

amazon.co.uk

The Ultimate Amazon UK Recap 2023



Analysis Overview

This in-depth analysis covers all major Amazon UK 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

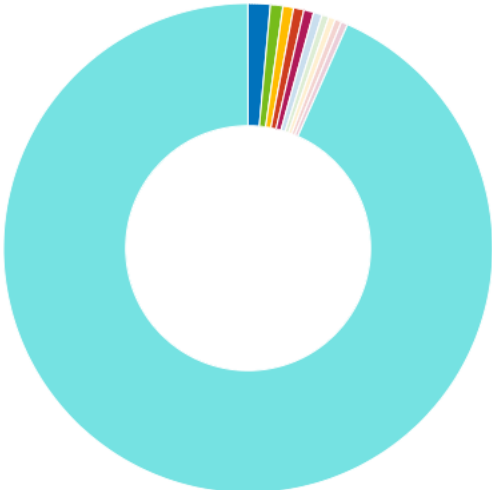


Automotive – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

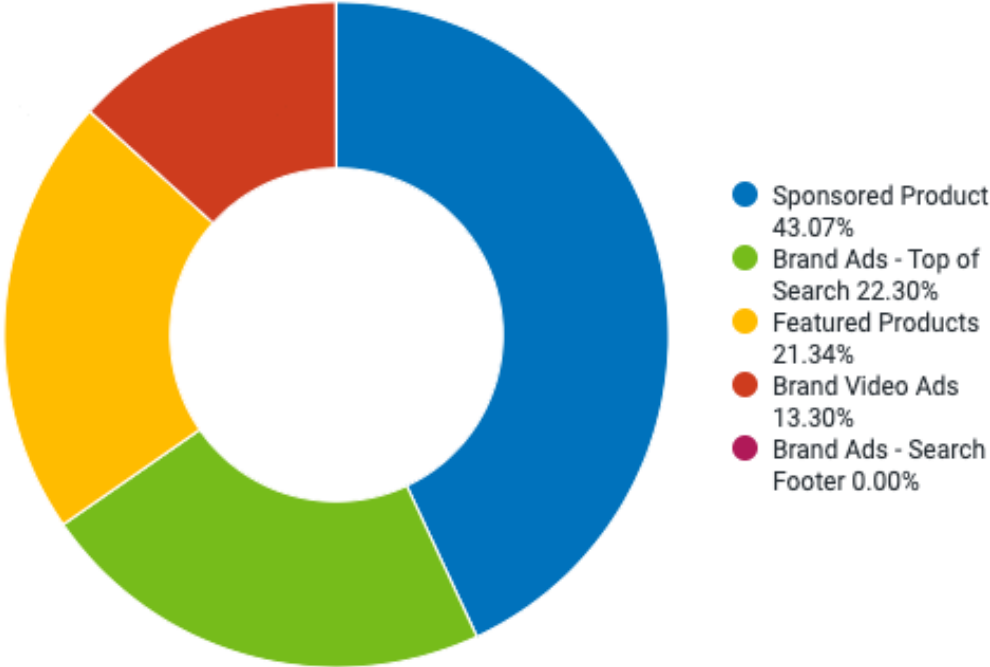


- AUTOGLYM 1.45%
- GENERIC 0.84%
- CARPLAN 0.70%
- MEGUIAR'S 0.68%
- TURTLE WAX 0.67%
- XTREMEAUTO 0.57%
- BOSCH 0.47%
- URAQT 0.45%
- ASTROAI 0.43%
- AA 0.42%
- All Others 93.33%

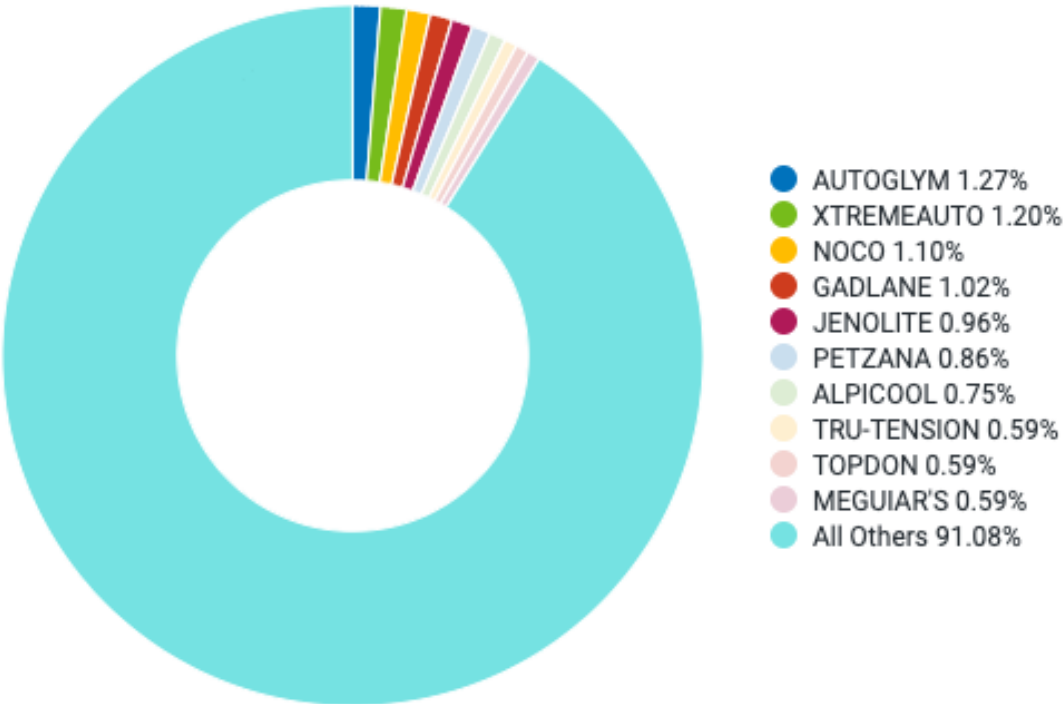
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|------------------------------|-------------------------|---------------------------|
| car accessories | 11,429,525 | 80,856 |
| car air fresheners | 7,433,555 | 39,080 |
| tyre inflator | 4,007,494 | 19,910 |
| dog car seat | 3,502,300 | 21,594 |
| car bin | 3,460,541 | 17,177 |
| steering wheel lock | 3,294,072 | 16,586 |
| car cleaning kit | 3,252,605 | 16,542 |
| car seat cover | 3,212,219 | 16,299 |
| autoglym | 2,931,722 | 14,327 |
| running vest | 2,738,535 | 21,619 |
| car battery charger | 2,723,365 | 13,841 |
| snow foam | 2,580,185 | 12,979 |
| car accessories for women | 2,572,563 | 17,553 |
| iphone 14 case | 2,425,371 | 109,331 |
| car boot organiser | 2,356,639 | 12,313 |
| tyre inflator air compressor | 2,335,204 | 11,704 |
| car mats | 2,299,073 | 13,083 |
| tyre pressure gauge | 2,209,950 | 11,019 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Automotive – Amazon UK 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 |
| autoglym ... | 5,714 | 1,741 | 2,411 | 572 | 990 |
| auto glym ... | 5,491 | 1,537 | 2,485 | 539 | 930 |
| car interior cleaning kit ... | 5,289 | 1,855 | 1,878 | 590 | 966 |
| wheel brush ... | 5,233 | 1,844 | 1,868 | 558 | 963 |
| car shampoo ... | 5,201 | 1,707 | 1,916 | 566 | 1,012 |
| car battery charger ... | 5,154 | 1,972 | 1,619 | 575 | 988 |
| car drying towel ... | 5,141 | 1,865 | 1,790 | 626 | 860 |
| car cleaning kit ... | 5,139 | 1,860 | 1,799 | 451 | 1,029 |
| obd scanner ... | 5,113 | 2,029 | 1,533 | 632 | 919 |
| car detailing ... | 5,094 | 1,676 | 1,873 | 594 | 951 |
| car detailing brushes ... | 5,074 | 1,729 | 1,851 | 592 | 902 |
| car cleaning products ... | 5,069 | 1,253 | 2,362 | 533 | 921 |
| windscreen cover ... | 5,035 | 2,022 | 1,578 | 617 | 818 |
| tyre pressure gauge ... | 5,033 | 2,017 | 1,488 | 621 | 907 |
| wheel cleaning brush ... | 4,948 | 1,881 | 1,639 | 507 | 921 |
| motorbike battery charger ... | 4,941 | 1,898 | 1,531 | 536 | 976 |
| dog car ... | 4,937 | 1,589 | 1,896 | 626 | 826 |
| autoglym car cleaning kit ... | 4,936 | 1,836 | 1,641 | 525 | 934 |

Top-Sponsored Items



Dog Hammock for Car Back seat with Mesh Visual Window, Side Flaps with Zipper, Padded 4 Layers Waterproof Heavy Duty Hammock with Storage...
★★★★☆ ~ 8,273



MR.SIGA Heavy Duty Scrub Sponge - Pack of 24, Size:11 x 7 x 3cm
★★★★☆ ~ 10,871



Winzwon Car LED Interior Lights, Gifts for Him Her, Car Accessories for Men Women, Car LED Strip Light with USB Port APP Control, Car Stuff...
★★★★☆ ~ 17,654



NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Portable Lithium Car Battery Jump Starter Pack for up To 6-Liter Petrol and 3-Liter Diesel...
★★★★☆ ~ 92,190



Autoglym Polar Wash, 2.5L - Snow Foam Car Shampoo Safe for Wheels, Paint & Trim
★★★★☆ ~ 7,638



WindGallop Car Tyre Inflator Air Compressor 12V Electric Car Air Pump for Bike Tyres with Digital Tyre Pressure Gauge and Inflator Valve...
★★★★☆ ~ 3,373



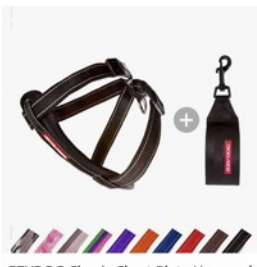
ThisWorx Car Vacuum Cleaner - Portable, Lightweight, Powerful, Handheld Vacuums w/Strong Suction, 3 Attachment Accessories,...
★★★★☆ ~ 250,608



Hillington Reusable Car Interior Dehumidifier Bag and Dashboard Mounting Anti-Slip Mat - Ideal for Use in Vehicles to Prevent Damp,...
★★★★☆ ~ 2,944

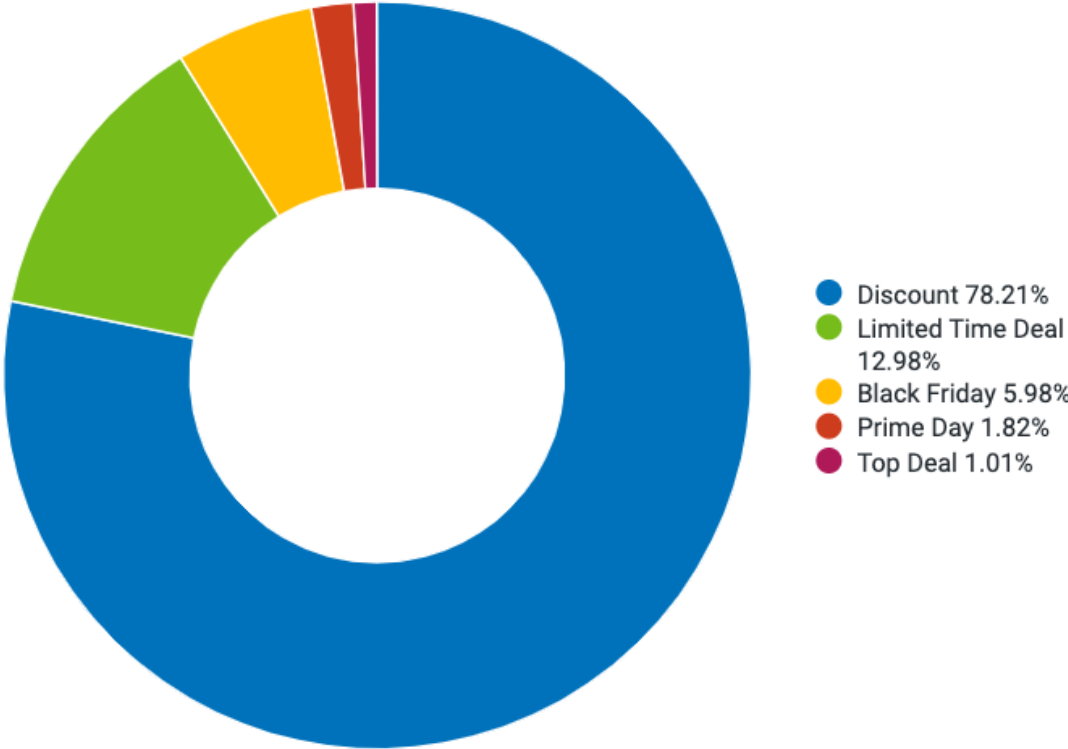


Autoglym Polar Blast, 2.5L - Thick Snow Foam Pre-Wash pH Neutral Car Cleaner
White
★★★★☆ ~ 11,956

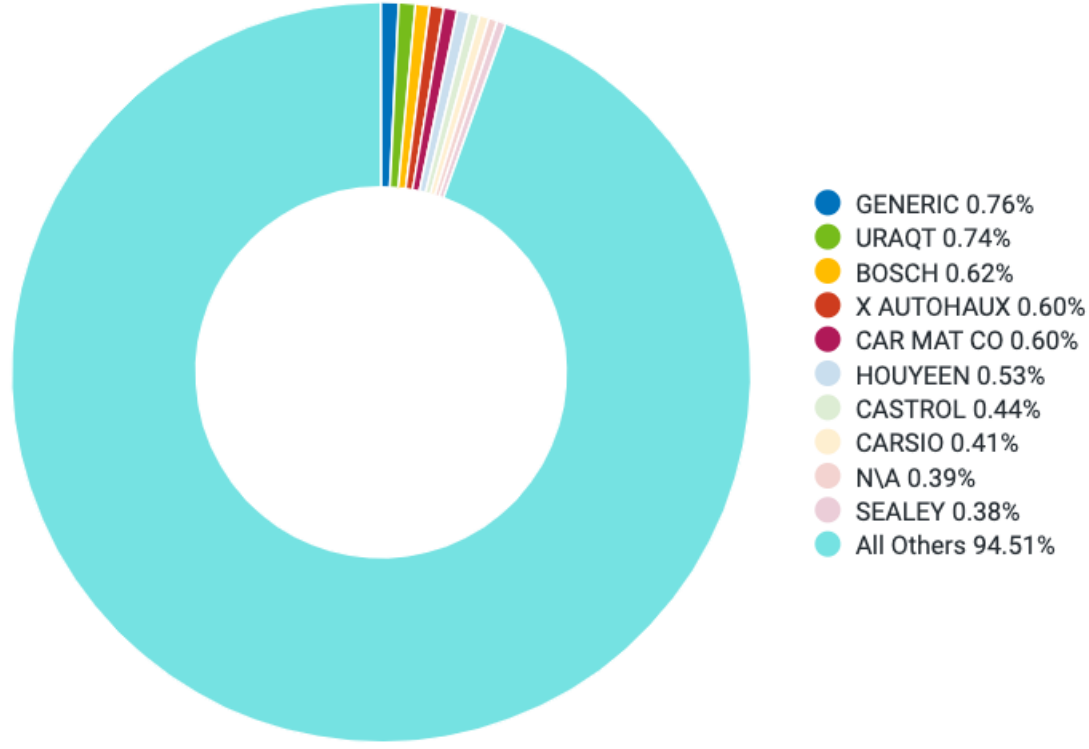


EZYDOG Classic Chest Plate Harness | Dog Harness Small, Medium, Large, K9 Dog Harness, Reflective Stitching, No Pull, Breathable (Black)
Options: 8 sizes
★★★★☆ ~ 2,037

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

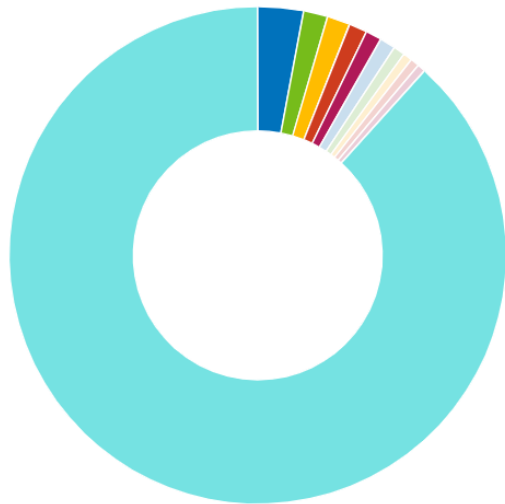


Baby Products – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

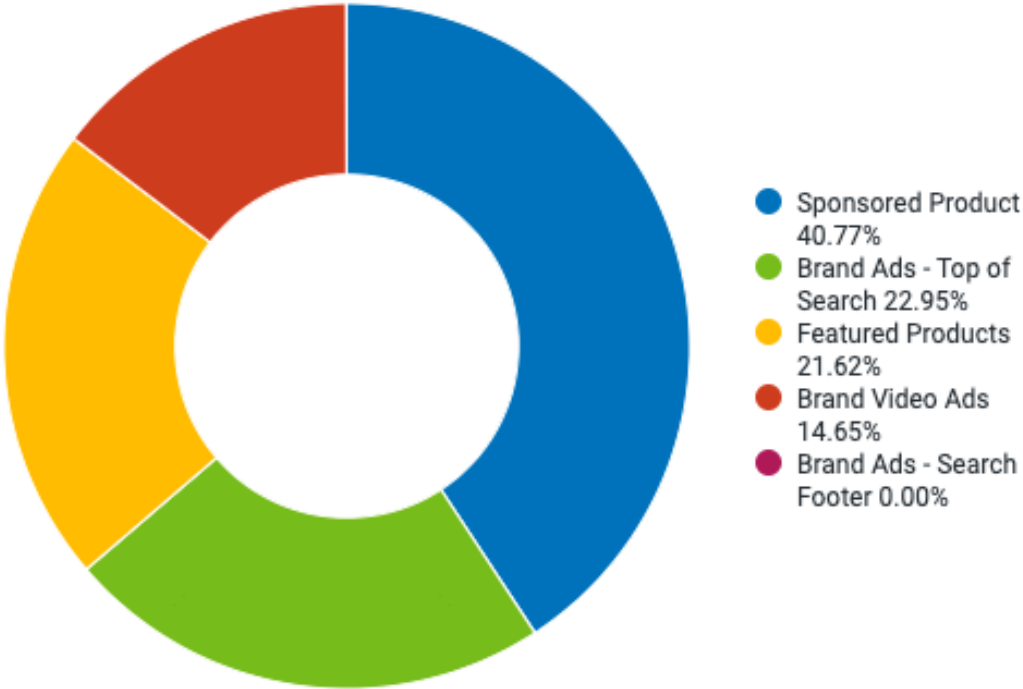


- TOMMEE TIPPEE 2.97%
- MAM 1.56%
- PAMPERS 1.50%
- MUNCHKIN 1.17%
- NUBY 1.03%
- NUK 1.03%
- VICLOON 0.74%
- GRACO 0.59%
- HUGGIES 0.57%
- FISHER-PRICE 0.54%
- All Others 88.30%

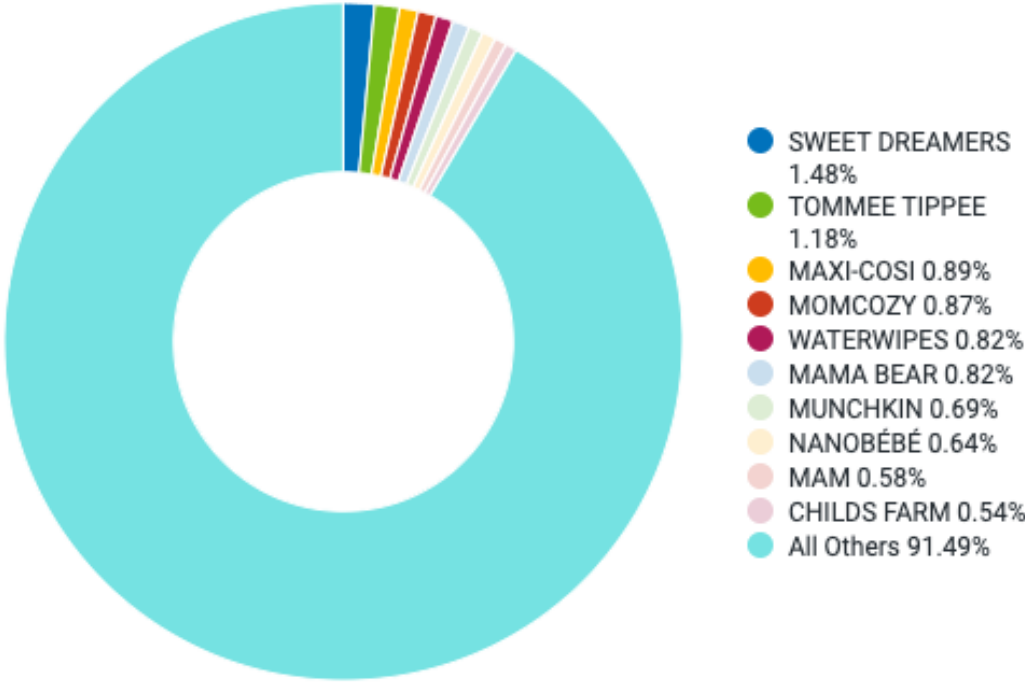
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|---------------------------------|-------------------------|---------------------------|
| baby wipes ... | 8,811,766 | 47,629 ... |
| squishmallow ... | 6,986,444 | 68,460 ... |
| mam bottles ... | 6,399,220 | 33,624 ... |
| baby essentials for newborn ... | 5,661,353 | 30,533 ... |
| cotton buds ... | 5,615,151 | 28,495 ... |
| baby bath ... | 5,604,758 | 28,771 ... |
| bath toys ... | 5,203,543 | 29,130 ... |
| water wipes ... | 4,801,244 | 27,754 ... |
| potty ... | 4,720,533 | 23,285 ... |
| pregnancy pillow ... | 4,718,600 | 34,029 ... |
| baby bouncer ... | 4,600,990 | 22,776 ... |
| cotton pads ... | 4,406,112 | 22,965 ... |
| tommee tippee bottles ... | 4,350,578 | 22,590 ... |
| travel cot ... | 4,300,671 | 21,281 ... |
| changing mat ... | 4,249,779 | 21,125 ... |
| baby walker ... | 4,218,033 | 21,618 ... |
| ear wax removal ... | 4,177,670 | 39,869 ... |
| baby carrier ... | 4,079,674 | 20,268 ... |
| stair gate ... | 3,806,802 | 18,956 ... |
| baby monitor ... | 3,769,042 | 38,235 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Baby Products – Amazon UK 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 sleeping bag ... | 5,770 | 1,857 | 2,570 | 600 | 743 |
| size 6 nappies ... | 5,737 | 1,879 | 2,539 | 474 | 845 |
| baby bibs ... | 5,718 | 1,720 | 2,431 | 633 | 934 |
| maxi cosi ... | 5,712 | 1,599 | 2,431 | 665 | 1,017 |
| maxi cosi car seat ... | 5,686 | 1,736 | 2,372 | 608 | 970 |
| size 5 nappies ... | 5,669 | 1,725 | 2,583 | 418 | 943 |
| baby nappies ... | 5,638 | 1,911 | 2,328 | 546 | 853 |
| baby wipes ... | 5,610 | 2,063 | 2,195 | 564 | 788 |
| burp cloths for newborn ... | 5,573 | 1,885 | 2,340 | 541 | 807 |
| nappies size 4 ... | 5,510 | 1,834 | 2,387 | 408 | 881 |
| baby bib ... | 5,461 | 1,893 | 2,090 | 626 | 852 |
| wet wipes baby ... | 5,397 | 1,830 | 2,090 | 537 | 940 |
| nappies size 1 ... | 5,394 | 1,869 | 2,225 | 490 | 810 |
| baby products ... | 5,393 | 1,700 | 2,262 | 534 | 897 |
| size 4 nappies ... | 5,364 | 1,728 | 2,291 | 437 | 908 |
| newborn nappies ... | 5,361 | 1,718 | 2,309 | 526 | 808 |

Top-Sponsored Items



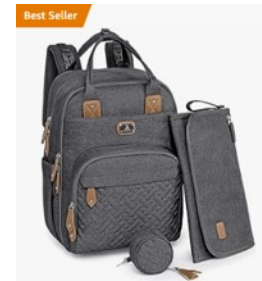
Sweet Dreamers, Ewan Deluxe with Shush, Grey | Baby & Toddler Sleep Aid Gift | Cry Activated Sensor &...
★★★★☆ ~ 11,212



WaterWipes Plastic-Free Original Baby Wipes, 720 Count (12 packs), 99.9% Water Based Wipes,...
Wipes
Options: 5 sizes
★★★★☆ ~ 21,039



Bulk Hypoallergenic Biodegradable Baby Wet Wipe Multi-Pack (12 Packs, 672 Wipes)
Wipes
Options: 3 sizes
★★★★☆ ~ 4,505



Dikason Changing Bag Backpack, Large Nappy Back Pack Multifunction Baby Bags with Portable Changing...
★★★★☆ ~ 24,955



Sweet Dreamers, Ewan the Dream Sheep, Grey - Baby White/Pink Noise Machine and Sleep Aid with Night...
★★★★☆ ~ 7,463



WaterWipes Plastic-Free Original Baby Wipes, 540 Count (9 packs), 99.9% Water Based Wipes,...
Wipes
Options: 5 sizes
★★★★☆ ~ 21,039



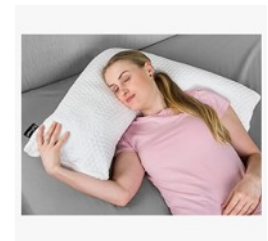
Nanobebe Flexy Silicone Baby Bottles, Anti-Colic, Natural Feel, Non-Collapsing Nipple, Non-Tip Stable...
★★★★☆ ~ 9,981



WaterWipes Plastic-Free Textured Clean, Toddler & Baby Wipes, 720 Count (12 Packs), 99.9% Water Bas...
Wipes
Options: 3 sizes
★★★★☆ ~ 1,580

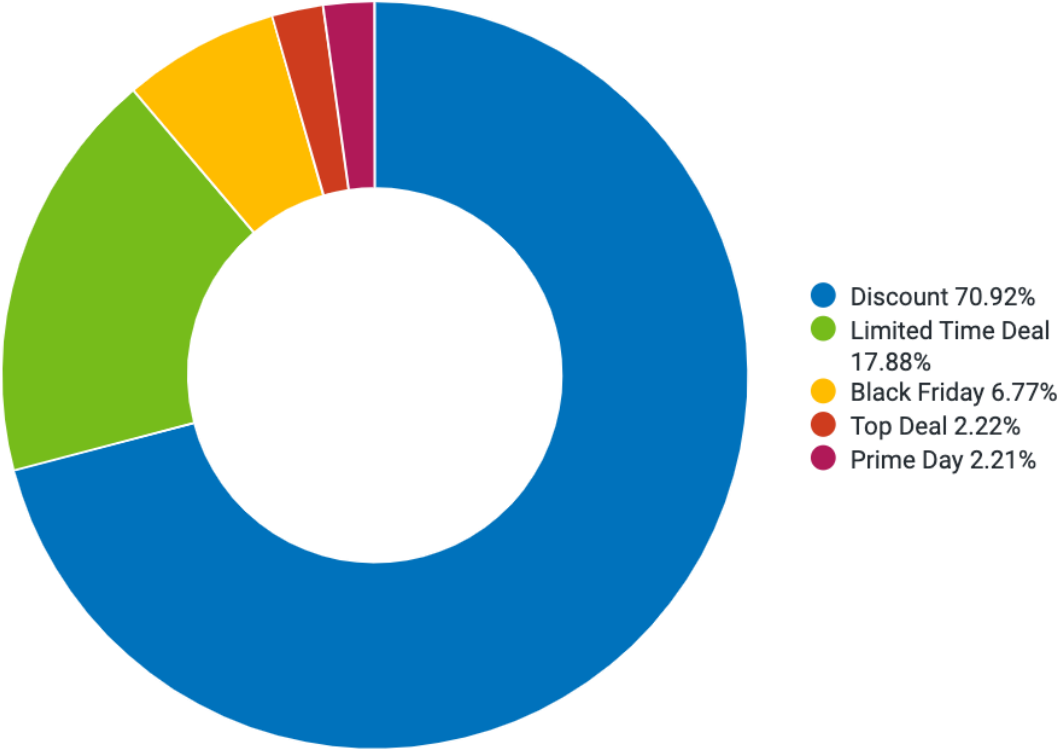


Sweet Dreamers, Ewan Deluxe with Shush, Beige | Baby & Toddler Sleep Aid Gift | Cry Activated Sensor &...
★★★★☆ ~ 513

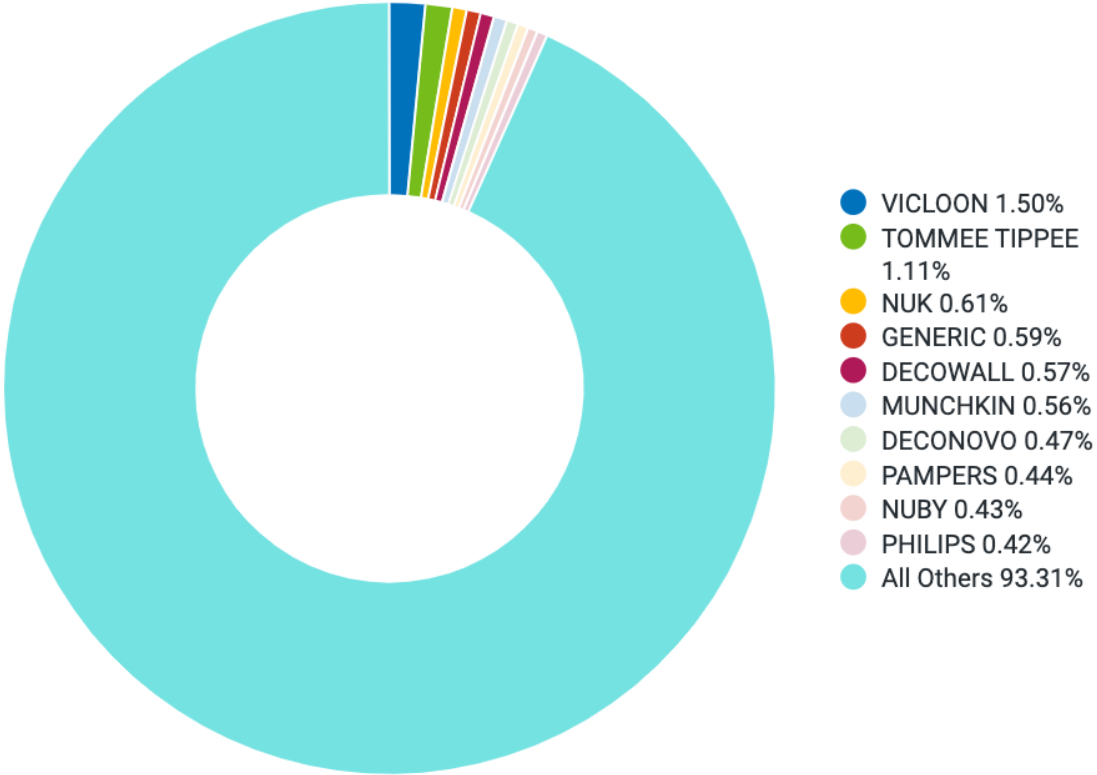


Aviator® Extra Filled V Pillow With Zippered Pillowcase | Adjustable Firmness | UK Made | Orthopedic Pillow for Pregnancy | Neck, Back,...
★★★★☆ ~ 335

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales



GARNIER



CeraVe[®]
DEVELOPED WITH DERMATOLOGISTS



MAYBELLINE
NEW YORK



WOW
COLOR WOW



Bio-Oil[®]



COSRX



Regaine[®]



Aveeno[®]

