




















Digital Grocery Department Performance Report

DECEMBER 2023



 Baking	 Bakery & Bread	 Beverages	 Breakfast & Cereal
 Candy	 Coffee	 Dairy & Eggs	 Deli
Produce Unbranded Fresh Produce	 Frozen Foods	 Meat & Seafood	 Snacks, Cookies & Chips
 Air Fresheners	 Bathroom Supplies	DURACELL Batteries	 Cleaning Supplies
 Laundry	 Paper & Plastic	 Pest Control	

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Report Overview

This report provides a holistic overview of each major grocery 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.

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About Analytic Index

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



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Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



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CROSS-RETAILER VISIBILITY

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Digital Grocery

- Baking..... 1
- Bread & Bakery..... 2
- Beverages..... 3
- Breakfast & Cereal..... 4
- Candy..... 5
- Coffee..... 6
- Dairy & Eggs..... 7
- Deli..... 8
- Fresh Produce..... 9
- Frozen Foods..... 10
- Meat & Seafood..... 11
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Market Share Leaders:



Produce
Unbranded



COUNTRYCROCK

Brands Observed

62

▲ 22% vs Prior Period

Items Observed

208

▲ 19% vs Prior Period

Department Summary

Keywords Observed

53,791

▲ 5% vs Prior Period

Organic Search Visibility

▲ 22.9%

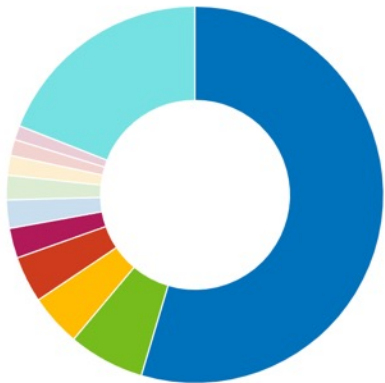
15,180,872,455 Weekly Average

Sponsorship Activity

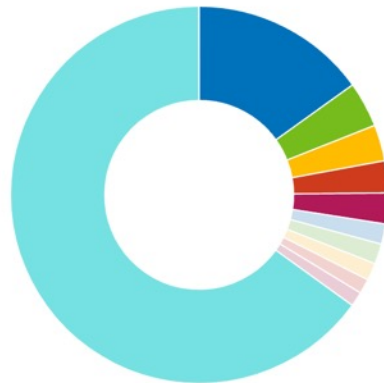
▲ 31.2%

6,322,743 Weekly Average

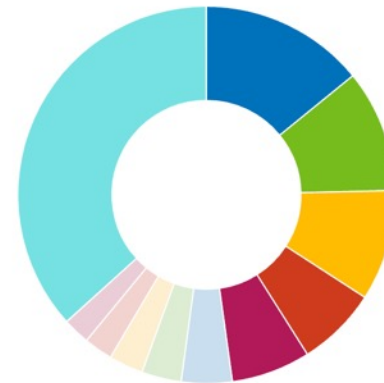
Top-Selling Brands



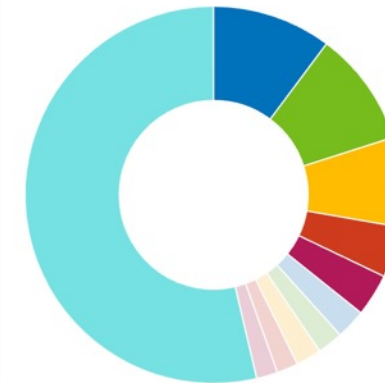
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3²⁴ 81.0 c/lb
Great Value Pure Granulated Sugar, 4 lb
★★★★★ 516



\$4³⁷ 91 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★★ 1683



\$4³⁷ 91 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★★ 1683



\$2²⁴ 14.0 c/oz
Great Value Whole Strawberries, Frozen, 16 oz



\$3⁶⁸ 46.0 c/oz
Great Value Chopped Walnuts, 8 oz

Market Share Leaders:



Brands Observed

41

▲ 5% vs Prior Period

Items Observed

156

▲ 6% vs Prior Period

Department Summary

Keywords Observed

19,162

▲ 9% vs Prior Period

Organic Search Visibility

▲ 17.5%

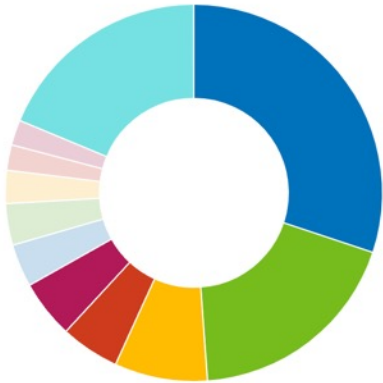
11,935,313,733 Weekly Average

Sponsorship Activity

▼ -17.1%

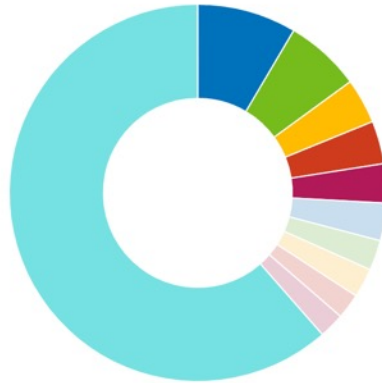
690,480 Weekly Average

Top-Selling Brands



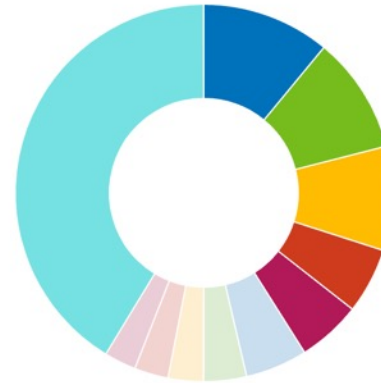
- GREAT VALUE 30.12%
- FRESHNESS GUARANTEED 18.74%
- WAL-MART BAKERY 7.98%
- KING'S HAWAIIAN 5.04%
- NATURE'S OWN 4.98%
- THOMAS' BREAD 3.67%
- MISSION BREAD 3.57%
- LITTLE DEBBIE 2.83%
- GUERRERO 2.18%
- OREO 2.16%
- All Others 18.72%

Top Brands in Organic Search



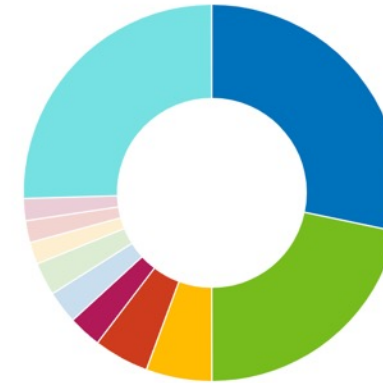
- FRESHNESS GUARANTEED 8.50%
- GREAT VALUE 6.47%
- DAVE'S KILLER BREAD 3.88%
- MISSION BREAD 3.68%
- MARKETSIDE 3.35%
- LITTLE DEBBIE 3.23%
- OROWEAT 2.59%
- OREO 2.51%
- NATURE'S OWN 2.17%
- KING'S HAWAIIAN 2.15%
- All Others 61.48%

Top Brands in Paid Search



- SOLA 11.00%
- OREO 10.02%
- HOSTESS 8.93%
- VEGGIES MADE GREAT 5.63%
- KODIAK 5.47%
- KODIAK CAKES 5.31%
- DAVE'S KILLER BREAD 3.69%
- SIETE FAMILY FOODS 3.02%
- TILLAMOOK 2.91%
- POP-TARTS 2.75%
- All Others 41.29%

Top-Promoted Brands



- OREO 28.30%
- FRESHNESS GUARANTEED 21.70%
- WAL-MART BAKERY 5.66%
- PILLSBURY 4.72%
- SWISS COLONY 2.83%
- OLD EL PASO 2.83%
- OL MEXICAN FOODS 2.83%
- EDWARDS 1.89%
- MRS. FRESHLEY'S 1.89%
- CREATE A TREAT 1.89%
- All Others 25.47%

Top-Selling Items:



\$1.46 7.3 c/oz
Great Value White Round Top Bread Loaf, 20 oz



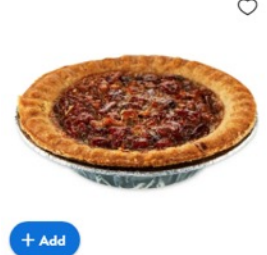
\$1.46 13.3 c/oz
Great Value Hamburger Buns, 8 Count,



\$1.46 13.3 c/oz
Great Value Hot Dog Buns, White, 11 oz, 8 Count



\$1.74 8.7 c/oz
Great Value Honey Wheat Bread, 20 oz



\$0.84 25.8 c/oz
Freshness Guaranteed Mini Pecan Pie, 4 oz

Market Share Leaders:



