























Department Performance Report

DECEMBER 2023



 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

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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.

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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Market Share Leaders:



Brands Observed

6,597

▲ 7% vs Prior Period

Items Observed

54,515

▲ 16% vs Prior Period

Department Summary

Keywords Observed

125,814

▲ 11% vs Prior Period

Sponsorship Activity

▼ -3.4%

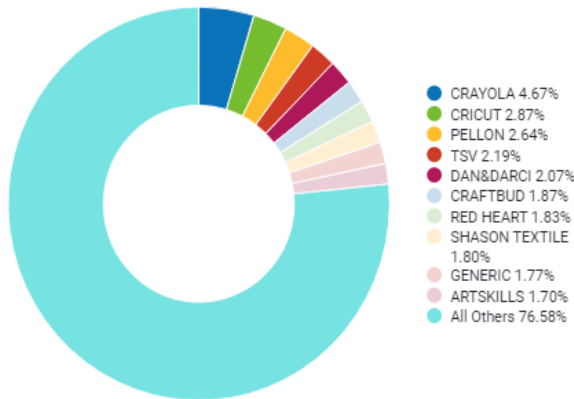
10,796,002 Weekly Average

Organic Search Visibility

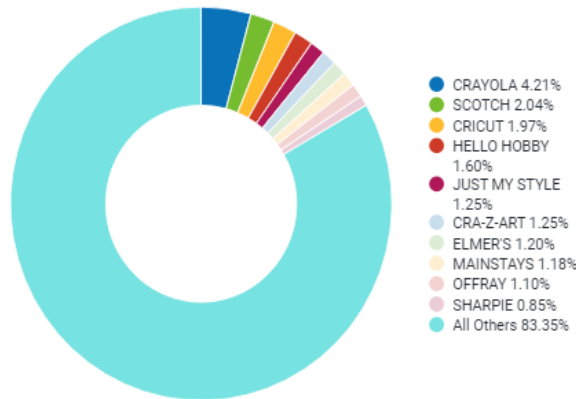
▲ 24.5%

4,608,906,442 Weekly Average

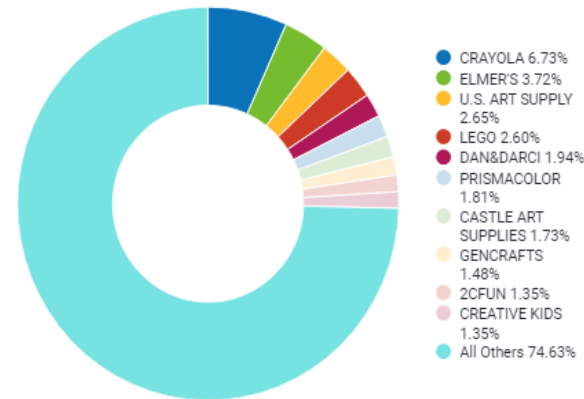
Top-Selling Brands



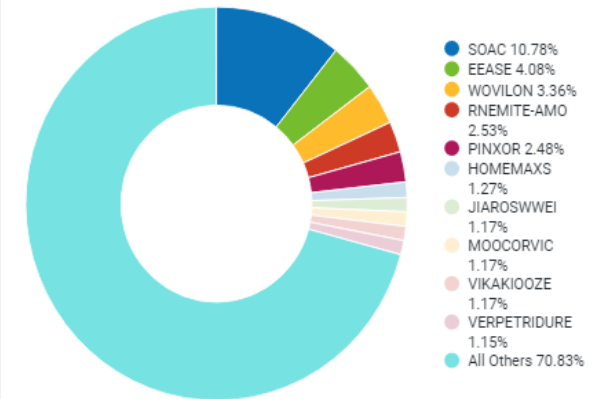
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$59⁸⁵

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

★★★★☆ 3



+ Add

Now \$8⁶⁶ \$11.99

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

★★★★☆ 36



+ Add

\$39⁹⁸

ArtSkills Wood Burning Tool Kit for Beginners, 55 Piece Deluxe Woodburning Craft

★★★★☆ 296



Options

\$52⁹⁶

Options from \$52.96 - \$52.98

Mainstays 45" x 24" Tan Rectangle Outdoor 2-Piece Deep Seat Cushion

★★★★☆ 45



Options

\$28⁹⁸

Red Heart Super Saver Ombre 4 Medium Acrylic Yarn, Spearmint 10oz/283g, 482 Yards (4 Pack)

★★★★☆ 98

Market Share Leaders:



Brands Observed

14,311

▲ 1% vs Prior Period

Items Observed

420,311

▲ 4% vs Prior Period

Department Summary

Keywords Observed

98,693

▲ 0% vs Prior Period

Sponsorship Activity

▼ -16.9%

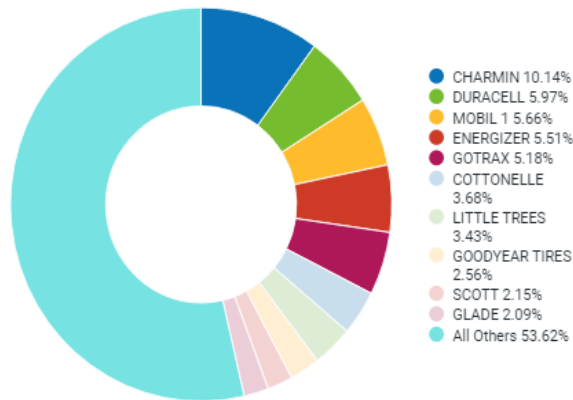
7,850,115 Weekly Average

Organic Search Visibility

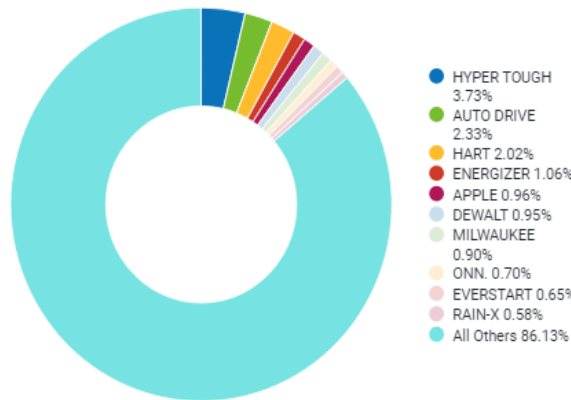
▲ 8.8%

4,361,522,480 Weekly Average

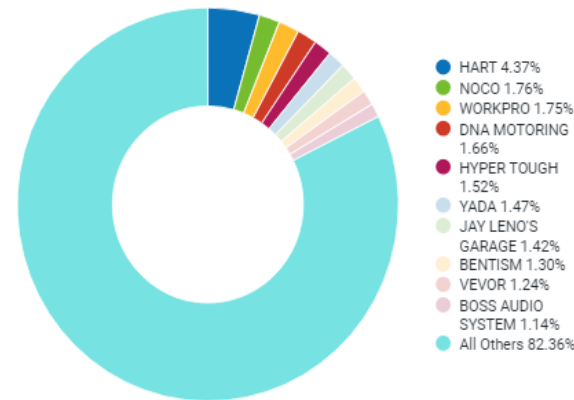
Top-Selling Brands



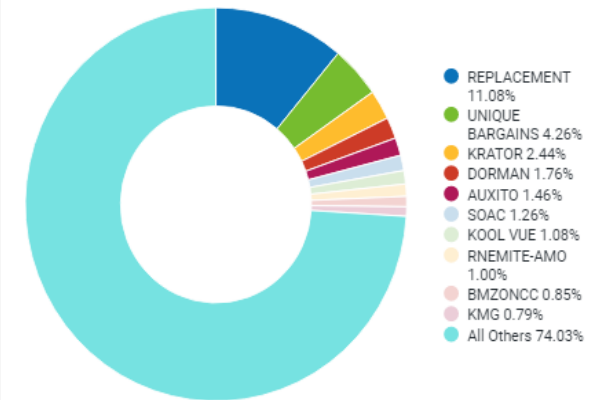
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$14⁹⁹
 More options from \$8.99
 Alla Lighting Super Bright 3156 3157 LED Turn Signal Light Bulbs 2000 Lumens 3156 3457 4157 3157 LED Bulb...
 ★★★★★ 26



\$27⁹⁷ 2.9 c/fl oz
 Mobil 1 High Mileage Full Synthetic Motor Oil 5W-30, 5 Quart (Pack of 6)
 ★★★★★ 971



\$22⁹⁹
 More options from \$9.99
 Alla Lighting 1156 7506 LED Bulbs 3000lm Extreme Super Bright Car Motorcycle Turn Signal Lights Reverse...
 ★★★★★ 109



\$15⁹⁸ 12.5 c/fl oz
 Options from \$15.98 - \$47.94
 Shell Rotella T4 Triple Protection 15W-40 Diesel Motor Oil, 1 Gallon
 ★★★★★ 569



Now \$29⁹⁷ \$41.99 2.1 c/fl oz
 Mobil 1 Extended Performance Full Synthetic Motor Oil 5W-30, 5 Quart (Pack of 12)
 ★★★★★ 930

Market Share Leaders:



Brands Observed

7,679

▲ 9% vs Prior Period

Items Observed

63,640

▲ 19% vs Prior Period

Department Summary

Keywords Observed

174,676

▲ 9% vs Prior Period

Sponsorship Activity

▼ -3.9%

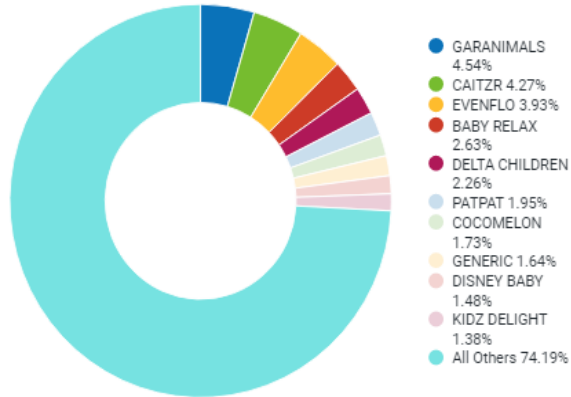
14,307,720 Weekly Average

Organic Search Visibility

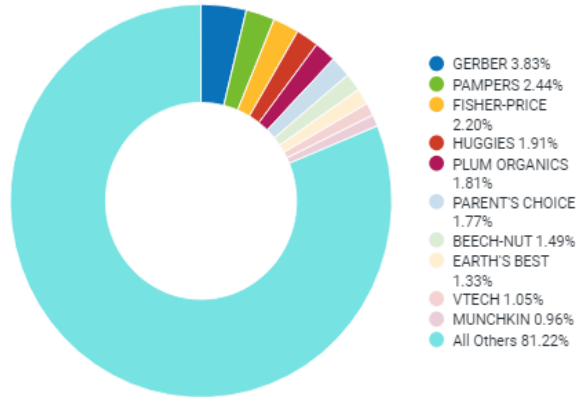
▲ 11.6%

10,235,560,027 Weekly Average

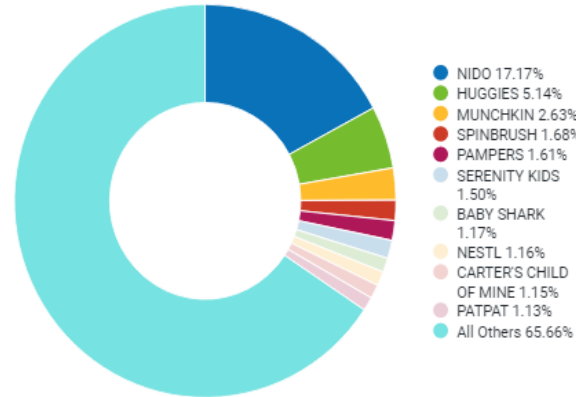
Top-Selling Brands



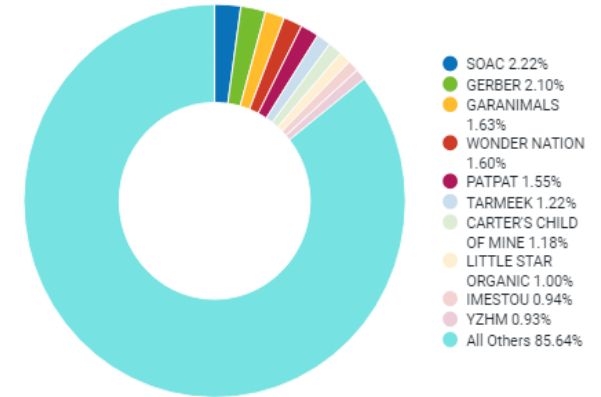
Top Brands in Organic Search



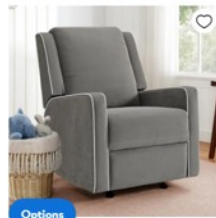
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



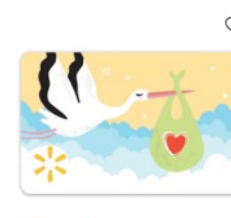
\$259⁹⁸
 Baby Relax Robyn 2-in-1 Rocker Recliner Chair, Gray Linen
 ★★★★★ 974



\$229⁰⁰
 Evenflo Omni Plus Modular Travel System with LiteMax Sport Rear-Facing Infant Car Seat, Mylar Gray
 ★★★★★ 309



Now \$118⁹⁹ \$159.99
 Momcozy S12 Pinky Pro Hands Free Breast Pump Wearable, 24mm 2 Pack Electric
 ★★★★★ 493



From \$5.00
 Baby Classic Stork Walmart Gift Card
 ★★★★★ 18



\$19⁹⁷
 Disney Baby Peek-A-Boo Plush, Mickey Mouse, Officially Licensed Kids Toys for Ages 09 Month, Gifts and Presents
 ★★★★★ 128

Market Share Leaders:

NIOXIN



REDKEN
5TH AVENUE NYC

PAUL MITCHELL

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

Brands Observed

9,823

▲ 8% vs Prior Period

Items Observed

94,080

▲ 28% vs Prior Period

Department Summary

Keywords Observed

118,524

▲ 5% vs Prior Period

Sponsorship Activity

▲ 3.8%

18,309,837 Weekly Average

Organic Search Visibility

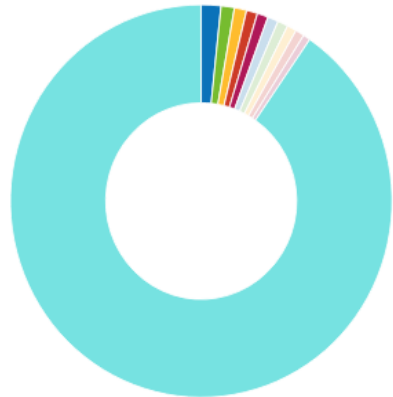
▲ 22.8%

21,803,949,531 Weekly Average

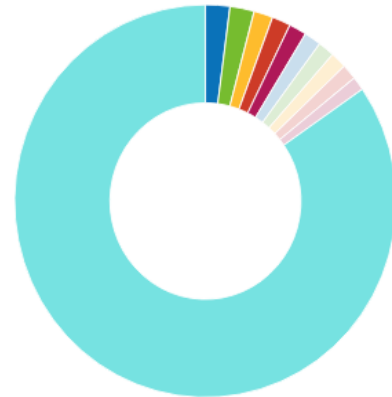
Top-Selling Brands



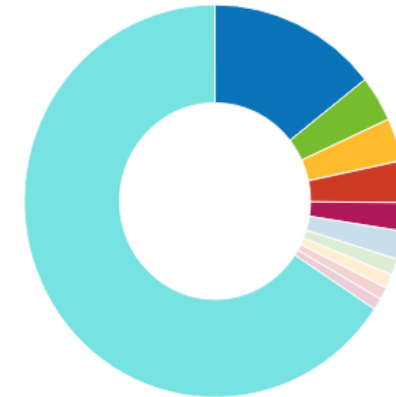
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Now \$27⁹⁹ ~~\$39.00~~
Laura Mercier Loose Setting Powder, Translucent, 1 oz
★★★★☆ 4255



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



Now \$5⁴⁹ ~~\$6.99~~ + \$4.39 shipping
Daylee Naturals Large 60g Eco Mesh Bath Pouch Sponge 4 Pack
★★★★☆ 119



\$16⁹⁹
NatureWell Coconut + MCT Moisturizing Cream (16 Ounce)
★★★★★ 1375



\$84⁹⁹
BabylissPRO Ceramic Xtreme Holiday Prepack
★★★★☆ 4

Market Share Leaders:



GARANIMALS



CAITZR

Brands Observed
17,063
▲ 5% vs Prior Period

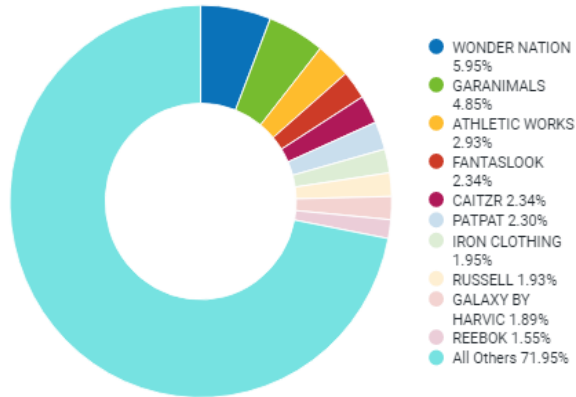
Items Observed
329,242
▲ 22% vs Prior Period

Department Summary
Keywords Observed
207,919
▲ 2% vs Prior Period

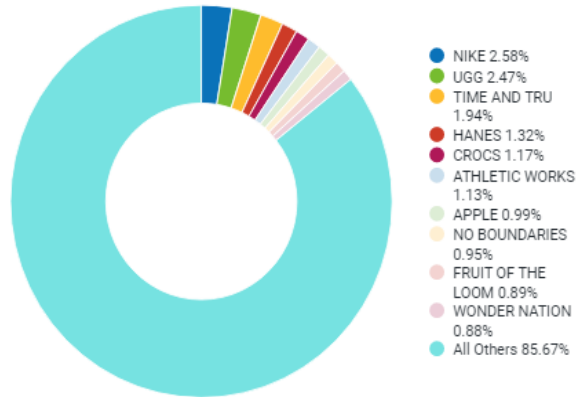
Sponsorship Activity
▲ 19.6%
48,481,545 Weekly Average

Organic Search Visibility
▲ 27.3%
29,318,855,405 Weekly Average

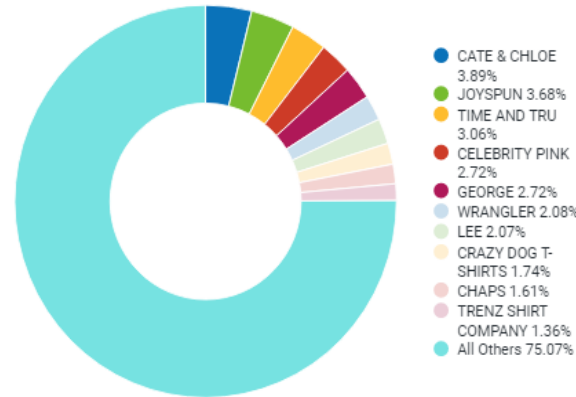
Top-Selling Brands



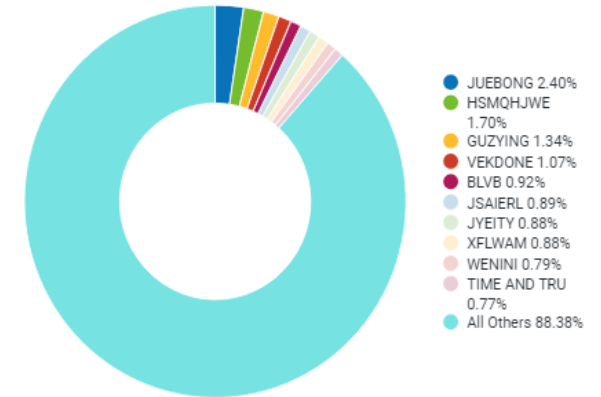
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



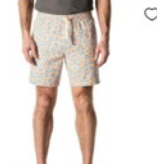
Top-Selling Items:



Options
\$22⁰⁰
Levi's Men's Two-in-One Reversible Casual Belt, Brown/Black
★★★★★ 32



Options
\$19⁹²
Wonder Nation Girls School Uniform Interlock Short Sleeve Polo Shirt, 4-Pack, Sizes 4-18
★★★★★ 307



Options
\$11³³
Options from \$11.33 - \$11.41
IRON Clothing Men's Yukon Stretch Twill Flat Front Short
★★★★★ 23



Options
\$29⁹⁹
Options from \$29.99 - \$30.99
Fantaslook Summer Dresses for Women V Neck Casual Loose Flowy Swing Shift Dress
★★★★★ 143



+ Add
\$26⁹⁹
Amika Perk Up Dry Shampoo 5.30 oz
★★★★★ 61

Market Share Leaders:



Brands Observed
10,930
▲ 3% vs Prior Period

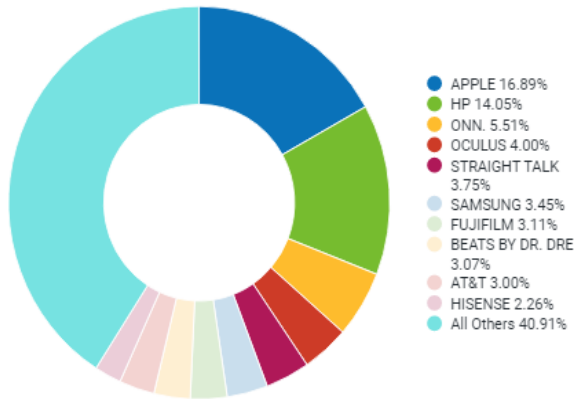
Items Observed
136,914
▲ 16% vs Prior Period

