



# Cyber 5 Recap 2023

NOVEMBER 2023



Bird



Cat



Dog



Farm Animal



Fish

ICU  
Medical

Horse



New Pet

Simparica **TRIO**  
sarolaner/moxidectin/pyrantel

Pharmacy



Pet Parents



Reptile



Small Pet



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# Cyber 5 Recap 2023

November 23-27, 2023

## Report Overview

This report provides a holistic overview of each major department at Chewy during the Cyber 5 weekend. It includes information about sales, sponsored search, and organic search for each department.

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

❖ Disclaimer: Analytic Index has no affiliation with Chewy. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.

❖ This report is based on top-performing items in sales or search on Chewy

❖ The prior period and percent change in this report is comparing data from November 1-6, 2023

## Definitions

### Top-Selling Brands

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

### Top Brands in Organic Search

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

### Top-Selling Items

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

### Top Brands in Paid Search

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

# About Analytic Index

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



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



## Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE & AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER** VISIBILITY



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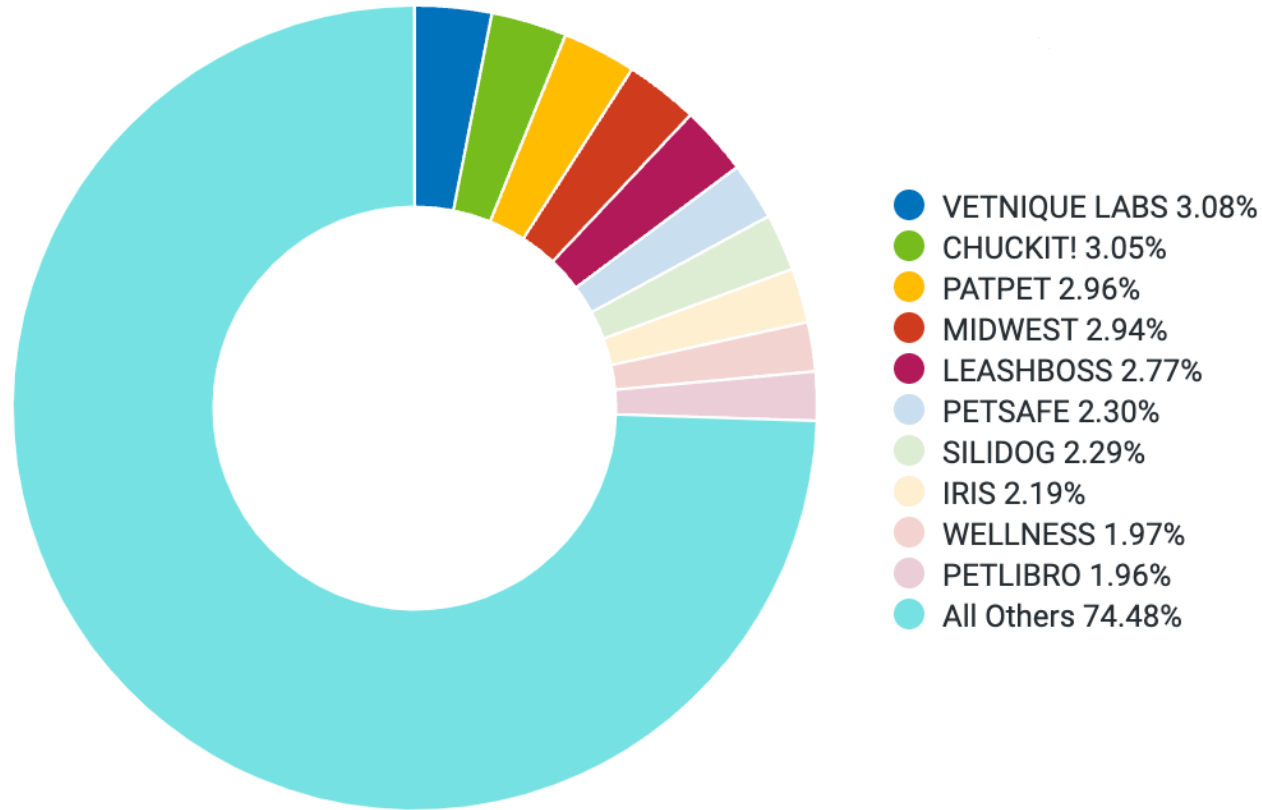


Due to lack of Sponsorship Activity in most categories on Chewy, this graph shows the top brands in Paid Search **across all categories**.