Brands Observed

76

▲ 6% vs Prior Period

Items Observed

187

▲ 7% vs Prior Period

Department Summary
Keywords Observed

44,321

▲ 5% vs Prior Period

Organic Search Visibility

▲ 28.2%

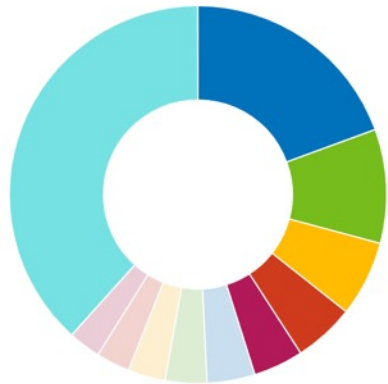
26,129,877,879 Weekly Average

Sponsorship Activity

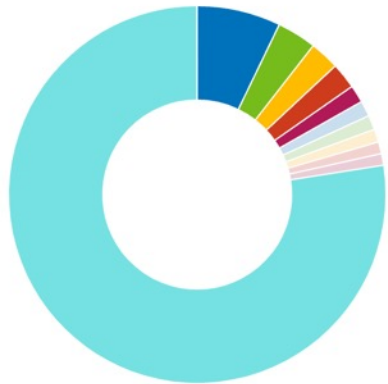
▲ 8.9%

9,975,336 Weekly Average

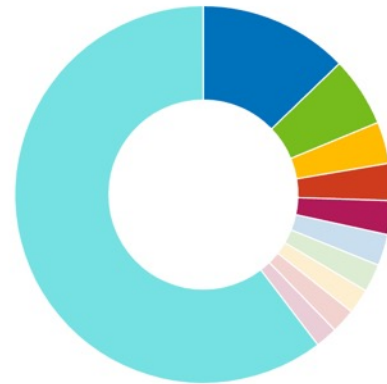
Top-Selling Brands



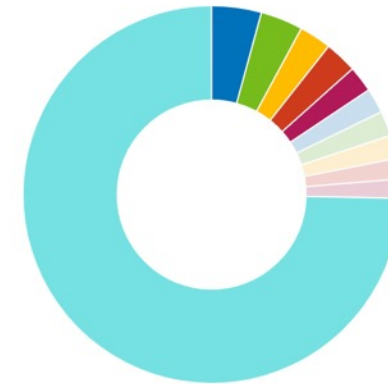
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$5⁶³ 0.8 c/fl oz

Great Value Purified Drinking Water, 16.9 fl oz Bottles, 40 Count

★★★★☆ 8335



+ Add

\$9⁴³ 5.2 c/fl oz

Capri Sun Variety Pack with Fruit Punch, Strawberry Kiwi & Pacific Cooler Juice Box Pouches, 30 ct Box, 6 fl oz...

★★★★☆ 491



+ Add

\$1⁸⁴ 3.1 c/fl oz

Minute Maid Fruit Punch Real Fruit Juice Drink, 59 fl oz Carton

★★★★☆ 1479



+ Add

\$7⁴⁸ 5.2 c/fl oz

Pepsi Cola Soda Pop, 12 oz, 12 Pack Cans

★★★★☆ 3191



+ Add

\$5²⁸ 5.2 c/fl oz

Pepsi Soda, 16.9 Fl Oz, 6 Count

★★★★☆ 3191

Market Share Leaders:



Produce Unbranded



Brands Observed

60

▲ 9% vs Prior Period

Items Observed

223

▲ 24% vs Prior Period

Department Summary

Keywords Observed

32,004

▲ 1% vs Prior Period

Organic Search Visibility

▲ 13.1%

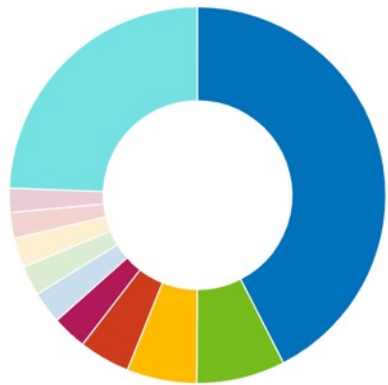
10,128,096,839 Weekly Average

Sponsorship Activity

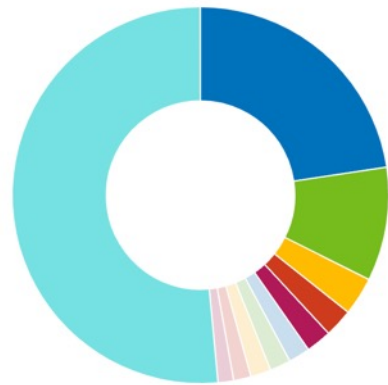
▼ -1.1%

3,941,945 Weekly Average

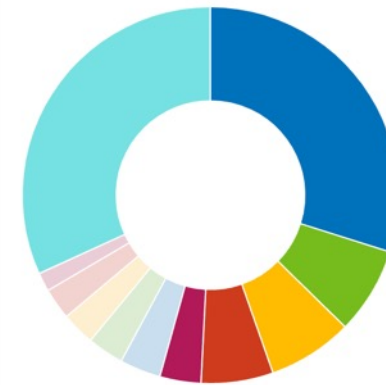
Top-Selling Brands



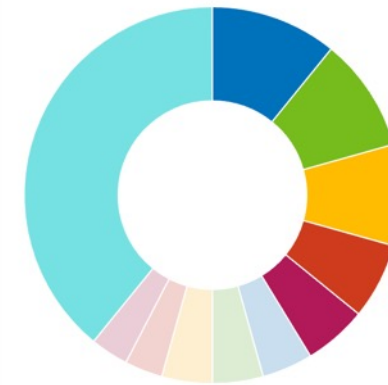
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$4⁹³ 26.2 c/oz
Cinnamon Toast Crunch Breakfast Cereal, Crispy Cinnamon Cereal, Family Size, 18.8 oz
★★★★★ 3556



\$3¹⁶ 19.8 c/oz
Great Value Cinnamon French Toast Slicks, 16 oz (Frozen)



\$3⁵⁷ 2.8 c/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



\$3⁵⁸ 13.8 c/oz
Great Value Shredded Hash Browns, 26 oz Bag (Frozen)



\$1⁹² 9.5 c/oz
Great Value Frosted Strawberry Toaster Pastries, 20.3 oz, 12 Count

Market Share Leaders:



Brands Observed

86

▲ 9% vs Prior Period

Items Observed

213

▲ 25% vs Prior Period

Department Summary

Keywords Observed

40,601

▲ 16% vs Prior Period

Organic Search Visibility

▲ 68.5%

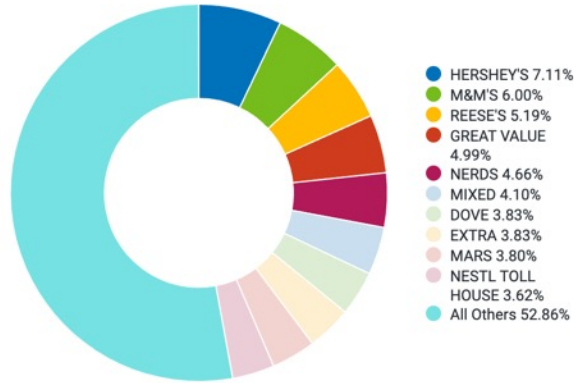
10,246,618,704 Weekly Average

Sponsorship Activity

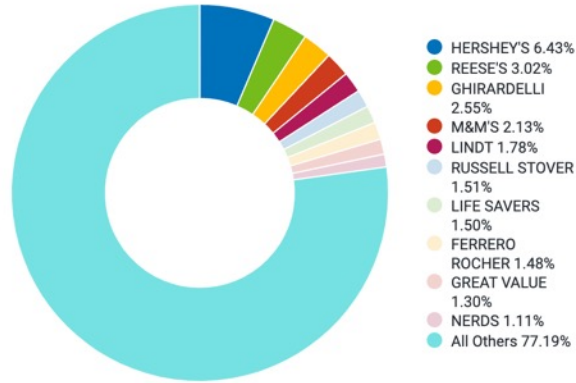
▲ 21.8%

5,314,974 Weekly Average

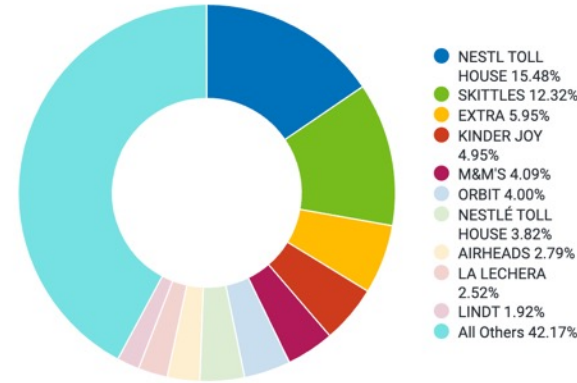
Top-Selling Brands



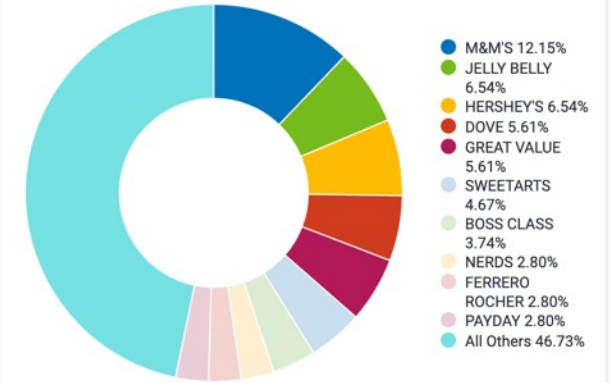
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$512 57.5 c/oz
Snickers, Twix, Milky Way & 3 Musketeers Milk & Dark Chocolates - 30 Ct
★★★★★ 659



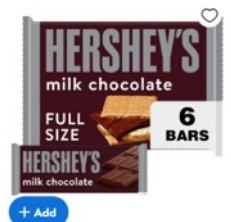
\$262 21.8 c/ounces
Whoppers Malted Milk Balls Candy, Box 12 oz
★★★★★ 791



\$492 \$3.49/oz
(4 pack) Glico Pocky Chocolate - Sticks - Case Of 20 - 1.41 Oz
★★★★★ 188



\$733 45.8 c/oz
Snickers, Twix, Milky Way & More Assorted Chocolate Candy Bar - 50 Ct
★★★★★ 587



\$648 69.7 c/ounces
Hershey's Milk Chocolate Full Size Candy, Bars 1.55 oz, 6 Count
★★★★★ 2801

Market Share Leaders:



Brands Observed

57

▼ -16% vs Prior Period

Items Observed

211

▼ -14% vs Prior Period

Department Summary

Keywords Observed

23,472

▲ 15% vs Prior Period

Organic Search Visibility

▲ 28.1%

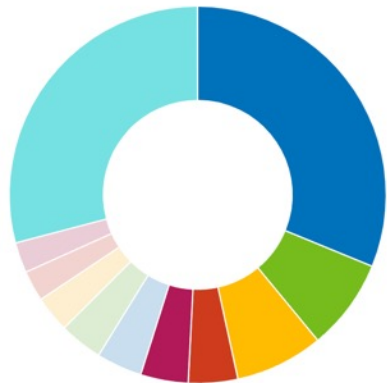
9,979,616,787 Weekly Average

Sponsorship Activity

▲ 5.4%

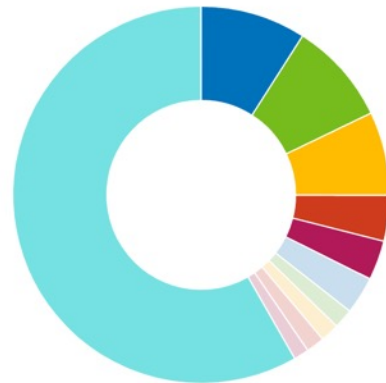
2,580,319 Weekly Average

Top-Selling Brands



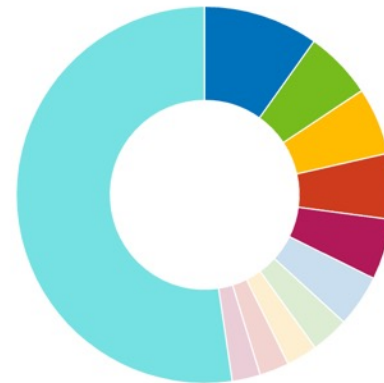
- GREAT VALUE 31.20%
- STOK 7.83%
- FOLGERS 7.56%
- DUNKIN' 4.23%
- LIPTON 4.09%
- INTERNATIONAL DELIGHT 3.91%
- STARBUCKS 3.73%
- COFFEEMATE 3.11%
- ARIZONA 2.64%
- MILO'S 2.60%
- All Others 29.11%

Top Brands in Organic Search



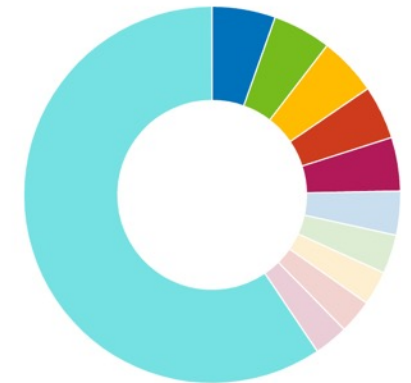
- GREAT VALUE 9.05%
- STARBUCKS 8.83%
- COFFEEMATE 7.17%
- INTERNATIONAL DELIGHT 3.91%
- NESPRESSO 3.40%
- CALIFIA FARMS 3.21%
- TORANI 1.70%
- DUNKIN' 1.60%
- FOLGERS 1.57%
- CAFE BUSTELO 1.30%
- All Others 58.26%

Top Brands in Paid Search



- NESTLÉ 9.86%
- COFFEEMATE 5.83%
- LIPTON 5.76%
- STARBUCKS 5.65%
- MONSTER 5.20%
- NATURAL BLISS 4.48%
- MILO'S 3.25%
- MAXWELL HOUSE 2.65%
- SPLENDA 2.56%
- DON FRANCISCO'S 2.42%
- COFFEE 2.42%
- All Others 52.33%

Top-Promoted Brands



- PEET'S COFFEE 5.44%
- GREEN MOUNTAIN COFFEE 5.02%
- ILLY 5.02%
- DUNKIN' 4.60%
- LAVAZZA 4.60%
- ORIGINAL DONUT SHOP 3.77%
- DEATH WISH COFFEE 3.35%
- BLACK RIFLE COFFEE 2.93%
- COMPANY 2.93%
- KEURIG 2.93%
- ARIZONA 2.93%
- All Others 59.41%

Top-Selling Items:



\$5⁸⁶ 12.2 c/fl oz
 SToK Black, Unsweetened, Medium Roast Arabica-Based Blend Cold Brew Coffee, 48 fl oz Bottle
 ★★★★★ 459



\$5⁸⁶ 12.2 c/fl oz
 SToK Black, Sweetened, Dark Roast Not Too Sweet Arabica-Based Blend Cold Brew Coffee, 48 fl oz Bottle
 ★★★★★ 299



\$4⁶⁷ \$1.26/oz
 Great Value Donut Shop Decaf Ground Coffee Pods, 12 Count
 ★★★★★ 28



\$3²⁰ 24.6 c/oz
 Great Value Extra Creamy Dairy Whipped Topping, 13 oz



\$3²⁰ 24.6 c/oz
 Great Value Original Dairy Whipped Topping, 13 oz

Market Share Leaders:



Brands Observed

40

▲ 11% vs Prior Period

Items Observed

148

▲ 17% vs Prior Period

Department Summary

Keywords Observed

30,865

▲ 9% vs Prior Period

Organic Search Visibility

▲ 14.4%

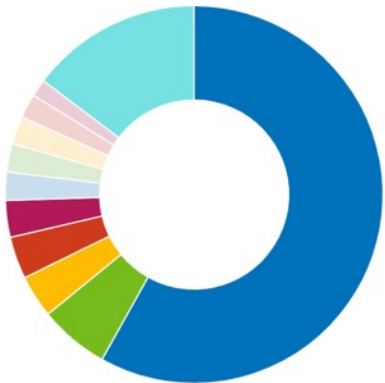
24,633,224,574 Weekly Average

Sponsorship Activity

▲ 29.5%

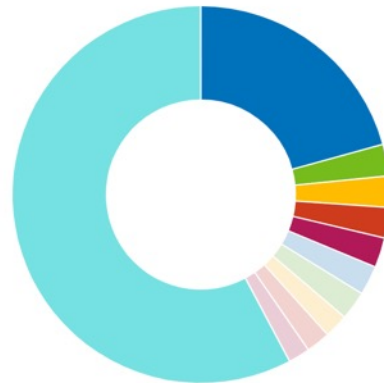
4,234,160 Weekly Average

Top-Selling Brands



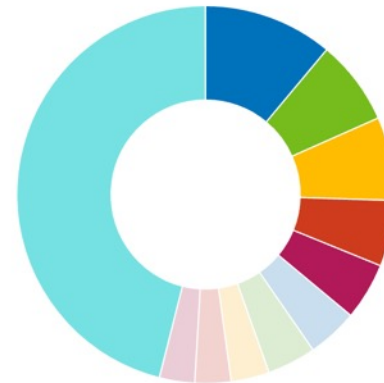
- GREAT VALUE 58.12%
- PILLSBURY 5.97%
- KRAFT 3.67%
- COUNTRY CROCK 3.61%
- NIDO 3.15%
- SARGENTO 2.42%
- DEAN'S 2.40%
- PHILADELPHIA 2.40%
- HORIZON 2.07%
- BLUE DIAMOND 1.49%
- All Others 14.70%

Top Brands in Organic Search



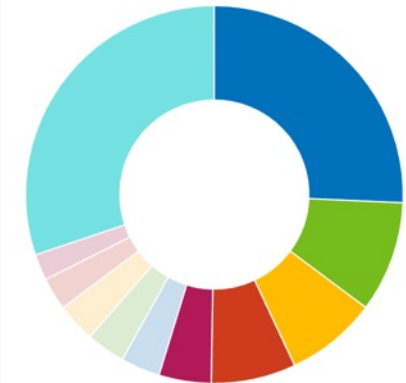
- GREAT VALUE 20.72%
- HORIZON 2.70%
- SILK 2.68%
- CHOBANI 2.60%
- KRAFT 2.57%
- COFFEEMATE 2.51%
- PILLSBURY 2.46%
- SARGENTO 2.07%
- PHILADELPHIA 2.06%
- TILLAMOOK 1.85%
- All Others 57.78%

Top Brands in Paid Search



- NIDO 11.10%
- PARMALAT 7.27%
- NESTLÉ TOLL HOUSE 7.14%
- STONYFIELD FARM 5.65%
- LA LECHERA 4.91%
- OATLY 4.32%
- NESTLÉ TOLL HOUSE 4.19%
- I CAN'T BELIEVE IT'S NOT BUTTER! 3.27%
- NESTLÉ 3.08%
- TILLAMOOK 3.03%
- All Others 46.05%

Top-Promoted Brands



- KRAFT 25.70%
- BREAKSTONE'S 9.50%
- KNUDSEN 7.82%
- CRACKER BARREL 7.26%
- ACTIVIA 4.47%
- REDDI-WIP 3.35%
- BLUE BONNET 3.35%
- PILLSBURY 3.35%
- SILK 2.79%
- VELVEETA 2.23%
- All Others 30.17%

Top-Selling Items:



+ Add

\$3⁵⁷ 2.8 c/fl oz

Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



+ Add

\$3²³ 2.5 c/fl oz

Great Value 2% Reduced Fat Milk, 128 Fl Oz



+ Add

\$2³⁴ 14.6 c/oz

Dean's, French Onion Dip, 16 oz Tub



+ Add

\$2²² 27.8 c/oz

Great Value Finely Shredded Colby Jack Cheese, 8 oz



+ Add

\$5²³ 32.7 c/oz

Philadelphia No Preservatives Original Cream Cheese 8 oz, 2 Count

Market Share Leaders:



Brands Observed

52

▲ 13% vs Prior Period

Items Observed

160

▲ 38% vs Prior Period

Department Summary

Keywords Observed

31,399

▲ 0% vs Prior Period

Organic Search Visibility

▲ 13.8%

15,693,273,876 Weekly Average

Sponsorship Activity

▼ -6.0%

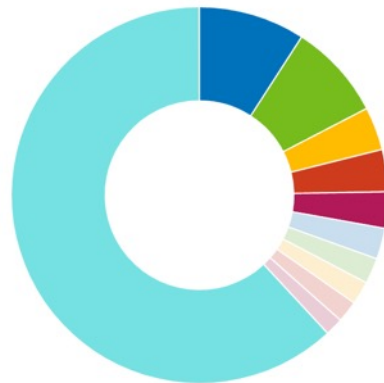
1,600,963 Weekly Average

Top-Selling Brands



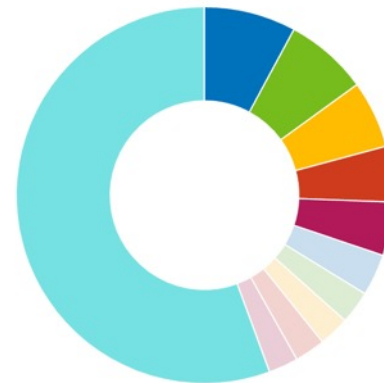
- GREAT VALUE 15.54%
- HILLSHIRE FARM 8.83%
- BAR-S 8.79%
- SMUCKER'S 5.89%
- JOHNSONVILLE 4.74%
- PRODUCE UNBRANDED 3.78%
- OSCAR MAYER 3.64%
- HOT POCKETS 3.54%
- FRESHNESS GUARANTEED 3.50%
- TYSON 3.01%
- All Others 38.74%

Top Brands in Organic Search



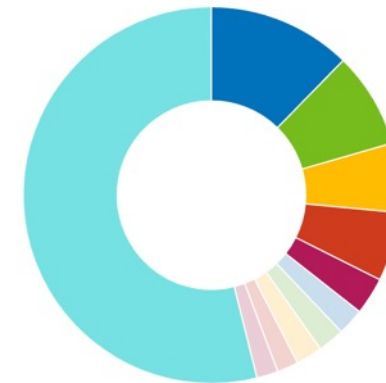
- MARKETSIDE 9.13%
- GREAT VALUE 8.26%
- HILLSHIRE FARM 3.71%
- OSCAR MAYER 3.62%
- PRODUCE UNBRANDED 3.12%
- FRESHNESS GUARANTEED 2.66%
- PRIMA DELLA 2.22%
- HORMEL 1.99%
- JIMMY DEAN 1.86%
- BELGIOIOSO 1.86%
- All Others 1/2

Top Brands in Paid Search



- JOS OL 7.89%
- SMUCKER'S 7.13%
- HILLSHIRE FARM 5.80%
- STOUFFER'S 4.77%
- AIRHEADS 4.60%
- PRESIDENT CHEESE 3.59%
- GALBANI 2.83%
- CAMPBELL'S CONDENSED 2.63%
- APPLGATE 2.62%
- JACK DANIEL'S 2.53%
- All Others 55.62%

Top-Promoted Brands



- GREAT VALUE 12.33%
- MARKETSIDE 8.22%
- OSCAR MAYER 5.94%
- ECKRICH 5.94%
- BOB EVANS 3.20%
- FRESHNESS GUARANTEED 2.28%
- PRODUCE UNBRANDED 2.28%
- KIHOUT 2.28%
- SMITHFIELD 1.83%
- HEALTHY CHOICE 1.83%
- All Others 53.88%

Top-Selling Items:



+ Add

\$118 \$1.57/lb
Bar S Classic Franks, 12 oz, 8 Count



+ Add

\$696 \$4.27/lb
Tyson Fully Cooked and Breaded Chicken Patties, 1.62 lb Bag (Frozen)



+ Add

\$186 37.2 c/ea
Great Value Cheese Dip & Breadsticks Snacks, 1 oz, 5 Count
★★★★☆ 219



+ Add

\$1424 26.4 c/oz
Hot Pockets Frozen Snacks, Pepperoni Pizza, 12 Regular Sandwiches (Frozen)



+ Add

\$148 \$1.48/lb
Bar-S Classic Jumbo Franks Hot Dogs, 8 Franks per Package, 1 lb Pack

Market Share Leaders:

Produce
Unbranded



Fresh
Produce

Brands Observed

48

▼ -28% vs Prior Period

Items Observed

167

▼ -12% vs Prior Period

Department Summary
Keywords Observed

14,821

▼ -2% vs Prior Period

Organic Search Visibility

▲ 10.9%

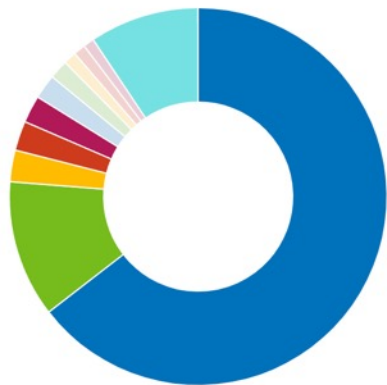
13,134,591,001 Weekly Average

Sponsorship Activity

▼ -45.3%

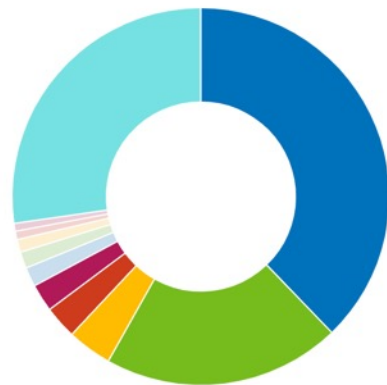
221,571 Weekly Average

Top-Selling Brands



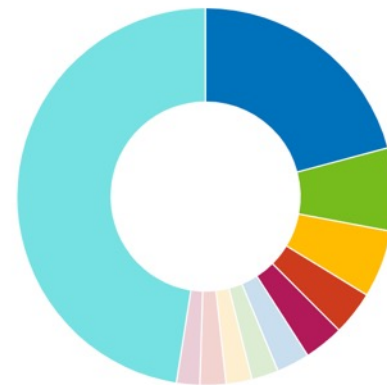
- PRODUCE UNBRANDED 64.54%
- MARKETSIDE 11.73%
- BOLTHOUSE FARMS 2.70%
- SPICE WORLD 2.53%
- FRESH PRODUCE 2.34%
- FIELDPACK UNBRANDED 2.11%
- FIELD PACK UNBRANDED 1.63%
- FRESHNESS GUARANTEED 1.11%

Top Brands in Organic Search



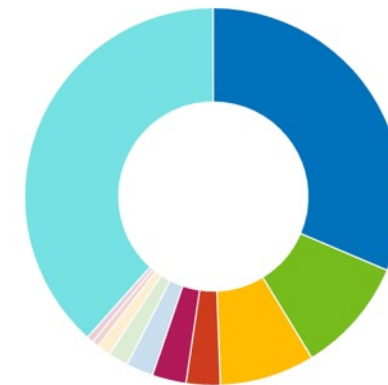
- PRODUCE UNBRANDED 37.81%
- MARKETSIDE 20.36%
- MELISSA'S 3.81%
- FIELDPACK UNBRANDED 2.82%
- FRESHNESS GUARANTEED 2.37%
- TAYLOR FARMS 1.65%
- GREAT VALUE 1.42%
- FRESH PRODUCE 1.09%
- BOLTHOUSE FARMS 0.72%

Top Brands in Paid Search



- BEYOND MEAT 20.84%
- GOURMET GARDEN 7.11%
- MORNINGSTAR FARMS 5.79%
- TAYLOR FARMS 3.78%
- SLOFOODGROUP 3.40%
- FRESH PRODUCE 2.84%
- WHOLLY GUACAMOLE 2.30%
- PRODUCE UNBRANDED 2.22%
- FOLLOW YOUR HEART 2.22%

Top-Promoted Brands



- PRODUCE UNBRANDED 31.40%
- MARKETSIDE 9.88%
- GOURMET GARDEN 8.14%
- ROCKET FARMS 2.91%
- FRESH PRODUCE 2.91%
- SPROUT HOUSE 2.33%
- BRIGHTFARMS 1.74%
- SHENANDOAH GROWERS 1.16%
- MELISSA'S 0.58%
- KIPLYKI 0.58%
- All Others 38.37%

Top-Selling Items:



+ Add

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



+ Add

\$0⁶⁸
Fresh Cucumber, Each



+ Add

\$1⁷⁸ 59.3 c/ea
Fresh Garlic Sleeve, 3 Count



8.8 OZ

\$2⁸⁸ 32.7 c/oz
Fresh Strawberries, 8.8 oz Container



+ Add

\$0⁸⁸
Fresh Green Onions Bunch, Each

Market Share Leaders:



Brands Observed

44

▲ 33% vs Prior Period

Items Observed

183

▲ 36% vs Prior Period

Department Summary

Keywords Observed

28,886

▼ -1% vs Prior Period

Organic Search Visibility

▲ 13.2%

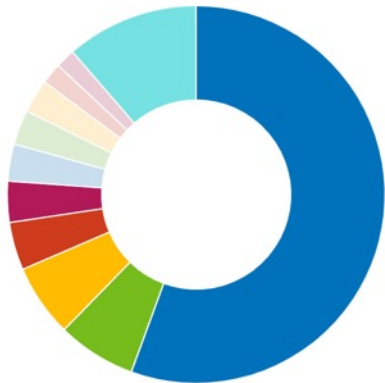
21,097,906,662 Weekly Average

Sponsorship Activity

▼ -24.6%

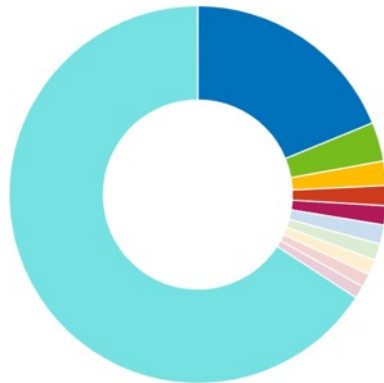
2,264,031 Weekly Average

Top-Selling Brands



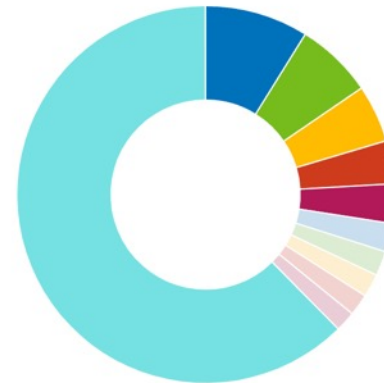
- GREAT VALUE 55.59%
- BANQUET 6.73%
- TOTINO'S 6.20%
- TYSON 4.10%
- SNAPPS 3.52%
- SMUCKER'S 3.17%
- JOS OL 2.98%
- JIMMY DEAN 2.88%
- TINA'S 1.81%
- GROUND BEEF 1.67%
- All Others 11.35%

