























Department Performance Report

JANUARY 2024 DATA



 Arts, Crafts, Sewing	 Auto, Tires and Industrial	 Baby	 Beauty
 Clothing	 Electronics	 Food & Grocery	 Health
 Home	 Home Improvement	 Household Essentials	 Office Supplies
 Party & Occasions	 Patio & Garden	 Personal Care	 Pets
 Premium Beauty	 Sports & Outdoors	 Toys & Outdoor Play	 Video Games

Learn more or
schedule a demo at
analyticindex.com



Department Performance Report

January 2024 Data

Report Overview

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

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

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

Definitions

Top-Selling Brands

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

Top Brands in Organic Search

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

Top Brands in Paid Search

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

Top Promoted Brands

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

Top-Selling Items

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

FREE EVENT

E² Live

Excellence in Ecommerce

Walmart Edition

Bentonville, AR

MARCH 7, 2024

REGISTER NOW

Join us for a free afternoon of Walmart-specific expertise, learning, and networking with brands, agencies, and technology platforms.

Excellence in Ecommerce Live is designed to educate brands and agencies about strategies that drive traffic, conversion, and profitability at Walmart.

FREE EVENT FOR BRANDS & AGENCIES

About Analytic Index

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



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



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY

Interested in learning more?

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306

Table of Contents

- Arts, Crafts & Sewing..... 1
- Auto, Tires & Industrials..... 2
- Baby..... 3
- Beauty..... 4
- Clothing 5
- Electronics..... 6
- Food & Grocery..... 7
- Health 8
- Home, Furniture & Appliances..... 9
- Home Improvement 10
- Household Essentials..... 11
- Office Supplies 12
- Party & Occasions 13
- Patio & Garden 14
- Personal Care 15
- Pets 16
- Premium Beauty..... 17
- Sports & Outdoors 18
- Toys & Outdoor Play..... 19
- Video Games 20



Market Share Leaders:



Brands Observed

6,481

▼ -5% vs Prior Period

Items Observed

49,348

▼ -9% vs Prior Period

Department Summary

Keywords Observed

78,533

▼ -37% vs Prior Period

Sponsorship Activity

▼ -24.5%

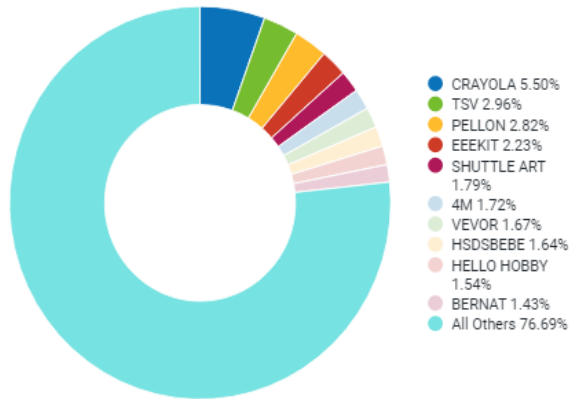
7,860,209 Weekly Average

Organic Search Visibility

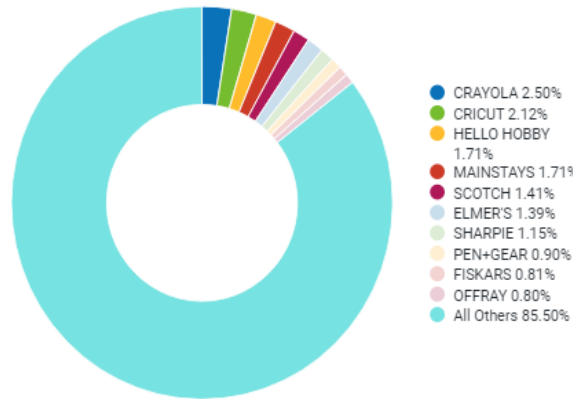
▼ -19.5%

3,661,618,275 Weekly Average

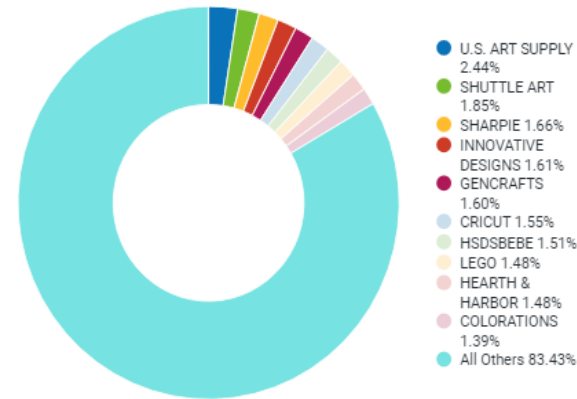
Top-Selling Brands



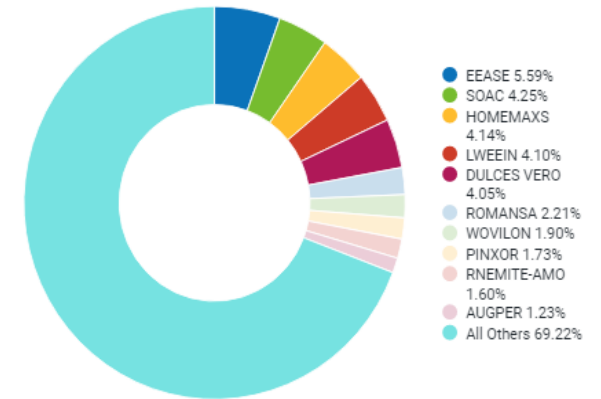
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$59⁸⁰

Crayola Ultra Clean Washable Markers Classroom, 12 Packs, 10 Assorted Colors, 120 Pieces

★★★★☆ 3



+ Add

\$13⁹⁹

4M Magnetic Tile Art & Craft Kit (27 Pieces)

★★★★★ 40



Options

Now \$91⁹⁹ \$239⁹⁹

+ \$19.99 shipping
More options from \$87.99

Qhomic Heat Press Machine, 12x10 In Heat Transfer Machine DTF Press Machine Vinyl Heat Press Machine 36...

★★★★☆ 2



Options

\$8⁹⁹

HdsBebbe 5D Diamond Art Painting Beach Art for Adult, Sunset on Sea DIY Full Round 5D Diamond Drill Kit, Gem...

★★★★★ 77



+ Add

Now \$5⁹⁸ \$6.98

Ring Sizer Measuring Tool Finger Ring Mandrel, EEEKit Ring Gauge Black Finger Sizer Stick, Finger Sizing...

★★★★★ 63

Market Share Leaders:



Brands Observed

15,565

▲ 2% vs Prior Period

Items Observed

415,222

▲ 0% vs Prior Period

Department Summary

Keywords Observed

85,047

▼ -13% vs Prior Period

Sponsorship Activity

▲ 7.2%

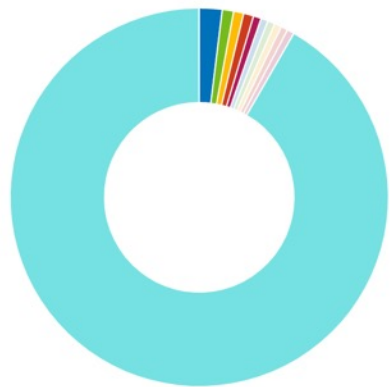
8,108,100 Weekly Average

Organic Search Visibility

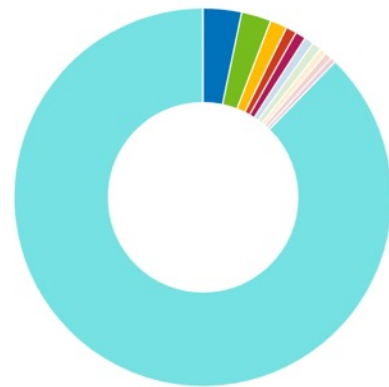
▼ -7.2%

4,211,923,758 Weekly Average

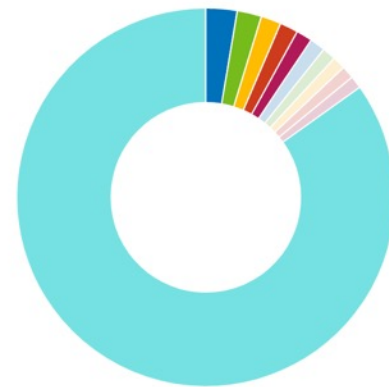
Top-Selling Brands



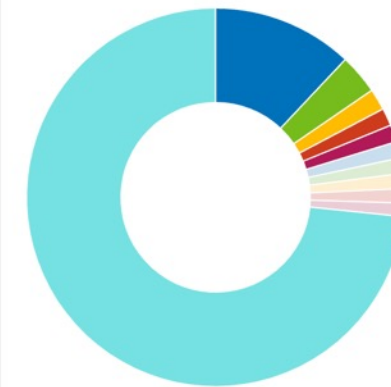
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$14.99
More options from \$8.99
Alla Lighting Super Bright 3156 3157 LED Turn Signal Light Bulbs 2000 Lumens 3156 3457 4157 3157 LED Bulb...
★★★★★ 34



Now \$29.97 \$40.99 18.7 c/fl oz
You save \$11.02
Options from \$29.97 - \$59.94
Mobil 1 Extended Performance Full Synthetic Motor Oil 0W-20, 5 Quart
★★★★★ 828



Now \$99.95 \$125.95
You save \$26.00
NOCO Boost Plus GB40 1000A 12V UltraSafe Portable Lithium Jump Starter
★★★★★ 683



\$22.99
More options from \$9.99
Alla Lighting 1156 7506 LED Bulbs 3000lm Extreme Super Bright Car Motorcycle Turn Signal Lights Reverse...
★★★★★ 119



Now \$27.87 \$39.87
You save \$12.00
Options from \$27.87 - \$55.74
EverStart Maxx 4-Gauge Professional Grade 20-Foot Booster Cables
★★★★★ 405

Market Share Leaders:



TEAYINGDE

Brands Observed

7,731

▼-3% vs Prior Period

Items Observed

58,712

▼-8% vs Prior Period

Department Summary
Keywords Observed

107,660

▼-38% vs Prior Period

Sponsorship Activity

▼-26.5%

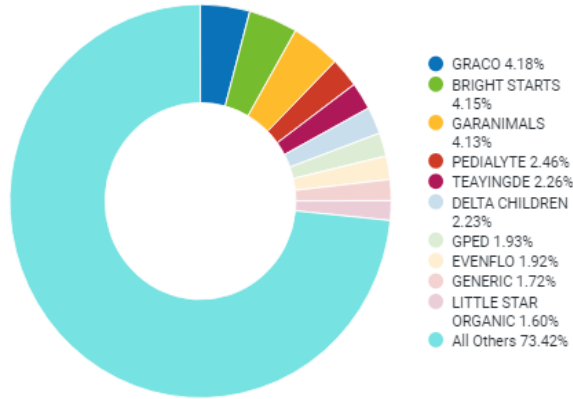
10,281,439 Weekly Average

Organic Search Visibility

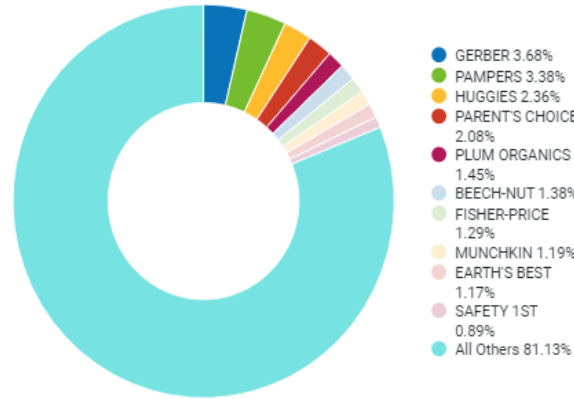
▼-17.5%

8,658,328,182 Weekly Average

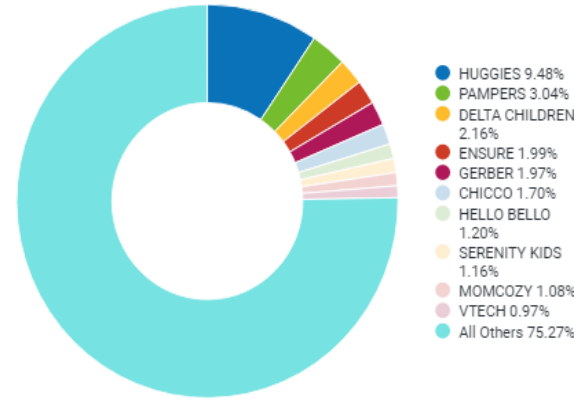
Top-Selling Brands



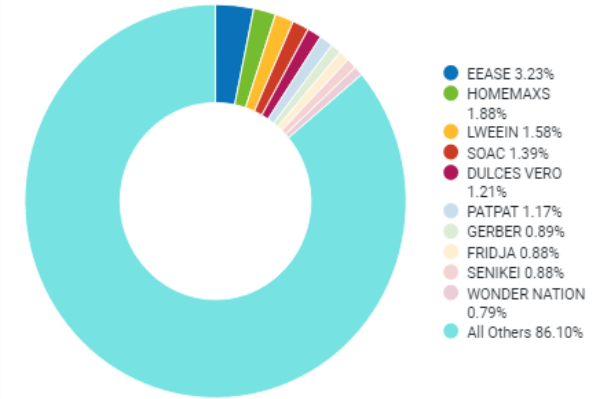
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



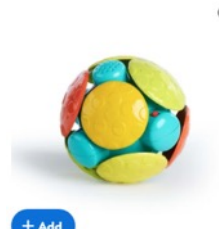
Top-Selling Items:



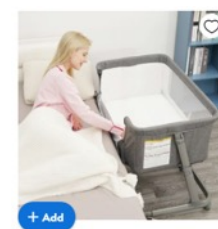
\$219⁹⁷
Graco DuoGlider Baby Swing, Grey, Infant
★★★★☆ 434



\$13⁸⁸
Bright Starts Press and Glow Spinner Electronic Learning Toy
★★★★★ 599



\$13⁸⁸
Bright Starts Wobble Bobble Crawl & Chase Baby Activity Ball Toy, Unisex
★★★★☆ 282



Now \$89⁹⁹ \$115.99
Pamo Babe Unisex Infant Bedside Sleeper Bassinet with Wheels and Folding Frame for Newborn (Grey)
★★★★★ 330



Now \$89⁹⁹ \$169.99
TEAYINGDE Baby Bassinet Bedside Sleeper Bassinet For 0-6 months Baby Unisex (Light Grey)
★★★★★ 140

Market Share Leaders:

NIOXIN

REDKEN
5TH AVENUE NYC

OLAPLEX

Sunnycare

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

Brands Observed
10,184

▼ -1% vs Prior Period

Items Observed
86,166

▼ -8% vs Prior Period

Department Summary
Keywords Observed
98,900

▼ -16% vs Prior Period

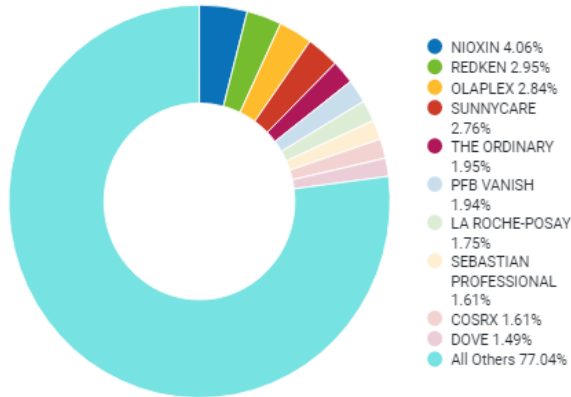
Sponsorship Activity
▲ 18.1%

21,060,312 Weekly Average

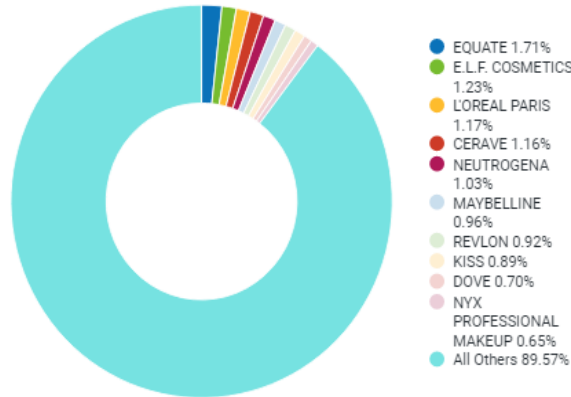
Organic Search Visibility
▼ -5.2%

22,091,013,973 Weekly Average

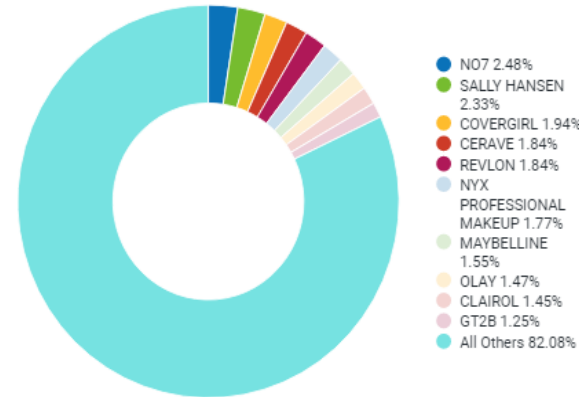
Top-Selling Brands



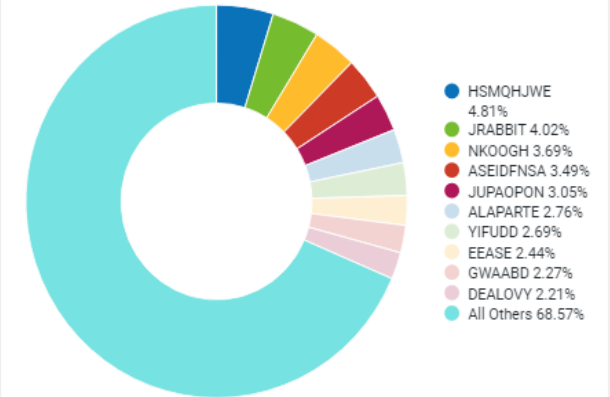
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$32⁴⁵
PFB Vanish + Chromabright 4 oz
★★★★★ 131



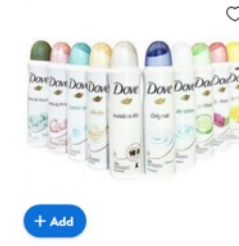
+ Add

\$7⁵⁰
100 SunnyCare Nitrile Medical Exam
Gloves Powder Free Chemo-Rated
(Non Vinyl Latex) Size:Medium
★★★★★ 215



+ Add

\$13⁹⁹
Redken Shades Eq Hair Color Gloss 09V
- Platinum Ice For Women, 2 Oz
★★★★★ 39



+ Add

\$33⁴⁹
10-Pack Dove Antiperspirant Spray
Deodorant For Women 150 ml
★★★★★ 322



+ Add

\$11⁹⁹
Dr. Entre's 32-Piece Professional
Pedicure Kit: 32 Pedicure Tools Supplies
Set, Callus Remover for Feet, Foot File...
★★★★★ 100

Market Share Leaders:



GARANIMALS



PAUL MITCHELL

PROFESSIONAL SEBASTIAN

Brands Observed
17,037
▼ -1% vs Prior Period

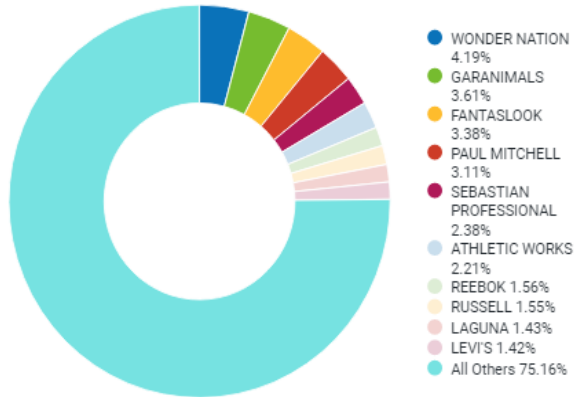
Items Observed
303,356
▼ -8% vs Prior Period

Department Summary
Keywords Observed
166,903
▼ -20% vs Prior Period

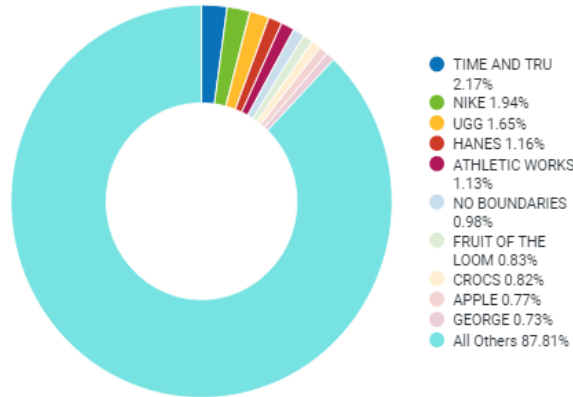
Sponsorship Activity
▼ -7.5%
44,425,430 Weekly Average

Organic Search Visibility
▼ -21.6%
22,738,177,182 Weekly Average

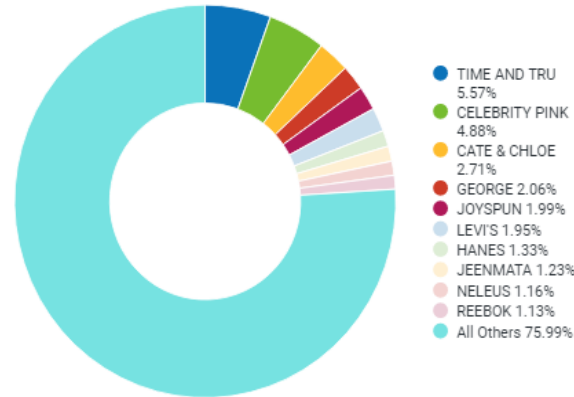
Top-Selling Brands



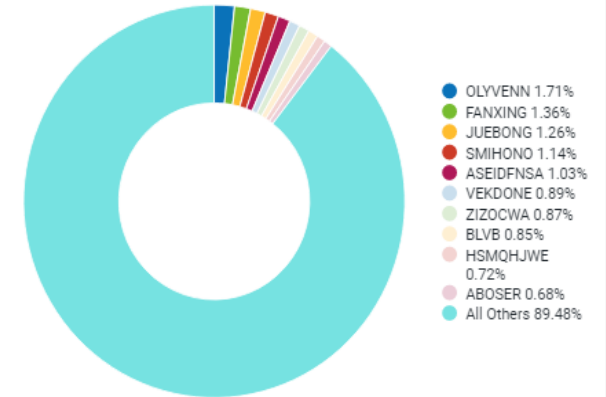
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Options
\$6.41 ~~\$14.99~~
Options from \$6.41 - \$23.99
Laguna Scoop Neck One-Piece Swimsuit (Little Girls or Big Girls), 1 Count, 1 Pack
★★★★☆ 16



