

Amazon

Department Performance

March 2024

Sales and search insights from every major department on Amazon during March 2024.





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

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.

- ❖ 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).

THE RETAIL SEARCH EXPERTS

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



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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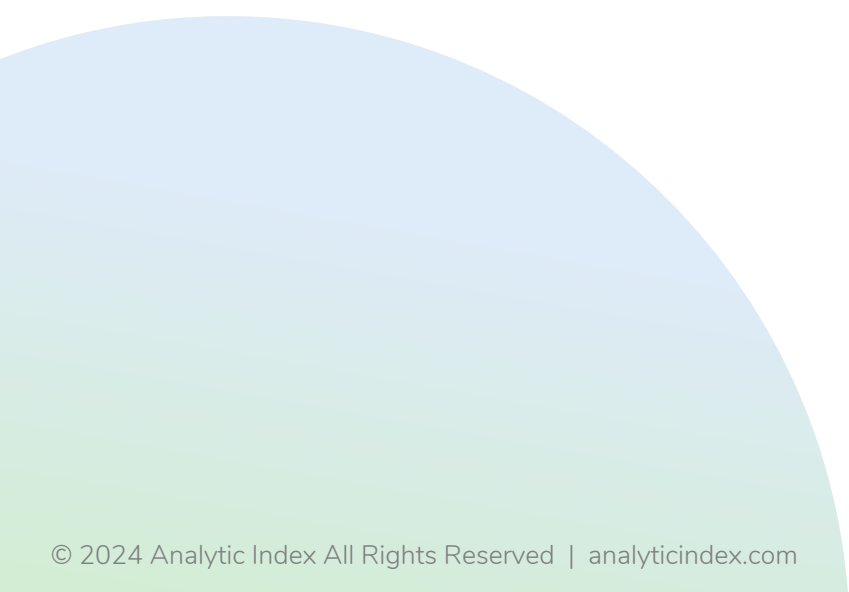


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DEPARTMENT PERFORMANCE
Arts, Crafts & Sewing



Top-Selling Brands

WOOBLES 9%	HTV ONT 5%	<i>The Original</i> Poly-fil 4%	ELMER'S 4%	iBayam 4%
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Organic Search Growth
▼ -4.2%
8,060,363,843 Weekly Average

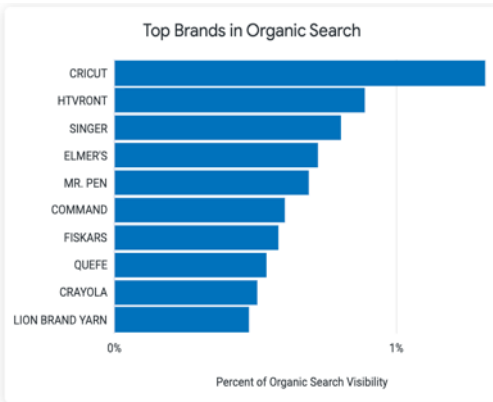
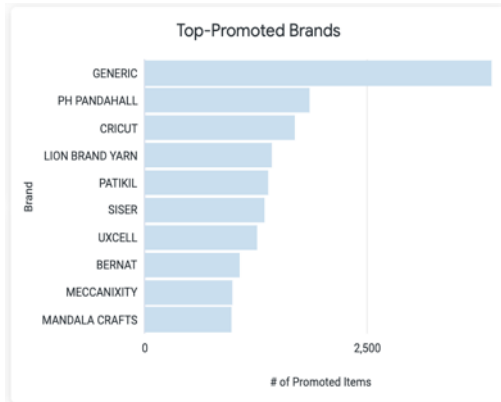
Sponsored Search Growth
▲ 7.6%
48,515,712 Weekly Average

Top Trending Category Keywords

- bracelet making kit
- glue sticks
- pencil sharpener
- velcro strips with adhesive
- easter basket stuffers
- acrylic paint
- laminating sheets
- diamond art kits for adults
- heat press
- trolls band together

Top Searched Category Keywords

- diamond art kits for adults
- pencil sharpener
- scissors
- sewing machine
- paint by numbers kit for adults
- bracelet making kit
- pencil case
- glue sticks
- colored pencils
- yarn



Top-Selling Items

Sponsored

Luna Bean Hand Casting Kit - Unique Couples Gifts for Christmas, Anniversaries, Bridal Showers, Weddings,...

★★★★☆ ~ 40,174

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

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

Scissors, iBayam 8" All Purpose Scissors Bulk 3-Pack, Ultra Sharp 2.5mm Thick Blade Shears Comfort-Grip Scissors...

★★★★☆ ~ 77,557

Best Seller

ELMER'S Disappearing Purple School Glue Sticks, Washable, 7 Grams, 30 Count

★★★★☆ ~ 37,125



DEPARTMENT PERFORMANCE Automotive



Top-Selling Brands

NOCO 13%

rain-x 8%

CHEMICAL GUYS 5%

Mobil 5%

ComfiLife 4%

Organic Search Growth

▲ 16.6%

10,674,332,704 Weekly Average

Sponsored Search Growth

▲ 29.6%

41,340,957 Weekly Average

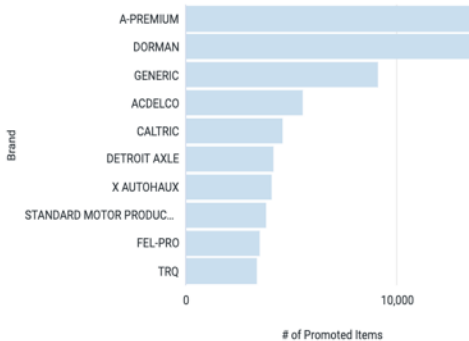
Top Trending Category Keywords

seat covers
license plate frames
car air freshener
car seat cover
oil filter
ex
car accessories for women
si
accessories
microfiber cleaning cloth

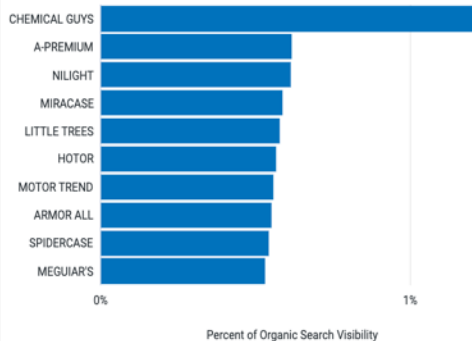
Top Searched Category Keywords

car accessories
steering wheel cover
car air freshener
seat covers
license plate frames
car trash can
car accessories for women
car seat cover
accessories
oil filter

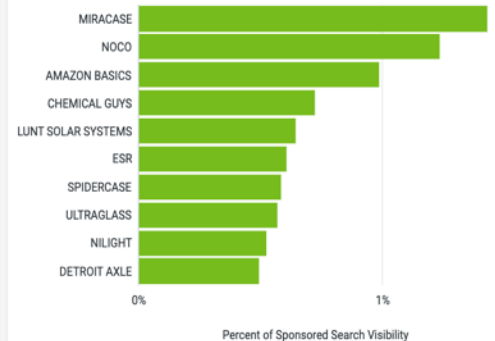
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



NOCO Boost Plus GB40 1000A UltraSafe Car Battery Jump Starter, 12V Battery Pack, Battery Booster, Jump Box, Portable Charger and...
★★★★☆ ~ 99,655



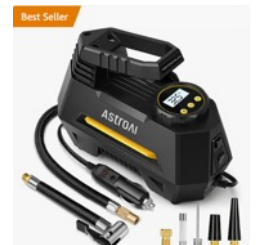
Mobil 1 Advanced Fuel Economy Full Synthetic Motor Oil SAE 0W-20, 5 Quart - Ensuring Unparalleled Engine Performance, Protection, and...
★★★★★ ~ 41,284



ComfiLife Gel Enhanced Seat Cushion - Office Chair Cushion - Non-Slip Gel & Memory Foam Coccyx Cushion for Tailbone Pain - Desk Chair Car Seat...
★★★★★ ~ 99,508



Weize YTX14 BS ATV Battery High Performance - Maintenance Free - Sealed AGM YTX14-BS Motorcycle Battery compatible with Honda...
★★★★★ ~ 34,706



AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car Accessories, 12V DC Auto Pump with Digital Pressure Gauge, 100PSI...
★★★★★ ~ 85,063



DEPARTMENT PERFORMANCE Baby



Top-Selling Brands



Organic Search Growth

▲ 7.1%

15,189,695,164 Weekly Average

Top Trending Category Keywords

easter basket
 baby swing
 breast pump
 baby carrier
 toddler bed
 diapers
 high chair
 baby walker
 car seat
 stroller

Top Searched Category Keywords

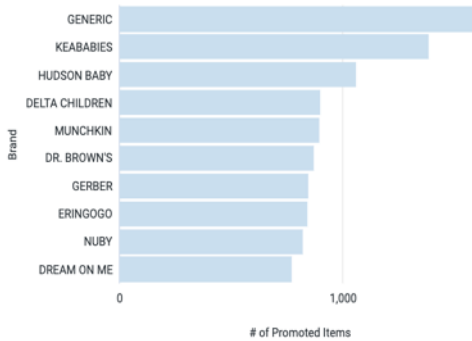
baby wipes
 pregnancy pillow
 pregnancy test
 toddler bed
 easter basket
 diaper bag
 baby gate
 baby swing
 baby carrier
 high chair

