



# Department Performance Report

FEBRUARY 2024 DATA



 Arts, Crafts, Sewing	 Auto, Tires and Industrial	 Baby	 Beauty
 Clothing	 Electronics	 Food & Grocery	 Health
 Home	 Home Improvement	 Household Essentials	 Office Supplies
 Party & Occasions	 Patio & Garden	 Personal Care	 Pets
 Premium Beauty	 Sports & Outdoors	 Toys & Outdoor Play	 Video Games

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# Department Performance Report

February 2024 Data

## Report Overview

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

- [Department Overview](#)
- [Top-Selling Brands](#)
- [Top Brands in Organic Search](#)
- [Top Brands in Paid Search](#)
- [Top Promoted Brands](#)
- [Top-Selling Items](#)

- ❖ Disclaimer: Analytic Index has no affiliation with Walmart. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.
- ❖ This report is based on top-performing items in sales or search on Walmart (Top 100 BSR & within top 2 pages of search results)
- ❖ The prior period and percent change in this report is comparing data from the previous month (month over month).

## Definitions

### Top-Selling Brands

Estimated sales share based on the brand's items, their best seller rank, and historical sales.

### Top Brands in Organic Search

Based on share of organic search visibility, which is similar to organic impressions in that it looks at keywords the brands items appear for, how high they rank for said keywords, and the search volume of the keywords.

### Top Brands in Paid Search

Based on share of paid search visibility, which is similar to ad impressions in that it looks at keywords the sponsored items appear for, their ad position on the page for said keywords, and the search volume of the keywords.

### Top Promoted Brands

The brands that were observed with the most promo activity via retailer badges.

### Top-Selling Items

The best-selling items based on Best Seller Ranking over the time period.

# About Analytic Index

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



US, CA, UK, DE, FR, IT, ES



## Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER VISIBILITY**



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## Market Share Leaders:



YEERSWAG



Brands Observed

6,137

▼ -8% vs Prior Period

Items Observed

46,566

▼ -6% vs Prior Period

Department Summary

Keywords Observed

60,902

▼ -23% vs Prior Period

Sponsorship Activity

▼ -1.4%

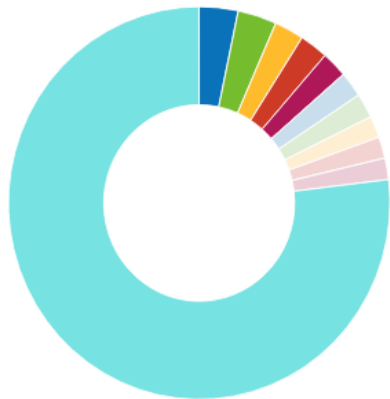
7,767,592 Weekly Average

Organic Search Visibility

▼ -10.7%

3,237,101,245 Weekly Average

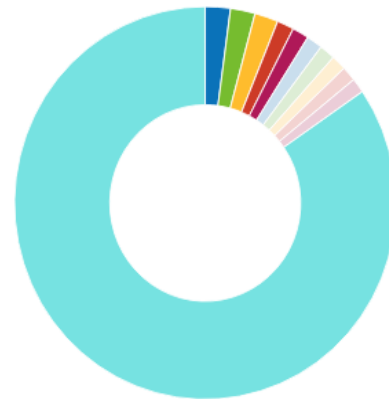
### Top-Selling Brands



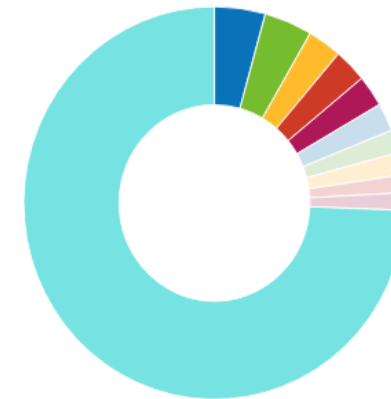
### Top Brands in Organic Search



### Top Brands in Paid Search



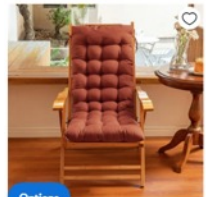
### Top-Promoted Brands



## Top-Selling Items:



**\$8<sup>99</sup>**  
Options from \$8.99 - \$9.99  
Hsd's Bebe 5D Diamond Art Painting Beach Art for Adult, Sunset on Sea DIY Full Round 5D Diamond Drill Kit, Gem...



**\$18<sup>99</sup>**  
YEERSWAG 47X19 inch Recliner Cushion Thickened Double-Sided Rocking Chair Cushion Nap Folding...



**\$37<sup>99</sup>**  
VIFERR Portable Sewing Machine, Mini Sewing Machine Handheld Electric Sewing Machines 12 Stitches for...



**\$17<sup>99</sup>**  
Embroidery Kit for Beginners, CELECTIGO 27-Piece Sewing Cross Stitch Starter Set Craft Stamped Clot...



**Now \$147** \$1.99 +\$4.99 shipping  
Wovilon 7Pcs Quilting Fabric, 100% Cotton Craft Fabric Bundle Squares Grey Squares Cotton Floral Printed...

## Market Share Leaders:



Brands Observed

# 15,895

▲ 1% vs Prior Period

Items Observed

# 412,312

▼ -1% vs Prior Period

Department Summary

Keywords Observed

# 70,146

▼ -18% vs Prior Period

Sponsorship Activity

# ▼ -0.1%

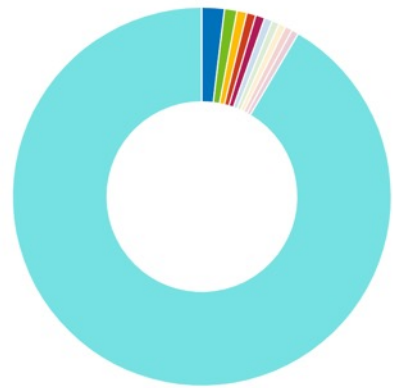
8,113,910 Weekly Average

Organic Search Visibility

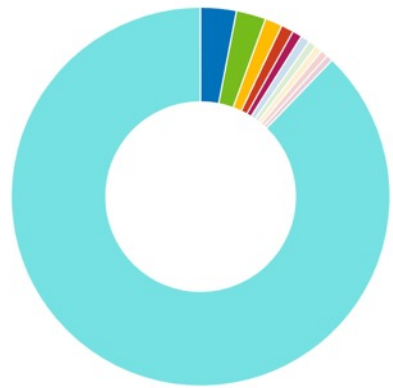
# ▼ -4.0%

4,068,011,010 Weekly Average

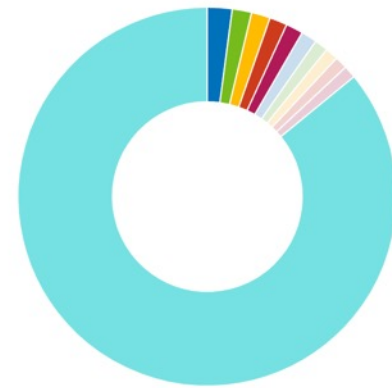
Top-Selling Brands



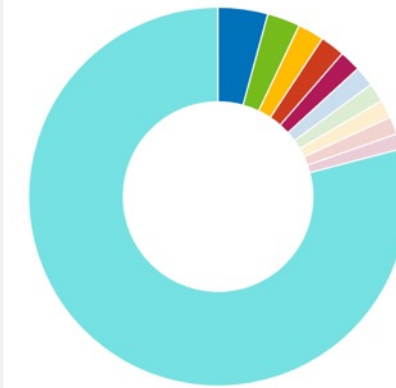
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$9995

NOCO Boost Plus GB40 1000A 12V UltraSafe Portable Lithium Jump Starter  
★★★★★ 709



+ Add

\$11784

More options from \$8099  
NEH 4 Person Golf Cart Enclosure 79\" Long Roof, 600D Portable Transparent Driving Golf Cart Cover Storage, Golf...  
★★★★★ 81



+ Add

\$1540

More options from \$5.07  
TRICO HD Heavy Duty Windshield Wiper Blade 15\" (61-150), for Trucks, Buses, and RVs  
★★★★★ 10



+ Add

\$2797

17.5 c/fl oz  
Mobil 1 High Mileage Full Synthetic Motor Oil 5W-30, 5 Quart  
★★★★★ 1054



+ Add

Now \$5600

17.5 c/fluid ounces  
Shell Rotella T6 Full Synthetic 15W-40 Diesel Engine Motor Oil, 2.5 Gallon  
★★★★★ 264

Market Share Leaders:



Pamo Babe®

GARANIMALS®

evenflo

carter's  
- child of mine -

Brands Observed

7,399

▼ -6% vs Prior Period

Items Observed

55,565

▼ -5% vs Prior Period

Department Summary

Keywords Observed

82,299

▼ -24% vs Prior Period

Sponsorship Activity

▲ 2.1%

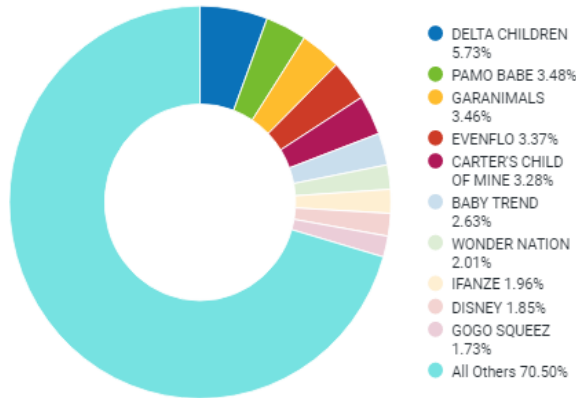
10,487,771 Weekly Average

Organic Search Visibility

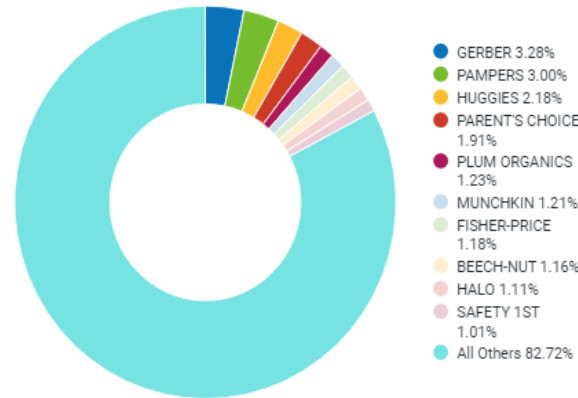
▼ -8.5%

7,726,289,907 Weekly Average

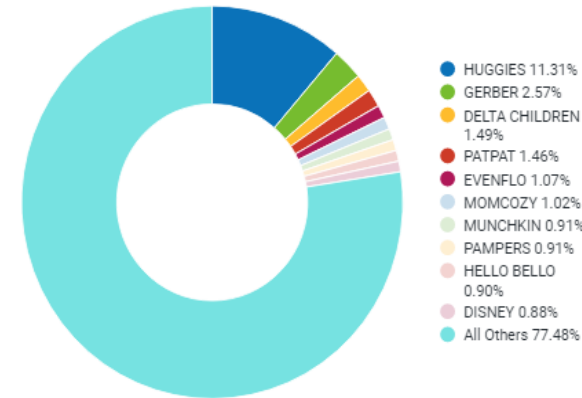
Top-Selling Brands



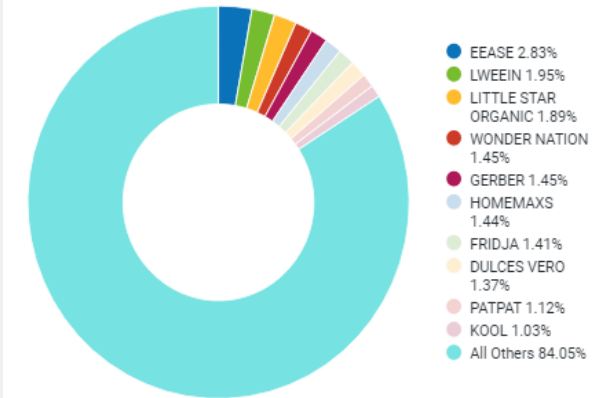
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



Options

Now \$299.00 ~~\$349.00~~

Evenflo Revolve360 Rotational All-In-One Convertible Car Seat (Amherst Gray)

★★★★★ 713



+ Add

Now \$89.99 ~~\$169.99~~

Pamo Babe Unisex Nursery Center Baby Playard with Bassinet & Changing Table, 0-36 Months

★★★★★ 1675



Options

Now \$161.97 ~~\$199.00~~

Options from \$161.97 - \$199.00  
Baby Trend Tour 2-in-1 Stroller Wagon - Mars Red - Red

★★★★★ 784



Options

\$427 + \$3.99 shipping

More options from \$3.35

Summer Savings Clearance! Edvintorg Baby Clothes Bodysuit For Newborn Infant Jumpsuit Boys Girls Letter Print...