Top Brands in Organic Search



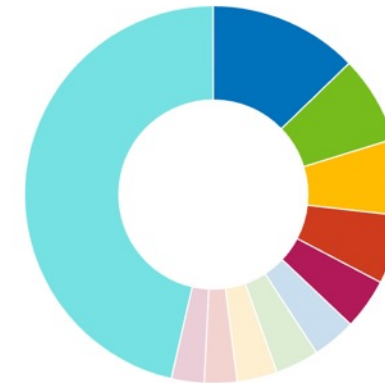
- GREAT VALUE 18.81%
- BIRDSEYE 3.34%
- AMY'S KITCHEN 2.09%
- JIMMY DEAN 1.72%
- MARIE CALLENDER'S 1.64%
- STOUFFER'S 1.64%
- GREEN GIANT 1.42%
- ORE-IDA 1.30%
- BANQUET 1.17%
- TOTINO'S 1.10%
- All Others 65.78%

Top Brands in Paid Search



- STOUFFER'S 8.86%
- JOS OL 6.60%
- SMUCKER'S 4.93%
- BEYOND MEAT 3.69%
- VEGGIES MADE GREAT 3.38%
- HAGEN-DAZS 2.44%
- TILLAMOOK 2.11%
- NIELSEN-MASSEY 1.99%
- DEEP INDIAN KITCHEN 1.86%
- KODIAK CAKES 1.76%
- All Others 62.38%

Top-Promoted Brands



- MARIE CALLENDER'S 12.77%
- GREAT VALUE 7.48%
- RED BARON 6.54%
- HEALTHY CHOICE 5.92%
- ORE-IDA 4.36%
- HOME RUN INN 3.74%
- MICHELINA'S 3.74%
- TOTINO'S 3.43%
- ZATARAIN'S 2.80%
- EDWARDS 2.80%
- All Others 46.42%

Top-Selling Items:



+ Add

\$124 24.8 c/oz

Snapps Frozen Appetizers Mozzarella Cheese Sticks, 5 oz Box



+ Add

\$116 9.7 c/oz

Great Value Frozen Broccoli Florets, 12 oz Steamable Bag



+ Add

\$358 15.9 c/oz

Great Value Seasoned Potato Hash Brown Patties, Shredded, 22.5 oz, 10 Count Box (Frozen)



+ Add

\$236 21.0 c/ea

Great Value Garlic Texas Toast, 11.25 oz, 8 Count



+ Add

\$1097 30.5 c/oz

Jimmy Dean Sausage Egg & Cheese Croissant Sandwich, 36 oz, 8 Count (Frozen)

Market Share Leaders:



Produce
Unbranded



Fresh
Ground Beef

Brands Observed

41

▼ -5% vs Prior Period

Items Observed

163

▲ 2% vs Prior Period

Department Summary

Keywords Observed

50,437

▼ -1% vs Prior Period

Organic Search Visibility

▲ 13.6%

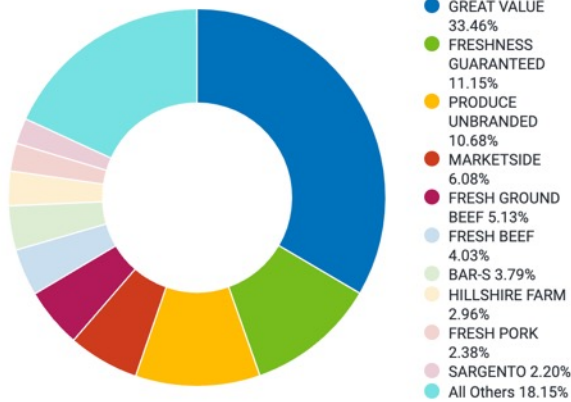
19,721,343,733 Weekly Average

Sponsorship Activity

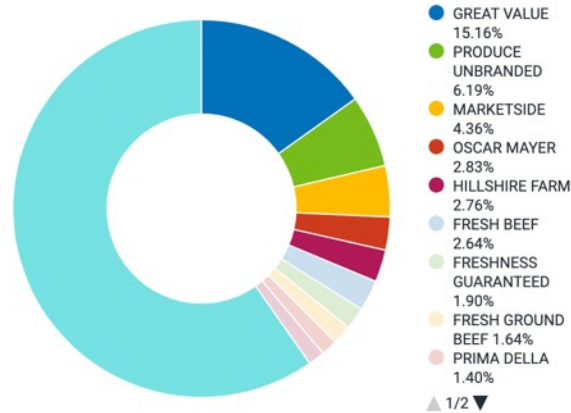
▼ -17.0%

2,815,232 Weekly Average

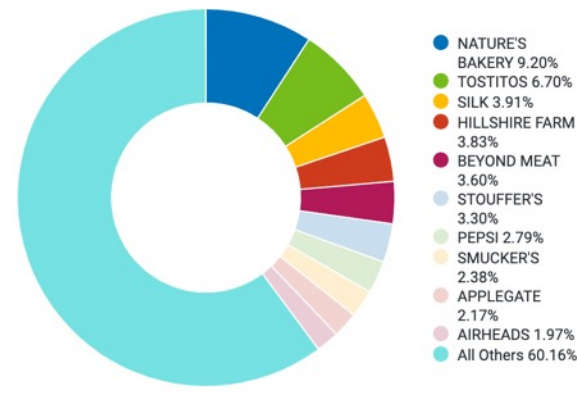
Top-Selling Brands



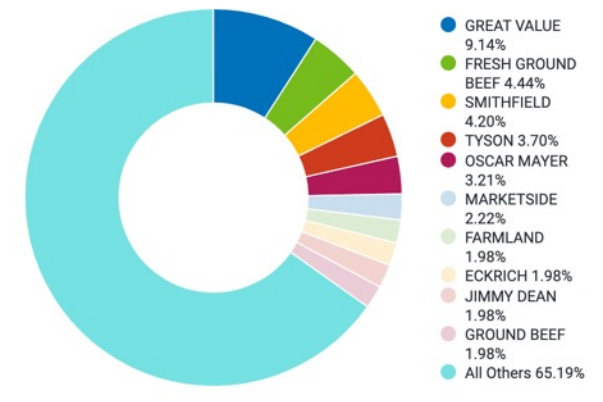
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5⁹⁷ \$1.19/lb
Freshness Guaranteed Fresh Chicken Drumsticks, 19g Protein per 4oz Serving, 5 lb Bag



\$4⁹⁷ \$4.97/lb
All Natural* 80% Lean/20% Fat Ground Beef Chuck, 1 lb Tray



\$1¹⁸ \$1.57/lb
Bar S Classic Franks, 12 oz, 8 Count



\$3⁹⁸ 34.6 c/oz
Marketside Caesar Salad Kit, 11.55 oz Bag, Fresh



\$4³⁷ 9.1 c/fl oz
Great Value Vegetable Oil, 48 fl oz

Market Share Leaders:



Brands Observed

66

▲ 18% vs Prior Period

Items Observed

194

▲ 17% vs Prior Period

Department Summary

Keywords Observed

45,916

▲ 3% vs Prior Period

Organic Search Visibility

▲ 26.2%

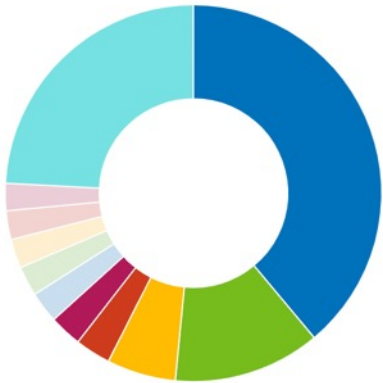
22,038,393,972 Weekly Average

Sponsorship Activity

▼ -13.3%

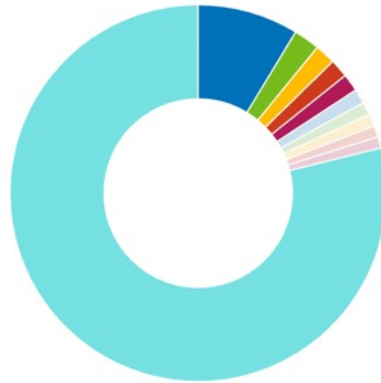
7,322,231 Weekly Average

Top-Selling Brands



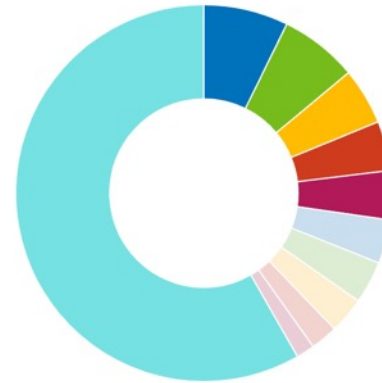
- GREAT VALUE 38.93%
- LITTLE DEBBIE 12.63%
- FRITO-LAY 5.91%
- CHEEZ-IT 3.06%
- POP-TARTS 2.78%
- SUNCHIPS 2.68%
- DORITOS 2.56%
- RITZ 2.51%
- CHESTER'S 2.47%
- SNACK PACK 2.33%
- All Others 24.16%

