


















# Department Performance Report

DECEMBER 2023

 Baby	 Beauty	 Clothing	 Electronics
 Grocery	 Health	 Home	 Household Essentials
 Kitchen & Dining	 Personal Care	 Pets	 School & Office Supplies
 Sports & Outdoors	 Toys	 Video Games	





# Department Performance Report

December 2023

## Report Overview

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

- [Department Overview](#)
- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
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- ❖ Disclaimer: Analytic Index has no affiliation with Target. 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 Target (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**

## Interested in learning more?

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sales@analyticindex.com



+1 (801) 916-4306

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Market Share Leaders:



Brands Observed

618

▲ 4% vs Prior Period

Items Observed

9,559

▲ 5% vs Prior Period

Department Summary

Keywords Observed

85,258

▲ 9% vs Prior Period

Sponsorship Activity

▲ 10.0%

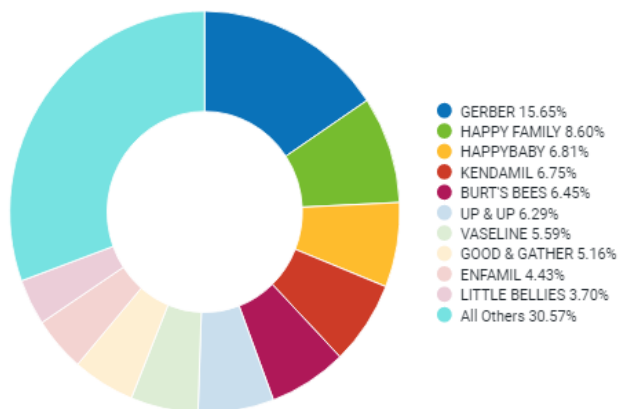
2,001,916 Weekly Average

Organic Search Visibility

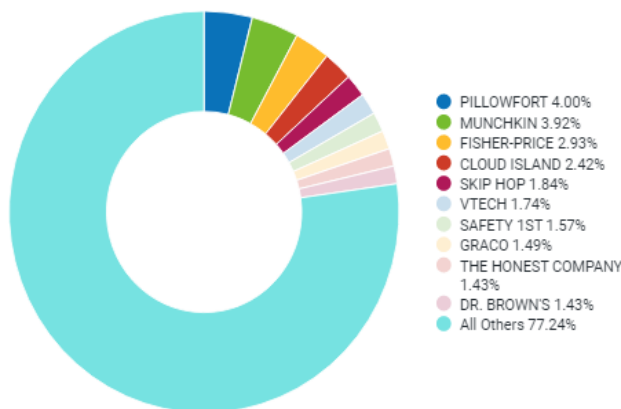
▲ 12.9%

2,375,373,987 Weekly Average

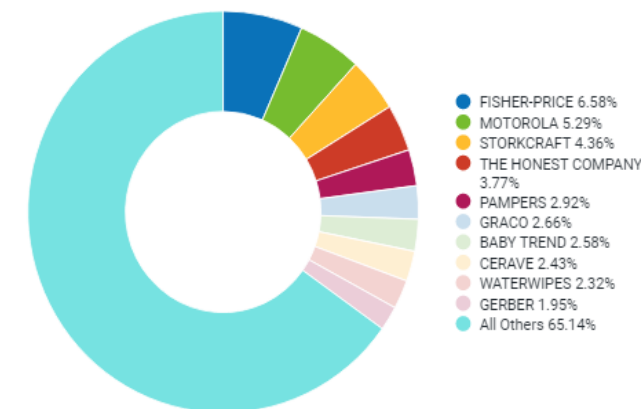
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Kendamil Organic Infant Formula Powder - 28.2oz  
Kendamil  
★★★★★ 2842



Vaseline Original Unscented Petroleum Jelly - 1.75oz  
Vaseline  
★★★★★ 4961



Nursery Water - 128 fl oz  
Nursery Water  
★★★★★ 800



Gerber Puffs Banana Cereal Baby Snacks - 1.48oz  
Gerber  
★★★★★ 941



Bobbie Baby Organic Powder Infant Formula - 14oz  
Bobbie  
★★★★★ 1185

Market Share Leaders:



ecOTOOLS®

que bella

Hero.