Sponsored Search Growth

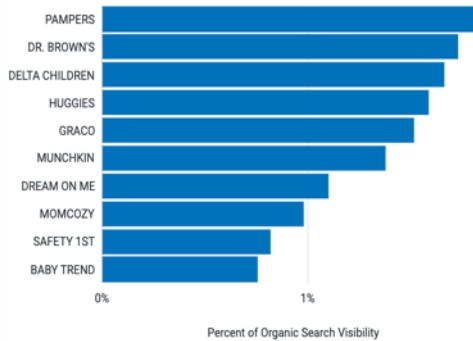
▲ 19.5%

48,841,933 Weekly Average

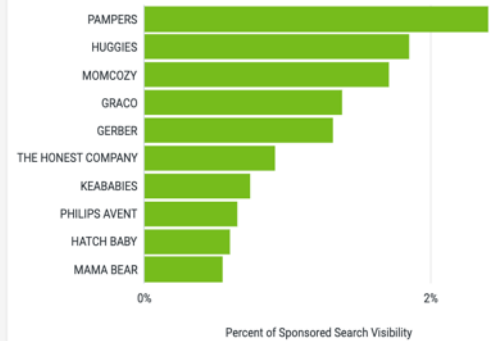
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Pampers Swaddlers Diapers - Size 4, One Month Supply, Ultra Soft Disposable Baby Diapers (150 Count)
 Options: 9 sizes
 ★★★★★ ~ 121,530



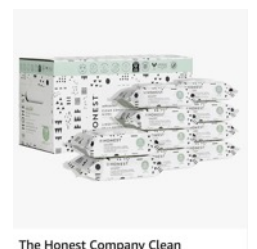
Huggies Size 1 Diapers, Little Snugglers Diapers, Size 1 (8-14 lbs), 198 Ct (6 packs of 33), Newborn
 Options: 18 sizes
 ★★★★★ ~ 103,803



WaterWipes Plastic-Free Original Baby Wipes, 99.9% Water Based Wipes, Unscented & Hypoallergenic...
 60 Count (Pack of 12)
 Options: 5 sizes
 ★★★★★ ~ 74,212



Pampers Cruisers 360 Diapers - Size 5, One Month Supply (128 Count), Pull-On Disposable Baby Diapers...
 Options: 6 sizes
 ★★★★★ ~ 22,235



The Honest Company Clean Conscious Unscented Wipes | Over 99% Water, Compostable, Plant...
 Wipes 72 Count (Pack of 10)
 Options: 10 sizes
 ★★★★★ ~ 5,673

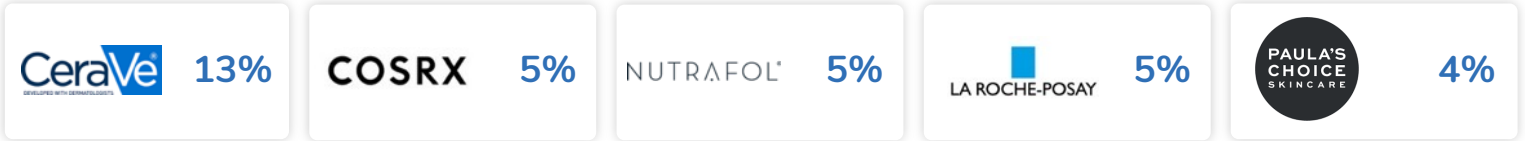


DEPARTMENT PERFORMANCE

Beauty & Personal Care



Top-Selling Brands



Organic Search Growth

▲ 1.0%

60,268,648,650 Weekly Average

Sponsored Search Growth

▲ 10.3%

150,326,022 Weekly Average

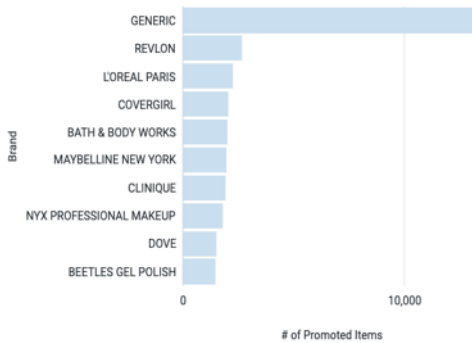
Top Trending Category Keywords

jean paul gaultier
beard trimmer for men
pheromones perfumes for women
sunscreen
wigs human hair
cerave moisturizing cream
la roche posay
travel size toiletries
travel essentials
panoxyl

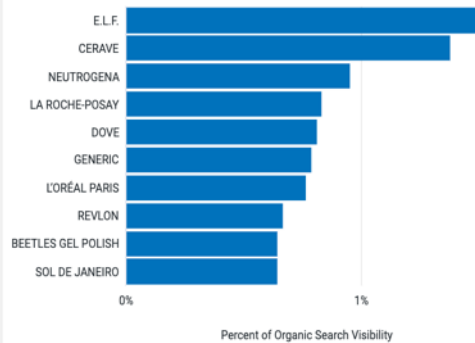
Top Searched Category Keywords

makeup
press on nails
pimple patches
hand soap
sol de janeiro
body wash
gel nail polish
skin care
dry shampoo
mascara

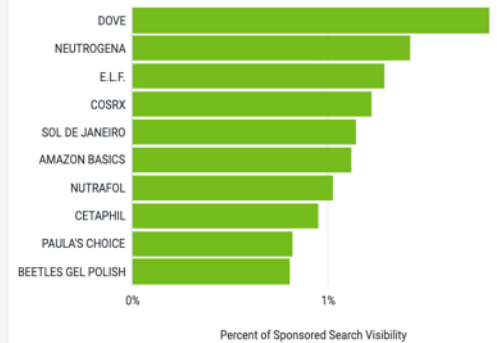
Top-Promoted Brands



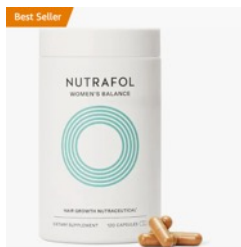
Top Brands in Organic Search



Top Brands in Sponsored Search



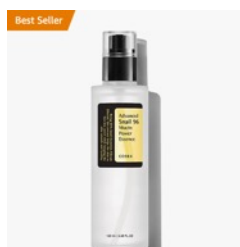
Top-Selling Items



Best Seller
Nutrafol Women's Balance Hair Growth Supplements, Ages 45 and Up, Clinically Proven for Visibly...
120 Count (Pack of 1)
★★★★☆ ~ 10,234



Best Seller
Paula's Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant-- Facial Exfoliant for Blackheads,...
Unscented 4 Fl Oz
★★★★☆ ~ 98,130



Best Seller
COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Snail...
3.38 Fl Oz (Pack of 1)
★★★★☆ ~ 82,130



Best Seller
Clean Skin Club Clean Towels XL, 100% USDA Biobased Face Towel, Disposable Face Towelette, Makeup...
Towel 50 Count (Pack of 1)
★★★★☆ ~ 20,263



Best Seller
SOL DE JANEIRO Hair & Body Fragrance Mist 90mL/3.0 fl. oz.
Cheirosa '62
Options: 6 scents
★★★★☆ ~ 35,170



DEPARTMENT PERFORMANCE Camera & Photo



Top-Selling Brands

VORTEX OPTICS 16%

CELESTRON 11%

Gskyer® 5%

HEXEUM 4%

ATHLON 3%

Organic Search Growth

▲ 11.3%

1,599,154,298 Weekly Average

Sponsored Search Growth

▲ 20.7%

4,938,157 Weekly Average

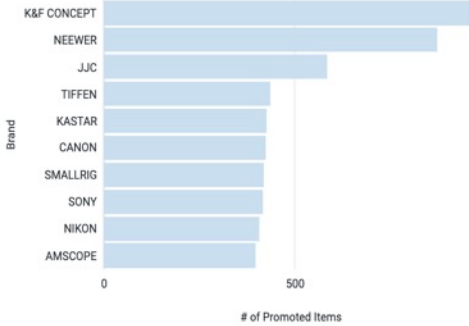
Top Trending Category Keywords

wyze camera
cameras for home security
blink indoor camera
security cameras wireless outdoor camera
eclipse glasses nasa approved 2024
solar eclipse glasses nasa approved 2024
camtrix magnetic mini security camera
solar eclipse glasses
samsung galaxy s24 ultra case
wireless security camera outdoor

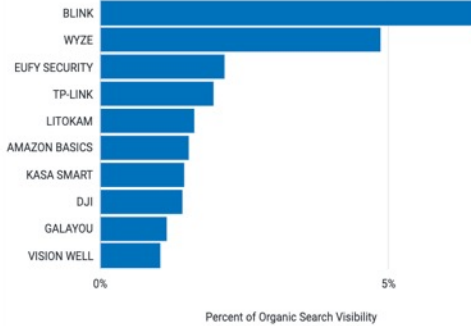
Top Searched Category Keywords

cameras for home security
blink outdoor camera
security cameras wireless outdoor
wyze camera
ring camera outdoor wireless
baby monitor
binoculars
hidden camera
ring doorbell
blink indoor camera

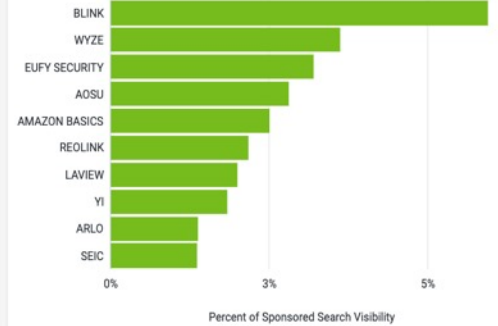
Top-Promoted Brands



Top Brands in Organic Search



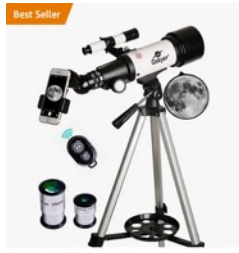
Top Brands in Sponsored Search



Top-Selling Items



Vortex Optics Diamondback HD Binoculars 10x42
★★★★★ ~ 2,893



Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telescope for Kids Beginners - Travel Telescope with...
★★★★★ ~ 23,556



