























# Department Performance Report

FEBRUARY 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





# Department Performance Report

February 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**



## Interested in learning more?

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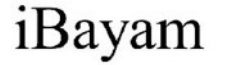
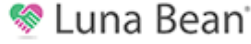
+1 (801) 916-4306

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Market Share Leaders:



Brands Observed

18,787

▼ -1% vs Prior Period

Items Observed

114,799

▼ -3% vs Prior Period

Department Summary

Keywords Observed

67,677

▼ -16% vs Prior Period

Sponsorship Activity

▼ -9.9%

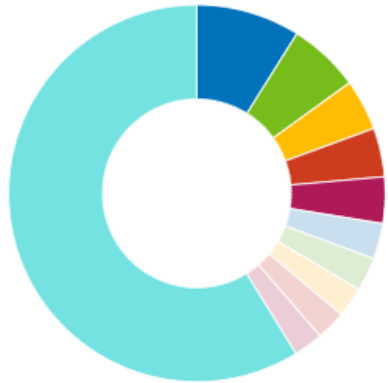
39,531,492 Weekly Average

Organic Search Visibility

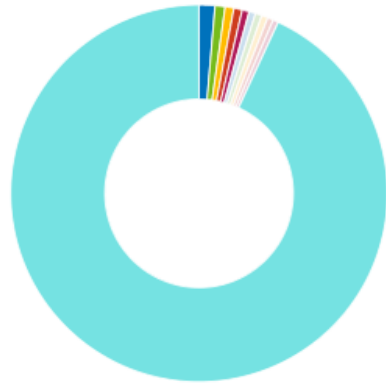
▼ -8.3%

8,975,269,772 Weekly Average

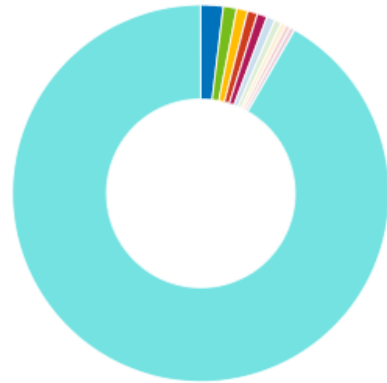
Top-Selling Brands



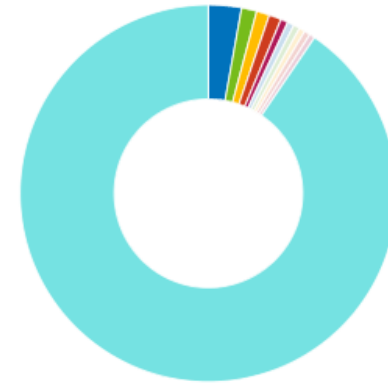
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



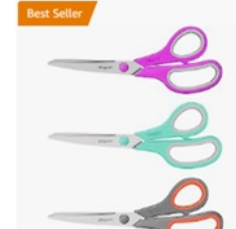
Luna Bean Hand Casting Kit - Unique Couples Gifts for Christmas, Anniversaries, Bridal Showers, Weddings...  
★★★★★ ~ 40,174



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



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



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



ELMER'S Disappearing Purple School Glue Sticks, Washable, 7 Grams, 30 Count  
★★★★★ ~ 37,125

Market Share Leaders:

**NOCO**

**rain-x**

**Mobil**

**AstroAI**

**airmoto**

Brands Observed

35,911

▼ -3% vs Prior Period

Items Observed

525,474

▼ -5% vs Prior Period

Department Summary

Keywords Observed

72,743

▼ -16% vs Prior Period

Sponsorship Activity

▼ -7.2%

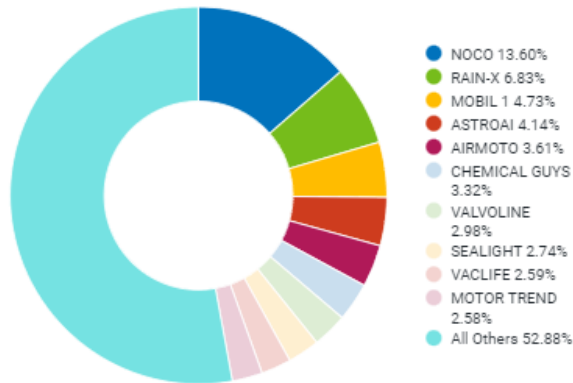
28,369,810 Weekly Average

Organic Search Visibility

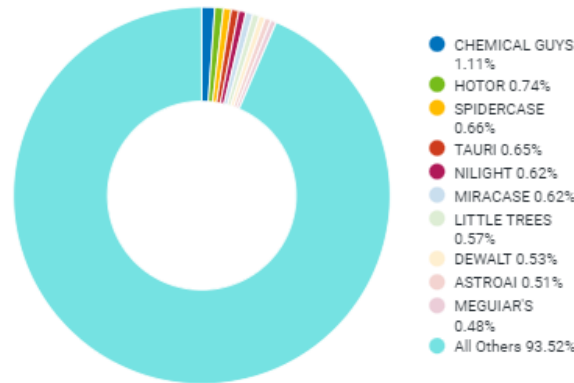
▼ -1.0%

9,364,514,495 Weekly Average

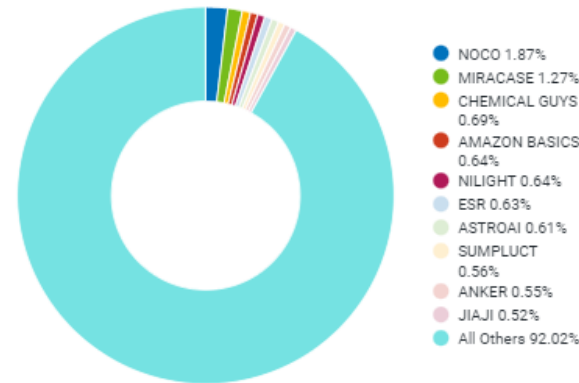
Top-Selling Brands



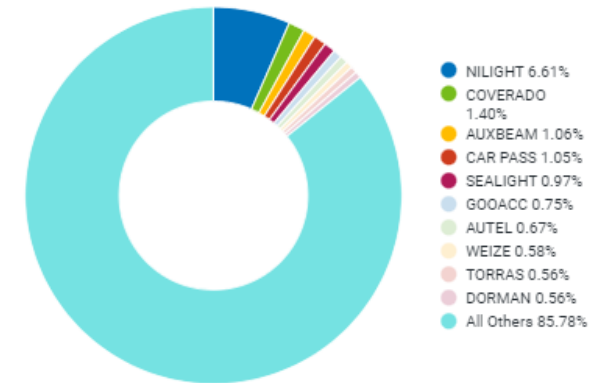
Top Brands in Organic Search



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

Best Seller




Mobil 1 Advanced Full Synthetic Motor Oil 5W-20, 5 Quart

PROTECTS FOR 10K MILES\* 5 QUARTS

★★★★★ ~ 40,611

Best Seller



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

★★★★★ ~ 88,910


Best Seller



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

Market Share Leaders:



Brands Observed

12,377

▼ -1% vs Prior Period

Items Observed

55,825

▼ -2% vs Prior Period

Department Summary

Keywords Observed

82,223

▼ -18% vs Prior Period

Sponsorship Activity

▼ -10.8%

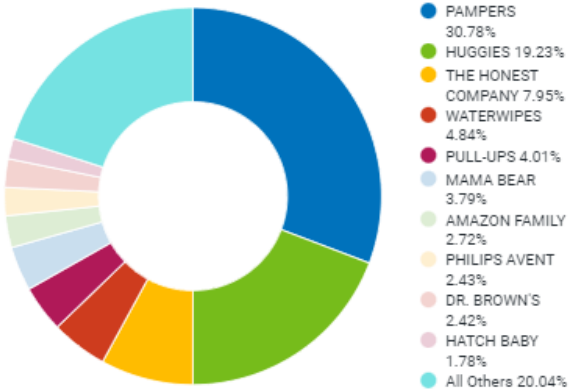
36,132,446 Weekly Average

Organic Search Visibility

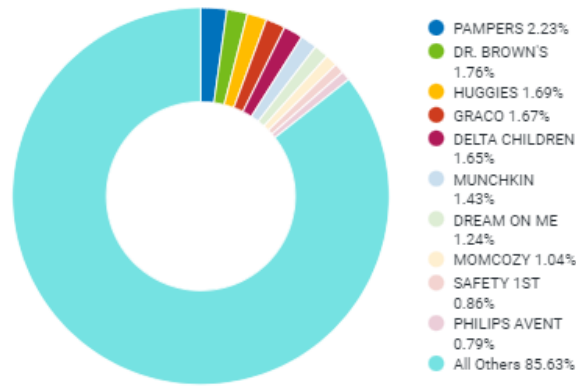
▼ -5.1%

14,726,201,280 Weekly Average

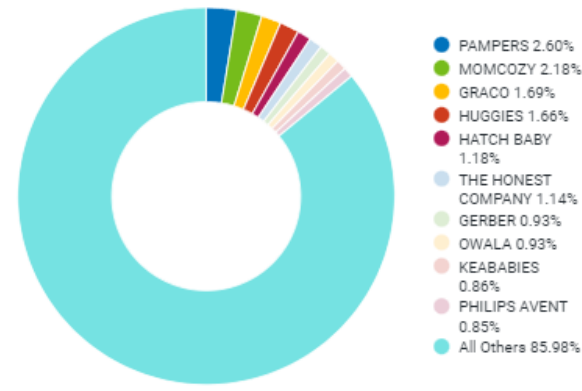
Top-Selling Brands



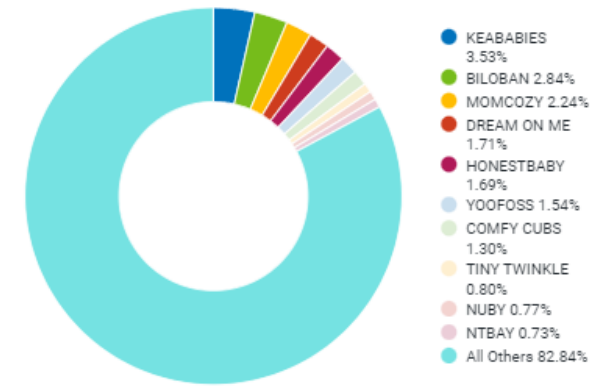
Top Brands in Organic Search



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

WaterWipes Plastic-Free Original Baby Wipes, 99.9% Water Based Wipes, Unscented...

