



The Ultimate Amazon Recap 2023

NOCO



CROCS



NESPRESSO





The Ultimate Amazon Recap 2023

Amazon Dataset | January 1st – December 31st 2023

Analysis Overview

This in-depth analysis covers all major Amazon departments and provides in-depth information around sales performance, organic search, sponsored search, and promotional activity over 2023.

- [Top Brands by Share of Sales](#)
- [Most Visible Brands](#)
- [Most Visible Keywords](#)
- [Sponsorship Activity by Ad Type](#)
- [Sponsorship Activity by Brand](#)
- [Top-Sponsored Keywords](#)
- [Top-Sponsored Items](#)
- [Badge Breakdown by Type](#)
- [Top-Promoted Brands](#)

❖ 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.

Definitions

[Top Brands by Share of Sales](#)

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

[Most Visible Brands](#)

The percent share of organic search results among the top 10 brands in the department on the first page

[Most Visible Keywords](#)

The most common keywords for department top-selling products

[Sponsorship Activity by Ad Type](#)

The composition of retail media types observed (does not contain DSP)

[Sponsorship Activity by Brand](#)

The percent share of retailer media observed in search by each brand

[Top-Sponsored Keywords](#)

Keywords ranked by the amount of sponsorship activity on page 1 of search for items in the category

[Badge Breakdown by Type](#)

The composition of retailer events (Black Friday/Cyber Monday) badge types observed

[Top-Promoted Brands](#)

The brands with the most items on promotion in the category

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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Top Brands by Share of Sales

HTV  ONT



iBayam

THE
WOOBLES







amazonbasics

Gionlion

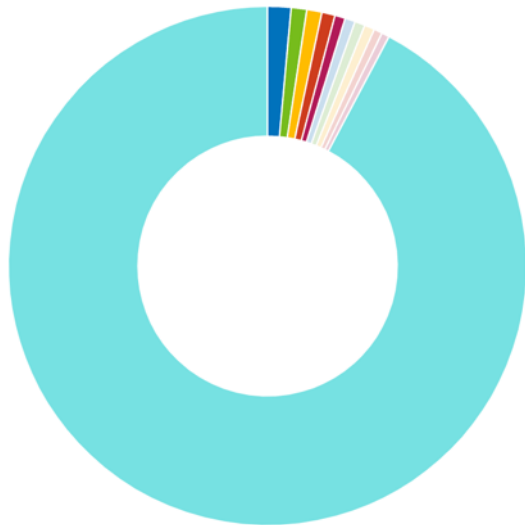


Arts, Crafts & Sewing – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

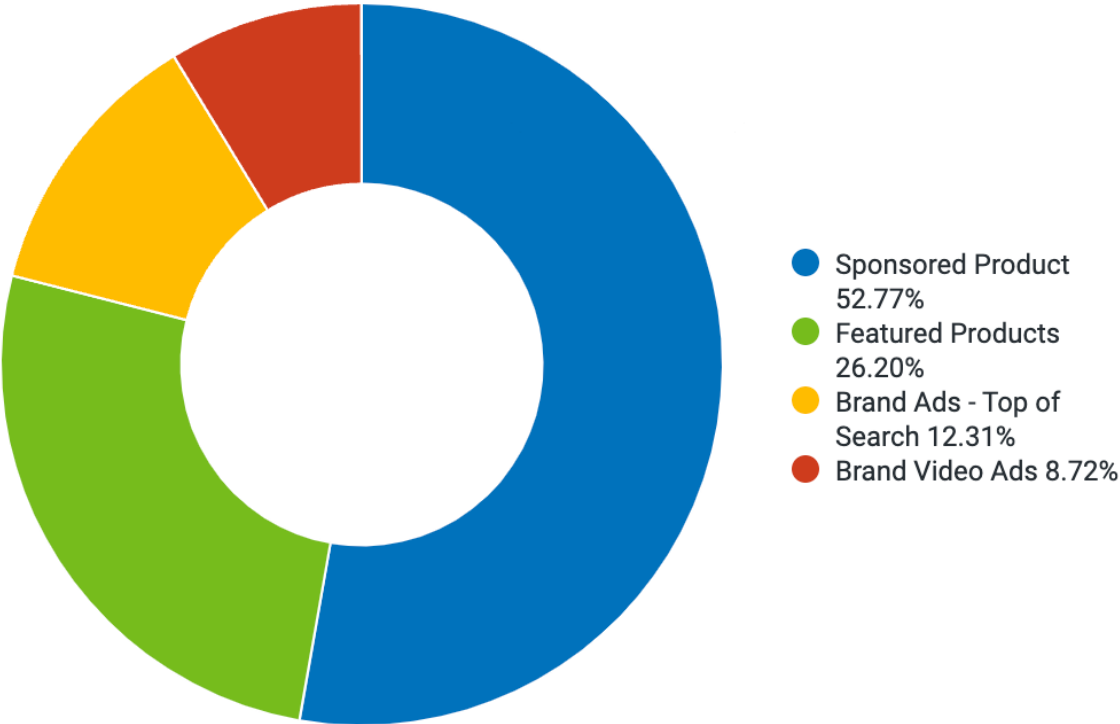


- CRICUT 1.47%
- ELMER'S 0.96%
- HTVFRONT 0.95%
- QUEFE 0.82%
- SINGER 0.66%
- CRAYOLA 0.64%
- COMMAND 0.63%
- MR. PEN 0.63%
- EASTHILL 0.53%
- FISKARS 0.49%
- All Others 92.23%

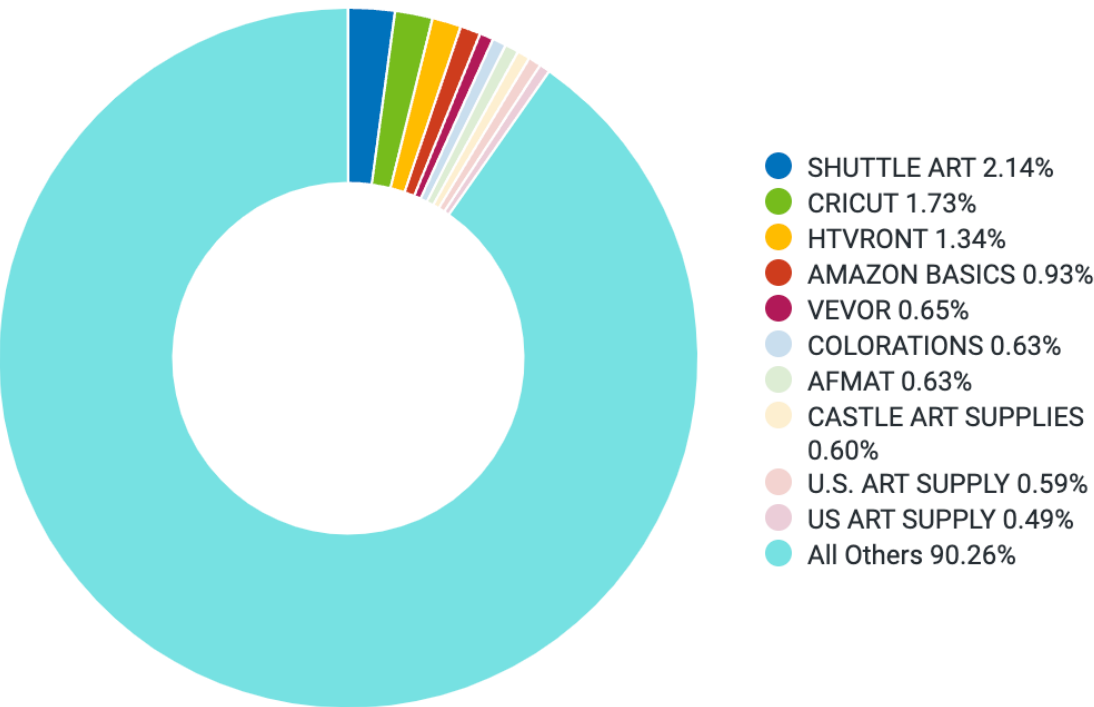
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------|-------------------------|---------------------------|
| diamond painting kits ... | 140,555,017 | 803,491 ... |
| pencil case ... | 139,144,718 | 1,095,694 ... |
| bracelet making kit ... | 119,729,481 | 753,328 ... |
| diamond painting ... | 99,793,989 | 584,490 ... |
| glue sticks ... | 95,748,892 | 509,238 ... |
| cricut ... | 87,067,983 | 492,770 ... |
| scissors ... | 87,029,858 | 499,951 ... |
| colored pencils ... | 84,213,070 | 910,179 ... |
| pencil sharpeners ... | 68,809,399 | 513,573 ... |
| sewing machine ... | 65,518,633 | 358,321 ... |
| pencil pouch ... | 65,161,295 | 595,295 ... |
| clay beads ... | 63,299,187 | 377,903 ... |
| yarn ... | 61,028,901 | 284,825 ... |
| beads ... | 54,993,759 | 304,413 ... |
| photo album ... | 51,082,930 | 541,463 ... |
| markers ... | 49,327,178 | 609,873 ... |
| diamond art ... | 44,083,501 | 255,762 ... |
| sewing kit ... | 41,386,613 | 235,862 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Arts, Crafts & Sewing – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|----------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| yarn ... | 8,889 | 4,333 | 2,798 | 670 | 1,088 |
| cricut permanent vinyl ... | 8,651 | 3,525 | 3,635 | 549 | 942 |
| cricut vinyl permanent ... | 8,585 | 3,456 | 3,606 | 546 | 977 |
| sewing machines ... | 8,570 | 4,348 | 2,365 | 748 | 1,109 |
| cricut vinyl ... | 8,539 | 3,404 | 3,603 | 550 | 982 |
| vinyl for cricut ... | 8,495 | 3,688 | 3,430 | 543 | 834 |
| cricut mats ... | 8,459 | 3,358 | 3,537 | 553 | 1,011 |
| cricut mat ... | 8,355 | 3,403 | 3,344 | 582 | 1,026 |
| cricut mat 12x12 ... | 8,346 | 3,368 | 3,341 | 614 | 1,023 |
| white vinyl for cricut ... | 8,296 | 3,507 | 3,269 | 557 | 963 |
| cricut pens ... | 8,289 | 3,458 | 3,328 | 589 | 914 |
| art supplies ... | 8,257 | 3,876 | 2,864 | 589 | 928 |
| scissors ... | 8,237 | 3,805 | 3,305 | 582 | 545 |
| cricut cutting mats ... | 8,205 | 3,292 | 3,332 | 598 | 983 |
| cricut cutting mat ... | 8,109 | 3,337 | 3,221 | 585 | 966 |
| cricut tools ... | 8,103 | 3,335 | 3,246 | 561 | 961 |
| candle making ... | 8,084 | 4,259 | 2,272 | 795 | 758 |
| fabric ... | 8,001 | 4,395 | 2,311 | 478 | 817 |

Top-Sponsored Items



Best Seller

+1 color/pattern

Sponsored

Decorate Your Own Water Bottle Kits for Girls Age 4-6-8-10, Mermaid Gem Diamond Painting Crafts, Fun Arts and Crafts Gifts Toys for Girls...

★★★★☆ ~ 315



Castle Art Supplies

72 Colored Pencils Set | Quality Soft Core Colored Leads for Adult Artists, Professionals and Colorists | Protected and Organized in...

★★★★★ ~ 21,737



+4 colors/patterns

AFMAT

Electric Pencil Sharpener, Heavy Duty Classroom Pencil Sharpeners for 6.5-8mm No.2/Colored Pencils, UL Listed Industrial Pencil Sharpener...

★★★★★ ~ 16,953



Shuttle Art

51 Colors Dual Tip Alcohol Based Art Markers, 50 Colors plus 1 Blender Permanent Marker Pens Highlighters with Case Perfect for Illustration...

★★★★☆ ~ 7,311



Best Seller

24 Colors Dual Tip Acrylic Paint Pens Markers, Premium Acrylic Paint Pens for Wood, Canvas, Stone, Rock Painting, Glass, Ceramic Surfaces, D...

★★★★★ ~ 4,646



Modeling Clay Kit - 62 Colors Air Dry Magic Clay, Best Gift for Boys & Girls Age 3-12 Year Old, DIY Molding Kids, with Sculpting Tools, Decoration...

★★★★★ ~ 2,296



Best Seller

+7 colors/patterns

Caliart

Acrylic Paint Set With 12 Brushes, 24 Colors (59ml, 2oz) Art Craft Paints Gifts for Artists Kids Beginners & Painters, Halloween Pumpkin Canva...

★★★★★ ~ 17,620



Deli 36 Pack Colored Pencils with Built-in Sharpener in Tube Cap, Vibrant Color Presharpened Pencils for School Kids Teachers, Soft Core...

★★★★★ ~ 4,516



+ Add

\$97 \$1.25/ea

Expo Vis-a-Vis Wet Erase Marker Set, Fine Tip, Assorted Colors, 8 Count

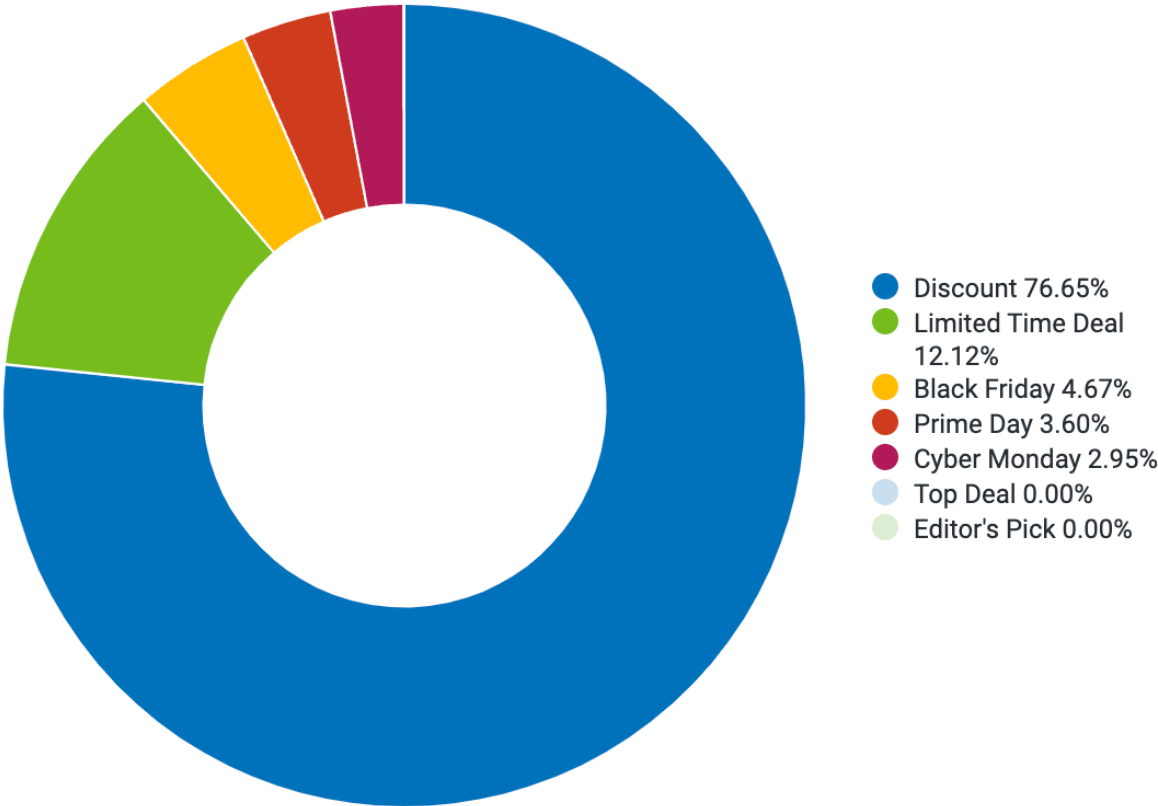
★★★★☆ 101



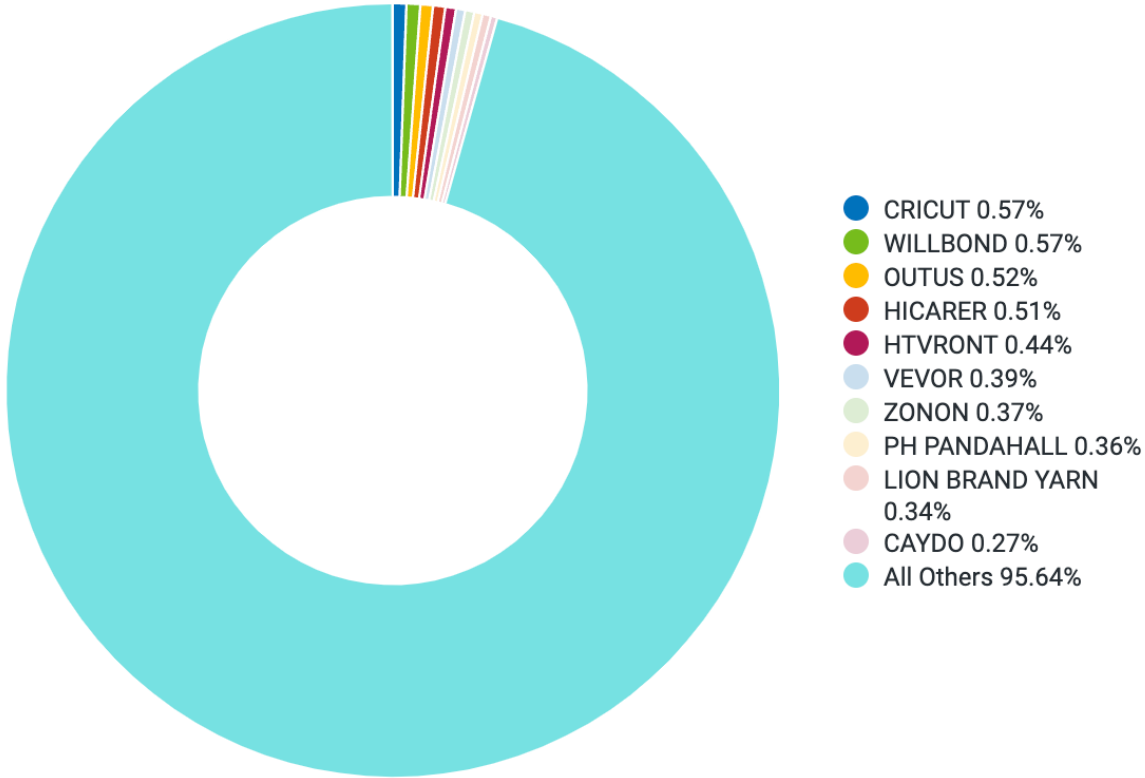
Flat Clay Beads for Jewelry Bracelet Making Kit, 6mm Flat Polymer Heishi Beads DIY Arts and Crafts Kit with Smiley Face Letter Bead, Gifts Toys f...

★★★★★ ~ 2,232

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

NOCO



airmoto

VACLIFE

ComfiLife



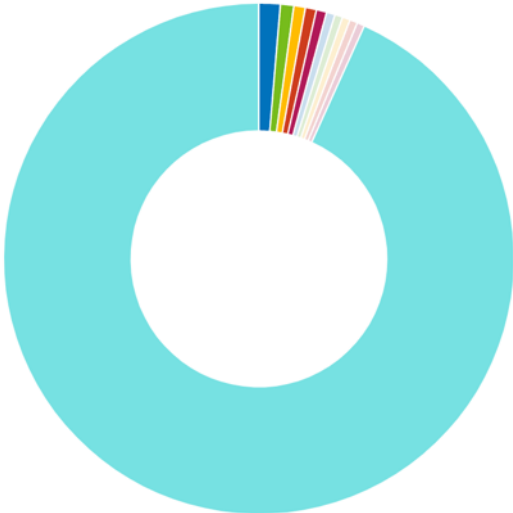
Mobil 1

Automotive – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

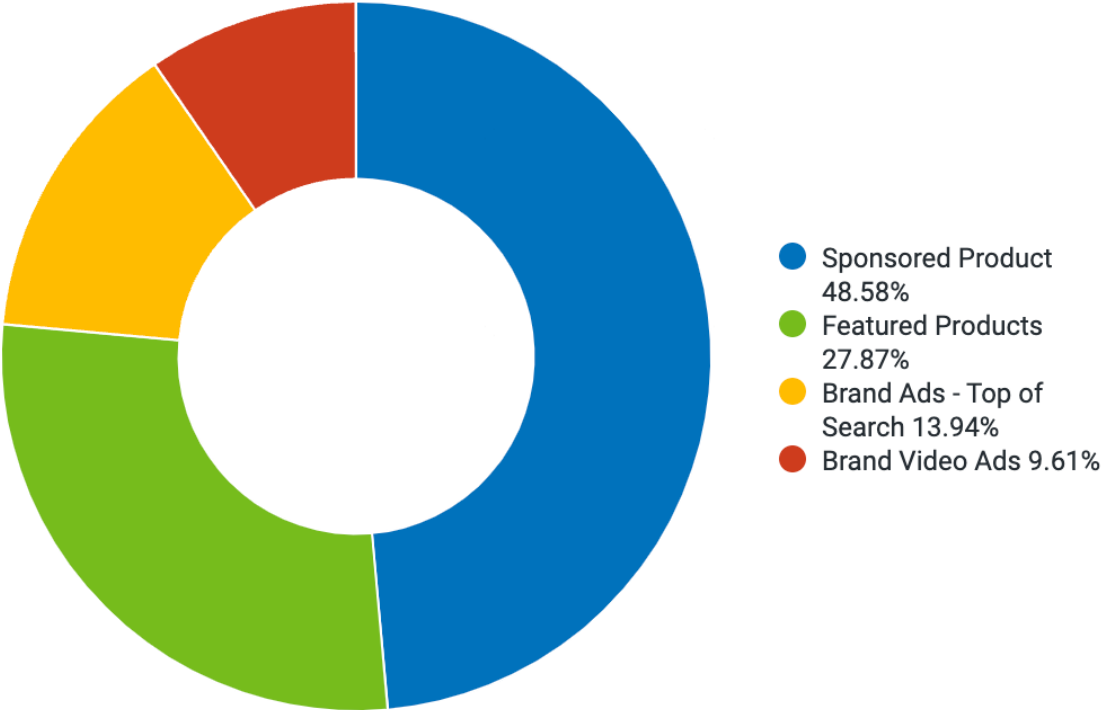


- CHEMICAL GUYS 1.35%
- SPIDERCASE 0.84%
- TAURI 0.74%
- ASTROAI 0.70%
- HOTOR 0.65%
- DEWALT 0.53%
- TORRAS 0.50%
- TEMDAN 0.50%
- NILIGHT 0.49%
- QIFUTAN 0.48%
- All Others 93.22%

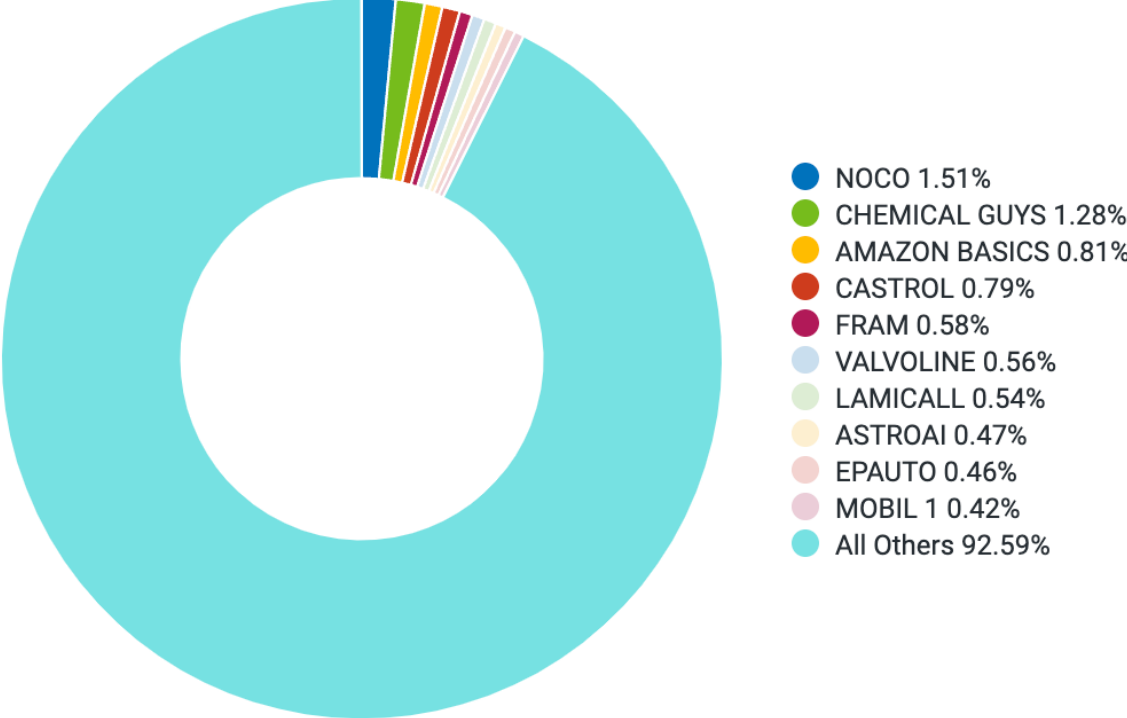
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|-------------------------------|-------------------------|---------------------------|
| car accessories ... | 338,518,067 | 2,020,842 ... |
| steering wheel cover ... | 188,789,249 | 1,037,299 ... |
| car trash can ... | 116,957,536 | 671,322 ... |
| license plate frames ... | 109,425,877 | 661,221 ... |
| car accessories for women ... | 79,772,026 | 432,628 ... |
| iphone 14 case ... | 73,711,867 | 1,982,150 ... |
| iphone 14 pro max case ... | 69,038,866 | 2,048,092 ... |
| iphone 14 pro case ... | 66,352,911 | 2,111,955 ... |
| seat covers ... | 62,842,324 | 359,387 ... |
| iphone 13 case ... | 62,612,390 | 2,446,204 ... |
| car air fresheners ... | 57,286,420 | 322,720 ... |
| car seat cover ... | 51,822,935 | 340,813 ... |
| windshield sun shade ... | 49,039,693 | 292,763 ... |
| car vacuum ... | 45,315,989 | 473,459 ... |
| accessories ... | 44,861,021 | 240,646 ... |
| apple watch charger ... | 42,987,032 | 1,478,340 ... |
| motorcycle helmets ... | 40,748,083 | 236,641 ... |
| iphone 12 case ... | 40,432,519 | 1,448,674 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Automotive – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|--------------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| automotive ... | 9,505 | 4,413 | 3,536 | 736 | 820 |
| accessories ... | 8,510 | 3,906 | 3,063 | 694 | 847 |
| engine oil ... | 8,028 | 3,740 | 2,755 | 574 | 959 |
| honda civic accessories ... | 7,933 | 3,215 | 3,286 | 505 | 927 |
| automotive floor mats ... | 7,931 | 3,636 | 2,720 | 608 | 967 |
| cute car air freshener ... | 7,871 | 3,396 | 3,262 | 528 | 685 |
| windshield washer fluid ... | 7,836 | 3,739 | 2,572 | 650 | 875 |
| suv accessories ... | 7,796 | 3,215 | 3,153 | 548 | 880 |
| floor mats for cars ... | 7,744 | 3,645 | 2,659 | 567 | 873 |
| car mats ... | 7,734 | 3,575 | 2,717 | 549 | 893 |
| car floor mats ... | 7,695 | 3,618 | 2,680 | 491 | 906 |
| car steering wheel cover ... | 7,663 | 3,819 | 2,227 | 646 | 971 |
| license plate holder ... | 7,663 | 3,830 | 2,204 | 620 | 1,009 |
| motor oils ... | 7,622 | 3,687 | 2,409 | 609 | 917 |
| floor mats for trucks ... | 7,614 | 3,522 | 2,620 | 604 | 868 |
| car covers ... | 7,572 | 3,628 | 2,432 | 628 | 884 |
| steering wheel cover women ... | 7,557 | 3,745 | 2,343 | 619 | 850 |
| motor oil ... | 7,555 | 3,693 | 2,349 | 594 | 919 |

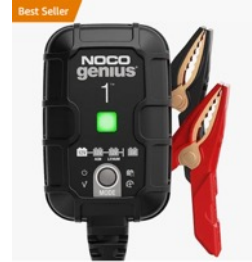
Top-Sponsored Items



NOCO
Boost Plus GB40 1000A UltraSafe Car Battery Jump Starter, 12V Battery Pack, Battery Booster, Jump Box, Portable Charger and Jumper Cable...
★★★★☆ ~ 94,333



Castrol
Edge 5W-30 Advanced Full Synthetic Motor Oil, 5 Quarts
★★★★★ ~ 26,319



NOCO
GENIUS1, 1A Smart Car Battery Charger, 6V and 12V Automotive Charger, Battery Maintainer, Trickle Charger, Float Charger and...
★★★★★ ~ 46,441



NOCO
Boost HD GB70 2000A UltraSafe Car Battery Jump Starter, 12V Battery Booster Pack, Jump Box, Portable Charger and Jumper Cables for 8.0L...
★★★★★ ~ 23,532



Lamicall
Bike Phone Holder, Motorcycle Phone Mount - Motorcycle Handlebar Cell Phone Clamp, Scooter Phone Clip for iPhone 15 Pro Max/Plus, 14 Pro Ma...
★★★★★ ~ 47,532



NOCO
GENIUS5, 5A Smart Car Battery Charger, 6V and 12V Automotive Charger, Battery Maintainer, Trickle Charger, Float Charger and...
★★★★★ ~ 16,151



NOCO
Boost Pro GB150 3000A UltraSafe Car Battery Jump Starter, 12V Battery Pack, Battery Booster, Jump Box, Portable Charger and Jumper...
★★★★★ ~ 10,567



NOCO
GENIUS10, 10A Smart Car Battery Charger, 6V and 12V Automotive Charger, Battery Maintainer, Trickle Charger, Float Charger and...
★★★★★ ~ 15,977

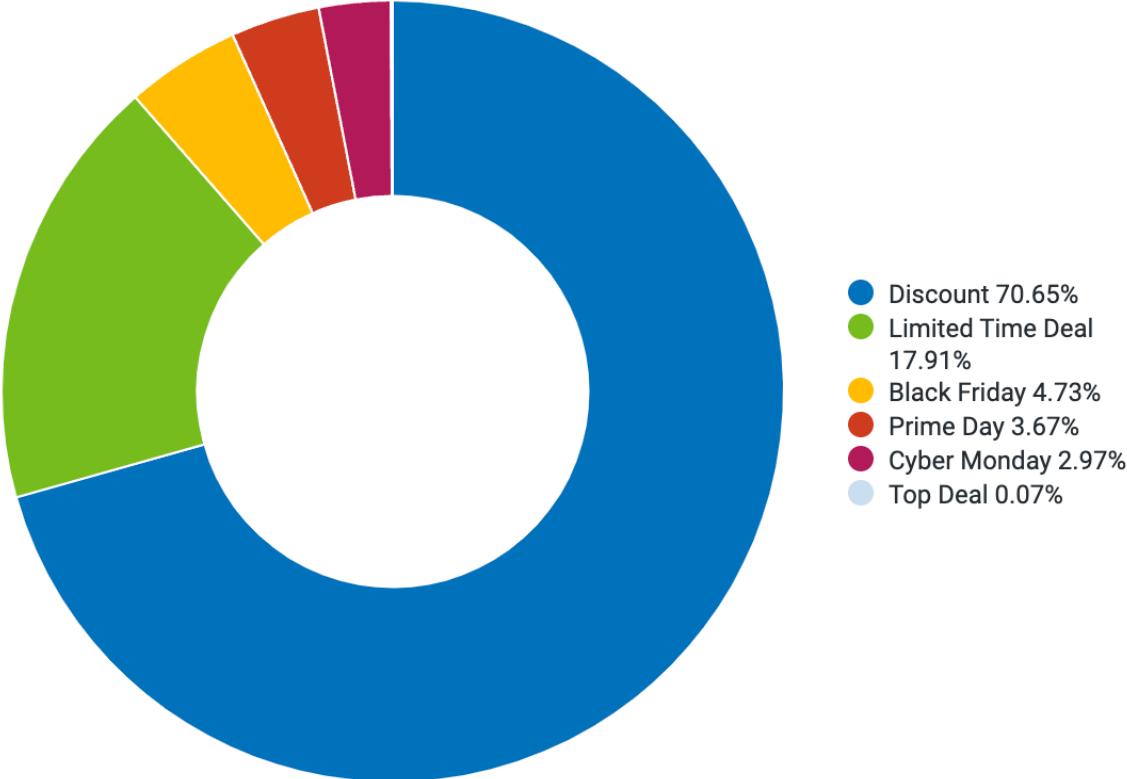


Lamicall
Motorcycle Phone Mount, Bike Phone Holder - Upgrade Quick Install Handlebar Clip for Bicycle Scooter, Cell Phone Clamp for iPhone 15 Pro...
★★★★★ ~ 11,605

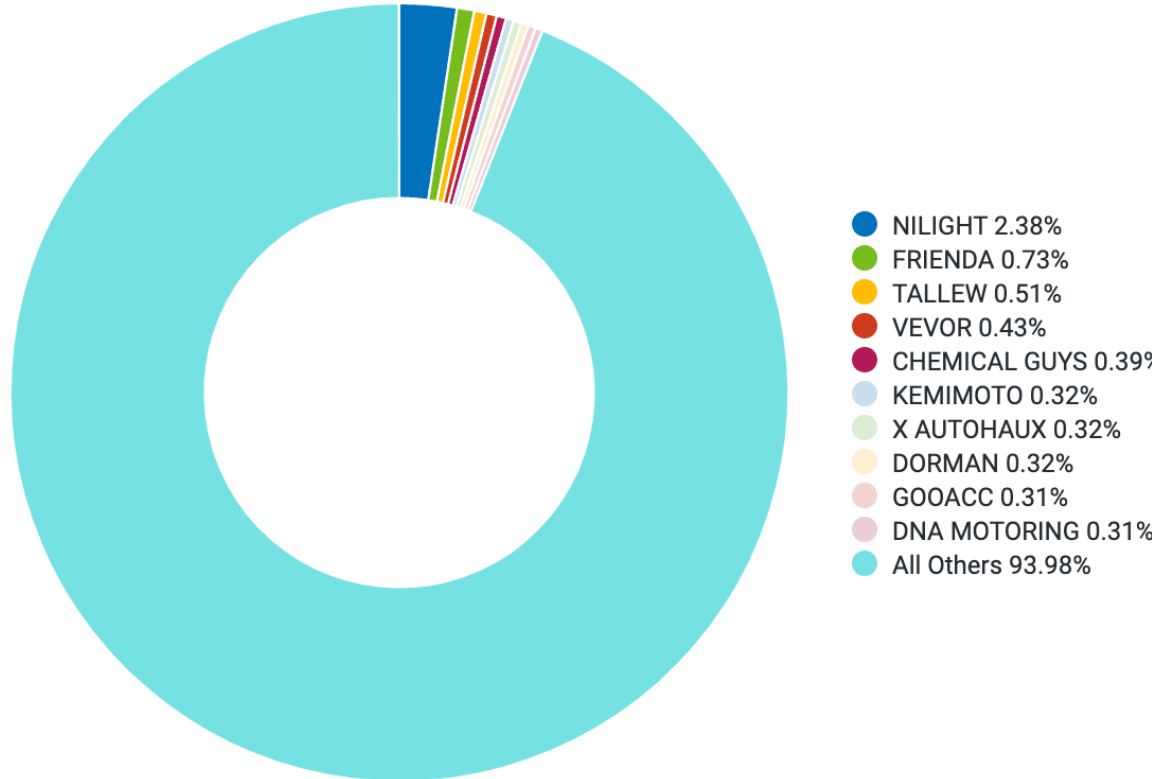


NOCO
Boost X GBX45 1250A 12V UltraSafe Portable Lithium Jump Starter, Car Battery Booster Pack, USB-C Powerbank Charger, and Jumper...
★★★★★ ~ 9,272

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales



HUGGIES

 **HONEST**[®]



WaterWipes[®]
THE WORLD'S PUREST BABY WIPES

Dr Brown's

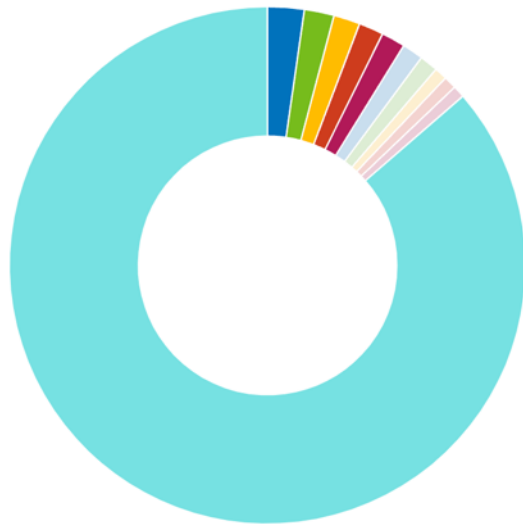
HUGGIES[®]
pull-Ups[®]



Baby – Amazon Annual Recap

Organic Search Visibility

Most-Visible Brands

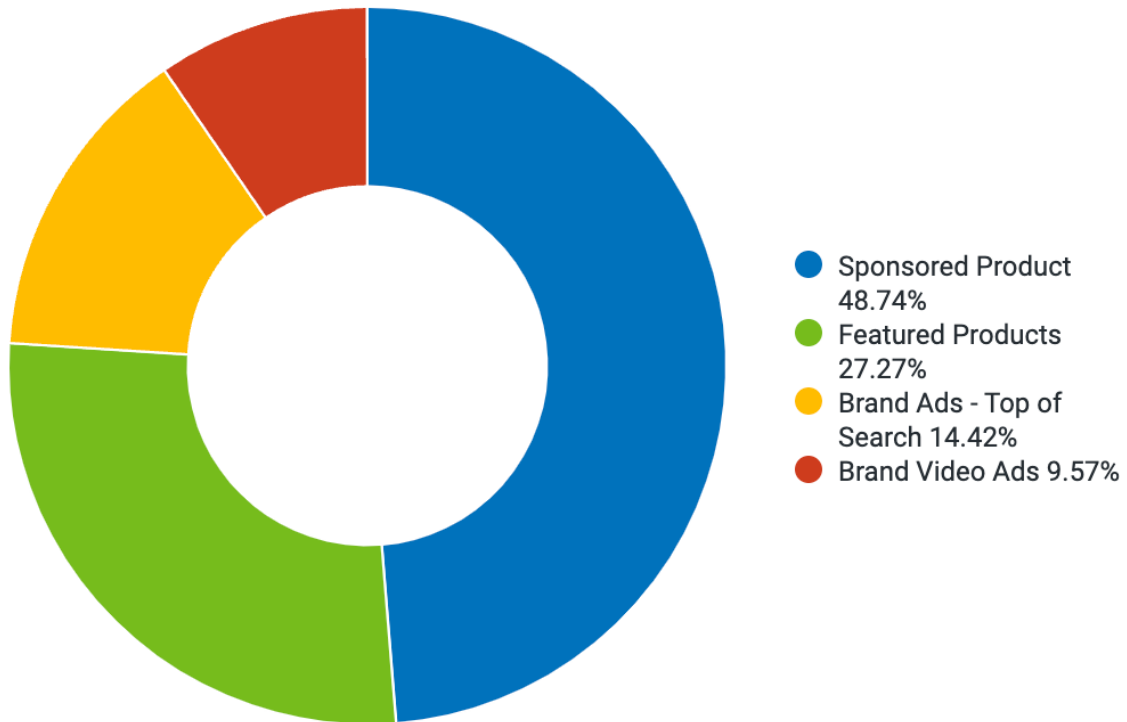


| | |
|----------------|--------|
| PAMPERS | 2.29% |
| GRACO | 1.86% |
| HUGGIES | 1.65% |
| DR. BROWN'S | 1.54% |
| DELTA CHILDREN | 1.50% |
| MUNCHKIN | 1.32% |
| DREAM ON ME | 1.15% |
| FISHER-PRICE | 0.79% |
| MOMCOZY | 0.79% |
| SAFETY 1ST | 0.75% |
| All Others | 86.35% |

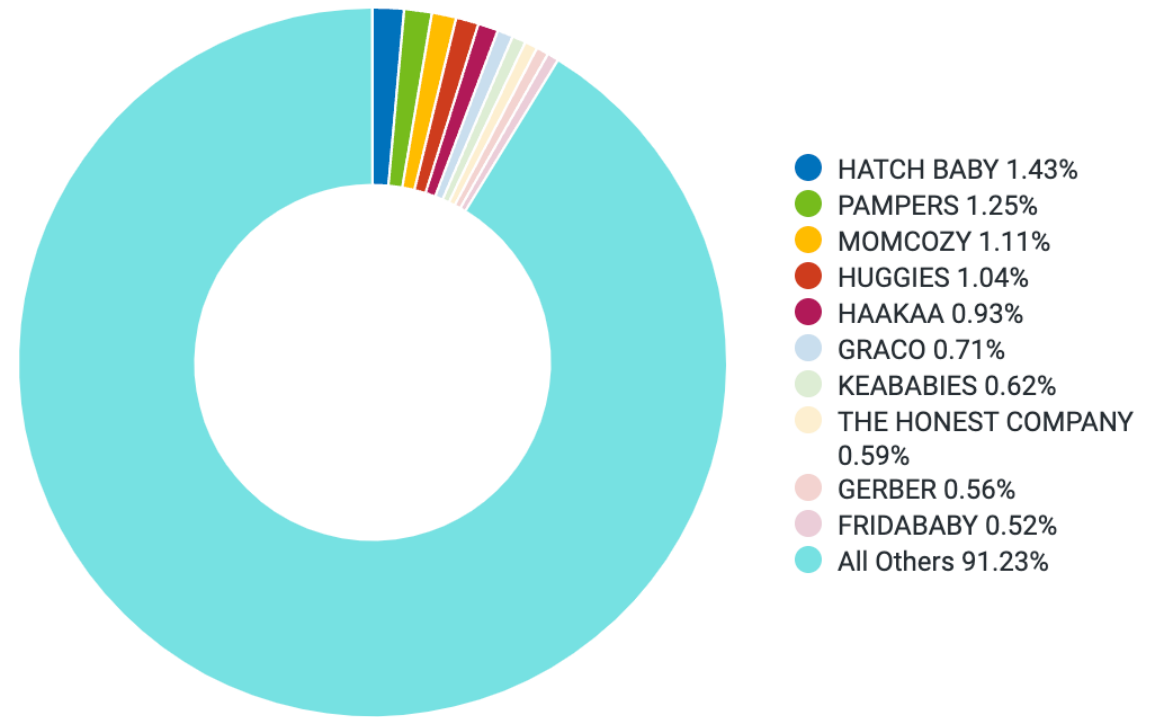
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|-----------------------|-------------------------|---------------------------|
| baby wipes ... | 357,802,570 | 1,699,593 ... |
| diaper bag ... | 195,748,932 | 1,044,108 ... |
| baby gate ... | 190,678,369 | 1,076,190 ... |
| toddler bed ... | 179,313,351 | 960,772 ... |
| pregnancy tests ... | 177,312,565 | 1,091,975 ... |
| baby swing ... | 166,959,842 | 870,212 ... |
| baby ... | 126,778,047 | 781,621 ... |
| high chair ... | 125,797,260 | 653,935 ... |
| bassinet ... | 117,697,965 | 619,703 ... |
| pregnancy pillows ... | 113,539,212 | 665,130 ... |
| diapers ... | 109,899,412 | 506,919 ... |
| baby bottles ... | 103,524,947 | 534,626 ... |
| baby carrier ... | 100,846,385 | 521,535 ... |
| baby walker ... | 97,661,487 | 633,566 ... |
| lunch box ... | 88,057,494 | 1,176,164 ... |
| baby essentials ... | 85,113,458 | 521,816 ... |
| lunch bag women ... | 81,968,157 | 1,050,143 ... |
| baby monitor ... | 81,713,959 | 908,364 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Baby – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| baby wipes ... | 10,544 | 4,194 | 4,451 | 763 | 1,136 |
| burp cloths ... | 10,470 | 4,546 | 3,748 | 812 | 1,364 |
| cloth diapers ... | 10,441 | 4,667 | 3,812 | 800 | 1,162 |
| baby food ... | 10,437 | 5,472 | 2,777 | 854 | 1,334 |
| crib sheets ... | 10,397 | 4,800 | 3,761 | 721 | 1,115 |
| bibs ... | 10,395 | 4,829 | 3,860 | 811 | 895 |
| baby food pouches ... | 10,197 | 5,274 | 2,858 | 856 | 1,209 |
| diapers ... | 10,173 | 4,336 | 4,319 | 727 | 791 |
| baby pouches ... | 10,079 | 4,770 | 3,174 | 873 | 1,262 |
| newborn diapers ... | 9,995 | 4,257 | 4,144 | 769 | 825 |
| teethers ... | 9,867 | 4,479 | 3,333 | 772 | 1,283 |
| baby ... | 9,826 | 5,348 | 2,121 | 964 | 1,393 |
| organic baby food ... | 9,761 | 4,702 | 3,087 | 761 | 1,211 |
| pull ups 3t-4t ... | 9,725 | 3,927 | 3,851 | 755 | 1,192 |
| disposable diapers ... | 9,700 | 4,002 | 4,056 | 523 | 1,119 |
| baby blankets ... | 9,680 | 4,246 | 3,669 | 673 | 1,092 |
| pull ups 4t-5t ... | 9,670 | 3,796 | 4,148 | 664 | 1,062 |
| baby food stage 1 ... | 9,653 | 4,682 | 2,920 | 797 | 1,254 |