★★★★★ 2



Options

Now \$40.25 ~~\$49.99~~

Options from \$40.25 - \$49.99

Delta Children Cozee Flip-Out Chair - 2-in-1 Convertible Chair to Lounger for Kids, Space

★★★★★ 542

Market Share Leaders:

NIOXIN

LANEIGE



OLAPLEX.e

REDKEN  
5TH AVENUE NYC

Brands Observed

9,131

▼ -14% vs Prior Period

Items Observed

76,494

▼ -11% vs Prior Period

Department Summary

Keywords Observed

76,863

▼ -17% vs Prior Period

Sponsorship Activity

▼ -3.6%

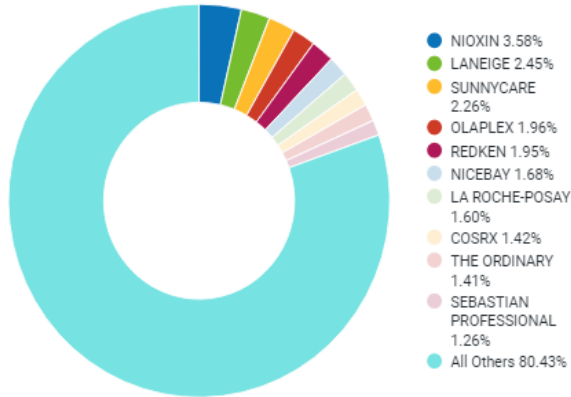
20,211,835 Weekly Average

Organic Search Visibility

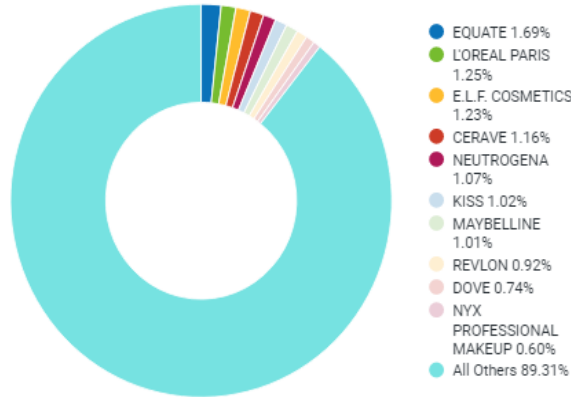
▼ -5.5%

20,246,787,918 Weekly Average

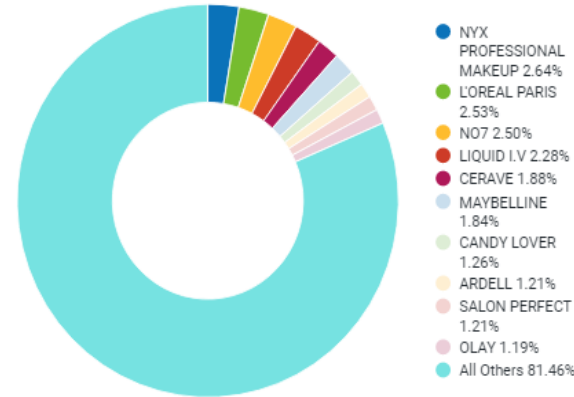
Top-Selling Brands



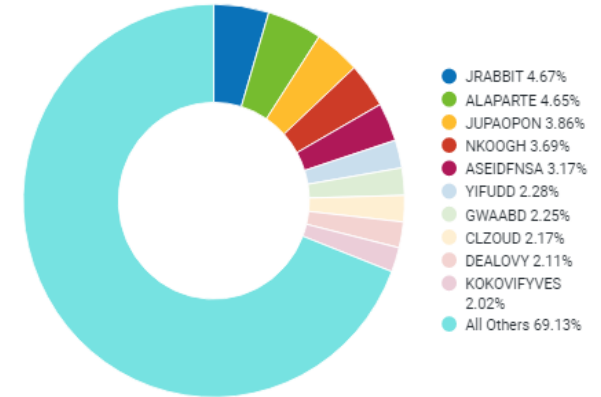
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

[+ Add](#)

**Now \$23<sup>95</sup>** ~~\$42.00~~  
Nioxin System 3 Cleanser Shampoo, for Light Thinning Colored Hair, 33.8 oz  
★★★★★ 147

**FREE SHIPPING**

[+ Add](#)

**\$750**  
100 Sunnycare Nitrile Medical Exam Gloves Powder Free Chemo-Rated (Non Vinyl) Latex) Size:Medium  
★★★★★ 227

[+ Add](#)

**Now \$79<sup>99</sup>** ~~\$99.99~~  
COOLJEEEN Large Hollywood Vanity Mirror with Lights Wall Mount Tabletop Metal White  
★★★★★ 86

[+ Add](#)

**Now \$16<sup>45</sup>** ~~\$22.00~~  
Laneige Lip Sleeping Mask EX Berry, 20g  
★★★★★ 83

[+ Add](#)

**Now \$10<sup>99</sup>** ~~\$47.00~~  
Your Skin But Better Cc Cream With Spf 50 Plus (Medium) - 1.08 Ounces  
★★★★★ 54



## Market Share Leaders:



GARANIMALS

PROFESSIONAL SEBASTIAN

Wrangler



Brands Observed  
**14,966**

▼ -12% vs Prior Period

Items Observed  
**253,548**

▼ -16% vs Prior Period

Department Summary  
Keywords Observed  
**130,695**

▼ -22% vs Prior Period

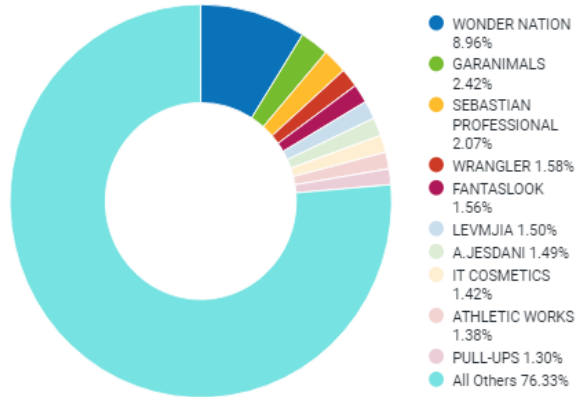
Sponsorship Activity  
**▼ -8.8%**

40,489,582 Weekly Average

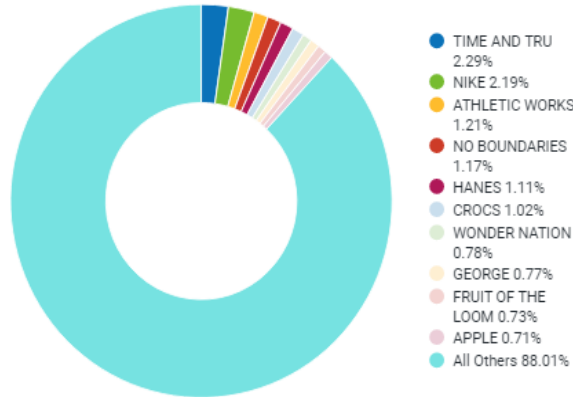
Organic Search Visibility  
**▼ -9.2%**

20,209,973,735 Weekly Average

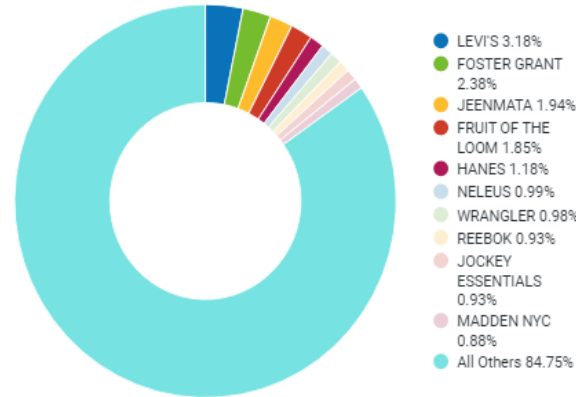
Top-Selling Brands



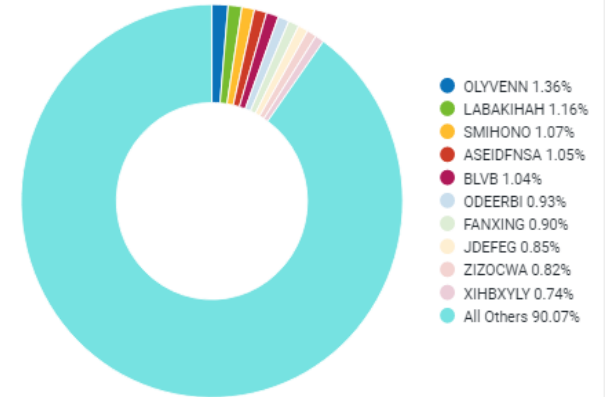
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



Now \$10<sup>65</sup> \$11.97 +\$4.99 shipping  
Options from \$10.65 - \$15.10

Levmjia Clearance Promotion Fall Winter Women Long Sleeves Fashion Casual Shirts Christmas Printing Round-neck Shirts  
★★★★☆ 98



Now \$14<sup>99</sup> \$49.76  
Options from \$14.99 - \$17.99

Fantaslook Blouses for Women Dressy Neck Ruffle Sleeve Summer Tops Casual Flowy Shirts  
★★★★☆ 85



+ Add  
Now \$10<sup>99</sup> \$47.00

Your Skin But Better Cc Cream With Spf 50 Plus (Medium) - 1.08 Ounces  
★★★★☆ 54



+ Add  
\$38<sup>54</sup>

Pull-Ups Learning Designs Female Training Pants, 3T - 4T, 116 Count  
★★★★☆ 44



Options  
\$15<sup>48</sup>

Wonder Nation Girls School Uniform Long Sleeve Interlock Polo Shirt, 2-Pack, Sizes 4-18  
★★★★☆ 301