60 Count (Pack of 12)

Options: 5 sizes

★★★★★ ~ 73,212

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

The Honest Company Clean Conscious Wipes | 99% Water, Compostable, Plant-Based,...

Wipes 72 Count (Pack of 10)

Options: 10 sizes

★★★★★ ~ 5,500

Huggies Size 5 Diapers, Little Movers Baby Diapers, Size 5 (27+ lbs), 120 Count (2 Packs of 60),...

Options: 5 sizes

★★★★★ ~ 33,973

Market Share Leaders:



NUTRAFOL



COSRX



Brands Observed

19,649

▼ -2% vs Prior Period

Items Observed

82,969

▼ -3% vs Prior Period

Department Summary  
Keywords Observed

102,044

▼ -17% vs Prior Period

Sponsorship Activity

▼ -12.7%

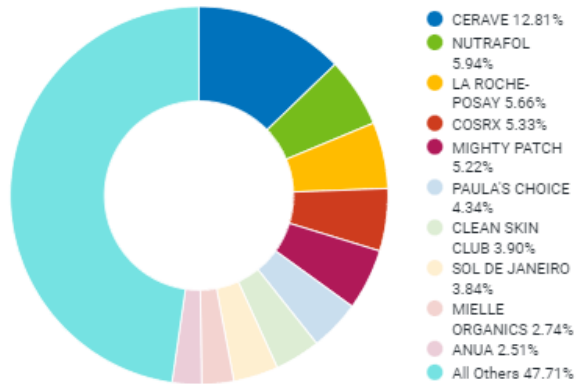
117,660,942 Weekly Average

Organic Search Visibility

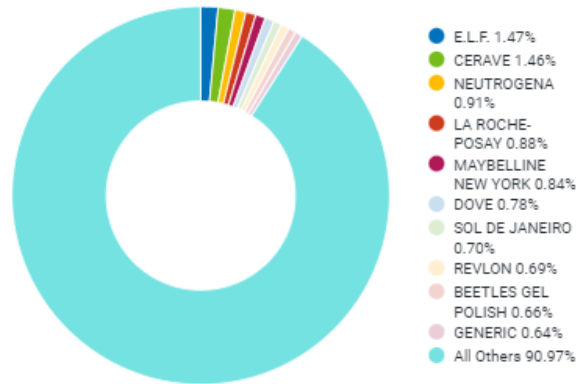
▼ -6.2%

62,543,124,553 Weekly Average

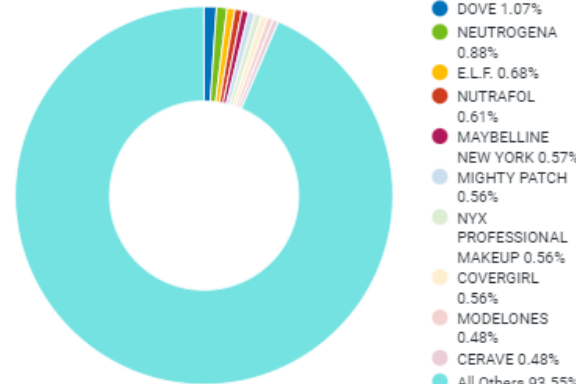
Top-Selling Brands



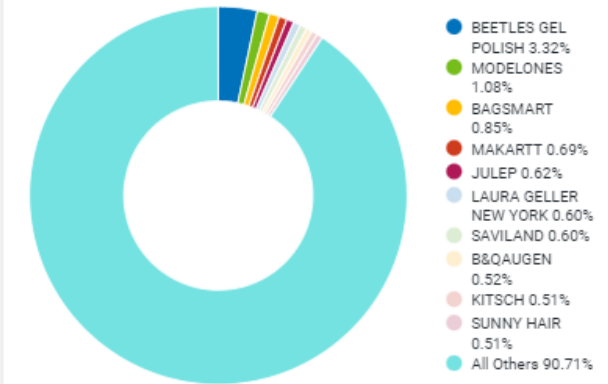
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**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**

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

**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**

Mighty Patch™ Original Patch from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Covering...  
36 Piece Assortment  
★★★★☆ ~ 140,695



Market Share Leaders:



HEXEUM



Brands Observed

3,890

▼ -1% vs Prior Period

Items Observed

24,742

▼ -5% vs Prior Period

Department Summary

Keywords Observed

17,665

▼ -18% vs Prior Period

Sponsorship Activity

▼ -12.8%

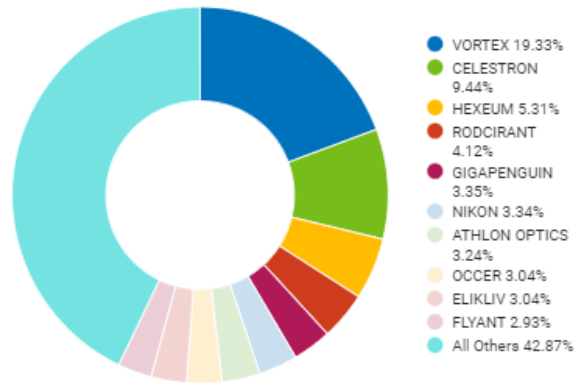
3,928,855 Weekly Average

Organic Search Visibility

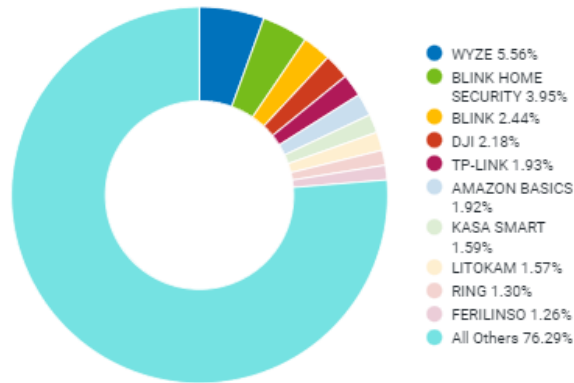
▼ -8.8%

1,499,513,456 Weekly Average

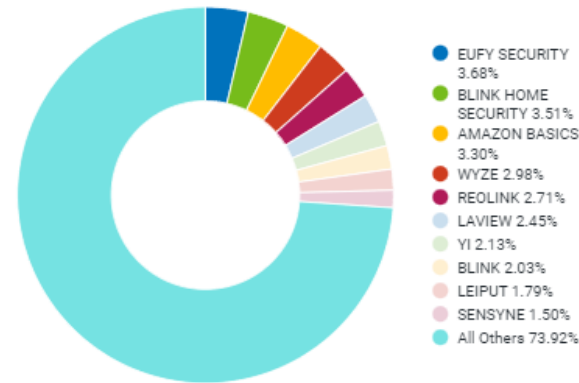
Top-Selling Brands



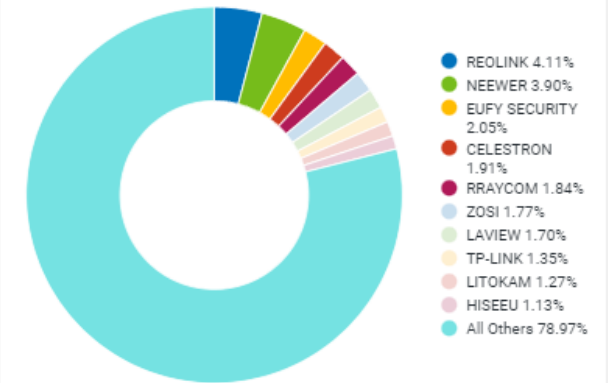
Top Brands in Organic Search



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



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



15x52 HD Binoculars for Adults High Powered with Upgraded Phone Adapter - Large View Binoculars with Clear Low Light...  
★★★★★ ~ 235



Athlon Optics 8x42 Midas UHD Gray Binoculars with ED Glass for Adults and Kids, High-Powered Binoculars for Hunting...  
★★★★★ ~ 1,266

Market Share Leaders:



Ailun

ANKER



Brands Observed

4,417

▼ -3% vs Prior Period

Items Observed

16,185

▼ -2% vs Prior Period

Department Summary

Keywords Observed

33,119

▼ -25% vs Prior Period

Sponsorship Activity

▼ -17.2%

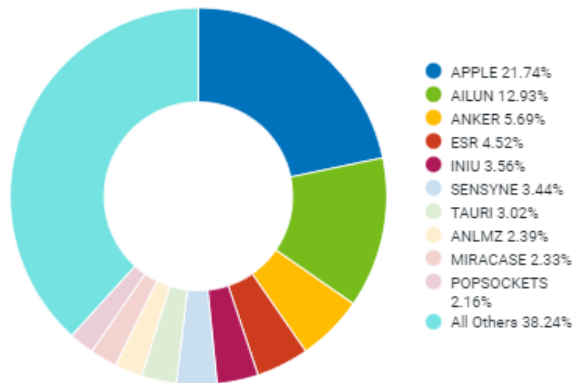
20,524,224 Weekly Average

Organic Search Visibility

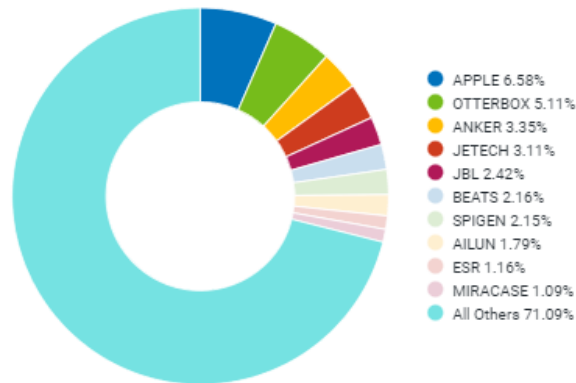
▼ -10.2%

11,910,376,240 Weekly Average

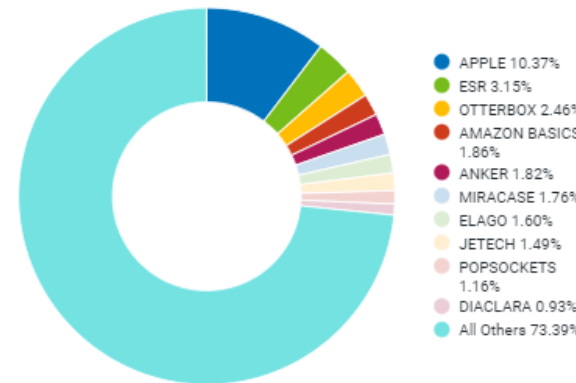
Top-Selling Brands



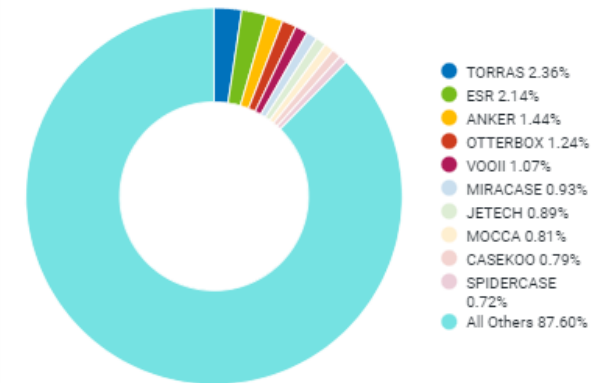
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