Brands Observed

745

▲ 3% vs Prior Period

Items Observed

10,866

▲ 4% vs Prior Period

Department Summary

Keywords Observed

62,138

▲ 5% vs Prior Period

Sponsorship Activity

▼ -7.7%

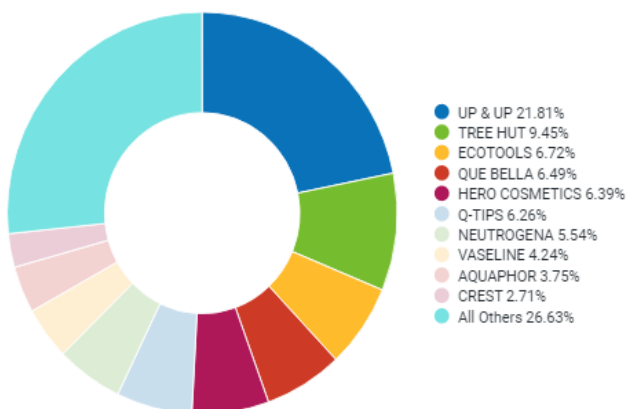
4,970,833 Weekly Average

Organic Search Visibility

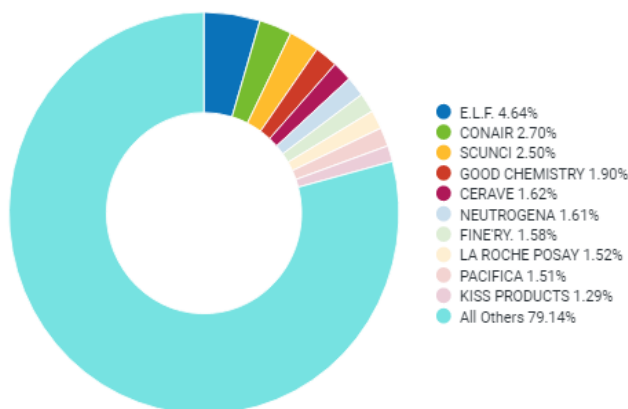
▲ 28.8%

7,783,109,691 Weekly Average

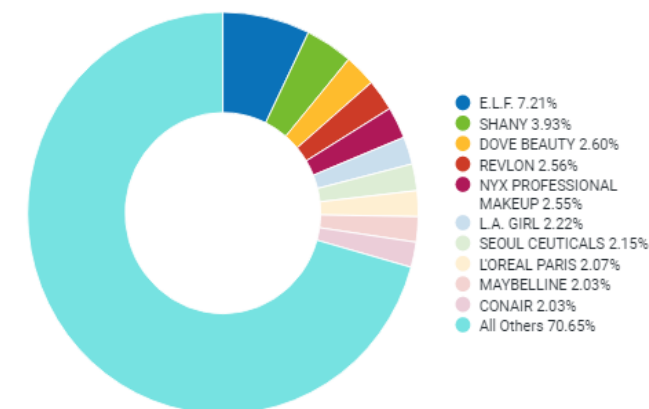
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...  
up & up  
★★★★★ 7780



Jumbo Cotton Balls - 200ct - up & up™  
up & up  
★★★★★ 4437



Neutrogena Facial Cleansing Makeup Remover Wipes - Travel...  
Neutrogena  
★★★★★ 258



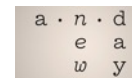
Regular Cotton Swabs Paper Sticks - 500ct - up & up™  
up & up  
★★★★★ 6478



Vaseline Original Unscented Petroleum Jelly - 1.75oz  
Vaseline  
★★★★★ 4951

1.75 OZ

Market Share Leaders:



Brands Observed

935

▲ 0% vs Prior Period

Items Observed

124,747

▼ -4% vs Prior Period

Department Summary

Keywords Observed

91,428

▼ -8% vs Prior Period

Sponsorship Activity

▼ -19.2%

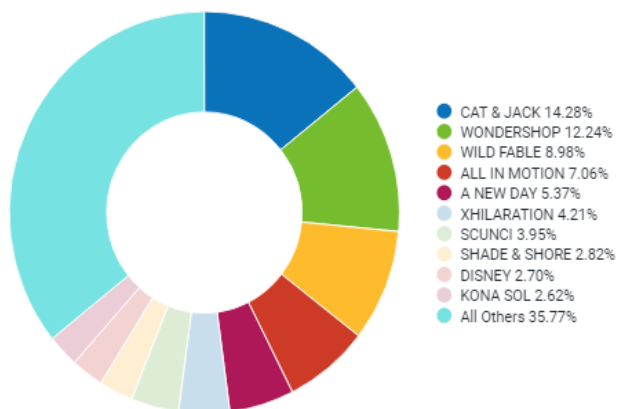
3,008,061 Weekly Average

Organic Search Visibility

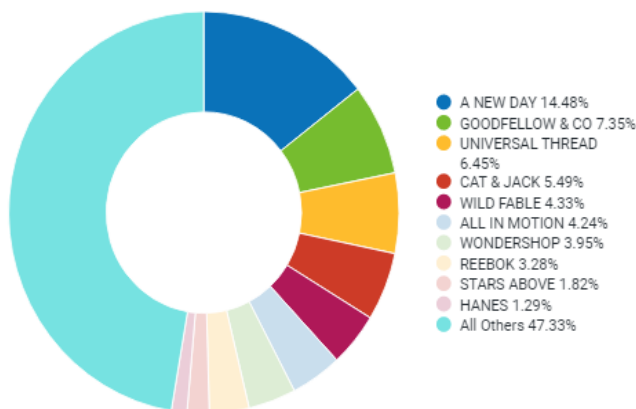
▲ 32.3%

15,412,433,953 Weekly Average

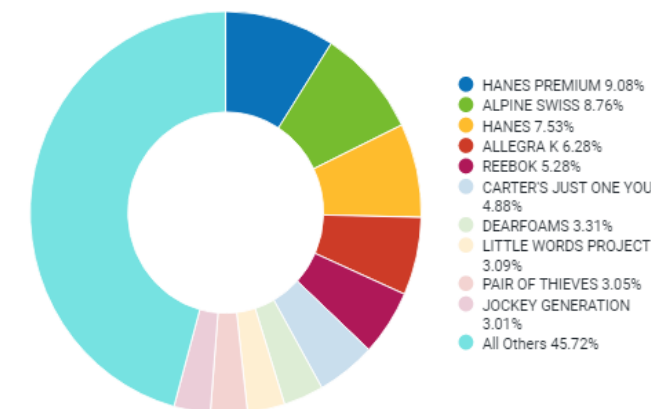
Top-Selling Brands



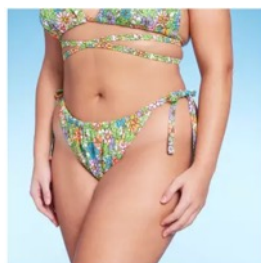
Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Women's Side-Tie Adjustable Coverage Ultra High Leg Bikini...  
Wild Fable  
★★★★☆ 88



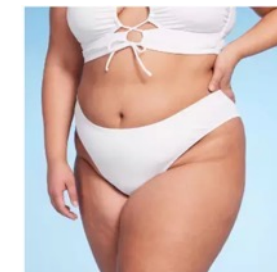
Women's High Neck Bikini Top - Kona Sol™ Black  
Kona Sol  
★★★★☆ 28



scunci Hosiery Ponytailer Hair Tie Elastics - 6ct  
scunci  
★★★★★ 578



scunci Elastic Hair Ties - Assorted Colors - 2mm/50pk  
scunci  
★★★★★ 516



Women's Scoop Front Ultra High Leg Cheeky Bikini Bottom - Wild...  
Wild Fable  
★★★★★ 33