Top-Sponsored Items



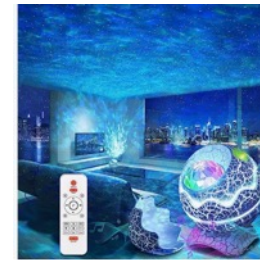
Hatch
Rest Baby Sound Machine, Night Light | 2nd Gen | Sleep Trainer, Time-to-Rise Alarm Clock, White Noise Soother, Music & Stories for Nurser...
★★★★☆ ~ 39,136



Hatch
Rest+ Baby & Kids Sound Machine | 2nd Gen | Child's Night Light, Alarm Clock, Toddler Sleep Trainer, Time-t...
★★★★☆ ~ 8,849



Hatch
Restore 1 (2020 Model)
★★★★☆ ~ 8,701



Star Projector, Galaxy Projector for Bedroom, Remote Control & White Noise Bluetooth Speaker, 14 Colors LED Night Lights for Kids Room,...
★★★★☆ ~ 8,996



Hatch
Restore 2 Sunrise Alarm Clock, Sound Machine, Smart Light (Putty) – Your Bedside Sleep Guide, White Noise, ...
Options: 3 flavors
★★★★☆ ~ 490



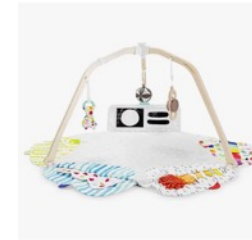
Homedics
SoundSleep White Noise Sound Machine, Silver, Small Travel Sound Machine with 6 Relaxing Nature...
+2 colors/patterns
1 Count (Pack of 1)
★★★★☆ ~ 61,389



Baby Shusher
The Original | Portable Sound Machine for Babies | Sleep Soother | Used by Pediatricians | Human Shh...
1 Count (Pack of 1)
★★★★☆ ~ 19,615



Dreamegg
White Noise Machine - Portable Sound Machine for Baby Adult, Features Powerful Battery, 21...
+5 colors/patterns
★★★★☆ ~ 4,008

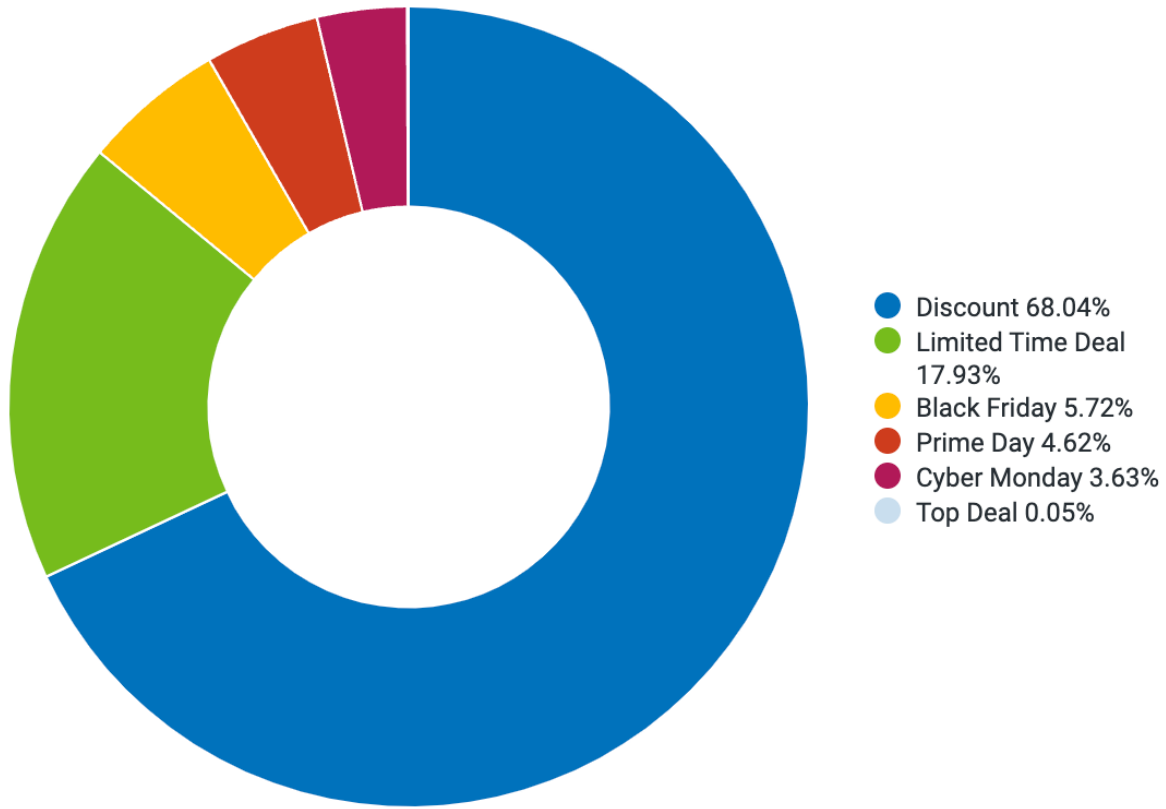


Lovevery
The Play Gym | Award Winning For Baby, Stage-Based Developmental Activity Gym & Play Mat for Baby to...
1 Count (Pack of 1)
★★★★☆ ~ 6,025

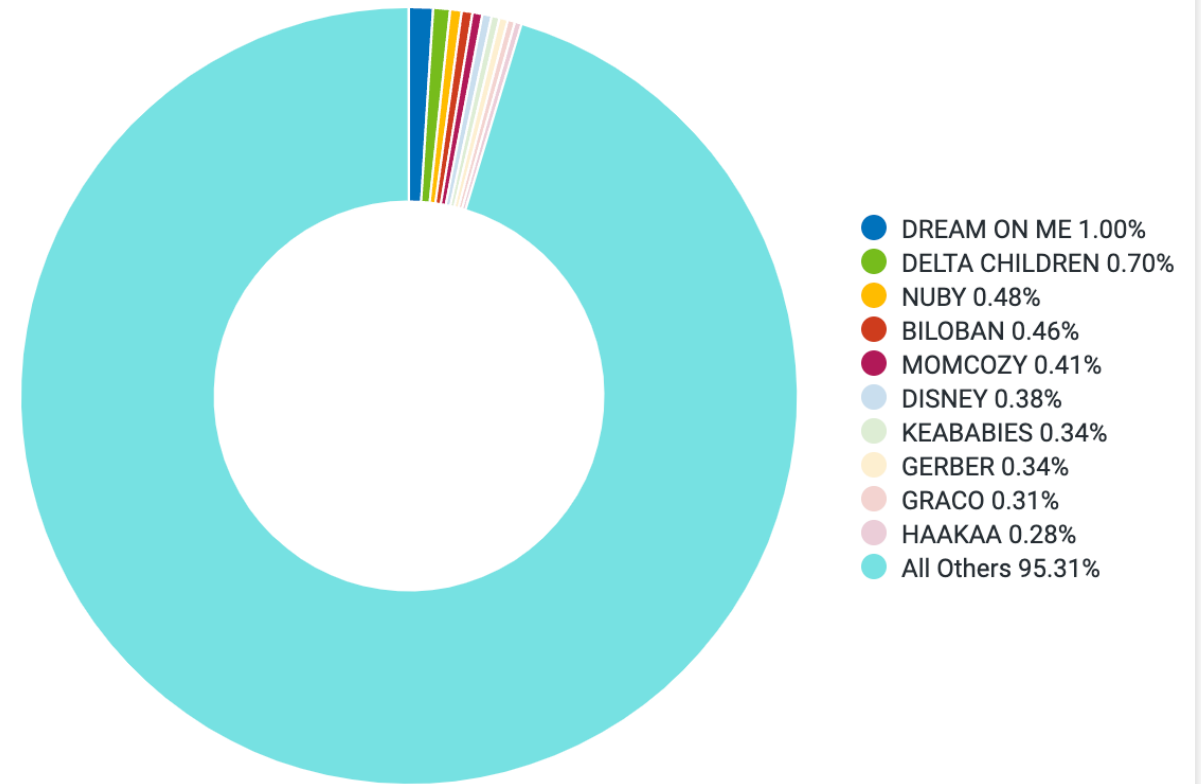


Magicteam
Sound Machine White Noise Machine with 20 Non Looping Natural Soothing Sounds Memory Function...
1 Count (Pack of 1)
★★★★☆ ~ 53,883

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales



COSRX



PAULA'S CHOICE
SKINCARE

SOL DE JANEIRO

NUTRAFOL[®]

Neutrogena[®]



MAYBELLINE
NEW YORK

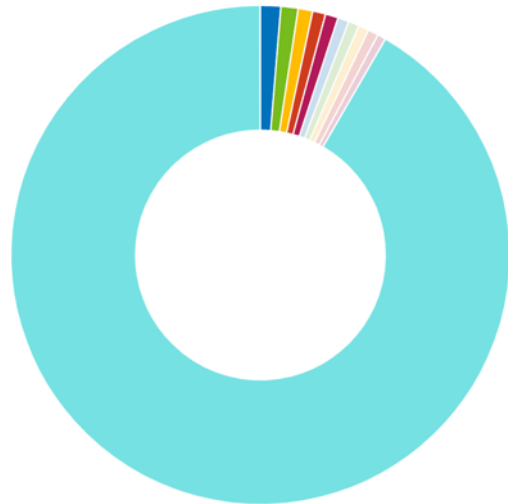


Beauty & Personal Care – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

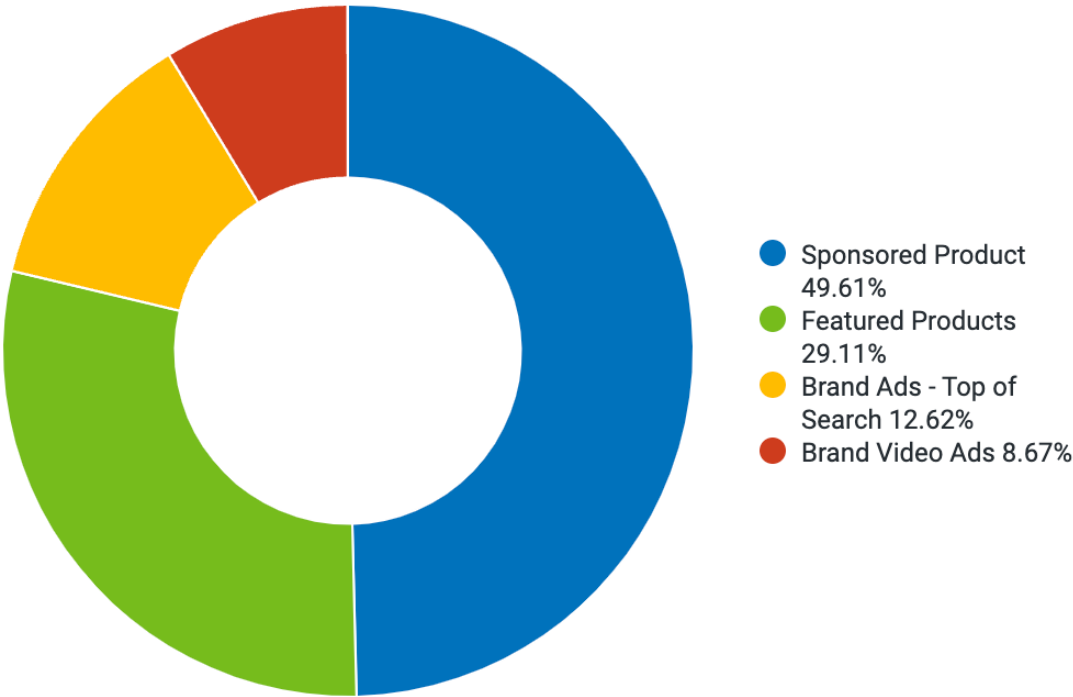


- CERAVE 1.31%
- E.L.F. 1.13%
- NEUTROGENA 0.93%
- MAYBELLINE NEW YORK 0.85%
- BEETLES GEL POLISH 0.82%
- REVLON 0.71%
- NYX PROFESSIONAL MAKEUP 0.71%
- DOVE 0.68%
- SOL DE JANEIRO 0.66%
- LA ROCHE-POSAY 0.54%
- All Others 91.66%

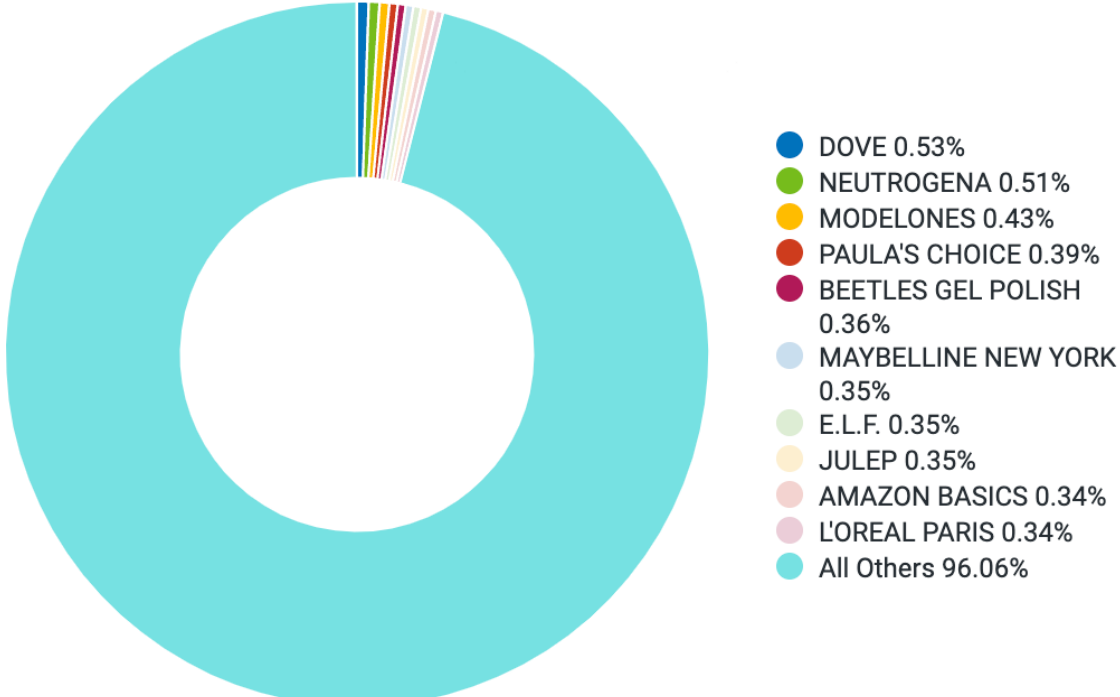
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------|-------------------------|---------------------------|
| makeup ... | 462,325,640 | 2,107,967 ... |
| press on nails ... | 356,688,923 | 1,760,825 ... |
| sol de janeiro ... | 338,810,834 | 1,796,708 ... |
| makeup bag ... | 328,941,597 | 1,804,605 ... |
| gel nail polish ... | 320,034,711 | 1,753,015 ... |
| pimple patches ... | 299,267,976 | 1,588,933 ... |
| hand soap ... | 297,779,101 | 1,384,454 ... |
| makeup brushes ... | 296,005,211 | 1,604,038 ... |
| hair clips ... | 281,944,064 | 1,491,839 ... |
| mascara ... | 280,016,645 | 1,472,893 ... |
| lip gloss ... | 278,940,132 | 1,427,304 ... |
| body wash ... | 272,061,783 | 1,313,117 ... |
| hair dryer ... | 266,978,565 | 1,467,218 ... |
| skin care ... | 256,876,862 | 1,244,844 ... |
| cerave ... | 255,213,971 | 1,390,331 ... |
| lashes ... | 248,241,238 | 1,298,136 ... |
| nail drill ... | 247,340,802 | 1,353,339 ... |
| nail polish ... | 229,346,384 | 1,185,094 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Beauty & Personal Care – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|-----------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| makeup ... | 13,811 | 6,337 | 5,312 | 1,012 | 1,150 |
| hand soap ... | 13,303 | 5,582 | 5,115 | 940 | 1,666 |
| sunscreen ... | 12,766 | 5,538 | 4,758 | 932 | 1,538 |
| body wash ... | 12,342 | 5,422 | 4,629 | 868 | 1,423 |
| hair color ... | 12,036 | 5,269 | 4,351 | 878 | 1,538 |
| skin care ... | 11,674 | 5,293 | 4,331 | 926 | 1,124 |
| hair clips ... | 11,611 | 4,897 | 4,911 | 658 | 1,145 |
| hair ties ... | 11,594 | 4,955 | 4,487 | 792 | 1,360 |
| bar soap ... | 11,589 | 4,967 | 4,738 | 865 | 1,019 |
| shampoo ... | 11,267 | 4,756 | 4,203 | 925 | 1,383 |
| nails ... | 11,265 | 5,070 | 4,038 | 844 | 1,313 |
| conditioner ... | 10,933 | 4,452 | 4,162 | 910 | 1,409 |
| hair care ... | 10,799 | 4,859 | 3,875 | 749 | 1,316 |
| nail polish ... | 10,774 | 4,822 | 3,906 | 776 | 1,270 |
| lashes ... | 10,699 | 4,468 | 4,459 | 751 | 1,021 |
| hand soap refills ... | 10,635 | 4,390 | 4,333 | 688 | 1,224 |
| lip gloss ... | 10,628 | 4,807 | 3,898 | 711 | 1,212 |
| dry shampoo ... | 10,611 | 4,610 | 3,848 | 845 | 1,308 |

Top-Sponsored Items



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



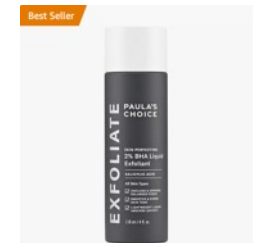
SUNUV
UV LED Nail Lamp, UV Light for Nails Dryer for Gel Nail Polish Curing Lamp with Sensor 2 Timers SUN9C Pink...
+3 colors/patterns
1 Count (Pack of 1)
★★★★☆ ~ 35,893



Electric Foot Callus Removers
Rechargeable, Portable Electronic Foot File Pedicure Tools, Electric...
+2 colors/patterns
1 Count (Pack of 1)
★★★★☆ ~ 48,369



CLEAN SKIN CLUB
Clean Towels XL, 100% USDA Biobased Dermatologist Approved Face Towel, Disposable Clinically...
Towel 50 Count (Pack of 1)
★★★★☆ ~ 16,996



Paula's Choice
SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant--Facial Exfoliant for Blackheads, Enlarged...
Unscented 4 Fl Oz (Pack of 1)
★★★★☆ ~ 92,343



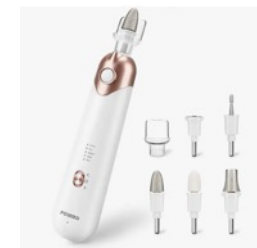
SUNUV
SUN2C 48W UV Light for Nails, UV LED Nail Lamp with 4 Timer Settings, User-Friendly LED Nail Light...
★★★★☆ ~ 23,350



TruSkin Vitamin C Face Serum – Anti Aging Face & Eye Serum with Vitamin C, Hyaluronic Acid, Vitamin E –...
1 Fl Oz (Pack of 1)
★★★★☆ ~ 140,924



UV LED Nail Lamp, SUNUV Gel Nail Light for Nail Polish 48W UV Dryer with 3 Timers SUNOne
+2 colors/patterns
1 Count (Pack of 1)
★★★★☆ ~ 47,031

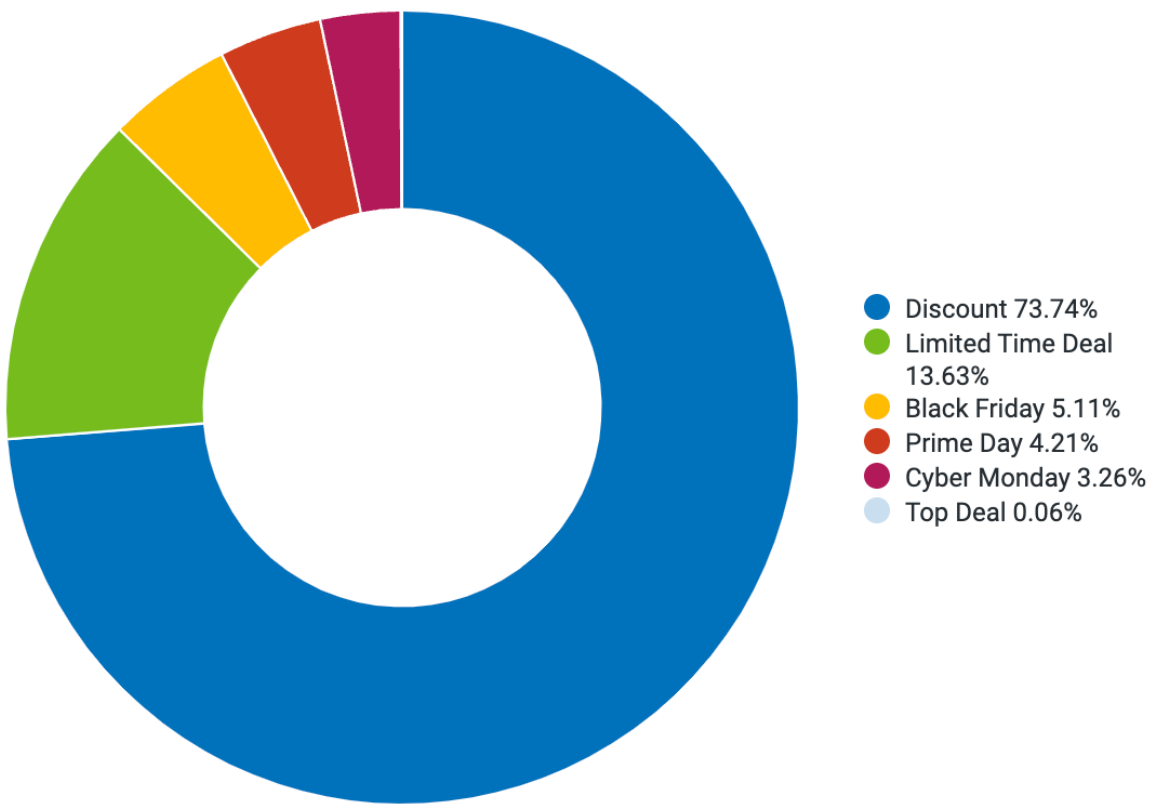


**Professional Manicure Pedicure Kit, Electric Nail File Set, Cordless Electric Nail Drill Machine, 5 Speeds Hand...
+2 colors/patterns
9 Piece Set
★★★★☆ ~ 8,157**

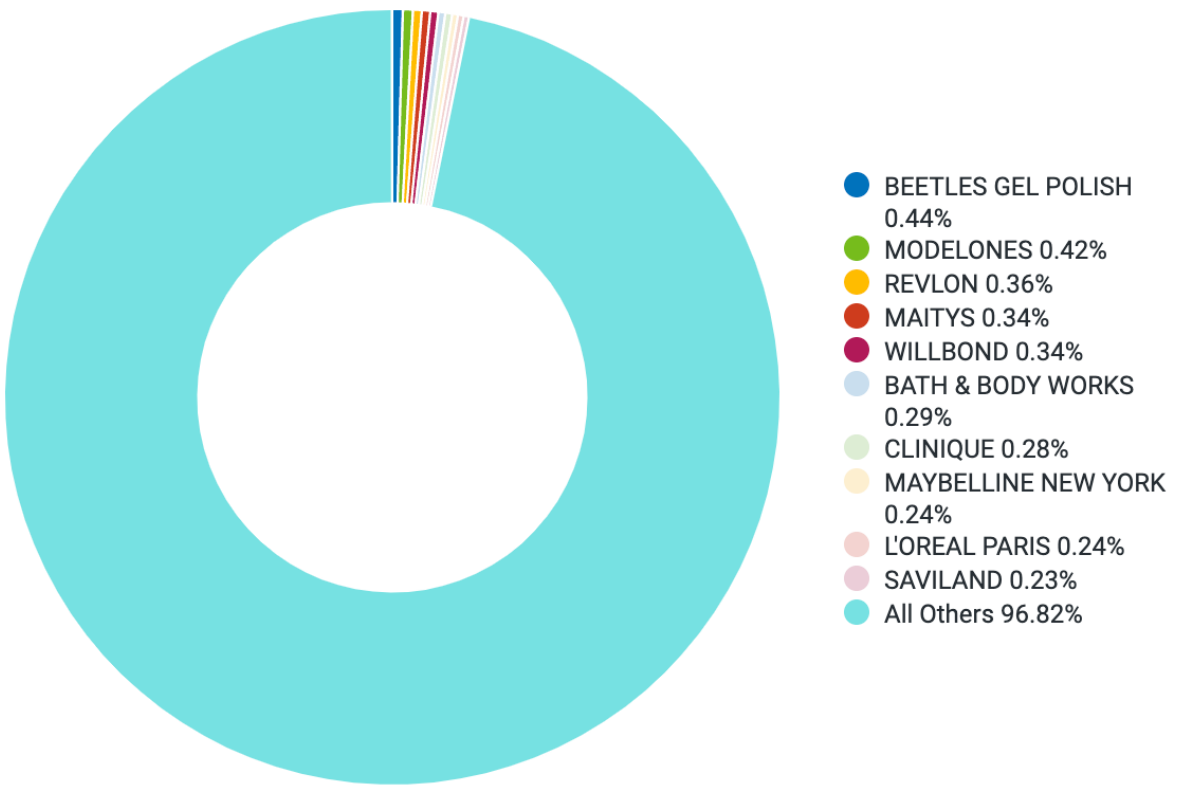


Colgate
Optic White Overnight Teeth Whitening Pen, Teeth Stain Remover to Whiten Teeth, 35 Nightly...
Gel
★★★★☆ ~ 54,385

Badge Breakdown by Type



Top-Promoted Brands



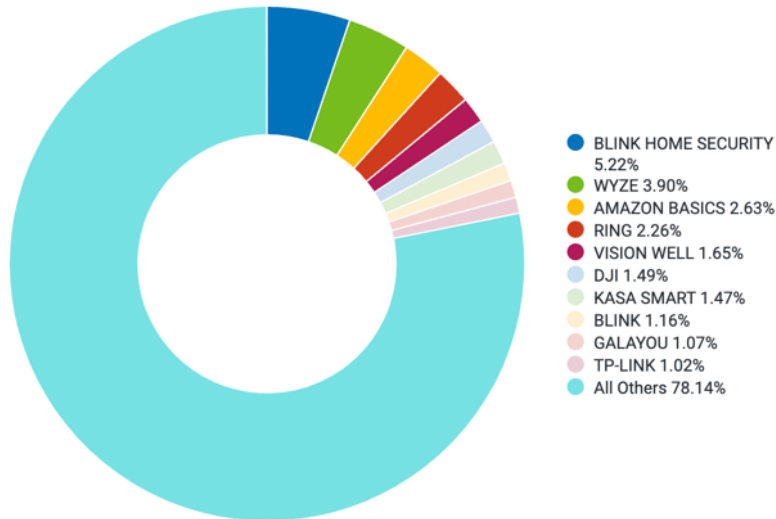
Top Brands by Share of Sales



Camera & Photo – Amazon Annual Recap

Organic Search Visibility

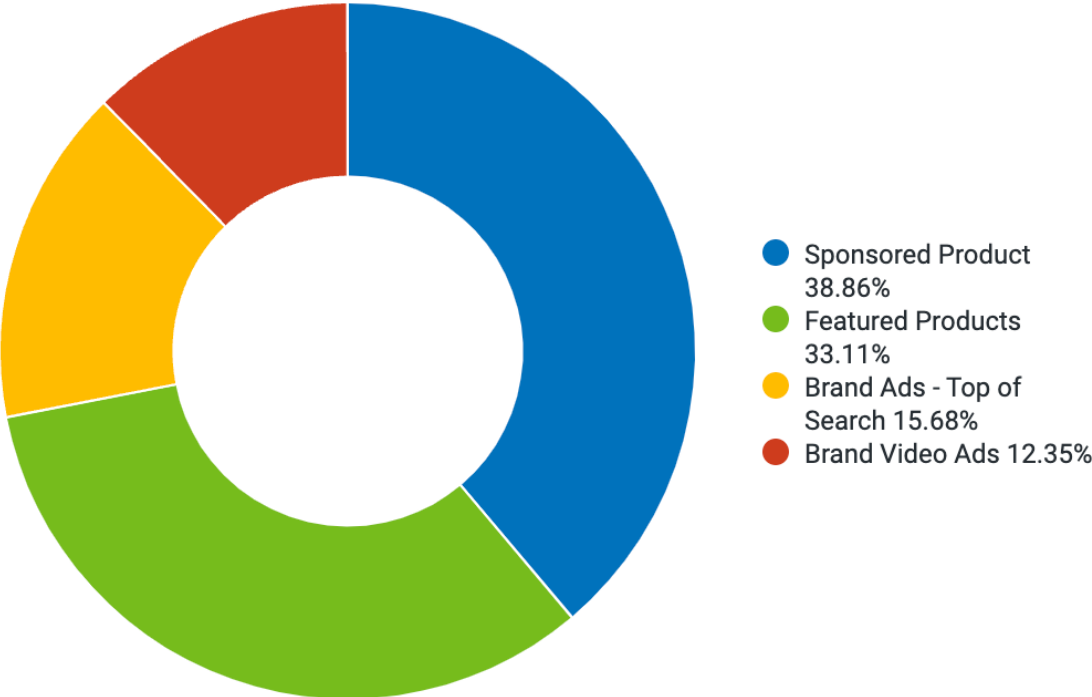
Most-Visible Brands



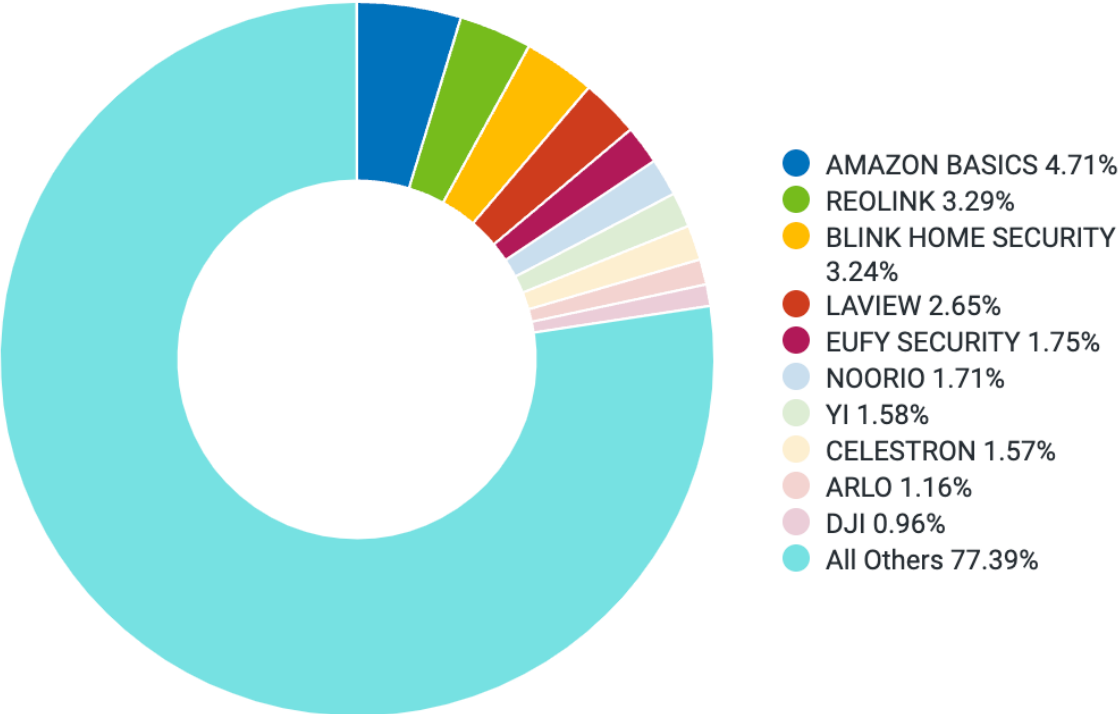
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------------------|-------------------------|---------------------------|
| security cameras wireless outdoor ... | 55,852,387 | 649,077 ... |
| hidden camera ... | 51,812,416 | 574,044 ... |
| blink outdoor camera ... | 51,476,174 | 1,338,686 ... |
| telescope ... | 38,016,112 | 439,340 ... |
| cameras for home security ... | 37,597,529 | 423,204 ... |
| spy camera ... | 34,630,789 | 351,327 ... |
| ring light ... | 32,460,573 | 961,216 ... |
| wyze camera ... | 28,994,734 | 373,321 ... |
| baby monitor ... | 26,682,792 | 908,364 ... |
| ring doorbell ... | 24,423,603 | 2,258,704 ... |
| ring camera ... | 24,328,046 | 1,661,238 ... |
| blink ... | 23,904,471 | 717,947 ... |
| security camera ... | 22,505,725 | 254,658 ... |
| binoculars ... | 22,104,417 | 233,790 ... |
| ring camera outdoor wireless ... | 21,784,172 | 884,903 ... |
| micro sd card ... | 19,409,529 | 1,025,890 ... |
| hdmi cables ... | 19,315,043 | 835,240 ... |
| eufy security camera ... | 16,553,341 | 191,674 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Camera & Photo – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|---------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| nikon binoculars ... | 6,475 | 1,778 | 3,571 | 618 | 508 |
| nikon lens ... | 6,396 | 1,721 | 3,413 | 433 | 829 |
| canon lens ... | 5,903 | 1,719 | 2,729 | 495 | 960 |
| gopro chest mount ... | 5,753 | 1,625 | 3,251 | 578 | 299 |
| camera bags ... | 5,692 | 1,723 | 2,612 | 570 | 787 |
| telescope for kids ... | 5,681 | 2,751 | 1,555 | 392 | 983 |
| canon lenses ... | 5,634 | 1,751 | 2,343 | 597 | 943 |
| canon rf lens ... | 5,618 | 1,724 | 2,421 | 517 | 956 |
| sony e mount lens ... | 5,588 | 1,742 | 2,428 | 564 | 854 |
| telescopio para niños ... | 5,534 | 2,937 | 1,426 | 328 | 843 |
| small camera bag ... | 5,506 | 1,714 | 2,531 | 563 | 698 |
| eufy camera ... | 5,503 | 1,478 | 2,656 | 454 | 915 |
| sony lens ... | 5,481 | 1,759 | 2,312 | 553 | 857 |
| camera bag ... | 5,447 | 1,815 | 2,354 | 576 | 702 |
| reolink camera ... | 5,376 | 1,330 | 2,894 | 481 | 671 |
| arlo batteries ... | 5,341 | 1,674 | 2,130 | 605 | 932 |
| kids telescope ... | 5,337 | 2,545 | 1,432 | 396 | 964 |
| v mount battery ... | 5,308 | 1,745 | 2,066 | 541 | 956 |

Top-Sponsored Items



Amazon Basics
 Portable Foldable Photo Studio Box with LED Light, 1 Count (Pack of 1), Black, 25 x 30 x 25 Inches
 ★★★★★ ~ 3,983



Blink
 Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works with...
 ★★★★★ ~ 271,919



Noorio
 B210 Outdoor Security Camera with 2K Resolution, Wireless Home Security Camera Battery Powered, Color Night Vision with Spotlight,...
 ★★★★★ ~ 3,644



Noorio
 B200 Security Camera Wireless Outdoor, 1080p Home Security Camera, Wire-Free Battery Powered WiFi Camera, Color Night Vision, AI...
 ★★★★★ ~ 3,644



[+1 color/pattern](#)
4MP Bulb Security Camera
 2.4GHz, 360° 2K Security Cameras Wireless Outdoor Indoor Full Color Day and Night, Motion Detection,...
 ★★★★★ ~ 9,841



[+1 color/pattern](#)
4MP Bulb Security Camera
 2.4GHz, 360° 2K Security Cameras Wireless Outdoor Indoor Full Color Day and Night, Motion Detection,...
 ★★★★★ ~ 4,410



A3 Light Pad, TOHETO Wireless
 Battery Powered Light Box 3 Colors Stepless Dimmable and 6 Levels of Brightness Light Board for Tracing,...
 ★★★★★ ~ 1,344



[+2 colors/patterns](#)
blurams
 Security Camera, 2K Indoor Camera 360° Pet Camera for Home Security w/Motion Tracking, Phone App, 2-Way Audio, IR Night Vision, Siren,...
 ★★★★★ ~ 26,493

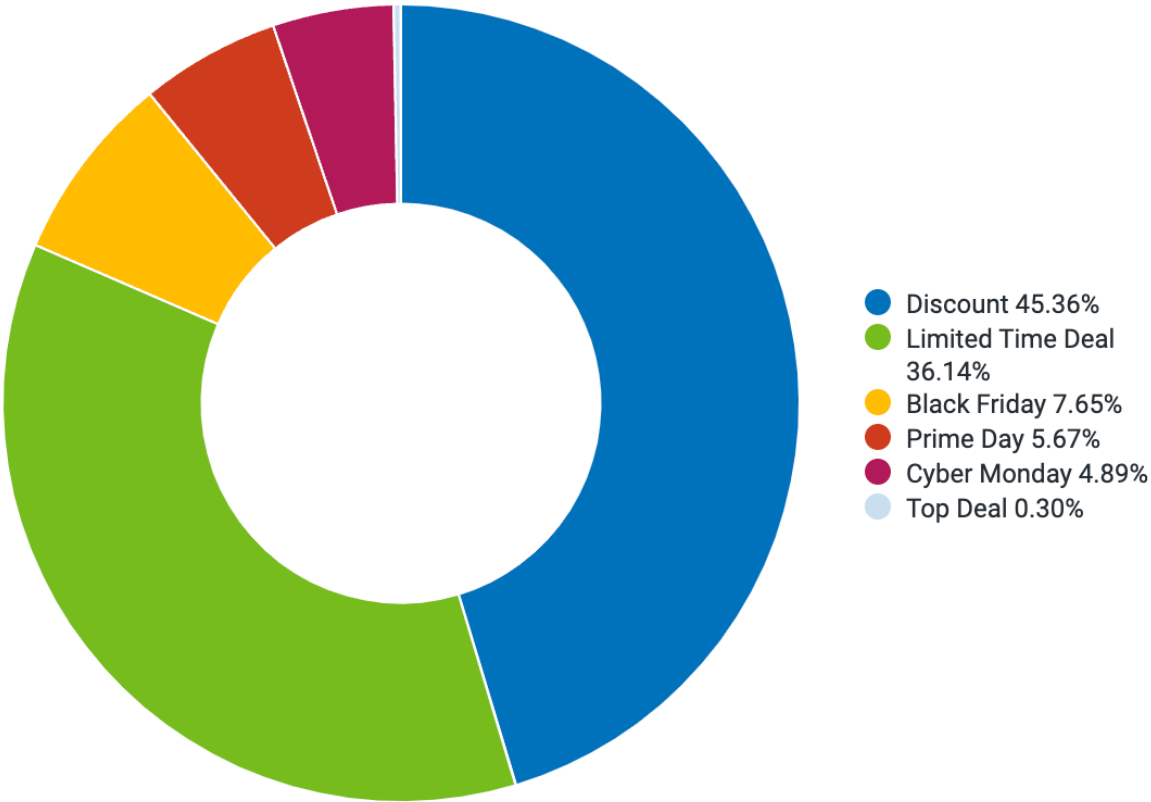


[+1 color/pattern](#)
REOLINK
 Indoor Security Camera, 2.4/5 GHz Wi-Fi, E1 Pro 4MP HD Plug-in Pet Camera, 360 Degree Baby/Pet Monitor with Auto Tracking,...
 ★★★★★ ~ 9,563

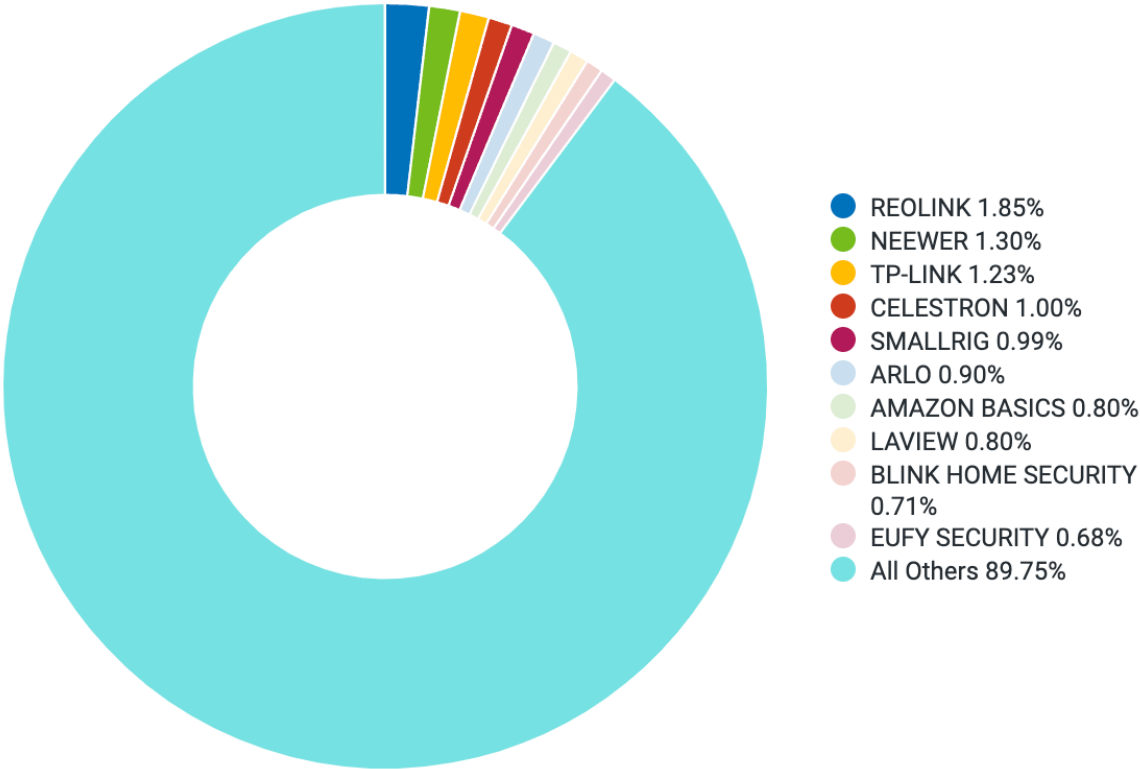


SENSEYNE
 62" Phone Tripod & Selfie Stick, Extendable Cell Phone Tripod Stand with Wireless Remote and iPhone Holder, Compatible with iPhone...
 ★★★★★ ~ 21,358