**Best seller**

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

**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**

INIU Portable Charger, Slimmest 10000mAh 5V/3A Power Bank, USB C in&out High-Speed Charging Battery Pack, External...  
★★★★★ ~ 93,478

**Overall Pick**

Apple Pencil (1st Generation): Pixel-Perfect Precision and Industry-Leading Low Latency, Perfect for Note-Taking, Drawing...  
★★★★★ ~ 122,839

Market Share Leaders:

**CROCS™**



**SUNZEL**

**GILDAN®**

Brands Observed

48,912

▼ -3% vs Prior Period

Items Observed

891,143

▼ -5% vs Prior Period

Department Summary  
Keywords Observed

146,410

▼ -22% vs Prior Period

Sponsorship Activity

▼ -13.5%

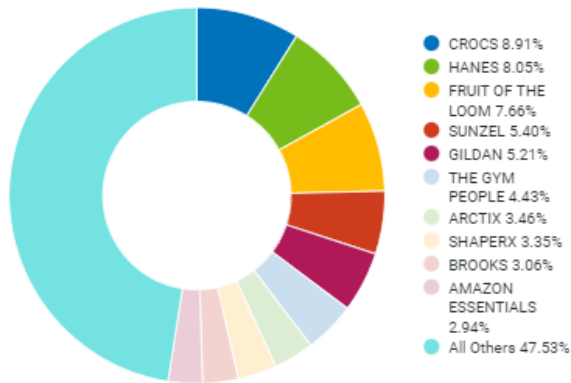
231,973,861 Weekly Average

Organic Search Visibility

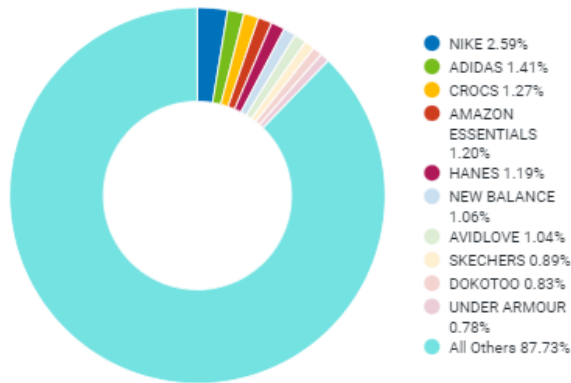
▼ -5.7%

87,151,426,474 Weekly Average

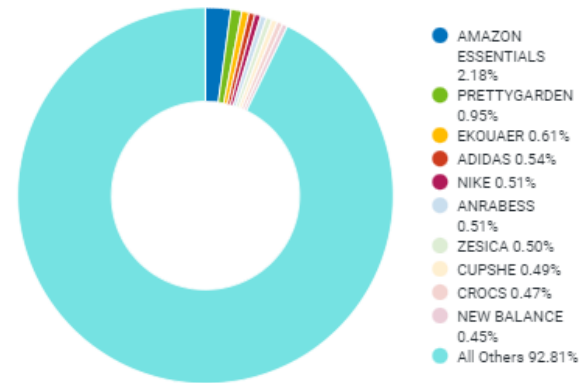
Top-Selling Brands



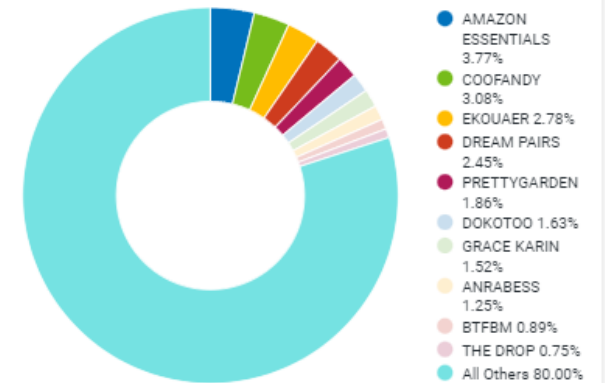
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Best Seller

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

Best Seller

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

Overall Pick

Sunzel Womens Flare Leggings with Tummy Control Crossover Waist and Wide Leg  
★★★★★ ~ 5,355

Best Seller

Fruit of the Loom Men's Eversoft Cotton Stay Tucked Crew T-Shirt  
★★★★★ ~ 116,832

Best Seller

Hanes Men's Boxer Briefs, Soft and Breathable Cotton Underwear with ComfortFlex Waistband, Multipack  
★★★★★ ~ 139,414

Market Share Leaders:



Brands Observed

6,896

▼ -2% vs Prior Period

Items Observed

37,684

▼ -3% vs Prior Period

Department Summary

Keywords Observed

52,649

▼ -22% vs Prior Period

Sponsorship Activity

▼ -15.2%

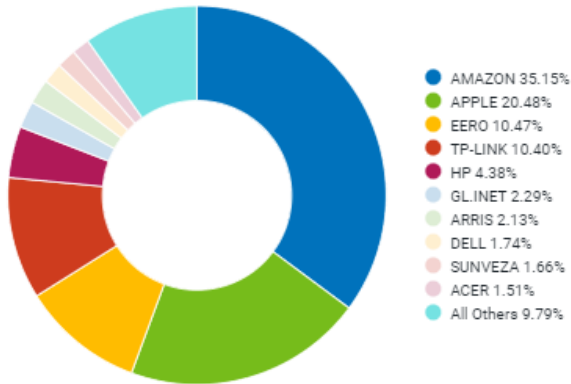
24,482,745 Weekly Average

Organic Search Visibility

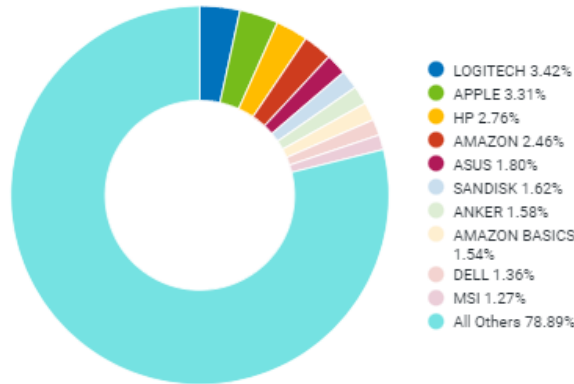
▼ -13.3%

11,875,712,821 Weekly Average

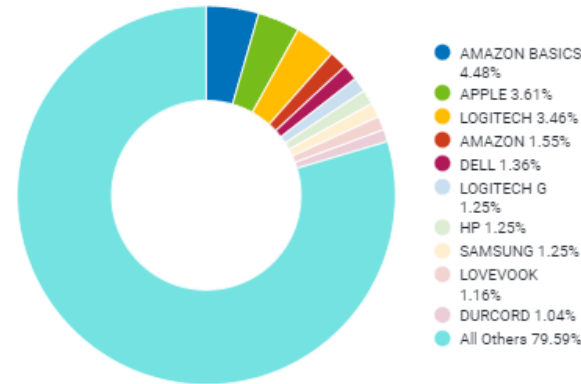
Top-Selling Brands



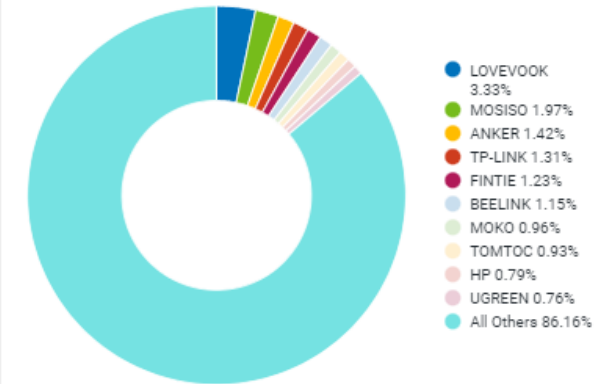
Top Brands in Organic Search



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

+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

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

Featured from Amazon brands

Amazon eero Pro 6E mesh Wi-Fi router | 2.5 Gbps Ethernet | Coverage up to 2,000 sq. ft. | Connect 200+ devices | Ideal for...