Options
\$29.99
Options from \$29.99 - \$30.99
Fantaslook Summer Dresses for Women V Neck Casual Loose Flowy Swing Shift Dress
★★★★★ 2



Options
\$22.00
Levi's Men's Two-in-One Reversible Casual Belt, Brown/Black
★★★★★ 2



+ Add
Now \$59.68 ~~\$93.00~~ 88.8 fl oz
Paul Mitchell Tea Tree Special Shampoo 33.8 oz & Tea Tree Special Conditioner 33.8 oz Combo Pack
★★★★★ 334



+ Add
Now \$29.95 ~~\$42.00~~ 88.6 fl oz
Nioxin System 4 Cleanser Shampoo For Progressed Thinning Colored Hair, 33.8 fl oz
★★★★★ 151

Market Share Leaders:



Brands Observed
11,486
▲ 0% vs Prior Period

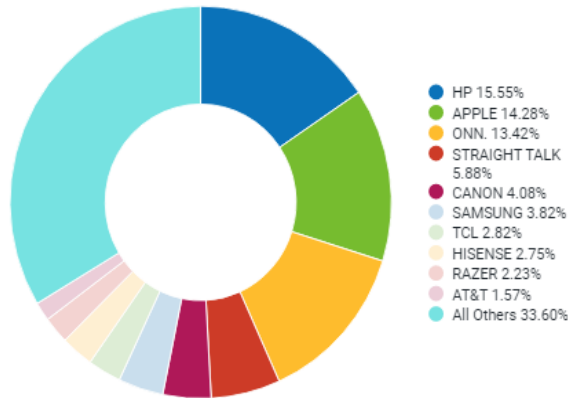
Items Observed
136,941
▲ 0% vs Prior Period

Department Summary
Keywords Observed
85,926
▼ -24% vs Prior Period

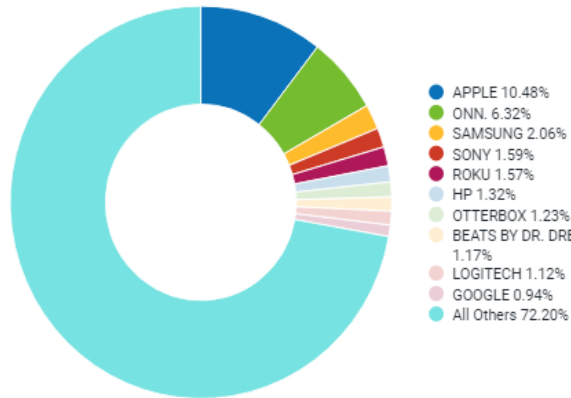
Sponsorship Activity
▼ -4.1%
21,085,568 Weekly Average

Organic Search Visibility
▼ -18.7%
15,594,016,018 Weekly Average

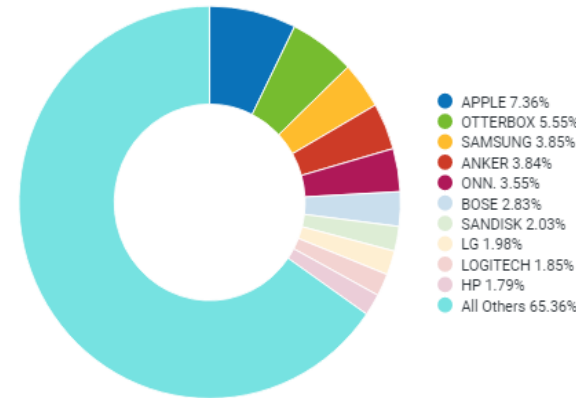
Top-Selling Brands



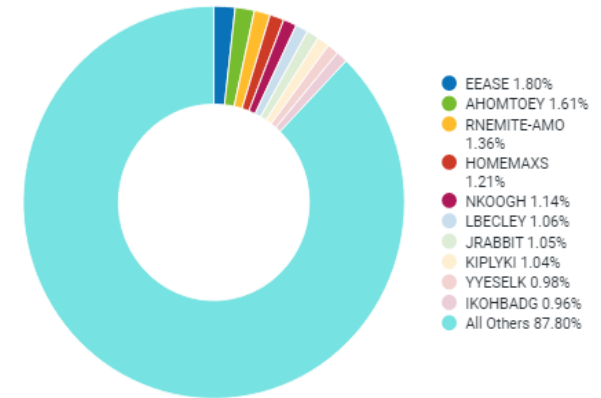
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

+ Add

Now **\$189⁹⁹** \$249.00
AirPods Pro (2nd generation) with MagSafe Case (USB-C)
★★★★★ 559

+ Add

\$198⁰⁰
onn. 50 Class 4K UHD (2160P) LED Roku Smart TV HDR (100012585)
★★★★★ 15342

Options

\$45
*2 options

\$45⁰⁰
Straight Talk \$45 Silver Unlimited 30-Day Prepaid Plan + 10GB Hotspot Data + Int'l Calling Direct Top Up
★★★★★ 3884

+ Add

Now **\$89⁹⁹** \$129.00
Apple AirPods with Charging Case (2nd Generation)
★★★★★ 35815

+ Add

\$298⁰⁰
onn. 65 Class 4K UHD (2160P) LED Roku Smart TV HDR (100012587)
★★★★★ 9306

Market Share Leaders:



Produce
Unbranded



Brands Observed
11,576
▼ -2% vs Prior Period

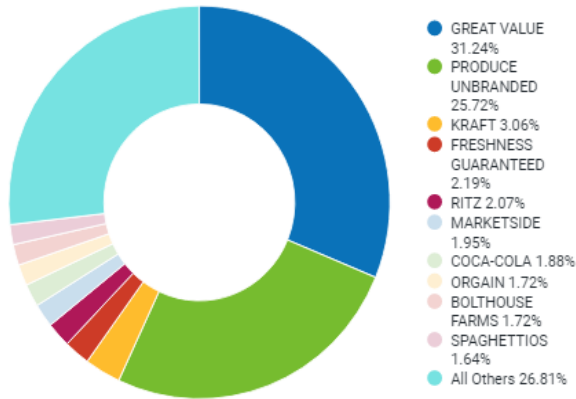
Items Observed
111,291
▼ -10% vs Prior Period

Department Summary
Keywords Observed
104,984
▼ -7% vs Prior Period

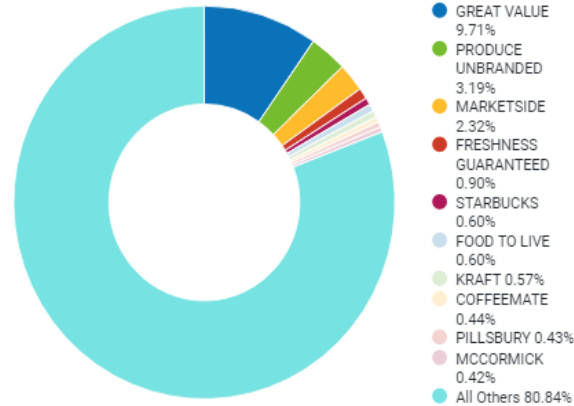
Sponsorship Activity
▼ -41.8%
20,958,119 Weekly Average

Organic Search Visibility
▼ -27.8%
123,645,740,106 Weekly Average

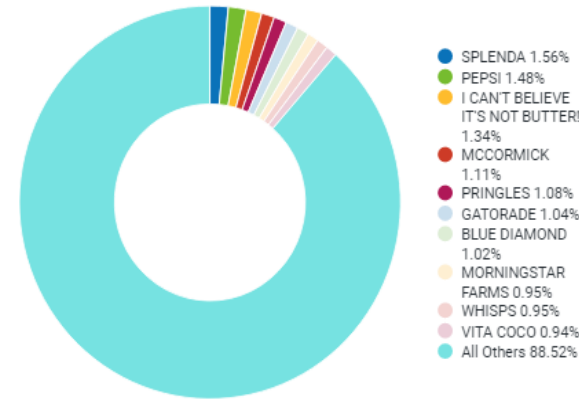
Top-Selling Brands



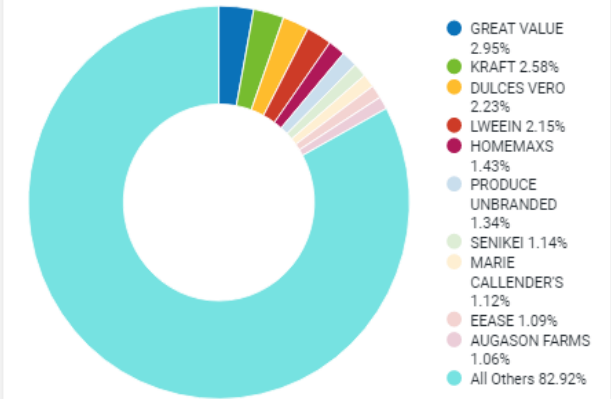
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$0²⁷ each 58.0 c/lb
Final cost by weight
Fresh Banana Fruit, Each



+ Add

\$3⁴⁷ 69.4 c/lb
Russet Potatoes Whole Fresh, 5 lb Bag



+ Add

\$1⁵³ 13.9 c/oz
Great Value Hamburger Buns, 8 Count,



+ Add

\$3⁸⁸ 32.9 c/oz
RITZ Fresh Stacks Original Crackers, 11.8 oz (8 Stacks)
★★★★★ 1028



+ Add

\$0⁷³
Fresh Sweet Corn on the Cob (1 each)

Market Share Leaders:



Brands Observed

12,531

▲ 8% vs Prior Period

Items Observed

92,541

▲ 9% vs Prior Period

Department Summary

Keywords Observed

187,810

▲ 4% vs Prior Period

Sponsorship Activity

▲ 3.1%

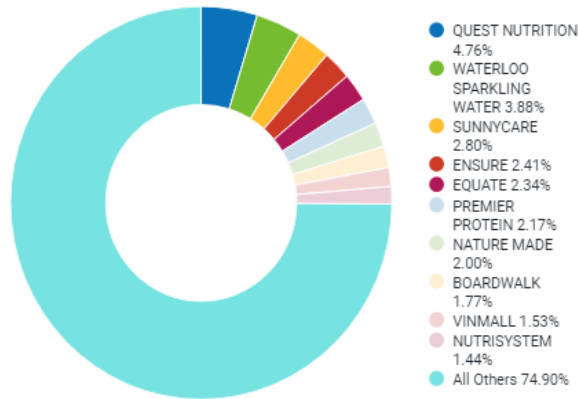
24,647,119 Weekly Average

Organic Search Visibility

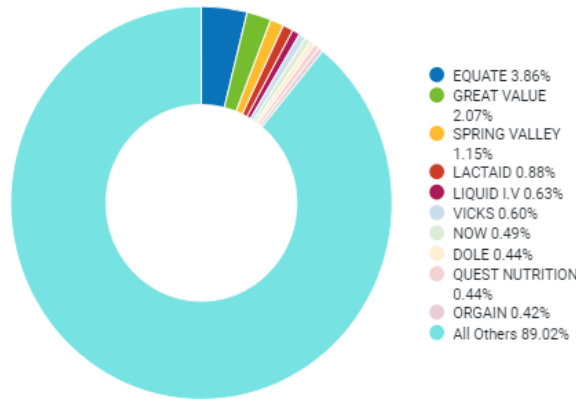
▲ 18.4%

28,553,075,194 Weekly Average

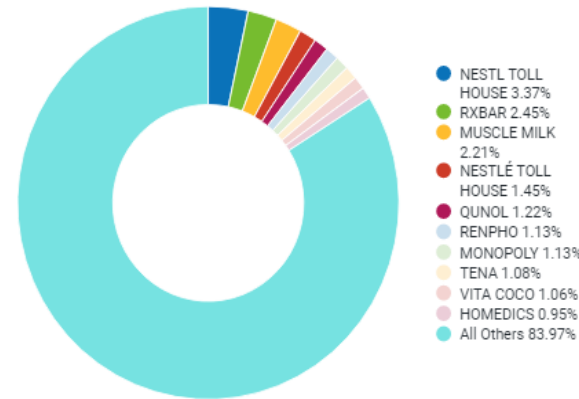
Top-Selling Brands



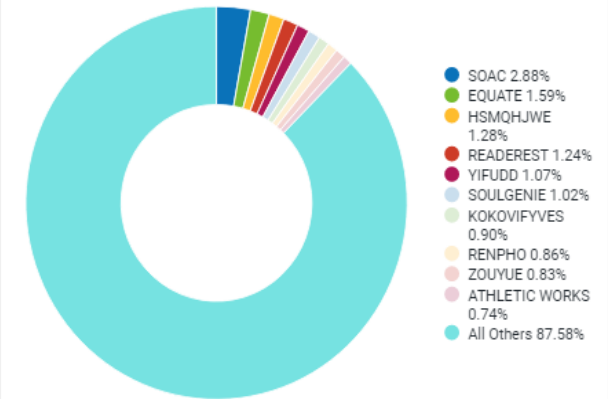
Top Brands in Organic Search



Top Brands in Paid Search



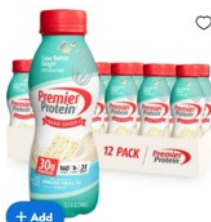
Top-Promoted Brands



Top-Selling Items:



\$7⁵⁰
 100 SunnyCare Nitrile Medical Exam Gloves Powder Free Chemo-Rated (Non Vinyl Latex) Size:Medium
 ★★★★★ 198



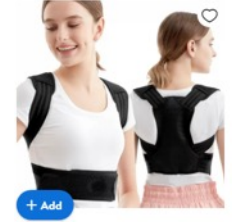
\$29⁹⁸ \$2.61/fl oz
 Premier Protein Shake, Cake Batter Delight, 30g Protein, 11.5 fl oz, 12 Count
 ★★★★★ 641



\$17⁷⁶ \$1.09/oz
 (2 pack) Quest Protein Cookies, High Protein, Peanut Butter Chocolate Chip, 4 Ct
 ★★★★★ 60



Now \$16²⁶ \$29.99
 Noise Reduction Safety Ear Muffs, NRR 28dB Shooters Hearing Protection Ear muffs for Shooting Range Mowing...
 ★★★★★ 133



Now \$9⁹⁹ \$39.99
 Posture Corrector for Men and Women, Upper Back Straightener Brace, Clavicle Support Adjustable Device for...
 ★★★★★ 73

Market Share Leaders:



Brands Observed

26,591

▼ -1% vs Prior Period

Items Observed

355,364

▼ -6% vs Prior Period

Department Summary

Keywords Observed

257,193

▼ -22% vs Prior Period

Sponsorship Activity

▲ 1.2%

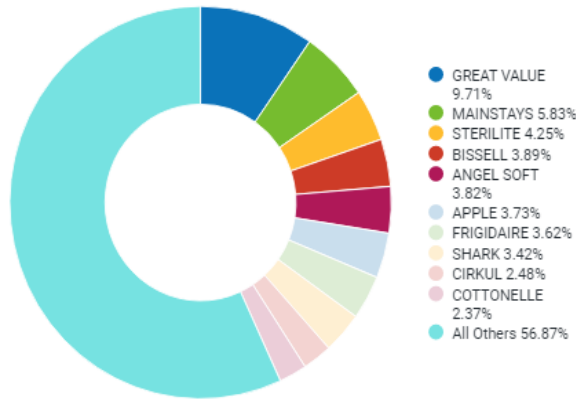
50,612,268 Weekly Average

Organic Search Visibility

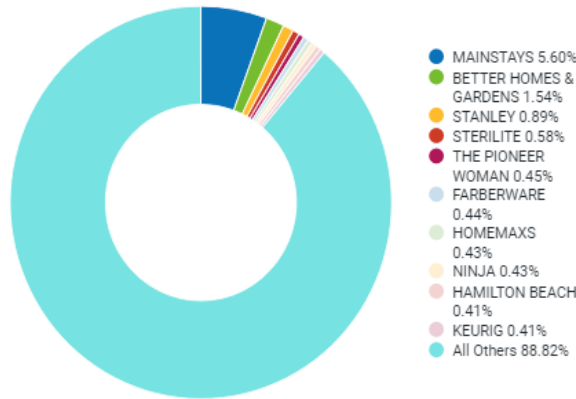
▼ -15.1%

40,601,698,242 Weekly Average

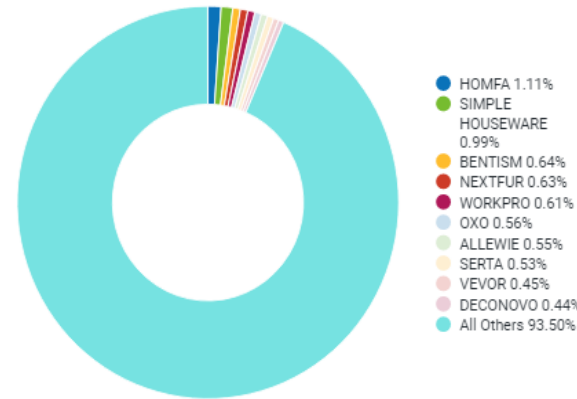
Top-Selling Brands



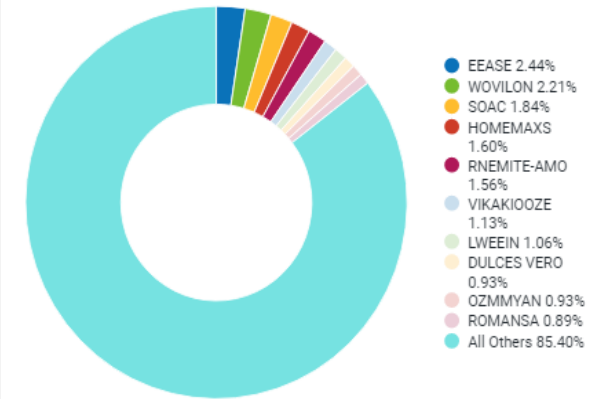
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$17¹² 22.3 ct/100 ct
Angel Soft Toilet Paper, 24 Mega Rolls
★★★★★ 13061



\$2³⁸ 2.4 ct/count
Great Value Fresh Seal Double Zipper Sandwich Bags, 100 Count
★★★★★ 8295



Now \$249⁰⁰ \$329.00
Options from \$249.00 - \$609.00
2021 Apple 10.2-inch iPad Wi-Fi 64GB - Space Gray (9th Generation)
★★★★★ 9398



\$8⁹⁷ \$3.99/100 ct
Great Value Disinfecting Wipes, Fresh and Lemon Scent, 225 Wipes
★★★★★ 4174



\$198⁰⁰ \$26.40/cu ft
Frigidaire 7.5 Cu. ft. Refrigerator, Platinum Series, Stainless Look (EFR780-6COM)
★★★★★ 3561

Market Share Leaders:



Brands Observed

19,639

▲ 2% vs Prior Period

Items Observed

202,382

▼ -2% vs Prior Period

Department Summary

Keywords Observed

124,349

▼ -11% vs Prior Period

Sponsorship Activity

▲ 19.6%

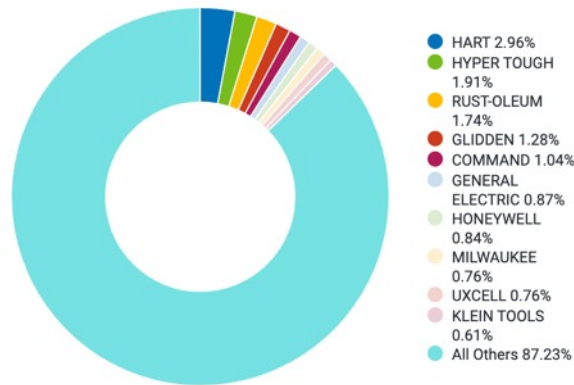
17,820,824 Weekly Average

Organic Search Visibility

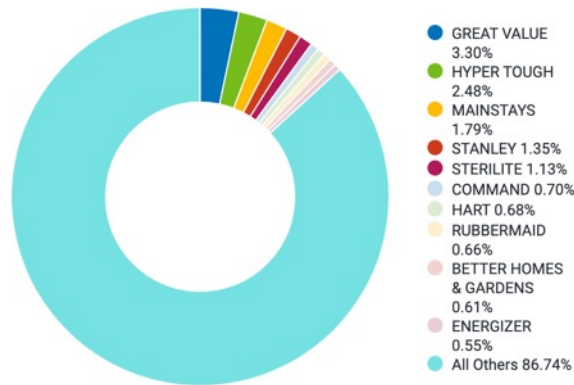
▼ -3.1%

13,593,393,317 Weekly Average

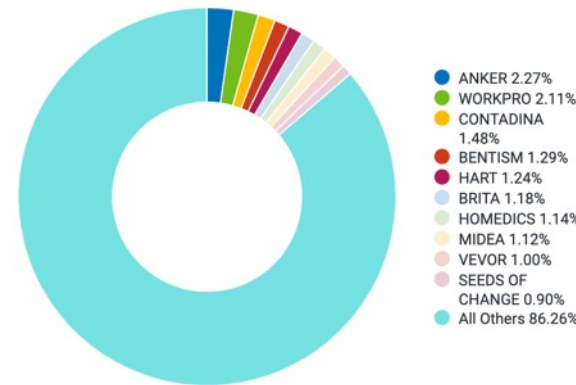
Top-Selling Brands



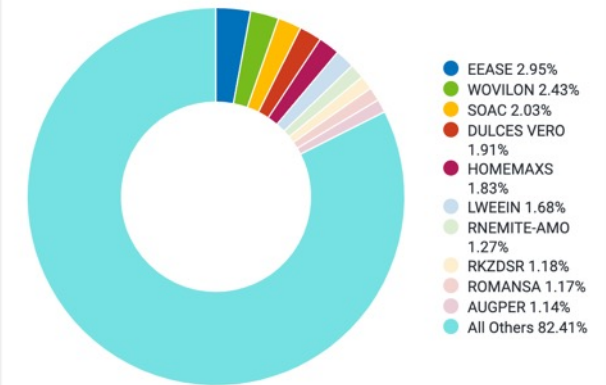
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$397

Athletic Works Clicking Combination Lock

★★★★☆ 97

\$9900

Roku Wire-Free Video Doorbell & Chime SE (1-Pack) with Motion & Sound Detection - Voice Control

★★★★★ 332

\$2088

Waterpik 6-Mode Powerpulse Therapeutic Massage Showerhead Chrome XAU-643E

★★★★★ 1088

Now \$3699 ~~\$5999~~

You save \$23.00

Lackwolf Wireless Doorbell Camera with Chime, Video Doorbell Security Camera with Batteries for Home

★★★★★ 78

Now \$2998 ~~\$5999~~

You save \$30.01

BLUELK Wireless Doorbell Camera, Smart Video Doorbell Camera with Chime, Human Motion Detection, 2-...