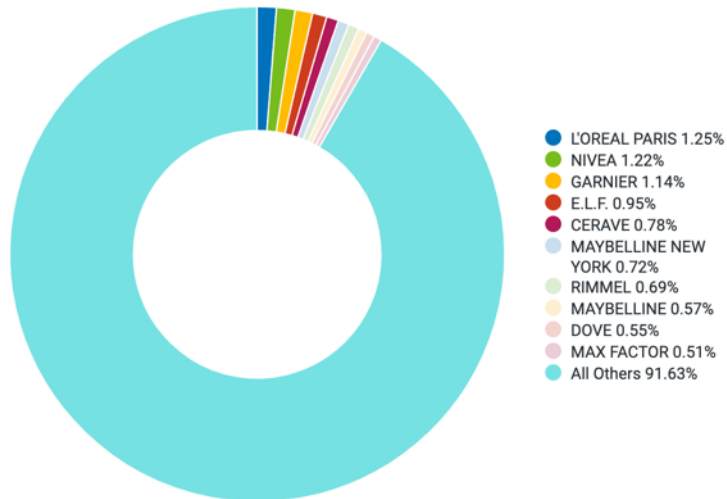


ck
Calvin Klein



L'ORÉAL
PARIS

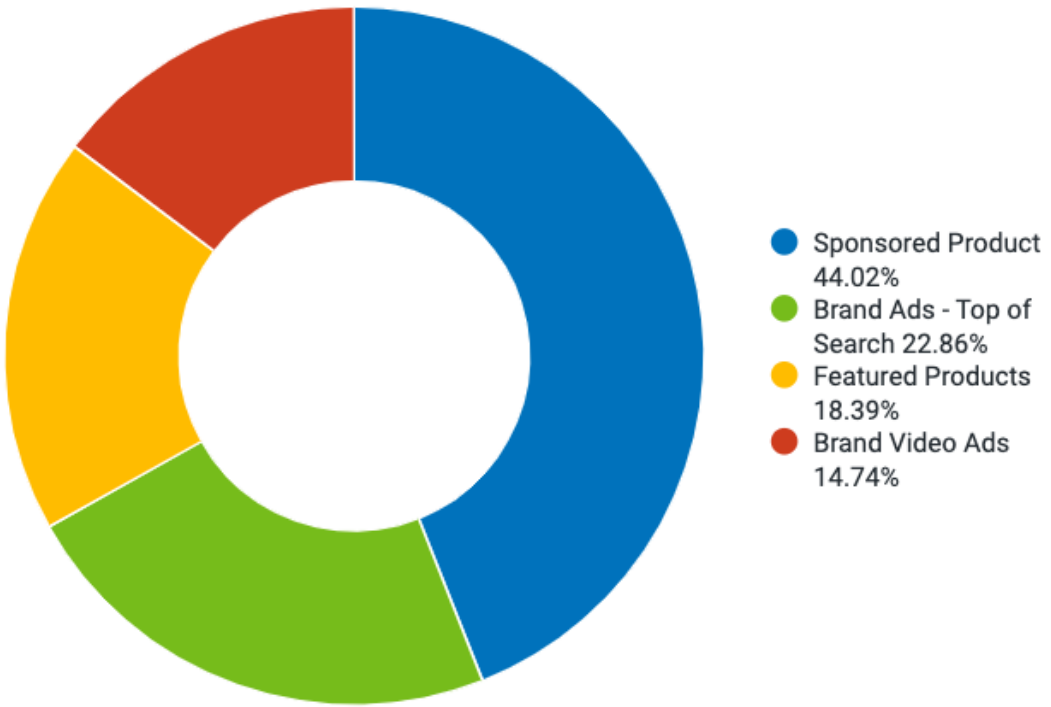
Most-Visible Brands



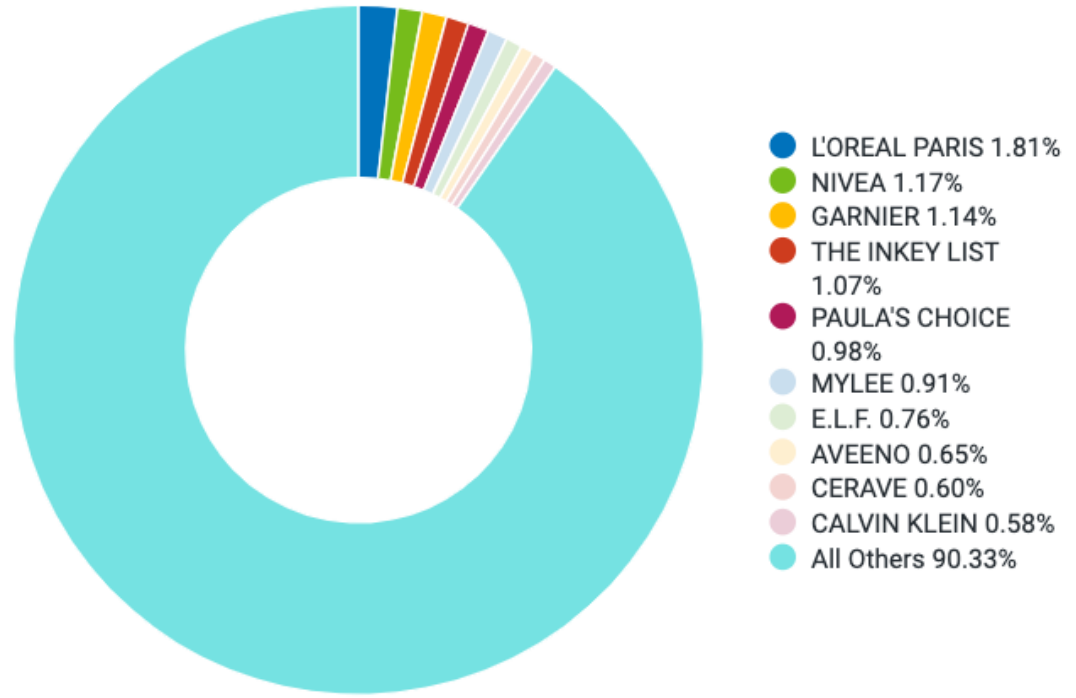
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|------------------------------|-------------------------|---------------------------|
| rosemary oil for hair growth | 16,116,760 | 85,683 |
| hair dryer | 12,854,231 | 64,719 |
| gel nail polish | 10,910,044 | 57,669 |
| cerave | 9,708,364 | 50,304 |
| makeup | 9,431,958 | 49,174 |
| eyelashes | 8,984,002 | 47,421 |
| perfume for women | 8,963,548 | 50,761 |
| mascara | 8,613,531 | 44,867 |
| nail clippers | 8,368,713 | 41,830 |
| concealer | 8,230,067 | 41,777 |
| hair straighteners | 7,721,072 | 38,944 |
| makeup brushes | 7,661,947 | 39,115 |
| makeup organiser | 7,419,704 | 41,042 |
| foundation | 7,394,096 | 39,500 |
| lip gloss | 7,282,556 | 38,030 |
| skincare | 7,236,195 | 39,839 |

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 |
|---------------------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| shower cap | 5,675 | 2,132 | 1,918 | 612 | 1,013 |
| eyelash curler | 4,855 | 2,130 | 1,438 | 614 | 673 |
| nail clippers | 5,571 | 2,126 | 1,760 | 641 | 1,044 |
| hair rollers | 4,841 | 2,121 | 1,372 | 629 | 719 |
| acrylic nail kit | 5,209 | 2,120 | 1,660 | 616 | 813 |
| hair straighteners for women | 4,807 | 2,120 | 1,439 | 629 | 619 |
| nail drill | 5,280 | 2,114 | 1,653 | 638 | 875 |
| hair straighteners | 5,142 | 2,113 | 1,822 | 625 | 582 |
| salt spray for hair men | 5,369 | 2,105 | 1,752 | 634 | 878 |
| sunuv uv nail lamp | 3,923 | 2,101 | 154 | 633 | 1,035 |
| poly gel nail kit | 4,465 | 2,099 | 891 | 618 | 857 |
| cuticle oil | 5,541 | 2,088 | 2,178 | 568 | 707 |
| highlighter makeup | 5,104 | 2,084 | 1,680 | 537 | 803 |
| gel nail kit | 5,157 | 2,080 | 1,584 | 611 | 882 |
| powder puff | 4,613 | 2,076 | 1,273 | 596 | 668 |
| eyelash spoolies | 4,922 | 2,075 | 1,241 | 626 | 980 |
| nail clippers for acrylic nails | 5,089 | 2,075 | 1,411 | 623 | 980 |

Top-Sponsored Items



BoldPlex 3 Bond Repair Hair Protein Treatment Mask for Dry Damaged Hair - Hydrating & Conditioning for...

Floral

★★★★☆ ~ 27,643



The INKEY List 2% Hyaluronic Acid Hydrating Serum to Plump and Smooth Skin for All Skin Types, 30ml

★★★★☆ ~ 3,430



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



PODERM - 2-in-1 FUNGAL INFECTION NAIL TREATMENT - Powerful plants - Professional...

Liquid

★★★★☆ ~ 7,437

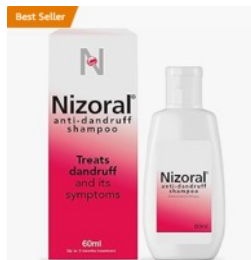


Mauboussin - Pour Lui In Black 100ml (3.3 Fl Oz) - Eau de Parfum for Men - Woody & Oriental Scents

Woody & Oriental

Options: 2 sizes

★★★★☆ ~ 3,042



Nizoral Anti-dandruff Shampoo, Treats and Prevents Dandruff, Suitable for Dry Flaky and Itchy...

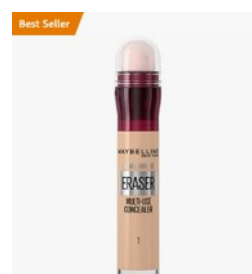
Unscented

★★★★☆ ~ 27,791



The INKEY List Vitamin B, C and E Lightweight Daily Face Moisturiser to Keep Skin Healthy 50ml

★★★★☆ ~ 1,706



Maybelline Concealer Instant Anti Age Eraser Eye Concealer, Dark Circles and Blemish Concealer, Ultra...

★★★★☆ ~ 66,199



LA NUIT by PARIS CORNER Fragrances for Her Women's EDP 100ml PARIS CORNER PERFUMES

Options: 3 scents

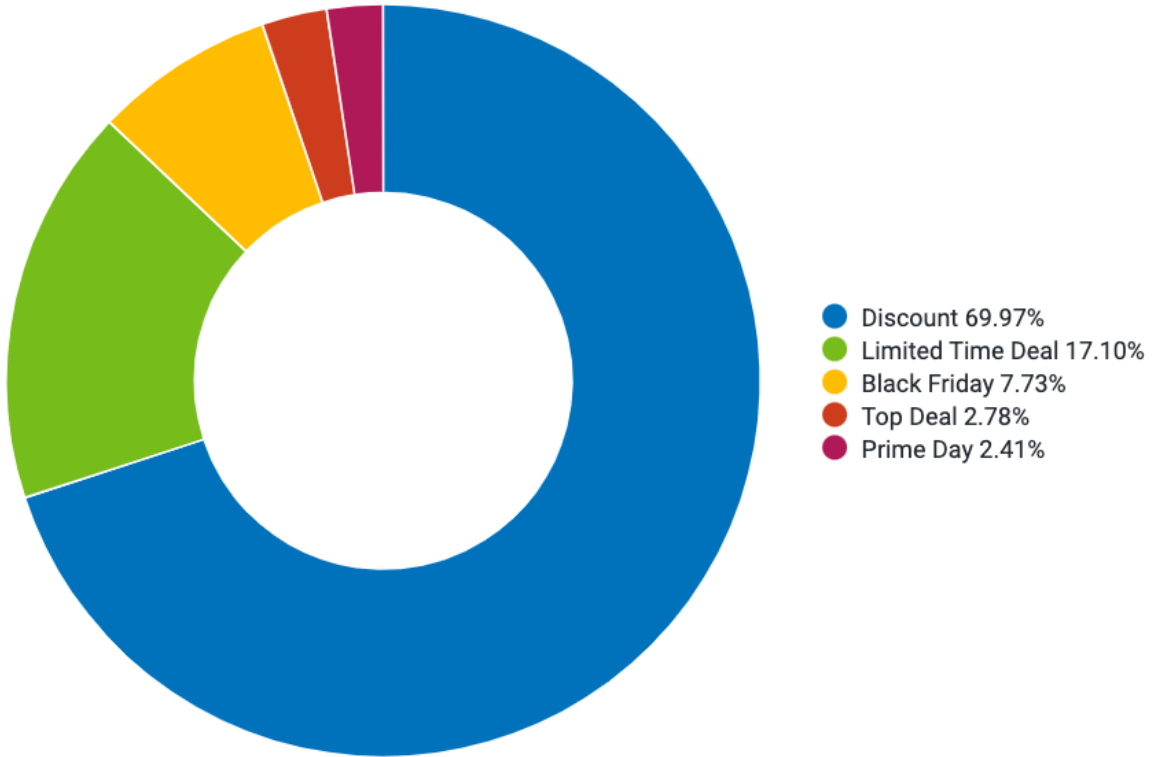
★★★★☆ ~ 2,175



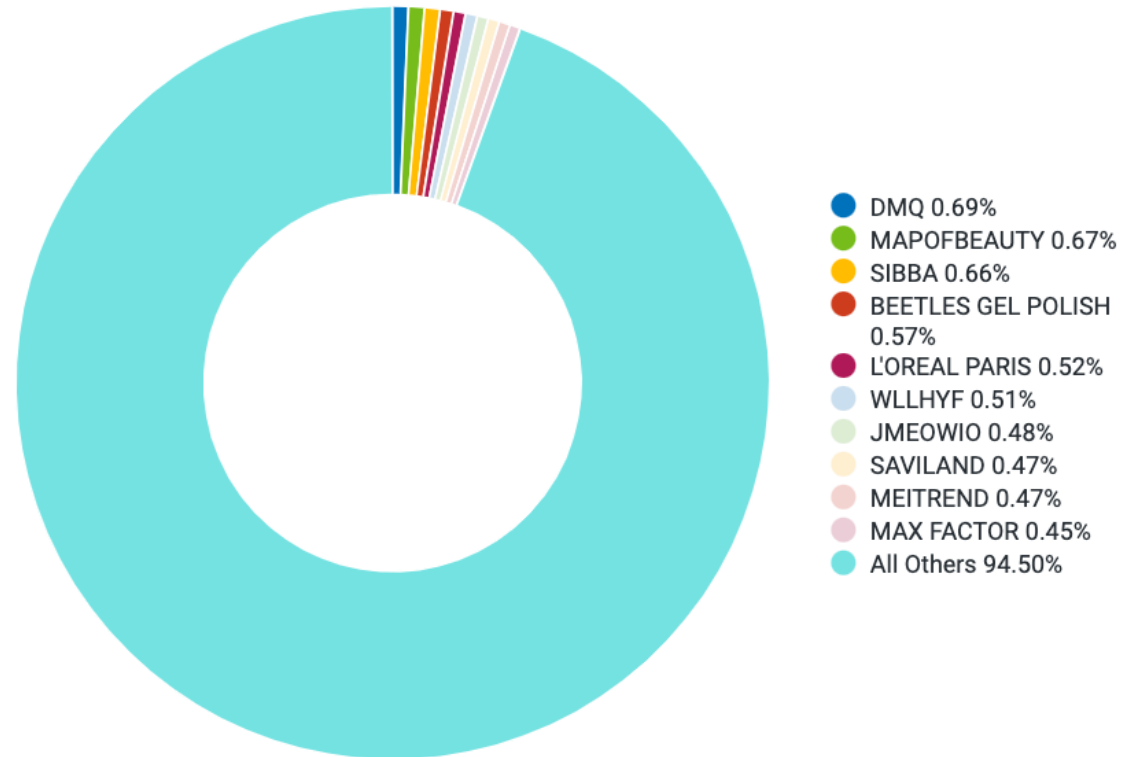
Slick Gorilla Hair Styling Texturing Powder 20g

★★★★☆ ~ 23,505

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

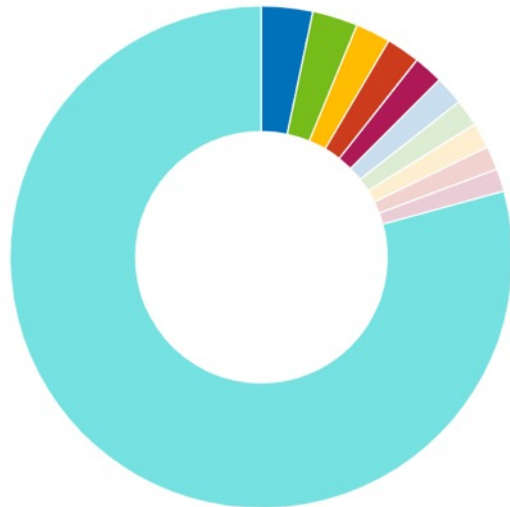


Computers & Accessories – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

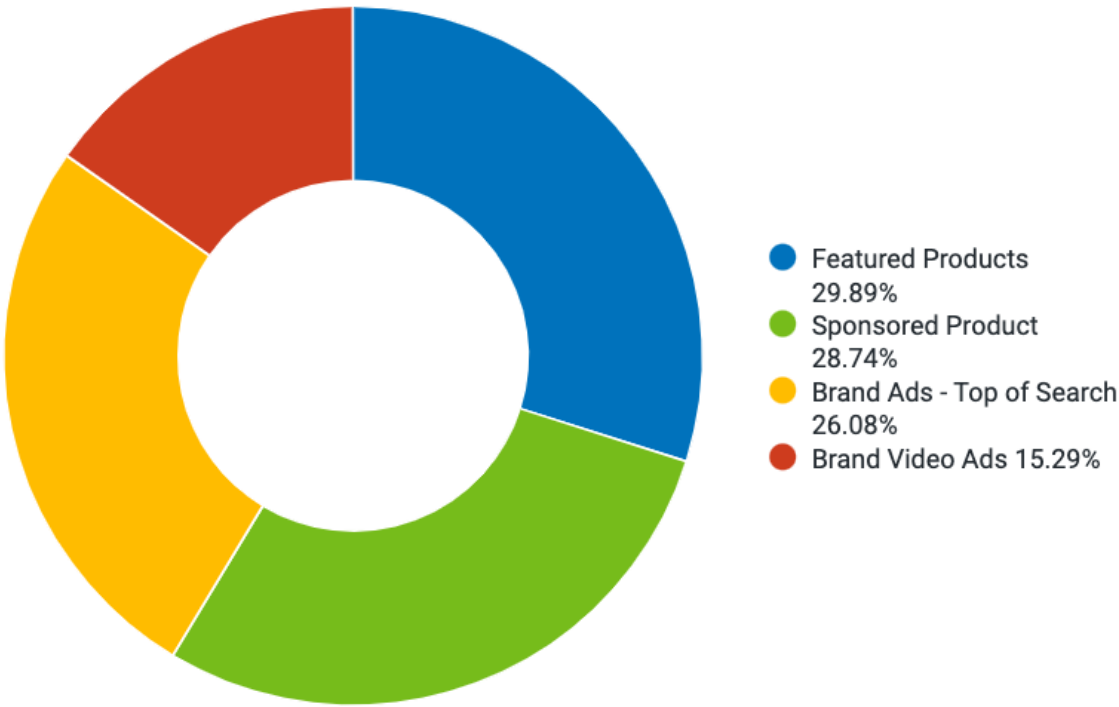


- APPLE 3.29%
- SAMSUNG 2.93%
- HP 2.25%
- ASUS 2.15%
- TP-LINK 1.91%
- AMAZON 1.85%
- LOGITECH 1.76%
- SANDISK 1.64%
- ANKER 1.52%
- CORSAIR 1.46%
- All Others 79.24%

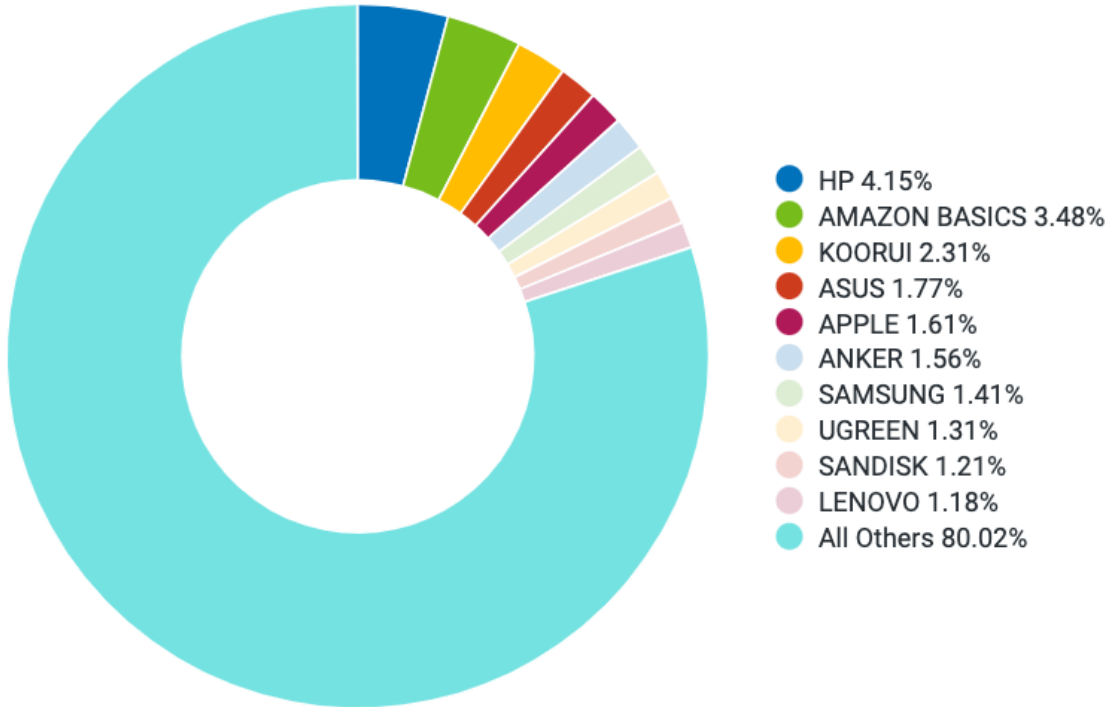
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|----------------------|-------------------------|---------------------------|
| laptop | 15,802,448 | 156,302 |
| iphone charger | 10,495,054 | 143,683 |
| ipad | 9,230,883 | 100,128 |
| iphone charger cable | 7,083,080 | 69,766 |
| tablet | 6,162,175 | 61,798 |
| usb c charger cable | 5,964,618 | 61,364 |
| gaming pc | 5,765,707 | 56,990 |
| monitor | 5,277,776 | 52,488 |
| wireless mouse | 4,450,254 | 44,413 |
| printer | 4,415,322 | 42,277 |
| backpack | 4,378,319 | 45,158 |
| micro sd card | 4,371,838 | 43,451 |
| mouse | 4,104,395 | 39,987 |
| mouse mat | 3,805,670 | 40,101 |
| keyboard | 3,780,789 | 38,825 |
| gaming laptop | 3,742,732 | 38,142 |
| laptop bag | 3,709,130 | 36,152 |
| usb stick | 3,488,555 | 34,532 |
| gaming monitor | 3,340,835 | 33,558 |
| gaming mouse | 3,162,578 | 32,841 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Computers & Accessories – Amazon UK 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 |
| wrist rest ... | 3,670 | 1,673 | 1,360 | 510 | 127 |
| mouse pad wrist support ... | 4,248 | 1,649 | 1,556 | 511 | 532 |
| mouse wrist support ... | 3,778 | 1,633 | 1,355 | 344 | 446 |
| wrist support keyboard ... | 3,412 | 1,610 | 1,025 | 416 | 361 |
| wrist rest keyboard ... | 4,146 | 1,504 | 1,122 | 558 | 962 |
| wifi extender socket ... | 2,679 | 1,471 | 472 | 214 | 522 |
| wrist support mouse mat ... | 3,872 | 1,448 | 1,500 | 453 | 471 |
| keyboard wrist support ... | 3,477 | 1,445 | 945 | 494 | 593 |
| keyboard wrist rest ... | 3,724 | 1,433 | 781 | 543 | 967 |
| mouse mat wrist support ... | 4,042 | 1,420 | 1,425 | 510 | 687 |
| gel wrist rest for keyboard ... | 3,514 | 1,412 | 751 | 458 | 893 |
| mouse pad with wrist support ... | 3,467 | 1,364 | 1,271 | 405 | 427 |
| ergonomic mouse mat ... | 3,469 | 1,362 | 1,119 | 527 | 461 |
| mouse wrist rest ... | 3,738 | 1,354 | 1,011 | 467 | 906 |
| gel mouse mat and wrist support ... | 3,212 | 1,353 | 930 | 433 | 496 |
| mouse mat with wrist support ... | 3,580 | 1,348 | 1,335 | 469 | 428 |
| backpack ... | 2,313 | 1,177 | 329 | 530 | 277 |

Top-Sponsored Items



KOORUI 24 Inch FHD Monitor, IPS Computer Monitors, 75Hz, 5ms, 16:9 Full HD (1920 x 1080), VESA Mountable, HDMI/VGA, Low Blue...
Options: 9 sizes
★★★★☆ ~ 4,772



Best Seller
UnionSine External Hard Drive 500GB Ultra Slim Portable USB 3.0 HDD Storage Compatible for PC,Mac, Laptop, Xbox, Xbox one, PS4(Black)...
★★★★☆ ~ 29,215



KOORUI 24-Inch Curved Computer Monitor- Full HD 1080P 60Hz Gaming Monitor 1800R LED Monitor HDMI VGA, Tilt Adjustment, Eye Car...
Options: 4 sizes
★★★★☆ ~ 1,722



2-Pack 2M USB C Cable 3.1A Fast Charger Cable Compatible for iPhone 15 Plus Pro Max, Samsung Flip/Fold 3/4/5 S10 S9 S8 S20 S21 S22 S23...
★★★★☆ ~ 11,486



KOORUI 27 Inch FHD Monitor, IPS Computer Monitors, 75Hz, 5ms, 16:9 Full HD (1920 x 1080), VESA Mountable, HDMI/VGA, Low Blue...
Options: 9 sizes
★★★★☆ ~ 4,772



Best Seller
BASESAILOR USB to USB C Adapter 3Pack, Type C Female to A Male Charger Cable Converter for Apple iWatch 8 7, MacBook, iPhone 12 13 1...
★★★★☆ ~ 78,979



KOORUI Gaming Monitor, 24.5 Inch Computer Monitors Full HD (1920 x 1080), 1ms, VA, 2x HDMI (144Hz) & DisplayPort (170Hz), Adaptive Sync...
Options: 9 sizes
★★★★☆ ~ 4,772



Amazon Basics Laptop Computer Backpack with padded shoulder straps and Organizational compartments for pens, keys,...
★★★★☆ ~ 17,505

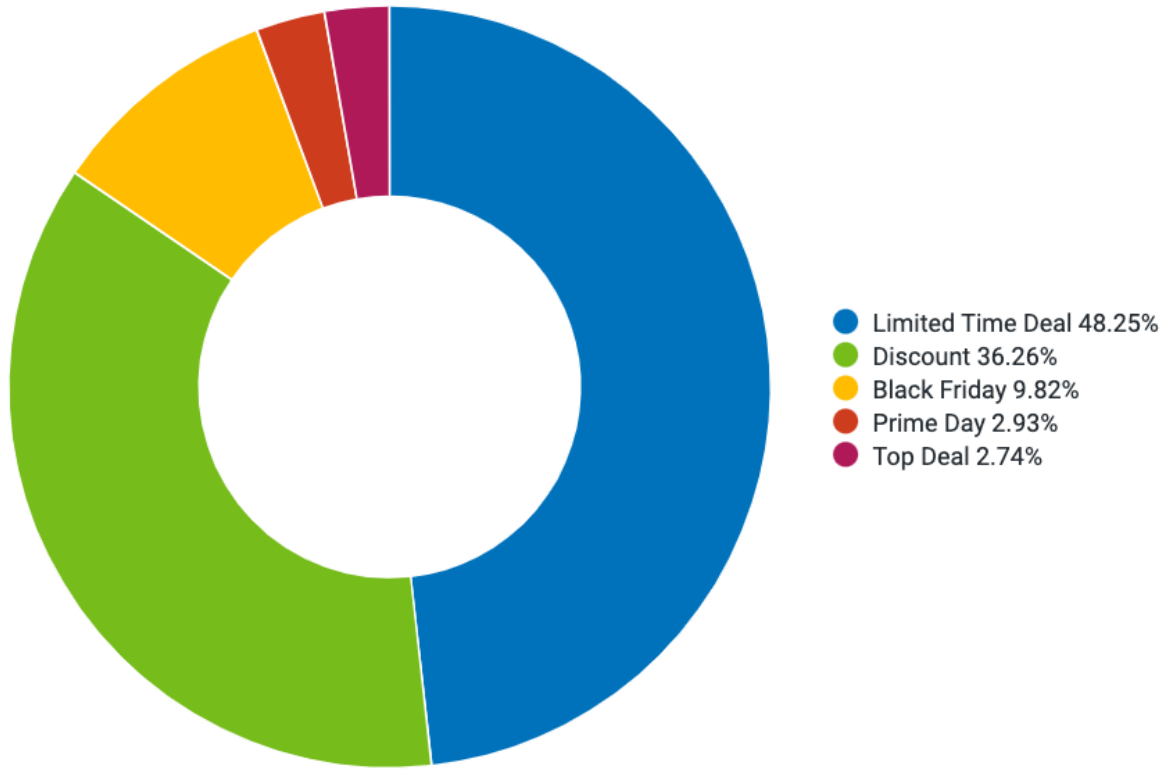


Apple 2022 10.9-inch iPad Air (Wi-Fi, 64GB) - Blue (5th Generation)
Options: 2 sizes
★★★★☆ ~ 1,772

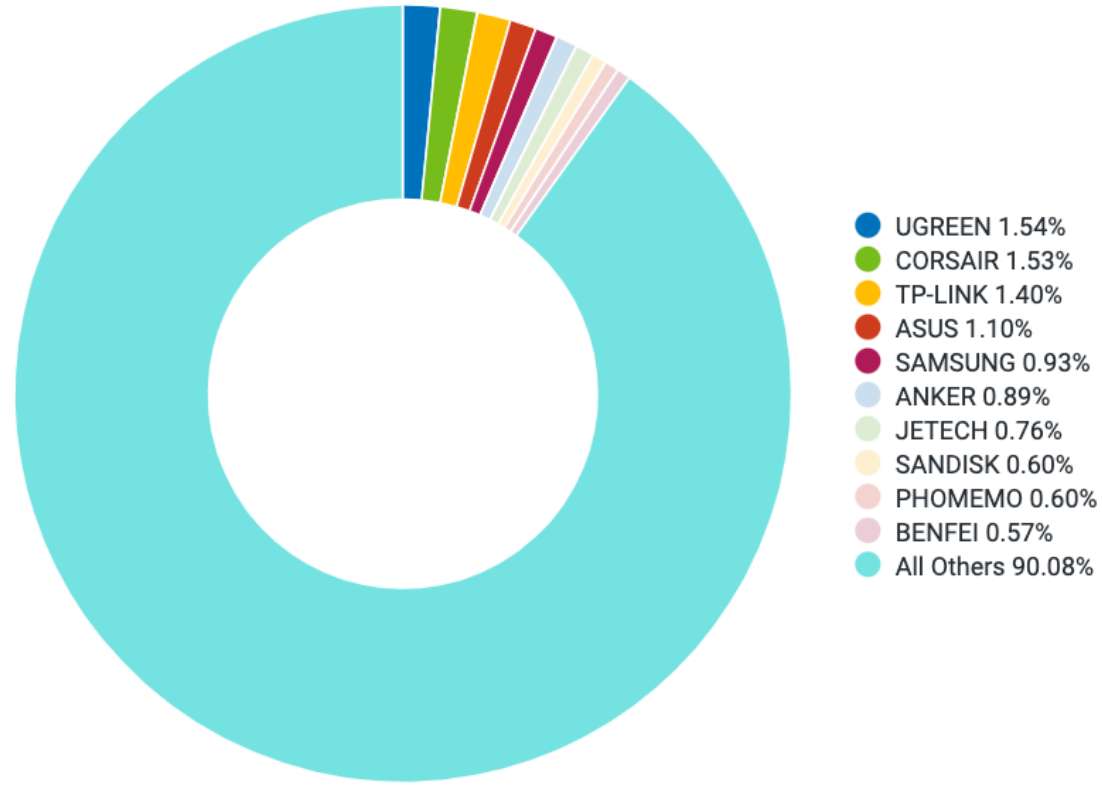


KOORUI 24 Inch Computer Monitor - FHD 1080P Gaming Monitor 165Hz VA 1ms, AdaptiveSync Technology, Ultra-Thin LED Monitor, HDMI X2 / ...
Options: 4 sizes
★★★★☆ ~ 1,722

