



# Department Performance Report

JANUARY 2024 DATA



 Arts, Crafts, Sewing	 Automotive	 Baby	 Beauty & Personal Care
 Camera & Photo	 Clothing, Shoes & Jewelry	 Computer & Accessories	 Electronics
 Grocery & Gourmet Food	 Health & Household	 Home & Kitchen	 Kitchen & Dining
 Office Products	 Patio, Lawn & Garden	 Pet Supplies	 Software
 Sports & Outdoors	 Tools & Home Improvement	 Toys & Games Play	 Video Games

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# Department Performance Report

January 2024 Data

## Report Overview

This report provides a holistic overview of each major department at Amazon. 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 Amazon. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.
- ❖ This report is based on top-performing items in sales or search on Amazon (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: iBayam



THE WOOBLES

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BETEM

Brands Observed

18,974

▼ -2% vs Prior Period

Items Observed

118,205

▲ 3% vs Prior Period

Department Summary

Keywords Observed

81,695

▼ -40% vs Prior Period

Sponsorship Activity

▼ -7.3%

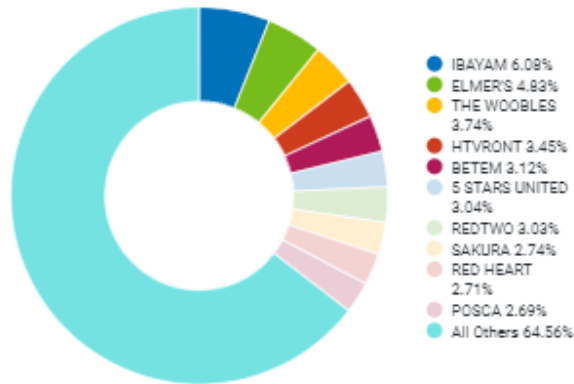
43,916,607 Weekly Average

Organic Search Visibility

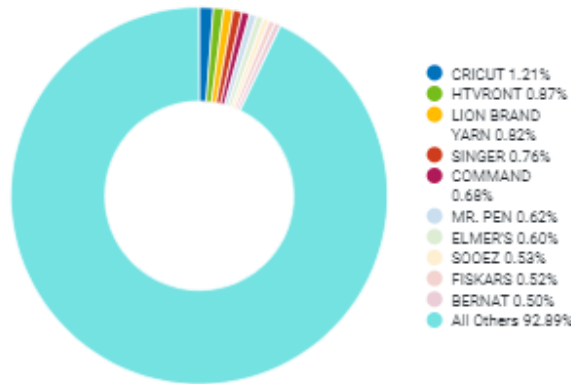
▼ -17.7%

9,906,774,129 Weekly Average

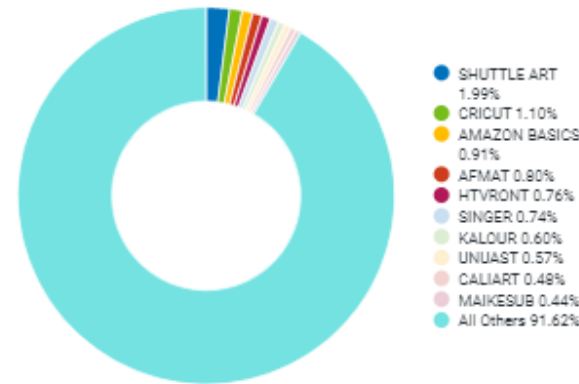
Top-Selling Brands



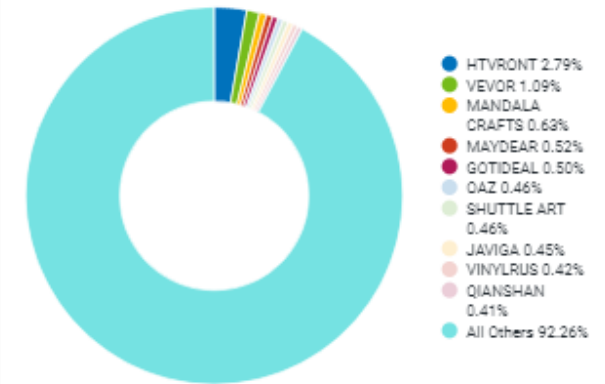
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



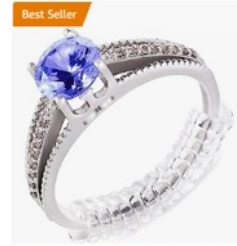
Top-Selling Items:



Best Seller  
Scissors, iBayam 8" All Purpose Scissors Bulk 3-Pack, Ultra Sharp 2.5mm Thick Blade Shears Comfort-Grip Scissors...  
★★★★★ ~ 77,557



Best Seller  
24 Colors Dual Tip Acrylic Paint Pens Markers, Premium Acrylic Paint Pens for Wood, Canvas, Stone, Rock Painting, Glass,...  
★★★★★ ~ 5,358



Best Seller  
Ring Size Adjuster for Loose Rings - 12 Pack, 2 Sizes for Different Band Widths - Silicone Ring Size Adjuster -...  
★★★★★ ~ 68,310



Best Seller  
Redtwo 5100 Clay Beads Bracelet Making Kit, Flat Preppy Beads for Friendship Jewelry Making, Polymer Heis...  
★★★★★ ~ 5,309



Best Seller  
The Woobles Beginners Crochet Kit with Easy Peasy Yarn as seen on Shark Tank - with Step-by-Step Video Tutorials - Pierre The...  
★★★★★ ~ 3,629



Market Share Leaders: **NOCO** | **AstroAI** | **airmoto** | **rain-x** | **VACLIFE**

Brands Observed  
**37,118**  
▲ 2% vs Prior Period

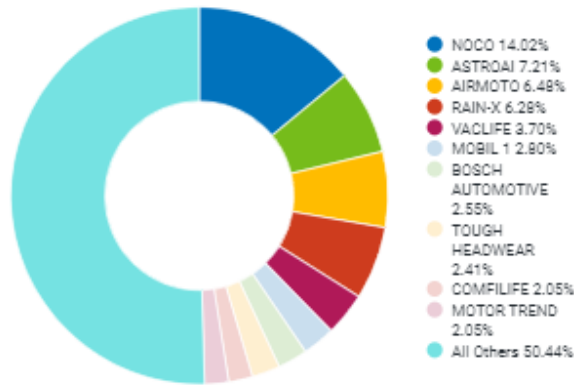
Items Observed  
**555,495**  
▲ 2% vs Prior Period

Department Summary  
Keywords Observed  
**87,004**  
▼ -18% vs Prior Period

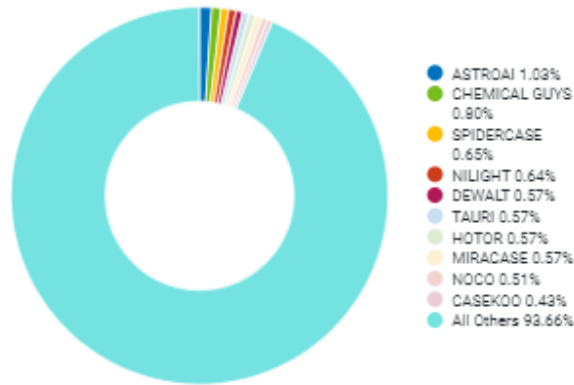
Sponsorship Activity  
**▲ 16.7%**  
30,657,228 Weekly Average

Organic Search Visibility  
**▼ -14.2%**  
9,638,985,195 Weekly Average

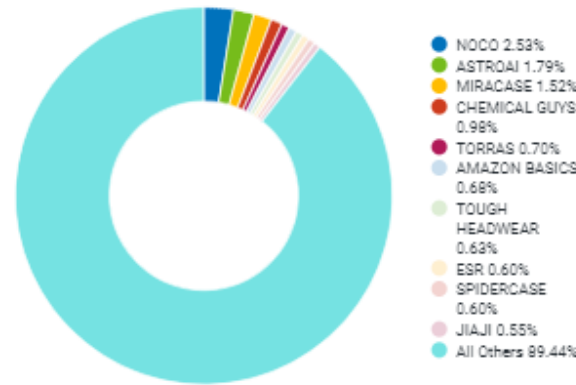
Top-Selling Brands



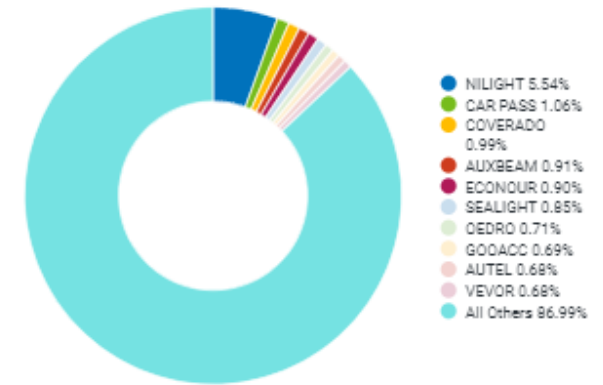
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands




Top-Selling Items:

**Best Seller**



NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery Booster Pack, Portable Power Bank Charger, and...

★★★★☆ ~ 85,279



Tire Inflator Portable Air Compressor - Air Pump for Car Tires with Tire Pressure Gauge (120 PSI) - One Click Smart...

★★★★☆ ~ 7,963

**Best Seller**



AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car Accessories, 12V DC Auto Pump with Digital...

★★★★☆ ~ 81,238



Vaclife Tire Inflator Portable Air Compressor - Air Pump for Car Tires, 12V DC 100PSI Tire Pump for Bikes with LED Light...

★★★★☆ ~ 38,393

**Best Seller**



Rain-X 5079281-2 Latitude 2-In-1 Wiper Blades, 26 Inch Windshield Wipers (Pack Of 1), Automotive Replacement...