Top Brands in Paid Search:



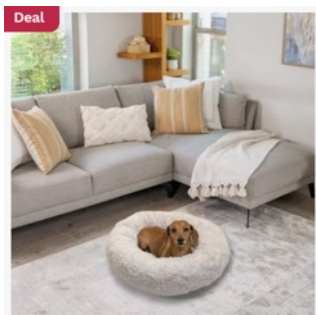
Top Brands in Paid Search (Across all of Chewy)



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



**Vetnique Labs Furbliss Pet Bathing Wipes** Cleansing & Deodorizing Hypoallergenic, Paw & Body Dog...  
★★★★★ 118



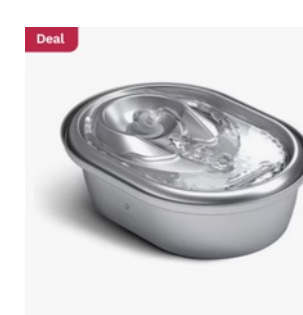
**Best Friends by Sheri Calming Lux Fur Donut Cuddler Bolster Cat & Dog Bed, Oyster, Small**  
★★★★★ 479



**Chuckit! Ultra Squeaker Ball Dog Toy, Large**  
★★★★★ 1,231



**Tidy Cats Free & Clean Lightweight Unscented Clumping Clay Cat Litter, 17-lb box**  
★★★★★ 1,367



**Petlibro Stainless Steel Dog & Cat Water Fountain, 2-L**  
★★★★☆ 112



**Beggin' Purina Beggin' Real Meat Fun Size Original with Bacon Flavored Dog Treats, 25-oz bag**  
★★★★★ 221



**Tidy Cats Lightweight Glade Scented Clumping Clay Cat Litter, 8.5-lb jug, case of 2**  
★★★★☆ 985



**Vetnique Labs Oticbliss Advanced Cleaning, Soothing Aloe & Medicated Dog & Cat Ear Wipes, 100 c...**  
★★★★★ 100



**Busy Bone , Long-Lasting Peanut Butter Flavor Small/Medium Dog Treats, 10 count pouch**  
★★★★☆ 262



**Merrick Power Bites Real Texas Beef Recipe Grain-Free Soft & Chewy Dog Treats, 6-oz bag**  
★★★★★ 1,586

Market Share Leaders:



Department Summary

Brands Observed

152

▲ 0% vs Prior Period

Items Observed

984

▲ 1% vs Prior Period

Keywords Observed

2,018

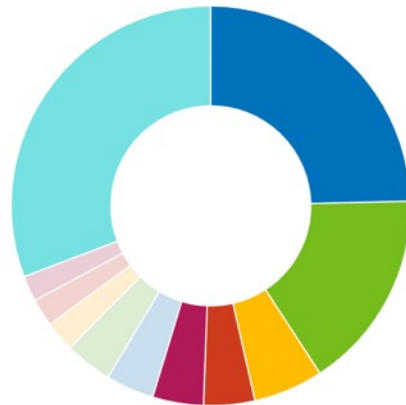
2,649 Weekly Average

Organic Search Visibility

▲ 69.0%

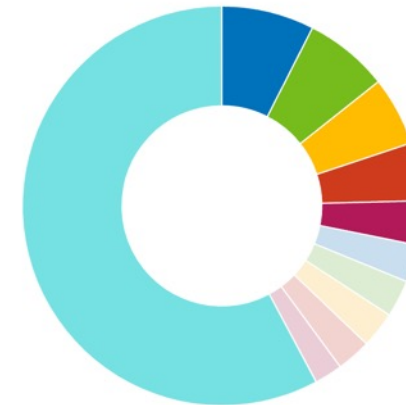
6,896,256 Weekly Average

Top-Selling Brands



- KAYTEE 24.63%
- KALMBACH FEEDS 16.18%
- WAGNER'S 5.65%
- HARVEST SEED & SUPPLY 4.13%
- AUDUBON PARK 4.13%
- HIGGINS 3.89%
- ZUPREEM 3.85%
- ICU MEDICAL 2.44%
- FLUOXETINE 2.25%
- C&S 2.09%
- All Others 30.75%

Top Brands in Organic Search



- KAYTEE 7.51%
- SUNGROW 6.82%
- PREVUE PET PRODUCTS 5.58%
- FARM INNOVATORS 4.68%
- ZUPREEM 3.56%
- SUPER BIRD CREATIONS 3.03%
- BROWN'S 3.01%
- K&H PET PRODUCTS 2.93%
- A&E CAGE COMPANY 2.79%
- MY FAVORITE CHICKEN 2.26%
- All Others 57.82%