Badge Breakdown by Type



Top-Promoted Brands



Clothing, Shoes & Jewelry – Amazon Annual Recap

Sales Performance



Top Brands by Share of Sales

crocsTM



hey
dude

amazon essentials

GILDAN[®]

SHAPERX



THE GYM PEOPLE[®]

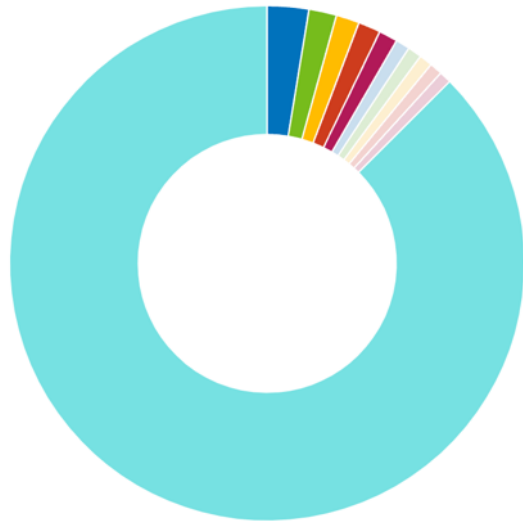


Clothing, Shoes & Jewelry– Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands



- NIKE 2.61%
- CROCS 1.72%
- AMAZON ESSENTIALS 1.47%
- ADIDAS 1.40%
- HANES 1.17%
- SKECHERS 0.90%
- PRETTYGARDEN 0.88%
- CARHARTT 0.83%
- UNDER ARMOUR 0.78%
- NEW BALANCE 0.77%
- All Others 87.46%

Most Visible Keywords

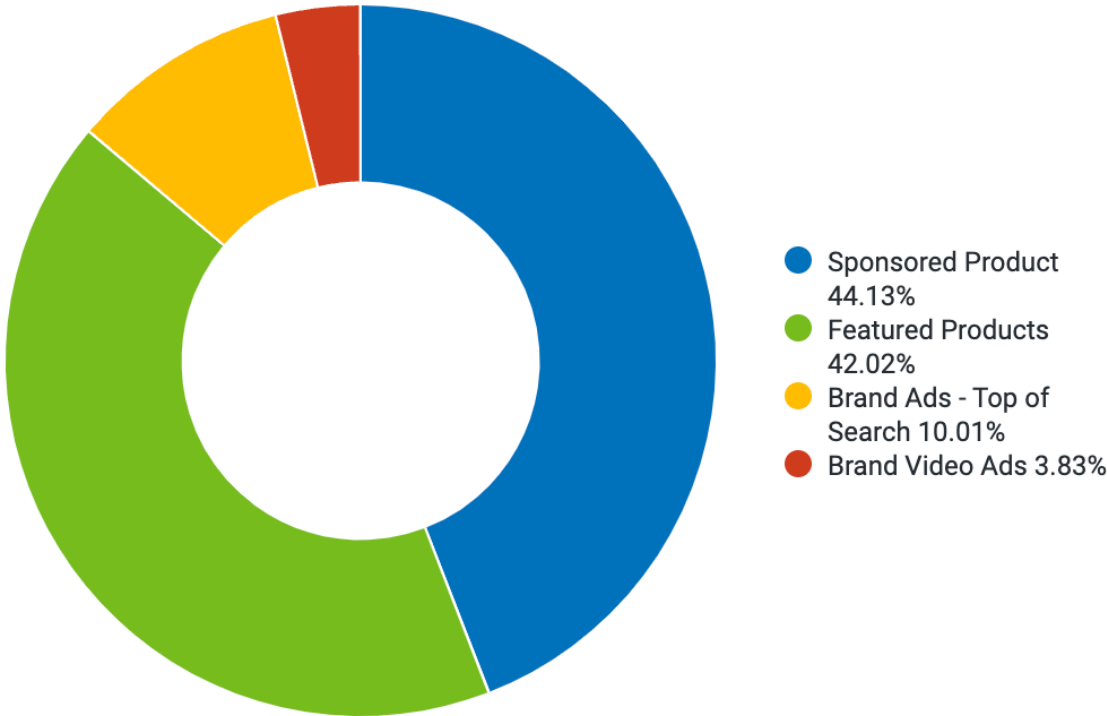
| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------------|-------------------------|---------------------------|
| crocs ... | 552,382,811 | 2,907,481 ... |
| crocs womens ... | 365,514,150 | 2,005,744 ... |
| crocs mens ... | 300,992,064 | 1,663,194 ... |
| luggage ... | 300,554,256 | 1,734,653 ... |
| hey dudes for men ... | 288,670,158 | 1,612,690 ... |
| nike socks ... | 284,611,566 | 1,665,349 ... |
| compression socks for women ... | 242,856,747 | 1,605,124 ... |
| dresses ... | 238,708,957 | 1,299,843 ... |
| womens tops ... | 236,903,903 | 1,366,343 ... |
| packing cubes ... | 230,432,447 | 1,366,113 ... |
| hey dudes women ... | 228,235,148 | 1,157,805 ... |
| dresses for women 2023 ... | 227,817,669 | 1,276,297 ... |
| sports bras for women ... | 211,376,632 | 1,244,556 ... |
| wallet for men ... | 210,515,957 | 1,212,147 ... |
| nike ... | 208,602,954 | 1,084,145 ... |
| ugg slippers women ... | 208,508,273 | 1,035,184 ... |
| makeup bag ... | 208,178,808 | 1,804,605 ... |
| nike shoes men ... | 207,777,197 | 1,076,384 ... |

Clothing, Shoes & Jewelry – Amazon Annual Recap

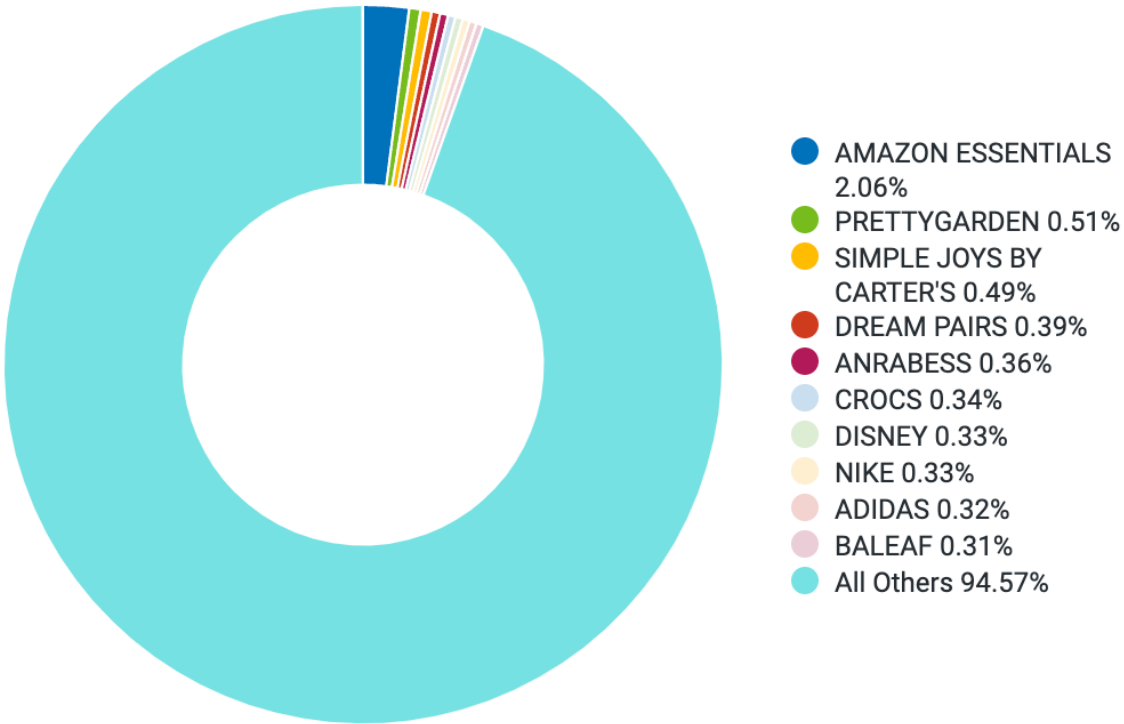
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Clothing, Shoes & Jewelry– Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | < | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|----------------------------------|----------------------------|---|----------------------|----------------------|----------------------|---------------------------|
| | Total Sponsorship Activity | ▼ | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| aviator sunglasses for women ... | 14,098 | | 5,367 | 6,838 | 511 | 1,382 |
| sunglasses men ... | 13,772 | | 5,160 | 7,162 | 321 | 1,129 |
| sunglasses for men ... | 13,482 | | 5,060 | 6,957 | 340 | 1,125 |
| aviator sunglasses for men ... | 13,015 | | 5,101 | 6,506 | 446 | 962 |
| sunglasses ... | 12,641 | | 5,196 | 6,223 | 104 | 1,118 |
| underwear ... | 12,463 | | 4,862 | 6,046 | 294 | 1,261 |
| duffel bags ... | 11,356 | | 4,317 | 5,716 | 284 | 1,039 |
| socks ... | 11,117 | | 4,654 | 5,145 | 141 | 1,177 |
| womens blouse ... | 10,683 | | 3,826 | 5,675 | 222 | 960 |
| mens earrings ... | 10,667 | | 3,700 | 5,818 | 188 | 961 |
| earrings for girls ... | 10,630 | | 3,714 | 5,859 | 195 | 862 |
| womens tops casual ... | 10,618 | | 3,758 | 5,624 | 227 | 1,009 |
| cocktail dress ... | 10,605 | | 3,767 | 5,697 | 192 | 949 |
| gold earrings ... | 10,601 | | 3,651 | 5,805 | 216 | 929 |
| womens crossbody purse ... | 10,600 | | 3,843 | 5,785 | 205 | 767 |
| small purse ... | 10,591 | | 3,763 | 5,774 | 191 | 863 |
| trendy earrings ... | 10,589 | | 3,552 | 5,948 | 177 | 912 |
| gold earrings for women ... | 10,585 | | 3,603 | 5,888 | 227 | 867 |

Top-Sponsored Items



Hidepoo
Valentines Day Gifts - Unicorn Gifts for Girls 14K Gold/White Gold/Rose Gold Plated Colorful CZ Heart Unicorn Necklaces for Girls Jewelry...



TRAVANDO
Mens Slim Wallet with Money Clip AUSTIN RFID Blocking Bifold Credit Card Holder for Men with Gift Box



Fearless Tape
Double Sided Tape
50 Count (Pack of 1)



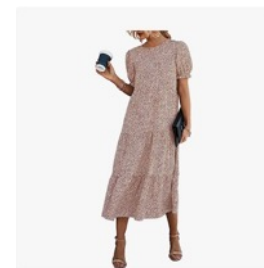
Custom Baseball Cap with Your Text, Personalized Adjustable Trucker Caps Casual Sun Peak Hat for Gifts



Amazon Basics
Carry-On Travel Backpack - Black



Nippies
Nipple Cover - Sticky Adhesive Silicone Nipple Pasties - Reusable Pasty Nipple Covers for Women with Travel Box



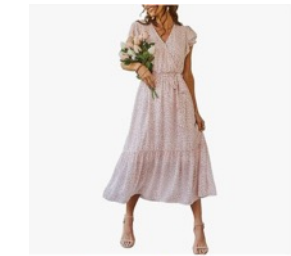
PRETTYGARDEN
Women's Summer Casual Boho Dress Floral Print Ruffle Puff Sleeve High Waist Midi Beach Dresses



CHAOREN
Leather Ratchet Belt Men - Customizable Fit, Effortless Style (35mm)

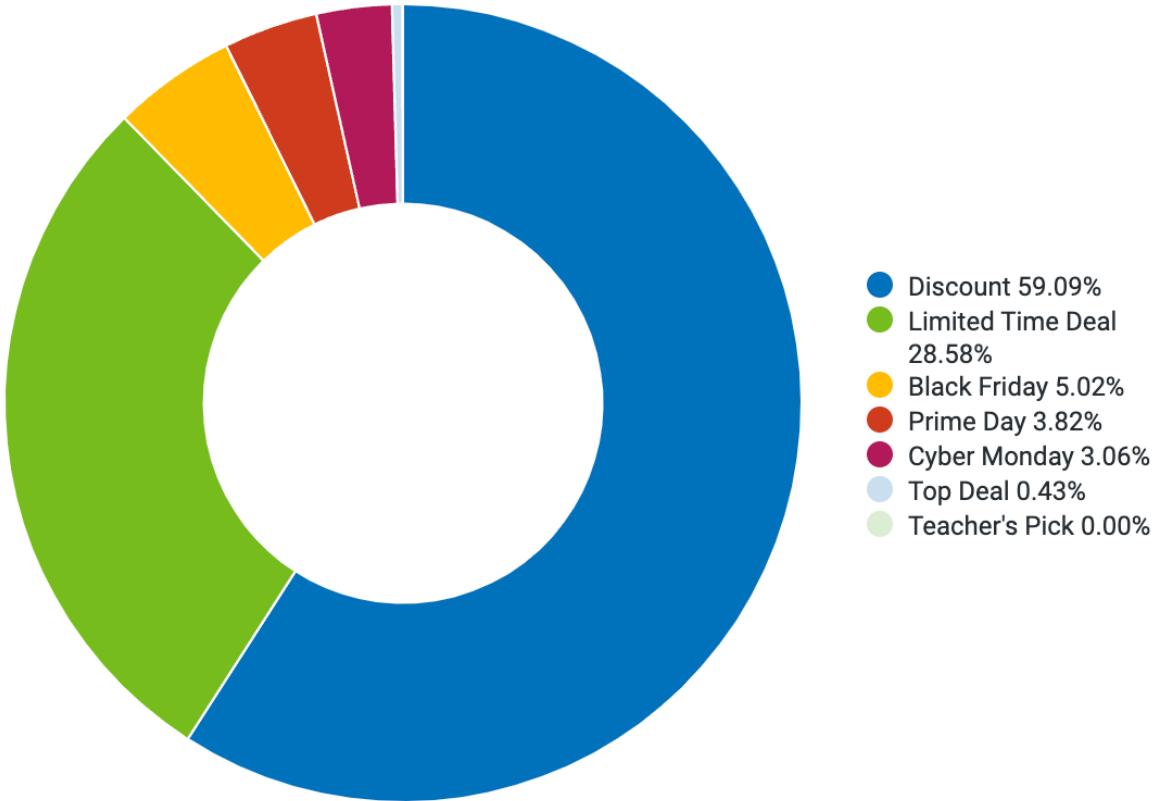


Badtz-Maru It's My Birthday T-Shirt

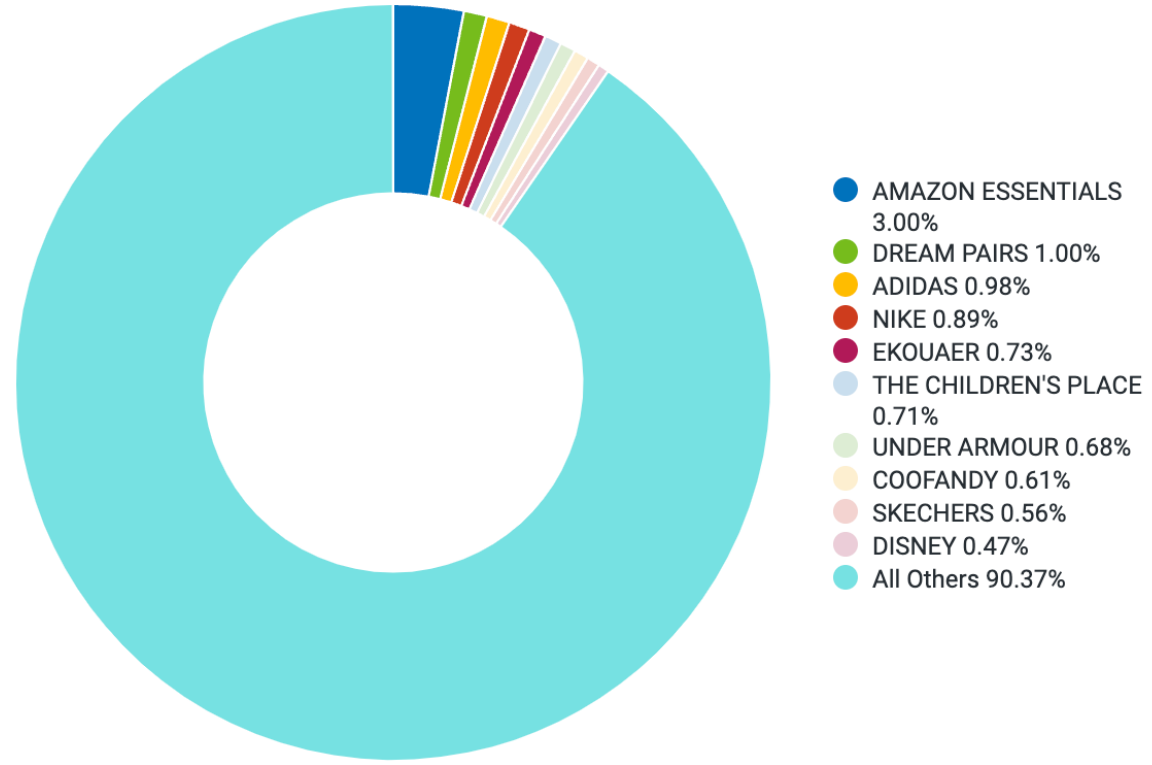


PRETTYGARDEN
Women's 2024 Floral Boho Dress Wrap V Neck Short Sleeve Belted Ruffle Hem A-Line Flowy Maxi Dresses

Badge Breakdown by Type



Top-Promoted Brands



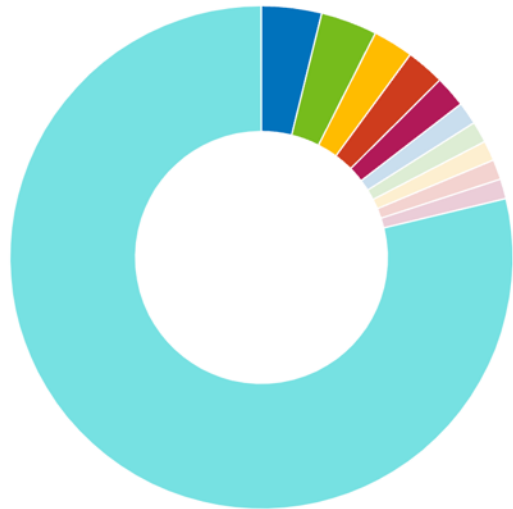
Top Brands by Share of Sales



Computers & Accessories – Amazon Annual Recap

Organic Search Visibility

Most-Visible Brands

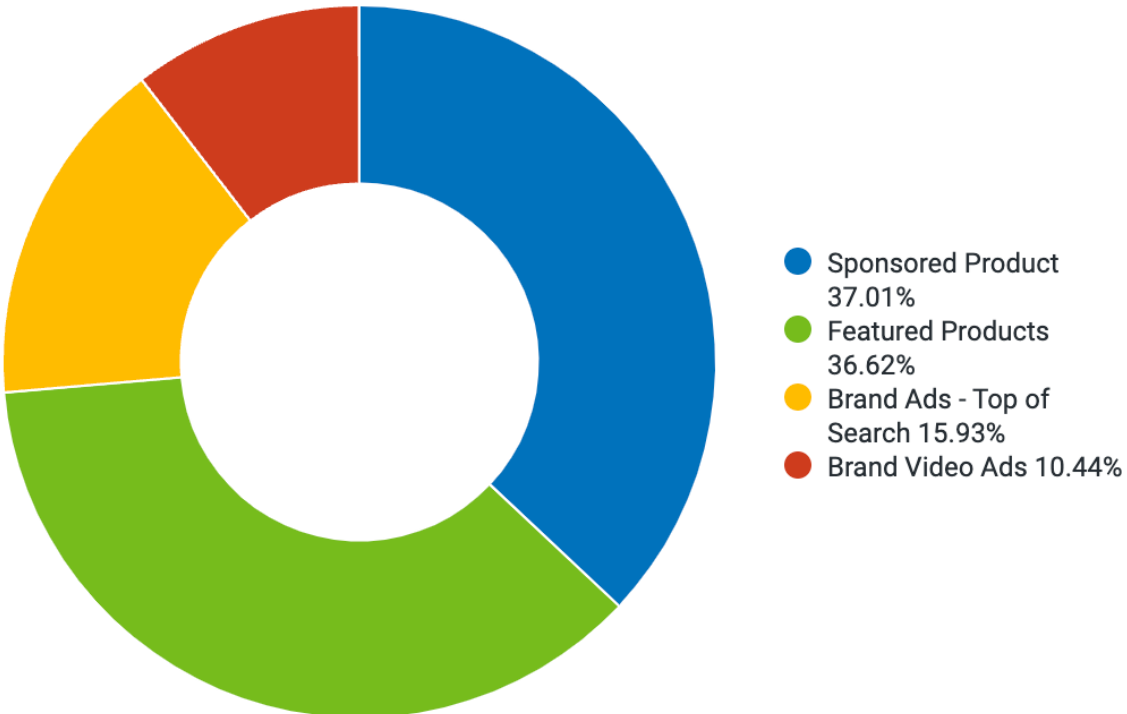


| | |
|---------------|--------|
| AMAZON | 3.87% |
| APPLE | 3.63% |
| HP | 2.59% |
| LOGITECH | 2.46% |
| ASUS | 2.02% |
| SANDISK | 1.45% |
| DELL | 1.37% |
| LENOVO | 1.30% |
| AMAZON BASICS | 1.29% |
| SAMSUNG | 1.27% |
| All Others | 78.75% |

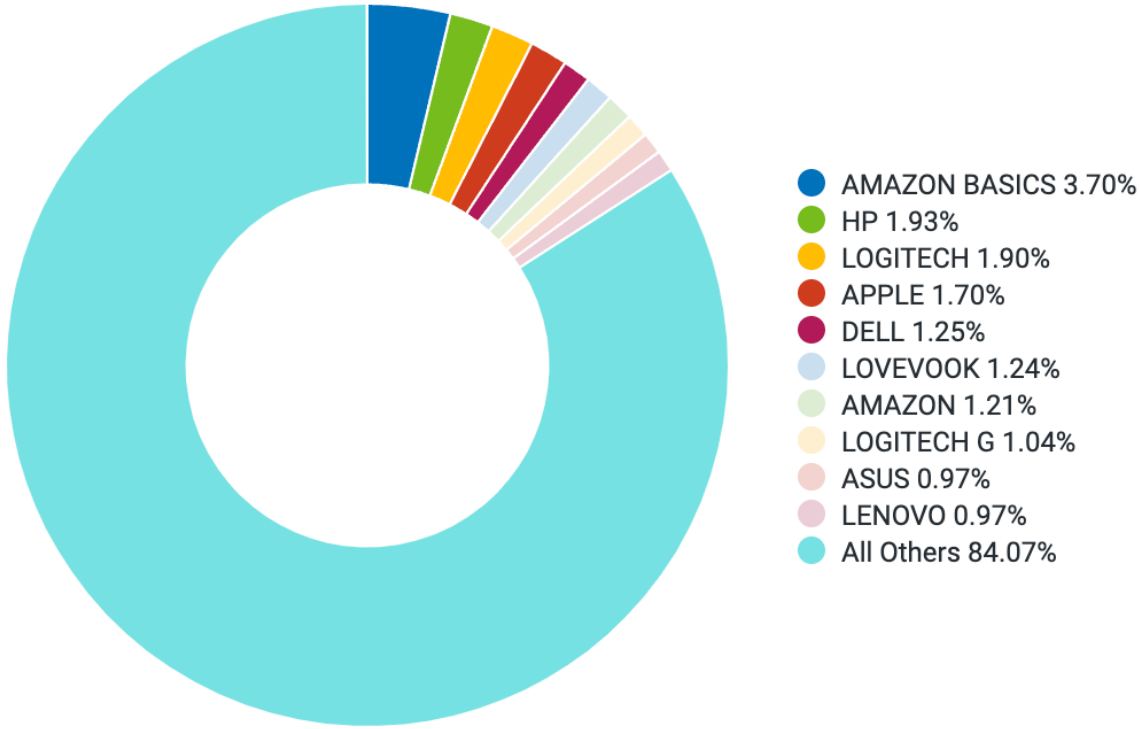
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|-------------------------------|-------------------------|---------------------------|
| laptop ... | 245,508,294 | 2,652,880 ... |
| mouse pad ... | 191,516,610 | 1,835,659 ... |
| iphone charger ... | 170,984,401 | 2,492,015 ... |
| gaming pc ... | 158,709,884 | 1,679,299 ... |
| wireless mouse ... | 139,901,927 | 1,539,516 ... |
| macbook ... | 133,003,846 | 1,372,821 ... |
| gaming laptop ... | 130,811,985 | 1,386,730 ... |
| laptop computer ... | 121,523,705 | 1,302,231 ... |
| ipad 9th generation case ... | 110,889,378 | 1,265,318 ... |
| mouse ... | 110,149,391 | 1,205,417 ... |
| pc ... | 105,096,289 | 1,109,399 ... |
| stickers ... | 104,015,688 | 1,106,561 ... |
| keyboard ... | 102,623,032 | 1,299,405 ... |
| ipad 10th generation case ... | 95,684,662 | 1,022,272 ... |
| micro sd card ... | 90,354,841 | 1,025,890 ... |
| laptop stand ... | 89,447,471 | 981,982 ... |
| gaming mouse ... | 87,086,830 | 1,083,401 ... |
| backpack ... | 85,262,587 | 1,403,287 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Computers & Accessories – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|--------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| acer aspire 5 ... | 7,719 | 1,756 | 4,625 | 370 | 968 |
| acer laptop ... | 7,648 | 1,750 | 4,605 | 460 | 833 |
| acer aspire ... | 7,496 | 1,709 | 4,426 | 395 | 966 |
| laptop lenovo ... | 7,423 | 1,755 | 4,673 | 415 | 580 |
| netgear ... | 7,314 | 1,760 | 4,300 | 307 | 947 |
| laptop apple ... | 7,298 | 1,676 | 4,980 | ∅ | 642 |
| lenovo laptop ... | 7,243 | 1,786 | 4,512 | 438 | 507 |
| asus zenbook ... | 7,242 | 1,791 | 4,231 | 409 | 811 |
| laptop asus ... | 7,232 | 1,674 | 4,374 | 487 | 697 |
| lenovo ideapad ... | 7,195 | 1,717 | 4,522 | 401 | 555 |
| laptop acer ... | 7,189 | 1,620 | 4,463 | 437 | 669 |
| acer nitro 5 ... | 7,144 | 1,691 | 4,116 | 468 | 869 |
| acer ... | 7,130 | 1,672 | 4,240 | 393 | 825 |
| acer gaming laptop ... | 7,015 | 1,742 | 4,081 | 526 | 666 |
| asus gaming laptop ... | 6,965 | 1,821 | 3,978 | 521 | 645 |
| asus chromebook ... | 6,873 | 1,604 | 4,257 | 349 | 663 |
| acer chromebook ... | 6,865 | 1,363 | 4,455 | 376 | 671 |
| wacom drawing tablet ... | 6,856 | 1,798 | 3,606 | 592 | 860 |

Top-Sponsored Items



+8 colors/patterns

ORSEN
Colorful 8.5 Inch LCD Writing Tablet for Kids, Electronic Sketch Drawing Pad Doodle Board, Toddler Travel Learning Educational Toys Activity...
★★★★☆ ~ 11,246



+3 colors/patterns

ORSEN
10 Inch LCD Doodle Board Writing Tablet for Kids - Colorful Drawing Pad and Educational Toy Gift for 3-6 Year Old Boys and Girls
★★★★☆ ~ 11,306



+10 colors/patterns

Durdord
iPhone Charger, [MFI Certified] 3Pack 10FT USB A Cable for Long Lightning Charger Cable, Fast iPhone Charging Cord for iPhone Xs...
★★★★☆ ~ 36,568



+28 colors/patterns

MATEIN
Travel Laptop Backpack, Business Anti Theft Slim Durable Laptops Backpack with USB Charging Port, Water Resistant College School...
Options: 4 sizes
★★★★☆ ~ 92,171



Alienware
Aurora R14 Liquid Cooled Gaming Desktop - AMD Ryzen 9 5900, 32GB 3466MHz RAM, 1TB SSD + 2TB HDD, NVIDIA GeForce RTX 3080 10GB...
★★★★☆ ~ 678



+5 colors/patterns

TEKFUN
LCD Writing Tablet Doodle Board, 10inch Colorful Drawing Tablet Writing Pad, Girls Gifts Toys for 3 4 5 6 7 Year Old Girls Boys (Blue)
★★★★☆ ~ 21,187

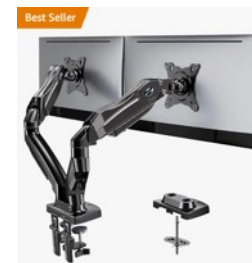


+3 colors/patterns

TEKFUN
Kids Toys, 10in 2 Pack LCD Writing Tablet Coloring Doodle Drawing Board Magic Sketch Pad for Kids with Stylus, Car Trip Educational Toys...
★★★★☆ ~ 1,235



Amazon Basics
Laptop Backpack Fits Up to 17-Inch Laptops, Black
★★★★☆ ~ 17,260



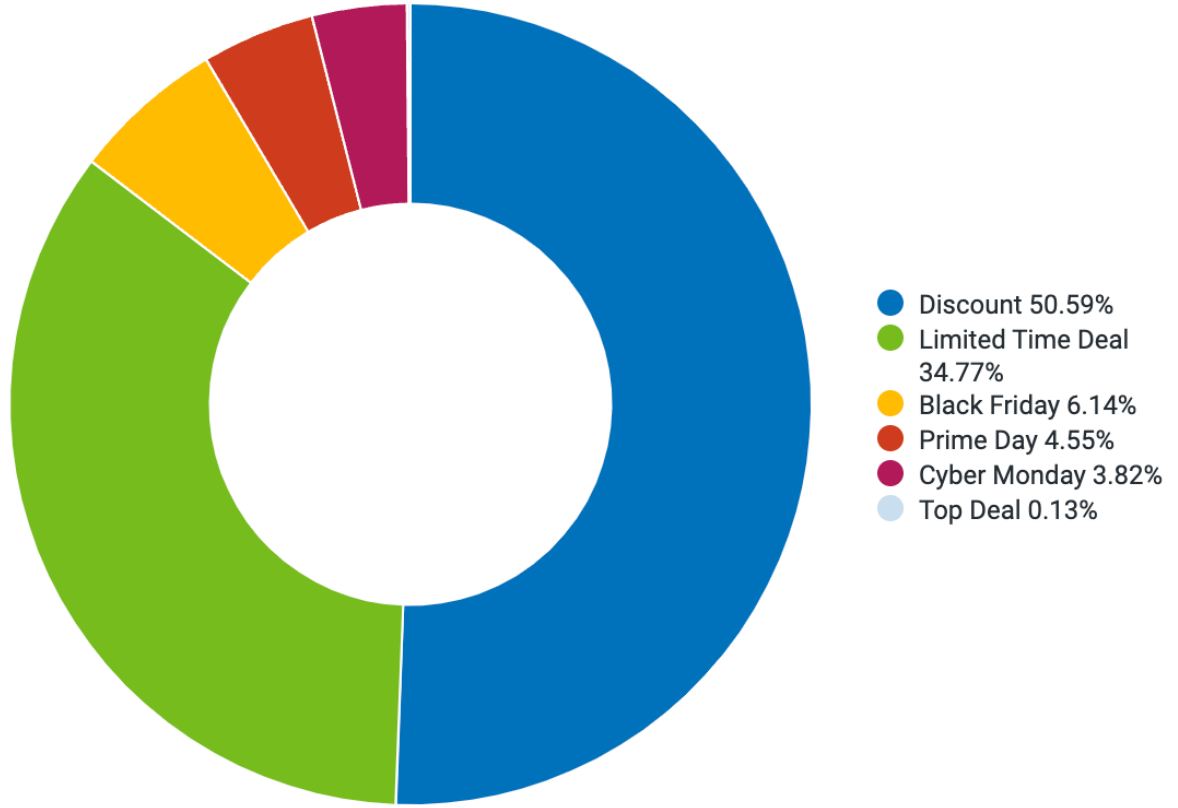
HUANUO
Dual Monitor Stand - Adjustable Spring Monitor Desk Mount Swivel Vesa Bracket with C Clamp, Grommet Mounting Base for 13 to 27 Inch...
★★★★☆ ~ 24,174



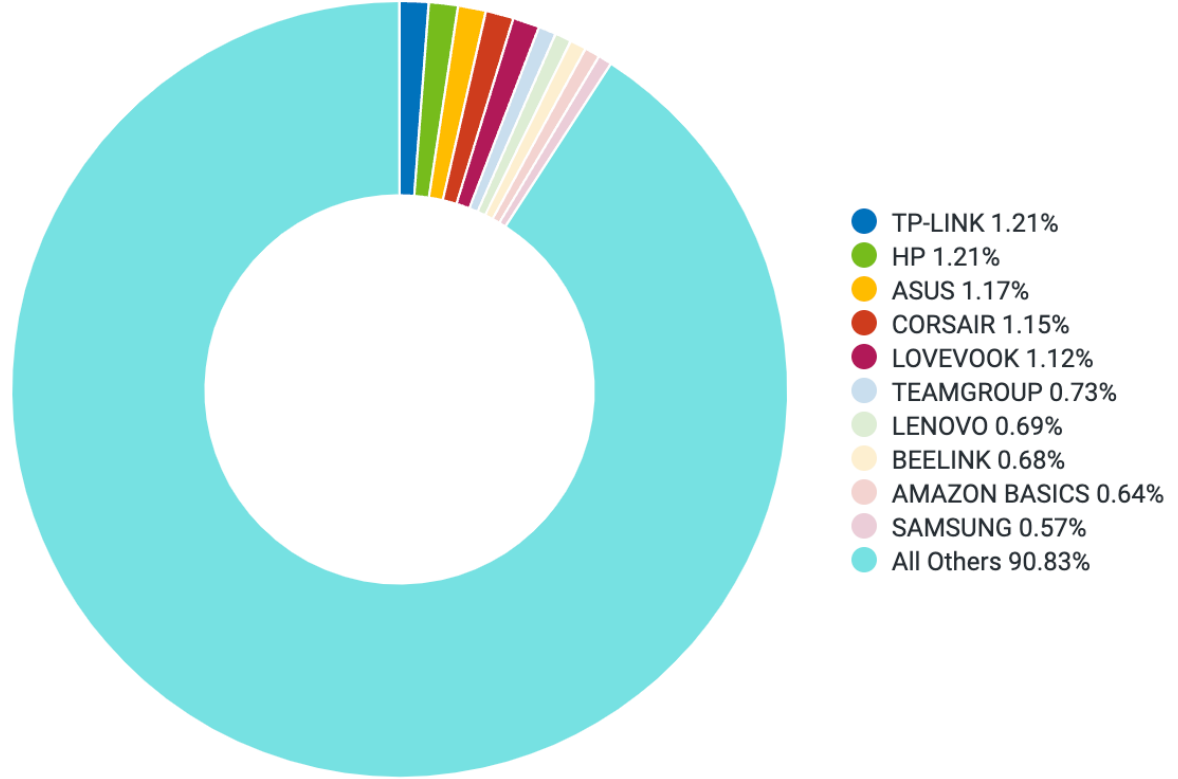
+3 colors/patterns

Elite Series 2 Core Wireless Gaming Controller – White – Xbox Series X|S, Xbox One, Windows PC, Android, and iOS
Sep 21, 2022
★★★★☆ ~ 38,718

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales



amazon

Roku



INSIGNIA™

JBL

TOZO



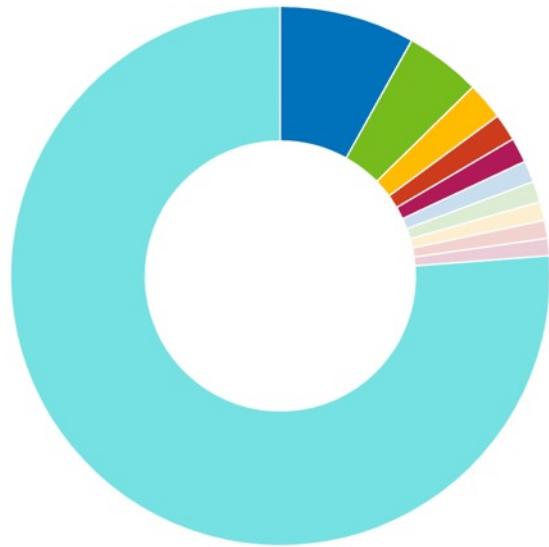
ring

soundcore

Electronics – Amazon Annual Recap

Organic Search Visibility

Most-Visible Brands

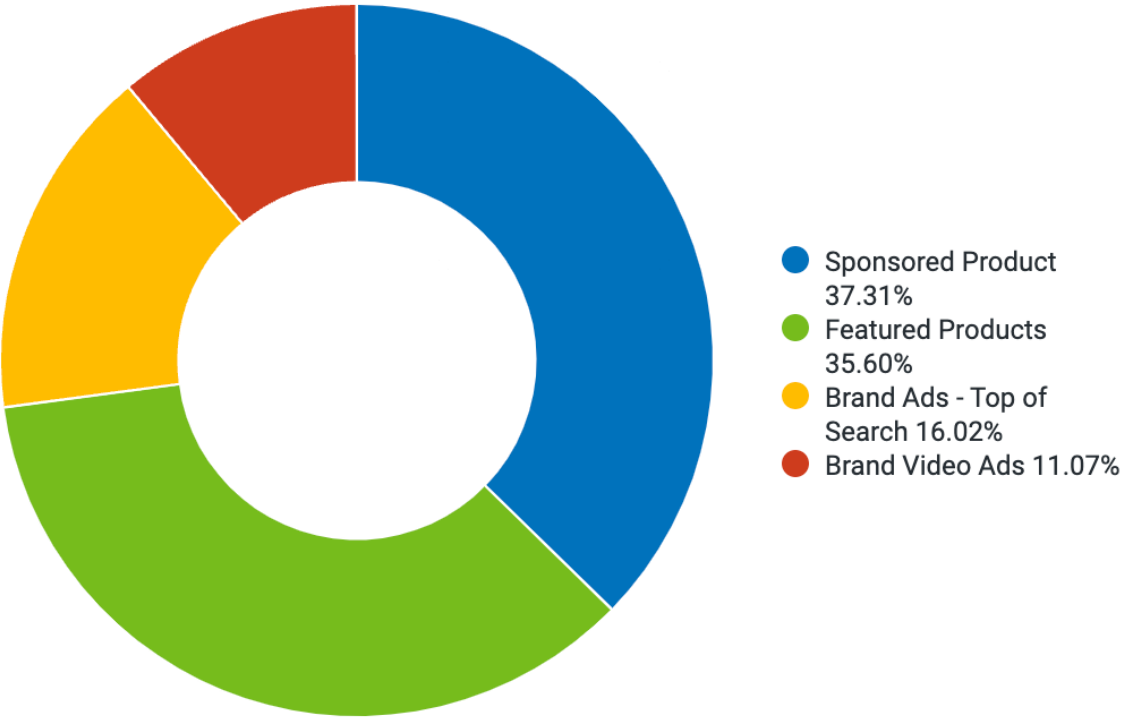


| |
|-------------------|
| APPLE 8.09% |
| AMAZON 4.55% |
| SAMSUNG 2.26% |
| RING 1.64% |
| JBL 1.50% |
| BEATS 1.28% |
| HP 1.25% |
| ANKER 1.12% |
| SONY 1.08% |
| NINTENDO 1.04% |
| All Others 76.19% |

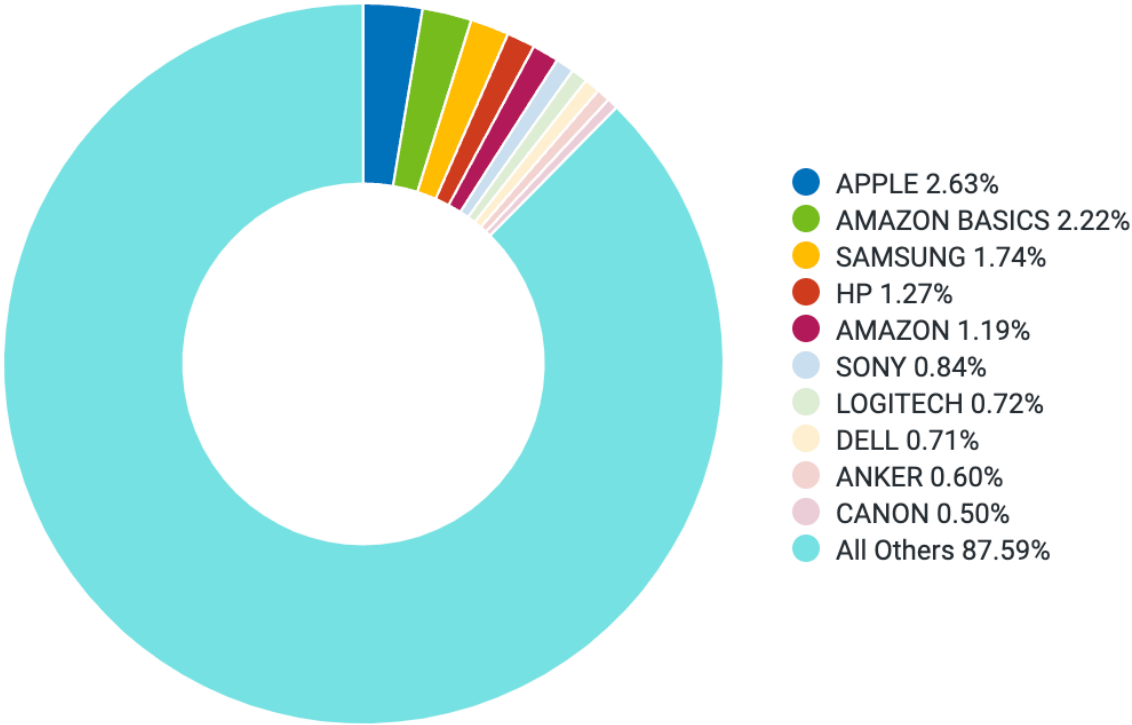
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|----------------------|-------------------------|---------------------------|
| airpods ... | 322,058,919 | 3,404,466 ... |
| kindle ... | 268,257,004 | 2,596,730 ... |
| ipad ... | 263,071,377 | 2,726,889 ... |
| apple watch ... | 261,033,736 | 2,875,523 ... |
| ring doorbell ... | 253,312,516 | 2,267,353 ... |
| laptop ... | 246,877,261 | 2,652,880 ... |
| iphone charger ... | 226,922,940 | 2,492,015 ... |
| fire stick ... | 215,778,107 | 2,173,436 ... |
| alexa ... | 191,698,708 | 2,245,383 ... |
| tv ... | 188,160,488 | 2,027,432 ... |
| nintendo switch ... | 186,146,985 | 2,523,355 ... |
| apple watch band ... | 184,842,280 | 2,258,639 ... |
| drone ... | 183,314,578 | 1,147,941 ... |
| headphones ... | 182,200,737 | 1,904,525 ... |
| ring camera ... | 175,544,576 | 1,661,238 ... |
| roku ... | 173,319,818 | 1,697,361 ... |
| iphone ... | 170,830,487 | 2,021,955 ... |
| airtag ... | 162,403,440 | 2,004,167 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Electronics – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|---------------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| blue light glasses ... | 9,057 | 4,409 | 3,209 | 544 | 895 |
| blue light glasses men ... | 8,815 | 4,368 | 3,144 | 460 | 843 |
| computer glasses ... | 8,210 | 3,451 | 3,112 | 694 | 953 |
| blue light blocking glasses ... | 8,136 | 3,487 | 2,890 | 589 | 1,170 |
| gaming glasses ... | 7,880 | 3,502 | 2,697 | 919 | 762 |
| acer aspire 5 ... | 7,860 | 1,836 | 4,671 | 374 | 979 |
| acer ... | 7,829 | 1,863 | 4,689 | 428 | 849 |
| acer laptop ... | 7,810 | 1,823 | 4,667 | 472 | 848 |
| acer aspire ... | 7,734 | 1,796 | 4,559 | 397 | 982 |
| acer chromebook ... | 7,663 | 1,775 | 4,814 | 397 | 677 |
| laptop apple ... | 7,563 | 1,870 | 5,011 | ∅ | 682 |
| canon rebel t7 ... | 7,544 | 1,775 | 4,576 | 416 | 777 |
| laptop lenovo ... | 7,528 | 1,776 | 4,722 | 446 | 584 |
| canon camera ... | 7,479 | 1,726 | 4,291 | 503 | 959 |
| laptop asus ... | 7,479 | 1,790 | 4,474 | 494 | 721 |
| canon eos ... | 7,475 | 1,878 | 4,420 | 510 | 667 |
| camera canon ... | 7,472 | 1,680 | 4,394 | 471 | 927 |
| laptop acer ... | 7,461 | 1,721 | 4,530 | 452 | 758 |

Top-Sponsored Items



+5 colors/patterns

ATHLERIA

Mini Drone Toys for Age 8-13,2023 UFO Magic Flying Orb Ball with Lights,Hover Boomerang,Fidget Flying Spinner,Cool Stuff Gadgets...

