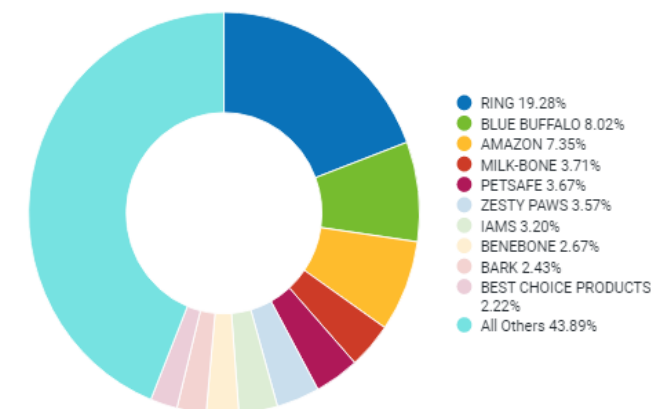
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



Blue Buffalo Health Bars Natural Crunchy Dog Treats Biscuits...  
Blue Buffalo  
★★★★★ 829



Arm & Hammer Cat Litter Deodorizer Double Duty - 30oz  
Arm & Hammer  
★★★★★ 1331



Purina Beggin' Small Breed Chewy Dog Treats Original with...  
Beggin'  
★★★★★ 634



Freshpet Select Grain Free Small Wet Dog Chicken and Vegetable...  
Freshpet  
★★★★★ 838

Market Share Leaders:



Brands Observed

456

▲ 2% vs Prior Period

Items Observed

4,692

▲ 5% vs Prior Period

Department Summary

Keywords Observed

75,510

▲ 29% vs Prior Period

Sponsorship Activity

▲ 39.0%

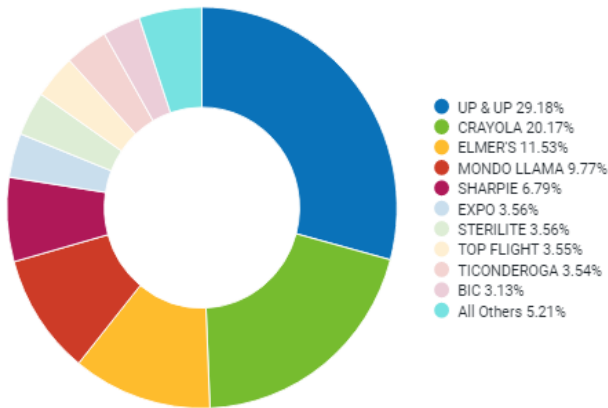
947,919 Weekly Average

Organic Search Visibility

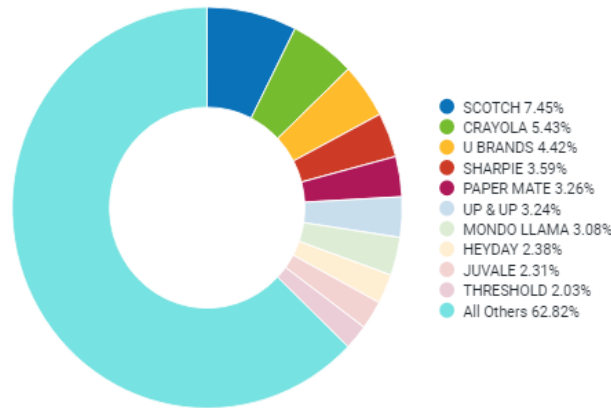
▲ 2.0%

1,853,197,906 Weekly Average

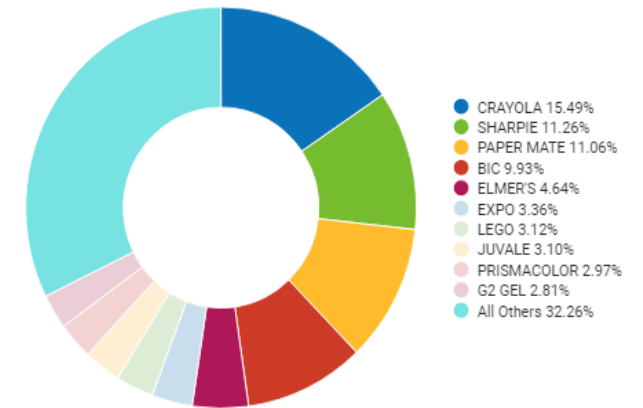
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



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



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



**12" Wood Ruler - up & up™**  
up & up | Only at Target  
★★★★★ 1450



Market Share Leaders:



Brands Observed

872

▲ 0% vs Prior Period

Items Observed

12,658

▲ 1% vs Prior Period

Department Summary

Keywords Observed

59,210

▼ -16% vs Prior Period

Sponsorship Activity

▲ 11.8%

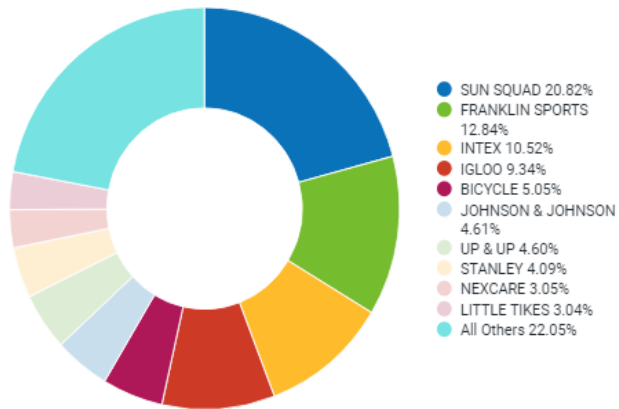
666,414 Weekly Average

Organic Search Visibility

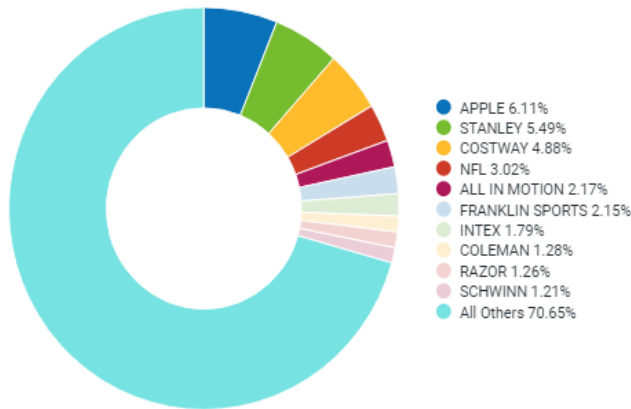
▲ 15.1%

3,039,409,527 Weekly Average

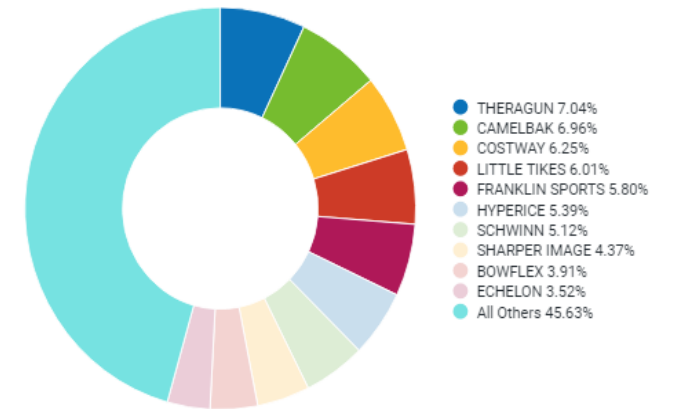
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



Johnson & Johnson First Aid To Go! Portable Mini Travel Kit - 12pc  
Johnson & Johnson  
★★★★★ 872



6pk 4oz Bubble Wands - Sun Squad  
Sun Squad  
★★★★★ 1822



Nexcare Absolute Waterproof First Aid Tape, Tan, 1 in x 5 yds  
Nexcare  
★★★★★ 778



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

Market Share Leaders:



Brands Observed

1,029

▲ 3% vs Prior Period

Items Observed

10,394

▲ 11% vs Prior Period

Department Summary

Keywords Observed

164,201

▲ 1% vs Prior Period

Sponsorship Activity

▲ 15.2%

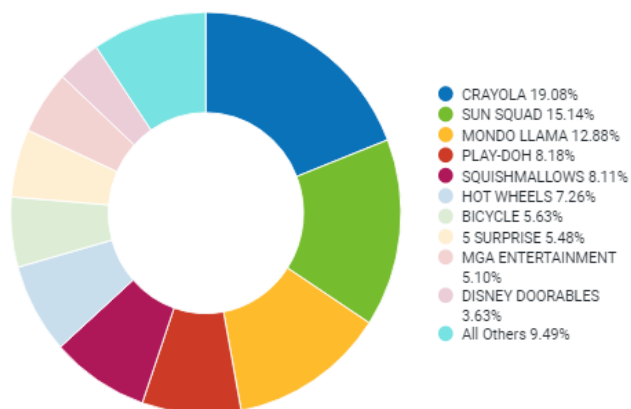
4,277,427 Weekly Average

Organic Search Visibility

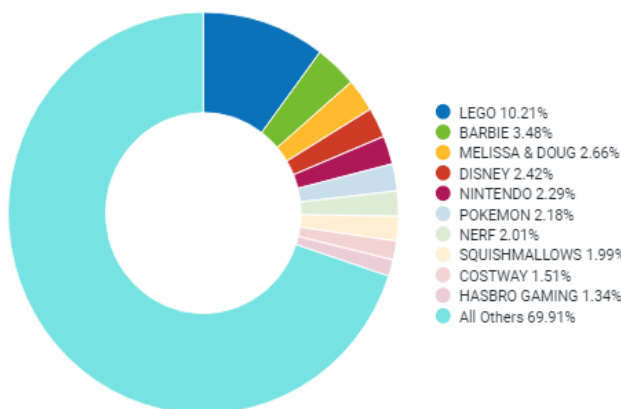
▲ 22.7%

6,325,242,357 Weekly Average

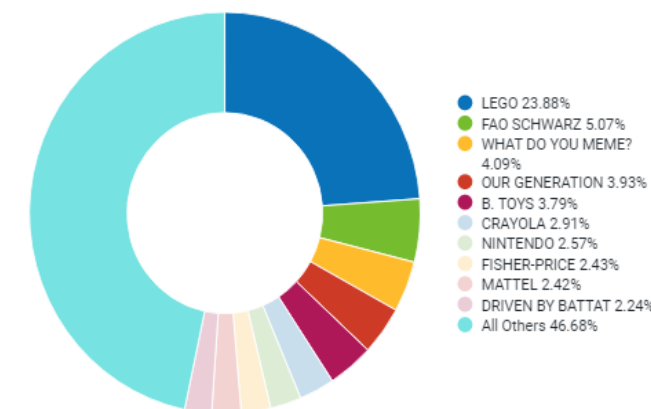
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



24ct Crayons Classic Colors - Mondo Llama™  
Mondo Llama | Only at Target  
★★★★★ 1769



Crayola 10ct Washable Broad Line Markers - Classic Colors  
Crayola  
★★★★★ 1441



Bicycle Standard Playing Cards 2pk  
Bicycle  
★★★★★ 364



Play-Doh Party Bag - 15pc  
Play-Doh  
★★★★★ 1129

Market Share Leaders:



Brands Observed

101

▲ 15% vs Prior Period

Items Observed

1,542

▲ 11% vs Prior Period

Department Summary

Keywords Observed

13,174

▼ -3% vs Prior Period

Sponsorship Activity

▲ 23.8%

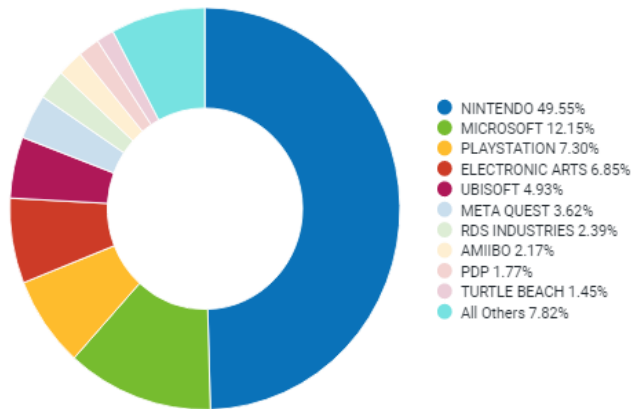
294,497 Weekly Average

Organic Search Visibility

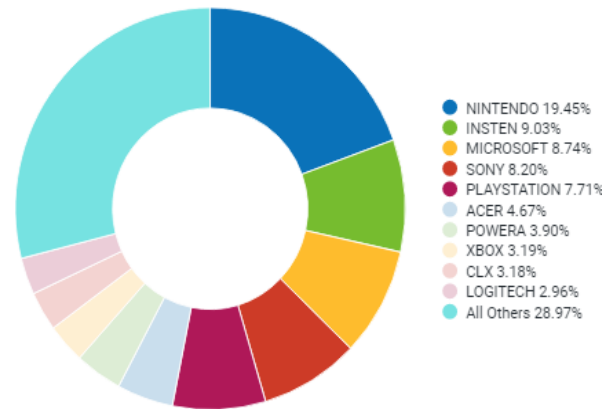
▲ 54.5%

2,025,995,951 Weekly Average

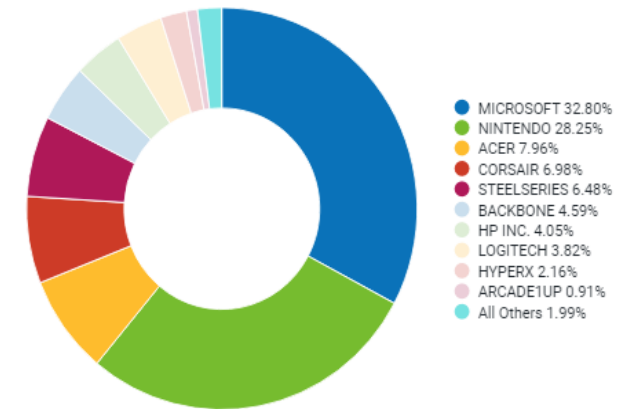
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Nintendo Switch - OLED Model with White Joy-Con  
Nintendo  
★★★★★ 1062



Nintendo Switch with Neon Blue and Neon Red Joy-Con  
Nintendo  
★★★★★ 1350



Xbox Series X Console  
Microsoft  
★★★★★ 987



Meta Quest 2: Advanced All-In-One Virtual Reality Headset -...  
Meta Quest  
★★★★★ 1640



Just Dance 2023 Edition - Nintendo Switch  
Ubisoft  
★★★★★ 284

# Interested in leveraging **Target search, sales, and shelf analytics?**

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

## 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



## Get Started Today!

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306