★★★★☆ ~ 88,910

Market Share Leaders:



Brands Observed  
**12,502**  
▼ -1% vs Prior Period

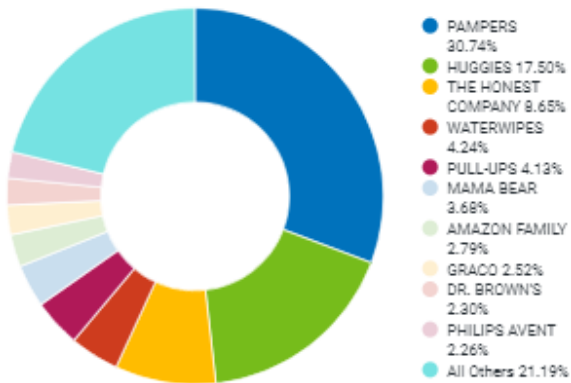
Items Observed  
**56,706**  
▼ -1% vs Prior Period

Department Summary  
Keywords Observed  
**100,770**  
▼ -32% vs Prior Period

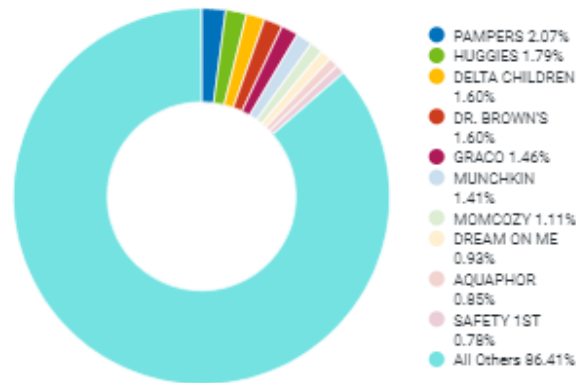
Sponsorship Activity  
**▲ 25.5%**  
40,575,178 Weekly Average

Organic Search Visibility  
**▲ 14.2%**  
15,741,733,637 Weekly Average

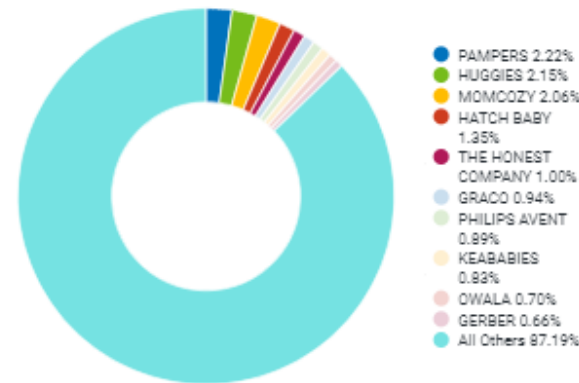
Top-Selling Brands



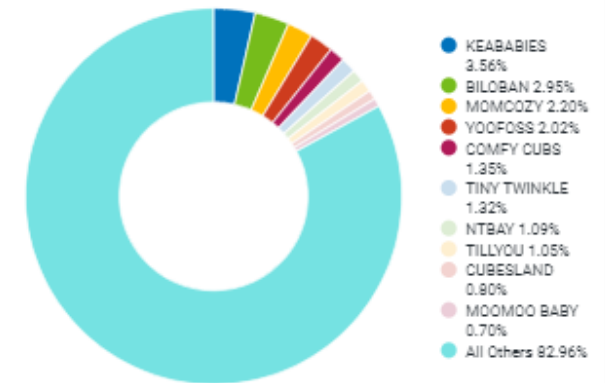
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Pampers Swaddlers Diapers - Size 4, 150 Count, Ultra Soft Disposable Baby Diapers**  
Options: 9 sizes  
★★★★★ ~ 119,216

**The Honest Company Clean Conscious Wipes | 99% Water, Compostable, Plant-Based, Wipes 72 Count (Pack of 10)**  
Options: 10 sizes  
★★★★★ ~ 5,500

**Pampers Sensitive Baby Wipes - Baby Wipes Combo, 84 Count (Pack of 12), Water Based, Wipes 84 Count (Pack of 12)**  
Options: 11 sizes  
★★★★★ ~ 213,462

**Pampers Cruisers 360 Diapers - Size 5, 128 Count, Pull-On Disposable Baby Diapers, Gap...**  
Options: 5 sizes  
★★★★★ ~ 21,568

**WaterWipes Plastic-Free Original Baby Wipes, 99.9% Water Based Wipes, Unscented, 60 Count (Pack of 12)**  
Options: 5 sizes  
★★★★★ ~ 73,212

Market Share Leaders:



COSRX



PAULA'S CHOICE SKINCARE

NUTRAFOL

Brands Observed

19,990

▲ 1% vs Prior Period

Items Observed

85,116

▲ 1% vs Prior Period

Department Summary

Keywords Observed

122,598

▼ -23% vs Prior Period

Sponsorship Activity

▲ 20.5%

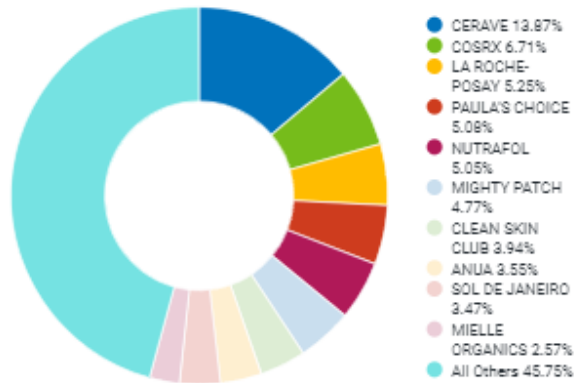
134,906,877 Weekly Average

Organic Search Visibility

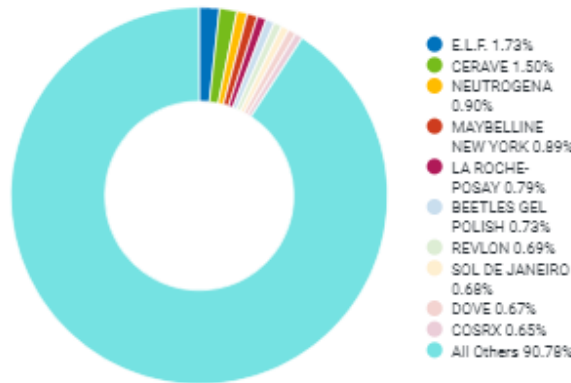
▼ -11.9%

67,897,508,294 Weekly Average

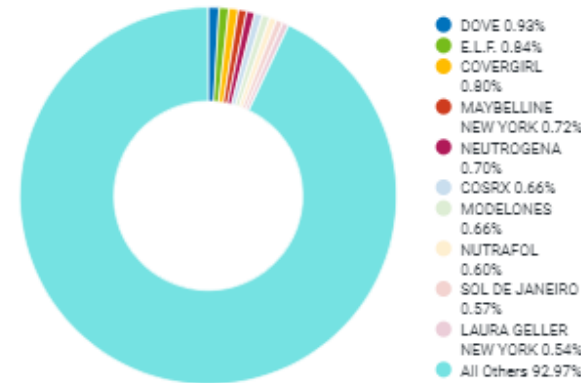
Top-Selling Brands



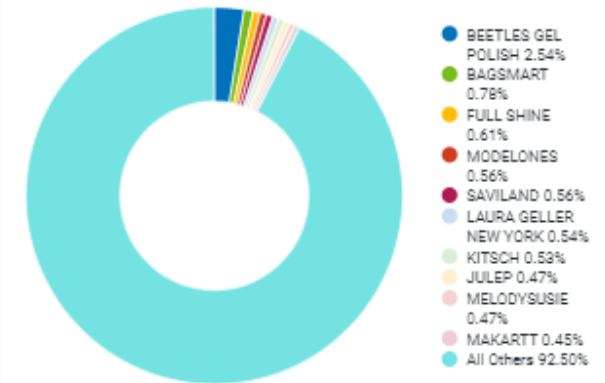
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best Seller**

Paulas Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant--Facial...  
Unscented 4 Fl Oz (Pack of 1)  
★★★★★ ~ 96,173

**Best Seller**

Nutrafol Women's Balance Hair Growth Supplements, Ages 45 and Up, Clinically Proven for...  
120 Count (Pack of 1)  
★★★★★ ~ 9,433

**Best Seller**

COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Sna...  
3.38 Fl Oz (Pack of 1)  
★★★★★ ~ 67,833

**Best Seller**

Clean Skin Club Clean Towels XL, 100% USDA Biobased Face Towel, Disposable Face...  
Towel 50 Count (Pack of 1)  
★★★★★ ~ 17,899

**Best Seller**

La Roche-Posay Toleriane Double Repair Face Moisturizer | Daily Moisturizer Face Cream with...  
2.5 Fl Oz (Pack of 1)  
★★★★★ ~ 52,525



Market Share Leaders:



HEXEUM



Brands Observed

3,932

▲ 2% vs Prior Period

Items Observed

25,960

▲ 4% vs Prior Period

Department Summary

Keywords Observed

21,702

▼ -36% vs Prior Period

Sponsorship Activity

▲ 1.3%

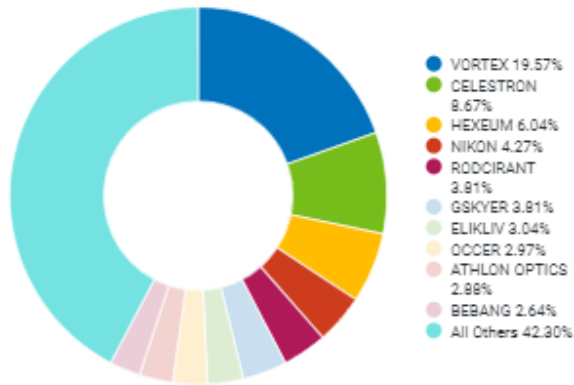
4,543,658 Weekly Average

Organic Search Visibility

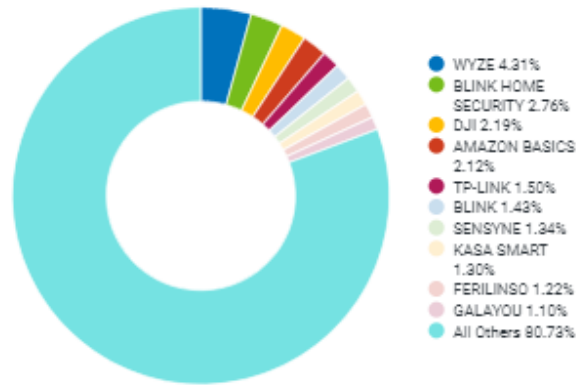
▼ -20.8%

1,676,589,628 Weekly Average

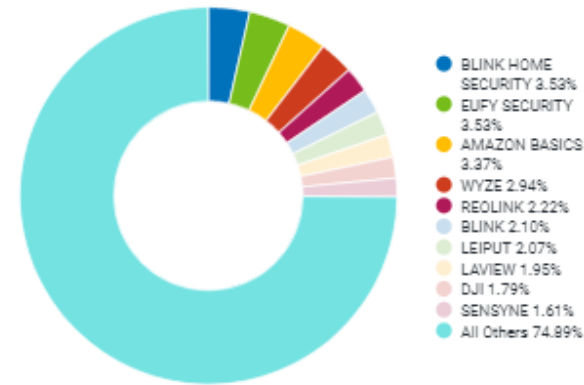
Top-Selling Brands



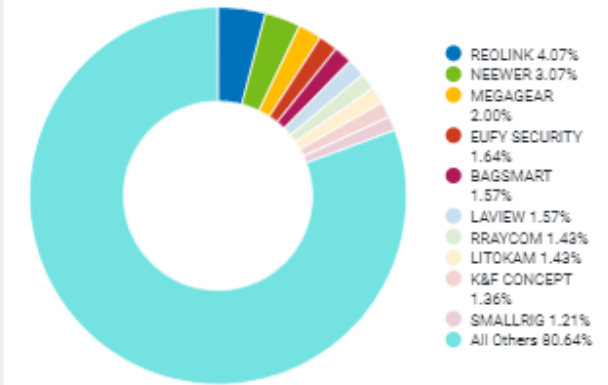
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Vortex Optics Diamondback HD Binoculars 10x42  
★★★★★ ~ 2,829