Badge Breakdown by Type



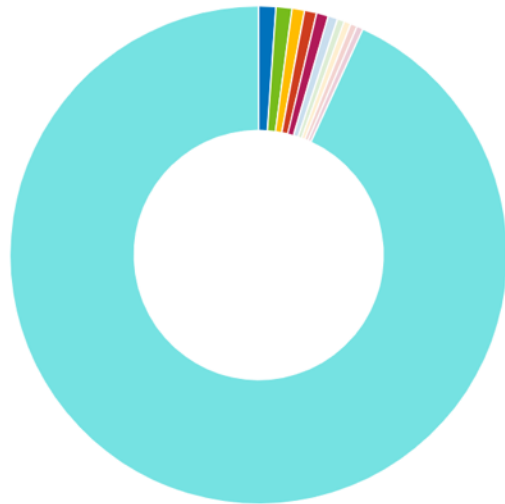
Top-Promoted Brands



Top Brands by Share of Sales



Most-Visible Brands

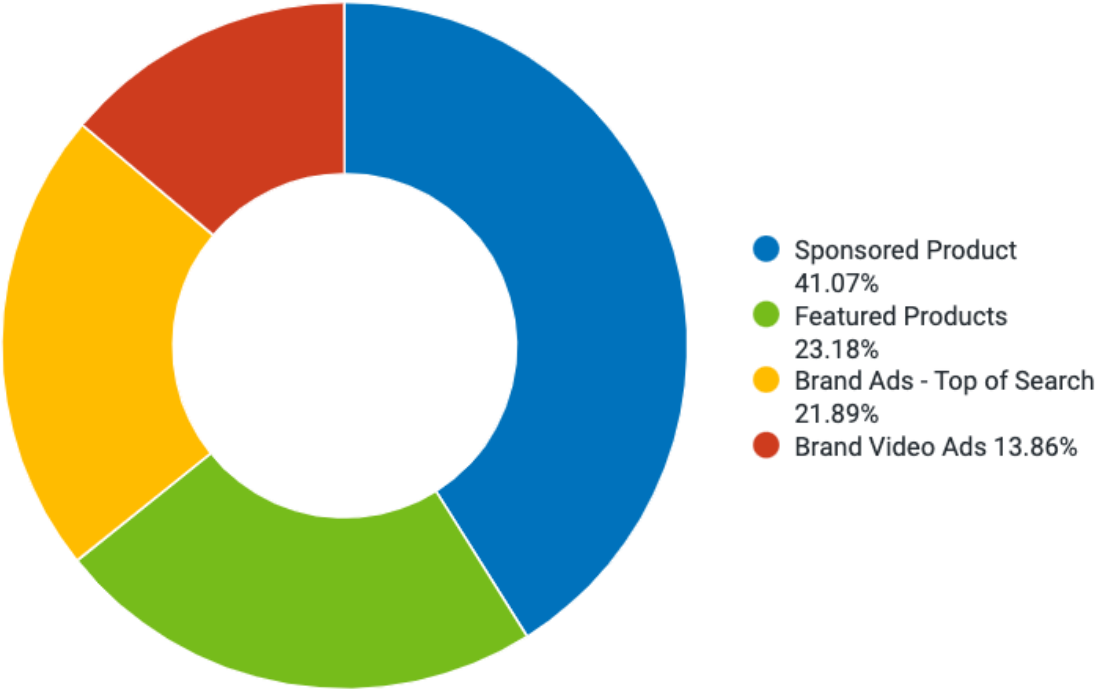


| | |
|------------|--------|
| DEWALT | 1.11% |
| RING | 1.03% |
| COMMAND | 0.82% |
| STANLEY | 0.79% |
| MAKITA | 0.77% |
| DRAPER | 0.61% |
| GENERIC | 0.47% |
| MILWAUKEE | 0.45% |
| SIKA | 0.42% |
| RONSEAL | 0.41% |
| All Others | 93.11% |

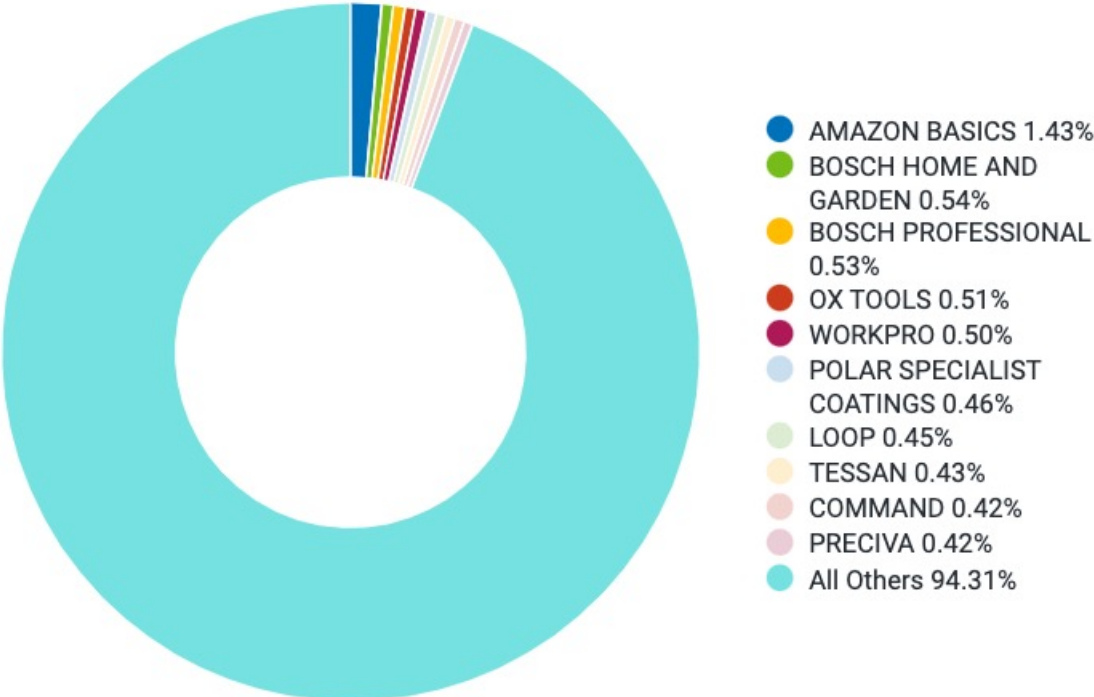
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|--------------------------|-------------------------|---------------------------|
| ring doorbell | 14,396,738 | 126,716 |
| ring doorbell wireless | 13,819,109 | 120,895 |
| shower head | 12,331,481 | 61,997 |
| toilet seat | 11,016,317 | 56,194 |
| fan | 10,383,871 | 102,163 |
| ear plugs | 9,474,439 | 48,815 |
| command strips | 9,090,355 | 45,201 |
| dehumidifiers for home | 8,072,805 | 89,750 |
| extension lead | 7,918,268 | 79,931 |
| toilet roll holder | 7,581,581 | 38,208 |
| dehumidifier | 7,346,145 | 87,537 |
| superglue | 6,369,525 | 32,124 |
| hose pipe | 6,365,204 | 34,181 |
| wallpaper | 6,265,512 | 32,537 |
| carbon monoxide detector | 6,129,106 | 30,695 |
| tape measure | 6,110,385 | 34,198 |
| neck fan | 5,582,090 | 56,324 |
| cable ties | 5,514,028 | 27,812 |
| double sided tape | 5,390,049 | 34,551 |
| doorbell | 5,360,872 | 27,097 |

Sponsorship Activity by Ad Type



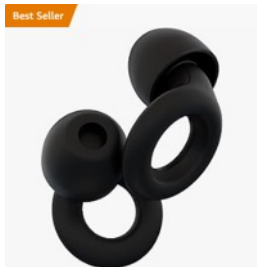
Sponsorship Activity by Brand



Top-Sponsored Keywords

| Keyword | Ad Type | Total Sponsorship Activity | Sponsored Product | Featured Products | Brand Video Ads | Brand Ads - Top of Search |
|----------------------------|---------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | | | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| bosch laser measure ... | | 6,672 | 1,926 | 3,241 | 636 | 869 |
| drill bit sets ... | | 6,641 | 1,892 | 3,213 | 557 | 979 |
| drill ... | | 6,568 | 2,038 | 2,994 | 608 | 928 |
| drill set ... | | 6,505 | 1,777 | 3,215 | 600 | 913 |
| small pliers ... | | 6,454 | 1,938 | 2,885 | 590 | 1,041 |
| cable management ... | | 6,448 | 2,053 | 2,841 | 579 | 975 |
| ratchet set ... | | 6,370 | 1,866 | 2,964 | 630 | 910 |
| bit set ... | | 6,330 | 1,700 | 3,111 | 514 | 1,005 |
| cable tidy sleeve ... | | 6,319 | 2,080 | 2,595 | 613 | 1,031 |
| drill bits sets mixed ... | | 6,212 | 1,691 | 2,964 | 545 | 1,012 |
| knipex ... | | 6,199 | 1,839 | 2,834 | 542 | 984 |
| laser level ... | | 6,151 | 2,141 | 2,334 | 641 | 1,035 |
| drill driver ... | | 6,144 | 1,859 | 2,717 | 602 | 966 |
| screwdriver bits ... | | 6,127 | 1,705 | 3,022 | 425 | 975 |
| cable tidy ... | | 6,123 | 1,862 | 2,708 | 571 | 982 |
| drill bit set ... | | 6,122 | 1,662 | 3,049 | 551 | 860 |
| chisel ... | | 6,113 | 1,996 | 2,540 | 620 | 957 |
| bosch multitool blades ... | | 6,109 | 1,647 | 2,907 | 613 | 942 |
| toolkit ... | | 6,101 | 1,891 | 2,784 | 535 | 891 |
| wrench set ... | | 6,095 | 1,824 | 2,853 | 621 | 797 |

Top-Sponsored Items



Loop Quiet - Ear Plugs for Sleep – Super Soft, Reusable Hearing Protection in Flexible Silicone for...

★★★★☆ ~ 75,407



Al Gear Contour Gauge Duplicator 10 Inch Widen Profile Tool Precise Measuring of Irregular Shapes for Laminate Wood Tiling and Flooring

★★★★☆ ~ 2,596



onnzuw Large Adhesive Hooks for Hanging Heavy Duty Wall Hooks 22 lbs Self Adhesive Towel Hook Waterproof Transparent Hooks for...

★★★★☆ ~ 161



Google G3AL9 Nest Cam (Outdoor / Indoor, Battery) Security Camera - Smart Home WiFi Camera - Wireless, Snow, 1 Count (Pack of 1)

★★★★☆ ~ 237



Art3d 10-Sheet Peel and Stick Backsplash, 12 in. x 12 in. Subway 3D Wall Panels, Mono White with Gray Grout (A17048)

★★★★☆ ~ 5,632



Google GWX3T Nest Doorbell (Battery) - Wireless 960p Video Doorbell - Smart WiFi Motion Only Doorbell Camera, Snow, 1 Count...

★★★★☆ ~ 574



Command Picture Hanging Strips, Value Pack - 8 x 2 Medium and 8 x 2 Large Adhesive Strips - For Pictures, Frames, Mirrors, Wall décor - Dama...

★★★★☆ ~ 32,651



Lewis-Plast Premium First Aid Kit For Home Car Holiday And Workplace - Includes Bandages, Eye Pods, Ice...

★★★★☆ ~ 8,120



AOSU Wireless Doorbell Camera, Battery-Powered Video Doorbell, 2K Resolution, No Monthly Fees, 2.4GHz WiFi, Human Detection, 120-Day...

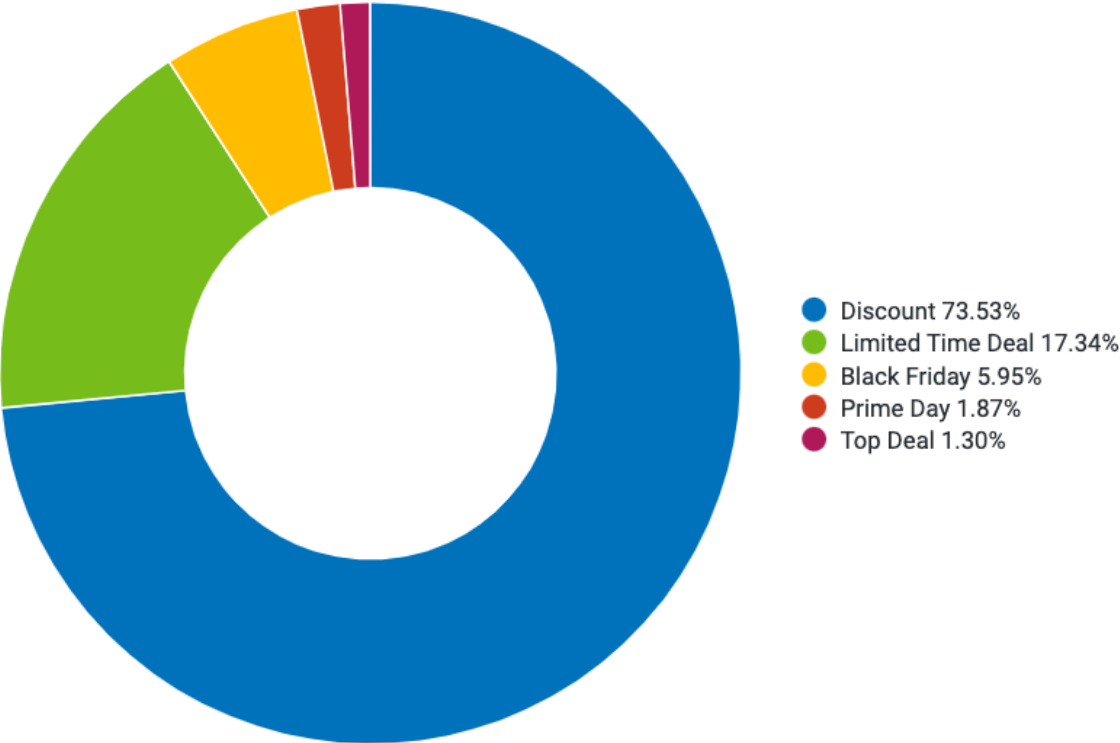
★★★★☆ ~ 3,932



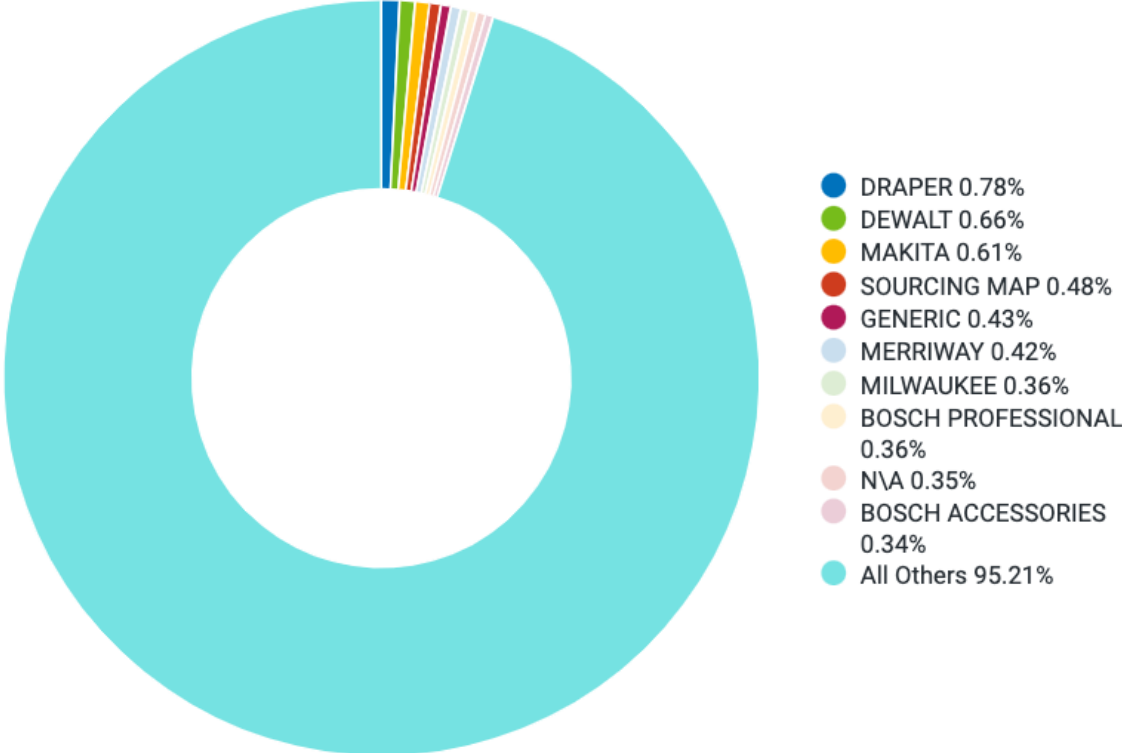
Dreo Space Heater, 70° Oscillating Electric PTC Ceramic Heater with Thermostat, Remote Control, 3-Mode 3-Speed, 1-12H Timer, Overheating...

★★★★☆ ~ 1,800

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

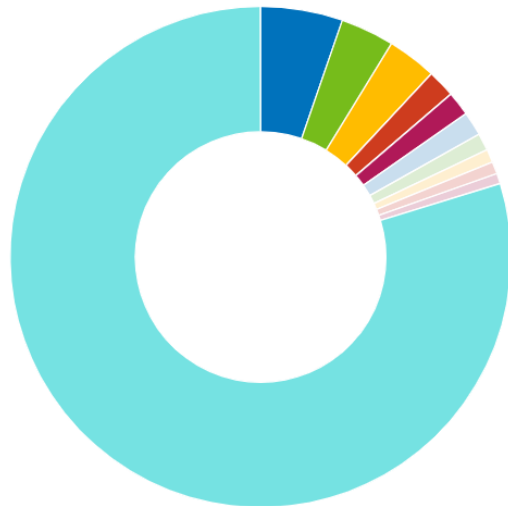


Electronics & Photo – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

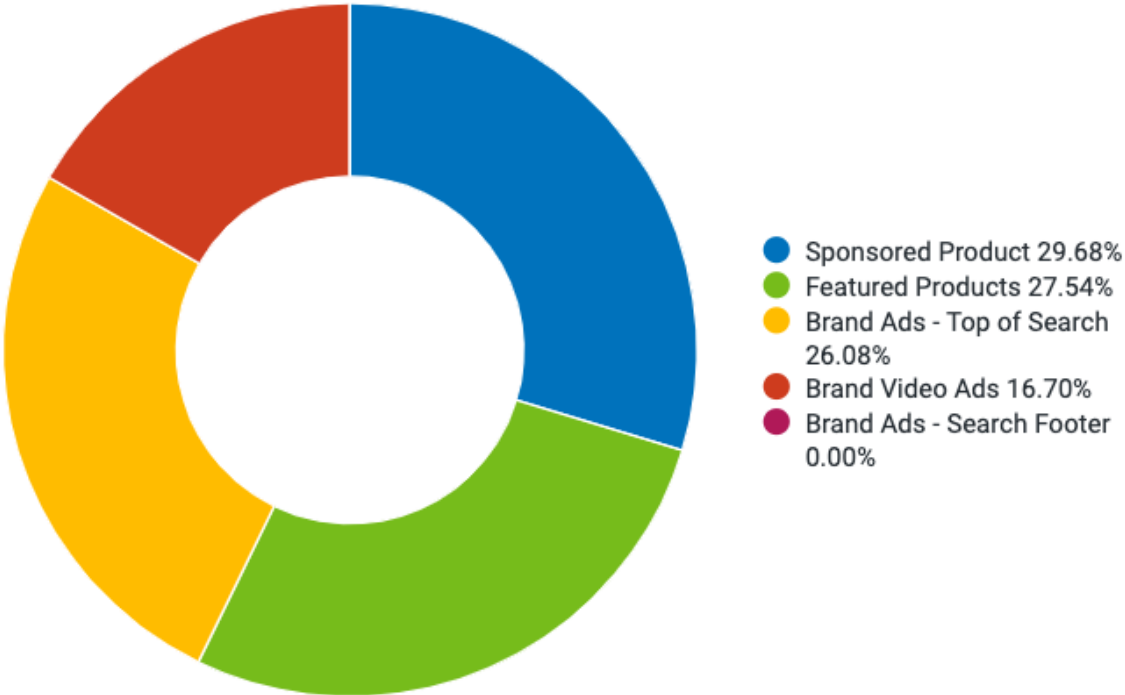


- AMAZON 5.29%
- APPLE 3.47%
- SAMSUNG 3.17%
- SONY 1.80%
- JETECH 1.57%
- ANKER 1.54%
- RING 1.12%
- DURACELL 0.85%
- SOUNDCORE 0.78%
- GOOGLE 0.67%
- All Others 79.73%

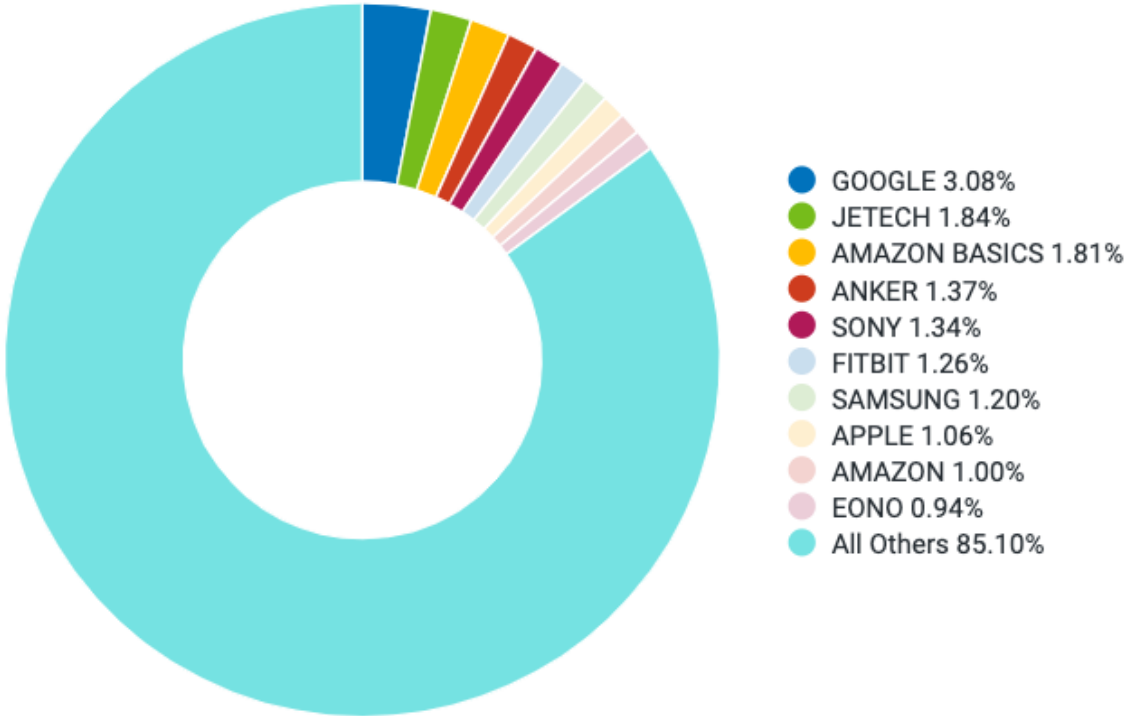
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|------------------------|-------------------------|---------------------------|
| kindle | 21,730,044 | 191,133 |
| iphone 14 case | 17,143,318 | 109,331 |
| fire tv stick | 14,653,238 | 126,952 |
| iphone charger | 14,534,253 | 143,683 |
| aa batteries | 14,104,094 | 147,532 |
| airpods | 12,562,984 | 137,547 |
| power bank | 12,415,207 | 121,017 |
| headphones | 11,662,655 | 122,108 |
| alexa | 10,543,118 | 95,443 |
| iphone 13 case | 9,839,789 | 118,428 |
| apple watch | 9,489,377 | 109,689 |
| apple watch straps | 8,885,766 | 90,472 |
| iphone 14 pro max case | 8,705,199 | 115,862 |
| aaa batteries | 8,671,017 | 92,527 |
| fire stick | 8,396,235 | 72,874 |
| wireless headphones | 8,381,838 | 84,444 |
| tv | 8,228,291 | 84,256 |
| car phone holder | 7,812,953 | 73,530 |
| amazon fire stick | 7,676,713 | 68,376 |
| alexa devices | 7,663,578 | 68,822 |
| smart watch | 7,294,021 | 74,681 |
| iphone 11 phone case | 7,099,474 | 83,826 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Electronics & Photo – Amazon UK 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 | |
| tripod ... | 6,044 | 1,023 | 3,574 | 604 | 843 | |
| duracell batteries ... | 5,978 | 742 | 3,871 | 477 | 888 | |
| anker power bank usb c ... | 5,737 | 739 | 3,530 | 582 | 886 | |
| anker iphone charger ... | 5,716 | 814 | 3,668 | 465 | 769 | |
| anker charger ... | 5,714 | 669 | 4,060 | 345 | 640 | |
| anker portable charger ... | 5,695 | 718 | 3,510 | 602 | 865 | |
| anker usb charger ... | 5,669 | 830 | 3,615 | 523 | 701 | |
| travel tripod ... | 5,666 | 971 | 3,225 | 603 | 867 | |
| portable charger anker ... | 5,630 | 805 | 3,433 | 612 | 780 | |
| camera tripod ... | 5,595 | 884 | 3,148 | 623 | 940 | |
| anker charger iphone ... | 5,343 | 794 | 3,356 | 427 | 766 | |
| rechargeable batteries ... | 5,331 | 972 | 2,961 | 550 | 848 | |
| canon eos ... | 5,293 | 1,010 | 2,809 | 480 | 992 | |
| batteries aa pack ... | 5,280 | 950 | 3,020 | 470 | 840 | |
| canon lens ... | 5,277 | 863 | 2,960 | 513 | 941 | |
| aaa batteries ... | 5,265 | 912 | 3,002 | 570 | 781 | |
| duracell batteries aa ... | 5,265 | 812 | 3,188 | 409 | 856 | |
| power bank anker ... | 5,235 | 737 | 3,467 | 490 | 541 | |
| triple aaa batteries ... | 5,222 | 886 | 3,104 | 512 | 720 | |

Top-Sponsored Items



Google Pixel 7a and Pixel 30W Charger Bundle – Unlocked Android 5G Smartphone with Wide-Angle Lens and 24-Hour Battery - Sea...
★★★★☆ ~ 157



Google Pixel 7 – Unlocked Android 5G Smartphone with wide-angle lens and 24-hour battery – 128GB – Obsidian
Options: 2 sizes
★★★★☆ ~ 2,322



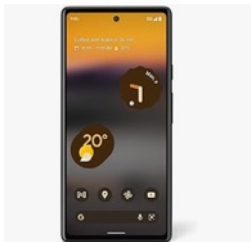
Wireless Earbuds, Bluetooth 5.3 Headphones In Ear with 4 ENC Noise Cancelling Mic, Btootos New Bluetooth Earbuds Mini Deep Bass...
★★★★☆ ~ 30,307



Fitbit Versa 4 Fitness Smartwatch with built-in GPS and up to 6 days battery life - compatible with Android and iOS.
★★★★☆ ~ 4,272



Google Pixel 7a and Pixel 30W Charger Bundle – Unlocked Android 5G Smartphone with Wide-Angle Lens and 24-Hour Battery - Snow...
★★★★☆ ~ 61



Google Pixel 6a – Unlocked Android 5G Smartphone with 12 megapixel camera and 24-hour battery – Charcoal - 6.1 Inches
★★★★☆ ~ 4,090



LiCB CR2032 3V Lithium Battery CR 2032 10PCS
★★★★☆ ~ 13,928



Google Pixel 7 Pro – Unlocked Android 5G smartphone with telephoto lens, wide-angle lens and 24-hour battery – 128GB – Hazel
Options: 2 sizes
★★★★☆ ~ 3,719

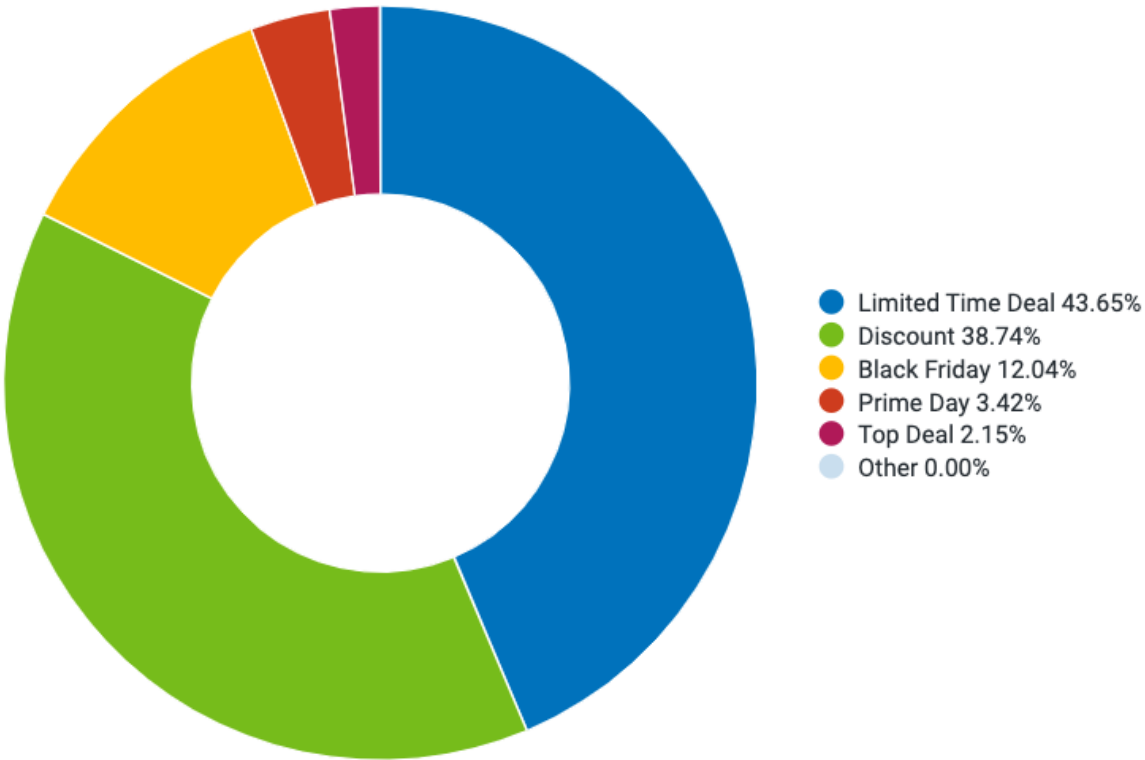


Chromecast with Google TV (4K) Snow – Streaming entertainment on your TV with voice search – Watch films, TV programmes, Netflix...
★★★★☆ ~ 3,491

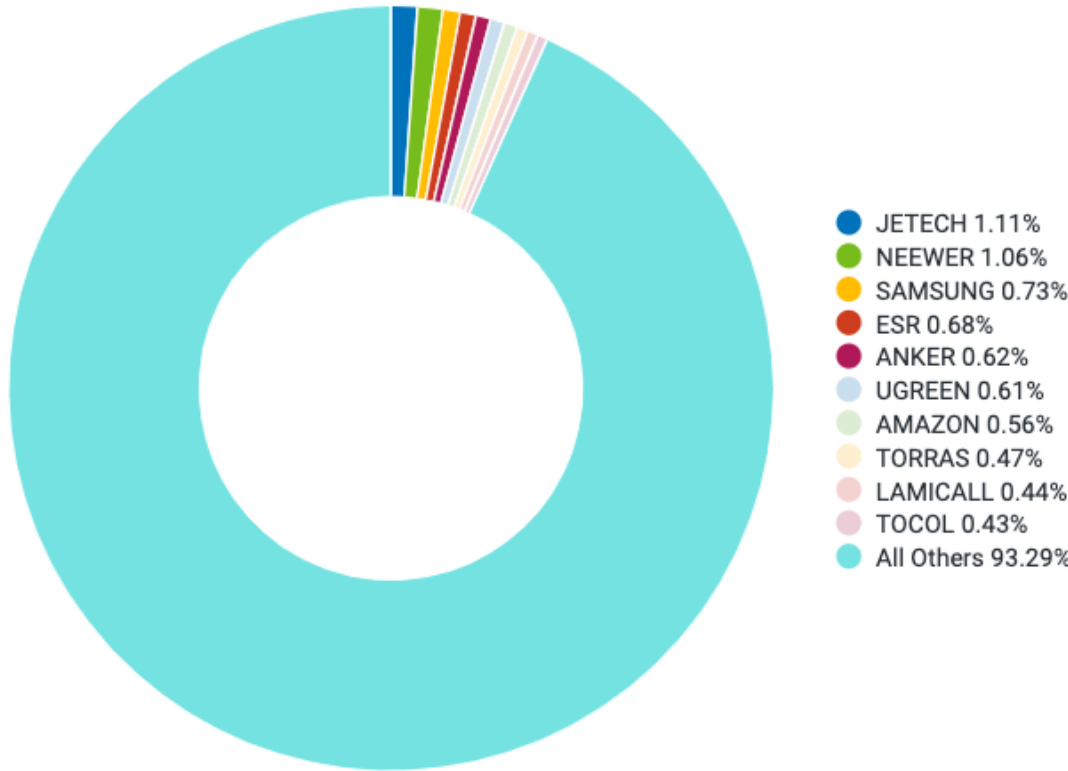


2-Pack 2M USB C Cable 3.1A Fast Charger Cable Compatible for iPhone 15 Plus Pro Max, Samsung Flip/Fold 3/4/5 S10 S9 S8 S20 S21 S22 S23...
★★★★☆ ~ 11,486