Market Share Leaders:



**Energizer**

**FUJIFILM**



**DURACELL**

Brands Observed

561

▲ 6% vs Prior Period

Items Observed

9,710

▲ 2% vs Prior Period

Department Summary

Keywords Observed

51,835

▲ 3% vs Prior Period

Sponsorship Activity

▲ 9.1%

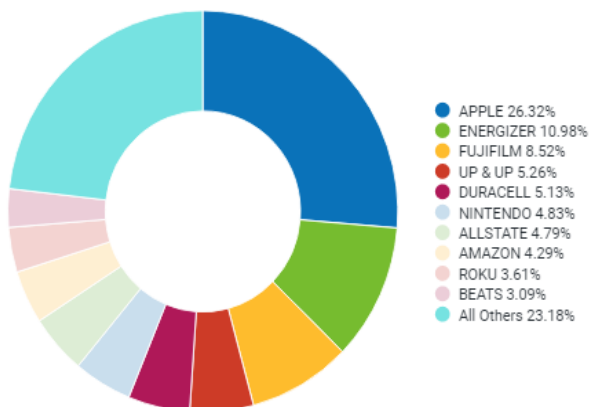
3,077,011 Weekly Average

Organic Search Visibility

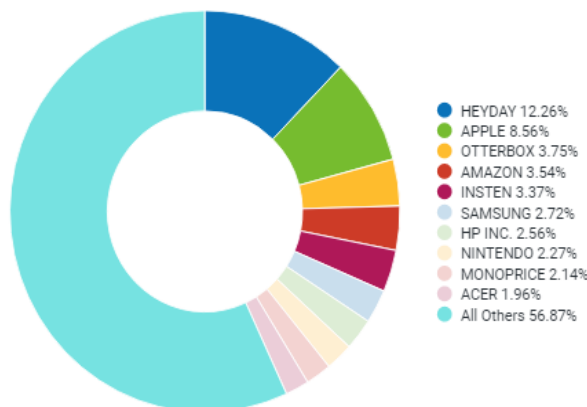
▲ 14.6%

10,344,057,913 Weekly Average

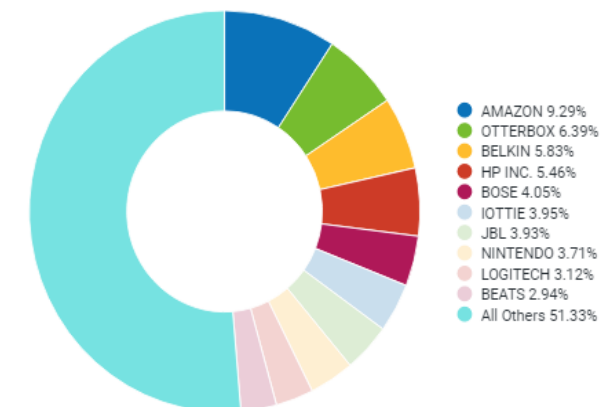
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Apple AirPods (2nd Generation) with Charging Case  
Apple  
★★★★★ 18023



Fujifilm INSTAX MINI Instant Film Twin...  
Fujifilm  
★★★★★ 2065



Apple AirPods Pro (2nd Generation)  
Apple  
★★★★★ 1402



AirPods (3rd Generation) with Lightning Charging Case  
Apple  
★★★★★ 1330



Apple 20W USB-C Power Adapter  
Apple  
★★★★★ 2098



Market Share Leaders: **favorite day**



Brands Observed

1,175

▲ 4% vs Prior Period

Items Observed

8,549

▲ 4% vs Prior Period

Department Summary

Keywords Observed

60,031

▼ -3% vs Prior Period

Sponsorship Activity

▼ -0.7%

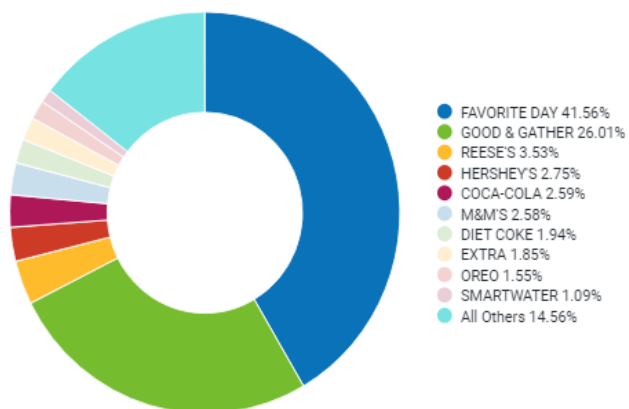
12,849,578 Weekly Average

Organic Search Visibility

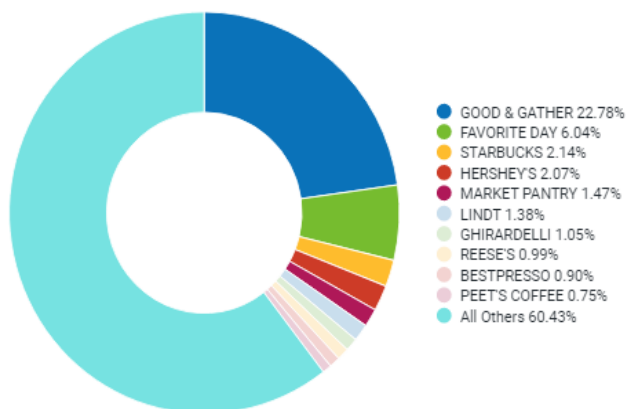
▲ 20.6%

6,511,530,886 Weekly Average

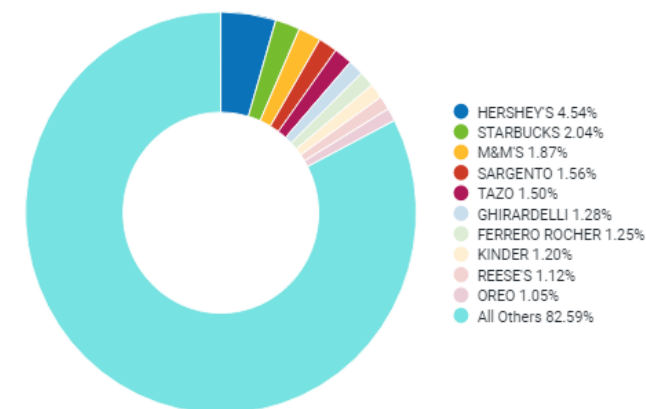
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Banana - each  
★★★★☆ 7643