Department Summary
Keywords Observed
114,351
▲ 10% vs Prior Period

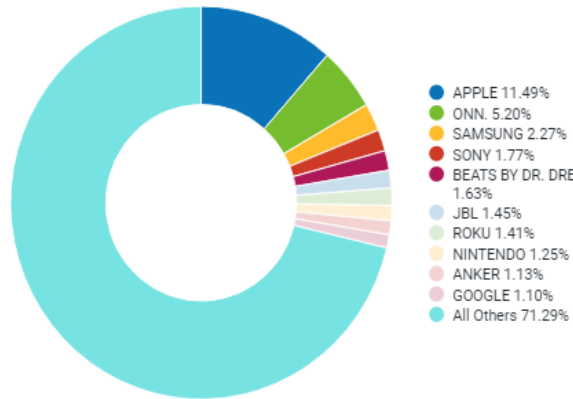
Sponsorship Activity
▲ 5.0%
23,061,892 Weekly Average

Organic Search Visibility
▲ 7.8%
18,296,236,861 Weekly Average

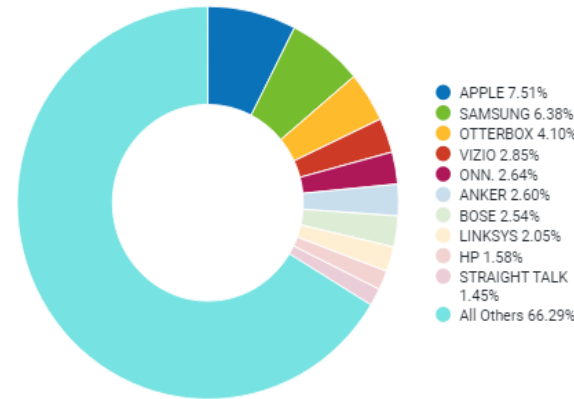
Top-Selling Brands



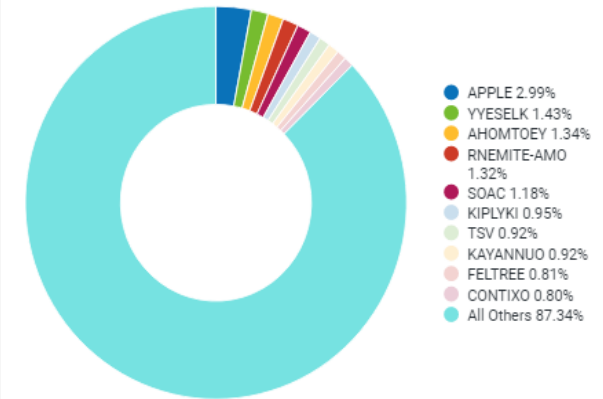
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Now \$249⁰⁰ ~~\$329.00~~
Options from \$249.00 - \$379.00
2021 Apple 10.2-inch iPad Wi-Fi 64GB - Space Gray (9th Generation)
★★★★★ 8394



Now \$13⁹⁸ ~~\$20.99~~
Options from \$13.98 - \$27.96
Fujifilm Instax Mini Twin Film Pack (20 Photos; Film Size of 8.6cm x 5.4cm)
★★★★★ 2232



\$354⁹⁹
More options from \$299.00
Meta Quest 2 - All-in-One Wireless VR Headset - 256GB
★★★★★ 902



Now \$247⁹⁹ ~~\$299.99~~
+ Add
Meta Quest 2 - All-in-One Wireless VR Headset - 128GB
★★★★★ 2422



Now \$99⁹⁵ ~~\$179.00~~
Options from \$99.95 - \$169.99
Beats Solo3 Wireless On-Ear Headphones with Apple W1 Headphone Chip - Black
★★★★★ 3772

Market Share Leaders:



Produce
Unbranded



Brands Observed
11,308
▲ 1% vs Prior Period

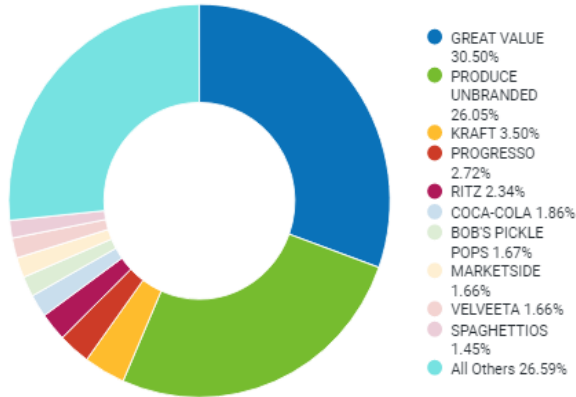
Items Observed
123,006
▲ 2% vs Prior Period

Department Summary
Keywords Observed
112,696
▲ 4% vs Prior Period

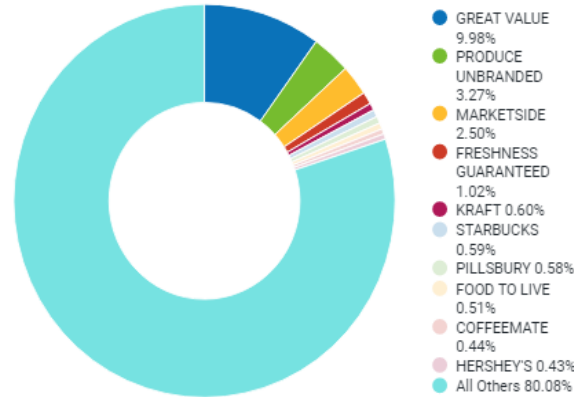
Sponsorship Activity
▼ -0.2%
36,469,013 Weekly Average

Organic Search Visibility
▲ 15.1%
163,936,000,004 Weekly Average

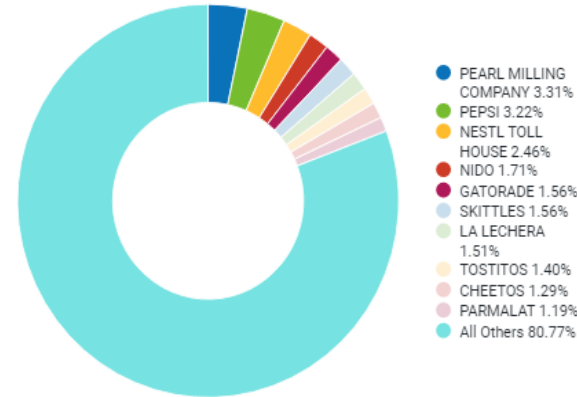
Top-Selling Brands



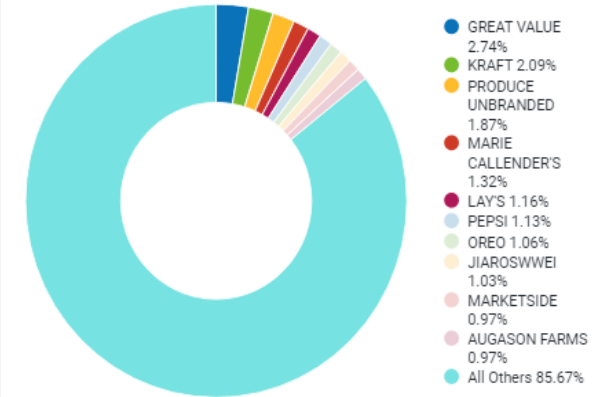
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$0.27 each 58.0 c/lb
Final cost by weight
Fresh Banana Fruit, Each



\$3.47 69.4 c/lb
Russet Potatoes Whole Fresh, 5 lb Bag



\$3.88 32.9 c/oz
RITZ Fresh Stacks Original Crackers, 11.8 oz (8 Stacks)
★★★★★ 102



\$8.72 11.5 c/oz
4 Pack
(4 pack) Progresso Traditional, 99% Fat Free Chicken Noodle Canned Soup, 19 oz.
★★★★★ 117



\$1.25 each \$1.67/lb
Final cost by weight
Fresh Broccoli Crowns, Each

Market Share Leaders:



Brands Observed
12,531
▲ 8% vs Prior Period

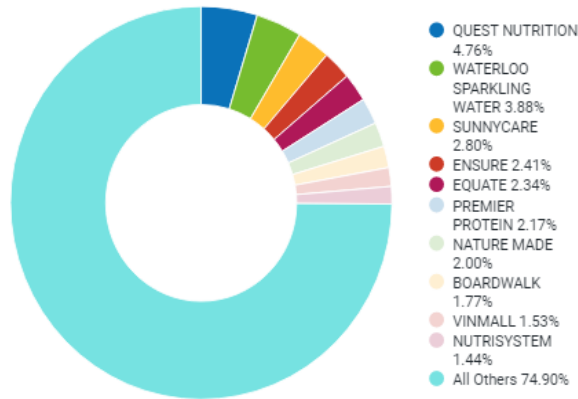
Items Observed
92,541
▲ 9% vs Prior Period

Department Summary
Keywords Observed
187,810
▲ 4% vs Prior Period

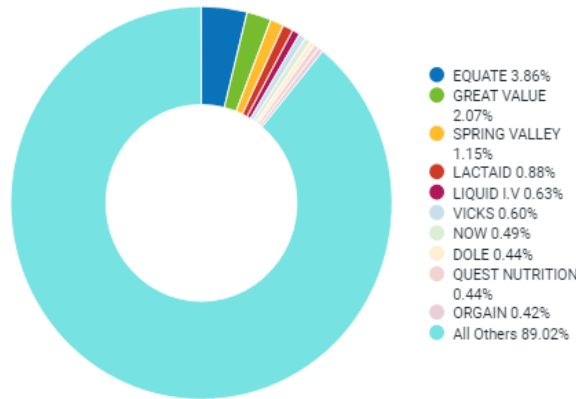
Sponsorship Activity
▲ 3.1%
24,647,119 Weekly Average