Badge Breakdown by Type



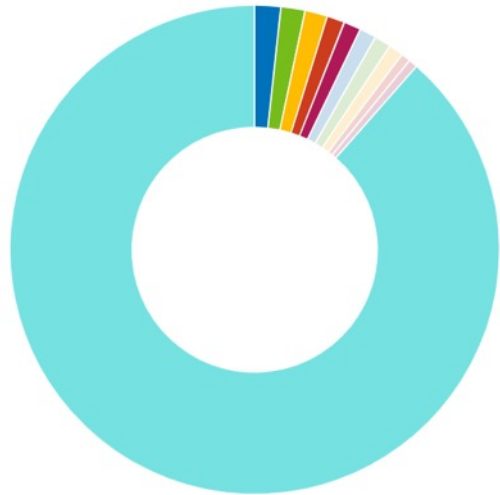
Top-Promoted Brands



Top Brands by Share of Sales



Most-Visible Brands

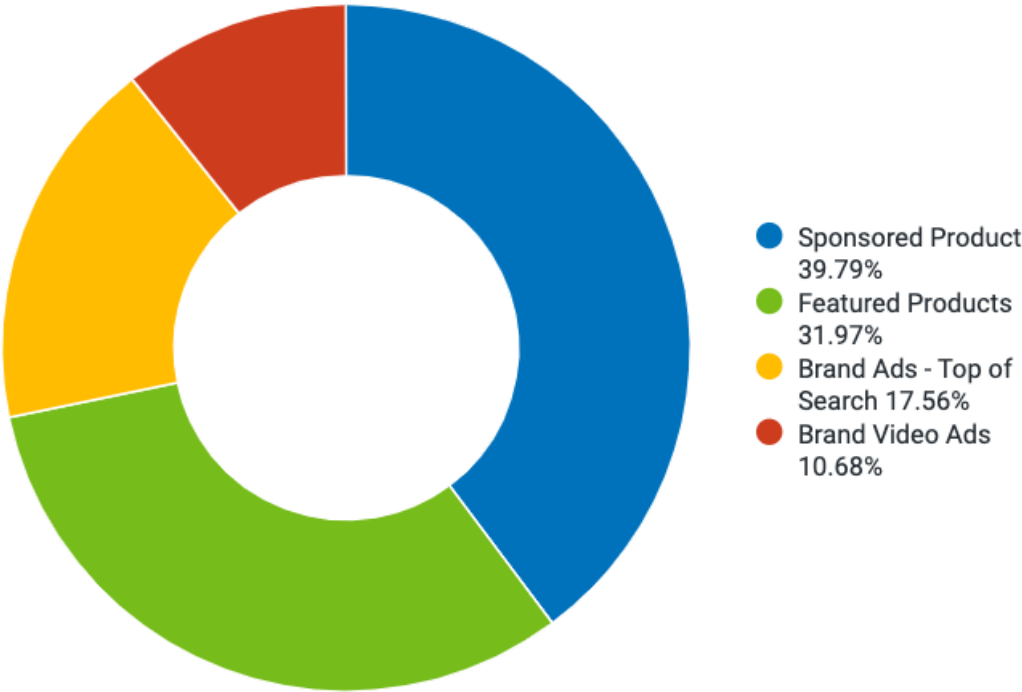


| | |
|-------------------|--------|
| NIKE | 1.73% |
| CROCS | 1.57% |
| AMHOMELY | 1.49% |
| SKECHERS | 1.19% |
| ADIDAS | 1.13% |
| DISNEY | 1.12% |
| UNDER ARMOUR | 1.09% |
| GENERIC | 0.96% |
| PUMA | 0.62% |
| AMAZON ESSENTIALS | 0.59% |
| All Others | 88.50% |

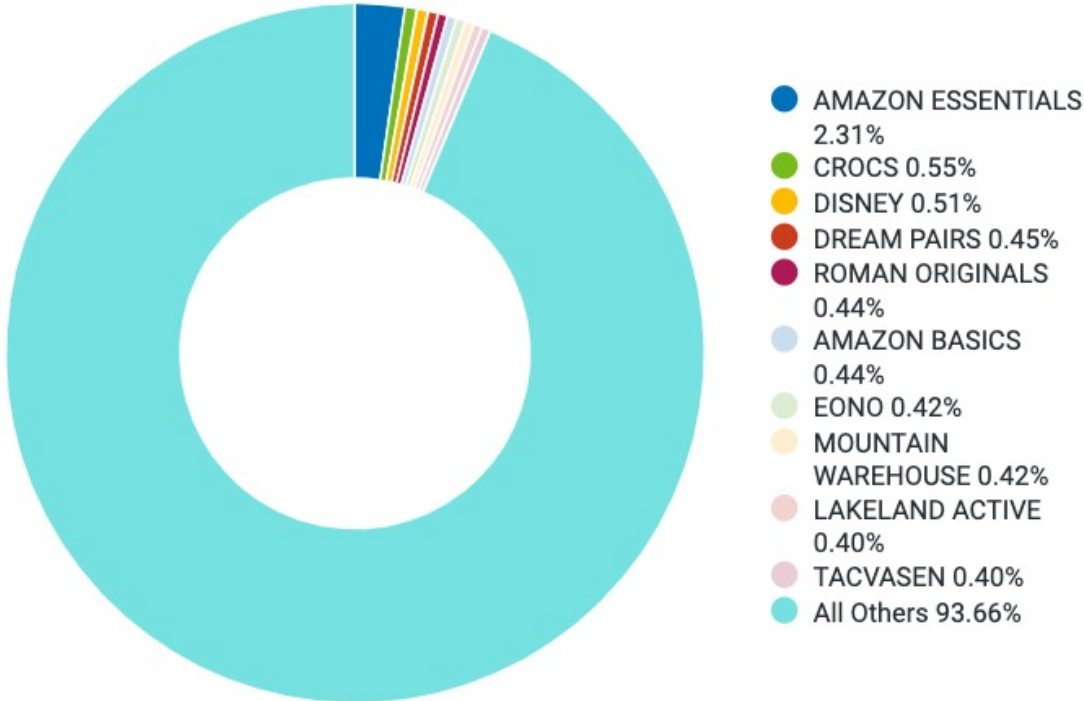
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|-------------------------------|-------------------------|---------------------------|
| crocs | 32,227,171 | 164,642 |
| pencil case | 17,136,140 | 87,309 |
| packing cubes | 12,980,425 | 64,300 |
| suitcase | 11,128,948 | 56,124 |
| crocs womens | 10,294,495 | 55,551 |
| backpack | 8,643,407 | 45,158 |
| umbrella | 7,504,856 | 37,635 |
| jewellery box | 7,170,065 | 41,259 |
| ryanair cabin bags 40x20x25 | 7,108,080 | 35,559 |
| travel bottles for toiletries | 7,066,568 | 34,933 |
| mens slippers | 6,684,534 | 39,220 |
| packing cubes for suitcases | 6,620,442 | 33,164 |
| croc charms | 6,528,079 | 35,623 |
| slippers women | 6,086,701 | 34,304 |
| ear plugs | 5,994,552 | 48,815 |
| work trousers men | 5,962,562 | 31,069 |
| crocs mens | 5,955,627 | 32,177 |
| handbags for women | 5,915,245 | 30,230 |
| sunglasses mens | 5,906,097 | 34,375 |
| pandora charms | 5,857,237 | 32,308 |
| wallet | 5,551,258 | 29,257 |
| mens trainers | 5,526,755 | 30,064 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Fashion – Amazon UK Annual Recap

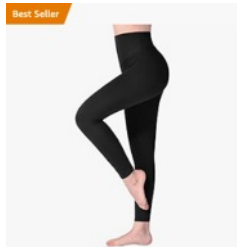
Sponsorship Activity



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 |
| fluffy socks | 6,929 | 2,070 | 3,525 | 574 | 760 |
| invisible socks | 6,856 | 1,950 | 3,440 | 487 | 979 |
| rain poncho adult waterproof | 6,842 | 1,883 | 3,812 | 292 | 855 |
| bucket hats | 6,835 | 1,832 | 3,670 | 360 | 973 |
| baby bodysuits | 6,821 | 1,946 | 4,188 | 199 | 488 |
| baby clothing sets | 6,817 | 1,763 | 4,051 | 422 | 581 |
| passport holder | 6,814 | 2,035 | 3,830 | 316 | 633 |
| poncho waterproof | 6,769 | 1,821 | 3,718 | 305 | 925 |
| joggers for men | 6,713 | 1,862 | 3,728 | 288 | 835 |
| rain poncho | 6,700 | 1,753 | 3,830 | 291 | 823 |
| girls clothes | 6,666 | 1,846 | 3,544 | 460 | 816 |
| girls socks | 6,658 | 1,731 | 3,459 | 453 | 1,015 |
| bra extenders | 6,652 | 2,000 | 3,298 | 304 | 1,050 |
| packing cubes for suitcases | 6,634 | 2,021 | 3,326 | 596 | 691 |
| passport covers | 6,627 | 1,869 | 3,527 | 310 | 921 |
| tracksuit bottoms men | 6,616 | 1,962 | 3,611 | 251 | 792 |
| baby hat | 6,615 | 1,911 | 3,561 | 340 | 803 |
| newborn clothes | 6,605 | 1,791 | 3,930 | 342 | 542 |
| waterproof poncho | 6,588 | 1,651 | 3,710 | 257 | 970 |
| baby sunglasses | 6,585 | 1,817 | 3,833 | 470 | 465 |

Top-Sponsored Items



SINOPHANT High Waisted Leggings for Women, Buttery Soft Elastic Opaque Tummy Control Leggings, Plus Size Workout Gym...

★★★★☆ ~ 62,416



Crocs Unisex's Classic Realtree Clogs

★★★★☆ ~ 50,132



DKIIL NOIYB Women's Canvas Tote Bags Casual Canvas Crossbody Bag With Zipper Double Shoulder Straps Canvas Shoulder Bags for School...

★★★★☆ ~ 1,306



LEVEL8 Carry-on Suitcase 20-Inch with Laptop Compartment, Expandable Hand Luggage Suitcase, ABS+PC Hardshell Spinner Trolley for Lightweight 4...

Options: 5 sizes

★★★★☆ ~ 5,204



fuinloth Balaclava Ski Face Mask, Motorcycle Cycling Neck Warmer for Helmet, UV Protector Scarf for Men/Women

★★★★☆ ~ 30,094



Amazon Basics Laptop Computer Backpack with padded shoulder straps and Organizational compartments for pens, keys, cellphone, Fits most 17...

★★★★☆ ~ 17,505



FIORETTO Womens Mens Sports Gym Bag Duffle Bag with Shoes Compartment, Weekend Travel Bag Overnight Bag for Women, Foldable Water Resista...

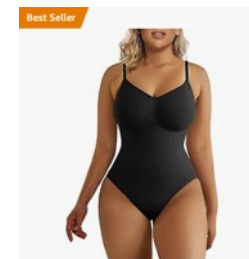
★★★★☆ ~ 1,953



bagsmart Hanging Toiletry Bag Travel Large Wash Bag Womens Cosmetic Bag Clear for Full Sized Container Pink

Options: 2 sizes

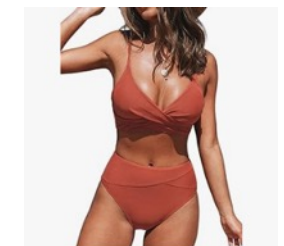
★★★★☆ ~ 2,236



SHAPERX Women Bodysuit Tummy Control Shapewear Seamless Sculpting Body Shaper Thong Adjustable Straps

Options: 8 colours/patterns

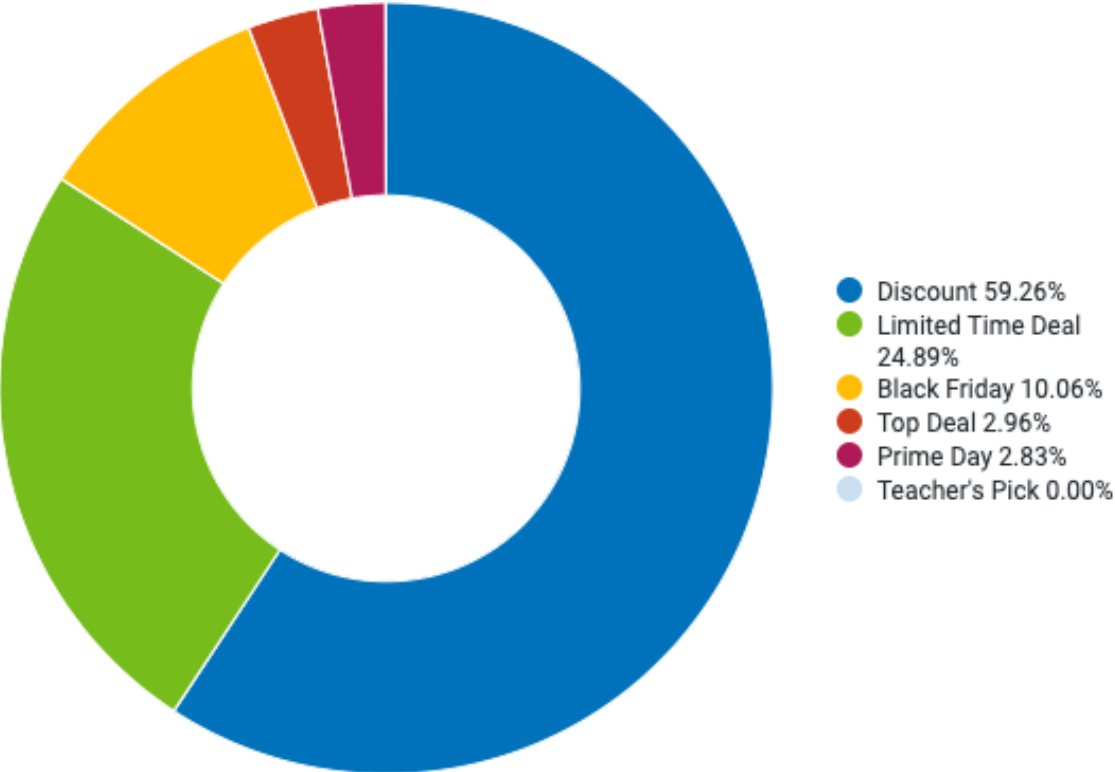
★★★★☆ ~ 3,027



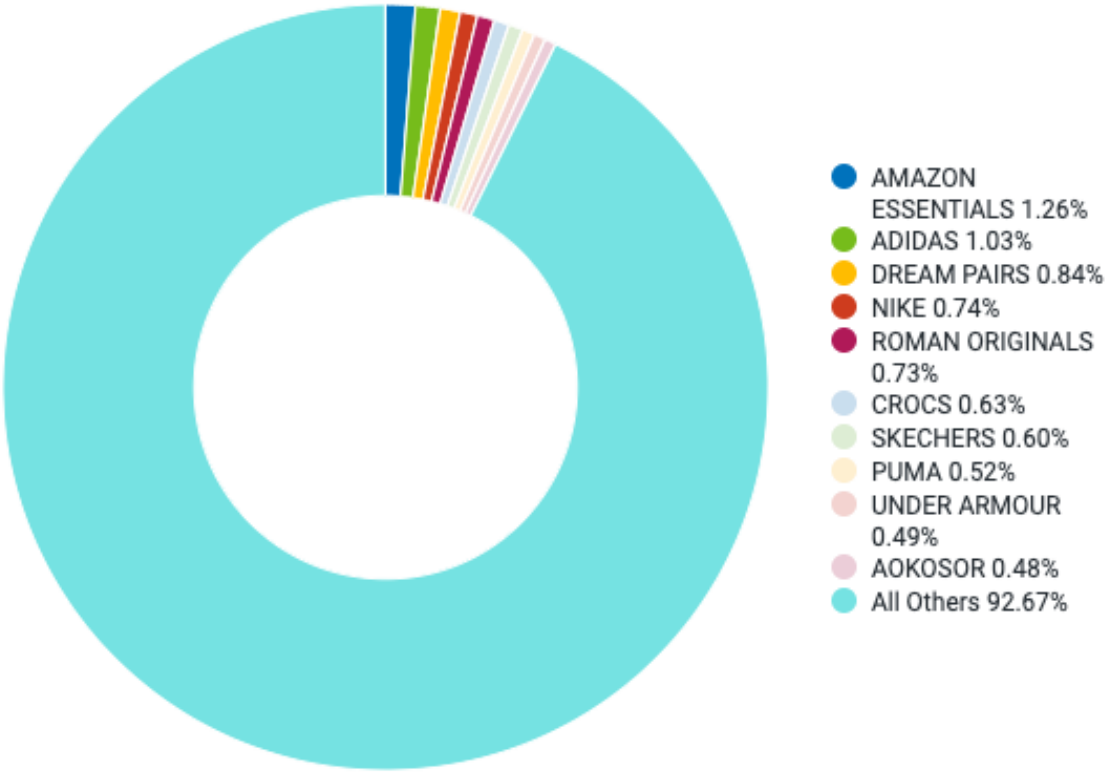
CUPSHE Women's Twist Front High Waisted Bikini Set V Neck Padded Two Pieces Bathing Suits Swimsuits

★★★★☆ ~ 8,036

Badge Breakdown by Type



Top-Promoted Brands



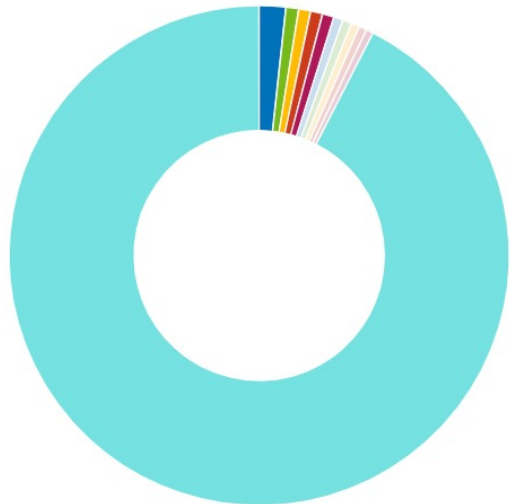
Top Brands by Share of Sales



Garden – Amazon UK Annual Recap

Organic Search Visibility

Most-Visible Brands

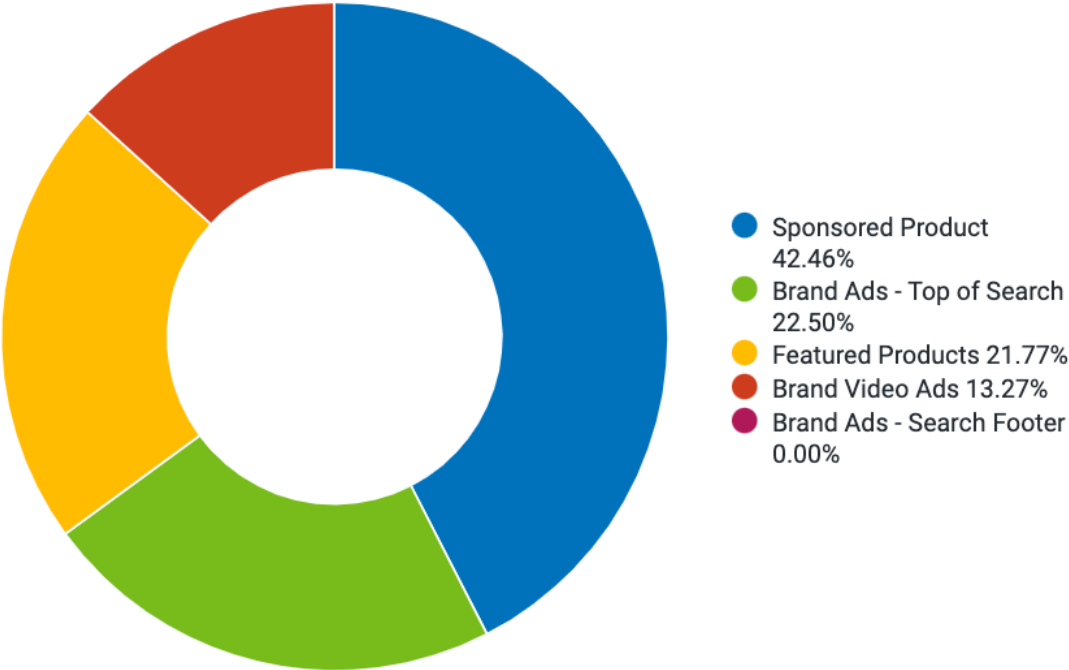


| | |
|-------------------|--------|
| OUTSUNNY | 1.72% |
| HOZELOCK LTD | 0.82% |
| GARDENERSDREAM | 0.77% |
| KETER | 0.77% |
| GENERIC | 0.75% |
| SPEAR & JACKSON | 0.60% |
| MIRACLE-GRO | 0.58% |
| BESTWAY | 0.56% |
| THOMPSON & MORGAN | 0.49% |
| ZERO IN | 0.46% |
| All Others | 92.47% |

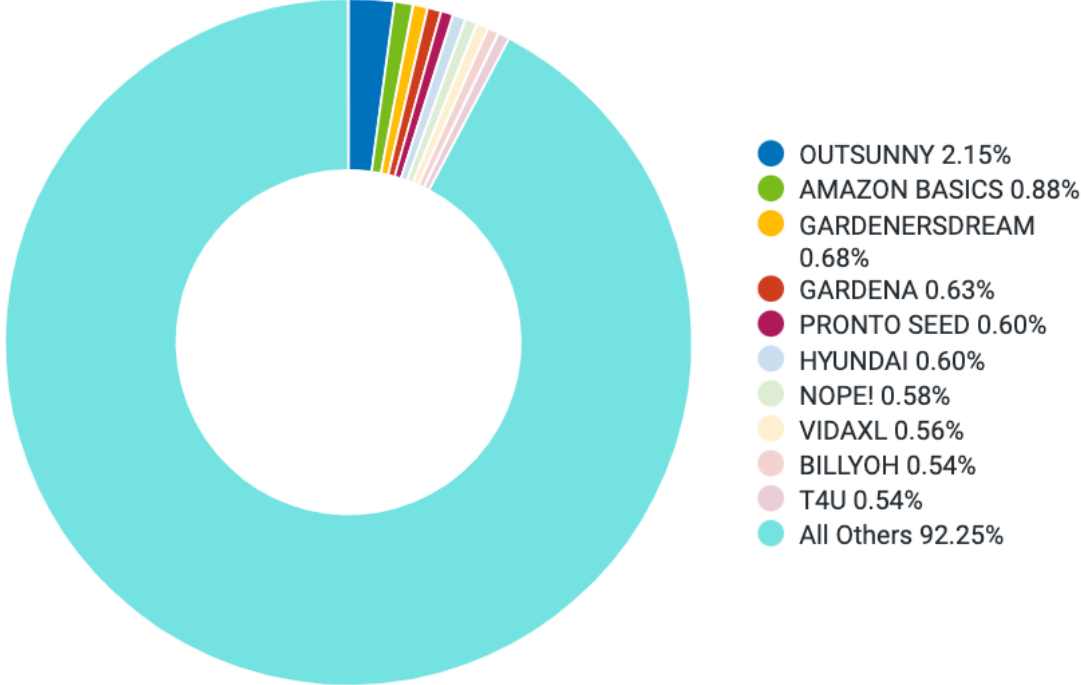
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|------------------------------|-------------------------|---------------------------|
| garden furniture ... | 15,191,671 | 76,661 ... |
| gazebo ... | 8,642,503 | 41,574 ... |
| hose pipe ... | 7,011,074 | 34,181 ... |
| paddling pool ... | 6,781,010 | 32,303 ... |
| fly zapper ... | 6,503,348 | 29,992 ... |
| weed killer extra strong ... | 6,160,899 | 30,069 ... |
| garden hose ... | 5,923,226 | 29,432 ... |
| grass seed ... | 5,827,964 | 28,885 ... |
| garden ornaments outdoor ... | 5,326,977 | 31,468 ... |
| bird feeders ... | 4,670,934 | 23,880 ... |
| greenhouse ... | 4,631,114 | 23,987 ... |
| mouse traps ... | 4,626,742 | 25,432 ... |
| weed killer ... | 4,512,431 | 22,525 ... |
| disposable gloves ... | 4,327,232 | 24,721 ... |
| garden storage box ... | 4,190,050 | 20,582 ... |
| fly catcher ... | 4,165,908 | 19,708 ... |
| compost ... | 4,076,457 | 21,115 ... |
| fly trap ... | 3,620,351 | 17,521 ... |
| sun loungers for garden ... | 3,615,279 | 24,619 ... |
| bbq ... | 3,499,621 | 34,346 ... |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Garden – Amazon UK Annual Recap

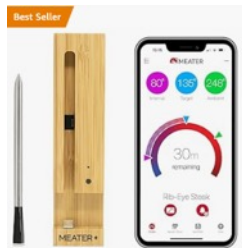
Sponsorship Activity



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 |
| garden furniture covers ... | 5,865 | 1,701 | 2,553 | 618 | 993 |
| garden furniture cover ... | 5,864 | 1,786 | 2,472 | 605 | 1,001 |
| outdoor furniture covers ... | 5,638 | 1,749 | 2,432 | 564 | 893 |
| hose pipe ... | 5,561 | 1,990 | 2,078 | 581 | 912 |
| secateurs ... | 5,559 | 1,928 | 2,002 | 627 | 1,002 |
| garden shears ... | 5,452 | 1,891 | 2,028 | 595 | 938 |
| hosepipe ... | 5,429 | 2,187 | 1,804 | 581 | 857 |
| garden tools ... | 5,390 | 1,633 | 2,260 | 577 | 920 |
| garden secateurs ... | 5,333 | 1,688 | 1,970 | 628 | 1,047 |
| gardening tools ... | 5,299 | 1,749 | 2,138 | 531 | 881 |
| secateurs & pruning scissors ... | 5,288 | 1,885 | 1,756 | 601 | 1,046 |
| hose pipe reel ... | 5,258 | 1,769 | 1,930 | 603 | 956 |
| pruning shears ... | 5,251 | 1,900 | 1,741 | 596 | 1,014 |
| garden furniture covers waterproof ... | 5,242 | 1,893 | 1,738 | 613 | 998 |
| garden hose ... | 5,203 | 1,909 | 1,778 | 583 | 933 |
| garden hose reels ... | 5,196 | 1,816 | 1,807 | 610 | 963 |
| grass seed ... | 5,187 | 1,967 | 1,637 | 573 | 1,010 |
| hose reel ... | 5,171 | 1,804 | 1,806 | 570 | 991 |
| pruning scissors ... | 5,166 | 1,808 | 1,847 | 625 | 886 |
| hosepipes for garden ... | 5,153 | 1,780 | 1,916 | 581 | 876 |

Top-Sponsored Items



MEATER
Plus | 50m Long Range Smart
Wireless Meat Thermometer for The
Oven Grill Kitchen BBQ Smoker
Rotisserie with Bluetooth and WiFi...

★★★★☆ ~ 37,422



MEATER
Block | Premium Wireless Smart Meat
Thermometer for The Oven Grill
Kitchen BBQ Smoker Rotisserie with
Bluetooth and WiFi Digital...

★★★★☆ ~ 5,420



Blooven
60 PCS Fruit Fly Traps, Double-sided
Fungus Gnat Sticky Catcher For
Multiple Insects, Plant Fly Control
Indoor (60 PCS)

★★★★☆ ~ 7,366



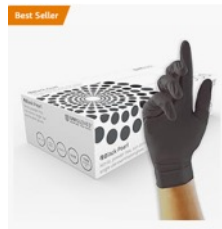
Blooven
30 PCS Fruit Fly Traps, Double-sided
Fungus Gnat Sticky Catcher For
Multiple Insects, Plant Fly Control
Indoor (30 PCS)

★★★★☆ ~ 7,366



Super Ninja
Fruit Fly Killer - 2 Pack -
Environmentally Responsible Highly
Effective Ecological Traps Indoor -
User Friendly - Up to 3 Weeks per...

★★★★☆ ~ 20,328



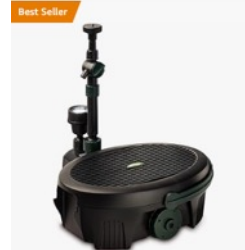
UNIGLOVES
Black Pearl Nitrile GP0033
Examination - Multipurpose, Powder
Free and Latex Free Disposable
Gloves, Box of 100 Gloves, Black,...

Options: 5 sizes
★★★★☆ ~ 12,607



Blagdon
Affinity View Corner Living Water
Feature Patio Pool Pond, with Inpond
5-in-1 2000 Filter Pump & LED
Spotlight, 3 Attractive Fountain...

★★★★☆ ~ 986



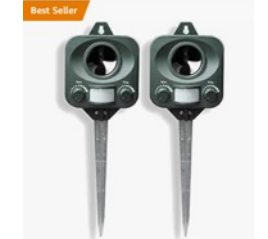
Blagdon
Inpond 5-in-1 3000 Easy Care Clean
Pond Solution, 10w Pond Pump &
Filter with UV Clarifier for Algae
Control and Clear Water, LED Light, ...

★★★★☆ ~ 1,394



Humane Mouse Trap, 32 cm Enlarged
Smart Mouse and Rodent Trap, No
Kill The Mice, Pets & Children
Friendly, Like a Real Mouse Home...