## Market Share Leaders:



Brands Observed  
**11,416**  
▼ -3% vs Prior Period

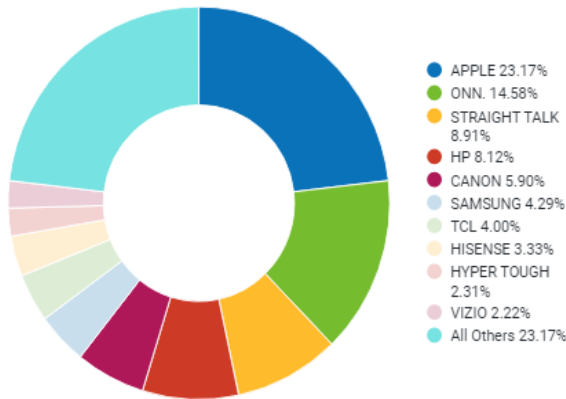
Items Observed  
**134,621**  
▼ -2% vs Prior Period

Department Summary  
Keywords Observed  
**63,483**  
▼ -26% vs Prior Period

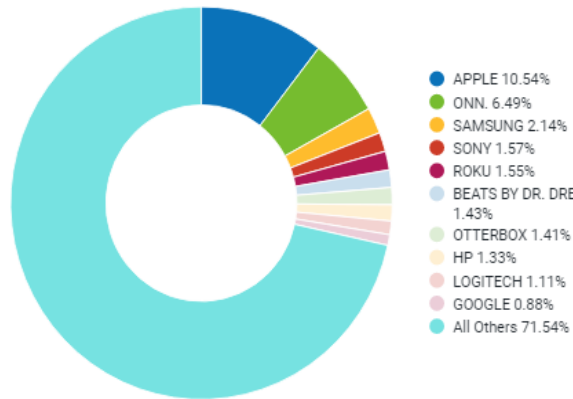
Sponsorship Activity  
**▲ 1.6%**  
21,440,615 Weekly Average

Organic Search Visibility  
**▼ -9.7%**  
13,700,280,874 Weekly Average

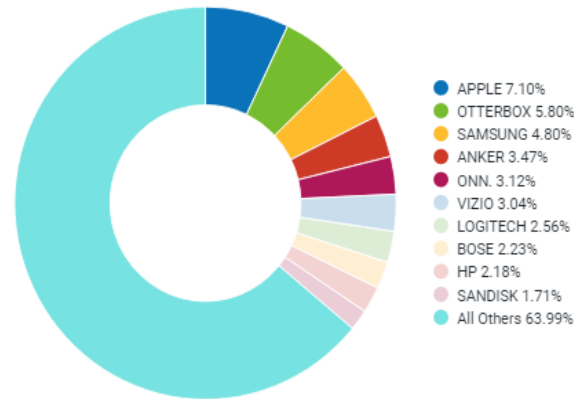
Top-Selling Brands



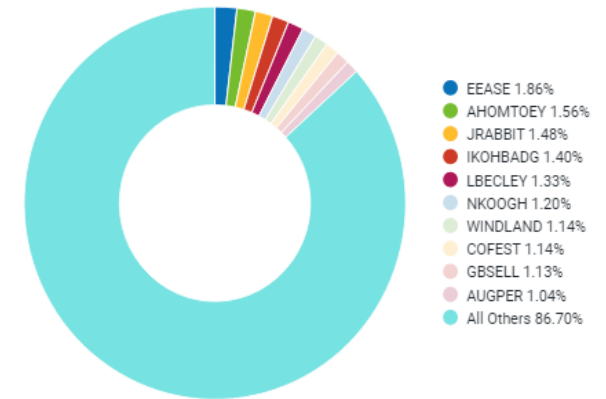
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

**\$298<sup>00</sup>**  
onn. 65 Class 4K UHD (2160P) LED Roku Smart Television HDR (100012587)  
★★★★★ 10827



+ Add

**Now \$149<sup>00</sup>** ~~\$169.00~~  
Apple AirPods (3rd Generation)  
★★★★★ 3300



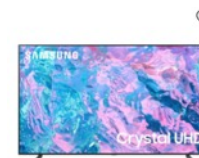
+ Add

**\$198<sup>00</sup>**  
onn. 50 Class 4K UHD (2160P) LED Roku Smart Television HDR (100012585)  
★★★★★ 16380



+ Add

**Now \$199<sup>00</sup>** ~~\$249.00~~  
AirPods Pro (2nd generation) with MagSafe Case (USB-C)  
★★★★★ 821



+ Add

**Now \$397<sup>99</sup>** ~~\$599.99~~  
SAMSUNG 65" Class CU7000B Crystal UHD 4K Smart Television UN65CU7000BXZA  
★★★★★ 2608

## Market Share Leaders:

Produce  
Unbranded



Brands Observed  
**11,182**  
▼ -4% vs Prior Period

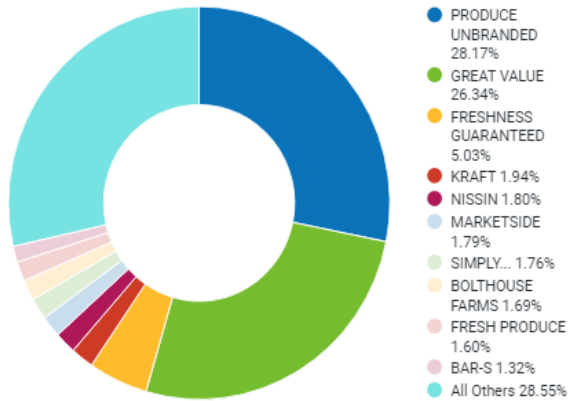
Items Observed  
**111,032**  
▲ 0% vs Prior Period

Department Summary  
Keywords Observed  
**88,455**  
▼ -16% vs Prior Period

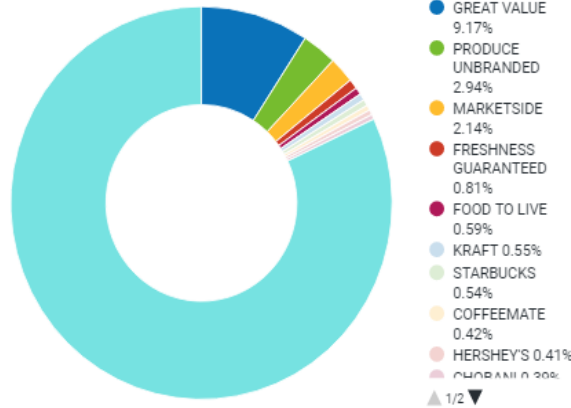
Sponsorship Activity  
**▲ 4.7%**  
21,939,211 Weekly Average

Organic Search Visibility  
**▼ -16.6%**  
101,113,014,086 Weekly Average

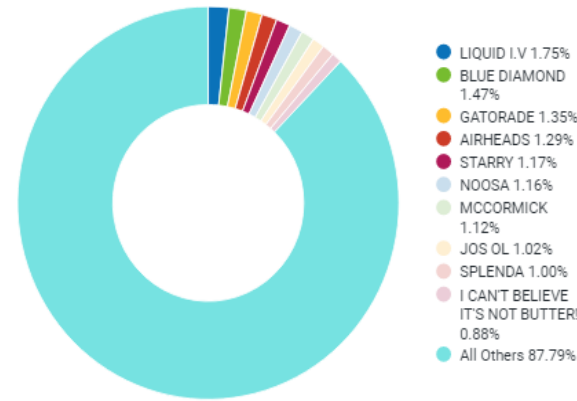
Top-Selling Brands



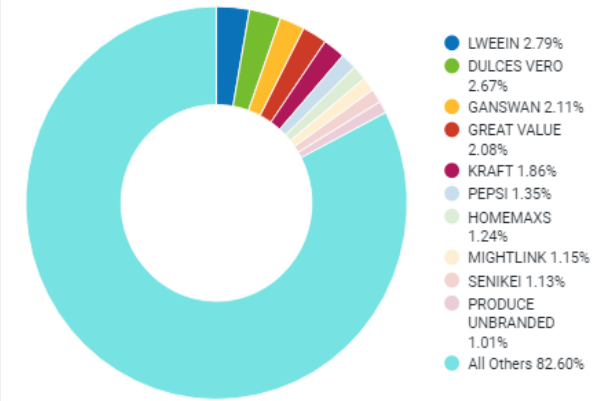
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$3<sup>47</sup>** 69.4 c/lb  
Russet Potatoes Whole Fresh, 5 lb Bag



**\$0<sup>27</sup>** each 58.0 c/lb  
Final cost by weight  
Fresh Banana Fruit, Each



**\$3<sup>58</sup>** 11.2 c/oz  
Great Value Taters Seasoned and Shredded Potatoes



**\$1<sup>31</sup>** each \$1.74/lb  
Final cost by weight  
Fresh Broccoli Crowns, Each



**Now \$13<sup>64</sup>** avg price \$15.18  
\$2.67/lb  
Final cost by weight  
Freshness Guaranteed Boneless, Skinless Chicken Breasts, 4.7-6.25 lb Tray

Market Share Leaders:



Brands Observed

12,236

▼ -1% vs Prior Period

Items Observed

84,155

▼ -1% vs Prior Period

Department Summary  
Keywords Observed

130,721

▼ -15% vs Prior Period

Sponsorship Activity

▲ 4.5%

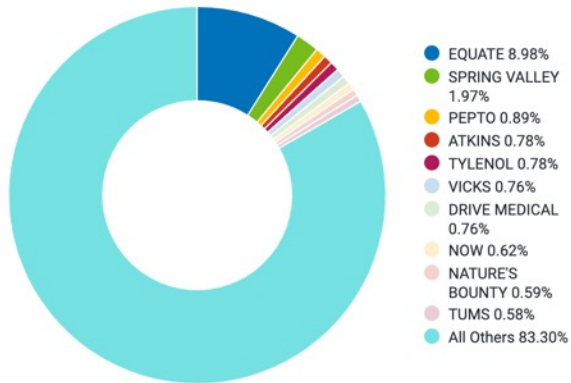
24,987,382 Weekly Average

Organic Search Visibility

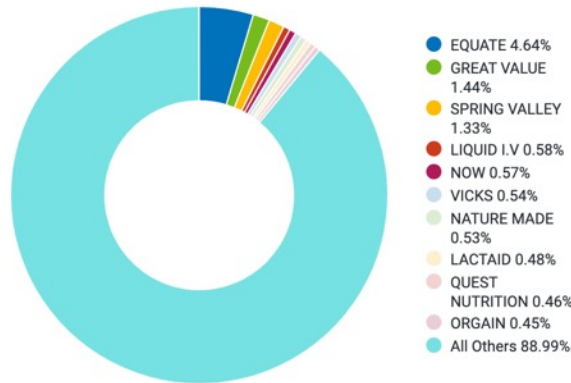
▼ -7.0%

26,542,646,998 Weekly Average

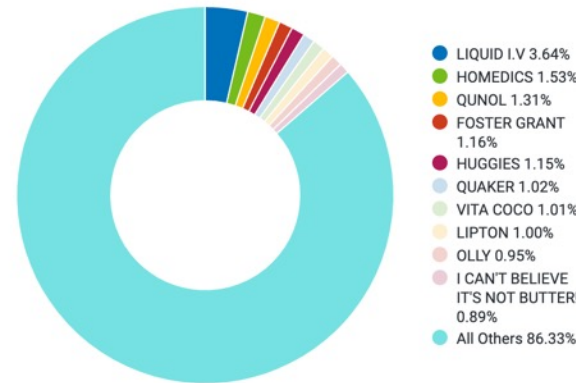
Top-Selling Brands



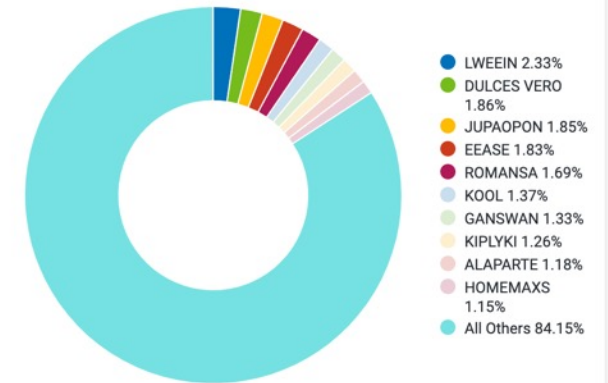
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