Organic Search Visibility
▲ 18.4%
28,553,075,194 Weekly Average

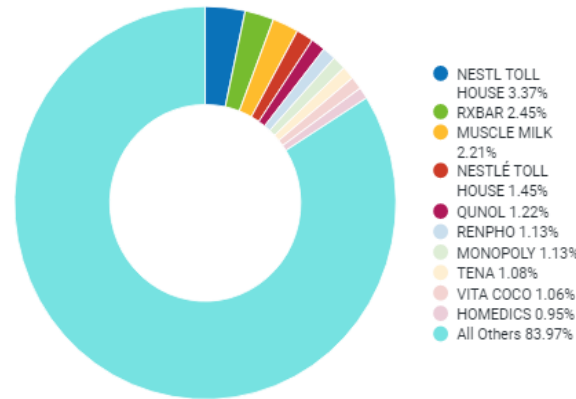
Top-Selling Brands



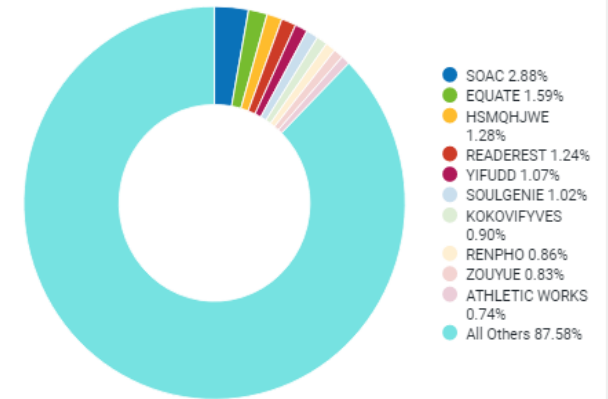
Top Brands in Organic Search



Top Brands in Paid Search



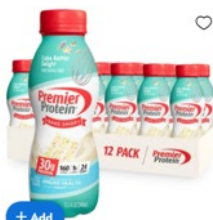
Top-Promoted Brands



Top-Selling Items:



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



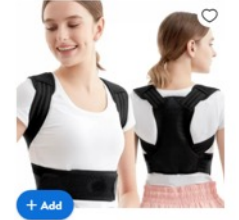
\$29⁹⁸ \$2.61/fl oz
Premier Protein Shake, Cake Batter Delight, 30g Protein, 11.5 fl oz, 12 Count
★★★★★ 641



\$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

25,774

▲ 4% vs Prior Period

Items Observed

379,666

▲ 17% vs Prior Period

Department Summary
Keywords Observed

331,382

▲ 7% vs Prior Period

Sponsorship Activity

▲ 6.4%

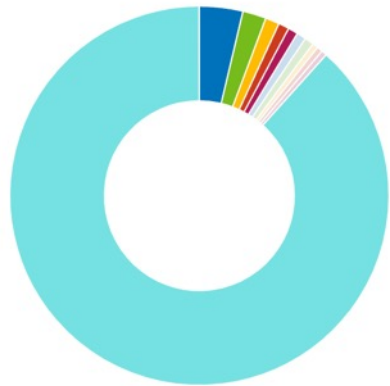
51,894,934 Weekly Average

Organic Search Visibility

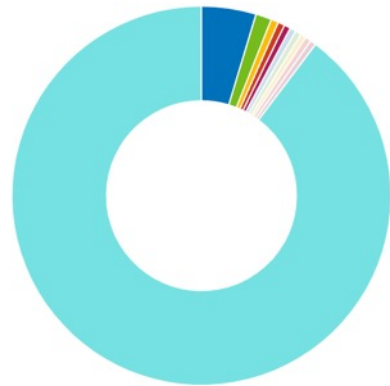
▲ 24.0%

48,927,576,873 Weekly Average

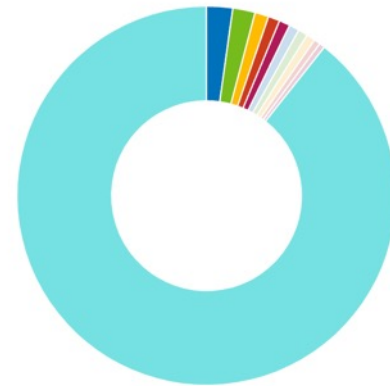
Top-Selling Brands



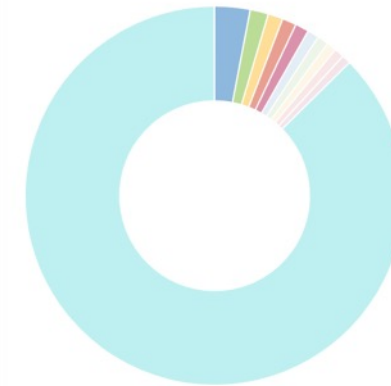
Top Brands in Organic Search



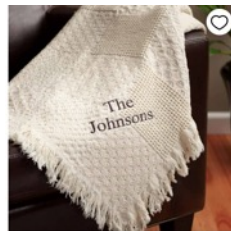
Top Brands in Paid Search



Top-Promoted Brands



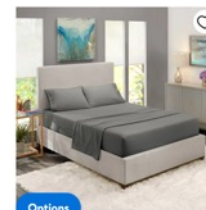
Top-Selling Items:



\$2909
Options from \$29.09 - \$32.95
Personalized Throw - Woven Block Font
★★★★★ 13



\$5500
Options
Mainstays 0.7 cu. ft. Countertop Microwave Oven, 700 Watts, White, New
★★★★★ 7280



Now \$1899 ~~\$6099~~
Options from \$18.99 - \$26.99
Clara Clark Bed Sheets Set, 1800 Series Deep Pocket Soft Microfiber 4 Piece Queen Sheet Sets, Gray
★★★★★ 8590



\$2194
Options from \$9.44
Mainstays Ultra Soft High Quality Microfiber Bed Sheet Set, King, Red Sedona, 4 Piece
★★★★★ 13128



Now \$4599 ~~\$55.99~~
Options from \$34.99
Bare Home Goose Down Alternative Comforter Set - 3 Piece Set - All Seasons - Queen, White
★★★★★ 123

Market Share Leaders:



Brands Observed

18,607

▲ 4% vs Prior Period

Items Observed

207,847

▲ 13% vs Prior Period

Department Summary

Keywords Observed

142,560

▼ -1% vs Prior Period

Sponsorship Activity

▼ -11.2%

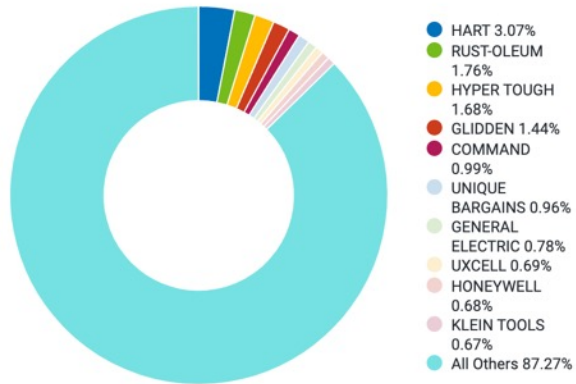
15,789,704 Weekly Average

Organic Search Visibility

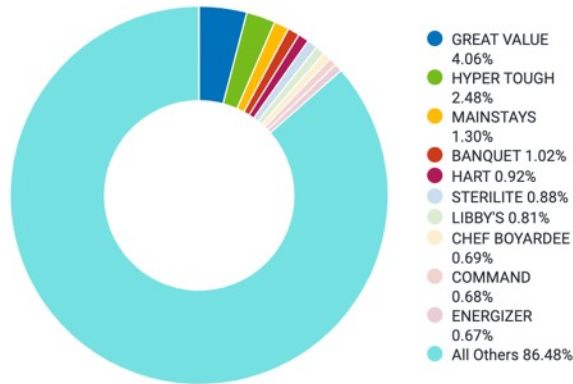
▲ 14.8%

14,411,573,260 Weekly Average

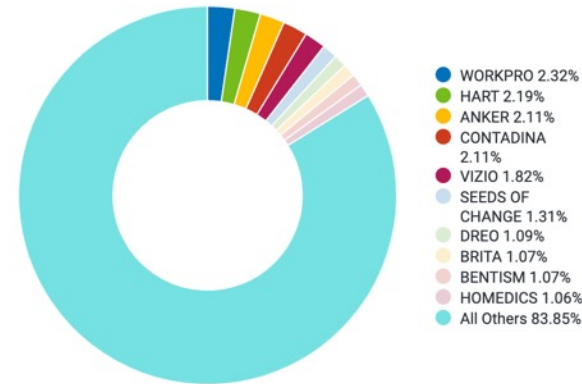
Top-Selling Brands



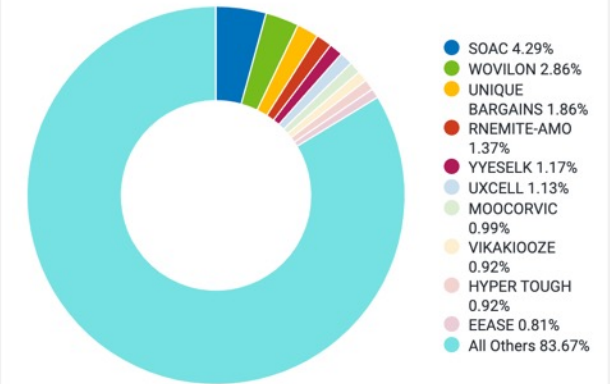
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Options

+2 sizes

Now \$32⁹⁹ \$109⁹⁹

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

★★★★☆ 769



+ Add

Now \$9²⁸ \$14⁵⁹ 44.2 c/ea

Command Small Wire Toggle Hooks, Clear, Damage Free Decorating, 9 Hooks

★★★★☆ 527



Options

\$4⁹⁷ 49.7 c/oz

Options from \$4.97 - \$24.97

COLORSHOT Premium Multi-Surface Gloss Farmers Daughter Spray Paint - 10 oz - Pink

★★★★★ 660



+ Add

\$9⁰⁰

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

★★★★★ 332



Options

+3 sizes

Now \$12⁶⁹ \$17⁴⁴

PUR Faucet Mount Water Filter Replacement, 1-Pack, RF3375-1

★★★★★ 1033

Market Share Leaders:



Brands Observed

4,756

▲ 11% vs Prior Period

Items Observed

38,007

▲ 13% vs Prior Period

Department Summary

Keywords Observed

41,614

▲ 0% vs Prior Period

Sponsorship Activity

▼ -14.6%

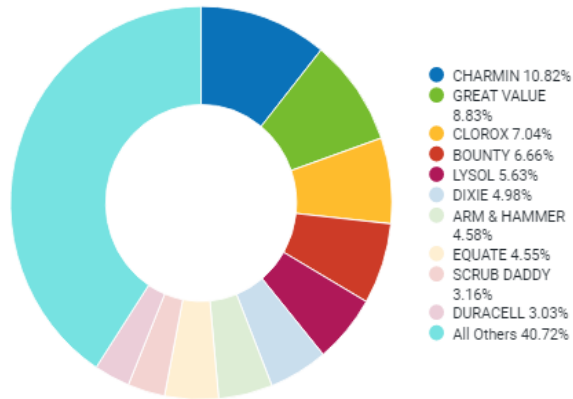
3,857,133 Weekly Average

Organic Search Visibility

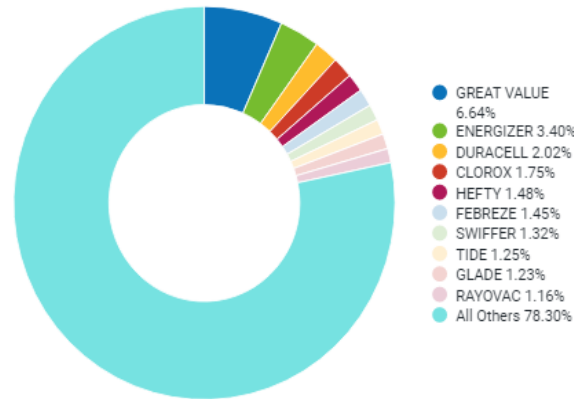
▼ -0.4%

5,369,677,530 Weekly Average

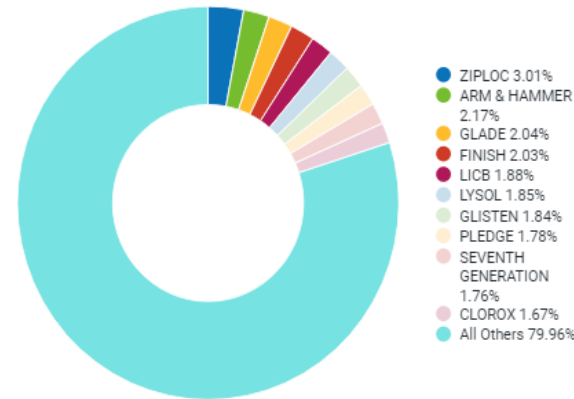
Top-Selling Brands



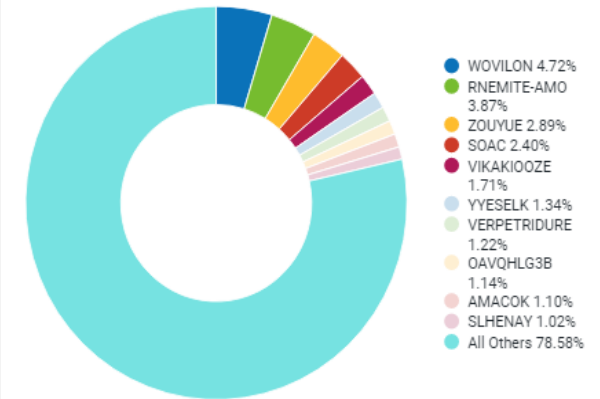
Top Brands in Organic Search



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
 ★★★★★ 16898



\$4⁹⁷ \$3.45/100 ct
 Equate Fragrance Free Flushable Wipes, 3 Resealable Packs (144 Total Wipes)
 ★★★★★ 1768



\$16⁹⁴ \$2.09/100 ct
 Bounty Select-a-Size Paper Towels, 6 Triple Rolls, White
 ★★★★★ 13846



\$6⁹⁷ \$2.58/per 100 count
 Bounty Select-a-Size Paper Towels, 2 Triple Rolls, White
 ★★★★★ 9971



\$8³⁷ 62.3 ¢/100 ct
 Charmin Ultra Soft Toilet Paper 6 Mega Rolls, 224 Sheets per Roll
 ★★★★★ 7488

Market Share Leaders:



Brands Observed
11,743
▲ 4% vs Prior Period

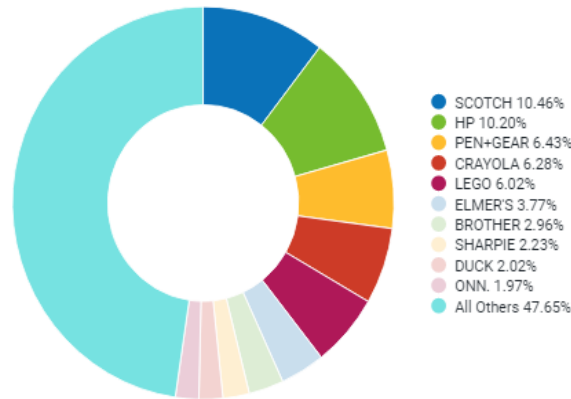
Items Observed
128,266
▲ 14% vs Prior Period

Department Summary
Keywords Observed
170,064
▲ 13% vs Prior Period

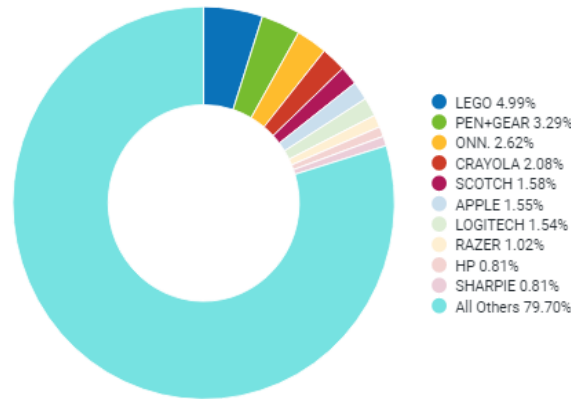
Sponsorship Activity
▼ -3.8%
15,868,461 Weekly Average

Organic Search Visibility
▲ 18.6%
9,195,011,490 Weekly Average

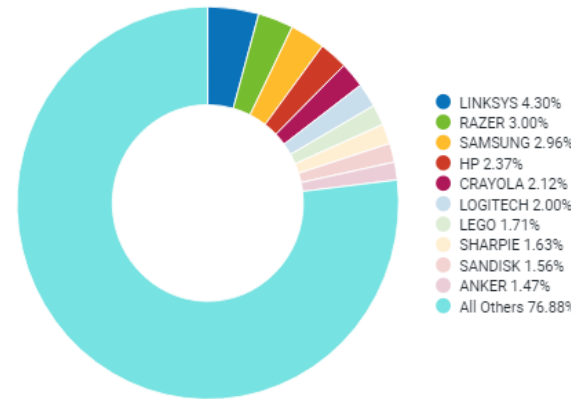
Top-Selling Brands



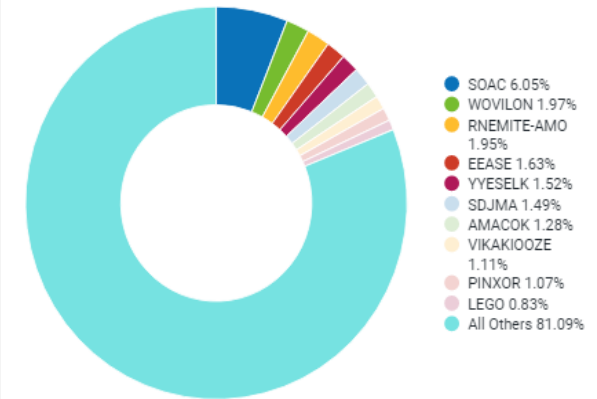
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$3.97 4.9 c/ft
Scotch Magic Tape Dispenser, in. x 325 in., 3 Dispenser
★★★★★ 2163

\$5.52
Options from \$5.52 - \$49.97
Pen+Gear Copy Paper, 8.5" x 11", 92 Bright, White, 20 lb., 1 Ream (500 Sheets)
★★★★★ 12545

\$14.88
Options
Wonder Sphere Magic Hover Ball- Blue Color- Skill Level Easy- STEM Certified
★★★★★ 787

\$35.89
Options
HP 65 Ink Cartridges - Black, Tri-color, 2 Cartridges (TOA36AN)
★★★★★ 2477

Now \$8.98 \$9.98 5.4 c/ft
Scotch Magic Tape, Invisible, 4 Tape Rolls With Dispensers
★★★★★ 1843

Market Share Leaders:



CURRENT

GENERIC



Brands Observed

8,493

▲ 2% vs Prior Period

Items Observed

113,262

▲ 4% vs Prior Period

Department Summary

Keywords Observed

163,149

▲ 2% vs Prior Period

Sponsorship Activity

▼ -27.3%

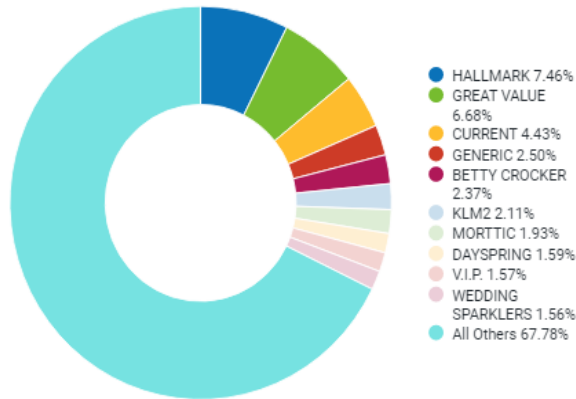
8,507,079 Weekly Average

Organic Search Visibility

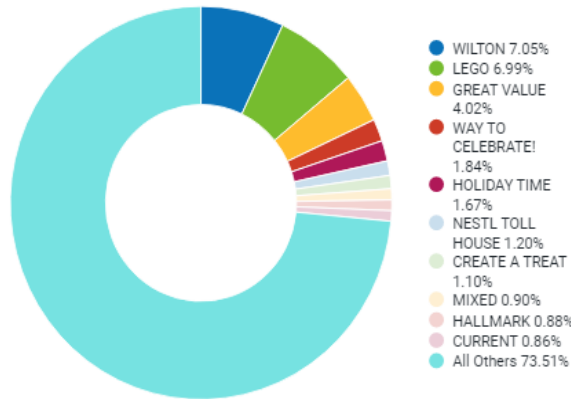
▲ 21.8%

8,656,813,536 Weekly Average

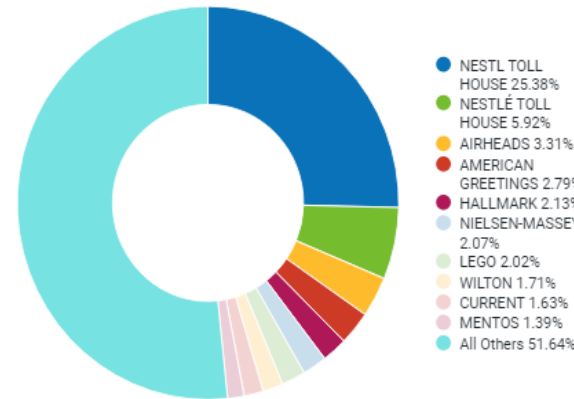
Top-Selling Brands



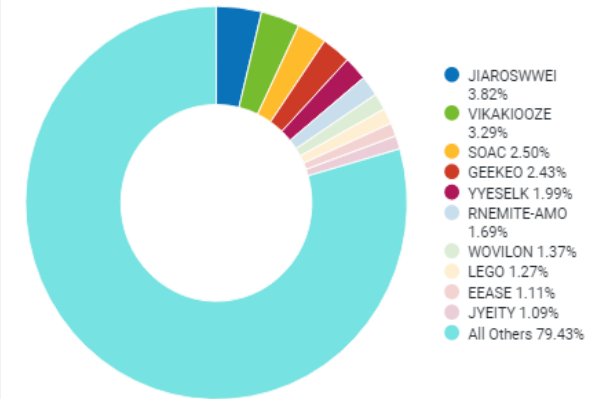
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



2 Pack

\$3⁴⁸ 14.5 c/oz
 (2 pack) Betty Crocker Gluten Free Whipped Fluffy White Frosting, 12 oz.
 ★★★★★ 180