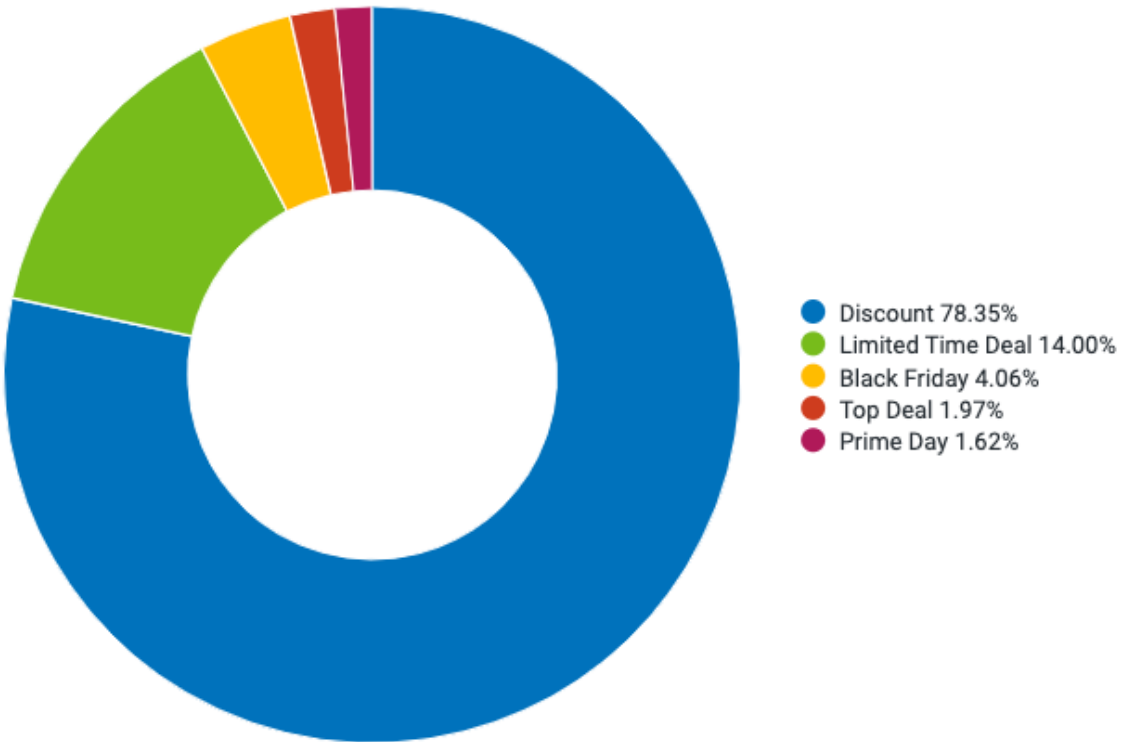
★★★★☆ ~ 8,132



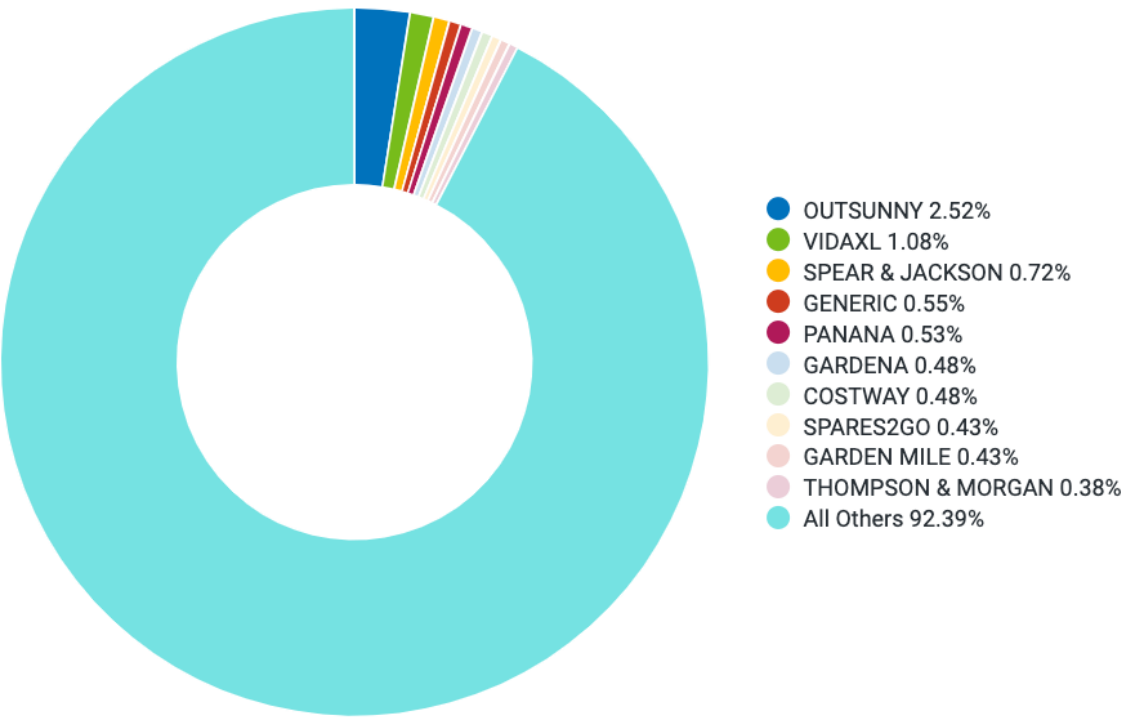
Pestbye
Battery Operated Motion Activated
Waterproof Cat Repellent - Quick Fix
Ultrasonic Cat Scarer with Ground
Stake - Set of 2

★★★★☆ ~ 20,169

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

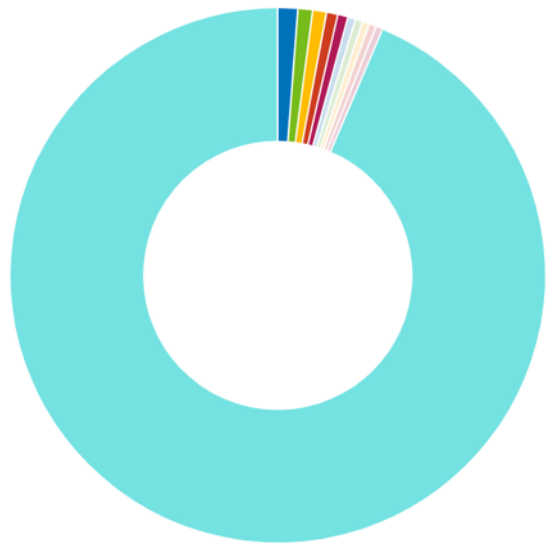


Grocery – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

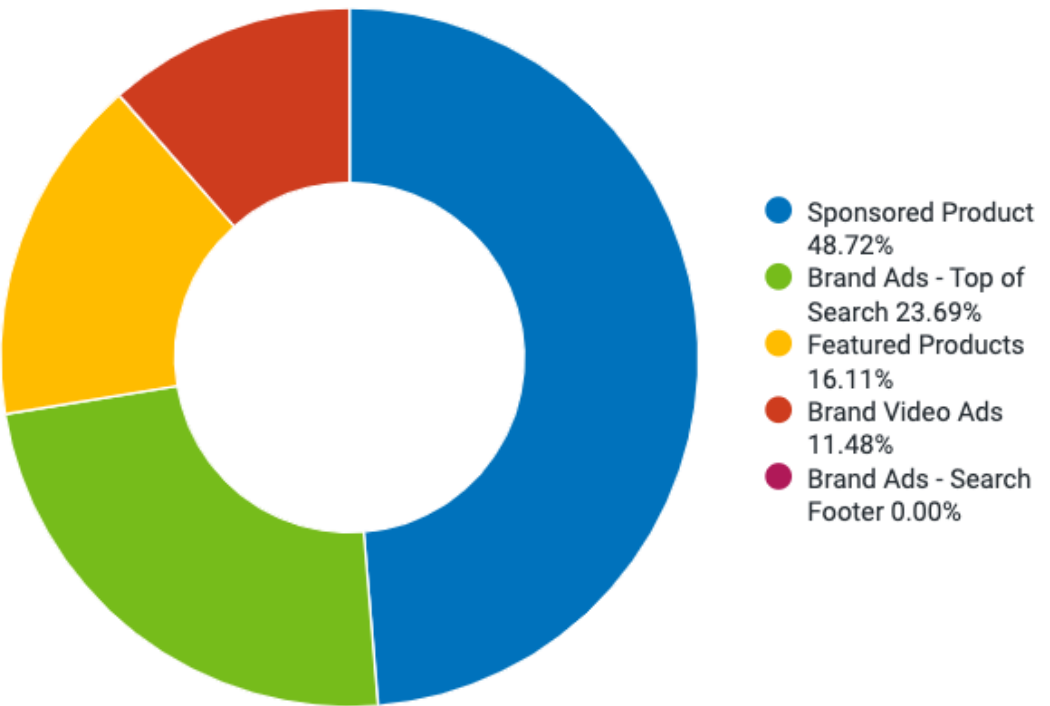


- GENERIC 1.21%
- BY AMAZON 0.90%
- MORRISONS 0.82%
- CADBURY 0.68%
- LINDT 0.62%
- WALKERS 0.46%
- NESTLÉ 0.45%
- ANDREX 0.43%
- AIRWICK 0.43%
- HG 0.41%
- All Others 93.59%

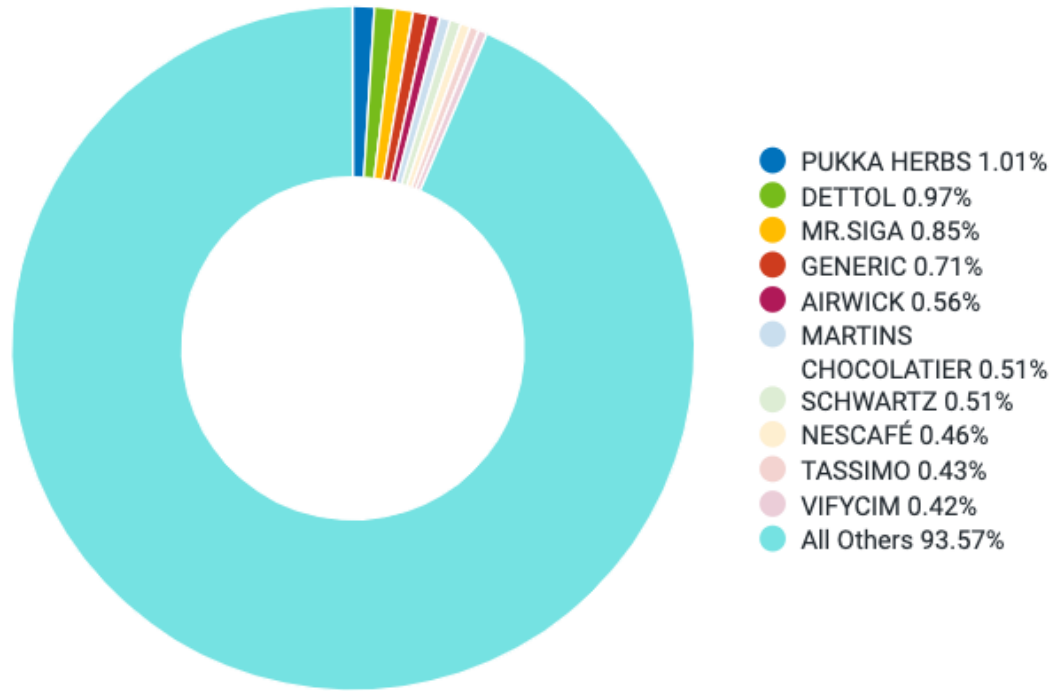
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|----------------------|-------------------------|---------------------------|
| toilet roll | 27,091,559 | 153,579 |
| chocolate | 20,520,856 | 110,668 |
| prime drink | 12,717,191 | 69,239 |
| bread | 11,919,261 | 82,583 |
| kitchen roll | 11,546,426 | 59,877 |
| sweets | 10,907,591 | 83,339 |
| toilet brush | 10,502,023 | 57,664 |
| milk | 10,055,523 | 64,124 |
| dishwasher tablets | 9,706,293 | 52,600 |
| gin | 9,341,164 | 50,828 |
| crisps | 9,119,820 | 63,797 |
| mop | 8,383,753 | 42,179 |
| protein bars | 8,279,483 | 43,899 |
| chocolate gift | 8,090,146 | 41,453 |
| water | 8,077,443 | 42,957 |
| eggs | 7,773,123 | 64,678 |
| mop and buckets sets | 7,635,046 | 38,256 |
| easter egg | 7,390,169 | 41,428 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Grocery – Amazon UK 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 |
| wine | 6,188 | 2,001 | 3,206 | 558 | 423 |
| lavazza coffee beans | 6,066 | 1,822 | 2,731 | 525 | 988 |
| toilet rolls bulk buy | 5,899 | 1,959 | 2,492 | 563 | 885 |
| lavazza coffee beans 1kg | 5,803 | 1,835 | 2,585 | 593 | 790 |
| finish dishwasher tablets | 5,720 | 1,623 | 2,459 | 622 | 1,016 |
| toilet rolls | 5,664 | 1,849 | 2,330 | 562 | 923 |
| vileda mop head | 5,603 | 1,611 | 2,745 | 588 | 659 |
| coffee beans | 5,599 | 1,885 | 2,252 | 530 | 932 |
| toilet tissues | 5,585 | 1,738 | 2,349 | 515 | 983 |
| lavazza | 5,539 | 1,436 | 2,846 | 399 | 858 |
| tissues | 5,528 | 1,596 | 2,477 | 538 | 917 |
| laundry detergent | 5,519 | 2,028 | 2,043 | 603 | 845 |
| toilet roll | 5,515 | 1,905 | 2,105 | 558 | 947 |
| ground coffee | 5,499 | 1,855 | 2,347 | 586 | 711 |
| coffee beans lavazza | 5,489 | 1,587 | 2,526 | 493 | 883 |
| toilet paper | 5,468 | 1,882 | 2,051 | 531 | 1,004 |

Top-Sponsored Items



NESCAFÉ
Azera Americano Instant Coffee 500g Tin
Ground
★★★★☆ ~ 3,968



Amarula
Original Marula Fruit & Cream Liqueur 70cl, Notes of Vanilla and Caramel
Original
★★★★☆ ~ 6,905



Vax
Platinum Power Max Carpet Cleaner | Outcleans the leading rental^ | Leaves your carpets dry in as little as 1 hour - ECB1SPV1, 3.5 Litre, Black,...



Hendrick's
Neptunia Gin, 70cl – An Exquisite Gin Gift For A Friend, Family or Colleague
Citrus
★★★★☆ ~ 723



ZOTTI
Drain Sticks | Pack of 48 | Enzyme Drain Cleaner | For Sink, Basin, Bathtub | Powerful Enzymatic...
★★★★☆ ~ 2,023



Calgon
4-in-1 Water Softener Tablets, Washing Machine Cleaner & Limescale Remover, Removes Odou...
Unscented
Options: 2 sizes
★★★★☆ ~ 18,019



Mega Chocolate Lovers Hamper Gift Box - Chocolate Gift Set
Mint, Chocolate
Options: 3 sizes, 2 flavours
★★★★☆ ~ 8,516



MR.SIGA
Non-Scratch Cellulose Scrub Sponge, Dual-Sided Dishwashing Sponge for Kitchen, 12 Pack
+ 2 colours/patterns
★★★★☆ ~ 16,960

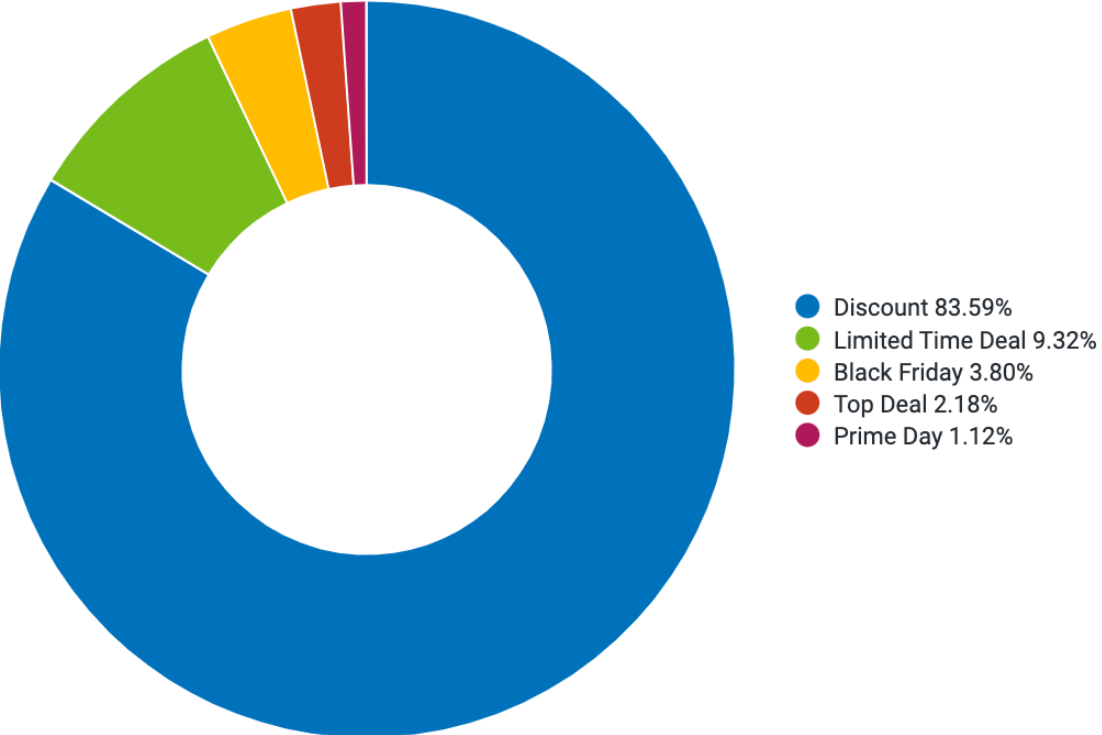


Batch & Bottle
Monkey Shoulder Blended Malt Whisky Old Fashioned - Ready to Drink Cocktails, 50cl 35% ABV (6...
Old Fashioned Cocktail
★★★★☆ ~ 213

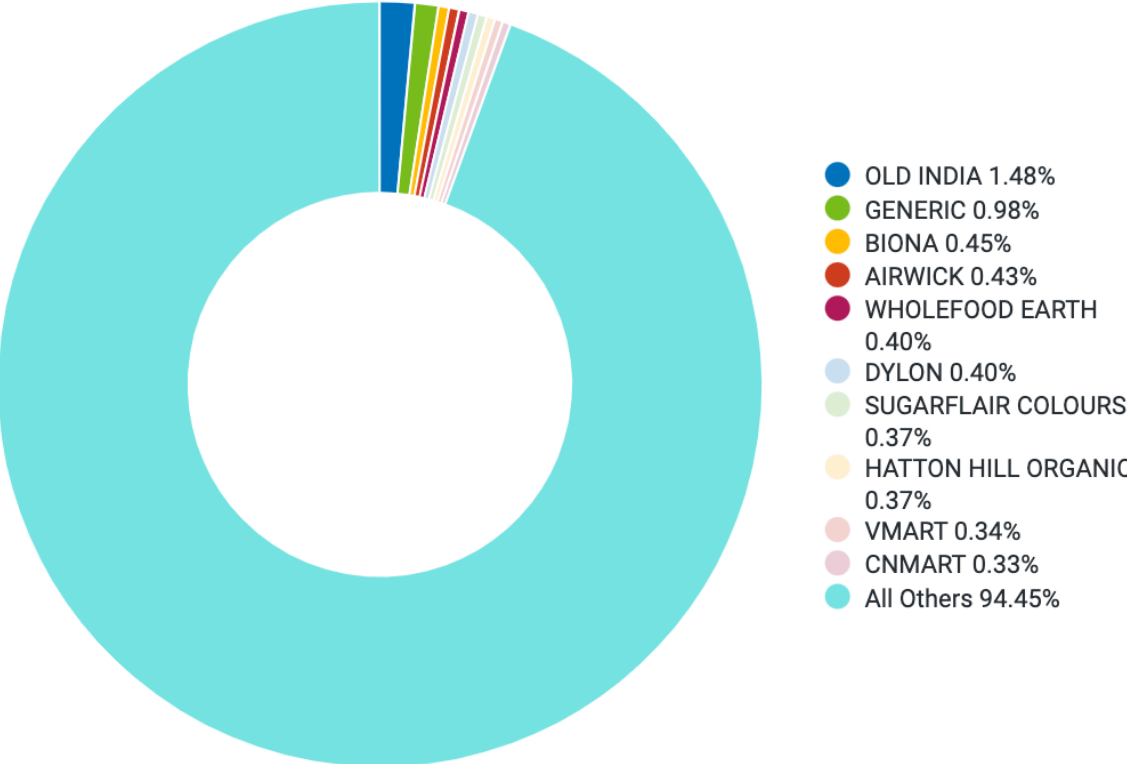


Walkers
Less Salt Mild Cheese & Onion Crisps 45g (Case of 32)
Mild Cheese & Onion
Options: 24 sizes, 26 Flavours
★★★★☆ ~ 12,685

Badge Breakdown by Type



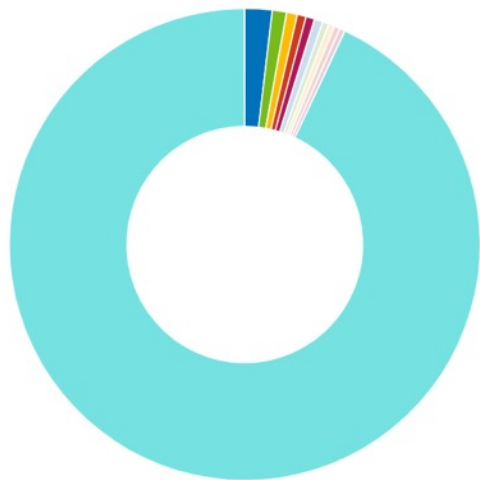
Top-Promoted Brands



Top Brands by Share of Sales



Most-Visible Brands

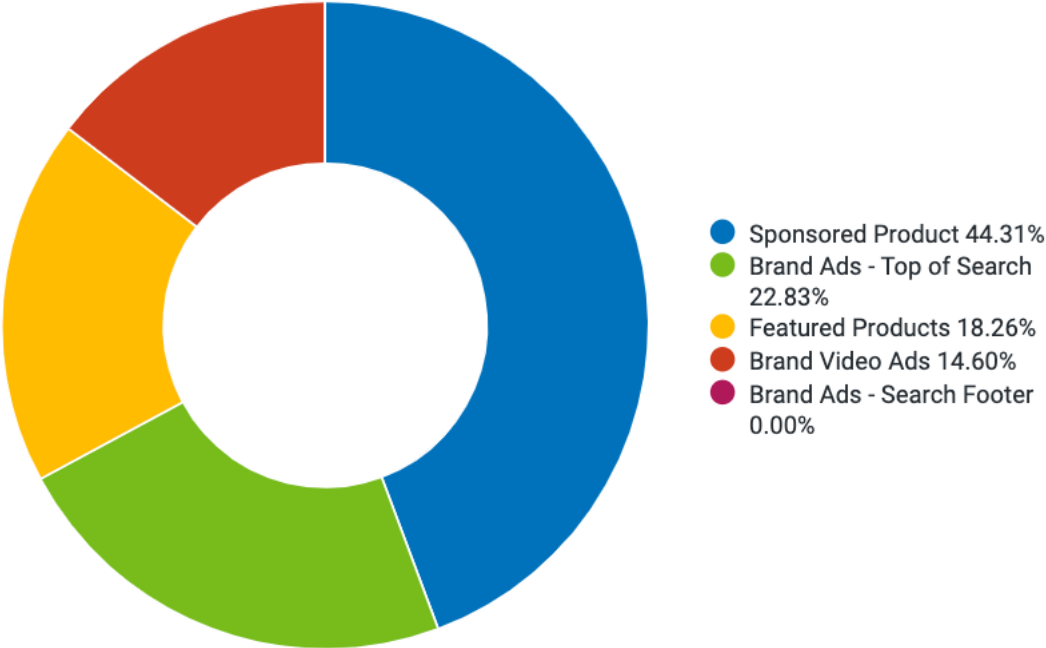


| | |
|-------------------|--------|
| ORAL-B | 1.88% |
| PHILIPS | 0.98% |
| OPTIMUM NUTRITION | 0.73% |
| GENERIC | 0.61% |
| GILLETTE | 0.61% |
| BRAUN | 0.59% |
| NUTRAVITA | 0.43% |
| COLGATE | 0.42% |
| TOMMEE TIPPEE | 0.39% |
| TEPE | 0.36% |
| All Others | 93.01% |

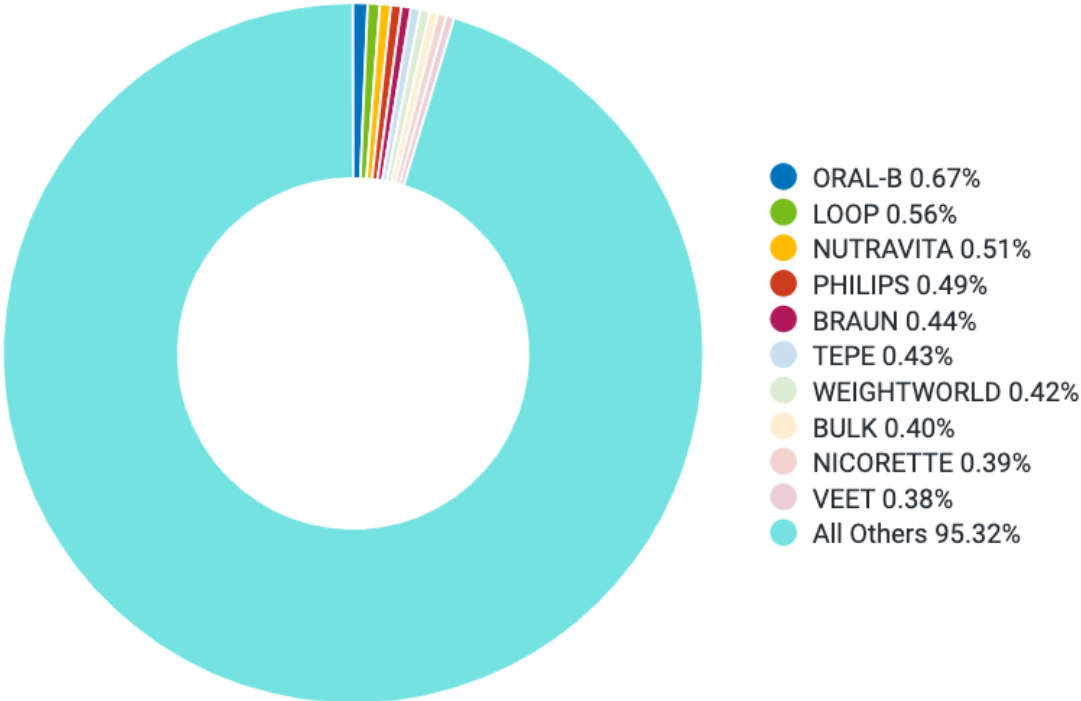
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|--|-------------------------|---------------------------|
| protein powder | 21,374,511 | 104,602 |
| electric toothbrush | 19,079,295 | 98,073 |
| pregnancy test | 17,296,476 | 84,887 |
| oral b toothbrush head | 15,029,196 | 73,991 |
| creatine | 12,572,579 | 60,606 |
| hot water bottle | 12,112,219 | 68,846 |
| hismile | 10,526,560 | 54,396 |
| blood pressure monitor nhs approved uk | 9,949,714 | 48,560 |
| ear plugs | 9,762,972 | 48,815 |
| teeth whitening | 9,395,758 | 46,025 |
| electric toothbrushes adults | 9,369,363 | 47,782 |
| condoms | 9,035,243 | 45,436 |
| toothpaste | 9,034,689 | 53,618 |
| massage gun | 8,952,929 | 46,605 |
| vitamin d | 8,890,481 | 45,393 |
| protein bars | 8,719,831 | 43,899 |
| oral b electric toothbrushes | 8,597,352 | 43,208 |
| toothbrush | 8,479,758 | 43,481 |
| water flosser | 8,469,697 | 42,575 |
| resistance bands | 8,228,322 | 43,849 |
| magnesium glycinate | 8,053,649 | 42,717 |
| electric blanket | 7,890,274 | 77,266 |

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 |
|-----------------------|----------------------------|----------------------|----------------------|----------------------|---------------------------|
| Keyword | Total Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity | Sponsorship Activity |
| mens razors | 6,163 | 1,864 | 3,010 | 586 | 703 |
| face razors | 5,992 | 1,805 | 2,766 | 613 | 808 |
| razors women | 5,958 | 2,069 | 2,497 | 548 | 844 |
| colgate toothpaste | 5,909 | 1,717 | 2,653 | 625 | 914 |
| razors for men | 5,874 | 2,008 | 2,875 | 612 | 379 |
| ladies razors | 5,855 | 1,867 | 2,518 | 593 | 877 |
| razor | 5,855 | 1,901 | 2,940 | 567 | 447 |
| ladies razor | 5,825 | 1,929 | 2,576 | 490 | 830 |
| mens razor | 5,814 | 1,769 | 2,695 | 592 | 758 |
| razors | 5,775 | 1,783 | 2,968 | 562 | 462 |
| men's razors | 5,743 | 1,596 | 2,762 | 585 | 800 |
| razors for women | 5,715 | 1,849 | 2,566 | 498 | 802 |
| face razors for women | 5,690 | 1,993 | 2,239 | 602 | 856 |
| optimum nutrition | 5,685 | 1,439 | 2,921 | 382 | 943 |
| womens razors | 5,682 | 1,815 | 2,452 | 536 | 879 |
| toothpaste colgate | 5,672 | 1,588 | 2,502 | 635 | 947 |
| pill box | 5,665 | 1,993 | 2,306 | 595 | 771 |
| shaving razor for men | 5,657 | 1,659 | 2,850 | 603 | 545 |
| shavers for men | 5,615 | 1,677 | 2,504 | 578 | 856 |

Top-Sponsored Items



Best Seller

+2 colours/patterns

Loop
Quiet - Ear Plugs for Sleep – Super Soft, Reusable Hearing Protection in Flexible Silicone for Noise Reductio...
★★★★☆ ~ 75,748



PODERM
2-in-1 FUNGAL INFECTION NAIL TREATMENT - Powerful plants - Professional treatment - Quick &...
Liquid
★★★★☆ ~ 7,453



WaterWipes
Plastic-Free Original Baby Wipes, 720 Count (12 packs), 99.9% Water Based Wipes, Unscented for Sensitive Skin
Wipes
Options: 5 sizes
★★★★☆ ~ 21,082



Footmender
All in One | Treats and Heals Dry Feet, Hard Skin (calluses), Corns and Cracked Heels (Heel fissures) |...
★★★★☆ ~ 845



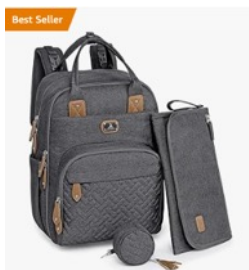
HISMILE
Dental Whitening Strips for Sensitive Teeth, Peroxide Free, Reduced Sensitivity Whitestrips, Pack of 28, ... Strip
★★★★☆ ~ 2,219



Bulk Hypoallergenic Biodegradable Baby Wet Wipe Multi-Pack (12 Packs, 672 Wipes)
Wipes
Options: 3 sizes
★★★★☆ ~ 4,506



Nicorette
QuickMist SmartTrack 1 mg/Spray Mouthspray Nicotine Freshmint 2 x 150 Spray
★★★★☆ ~ 1,787



Best Seller

+12 colours/patterns

Dikason
Changing Bag Backpack, Large Nappy Back Pack Multifunction Baby Bags with Portable Changing Mat, Pacifie...
★★★★☆ ~ 25,000

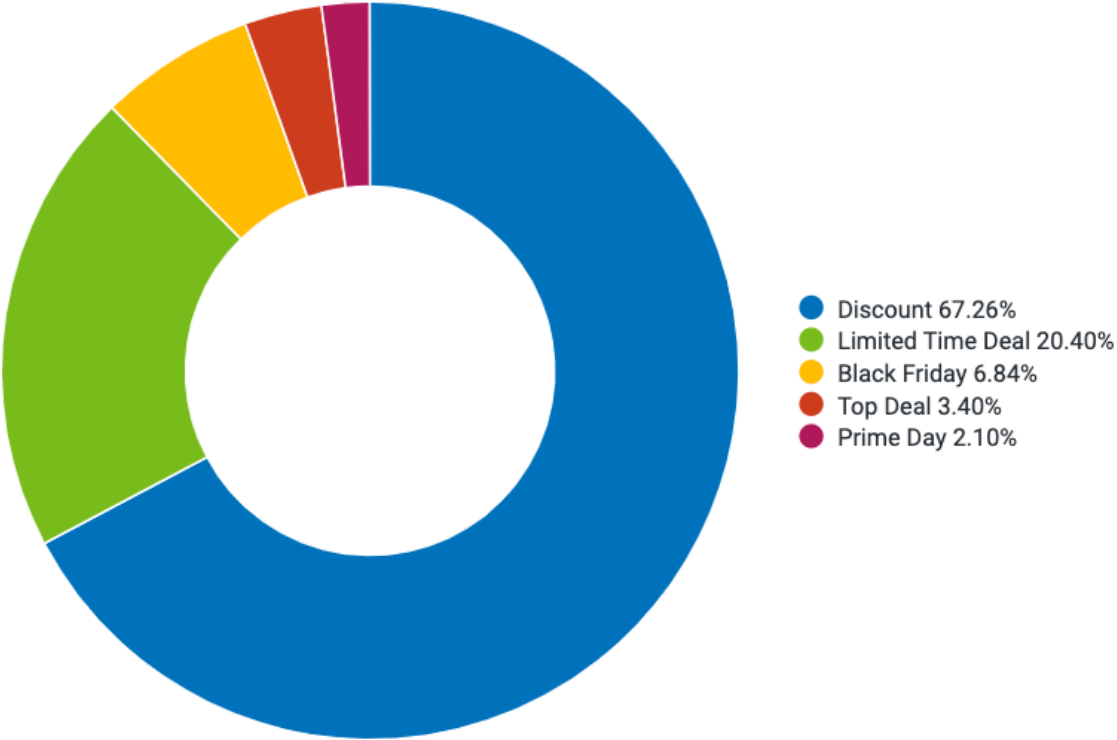


HISMILE
Pap+ Tooth Whitening Powder, Enamel Safe, Active Whitening Ingredients, for Sensitive Teeth, ...
Powder
★★★★☆ ~ 1,671