★★★★☆ ~ 2,044



+8 colors/patterns

ORSEN

Colorful 8.5 Inch LCD Writing Tablet for Kids, Electronic Sketch Drawing Pad Doodle Board, Toddler Travel Learning Educational Toys Activity...

★★★★☆ ~ 11,246

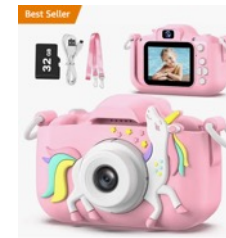


+6 colors/patterns

AMERFIST

2023 Flying Orb Ball Toy,Cosmic Globe Boomerang Hover Ball Galactic Fidget Spinner, Hand Drone Orbit, Cool Toys Gift for 6 7 8 9 10+ Year...

★★★★☆ ~ 12,125



+5 colors/patterns

goopow

Kids Camera Toys for 3-8 Year Old Boys,Children Digital Video Camcorder Camera with Cartoon Soft Silicone Cover, Best Christmas...

★★★★☆ ~ 4,290



Amazon Basics

Portable Foldable Photo Studio Box with LED Light, 1 Count (Pack of 1), Black, 25 x 30 x 25 Inches

★★★★☆ ~ 3,983



+3 colors/patterns

ORSEN

10 Inch LCD Doodle Board Writing Tablet for Kids - Colorful Drawing Pad and Educational Toy Gift for 3-6 Year Old Boys and Girls

★★★★☆ ~ 11,306



+2 colors/patterns

Alex Tech

10ft - 1/2 inch Cord Protector Wire Loom Tubing Cable Sleeve Split Sleeving For USB Cable Power Cord Audio Video Cable - Protect Cat Fro...

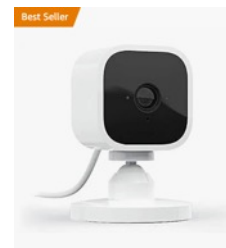
★★★★☆ ~ 60,155



+1 color/pattern

PSS Stand and Cooling Station with Dual Controller Charging Station for Playstation 5 Console, PSS Accessories Incl. Controller Charger...

★★★★☆ ~ 4,566



Blink

Mini - Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works with...

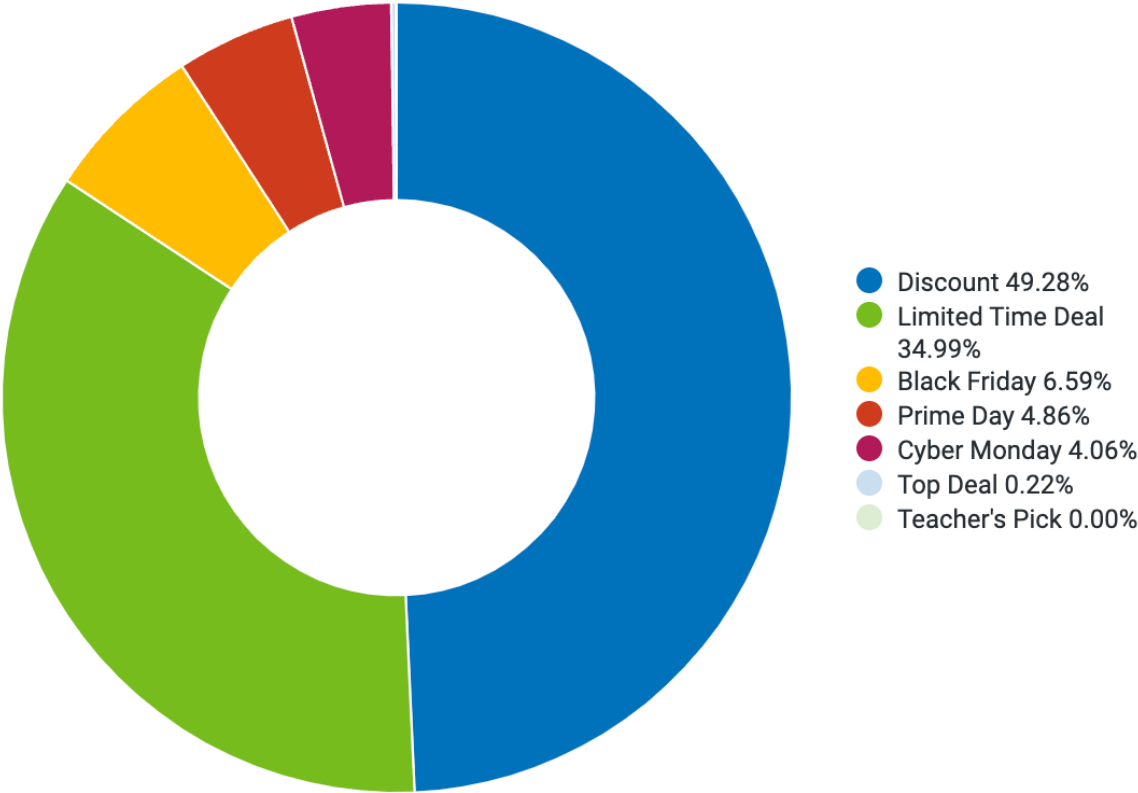
★★★★☆ ~ 271,918



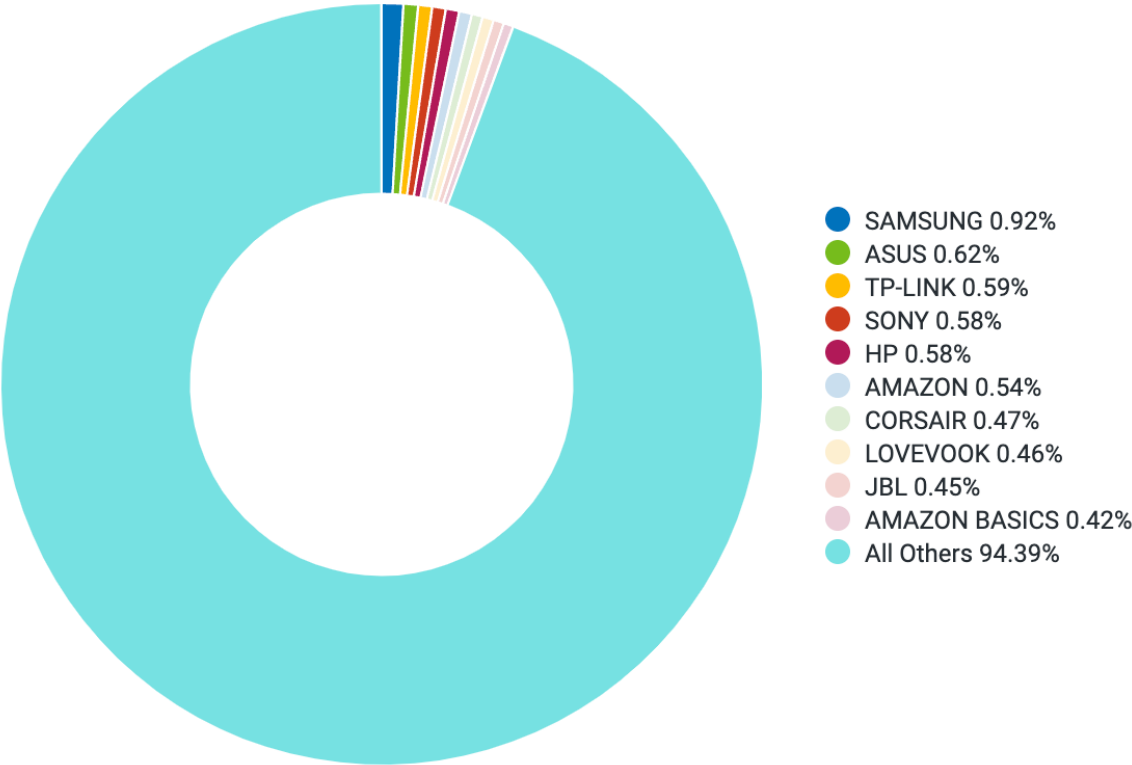
Apple AirPods Pro (2nd Generation) Wireless Ear Buds with USB-C Charging, Up to 2X More Active Noise Cancelling Bluetooth...

★★★★☆ 6,429

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

NESPRESSO



SOLIMO

McCafé

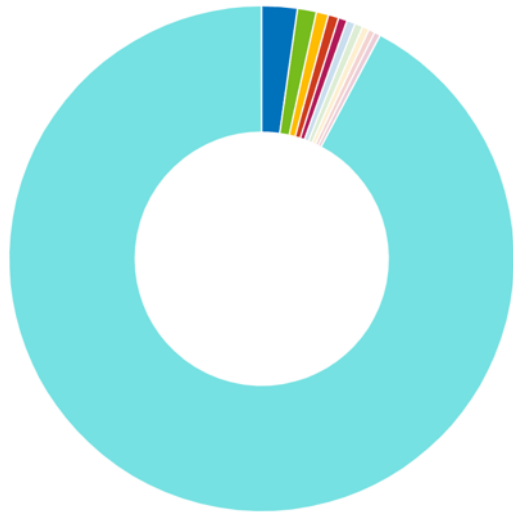


Grocery & Gourmet Food – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

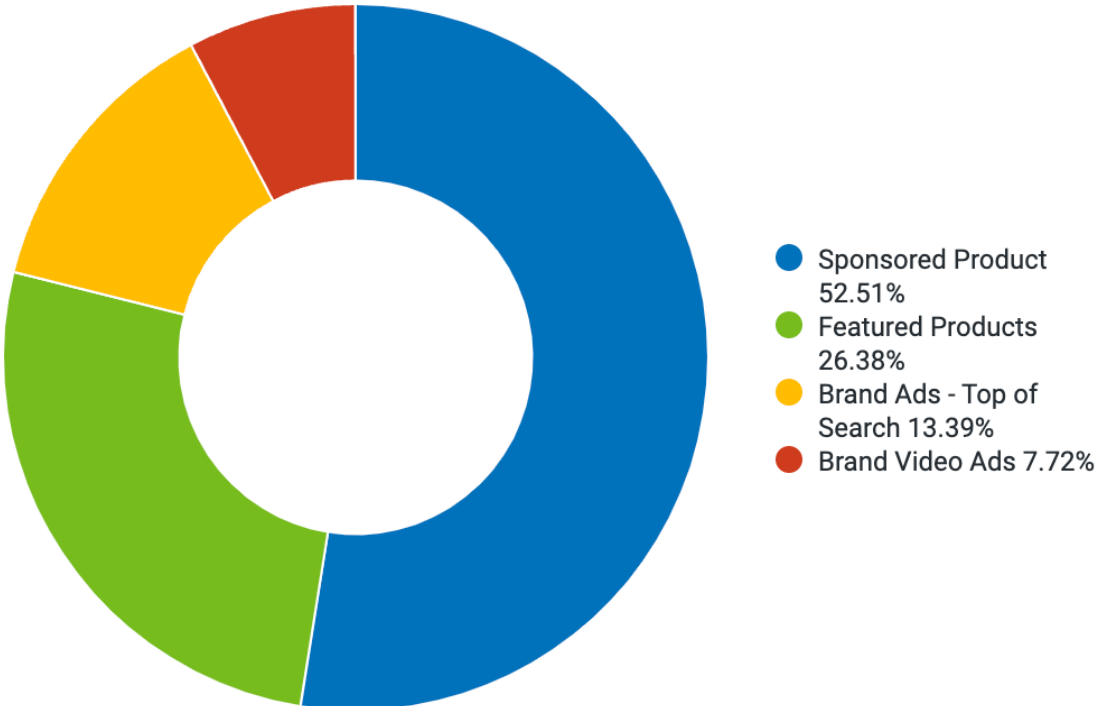


- 365 BY WHOLE FOODS MARKET 2.28%
- HAPPY BELLY 1.20%
- NESPRESSO 0.79%
- GENERIC 0.67%
- PRODUCE (BRANDS MAY VARY) 0.55%
- MCCORMICK 0.55%
- PRODUCE AISLE 0.50%
- GATORADE 0.44%
- WHOLE FOODS MARKET 0.40%
- SIMPLE MILLS 0.39%
- All Others 92.23%

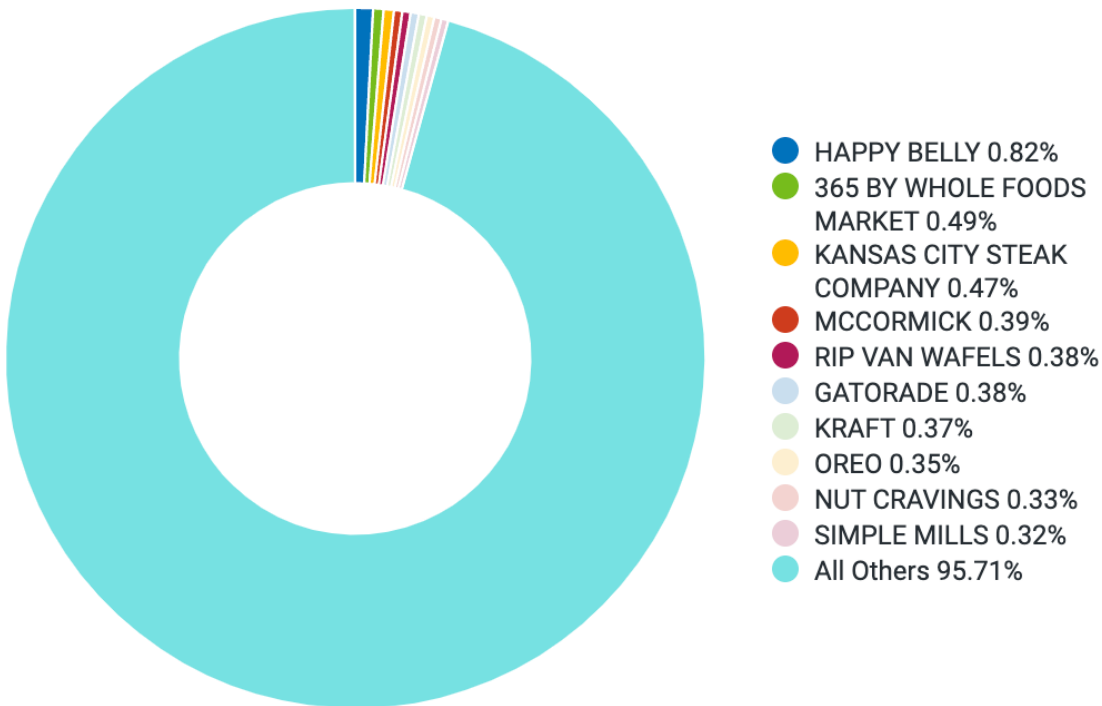
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------|-------------------------|---------------------------|
| eggs ... | 465,600,276 | 2,116,585 ... |
| candy ... | 379,709,451 | 1,718,608 ... |
| milk ... | 374,858,313 | 1,459,130 ... |
| snacks ... | 373,355,052 | 1,668,294 ... |
| bread ... | 364,827,844 | 1,454,349 ... |
| nespresso pods ... | 346,197,293 | 1,631,877 ... |
| water ... | 332,465,943 | 1,566,928 ... |
| coffee ... | 324,011,682 | 1,353,646 ... |
| chicken breast ... | 300,184,041 | 1,167,678 ... |
| tomatoes ... | 286,453,080 | 1,204,902 ... |
| bananas ... | 281,519,055 | 1,391,658 ... |
| chips ... | 268,132,122 | 1,254,859 ... |
| butter ... | 264,947,791 | 1,100,029 ... |
| onion ... | 263,453,510 | 1,149,003 ... |
| nespresso pods vertuo ... | 258,167,303 | 1,227,216 ... |
| cream cheese ... | 234,447,794 | 893,632 ... |
| freeze dried candy ... | 232,855,504 | 1,070,832 ... |
| potatoes ... | 220,911,438 | 916,901 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Grocery & Gourmet Food – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| coffee k cups ... | 13,119 | 5,138 | 5,490 | 957 | 1,534 |
| k cups coffee ... | 12,995 | 5,262 | 5,215 | 1,029 | 1,489 |
| k cup ... | 12,993 | 5,133 | 5,632 | 961 | 1,267 |
| gum ... | 12,945 | 5,352 | 5,250 | 841 | 1,502 |
| k cups ... | 12,888 | 5,100 | 5,428 | 1,026 | 1,334 |
| starbucks coffee ... | 12,808 | 4,919 | 5,591 | 755 | 1,543 |
| trident gum ... | 12,654 | 5,191 | 5,474 | 856 | 1,133 |
| groceries ... | 12,614 | 5,392 | 5,019 | 834 | 1,369 |
| coffee pods ... | 12,496 | 5,072 | 4,884 | 982 | 1,558 |
| noodles ... | 12,493 | 5,248 | 4,972 | 976 | 1,297 |
| candy variety pack ... | 12,486 | 5,747 | 4,234 | 988 | 1,517 |
| bottled water ... | 12,475 | 5,189 | 4,913 | 934 | 1,439 |
| sugar free gum ... | 12,449 | 5,078 | 5,071 | 930 | 1,370 |
| espresso pods ... | 12,431 | 5,259 | 5,088 | 743 | 1,341 |
| kcups ... | 12,431 | 4,867 | 5,324 | 968 | 1,272 |
| sweets ... | 12,427 | 5,399 | 4,670 | 887 | 1,471 |
| nespresso pods ... | 12,394 | 5,333 | 4,888 | 904 | 1,269 |
| whole bean coffee ... | 12,388 | 5,296 | 4,763 | 931 | 1,398 |

Top-Sponsored Items



Kibo Chickpea Chips - High Protein/Fiber, Plant-Based, Cert. Gluten Free, Non-GMO, Vegan,...
Variety Pack 1 Ounce (Pack of 12)
 Options: 7 flavors
 ★★★★★ ~ 4,693



Rip Van Wafels
 Dutch Caramel & Vanilla Stroopwafels, Healthy Non GMO, Low Calorie / Sugar Office Snacks, Keto...
Dutch Caramel & Vanilla
 1.16 Ounce (Pack of 12)
 Options: 2 sizes, 2 flavors
 ★★★★★ ~ 11,750



Chomps
 Grass Fed Beef Jerky Snack Sticks, Keto, Whole30, Paleo, High Protein, Gluten Free, Sugar Free, Non-GMO...
Original Beef - 10ct.
 11.5 Ounce (Pack of 1)
 Options: 8 sizes, 12 flavors
 ★★★★★ ~ 13,709



Liquid I.V.
 Hydration Multiplier - Lemon Lime - Powder Packets | Electrolyte Drink Mix | Easy Open Single-Serving |...
Powder 16 Servings (Pack of 16)
 Options: 34 sizes, 17 flavors
 ★★★★★ ~ 165,875



FLYBYJING
 Sichuan Chili Crisp - Premium Spicy Savory All-Natural & Vegan Chili Oil Sauce - Hot Tingly Umami Crunchy...
Sichuan Chili Crisp 6 Ounce (Pack of 1)
 ★★★★★ ~ 7,769



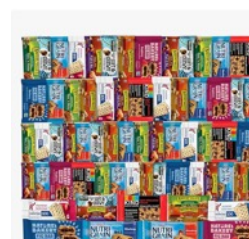
Califia Farms
 Oat Barista Blend Oat Milk, 32 Oz (Pack of 6), Shelf Stable, Dairy Free, Plant Based, Vegan, Gluten Free, No...
Oat Barista Original
 32 Fl Oz (Pack of 6)
 ★★★★★ ~ 12,274



Snack Sticks by Vermont Smoke & Cure - Uncured Pepperoni - Turkey - Healthy Meat Protein - 1oz Jerky...
1 Ounce (Pack of 24)
 Options: 2 sizes, 5 flavors
 ★★★★★ ~ 4,236



MaeMai
 Crispy Onions & Garlic Flakes - Keto, Healthy Spicy Seasoning, Salad Toppings, Fried Onions - Ramen, Ric...
Onion, Garlic
 ★★★★★ ~ 681

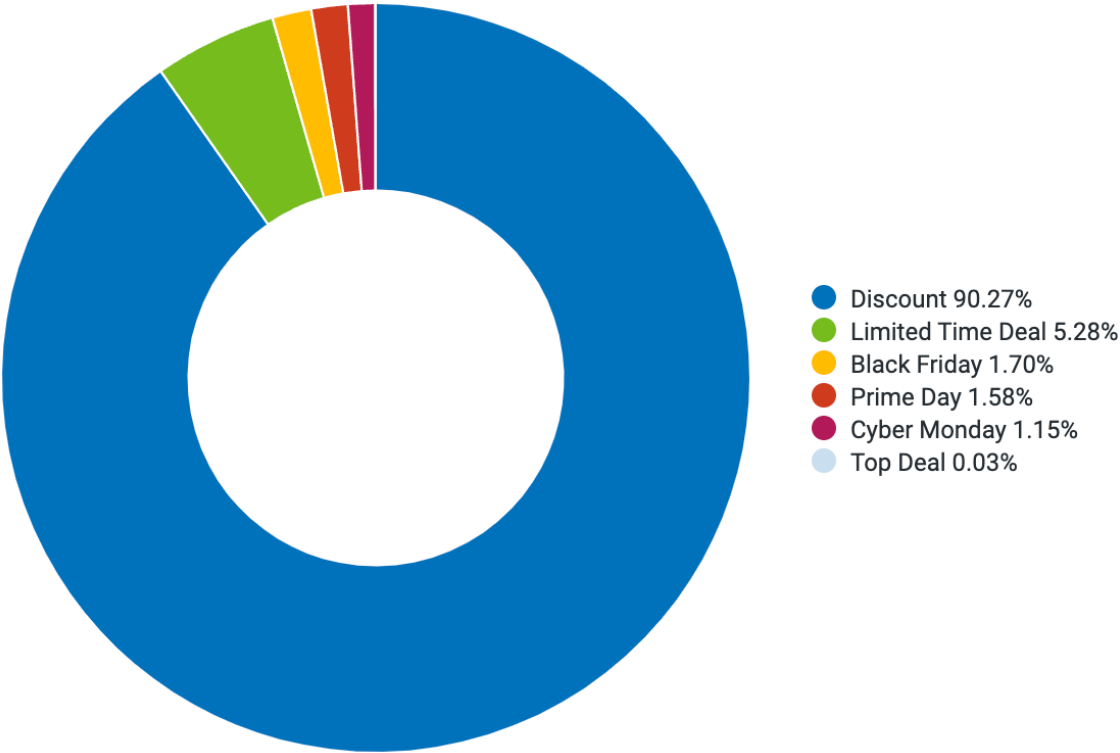


Healthy Snacks, Healthy Mixed Snack Box & Snacks Gift Variety Pack - Arrangement for Grab and go, work...
66 Piece Assortment
 ★★★★★ ~ 6,650

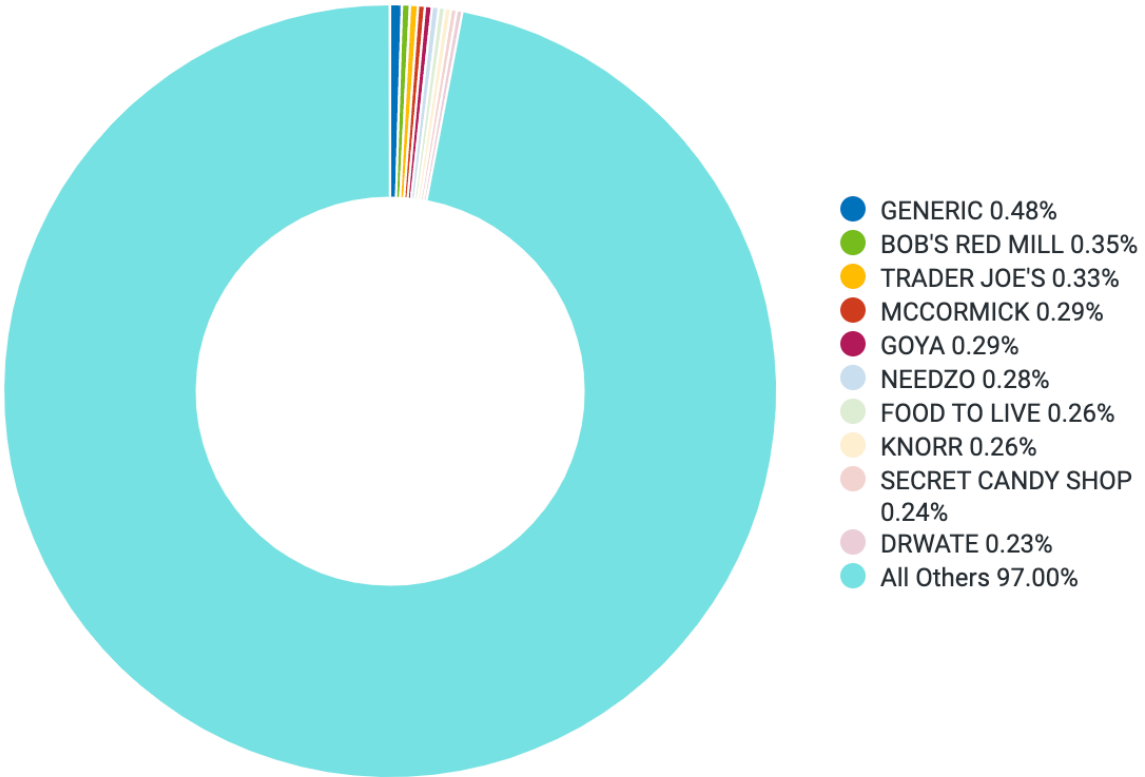


Nature's Garden
 Healthy Trail Mix Snack Packs - Mixed Nuts, Heart Healthy Nuts, Omega-3 Rich, Cranberries, Pumpkin Seeds...
Healthy Trail Mix
 1.2 Ounce (Pack of 24)
 Options: 2 sizes
 ★★★★★ ~ 5,080

Badge Breakdown by Type



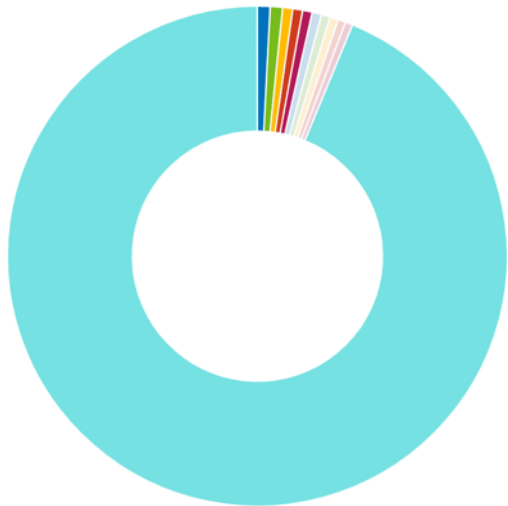
Top-Promoted Brands



Top Brands by Share of Sales



Most-Visible Brands

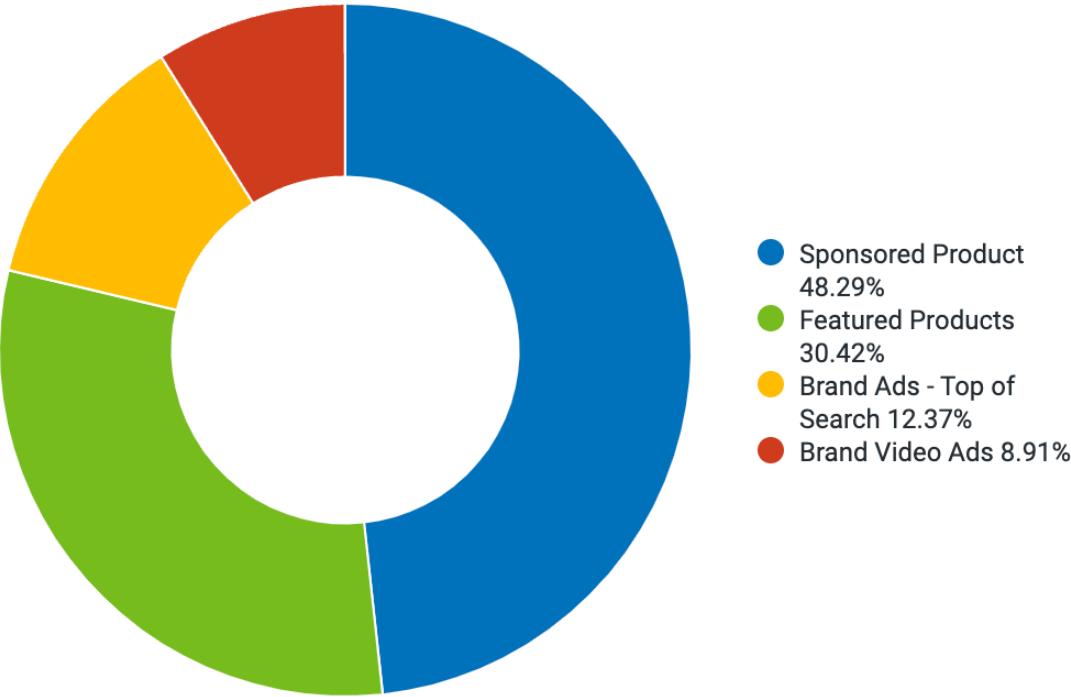


| | |
|-----------------|--------|
| AMAZON BASICS | 0.82% |
| ENERGIZER | 0.80% |
| DURACELL | 0.65% |
| NATURE MADE | 0.63% |
| ORAL-B | 0.62% |
| CREST | 0.60% |
| NATURE'S BOUNTY | 0.57% |
| NOW FOODS | 0.54% |
| TIDE | 0.50% |
| COLGATE | 0.48% |
| All Others | 93.78% |

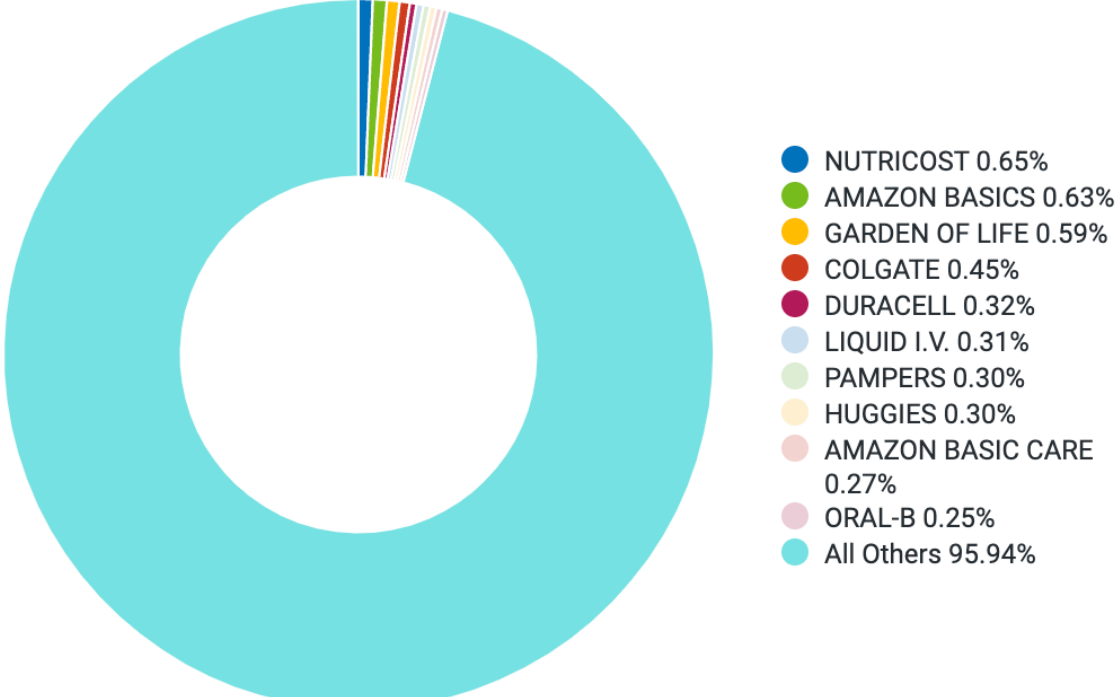
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|--------------------------|-------------------------|---------------------------|
| toilet paper ... | 599,683,081 | 2,849,346 ... |
| paper towels ... | 521,450,151 | 2,483,696 ... |
| protein powder ... | 509,885,557 | 2,245,247 ... |
| vibrator ... | 471,813,982 | 1,981,831 ... |
| magnesium glycinate ... | 455,169,395 | 2,172,838 ... |
| aaa batteries ... | 434,076,177 | 1,984,343 ... |
| aa batteries ... | 424,979,349 | 1,897,512 ... |
| toothpaste ... | 395,772,533 | 1,804,072 ... |
| magnesium ... | 360,513,468 | 1,741,012 ... |
| liquid iv ... | 356,349,426 | 1,872,121 ... |
| creatine ... | 329,877,539 | 1,671,004 ... |
| pill organizer ... | 315,907,186 | 1,677,598 ... |
| baby wipes ... | 303,221,667 | 1,699,593 ... |
| heating pad ... | 300,264,438 | 1,614,308 ... |
| creatine monohydrate ... | 290,077,824 | 1,519,744 ... |
| toothbrush ... | 287,699,383 | 1,494,120 ... |
| ashwagandha ... | 282,784,849 | 1,400,880 ... |
| paper plates ... | 276,696,913 | 1,411,422 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

| Keyword | Ad Type | < | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|----------------------------|----------------------------|---|----------------------|----------------------|----------------------|---------------------------|
| | Total Sponsorship Activity | ▼ | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| magnesium glycinate ... | 12,748 | | 5,405 | 4,890 | 1,027 | 1,426 |
| protein powder ... | 12,276 | | 5,660 | 4,180 | 976 | 1,460 |
| probiotic ... | 11,887 | | 5,171 | 4,534 | 907 | 1,275 |
| magnesium ... | 11,873 | | 5,151 | 4,595 | 902 | 1,225 |
| organic protein powder ... | 11,868 | | 5,453 | 4,302 | 956 | 1,157 |
| probiotics ... | 11,765 | | 5,057 | 4,546 | 870 | 1,292 |
| trash bags ... | 11,601 | | 4,633 | 4,617 | 847 | 1,504 |
| aa batteries ... | 11,482 | | 5,023 | 4,430 | 909 | 1,120 |
| panty liners ... | 11,448 | | 4,666 | 4,842 | 657 | 1,283 |
| ear plugs ... | 11,391 | | 4,997 | 4,449 | 770 | 1,175 |
| cleaning supplies ... | 11,310 | | 5,149 | 4,073 | 916 | 1,172 |
| small trash bags ... | 11,271 | | 4,809 | 4,380 | 818 | 1,264 |
| toothbrushes ... | 11,201 | | 4,678 | 4,446 | 814 | 1,263 |
| toilet paper ... | 11,095 | | 4,403 | 4,642 | 811 | 1,239 |
| sponges ... | 11,085 | | 4,967 | 3,841 | 918 | 1,359 |
| dish soap ... | 11,069 | | 4,749 | 4,260 | 787 | 1,273 |
| toothpaste ... | 11,066 | | 4,344 | 4,375 | 957 | 1,390 |
| aaa batteries ... | 10,836 | | 4,720 | 4,336 | 890 | 890 |

Top-Sponsored Items



Physician's CHOICE Probiotics 60 Billion CFU - 10 Strains + Organic Prebiotics - Immune, Digestive & Gut Health Support

Capsule 30 Count (Pack of 1)

★★★★☆ ~ 111,505



Hatch Restore 1 (2020 Model)

★★★★☆ ~ 8,701

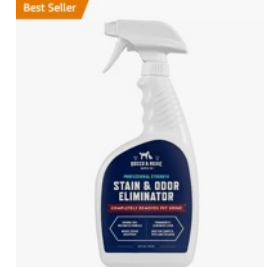


Liquid I.V. Hydration Multiplier - Lemon Lime - Powder Packets | Electrolyte Drink Mix | Easy Open Single-Serving

Powder 16 Servings (Pack of 16)

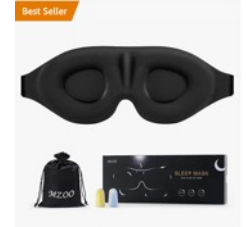
Options: 54 sizes, 17 flavors

★★★★☆ ~ 165,875



Rocco & Roxie Stain & Odor Eliminator for Strong Odor - Enzyme Pet Odor Eliminator for Home - Carpet Stain Remover for Cats and Dogs

★★★★☆ ~ 109,448



MZOO Sleep Eye Mask for Men Women, 3D Contoured Cup Sleeping Mask & Blindfold, Concave Molded Night...

1 Count (Pack of 1)

★★★★☆ ~ 89,044



Hatch Restore 2 Sunrise Alarm Clock, Sound Machine, Smart Light (Putty) - Your Bedside Sleep Guide, White Noise,...

Options: 3 flavors

★★★★☆ ~ 491



Homedics SoundSleep White Noise Sound Machine, Silver, Small Travel Sound Machine with 6 Relaxing Nature...

1 Count (Pack of 1)

★★★★☆ ~ 61,390



Navage Nasal Care Starter Bundle Nose Cleaner, 20 SaltPods, Plus Bonus 10 SaltPods

1 Count (Pack of 1)

★★★★☆ ~ 31,104



Colgate Optic White Overnight Teeth Whitening Pen, Teeth Stain Remover to Whiten Teeth, 35 Nightly...

Gel

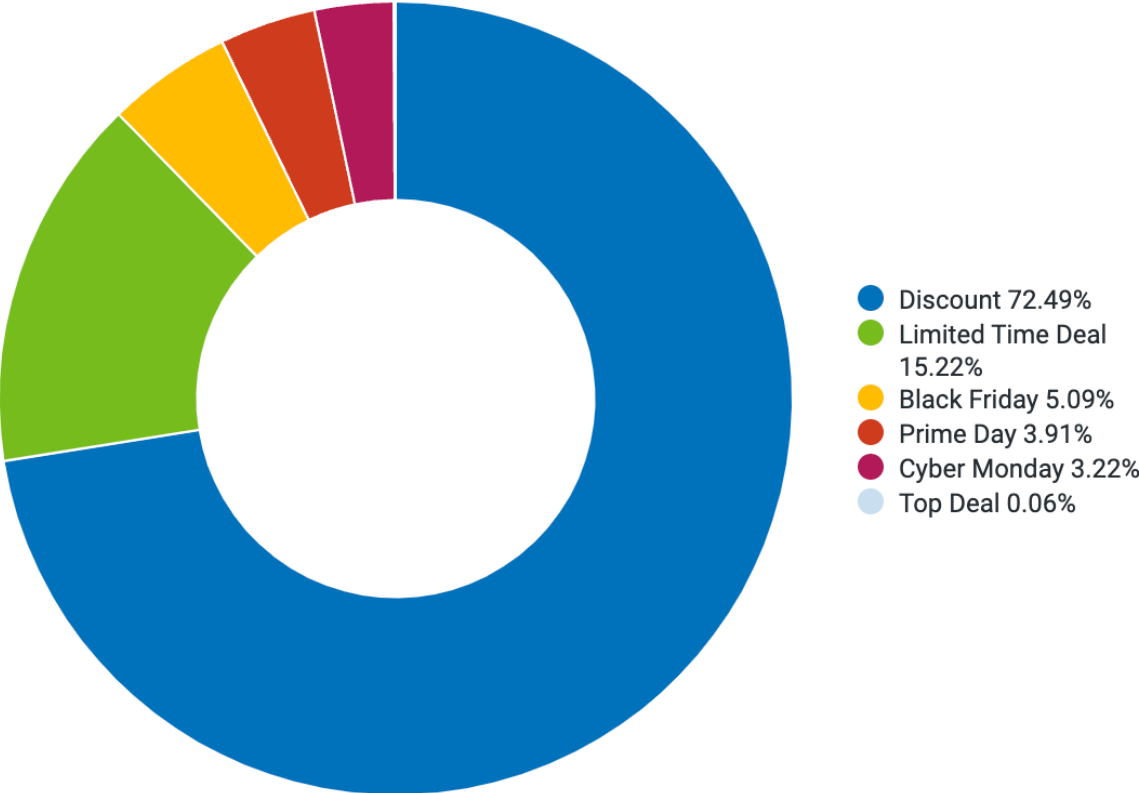
★★★★☆ ~ 54,385



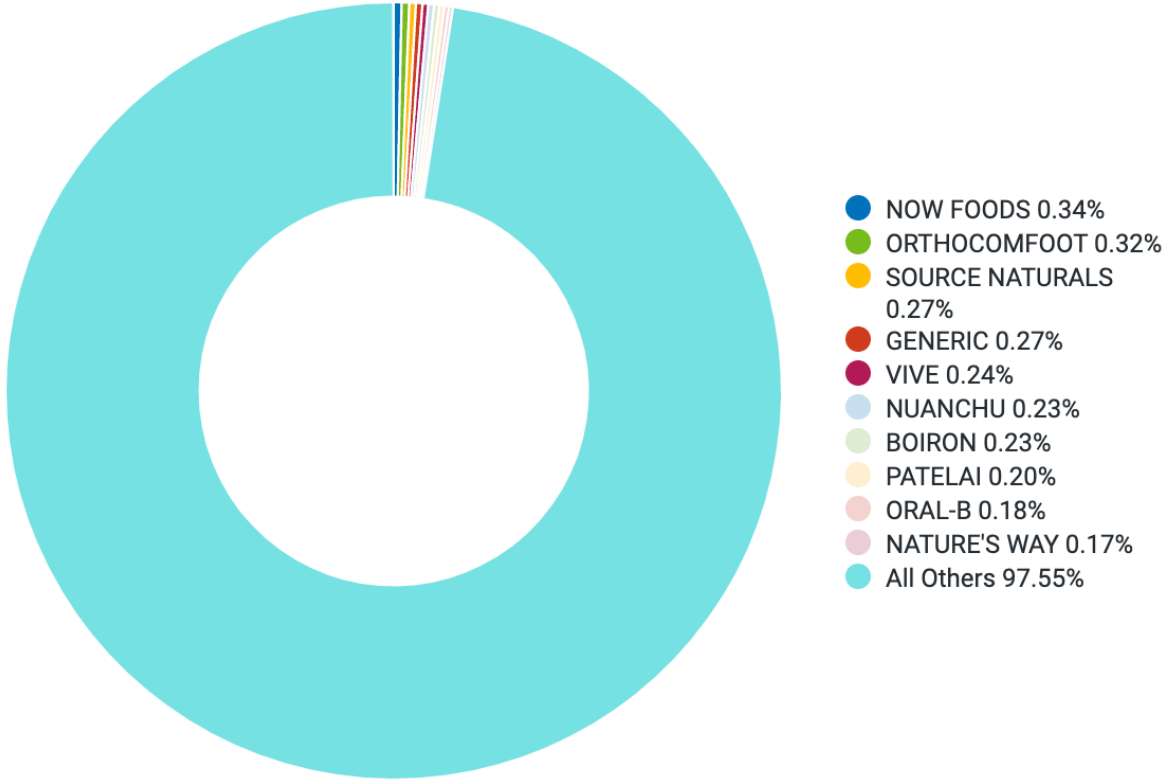
Waterpik Aquarius Water Flosser Professional For Teeth, Gums, Braces, Dental Care, Electric Power...