3 Pack

\$5⁹⁴ 46.0 c/oz
 (3 pack) Great Value Fluffy Purple Decorating Icing, 4.25 oz
 ★★★★★ 4



\$11⁹⁹
 More options from \$9.72
 Morttice Meteor Shower Lights, Outdoor Falling Rain Lights 12 inch 8 Tube 192 LED Snow Falling Icicle Cascading...
 ★★★★★ 9



Options

Now \$18⁸⁹ \$26.99
 Options from \$18.89 - \$22.99
 Superhero Bodysuit Costume Cosplay Costume for Kids Adults One-Piece Cosplay Jumpsuits Set
 ★★★★★ 12



3 Pack

\$5⁹⁴ 46.6 c/oz
 (3 pack) Great Value Yellow Decorating Icing, 4.25 Oz
 ★★★★★ 4

Market Share Leaders:



Brands Observed
12,976
▲ 3% vs Prior Period

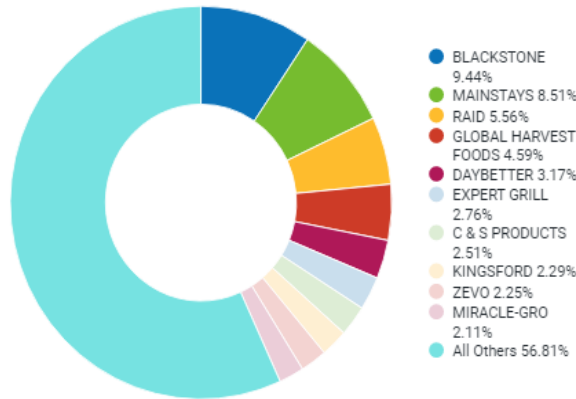
Items Observed
157,413
▲ 8% vs Prior Period

Department Summary
Keywords Observed
78,790
▼ -2% vs Prior Period

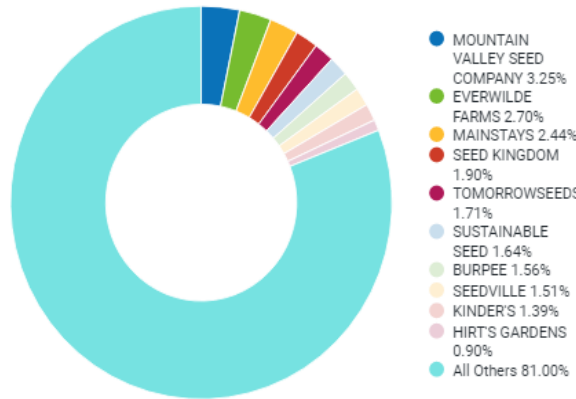
Sponsorship Activity
▼ -10.2%
6,857,662 Weekly Average

Organic Search Visibility
▲ 3.0%
5,605,419,421 Weekly Average

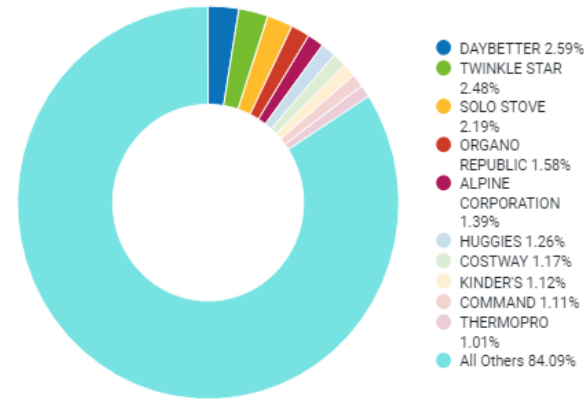
Top-Selling Brands



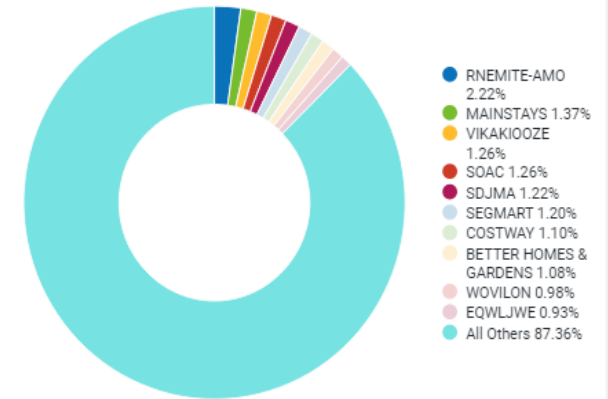
Top Brands in Organic Search



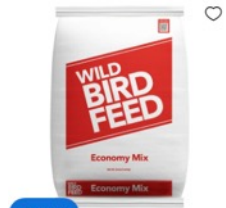
Top Brands in Paid Search



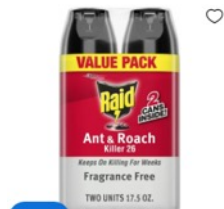
Top-Promoted Brands



Top-Selling Items:



\$10⁸⁸ \$4.4 c/lb
More options from \$8.24
Economy Mix Wild Bird Feed, Value Bird Seed Blend, Dry, 20 lb. Bag
★★★★★ 8190



\$9⁴⁶ \$1.58/ea
Raid® Ant & Roach Killer 26, Fragrance-Free Bug Spray, 17.5 fl oz, 2 ct
★★★★★ 2862



Now \$12⁹⁹ \$20.99
Options from \$12.99 - \$34.99
DAYBETTER Led Strip Lights, 100ft Light Strips with App Control Remote, 12V 5050 RGB Led Lights for Bedroo...
★★★★☆ 1542



\$9⁹⁷ \$1.53/oz
Blackstone Griddle Seasoning and Cast Iron Conditioner - 1 Piece
★★★★★ 1091



Now \$54⁸⁸ \$63.48
Mainstays Steel Folding Chair (4 Pac) Black
★★★★★ 1313

Market Share Leaders:



Brands Observed

8,025

▲ 12% vs Prior Period

Items Observed

70,988

▲ 25% vs Prior Period

Department Summary

Keywords Observed

74,189

▲ 3% vs Prior Period

Sponsorship Activity

▲ 7.2%

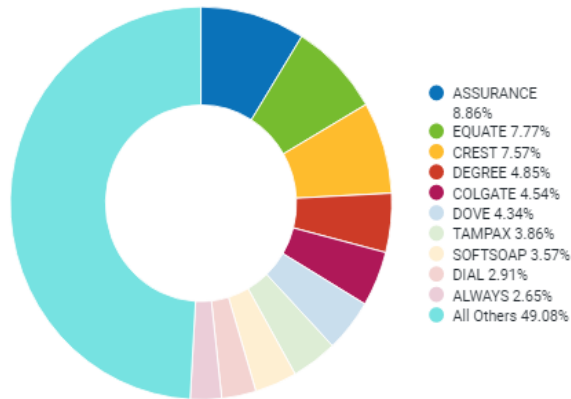
12,108,733 Weekly Average

Organic Search Visibility

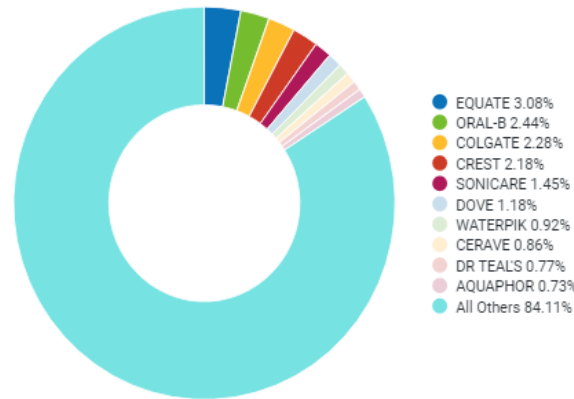
▲ 21.2%

14,214,986,940 Weekly Average

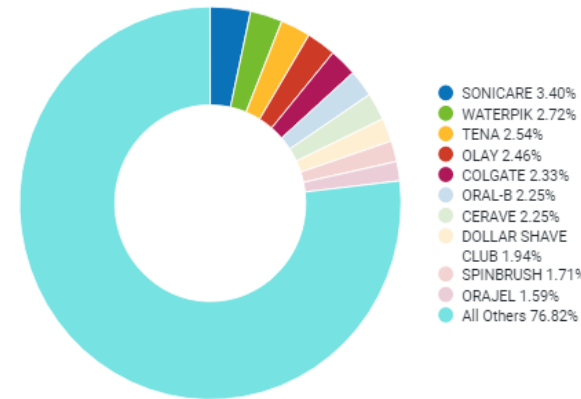
Top-Selling Brands



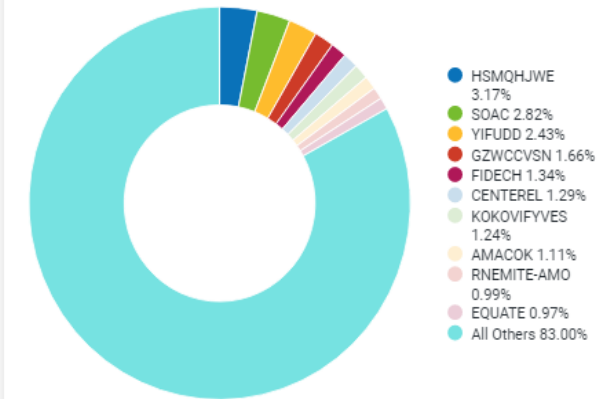
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$13¹² \$2.43/oz
 Degree Long Lasting Antiperspirant Deodorant Stick Twin Pack, Cool Rush, 2.7 oz
 ★★★★★ 3043



\$5⁴⁷ 30.4 ¢/oz
 Colgate Cavity Protection Toothpaste, Great Regular Flavor, 6 Oz, 3 Pack
 ★★★★★ 4026



\$12⁹⁷ \$114/ounces
 More options from \$3.97
 Crest 3D White Advanced Radiant Mint Toothpaste, 3.8 oz, 3 Count
 ★★★★★ 14485



\$23²⁷ 43.3 ¢/ea
 More options from \$10.47
 Assurance Women's Incontinence & Postpartum Underwear, XL, Maximum Absorbency (54 Count)
 ★★★★★ 419



\$6⁴⁷ 6.7 ¢/ea
 Options from \$6.47 - \$9.97
 Assurance Premium Disposable Washcloths, XL (96 Count)
 ★★★★★ 10565

Market Share Leaders:



HOMGARDEN



Brands Observed

7,962

▼ -3% vs Prior Period

Items Observed

80,308

▲ 9% vs Prior Period

Department Summary

Keywords Observed

49,845

▲ 2% vs Prior Period

Sponsorship Activity

▼ -10.0%

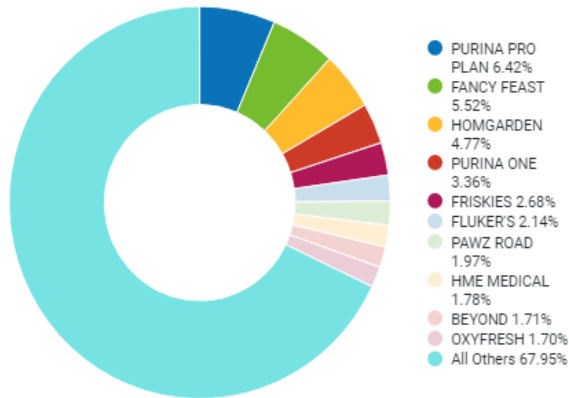
8,864,520 Weekly Average

Organic Search Visibility

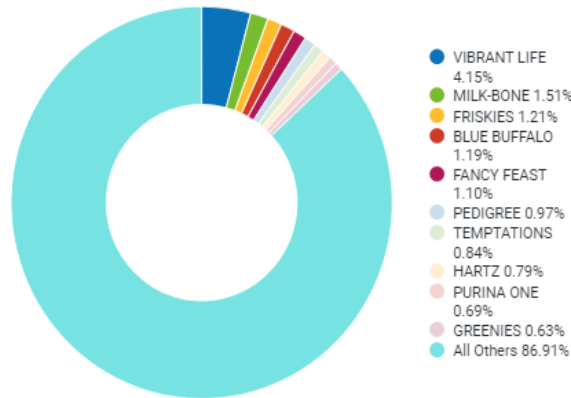
▲ 7.6%

5,217,241,953 Weekly Average

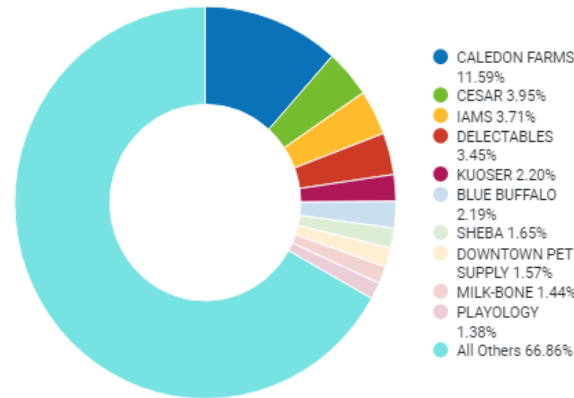
Top-Selling Brands



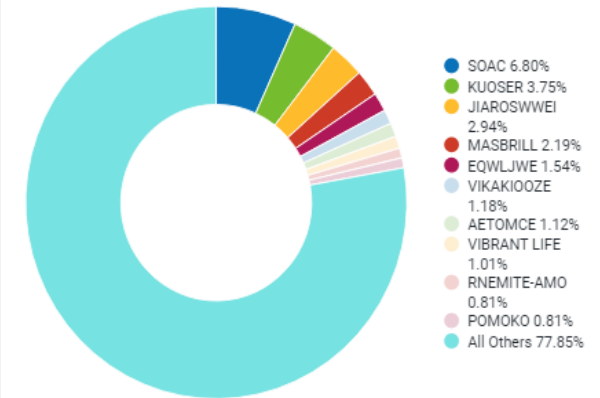
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$17⁹⁵

Oxyfresh Premium Dog Water Additive: Best Way to Eliminate Dog Bad Breath - Dog Breath Freshener & Fights Tartar ...

★★★★★ 32



+ Add

\$10⁰⁸

Safe-Guard Canine Dewormer

★★★★★ 61



+ Add

\$6⁴⁹ 6.8 c/oz

Fluker's Hermit Beach Sand Substrate

★★★★★ 43



+ Add

Now \$61⁹⁹ \$81.99

HomGarden 42 Foldable Large Dog Crate Kennel Double Door Steel Dog Cage, Black

★★★★★ 31



+ Add

Now \$15⁹⁰ \$28.99

Artificial Grass Puppy Pad for Dogs and Small Pets ? Reusable Potty-Training Pad with Tray ? Dog Housebreaking...

★★★★★ 78

Market Share Leaders:



Brands Observed

459

▲ 0% vs Prior Period

Items Observed

2,678

▲ 7% vs Prior Period

Department Summary

Keywords Observed

22,292

▲ 12% vs Prior Period

Sponsorship Activity

▼ -10.9%

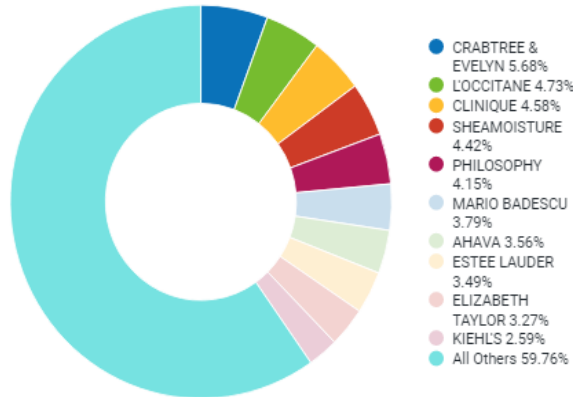
632,170 Weekly Average

Organic Search Visibility

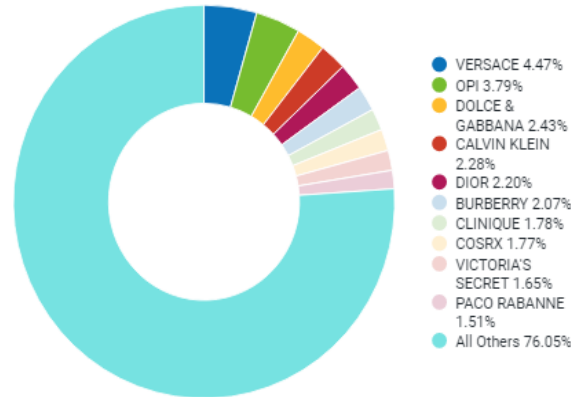
▲ 27.0%

2,047,031,672 Weekly Average

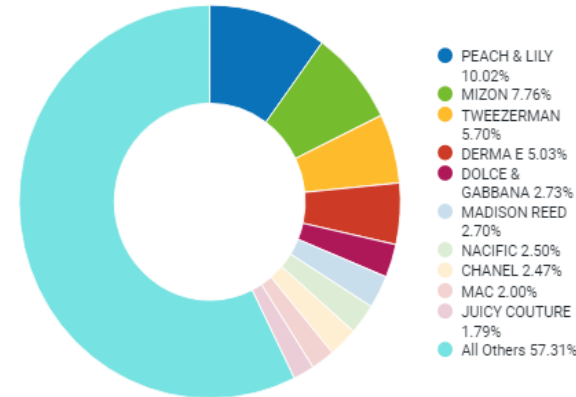
Top-Selling Brands



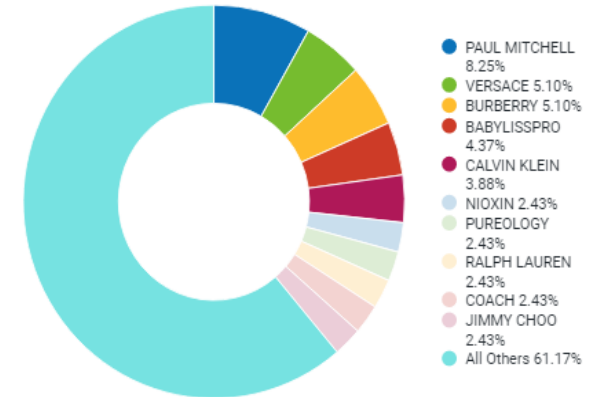
Top Brands in Organic Search



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 \$18⁰⁰ \$22.00
 Crabtree & Evelyn Gardeners Ultra-Moisturising Hand Therapy Hand Cream for Women, 3.5 Oz
 ★★★☆☆ 2



Now \$18²¹ \$27.45
 Elizabeth Taylor White Diamonds Body Radiance Perfumed Body Lotion, 6.8 Fl Oz
 ★★★★★ 43



Now \$40⁰⁰ \$50.00
 Crabtree & Evelyn Gardeners Hand Soap Refill Pouch, 34 Fl Oz (Pack of 6)
 ★★★★★ 2924



Now \$29⁹⁷ \$47.99
 simplehuman Lavender Liquid Hand Soap Refill Pouch, 34 Fl Oz (Pack of 6)
 ★★★★★ 2924

Market Share Leaders:



Brands Observed

20,203

▲ 2% vs Prior Period

Items Observed

238,992

▲ 7% vs Prior Period

Department Summary

Keywords Observed

179,165

▲ 4% vs Prior Period

Sponsorship Activity

▲ 1.8%

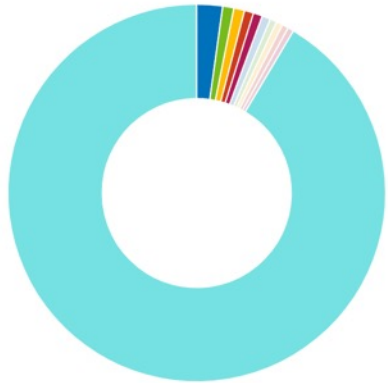
15,417,794 Weekly Average

Organic Search Visibility

▲ 25.9%

14,309,018,010 Weekly Average

Top-Selling Brands



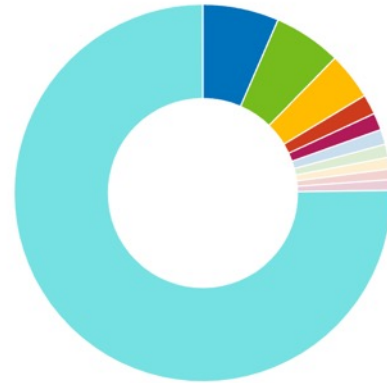
- OZARK TRAIL 2.20%
- COLEMAN 0.97%
- REALTREE 0.92%
- DECATHLON 0.78%
- WILSON 0.77%
- FRANKLIN SPORTS 0.73%
- EDDIE BAUER 0.57%
- ATHLETIC WORKS 0.56%
- RAWLINGS 0.55%
- NIKE 0.51%
- All Others 91.44%

Top Brands in Organic Search



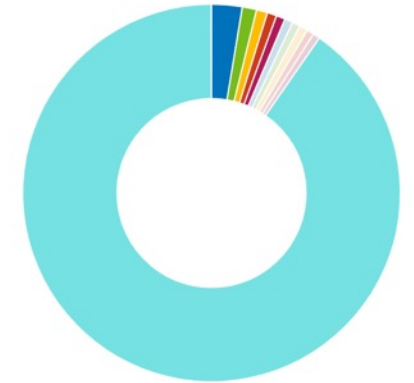
- STANLEY 1.81%
- APPLE 1.68%
- OZARK TRAIL 1.64%
- BARILLA 1.55%
- LIQUID I.V 0.91%
- ATHLETIC WORKS 0.84%
- NIKE 0.84%
- FITBIT 0.76%
- KINDER'S 0.68%
- KIND 0.66%
- All Others 88.64%