★★★★☆ ~ 4,096

Amazon Fire HD 8 tablet, 8" HD Display, 32 GB, 30% faster processor, designed for portable entertainment, (2022 release), Black

★★★★☆ ~ 13,328

Market Share Leaders:



Brands Observed  
**15,581**

▼ -1% vs Prior Period

Items Observed  
**79,092**

▼ -3% vs Prior Period

Department Summary  
Keywords Observed  
**93,332**

▼ -24% vs Prior Period

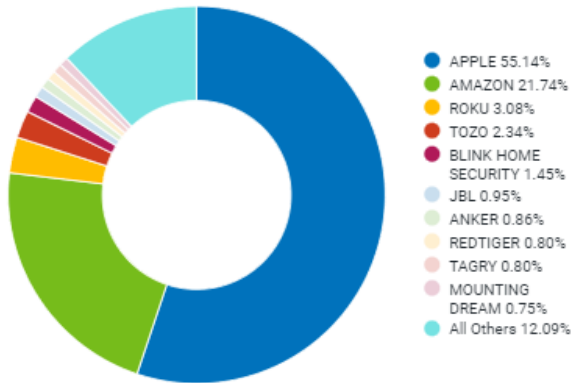
Sponsorship Activity  
**▼ -16.4%**

64,088,297 Weekly Average

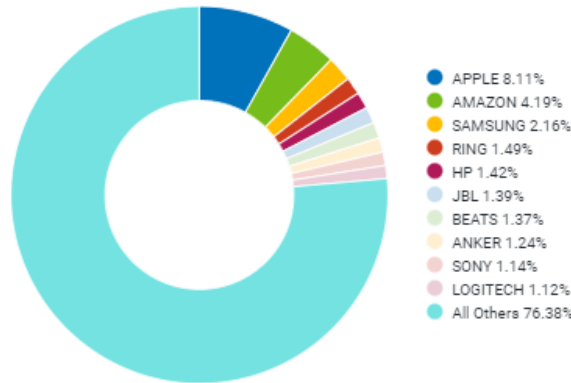
Organic Search Visibility  
**▼ -9.5%**

35,020,804,511 Weekly Average

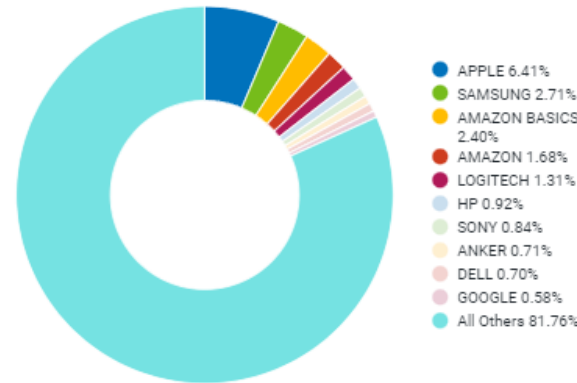
Top-Selling Brands



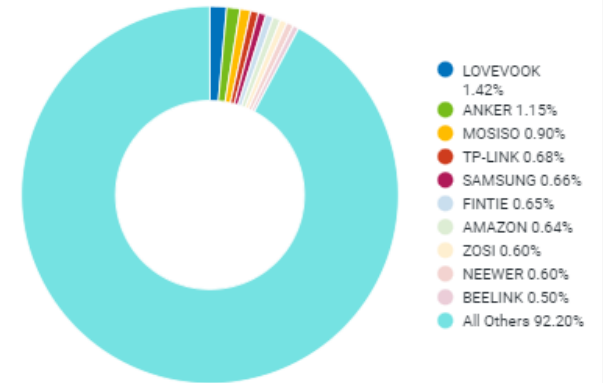
Top Brands in Organic Search



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

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

Apple iPad (9th Generation): with A13 Bionic chip, 10.2-inch Retina Display, 64GB, Wi-Fi, 12MP front/8MP Back Camera, Touch ID, All-...

★★★★★ 60,227

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

★★★★★ ~ 582,470

Best Seller

Apple AirTag 4 Pack

★★★★★ ~ 105,570

Market Share Leaders:



Brands Observed  
**22,201**

▼ -1% vs Prior Period

Items Observed  
**136,523**

▼ -2% vs Prior Period

Department Summary  
Keywords Observed  
**93,346**

▼ -17% vs Prior Period

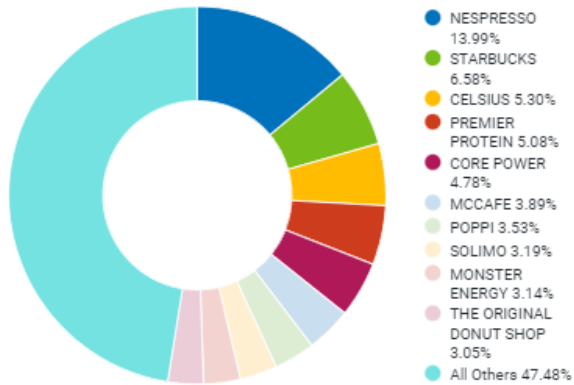
Sponsorship Activity  
**▼ -13.2%**

145,668,362 Weekly Average

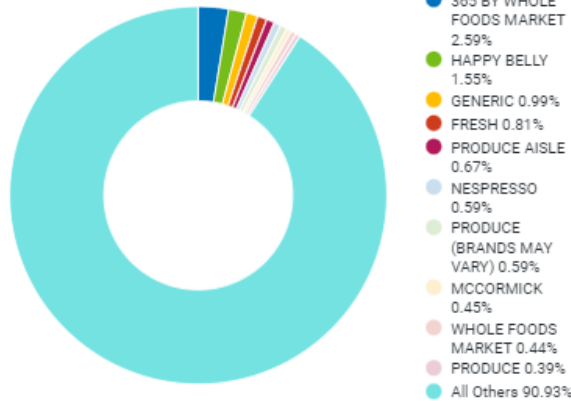
Organic Search Visibility  
**▼ -7.7%**

44,129,829,583 Weekly Average

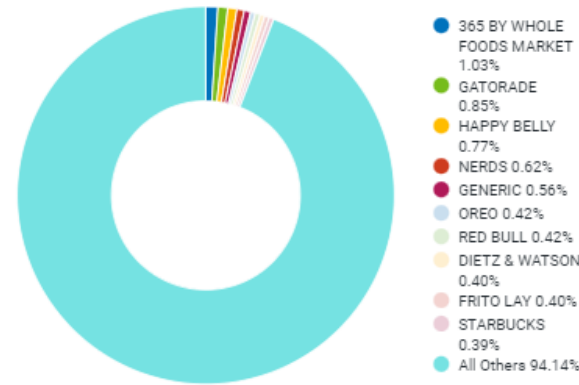
Top-Selling Brands



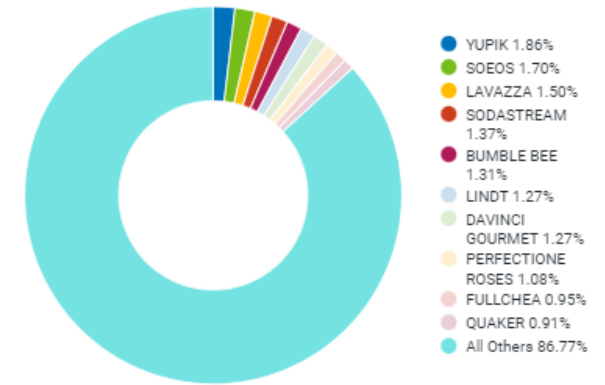
Top Brands in Organic Search



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



**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



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



**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★★★★★ -



**Core Power**  
Fairlife Elite 42g High Protein Milk Shake, Ready To Drink for Workout Recovery, Chocolate, 14 Fl Oz...  
Chocolate 14 Fl Oz (Pack of 1)  
Options: 2 sizes, 3 flavors  
★★★★★ ~ 1,285

Market Share Leaders: **amazonbasics**



VITAL PROTEINS



Brands Observed  
**33,571**

▼ -1% vs Prior Period

Items Observed  
**148,714**

▼ -2% vs Prior Period

Department Summary  
Keywords Observed  
**160,294**

▼ -16% vs Prior Period

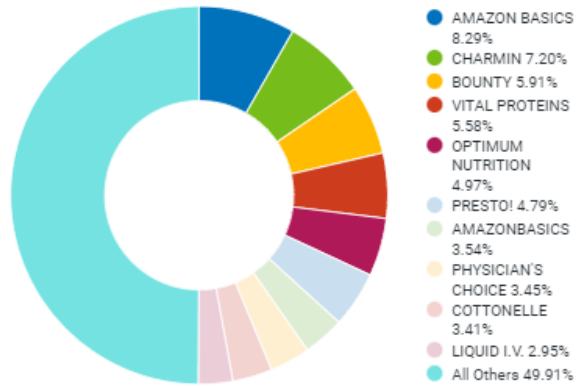
Sponsorship Activity  
**▼ -9.3%**

140,735,672 Weekly Average

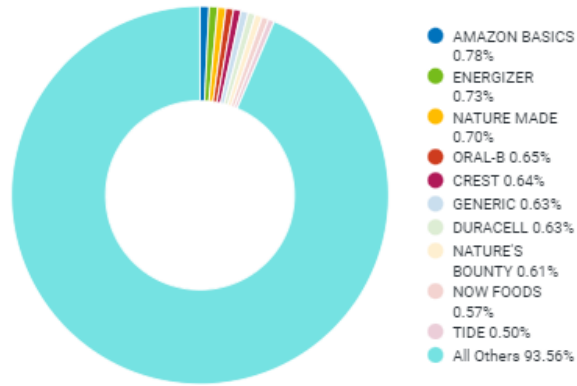
Organic Search Visibility  
**▼ -6.3%**

71,954,498,049 Weekly Average

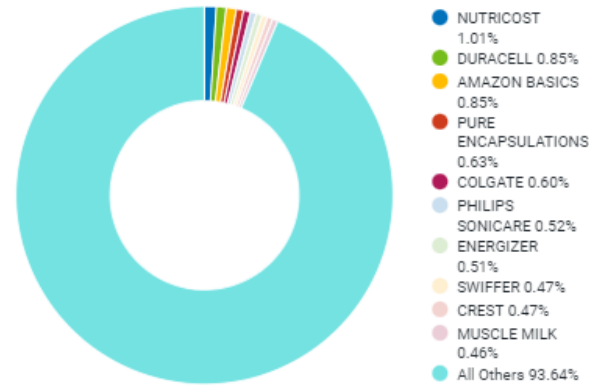
Top-Selling Brands



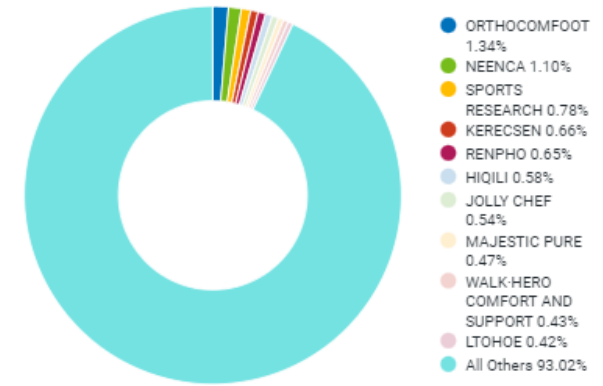
Top Brands in Organic Search



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**

Charmin Ultra Soft Cushiony Touch Toilet Paper, 24 Family Mega Rolls = 123 Regular Rolls...  
8 Count (Pack of 3)  
Options: 3 sizes  
★★★★★ ~ 98,517