★★★★★ 20

Market Share Leaders:



Brands Observed

4,925

▼ -1% vs Prior Period

Items Observed

37,399

▼ -2% vs Prior Period

Department Summary

Keywords Observed

41,353

▲ 0% vs Prior Period

Sponsorship Activity

▲ 26.4%

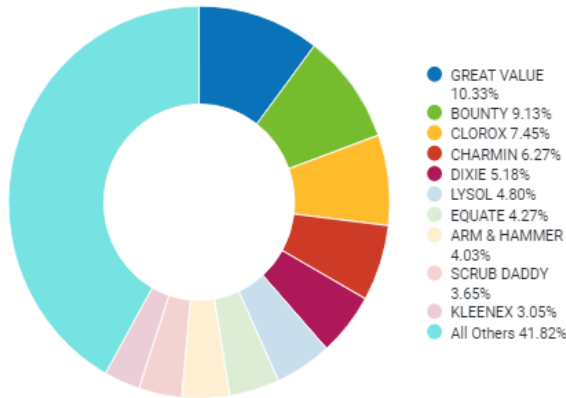
4,806,774 Weekly Average

Organic Search Visibility

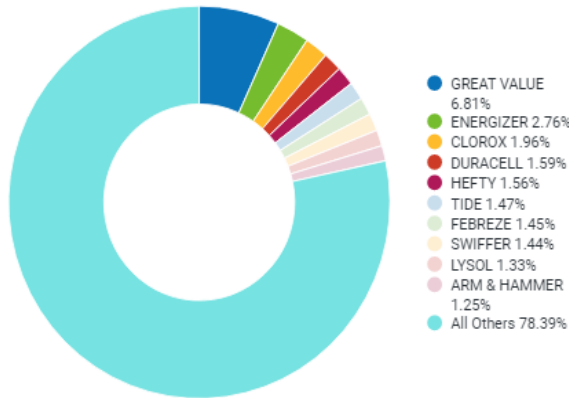
▲ 2.6%

5,933,100,684 Weekly Average

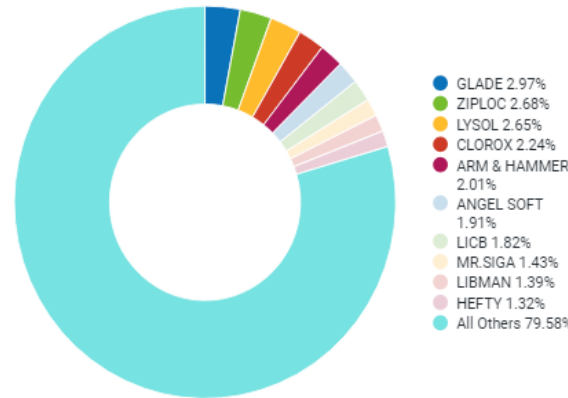
Top-Selling Brands



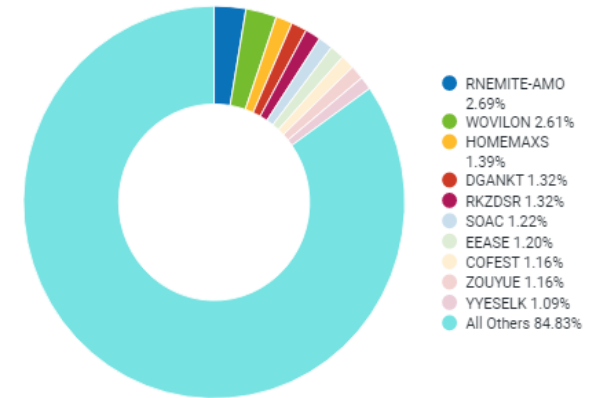
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$22¹⁸ \$2.05/100 ct
 Bounty Select-a-Size Paper Towels, 12 Double Rolls, White
 ★★★★★ 18078



\$4⁹⁷ \$3.45/100 ct
 Equate Fragrance Free Flushable Wipes, 3 Resealable Packs (144 Total Wipes)
 ★★★★★ 2064



Now \$8⁹⁷ \$24.29 \$1.21/100 ct
 Bounty Essentials Select-a-Size Paper Towels, White, 6 Double Rolls
 ★★★★★ 7285



\$6⁹⁷ \$2.58/per 100 count
 Bounty Select-a-Size Paper Towels, 2 Triple Rolls, White
 ★★★★★ 10416



\$3⁷² 7.4 c/count
 Dixie Disposable Paper Plates, Multicolor, 8.5 in, 50 Count
 ★★★★★ 6421

Market Share Leaders:



Brands Observed
14,053
▲ 14% vs Prior Period

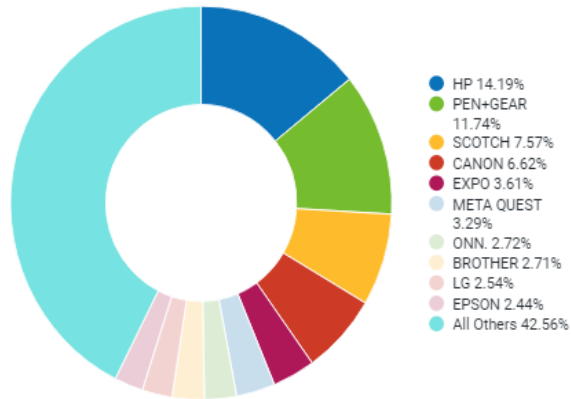
Items Observed
137,564
▲ 7% vs Prior Period

Department Summary
Keywords Observed
110,638
▼ -35% vs Prior Period

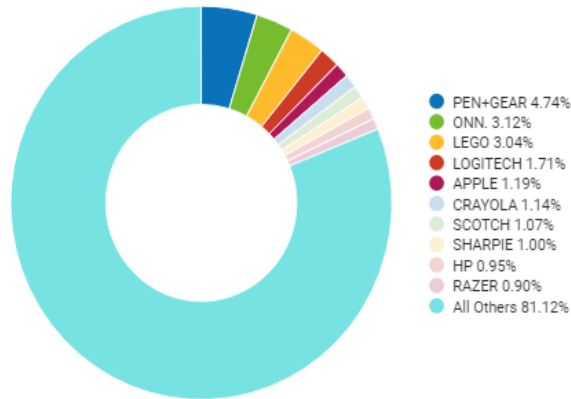
Sponsorship Activity
▼ -3.9%
14,715,449 Weekly Average

Organic Search Visibility
▼ -3.3%
9,210,545,323 Weekly Average

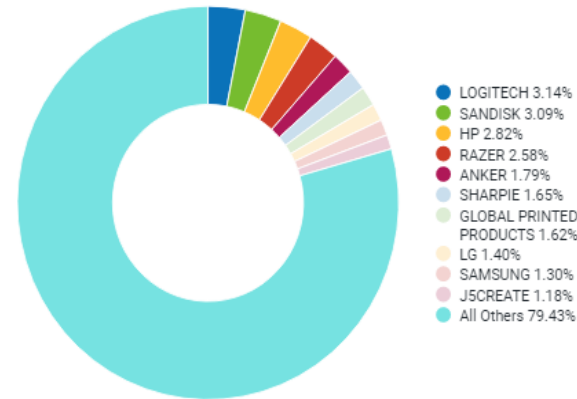
Top-Selling Brands



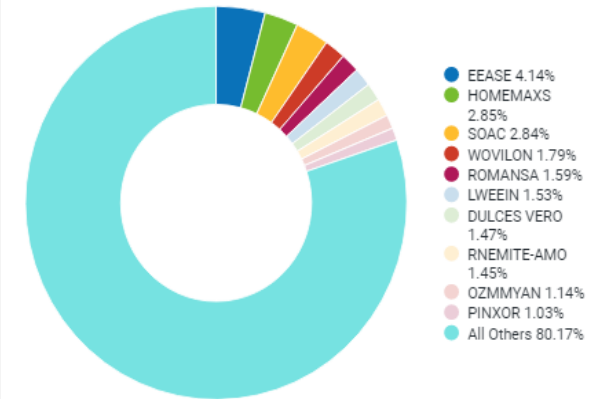
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5³²
Pen+Gear Copy Paper, 8.5" x 11", 92 Bright, White, 20 lb., 1 Ream (500 Sheets)
★★★★☆ 12411



\$54⁰⁰
HP DeskJet 2752e All-in-One Wireless Color Inkjet Printer with 3 Months Free Ink Included with HP+
★★★★☆ 6474



\$499⁰⁰
Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle
★★★★★ 694



\$6⁹⁸
Pen+Gear November 2023 to December 2024 Weekly Planner, Peach Floral, 7 in x 9 in
★★★★☆ 196

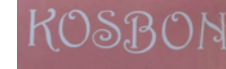


\$29⁰⁰
Canon PG-275/CL-276 Ink Cartridge Black and Color Multi Pack
★★★★★ 1375

Market Share Leaders:



CURRENT



KLM2 Inc.