★★★★☆ ~ 131,108

Badge Breakdown by Type



Top-Promoted Brands



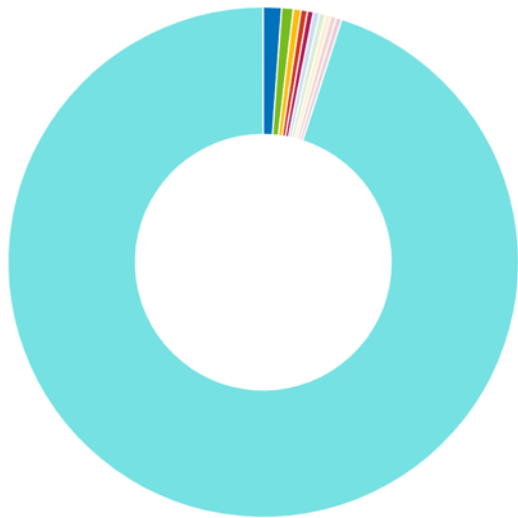
Top Brands by Share of Sales



Home & Kitchen – Amazon Annual Recap

Organic Search Visibility

Most-Visible Brands

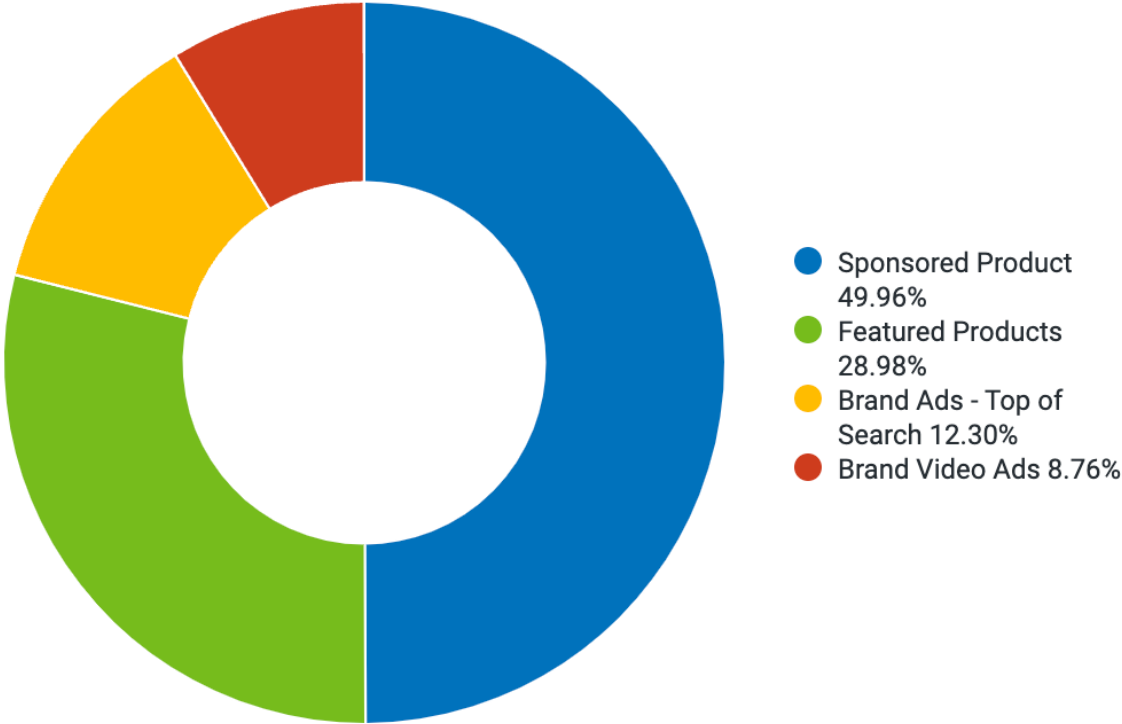


| | |
|---------------|--------|
| STANLEY | 1.16% |
| AMAZON BASICS | 0.74% |
| NINJA | 0.47% |
| ZINUS | 0.41% |
| YAHEETECH | 0.38% |
| FURINNO | 0.38% |
| YETI | 0.38% |
| BEDSURE | 0.36% |
| CUISINART | 0.34% |
| OXO | 0.34% |
| All Others | 95.03% |

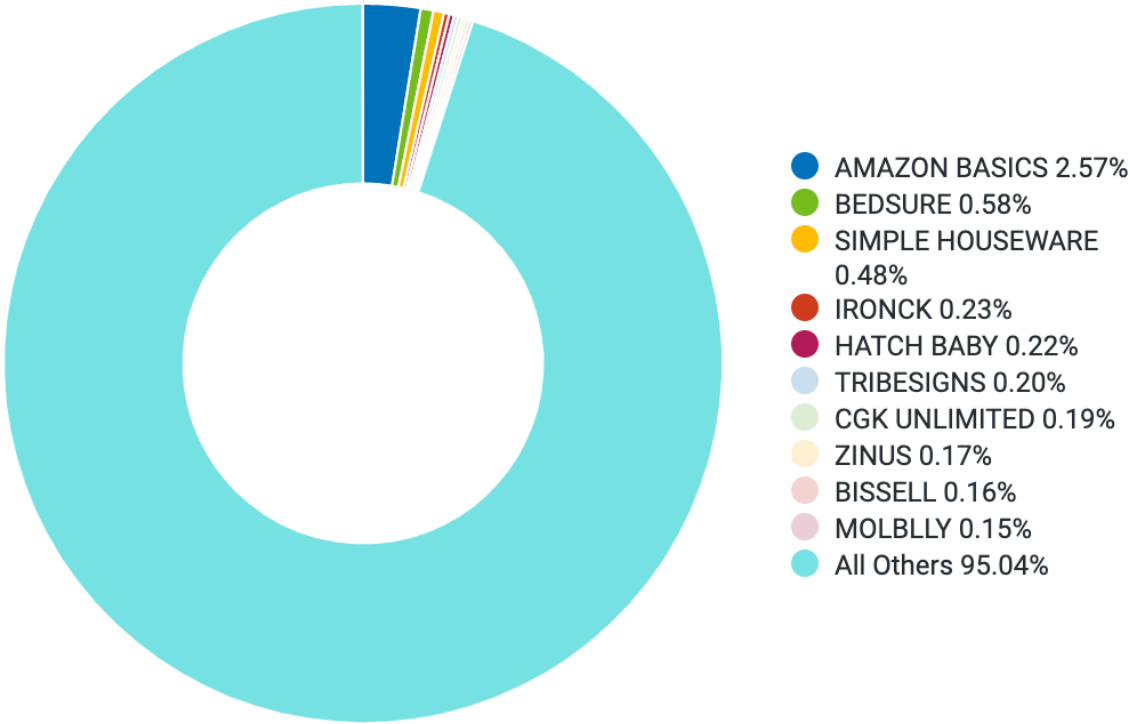
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------------------|-------------------------|---------------------------|
| stanley 40 oz tumbler with handle ... | 668,430,397 | 3,020,771 ... |
| stanley cup ... | 507,076,733 | 2,278,647 ... |
| coffee maker ... | 429,943,545 | 2,076,667 ... |
| shower curtain ... | 421,642,189 | 2,291,519 ... |
| gaming chair ... | 401,466,225 | 2,288,219 ... |
| desk ... | 383,159,999 | 2,341,974 ... |
| shoe rack ... | 364,499,509 | 2,124,033 ... |
| dresser ... | 334,343,994 | 1,894,630 ... |
| stanley ... | 334,202,217 | 1,786,419 ... |
| office chair ... | 330,704,871 | 2,146,815 ... |
| queen bed frame ... | 319,836,876 | 1,855,537 ... |
| hangers ... | 311,156,615 | 1,609,837 ... |
| bathroom rugs ... | 301,610,220 | 1,668,537 ... |
| vanity ... | 299,365,712 | 1,708,132 ... |
| paper towels ... | 295,740,863 | 2,483,696 ... |
| air fryer ... | 295,408,237 | 2,627,639 ... |
| coffee table ... | 293,802,922 | 1,666,801 ... |
| stanley 30 oz tumbler with handle ... | 285,875,660 | 1,466,642 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Home & Kitchen – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|-----------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| parchment paper ... | 11,447 | 4,742 | 4,317 | 854 | 1,534 |
| food containers ... | 11,368 | 4,827 | 4,298 | 917 | 1,326 |
| food storage containers ... | 11,096 | 5,170 | 3,776 | 908 | 1,242 |
| kitchen towels ... | 10,929 | 5,108 | 3,774 | 891 | 1,156 |
| coffee maker ... | 10,676 | 4,742 | 4,336 | 727 | 871 |
| pans ... | 10,645 | 4,872 | 4,100 | 932 | 741 |
| storage containers ... | 10,527 | 5,306 | 3,556 | 824 | 841 |
| sheer curtains ... | 10,319 | 4,961 | 3,295 | 758 | 1,305 |
| coffee filters #4 ... | 10,292 | 4,029 | 4,725 | 562 | 976 |
| measuring cups ... | 10,292 | 5,025 | 3,115 | 806 | 1,346 |
| serving trays ... | 10,251 | 4,751 | 3,586 | 762 | 1,152 |
| area rugs ... | 10,245 | 4,997 | 3,404 | 739 | 1,105 |
| tupperware ... | 10,193 | 4,098 | 4,317 | 714 | 1,064 |
| window treatments ... | 10,174 | 4,845 | 3,449 | 711 | 1,169 |
| bath towel sets ... | 10,167 | 4,787 | 3,567 | 732 | 1,081 |
| measuring spoons ... | 10,116 | 5,046 | 3,101 | 786 | 1,183 |
| coffee mugs ... | 10,108 | 4,981 | 3,571 | 723 | 833 |
| bakeware ... | 10,100 | 4,514 | 3,604 | 756 | 1,226 |

Top-Sponsored Items



Hatch
Rest Baby Sound Machine, Night Light | 2nd Gen | Sleep Trainer, Time-to-Rise Alarm Clock, White Noise Soother, Music & Stories for Nurser...
★★★★☆ ~ 39,136



Closet Organizers and Storage - Trunk Car Organizer with Lids and Doors, Dorm Room Essentials, 8.4 Gal Collapsible Stackable Storage Bins, ...
★★★★☆ ~ 3,296



Hatch
Rest+ Baby & Kids Sound Machine | 2nd Gen | Child's Night Light, Alarm Clock, Toddler Sleep Trainer, Time-t...
★★★★☆ ~ 8,849



Hatch
Restore 1 (2020 Model)
★★★★☆ ~ 8,701



L'OR
Barista System Coffee and Espresso Machine Combo by Philips, Black
★★★★☆ ~ 1,742



CLEAN SKIN CLUB
Clean Towels XL, 100% USDA Biobased Dermatologist Approved Face Towel, Disposable Clinically...
Towel 50 Count (Pack of 1)
★★★★☆ ~ 16,996



Star Projector, Galaxy Projector for Bedroom, Remote Control & White Noise Bluetooth Speaker, 14 Colors LED Night Lights for Kids Room, ...
★★★★☆ ~ 8,997



Best Seller
90L Large Storage Bags, 6 Pack Clothes Storage Bins Foldable Closet Organizers Storage Containers with Durable Handle for Clothing, Blank...
Options: 5 sizes
★★★★☆ ~ 43,536

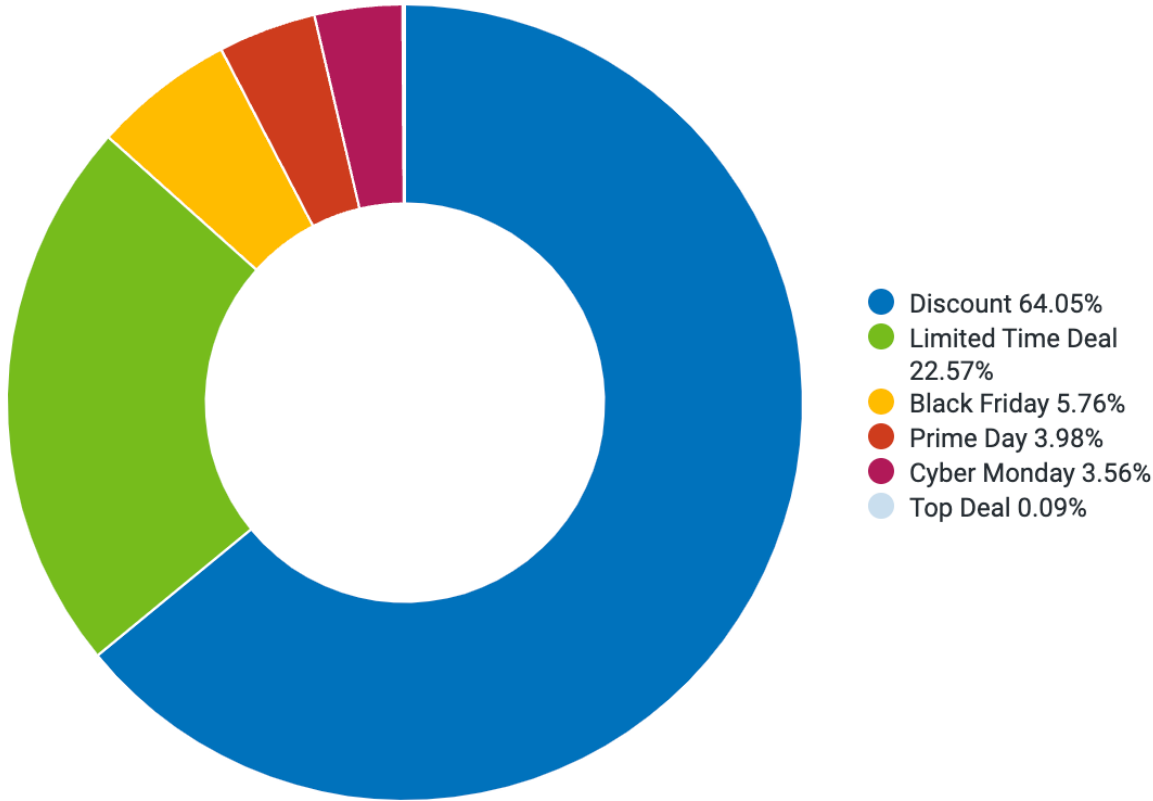


Hatch
Restore 2 Sunrise Alarm Clock, Sound Machine, Smart Light (Putty) - Your Bedside Sleep Guide, White Noise, ...
Options: 3 flavors
★★★★☆ ~ 491

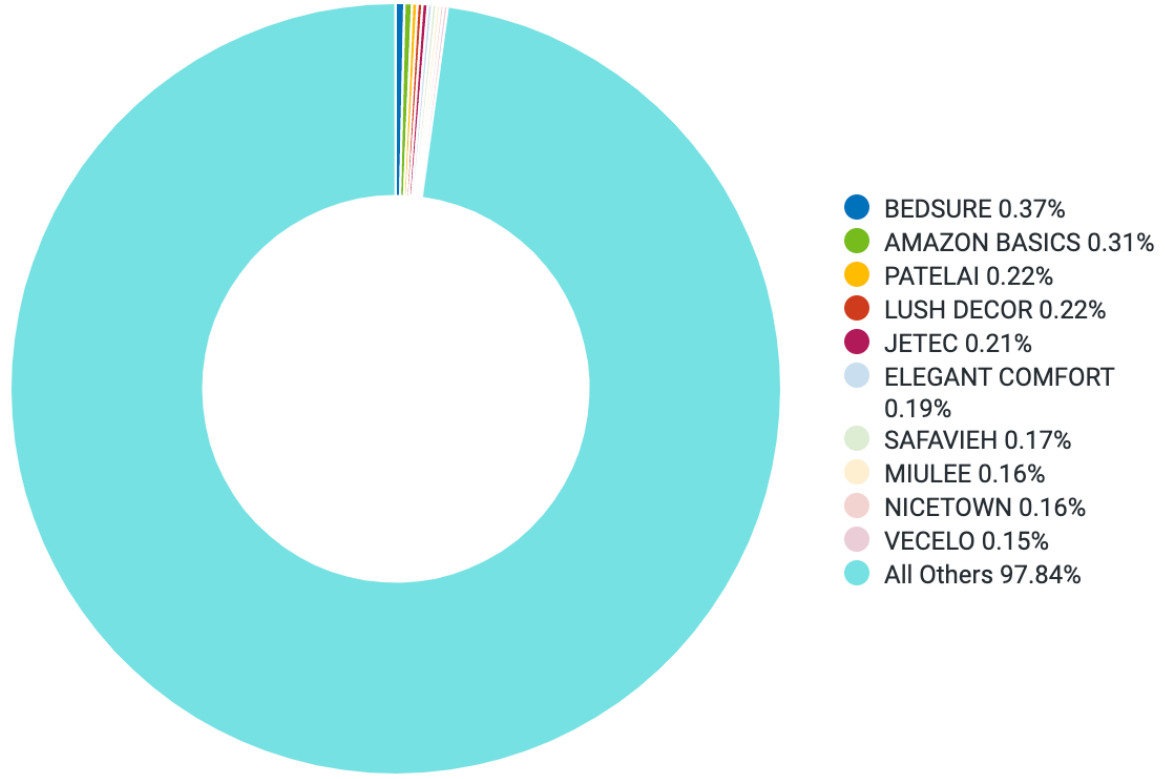


Homedics
SoundSleep White Noise Sound Machine, Silver, Small Travel Sound Machine with 6 Relaxing Nature...
1 Count (Pack of 1)
★★★★☆ ~ 61,390

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

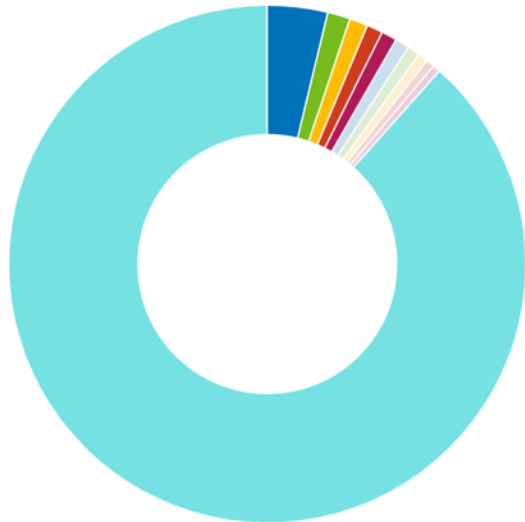


Kitchen & Dining – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

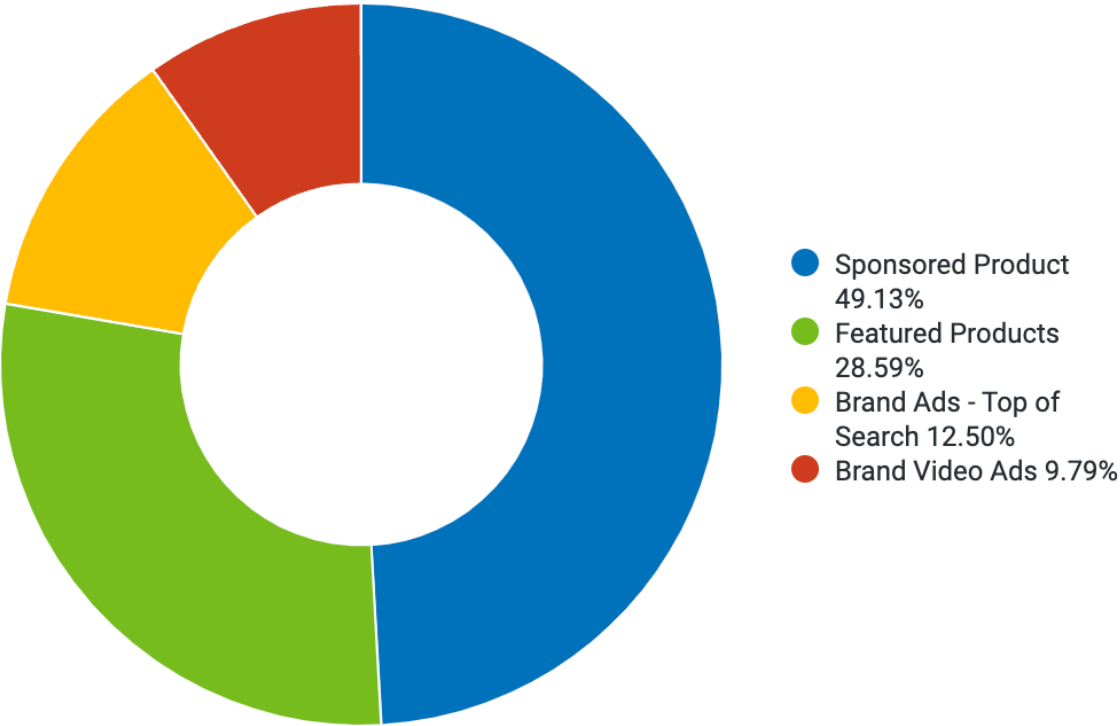


- STANLEY 3.77%
- NINJA 1.41%
- YETI 1.16%
- CUISINART 1.00%
- OXO 0.97%
- SIMPLE MODERN 0.89%
- HAMILTON BEACH 0.79%
- KITCHENAID 0.63%
- KEURIG 0.51%
- BLACK+DECKER 0.47%
- All Others 88.41%

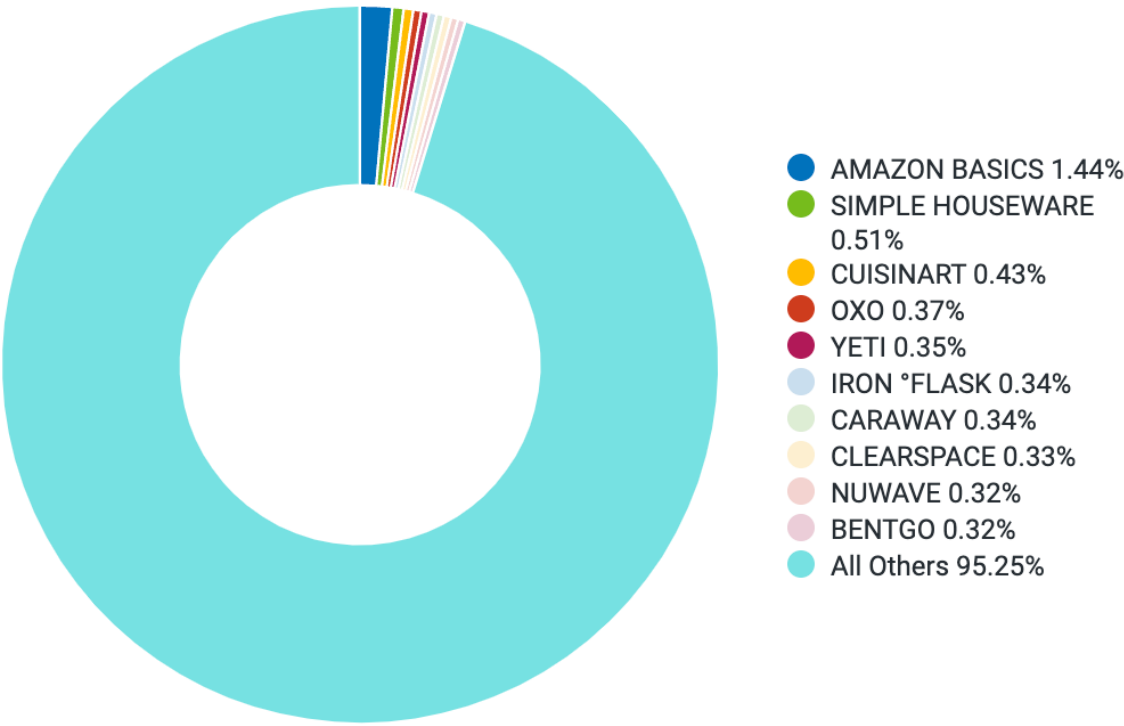
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------------------|-------------------------|---------------------------|
| stanley 40 oz tumbler with handle ... | 665,989,104 | 3,020,771 ... |
| stanley cup ... | 489,678,665 | 2,278,647 ... |
| stanley ... | 327,346,793 | 1,786,419 ... |
| air fryer ... | 294,159,956 | 2,627,639 ... |
| stanley 30 oz tumbler with handle ... | 283,247,182 | 1,466,642 ... |
| can opener ... | 232,376,243 | 1,315,815 ... |
| lunch box ... | 232,143,858 | 1,176,164 ... |
| dish drying rack ... | 227,826,168 | 1,296,363 ... |
| simple modern 40 oz tumbler ... | 218,071,182 | 1,042,143 ... |
| paper towel holder ... | 215,206,322 | 1,216,380 ... |
| knife set ... | 207,987,043 | 1,154,670 ... |
| mini fridge ... | 203,267,400 | 2,248,524 ... |
| coffee maker ... | 201,557,191 | 2,076,667 ... |
| lunch bag women ... | 195,633,905 | 1,050,143 ... |
| food scale ... | 193,114,090 | 1,114,715 ... |
| yeti ... | 187,702,271 | 1,232,313 ... |
| pots and pans set ... | 183,301,233 | 1,001,579 ... |
| microwave ... | 168,540,600 | 1,600,625 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Kitchen & Dining – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|-----------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| parchment paper ... | 11,410 | 4,725 | 4,301 | 850 | 1,534 |
| food containers ... | 11,263 | 4,820 | 4,194 | 912 | 1,337 |
| food storage containers ... | 10,904 | 5,054 | 3,711 | 900 | 1,239 |
| pans ... | 10,603 | 4,865 | 4,064 | 933 | 741 |
| measuring cups ... | 10,293 | 5,021 | 3,115 | 802 | 1,355 |
| measuring spoons ... | 10,095 | 5,034 | 3,096 | 782 | 1,183 |
| cupcake liners ... | 10,094 | 4,474 | 3,857 | 665 | 1,098 |
| kitchen towels ... | 10,086 | 4,699 | 3,403 | 857 | 1,127 |
| tupperware ... | 10,060 | 4,061 | 4,222 | 713 | 1,064 |
| coffee mugs ... | 10,058 | 4,927 | 3,541 | 715 | 875 |
| bakeware ... | 9,998 | 4,419 | 3,597 | 756 | 1,226 |
| cake pans ... | 9,956 | 4,548 | 3,385 | 741 | 1,282 |
| bakeware sets ... | 9,895 | 4,496 | 3,428 | 755 | 1,216 |
| lunch box ... | 9,895 | 4,609 | 3,617 | 540 | 1,129 |
| dishes ... | 9,765 | 4,412 | 3,587 | 675 | 1,091 |
| cookware sets ... | 9,715 | 4,606 | 3,405 | 774 | 930 |
| food storage ... | 9,684 | 4,760 | 3,211 | 652 | 1,061 |
| dinnerware sets ... | 9,653 | 4,547 | 3,125 | 858 | 1,123 |

Top-Sponsored Items



Closet Organizers and Storage - Trunk Car Organizer with Lids and Doors, Dorm Room Essentials, 8.4 Gal Collapsible Stackable Storage Bins,...
★★★★☆ ~ 3,296



ClearSpace
Plastic Storage Bins – Perfect Kitchen Organization or Pantry Storage – Fridge Organizer, Pantry Organization and Storage Bins, ...
★★★★★ ~ 10,283



Everlasting Comfort
Seat Cushion for Lower Back Pain Relief - Enhances Posture & Support, Provides All-Day Comfort - Non-Slip Tailbone Pain Relief Cushion - Multi...
★★★★★ ~ 131,055



Ann Clark Professional-Grade Gel Food Coloring Made in USA .7 oz, 12 Colors
Gel 0.7 Ounce (Pack of 12)
★★★★★ ~ 5,581



Amazon Basics
Tritan Locking Food Storage Container, 10 Pieces, 5 Count (5 Containers With 5 Lids), Clear
★★★★★ ~ 9,135



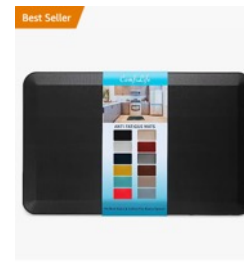
T-fal
Ultimate Hard Anodized Nonstick Cookware Set 17 Piece Oven Safe 400F, Lid Safe 350F Pots and Pans, Dishwasher Safe Black
★★★★★ ~ 26,998



SMIRLY
Charcuterie Boards Gift Set: Large Charcuterie Board Set, Bamboo Cheese Board Set - Unique Christmas Gifts for Women - House Warming...
★★★★★ ~ 17,505



Leebein
Electric Spin Scrubber, Cordless Cleaning Brush with 8 Replaceable Brush Heads, Tub and Floor Tile 360 Power Scrubber Dual Speed with...
★★★★★ ~ 10,400

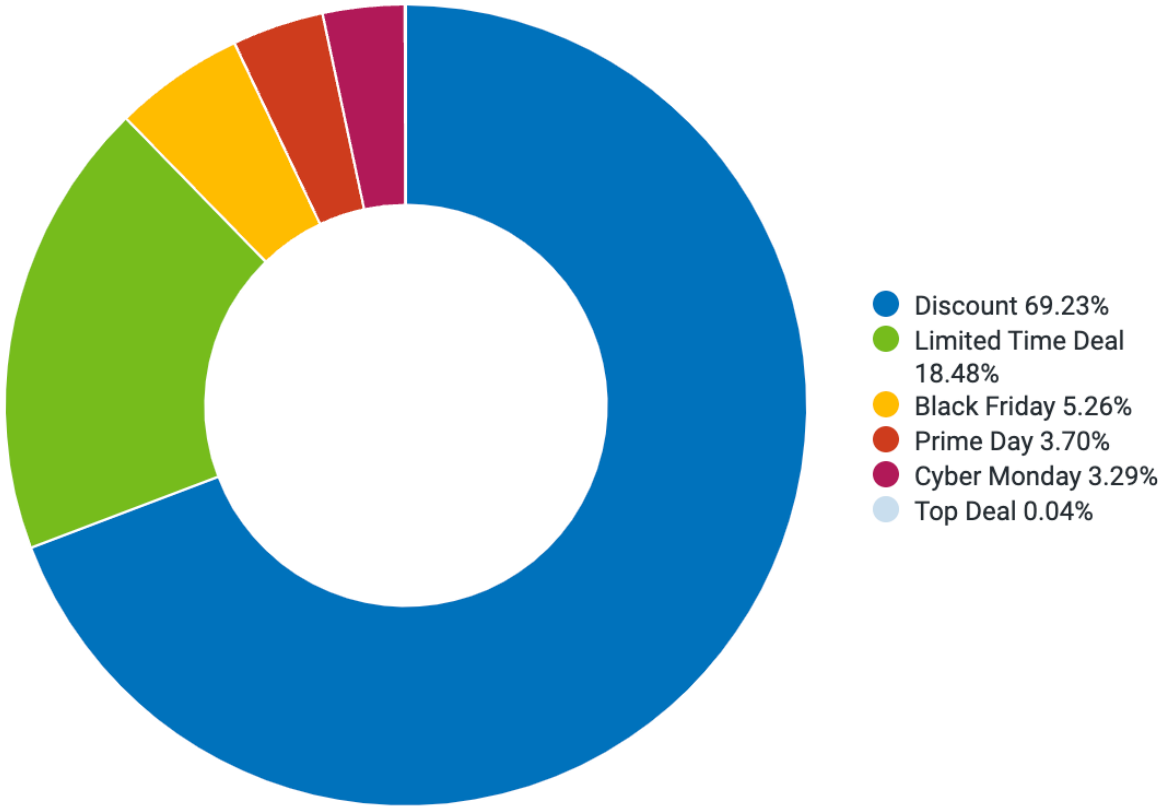


ComfiLife
Anti Fatigue Floor Mat – 3/4 Inch Thick Perfect Kitchen Mat, Standing Desk Mat – Comfort at Home, Office, Garage – Durable – Stain Resistant –...
★★★★★ ~ 34,931

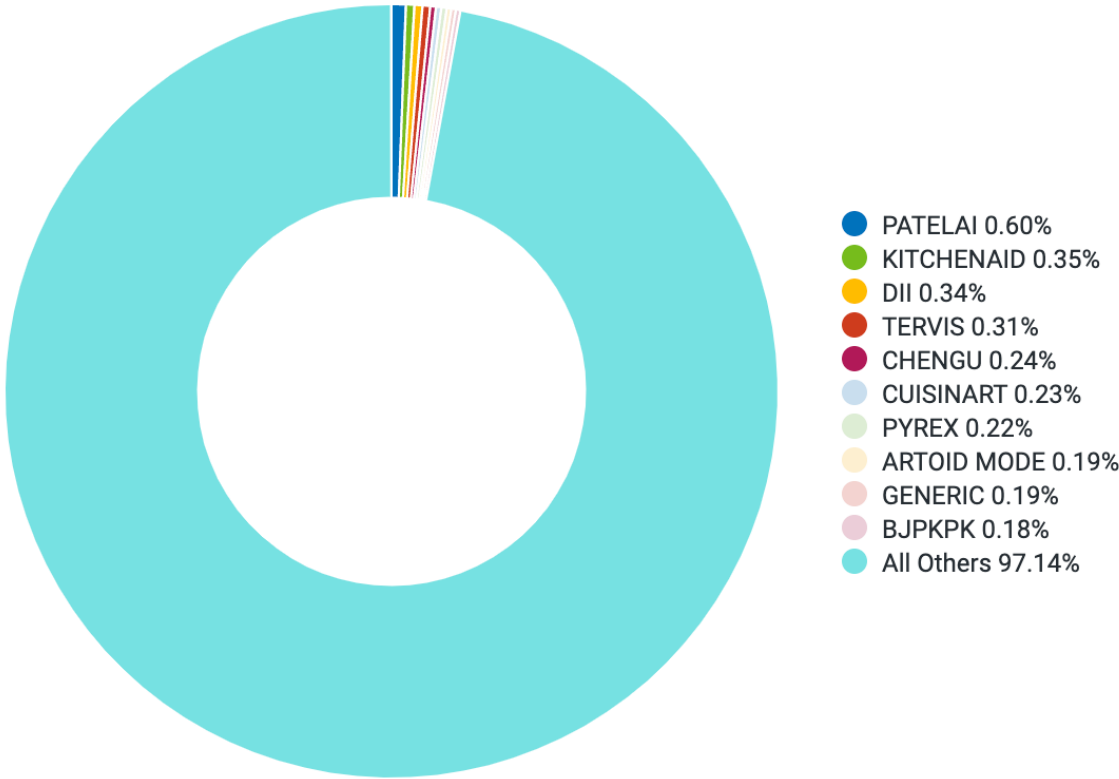


MEATER
Plus: Long Range Wireless Smart Meat Thermometer with Bluetooth Booster | For BBQ, Oven, Grill, Kitchen, Smoker, Rotisserie | iOS &...
★★★★★ ~ 39,191

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales



amazonbasics

HAMMERMILL®



TEXAS
INSTRUMENTS

Sharpie®

EXPO®

EZlifegoglobe

Paper♥Mate®

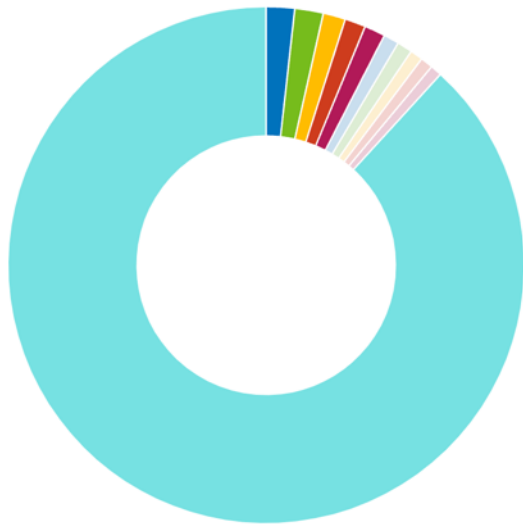
Canon

Office Products – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

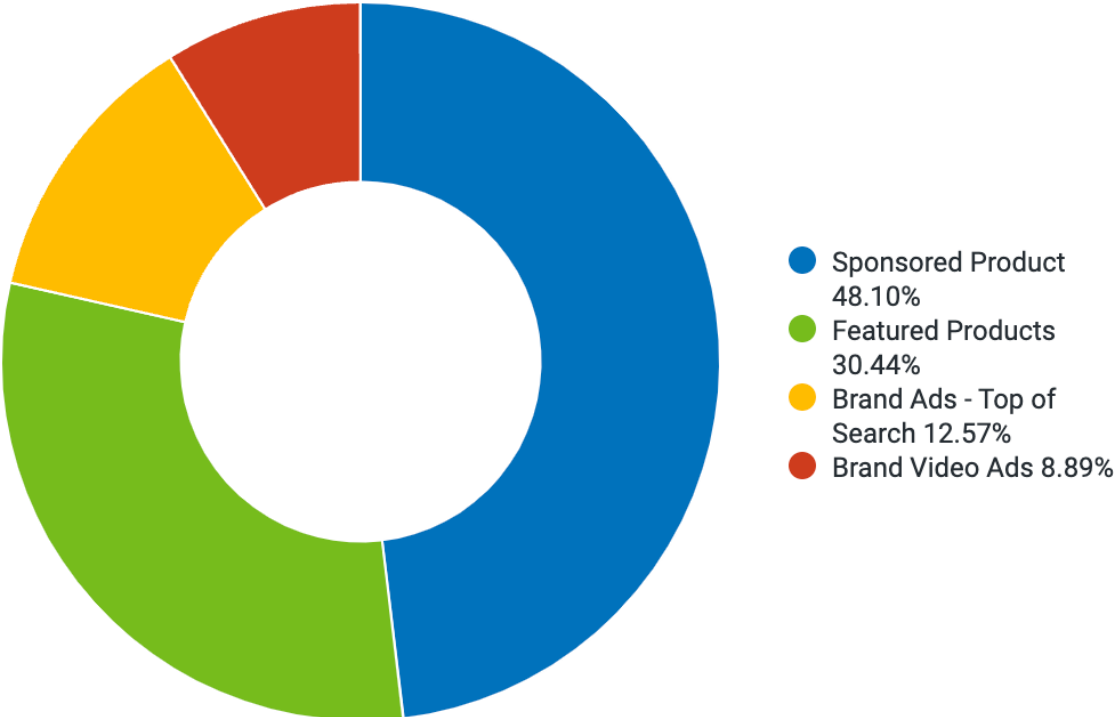


- AMAZON BASICS 1.79%
- SHARPIE 1.78%
- BIC 1.39%
- MR. PEN 1.31%
- SCOTCH 1.30%
- PILOT 0.98%
- PAPER MATE 0.95%
- AVERY 0.80%
- EXPO 0.78%
- HP 0.71%
- All Others 88.21%

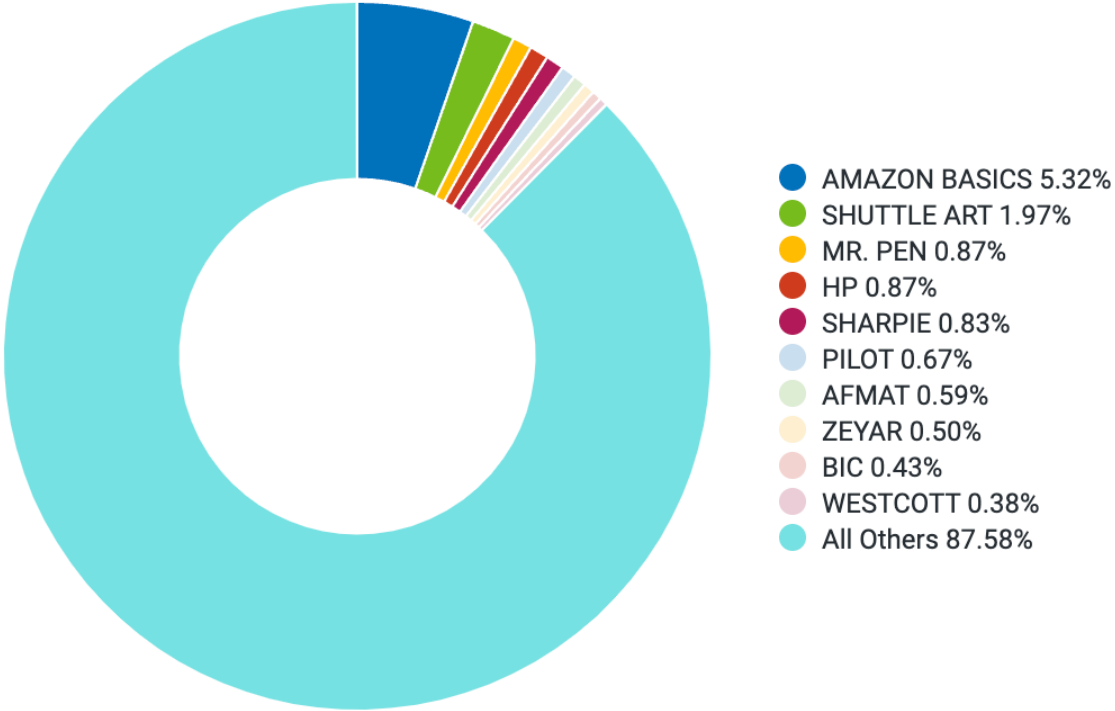
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|-----------------------|-------------------------|---------------------------|
| pens ... | 336,203,816 | 1,711,406 ... |
| mouse pad ... | 276,557,887 | 1,835,659 ... |
| highlighters ... | 258,547,795 | 1,342,907 ... |
| dry erase markers ... | 247,361,164 | 1,271,670 ... |
| office chair ... | 218,550,536 | 2,146,815 ... |
| notebook ... | 206,562,566 | 1,274,260 ... |
| floor lamp ... | 201,080,705 | 1,308,322 ... |
| packing tape ... | 195,027,298 | 1,034,634 ... |
| printer paper ... | 184,942,916 | 895,184 ... |
| desk ... | 180,953,933 | 2,341,974 ... |
| standing desk ... | 165,545,082 | 1,238,452 ... |
| pencil case ... | 161,512,448 | 1,095,694 ... |
| pencils ... | 149,746,327 | 774,108 ... |
| mechanical pencil ... | 146,523,995 | 790,816 ... |
| desk chair ... | 138,199,930 | 1,501,358 ... |
| printer ... | 136,826,042 | 1,464,242 ... |
| planner ... | 133,853,283 | 822,952 ... |
| post it notes ... | 126,365,449 | 707,154 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Office Products – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|--------------------------|----------------------------|----------------------|----------------------|----------------------|----------------------|---------------------------|
| | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| envelopes ... | 10,470 | 4,880 | 3,725 | 754 | 1,111 | |
| packing tape ... | 10,448 | 4,404 | 3,897 | 847 | 1,300 | |
| pens ... | 10,340 | 4,563 | 3,852 | 769 | 1,156 | |
| printer paper ... | 10,256 | 4,508 | 3,993 | 740 | 1,015 | |
| notepads ... | 9,654 | 4,353 | 3,458 | 723 | 1,120 | |
| pocket folders ... | 9,604 | 4,232 | 3,841 | 680 | 851 | |
| binders ... | 9,578 | 4,595 | 3,207 | 799 | 977 | |
| file folders ... | 9,404 | 4,401 | 3,251 | 698 | 1,054 | |
| pencils ... | 9,335 | 4,246 | 3,368 | 639 | 1,082 | |
| shipping labels ... | 9,313 | 4,233 | 3,253 | 657 | 1,170 | |
| highlighters ... | 9,273 | 3,936 | 3,705 | 673 | 959 | |
| binder folders ... | 9,266 | 4,013 | 3,577 | 667 | 1,009 | |
| bulletin boards ... | 9,161 | 4,186 | 3,162 | 709 | 1,104 | |
| presentation folders ... | 9,160 | 4,071 | 3,560 | 624 | 905 | |
| moleskine notebooks ... | 9,063 | 3,461 | 4,154 | 507 | 941 | |
| paper ... | 9,041 | 3,915 | 3,631 | 474 | 1,021 | |
| copier paper ... | 8,999 | 3,950 | 3,525 | 543 | 981 | |
| pentel ... | 8,938 | 3,637 | 3,914 | 503 | 884 | |

Top-Sponsored Items



Best Seller

Double Sided Tape Heavy Duty, Extra Large Nano Adhesive Tape, Clear Mounting Picture Hanging Adhesive Strips, Removable Wall Tape Sticky...