**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

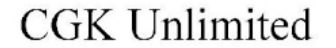
**Best Seller**

Vital Proteins Collagen Peptides Powder Supplement Travel Packs, Hydrolyzed Collagen for Skin Hai...  
Powder 7 Ounce (Pack of 20)  
Options: 8 sizes, 4 flavors  
★★★★★ ~ 47,446

**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

Market Share Leaders:



Brands Observed

44,511

▲0% vs Prior Period

Items Observed

221,292

▼-2% vs Prior Period

Department Summary  
Keywords Observed

199,806

▼-19% vs Prior Period

Sponsorship Activity

▼-19.4%

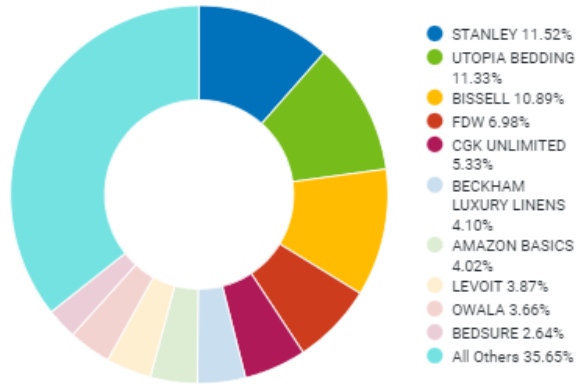
214,647,867 Weekly Average

Organic Search Visibility

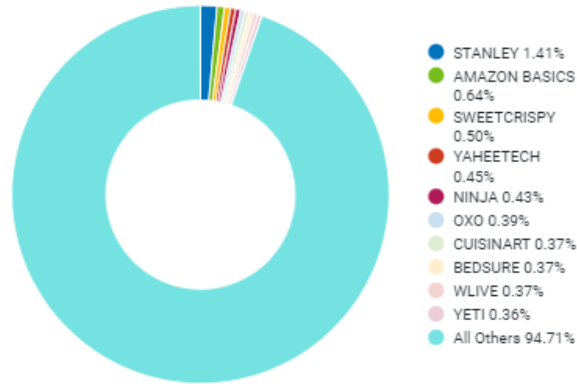
▼-16.5%

99,332,121,056 Weekly Average

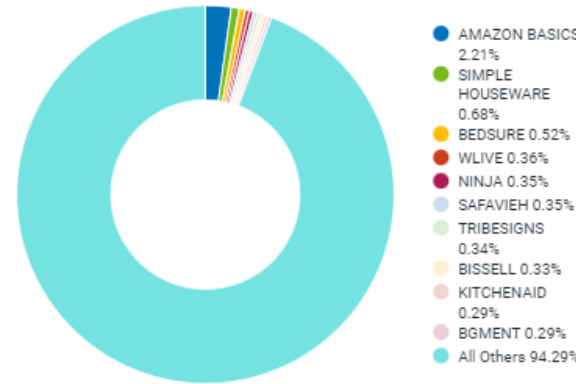
Top-Selling Brands



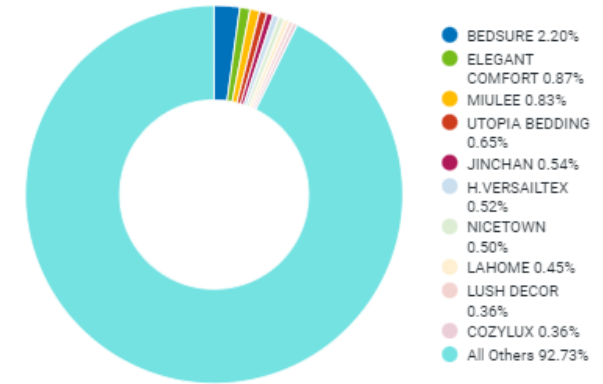
Top Brands in Organic Search



Top Brands in Paid Search



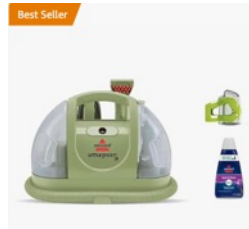
Top-Promoted Brands



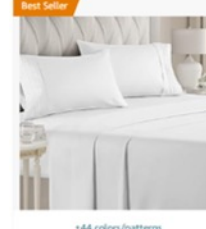
Top-Selling Items:



Sponsored  
Furinno Tidur Cooling Gel Memory Foam Mattress, 8 Inch, Twin, White  
Twin  
Options: 6 sizes  
★★★★☆ ~ 11



Best Seller  
BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Car and Auto Detailer, with Exclusive Specialty Tools, Green...  
★★★★★ ~ 76,267



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  
Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - Down Alternative Bedding Gel Cooling Pillow for Back...  
Options: 2 sizes  
★★★★★ ~ 238,115



Best Seller  
STANLEY IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Water Bottle for Home, Office or Car, Reusable Cup wit...  
★★★★★ ~ 24,205



Market Share Leaders:



Brands Observed  
**30,317**

▼ -1% vs Prior Period

Items Observed  
**132,316**

▼ -2% vs Prior Period

Department Summary  
Keywords Observed  
**109,948**

▼ -20% vs Prior Period

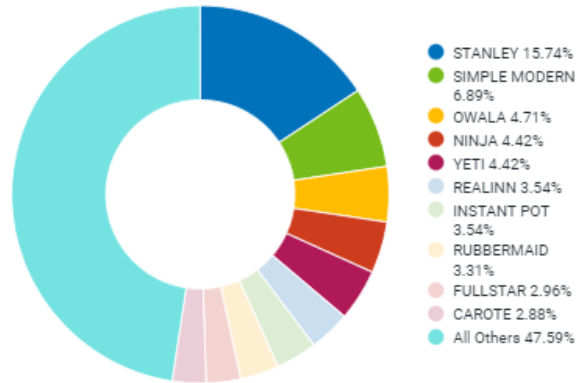
Sponsorship Activity  
**▼ -18.5%**

67,465,517 Weekly Average

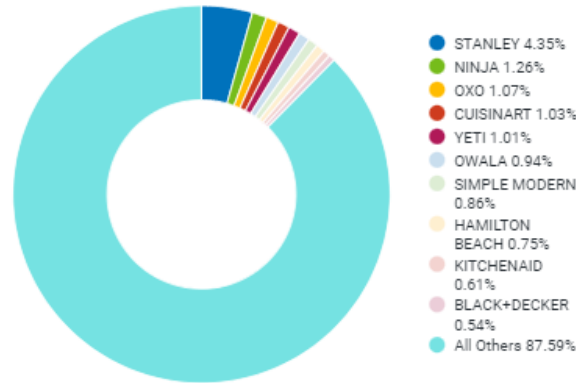
Organic Search Visibility  
**▼ -20.1%**

31,001,984,587 Weekly Average

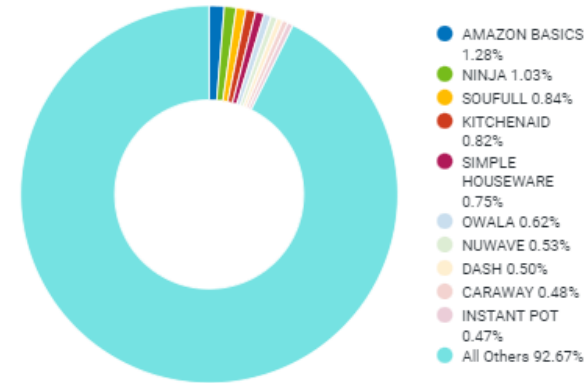
Top-Selling Brands



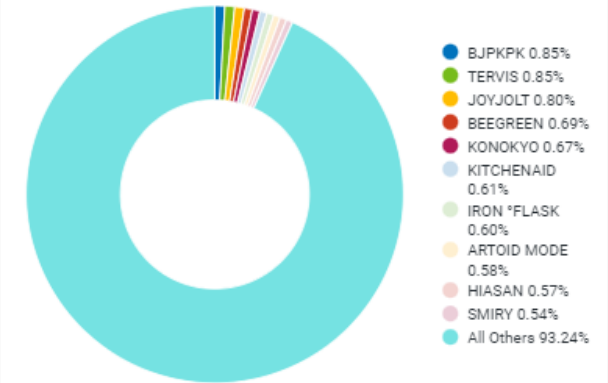
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

40 oz Insulated Stainless Steel Tumbler with Handle, Straw Lid - Simple Modern Trek Collection Gifts  
Stainless Steel  
★★★★★ - 24,650

STANLEY IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Water Bottle for Home, Office or Car, Reusable Cup wit...  
★★★★★ - 24,259

Ninja AF101 Air Fryer that Crisps, Roasts, Reheats, & Dehydrates, for Quick, Easy Meals, 4 Quart Capacity, & High Gloss Finish, Grey  
★★★★★ - 51,876

REALINN Under Sink Organizer and Storage, 2 Pack Pull Out Cabinet Organizer Slide Out Sink Shelf Cabinet Storage Shelves, ...  
★★★★★ - 5,769

Fullstar Vegetable Chopper - Spiralizer Vegetable Slicer - Onion Chopper with Container - Pro Food Chopper - Slicer Dicer Cutter - (4 ...  
Stainless Steel  
★★★★★ - 101,201

Market Share Leaders:



amazonbasics

HAMMERMILL.