Brands Observed

8,775

▼ -3% vs Prior Period

Items Observed

104,509

▼ -8% vs Prior Period

Department Summary

Keywords Observed

106,256

▼ -34% vs Prior Period

Sponsorship Activity

▼ -19.0%

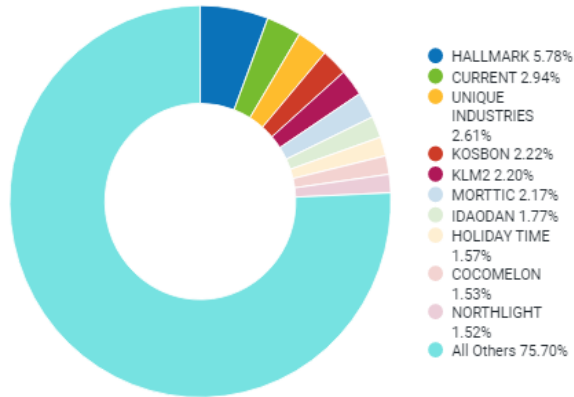
6,507,872 Weekly Average

Organic Search Visibility

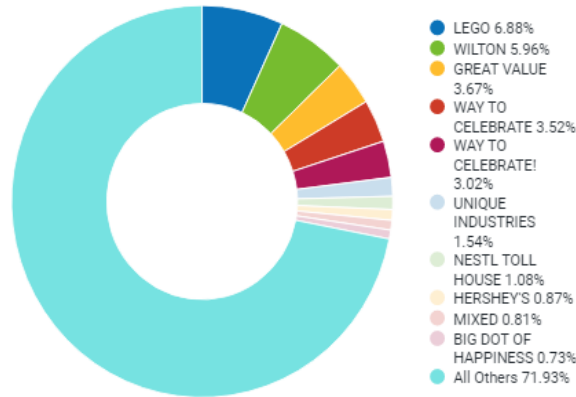
▼ -35.4%

5,503,071,798 Weekly Average

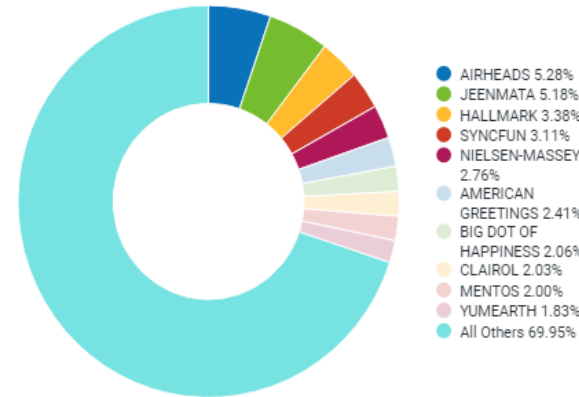
Top-Selling Brands



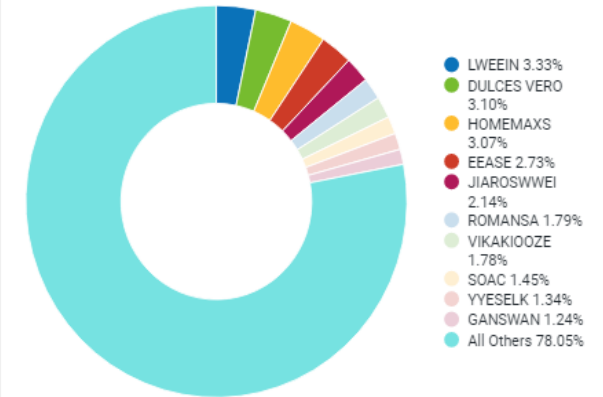
Top Brands in Organic Search



Top Brands in Paid Search



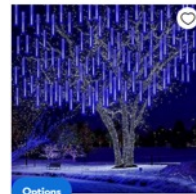
Top-Promoted Brands



Top-Selling Items:



Now \$18⁹⁹ ~~\$25.99~~
 Electric Air Balloon Pump, Electric Balloon Inflator, 132 Pcs Portable Dual Nozzles Balloon Blower Set with 90 Pc...
 ★★★★★ 220



\$11⁹⁹
 More options from \$9.72
 Morttlic Meteor Shower Lights, Outdoor Falling Rain Lights 12 Inch 8 Tube 192 LED Snow Falling Icicle Cascading...
 ★★★★★ 16



Now \$16⁹⁹ ~~\$19.99~~
 Options from \$16.99 - \$34.99
 IDAODAN Electric Balloon Pump, Only 3 Seconds Quick Fill Air, Portable Dual Nozzle Rose Red 110V 600W Blower AL...
 ★★★★★ 31



\$11⁸⁰
 12pc Pack Big Birthday Cake Sparklers burns approx. 45 seconds 3 Packs of 4 Sparklers Each
 ★★★★★ 15



\$34⁷⁰
 72pc Wedding Sparklers, 20in, 9 Packages of 8 Sparklers
 ★★★★★ 30

Market Share Leaders:



Brands Observed

14,164

▲ 4% vs Prior Period

Items Observed

161,895

▲ 3% vs Prior Period

Department Summary

Keywords Observed

70,161

▼ -11% vs Prior Period

Sponsorship Activity

▲ 4.5%

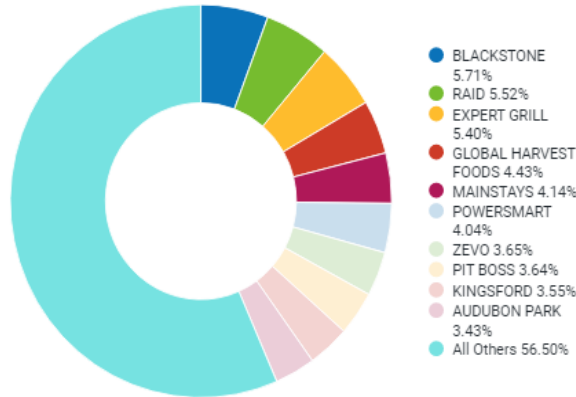
6,961,395 Weekly Average

Organic Search Visibility

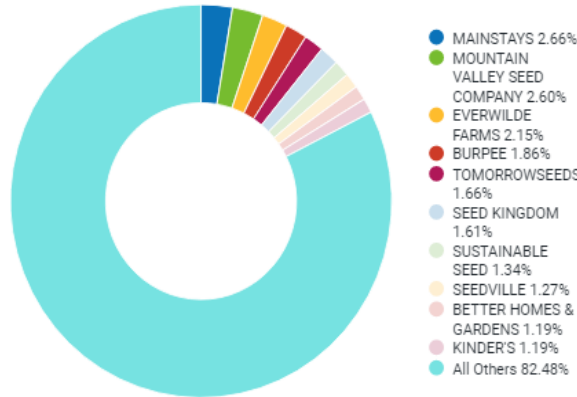
▼ -11.4%

5,112,666,440 Weekly Average

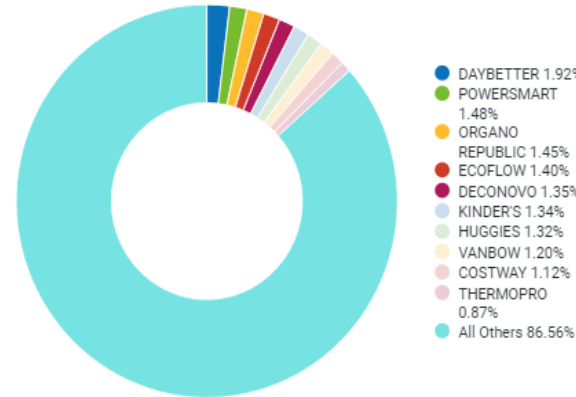
Top-Selling Brands



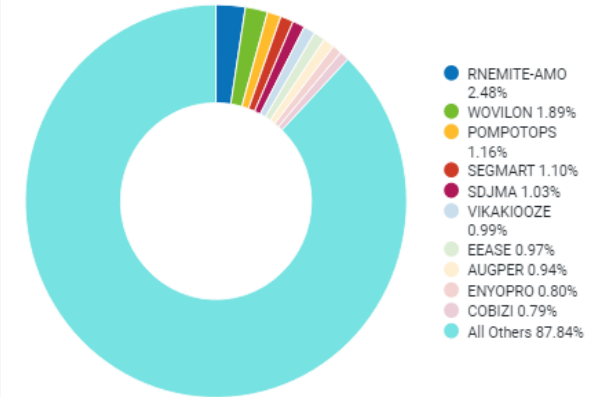
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



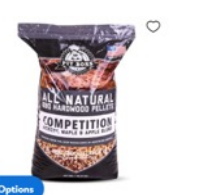
Top-Selling Items:



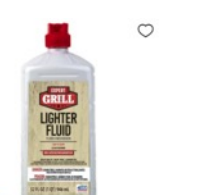
\$21⁷¹ \$1.09/lb
 More options from \$8.24
 Economy Mix Wild Bird Feed, Value Bird Seed Blend, Dry, 20 lb. Bag
 ★★★★★ 8816



\$297⁰⁰
 Blackstone 4-Burner 36" Propane Griddle Cooking Station with Hard Cover
 ★★★★★ 5836



\$19²⁴ 48.3 c/lb
 Options from \$19.24 - \$38.48
 Pit Boss 100% All-Natural Hardwood Competition Blend BBQ Grilling Pellets, 40 Pound Bag
 ★★★★★ 1638



\$4⁸⁸ 15.3 c/fl oz
 Expert Grill Charcoal Lighter Fluid, Odorless Lighter Fuel, 32 oz
 ★★★★★ 2102



\$10⁹² 91.0 c/lb
 Kingsford Match Light Instant Charcoal Briquettes, 12 lbs
 ★★★★★ 3941

Market Share Leaders:



Brands Observed

9,126

▲9% vs Prior Period

Items Observed

69,971

▼-1% vs Prior Period

Department Summary

Keywords Observed

65,851

▼-10% vs Prior Period

Sponsorship Activity

▲1.7%

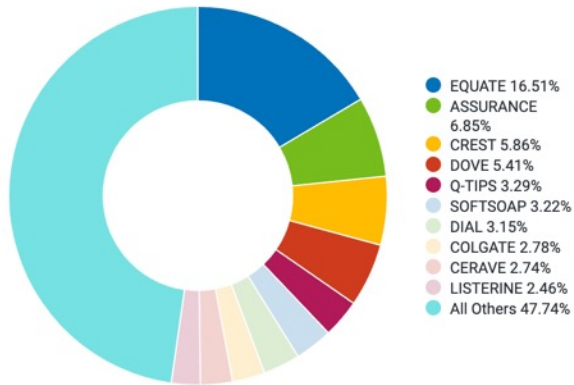
12,073,495 Weekly Average

Organic Search Visibility

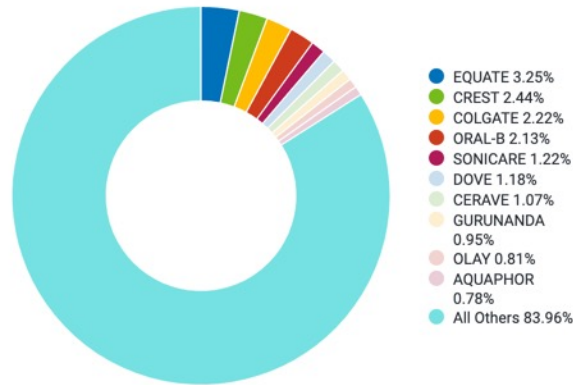
▼-8.4%

13,811,111,314 Weekly Average

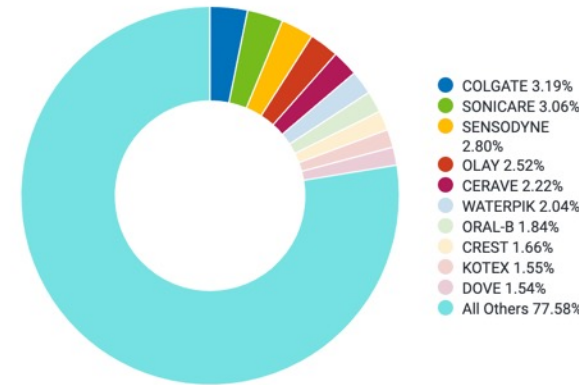
Top-Selling Brands



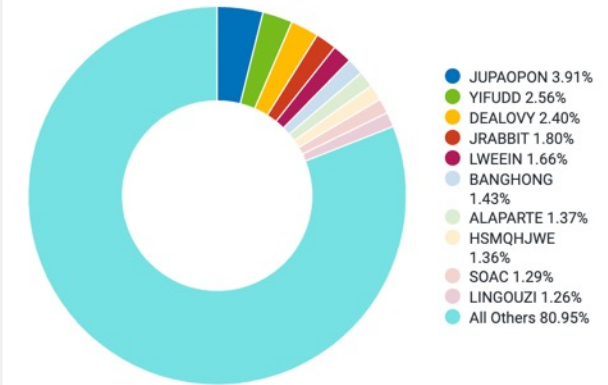
Top Brands in Organic Search



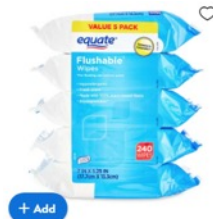
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$6⁹⁸ \$2.91/100 ct
Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)
★★★★★ 25080