Athlon Optics 8x42 Midas UHD Gray Binoculars with ED Glass for Adults and Kids, High-Powered Binoculars for Hunting, Birdwatching, and More
★★★★★ ~ 1,285



15x52 HD Binoculars for Adults High Powered with Upgraded Phone Adapter - Large View Binoculars with Clear Low Light Vision - Lightweight...
★★★★★ ~ 340



Occer 12x25 Compact Binoculars for Adults and Kids - Large Eyepiece Waterproof Binoculars for Bird Watching - High Powered Easy Focu...
★★★★★ ~ 28,931



DEPARTMENT PERFORMANCE Cell Phones & Accessories



Top-Selling Brands



Organic Search Growth

▲ 2.5%

12,295,187,569 Weekly Average

Sponsored Search Growth

▲ 15.8%

25,815,433 Weekly Average

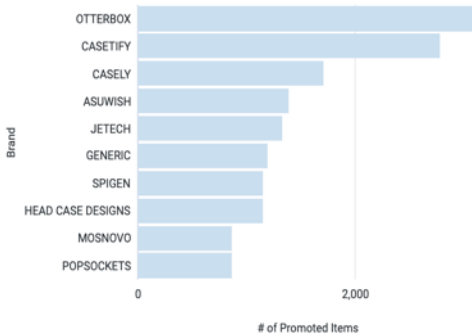
Top Trending Category Keywords

samsung galaxy s24 ultra case
s24 ultra case
iphone 11 phone case
octobuddy
halo
headphones wireless
ear buds
galaxy s24 ultra case
noise cancelling headphones
samsung galaxy s24 ultra

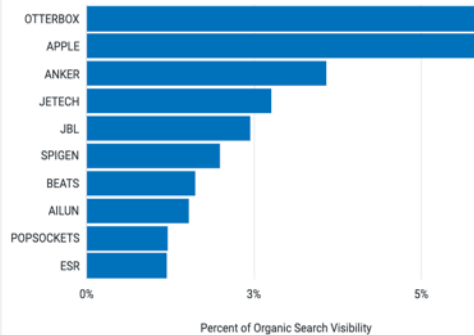
Top Searched Category Keywords

iphone 15 pro max case
apple watch bands for women
iphone 13 case
iphone charger
iphone 14 pro max case
iphone 14 case
iphone 15 pro case
iphone 13 pro max case
iphone 15 case
portable charger

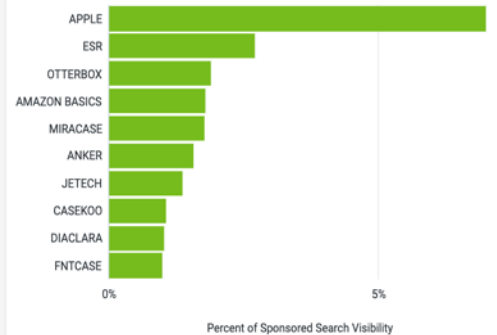
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

Best seller

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

Best Seller

ANK Portable Charger, Slimmest 10000mAh 5V/3A Power Bank, USB C In/Out High-Speed Charging Battery Pack, External...
★★★★★ ~ 95,478

Oura Ring Gen3 Heritage - Silver - Size 9 - Smart Ring - Size First with Oura Sizing Kit - Sleep Tracking Wearable - Heart Rate - Fitness...
★★★★☆ ~ 196

Apple 20W USB-C Power Adapter - iPhone Charger with Fast Charging Capability, Type C Wall Charger
★★★★★ ~ 207,394

Apple MagSafe Charger - Wireless Charger with Fast Charging Capability, Compatible with iPhone and AirPods
★★★★★ ~ 69,851



DEPARTMENT PERFORMANCE Clothing, Shoes & Jewelry



Top-Selling Brands



Organic Search Growth

▲ 11.3%

94,957,006,718 Weekly Average

Sponsored Search Growth

▲ 23.8%

317,808,876 Weekly Average

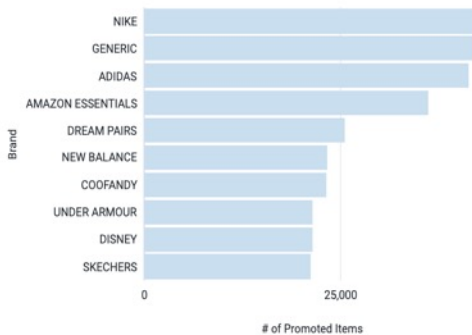
Top Trending Category Keywords

lingerie for women
 dresses for women 2024
 hazbin hotel
 spring dresses for women 2024
 womens tops
 st patricks day shirt women
 summer dresses for women 2024
 swim suits for women 2024
 womens dresses
 sexy lingerie for women

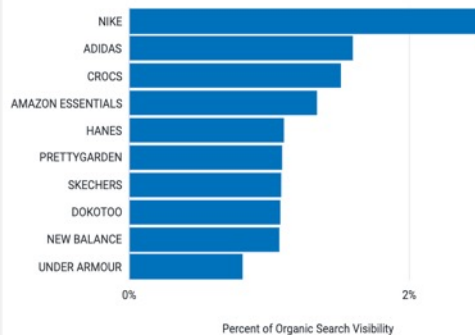
Top Searched Category Keywords

crocs
 womens tops
 new balance womens sneakers
 crocs womens
 dresses for women 2024
 luggage
 lingerie for women
 compression socks for women
 sunglasses womens
 spring dresses for women 2024

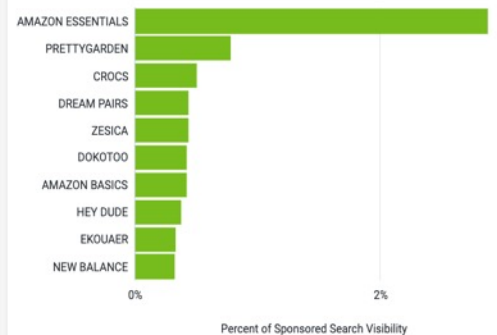
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

Best Seller

SHAPERX Bodysuit for Women
Tummy Control Shapewear Seamless Sculpting Thong Body Shaper Tank Top

★★★★☆ ~ 32,102

Best Seller

Crocs Unisex-Adult Classic Clogs

★★★★★ ~ 571,904

Best Seller

Crocs Unisex-Child Kids' Classic Clogs

★★★★★ ~ 937

Best Seller

Hanes Men's Boxer Briefs, Soft and Breathable Cotton Underwear with ComfortFlex Waistband, Multipack

★★★★★ ~ 141,940

Best Seller

Fruit of the Loom Men's Eversoft Cotton Stay Tucked Crew T-Shirt

★★★★★ ~ 119,062



DEPARTMENT PERFORMANCE Computers & Accessories



Top-Selling Brands



Organic Search Growth

-0.4%

11,569,080,397 Weekly Average

Sponsored Search Growth

12.5%

29,352,435 Weekly Average

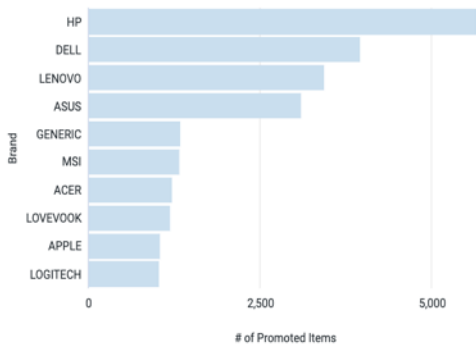
Top Trending Category Keywords

gaming headsets
 hazbin hotel
 laptops
 wireless keyboard
 keyboard and mouse wireless
 xbox series x
 4080 super
 micro sd card
 desk mat
 wifi extender signal booster

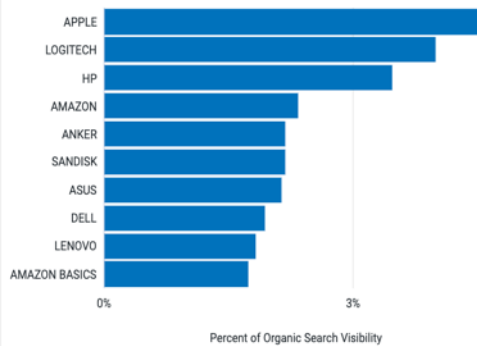
Top Searched Category Keywords

laptop
 gaming pc
 mouse pad
 wireless mouse
 ipad 10th generation case
 usb c cable
 pc
 gaming laptop
 macbook
 iphone charger

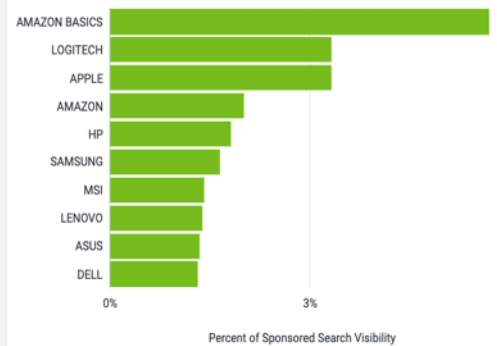
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Best Seller
 Acer Aspire 3 A315-24P-R7VH Slim Laptop | 15.6" Full HD IPS Display | AMD Ryzen 3 7320U Quad-Core Processor | AMD Radeon Graphics |...
 ★★★★★ ~ 38,062



+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 model (2023 release), 3...
 ★★★★★ ~ 5,898



Amazon Fire Max 11 tablet, vivid 11" display, all-in-one for streaming, reading, and gaming, 14-hour battery life, optional stylus and...
 ★★★★★ ~ 6,745



Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime HD Camera, ...
 ★★★★★ ~ 19,999



Best Seller
 TP-Link Deco AX3000 WiFi 6 Mesh System(Deco X55) - Covers up to 6500 Sq.Ft. , Replaces Wireless Router and Extender, 3 Gigabit port...
 ★★★★★ ~ 9,345



DEPARTMENT PERFORMANCE Electronics



Top-Selling Brands



Organic Search Growth

▲ 2.9%

35,203,786,716 Weekly Average

Sponsored Search Growth

▲ 15.3%

78,089,739 Weekly Average

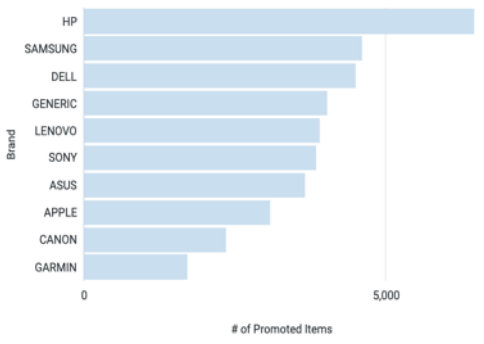
Top Trending Category Keywords

tracker
roku remote
noise cancelling headphones
headphones wireless
gaming headsets
samsung galaxy s24 ultra
halo
jbl bluetooth speaker
bluetooth headphones
iphone 15 pro max

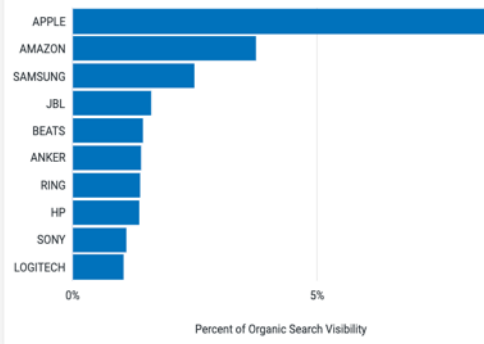
Top Searched Category Keywords

airpods
kindle
ipad
apple watch
fire tv stick
laptop
apple watch bands for women
iphone charger
ring doorbell
digital camera

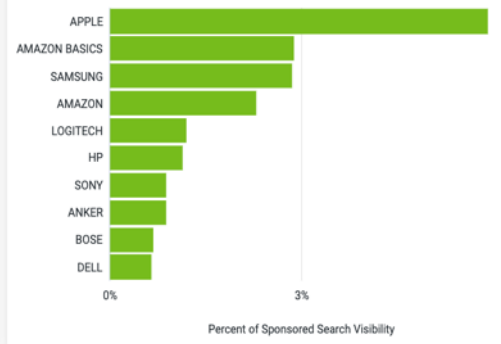
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

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

★★★★☆ - 9,764

Apple iPad (9th Generation), with A13 Bionic chip, 10.2-inch Retina Display, 64GB, Wi-Fi, 12MP front/iSMP Back Camera, Touch ID, Ad...

★★★★☆ 10,227

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

Options: 2 items

★★★★☆ - 9,638

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

★★★★☆ - 582,470

Apple AirTag 4 Pack

★★★★☆ - 105,570



DEPARTMENT PERFORMANCE Grocery & Gourmet Food



Top-Selling Brands

NESPRESSO 15%



10%



CELSIUS 6%



5%



4%

Organic Search Growth

▼ -2.4%

42,079,633,449 Weekly Average

Sponsored Search Growth

▲ 8.2%

185,405,486 Weekly Average

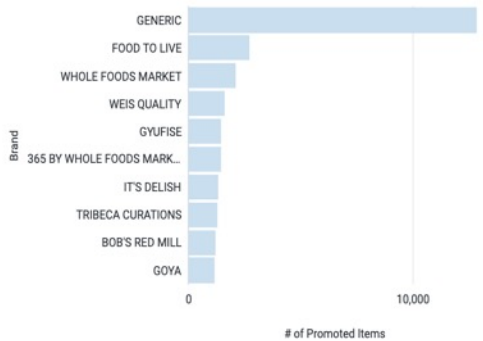
Top Trending Category Keywords

easter candy
valentines candy
salt
poppi soda
valentines day candy
flowers
avocado
easter
flowers fresh bouquet
fairlife protein shakes

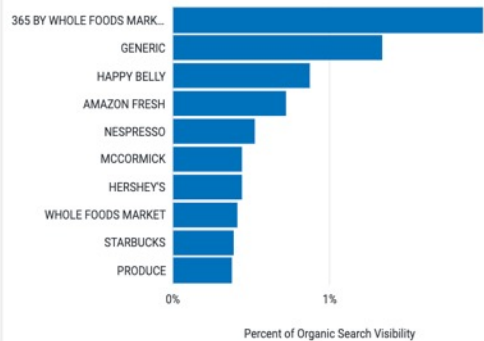
Top Searched Category Keywords

candy
bread
easter candy
milk
snacks
coffee
water
nESPRESSO pods
coffee pods
tomatoes

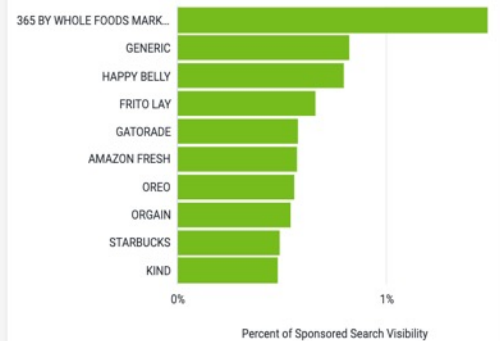
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Starbucks K-Cup Coffee Pods—Medium Roast Coffee—Pike Place Roast for Keurig Brewers—100%...
Pod 24 Count (Pack of 4)
Options: 88 sizes, 99 flavors
★★★★☆ ~ 10,182



Nespresso Capsules VertuoLine, Medium and Dark Roast Coffee, Variety Pack, Stormio, Odacio,...
Pod 30 Count (Pack of 1)
Options: 16 sizes, 36 flavors
★★★★★ ~ 117,575



Premier Protein Shake, Chocolate, 30g Protein 1g Sugar 24 Vitamins Minerals Nutrients to Support...
Chocolate 11.5 Fl Oz (Pack of 12)
Options: 12 flavors
★★★★★ ~ 205,691



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)
Options: 26 flavors
★★★★★ ~ 91,952



Nespresso Capsules VertuoLine, Double Espresso Chiaro, Medium Roast Coffee, 10 Count (Pack of 3)...
Pod 30 Count (Pack of 1)
Options: 11 sizes, 47 flavors
★★★★★ ~ 59,917



DEPARTMENT PERFORMANCE Health & Household



Top-Selling Brands

amazonbasics 14%

Charmin 7%

Bounty 6%

VITAL PROTEINS® 5%

ON OPTIMUM NUTRITION 5%

Organic Search Growth

▲ 4.9%

72,125,993,506 Weekly Average

Sponsored Search Growth

▲ 12.4%

179,581,780 Weekly Average

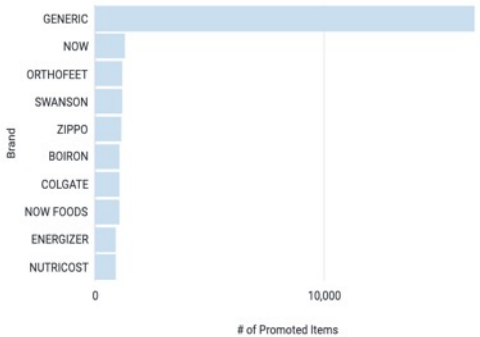
Top Trending Category Keywords

sex toys
water flosser
dildo
electric toothbrush
tooth repair kit
anti snoring devices
guru nanda coconut oil pulling
tinnitus relief for ringing ears
protein powder
vitamin d

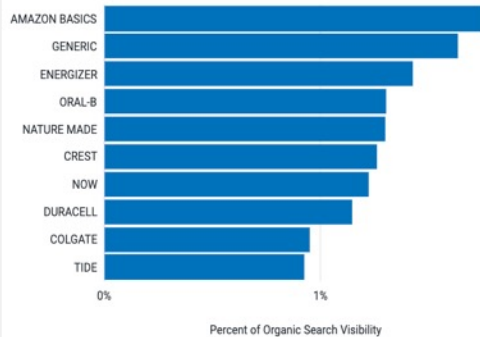
Top Searched Category Keywords

toilet paper
paper towels
vibrator
protein powder
magnesium glycinate
sex toys
aa batteries
toothpaste
water flosser
dildo

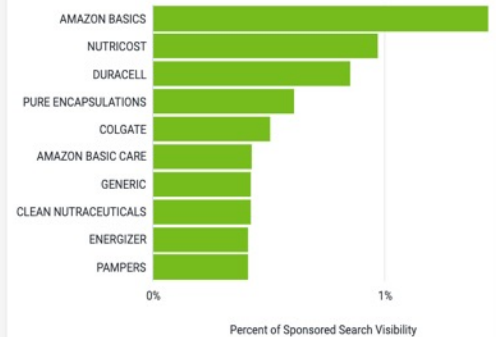
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

Best Seller

Charmin Ultra Soft Cushiony Touch Toilet Paper, 24 Family Mega Rolls, Strong

6912 Count (Pack of 1)

Options: 2 sizes

★★★★★ ~ 97,155

Best Seller

Bounty Quick-Size Paper Towels, 8 Family Rolls = 20 Regular Rolls, Absorbent and Strong

8 Count (Pack of 1)

Options: 3 sizes

★★★★★ ~ 256,166

Best Seller

Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich Chocolate, 2 Pound (Packaging...)