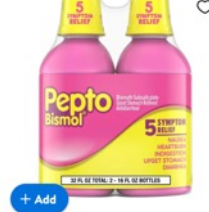
Top-Selling Items:



**\$647** 81 c/ea  
Equate Ibuprofen Mini Softgels, Pain Reliever and Fever Reducer, 200 mg, 80 Count  
★★★★★ 3495



**\$998** 421 c/oz  
Nature Made High Absorption Magnesium Citrate 200 mg Per Serving Gummies, 64 Count  
★★★★★ 1285



**\$1348** 421 c/oz  
Pepto Bismol Liquid, Upset Stomach & Diarrhea Relief, over-the-Counter Medicine, 2x16 fl oz  
★★★★★ 1402



**\$442** 18.4 c/ea  
Equate Severe Sinus Congestion & Pain Acetaminophen Caplets 325mg, 24 Count  
★★★★★ 2075



**\$1348** 75.3 c/oz  
Equate ClearLax Polyethylene Glycol 3350 Powder for Solution, Unflavored, 30 Doses  
★★★★★ 3783

## Market Share Leaders:



Brands Observed  
**25,008**  
▼ -9% vs Prior Period

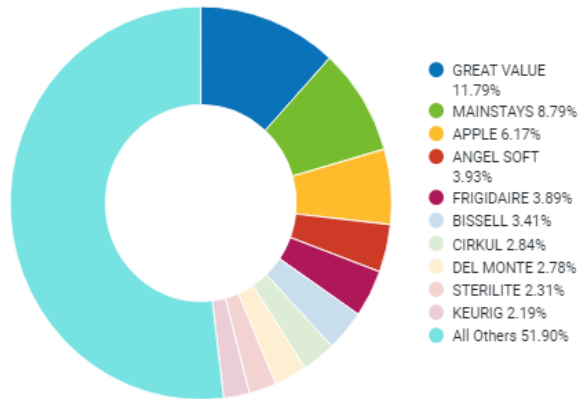
Items Observed  
**316,539**  
▼ -11% vs Prior Period

Department Summary  
Keywords Observed  
**204,765**  
▼ -21% vs Prior Period

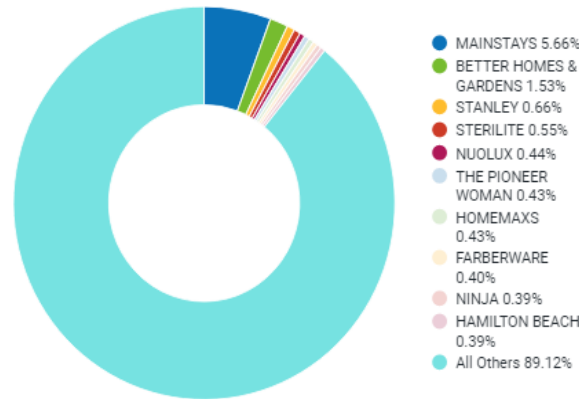
Sponsorship Activity  
**▼ -8.6%**  
46,493,762 Weekly Average

Organic Search Visibility  
**▼ -15.9%**  
33,511,736,531 Weekly Average

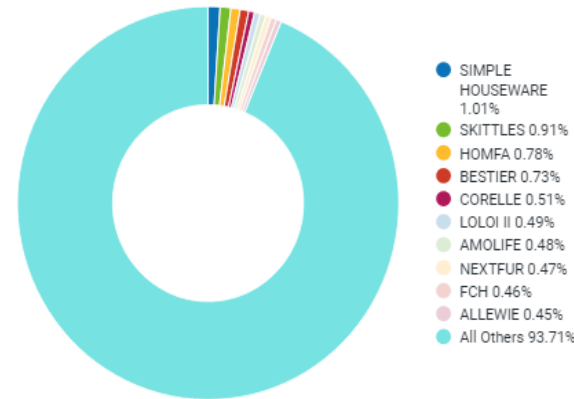
Top-Selling Brands



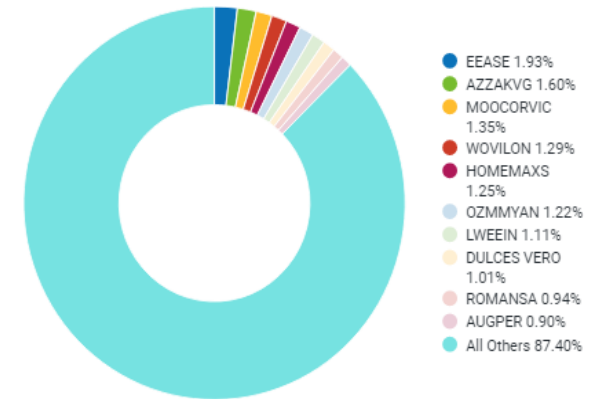
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$17<sup>12</sup>** 22.3 ct/100 ct  
Angel Soft Toilet Paper, 24 Mega Rolls  
★★★★★ 13840



**\$2<sup>38</sup>** 2.4 ct/count  
Great Value Fresh Seal Double Zipper Sandwich Bags, 100 Count  
★★★★★ 9186



**Now \$249<sup>00</sup>** \$329.00  
2021 Apple 10.2-inch iPad Wi-Fi 64GB - Space Gray (9th Generation)  
★★★★★ 6691



**Now \$149<sup>00</sup>** \$169.00  
Apple AirPods (3rd Generation)  
★★★★★ 3372



**\$9<sup>97</sup>** \$4.43/100 ct  
Great Value Disinfecting Wipes, Fresh and Lemon Scent, 225 Wipes  
★★★★★ 4498

## Market Share Leaders:



Brands Observed

# 19,763

▼ -1% vs Prior Period

Items Observed

# 211,059

▲ 3% vs Prior Period

Department Summary  
Keywords Observed

# 103,309

▼ -18% vs Prior Period

Sponsorship Activity

# ▼ -6.2%

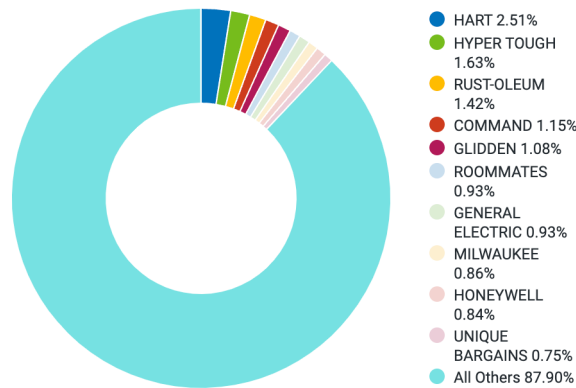
16,952,726 Weekly Average

Organic Search Visibility

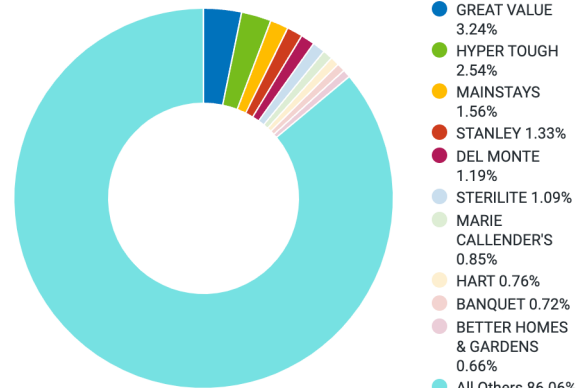
# ▼ -17.4%

11,720,763,824 Weekly Average

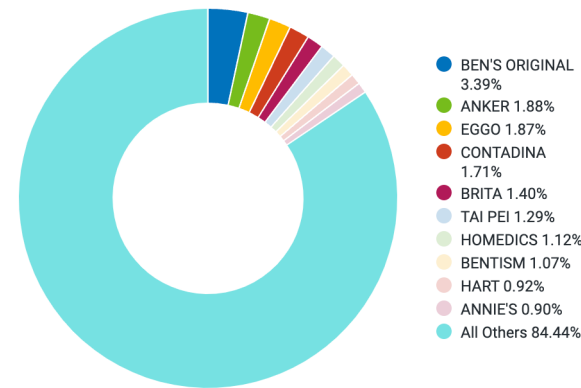
Top-Selling Brands



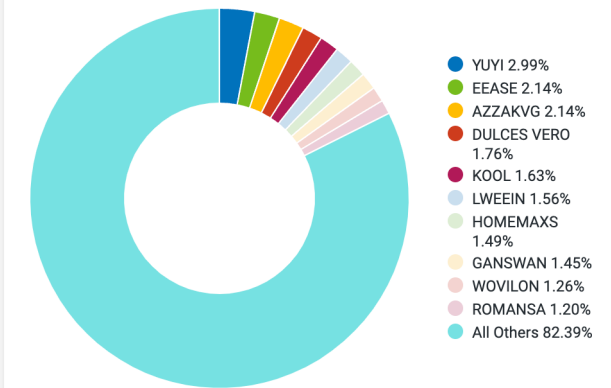
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:

**\$99.00**

Roku Wire-Free Video Doorbell & Chime SE (2-Pack) with Motion & Sound Detection - Voice Control