★★★★☆ ~ 104,092



+1 color/pattern

Shuttle Art
30 Colors Permanent Markers, Fine Point, Assorted Colors, Works on Plastic, Wood, Stone, Metal and Glass for Kids Adult Coloring Doodling...

★★★★☆ ~ 11,315



Cushion Lab Patented Pressure Relief Seat Cushion for Long Sitting Hours on Office/Home Chair, Car, Wheelchair - Extra-Dense Memory...

★★★★☆ ~ 10,409



Best Seller

EXPO
Low Odor Dry Erase Markers, Ultra-Fine Tip, Assorted Colors, 8 Count

★★★★☆ ~ 93,748



+4 colors/patterns

AFMAT
Electric Pencil Sharpener, Heavy Duty Classroom Pencil Sharpeners for 6.5-8mm No.2/Colored Pencils, UL Listed Industrial Pencil Sharpener...

★★★★☆ ~ 16,953



Shuttle Art
51 Colors Dual Tip Alcohol Based Art Markers, 50 Colors plus 1 Blender Permanent Marker Pens Highlighters with Case Perfect for Illustration...

★★★★☆ ~ 7,311



SHARPIE
S-Gel, Gel Pens, Medium Point (0.7mm), Assorted Colors, 12 Count

★★★★☆ ~ 43,683



+7 colors/patterns

Caliart
Acrylic Paint Set With 12 Brushes, 24 Colors (59ml, 2oz) Art Craft Paints Gifts for Artists Kids Beginners & Painters, Halloween Pumpkin Canva...

★★★★☆ ~ 17,619



EXPO
Low Odor Dry Erase Markers, Chisel Tip, Assorted Colors, 12 Count

★★★★☆ ~ 59,805

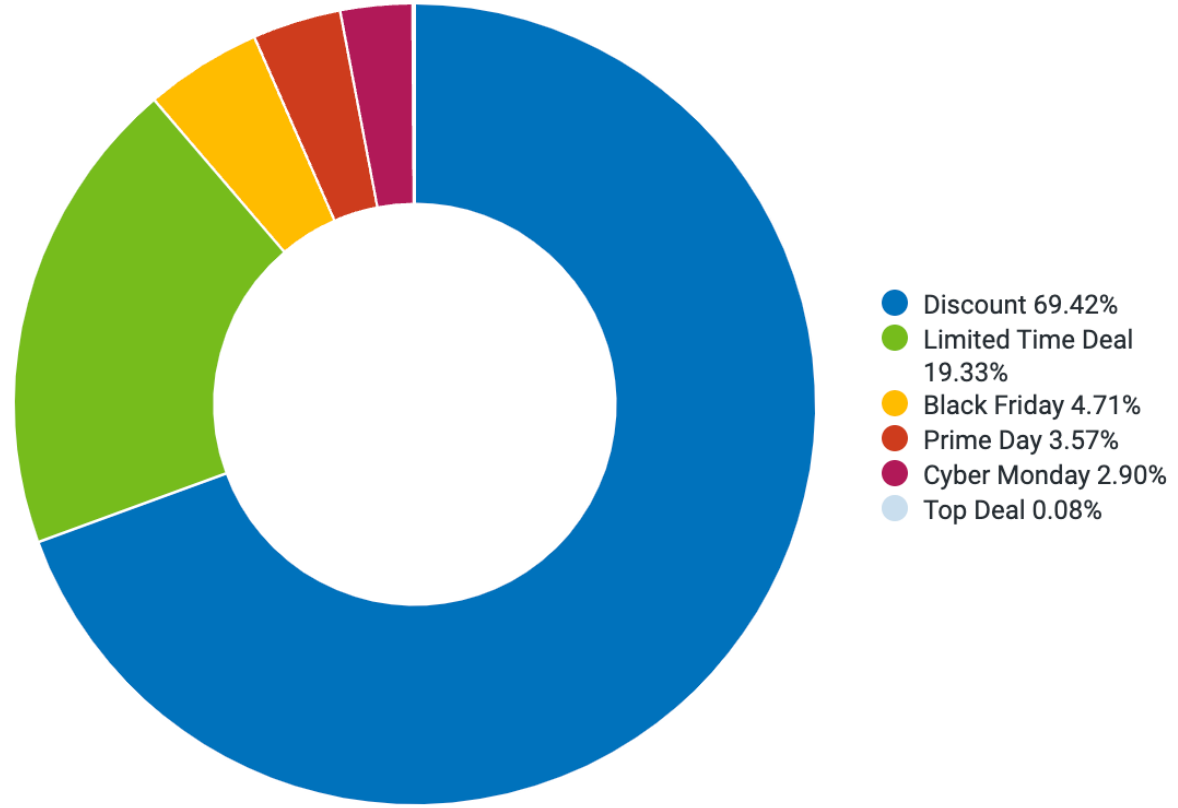


Best Seller

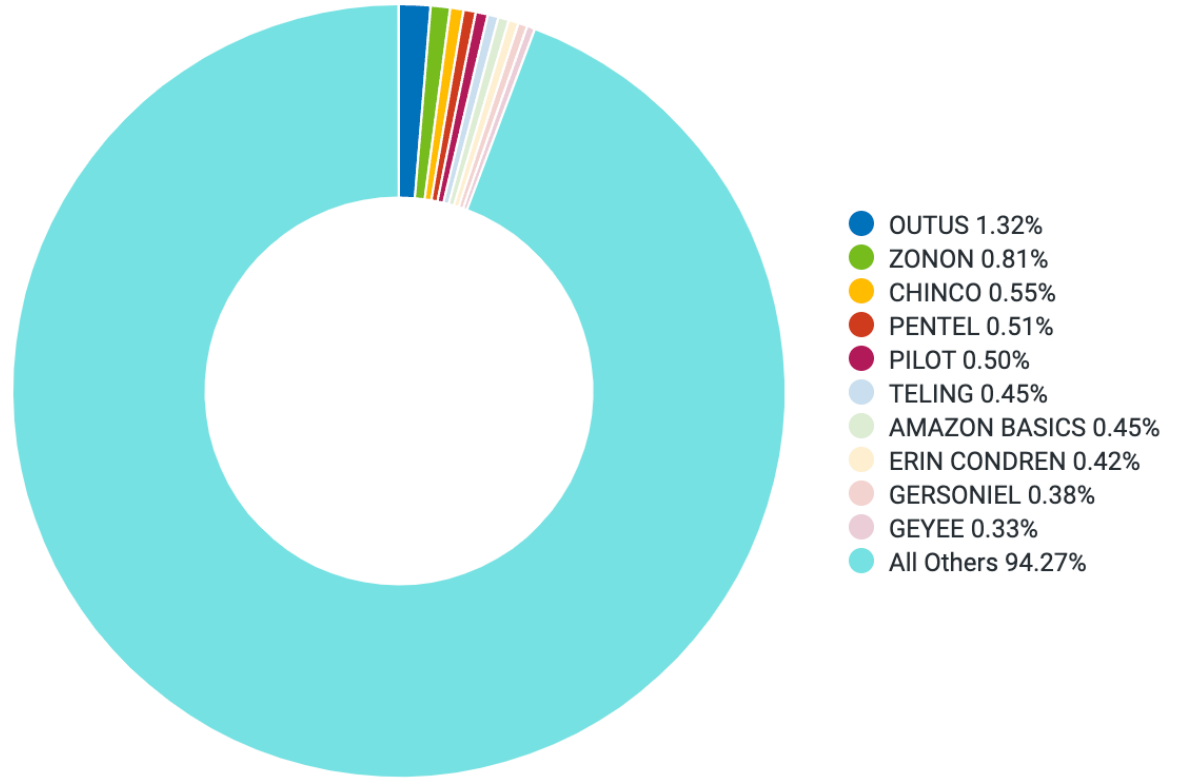
PlayShifu Educational Globe for Kids - Orboot Earth (Globe + App) Interactive AR World Globe | 400 Wonders, 1000+ Facts | STEM Toy...

★★★★☆ ~ 15,666

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

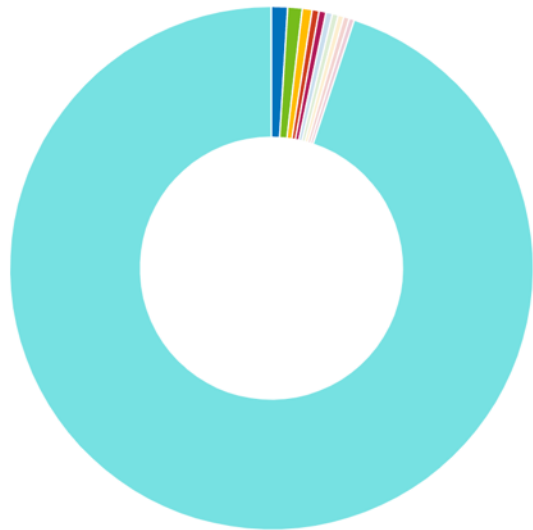


Patio & Garden – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

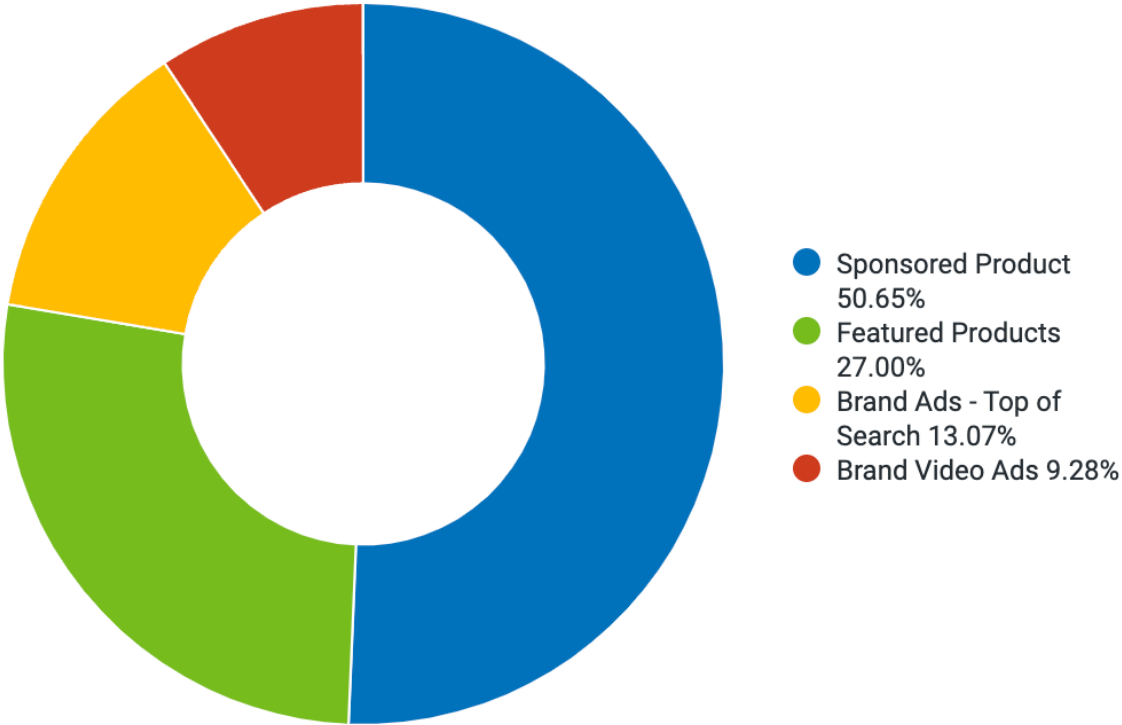


- BEST CHOICE PRODUCTS 0.99%
- RING 0.90%
- INTEX 0.60%
- DEWALT 0.43%
- TERRO 0.42%
- BLACKSTONE 0.41%
- MIRACLE-GRO 0.36%
- GENERIC 0.35%
- FDW 0.34%
- COLEMAN 0.33%
- All Others 94.85%

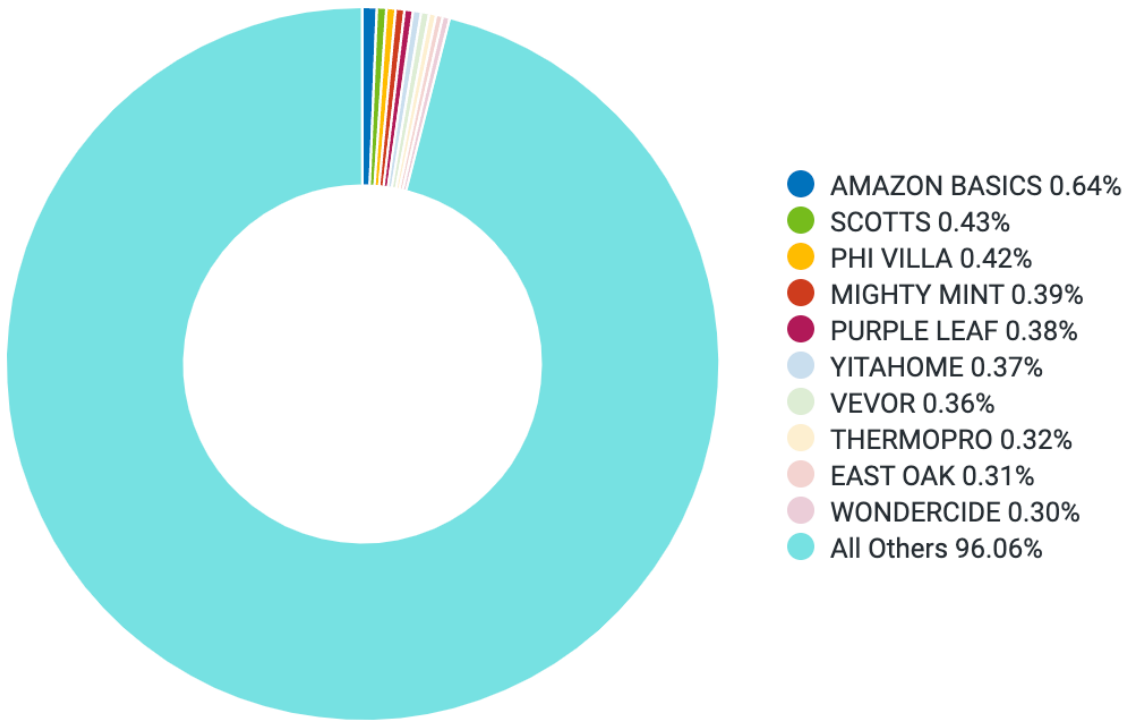
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------------|-------------------------|---------------------------|
| outdoor rug ... | 148,997,825 | 1,015,230 ... |
| patio furniture ... | 140,957,869 | 821,437 ... |
| garden hose ... | 115,373,336 | 721,214 ... |
| plant stand ... | 111,728,603 | 652,589 ... |
| outdoor furniture ... | 111,557,919 | 686,558 ... |
| hummingbird feeder ... | 105,160,901 | 629,833 ... |
| zevo flying insect trap ... | 98,951,928 | 612,608 ... |
| patio furniture set ... | 84,508,759 | 461,463 ... |
| halloween decorations ... | 83,221,493 | 840,091 ... |
| cooler ... | 82,928,398 | 581,632 ... |
| mouse traps ... | 79,599,061 | 391,797 ... |
| plant stand indoor ... | 79,441,227 | 438,507 ... |
| chicken coop ... | 78,415,686 | 492,480 ... |
| fire pit ... | 73,746,846 | 416,645 ... |
| ring camera ... | 72,688,526 | 1,661,238 ... |
| fruit fly traps for indoors ... | 71,592,554 | 430,635 ... |
| solar lights for outside ... | 70,769,764 | 943,839 ... |
| hose ... | 70,160,062 | 452,848 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Patio & Garden – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|--------------------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| fire pit ... | 9,413 | 4,717 | 2,953 | 758 | 985 |
| patio furniture ... | 9,274 | 4,743 | 3,034 | 751 | 746 |
| microgreens ... | 8,931 | 4,109 | 3,236 | 797 | 789 |
| planters ... | 8,598 | 4,207 | 2,585 | 716 | 1,090 |
| outdoor storage ... | 8,542 | 4,380 | 2,582 | 618 | 962 |
| american flags ... | 8,495 | 4,226 | 2,468 | 711 | 1,090 |
| patio cover ... | 8,351 | 3,541 | 3,286 | 595 | 929 |
| vegetable seeds ... | 8,307 | 3,593 | 3,314 | 563 | 837 |
| outdoor furniture sets clearance ... | 8,234 | 3,717 | 3,150 | 561 | 806 |
| garden seeds ... | 8,195 | 3,569 | 3,141 | 547 | 938 |
| outdoor furniture cover ... | 8,152 | 3,744 | 2,758 | 620 | 1,030 |
| plant seeds ... | 8,150 | 3,647 | 3,077 | 541 | 885 |
| heirloom seeds ... | 8,110 | 3,279 | 3,284 | 589 | 958 |
| flower bulbs ... | 8,104 | 3,384 | 3,446 | 538 | 736 |
| costa farms indoor plants ... | 8,103 | 3,463 | 3,298 | 504 | 838 |
| flower seeds ... | 8,098 | 3,740 | 2,869 | 557 | 932 |
| tomato seeds ... | 8,097 | 3,621 | 3,075 | 548 | 853 |
| philodendron plant live ... | 7,995 | 3,163 | 3,597 | 547 | 688 |

Top-Sponsored Items



+1 color/pattern

KATCHY
Indoor Insect Trap - Catcher & Killer for Mosquitos, Gnats, Moths, Fruit Flies - Non-Zapper Traps for Inside Your Home - Catch Insects Indoors...
★★★★☆ ~ 110,663



+5 colors/patterns

Kitchen perfection
Silicone Smoker Oven Gloves - Extreme Heat Resistant BBQ Gloves - Handle Hot Food Right on Your Grill Fryer Pit|Waterproof Oven Mitts...
★★★★☆ ~ 8,864



Mighty Mint
16 oz Peppermint Oil Insect & Pest Spray - for Spiders, Ants, and More
16 Fl Oz (Pack of 1)
★★★★☆ ~ 34,190



EAST OAK
100 Gallon Large Deck Box, Outdoor Storage Box with Padlock for Patio Furniture, Patio Cushions, Gardening Tools, Pool Supplies, Waterproof an...
Options: 4 sizes
★★★★☆ ~ 4,493



Wondercide
Indoor Pest Control Spray for Home and Kitchen - Ant, Roach, Spider, Fly, Flea, Bug Killer and Insect Repellent...
32 Fl Oz (Pack of 1)
★★★★☆ ~ 5,375



Mighty Mint
Gallon (128 oz) Insect and Pest Control Peppermint Oil - Natural Spray for Spiders, Ants, and More
128 Fl Oz (Pack of 1)
★★★★☆ ~ 10,045



Veradek
V-Resin Indoor/Outdoor Taper Planter, Set of 2 (30 inch, Black)
Options: 6 sizes
★★★★☆ ~ 8,769



t Burbanks - Naturally Grown Seed Potatoes - 5 LBS - Ready for Planting!
★★★★☆ ~ 842



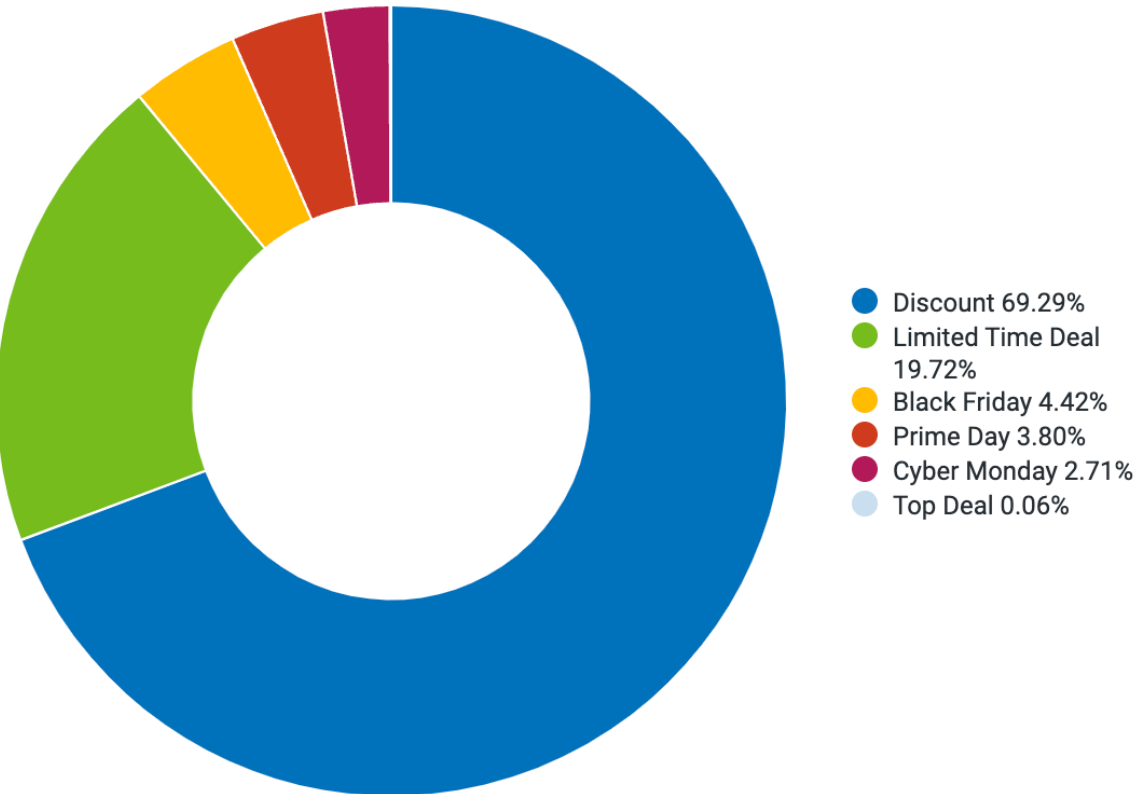
+7 colors/patterns

PX1D Javelin PRO Duo Ultra Fast Professional Digital Instant Read Meat Thermometer for Grill and Cooking, 4.5" Probe, Auto-Rotating...
★★★★☆ ~ 16,213

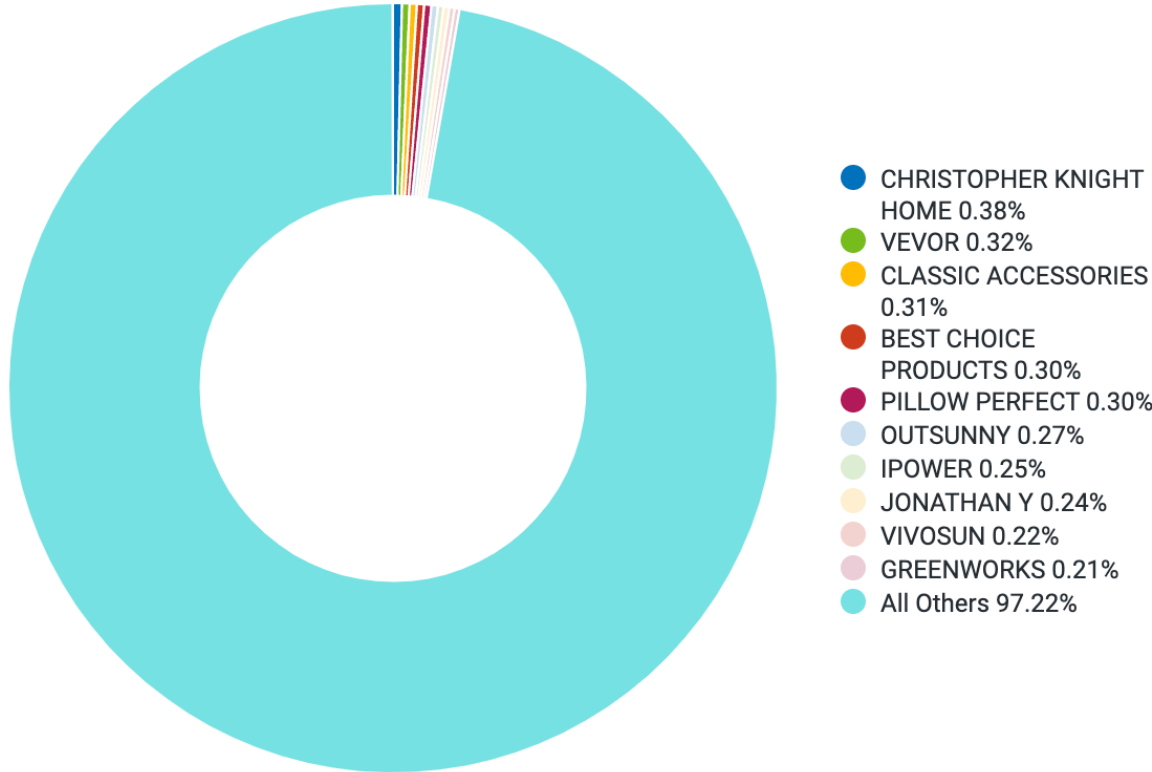


Pest Glue Trap by Catchmaster - 36 Boards Pre-Baited, Ready to Use Indoors. Rodent Mouse Rat Insect Sticky Adhesive Simple Easy Simple...
★★★★☆ ~ 61,219

Badge Breakdown by Type



Top-Promoted Brands



Pet Supplies – Amazon Annual Recap

Sales Performance



Top Brands by Share of Sales



Greenies



amazonbasics

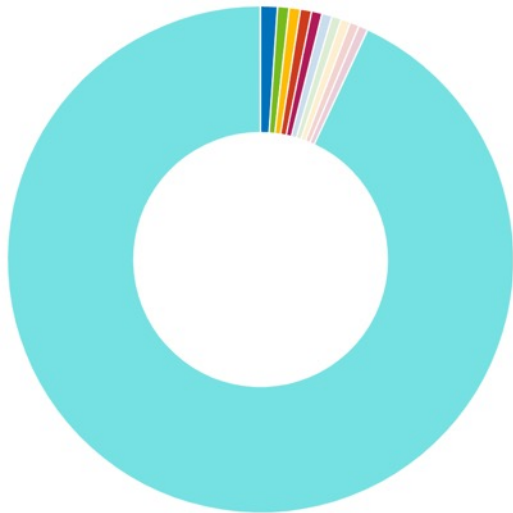


Pet Supplies – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

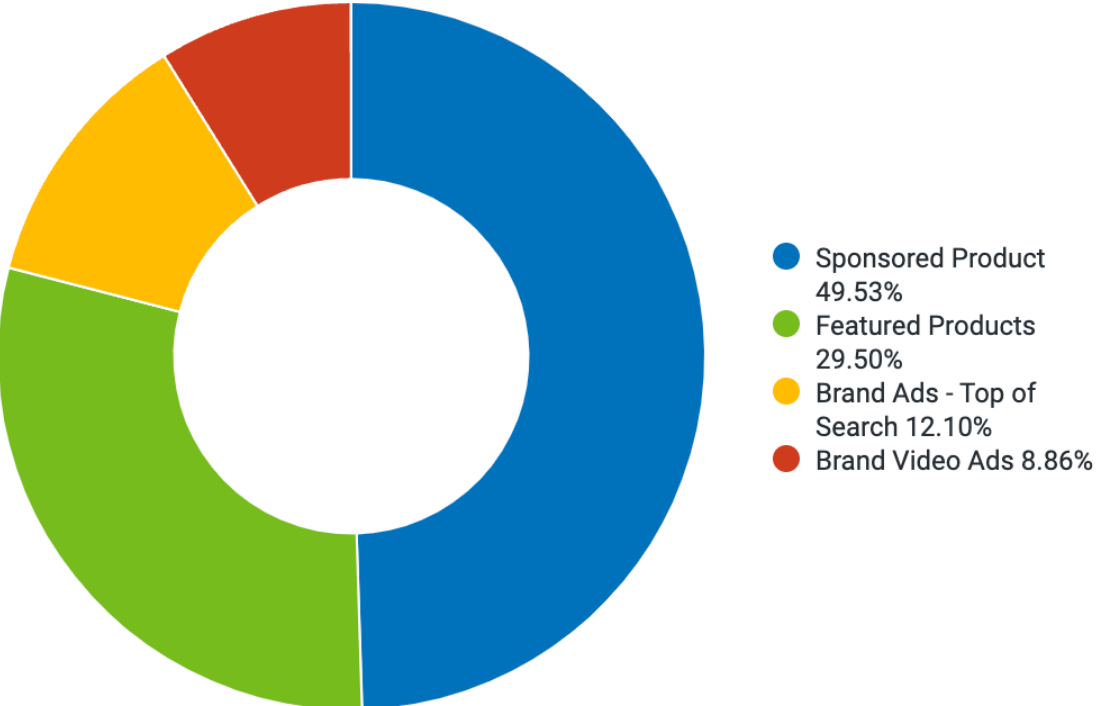


- BLUE BUFFALO 1.08%
- AMAZON BASICS 0.73%
- PETMATE 0.72%
- PURINA ONE 0.71%
- PETSAFE 0.67%
- PURINA FANCY FEAST 0.67%
- MIDWEST HOMES FOR PETS 0.60%
- VAN NESS 0.60%
- PURINA PRO PLAN 0.59%
- ARM & HAMMER 0.59%
- All Others 93.05%

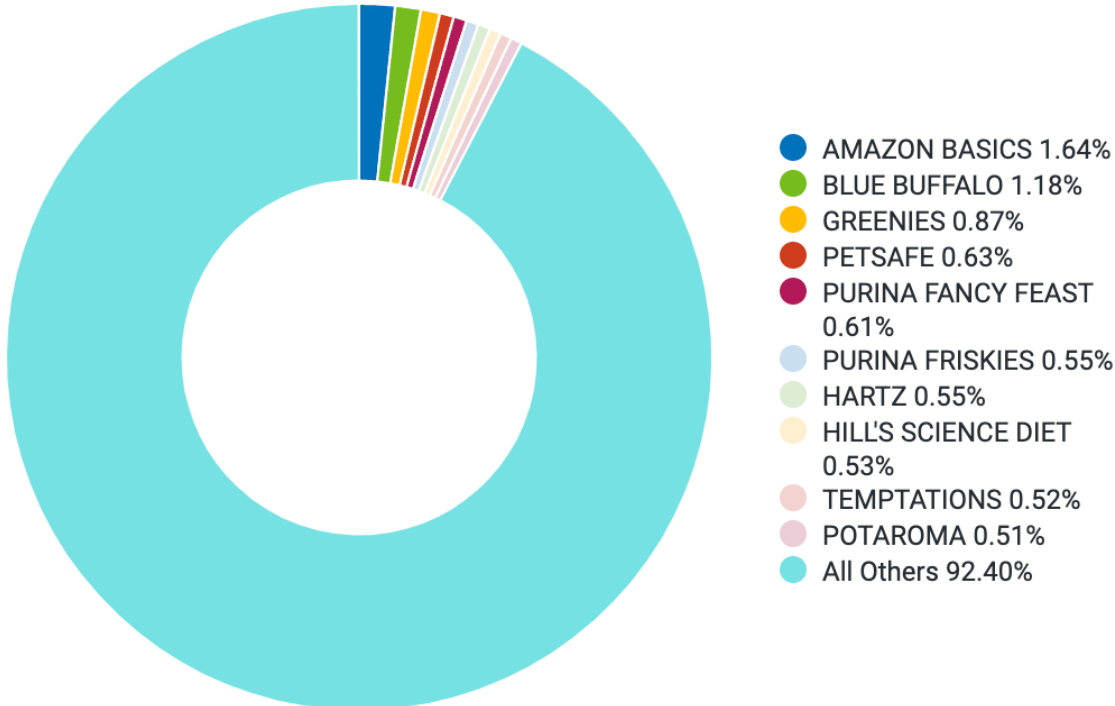
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|------------------------|-------------------------|---------------------------|
| dog treats ... | 368,389,359 | 1,473,885 ... |
| dog toys ... | 352,815,545 | 1,665,393 ... |
| cat tree ... | 340,260,853 | 1,795,466 ... |
| dog bed ... | 331,219,582 | 1,759,968 ... |
| cat toys ... | 325,245,186 | 1,556,946 ... |
| cat litter ... | 318,355,324 | 1,592,897 ... |
| dog food ... | 283,002,289 | 1,323,498 ... |
| cat food ... | 222,125,702 | 1,071,106 ... |
| litter box ... | 207,642,300 | 1,122,662 ... |
| dog harness ... | 206,875,528 | 1,092,444 ... |
| cat water fountain ... | 196,439,973 | 1,093,736 ... |
| baby gate ... | 182,447,538 | 1,076,190 ... |
| cat litter box ... | 149,887,988 | 813,480 ... |
| dog collar ... | 146,580,157 | 799,946 ... |
| dog crate ... | 124,372,476 | 665,965 ... |
| cat treats ... | 116,275,537 | 484,435 ... |
| cat carrier ... | 109,003,498 | 560,603 ... |
| cat bed ... | 103,721,644 | 562,199 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Pet Supplies – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|-------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| dog toys ... | 12,376 | 5,920 | 4,236 | 1,001 | 1,219 |
| cat toys ... | 11,474 | 5,382 | 4,313 | 948 | 831 |
| wet cat food ... | 11,405 | 4,696 | 4,612 | 914 | 1,183 |
| cat wet food ... | 11,263 | 4,856 | 4,500 | 804 | 1,103 |
| cat treats ... | 11,209 | 4,749 | 4,373 | 871 | 1,216 |
| cat food ... | 11,176 | 4,700 | 4,442 | 827 | 1,207 |
| dog treats ... | 11,149 | 4,932 | 4,353 | 917 | 947 |
| cat food wet ... | 11,126 | 4,729 | 4,489 | 802 | 1,106 |
| cat food dry ... | 11,120 | 4,771 | 4,348 | 893 | 1,108 |
| dry cat food ... | 11,074 | 4,723 | 4,377 | 911 | 1,063 |
| dry dog food ... | 10,808 | 4,503 | 4,349 | 949 | 1,007 |
| dog food ... | 10,775 | 4,600 | 4,233 | 854 | 1,088 |
| purina one cat food ... | 10,635 | 4,234 | 4,475 | 710 | 1,216 |
| wet dog food ... | 10,632 | 4,215 | 4,437 | 807 | 1,173 |
| dog bones ... | 10,585 | 4,752 | 3,711 | 859 | 1,263 |
| purina cat food ... | 10,528 | 4,273 | 4,316 | 729 | 1,210 |
| iams cat food dry ... | 10,437 | 4,347 | 4,239 | 718 | 1,133 |
| cat dry food ... | 10,415 | 4,530 | 3,909 | 773 | 1,203 |

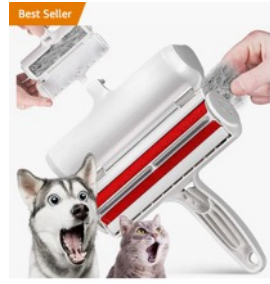
Top-Sponsored Items



Best Seller

Rocco & Roxie Stain & Odor Eliminator for Strong Odor - Enzyme Pet Odor Eliminator for Home - Carpet Stain Remover for Cats and Dogs

★★★★☆ ~ 109,449



Best Seller

Chom Chom Roller Pet Hair Remover and Reusable Lint Roller - ChomChom Cat and Dog Hair Remover for Furniture, Couch, Car

★★★★☆ ~ 173,997



Zero Odor
Pet Eliminator Permanently Eliminate Air & Surface Odors – Patented Molecular Technology Best For Carpet, Furniture, Beds Smell Great...

Unscented

Options: 3 sizes

★★★★☆ ~ 10,974



Native Pet
Organic Pumpkin for Dogs - All-Natural Pumpkin Powder for Dog Digestive Support - Perfect Ratio of Soluble and Insoluble Fiber for Dog...

★★★★☆ ~ 7,745



ANGRY ORANGE
Pet Odor Eliminator for Strong Odor - Citrus Deodorizer for Strong Dog or Cat Pee Smells on Carpet, Furniture, etc.

Fresh Orange Blast

Options: 3 sizes

★★★★☆ ~ 177,007



Best Seller

Blink
Mini - Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works with...

★★★★☆ ~ 271,926



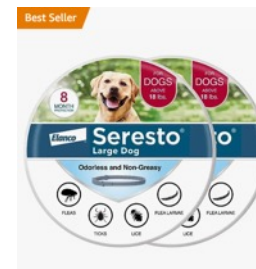
Petlab Co.
Probiotics for Dogs, Support Gut Health, Diarrhea, Digestive Health & Seasonal Allergies - Pork Flavor - 30 Soft Chews - Packaging May Vary

★★★★☆ ~ 39,340



Petlab Co.
Dog Dental Formula - Keep Dog Breath Fresh and Teeth Clean - Supports Gum Health - Water Additive Dental Care Targets Tartar ...

★★★★☆ ~ 18,109



Best Seller

Seresto
Large Dog Vet-Recommended Flea & Tick Treatment & Prevention Collar for Dogs Over 18 lbs. | 2-Pack

Options: 2 sizes

★★★★☆ ~ 98,325



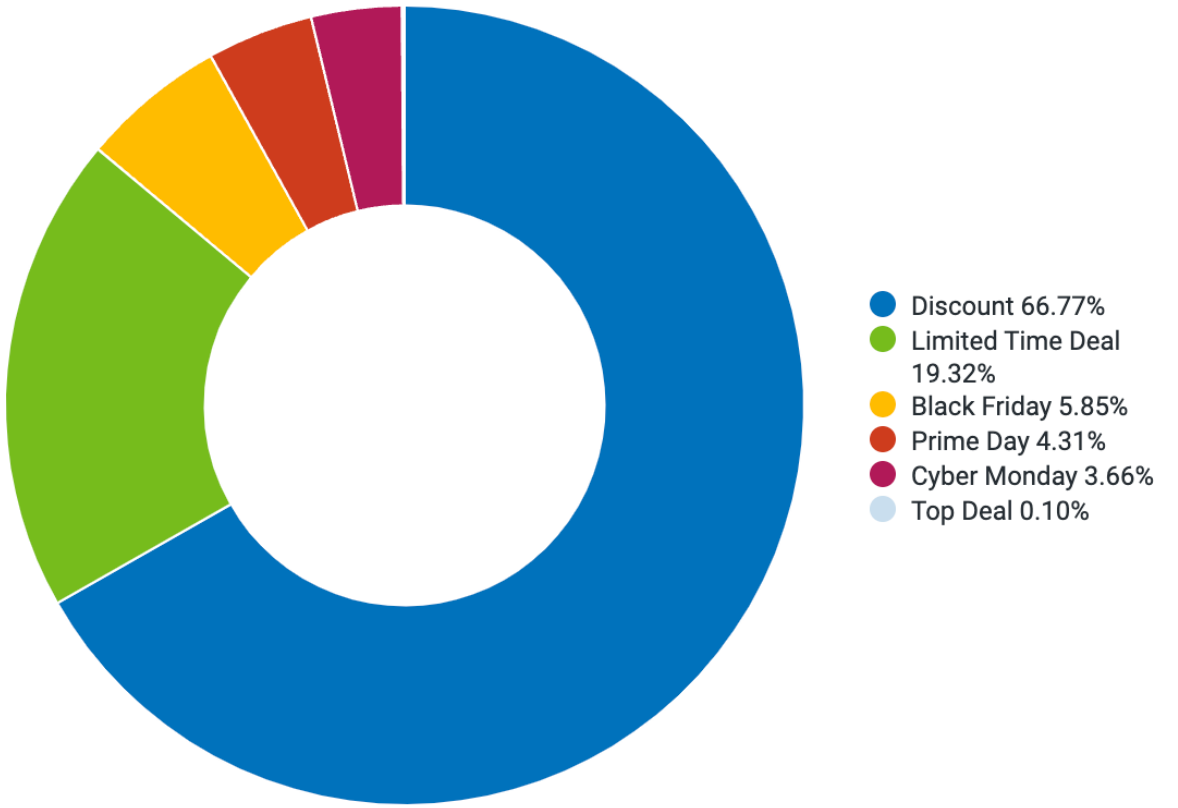
Zero Odor
Multi-Purpose Odor Eliminator - Air & Surface Odor – Patented Technology for Bathroom, Kitchen, Fabric, Closet- Smell Great Again, ...