Vortex Optics Crossfire HD 10x42 Binoculars  
★★★★★ ~ 3,185



Gskyer Telescope, 70mm Aperture 400mm AZ Mount  
Astronomical Refracting Telescope for Kids Beginners ...  
★★★★★ ~ 23,161



Telescope for Adults & Beginner Astronomers - 80mm Aperture 600mm Fully Multi-Coated High Transmission Coatings with AZ...  
★★★★★ ~ 1,906



Occer 12x25 Compact Binoculars for Adults and Kids - Large Eyepiece Waterproof Binoculars for Bird Watching - High...  
★★★★★ ~ 28,415

Market Share Leaders:



Ailun

ANKER



TAURI

Brands Observed

4,552

▲ 1% vs Prior Period

Items Observed

16,549

▲ 3% vs Prior Period

Department Summary

Keywords Observed

44,134

▼ -30% vs Prior Period

Sponsorship Activity

▲ 23.8%

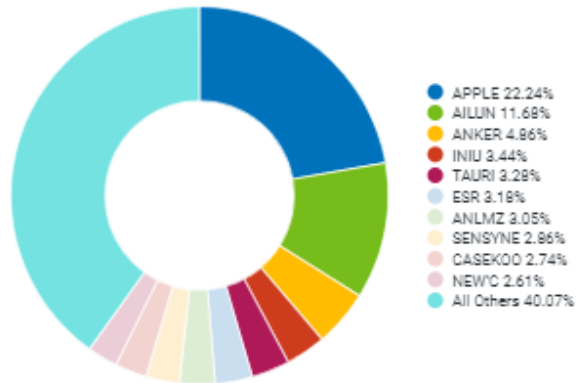
24,822,651 Weekly Average

Organic Search Visibility

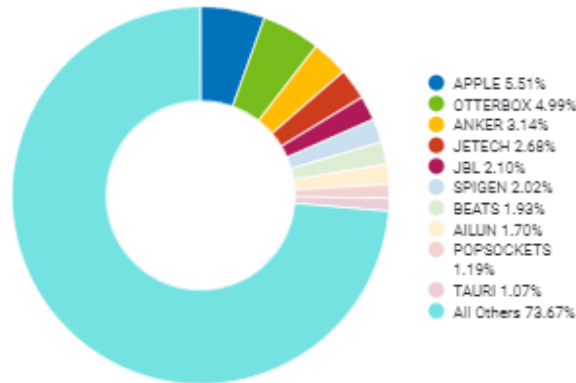
▼ -22.2%

13,612,027,590 Weekly Average

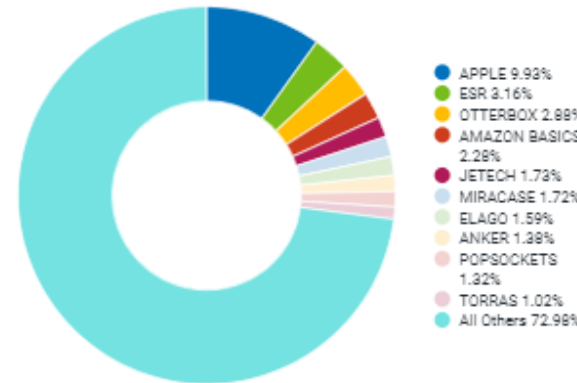
Top-Selling Brands



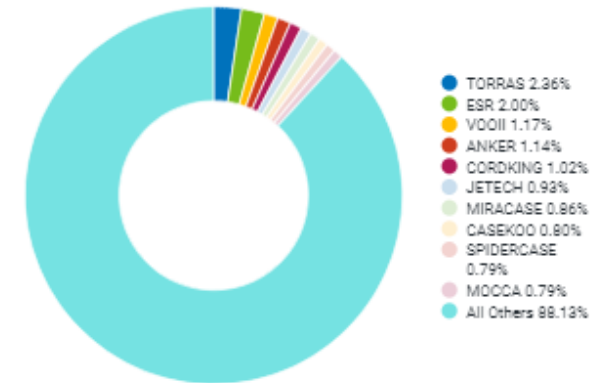
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



**Best seller**  
Apple Pencil (2nd Generation)  
★★★★★ ~ 71,368



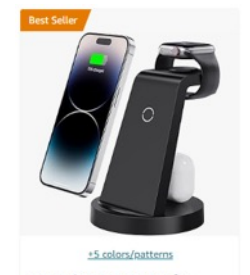
**Overall Pick**  
Apple Pencil (1st Generation): Pixel-Perfect Precision and Industry-Leading Low Latency, Perfect for Note-Taking, Drawing...  
★★★★★ ~ 122,859



**Best Seller**  
Apple 20W USB-C Power Adapter - iPhone Charger with Fast Charging Capability, Type C Wall Charger  
★★★★★ ~ 202,963



**Overall Pick**  
Apple MagSafe Charger - Wireless Charger with Fast Charging Capability, Type C Wall Charger, Compatible with iPhone and AirPods  
★★★★★ ~ 65,448



**Best Seller**  
3 in 1 Charging Station for iPhone, Wireless Charger for iPhone 15 14 13 12 11 X Pro Max & Apple Watch - Charging Stan...  
★★★★★ ~ 11,409

Market Share Leaders:



Brands Observed  
50,435  
▲ 3% vs Prior Period

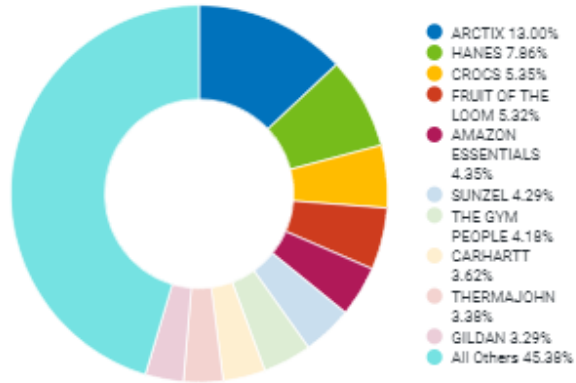
Items Observed  
933,879  
▲ 5% vs Prior Period

Department Summary  
Keywords Observed  
187,596  
▼ -20% vs Prior Period

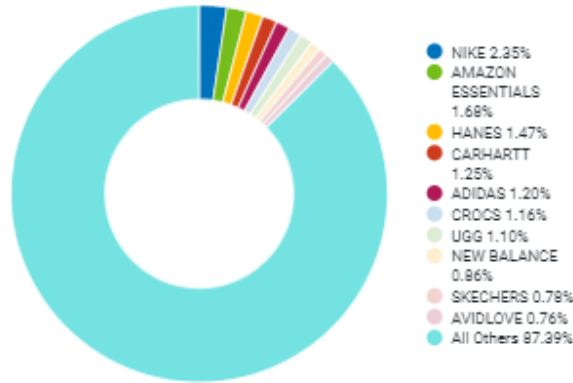
Sponsorship Activity  
▼ -6.4%  
267,865,101 Weekly Average

Organic Search Visibility  
▼ -36.8%  
93,975,724,598 Weekly Average

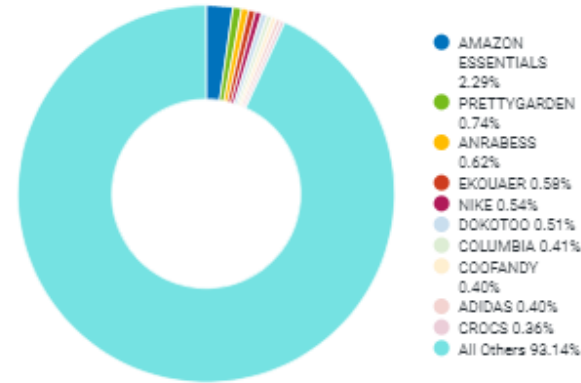
Top-Selling Brands



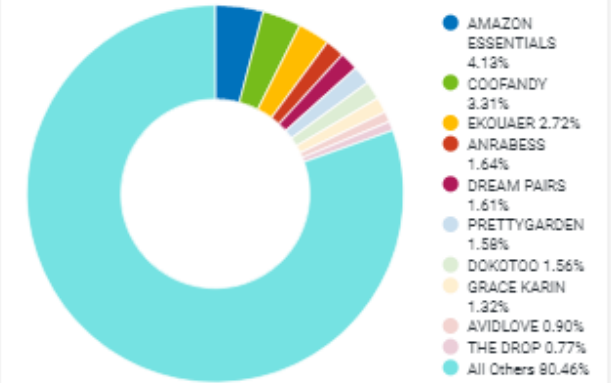
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Crocs Unisex-Adult Classic Clogs  
★★★★★ ~ 560,655

Best Seller

Thermajohn Long Johns Thermal Underwear for Men Fleece Lined Base Layer Set for Cold Weather  
★★★★★ ~ 49,624

Best Seller

Arctix Women's Essential Insulated Bib Overalls  
★★★★★ ~ 47,752

Best Seller

THE GYM PEOPLE Thick High Waist Yoga Pants with Pockets, Tummy Control Workout Running Yoga Leggings for...  
★★★★★ ~ 67,954

Best Seller

womens Insulated Snow Pants  
★★★★★ ~ 54,385

Market Share Leaders:



Brands Observed

7,063

▲ 0% vs Prior Period

Items Observed

39,018

▲ 1% vs Prior Period

Department Summary

Keywords Observed

67,857

▼ -30% vs Prior Period

Sponsorship Activity

▲ 22.8%

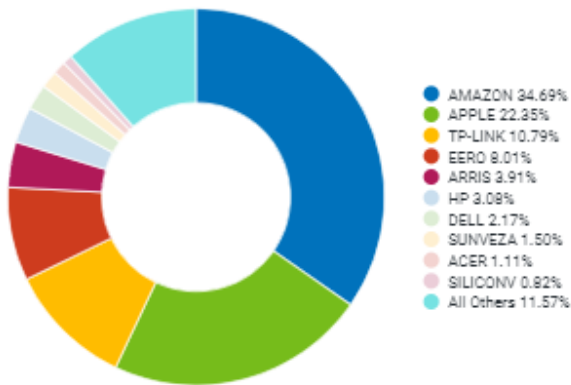
28,866,089 Weekly Average

Organic Search Visibility

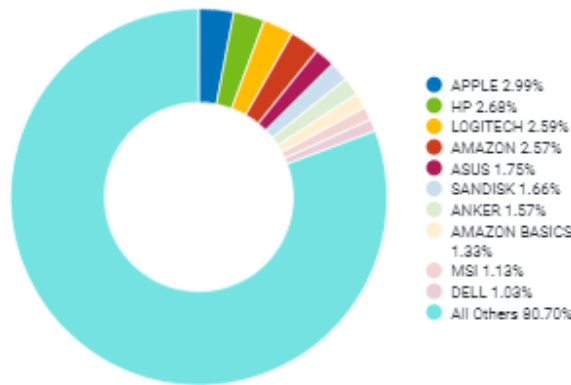
▼ -15.0%

14,100,881,431 Weekly Average

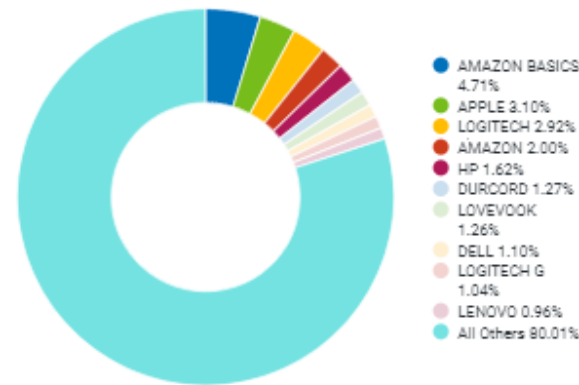
Top-Selling Brands



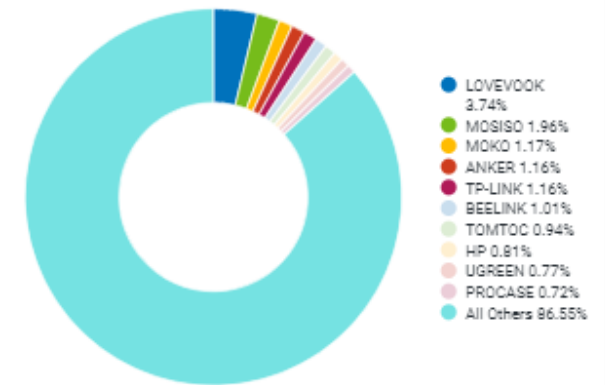
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

+2 colors/patterns

Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD...

★★★★★ ~ 19,434

Best Seller

+2 colors/patterns

Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD...

★★★★★ ~ 19,434

Featured from Amazon brands

Amazon Fire Max 11 tablet, vivid 11" display, all-in-one for streaming, reading, and gaming, 14-hour battery life, optional...

★★★★★ ~ 5,446

Best Seller

TP-Link Deco AX3000 WiFi 6 Mesh System (Deco X55) - Covers up to 6500 Sq.Ft. , Replaces Wireless Router and Extender, ...

★★★★★ ~ 8,231

+2 colors/patterns

All-new Amazon Fire HD 10 tablet, built for relaxation, 10.1" vibrant Full HD screen, octa-core processor, 3 GB RAM, latest mod...

★★★★★ ~ 2,704



Market Share Leaders:



amazon



Roku

TOZO®

Brands Observed

15,810

▲ 1% vs Prior Period

Items Observed

81,726

▲ 3% vs Prior Period

Department Summary

Keywords Observed

122,101

▼ -31% vs Prior Period

Sponsorship Activity

▲ 9.4%

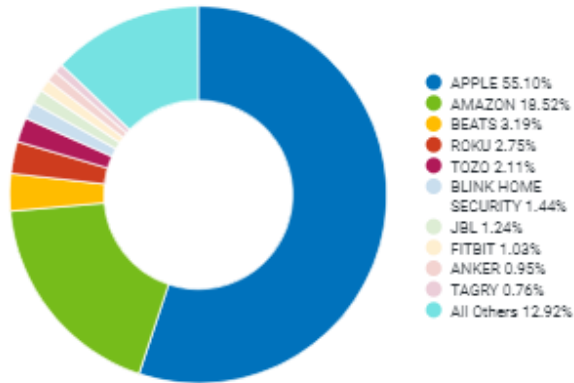
76,736,576 Weekly Average

Organic Search Visibility

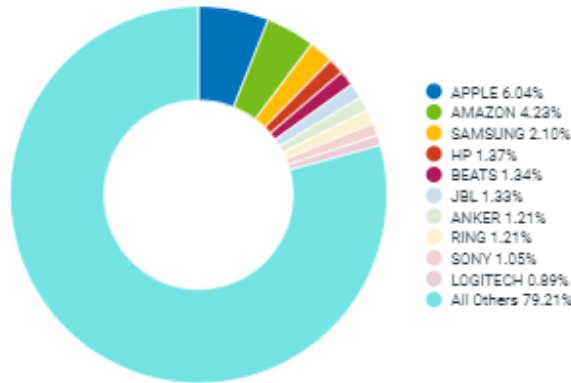
▼ -27.2%

39,846,049,264 Weekly Average

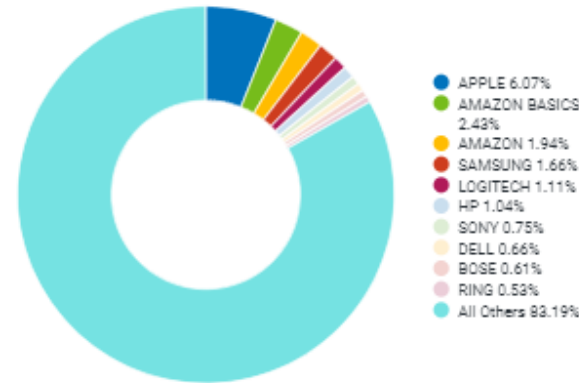
Top-Selling Brands



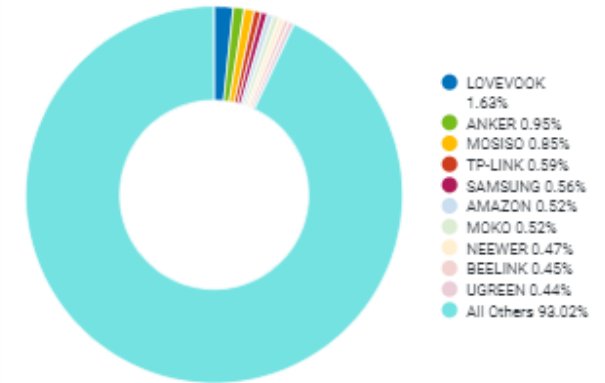
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Amazon's Choice

Apple AirPods Pro (2nd Generation) Wireless Earbuds, Up to 2X More Active Noise Cancelling, Adaptive Transparency, Personalized Spatial...

★★★★☆ ~ 9,764

Best Seller

All-new Amazon Fire TV Stick 4K streaming device, more than 1.5 million movies and TV episodes, supports Wi-Fi 6, watch free & liv...

★★★★☆ ~ 11,337

Apple iPad (10th Generation): with A14 Bionic chip, 10.9-inch Liquid Retina Display, 64GB, Wi-Fi 6, 12MP front/12MP Back...

Options: 2 sizes

★★★★☆ ~ 9,638

Best Seller

Apple AirTag 4 Pack

★★★★☆ ~ 105,570

Apple AirPods (2nd Generation) Wireless Earbuds with Lightning Charging Case Included. Over 24 Hours of Battery Life, Effortless...

★★★★☆ ~ 582,470

Market Share Leaders:



Brands Observed  
**22,476**  
▼ -1% vs Prior Period

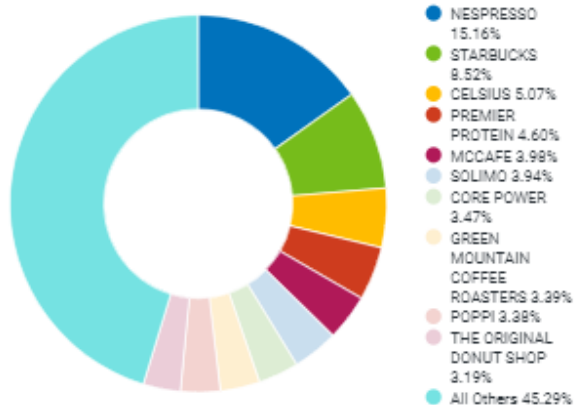
Items Observed  
**139,302**  
▼ -1% vs Prior Period

Department Summary  
Keywords Observed  
**112,591**  
▼ -14% vs Prior Period

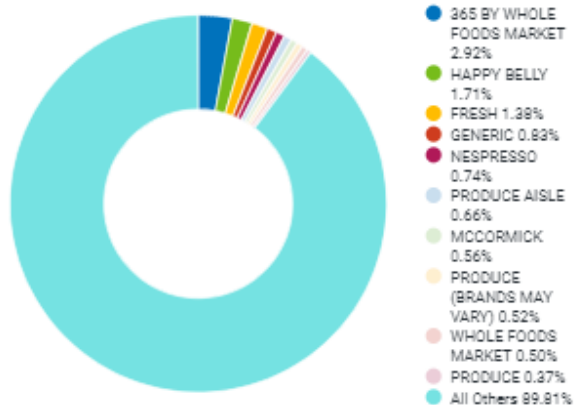
Sponsorship Activity  
**▲ 10.2%**  
167,961,906 Weekly Average

Organic Search Visibility  
**▲ 3.0%**  
47,996,483,066 Weekly Average

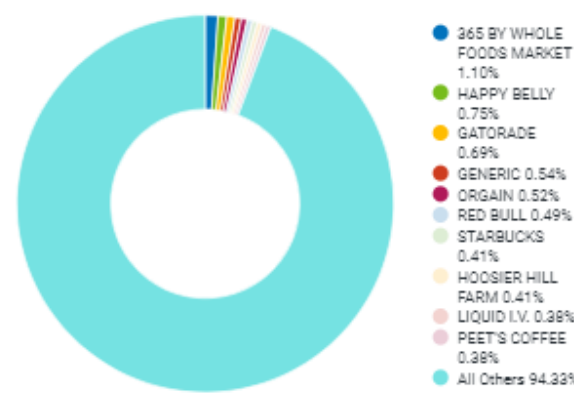
Top-Selling Brands



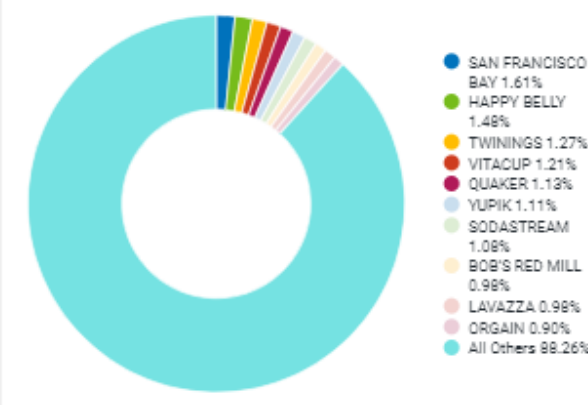
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



**Nespresso**  
Capsules VertuoLine, Medium and Dark Roast Coffee, Variety Pack, Stormio, Odacio, Melozio, 30...  
Pod 7.77 Fl Oz (Pack of 3)  
Options: 4 sizes, 13 flavors  
★★★★★ - 118,033



**Starbucks K-Cup Coffee Pods—Medium Roast Coffee—Pike Place Roast for Keurig Brewers—100%...**  
Pod 24 Count (Pack of 4)  
★★★★★ - 95,395