★★★★★ 112

**Options**

**Now \$9.88** ~~\$15.99~~

Zulu Black 64oz Half Gallon Plastic Goals Water Bottle Jug

★★★★★ 779

**Options**

**Now \$12.69** ~~\$15.99~~

Options from \$12.69 - \$32.48

PUR Faucet Mount Water Filter Replacement, 1-Pack, RF3375-1

**+ Add**

**\$20.88**

Waterpik 6-Mode Powerpulse Therapeutic Massage Showerhead Chrome XAU-643E

**Options**

**\$5.98** 49.8 c/oz

Options from \$5.98 - \$10.99

Black, Rust-Oleum American Accents 2X Ultra Cover Flat Spray Paint- 12 oz

★★★★★ 6889

## Market Share Leaders:



Brands Observed

4,610

▼ -9% vs Prior Period

Items Observed

35,699

▼ -5% vs Prior Period

Department Summary

Keywords Observed

35,307

▼ -15% vs Prior Period

Sponsorship Activity

▲ 11.6%

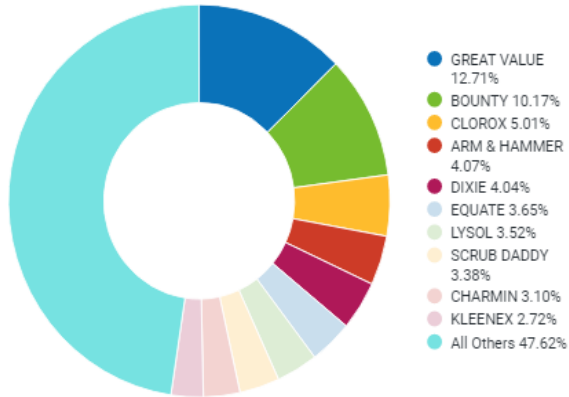
5,371,562 Weekly Average

Organic Search Visibility

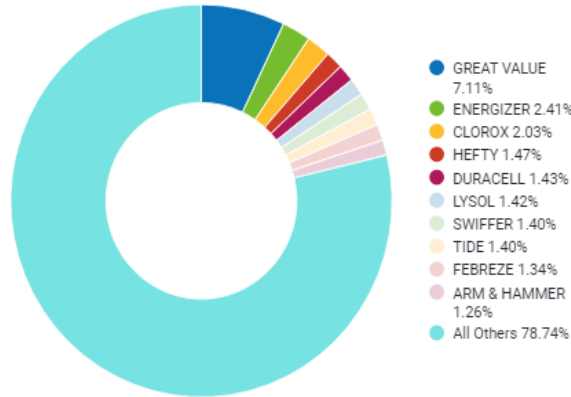
▼ -3.6%

5,585,691,468 Weekly Average

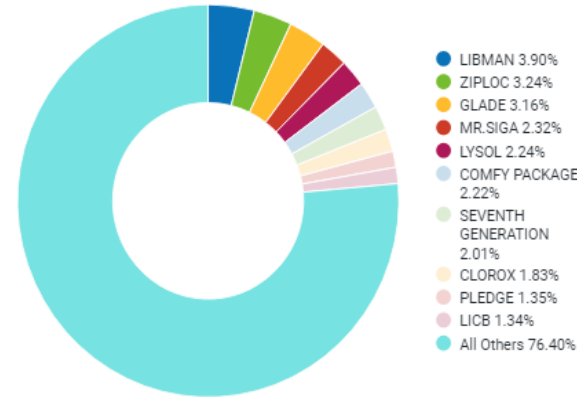
Top-Selling Brands



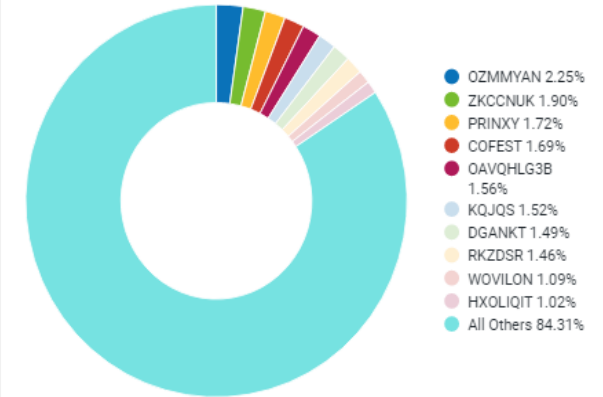
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$22<sup>18</sup>** \$2.05/100 ct  
Bounty Select-a-Size Paper Towels, 12 Double Rolls, White  
★★★★★ 18994



**Now \$8<sup>97</sup>** \$29.49 \$1.21/100 ct  
Bounty Essentials Select-a-Size Paper Towels, White, 6 Double Rolls  
★★★★★ 8342



**\$3<sup>12</sup>** 17.3 c/fl oz  
Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 18 fl oz  
★★★★★ 26340



**\$29<sup>12</sup>** \$2.16/100 ct  
Bounty Select-a-Size Paper Towels, 10 Triple Rolls, White  
★★★★★ 10341



**\$4<sup>76</sup>** 5.9 c/fl oz  
Great Value Bleach, 81 fl oz  
★★★★★ 6242

## Market Share Leaders:



Brands Observed  
**14,077**  
▼ -2% vs Prior Period

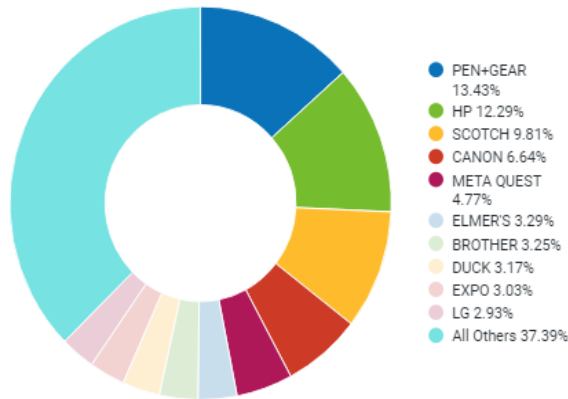
Items Observed  
**134,210**  
▼ -2% vs Prior Period

Department Summary  
Keywords Observed  
**84,344**  
▼ -25% vs Prior Period

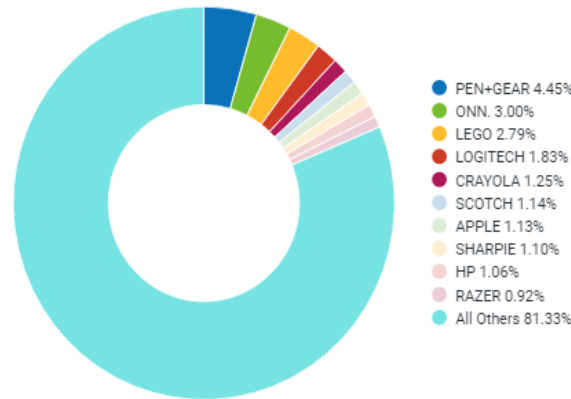
Sponsorship Activity  
**▲ 3.5%**  
15,328,992 Weekly Average

Organic Search Visibility  
**▼ -16.3%**  
7,564,241,230 Weekly Average

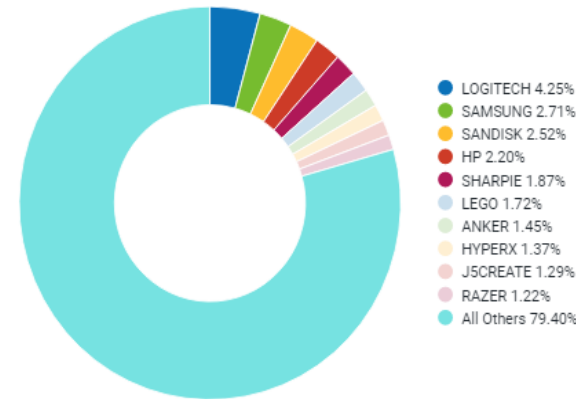
Top-Selling Brands



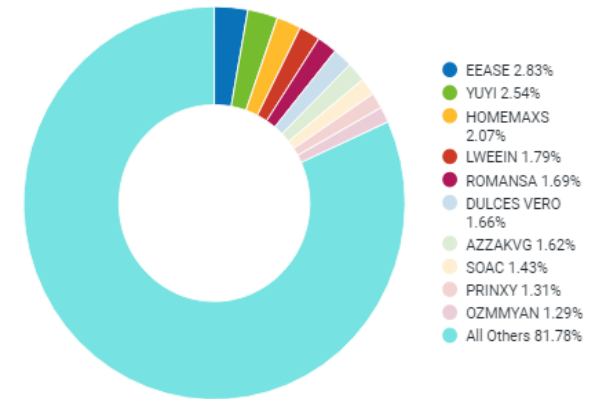
Top Brands in Organic Search



Top Brands in Paid Search



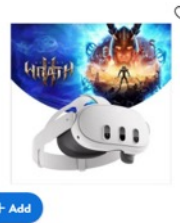
Top-Promoted Brands



## Top-Selling Items:



**\$532**  
Pen+Gear Copy Paper, 8.5" x 11", 92 Bright, White, 20 lb., 1 Ream (500 Sheets)  
★★★★★ 13379



**\$49900**  
Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle  
★★★★★ 778



**\$3399**  
Canon PG-275/CL-276 Ink Cartridge Black and Color Multi Pack  
★★★★★ 1553



**\$1792**  
Options from \$1792 - \$3492  
HP 67 Black Original Ink (3YM56AN)  
★★★★★ 10798



**Now \$4497** \$499.97 0.9 c/ea  
Pen+Gear Copy Paper, 8.5" x 11", 92 Bright White, 20 lb., 10 Ream Case (5,000 Sheets)  
★★★★★ 14591



## Market Share Leaders:

Northlight

WAY TO CELEBRATE



KLM2 Inc.

Brands Observed

8,453

▼ -5% vs Prior Period

Items Observed

108,175

▲ 4% vs Prior Period

Department Summary

Keywords Observed

79,724

▼ -26% vs Prior Period

Sponsorship Activity

▲ 17.5%

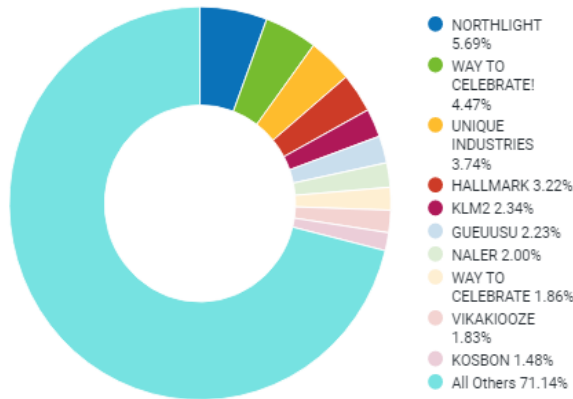
7,700,476 Weekly Average

Organic Search Visibility

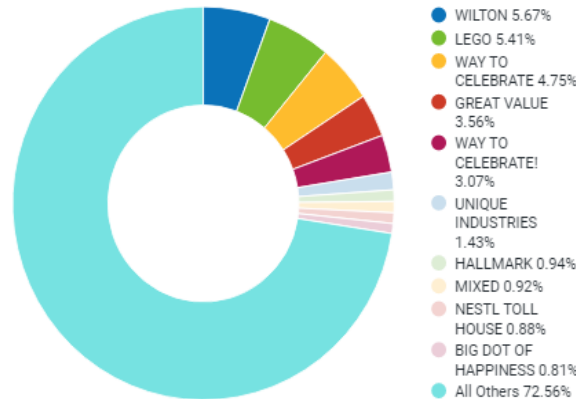
▲ 3.5%

5,661,795,972 Weekly Average

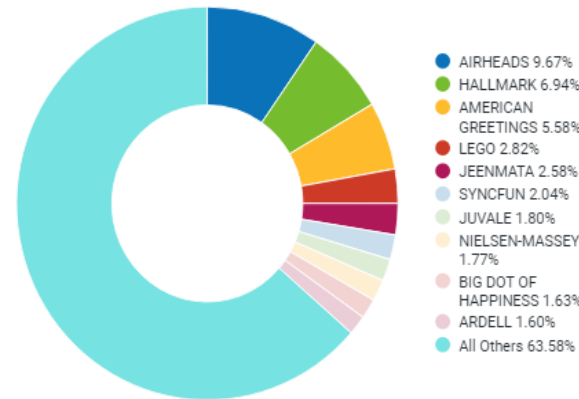
### Top-Selling Brands



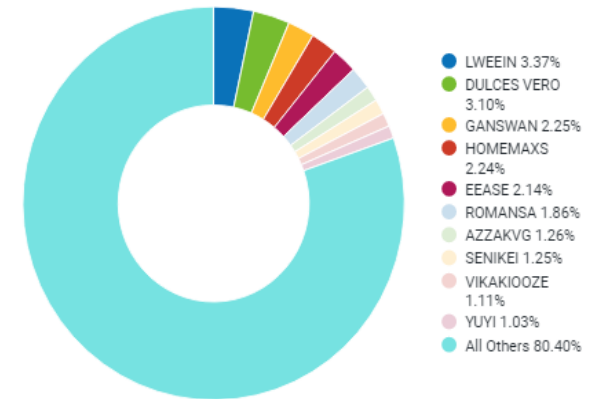
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