Unscented

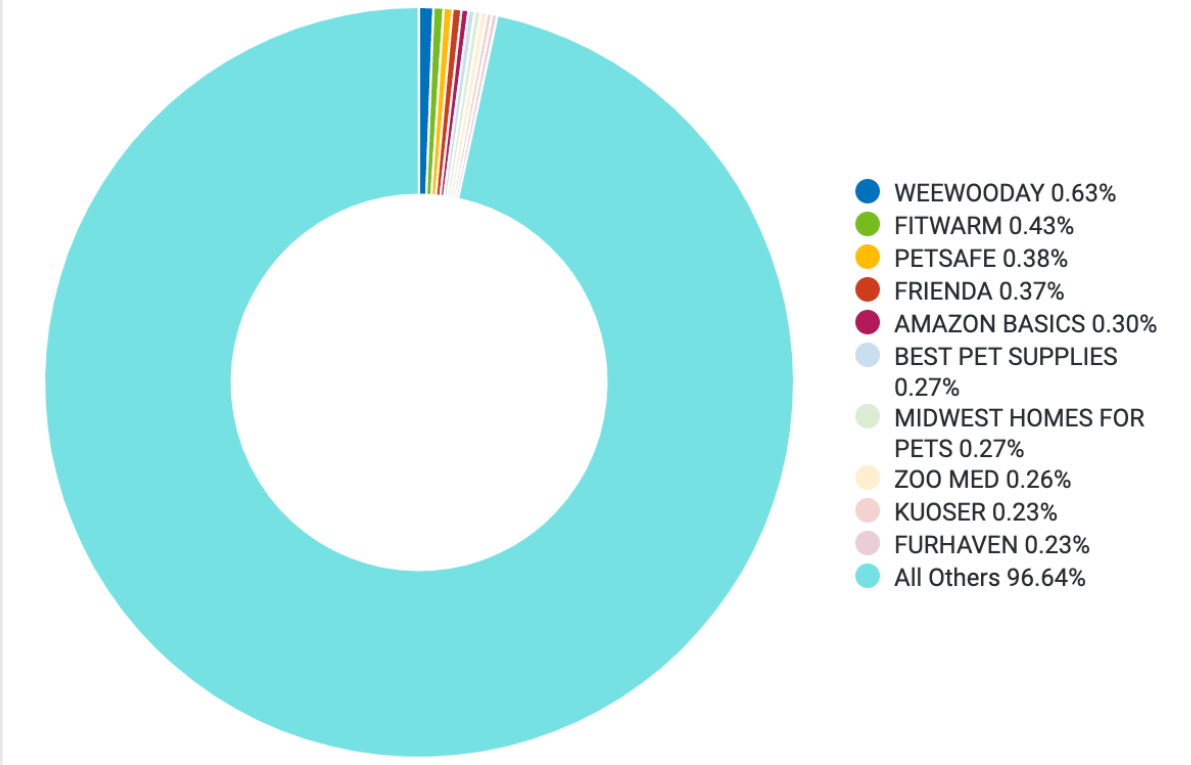
Options: 8 sizes

★★★★☆ ~ 24,239

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

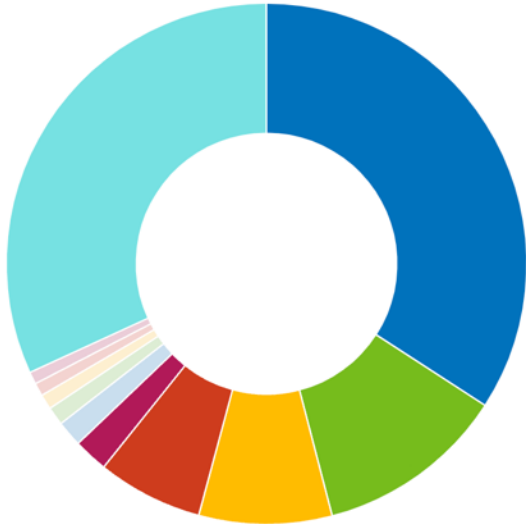


Software – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

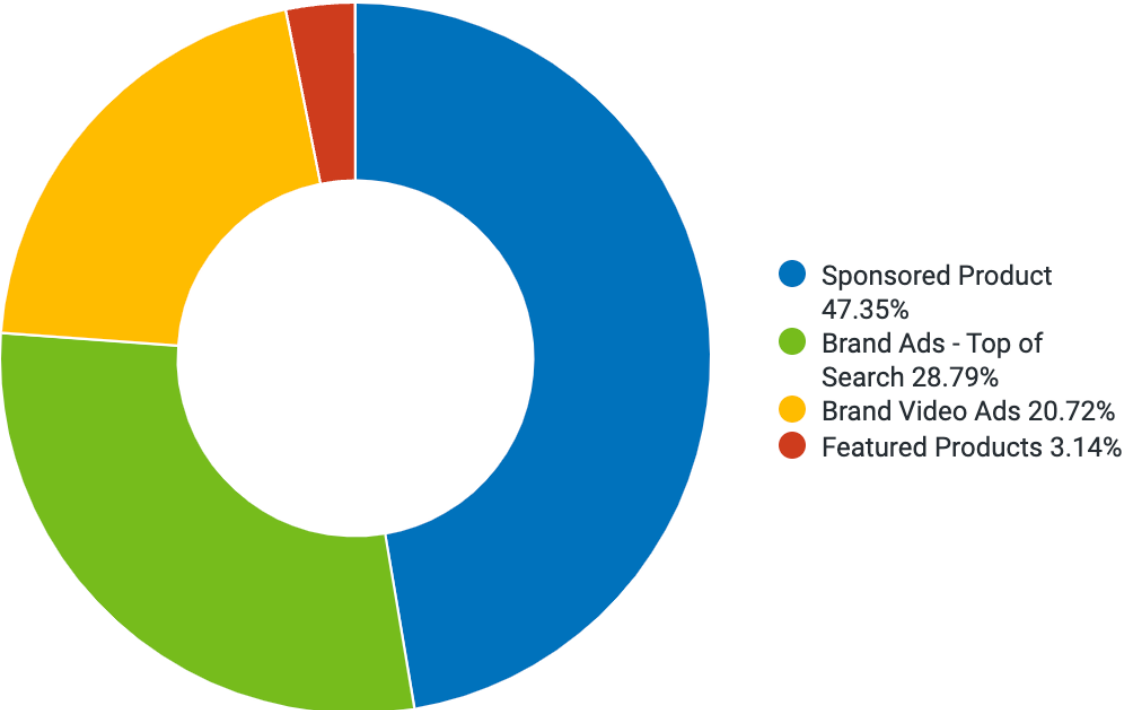


- INTUIT 34.16%
- H&R BLOCK 11.79%
- MICROSOFT 8.26%
- NINTENDO 6.56%
- MCAFEE 2.12%
- NORTON LIFELOCK 1.62%
- ADOBE 1.15%
- MICROSOFT OFFICE 0.94%
- NORTONLIFELOCK 0.81%
- UBISOFT 0.76%
- All Others 31.84%

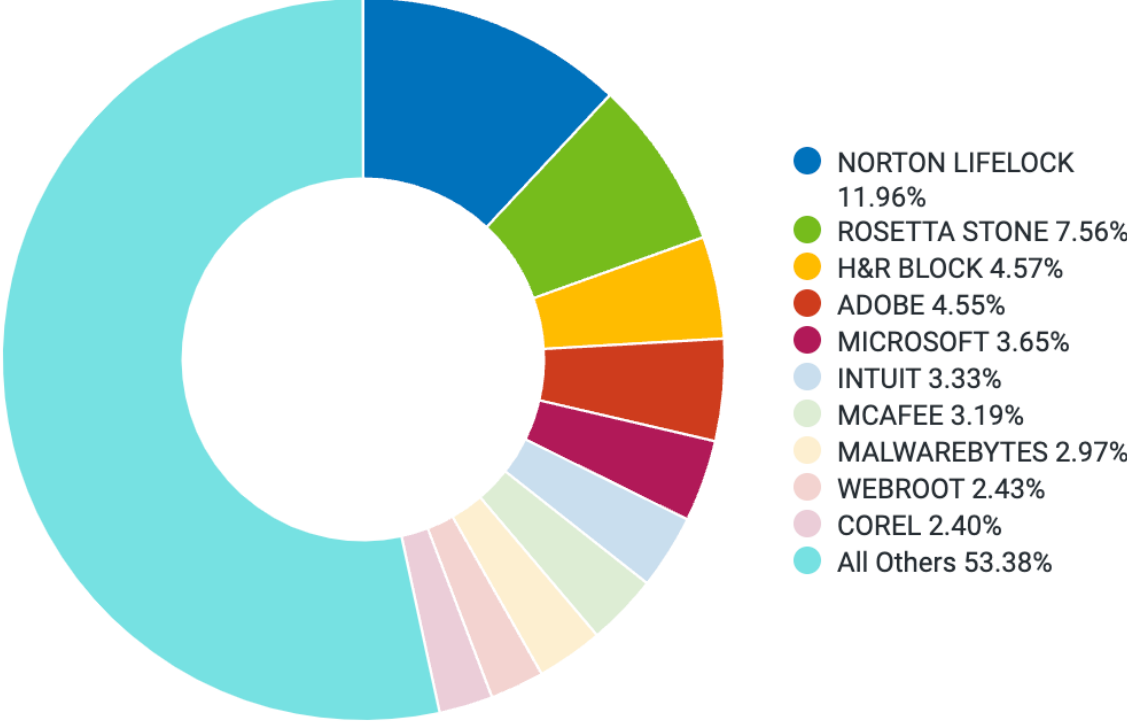
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|-------------------------------------|-------------------------|---------------------------|
| turbotax 2022 ... | 16,533,828 | 280,892 ... |
| turbotax 2022 deluxe ... | 10,830,216 | 258,732 ... |
| software ... | 5,149,854 | 59,054 ... |
| microsoft office ... | 4,881,708 | 58,497 ... |
| turbotax 2022 premier ... | 3,193,054 | 81,030 ... |
| turbotax ... | 3,148,556 | 43,023 ... |
| turbo tax online ... | 2,699,936 | 29,605 ... |
| turbo tax ... | 2,550,093 | 39,301 ... |
| windows 11 ... | 2,372,023 | 54,714 ... |
| turbotax 2022 home and business ... | 2,359,376 | 42,434 ... |
| nintendo switch game ... | 2,268,774 | 1,391,994 ... |
| norton 360 ... | 2,054,660 | 21,742 ... |
| home ... | 1,902,013 | 901,995 ... |
| h&r block 2022 deluxe and state ... | 1,752,869 | 47,276 ... |
| turbo tax 2022 deluxe ... | 1,668,495 | 40,980 ... |
| windows 11 pro ... | 1,653,061 | 34,465 ... |
| turbo tax 2022 ... | 1,618,620 | 22,416 ... |
| turbotax 2023 ... | 1,553,184 | 23,121 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Software – Amazon Annual Recap

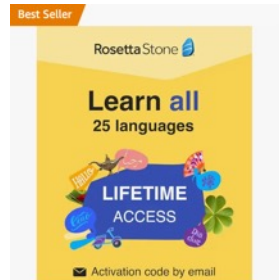
Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|--------------------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| antivirus ... | 3,671 | 1,670 | 650 | 592 | 759 |
| video editor ... | 3,149 | 2,645 | ∅ | 281 | 223 |
| vpn ... | 3,115 | 1,461 | 207 | 618 | 829 |
| norton 360 ... | 3,081 | 1,738 | 23 | 603 | 717 |
| antivirus software 2023 ... | 3,069 | 1,456 | 321 | 519 | 773 |
| norton ... | 3,035 | 1,661 | 39 | 602 | 733 |
| software ... | 2,961 | 1,771 | 566 | 618 | 6 |
| norton 360 deluxe 2023 5 devices ... | 2,751 | 1,491 | 45 | 525 | 690 |
| mcafee total protection 2023 ... | 2,393 | 1,259 | 13 | 496 | 625 |
| adobe acrobat pro ... | 2,318 | 1,280 | ∅ | 416 | 622 |
| windows 10 home ... | 2,290 | 1,314 | ∅ | 426 | 550 |
| windows 10 ... | 2,178 | 1,110 | 73 | 391 | 604 |
| microsoft office ... | 2,150 | 1,018 | 1 | 489 | 642 |
| microsoft office 2021 ... | 2,109 | 942 | ∅ | 574 | 593 |
| mcafee ... | 2,066 | 1,163 | 5 | 460 | 438 |
| photoshop ... | 1,913 | 1,576 | 12 | 325 | ∅ |
| windows 11 home ... | 1,604 | 524 | ∅ | 442 | 638 |
| norton 360 premium 10 devices ... | 1,531 | 918 | 14 | 295 | 304 |

Top-Sponsored Items



Learn UNLIMITED Languages | Lifetime Access - Learn 24 Languages | PC/Mac/iOS/Android Online Code
Jan 1, 2019
★★★★☆ ~ 1,322



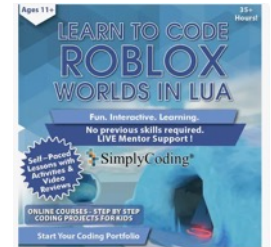
Norton 360 Deluxe, 2024 Ready, Antivirus software for 5 Devices with Auto Renewal - Includes VPN, PC Cloud Backup & Dark Web...
Apr 1, 2019
★★★★☆ ~ 14,207



Norton 360 Deluxe, 2024 Ready, Antivirus software for 3 Devices with Auto Renewal - Includes VPN, PC Cloud Backup & Dark Web...
Apr 1, 2019
★★★★☆ ~ 4,391



Norton 360 Premium, 2024 Ready, Antivirus software for 10 Devices with Auto Renewal - Includes VPN, PC Cloud Backup & Dark Web...
Apr 1, 2019
★★★★☆ ~ 4,245



Roblox Coding for Kids: Learn to Code in Lua - Computer Programming for Beginners Roblox Gift Card with Digital Pin Code, Age...
by SimplyCoding
★★★★☆ ~ 46



Norton 360 Standard, 2024 Ready, Antivirus software for 1 Device with Auto Renewal - Includes VPN, PC Cloud Backup & Dark Web...
by Norton
★★★★☆ ~ 930



Microsoft Office Home & Student 2021 | Classic Apps: Word, Excel, PowerPoint | One-Time purchase for 1 PC/MAC | Instant Download
by Microsoft
★★★★☆ ~ 5,045



HP Instant Ink \$5 Prepaid Code - The Smart Ink and Toner Subscription Service with big savings passed on to you
by HP
★★★★☆ ~ 9,842

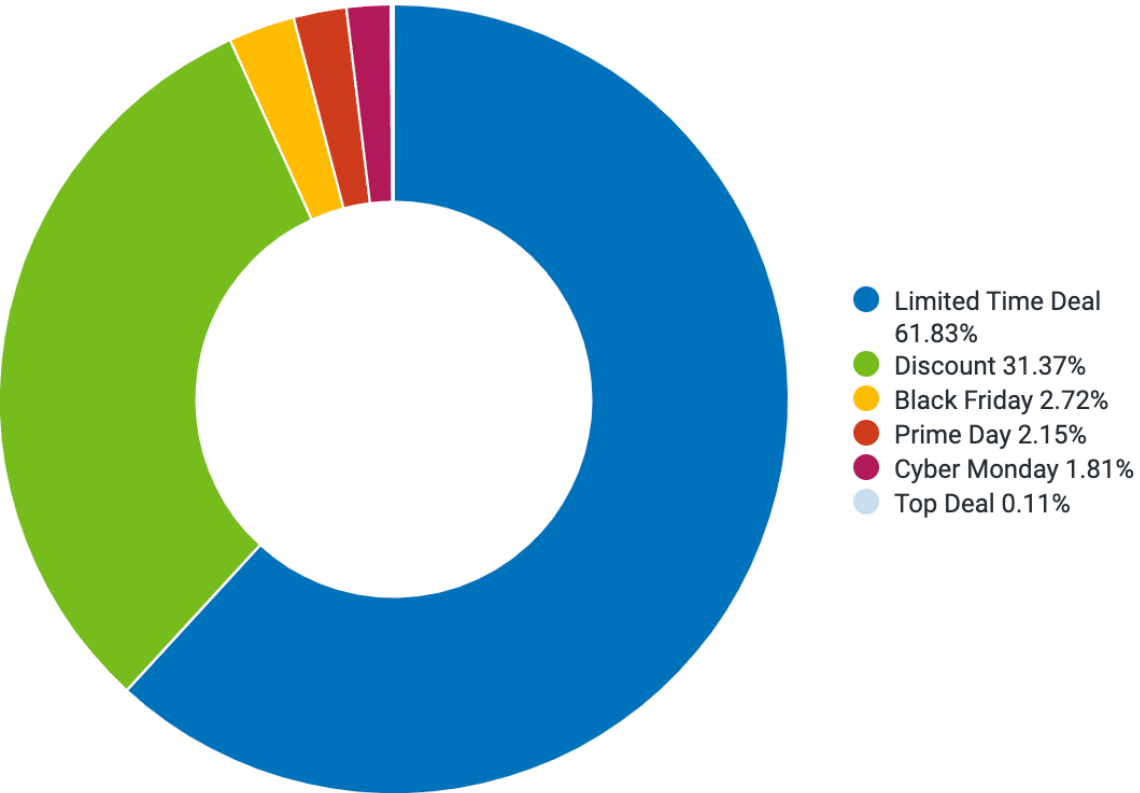


Microsoft 365 Personal | 12-Month Subscription, 1 person | Word, Excel, PowerPoint | 1TB OneDrive cloud storage | PC/Mac Instant Download ...
by Microsoft
★★★★☆ ~ 10,251

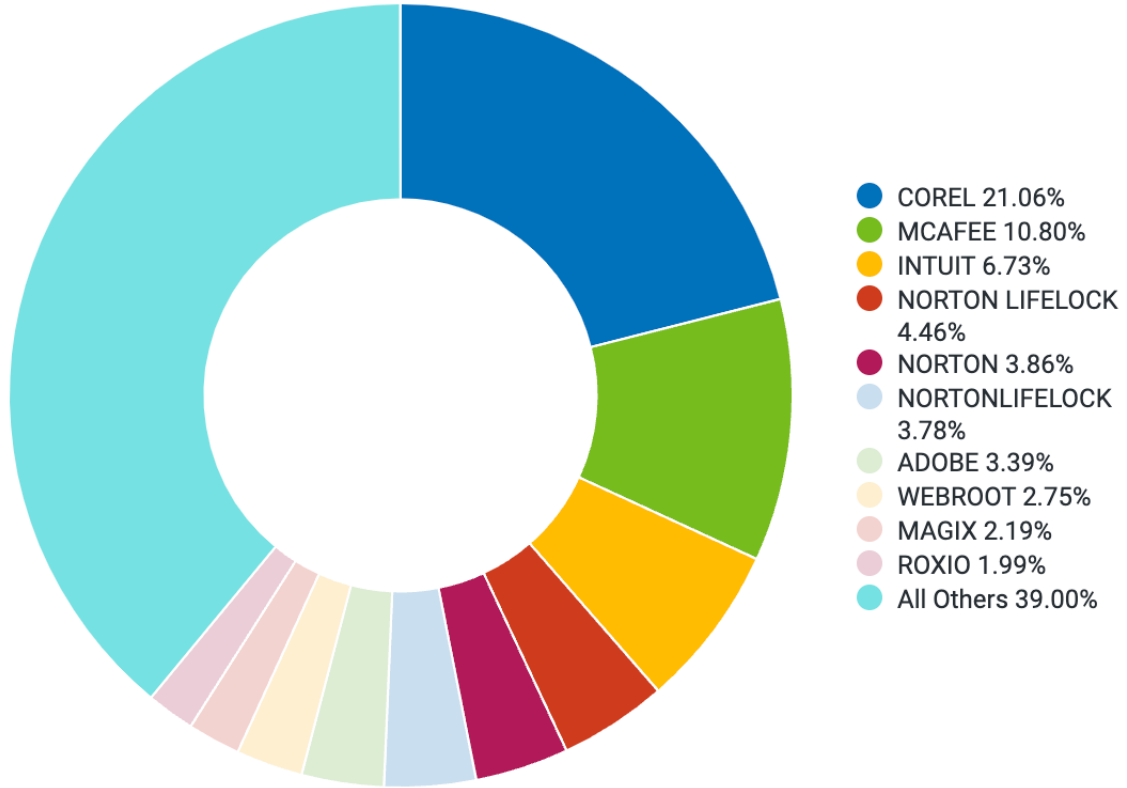


H&R Block Tax Software Deluxe + State 2022 with Refund Bonus Offer (Amazon Exclusive) [PC Download] (Old Version)
by H&R Block
★★★★☆ ~ 3,534

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales



amazonbasics



fitbit



Hydro Flask®



KING
KOIL®



IRON®FLASK



PREPARED
HERO



Franklin®



Callaway



SoundAsleep
PRODUCTS



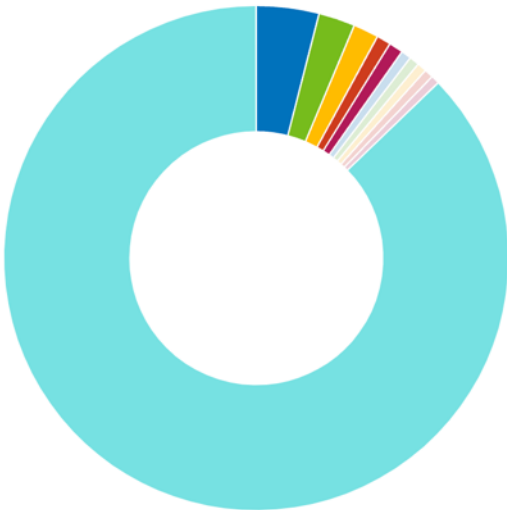
GCI
OUTDOOR

Sports & Outdoors – Amazon Annual Recap

Organic Search Visibility



Most-Visible Brands

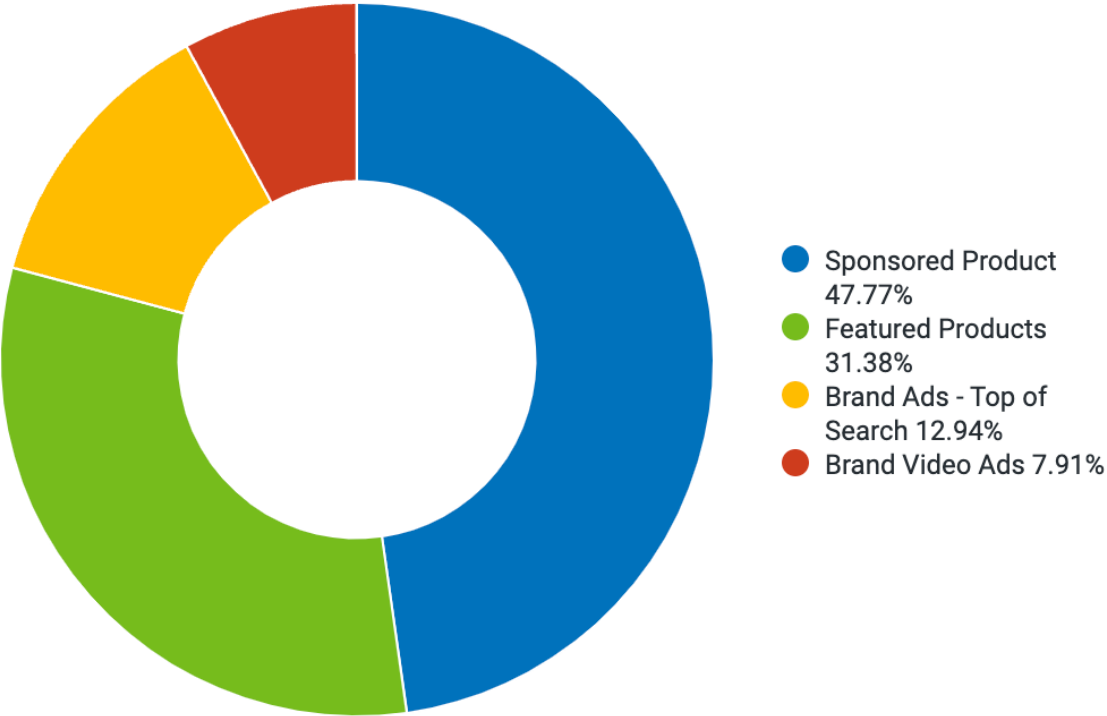


- NIKE 4.01%
- ADIDAS 2.34%
- UNDER ARMOUR 1.62%
- NEW BALANCE 0.90%
- HANES 0.90%
- CARHARTT 0.65%
- STANLEY 0.64%
- HYDRO FLASK 0.60%
- YETI 0.57%
- COLUMBIA 0.55%
- All Others 87.21%

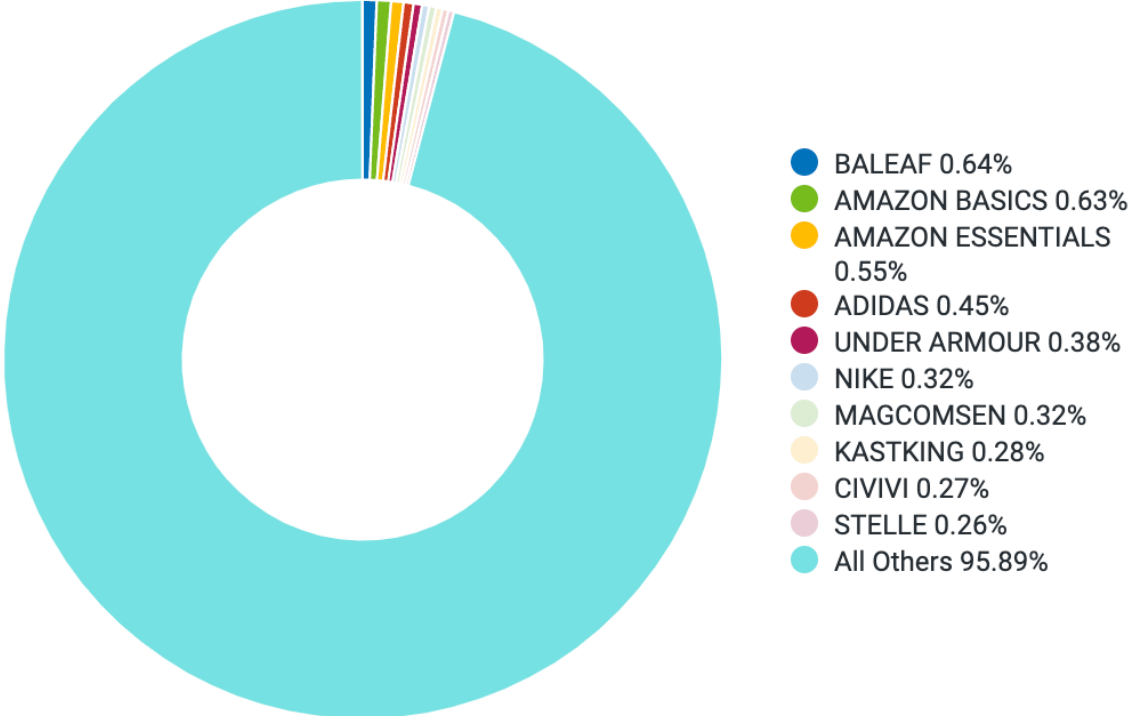
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------------|-------------------------|---------------------------|
| water bottle ... | 277,888,549 | 1,598,242 ... |
| nike socks ... | 269,763,302 | 1,665,349 ... |
| electric scooter ... | 241,050,287 | 1,346,370 ... |
| water bottles ... | 233,717,268 | 1,313,919 ... |
| yoga mat ... | 225,959,170 | 1,316,243 ... |
| compression socks for women ... | 200,961,955 | 1,605,124 ... |
| golf balls ... | 171,887,983 | 985,767 ... |
| leggings for women ... | 155,137,683 | 1,141,274 ... |
| hydro flask water bottles ... | 154,548,662 | 1,078,412 ... |
| nike ... | 146,111,126 | 1,084,145 ... |
| pepper spray ... | 142,469,139 | 824,915 ... |
| pickleball paddles ... | 140,075,063 | 810,711 ... |
| nike shoes men ... | 134,365,538 | 1,076,384 ... |
| hand warmers ... | 131,359,029 | 701,524 ... |
| pull up bar ... | 127,155,864 | 757,008 ... |
| leggings ... | 126,126,176 | 869,603 ... |
| electric bike ... | 125,501,919 | 1,391,969 ... |
| water shoes ... | 118,966,296 | 823,370 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Sports & Outdoors – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|----------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| exercise equipment ... | 9,182 | 4,586 | 3,070 | 805 | 721 |
| water bottle ... | 8,896 | 4,069 | 3,186 | 673 | 968 |
| water bottles ... | 8,783 | 4,202 | 2,919 | 657 | 1,005 |
| volleyball ... | 8,767 | 4,057 | 2,836 | 721 | 1,153 |
| camelbak ... | 8,206 | 3,609 | 3,061 | 613 | 923 |
| waterproof pants ... | 8,115 | 3,173 | 3,917 | 311 | 714 |
| cressi snorkel set ... | 8,094 | 3,511 | 3,108 | 514 | 961 |
| fitness equipment ... | 8,002 | 3,614 | 3,094 | 582 | 712 |
| home workout equipment ... | 7,993 | 3,662 | 3,092 | 601 | 638 |
| gi ... | 7,977 | 3,336 | 3,279 | 354 | 1,008 |
| sports & outdoors ... | 7,961 | 4,124 | 2,119 | 780 | 938 |
| bjj gi ... | 7,960 | 3,242 | 3,353 | 345 | 1,020 |
| gaiam yoga mat ... | 7,931 | 3,727 | 2,653 | 558 | 993 |
| gym equipment for home ... | 7,874 | 3,547 | 2,950 | 602 | 775 |
| jiu jitsu gi ... | 7,869 | 3,082 | 3,432 | 350 | 1,005 |
| yoga mat ... | 7,869 | 3,615 | 2,731 | 547 | 976 |
| thick yoga mat ... | 7,855 | 3,682 | 2,671 | 594 | 908 |
| hiking pants women ... | 7,827 | 3,425 | 3,454 | 279 | 669 |

Top-Sponsored Items



SEREED
Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler Balance Bike, 4 Wheels Toddler First Bike, First Birthday Gifts
★★★★☆ ~ 6,581



Ultra Rare Starter Bundle | 100+ Authentic Cards | 1x Ultra Rare Guaranteed | Legendary, VSTAR, VMAX, V, GX, or EX | Plus Bonus 10x...
★★★★☆ ~ 3,392



TOSY Flying Disc - 16 Million Color RGB or 36 or 360 LEDs, Extremely Bright, Smart Modes, Auto Light Up, Rechargeable, Cool Fun...
★★★★☆ ~ 3,317



Fearless Tape
Double Sided Tape
50 Count (Pack of 1)
★★★★☆ ~ 37,675



CIVIVI Praxis Flipper Pocket Knife C803F
★★★★☆ ~ 3,262



Custom Baseball Cap with Your Text, Personalized Adjustable Trucker Caps Casual Sun Peak Hat for Gifts
★★★★☆ ~ 4,616



Amazon Basics Carry-On Travel Backpack - Black
★★★★☆ ~ 8,791



ZEYAR Permanent Markers, JUMBO Size, Aluminum Barrel, Set of 4, Waterproof & Smear Proof Markers, Writes on most surfaces (Black, Blu...
★★★★☆ ~ 1,762

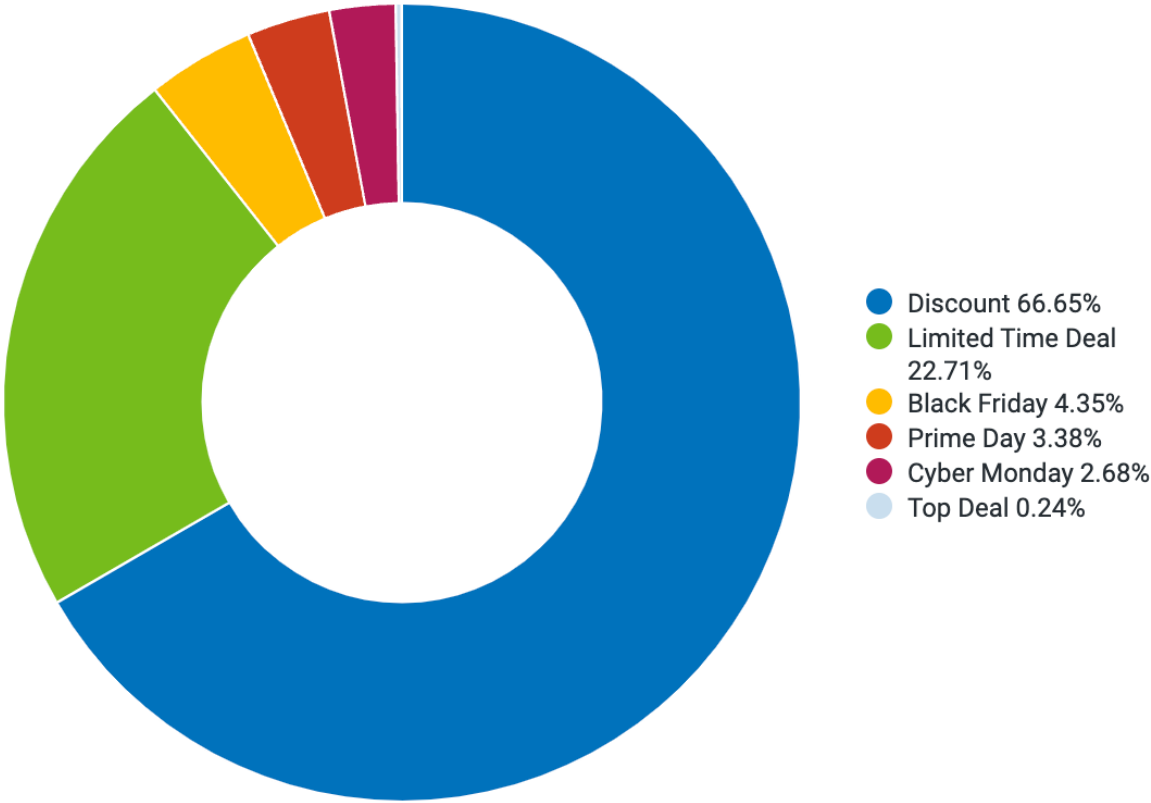


TEMI Kids Bow and Arrow Set - LED Light Up Archery Toy Set with 10 Suction Cup Arrows, Target & Quiver, Indoor and Outdoor Toys for Children Boys...
★★★★☆ ~ 7,555

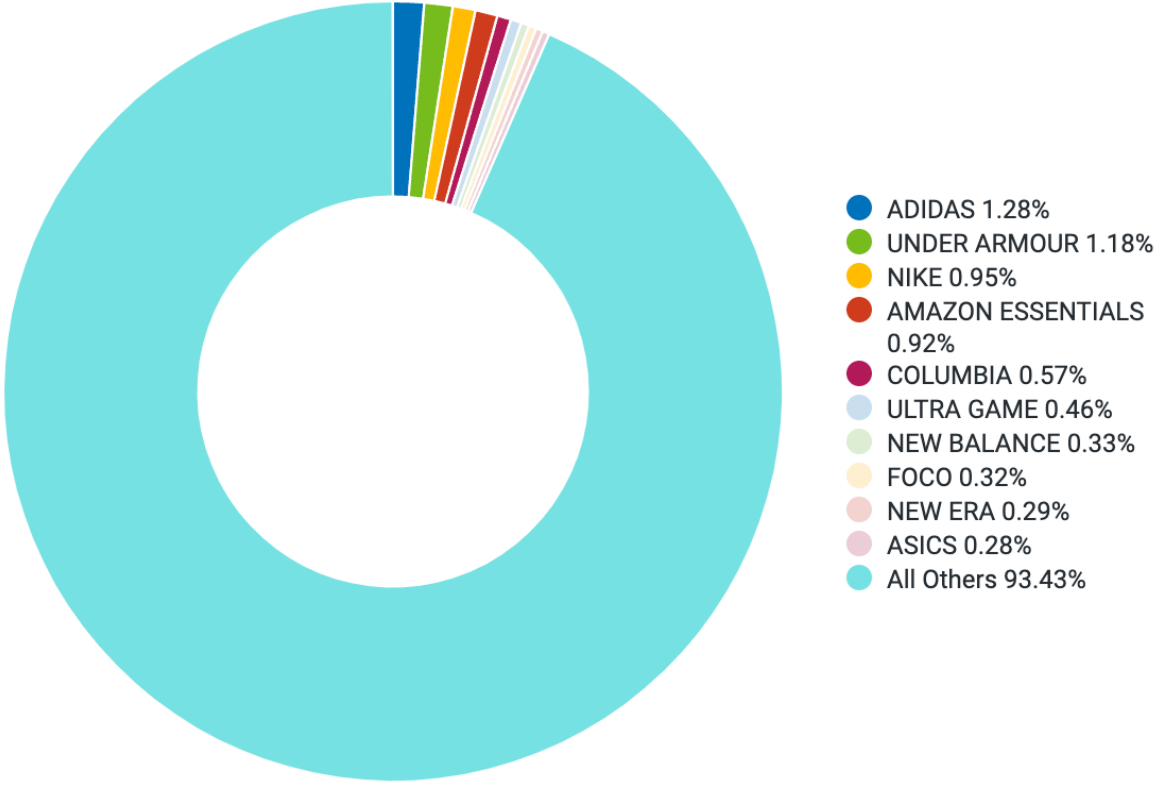


SoundAsleep Dream Series Luxury Air Mattress with ComfortCoil Technology & Built-in High Capacity Pump for Home & Camping- Doubl...
Options: 7 sizes
★★★★☆ ~ 58,483

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

everydrop®

ring



Filtrete™

BRITA®

blink

FRIGIDAIRE

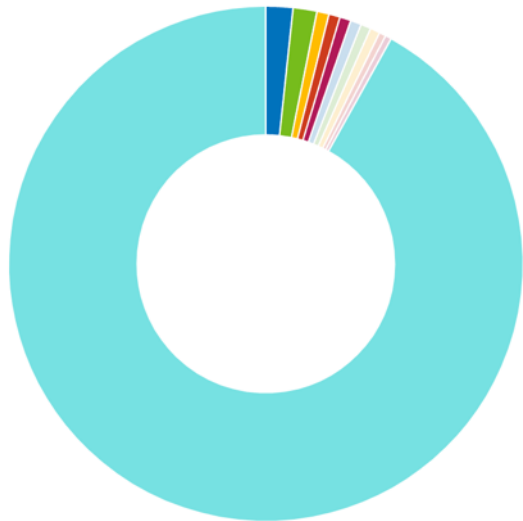
SAMSUNG

ZERO WATER



AQUA BLISS

Most-Visible Brands

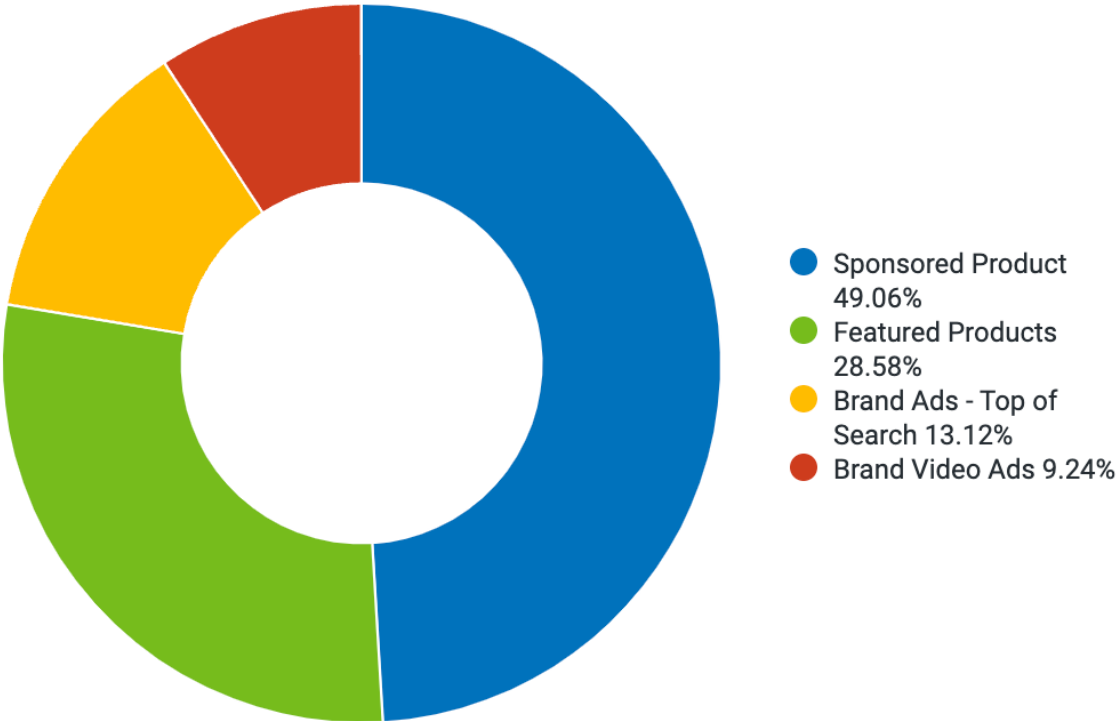


- RING 1.70%
- DEWALT 1.49%
- MILWAUKEE 0.77%
- COMMAND 0.70%
- BRITA 0.70%
- GOVEE 0.69%
- AMAZON BASICS 0.63%
- BLINK HOME SECURITY 0.62%
- KLEIN TOOLS 0.41%
- CRAFTSMAN 0.38%
- All Others 91.91%

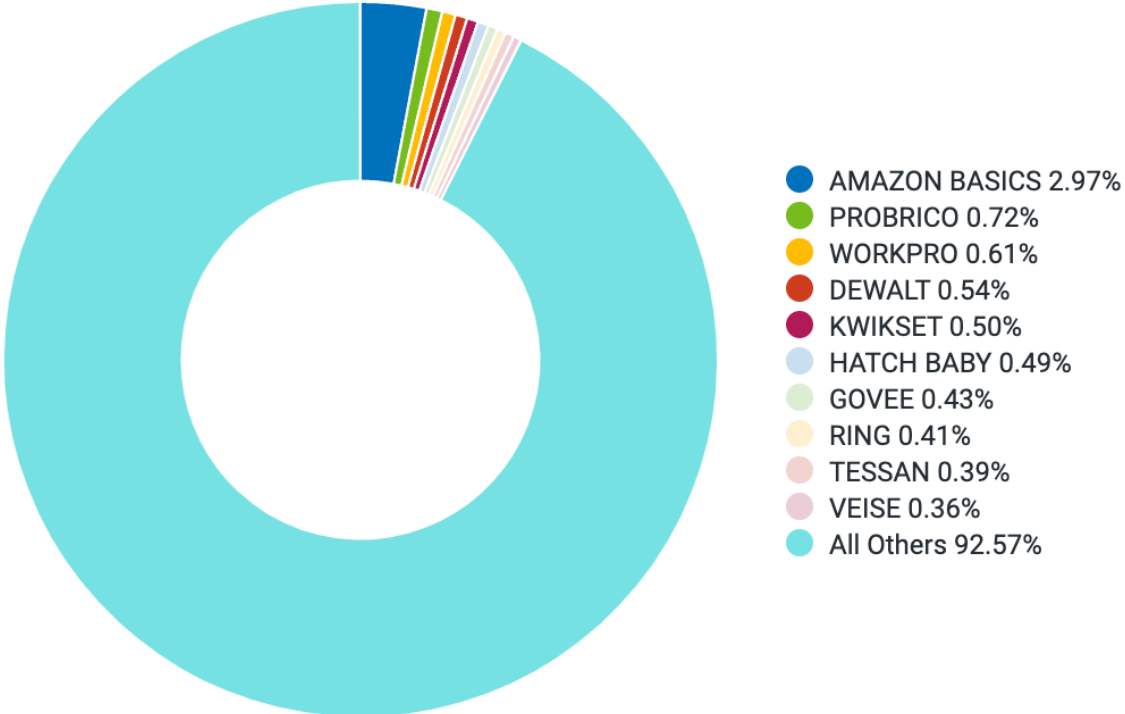
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|------------------------------|-------------------------|---------------------------|
| led lights ... | 347,502,460 | 2,081,910 ... |
| shower head ... | 332,651,983 | 1,987,099 ... |
| ring doorbell ... | 295,581,274 | 2,267,353 ... |
| led lights for bedroom ... | 271,748,815 | 1,576,129 ... |
| floor lamp ... | 221,187,416 | 1,308,322 ... |
| extension cord ... | 212,695,815 | 1,301,264 ... |
| bidet ... | 181,071,630 | 1,040,159 ... |
| ear plugs ... | 172,717,156 | 977,735 ... |
| peel and stick wallpaper ... | 168,814,028 | 904,000 ... |
| baby gate ... | 167,319,656 | 1,076,190 ... |
| toilet paper holder ... | 165,190,033 | 1,007,121 ... |
| desk lamp ... | 159,662,417 | 932,163 ... |
| laundry basket ... | 159,039,189 | 1,627,234 ... |
| ring camera ... | 152,199,863 | 1,661,238 ... |
| brita water filter ... | 140,864,808 | 828,125 ... |
| ceiling fans with lights ... | 131,171,002 | 764,658 ... |
| lamp ... | 126,052,681 | 717,193 ... |
| led strip lights ... | 124,523,855 | 714,391 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Tools & Home Improvement – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|------------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| table lamps ... | 10,587 | 4,834 | 3,853 | 752 | 1,148 |
| ceiling fans ... | 10,084 | 4,910 | 3,312 | 736 | 1,126 |
| floor lamps ... | 10,043 | 4,921 | 3,203 | 728 | 1,191 |
| shower heads ... | 9,999 | 4,804 | 3,396 | 698 | 1,101 |
| brita filter replacement ... | 9,833 | 3,905 | 4,285 | 473 | 1,170 |
| brita filter ... | 9,772 | 3,985 | 4,256 | 464 | 1,067 |
| power tools ... | 9,580 | 4,413 | 3,402 | 785 | 980 |
| desk lamps ... | 9,542 | 4,609 | 3,134 | 757 | 1,042 |
| tool sets ... | 9,396 | 4,146 | 3,353 | 725 | 1,172 |
| water filter ... | 9,388 | 4,113 | 3,470 | 603 | 1,202 |
| outdoor lighting ... | 9,218 | 4,896 | 2,512 | 774 | 1,036 |
| brita water filter ... | 9,189 | 3,810 | 3,928 | 442 | 1,009 |
| ear plugs ... | 9,111 | 3,778 | 3,735 | 732 | 866 |
| flameless candles ... | 8,905 | 4,691 | 2,613 | 750 | 851 |
| plumbing tools ... | 8,775 | 3,819 | 3,307 | 533 | 1,116 |
| bathroom hardware ... | 8,721 | 4,138 | 3,006 | 598 | 979 |
| room lamp ... | 8,721 | 3,633 | 3,535 | 598 | 955 |
| tarps ... | 8,688 | 4,404 | 2,625 | 694 | 965 |

Top-Sponsored Items



ClearSpace
Plastic Storage Bins – Perfect Kitchen Organization or Pantry Storage – Fridge Organizer, Pantry Organization and Storage Bins,...