**Premier Protein Shake 30g Protein 1g Sugar 24 Vitamins Minerals Nutrients to Support Immune Health...**  
Chocolate - 11.5 Fl Oz (Pack of 12)  
★★★★★ - 201,565



**CELSIUS Assorted Flavors Official Variety Pack, Functional Essential Energy Drinks, 12 Fl Oz (Pack of 12)**  
Official Variety Pack 12 Fl Oz (Pack of 12)  
4.7 ★★★★★ -



**McCafe Premium Roast, Single-Serve Keurig K-Cup Pods, Medium Roast Coffee Pods Pod...**  
Pod 84 Count (Pack of 1)  
Options: 25 sizes, 19 flavors  
★★★★★ - 88,600

Market Share Leaders: **amazonbasics**



Brands Observed  
**33,908**  
▼ -1% vs Prior Period

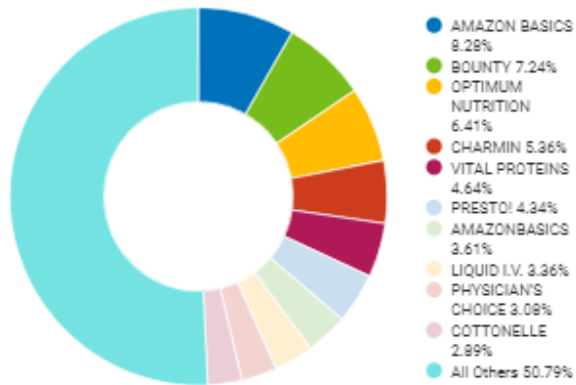
Items Observed  
**151,808**  
▲ 0% vs Prior Period

Department Summary  
Keywords Observed  
**189,947**  
▼ -15% vs Prior Period

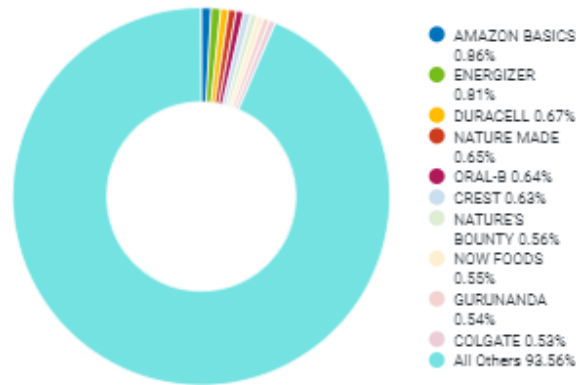
Sponsorship Activity  
**▲ 24.0%**  
155,373,785 Weekly Average

Organic Search Visibility  
**▲ 7.8%**  
77,509,134,416 Weekly Average

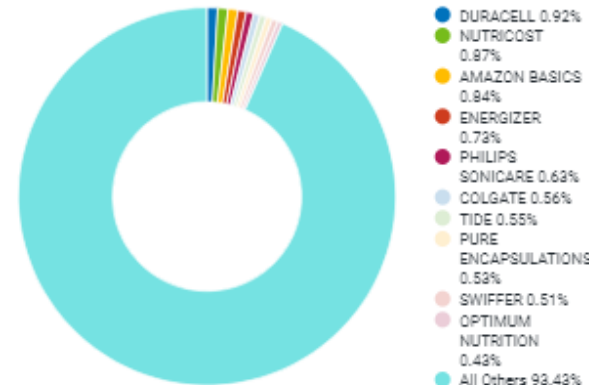
Top-Selling Brands



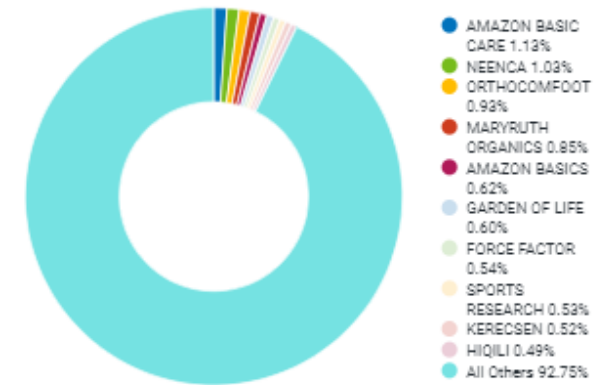
Top Brands in Organic Search



Top Brands in Paid Search



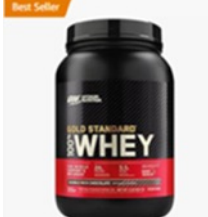
Top-Promoted Brands



Top-Selling Items:



**Best Seller**  
Bounty Quick Size Paper Towels, White, 8 Family Rolls = 20 Regular Rolls  
8 Count  
Options: 3 sizes  
★★★★★ ~ 252,637



**Best Seller**  
Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich Chocolate, 2 Pound...  
Double Rich Chocolate  
2 Pound (Pack of 1)  
★★★★★ ~ 203,818



**Sponsored**  
AMANDEAN Collagen Peptides Powder (17.6oz). Grass-Fed Hydrolyzed Protein Supplement. Promotes...  
Powder 1.1 Pound  
Options: 2 sizes  
★★★★★ ~ 1,975



**Best Seller**  
Liquid I.V. Hydration Multiplier - Lemon Lime - Powder Packets | Electrolyte Drink Mix | Easy Op...  
Powder 16 Servings (Pack of 16)  
Options: 27 sizes, 17 flavors  
★★★★★ ~ 166,623



Amazon Basics 2-Ply Toilet Paper, 30 Rolls (5 Packs of 6), White  
2100 Count (Pack of 5)  
Options: 5 sizes  
★★★★★ ~ 135,773



Market Share Leaders:



Brands Observed  
44,488  
▲ 1% vs Prior Period

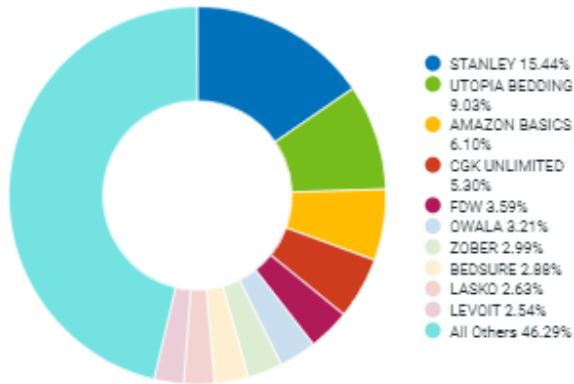
Items Observed  
225,443  
▲ 3% vs Prior Period

Department Summary  
Keywords Observed  
248,664  
▼ -23% vs Prior Period

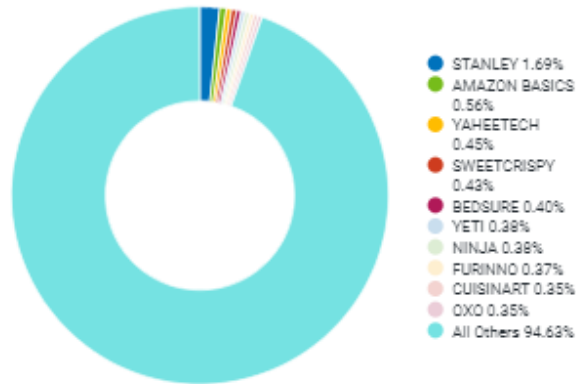
Sponsorship Activity  
▲ 3.1%  
266,546,945 Weekly Average

Organic Search Visibility  
▼ -20.3%  
122,220,986,643 Weekly Average

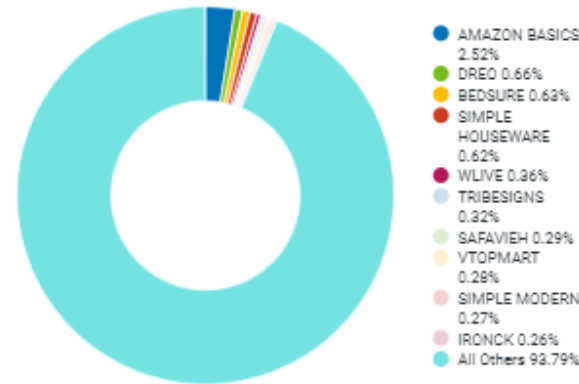
Top-Selling Brands



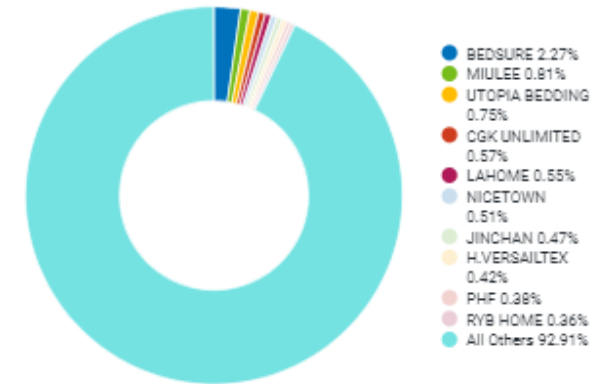
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced T...

Stainless Steel

★★★★★ ~ 45,711

Best Seller

Queen Size 4 Piece Sheet Set - Comfy Breathable & Cooling Sheets - Hotel Luxury Bed Sheets for Women & Men - Deep...

Options: 7 sizes

★★★★★ ~ 305,789

Best Seller

6/8/10/12 inch Gel Memory Foam Mattress for Cool Sleep & Pressure Relief, Medium Firm Mattresses CertiPUR-US Certified/Bed-in-a-...

Full

Options: 6 sizes

★★★★★ ~ 19,429

STANLEY IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Water Bottle for Home, Office or Car, Reusable Cup wit...

Options: 6 sizes

★★★★★ ~ 24,205

Pure Enrichment® MistAire™ Ultrasonic Cool Mist Humidifier - Quiet Air Humidifier for Bedroom, Nursery, Office, & Indoor Plants ...