\$9²⁴ \$9.24/oz
Crest Premium Plus Scope Outlast Toothpaste, Long Lasting Mint Flavor 5.2 oz, Pack of 3
★★★★★ 1652



\$5³⁷
Q-tips Cotton Swabs Original for Hygiene and Beauty Care, Made with 100% Cotton 750 Count
★★★★★ 3822



\$6¹² \$7.65/100 ct
Equate Beauty Makeup Remover Cleansing Towelettes, 40 Count, 2 Pack
★★★★★ 4473



\$17⁶⁷
Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)
★★★★★ 6717

Market Share Leaders: **HOMGARDEN**



Brands Observed

8,990

▲ 7% vs Prior Period

Items Observed

81,543

▲ 2% vs Prior Period

Department Summary

Keywords Observed

41,467

▼ -16% vs Prior Period

Sponsorship Activity

▲ 14.5%

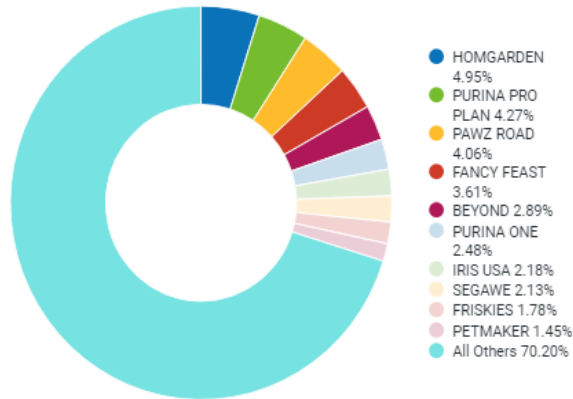
9,843,876 Weekly Average

Organic Search Visibility

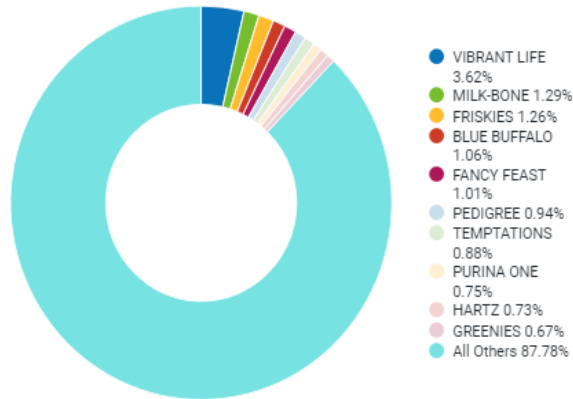
▼ -3.1%

5,327,663,432 Weekly Average

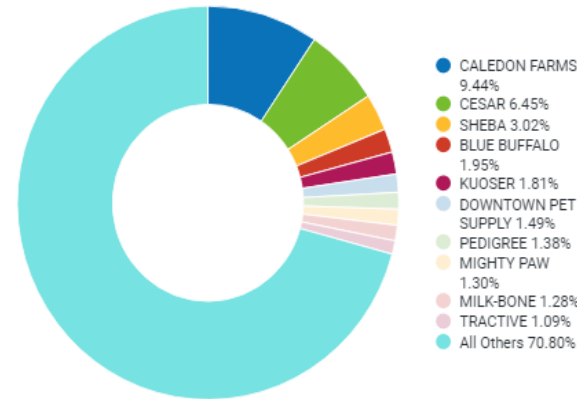
Top-Selling Brands



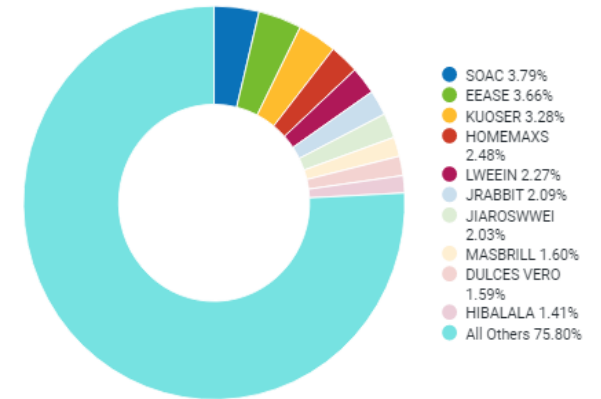
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$17⁹⁵
 Oxyfresh Premium Dog Water Additive: Best Way to Eliminate Dog Bad Breath - Dog Breath Freshener & Fights Tartar ...
 ★★★★★ 34



Now \$22⁹⁵ ~~\$28.99~~
 Artificial Grass Puppy Pad for Dogs and Small Pets ? Reusable Potty-Training Pad with Tray ? Dog Housebreaking...
 ★★★★★ 82



\$19⁹² 27.7 c/oz
 Purina Fancy Feast Senior Wet Cat Food 7 Years Plus Chicken Feast in Gravy Minced
 ★★★★★ 108



Now \$31⁹⁹ ~~\$89.99~~
 PAWZ Road Enclosed Cat Litter Box Large with Lid Drawer Type Easy to Clean, Gray
 ★★★★★ 1548



Now \$39⁹⁹ ~~\$58.99~~
 HomGarden 36 Foldable Dog Crate Steel Pet Kennel Double Door Medium Dog Cage
 ★★★★★ 93

Market Share Leaders:

L'OCCITANE
EN PROVENCE

LA ROCHE-POSAY

SheaMoisture®
Established 1912

ESTÉE LAUDER

CLINIQUE

Brands Observed

432

▼ -6% vs Prior Period

Items Observed

2,239

▼ -16% vs Prior Period

Department Summary

Keywords Observed

22,604

▲ 2% vs Prior Period

Sponsorship Activity

▼ -4.6%

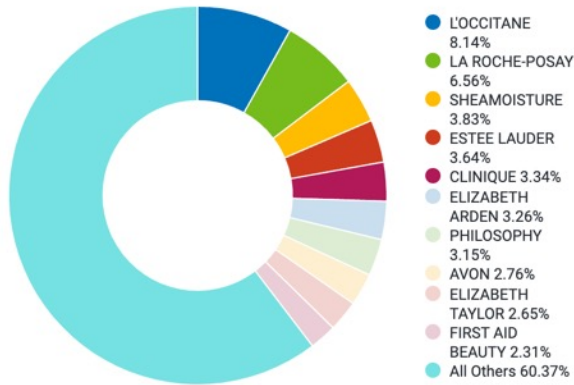
603,064 Weekly Average

Organic Search Visibility

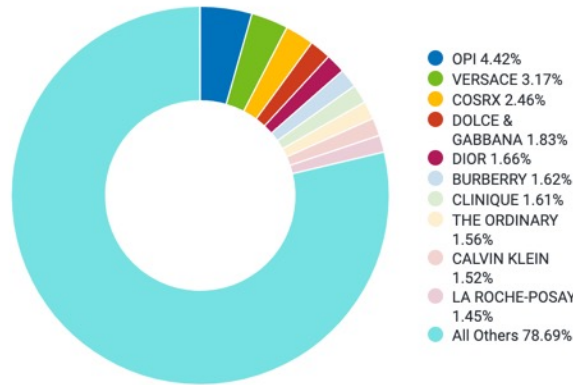
▼ -20.1%

1,758,101,289 Weekly Average

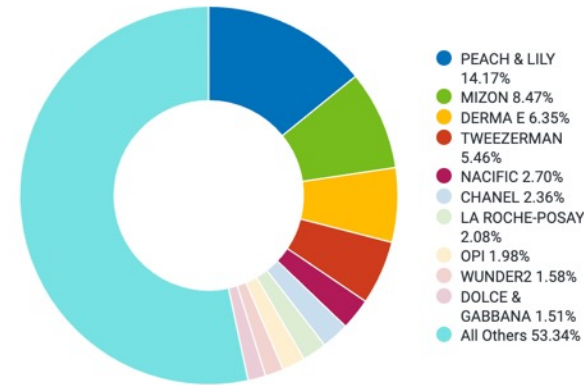
Top-Selling Brands



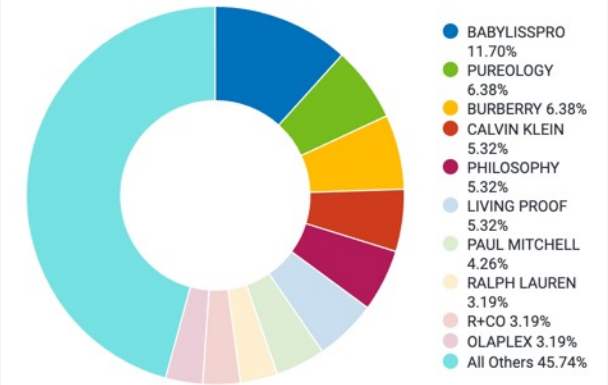
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$20⁵⁸
More options from \$9⁹⁸
Shea Moisture African Black Soap Body Wash 13 oz (Pack of 2)
★★★★★ 321



Now \$19⁹⁸ \$36⁴¹⁰
You save \$16.42
La Roche-Posay Lipikar AP+ Triple Repair Moisturizing Cream 13.52 fl oz. (400ml)
★★★★★ 2834



\$54⁸⁹
EMUAIDMAX First Aid Ointment 2oz
★★★★★ 88



\$25⁹⁰
First Aid Beauty Ultra Repair Intense Hydration Cream, 6 oz
★★★★★ 3375



\$20⁰⁰ \$20.00/fl oz
Mario Badescu Buffering Lotion Acne Cream, 1 fl oz
★★★★★ 203

Market Share Leaders:



Brands Observed
24,361
▲ 17% vs Prior Period

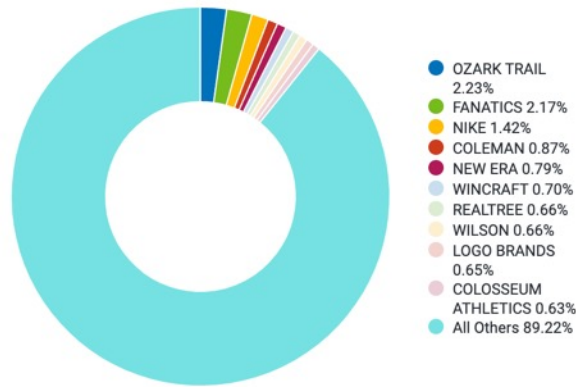
Items Observed
378,053
▲ 58% vs Prior Period