Scotch®



Brands Observed

18,927

▼ -1% vs Prior Period

Items Observed

97,403

▼ -4% vs Prior Period

Department Summary  
Keywords Observed

102,184

▼ -19% vs Prior Period

Sponsorship Activity

▼ -13.0%

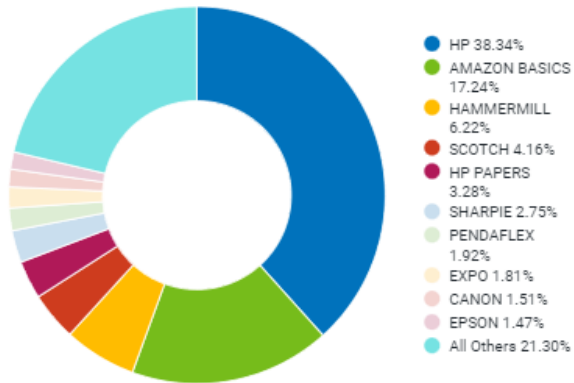
51,984,352 Weekly Average

Organic Search Visibility

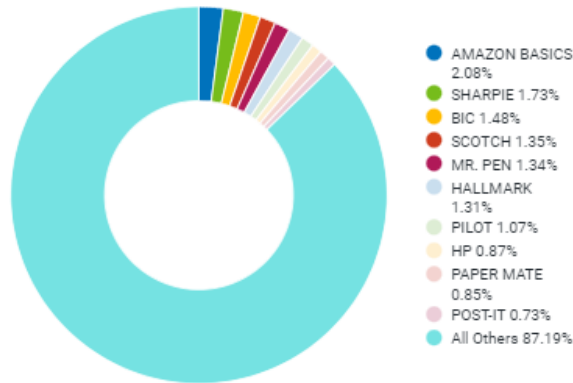
▼ -16.0%

20,340,213,264 Weekly Average

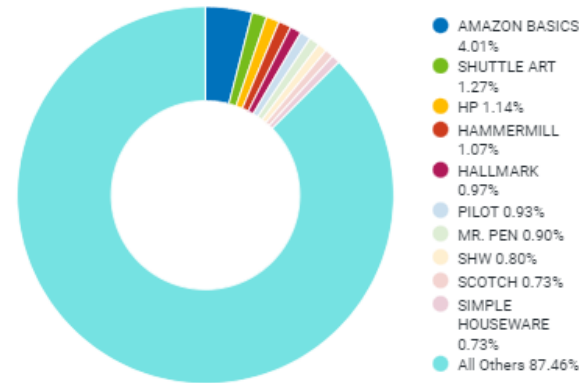
Top-Selling Brands



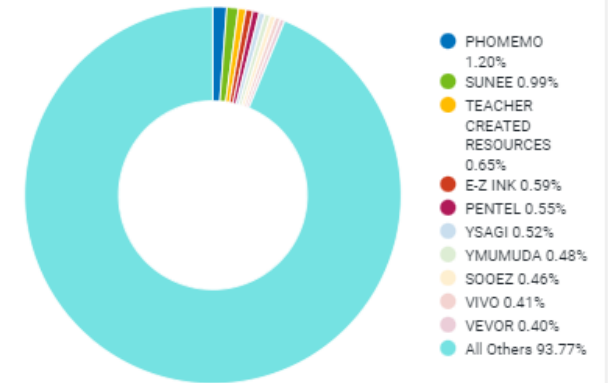
Top Brands in Organic Search



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

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

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

★★★★☆ ~ 38,634

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

★★★★☆ ~ 42,021

HP 910XL Black High-yield Ink Cartridge | Works with HP OfficeJet 8010, 8020 Series, HP OfficeJet Pro 8020, 8030 Series [...]

★★★★☆ ~ 17,699

Market Share Leaders:



Brands Observed  
**29,529**

▼ -4% vs Prior Period

Items Observed  
**149,697**

▼ -5% vs Prior Period

Department Summary  
Keywords Observed  
**86,961**

▼ -18% vs Prior Period

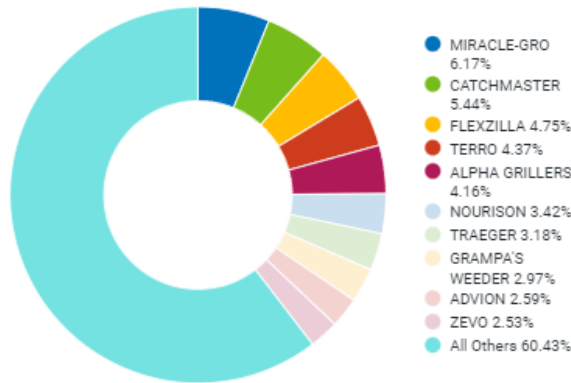
Sponsorship Activity  
**▼ -3.5%**

33,128,403 Weekly Average

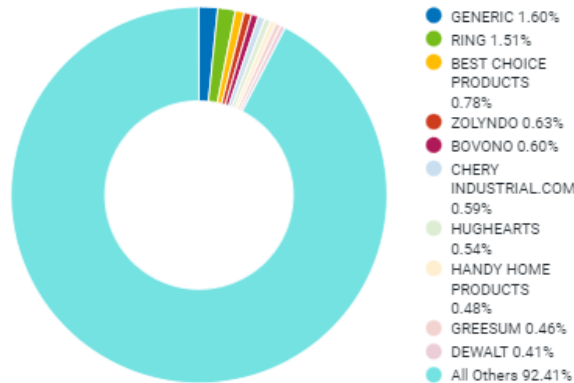
Organic Search Visibility  
**▲ 8.3%**

11,914,515,403 Weekly Average

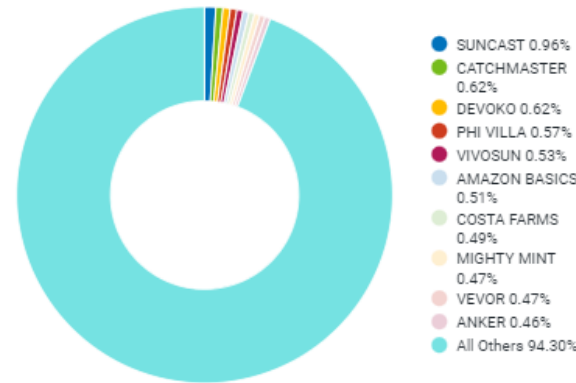
Top-Selling Brands



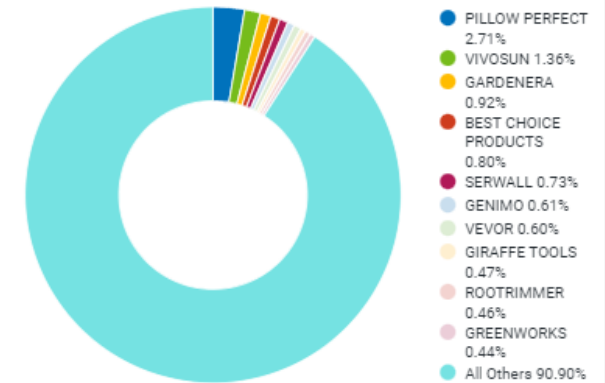
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



**Best Seller**  
Flexzilla Garden Hose 5/8 in. x 50 ft, Heavy Duty, Lightweight, Drinking Water Safe, ZillaGreen - HFZG550YW-E  
★★★★☆ ~ 79,963



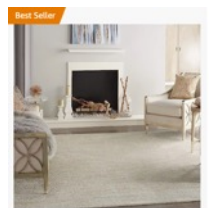
**Best Seller**  
Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best Waterproof Ultra Fast Thermometer with Backlig...  
★★★★★ ~ 60,819



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



**Best Seller**  
Bundle of TERRO T300B Liquid Ant Killer, 12 Bait Stations + TERRO T1813B Outdoor Ready-to-Use Liquid Ant Bait Stake Killer...



**Best Seller**  
Nourison Essentials Indoor/Outdoor Ivory Beige 8' x 10' Area Rug, Easy Cleaning, Non Shedding, Bed Room, Living Room, Dining Room...  
Polypropylene  
Options: 38 sizes  
★★★★★ ~ 8,803

Market Share Leaders:



Brands Observed

18,434

▼ -1% vs Prior Period

Items Observed

99,713

▼ -3% vs Prior Period

Department Summary

Keywords Observed

56,277

▼ -10% vs Prior Period

Sponsorship Activity

▼ -10.5%

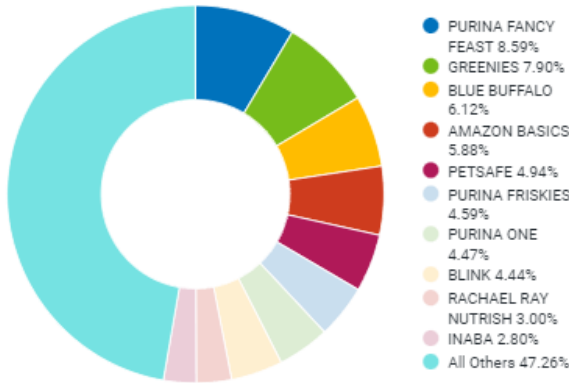
37,025,387 Weekly Average

Organic Search Visibility

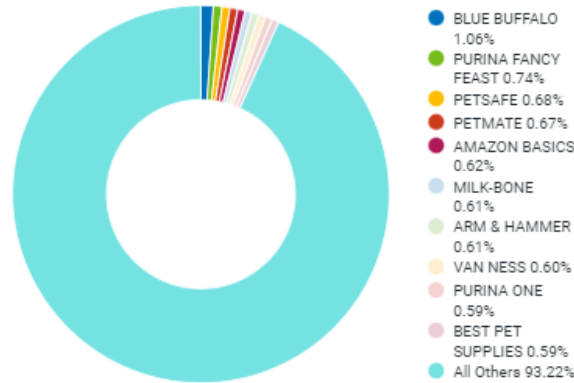
▼ -8.0%

15,125,839,050 Weekly Average

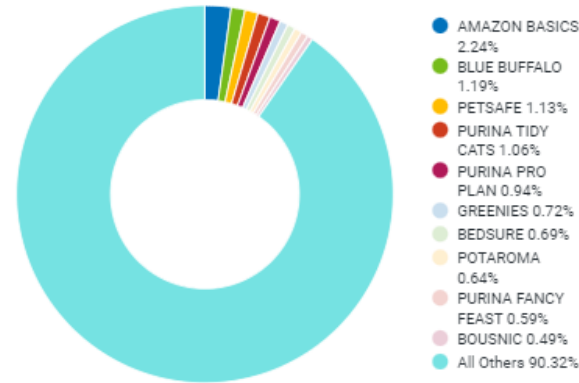
Top-Selling Brands



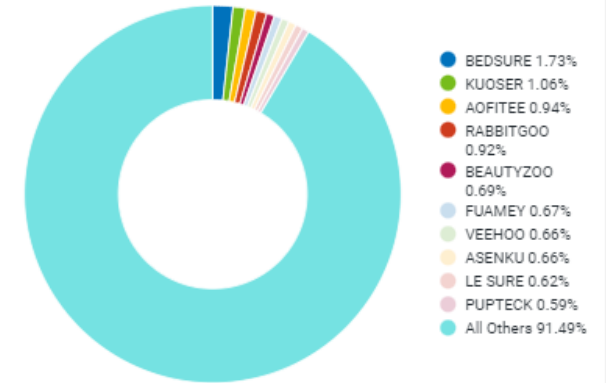
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



