



Department Performance Report

DECEMBER 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

December 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**



BETTER **CLICK THROUGH RATES & CONVERSION**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



HUGE **TIME SAVINGS**



MORE **EFFECTIVE AD SPEND**



CROSS-RETAILER VISIBILITY



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Market Share Leaders: iBayam



THE WOOBLES

Luna Bean



Brands Observed
19,299

▲ 1% vs Prior Period

Items Observed
114,976

▲ 2% vs Prior Period

Department Summary
Keywords Observed
135,326

▲ 8% vs Prior Period

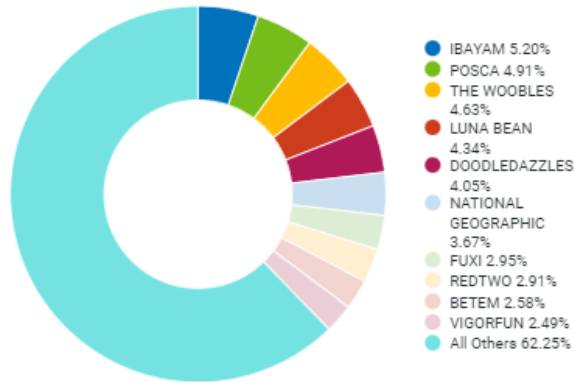
Sponsorship Activity
▼ -15.3%

47,370,974 Weekly Average

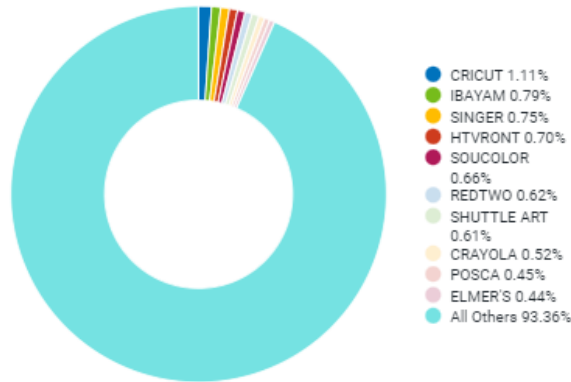
Organic Search Visibility
▲ 12.6%

12,251,069,040 Weekly Average

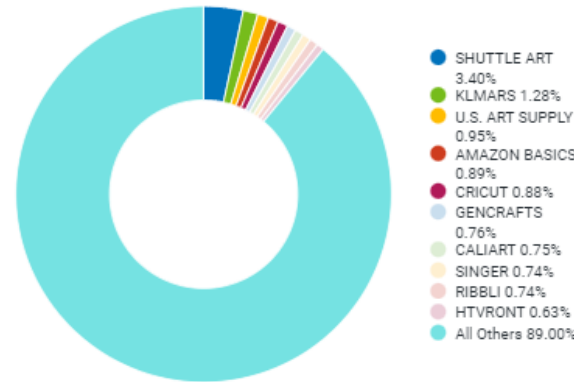
Top-Selling Brands



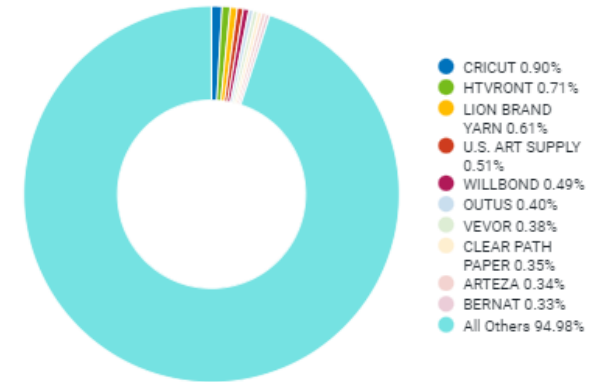
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



8 Posca Paint Markers, 5M Medium Markers with Reversible Tips, Marker Set of Acrylic Paint Pens | Posca Pens for Art Supplies, Fabri...
★★★★★ ~ 11,150



Luna Bean Hand Casting Kit - Unique Couples Gifts for Christmas, Anniversaries, Bridal Shows, Weddings, Engagements, Grandma - Mold K...
★★★★★ ~ 39,652



NATIONAL GEOGRAPHIC Pottery Wheel for Kids - Complete Kit for Beginners, Plug-In Motor, 2 lbs. Air Dry Clay, Sculpting Clay Tools, Apron, Patented Design, ...
★★★★★ ~ 1,312



9 x 12 inches Sketch Book, Top Spiral Bound Sketch Pad, 1 Pack 100-Sheets (68lb/100gsm), Acid Free Art Sketchbook Artistic...
★★★★★ ~ 9,525



DoodleDazzles Shimmer Markers Set - Double Line Outliner Marker - Metallic Pens - Gifts for Girls, Boys, Kids, Women, etc. - School Supplie...
★★★★★ ~ 1,527

Market Share Leaders:

NOCO

airmoto

AstroAI

WORX

rain-x

Brands Observed

36,514

▲ 1% vs Prior Period

Items Observed

543,195

▲ 4% vs Prior Period

Department Summary
Keywords Observed

105,476

▼ -2% vs Prior Period

Sponsorship Activity

▼ -26.4%

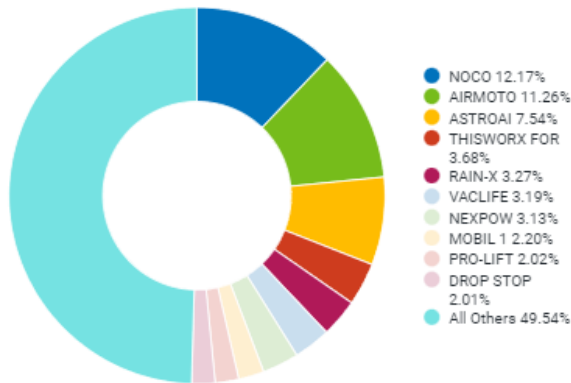
26,331,977 Weekly Average

Organic Search Visibility

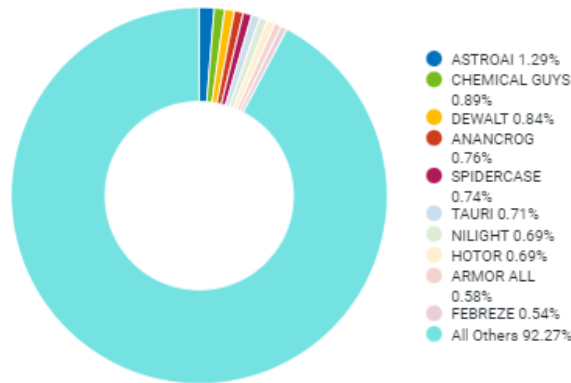
▲ 4.8%

10,768,976,610 Weekly Average

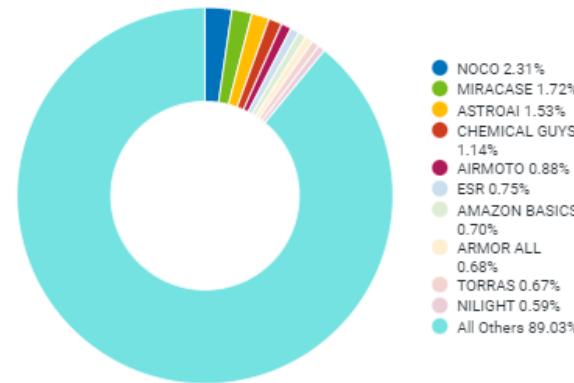
Top-Selling Brands



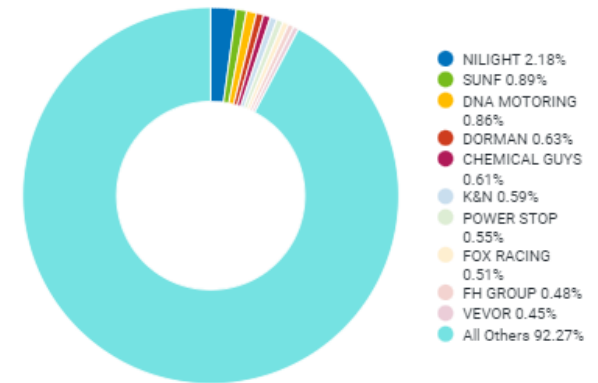
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



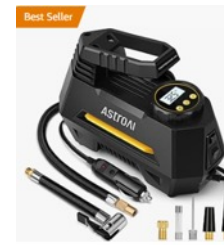
Top-Selling Items:



Tire Inflator Portable Air Compressor/Pump for Car Tires w/Digital Tire Pressure Gauge - Air Compressor (120 PSI) ...
★★★★☆ ~ 6,627



NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery Booster Pack, Portable Power Bank Charger, and...
★★★★☆ ~ 85,279



AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car Accessories, 12V DC Auto Pump with Digital Pressure Gaug...
★★★★☆ ~ 79,131



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



VacLife Portable Air Compressor - Air Pump for Car Tires (up to 50 PSI), 12V DC Tire Pump for Bikes (up to 150 PSI) w/ LED Light, Digital...
★★★★☆ ~ 37,412

Market Share Leaders:



Brands Observed

12,569

▲ 1% vs Prior Period

Items Observed

57,288

▲ 1% vs Prior Period

Department Summary
Keywords Observed

148,058

▲ 8% vs Prior Period

Sponsorship Activity

▼ -10.5%

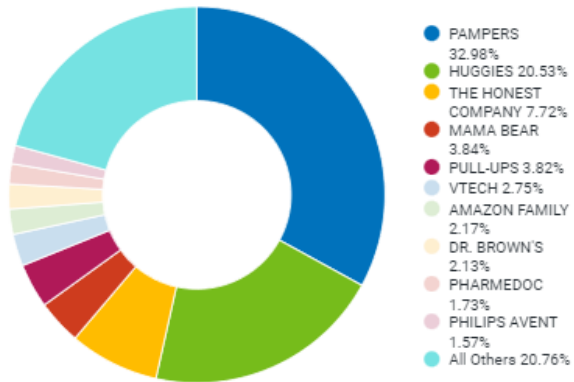
32,423,916 Weekly Average

Organic Search Visibility

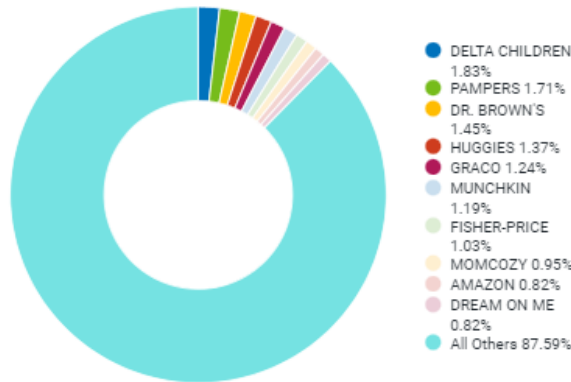
▼ -8.6%

12,736,256,281 Weekly Average

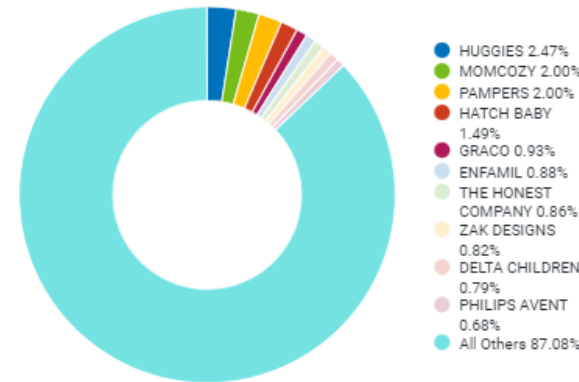
Top-Selling Brands



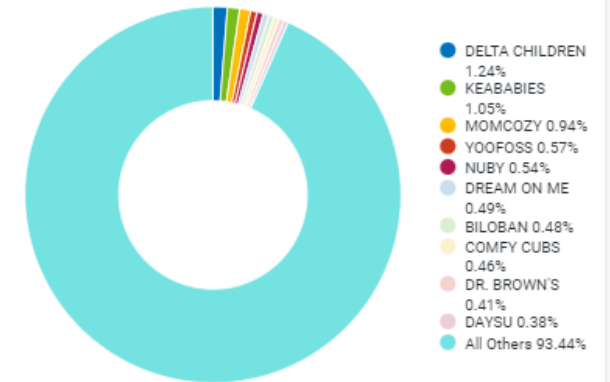
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Pampers
Swaddlers Diapers - Size 4, 150 Count, Ultra Soft Disposable Baby Diapers
Options: 9 sizes
★★★★★ ~ 118,294



Pampers
Sensitive Baby Wipes - Baby Wipes Combo, 84 Count (Pack of 12), Water Based, Hypoallergenic and...
Wipes 84 Count (Pack of 12)
Options: 11 sizes
★★★★★ ~ 212,160



Huggies
Size 1 Diapers, Little Snugglers Newborn Diapers, Size 1 (8-14 lbs), 198 Count
Options: 10 sizes
★★★★★ ~ 80,228



The Honest Company
Clean Conscious Wipes | 99% Water, Compostable, Plant-Based, Baby Wipes | Hypoallergenic, EW...
Wipes 72 Count (Pack of 10)
Options: 10 sizes
★★★★★ ~ 5,402



Pampers
Cruisers 360 Diapers - Size 5, 128 Count, Pull-On Disposable Baby Diapers, Gap-Free Fit
Options: 5 sizes
★★★★★ ~ 21,204

Market Share Leaders:



COSRX



BURT'S BEES

Brands Observed
19,881

▲ 0% vs Prior Period

Items Observed
84,150

▲ 0% vs Prior Period

Department Summary
Keywords Observed
159,661

▲ 4% vs Prior Period

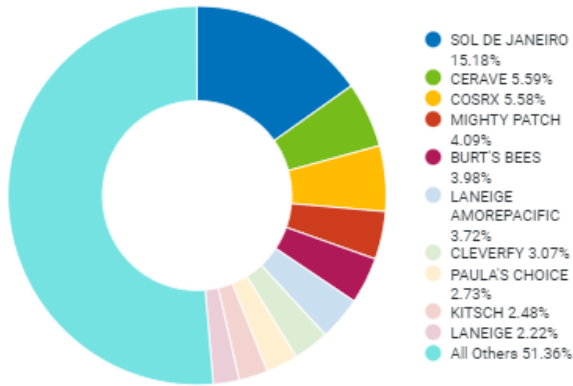
Sponsorship Activity
▲ 2.2%

112,217,833 Weekly Average

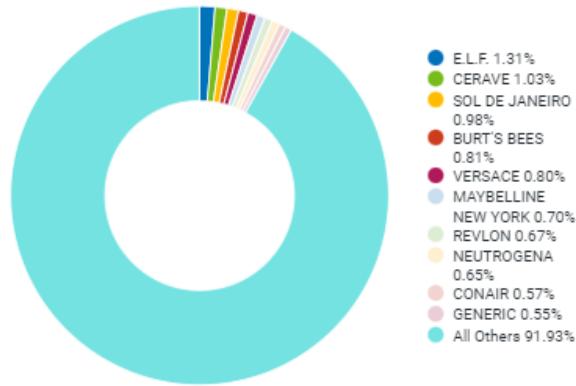
Organic Search Visibility
▲ 10.0%

71,652,630,441 Weekly Average

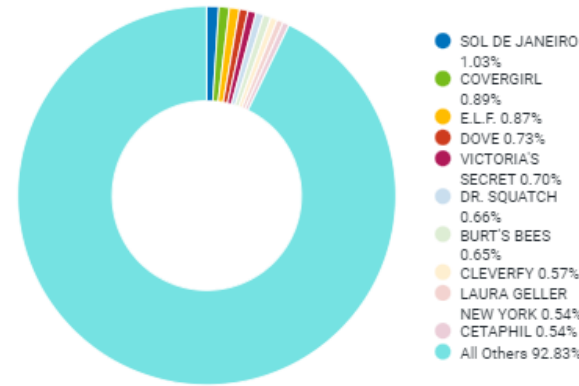
Top-Selling Brands



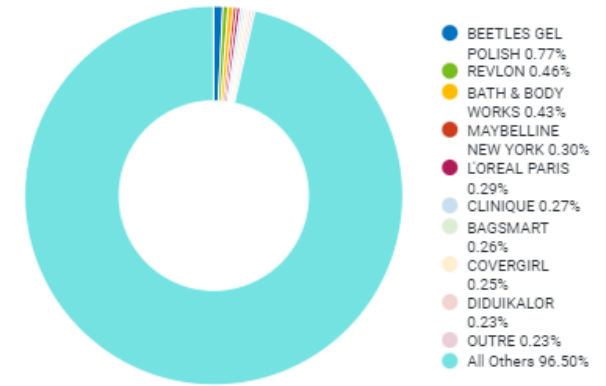
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

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

COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Sna...
3.38 Fl Oz (Pack of 1)
★★★★☆ ~ 67,833

LANEIGE Lip Sleeping Mask: Nourish & Hydrate with Vitamin C, Antioxidants, 0.7 oz.
Berry 0.7 Ounce
★★★★☆ ~ 37,355

Best Seller

Mighty Patch Original from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Covering Zits and Blemishes...
36 Piece Assortment
★★★★☆ ~ 137,755

Best Seller

Paulas Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant--Facial Exfoliant for...
Unscented 4 Fl Oz (Pack of 1)
★★★★☆ ~ 95,634

Market Share Leaders:



HEXEUM



Brands Observed

3,846

▼ -1% vs Prior Period

Items Observed

24,969

▲ 0% vs Prior Period

Department Summary
Keywords Observed

40,382

▲ 10% vs Prior Period

Sponsorship Activity

▲ 1.0%

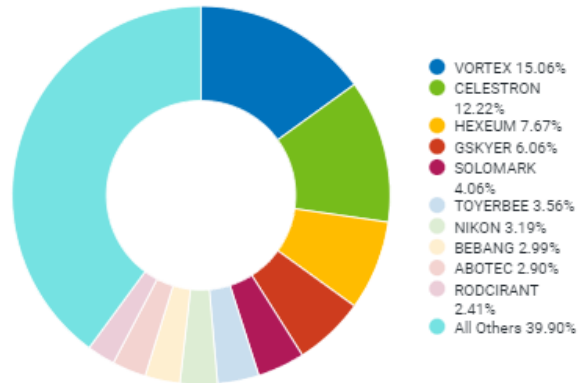
4,494,329 Weekly Average

Organic Search Visibility

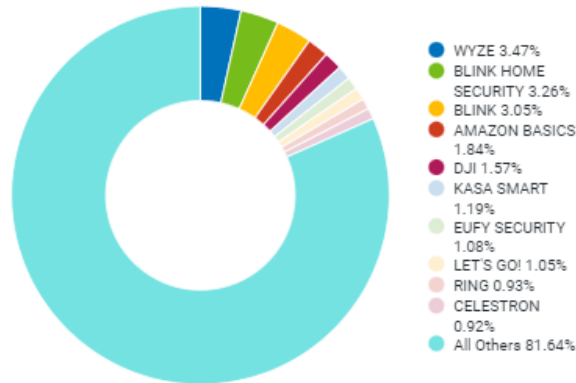
▼ -13.1%

2,115,500,961 Weekly Average

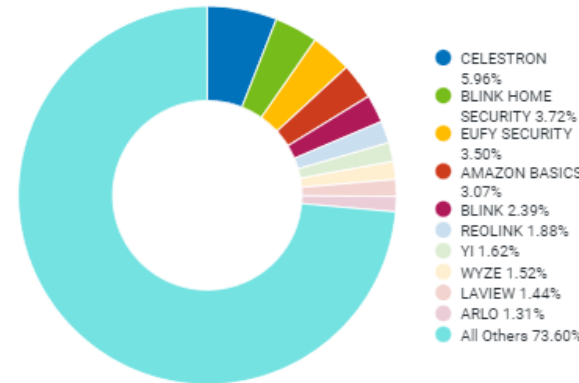
Top-Selling Brands



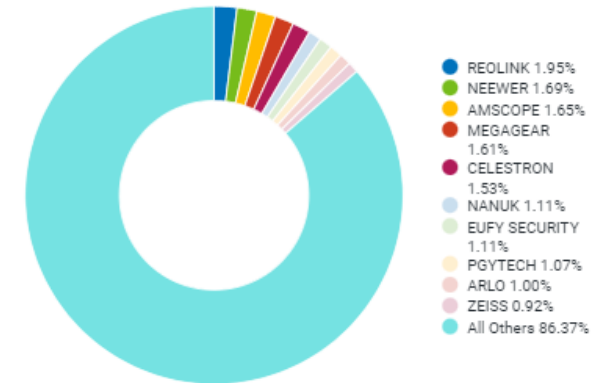
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