Department Summary
Keywords Observed
147,345
▼ -17% vs Prior Period

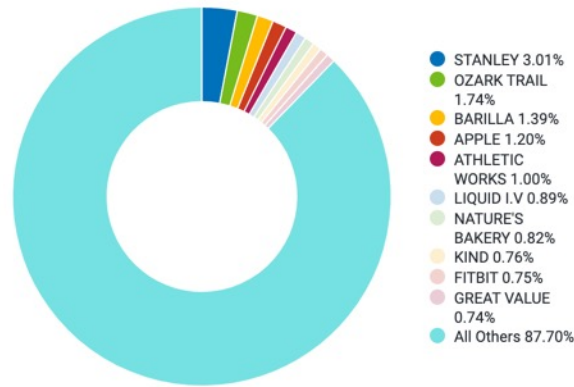
Sponsorship Activity
▼ -9.0%
13,370,770 Weekly Average

Organic Search Visibility
▼ -17.9%
11,429,495,889 Weekly Average

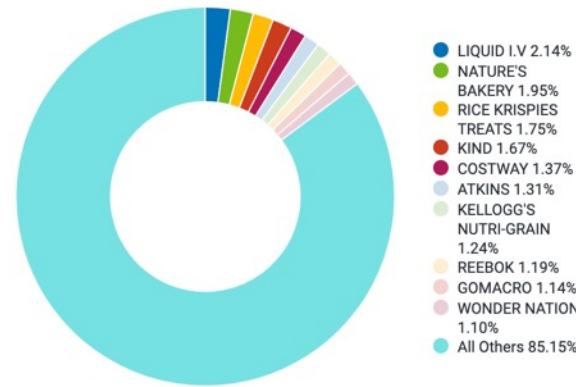
Top-Selling Brands



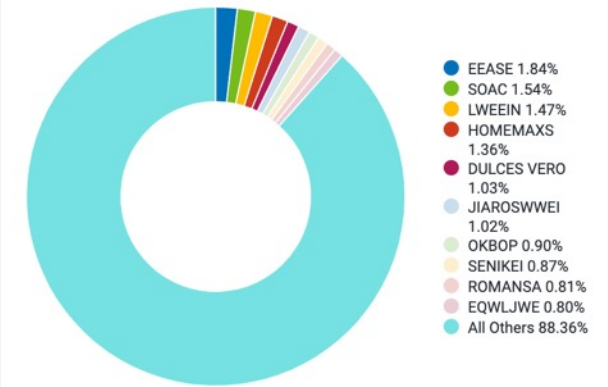
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$899
MasterPieces Officially Licensed MLB San Diego Padres Playing Cards - 54 Card Deck for Adults
★★★★☆ 40

\$7999
Decathlon Forclaz Trek 100, 23°F Real Down Packable Puffer Backpacking Jacket, Women's, Yellow, 2XL
★★★★☆ 765

\$9800
Huffy 24" Rock Creek Girls Mountain Bike for Women, Purple Lilac
★★★★☆ 1156

\$9800
Huffy 24" Rock Creek Boys Mountain Bike for Men
★★★★☆ 1107

\$9700 74.6 c/ea
Blackstone Adventure Ready Single Burner 17" Tabletop Propane Griddle
★★★★☆ 985

Market Share Leaders:



Brands Observed
13,304
▼ -1% vs Prior Period

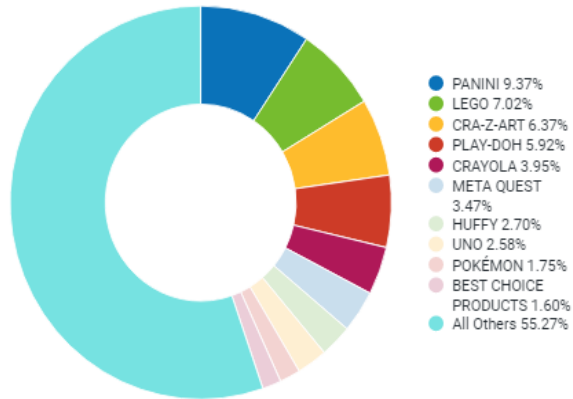
Items Observed
121,673
▼ -7% vs Prior Period

Department Summary
Keywords Observed
124,555
▼ -42% vs Prior Period

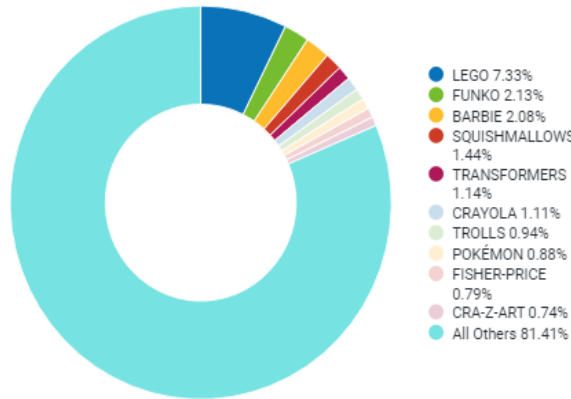
Sponsorship Activity
▼ -56.7%
15,881,250 Weekly Average

Organic Search Visibility
▼ -49.5%
9,677,167,745 Weekly Average

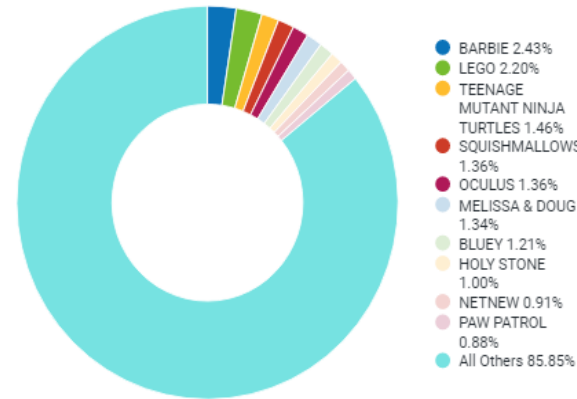
Top-Selling Brands



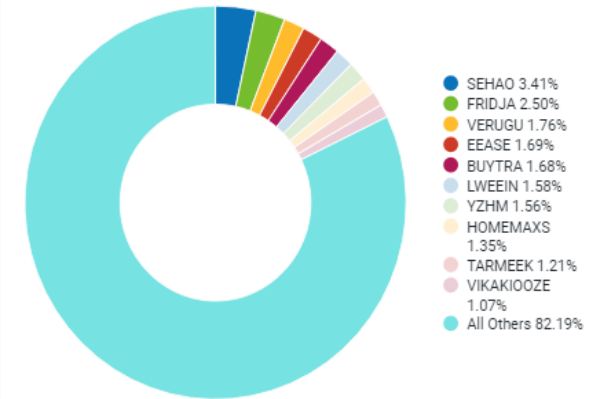
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Now \$29⁹⁹ ~~\$34.99~~
2023 Panini Prizm Football Blaster Box Trading Cards
★★★★☆ 49

\$649⁰⁰
Meta Quest 3 - 512GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2
★★★★★ 457

\$499⁰⁰
Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle
★★★★★ 694

\$149⁹⁹
2023 Panini Prizm Football 24-Pack Retail Box Trading Cards
★★★★☆ 51

\$249⁰⁰
Meta Quest 2 128GB + \$50 credit in the Meta Quest Store
★★★★★ 323

Market Share Leaders:



Brands Observed

2,708

▲ 1% vs Prior Period

Items Observed

34,213

▼ -4% vs Prior Period

Department Summary

Keywords Observed

44,632

▼ -14% vs Prior Period

Sponsorship Activity

▼ -0.6%

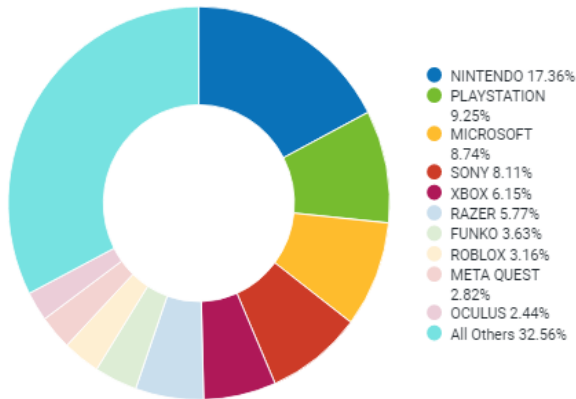
4,011,735 Weekly Average

Organic Search Visibility

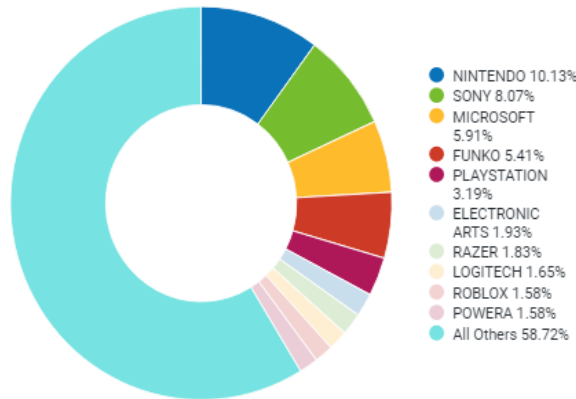
▼ -40.5%

2,962,242,794 Weekly Average

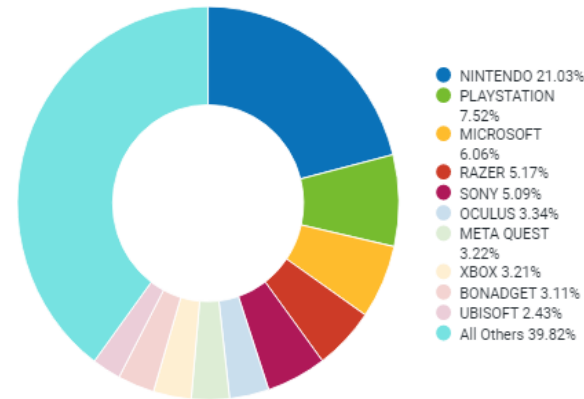
Top-Selling Brands



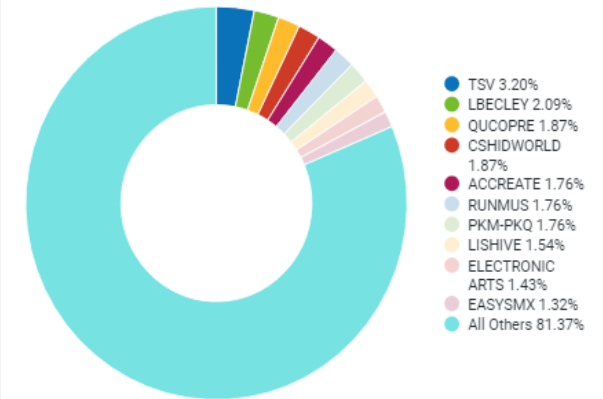
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$100⁰⁰

Razer Gold \$100 Gift Card - [Digital]

★★★★☆ 323



Options

+9 options

\$50⁰⁰

More options from \$10.00

PlayStation Store \$50 Gift Card [Digital]

★★★★☆ 3068



+ Add

\$449⁰⁰

Sony PlayStation 5 (PSS) Digital Console Slim

★★★★☆ 317



Options

+2 options

\$25⁰⁰

Options from \$25.00 - \$50.00

Razer Gold \$25 Gift Card - [Digital]

★★★★☆ 707



+ Add

\$499⁰⁰

Sony PlayStation 5 (PSS) Disc Console Slim

★★★★☆ 57

Interested in leveraging **Walmart 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 Walmart.**

Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



Get Started Today!

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306