Top Brands in Organic Search



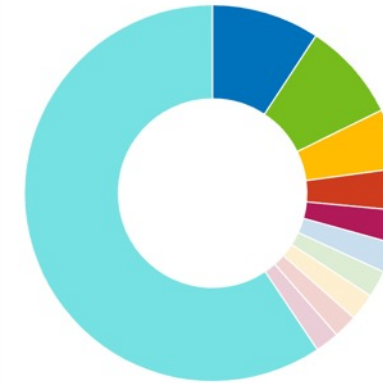
- GREAT VALUE 8.66%
- LITTLE DEBBIE 2.26%
- FOOD TO LIVE 1.76%
- PHILADELPHIA 1.59%
- OREO 1.53%
- LAY'S 1.26%
- JELL-O 1.09%
- PILLSBURY 1.06%
- SNYDER'S OF HANOVER 0.98%
- FRITO-LAY 0.97%
- All Others 78.84%

Top Brands in Paid Search



- TOSTITOS 7.27%
- CHEETOS 6.69%
- DORITOS 4.86%
- NESTL TOLL HOUSE 4.25%
- NATURE'S BAKERY 4.23%
- RXBAR 3.76%
- LAY'S 3.64%
- POPCORNERS 3.12%
- PRINGLES 2.34%
- JACK LINK'S 1.57%
- All Others 58.27%

Top-Promoted Brands



- LAY'S 9.25%
- OREO 8.48%
- QUAKER 5.14%
- UTZ 3.60%
- DORITOS 2.83%
- SNYDER'S OF HANOVER 2.57%
- TOSTITOS 2.31%
- CHEETOS 2.31%
- FRESHNESS GUARANTEED 2.06%
- BLUE DIAMOND 2.06%
- All Others 59.38%

Top-Selling Items:



+ Add

\$197 16.4 c/oz

Great Value Peanut Butter Wafer Bar
12 oz, 6 Count
★★★★☆ 266



+ Add

\$268 20.5 c/oz

Little Debbie Cosmic Brownies, 13 oz



+ Add

\$197 15.2 c/oz

Great Value Creme Filled Swiss Rolls
Snack Cakes, 13 oz, 6 Count



+ Add

\$212 22.3 c/oz

Great Value Fudge-Covered Peanut Butter-Filled Cookies, 9.5 oz



+ Add

\$192 12.0 c/oz

Great Value Saltine Crackers, 16 oz, 4 Count
★★★★☆ 2076



Household Essentials

Air Fresheners.....	14
Bathroom Supplies.....	15
Batteries.....	16
Cleaning Supplies.....	17
Laundry.....	18
Paper & Plastic.....	19
Pest Control.....	20



Market Share Leaders:



Brands Observed

102

▲ 500% vs Prior Period

Items Observed

513

▲ 170% vs Prior Period

Department Summary

Keywords Observed

4,493

▲ 24% vs Prior Period

Organic Search Visibility

▲ 21.5%

451,803,688 Weekly Average

Sponsorship Activity

▲ 1.1%

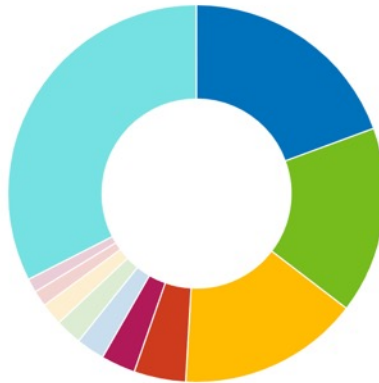
231,406 Weekly Average

Top-Selling Brands



- FEBREZE 27.73%
- GLADE 15.99%
- AIR WICK 14.49%
- LITTLE TREES 11.16%
- DAMPRID 3.89%
- YANKEE CANDLE 3.43%
- GREAT VALUE 3.02%
- KRACO 2.21%
- PURE CITRUS 1.76%
- CITRUS MAGIC 1.58%
- All Others 14.74%

Top Brands in Organic Search



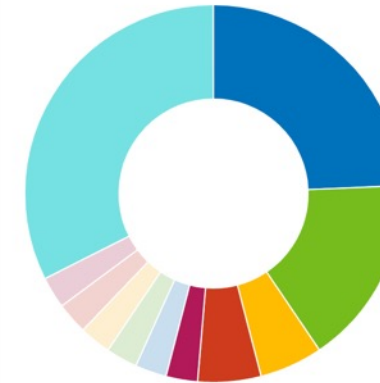
- FEBREZE 19.40%
- GLADE 16.01%
- AIR WICK 15.51%
- LITTLE TREES 4.45%
- POO~POURRI 2.94%
- DAMPRID 2.44%
- GREAT VALUE 2.27%
- YANKEE CANDLE 1.92%
- ARM & HAMMER 1.37%
- REFRESH YOUR CAR! 1.19%
- All Others 32.51%

Top Brands in Paid Search



- GLADE 29.02%
- ZERO ODOR 12.03%
- AIR WICK 10.95%
- FOLGERS 8.91%
- POO~POURRI 8.59%
- LYSOL 4.27%
- FEBREZE 3.35%
- FUNKAWAY 2.29%
- MRS. MEYER'S CLEAN DAY 2.13%
- DUDE PRODUCTS 1.82%
- All Others 16.64%

Top-Promoted Brands



- AIR WICK 24.32%
- GREAT VALUE 16.22%
- ENTASSER 5.41%
- WOVILON 5.41%
- CITRUS MAGIC 2.70%
- SAFELY 2.70%
- EQWLJWE 2.70%
- CHICCALL 2.70%
- RUBBERMAID 2.70%
- WALMECK 2.70%
- All Others 32.43%

Top-Selling Items:



+ Add

\$12⁵⁸ \$3.76/ea

Air Wick Plug in Scented Oil Refill, 5 ct. Fresh Pine and Juniper, Air Freshener, Essential Oils, Fall Scent, Fall decor

★★★★★ 870



+ Add

\$7⁴⁶ 93.3 ct/oz

OZIU Air Sanitizer Spray, Original Scented, 8 oz

★★★★★ 767



Options

*2 options

\$5²² 36.0 ct/oz

Options from \$5.22 - \$9.94

Great Value Eucalyptus + Sage Candle, 14 oz

★★★★★ 1278



+ Add

\$7²⁸ 41.4 ct/oz

Febreze Unstoppables Air Effects Odor-Fighting Air Freshener Fresh, 8.8 oz. Aerosol Can, Pack of 2

★★★★★ 1370



+ Add

\$5²³ \$1.31/fl oz

Pure Citrus Orange Air Freshener, 4oz. Orange Scented Non-Aerosol Air Freshener.

★★★★★ 1473

Market Share Leaders:



Brands Observed

34

▲ 3% vs Prior Period

Items Observed

118

▲ 10% vs Prior Period

Department Summary

Keywords Observed

4,881

▲ 3% vs Prior Period

Organic Search Visibility

▲ 3.7%

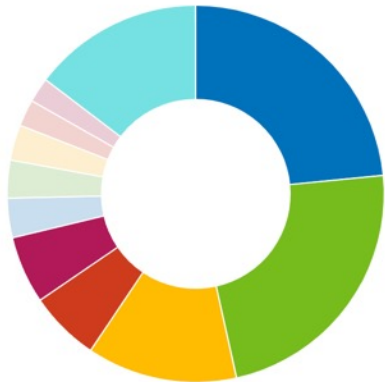
437,294,151 Weekly Average

Sponsorship Activity

▼ -4.7%

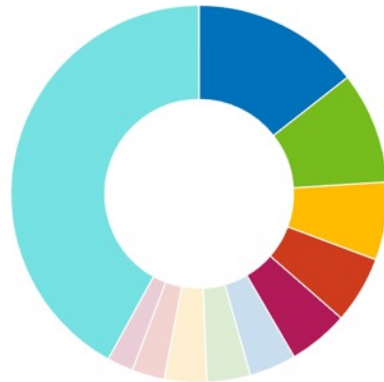
281,190 Weekly Average

Top-Selling Brands



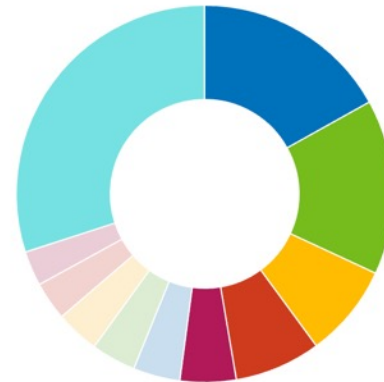
- LYSOL 23.43%
- CLOROX 23.10%
- SCRUBBING BUBBLES 12.89%
- GREAT VALUE 6.05%
- BOWL FRESH 5.78%
- KABOOM 3.38%
- COMET 3.24%
- ZEP 3.03%
- FABULOSO 2.30%
- THE PINK STUFF 2.14%
- All Others 14.65%

Top Brands in Organic Search



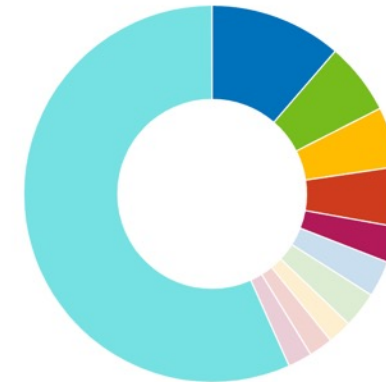
- CLOROX 14.42%
- LYSOL 9.58%
- GREAT VALUE 6.68%
- KLEENEX 5.77%
- SCRUBBING BUBBLES 5.15%
- SOFTSOAP 4.03%
- COTTONELLE 3.71%
- PUFFS 3.63%
- DIAL 2.81%
- KABOOM 2.24%
- All Others 41.98%

Top Brands in Paid Search



- CLOROX 16.91%
- LYSOL 15.01%
- SOFTSOAP 7.99%
- DUDE PRODUCTS 7.40%
- PUFFS 4.82%
- KLEENEX 4.01%
- SCRUBBING BUBBLES 3.85%
- POO~POURRI 3.73%
- DIAL 3.31%
- SOFT SCRUB 2.98%
- All Others 29.99%