Best Seller
Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telescope for Kids Beginners - Travel Telescope with...
★★★★★ ~ 21,544



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



Telescope 130EQ Newtonian Reflector Telescopes for Adults, Professional Telescopes for Adults Astronomy, Comes with 1.5X...
★★★★★ ~ 827



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

Market Share Leaders:



BACKBONE

Ailun

ANKER



Brands Observed

4,489

▲ 0% vs Prior Period

Items Observed

16,139

▲ 2% vs Prior Period

Department Summary
Keywords Observed

62,712

▲ 34% vs Prior Period

Sponsorship Activity

▼ -2.1%

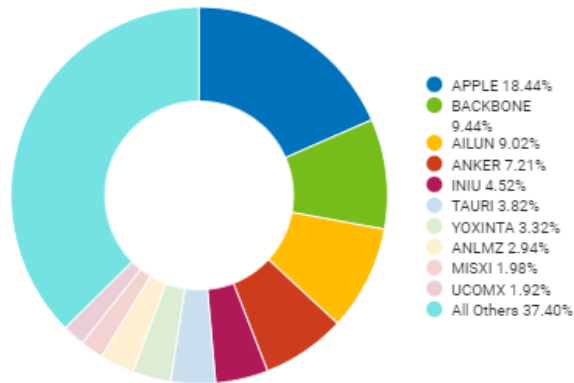
20,072,290 Weekly Average

Organic Search Visibility

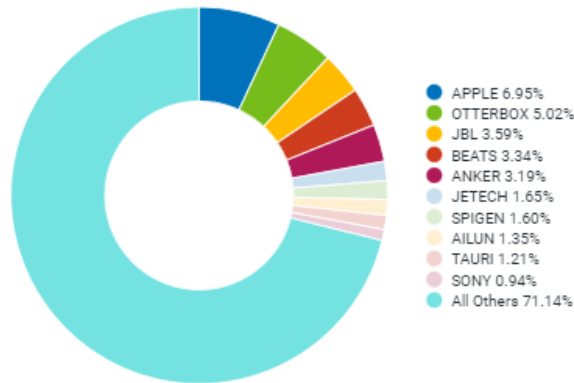
▲ 9.5%

15,673,756,133 Weekly Average

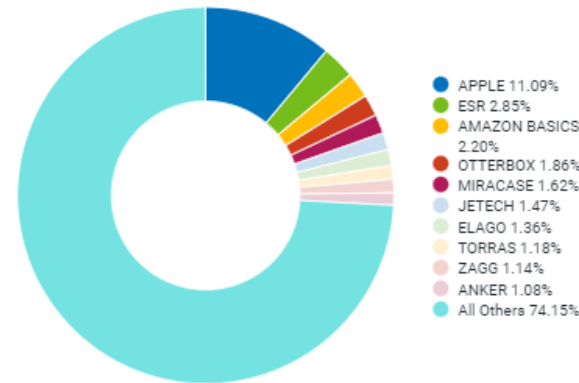
Top-Selling Brands



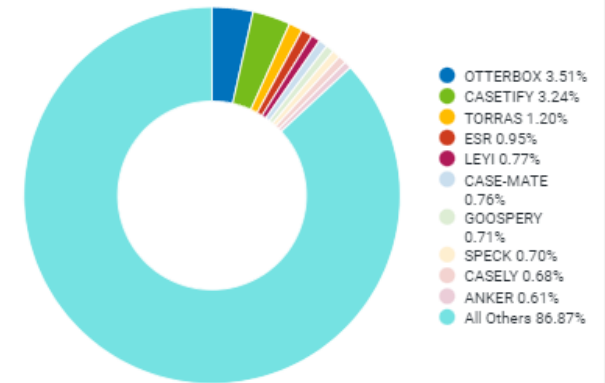
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best seller

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

Best Seller

BACKBONE One Mobile Gaming Controller for iPhone (Lightning) - Turn Your iPhone into a Gaming Console - Play Xbox, PlayStation,...
by BACKBONE
★★★★☆ 16,606

Overall Pick

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

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

Overall Pick

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

Market Share Leaders:

crocs™



Brands Observed

48,799

▼ -1% vs Prior Period

Items Observed

891,865

▲ 1% vs Prior Period

Department Summary
Keywords Observed

234,094

▼ -1% vs Prior Period

Sponsorship Activity

▼ -2.3%

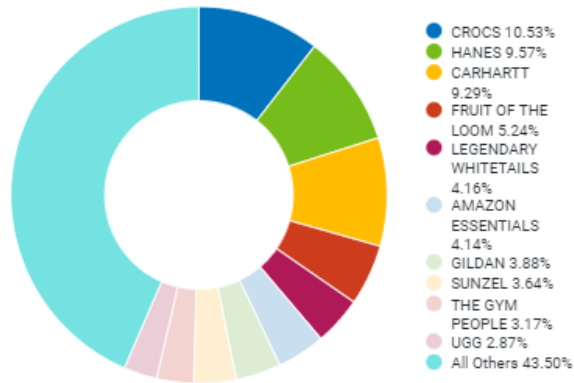
285,630,723 Weekly Average

Organic Search Visibility

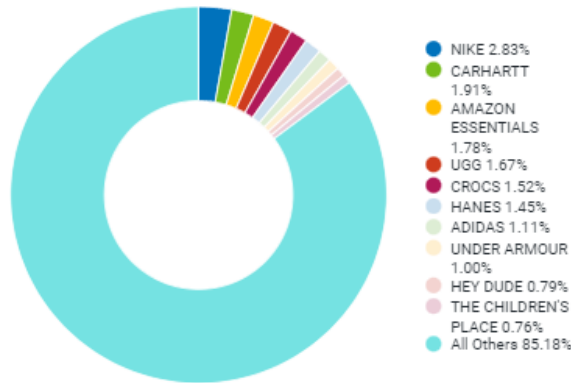
▲ 23.0%

151,827,673,592 Weekly Average

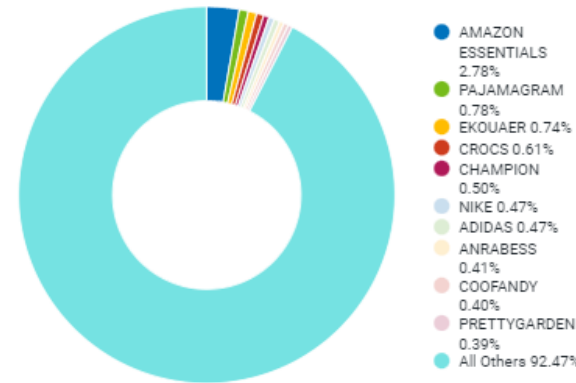
Top-Selling Brands



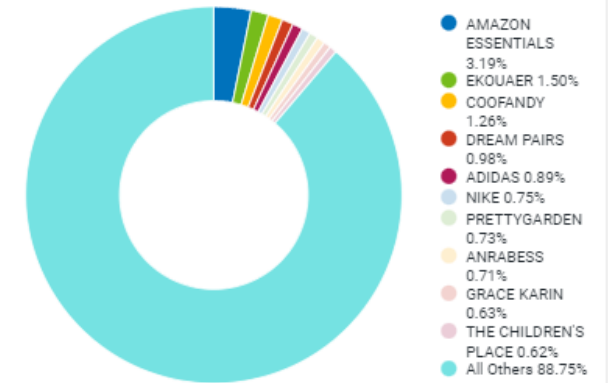
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



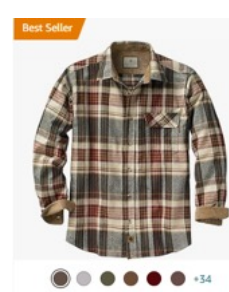
Top-Selling Items:



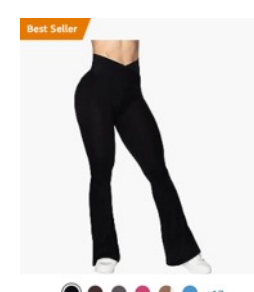
Carhartt Men's Knit Cuffed Beani
★★★★★ ~ 153,600



Crocs Unisex-Adult Classic Clogs
★★★★★ ~ 554,989



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



Sunzel Flare Leggings, Crossover Yoga Pants with Tummy Control, High-Waisted and Wide Leg
★★★★★ ~ 13,118



Hanes EcoSmart Hoodie, Midweight Fleece, Pullover Hooded Sweatshirt for Men
★★★★★ ~ 177,114

Market Share Leaders:



Brands Observed

7,033

▼ -1% vs Prior Period

Items Observed

38,793

▲ 0% vs Prior Period

Department Summary

Keywords Observed

97,124

▲ 14% vs Prior Period

Sponsorship Activity

▼ -5.6%

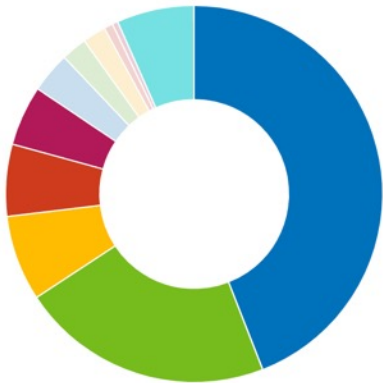
23,515,898 Weekly Average

Organic Search Visibility

▲ 11.8%

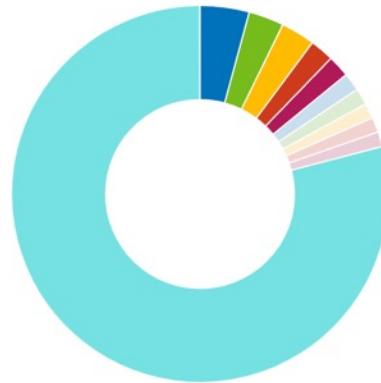
16,732,998,534 Weekly Average

Top-Selling Brands



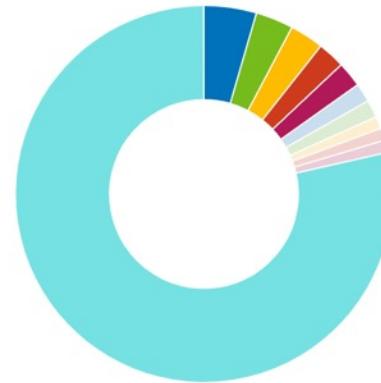
- AMAZON 44.08%
- APPLE 21.68%
- EERO 7.34%
- TP-LINK 6.17%
- ACER 5.16%
- HP 3.48%
- ARRIS 2.19%
- DELL 2.01%
- SUNVEZA 0.77%
- SILICONV 0.47%
- All Others 6.65%