Top Brands in Paid Search



- NATURE'S BAKERY 6.53%
- RXBAR 5.80%
- QUAKER 4.04%
- RICE KRISPIES TREATS 1.73%
- LIQUID I.V 1.46%
- REEBOK 1.29%
- COSTWAY 1.14%
- SAMSUNG 0.98%
- GOMACRO 0.91%
- KELLOGG'S NUTRI-GRAIN 0.90%
- All Others 75.22%

Top-Promoted Brands



- SOAC 2.62%
- EQWLJWE 1.22%
- GUZYING 0.94%
- CHARELLA 0.82%
- RNEMITE-AMO 0.75%
- HSMQHJWE 0.70%
- SDJMA 0.70%
- ATHLETIC WORKS 0.69%
- VIKAKIOOZE 0.62%
- KAYANNUO 0.60%
- All Others 90.32%

Top-Selling Items:



+ Add

\$9800

Huffy 24" Rock Creek Girls Mountain Bike for Women, Purple Lilac

★★★★☆ 1109



+ Add

\$9800

Huffy 24" Rock Creek Boys Mountain Bike for Men

★★★★☆ 1052



+ Add

\$22900

Bounce Pro 14ft Trampoline With Enclosure Combo

★★★★☆ 825



Options

\$5500

More options from \$45.00

Bestway Maroon 20" Queen Air Mattress with Built-in Pump

★★★★☆ 7102



+ Add

\$697

Duraflame Firestart Cubes 18-Pack, Fire Starters for Wood or Charcoal

★★★★☆ 307

Market Share Leaders:



Brands Observed
12,863
▲ 3% vs Prior Period

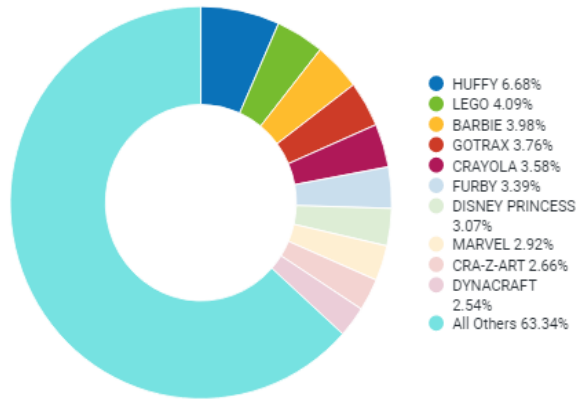
Items Observed
131,475
▲ 13% vs Prior Period

Department Summary
Keywords Observed
215,189
▲ 7% vs Prior Period

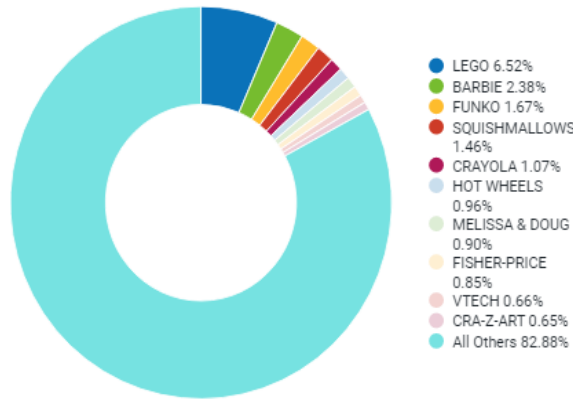
Sponsorship Activity
▲ 7.1%
38,222,170 Weekly Average

Organic Search Visibility
▲ 34.4%
20,804,807,499 Weekly Average

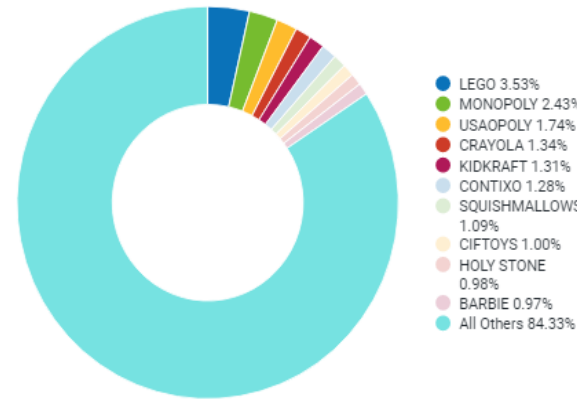
Top-Selling Brands



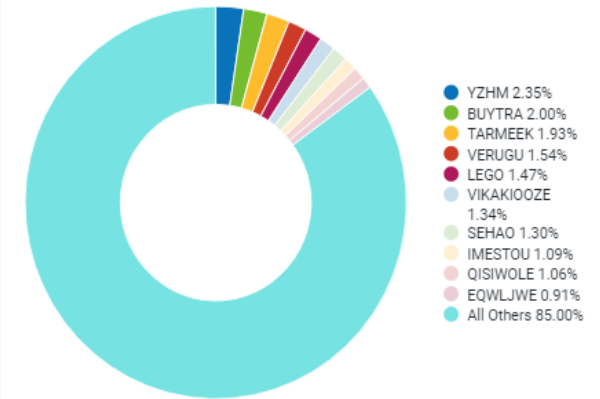
Top Brands in Organic Search



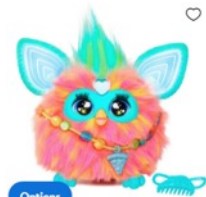
Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Now \$49⁰⁰ ~~\$69.99~~
Furby Coral Plush Voice Activated Interactive Electronic Pet Kids Toy for Boys and Girls Ages 6 and Up
★★★★★ 1032



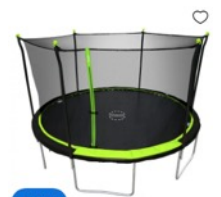
\$98⁰⁰
Huffy 24" Rock Creek Girls Mountain Bike for Women, Purple Lilac
★★★★★ 1034



Now \$8⁹⁹ ~~\$11.99~~
Connect 4 Classic Grid Strategy 4 in a Row Board Game for Kids and Family Ages 6 and Up, 2 Players
★★★★★ 1621



\$98⁰⁰
Huffy 24" Rock Creek Boys Mountain Bike for Men
★★★★★ 1010



Now \$229⁰⁰ ~~\$279.00~~
Bounce Pro 14ft Trampoline With Enclosure Combo
★★★★★ 798

Market Share Leaders:



SONY



Brands Observed

2,532

▲ 5% vs Prior Period

Items Observed

35,647

▲ 5% vs Prior Period

Department Summary

Keywords Observed

51,900

▲ 7% vs Prior Period

Sponsorship Activity

▲ 31.4%

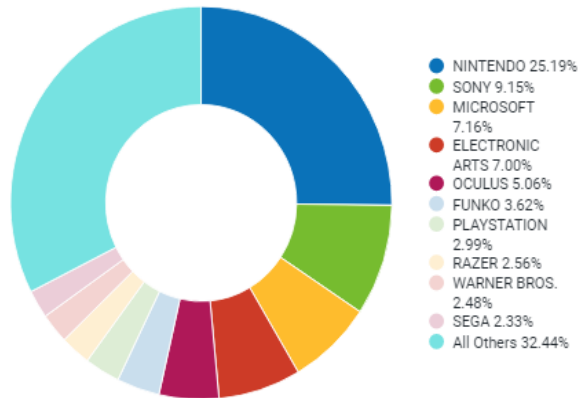
4,448,192 Weekly Average

Organic Search Visibility

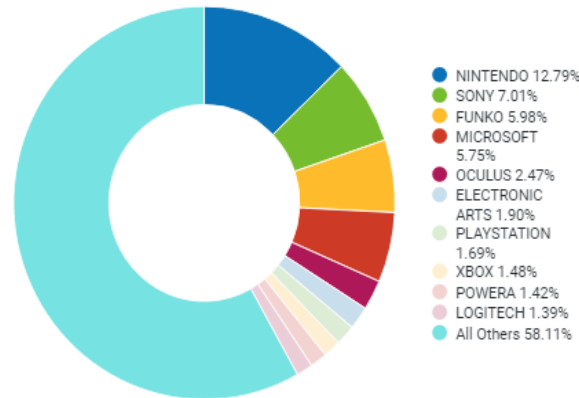
▲ 21.9%

4,889,388,483 Weekly Average

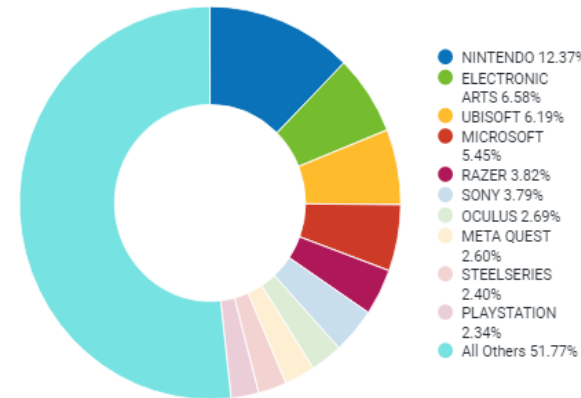
Top-Selling Brands



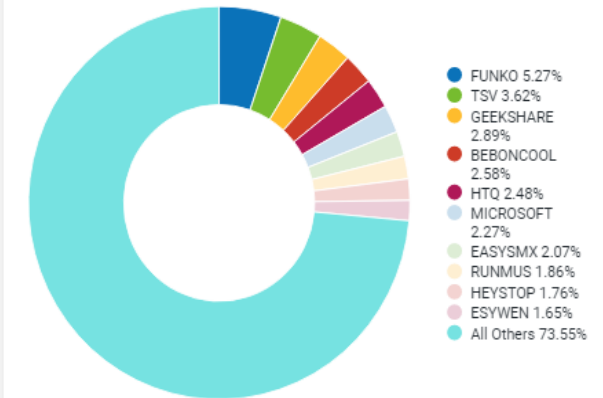
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



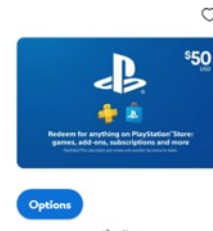
Top-Selling Items:



\$34.97
Options from \$34.97 - \$69.88
Madden NFL 24 - PlayStation 5
★★★★☆ 957



\$354.99
More options from \$299.00
Meta Quest 2 - All-in-One Wireless VR Headset - 256GB
★★★★☆ 902



\$50.00
More options from \$10.00
PlayStation Store \$50 Gift Card [Digital]
★★★★☆ 2934



Now \$249.00 \$299.99
Meta Quest 2 - All-in-One Wireless VR Headset - 128GB
★★★★☆ 2422



Now \$54.95 \$69.99
Options from \$54.95 - \$69.00
The Legend of Zelda: Tears of the Kingdom - Nintendo Switch
★★★★☆ 1604

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HUGE **TIME SAVINGS**



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