Top-Selling Items:



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

★★★★★ 196



More Choices Available

**Audubon Park Wild Bird Food, 20-lb bag**

★★★★☆ 321



More Choices Available

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

★★★★★ 125



More Choices Available

**Kaytee Basic Blend Wild Bird Food, 20-lb bag**

★★★★★ 645



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

★★★★★ 162

Market Share Leaders:



Department Summary

Brands Observed

1,016

▲ 1% vs Prior Period

Items Observed

6,635

▲ 2% vs Prior Period

Keywords Observed

12,665

59,014 Weekly Average

Organic Search Visibility

▲ 62.4%

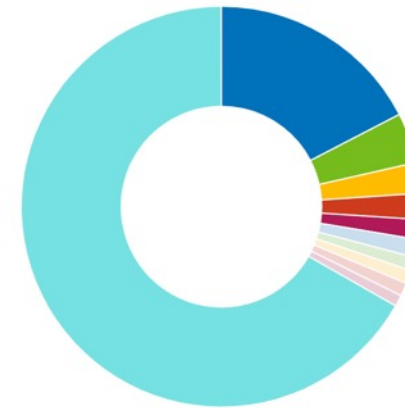
159,542,825 Weekly Average

Top-Selling Brands



- FANCY FEAST 25.99%
- FRISKIES 13.40%
- TEMPTATIONS 10.45%
- ARM & HAMMER LITTER 10.45%
- TIDY CATS 10.08%
- DR. ELSEY'S 4.13%
- CAT CHOW 3.62%
- SHEBA 3.55%
- FRISCO 3.08%
- MEOW MIX 2.34%
- All Others 12.91%

Top Brands in Organic Search



- FRISCO 17.39%
- PETSAFE 4.06%
- K&H PET PRODUCTS 2.48%
- FURHAVEN 2.10%
- TIDY CATS 1.61%
- FANCY FEAST 1.44%
- FRISKIES 1.10%
- PET GEAR 1.07%
- PETLIBRO 1.07%
- IRIS 0.92%
- All Others 66.76%

Top-Selling Items:



**Temptations** Classic Tasty Chicken Flavor Soft & Crunchy Cat Treats, 16-oz tub  
★★★★★ 3,386



**Dr. Elsey's Ultra** Unscented Clumping Clay Cat Litter, 40-lb bag  
★★★★☆ 6,081



**Fancy Feast** Grilled Seafood Feast Variety Pack Canned Cat Food, 3-oz, case of 24  
★★★★★ 1,939



**Fancy Feast** Classic Seafood Feast Variety Pack Canned Cat Food, 3-oz, case of 24  
★★★★★ 2,135



**Fancy Feast** Gravy Lovers Poultry & Beef Feast Variety Pack Canned Cat Food, 3-oz, case of 24  
★★★★★ 2,494



Market Share Leaders:



Department Summary

Brands Observed

1,267

▲ 2% vs Prior Period

Items Observed

8,559

▲ 5% vs Prior Period

Keywords Observed

13,498

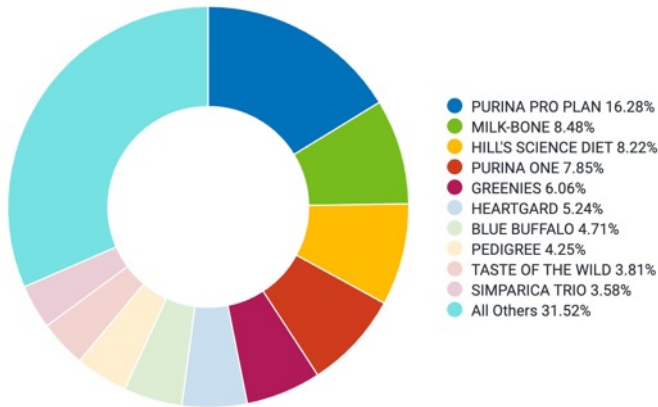
90,738 Weekly Average

Organic Search Visibility

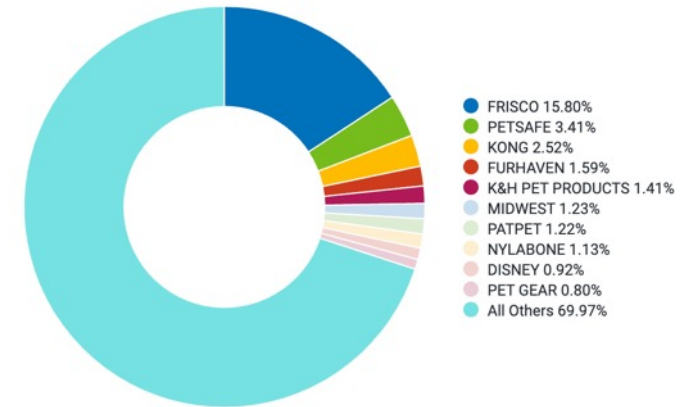
▲ 62.5%

237,591,115 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

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

★★★★☆ 3,990



More Choices Available

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

★★★★☆ 2,308



**Milk-Bone Soft & Chewy Beef & Filet Mignon Recipe Dog Treats, 25-oz tub**

★★★★★ 2,744



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

★★★★★ 2,912



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

★★★★☆ 3,222

Market Share Leaders:



Department Summary

Brands Observed

149

▲ 4% vs Prior Period

Items Observed

857

▲ 2% vs Prior Period

Keywords Observed

1,716

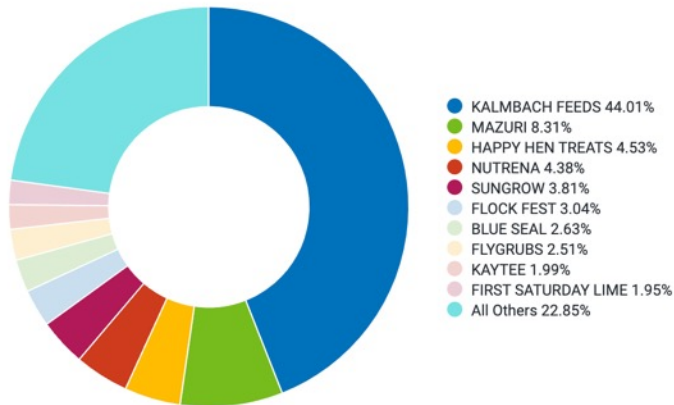
587 Weekly Average

Organic Search Visibility

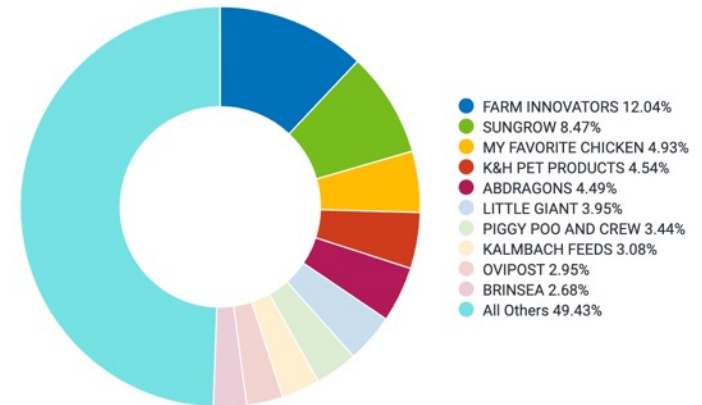
▲ 31.0%

4,689,083 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

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

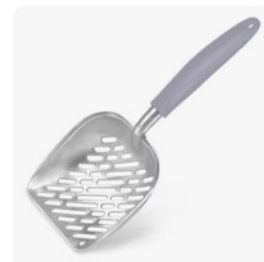
★★★★☆ 105



More Choices Available

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

★★★★☆ 66



More Choices Available

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

★★★★☆ 439



More Choices Available

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

★★★★☆ 97



More Choices Available

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

★★★★☆ 82

Market Share Leaders:



Midland Vet Services



Brands Observed

118

▼ -2% vs Prior Period

Items Observed

1,898

▼ -1% vs Prior Period

Department Summary

Keywords Observed

1,364

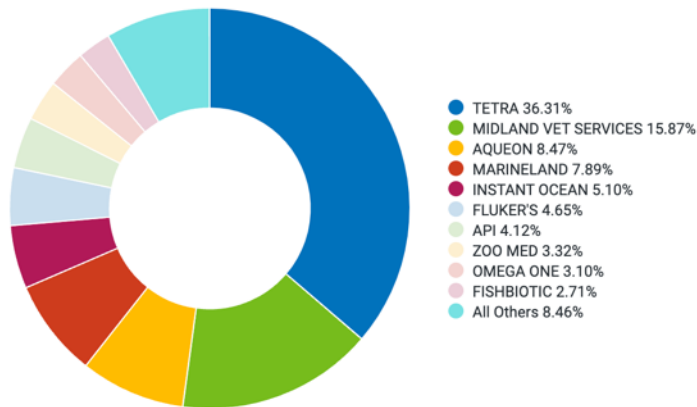
2,363 Weekly Average

Organic Search Visibility

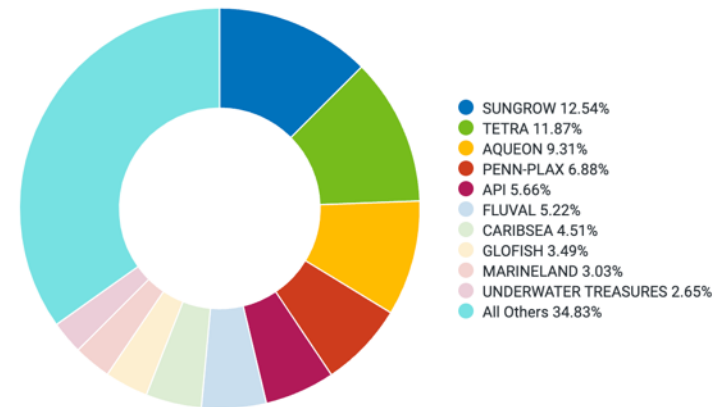
▲ 46.8%

18,450,725 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



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

★★★★★ 55



More Choices Available

**Tetra** Min Tropical Flakes Fish Food, 7.06-oz jar

★★★★★ 65



More Choices Available

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

★★★★★ 167



**Tetra** Bio-Bag Large Disposable Filter Cartridges, 12 count

★★★★★ 156



**Tetra** PRO PlecoWafers Complete Diet for Algae Eaters Fish Food, 5.29-oz bag

★★★★☆ 144

Market Share Leaders:

ICU Medical

FLUOXETINE

FUROSEMIDE

Brands Observed

335

▼ -1% vs Prior Period

Items Observed

2,034

▲ 1% vs Prior Period

Department Summary

Keywords Observed

2,718

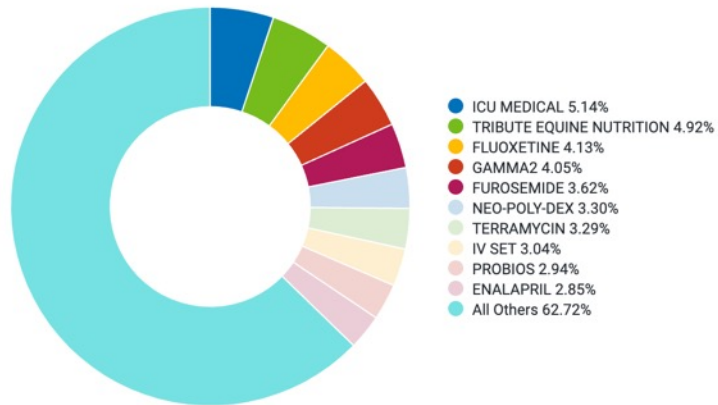
3,402 Weekly Average

Organic Search Visibility

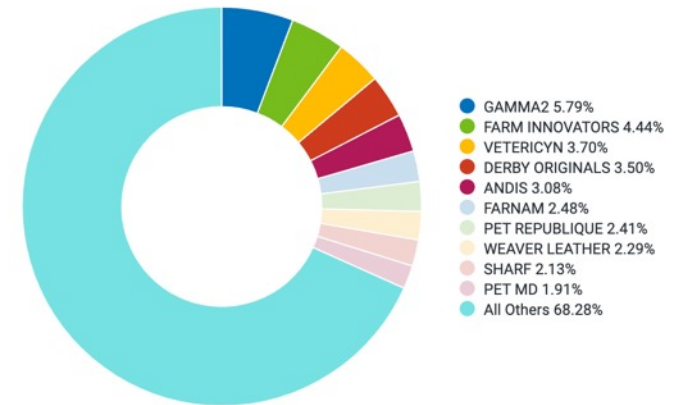
▲ 46.6%

4,909,799 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

ICU Medical Lactated Ringers Electrolyte Injection Solution, 1000-mL

★★★★☆ 120



Fluoxetine (Generic) Capsules for Dogs, 20-mg, 1 capsule

★★★★☆ 134



Furosemide (Generic) Tablets For Dogs & Cats, 12.5-mg, 1 tablet

★★★★☆ 197



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

★★★★☆ 820



IV Set Primary IV Set, Macrobre Preperced Y-Site 80-in, 15 Drops per mL

★★★★☆ 69

Market Share Leaders:



Department Summary

Brands Observed

414

▼ -1% vs Prior Period

Items Observed

1,903

▲ 2% vs Prior Period

Keywords Observed

13,591

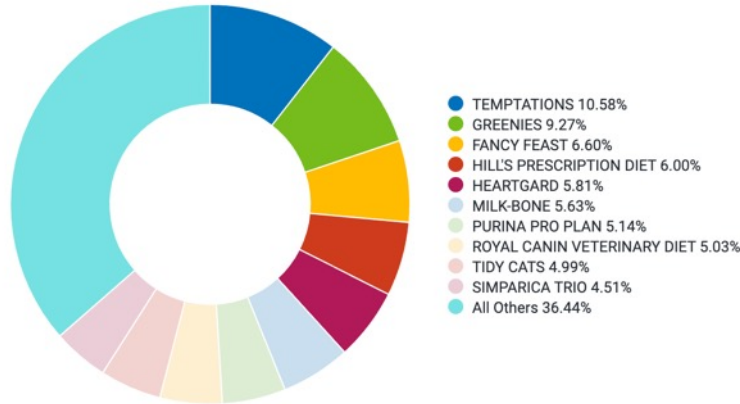
36,128 Weekly Average

Organic Search Visibility

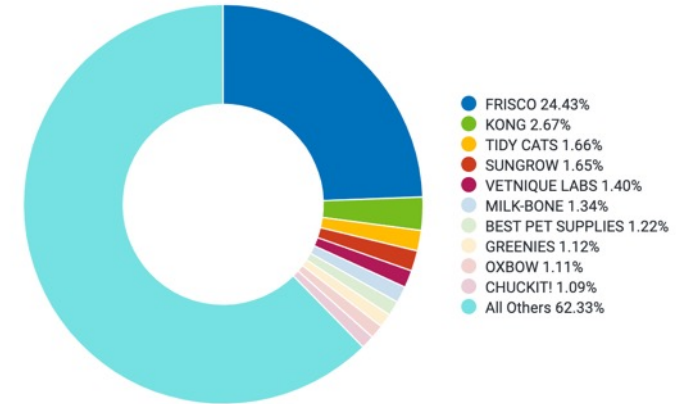
▲ 84.2%

85,074,164 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

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

★★★★☆ 3,994



More Choices Available

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

★★★★★ 2,848



More Choices Available

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

★★★★☆ 5,701



More Choices Available

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

★★★★☆ 2,174



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

★★★★★ 2,912

Market Share Leaders:



Department Summary

Brands Observed

384

▲ 0% vs Prior Period

Items Observed

792

▲ 2% vs Prior Period

Keywords Observed

1,112

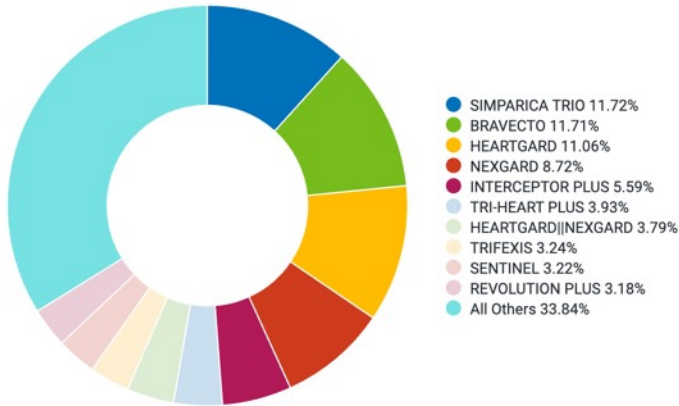
0 Weekly Average

Organic Search Visibility

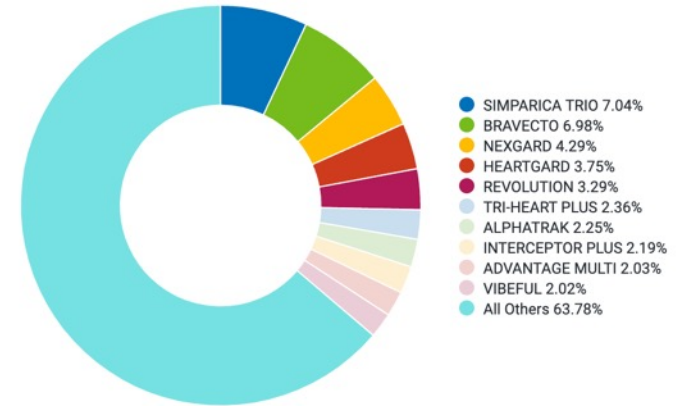
▲ 21.9%

3,666,907 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

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

★★★★★ 1,375



More Choices Available

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

★★★★☆ 470



More Choices Available

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

★★★★☆ 783



More Choices Available

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

★★★★★ 1,296



More Choices Available

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

★★★★★ 2,548

Market Share Leaders:



Department Summary

Brands Observed

145

▼ -1% vs Prior Period

Items Observed

1,040

▼ -4% vs Prior Period

Keywords Observed

3,271

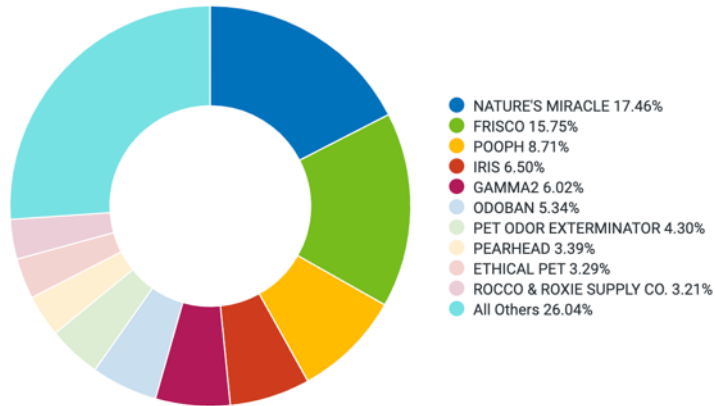
3,954 Weekly Average

Organic Search Visibility

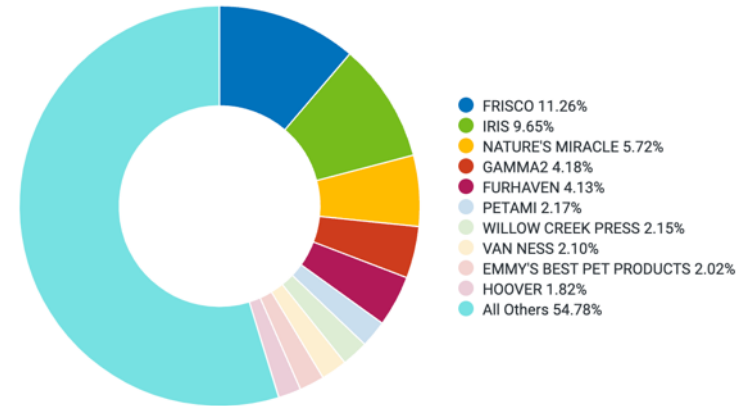
▲ 61.2%

7,218,861 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



More Choices Available

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

★★★★☆ 80



Out of Stock

**Frisco** Silicone Pet Food Can Cover, 2 Pack

By **chewy**

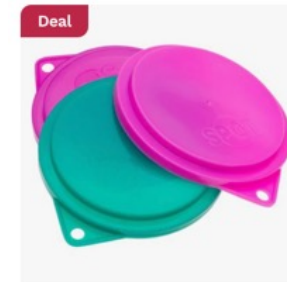
★★★★☆ 712



More Choices Available

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

★★★★☆ 273



Deal

**Ethical Pet** Can Covers, 3 pack

★★★★☆ 3,146



Deal

**Petmate** Food Scoop with Microban, 2 cup

★★★★☆ 279

Market Share Leaders:



ICU Medical

FLUOXETINE

FUROSEMIDE

NEO-POLY-DEX

Department Summary

Brands Observed

109

▲ 1% vs Prior Period

Items Observed

1,057

▲ 0% vs Prior Period

Keywords Observed

1,723

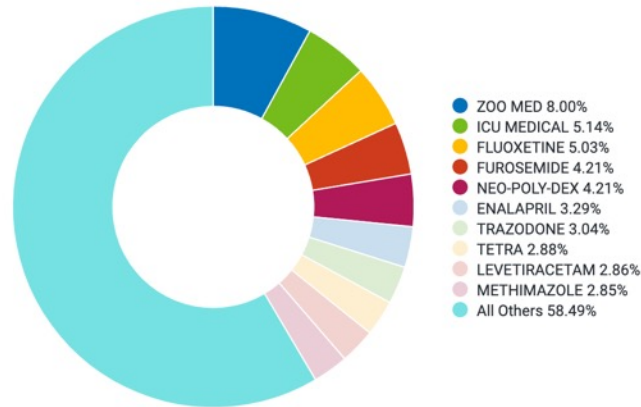
1,221 Weekly Average

Organic Search Visibility

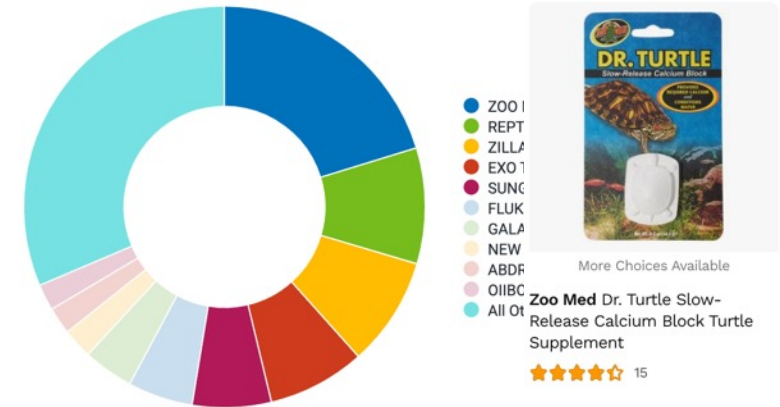
▲ 57.3%

10,933,609 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



ICU Medical Lactated Ringers Electrolyte Injection Solution, 1000-mL  
 ★★★★★ 152



Fluoxetine (Generic) Capsules for Dogs, 20-mg, 1 capsule  
 ★★★★★ 134



Furosemide (Generic) Tablets For Dogs & Cats, 12.5-mg, 1 tablet  
 ★★★★★ 197



Enalapril Maleate (Generic) Tablets, 2.5-mg, 1 tablet  
 ★★★★★ 100



Trazodone (Generic) Tablets, 100 mg, 1 tablet  
 ★★★★★ 191



Market Share Leaders:



Department Summary

Brands Observed

126

▲ 0% vs Prior Period

Items Observed

1,256

▲ 0% vs Prior Period

Keywords Observed

3,818

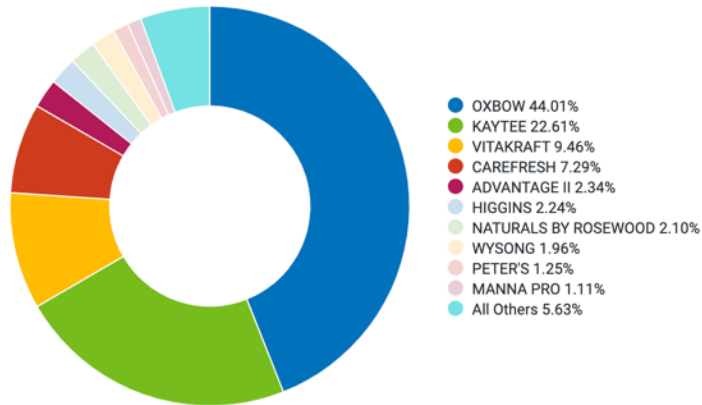
2,979 Weekly Average

Organic Search Visibility

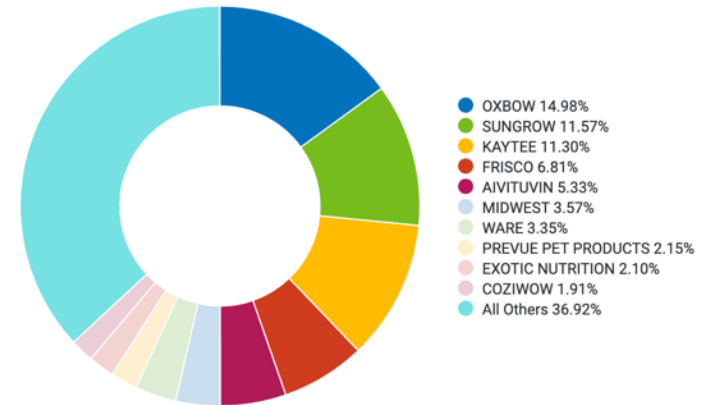
▲ 87.0%

15,574,272 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top-Selling Items:



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



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



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



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



More Choices Available  
**Kaytee Clean & Cozy Small Animal**  
 Bedding, 85-L  
 ★★★★★ 592

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

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

## Reasons to partner with Analytic Index:



HIGHER SEARCH RANKINGS



HUGE TIME SAVINGS



BETTER CLICK THROUGH RATES & CONVERSION



MORE EFFECTIVE AD SPEND



UNPRECEDENTED COMPETITIVE INTELLIGENCE



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