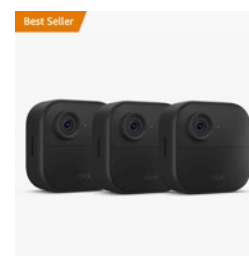
Top-Selling Items:



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



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



**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, ...  
★★★★☆ ~ 10,120



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

626

▼ -2% vs Prior Period

Items Observed

5,654

▼ -1% vs Prior Period

Department Summary

Keywords Observed

2,974

▼ -57% vs Prior Period

Sponsorship Activity

▲ 0.7%

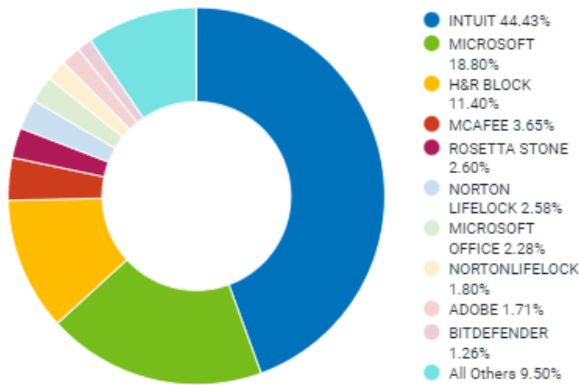
248,787 Weekly Average

Organic Search Visibility

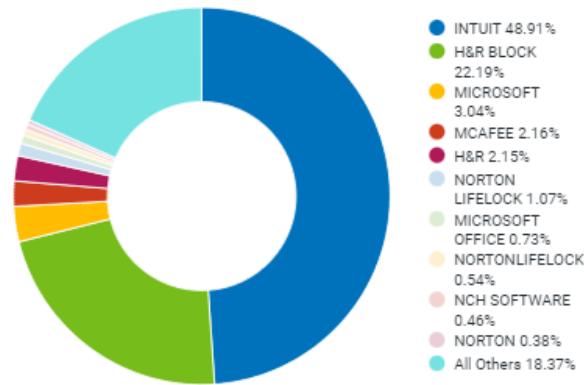
▼ -12.7%

208,444,026 Weekly Average

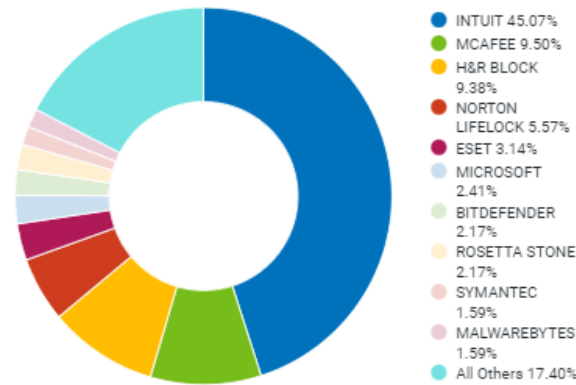
Top-Selling Brands



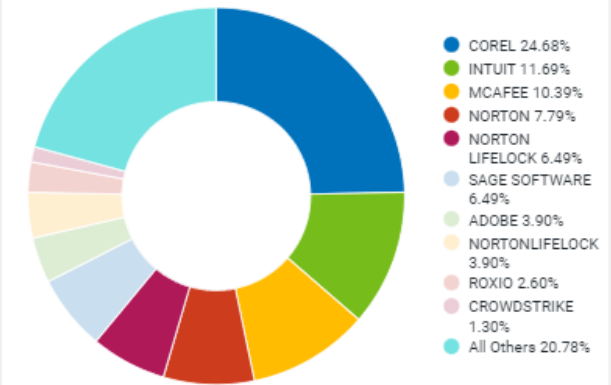
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



TurboTax Business 2023 Tax Software, Federal Tax Return [PC Download]  
by Intuit  
★★★★☆ ~ 191



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



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



TurboTax Premier 2023 Tax Software, Federal & State Tax Return [Amazon Exclusive] [PC/Mac Download]  
by Intuit  
★★★★☆ ~ 1,485



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

Market Share Leaders: **amazonbasics**



Brands Observed

53,400

▼ -2% vs Prior Period

Items Observed

519,074

▼ -4% vs Prior Period

Department Summary  
Keywords Observed

148,496

▼ -21% vs Prior Period

Sponsorship Activity

▼ -16.2%

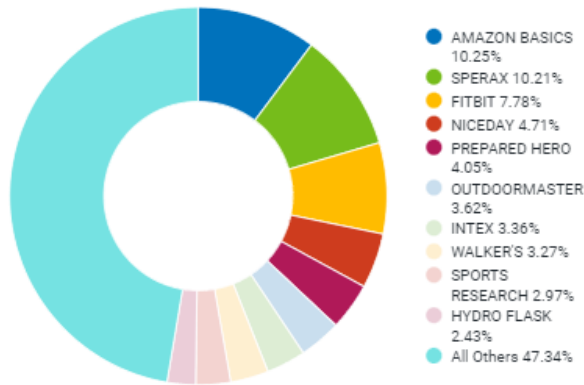
72,509,318 Weekly Average

Organic Search Visibility

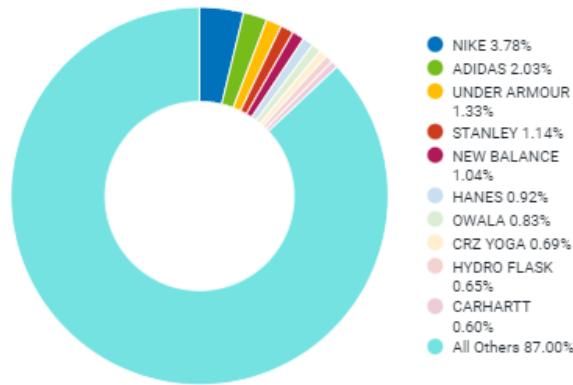
▼ -12.4%

31,443,992,895 Weekly Average

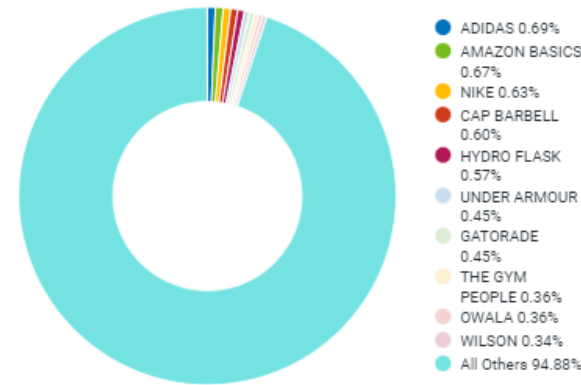
Top-Selling Brands



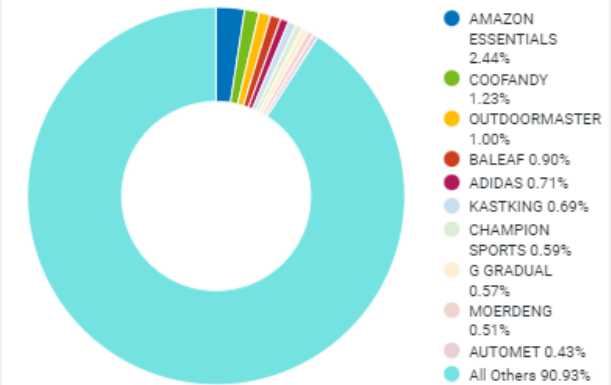
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



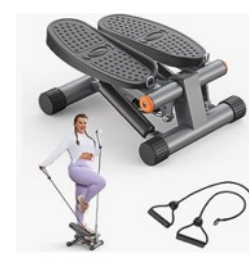
Top-Selling Items:



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



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



Niceday Steppers for Exercise, Stair Stepper with Resistance Bands, Mini Stepper with 300LBS Loading Capacity, Hydraulic...  
★★★★☆ ~ 4,841



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



Best Seller  
Prepared Hero Emergency Fire Blanket - 1 Pack - Fire Suppression Blanket for Kitchen, 40" x 40" Fire Blanket for Home, Fiberglass Fire...  
Solid  
Options: 5 sizes  
★★★★★ ~ 9,560