Double Rich Chocolate

2 Pound (Pack of 1)

Options: 6 sizes, 24 flavors

★★★★★ ~ 212,264

Best Seller

Amazon Basics 48-Pack AA Alkaline High-Performance Batteries, 1.5 Volt, 10-Year Shelf Life

★★★★★ ~ 379,917

Best Seller

Amazon Basics 2-Ply Toilet Paper, 30 Rolls (5 Packs of 6), Equivalent to 129 regular rolls

6 Count (Pack of 5)

★★★★★ ~ 138,600



DEPARTMENT PERFORMANCE Home & Kitchen



Top-Selling Brands



Organic Search Growth

-1.0%

94,515,108,072 Weekly Average

Sponsored Search Growth

15.0%

278,710,873 Weekly Average

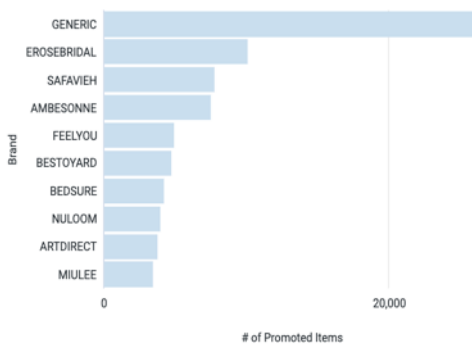
Top Trending Category Keywords

easter decorations
 st patricks day decorations
 kitchen mats for floor
 owala
 valentines day gifts for her
 bathroom accessories
 knife sharpener
 king size mattress
 bar stools
 hydrojug

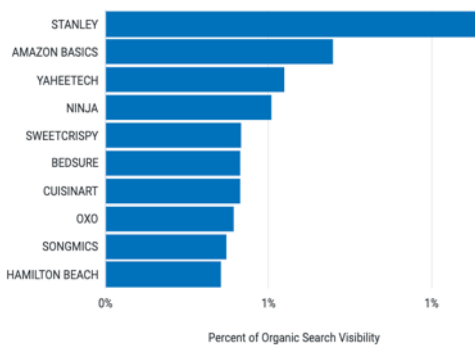
Top Searched Category Keywords

stanley cup
 water bottle
 shower curtain
 coffee maker
 stanley 40 oz tumbler with handle
 dresser for bedroom
 desk
 queen bed frame
 gaming chair
 air fryer

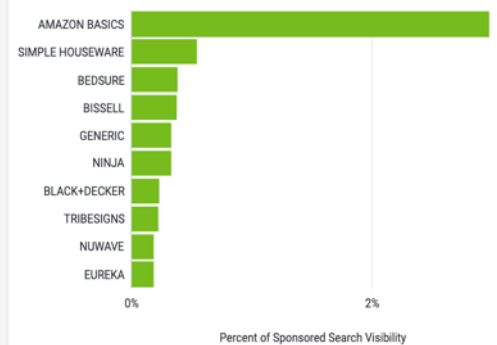
Top-Promoted Brands



Top Brands in Organic Search



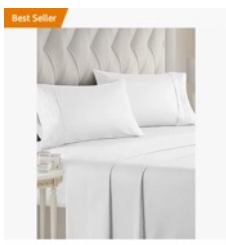
Top Brands in Sponsored Search



Top-Selling Items



Best Seller
BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Car and Auto Detailer, with Exclusive Specialty Tools, Green,...
 ★★★★★ ~ 78,404



Best Seller
Queen Size 4 Piece Sheet Set - Comfy Breathable & Cooling Sheets - Hotel Luxury Bed Sheets for Women & Men - Deep Pockets, Easy-Fit, Extra Soft ...
 Options: 7 sizes
 ★★★★★ ~ 317,471



Best Seller
LEVOIT Air Purifier for Home Allergies Pets Hair in Bedroom, Covers Up to 1095 ft² by 45W High Torque Motor, 3-in-1 Filter with HE...
 ★★★★★ ~ 100,576



Best Seller
Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - Down Alternative Bedding Gel Cooling Pillow for Back, Stomach or...
 Options: 2 sizes
 ★★★★★ ~ 239,502



Best Seller
FDW 8 inch Twin Mattress Gel Memory Foam Mattress for Cool Sleep & Pressure Relief, Medium Firm Mattresses CertiPUR-US...
 Twin
 Options: 5 sizes
 ★★★★★ ~ 21,327



DEPARTMENT PERFORMANCE Kitchen & Dining



Top-Selling Brands



Organic Search Growth

-3.3%

28,796,208,420 Weekly Average

Sponsored Search Growth

12.3%

86,485,707 Weekly Average

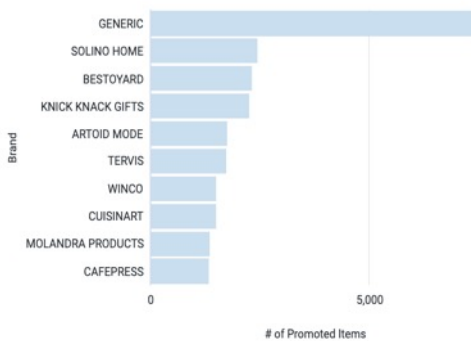
Top Trending Category Keywords

kitchen mats for floor
owala
knife sharpener
hydrojug
cookbook stand
ice cube tray
valentines day gifts for her
birthday gifts for women
straw toppers
pots and pans set non stick

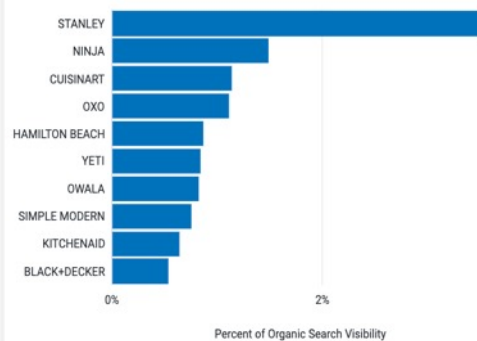
Top Searched Category Keywords

stanley cup
stanley 40 oz tumbler with handle
air fryer
stanley
owala
stanley cup accessories
can opener
paper towel holder
food scale
dish drying rack

Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



STANLEY IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Water Bottle for Home, Office or Car, Reusable Cup with...
Stainless Steel
★★★★★ ~ 30,885



CAROTE Pots and Pans Set Nonstick, White Granite Induction Kitchen Cookware Set, 10 Pcs Non Stick Cooking Set w/Frying Pans &...
★★★★★ ~ 20,297



REALINN Under Sink Organizer and Storage, 2 Pack Pull Out Cabinet Organizer Slide Out Sink Shelf Cabinet Storage Shelves, Under Sin...
★★★★★ ~ 4,743



CAROTE 11pcs Pots and Pans Set, Nonstick Cookware Sets Detachable Handle, Induction RV Kitchen Set Removable Handle, Oven Safe,...
★★★★★ ~ 13,230



Simple Modern 40 oz Tumbler with Handle and Straw Lid | Insulated Cup Reusable Stainless Steel Water Bottle Travel Mug Cupholder Friendly | Gif...
Stainless Steel
★★★★★ ~ 29,555



DEPARTMENT PERFORMANCE Office Products



Top-Selling Brands



Organic Search Growth

▼ -5.9%

18,151,764,505 Weekly Average

Sponsored Search Growth

▲ 7.5%

62,133,981 Weekly Average

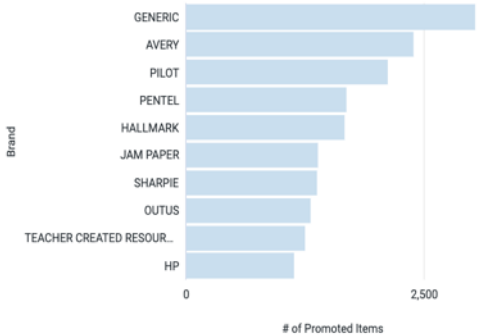
Top Trending Category Keywords

- bracelet making kit
- glue sticks
- pencil sharpener
- velcro strips with adhesive
- easter basket stuffers
- acrylic paint
- laminating sheets
- diamond art kits for adults
- heat press
- trolls band together

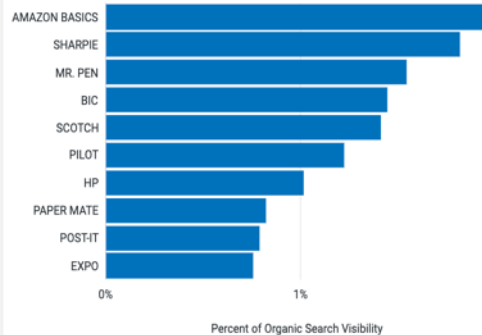
Top Searched Category Keywords

- diamond art kits for adults
- pencil sharpener
- scissors
- sewing machine
- paint by numbers kit for adults
- bracelet making kit
- pencil case
- glue sticks
- colored pencils
- yarn

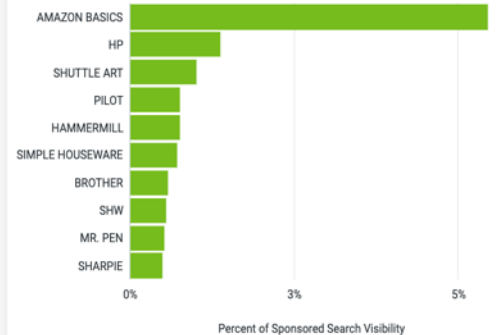
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



HP 67 Black/Tri-color Ink Cartridges (2 Pack) | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000, 6400 Series | Eligible for...
★★★★☆ ~ 48,664