Top-Promoted Brands



- RNEMITE-AMO 11.34%
- SUGARDAY 6.19%
- SLHENAY 5.15%
- LEFREE 5.15%
- TEISSULY 3.09%
- GREAT VALUE 3.09%
- AMACOK 3.09%
- BCOOS 2.06%
- ISEUJ HOME 2.06%
- VWWEIM 2.06%
- All Others 56.70%

Top-Selling Items:



\$4.97 ~~\$14.00~~ 10.4 c/fl oz
 Lysol Power Toilet Bowl Cleaner Gel, For Cleaning and Disinfecting, Stain Removal, 24oz (Pack of 2)
 ★★★★★ 3210



\$1.15 5.4 c/oz
 Options from \$1.13 - \$178.89
 21OZ COMET CLEANSER
 ★★★★★ 3319



\$1.47 73.5 c/lea
 Bowl Fresh Automatic Toilet Bowl Cleaner, Toilet Bowl Freshener with Borax, Fresh Scent, 2 Ct
 ★★★★★ 1711



\$6.27 89.6 c/oz
 The Pink Stuff, Miracle Power Foaming Powder for Toilets, Bathroom Cleaner, 2 Pack, 7 oz.
 ★★★★★ 481



\$4.17 19.0 c/fl oz
 Lysol Pro Kitchen Spray Cleaner and Degreaser, Antibacterial All Purpose Cleaning Spray for Kitchens...
 ★★★★★ 1973

Market Share Leaders:

DURACELL

Energizer

RAYOVAC



ACDelco

Brands Observed

26

▲ 8% vs Prior Period

Items Observed

119

▲ 3% vs Prior Period

Department Summary

Keywords Observed

1,595

▲ 6% vs Prior Period

Organic Search Visibility

▲ 25.3%

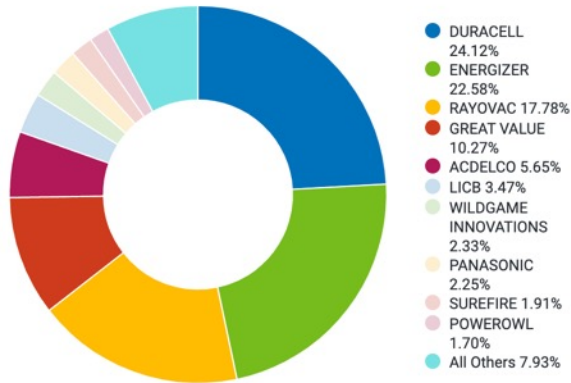
626,353,350 Weekly Average

Sponsorship Activity

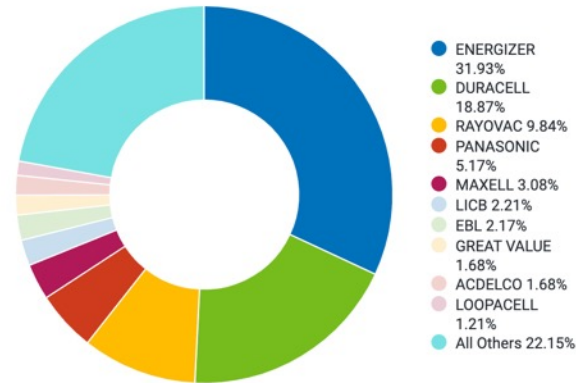
▲ 16.8%

227,584 Weekly Average

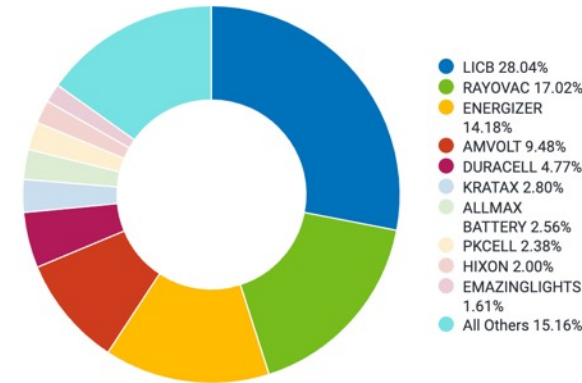
Top-Selling Brands



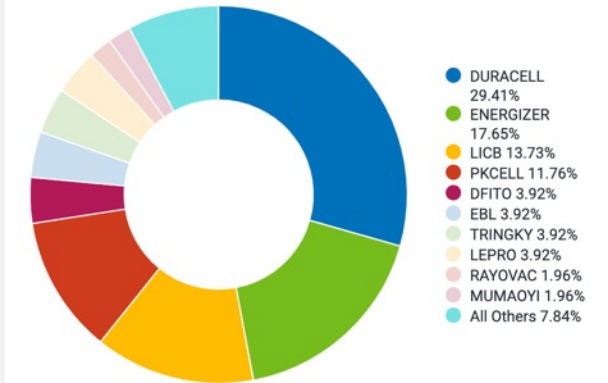
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3.68 46.0 c/ea
Great Value Alkaline AA Batteries (8 Pack)
★★★★★ 1565



\$3.68 46.0 c/ea
Great Value Alkaline AAA Batteries (8 Pack)
★★★★★ 1399



+ Add
See price in cart
Duracell Coppertop AA Battery with POWER BOOST, 24 Pack Long-Lasting Batteries
★★★★★ 6749



+ Add
Options
\$15.48 32.3 c/ea
Options from \$15.48 - \$30.96
Great Value AAA Alkaline Battery 48-Pack
★★★★★ 165



+ Add
Now \$5.69 \$6.99
2 Duracell A23 23A, A23BP, GP23, MN21, 21/23 12V Alkaline Battery
★★★★★ 48

Market Share Leaders:



Brands Observed

193

▲ 408% vs Prior Period

Items Observed

527

▲ 193% vs Prior Period

Department Summary

Keywords Observed

14,330

▼ -4% vs Prior Period

Organic Search Visibility

▲ 4.4%

1,738,771,979 Weekly Average

Sponsorship Activity

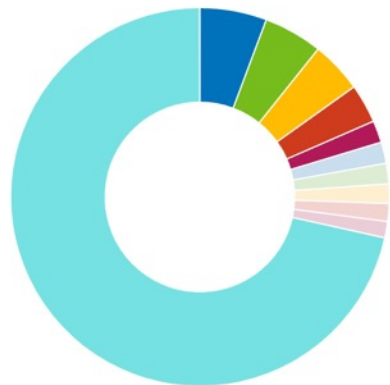
▼ -17.2%

1,401,708 Weekly Average

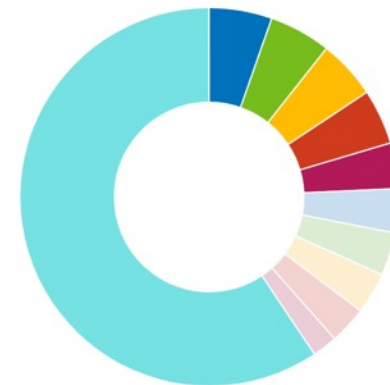
Top-Selling Brands



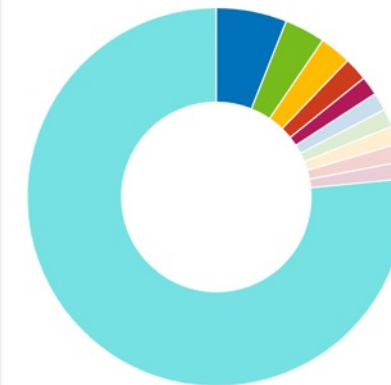
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$7.94 37.8 c/ea
 Cascade Platinum Dishwasher Detergent Pods, Fresh Scent, 21 Count
 ★★★★★ 8598



\$4.14 25.9 c/oz
 Dawn Spray Dish Soap Refill, Fresh Scent, 16 fl oz
 ★★★★★ 4912



\$12.99 \$5.77/100 ct
 Clorox Disinfecting and Cleaning Wipes, Crisp Lemon and Fresh Scent, 75 Count Each, 3 Pack
 ★★★★★ 47182



\$5.97 9.3 c/fl oz
 Lysol All Purpose Cleaner Spray, Lemon Breeze, Kills Germs (2X32oz)
 ★★★★★ 4382



Now \$5.44 \$12.54 38.9 c/ea
 Cascade Platinum Dishwasher Detergent Pods, Fresh Scent, 14 Count
 ★★★★★ 9476

Market Share Leaders:



Brands Observed

115

▲ 311% vs Prior Period

Items Observed

443

▲ 158% vs Prior Period

Department Summary

Keywords Observed

5,086

▼ -8% vs Prior Period

Organic Search Visibility

▲ 5.6%

749,171,136 Weekly Average

Sponsorship Activity

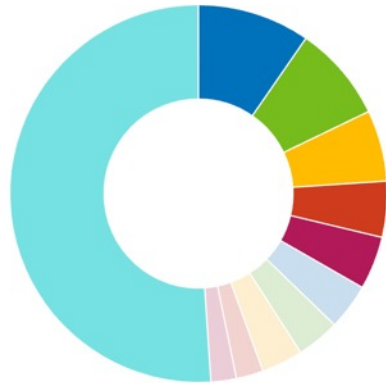
▼ -12.8%

512,897 Weekly Average

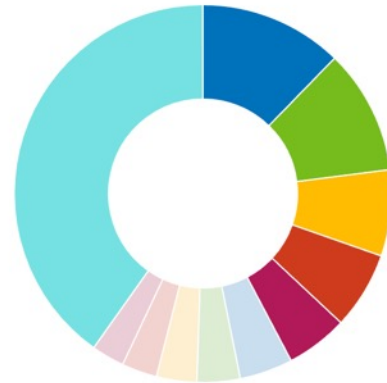
Top-Selling Brands



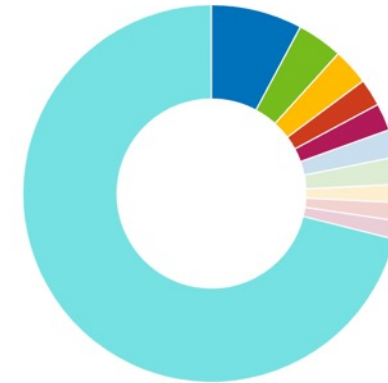
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$14¹⁴ 15.7 q/ fl oz
Lysol Laundry Sanitizer, Crisp Linen, 90 Oz, Tested & Proven to Kill COVID-19 Virus, Packaging May Vary
★★★★★ 10481