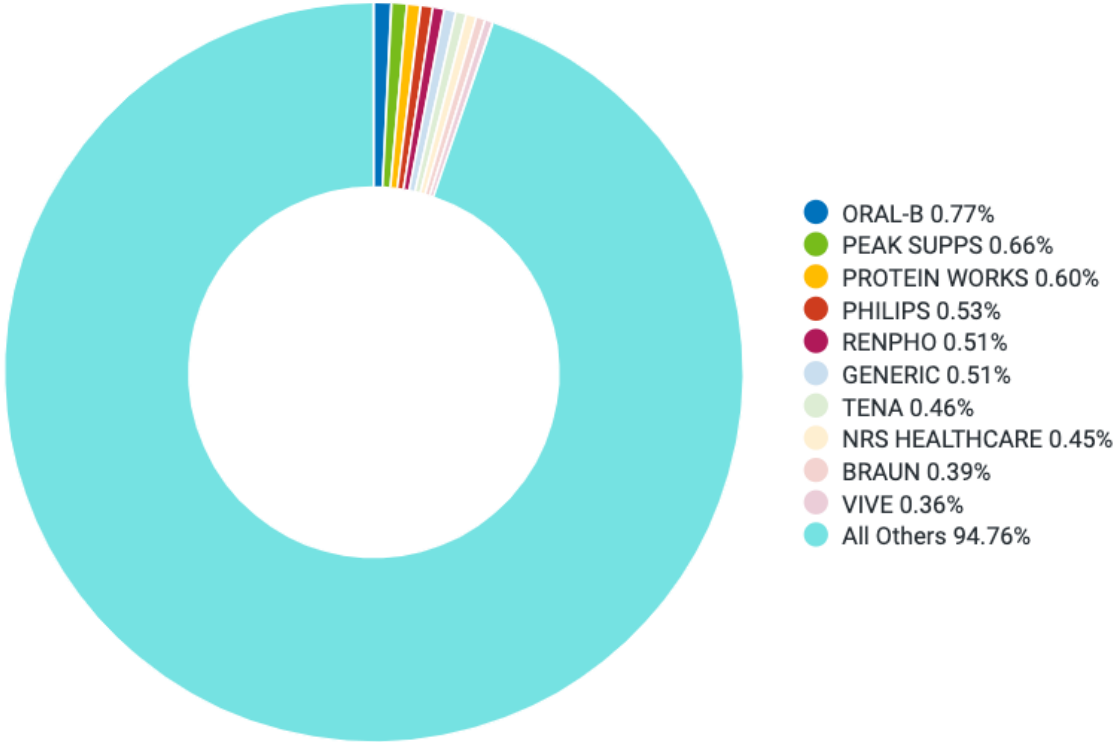


WaterWipes
Plastic-Free Original Baby Wipes, 540 Count (9 packs), 99.9% Water Based Wipes, Unscented for Sensitive Skin
Wipes
Options: 5 sizes
★★★★☆ ~ 21,082

Badge Breakdown by Type



Top-Promoted Brands



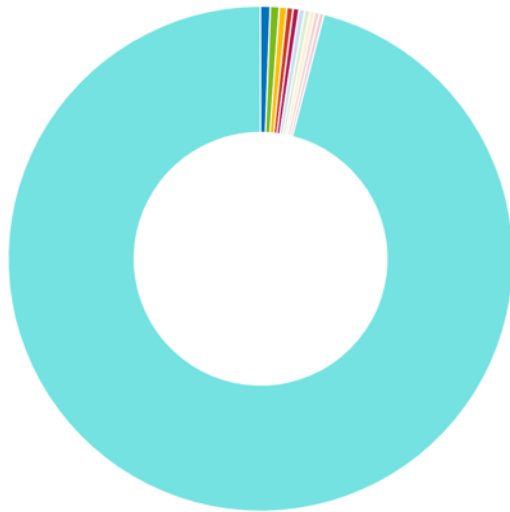
Top Brands by Share of Sales



Home & Kitchen – Amazon UK Annual Recap

Organic Search Visibility

Most-Visible Brands

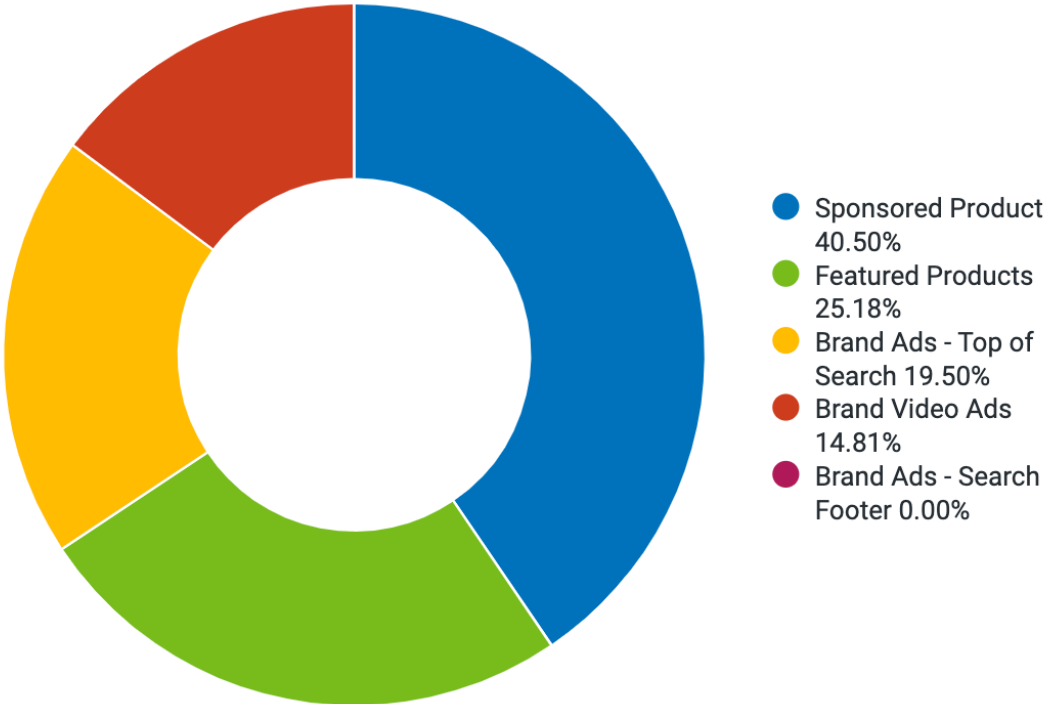


| | |
|---------------|--------|
| GENERIC | 0.61% |
| YAHEETECH | 0.57% |
| SONGMICS | 0.47% |
| RUSSELL HOBBS | 0.40% |
| AMAZON BASICS | 0.38% |
| HOMCOM | 0.37% |
| TOWER | 0.33% |
| VIDA DESIGNS | 0.31% |
| PANANA | 0.30% |
| VASAGLE | 0.29% |
| All Others | 95.95% |

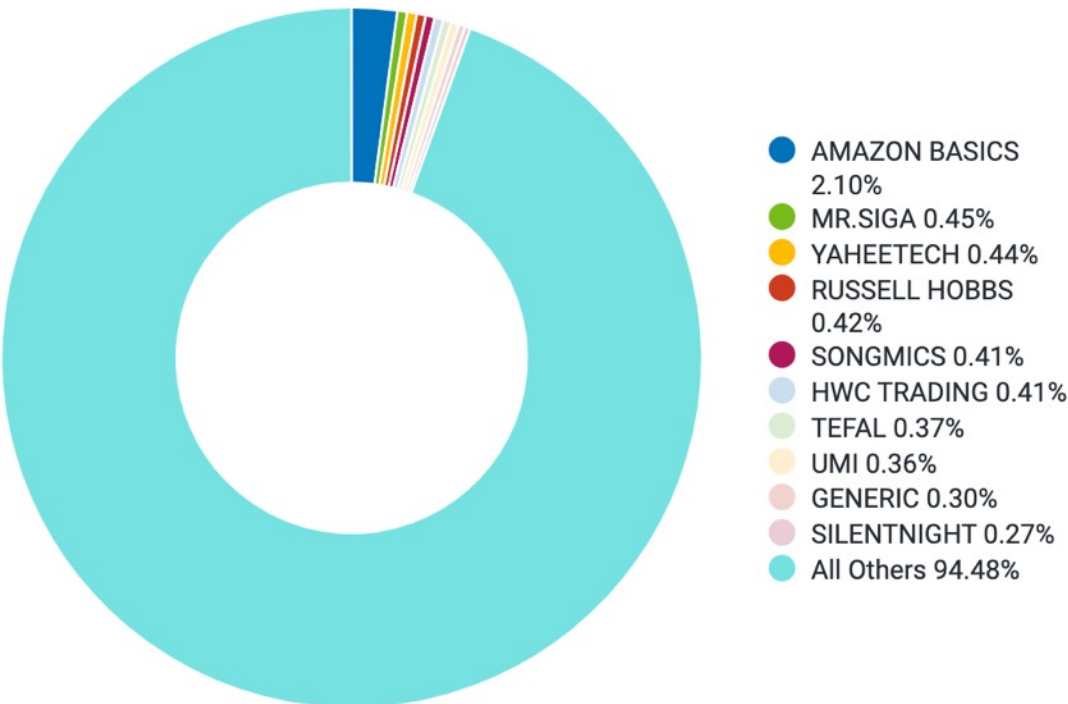
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|-----------------------|-------------------------|---------------------------|
| air fryer | 25,253,663 | 244,636 |
| shoe rack | 18,097,515 | 89,899 |
| stanley cup | 17,765,254 | 93,254 |
| air fryers | 16,972,548 | 174,048 |
| coffee machines | 15,991,161 | 79,794 |
| gaming chair | 14,875,659 | 76,929 |
| christmas decorations | 14,815,480 | 90,557 |
| desk | 14,520,454 | 73,987 |
| laundry basket | 14,062,709 | 69,959 |
| ninja air fryer | 12,606,137 | 137,434 |
| shower curtain | 12,568,799 | 63,029 |
| halloween decorations | 11,559,001 | 62,902 |
| toilet brush | 11,439,699 | 57,664 |
| office chair | 11,328,715 | 57,084 |
| shoe storage | 11,041,251 | 55,054 |
| fan | 10,924,221 | 102,163 |
| microwave | 10,671,214 | 104,985 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Home & Kitchen – Amazon UK 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 |
| shoe rack | 7,005 | 2,145 | 3,336 | 517 | 1,007 |
| shoe racks storage | 6,677 | 2,157 | 2,996 | 497 | 1,027 |
| shoe racks | 6,518 | 1,847 | 3,150 | 508 | 1,013 |
| coat stand | 6,486 | 1,994 | 2,933 | 557 | 1,002 |
| plates set | 6,436 | 1,958 | 2,866 | 597 | 1,015 |
| bathroom trolley | 6,432 | 1,914 | 3,039 | 578 | 901 |
| large shoe rack | 6,426 | 1,867 | 2,981 | 550 | 1,028 |
| hangers for clothes | 6,396 | 1,883 | 2,903 | 604 | 1,006 |
| shoe storage | 6,382 | 2,160 | 2,748 | 525 | 949 |
| coat rack with shoe storage | 6,368 | 1,920 | 2,869 | 589 | 990 |
| tall shoe rack | 6,358 | 1,746 | 3,047 | 523 | 1,042 |
| shoe stand | 6,346 | 1,933 | 2,953 | 558 | 902 |
| hangers | 6,307 | 2,044 | 2,694 | 570 | 999 |
| narrow shoe rack | 6,298 | 1,838 | 2,985 | 538 | 937 |
| coffee tables for living room | 6,292 | 1,936 | 3,021 | 487 | 848 |
| clothes hangers | 6,285 | 1,975 | 2,727 | 598 | 985 |
| dinner set | 6,281 | 2,024 | 2,672 | 594 | 991 |

Top-Sponsored Items



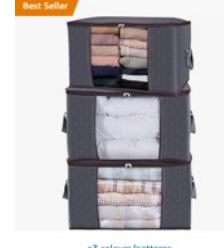
Sweet Dreamers
Ewan Deluxe with Shush, Grey | Baby & Toddler Sleep Aid Gift | Cry Activated Sensor & Nightlight | 5...
★★★★★ ~ 11,223



Tefal
Easy Fry XXL 2in1 Digital Dual Air Fryer & Grill, 6.5L or 3.25L x2 Drawer Capacity, 8 Programs, Black, EY801827, Amazon Exclusive, 1830...
★★★★★ ~ 1,213



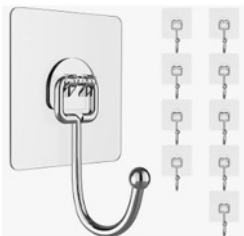
MR.SIGA
Microfiber Cleaning Cloth, Pack of 12, Size: 32 x 32 cm
★★★★★ ~ 81,256



Lifewit
Large Capacity Clothes Storage Bag Organizer with Reinforced Handle Thick Fabric for Comforters, Blankets, Bedding, Foldable with Sturdy Zipp...
★★★★★ ~ 25,885



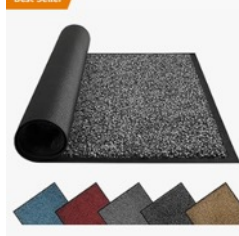
MEATER
Plus | 50m Long Range Smart Wireless Meat Thermometer for The Oven Grill Kitchen BBQ Smoker Rotisserie with Bluetooth and WiFi...
★★★★★ ~ 37,422



onnzuw
Large Adhesive Hooks for Hanging Heavy Duty Wall Hooks 22 lbs Self Adhesive Towel Hook Waterproof Transparent Hooks for Bags...
★★★★★ ~ 163



Tassimo
by Bosch Suny 'Special Edition' TAS3102GB Coffee Machine, 1300 Watt, 0.8 Litre - Black
★★★★★ ~ 11,384



Mibao
Door Mats Indoor, Doormat 40 x 60 Cm Black Grey, Washable Door Mats Indoor, Heavy Duty Non-slip Entrance Mat, Super Absorbent Front Door Mat
★★★★★ ~ 11,671

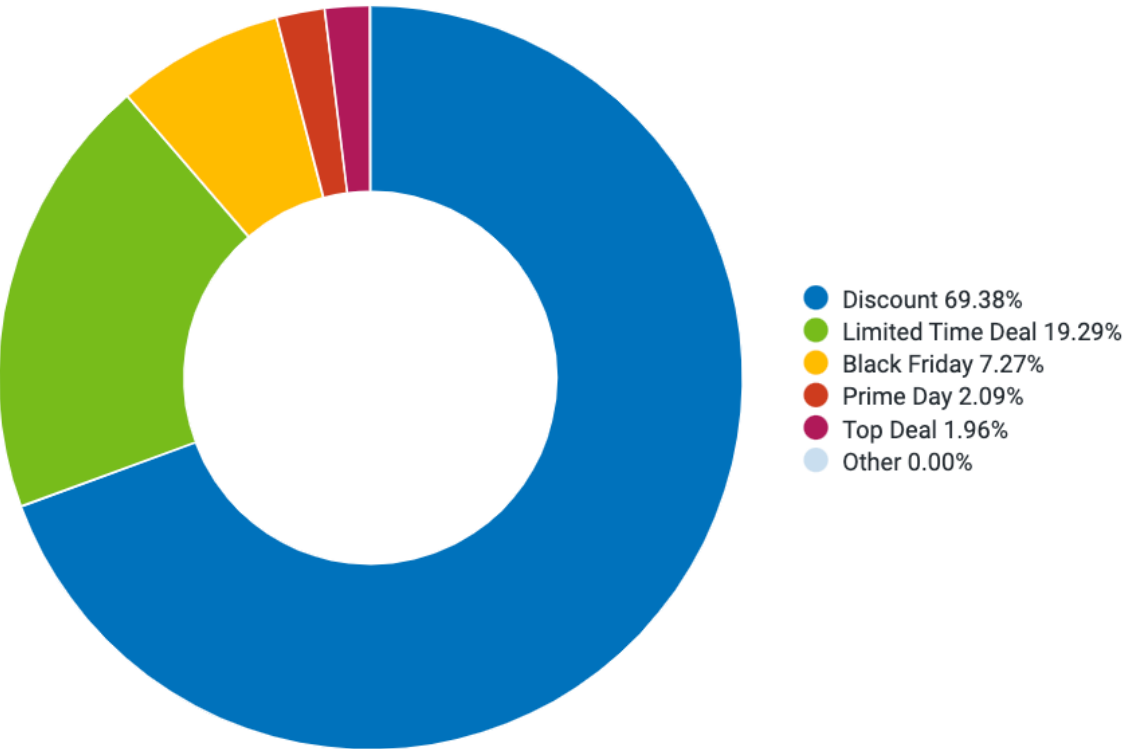


Mia&Coco
Electric Heated Blanket Throw Flannel Sherpa Fast Heating 120x160cm, 10 Heat Levels & Up-to-9-Hours Auto-Off Timer & LED...
★★★★★ ~ 6,804

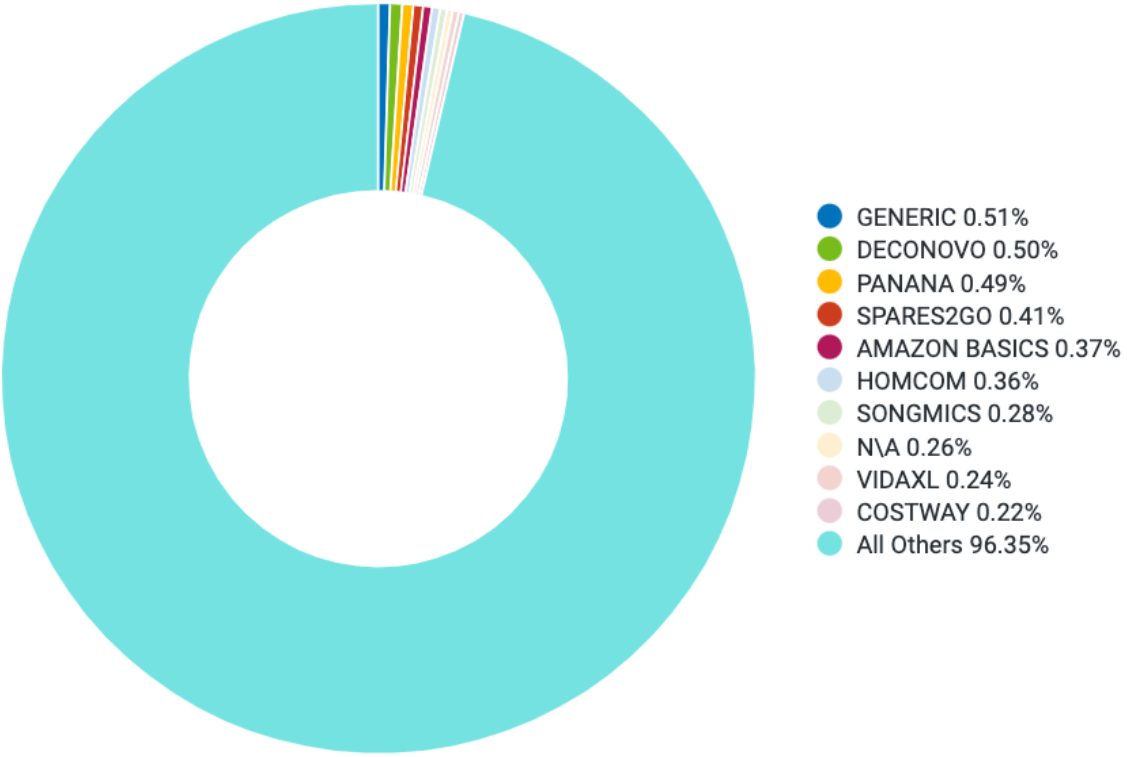


CUTPOPOP
Sunflowers Basket Pop Up Card, Handmade Flower Greeting Cards, 3D Mum Mother's Day Birthday, Anniversary, Thinking of...
★★★★★ ~ 4,280

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

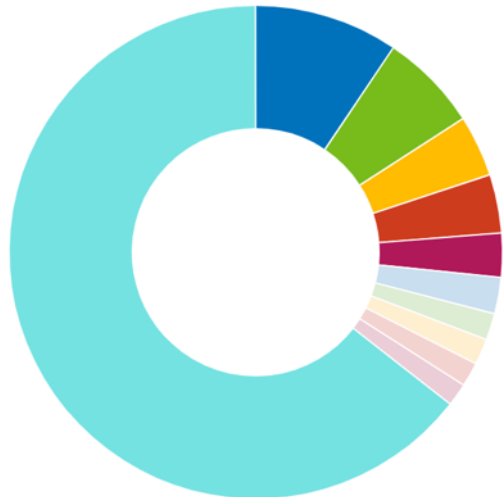


PC & Video Games – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

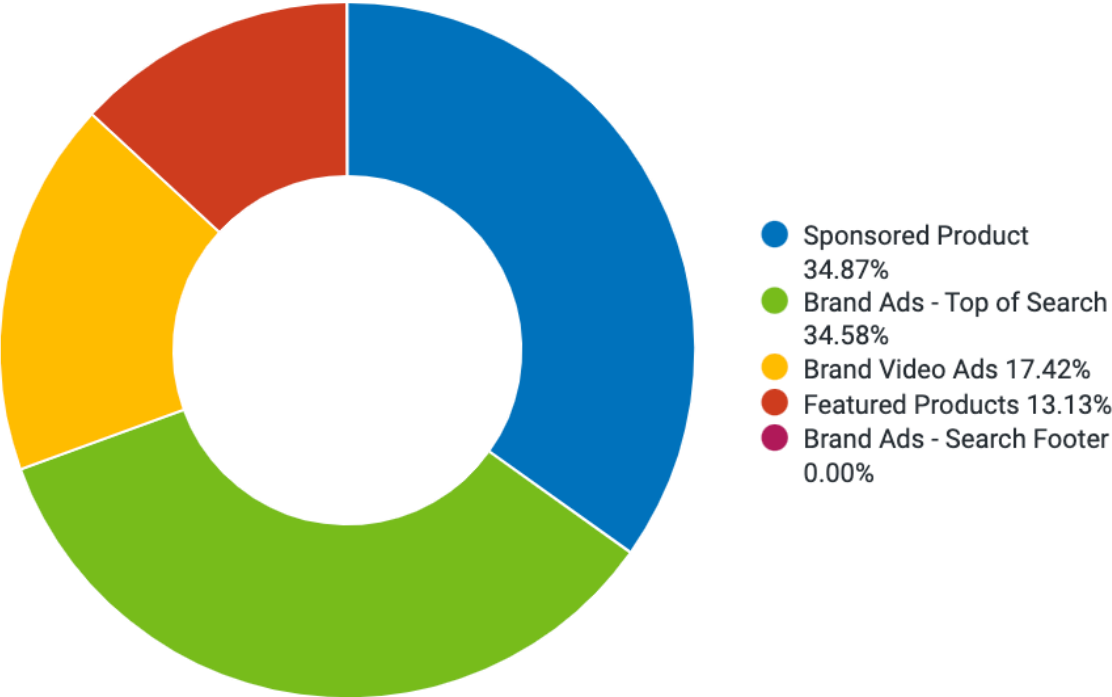


- NINTENDO 9.44%
- PLAYSTATION 6.46%
- XBOX 4.02%
- ELECTRONIC ARTS 3.83%
- LOGITECH G 2.88%
- RAZER 2.37%
- UBISOFT 1.76%
- SONY 1.70%
- ACTIVISION 1.60%
- STEELSERIES 1.49%
- All Others 64.45%

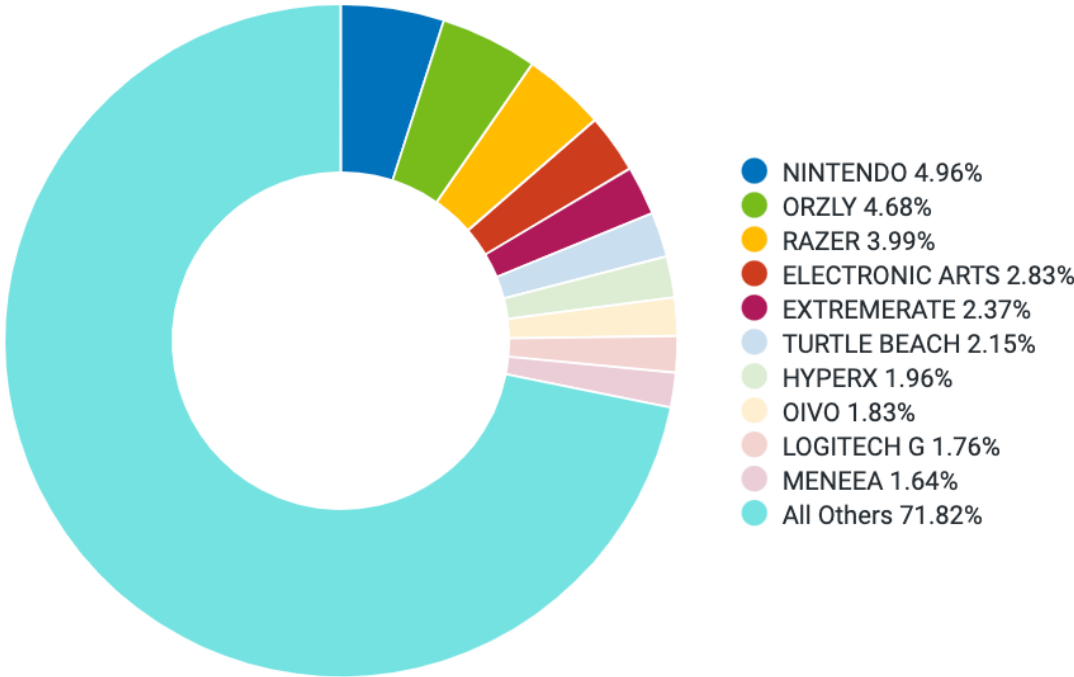
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|----------------------------|-------------------------|---------------------------|
| ps5 | 19,346,737 | 188,643 |
| ps5 games | 8,604,050 | 84,807 |
| nintendo switch | 8,349,467 | 94,105 |
| nintendo switch games | 7,930,265 | 84,459 |
| xbox series x | 6,652,042 | 70,158 |
| ps5 controller | 6,074,329 | 66,067 |
| xbox controller | 5,628,027 | 54,753 |
| ps5 console | 4,748,713 | 50,017 |
| switch games | 4,577,617 | 47,394 |
| ps4 controller | 4,105,992 | 47,354 |
| playstation 5 | 4,099,057 | 40,893 |
| xbox series s | 3,638,586 | 40,624 |
| gaming mouse | 3,273,311 | 32,841 |
| zelda tears of the kingdom | 3,130,240 | 38,819 |
| ps4 games | 3,015,688 | 30,969 |
| spiderman 2 ps5 | 2,941,302 | 31,100 |
| gaming headset | 2,872,724 | 29,841 |
| xbox | 2,766,877 | 28,584 |
| gaming keyboard | 2,716,407 | 27,334 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



PC & Video Games – Amazon UK 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 |
| hyperx headset | 4,526 | 732 | 2,392 | 517 | 885 |
| hyperx keyboard | 4,380 | 737 | 2,267 | 631 | 745 |
| nintendo switch games | 4,309 | 922 | 1,986 | 493 | 908 |
| steelseries keyboard | 4,253 | 691 | 2,363 | 655 | 544 |
| steelseries headset | 4,171 | 861 | 1,897 | 579 | 834 |
| hyper x headset | 4,122 | 672 | 2,161 | 453 | 836 |
| nintendo switch case | 4,059 | 1,030 | 1,348 | 637 | 1,044 |
| razer | 4,028 | 401 | 2,884 | 192 | 551 |
| nintendo switch accessories | 4,014 | 937 | 1,451 | 607 | 1,019 |
| steelseries | 4,012 | 695 | 2,304 | 355 | 658 |
| hyperx cloud | 3,976 | 684 | 2,293 | 124 | 875 |
| switch games | 3,950 | 844 | 1,706 | 510 | 890 |
| nintendo switch game case | 3,942 | 951 | 1,437 | 616 | 938 |
| switch game | 3,907 | 707 | 1,808 | 581 | 811 |
| switch carry case | 3,865 | 958 | 1,277 | 634 | 996 |
| nintendo switch games case | 3,846 | 863 | 1,503 | 613 | 867 |
| nintendo | 3,831 | 781 | 1,771 | 490 | 789 |

Top-Sponsored Items



Nintendo Switch Sports (Nintendo Switch)
2022
PEGI Rating: Ages 7 and Over
★★★★☆ ~ 6,340



Orzly
Carry Case Compatible with Nintendo Switch and New Switch OLED Console - Black Protective Hard Portable Travel Carry Case Shell...
★★★★☆ ~ 61,603



Nintendo Switch (OLED Model) - White
2021
★★★★☆ ~ 2,867



Nintendo Switch Online Membership - 12 Month Family Membership | Switch - Download Code
2018
★★★★☆ ~ 6,737



Gaming Keyboard and Mouse and Gaming Headset, Wired LED RGB Backlight Bundle for PC Gamers Users - 4 in 1 Gift Box...
★★★★☆ ~ 18,307



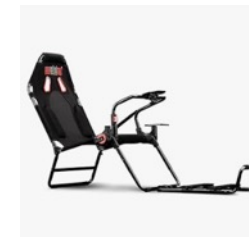
FIFA 23 SAM KERR EDITION PS5 | English
2022
PEGI Rating: Ages 3 and Over
★★★★☆ ~ 261



FIFA 23 SAM KERR EDITION XBOX X | English
2022
PEGI Rating: Ages 3 and Over
★★★★☆ ~ 56



Hcman
RGB Gaming Mouse Mat Pad Large Thick(800x300x4mm) XXXL Extended Led Mousepad with Non-Slip Rubber Base, Soft Computer...
Options: 3 sizes
★★★★☆ ~ 13,026

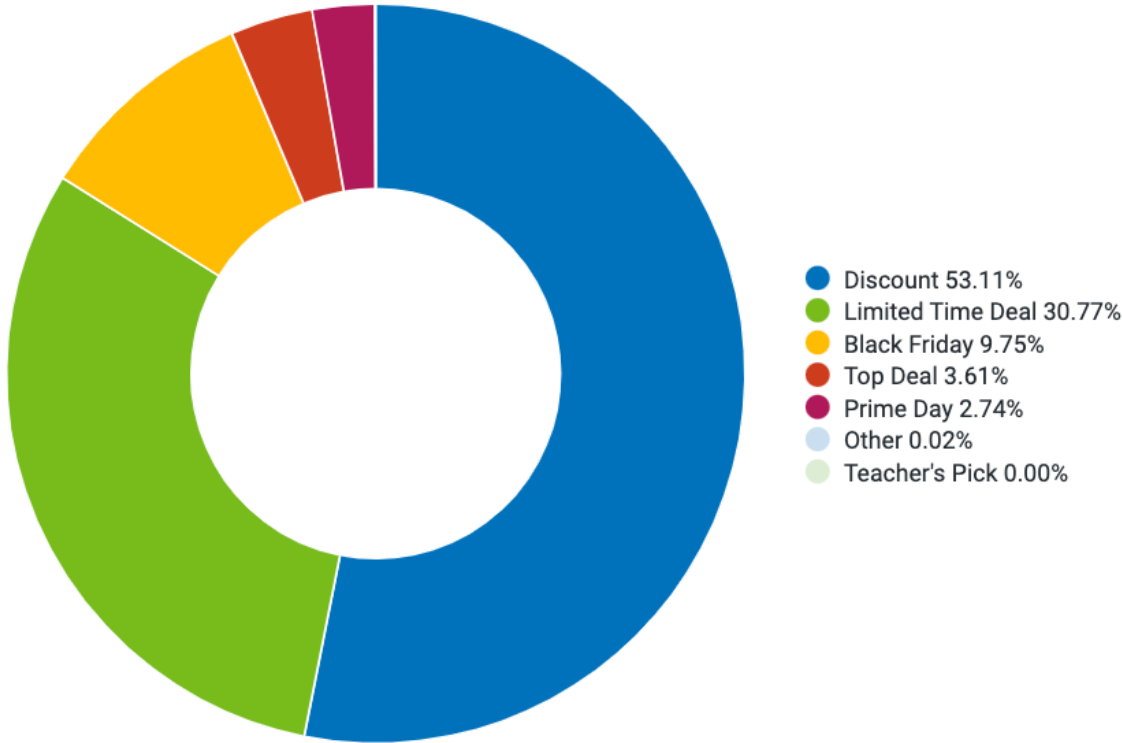


Next Level Racing GTLite Cockpits de carrera
2020
★★★★☆ ~ 3,128

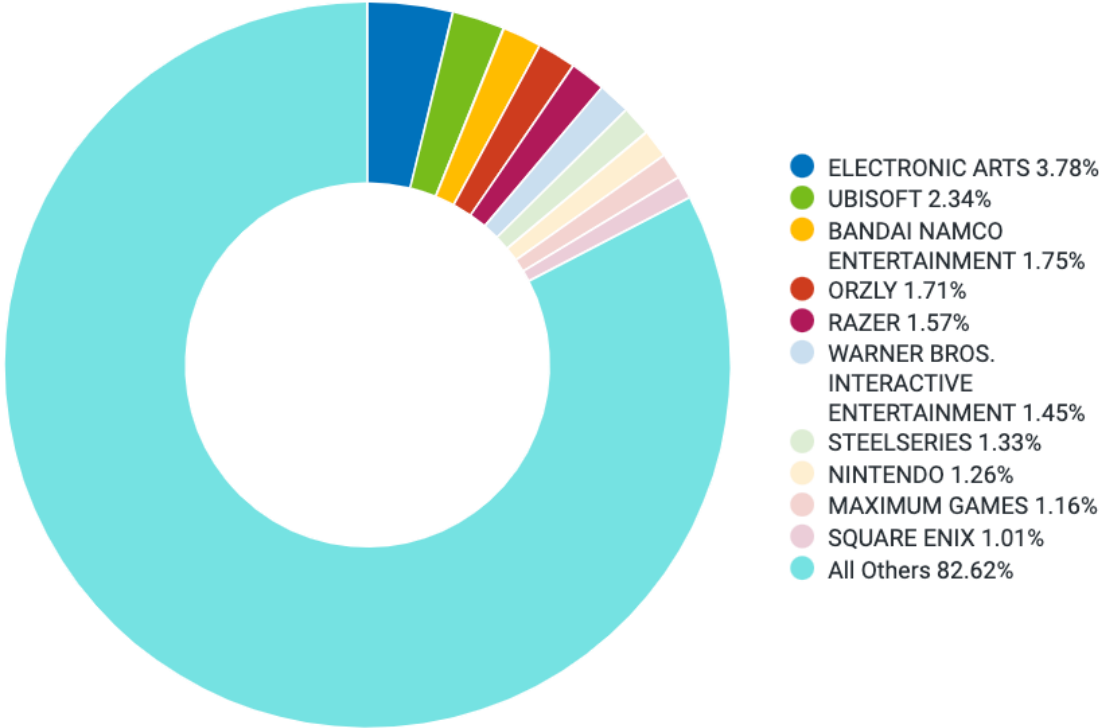


havit
Mechanical Gaming Keyboard UK Layout Wired Red Switch 90 Keys TKL PBT Keycaps with Number Pad for PC/Laptop/Computer, Black
★★★★☆ ~ 687