Amazon Basics Multipurpose Copy Printer Paper, 8.5\"/>



Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 8 Ream (4,000 Sheets) - 92 Bright, Made in the USA
★★★★☆ ~ 42,241



HP DeskJet 2755e Wireless Color inkjet-printer, Print, scan, copy, Easy setup, Mobile printing, Best-for home, Instant Ink with HP+,white
★★★★☆ ~ 43,227



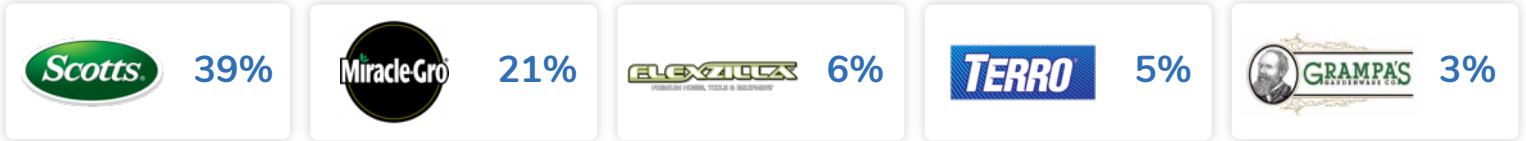
HP 67XL Black High-yield Ink Cartridge | Works with HP DeskJet 1255, 2700, 4100 Series, HP ENVY 6000, 6400 Series | Eligible for...
★★★★☆ ~ 43,485



DEPARTMENT PERFORMANCE Patio, Lawn & Garden



Top-Selling Brands



Organic Search Growth

▲ 51.2%

17,630,880,806 Weekly Average

Sponsored Search Growth

▲ 62.1%

60,766,006 Weekly Average

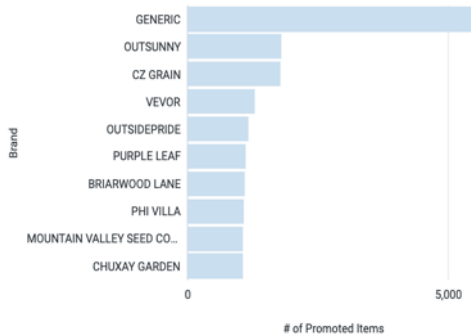
Top Trending Category Keywords

house to live in
patio furniture set
outdoor rug
raised garden bed
tiny home
house
chicken coop
greenhouse
outdoor furniture
tiny house

Top Searched Category Keywords

house to live in
patio furniture set
outdoor rug
mouse traps
plant stand indoor
chicken coop
raised garden bed
greenhouse
outdoor furniture
tiny home

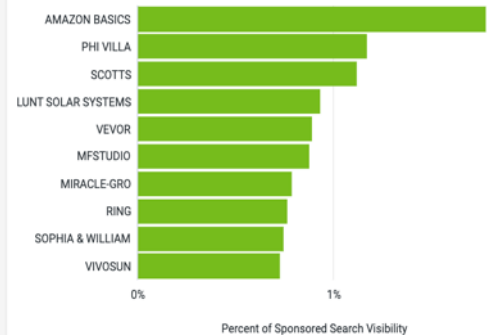
Top-Promoted Brands



Top Brands in Organic Search



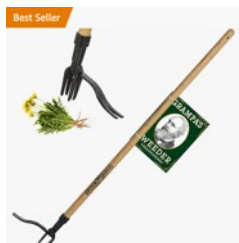
Top Brands in Sponsored Search



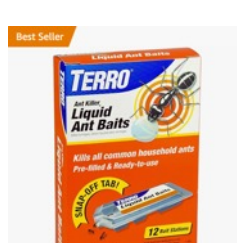
Top-Selling Items



Best Seller
Flexzilla Garden Hose 5/8 in. x 50 ft, Heavy Duty, Lightweight, Drinking Water Safe, ZillaGreen - HFZG550YW-E
★★★★☆ ~ 80,704



Best Seller
Grampa's Weeder - The Original Stand Up Weed Puller Tool with Long Handle - Made with Real Bamboo & 4-Claw Steel Head Design - Easily...
★★★★☆ ~ 48,447



Best Seller
TERRO T300B Liquid Ant Killer, 12 Bait Stations
★★★★☆ ~ 155,580



Best Seller
Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best Waterproof Ultra Fast Thermometer with Backlight &...
★★★★☆ ~ 64,485



Best Seller
Scotts Turf Builder Weed & Feed3, Weed Killer Plus Lawn Fertilizer, Controls Dandelion and Clover, 5,000 sq. ft., 14.29 lbs.
★★★★☆ ~ 30,205



DEPARTMENT PERFORMANCE Pet Supplies



Top-Selling Brands



Organic Search Growth

▲ 4.9%

15,341,747,232 Weekly Average

Sponsored Search Growth

▲ 18.6%

50,317,148 Weekly Average

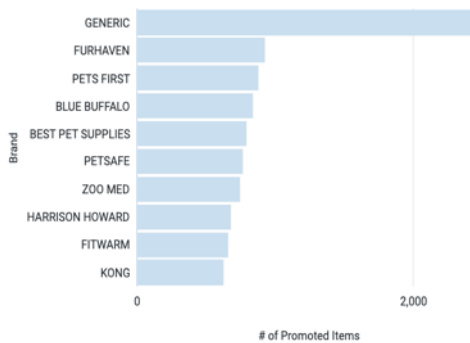
Top Trending Category Keywords

- pooper scooper
- dog harness
- puppy pads
- cat deterrent spray
- dog leash
- dog poop bags rolls
- dog training collar
- dog shampoo
- poop bags for dogs
- dog crate

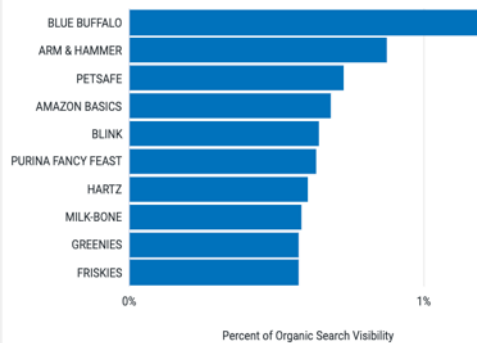
Top Searched Category Keywords

- dog treats
- dog toys
- dog bed
- cat litter
- cat tree
- cat toys
- cat water fountain
- dog harness
- dog food
- cat food

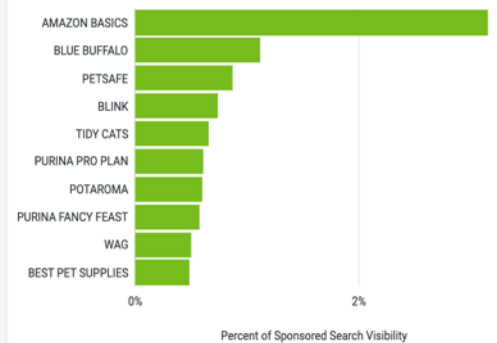
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



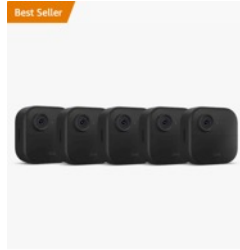
Top-Selling Items



Best Seller
Blue Buffalo Life Protection Formula Natural Adult Dry Dog Food, Chicken and Brown Rice 30-lb
★★★★☆ ~ 37,612



Best Seller
Blink Outdoor 4 (4th Gen) - Wire-free smart security camera, two-year battery life, two-way audio, HD live view, enhanced motion detection,...
★★★★☆ ~ 12,382



Best Seller
Blink Outdoor 4 (4th Gen) - Wire-free smart security camera, two-year battery life, two-way audio, HD live view, enhanced motion detection,...
★★★★☆ ~ 12,382



Best Seller
Amazon Basics Dog and Puppy Pee Pads with Leak-Proof Quick-Dry Design for Potty Training, Standard Absorbency, Regular Size, 22 x 22...
★★★★☆ ~ 254,603



Best Seller
Purina ONE Dry Dog Food Lamb and Rice Formula - 31.1 lb. Bag
★★★★☆ ~ 6,139



DEPARTMENT PERFORMANCE Software



Top-Selling Brands

intuit 36%

Microsoft 15%

H&R BLOCK 9%

McAfee 2%

Rosetta Stone 2%

Organic Search Growth

▼ -6.5%

173,015,717 Weekly Average

Sponsored Search Growth

▲ 40.1%

362,474 Weekly Average

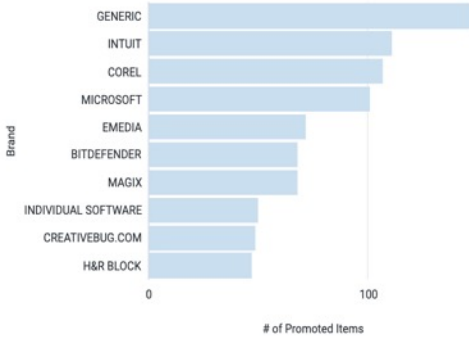
Top Trending Category Keywords

turbotax 2023 deluxe
download turbotax
turbotax
turbo tax online
turbo tax
turbo tax 2023 deluxe
antivirus
tax software
norton 360 deluxe 2024
tax

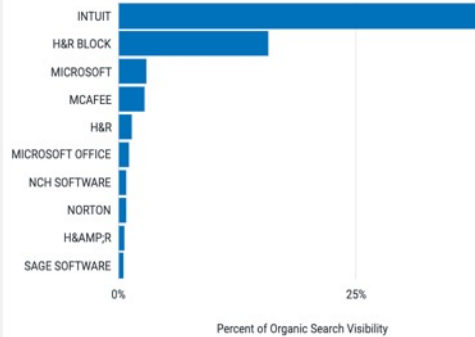
Top Searched Category Keywords

turbotax 2023 deluxe
turbotax
turbo tax online
turbotax 2023 premier
turbotax 2023
turbotax 2023 home and business
turbo tax
business software programs
turbo tax 2023 deluxe
download turbotax