Avocado - each  
★★★★☆ 4193



Strawberries - 1lb  
★★★★☆ 8282



Purified Water - 128 fl oz (1gal) - Good & Gather™  
Good & Gather | Only at ★★★★☆ 4058



Purified Drinking Water - 24pk/16.9 fl oz Bottles - Good & Gather™  
Good & Gather | Only at ★★★★☆ 7181

Market Share Leaders:



Brands Observed

706

▲ 8% vs Prior Period

Items Observed

4,964

▲ 1% vs Prior Period

Department Summary

Keywords Observed

57,279

▼ -2% vs Prior Period

Sponsorship Activity

▲ 0.4%

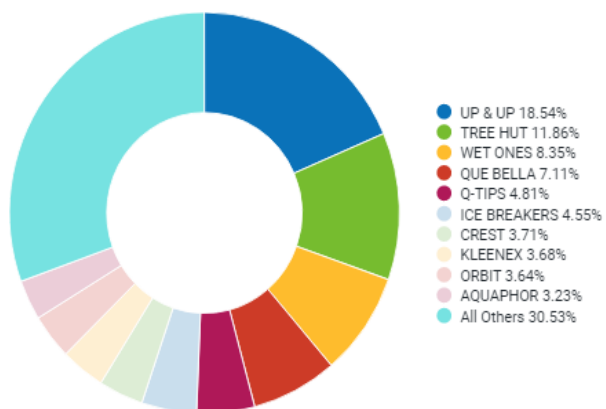
3,191,468 Weekly Average

Organic Search Visibility

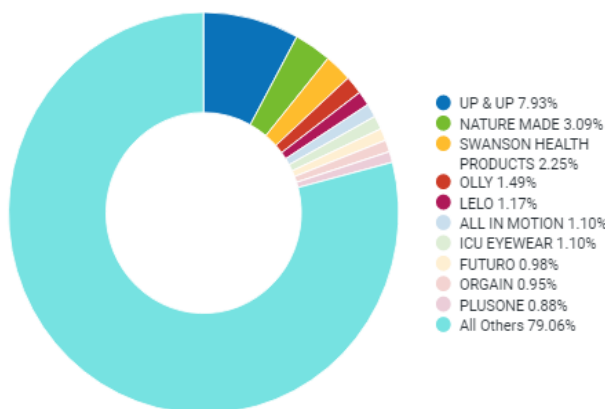
▲ 18.4%

3,442,030,683 Weekly Average

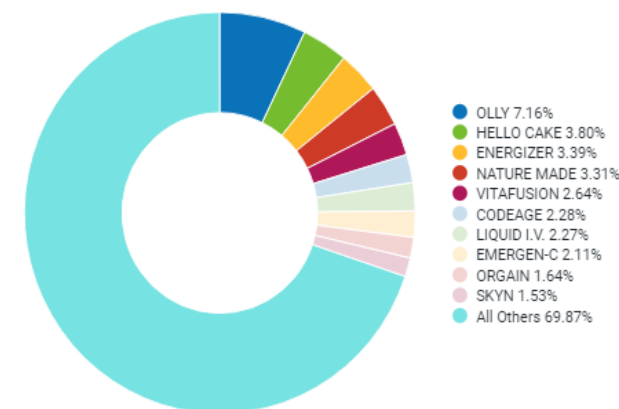
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Regular Cotton Swabs Paper Sticks - 500ct - up & up™  
up & up  
★★★★★ 5181



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct  
Wet Ones  
★★★★★ 1598



Q-Tips Cotton Swabs  
Q-Tips  
★★★★★ 3573



Tree Hut Shea Sugar Vanilla & Jasmine Body Scrub - 18oz  
Tree Hut  
★★★★★ 786



Aquaphor Healing Ointment Skin Protector and Moisturizer for D...  
Aquaphor  
★★★★★ 2027

Market Share Leaders:



Brands Observed

2,096

▲ 5% vs Prior Period

Items Observed

47,101

▲ 12% vs Prior Period

Department Summary

Keywords Observed

168,690

▲ 5% vs Prior Period

Sponsorship Activity

▲ 6.7%

5,554,696 Weekly Average

Organic Search Visibility

▲ 14.3%

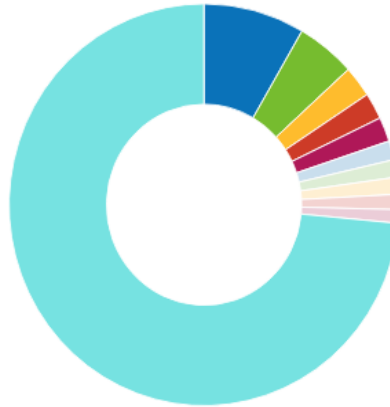
12,898,996,397 Weekly Average

Top-Selling Brands



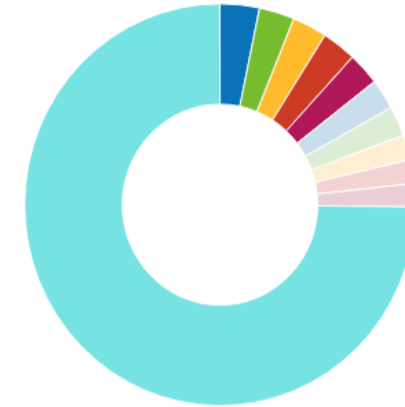
- ROOM ESSENTIALS 20.67%
- WONDERSHOP 15.35%
- CRAYOLA 12.99%
- SCRUB DADDY 9.10%
- MONDO LLAMA 8.67%
- STERILITE 4.31%
- UP & UP 3.89%
- BRIGHTROOM 3.65%
- SHARPIE 3.31%
- TICONDEROGA 2.35%
- All Others 15.72%