Market Share Leaders: everydrop



ring

FRIGIDAIRE

blink

Brands Observed

41,571

▼ -2% vs Prior Period

Items Observed

258,459

▼ -3% vs Prior Period

Department Summary  
Keywords Observed

139,615

▼ -19% vs Prior Period

Sponsorship Activity

▼ -12.5%

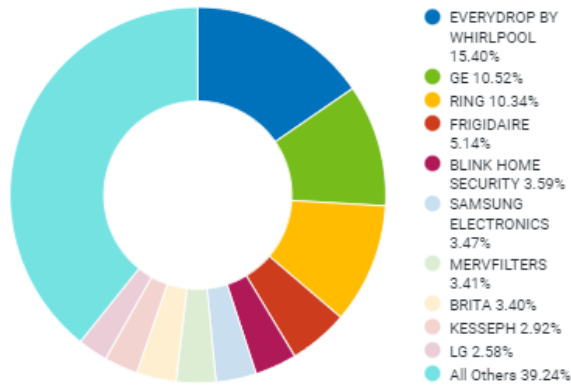
75,695,424 Weekly Average

Organic Search Visibility

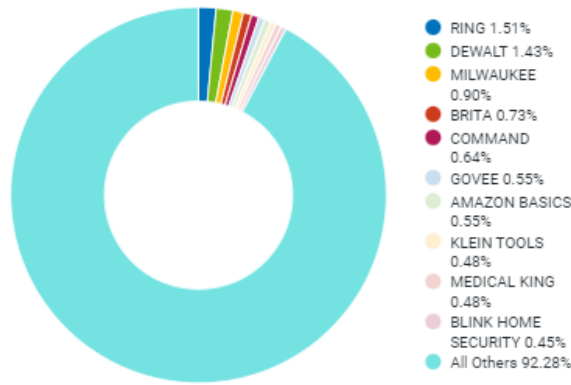
▼ -9.3%

28,534,289,000 Weekly Average

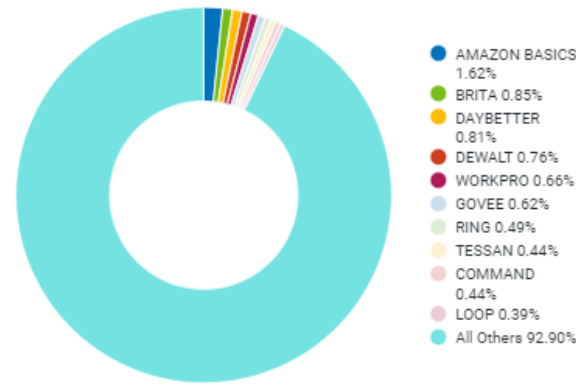
Top-Selling Brands



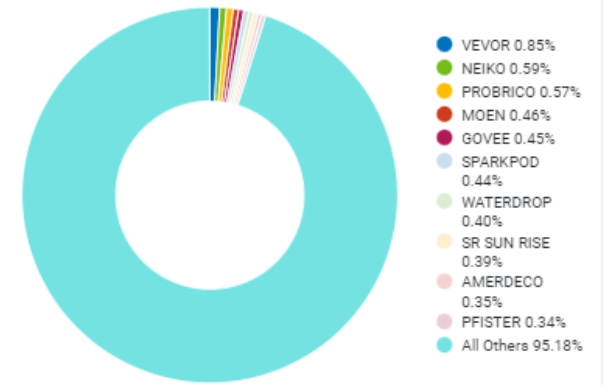
Top Brands in Organic Search



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



Blink Video Doorbell | Two-way audio, HD video, motion and chime app alerts and Alexa enabled - wired or wire-free...  
★★★★☆ ~ 132,690

Market Share Leaders:



Brands Observed

21,324

▼ -2% vs Prior Period

Items Observed

110,836

▼ -3% vs Prior Period

Department Summary  
Keywords Observed

104,833

▼ -24% vs Prior Period

Sponsorship Activity

▼ -16.8%

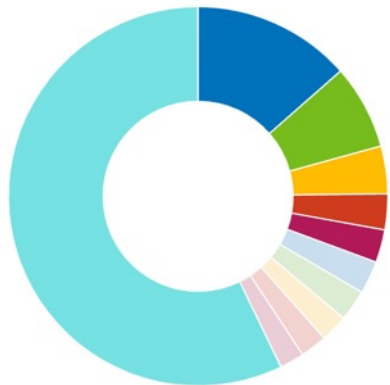
100,569,581 Weekly Average

Organic Search Visibility

▲ 1.7%

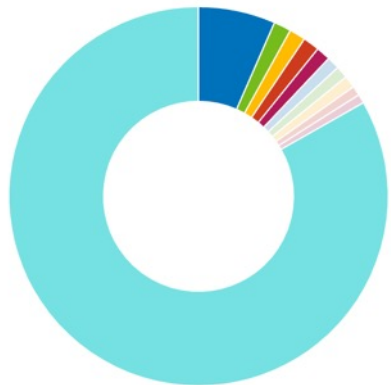
28,638,575,028 Weekly Average

Top-Selling Brands



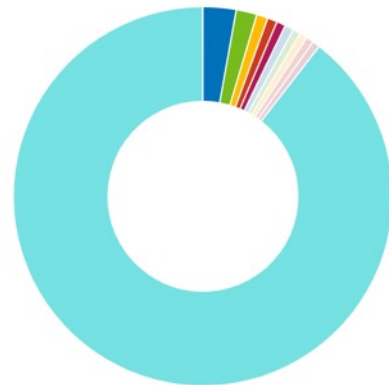
- LEGO 13.52%
- LEGO ICONS 7.22%
- PLAY-DOH 4.05%
- MAGIC THE GATHERING 3.06%
- SKILLMATICS 2.81%
- POKEMON 2.79%
- IT'S A DATE! 2.67%
- SHASHIBO 2.33%
- DISNEY 2.27%
- CRAYOLA 2.08%
- All Others 57.20%

Top Brands in Organic Search



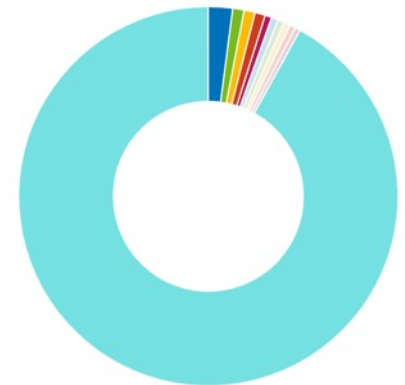
- LEGO 6.57%
- SQUISHMALLOWS 1.48%
- JOYIN 1.39%
- BARBIE 1.39%
- POKEMON 1.21%
- FUNKO 1.09%
- MELISSA & DOUG 1.05%
- CRAYOLA 1.03%
- MATTEL 0.82%
- HASBRO GAMING 0.76%
- All Others 83.21%

Top Brands in Paid Search



- LEGO 2.82%
- JOYIN 1.78%
- PAW PATROL 0.96%
- SQUISHMALLOWS 0.83%
- MELISSA & DOUG 0.77%
- TRANSFORMERS 0.76%
- KATCHON 0.66%
- BARBIE 0.66%
- TEMI 0.64%
- GATHERFUN 0.62%
- All Others 89.50%

Top-Promoted Brands



- JOYIN 2.06%
- KATCHON 0.98%
- RUBFAC 0.93%
- TEMI 0.88%
- MELISSA & DOUG 0.58%
- MEWAIL 0.58%
- RAVENSBURGER 0.55%
- GUND 0.53%
- SKILLMATICS 0.51%
- FISHER-PRICE 0.44%
- All Others 91.96%

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



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



Skillmatics Art & Craft Activity - Foil Fun Space, No Mess Art for Kids, Craft Kits & Supplies, DIY Creative Activity, Easter Gifts for Boys &...  
★★★★★ ~ 1,857



40 Fun and Romantic Scratch Off Date Ideas for Him, Her, Girlfriend, Boyfriend, Wife, or Husband, Perfect for Date Night, Special...  
★★★★★ ~ 1,047



Market Share Leaders:



Meta Quest



oculus

Brands Observed

5,525

▼ -2% vs Prior Period

Items Observed

39,627

▼ -2% vs Prior Period

Department Summary

Keywords Observed

27,378

▼ -37% vs Prior Period

Sponsorship Activity

▼ -32.3%

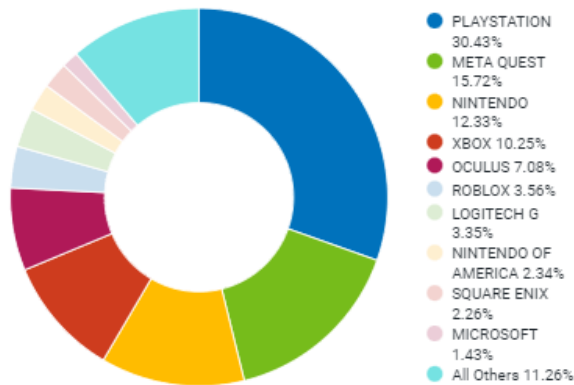
5,900,713 Weekly Average

Organic Search Visibility

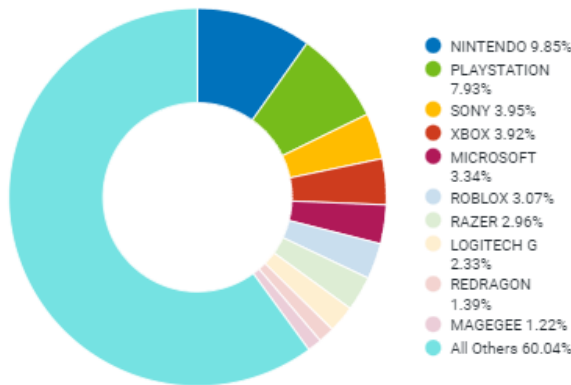
▼ -18.9%

5,506,088,763 Weekly Average

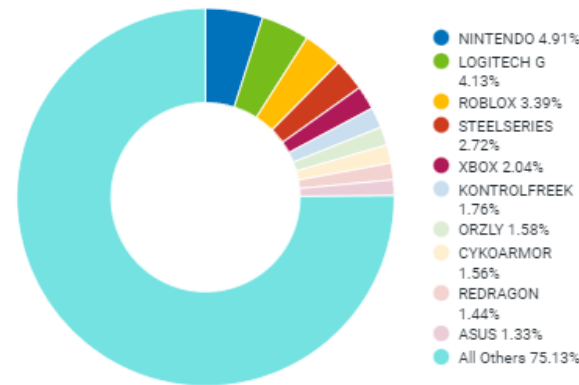
Top-Selling Brands



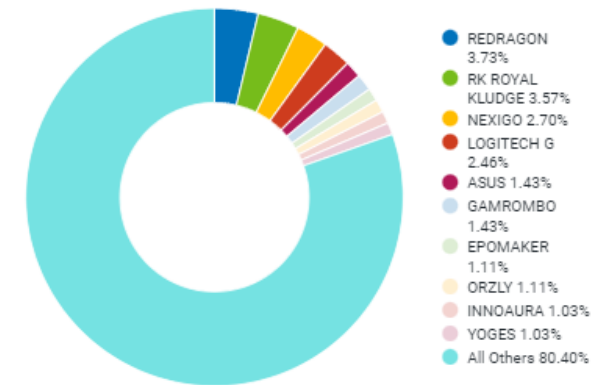
Top Brands in Organic Search



Top Brands in Paid Search



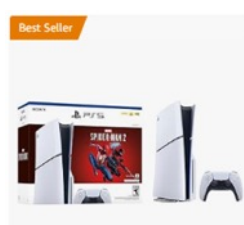
Top-Promoted Brands



Top-Selling Items:



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



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



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



PlayStation®5 Digital Edition (slim)  
Nov 24, 2023  
★★★★☆ ~ 3,144



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

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