Top Brands in Organic Search



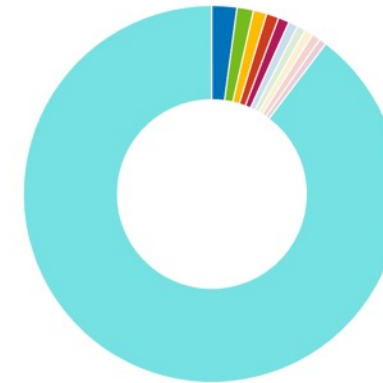
- AMAZON 4.21%
- APPLE 3.02%
- HP 2.93%
- LOGITECH 2.05%
- ASUS 1.88%
- ANKER 1.56%
- SANDISK 1.43%
- LOGITECH G 1.30%
- RAZER 1.28%
- AMAZON BASICS 1.28%
- All Others 79.06%

Top Brands in Paid Search



- AMAZON BASICS 4.50%
- AMAZON 3.24%
- APPLE 2.91%
- LOGITECH 2.34%
- HP 2.17%
- DURCORD 1.63%
- LOGITECH G 1.51%
- SANDISK 1.05%
- ASUS 1.05%
- FINTIE 1.04%
- All Others 78.56%

Top-Promoted Brands



- HP 2.14%
- ASUS 1.42%
- LENOVO 1.14%
- LOVEBOOK 1.06%
- MOKO 0.94%
- MOSISO 0.81%
- ANKER 0.73%
- DELL 0.72%
- TP-LINK 0.72%
- SOKE 0.63%
- All Others 89.67%

Top-Selling Items:



Overall Pick 1
Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD Camera,...

★★★★★ ~ 21,465



Overall Pick 1
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 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



+3 colors/patterns
Featured from Amazon brands
Amazon Fire HD 8 Kids tablet, ages 3-7. Top-selling 8" kids tablet on Amazon - 2022 | ad-free content with parental controls included, 13...

★★★★★ ~ 5,830



+2 colors/patterns
Featured from Amazon brands
All-new Amazon Fire HD 10 tablet, built for relaxation, 10.1" vibrant Full HD screen, octa-core processor, 3 GB RAM, latest mod...

★★★★★ ~ 1,234

Market Share Leaders:



Brands Observed

15,689

▲ 1% vs Prior Period

Items Observed

79,653

▲ 0% vs Prior Period

Department Summary
Keywords Observed

177,296

▲ 11% vs Prior Period

Sponsorship Activity

▲ 0.2%

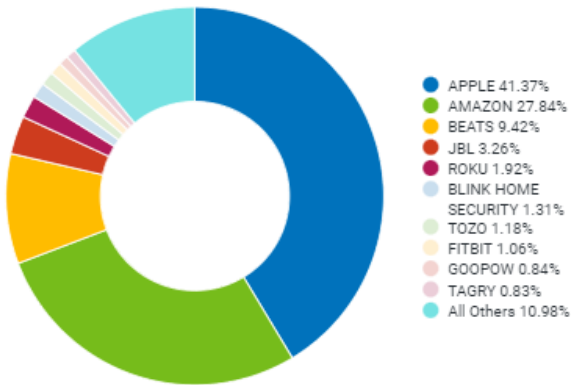
70,526,428 Weekly Average

Organic Search Visibility

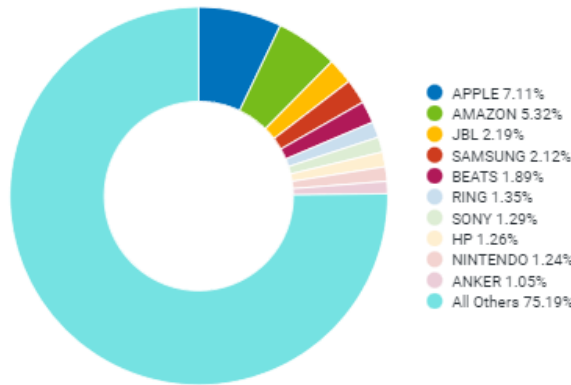
▲ 2.4%

51,613,623,999 Weekly Average

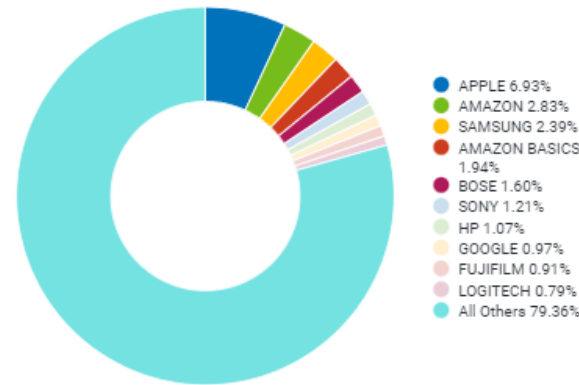
Top-Selling Brands



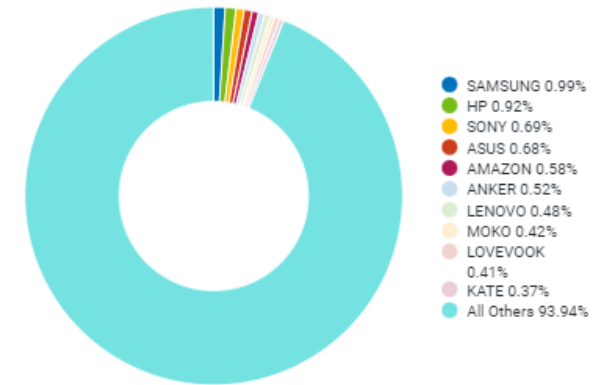
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Apple AirPods Pro (2nd Generation)
Wireless Earbuds, Up to 2X More Active Noise Cancelling, Adaptive Transparency, Personalized Spatial...
★★★★☆ ~ 9,764

Apple AirTag 4 Pack
★★★★★ ~ 92,020

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

Apple AirPods (2nd Generation)
Wireless Earbuds with Lightning Charging Case Included. Over 24 Hours of Battery Life, Effortless...
★★★★☆ ~ 582,470

Apple AirPods (3rd Generation) Wireless Ear Buds, Bluetooth Headphones, Personalized Spatial Audio, Sweat and Water Resistant, Lightning...
★★★★☆ ~ 15,570

Market Share Leaders:



Brands Observed

22,640

▲ 1% vs Prior Period

Items Observed

140,970

▲ 3% vs Prior Period

Department Summary
Keywords Observed

131,959

▲ 3% vs Prior Period

Sponsorship Activity

▼ -5.5%

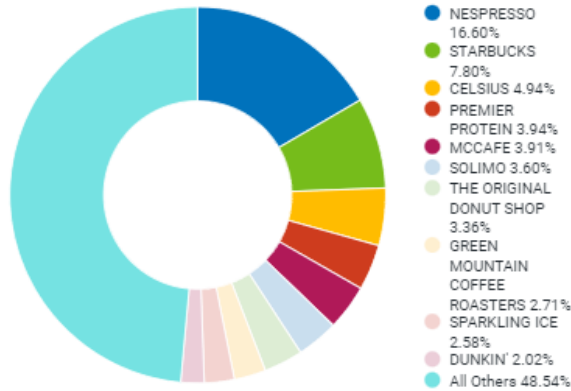
152,403,580 Weekly Average

Organic Search Visibility

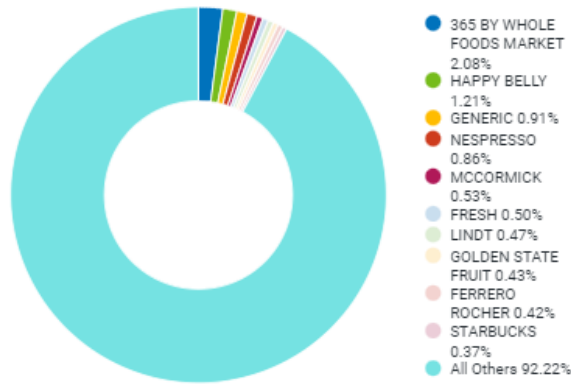
▲ 15.6%

44,861,321,645 Weekly Average

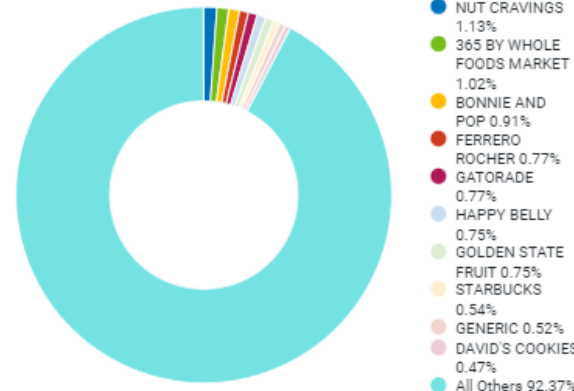
Top-Selling Brands



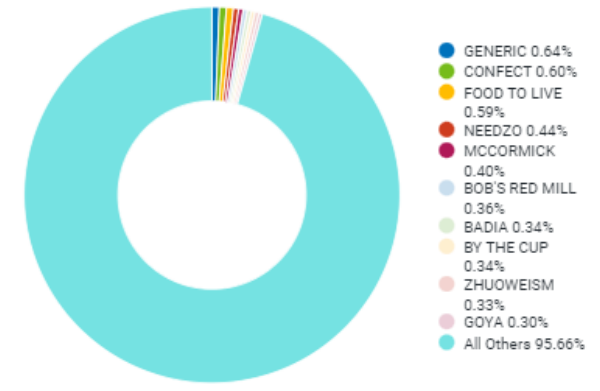
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Nespresso
Capsules VertuoLine, Medium and Dark Roast Coffee, Variety Pack, Stormio, Odacio, Melozio, 30...
Pod 7.77 Fl Oz (Pack of 3)
Options: 4 sizes, 13 flavors
★★★★★ - 118,033



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



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



The Original Donut Shop Regular Keurig Single-Serve K-Cup Pods, Medium Roast Coffee, 72 Count (6 Packs of 12)
Pod 12 Count (Pack of 6)
Options: 5 sizes, 3 flavors
★★★★★ - 78,582