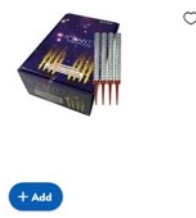
## Top-Selling Items:



**\$14<sup>99</sup>**  
Cute Cat Christmas Ornaments - Funny Cat Xmas Decor Tree Hanging Tree Topper - 2023 Cat Christmas...  
★★★★☆ 6



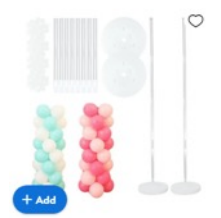
**\$8<sup>99</sup>**  
Naler 200 Sheets Thin Tissue Paper Bulk,8"x11" Rainbow Color Gift Wrapping Tissue for DIY Art Crafts  
★★★★☆ 7



**\$11<sup>70</sup>**  
12pc Pack Big Birthday Cake Sparklers burns approx. 45 seconds 3 Packs of 4 Sparklers Each  
★★★★☆ 18



**\$20<sup>99</sup>**  
Electric Air Balloon Pump, Electric Balloon Inflator, 132 Pcs Portable Dual Nozzles Balloon Blower Set with 90 Pc...  
★★★★☆ 228



**\$11<sup>09</sup>**  
EUWBSSR 2 Sets Balloon Column Stand Kits 8.4ft Height Balloon Arch Stand Kit with 2 Base Stand 8 Pole 4 Flower Clip...  
★★★★☆ 106

## Market Share Leaders:



Brands Observed  
**13,924**  
▼ -5% vs Prior Period

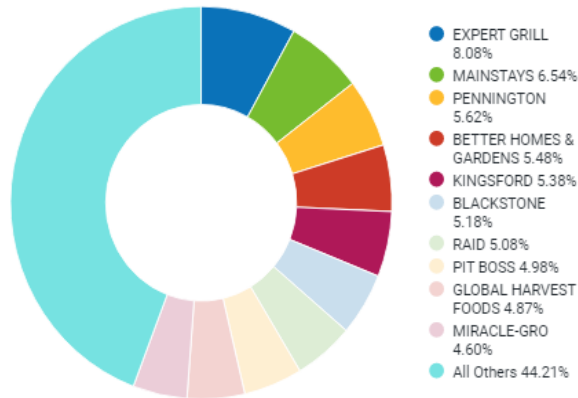
Items Observed  
**162,834**  
▲ 1% vs Prior Period

Department Summary  
Keywords Observed  
**56,836**  
▼ -20% vs Prior Period

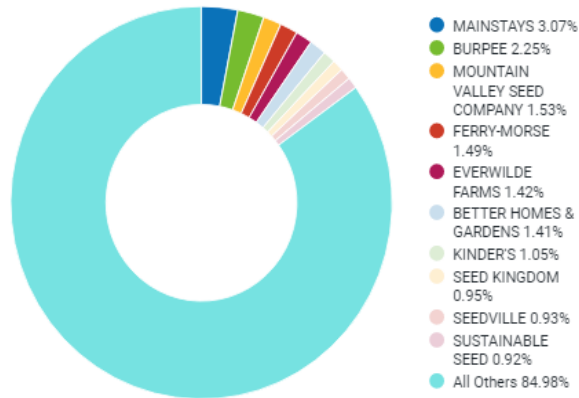
Sponsorship Activity  
**▲ 2.8%**  
7,198,254 Weekly Average

Organic Search Visibility  
**▼ -9.9%**  
4,546,519,929 Weekly Average

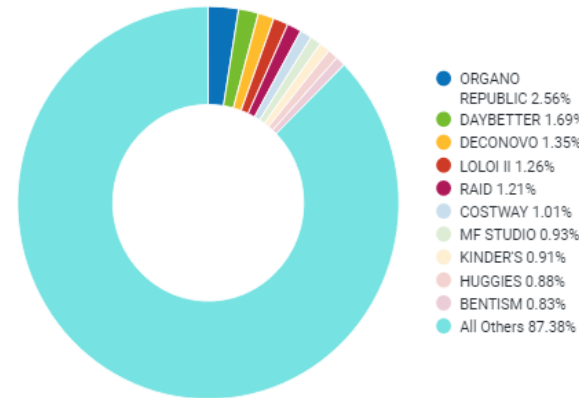
Top-Selling Brands



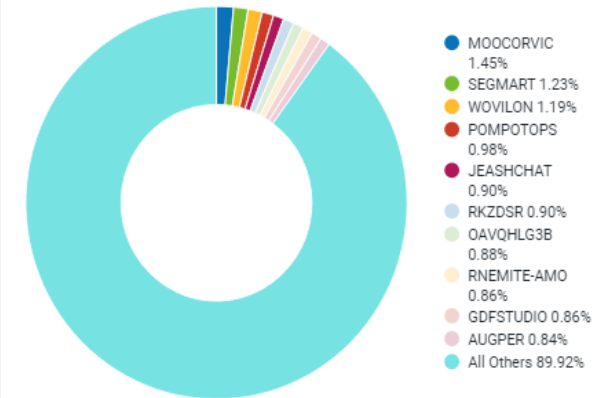
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$217<sup>1</sup>** \$1.09/lb  
More options from \$8.24  
Economy Mix Wild Bird Feed, Value Bird Seed Blend, Dry, 20 lb. Bag  
★★★★ 88%



**\$297<sup>00</sup>**  
Blackstone Original 4-Burner 36" Propane Omnivore Griddle with Hard Cover  
★★★★ 59%



**\$4<sup>85</sup>** 15.3 c/18 oz  
Expert Grill Charcoal Lighter Fluid, Odorless Lighter Fuel, 32 oz  
★★★★ 22%



**\$10<sup>92</sup>** 91.0 c/lb  
Kingsford Match Light Instant Charcoal Briquettes, 12 lbs  
★★★★ 40%



**\$9<sup>84</sup>** 98.4 c/lb  
Options from \$9.84 - \$39.90  
Pennington Classic Dry Wild Bird Feed and Seed, 10 lb. Bag, 1 Pack  
★★★★ 99%

## Market Share Leaders:



Brands Observed

7,517

▼ -19% vs Prior Period

Items Observed

59,727

▼ -15% vs Prior Period

Department Summary

Keywords Observed

55,406

▼ -16% vs Prior Period

Sponsorship Activity

▼ -0.5%

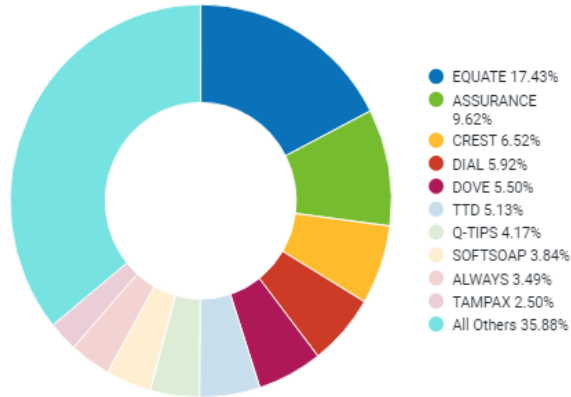
11,835,558 Weekly Average

Organic Search Visibility

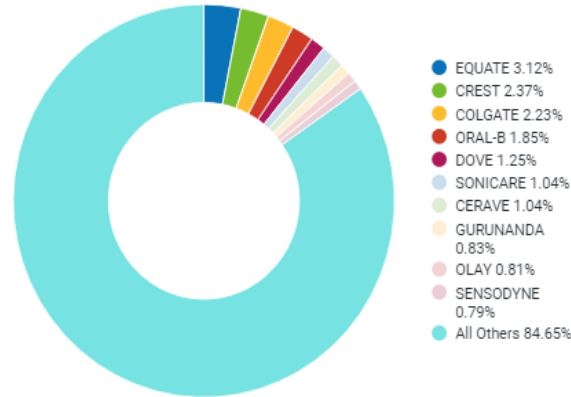
▼ -4.7%

13,052,914,896 Weekly Average

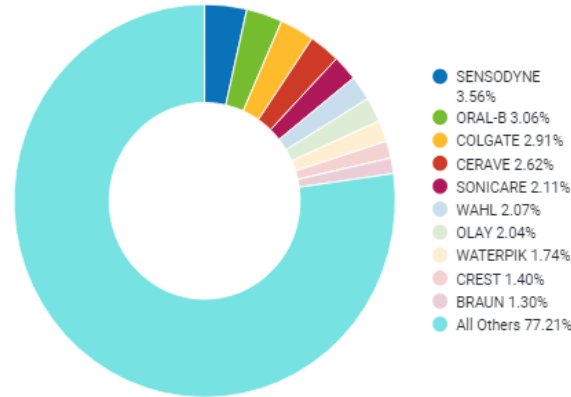
Top-Selling Brands



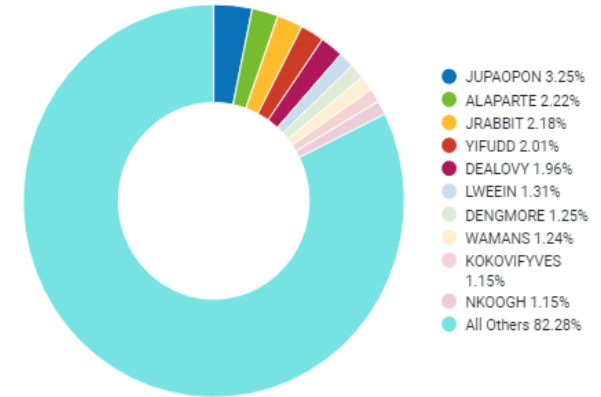
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

\$6<sup>98</sup> \$2.91/100 ct

Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)

★★★★★ 26601



+ Add

\$9<sup>24</sup> 59.2 c/oz

Crest Premium Plus Scope Outlast Toothpaste, Long Lasting Mint Flavor 5.2 oz, Pack of 3

★★★★★ 1890



+ Add

\$17<sup>67</sup>

Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)

★★★★★ 7142



+ Add

\$5<sup>37</sup>

Q-tips Cotton Swabs Original for Hygiene and Beauty Care, Made with 100% Cotton 750 Count