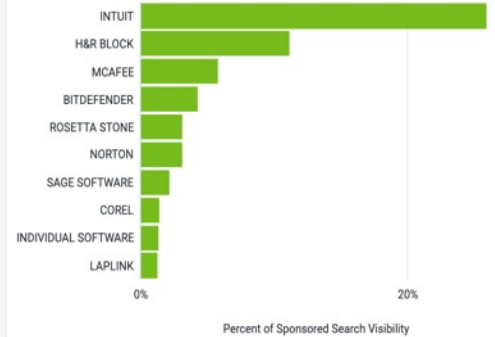
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



TurboTax Business 2023 Tax Software, Federal Tax Return [PC Download]
by Intuit
★★★★☆ ~ 582



Microsoft Office Home & Business 2021 | Word, Excel, PowerPoint, Outlook | One-time purchase for 1 PC or Mac | Instant Download
by Microsoft
★★★★☆ ~ 761



Microsoft Office Home & Student 2021 | Classic Apps: Word, Excel, PowerPoint | One-Time purchase for 1 PC/MAC | Instant Download
by Microsoft
★★★★☆ ~ 5,451



TurboTax Premier 2023 Tax Software, Federal & State Tax Return [Amazon Exclusive] [PC/Mac Download]
by Intuit
★★★★☆ ~ 4,372



TurboTax Home & Business 2023 Tax Software, Federal & State Tax Return [Amazon Exclusive] [PC/Mac Download]
by Intuit
★★★★☆ ~ 2,811



DEPARTMENT PERFORMANCE Sports & Outdoors



Top-Selling Brands

amazonbasics 11%	fitbit 6%	STANLEY 5%	Sperax 5%	INTEX 5%
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Organic Search Growth

▲ 12.5%

32,657,430,799 Weekly Average

Sponsored Search Growth

▲ 27.0%

96,024,243 Weekly Average

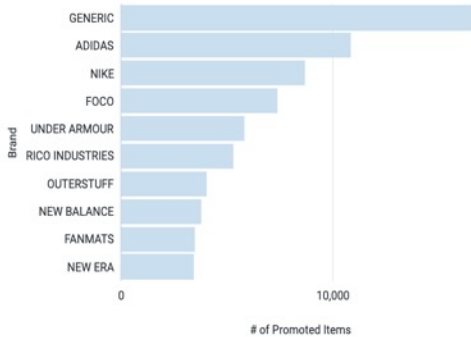
Top Trending Category Keywords

pepper spray
owala
swim suits for women 2024
resistance bands
compression socks for women
owala water bottle 24 oz
bathing suit for women
hydrojug
sunglasses men
bandaids

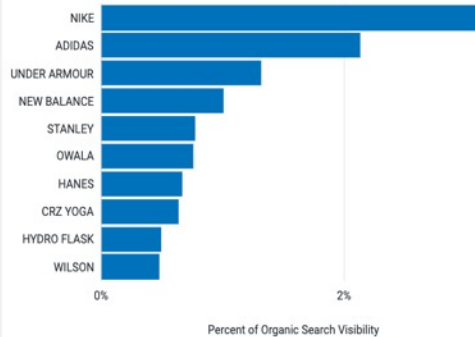
Top Searched Category Keywords

water bottle
yoga mat
stanley cup
owala
dumbbell set
walking pad
electric scooter
pepper spray
nike socks
compression socks for women

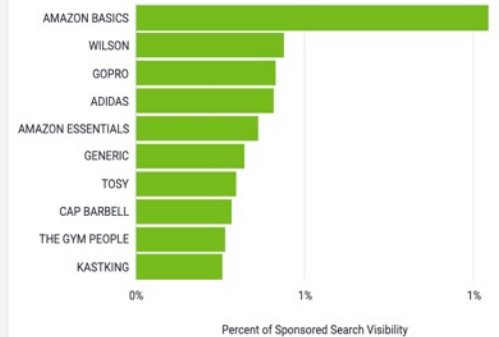
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Fitbit Charge 6 Fitness Tracker with Google apps, Heart Rate on Exercise Equipment, 6-Months Premium Membership Included, GPS, Health...

★★★★☆ ~ 4,225



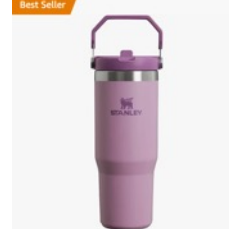
Amazon Basics Neoprene Coated Hexagon Workout Dumbbell Hand Weight

★★★★★ ~ 96,052



Walking Pad, Under Desk Treadmill, Treadmills for Home, 320 Lb Capacity

★★★★☆ ~ 4,286



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

★★★★★ ~ 30,886



Niceday Steppers for Exercise, Stair Stepper with Resistance Bands, Mini Stepper with 300LBS Loading Capacity, Hydraulic Fitness Stepper...

★★★★★ ~ 5,656



DEPARTMENT PERFORMANCE
Tools & Home Improvement

Top-Selling Brands

ring 11%



9%

everydrop 7%

FRIGIDAIRE 4%

KESSEPH 3%

Organic Search Growth

▲ 6.3%

28,531,252,547 Weekly Average

Sponsored Search Growth

▲ 18.7%

99,801,555 Weekly Average

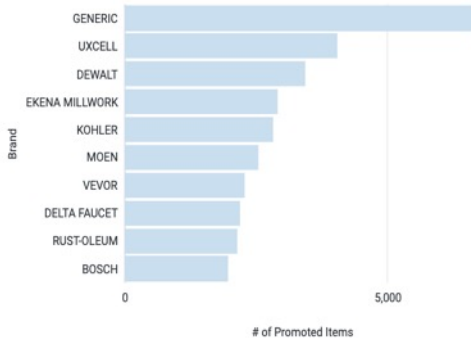
Top Trending Category Keywords

eclipse glasses nasa approved 2024
solar eclipse glasses nasa approved 2024
solar eclipse glasses
eclipse glasses
toilet paper holder
peel and stick wallpaper
ear plugs
brita filter replacement
ceiling fans with lights
kitchen faucets

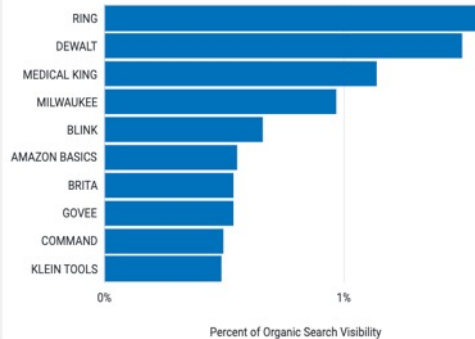
Top Searched Category Keywords

eclipse glasses nasa approved 2024
solar eclipse glasses
solar eclipse glasses nasa approved 2024
ring doorbell
shower head
led lights for bedroom
led lights
eclipse glasses
toilet paper holder
floor lamp

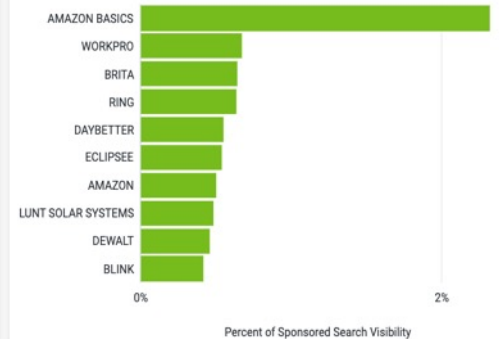
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Ring Video Doorbell - 1080p HD video, improved motion detection, easy installation - Venetian Bronze
★★★★☆ ~ 196,629



GE XWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for Best Results | Pack of 1
★★★★★ ~ 26,006



GE RPWFE Refrigerator Water Filter | Certified to Reduce Lead, Sulfur, and 50+ Other Impurities | Replace Every 6 Months for Best Results | Pack of 1
★★★★★ ~ 51,915



everydrop by Whirlpool Ice and Water Refrigerator Filter 2, EDR2RXD1, Single-Pack
★★★★★ ~ 40,106



Blink Video Doorbell | Two-way audio, HD video, motion and chime app alerts and Alexa enabled - wired or wire-free (Black)
★★★★★ ~ 136,259



DEPARTMENT PERFORMANCE Toys & Games



Top-Selling Brands



Organic Search Growth

▲ 16.5%

31,766,671,587 Weekly Average

Sponsored Search Growth

▲ 20.0%

137,333,924 Weekly Average

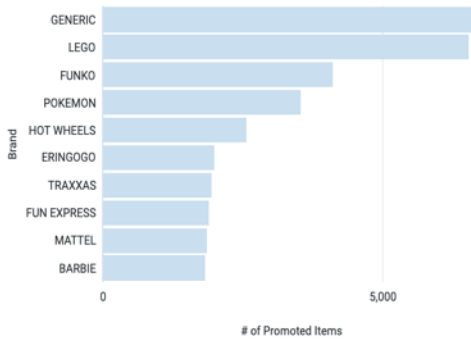
Top Trending Category Keywords

- easter basket stuffers
- easter eggs
- eggs
- easter egg fillers
- easter
- easter basket stuffers for toddler
- paw patrol
- hazbin hotel
- valentines cards for kids classroom
- transformers

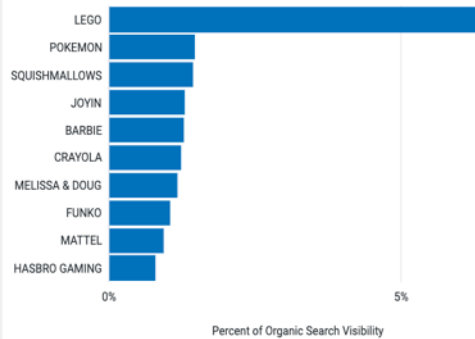
Top Searched Category Keywords

- easter basket stuffers
- lego
- pokemon cards
- toys
- lego flowers
- squishmallows
- barbie
- slime
- easter eggs
- lego sets

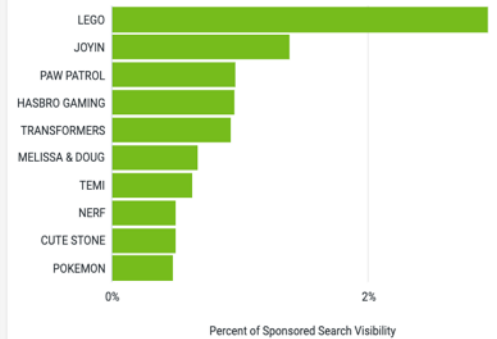
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



The EggMazing Easter Egg Mini Decorator Kit - The Year Round Arts and Crafts Activity - Includes Egg Decorating Spinner and 6 Markers...