Market Share Leaders: |

|



Brands Observed

34,207

▲ 2% vs Prior Period

Items Observed

151,969

▲ 3% vs Prior Period

Department Summary
Keywords Observed

225,496

▲ 3% vs Prior Period

Sponsorship Activity

▼ -3.5%

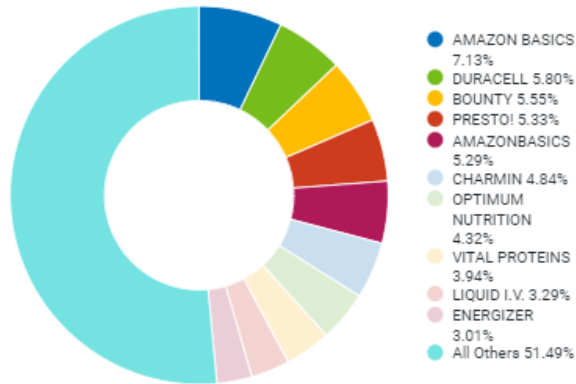
125,406,750 Weekly Average

Organic Search Visibility

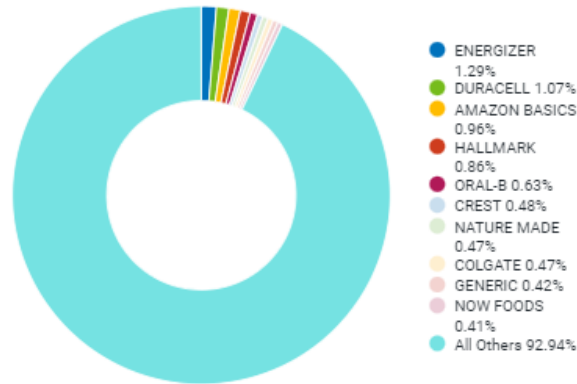
▲ 4.0%

66,168,842,985 Weekly Average

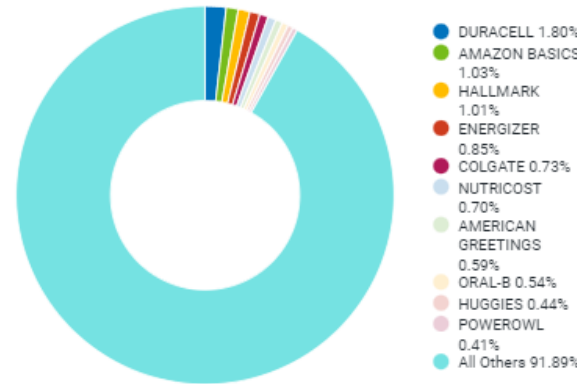
Top-Selling Brands



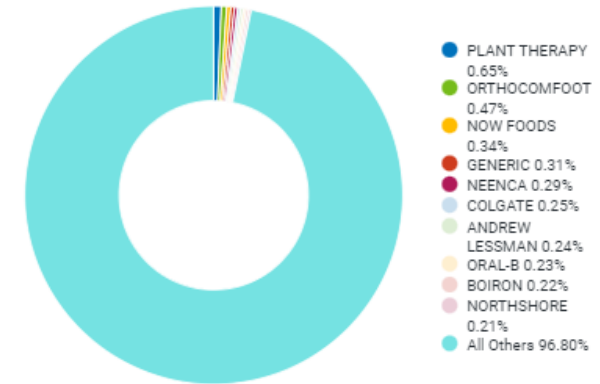
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

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

Best Seller

Liquid I.V. Hydration Multiplier - Lemon Lime - Powder Packets | Electrolyte Drink Mix | Easy Open...
Powder 16 Servings (Pack of 16)
Options: 32 sizes, 17 Flavors
★★★★★ ~ 166,322

Sponsored

AMANDEAN Collagen Peptides Powder (17.6oz). Grass-Fed Hydrolyzed Protein Supplement. Promotes...
Powder 1.1 Pound
Options: 2 sizes
★★★★★ ~ 1,975

Best Seller

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

Best Seller

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

Market Share Leaders:



BedSURE®



CGK Unlimited

Brands Observed

44,240

▲ 2% vs Prior Period

Items Observed

218,542

▲ 3% vs Prior Period

Department Summary
Keywords Observed

326,099

▲ 4% vs Prior Period

Sponsorship Activity

▼ -1.0%

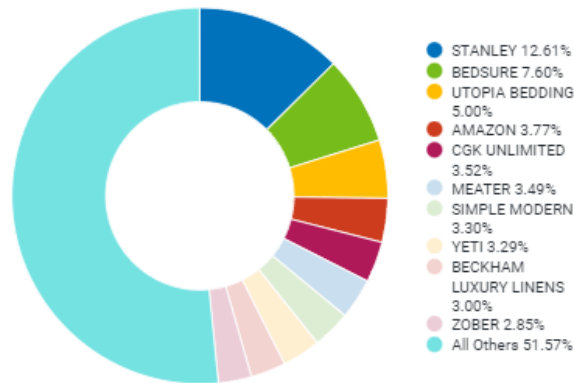
258,998,432 Weekly Average

Organic Search Visibility

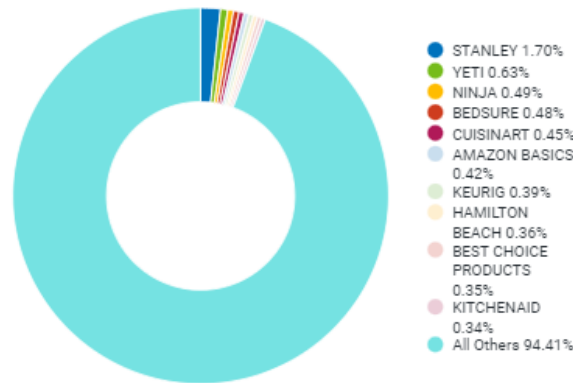
▲ 4.0%

148,235,841,145 Weekly Average

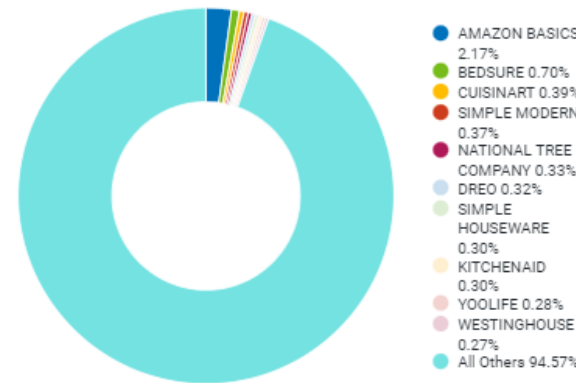
Top-Selling Brands



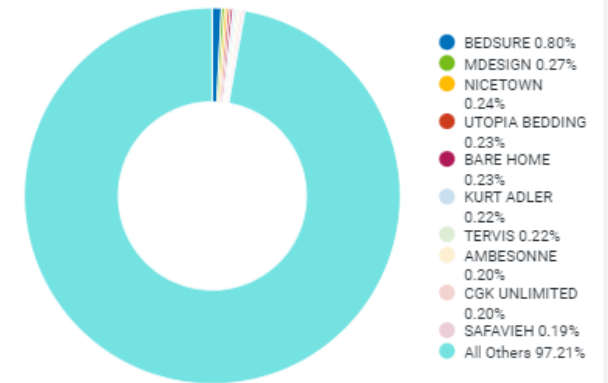
Top Brands in Organic Search



Top Brands in Paid Search



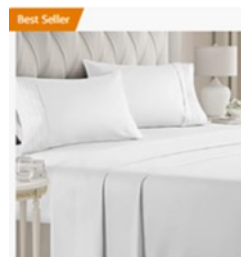
Top-Promoted Brands



Top-Selling Items:



MEATER
Plus: Long Range Wireless Smart Meat Thermometer with Bluetooth Booster | For BBQ, Oven, Grill, Kitchen, Smoker, Rotisserie | iOS ...
★★★★★ ~ 39,199



Queen Size 4 Piece Bedding Sheet Set - Breathable & Cooling Bed Sheets - Hotel Luxury Bed Sheets for Women, Men, Kids & Teens -...
★★★★★ ~ 78,948



STANLEY
IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Water Bottle for Home, Office or Car, Reusable Cup with Straw...
★★★★★ ~ 21,257



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



Simple Modern 40 oz Tumbler with Handle and Straw Lid | Insulated Cup Reusable Stainless Steel Water Bottle Travel Mug Cupholder...
Stainless Steel
★★★★★ ~ 24,517

Market Share Leaders:



Brands Observed

30,264

▲ 0% vs Prior Period

Items Observed

129,057

▼ -1% vs Prior Period

Department Summary
Keywords Observed

176,689

▲ 12% vs Prior Period

Sponsorship Activity

▲ 14.0%

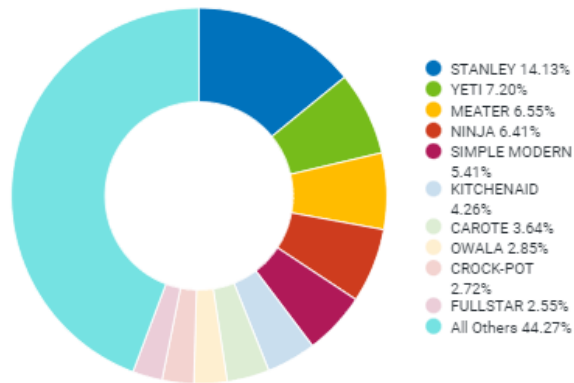
81,913,391 Weekly Average

Organic Search Visibility

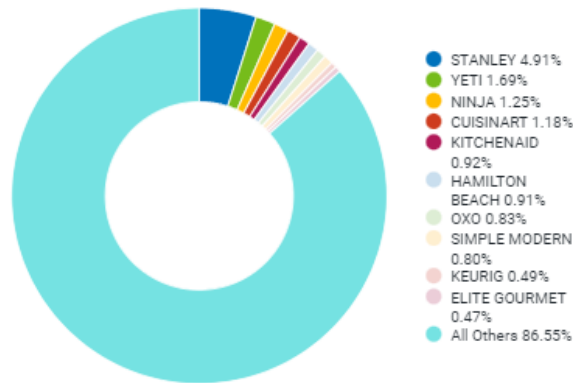
▲ 23.1%

50,225,671,825 Weekly Average

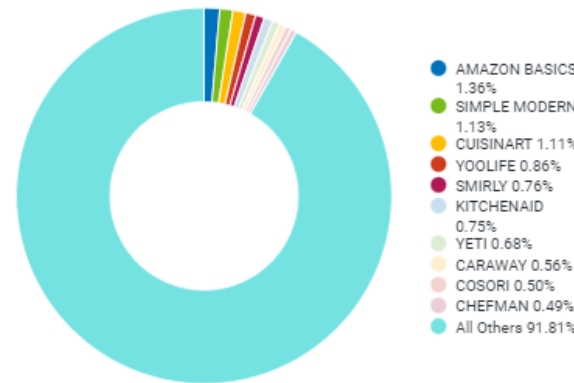
Top-Selling Brands



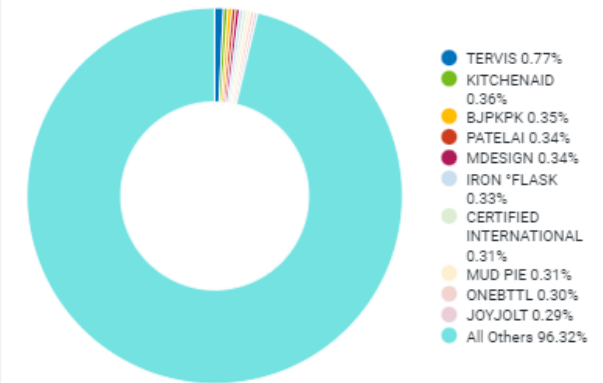
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