★★★★★ ~ 10,283



Sifely
Smart Lock, Keyless Entry Door Lock, Keypad Door Lock, Fingerprint Door Lock, Biometric Door Lock, Keypad Entry Door Lock, Passcode Code Do...

★★★★★ ~ 6,972



GeekTale
Smart Door knob, Fingerprint Smart Lock Biometric Door knob with App Control, Great for Bedrooms, Cloakroom, Apartments...

★★★★★ ~ 3,198



Amazon Basics
Closet Storage Organizer with Fabric Bins and Shelves, Grey, 32.7" x 12.2" x 31"

★★★★★ ~ 13,787



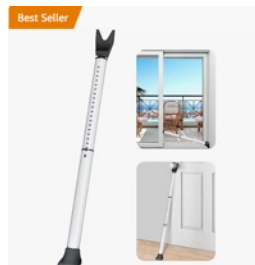
HBTower
3 Step Ladder, Folding Step Stool with Wide Anti-Slip Pedal, 500lbs Sturdy Steel Ladder, Convenient Handgrip, Lightweight, Portable...

Iron and PP
Options: 6 sizes
★★★★★ ~ 38,358



Alex Tech
10ft - 1/2 inch Cord Protector Wire Loom Tubing Cable Sleeve Split Sleeving For USB Cable Power Cord Audio Video Cable – Protect Cat Fro...

★★★★★ ~ 60,155



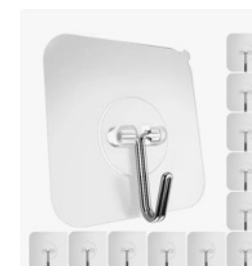
Upgraded Door Security Bar & Sliding Patio Bar, Heavy Duty Stoppers Adjustable Jammer for Home, Apartment, Travel (1 Pack, White)

★★★★★ ~ 2,494



Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works with...

★★★★★ ~ 271,927



GLUIT
Adhesive Hooks Heavy Duty 22 lbs Robe Towel Hooks Waterproof Adhesive Wall Hooks for Home Bathroom Kitchen Office and...

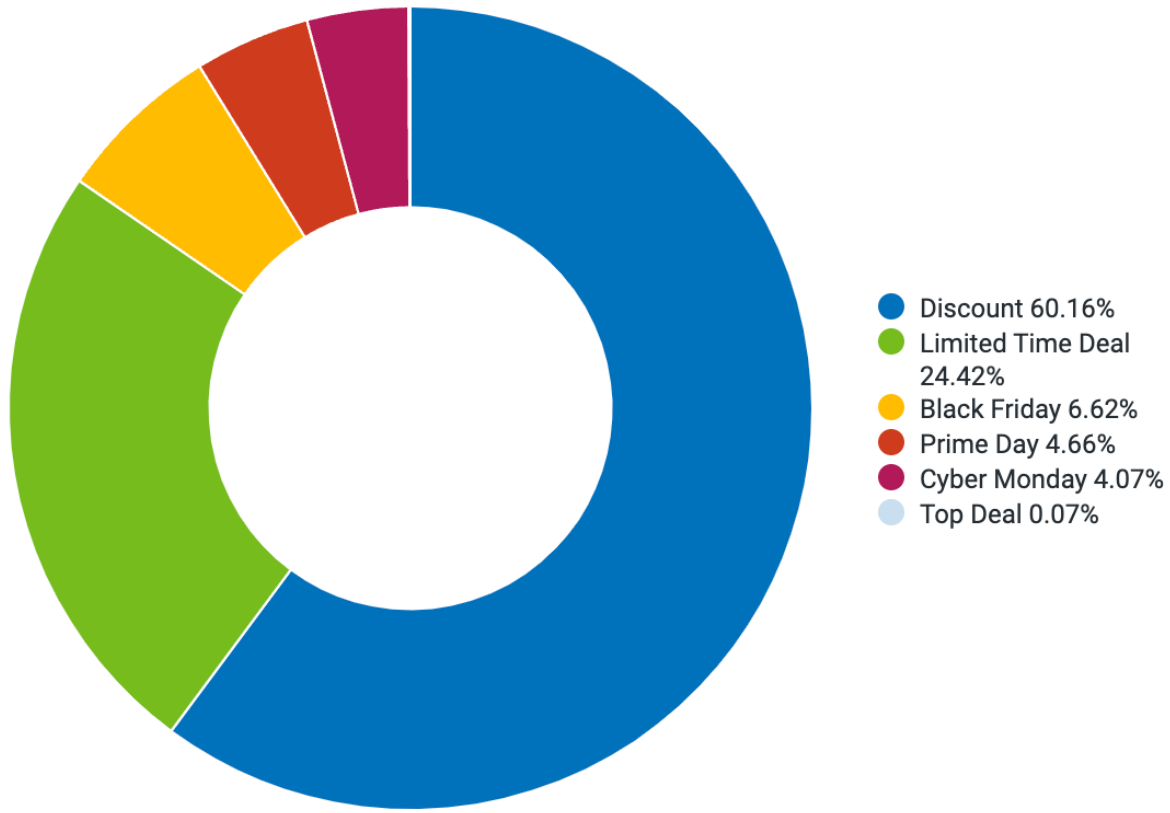
★★★★★ ~ 17,045



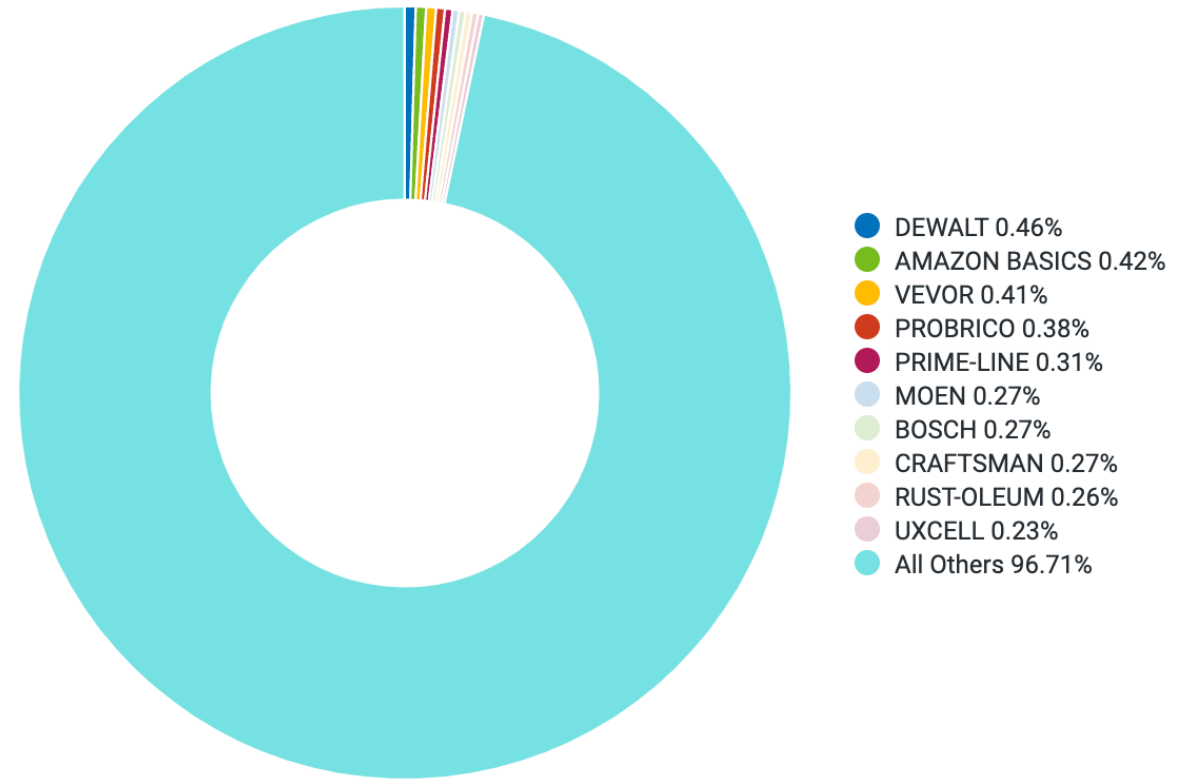
Portable Door Lock Home Security Door Lock Travel Lockdown Locks for Additional Safety and Privacy Perfect for Traveling Hotel Home Apartmen...

★★★★★ ~ 21,174

Badge Breakdown by Type



Top-Promoted Brands



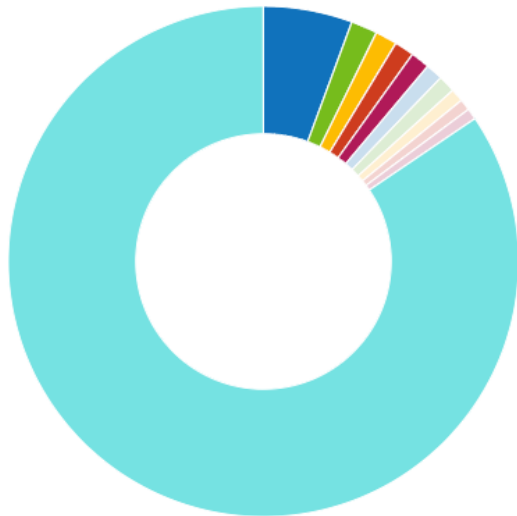
Top Brands by Share of Sales



Toys & Games – Amazon Annual Recap

Organic Search Visibility

Most-Visible Brands

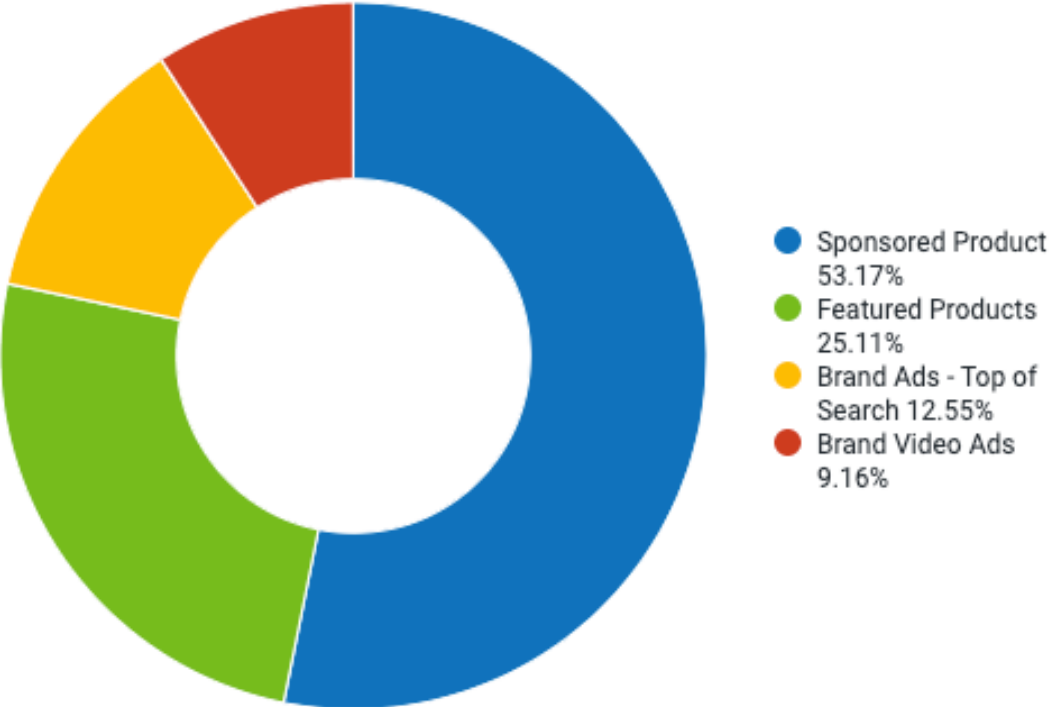


- LEGO 5.63%
- BARBIE 1.68%
- POKEMON 1.39%
- FUNKO 1.23%
- SQUISHMALLOWES 1.21%
- MELISSA & DOUG 1.09%
- CRAYOLA 1.08%
- HASBRO GAMING 0.83%
- FISHER-PRICE 0.71%
- HOT WHEELS 0.70%
- All Others 84.46%

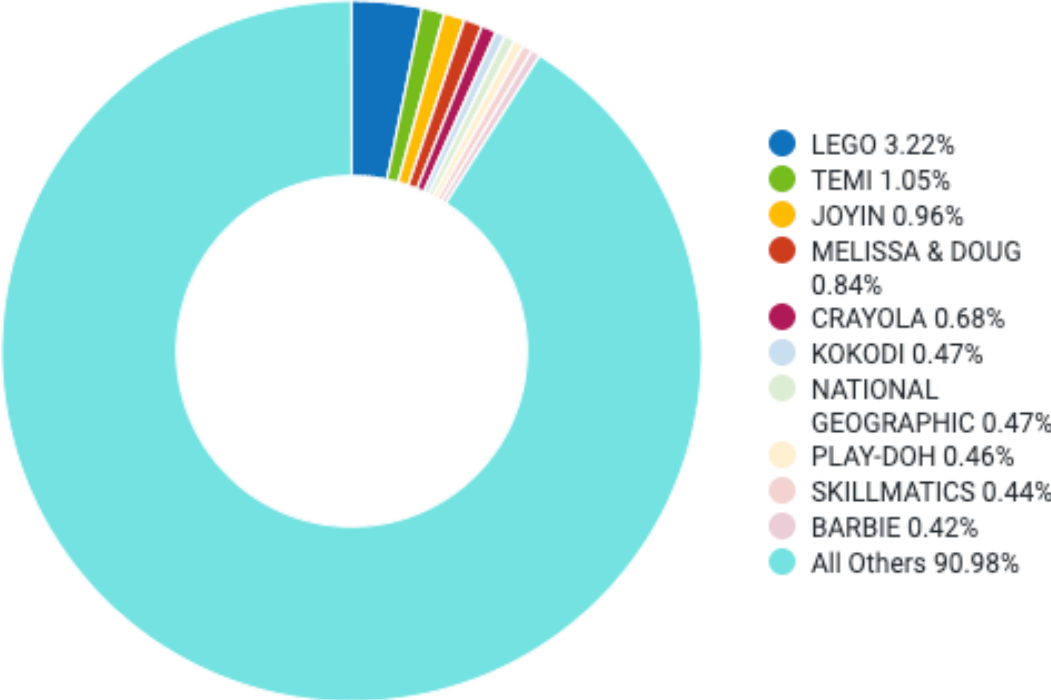
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|----------------------------|-------------------------|---------------------------|
| bath toys ... | 75,054,246 | 358,849 ... |
| hello kitty ... | 74,820,246 | 1,624,030 ... |
| minecraft ... | 73,563,951 | 771,047 ... |
| marvel legends ... | 70,050,457 | 365,667 ... |
| monster high dolls ... | 69,754,647 | 340,854 ... |
| pool floats adult ... | 69,011,216 | 402,472 ... |
| toddler toys ... | 67,414,938 | 405,924 ... |
| kids games ... | 67,363,978 | 404,373 ... |
| mini brands ... | 66,831,989 | 409,688 ... |
| bubble gun ... | 66,748,621 | 377,377 ... |
| roblox ... | 65,145,727 | 1,057,856 ... |
| barbie dream house ... | 65,113,198 | 383,191 ... |
| baby doll ... | 63,659,985 | 326,194 ... |
| easter basket stuffers ... | 61,101,574 | 470,571 ... |
| water balloons ... | 60,261,759 | 352,267 ... |
| rainbow high dolls ... | 59,870,932 | 334,144 ... |
| elf on the shelf ... | 58,911,914 | 461,999 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Toys & Games – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|------------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| toys ... | 10,087 | 4,562 | 3,636 | 864 | 1,025 |
| plush ... | 9,478 | 4,497 | 3,213 | 693 | 1,075 |
| ravensburger puzzle 1000 ... | 9,429 | 3,464 | 4,470 | 508 | 987 |
| ravensburger puzzle ... | 9,263 | 3,357 | 4,444 | 495 | 967 |
| pretend play ... | 9,024 | 4,162 | 3,178 | 650 | 1,034 |
| puzzles ... | 8,968 | 4,371 | 3,024 | 625 | 948 |
| ravensburger puzzle 500 ... | 8,959 | 3,283 | 4,163 | 517 | 996 |
| stuffed animals ... | 8,864 | 4,618 | 2,450 | 713 | 1,083 |
| water balloons ... | 8,699 | 3,559 | 3,635 | 606 | 899 |
| crayons ... | 8,687 | 3,298 | 3,690 | 668 | 1,031 |
| balloons ... | 8,667 | 3,283 | 3,510 | 623 | 1,251 |
| thomas the train set ... | 8,623 | 3,343 | 3,861 | 450 | 969 |
| model kits ... | 8,582 | 4,259 | 2,615 | 732 | 976 |
| legos sets ... | 8,581 | 3,384 | 3,728 | 560 | 909 |
| board games ... | 8,520 | 4,023 | 2,864 | 633 | 1,000 |
| mega construx ... | 8,486 | 3,493 | 3,617 | 557 | 819 |
| action figures ... | 8,466 | 3,988 | 2,875 | 694 | 909 |
| mega halo ... | 8,404 | 3,469 | 3,533 | 504 | 898 |

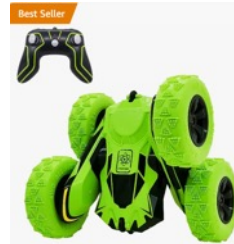
Top-Sponsored Items



ORSEN
LCD Writing Tablet Toys, 8.5 Inch Doodle Board Drawing Pad Gifts for Kids, Dinosaur Drawing Board for Christmas Birthday Gift for Toddler...
★★★★☆ ~ 9,053



KOKODI
LCD Writing Tablet, 10 Inch Colorful Toddler Doodle Board Drawing Tablet, Erasable Reusable Electronic Drawing Pads, Educational and...
★★★★☆ ~ 29,711



Threeking
RC Stunt Cars Remote Control Car Double-Sided Driving 360-degree Flips Rotating Car Toy, Green
★★★★☆ ~ 13,310



Shashibo
Shape Shifting Box - Award-Winning, Patented Fidget Cube w/ 36 Rare Earth Magnets - Transforms Into Over 70 Shapes, Download Fun in...
★★★★☆ ~ 55,545



TEMI
Toddler Toys for 3 4 5 6 Years Old Boys, Die-cast Construction Car Carrier Vehicle Toy Set w/Play Mat, Truck Alloy Metal Age 3-9 Toddlers...
★★★★☆ ~ 20,399



TEKFUN
LCD Writing Tablet Doodle Board, 10inch Colorful Drawing Tablet Writing Pad, Girls Gifts for 3 4 5 6 7 Year Old Girls Boys (Pink)
★★★★☆ ~ 21,196



Montessori Toys for 1 2 3 Years Old Boys Girls Birthday Gifts, Wooden Sensory Toys for Ages 2-4 Toddlers Kids Baby, Toddler Learning Toy...
★★★★☆ ~ 1,658



klmars Charm Bracelet Making Kit, Jewelry Making Supplies Beads, Unicorn/Mermaid Crafts Gifts Set for Girls Teens Age 5-12
★★★★☆ ~ 22,034

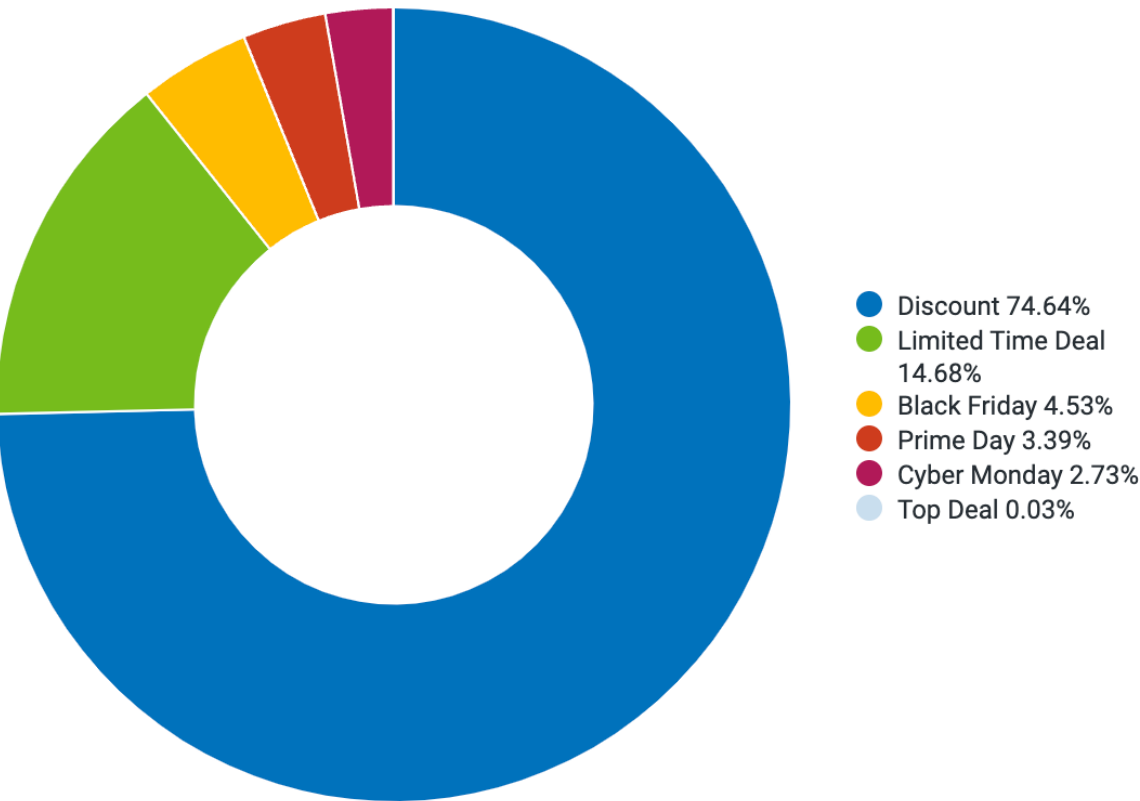


JOYIN
34 PCS Cooking Toy Set, Kitchen Toy Set, Toy BBQ Grill Set, Little Chef Play, Kids Grill Playset Interactive BBQ Toy Set for Kids
★★★★☆ ~ 1,445

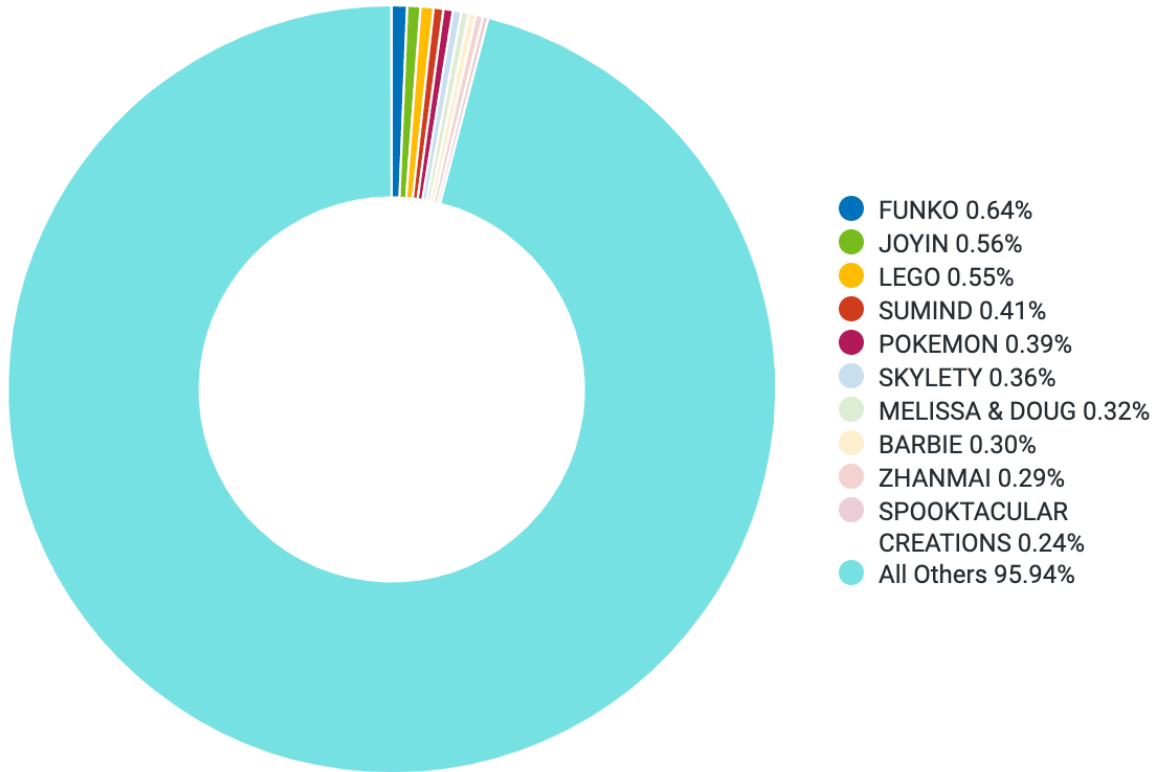


ATHLERIA
Mini Drone Toys for Age 8-13, 2023 UFO Magic Flying Orb Ball with Lights, Hover Boomerang, Fidget Flying Spinner, Cool Stuff Gadgets...
★★★★☆ ~ 2,052

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales



SONY

 Meta Quest

 **oculus**

ROBLOX

logitech

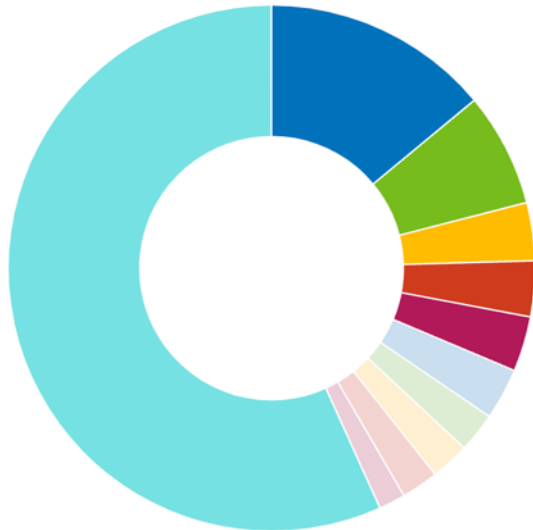
 Microsoft

 **RIOT
GAMES**

Video Games – Amazon Annual Recap

Organic Search Visibility

Most-Visible Brands

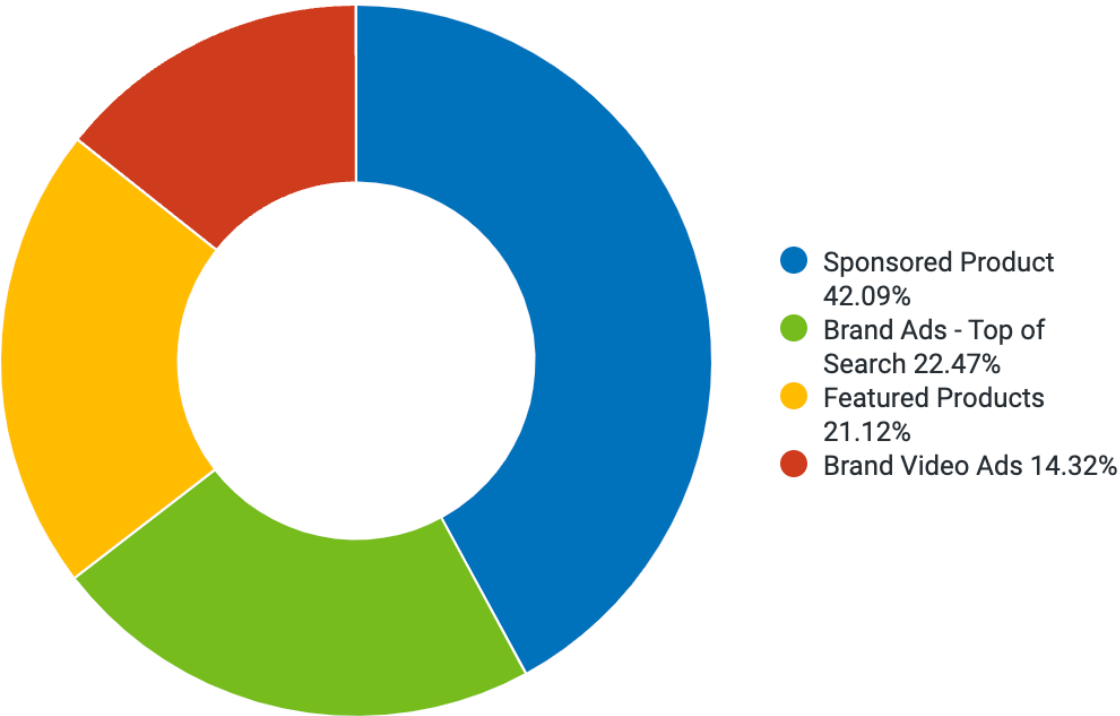


| | |
|-----------------|--------|
| NINTENDO | 13.99% |
| PLAYSTATION | 7.00% |
| ROBLOX | 3.57% |
| XBOX | 3.42% |
| MICROSOFT | 3.39% |
| SONY | 3.17% |
| RAZER | 2.42% |
| LOGITECH G | 2.38% |
| AMAZON | 2.29% |
| ELECTRONIC ARTS | 1.61% |
| All Others | 56.75% |

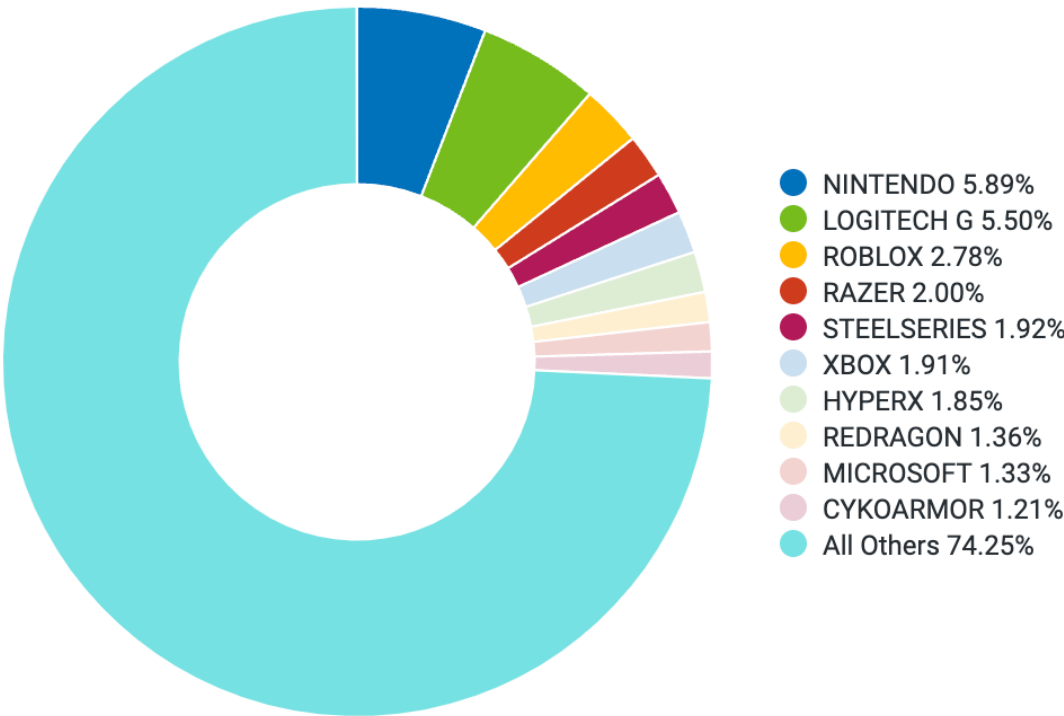
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|--------------------------------|-------------------------|---------------------------|
| ps5 ... | 294,390,647 | 2,949,835 ... |
| nintendo switch ... | 248,331,678 | 2,523,355 ... |
| playstation 5 ... | 194,920,892 | 1,971,696 ... |
| xbox series x ... | 176,078,580 | 1,916,227 ... |
| ps5 controller ... | 151,048,771 | 1,676,529 ... |
| roblox gift card ... | 141,284,721 | 1,559,885 ... |
| nintendo switch games ... | 135,911,290 | 1,397,401 ... |
| xbox controller ... | 133,654,059 | 1,396,354 ... |
| ps5 console ... | 133,589,926 | 1,315,713 ... |
| xbox series s ... | 132,033,374 | 1,417,603 ... |
| ps4 controller ... | 111,712,154 | 1,219,175 ... |
| gaming mouse ... | 102,141,635 | 1,083,401 ... |
| nintendo switch controller ... | 99,144,355 | 1,053,518 ... |
| xbox ... | 97,633,622 | 1,022,624 ... |
| gaming keyboard ... | 92,688,899 | 988,946 ... |
| ps5 games ... | 90,725,943 | 894,392 ... |
| roblox ... | 81,087,899 | 1,057,856 ... |
| playstation gift card ... | 76,989,255 | 894,722 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Video Games – Amazon Annual Recap

Sponsorship Activity



Top-Sponsored Keywords

| Keyword | Ad Type | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|--|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| nintendo switch game ... | 6,073 | 1,680 | 3,166 | 511 | 716 |
| steelseries headset ... | 5,499 | 1,682 | 2,299 | 574 | 944 |
| razer headset ... | 5,413 | 1,337 | 2,655 | 473 | 948 |
| nintendo switch oled accessories ... | 5,313 | 1,723 | 1,959 | 627 | 1,004 |
| xbox headset ... | 5,259 | 1,712 | 2,028 | 580 | 939 |
| ps5 headset ... | 5,243 | 1,666 | 2,261 | 538 | 778 |
| nintendo switch accessories ... | 5,220 | 1,687 | 1,993 | 631 | 909 |
| gaming mice ... | 5,203 | 1,617 | 2,073 | 584 | 929 |
| razer mouse ... | 5,196 | 1,328 | 2,470 | 460 | 938 |
| astro gaming headset ... | 5,173 | 1,606 | 2,187 | 518 | 862 |
| xbox one headset ... | 5,138 | 1,720 | 2,048 | 585 | 785 |
| steel series ... | 5,122 | 1,560 | 2,297 | 368 | 897 |
| gaming headset xbox ... | 5,104 | 1,713 | 1,997 | 603 | 791 |
| s wireless gaming headset with microphone fo | 5,104 | 1,633 | 2,025 | 495 | 951 |
| razer gaming mouse ... | 5,094 | 1,415 | 2,205 | 503 | 971 |
| switch oled case ... | 5,086 | 1,744 | 1,700 | 647 | 995 |
| nintendo switch cover ... | 5,078 | 1,741 | 1,726 | 599 | 1,012 |
| xbox series s headset ... | 5,075 | 1,685 | 1,901 | 619 | 870 |

Top-Sponsored Items



Best Seller
Roblox Digital Gift Code for 800 Robux [Redeem Worldwide - Includes Exclusive Virtual Item] [Online Game Code]
May 15, 2019
★★★★☆ ~ 151,793



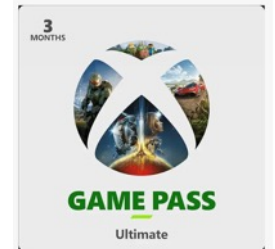
Roblox Digital Gift Code for 2,200 Robux [Redeem Worldwide - Includes Exclusive Virtual Item] [Online Game Code]
May 15, 2019
★★★★☆ ~ 151,793



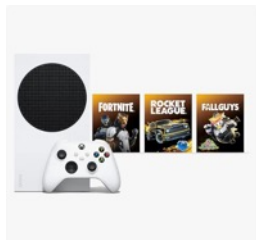
Roblox Digital Gift Code for 4,500 Robux [Redeem Worldwide - Includes Exclusive Virtual Item] [Online Game Code]
May 15, 2019
★★★★☆ ~ 151,793



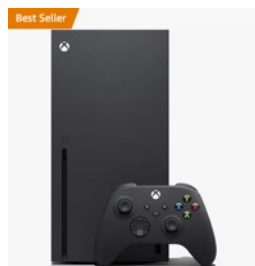
+1 color/pattern
PS5 Stand and Cooling Station with Dual Controller Charging Station for Playstation 5 Console, PS5 Accessories Incl. Controller Charger,...



Game Pass Ultimate – 3 Month Membership – Xbox Series X|S, Xbox One, Windows [Digital Code]
Jun 13, 2019
★★★★☆ ~ 34,836



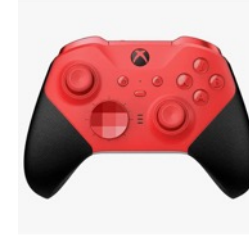
Microsoft Xbox Series S Gilded Hunters Bundle - Includes Xbox Wireless Controller - Up to 120 frames per second - 10GB RAM...
Nov 29, 2022
ESRB Rating: Teen
★★★★☆ ~ 1,630



Best Seller
Series X 1TB SSD Console - Includes Wireless Controller - Up to 120 frames per second - 16GB RAM 1TB SSD - Experience True 4K Gaming...
Nov 10, 2020
★★★★☆ ~ 24,728



+3 colors/patterns
Elite Series 2 Core Wireless Gaming Controller – White – Xbox Series X|S, Xbox One, Windows PC, Android, and iOS
Sep 21, 2022
★★★★☆ ~ 38,687

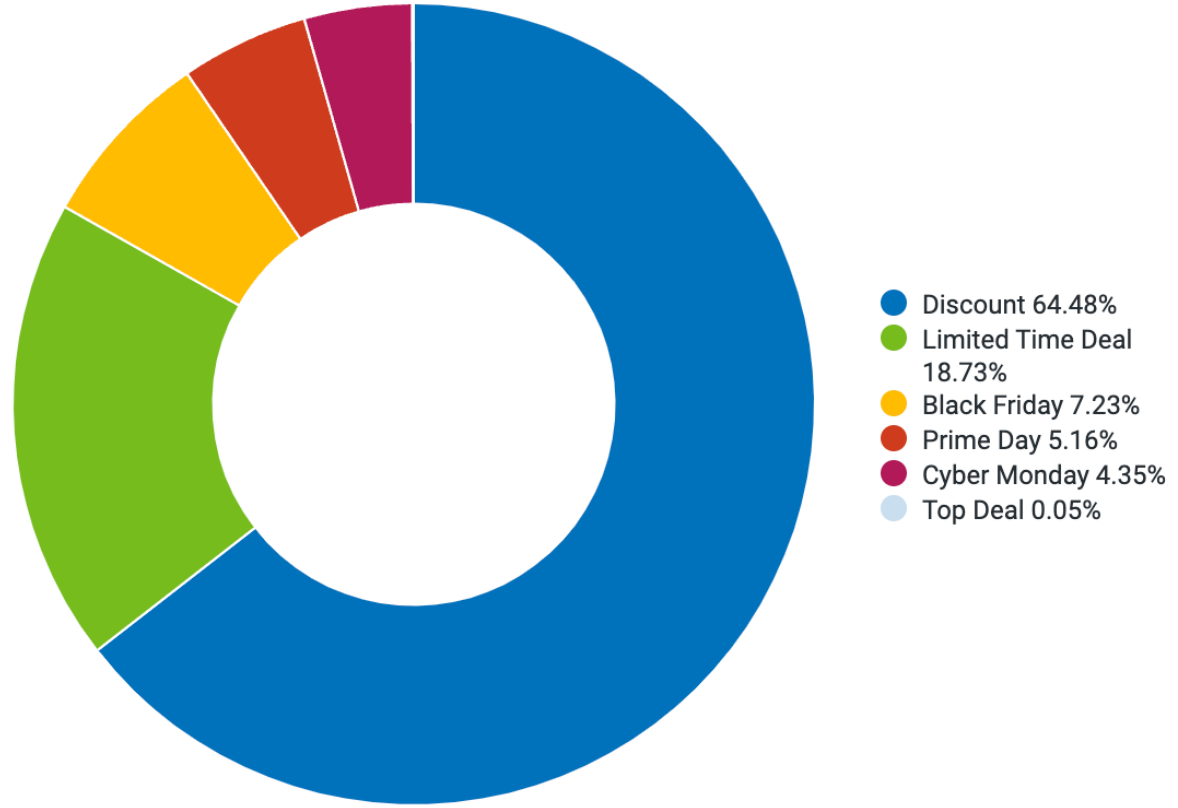


+3 colors/patterns
Elite Series 2 Core Wireless Gaming Controller – Red – Xbox Series X|S, Xbox One, Windows PC, Android, and iOS
Apr 25, 2023
★★★★☆ ~ 38,687

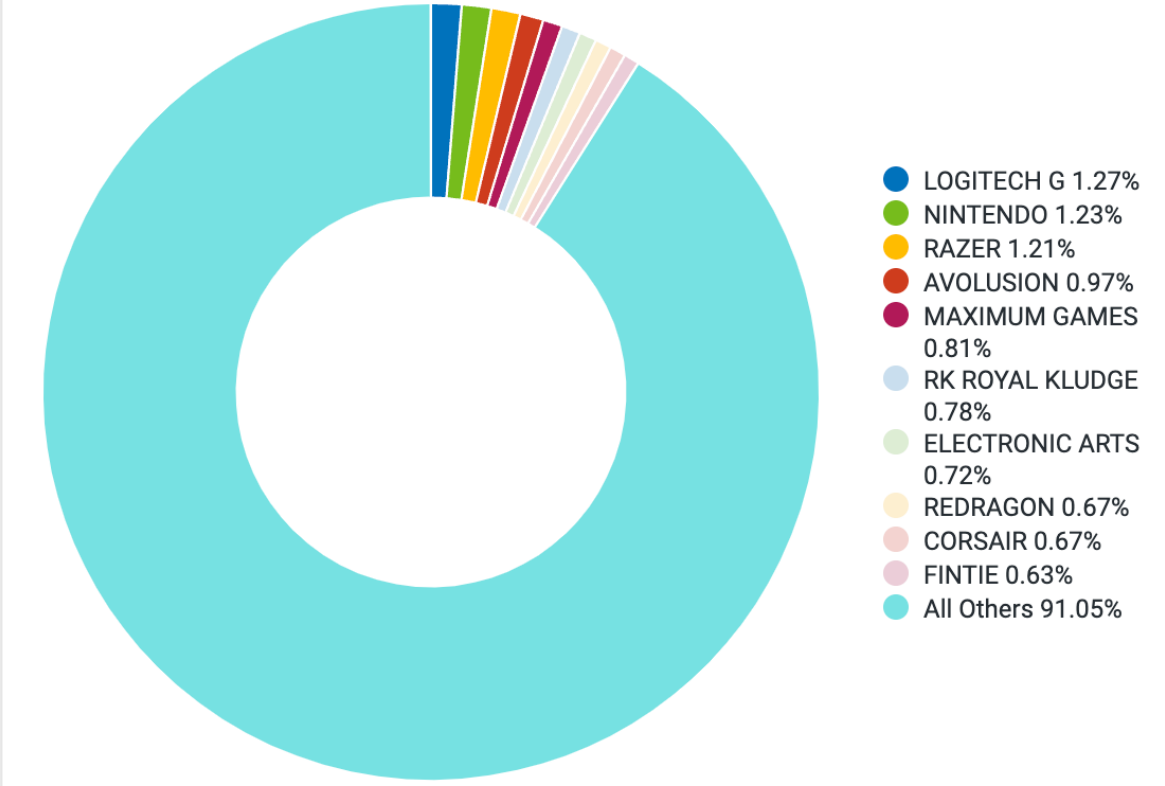


+3 colors/patterns
Gammeezy Switch Controller for Switch/OLED, One-Piece Joypad Controller Replacement for Switch Pro Controller, Switch Controllers...
★★★★☆ ~ 1,932

Badge Breakdown by Type



Top-Promoted Brands



Interested in leveraging **Amazon 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 Amazon.**

Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



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