★★★★★ ~ 118,983



Market Share Leaders:



Brands Observed  
30,595  
▲ 1% vs Prior Period

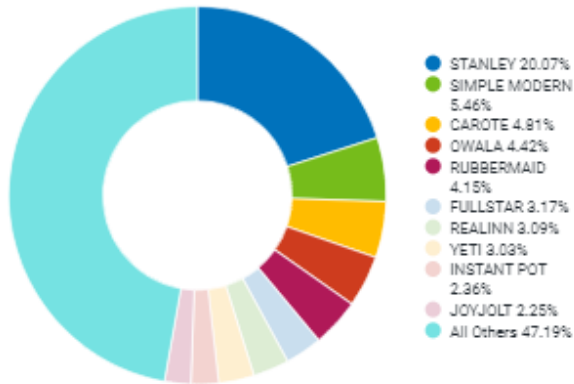
Items Observed  
134,436  
▲ 4% vs Prior Period

Department Summary  
Keywords Observed  
137,281  
▼ -22% vs Prior Period

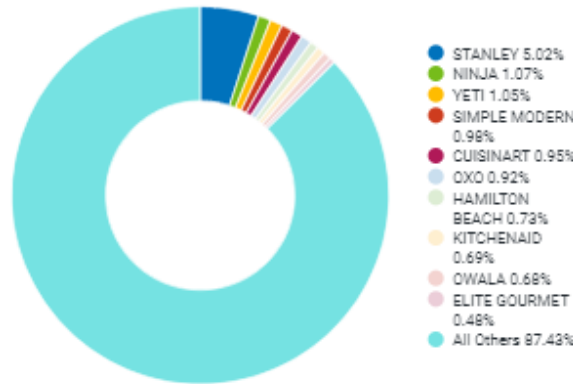
Sponsorship Activity  
▲ 1.1%  
82,802,986 Weekly Average

Organic Search Visibility  
▼ -22.6%  
39,901,158,535 Weekly Average

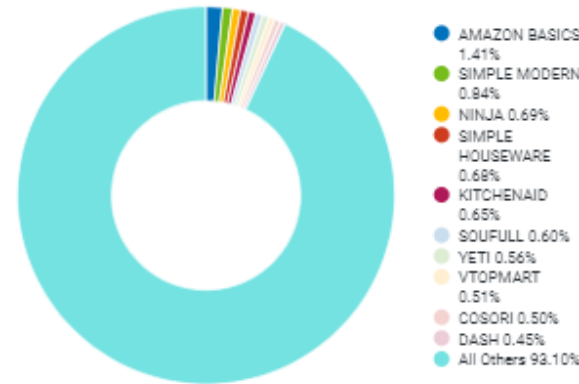
Top-Selling Brands



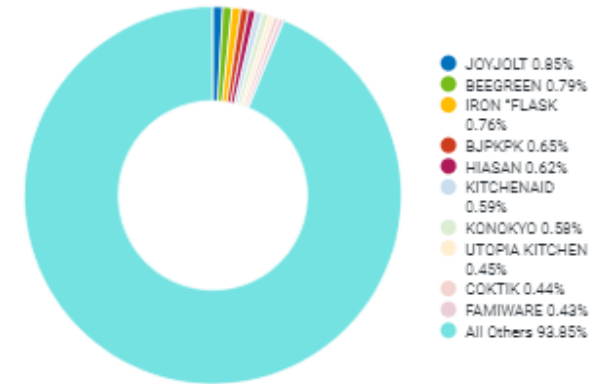
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best Seller**

Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced T...

Stainless Steel

★★★★☆ ~ 45,837

**Best Seller**

40 oz Insulated Stainless Steel Tumbler with Handle, Straw Lid - Simple Modern Trek Collection Gifts

Stainless Steel

★★★★☆ ~ 24,650

**Best Seller**

STANLEY IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Water Bottle for Home, Office or Car, Reusable Cup wit...

Stainless Steel

★★★★☆ ~ 24,259

**Best Seller**

Vegetable Chopper Vegetable Cutter Spiralizer Vegetable Slicer - Food Onion Veggie Chopper Dicer Potato Fry Cutter (4-in-1-...

Stainless Steel

★★★★☆ ~ 104,989

**Best Seller**

REALINN Under Sink Organizer and Storage, 2 Pack Pull Out Cabinet Organizer Slide Out Sink Shelf Cabinet Storage Shelves,...

★★★★☆ ~ 3,088

Market Share Leaders:



amazonbasics

HAMMERMILL.



Brands Observed

19,142

▼ -2% vs Prior Period

Items Observed

100,978

▲ 0% vs Prior Period

Department Summary

Keywords Observed

127,154

▼ -32% vs Prior Period

Sponsorship Activity

▲ 17.3%

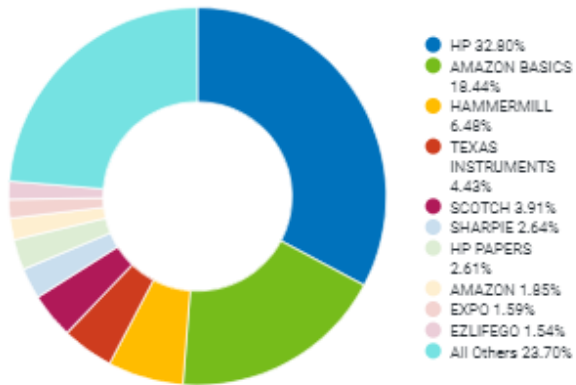
59,953,719 Weekly Average

Organic Search Visibility

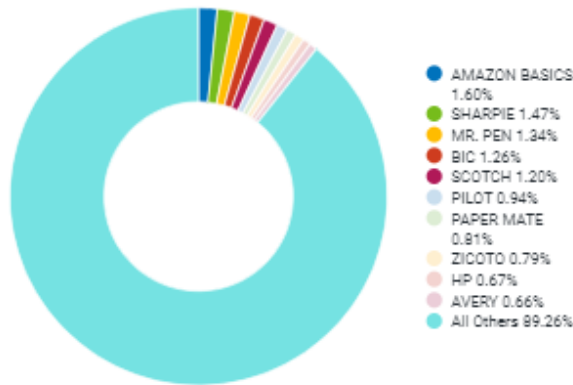
▼ -1.5%

24,723,934,816 Weekly Average

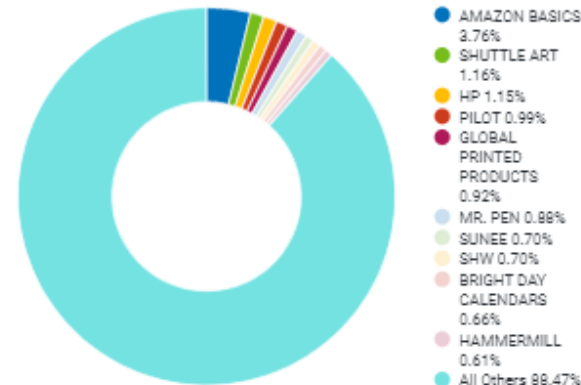
Top-Selling Brands



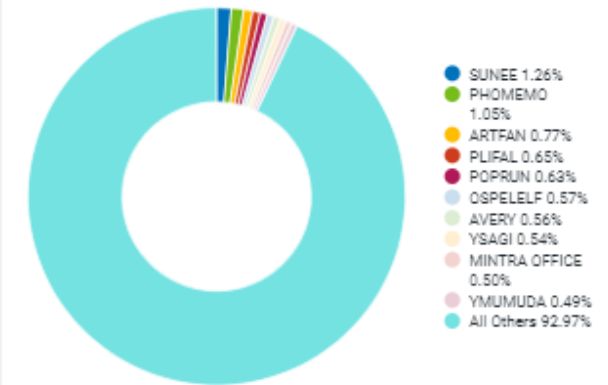
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best Seller**

67 Black/Tri-color Ink Cartridges (2 Count - Pack of 1) | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000,...

★★★★☆ ~ 46,584

**Best Seller**

HP DeskJet 2755e Wireless Color inkjet-printer, Print, scan, copy, Easy setup, Mobile printing, Best-for home, Instant Ink with HP+,white

★★★★☆ ~ 38,634

Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 8 Ream (4,000 Sheets) - 92 Bright, Made in the USA

★★★★☆ ~ 41,766

**Best Seller**

Texas Instruments TI-84 Plus CE Color Graphing Calculator, Black 7.5 Inch

★★★★☆ ~ 44,127

67XL Black High-yield Ink Cartridge | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000, 6400 Series |...

★★★★☆ ~ 42,021

Market Share Leaders:



Brands Observed

30,760

▲ 2% vs Prior Period

Items Observed

156,807

▲ 4% vs Prior Period

Department Summary

Keywords Observed

105,889

▼ -23% vs Prior Period

Sponsorship Activity

▲ 6.8%

34,402,459 Weekly Average

Organic Search Visibility

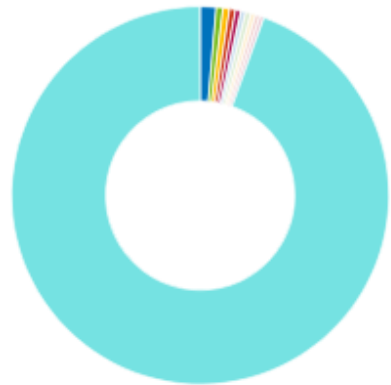
▼ -15.3%

11,148,120,067 Weekly Average

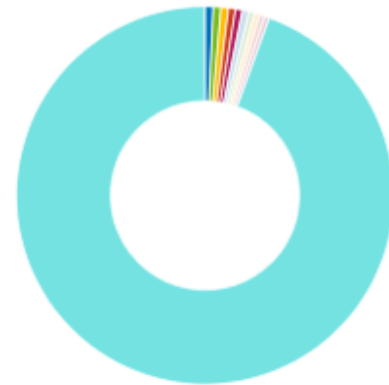
Top-Selling Brands



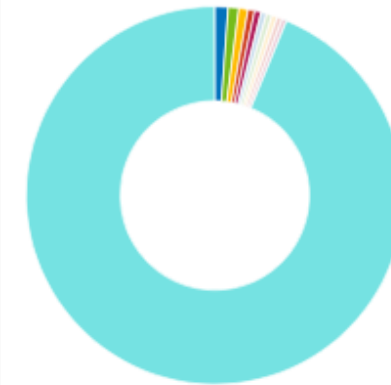
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best Waterproof Ultra Fast Thermometer with Backlig...  
★★★★☆ ~ 60,819



Pest Glue Trap by Catchmaster - 36 Boards Pre-Baited, Ready to Use Indoors. Rodent Mouse Rat Insect Sticky Adhesive Simple...  
★★★★☆ ~ 76,502



HARRIS Kind Melt Pet Friendly Ice and Snow Melter, Fast Acting 100% Pure Magnesium Chloride Formula with Scoop Included,...  
★★★★☆ ~ 6,608



Traeger Grills Signature Blend 100% All-Natural Wood Pellets for Smokers and Pellet Grills, BBQ, Bake, Roast, and Grill, 20...  
★★★★☆ ~ 19,887



Freeze Miser 2 Pack - Outdoor Faucet Freeze Protection | Durable Replacement for Faucet Covers for Winter - Freeze Proo...  
★★★★☆ ~ 1,980



Market Share Leaders:



Brands Observed

18,674

▲ 0% vs Prior Period

Items Observed

102,600

▲ 2% vs Prior Period

Department Summary

Keywords Observed

62,238

▼ -20% vs Prior Period

Sponsorship Activity

▲ 25.7%

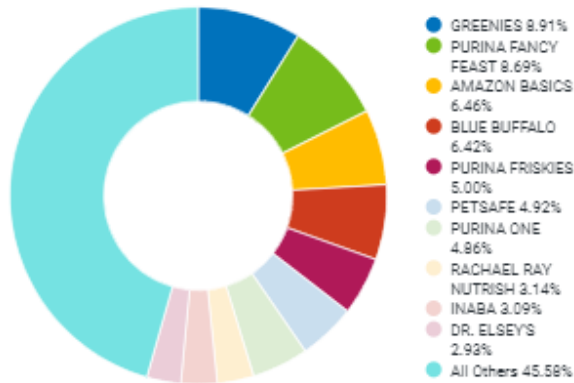
41,344,359 Weekly Average

Organic Search Visibility

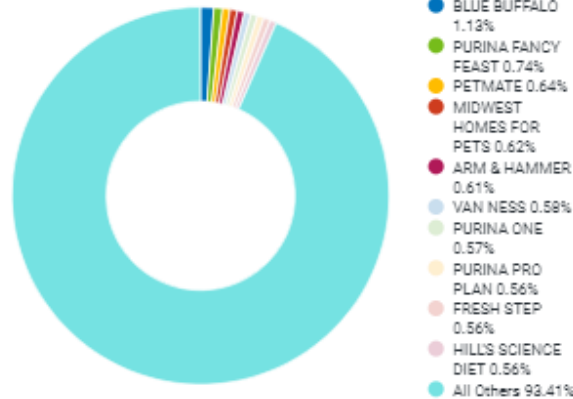
▼ -11.7%

16,681,359,730 Weekly Average

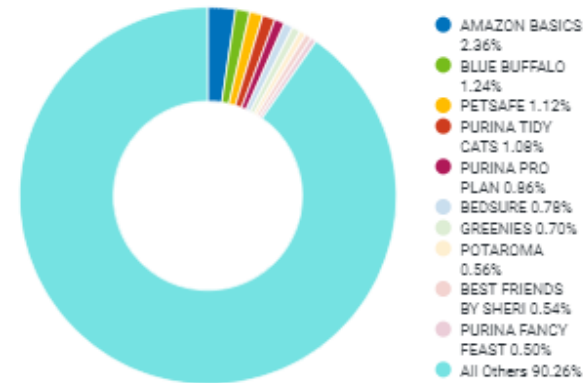
Top-Selling Brands



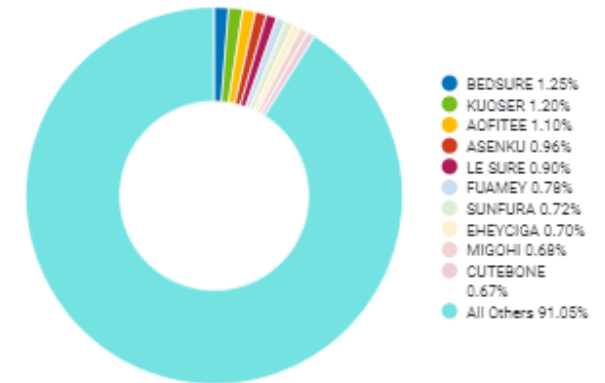
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



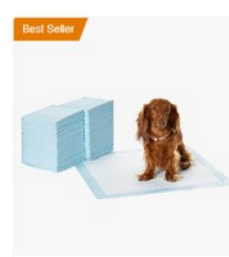
Top-Selling Items:



**Blue Buffalo Life Protection Formula Natural Adult Dry Dog Food, Chicken and Brown Rice 30-lb**  
★★★★☆ ~ 51,555



**Greenies Original Regular Natural Dog Dental Care Chews Oral Health Dog Treats, 36 count (Pack of 1)**  
★★★★☆ ~ 76,240



**Amazon Basics Dog and Puppy Pee Pads with Leak-Proof Quick-Dry Design for Potty Training, Standard Absorbency, Regular...**  
★★★★☆ ~ 250,916



**Purina ONE Dry Dog Food Lamb and Rice Formula - 31.1 lb. Bag**  
★★★★☆ ~ 42,773



**PetSafe ScoopFree Crystal Litter Tray Refills, Premium Blue Crystals, 3-Pack, Disposable Tray, Includes Leak Protection &...**  
Options: 3 sizes  
★★★★☆ ~ 35,458



Market Share Leaders:



Brands Observed

637

▼ -1% vs Prior Period

Items Observed

5,717

▲ 0% vs Prior Period

Department Summary

Keywords Observed

7,019

▲ 11% vs Prior Period

Sponsorship Activity

▲ 36.6%

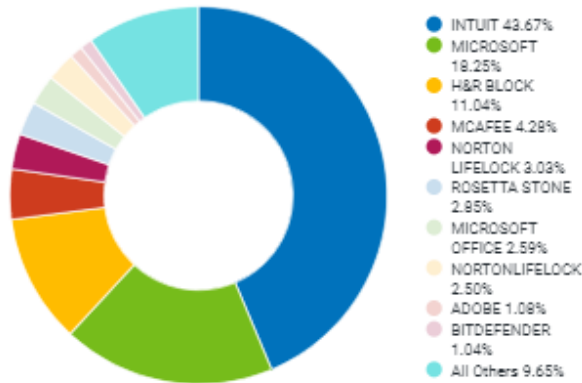
252,000 Weekly Average

Organic Search Visibility

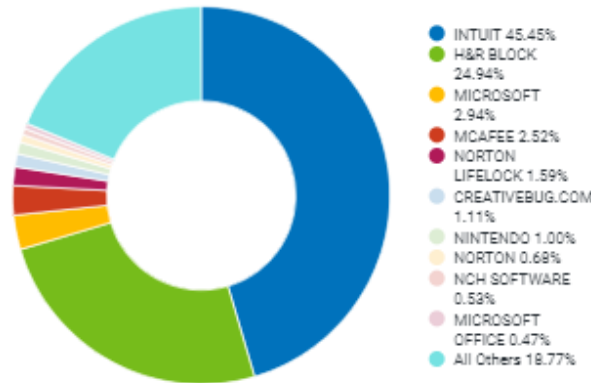
▲ 91.6%

238,223,776 Weekly Average

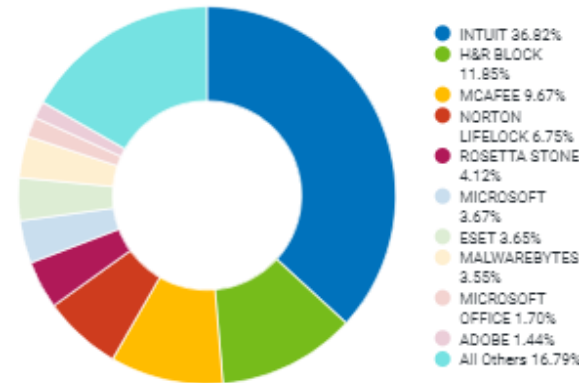
Top-Selling Brands



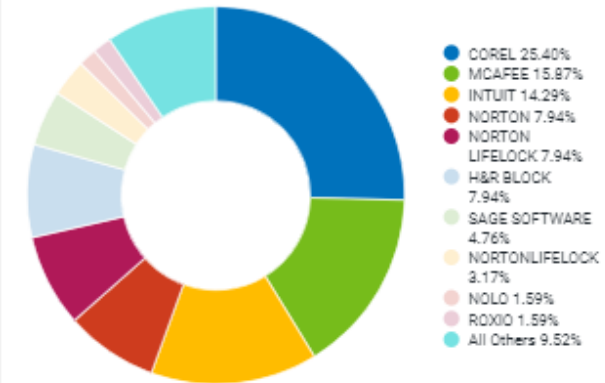
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Microsoft Office Home & Business 2021 | Word, Excel, PowerPoint, Outlook | One-time purchase for 1 PC or Mac |... by Microsoft  
★★★★☆ ~ 731

Microsoft Office Home & Student 2021 | Classic Apps: Word, Excel, PowerPoint | One-Time purchase for 1 PC/MAC |... by Microsoft  
★★★★☆ ~ 5,205

TurboTax Business 2023 Tax Software, Federal Tax Return [PC Download] by Intuit  
★★★★☆ ~ 69

TurboTax Business 2023 Tax Software, Federal Tax Return [PC Disc] by Intuit  
★★★★☆ ~ 69

TurboTax Home & Business 2023 Tax Software, Federal & State Tax Return [PC/Mac Download] [Amazon Exclusive] by Intuit  
★★★★☆ ~ 397

Market Share Leaders:



Brands Observed

54,457

▲ 2% vs Prior Period

Items Observed

542,665

▲ 3% vs Prior Period

Department Summary

Keywords Observed

187,506

▼ -26% vs Prior Period

Sponsorship Activity

▼ -4.2%

86,696,050 Weekly Average

Organic Search Visibility

▼ -30.7%

36,765,503,201 Weekly Average

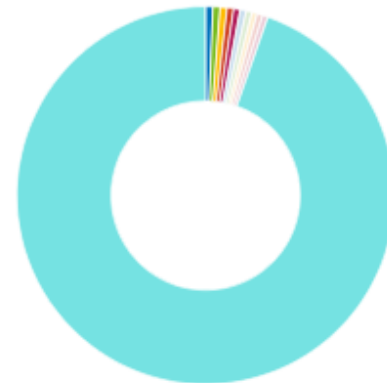
Top-Selling Brands



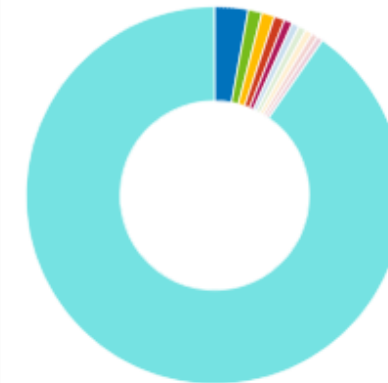
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Best Seller  
+2 colors/patterns  
Sperax Walking Pad,Under Desk Treadmill,Treadmills for Home,320 Lb Capacity  
★★★★☆ ~ 3,012



Fitbit Charge 6 Fitness Tracker with Google apps, Heart Rate on Exercise Equipment, 6-Months Premium Membership Included,...  
★★★★☆ ~ 714



Best Seller  
Amazon Basics Easy Grip Workout Dumbbell, Neoprene Coated, Various Sets and Weights available  
★★★★☆ ~ 92,788



Best Seller  
Hand Warmers - Long Lasting Safe Natural Odorless Air Activated Warmers - Up to 10 Hours of Heat - 40 Pair  
★★★★☆ ~ 47,118



Best Seller  
Prepared Hero Emergency Fire Blanket - 1 Pack - Fire Suppression Blanket for Kitchen, 40" x 40" Fire Blanket for Home...  
Solid  
Options: 5 sizes  
★★★★☆ ~ 8,222