Top Brands in Organic Search



- THRESHOLD 8.38%
- WONDERSHOP 4.88%
- ROOM ESSENTIALS 2.51%
- BRIGHTROOM 2.14%
- MONDO LLAMA 1.97%
- UNIQUE BARGAINS 1.52%
- COSTWAY 1.41%
- CRAYOLA 1.36%
- PILLOWFORT 1.22%
- NORTHLIGHT 1.09%
- All Others 73.52%

Top Brands in Paid Search



- GENERAL ELECTRIC 3.26%
- LUSH DECOR 2.91%
- BECKY CAMERON 2.86%
- RING 2.83%
- BISSELL 2.65%
- CRAYOLA 2.46%
- VIPEK 2.41%
- SHARK 2.02%
- NINTENDO 1.91%
- COSTWAY 1.86%
- All Others 74.83%

Top-Selling Items:



Crayola 24ct Kids Crayons

Crayola  
★★★★★ 4082



Sterilite 66qt ClearView Latch Box Clear with Purple Latches

Sterilite  
★★★★★ 3460



Travel Size Lint Roller 30 Sheets - up & up™

up & up | Only at 📍  
★★★★★ 3092



Scrub Daddy Dual-Sided Scrubber + Sponge

Scrub Daddy  
★★★★★ 4018



PEVA Light Weight Shower Liner Clear - Room Essentials™

Room Essentials | Only at 📍  
★★★★★ 7117

Market Share Leaders:



Brands Observed

213

▲ 10% vs Prior Period

Items Observed

2,247

▲ 3% vs Prior Period

Department Summary

Keywords Observed

13,819

▼ -17% vs Prior Period

Sponsorship Activity

▼ -12.5%

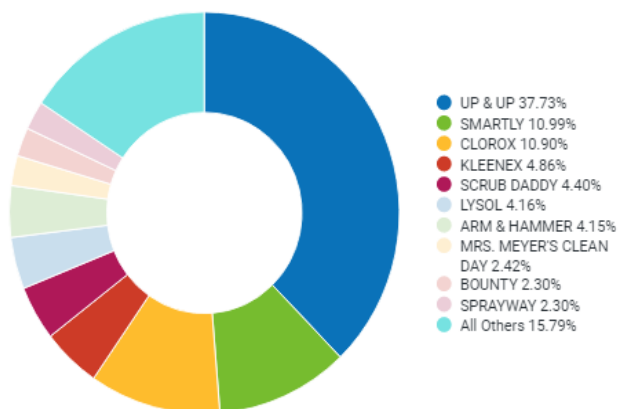
1,223,376 Weekly Average

Organic Search Visibility

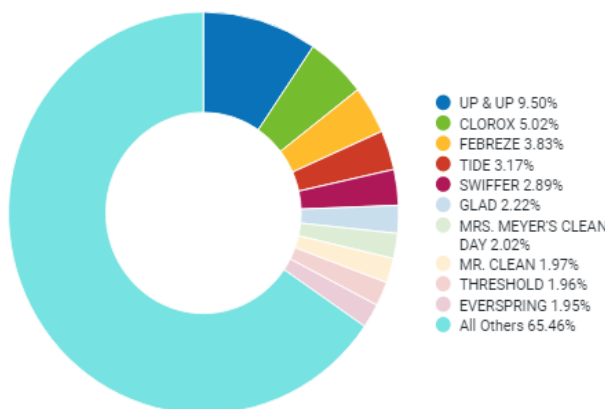
▲ 6.7%

1,673,703,927 Weekly Average

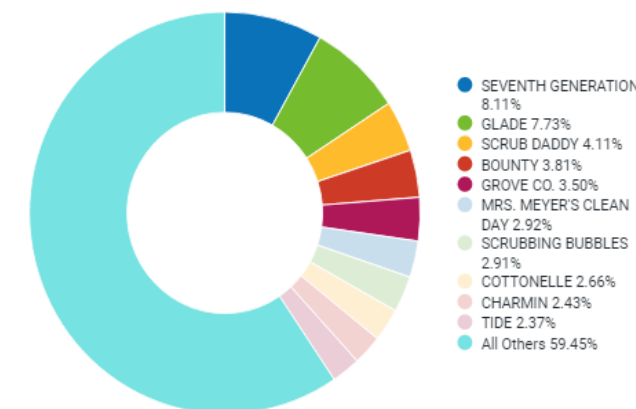
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Disposable Paper Napkins - 230ct - Smartly™  
Smartly  
★★★★★ 4481



Parchment Paper Roll - 50 sq ft - up & up™  
up & up  
★★★★★ 3018



Scrub Daddy Dual-Sided Scrubber + Sponge  
Scrub Daddy  
★★★★★ 4018



Lemon Scent Disinfecting Wipes - 75ct - up & up™  
up & up Only at Target  
★★★★★ 4318



Lysol Toilet Bowl Cleaner - 24oz/2ct  
Lysol  
★★★★★ 2178

Market Share Leaders:



Brands Observed

792

▲ 2% vs Prior Period

Items Observed

14,378

▲ 6% vs Prior Period

Department Summary

Keywords Observed

38,942

▼ -6% vs Prior Period

Sponsorship Activity

▲ 11.4%

2,177,301 Weekly Average

Organic Search Visibility

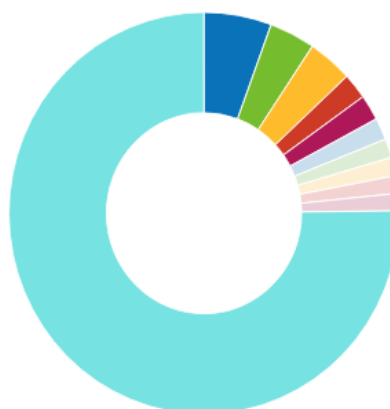
▲ 26.3%

6,231,333,339 Weekly Average

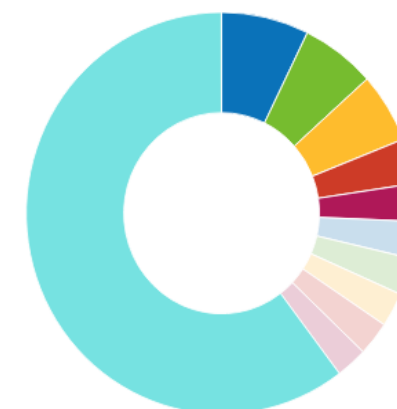
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



**Granulated Sugar - 4lbs - Good & Gather™**  
Good & Gather | Only at   
★★★★★ 2823



**Salted Butter - 1lb - Good & Gather™**  
Good & Gather | Only at   
★★★★★ 1906



**Grade A Large Eggs - 12ct - Good & Gather™ (Packaging May Vary)**  
Good & Gather | Only at   
★★★★★ 4579



**Unsalted Butter - 1lb - Good & Gather™**  
Good & Gather | Only at   
★★★★★ 1737



**Powdered Sugar - 2lbs - Good & Gather™**  
Good & Gather | Only at   
★★★★★ 1085

Market Share Leaders:



Brands Observed

273

▲ 7% vs Prior Period

Items Observed

2,200

▲ 9% vs Prior Period

Department Summary

Keywords Observed

29,917

▲ 3% vs Prior Period

Sponsorship Activity

▼ -1.1%

1,961,932 Weekly Average

Organic Search Visibility

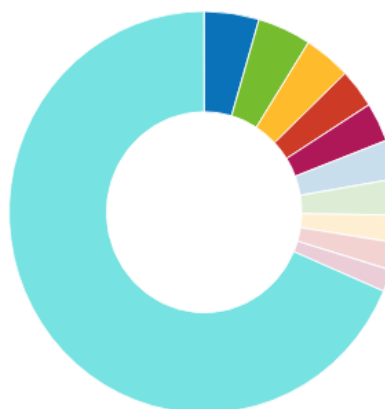
▲ 27.5%

2,185,747,928 Weekly Average

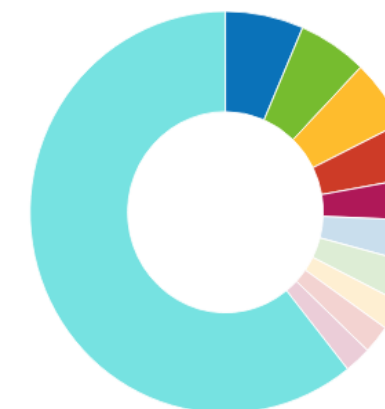
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...  
up & up  
★★★★★ 9337



Jumbo Cotton Balls - 200ct - up & up™  
up & up  
★★★★★ 5103



Regular Cotton Swabs Paper Sticks - 500ct - up & up™  
up & up  
★★★★★ 6112



Hero Cosmetics Mighty Patch Original Acne Pimple Patches  
Hero Cosmetics  
★★★★★ 9870



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct  
Wet Ones  
★★★★★ 1842

Market Share Leaders:



Brands Observed

333

▲ 16% vs Prior Period

Items Observed

3,525

▲ 18% vs Prior Period

Department Summary

Keywords Observed

12,203

▼ -25% vs Prior Period

Sponsorship Activity

▲ 3.5%

1,181,110 Weekly Average

Organic Search Visibility

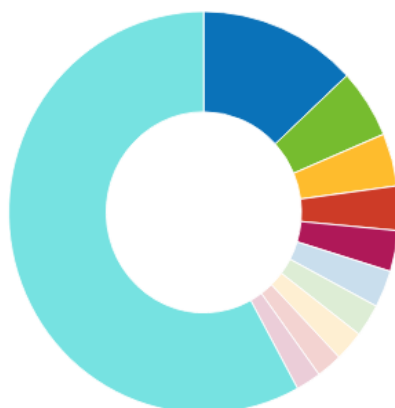
▲ 21.5%

2,074,006,942 Weekly Average

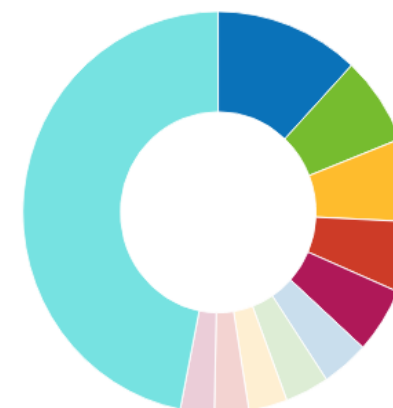
Top-Selling Brands



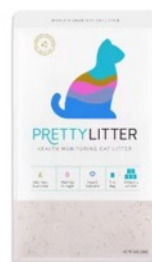
Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



PrettyLitter Cat Litter - 8lb  
PrettyLitter  
★★★★☆ 7844



Arm & Hammer Cat Litter Deodorizer Double Duty - 30oz  
Arm & Hammer  
★★★★★ 1331



Buddy Biscuits Peanut Butter Soft and Chewy Dog Treats  
Buddy Biscuits  
★★★★★ 842



Fancy Feast Petites Grilled Chicken with Wild Rice in Gravy...  
Fancy Feast  
★★★★★ 318



Purina Fancy Feast Creamy Delights in a Creamy Sauce wit...  
Fancy Feast  
★★★★☆ 4743