★★★★☆ ~ 6,594



The Eggmazing Egg Decorator The Original Easter Egg Decorator Kit - Arts and Crafts Set - Includes Egg Decorating Spinner and 8 Colorful...

★★★★☆ ~ 8,233



Move2Play, Egg Toss, Hilariously Wild and Fun, Active Play Kids Game, Birthday Game For Kids Ages 3, 4-8+, Preschool, Toddler, Indoor, Outdoor...

★★★★☆ ~ 5,254



Play-Doh Eggs 24-Pack of Non-Toxic Modeling Compound for Kids 2 Years and Up for Party Favors, Easter Basket Stuffers, Pinata Toys, and...

★★★★☆ ~ 4,739



Skillmatics Art & Craft Activity - Foil Fun Unicorns & Princesses, No Mess Art for Kids, Craft Kits & Supplies, DIY Creative Activity, Gifts for Girls &...

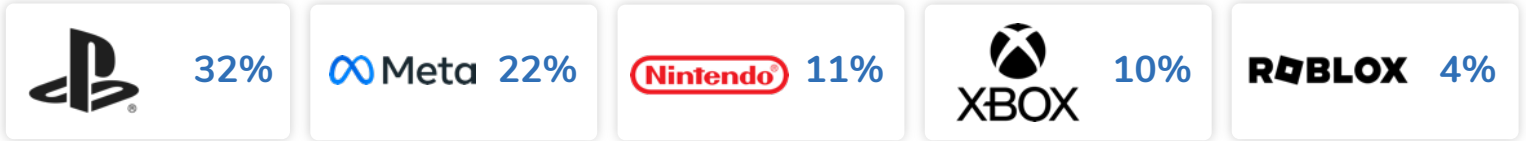
★★★★☆ ~ 2,253



DEPARTMENT PERFORMANCE Video Games



Top-Selling Brands



Organic Search Growth

-5.8%

5,096,754,012 Weekly Average

Sponsored Search Growth

8.4%

7,202,482 Weekly Average

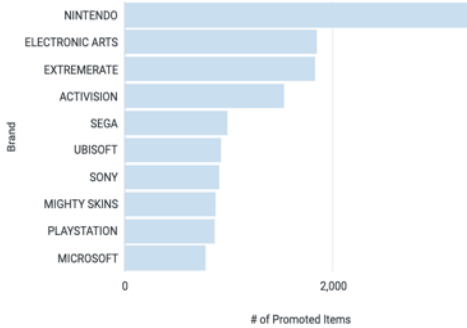
Top Trending Category Keywords

gaming headsets
apple vision pro
playstation gift card digital code
final fantasy 7 rebirth ps5
helldivers 2 ps5
halo
wwe 2k24
mario vs donkey kong switch
unicorn overlord
nintendo switch nintendo switch

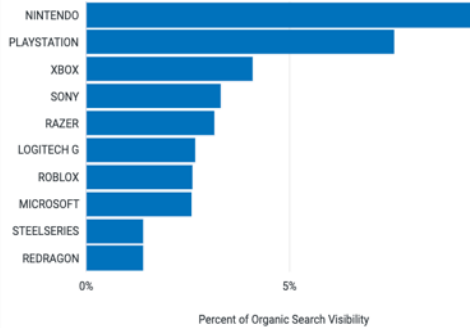
Top Searched Category Keywords

nintendo switch
ps5
xbox controller
ps5 controller
nintendo switch games
playstation 5
xbox series x
gaming mouse
ps5 console
gaming keyboard

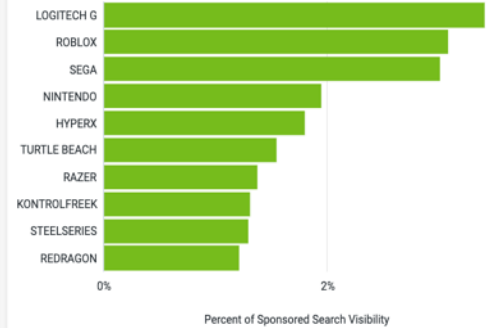
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



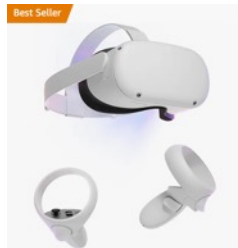
Top-Selling Items



Meta Quest 3 128GB—Breakthrough Mixed Reality — Powerful Performance — Asgard's Wrath 2 Bundle
Oct 10, 2023
★★★★☆ ~ 5,878



PlayStation 5 Console - Marvel's Spider-Man 2 Bundle (slim)
Nov 10, 2023
★★★★☆ ~ 4,298



Meta Quest 2 — Advanced All-In-One Virtual Reality Headset — 128 GB
by Meta
★★★★☆ ~ 71,826



PlayStation 5 Digital Edition – Marvel's Spider-Man 2 Bundle (Slim)
Mar 8, 2024
★★★★☆ ~ 139

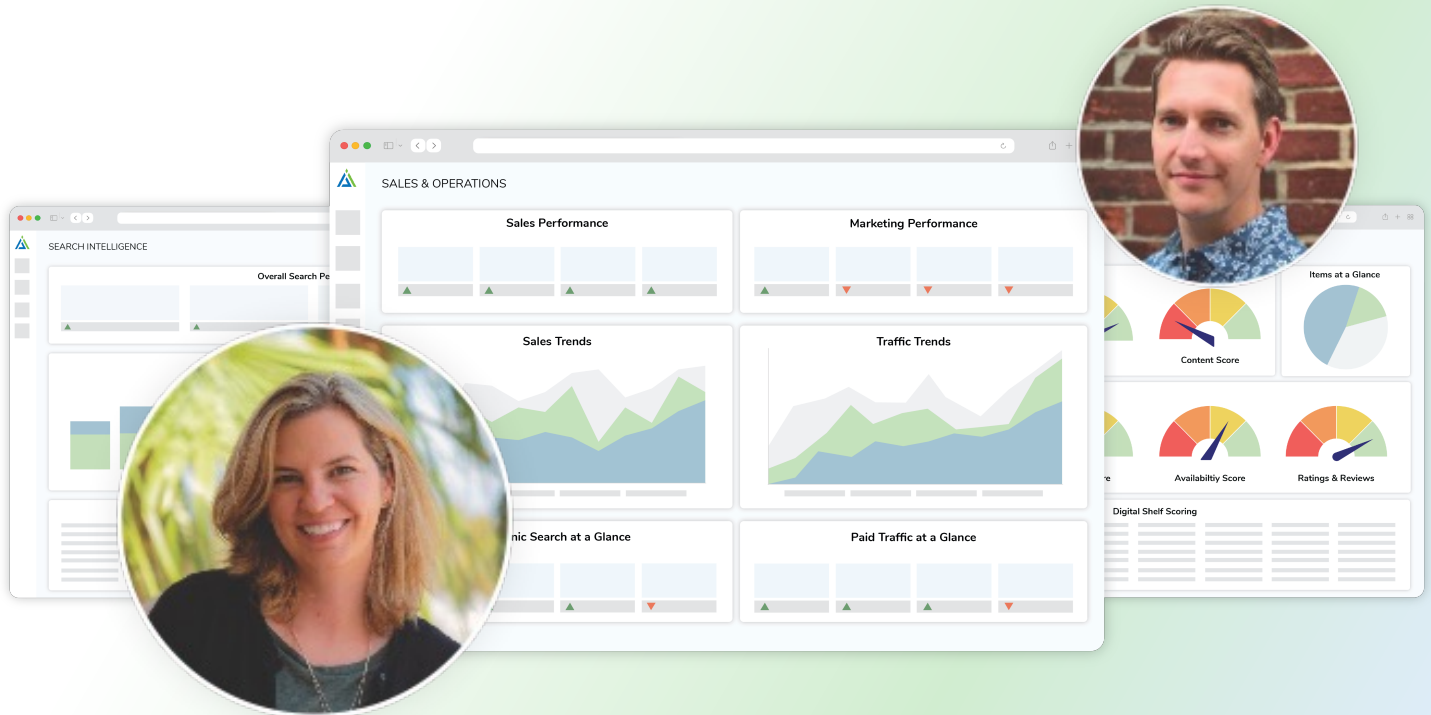


Nintendo Switch™ with Neon Blue and Neon Red Joy-Con™
Oct 14, 2022
★★★★☆ ~ 6,615



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