\$12³⁷ 15.5 c/oz
OxiClean Odor Blasters Versatile Odor and Stain Remover Powder, 5 lb
★★★★★ 28834



\$16⁷⁴ 10.9 q/ fl oz
Gain + Aroma Boost Liquid Laundry Detergent, Original Scent, 107 Loads, 154 fl oz
★★★★★ 9629



\$6⁹⁷ \$3.49/100 ct
Snuggle Fabric Softener Dryer Sheets, Blue Sparkle, 200 Count
★★★★★ 5212



\$13⁹⁸ 8.4 q/ fl oz
More options from \$9.48
Arm & Hammer Plus OxiClean Odor Blaster Fresh Burst, 128 Loads Liquid Laundry Detergent, 166.5 fl oz
★★★★★ 7150

Market Share Leaders:



Brands Observed

178

▲ 559% vs Prior Period

Items Observed

546

▲ 223% vs Prior Period

Department Summary

Keywords Observed

13,870

▲ 6% vs Prior Period

Organic Search Visibility

▲ 6.9%

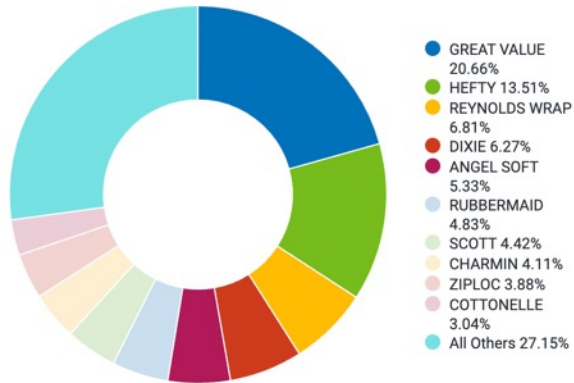
1,552,853,666 Weekly Average

Sponsorship Activity

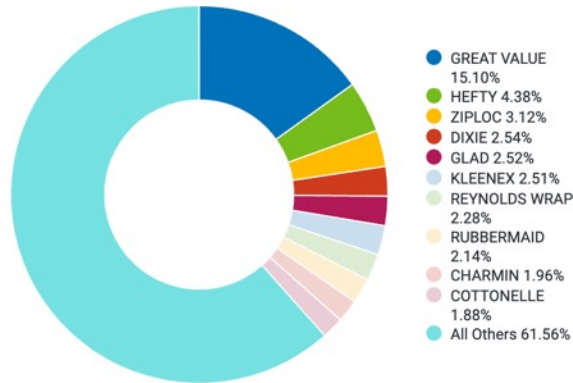
▼ -11.2%

887,656 Weekly Average

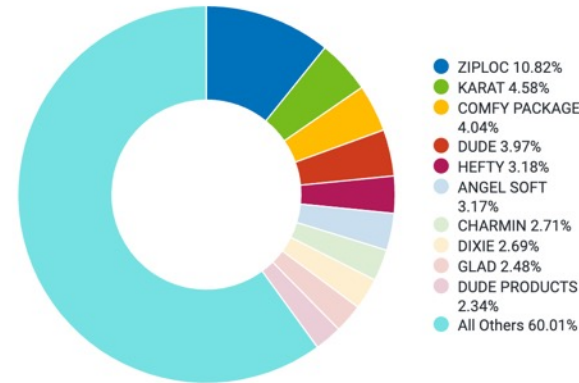
Top-Selling Brands



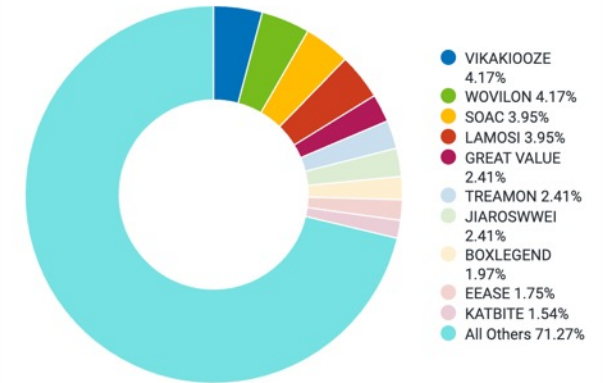
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$12¹² 26.6 c/100 ct
Great Value Soft & Strong Premium Toilet Paper, 12 Mega Rolls
★★★★☆ 6198



\$13¹² 22.8 c/100 ct
Options from \$13¹² - \$7¹²28
Angel Soft Toilet Paper, 18 Mega Rolls
★★★★★ 22168



\$6⁹² 6.9 c/count
Dixie Disposable Paper Plates, Multicolor, 8.5 in, 100 Count
★★★★★ 6206



\$6⁴⁶ 97.9 c/100 ct
Great Value Everyday Strong Paper Towels, Split Sheets, 4 Triple Rolls
★★★★★ 2301



\$4⁹⁸ 6.6 c/sq ft
Reynolds Wrap Everyday Strength Aluminum Foil, 75 Square Feet
★★★★★ 5910

Market Share Leaders:



Brands Observed

34

▼ -56% vs Prior Period

Items Observed

103

▼ -42% vs Prior Period

Department Summary

Keywords Observed

2,717

▼ -7% vs Prior Period

Organic Search Visibility

▼ -20.2%

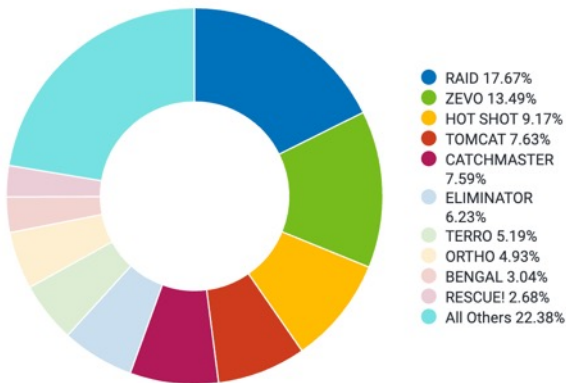
253,206,387 Weekly Average

Sponsorship Activity

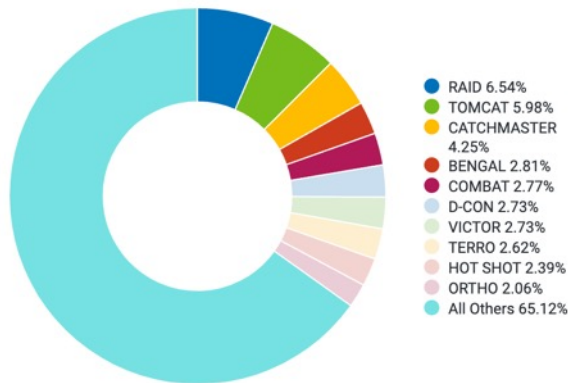
▼ -38.2%

351,505 Weekly Average

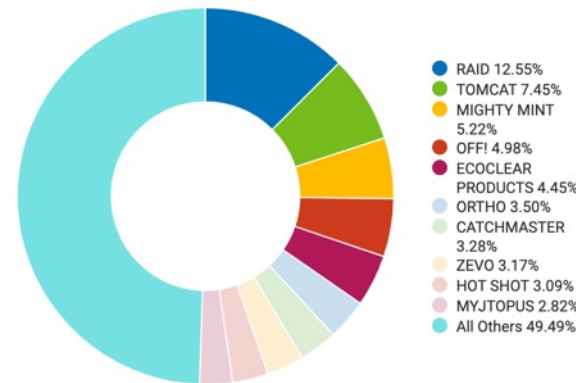
Top-Selling Brands



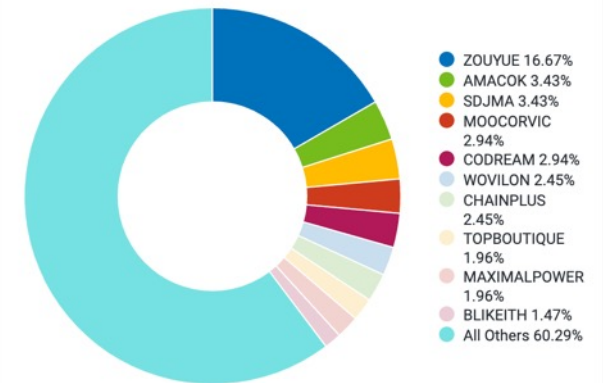
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$20⁹⁷
Zevo Flying Insect Fly Trap (1 Device + Refill) Featuring Blue And UV Light To Attract Flying Insects
★★★★☆ (9952)



\$7³² \$3.66/ea
Zevo Flying Insect Trap, Fly Trap Refill Cartridges (2 Refill Cartridges)
★★★★★ (2001)



\$9²⁶ 7.2 cfl oz
Ortho Home Defense Insect Killer for Indoor & Perimeter2, Controls Ants, Roaches, and More, 1 gal.
★★★★☆ (4441)



\$7³² 61.0 cfl oz
Zevo Multi-Insect Killer - Ant, Roach, Fly Spray 12oz
★★★★★ (5046)



\$14⁰⁸ \$3.91/oz
Hot Shot No-Mess! Fogger W/Odor Neutralizer 1.2oz Cans, 3 Pack, Kills Bugs
★★★★☆ (323)

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