★★★★★ 4097



+ Add

\$9<sup>97</sup> 32.6 c/fl oz

Dove Deep Moisture Nourishing Long Lasting Body Wash, 30.6 fl oz

★★★★★ 14879

## Market Share Leaders: HOMGARDEN



Brands Observed

8,468

▼ -9% vs Prior Period

Items Observed

74,125

▼ -9% vs Prior Period

Department Summary

Keywords Observed

32,287

▼ -22% vs Prior Period

Sponsorship Activity

▼ -0.0%

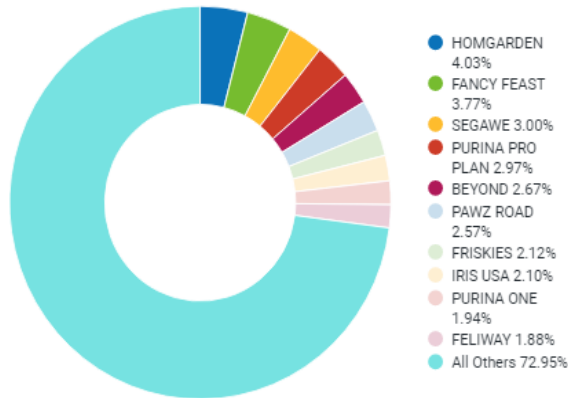
9,846,984 Weekly Average

Organic Search Visibility

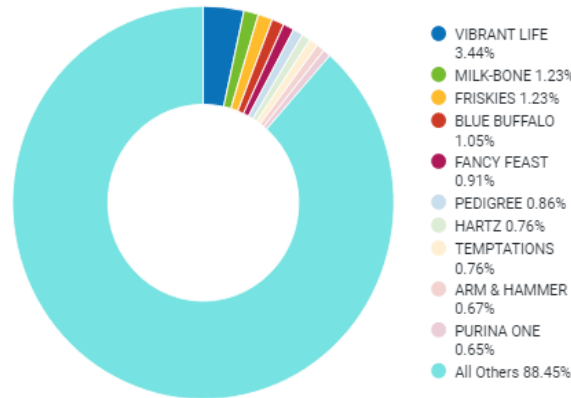
▼ -5.7%

4,919,796,392 Weekly Average

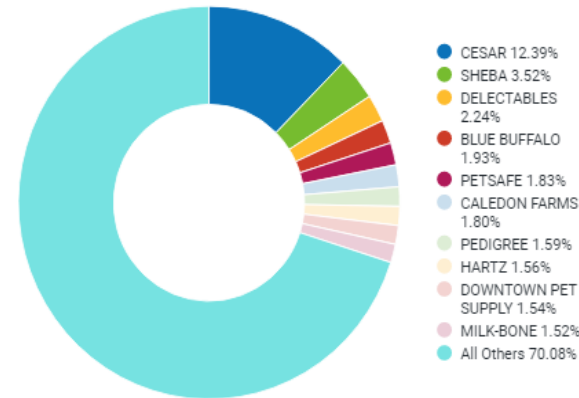
Top-Selling Brands



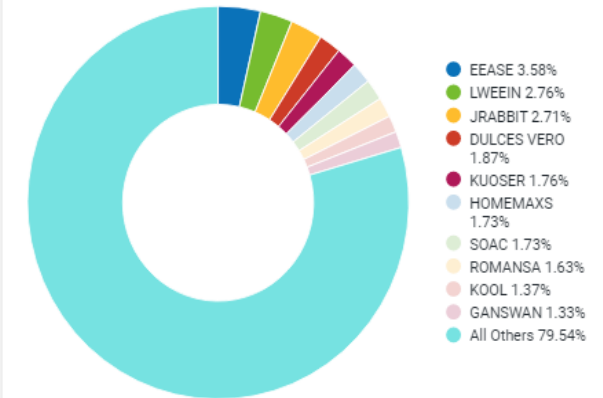
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

**Now \$25<sup>99</sup>** ~~\$32.99~~  
 PET STANDARD Reusable Tray  
 Compatible with PetSafe ScoopFree  
 Self-Cleaning Cat Litterbox  
 ★★★★★ 48



+ Add

**Now \$54<sup>79</sup>** ~~\$79.99~~  
 HomGarden 4 Wheel Pet Dog Stroller  
 Foldable Carrier Strolling Cart for Small  
 Medium Dog, Cat W/ Storage Basket ...  
 ★★★★★ 185



+ Add

**\$26<sup>85</sup>**  
 Milk-Bone Pill Pouches Dog Treats, 2  
 Flavor Variety Pack (Pack of 5)  
 ★★★★★ 50



+ Add

**Now \$51<sup>48</sup>** ~~\$91.99~~  
 ZENY Plastic Indoor Outdoor Dog  
 House Medium Pet Doghouse White,  
 Blue Roof  
 ★★★★★ 21



+ Add

**\$19<sup>99</sup>**  
 IRIS USA 33 Quart Airtight Pet Food  
 Container, Black Lid  
 ★★★★★ 277

## Market Share Leaders:



Brands Observed

# 356

▼ -18% vs Prior Period

Items Observed

# 1,626

▼ -27% vs Prior Period

Department Summary  
Keywords Observed

# 17,983

▼ -20% vs Prior Period

Sponsorship Activity

# ▼ -6.7%

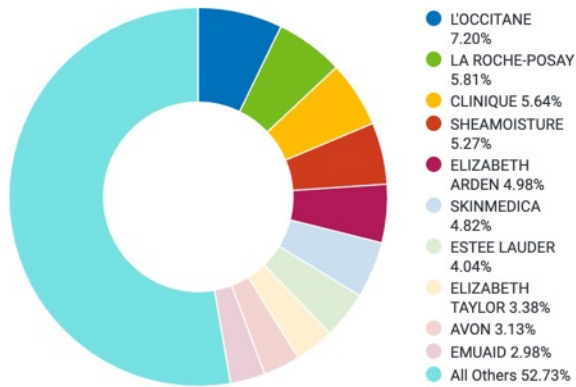
560,014 Weekly Average

Organic Search Visibility

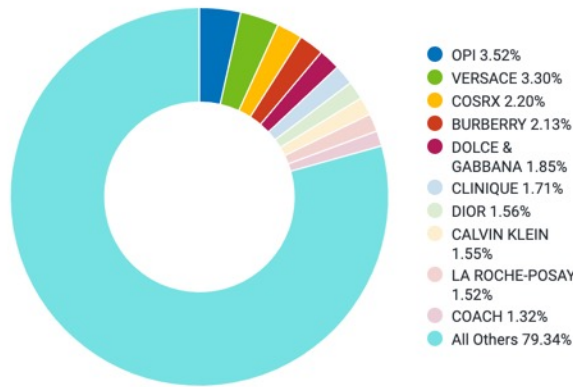
# ▼ -11.2%

1,556,515,758 Weekly Average

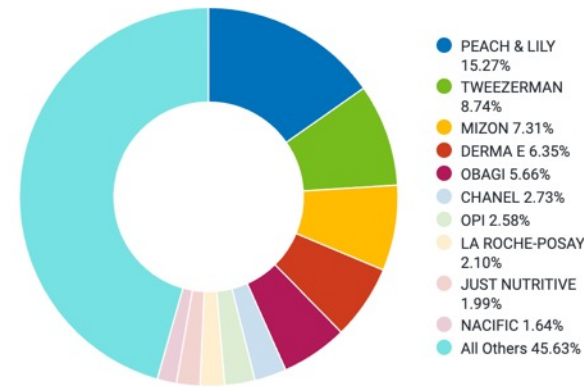
### Top-Selling Brands



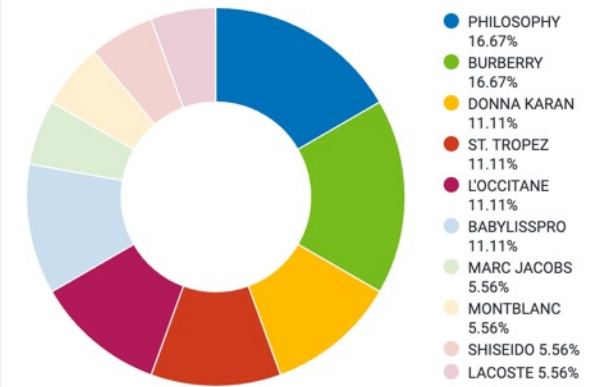
### Top Brands in Organic Search



### Top Brands in Paid Search



### Top-Promoted Brands



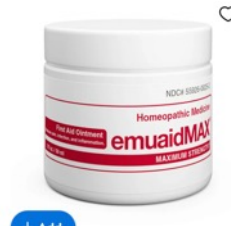
## Top-Selling Items:



**\$20<sup>58</sup>**  
More options from \$9<sup>98</sup>  
Shea Moisture African Black Soap Body Wash 13 oz (Pack of 2)  
★★★★★ 321



**Now \$19<sup>98</sup>** \$36<sup>49</sup>  
You save \$16.42  
La Roche-Posay Lipikar AP+ Triple Repair Moisturizing Cream 13.52 fl oz. (400ml)  
★★★★★ 2834



**\$54<sup>89</sup>**  
EMU AIDMAX First Aid Ointment 2oz  
★★★★★ 88



**\$25<sup>90</sup>**  
First Aid Beauty Ultra Repair Intense Hydration Cream, 6 oz  
★★★★★ 3375



**\$20<sup>00</sup>** \$20.00/fl oz  
Mario Badescu Buffering Lotion Acne Cream, 1 fl oz  
★★★★★ 203

## Market Share Leaders:



Brands Observed

# 25,040

▲ 2% vs Prior Period

Items Observed

# 430,367

▲ 14% vs Prior Period

Department Summary  
Keywords Observed

# 121,010

▼ -18% vs Prior Period

Sponsorship Activity

# ▲ 1.7%

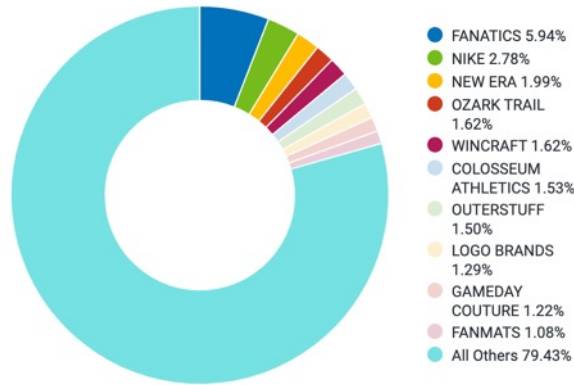
13,484,520 Weekly Average

Organic Search Visibility

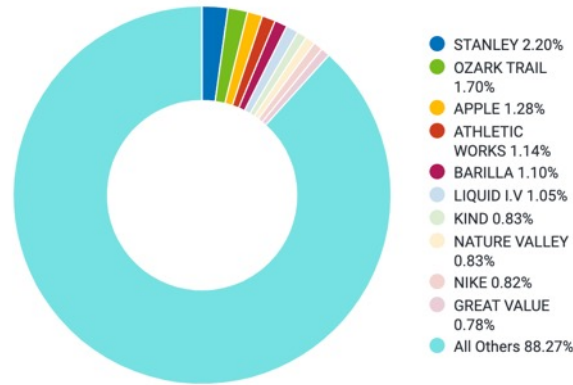
# ▼ -11.2%

10,082,053,562 Weekly Average

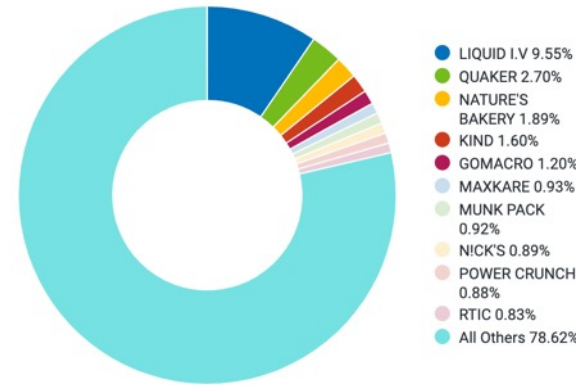
Top-Selling Brands



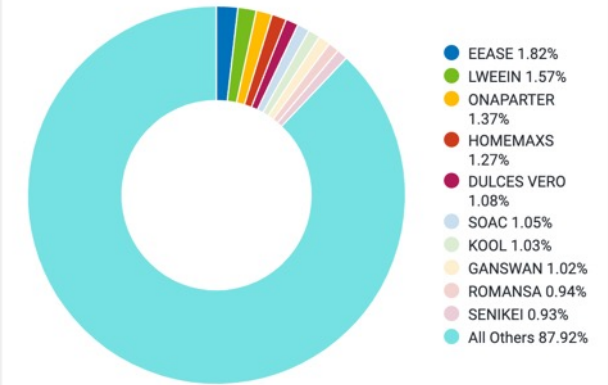
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