MEATER Plus: Long Range Wireless Smart Meat Thermometer with Bluetooth Booster | for BBQ, Oven, Grill, Kitchen, Smoker, Rotisserie ...
★★★★☆ - 38,439



Ninja AF101 Air Fryer that Crisps, Roasts, Reheats, & Dehydrates, for Quick, Easy Meals, 4 Quart Capacity, & High Gloss Finish, Grey
★★★★★ - 50,504



Stanley IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Water Bottle for Home, Office or Car, Reusable Cup with...
★★★★☆ - 19,720



Simple Modern 40 oz Tumbler with Handle and Straw Lid | Insulated Cup Reusable Stainless Steel Water Bottle Travel Mug Cupholder Friendly | Gifts for...
★★★★★ - 23,442



Fullstar Vegetable Chopper - Spiralizer Vegetable Slicer - Onion Chopper with Container - Pro Food Chopper - Slicer Dicer Cutter - (4 in 1, ...
★★★★★ - 113,655

Market Share Leaders:



amazonbasics

Scotch®



HAMMERMILL.

Brands Observed
19,631

▲ 2% vs Prior Period

Items Observed
101,336

▲ 2% vs Prior Period

Department Summary
Keywords Observed
187,798

▲ 12% vs Prior Period

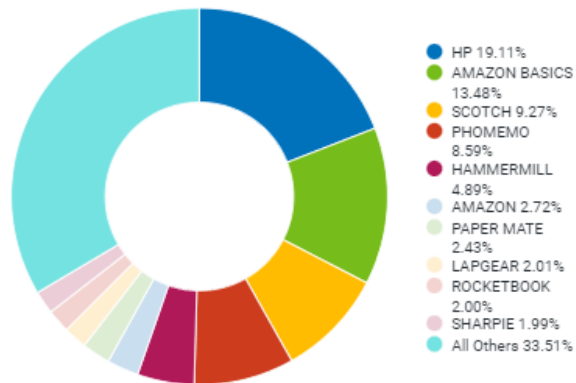
Sponsorship Activity
▼ -9.9%

51,370,998 Weekly Average

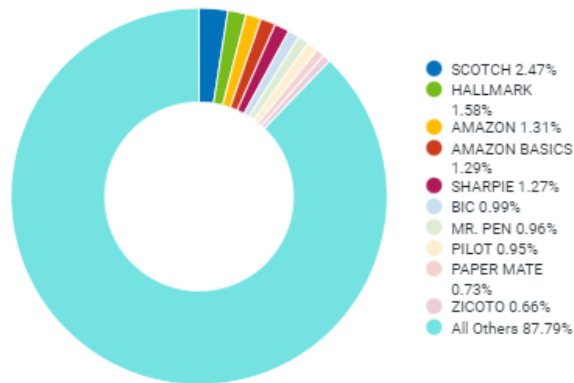
Organic Search Visibility
▲ 21.1%

23,376,714,963 Weekly Average

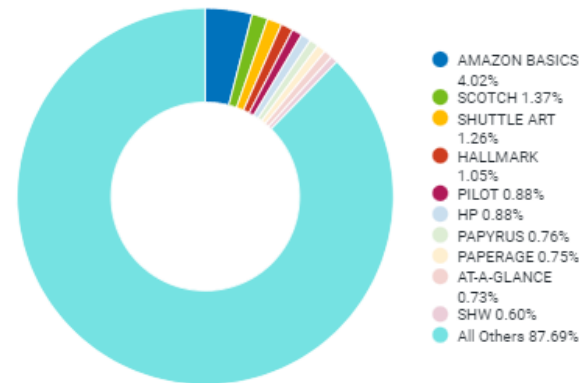
Top-Selling Brands



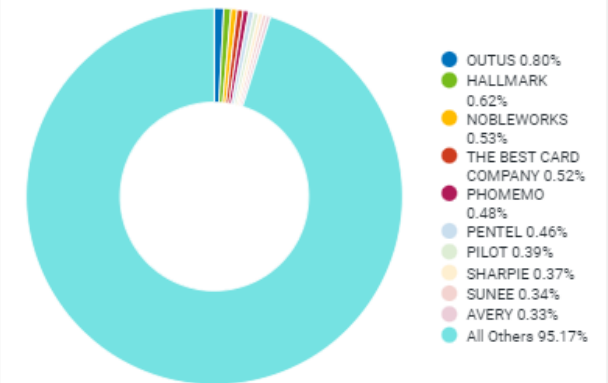
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



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

Best Seller

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

Best Seller

HP DeskJet 2755e Wireless Color inkjet-printer, Print, scan, copy, Easy setup, Mobile printing, Best-for home, Instant Ink with HP+,white
★★★★☆ ~ 38,634

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

Market Share Leaders:



Brands Observed

30,249

▲2% vs Prior Period

Items Observed

150,696

▲4% vs Prior Period

Department Summary
Keywords Observed

139,480

▲1% vs Prior Period

Sponsorship Activity

▼-19.1%

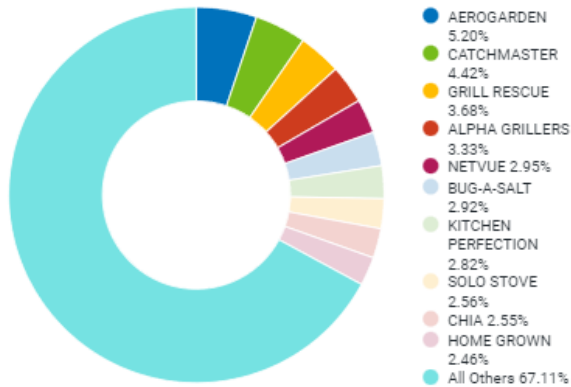
32,314,401 Weekly Average

Organic Search Visibility

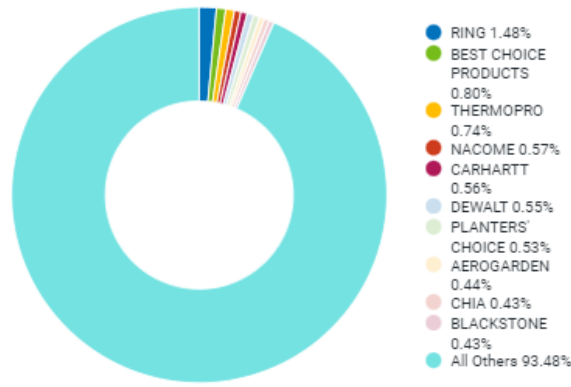
▼-12.2%

13,398,258,944 Weekly Average

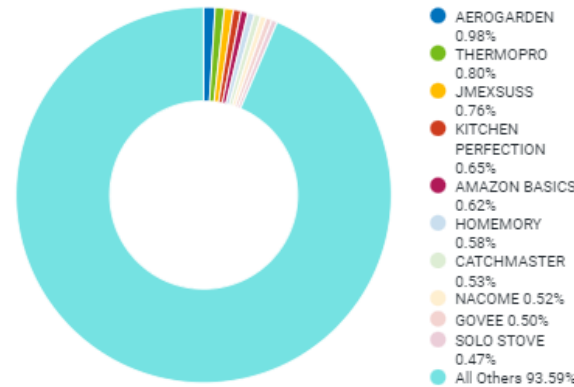
Top-Selling Brands



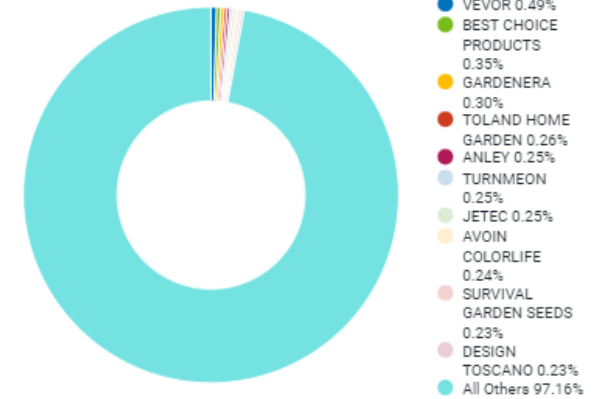
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



AeroGarden Harvest with Gourmet Herb Seed Pod Kit - Hydroponic Indoor Garden, Black
★★★★☆ ~ 15,116



Grill Rescue
BBQ Replaceable Scraper Cleaning Head, Bristle Free - Durable and Unique Scraper Tools for Cast Iron or Stainless-Steel Grates, Barbec...
★★★★☆ ~ 5,212



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



BUG-A-SALT
Yellow 3.0
★★★★☆ ~ 31,740

Market Share Leaders:



Brands Observed

18,660

▲ 1% vs Prior Period

Items Observed

100,995

▲ 3% vs Prior Period

Department Summary
Keywords Observed

77,680

▼ -4% vs Prior Period

Sponsorship Activity

▼ -13.9%

32,858,028 Weekly Average

Organic Search Visibility

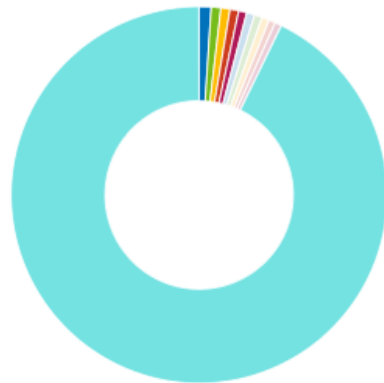
▲ 10.0%

18,031,853,210 Weekly Average

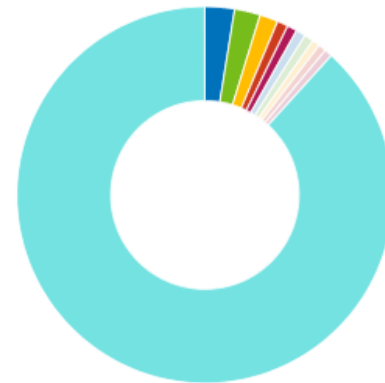
Top-Selling Brands



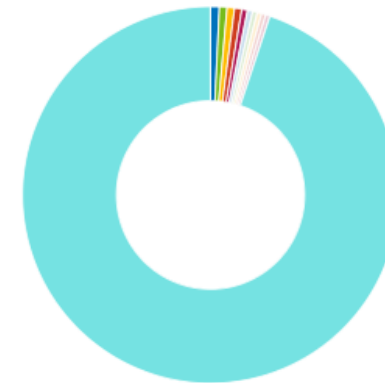
Top Brands in Organic Search



Top Brands in Paid Search



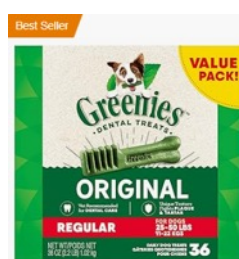
Top-Promoted Brands



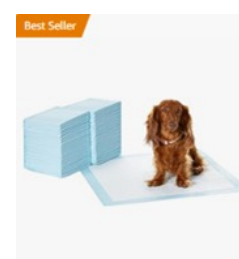
Top-Selling Items:



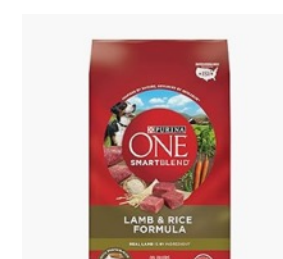
Overall Pick
All-new Blink Outdoor 4 (4th Gen) – Wire-free smart security camera, two-year battery life, two-way audio, HD live view, enhanced motion...
★★★★☆ ~ 2,015



Best Seller
Greenies Original Regular Natural Dog Dental Care Chews Oral Health Dog Treats, 36 count (Pack of 1)
★★★★★ ~ 76,240



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



Purina ONE Dry Dog Food Lamb and Rice Formula - 31.1 lb. Bag
★★★★★ ~ 42,773



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

Market Share Leaders:



Brands Observed

640

▲ 1% vs Prior Period

Items Observed

5,745

▼ -1% vs Prior Period

Department Summary

Keywords Observed

6,335

▼ -18% vs Prior Period

Sponsorship Activity

▲ 17.3%

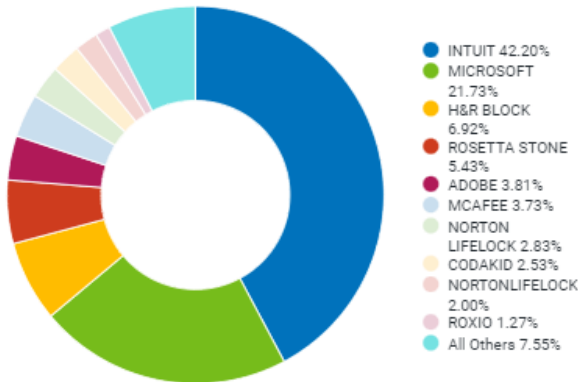
186,767 Weekly Average

Organic Search Visibility

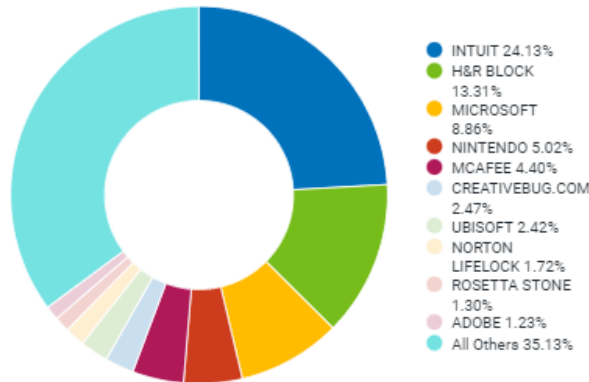
▲ 0.8%

106,614,977 Weekly Average

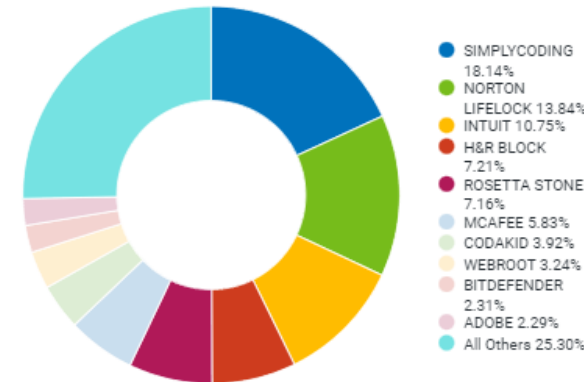
Top-Selling Brands



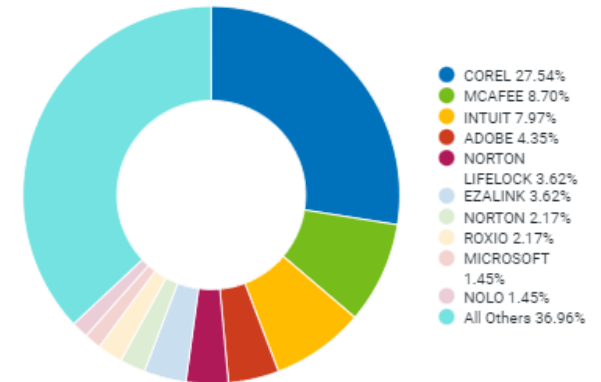
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

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

★★★★☆ ~ 4,665

Best Seller

Learn UNLIMITED Languages | Lifetime Access - Learn 24 Languages | PC/Mac/iOS/Android Online Code

Jan 1, 2019

★★★★★ ~ 1,322

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

by Microsoft

★★★★☆ ~ 602

2023

TurboTax Premier 2023 Tax Software, Federal & State Tax Return [Amazon Exclusive] [PC/Mac Download]

by Intuit

★★★★☆ ~ 85

Best Seller

2023

TurboTax Deluxe 2023 Tax Software, Federal & State Tax Return [Amazon Exclusive] [PC/MAC Disc]

by Intuit

★★★★★ ~ 259

Market Share Leaders:



Brands Observed

53,397

▲ 1% vs Prior Period

Items Observed

525,221

▲ 0% vs Prior Period

Department Summary
Keywords Observed

254,544

▲ 4% vs Prior Period

Sponsorship Activity

▲ 5.6%

90,575,737 Weekly Average

Organic Search Visibility

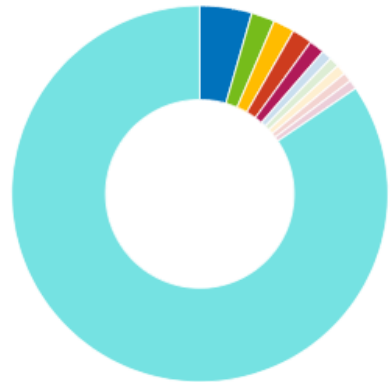
▲ 22.4%

54,166,276,367 Weekly Average

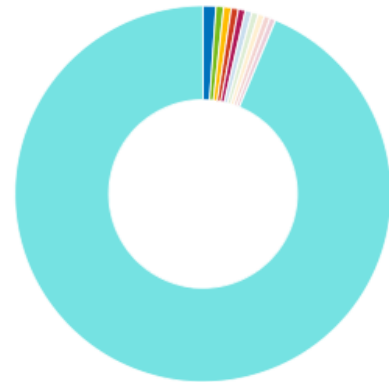
Top-Selling Brands



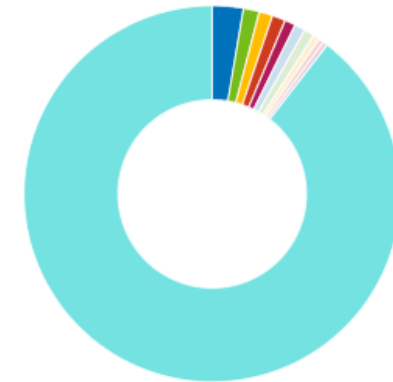
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



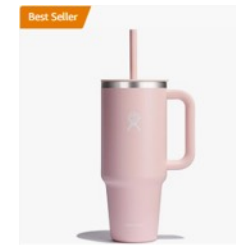
Overall Pick
Prepared Hero Emergency Fire Blanket - 4 Pack - Fire Suppression Blanket for Kitchen, 40" x 40" Fire Blanket for Home, Fiberglass Fire...
Red
★★★★★ ~ 2,782



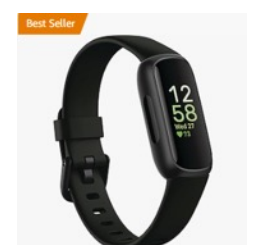
Best Seller
Fitbit Charge 6 Fitness Tracker with Google apps, Heart Rate on Exercise Equipment, 6-Months Premium Membership Included...
★★★★☆ ~ 714



Best Seller
TOSY Flying Disc - 16 Million Color RGB or 36 or 360 LEDs, Extremely Bright, Smart Modes, Auto Light Up, Rechargeable, Cool Fun...
★★★★★ ~ 3,142



Best Seller
All Around Travel Tumbler with Handle Stainless Steel Double-Wall Vacuum Insulated
Stainless Steel
★★★★★ ~ 1,259



Best Seller
Fitbit Inspire 3 Health & Fitness Tracker with Stress Management, Workout Intensity, Sleep Tracking, 24/7 Heart Rate and more, Midnight...
★★★★★ ~ 9,124

Market Share Leaders:



Brands Observed

42,088

▲ 3% vs Prior Period

Items Observed

261,628

▲ 4% vs Prior Period

Department Summary
Keywords Observed

228,402

▲ 4% vs Prior Period

Sponsorship Activity

▼ -14.3%

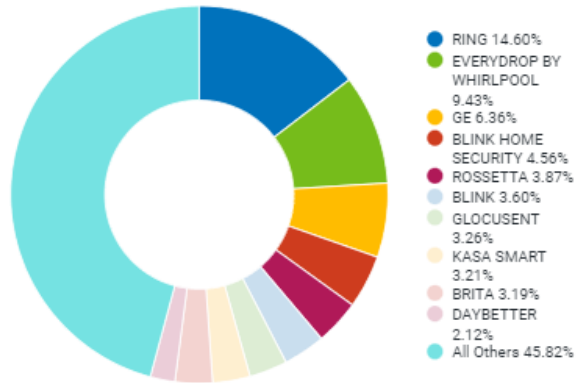
78,179,836 Weekly Average

Organic Search Visibility

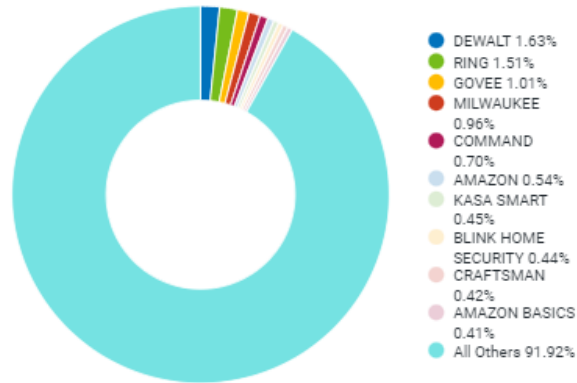
▼ -4.5%

36,764,462,203 Weekly Average

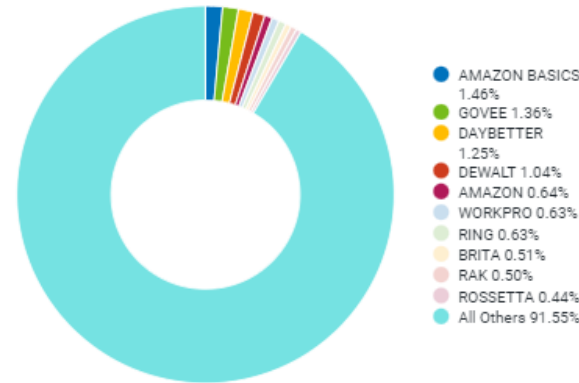
Top-Selling Brands



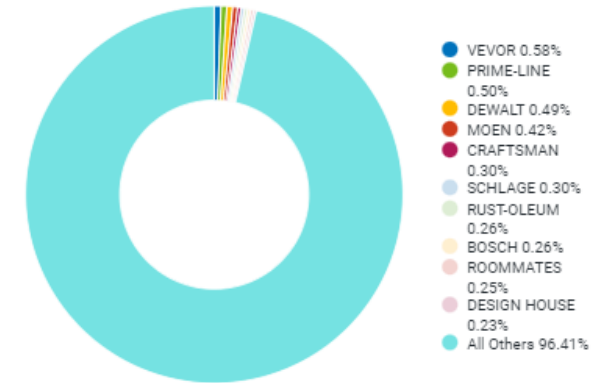
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Ring Video Doorbell - 1080p HD video, real-time home monitoring, privacy controls, simple setup, Works with Alexa ...

★★★★☆ ~ 170.9K+

Best Seller

everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Single-Pack, Purple

★★★★☆ ~ 87,200

Best Seller

Blink Video Doorbell | Two-way audio, HD video, motion and chime app alerts and Alexa enabled — wired or wire-free (Black)

★★★★☆ ~ 126,381

Best Seller

Blink Outdoor 4 (4th Gen) + Blink Mini - Smart security camera, two-way talk, HD live view, motion detection, set up in minutes,...

★★★★☆ ~ 7,171

Best Seller

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

21,407

▲ 0% vs Prior Period

Items Observed

109,627

▲ 0% vs Prior Period

Department Summary
Keywords Observed

241,384

▲ 6% vs Prior Period

Sponsorship Activity

▲ 8.8%

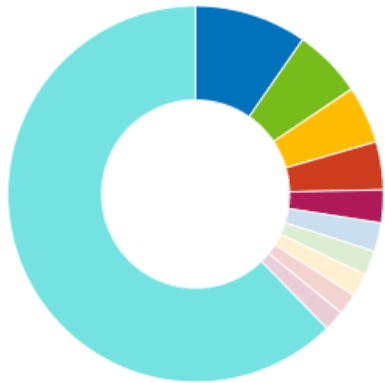
223,966,533 Weekly Average

Organic Search Visibility

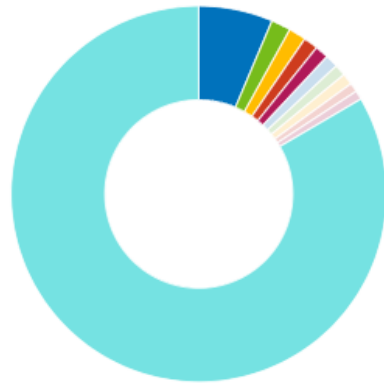
▲ 33.6%

77,889,187,789 Weekly Average

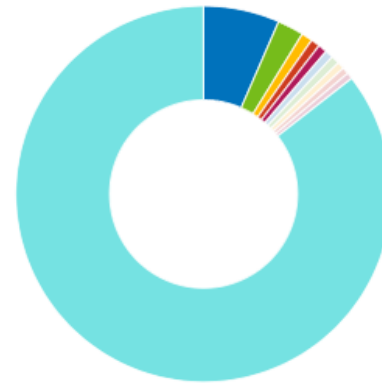
Top-Selling Brands



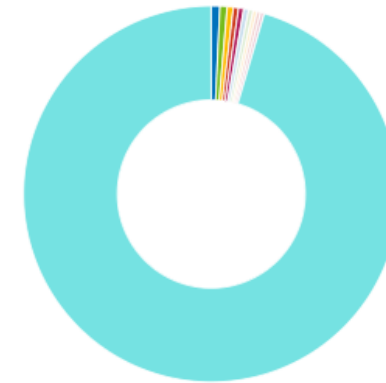
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



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



LEGO Icons Orchid Artificial Plant, Building Set with Flowers, Valentine Décor Gift for Adults, Botanical Collection, Great Gift for Valentine...
★★★★★ ~ 13,448



Ransom Notes Expansion Pack One - The Ridiculous Word Magnet Party Game, 3+ Players
★★★★☆ ~ 4,704



Refasy Piggy Bank Cash Coin Can ATM Bank Electronic Coin Money Bank for Kids-Hot Gift
★★★★☆ ~ 10,090



TEMI Dinosaur Transport Truck Toy with Tyrannosaurus Carrier, Dino Figures, Activity Mat, Eggs and Jurassic Play Set for Kids 3-5 Years
★★★★☆ ~ 51,794

Market Share Leaders:



Brands Observed

5,580

▼ -1% vs Prior Period

Items Observed

39,567

▼ -1% vs Prior Period

Department Summary

Keywords Observed

54,353

▼ -5% vs Prior Period

Sponsorship Activity

▲ 22.3%

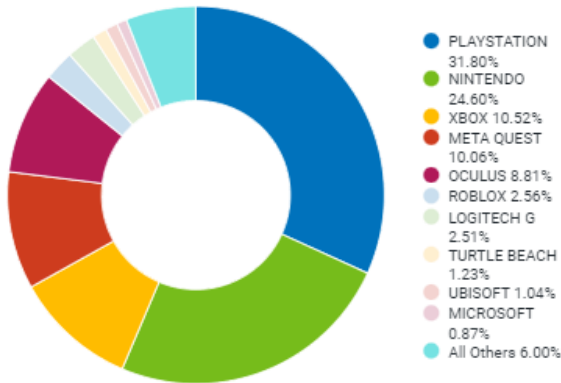
8,639,925 Weekly Average

Organic Search Visibility

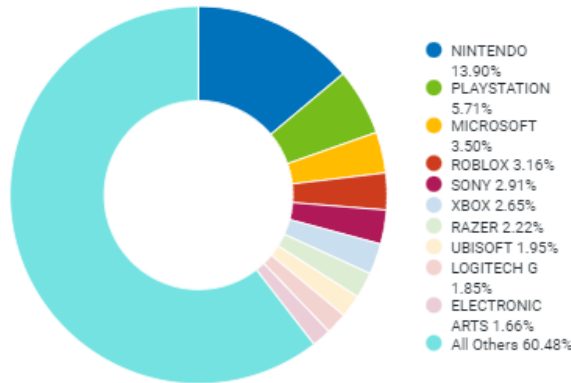
▲ 17.2%

13,105,604,288 Weekly Average

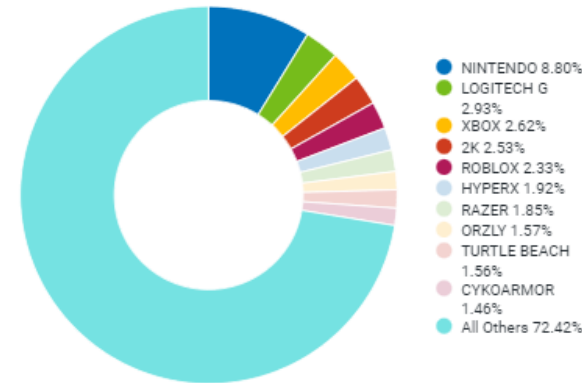
Top-Selling Brands



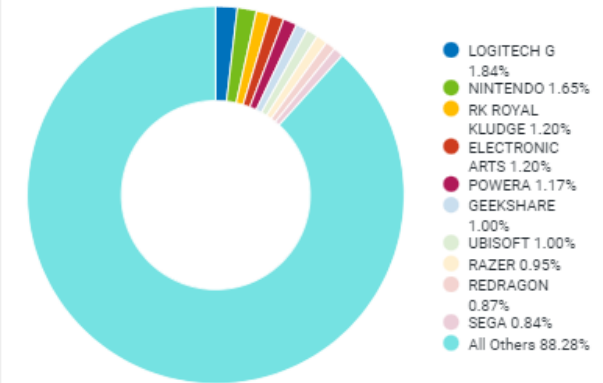
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Overall Pick

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

Meta Quest 3 128GB—
Breakthrough Mixed Reality —
Powerful Performance — Asgard's
Wrath 2 Bundle
Oct 10, 2023
★★★★☆ ~ 2,475

Overall Pick

PlayStation 5 Console — Call of
Duty® Modern Warfare® III Bundle
Nov 10, 2023
★★★★☆ ~ 525

Overall Pick

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

Best Seller

Series X 1TB SSD Console -
Includes Wireless Controller - Up
to 120 frames per second - 16GB
RAM 1TB SSD - Experience True ...
Nov 10, 2020
★★★★☆ ~ 24,711

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