Market Share Leaders: everydrop



ring

FRIGIDAIRE

BRITA

Brands Observed

42,323

▲ 1% vs Prior Period

Items Observed

267,744

▲ 2% vs Prior Period

Department Summary  
Keywords Observed

171,949

▼ -24% vs Prior Period

Sponsorship Activity

▲ 11.2%

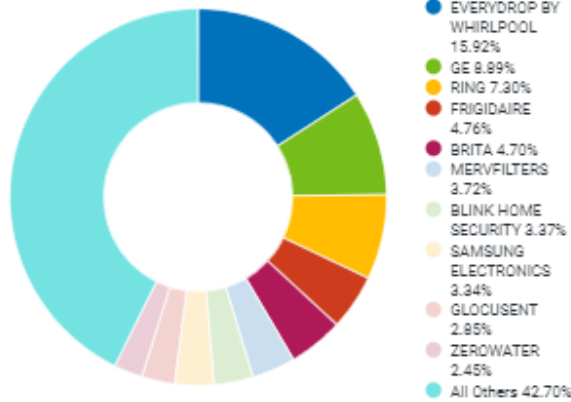
86,661,127 Weekly Average

Organic Search Visibility

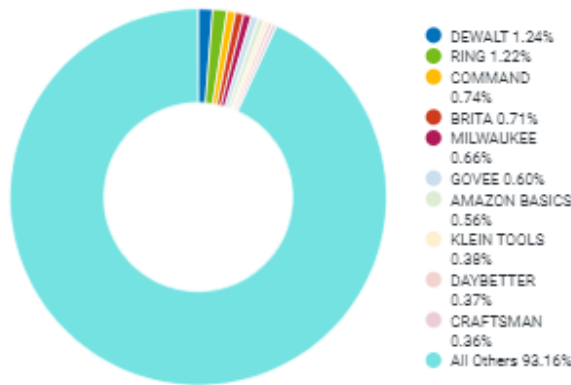
▼ -14.5%

32,113,258,569 Weekly Average

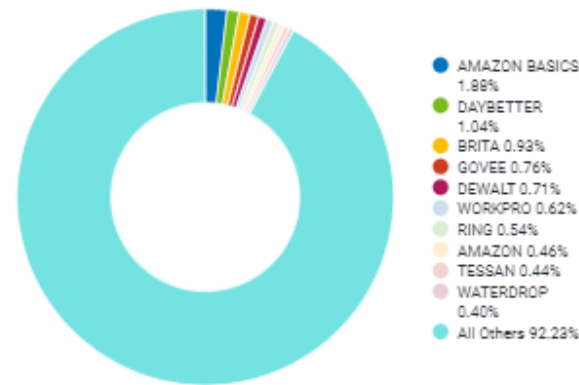
Top-Selling Brands



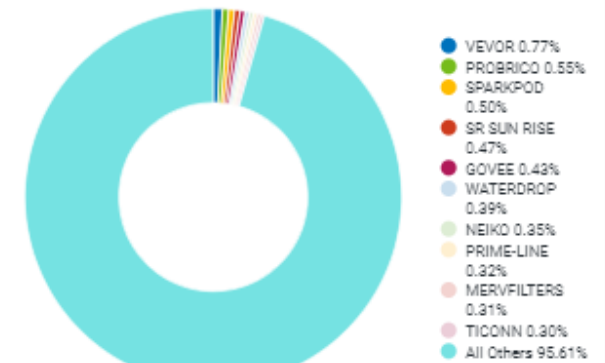
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Single-Pack, Purple  
★★★★☆ ~ 94,339



Ring Video Doorbell - 1080p HD video, improved motion detection, easy installation - Satin Nickel  
★★★★☆ ~ 189,483



GE XWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for...  
★★★★☆ ~ 24,236



GE RPWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for...  
★★★★☆ ~ 51,199



Simply by MervFilters 20x20x1 MERV 8 Air Filter, 6 Pack  
★★★★☆ ~ 29,122



Market Share Leaders:



Brands Observed

21,819

▲ 2% vs Prior Period

Items Observed

114,162

▲ 4% vs Prior Period

Department Summary  
Keywords Observed

137,907

▼ -43% vs Prior Period

Sponsorship Activity

▼ -46.1%

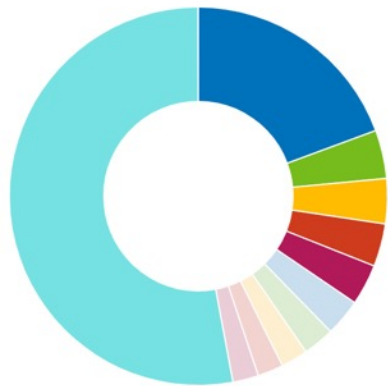
120,780,926 Weekly Average

Organic Search Visibility

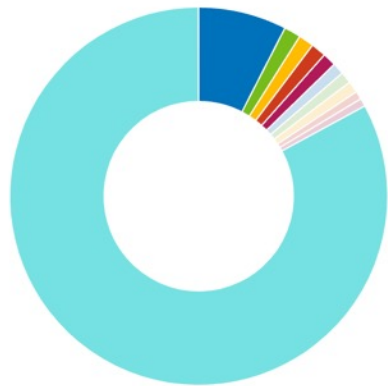
▼ -59.3%

28,486,962,245 Weekly Average

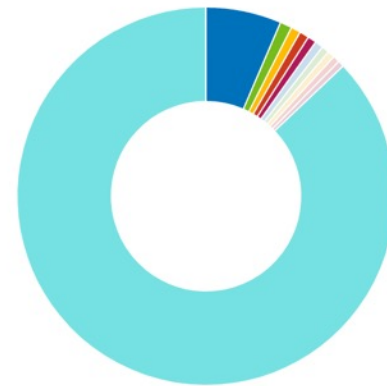
Top-Selling Brands



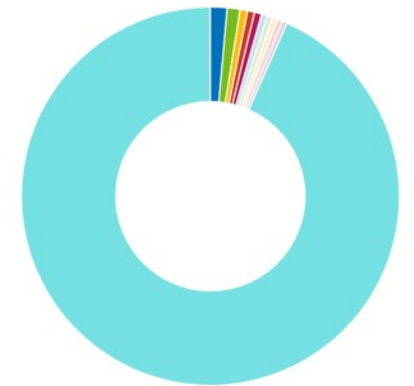
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



LEGO Icons Bouquet of Roses, Home Décor Artificial Flowers, Gift for Her or Him for Anniversary and Valentine's Da...  
★★★★★ ~ 186



LEGO Icons Bonsai Tree Building Set 10281 - Featuring Cherry Blossom Flowers, DIY Plant Model for Adults, Creative Gift...  
★★★★★ ~ 19,252



SHASHIBO Shape Shifting Box - Award-Winning, Patented Fidget Cube w/ 36 Rare Earth Magnets - Transforms Into Over 70 Shapes...  
★★★★★ ~ 54,048



LEGO Roses Building Kit, Unique Gift for Valentine's Day, Botanical Collection, Gift to Build Together, 40460  
★★★★★ ~ 411



LEGO Icons Tiny Plants Creative Building Set for Adults, Gift for Valentines Day for Flower-Lovers, Carnivorous, Tropical an...  
★★★★★ ~ 731



Market Share Leaders:



Brands Observed

5,627

▲ 1% vs Prior Period

Items Observed

40,498

▲ 2% vs Prior Period

Department Summary

Keywords Observed

43,339

▼ -21% vs Prior Period

Sponsorship Activity

▲ 1.1%

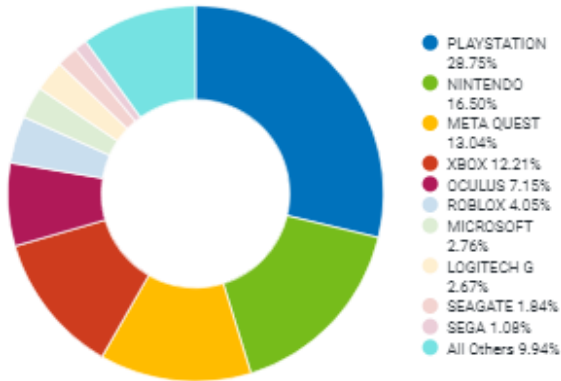
8,719,116 Weekly Average

Organic Search Visibility

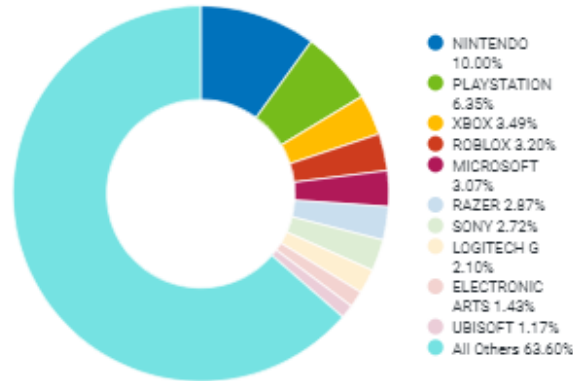
▼ -48.4%

7,262,001,173 Weekly Average

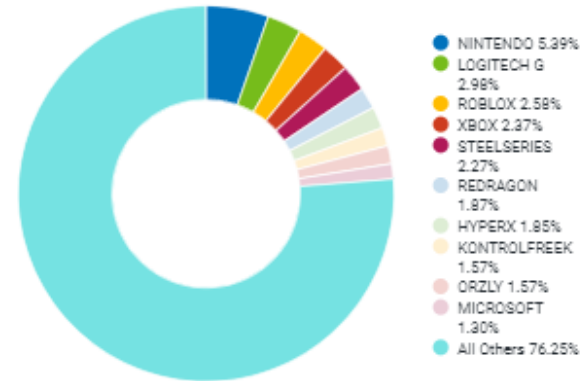
Top-Selling Brands



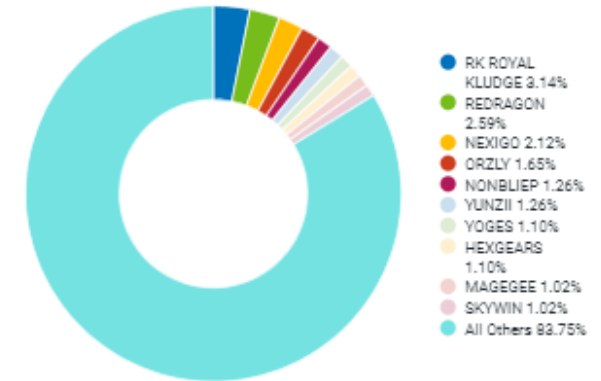
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best Seller**

PlayStation 5 Console - Marvel's Spider-Man 2 Bundle (slim)  
Nov 10, 2023  
★★★★★ ~ 2,054

Meta Quest 3 128GB— Breakthrough Mixed Reality — Powerful Performance — Asgard's Wrath 2 Bundle  
Oct 10, 2023  
★★★★★ ~ 3,724

**Best Seller**

Meta Quest 2 — Advanced All-In-One Virtual Reality Headset — 128 GB  
by Meta  
★★★★★ ~ 69,692

**Best Seller**

Nintendo Switch™ with Neon Blue and Neon Red Joy-Con™  
Oct 14, 2022  
★★★★★ ~ 5,836

**Best Seller**

Xbox Series X 1TB SSD Console - Includes Wireless Controller - Up to 120 frames per second - 16GB RAM 1TB SSD - Experience True...  
Nov 10, 2020  
★★★★★ ~ 25,599

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