+ Add

**Now \$10<sup>99</sup>** \$13.99  
KT Tape Beige Original Cotton Kinesiology Tape 20 Precut Strips  
★★★★☆ 896



+ Add

**Now \$129<sup>00</sup>** \$209.99  
Lifetime Adjustable Portable Basketball Hoop, 44 inch HDPE Plastic Impact\* (90759)  
★★★★★ 1397



Options

**Now \$89<sup>99</sup>** \$106.76  
Options from \$89.99 - \$99.00  
Schwinn Shuttle Foldable Bike Trailer, 2 Seats, Green & Black  
★★★★★ 421



+ Add

**\$22<sup>97</sup>**  
Rawlings 2022 Coolflo Youth Baseball Batting Helmet, Black  
★★★★★ 64



+ Add

**\$97<sup>00</sup>** 74.6 c/ea  
Blackstone Adventure Ready Single Burner 17" Tabletop Propane Griddle  
★★★★★ 985

## Market Share Leaders:



Brands Observed  
**12,832**  
▼ -5% vs Prior Period

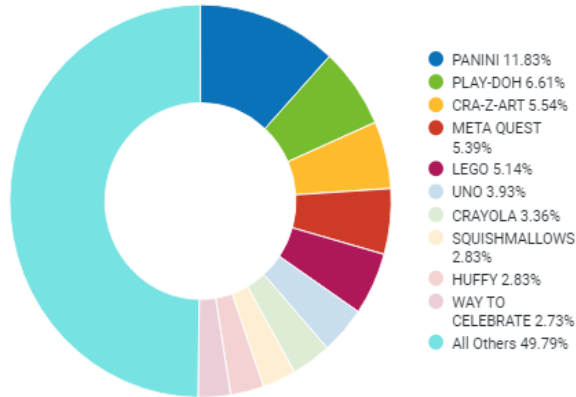
Items Observed  
**113,362**  
▼ -7% vs Prior Period

Department Summary  
Keywords Observed  
**90,046**  
▼ -28% vs Prior Period

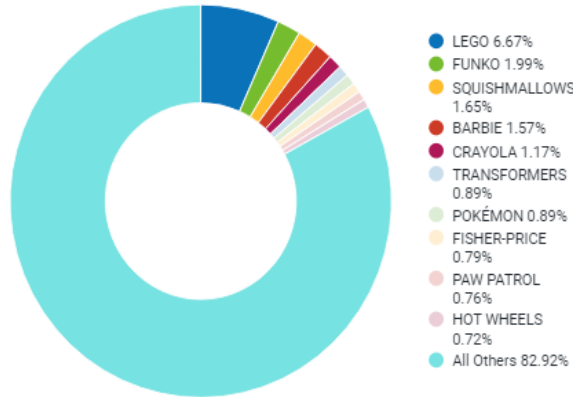
Sponsorship Activity  
**▼ -6.6%**  
14,851,011 Weekly Average

Organic Search Visibility  
**▼ -15.5%**  
7,952,032,557 Weekly Average

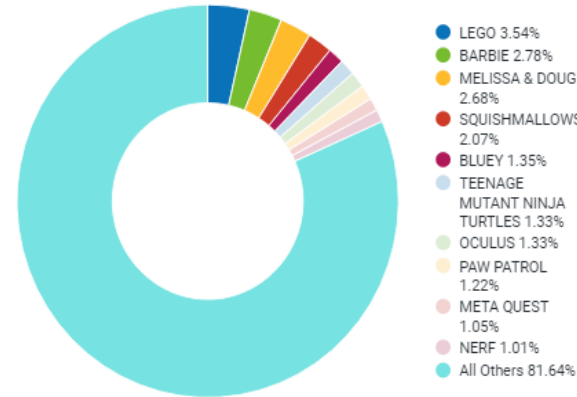
Top-Selling Brands



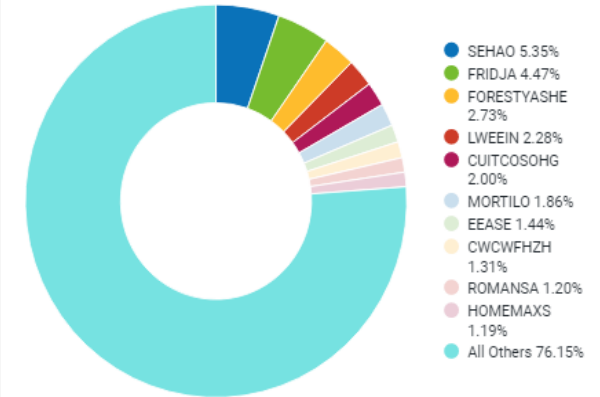
Top Brands in Organic Search



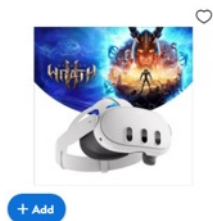
Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



**\$499<sup>00</sup>**  
Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle  
★★★★☆ 778



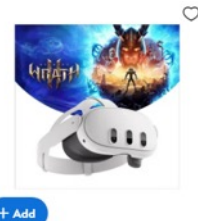
**\$44<sup>94</sup>**  
2023 Panini NFL Donruss Holiday Blaster Box Trading Cards  
★★★★★ 46



**Now \$9<sup>97</sup>** ~~\$28.04~~  
UNO Show em No Mercy Card Game for Kids, Adults & Family Night, Parties and Travel  
★★★★★ 1109



**\$44<sup>95</sup>**  
2023 Panini Prizm Football Blaster Box Trading Cards  
★★★★☆ 94



**\$649<sup>00</sup>**  
Meta Quest 3 - 512GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle  
★★★★★ 493

## Market Share Leaders:



SONY



Brands Observed

2,516

▼ -9% vs Prior Period

Items Observed

32,419

▼ -5% vs Prior Period

Department Summary

Keywords Observed

32,763

▼ -27% vs Prior Period

Sponsorship Activity

▼ -25.0%

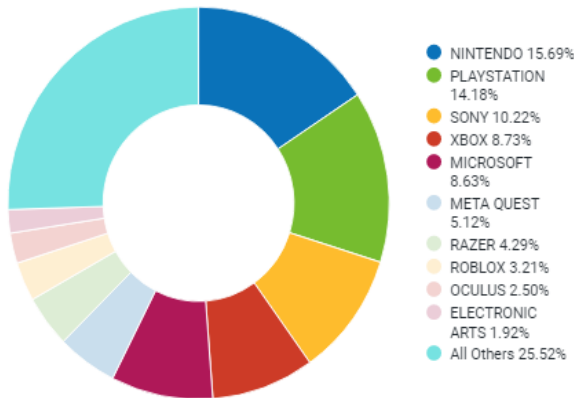
3,014,725 Weekly Average

Organic Search Visibility

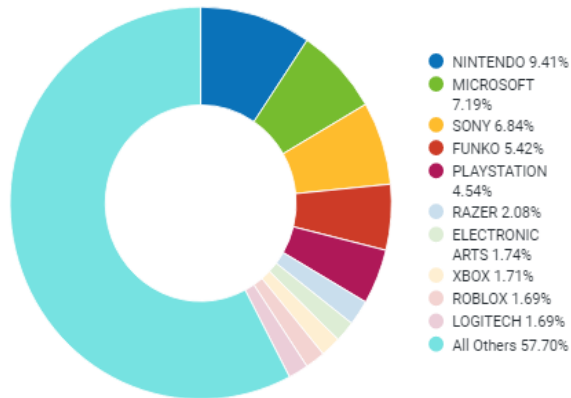
▼ -18.0%

2,302,659,653 Weekly Average

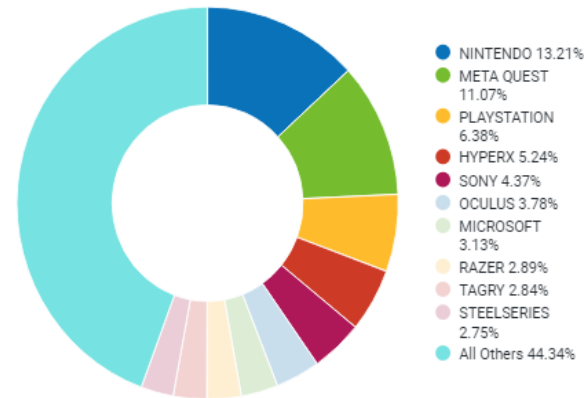
Top-Selling Brands



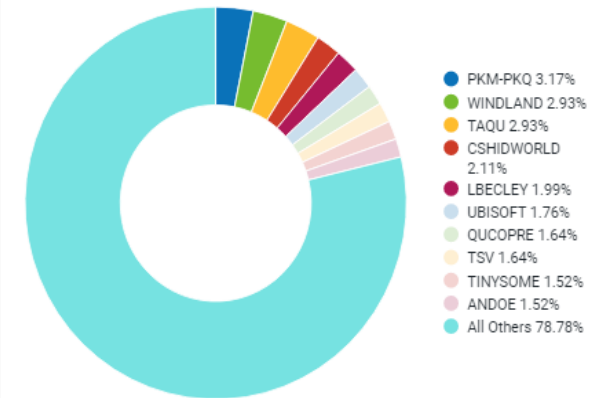
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



## Top-Selling Items:



Options

+6 options

\$50<sup>00</sup>

More options from \$10.00

PlayStation Store \$50 Gift Card

[Digital]

★★★★☆ 3175



+ Add

\$499<sup>00</sup>

Sony PlayStation 5 (PSS) Disc Console

Slim

★★★★★ 220

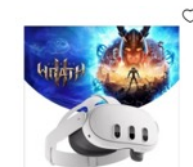


+ Add

\$100<sup>00</sup>

Razer Gold \$100 Gift Card - [Digital]

★★★★☆ 346



+ Add

\$499<sup>00</sup>

Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle

★★★★☆ 778



+ Add

\$449<sup>00</sup>

Sony PlayStation 5 (PSS) Digital Console Slim

★★★★★ 511



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UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER** VISIBILITY



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