Market Share Leaders:



Brands Observed

562

▲ 23% vs Prior Period

Items Observed

5,799

▲ 24% vs Prior Period

Department Summary

Keywords Observed

98,239

▲ 29% vs Prior Period

Sponsorship Activity

▲ 40.2%

1,317,428 Weekly Average

Organic Search Visibility

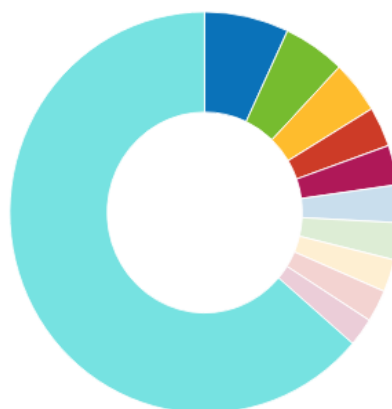
▲ 47.3%

2,724,385,293 Weekly Average

Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Scotch 3pk Magic Tape 3/4" x 350"  
Scotch  
★★★★★ 1980



Scotch 3ct .75"x350" Gift Wrap Tape  
Scotch  
★★★★★ 3928



Parchment Paper Roll - 50 sq ft - up & up™  
up & up  
★★★★★ 3928



Scotch 2pk Magic Tape Matte Finish 3/4" x 600"  
Scotch  
★★★★★ 1275



Scotch 2pk Gift Wrap Tape Satin Finish 3/4" x 600"  
Scotch  
★★★★★ 774



Market Share Leaders:



Brands Observed

923

▲ 6% vs Prior Period

Items Observed

13,688

▲ 8% vs Prior Period

Department Summary

Keywords Observed

56,204

▼ -5% vs Prior Period

Sponsorship Activity

▲ 2.6%

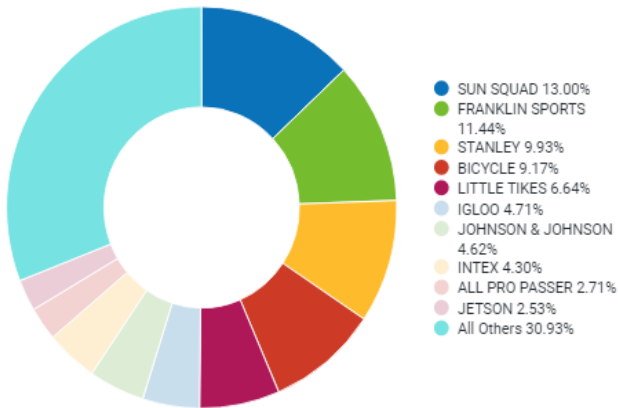
683,620 Weekly Average

Organic Search Visibility

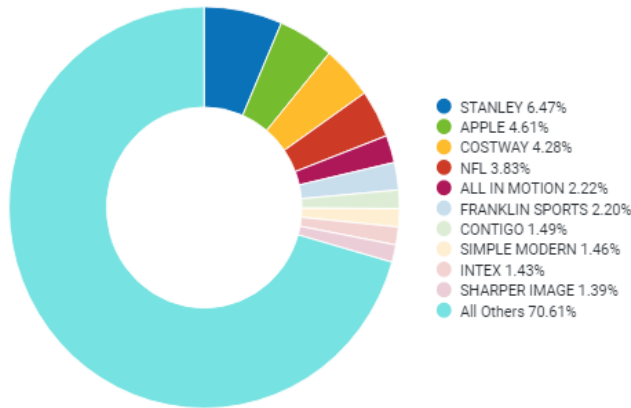
▲ 28.1%

3,890,513,872 Weekly Average

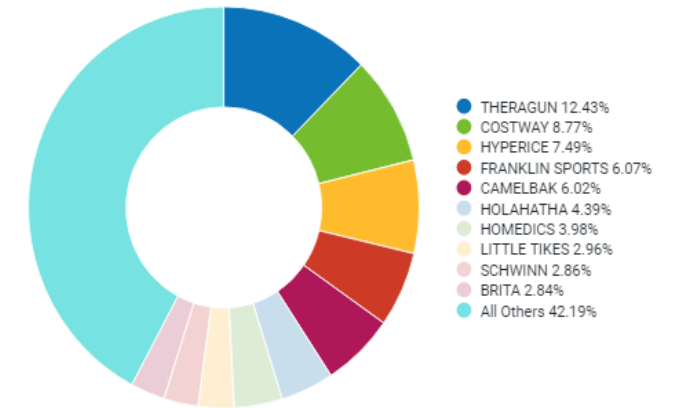
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Bicycle Standard Playing Cards  
2pk  
Bicycle  
★★★★★ 385



Johnson & Johnson First Aid To Go Portable Mini Travel Kit - 12pc  
Johnson & Johns...  
★★★★★ 737



Bicycle Standard Playing Cards  
Bicycle  
★★★★★ 454



Franklin Sports Practice Tennis Balls Can - 3pk  
Franklin Sports  
★★★★★ 458



All Pro Passer Robotic Quarterback  
All Pro Passer  
★★★★★ 911

Market Share Leaders:



Brands Observed

1,038

▲ 1% vs Prior Period

Items Observed

10,953

▲ 5% vs Prior Period

Department Summary

Keywords Observed

177,224

▲ 8% vs Prior Period

Sponsorship Activity

▲ 23.9%

5,221,230 Weekly Average

Organic Search Visibility

▲ 38.1%

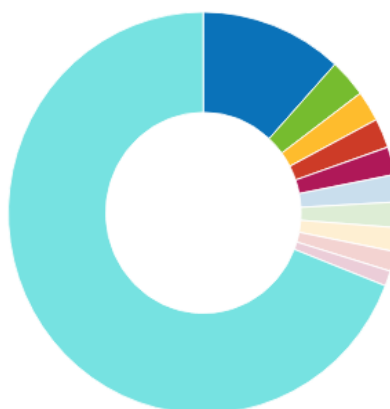
8,722,484,393 Weekly Average

Top-Selling Brands



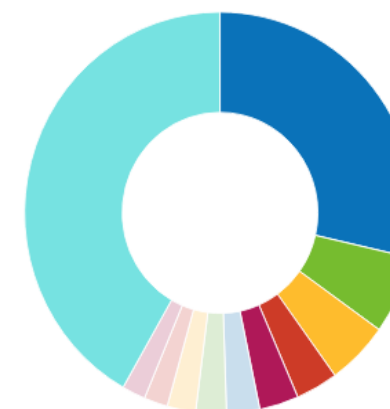
- CRAYOLA 12.95%
- HOT WHEELS 10.36%
- HASBRO GAMING 7.25%
- PLAY-DOH 7.02%
- SQUISHMALLOWS 6.86%
- MGA ENTERTAINMENT 6.25%
- LEGO 5.92%
- MONDO LLAMA 4.12%
- 5 SURPRISE 4.00%
- MATTEL 3.93%
- All Others 31.33%

Top Brands in Organic Search



- LEGO 11.77%
- BARBIE 3.09%
- MELISSA & DOUG 2.46%
- SQUISHMALLOWS 2.38%
- NERF 2.24%
- DISNEY 2.21%
- NINTENDO 2.05%
- POKEMON 1.91%
- HASBRO GAMING 1.59%
- COSTWAY 1.23%
- All Others 69.08%

Top Brands in Paid Search



- LEGO 28.59%
- OUR GENERATION 6.30%
- WHAT DO YOU MEME? 5.12%
- NINTENDO 3.49%
- B. TOYS 3.24%
- DYCE GAMES 2.73%
- CRAYOLA 2.53%
- DRIVEN BY BATTAT 2.35%
- FISHER-PRICE 1.96%
- BARBIE 1.95%
- All Others 41.73%

Top-Selling Items:



Hot Wheels Single Pack - (Styles May Vary)  
Hot Wheels  
★★★★★ 2583



Crayola 10ct Washable Broad Line Markers - Classic Colors  
Crayola  
★★★★★ 1441



Hot Wheels Diecast Cars - 5pk (Colors May Vary)  
Hot Wheels  
★★★★★ 1831



UNO Card Game  
Mattel  
★★★★★ 1803



MGA's Miniverse Make It Mini Lifestyle Series 1 Mini Collectibles  
MGA Entertainm...  
★★★★★ 300

Market Share Leaders:



Brands Observed

104

▲ 3% vs Prior Period

Items Observed

1,519

▼ -1% vs Prior Period

Department Summary

Keywords Observed

12,948

▼ -2% vs Prior Period

Sponsorship Activity

▲ 46.0%

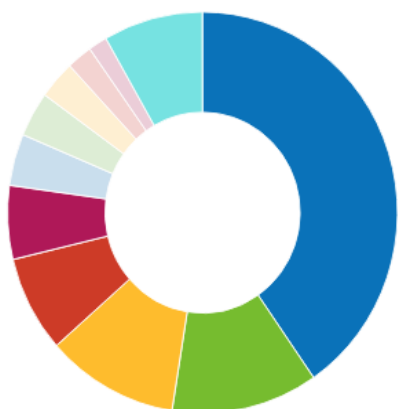
429,954 Weekly Average

Organic Search Visibility

▲ 28.5%

2,608,574,185 Weekly Average

Top-Selling Brands



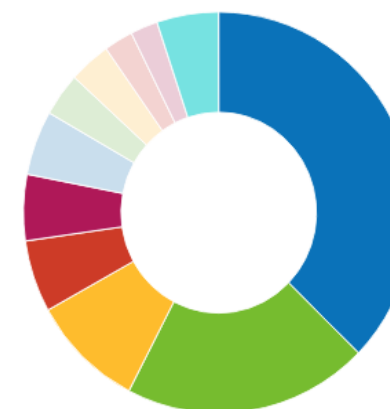
- NINTENDO 40.35%
- ELECTRONIC ARTS 12.16%
- MICROSOFT 10.98%
- PLAYSTATION 7.76%
- META QUEST 5.94%
- WARNER BROS. 4.16%
- UBISOFT 3.63%
- CALL OF DUTY 3.10%
- 2K GAMES 2.11%
- ARCADE1UP 1.57%
- All Others 8.25%

Top Brands in Organic Search



- NINTENDO 19.05%
- INSTEN 9.28%
- MICROSOFT 9.11%
- SONY 8.06%
- PLAYSTATION 6.84%
- POWERA 4.87%
- ACER 3.70%
- XBOX 3.69%
- TURTLE BEACH 3.03%
- RAZER 2.63%
- All Others 29.72%

Top Brands in Paid Search



- NINTENDO 37.32%
- MICROSOFT 20.30%
- LOGITECH 9.31%
- STEELSERIES 5.82%
- BACKBONE 5.32%
- HP INC. 5.21%
- CORSAIR 3.49%
- HYPERX 3.46%
- GOVEE 2.40%
- META QUEST 2.26%
- All Others 5.11%

Top-Selling Items:



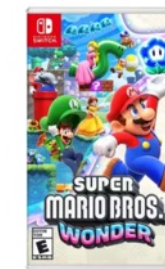
Meta Quest 2: Advanced All-In-One Virtual Reality Headset - ...  
Meta Quest  
★★★★☆ 1640



Xbox Series X Console  
Microsoft  
★★★★☆ 987



Madden NFL 24 - PlayStation 5  
Electronic Arts  
★★★★☆ 79



Super Mario Bros. Wonder - Nintendo Switch  
Nintendo  
★★★★☆ 201



PlayStation 5 Console Marvel's Spider-Man 2 Bundle  
PlayStation  
★★★★☆ 104

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HUGE **TIME SAVINGS**



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UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER VISIBILITY**



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