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

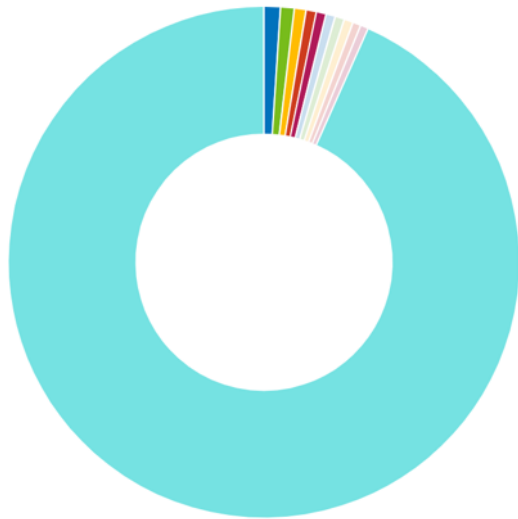


Pet Supplies – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

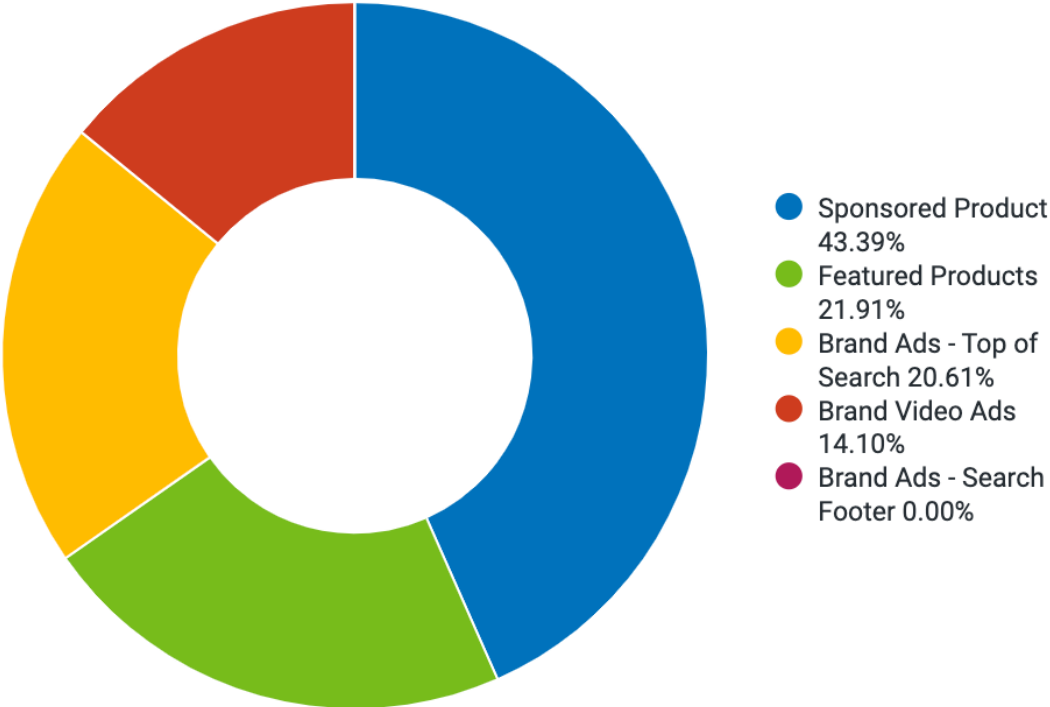


- BEAPHAR 1.04%
- PAWHUT 0.87%
- KONG 0.74%
- WHISKAS 0.65%
- TRIxie 0.61%
- FELIX 0.59%
- GENERIC 0.58%
- PEDIGREE 0.58%
- ROSEWOOD 0.51%
- YAHEETECH 0.51%
- All Others 93.32%

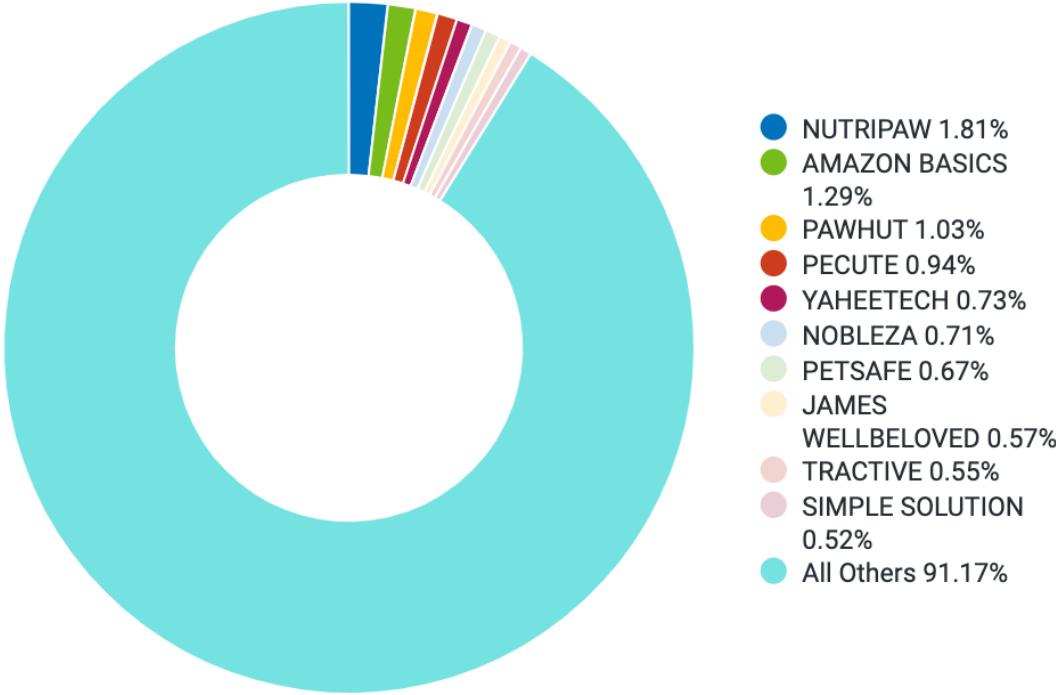
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|-------------------------|-------------------------|---------------------------|
| cat litter | 15,439,466 | 77,853 |
| dog bed | 13,028,057 | 68,980 |
| cat food | 10,753,529 | 56,954 |
| dog toys | 9,977,104 | 53,674 |
| cat toys | 8,490,975 | 42,949 |
| puppy pads | 6,945,446 | 34,643 |
| cat scratching post | 6,775,688 | 33,917 |
| cat tree | 6,606,742 | 33,195 |
| dog food | 6,549,995 | 34,788 |
| dog poo bags | 6,219,569 | 30,332 |
| dog harness | 6,174,167 | 30,860 |
| cat litter tray | 6,127,447 | 30,769 |
| dog treats | 6,083,969 | 34,260 |
| cat bed | 5,908,931 | 31,218 |
| poo bags dogs | 5,447,487 | 26,334 |
| dog collar | 5,397,102 | 28,346 |
| flea treatment for dogs | 5,220,191 | 25,197 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Pet Supplies – Amazon UK 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 |
| scratching posts for indoor cats | 6,512 | 1,966 | 2,954 | 606 | 986 |
| cat scratching | 6,504 | 2,089 | 2,804 | 605 | 1,006 |
| cat scratch post | 6,416 | 2,032 | 2,847 | 590 | 947 |
| cat carrier | 6,245 | 2,241 | 2,376 | 607 | 1,021 |
| cat scratching posts | 6,231 | 2,044 | 2,660 | 607 | 920 |
| cat scratching post | 6,218 | 2,024 | 2,740 | 576 | 878 |
| dog toys | 6,185 | 2,122 | 2,800 | 574 | 689 |
| large cat scratching post | 6,175 | 1,976 | 2,554 | 621 | 1,024 |
| cat post | 6,155 | 2,031 | 2,574 | 600 | 950 |
| puppy accessories | 6,137 | 1,978 | 2,625 | 572 | 962 |
| cat crate | 6,105 | 1,878 | 2,682 | 600 | 945 |
| dog harness | 6,099 | 1,917 | 2,587 | 612 | 983 |
| cat tree | 6,079 | 1,949 | 2,539 | 620 | 971 |
| tall cat scratching post | 6,004 | 1,826 | 2,538 | 614 | 1,026 |
| cat towers for indoor cats | 6,003 | 1,919 | 2,521 | 571 | 992 |
| cat scratching board | 5,985 | 2,036 | 2,472 | 615 | 862 |
| kitten scratching post | 5,974 | 1,849 | 2,465 | 615 | 1,045 |
| cat trees | 5,971 | 1,834 | 2,494 | 624 | 1,019 |

Top-Sponsored Items



Chuckit!
Ultra Ball Dog Toy, Durable High Bounce Floating Rubber Dog Ball, Launcher Compatible Toy For Dogs, Medium (Pack of 2)
Options: 7 sizes
★★★★☆ ~ 133,569



MZQSIY
50 Pcs Pet Dog Ear Cleaner Bamboo Cotton Buds 15.5cm Enhanced Long Cane Stick Wax Remover Itchy Ear Remedy Cleaning Swabs for Cleanin...
★★★★☆ ~ 125



tractive
GPS Dog Tracker | Market leader | Worldwide real time location tracking | Escape Alerts | Monitor Activity & Get Health alerts
★★★★☆ ~ 15,239



Vax
Platinum Power Max Carpet Cleaner | Outcleans the leading rental^ | Leaves your carpets dry in as little as 1 hour - ECB1SPV1, 3.5 Litre, Black,...
★★★★☆ ~ 1,664



DogRook
Dog Bark Collar - Rechargeable Smart Anti Barking Collar for Dogs - Waterproof No Shock Bark Collar for Small/Medium/Large Dogs - Anti...
+3 colours/patterns
★★★★☆ ~ 61,041



TEEF for Life
Protektin42 Plant-Derived Dental Water Additive for Dogs, Daily Dental Care, Clinically-Proven Formula Naturally Fights Plaque and Tartar...
★★★★☆ ~ 5



Dog Hammock for Car Back seat with Mesh Visual Window, Side Flaps with Zipper, Padded 4 Layers Waterproof Heavy Duty Hammock with Storage...
★★★★☆ ~ 8,279



Thunderpaws
Best Professional Deshedding Tool and Pet Grooming Brush – D-Shedz for Small, Medium and Large Breeds of Dogs and Cats with Short or Lon...
+2 colours/patterns
★★★★☆ ~ 16,811

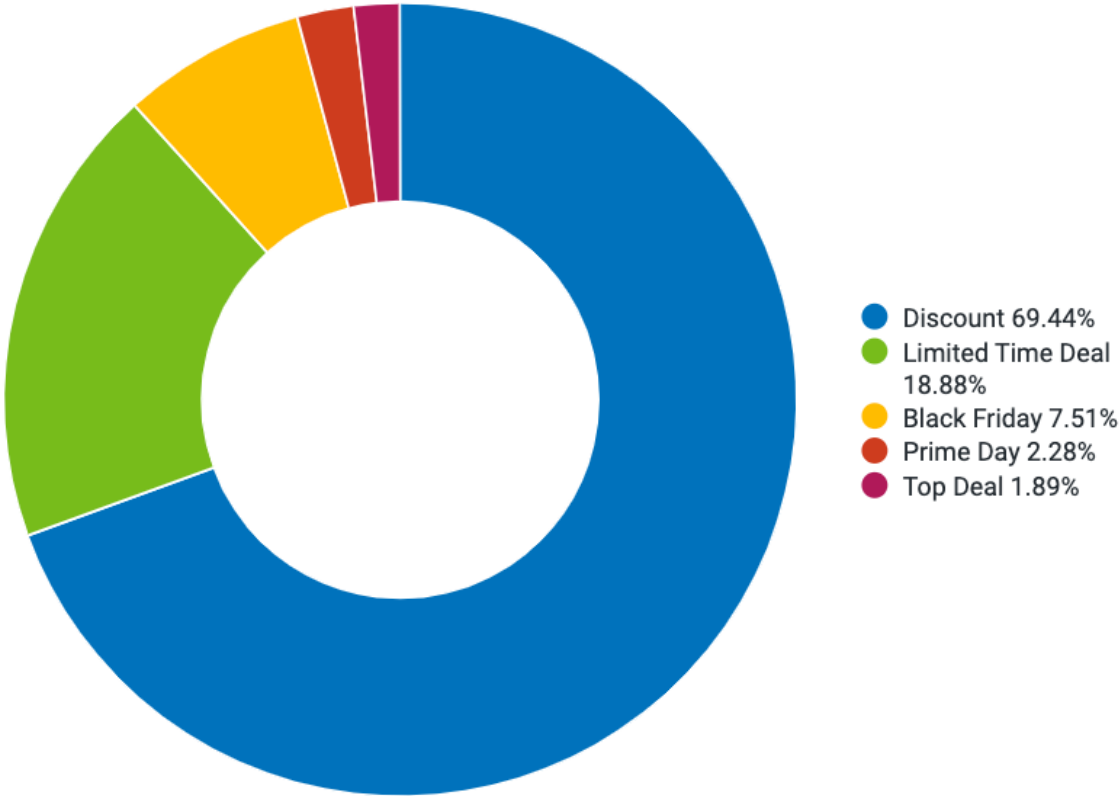


SMALL PET SELECT
Aspen Bedding, 41 Litre
★★★★☆ ~ 3,238

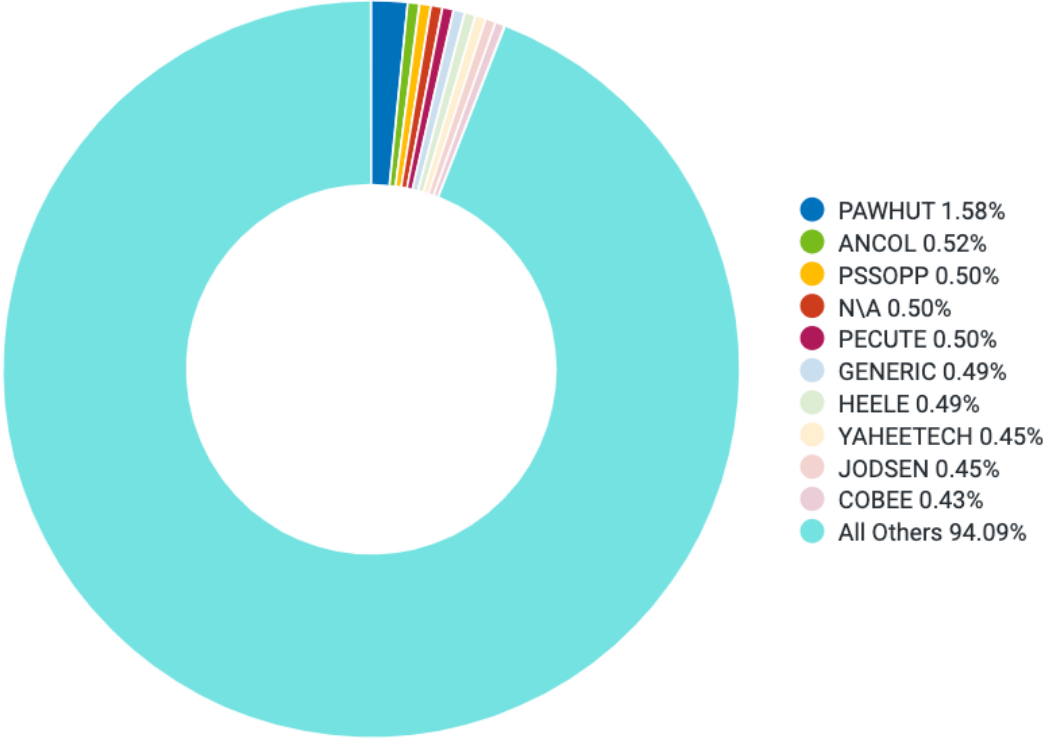


ACE2ACE
Pet Hair Remover Roller, Reusable Animal Hair Removal Brush for Dogs and Cats, Easy to Clean Fixed Areas Pet Fur from Carpet, Furniture, Rug...
+4 colours/patterns
★★★★☆ ~ 81,253

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

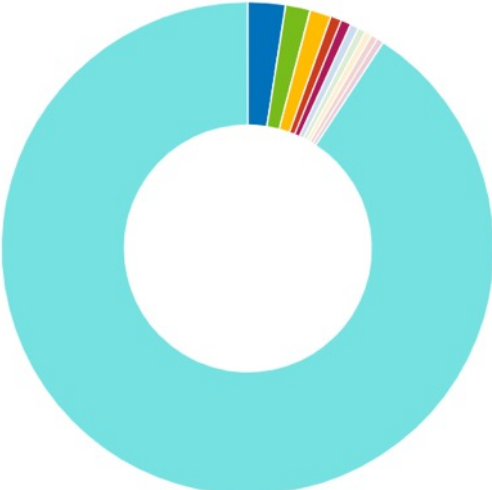


Sports & Outdoors – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

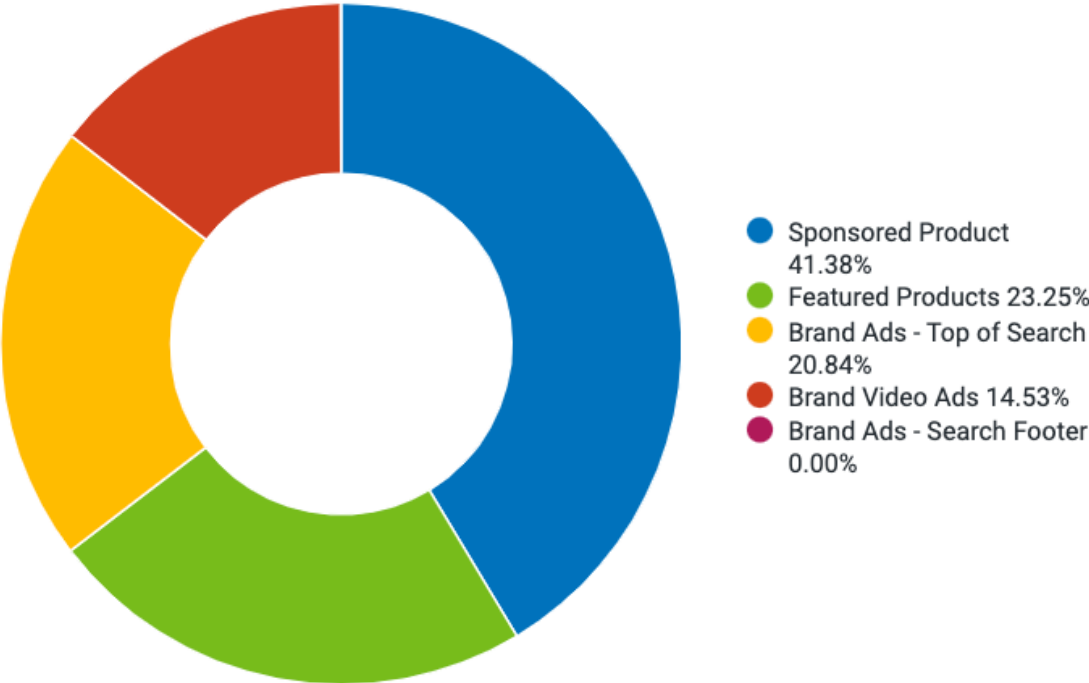


- NIKE 2.46%
- UNDER ARMOUR 1.63%
- ADIDAS 1.39%
- GENERIC 0.72%
- PUMA 0.65%
- REGATTA 0.57%
- GARMIN 0.49%
- TRESPASS 0.47%
- SPEEDO 0.45%
- MOUNTAIN WAREHOUSE 0.43%
- All Others 90.73%

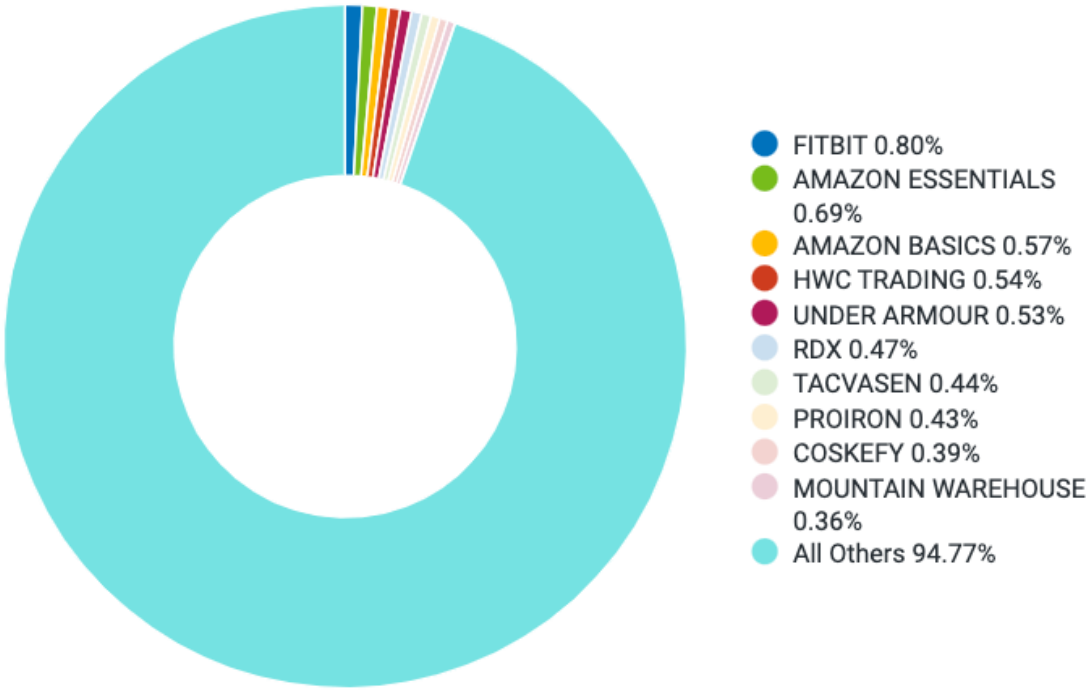
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|------------------------|-------------------------|---------------------------|
| water bottle | 51,107,590 | 258,256 |
| football | 12,033,997 | 72,076 |
| air up water bottle | 11,920,849 | 71,338 |
| resistance bands | 8,695,185 | 43,849 |
| yoga mat | 8,689,717 | 44,183 |
| golf balls | 8,602,323 | 41,742 |
| dumbbells set | 8,161,118 | 42,211 |
| electric scooter | 7,727,301 | 38,182 |
| fitbit | 6,944,677 | 75,331 |
| weights | 6,586,894 | 32,768 |
| hand warmers | 6,187,387 | 34,707 |
| bike lock | 5,879,662 | 28,687 |
| head torch | 5,728,033 | 31,246 |
| tennis balls | 5,565,134 | 26,948 |
| weighted hula hoop | 5,544,914 | 27,973 |
| camping chair | 5,377,991 | 26,090 |
| swimming costume women | 5,311,940 | 27,180 |
| darts | 5,019,160 | 25,662 |
| swimming goggles | 5,012,127 | 25,010 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Sports & Outdoors – Amazon UK 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 |
| cateye lights for bikes | 5,920 | 1,720 | 2,557 | 649 | 994 |
| skipping rope | 5,858 | 1,983 | 2,433 | 604 | 838 |
| resistance bands | 5,765 | 2,108 | 2,288 | 610 | 759 |
| skipping ropes for adults | 5,714 | 2,032 | 2,308 | 581 | 793 |
| weights dumbbells set | 5,689 | 2,041 | 2,019 | 644 | 985 |
| bike lock | 5,653 | 1,915 | 2,304 | 587 | 847 |
| rash vest mens | 5,638 | 1,735 | 2,845 | 301 | 757 |
| home gym equipment | 5,597 | 1,861 | 2,330 | 586 | 820 |
| skipping ropes | 5,594 | 1,882 | 2,376 | 593 | 743 |
| tent | 5,585 | 1,718 | 2,597 | 522 | 748 |
| jumping rope | 5,578 | 1,837 | 2,360 | 596 | 785 |
| fitness accessories | 5,576 | 1,798 | 2,452 | 563 | 763 |
| fitness band | 5,574 | 1,823 | 2,382 | 617 | 752 |
| bicycle lock | 5,569 | 1,752 | 2,430 | 628 | 759 |
| jump rope | 5,568 | 1,883 | 2,218 | 603 | 864 |
| coleman tent | 5,564 | 1,765 | 2,576 | 482 | 741 |
| camelbak | 5,560 | 1,731 | 2,742 | 426 | 661 |

Top-Sponsored Items



Best Seller

SINOPHANT
High Waisted Leggings for Women, Buttery Soft Elastic Opaque Tummy Control Leggings, Plus Size Workout Gym Yoga Stretchy Pants
★★★★☆ ~ 62,607



+1 colour/pattern

Fitbit
Inspire 3 Activity Tracker with 6-months Premium Membership Included, up to 10 days battery life and Daily Readiness Score
★★★★☆ ~ 2,818



+3 colours/patterns

Crocs
Unisex's Classic Realtree Clogs
★★★★☆ ~ 50,162



+13

fuinloth
Balaclava Ski Face Mask, Motorcycle Cycling Neck Warmer for Helmet, UV Protector Scarf for Men/Women
★★★★☆ ~ 30,191



Best Seller

Lewis-Plast Premium First Aid Kit For Home Car Holiday And Workplace - Includes Bandages, Eye Pods, Ice...
★★★★☆ ~ 8,129



Stanley
Classic Legendary Thermos Flask 1L - Keeps 24 Hours Hot or Cold - Unbreakable Flask - BPA-Free - Dishwasher Safe - Stainless Steel...
★★★★☆ ~ 12,069



Best Seller

BIRDIE BRUSH
The Effortless Golf Club Groove Cleaning Brush With Built In Water Spray
★★★★☆ ~ 249



+3 colours/patterns

Fitbit
Luxe Activity Tracker with up to 6 days battery life, stress management tools and Active Zone Minutes, Orchid / Platinum Stainless Steel
★★★★☆ ~ 5,978



+2 colours/patterns

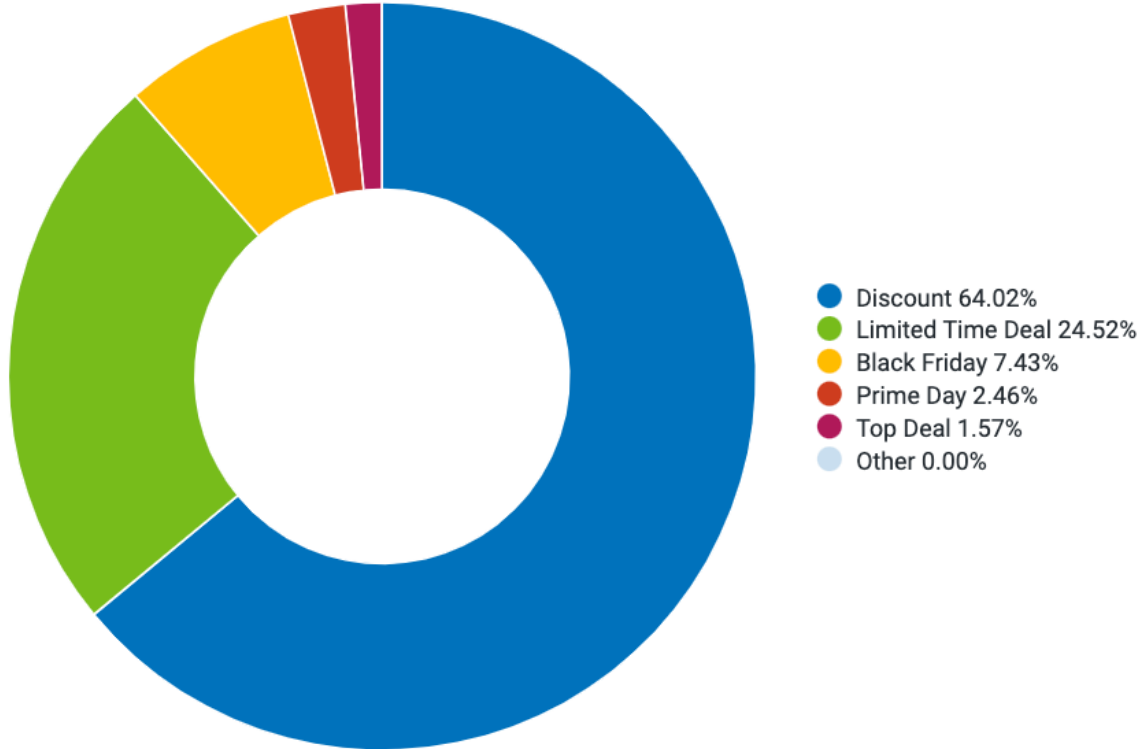
Fitbit
Sense 2 Health and Fitness Smartwatch with built-in GPS, advanced health features, up to 6 days battery life - compatible with...
★★★★☆ ~ 2,223



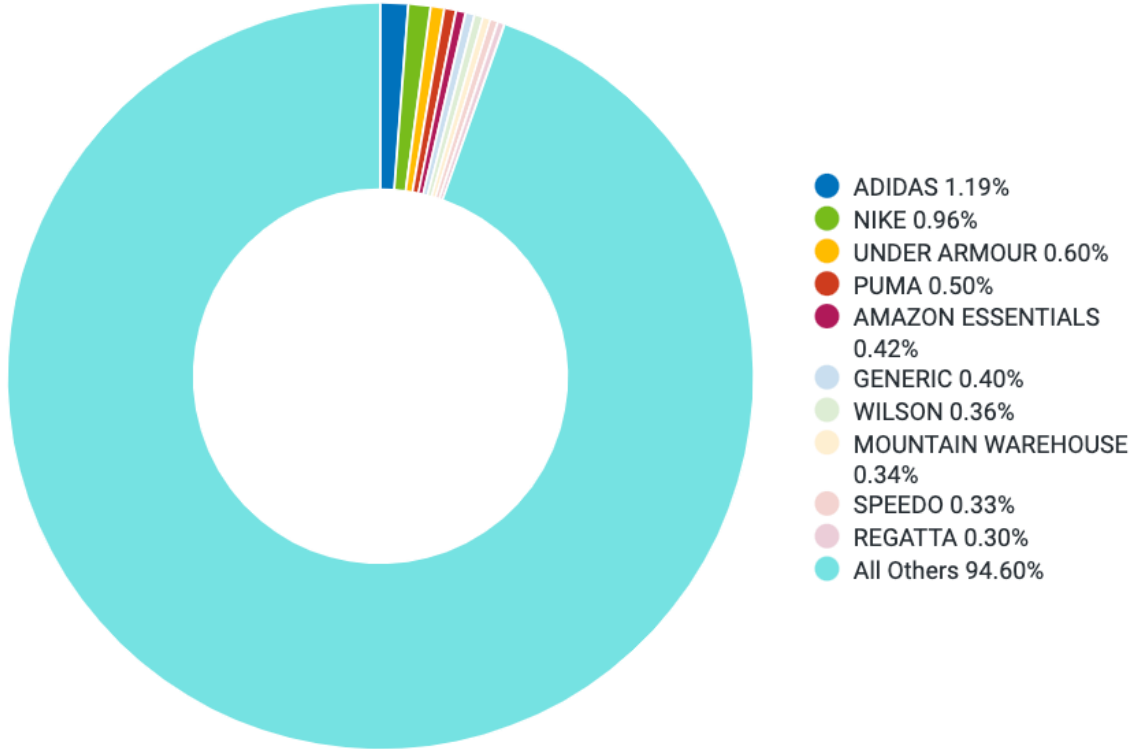
+20 colours/patterns

Hydracy
Water Bottle with Time Marker - Large 1 Litre BPA Free Water Bottle & No Sweat Sleeve - Leak Proof Gym Bottle with Fruit Infuser Strainer &...
Options: 4 sizes
★★★★☆ ~ 22,656

Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

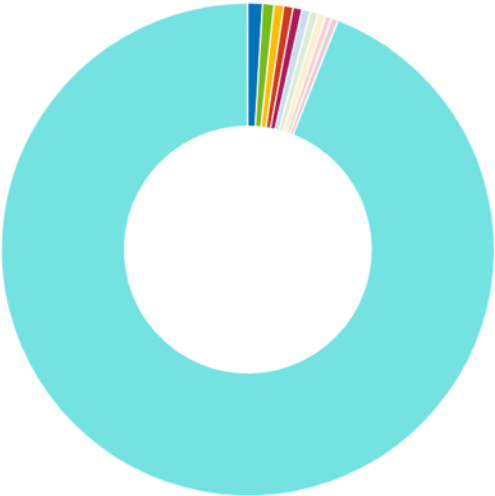


Stationary & Office Supplies – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

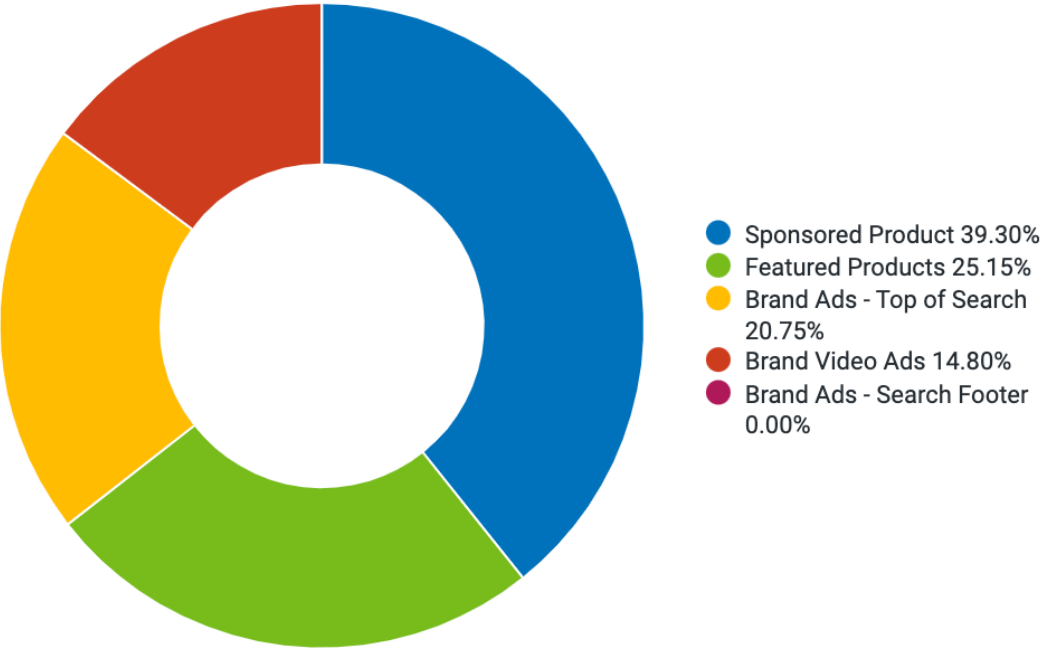


- BIC 0.97%
- COMMAND 0.75%
- HALLMARK 0.64%
- STAEDTLER 0.59%
- HP 0.59%
- Q-CONNECT 0.54%
- UK GREETINGS 0.53%
- AMAZON BASICS 0.52%
- SHARPIE 0.42%
- STUFF4 0.42%
- All Others 94.03%

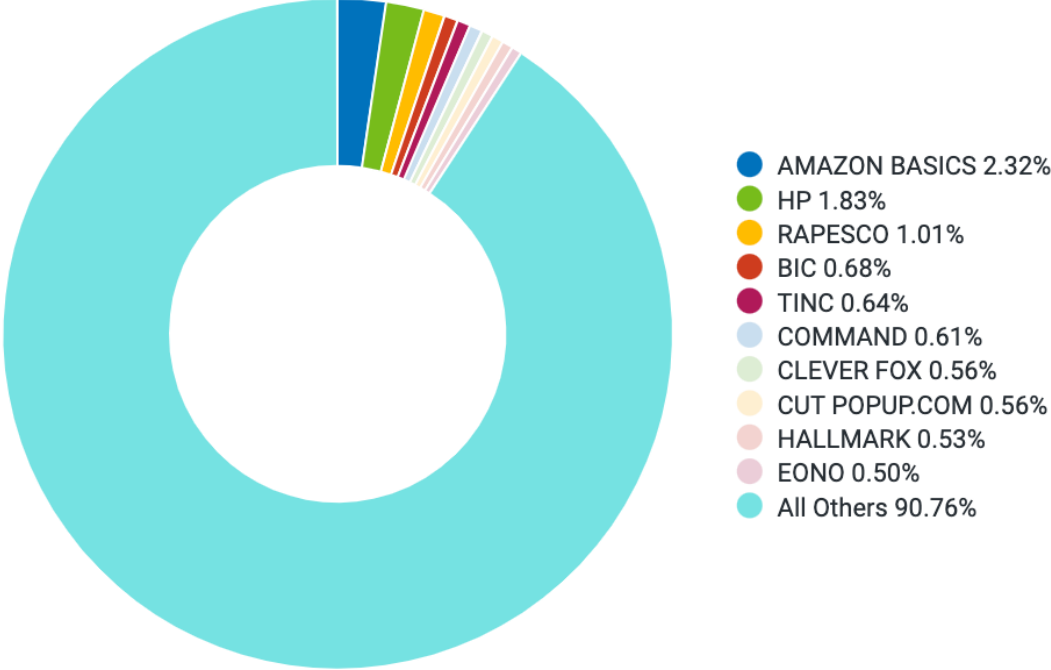
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|--------------------------|-------------------------|---------------------------|
| pencil case | 17,827,349 | 87,309 |
| bubble wrap | 11,164,383 | 54,817 |
| pens | 10,425,952 | 52,536 |
| desk | 10,131,553 | 73,987 |
| notebook | 9,643,074 | 49,200 |
| highlighters | 8,187,140 | 39,861 |
| laptop stand | 7,728,587 | 45,870 |
| whiteboard | 7,103,080 | 35,487 |
| gaming chair | 6,994,271 | 76,929 |
| office chair | 6,237,169 | 57,084 |
| a4 paper | 6,186,633 | 31,501 |
| pencils | 6,141,590 | 30,196 |
| whiteboard pens | 5,960,428 | 30,430 |
| tape measure | 5,947,534 | 34,198 |
| post it notes | 5,914,061 | 29,575 |
| wrapping paper | 5,754,076 | 31,676 |
| party bags | 5,452,517 | 28,004 |
| command strips | 5,333,863 | 45,201 |
| desk organiser | 5,297,747 | 26,546 |
| superglue | 5,296,406 | 32,124 |
| christmas wrapping paper | 5,158,615 | 31,583 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Stationary & Office Supplies – Amazon UK 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 |
| folder | 7,025 | 1,938 | 3,567 | 566 | 954 |
| folders | 6,895 | 1,992 | 3,328 | 586 | 989 |
| a5 notebook | 6,753 | 1,959 | 3,287 | 515 | 992 |
| folders for paperwork a4 | 6,599 | 1,972 | 3,058 | 586 | 983 |
| highlighters | 6,487 | 1,899 | 3,122 | 600 | 866 |
| highlighters pens | 6,483 | 1,939 | 3,021 | 613 | 910 |
| a5 notebooks | 6,460 | 2,019 | 2,937 | 531 | 973 |
| note books | 6,411 | 1,650 | 3,348 | 550 | 863 |
| files and folders | 6,382 | 1,942 | 2,934 | 550 | 956 |
| pencil sharpeners | 6,324 | 2,190 | 2,559 | 595 | 980 |
| pen | 6,315 | 1,684 | 3,140 | 560 | 931 |
| notebook a4 | 6,248 | 1,966 | 3,460 | 541 | 281 |
| notebook a5 | 6,206 | 1,890 | 3,051 | 513 | 752 |
| wipe board | 6,206 | 1,721 | 2,903 | 588 | 994 |
| clipboard | 6,198 | 2,133 | 2,745 | 606 | 714 |
| a4 notebook | 6,174 | 1,937 | 3,388 | 535 | 313 |
| mini stapler | 6,166 | 1,888 | 2,649 | 618 | 1,011 |
| notebooks a4 | 6,134 | 1,762 | 3,355 | 552 | 465 |
| a4 notebooks | 6,117 | 1,739 | 3,396 | 512 | 470 |
| notebook a4 lined | 6,102 | 1,929 | 3,067 | 537 | 569 |

Top-Sponsored Items



+3 colours/patterns

Scriveiner
Black Lacquer Rollerball Pen - Stunning Luxury Pen with 24K Gold Finish, Schmidt Ink Refill, Best Gift Set for Men & Women, Professional...
★★★★★ ~ 9,299



+6 colours/patterns

CUTPOPOP Sunflowers Basket Pop Up Card, Handmade Flower Greeting Cards, 3D Mum Mother's Day Birthday, Anniversary, Thinking of...
★★★★★ ~ 4,280



+6 colours/patterns

CUTPOPOP Tulip Flowers Basket Pop Up Card for Women, Pop Up Flower Cards, Handmade Greeting Cards, 3D Birthday Card, Mother's day Card Po...
★★★★★ ~ 4,280



SmithPackaging
10 Large Strong Cardboard Packing Moving House Boxes 51cm x 29cm x 29cm with Carry Handles and Room List
★★★★★ ~ 9,542



+3 colours/patterns

Toirxarn
Feather Bookmark - Christmas & Birthday Gift for Women - Personalised Xmas Stocking Filler & Secret Santa Presents to Mum...
★★★★★ ~ 19,133



+2 colours/patterns

SPACEKEEPER
Storage Trolley 3-Tier Slide Out Rolling Utility Cart Shelf Rack on Wheels Multi-purpose Shelving Organizer for Office, Kitchen, ...
★★★★★ ~ 3,692



Command
Picture Hanging Strips, Value Pack - 8 x 2 Medium and 8 x 2 Large Adhesive Strips - For Pictures, Frames, Mirrors, Wall décor - Damage Free Hanging
★★★★★ ~ 32,672



+2 colours/patterns

Tinc
Star Shaped 5 in 1 Multi Coloured Highlighter Pen for Kids | For use at School & Homework - 5 Funky Colours in One Pen - Highlight in...
★★★★★ ~ 890

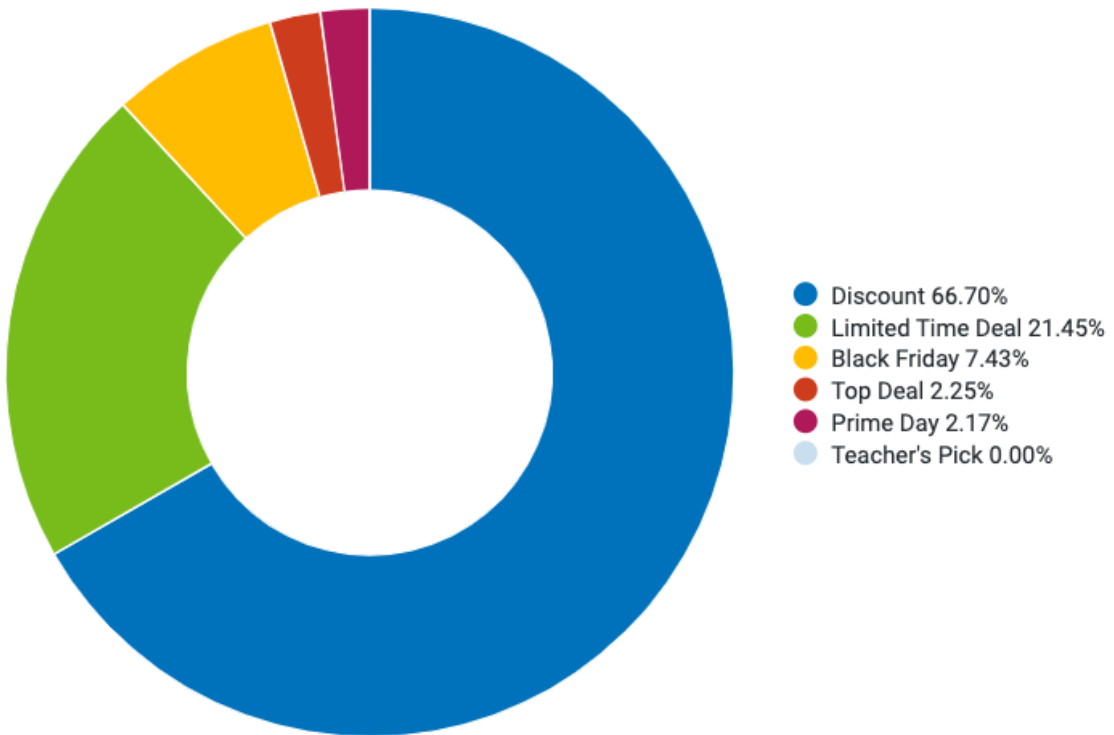


Command
Picture Hanging Strips, Value Pack - 14 x 2 Large Adhesive Strips - For Pictures, Frames, Mirrors, Wall décor - Damage Free Hanging
★★★★★ ~ 105,528

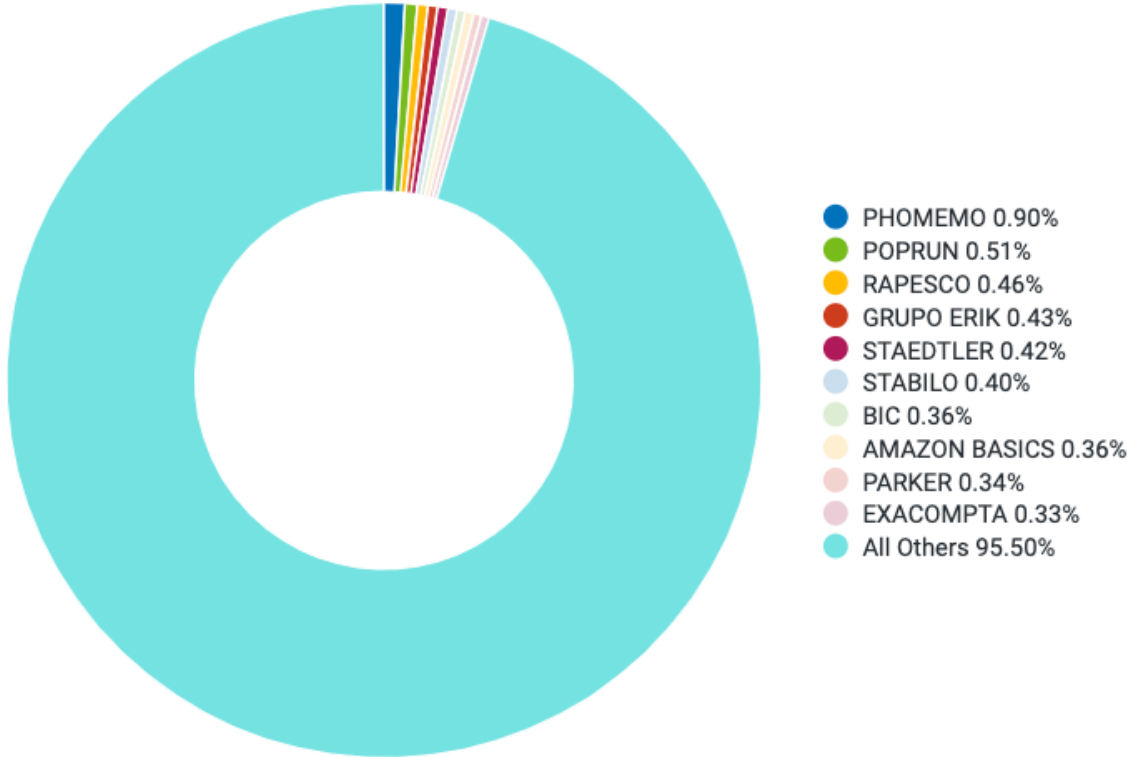


Square
Terminal - Card reader for accepting Contactless, Chip & PIN, Debit Cards, and Credit Cards - Take payments, print receipts, and run your business...
★★★★★ ~ 213

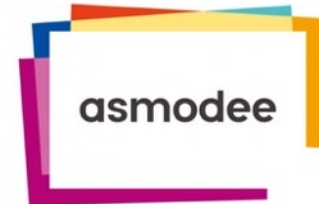
Badge Breakdown by Type



Top-Promoted Brands



Top Brands by Share of Sales

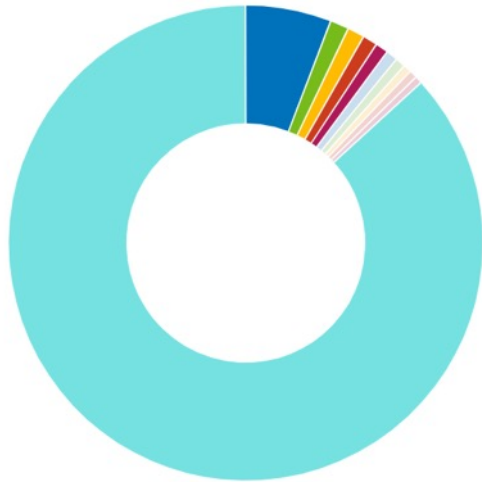


Toys & Games – Amazon UK Annual Recap

Organic Search Visibility



Most-Visible Brands

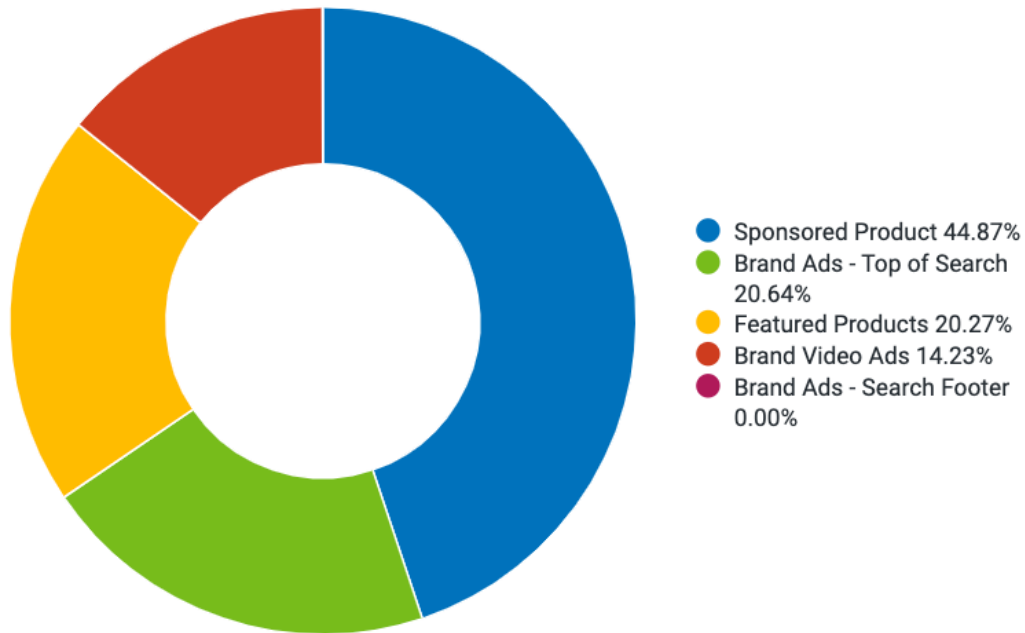


- LEGO 5.84%
- FUNKO 1.28%
- BARBIE 1.16%
- POKÉMON 0.99%
- AMSCAN 0.87%
- SMIFFYS 0.81%
- RAVENSBURGER 0.67%
- HENBRANDT 0.56%
- CRAYOLA 0.53%
- VTECH 0.49%
- All Others 86.78%

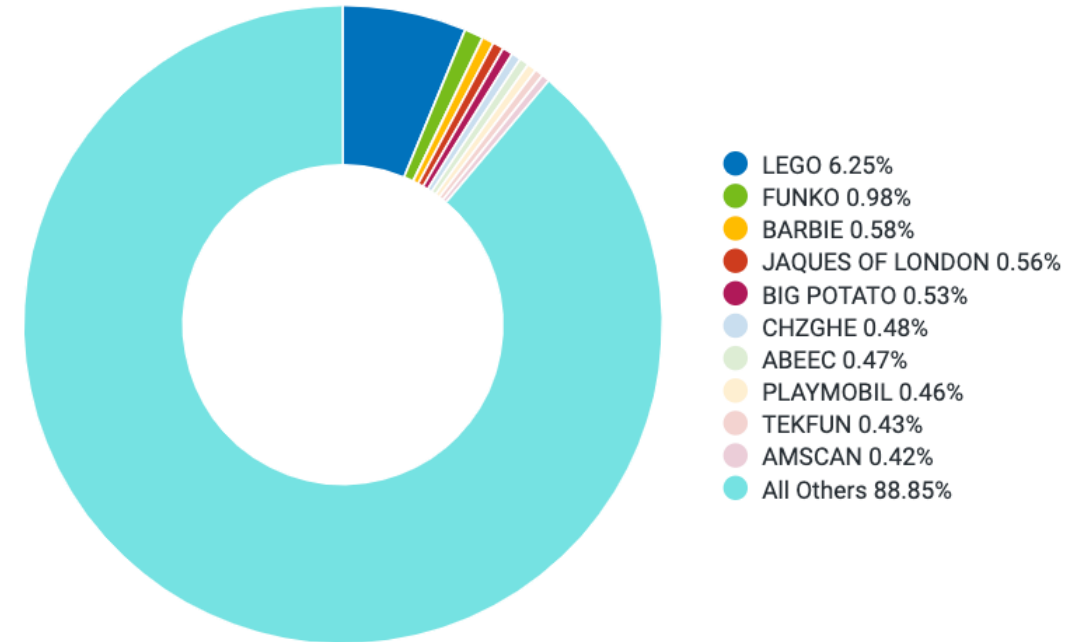
Most Visible Keywords

| Keyword | Search Visibility Score | Avg Monthly Search Volume |
|------------------------------|-------------------------|---------------------------|
| lego | 51,217,336 | 273,262 |
| barbie | 21,091,847 | 114,233 |
| pokemon cards | 16,444,065 | 85,108 |
| lego star wars | 13,035,481 | 73,237 |
| squishmallow | 10,441,945 | 68,460 |
| slime | 10,001,112 | 49,709 |
| party bag fillers for kids | 7,805,682 | 38,561 |
| lego technic | 7,112,008 | 38,099 |
| board games | 6,961,922 | 41,260 |
| drone | 6,357,087 | 32,055 |
| toys | 6,094,008 | 31,682 |
| coronation decorations | 6,041,901 | 100,898 |
| halloween costumes for women | 5,887,125 | 62,262 |
| baby toys | 5,865,967 | 30,922 |
| bath toys | 5,614,052 | 29,130 |
| hot wheels | 5,508,925 | 30,422 |
| barbie dolls | 5,501,594 | 28,753 |
| harry potter lego | 5,334,701 | 34,368 |
| paddling pool | 5,316,793 | 32,303 |
| pokemon card binder | 5,186,599 | 26,200 |
| star wars lego | 5,175,678 | 29,778 |
| lol dolls | 5,081,440 | 27,212 |

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Toys & Games – Amazon UK 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 |
| hot wheels | 7,291 | 1,783 | 4,186 | 526 | 796 |
| hot wheels cars | 6,884 | 1,989 | 3,446 | 589 | 860 |
| hot wheels track | 6,448 | 1,947 | 3,131 | 571 | 799 |
| boys toys age 5 | 6,420 | 2,038 | 2,997 | 566 | 819 |
| toddler toys | 6,375 | 2,175 | 2,789 | 541 | 870 |
| hot wheels set | 6,357 | 1,634 | 3,533 | 506 | 684 |
| lego deals | 6,337 | 1,635 | 3,504 | 260 | 938 |
| barbie playset | 6,329 | 1,645 | 3,685 | 416 | 583 |
| barbie toys | 6,318 | 1,805 | 3,324 | 544 | 645 |
| barbie doll | 6,278 | 1,617 | 3,555 | 399 | 707 |
| kids toys | 6,241 | 1,777 | 3,057 | 546 | 861 |
| pop funk | 6,214 | 1,161 | 4,279 | 109 | 665 |
| lego sets | 6,184 | 1,470 | 3,517 | 310 | 887 |
| barbie | 6,164 | 1,533 | 3,493 | 392 | 746 |
| toys for 3 year old boys | 6,112 | 2,012 | 2,808 | 605 | 687 |
| lego | 6,055 | 1,578 | 3,363 | 303 | 811 |
| toys | 6,054 | 1,957 | 2,793 | 570 | 734 |
| hot wheels car | 6,052 | 1,829 | 2,850 | 526 | 847 |
| barbie house | 6,031 | 1,864 | 2,922 | 458 | 787 |
| leapfrog toys | 6,000 | 1,686 | 2,938 | 609 | 767 |

Top-Sponsored Items



More or Less
Card Game- How Good Is Your Judgement? 2+ Players | Adults & Kids |
★★★★☆ - 4,244



Herd Mentality Board Game: The Udderly Addictive Family Game | Best Board Game For 4-20 Players
★★★★☆ - 3,609



Big Potato
Chicken vs Hotdog: The Ultimate Challenge Party Game for Kids, Teens, Adults and Flipping-Fun Families
★★★★☆ - 486



[+4 colours/patterns](#)
TEKFUN
Kids Toys for 3 4 5 6 Years Old Boys Girls Gifts, 8.5 Inch LCD Writing Tablet Kids Drawing Board, Educational Travel Toys Boy Girl...
★★★★☆ - 3,492



Kids Against Maturity
Card Game for Kids and Families, Super Fun Hilarious for Family Party Game Night
★★★★☆ - 35,459



[+2 colours/patterns](#)
ORSEN
Toddler Toys for 3 4 5 6 7 8 Year Old Boys Girls Gifts, LCD Writing Tablet 8.5inch Kids Toys Doodle Board, Dinosaur Toys Drawing Pad for Kids ...
★★★★☆ - 1,550



Gutter Games
Beat That! - The Bonkers Battle of Wacky Challenges - Family Party Game for Kids & Adults - Card and Board Games for Families - Great...
★★★★☆ - 27,342



LEGO
41730 Friends Autumn's House, Dolls House Playset with Accessories, Toy Horse & Mia Mini-Doll, Toys for Kids, Girls and Boys 7 Plus Years Old,...
★★★★☆ - 508

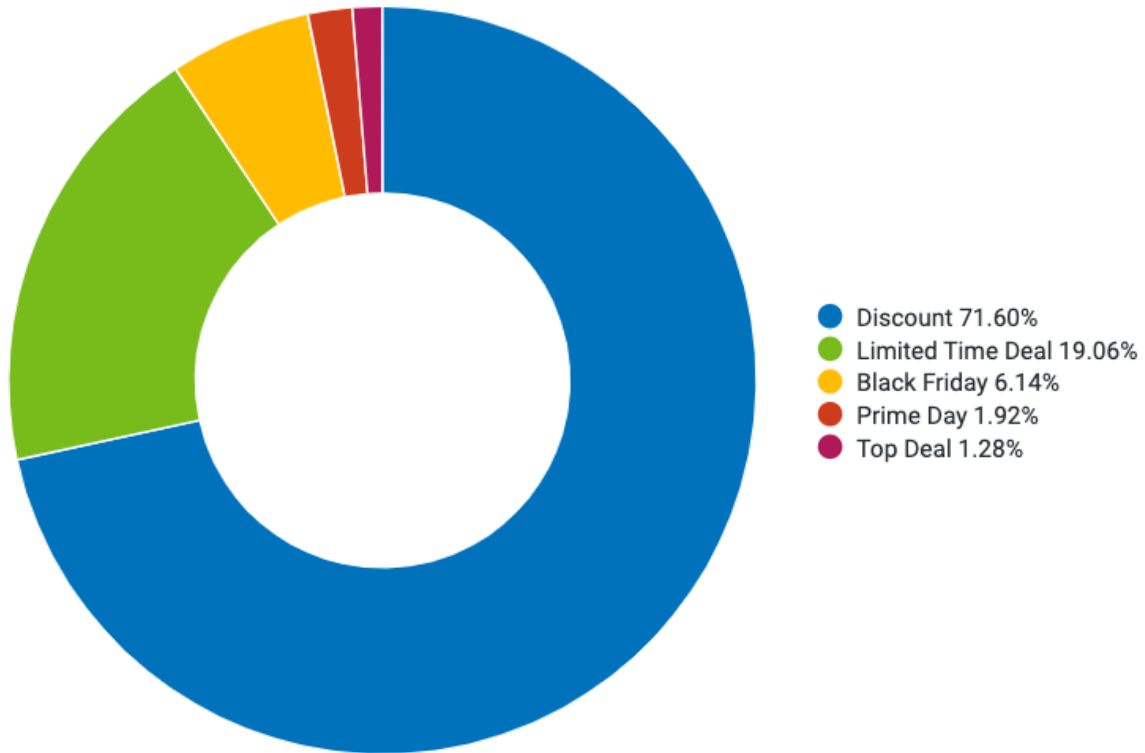


Best Seller
Water Marbling Paint for Kids - Arts and Crafts for Girls & Boys Crafts Kits Ideal Gifts for Kids Age 6+ 8-12
★★★★☆ - 3,779

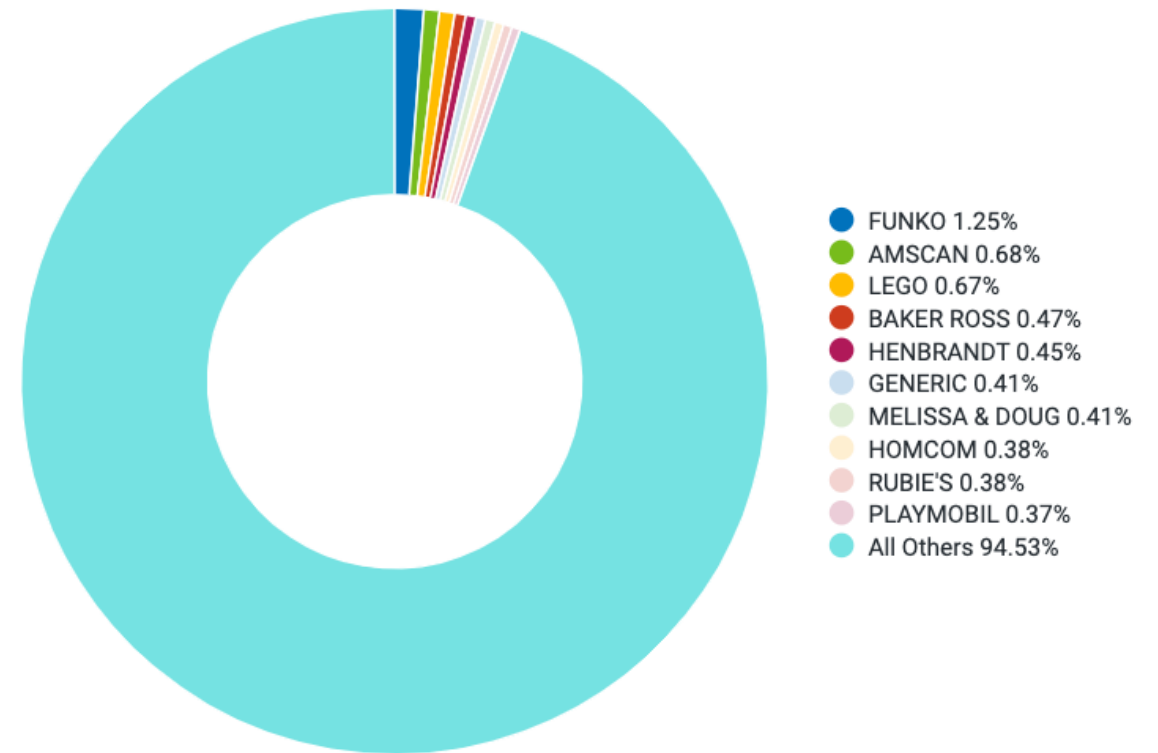


Amazon Exclusive
Desire Deluxe
Hair Chalk Gift for Girls - 10 Temporary Non-Toxic Easy Washable Hair Dye Colourful, Metallic, Glitter Pens - Great Games Birthday Girls Powder
★★★★☆ - 17,507

Badge Breakdown by Type



Top-Promoted Brands



Interested in leveraging **Amazon UK 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 UK.**

Reasons to partner with Analytic Index:



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