

# Walmart

# Department Performance

# March 2024

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





# 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

## 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 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).

# 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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[sales@analyticindex.com](mailto:sales@analyticindex.com)

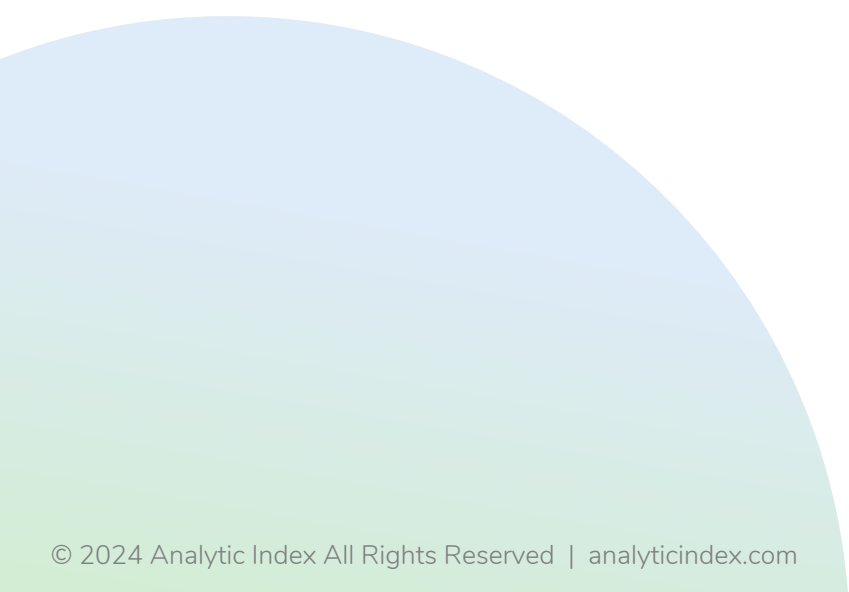


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# Table of Contents

Arts, Crafts & Sewing.....	1
Auto, Tires & Industrial.....	2
Baby.....	3
Beauty.....	4
Clothing, Shoes & Accessories .....	5
Electronics.....	6
Food & Grocery.....	7
Health .....	8
Home, Furniture & Appliances.....	9
Home Improvement .....	10
Household Essentials.....	11
Office Supplies .....	12
Party & Occasions .....	13
Patio & Garden .....	14
Personal Care .....	15
Pets .....	16
Sports & Outdoors .....	17
Toys & Outdoor Play.....	18
Video Games .....	19



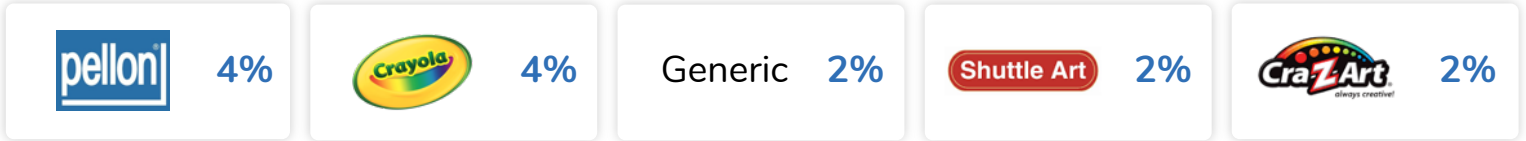


# DEPARTMENT PERFORMANCE

## Arts, Crafts & Sewing



### Top-Selling Brands



### Organic Search Growth

**▼ -7.0%**

3,059,779,590 Weekly Average

### Sponsored Search Growth

**▲ 3.2%**

22,151,556 Weekly Average

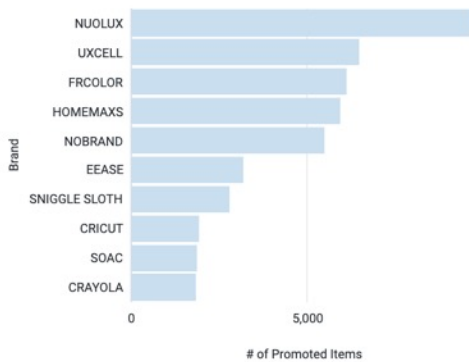
### Top Trending Category Keywords

- flowers
- sharpie markers
- bracelet making kit
- glue sticks
- diamond art kits for adults
- school supplies
- paint brushes
- lego flowers
- sakura powder roses

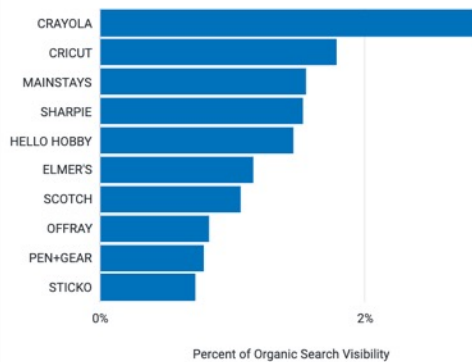
### Top Searched Category Keywords

- stickers
- diamond art kits for adults
- colored pencils
- flowers
- sharpie markers
- markers
- bracelet making kit
- paint by numbers kit for adults
- ring
- glue sticks

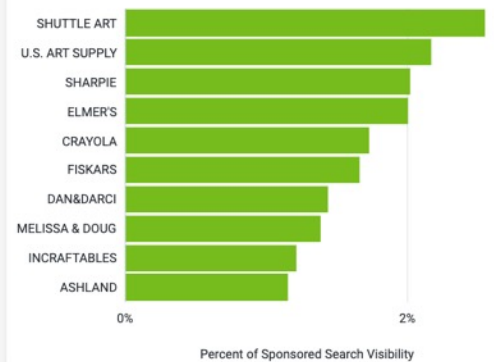
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



### Top-Selling Items



+ Add

**Now \$134** ~~\$149~~ +\$4.49 shipping  
 Wovilon 7Pcs Quilting Fabric, 100% Cotton Craft Fabric Bundle Squares Grey Squares Cotton Floral Printed...  
 ★★★★★ 50



\$900  
 The Beadery Soft Pastel Color Bead Box, 2300 Plastic Matte Pony Beads- Unisex- 6263  
 ★★★★★ 93



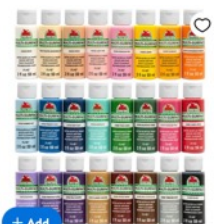
+ Add

**\$1799**  
 Embroidery Kit for Beginners, CELECTIGO 27-Piece Sewing Cross Stitch Starter Set Craft Stamped Clot...  
 ★★★★★ 43



Options

**\$799**  
 Options from \$799 - \$999  
 HdsBebe 5D Diamond Art Painting Beach Art for Adult,Sunset on Sea DIY Full Round 5D Diamond Drill Kit,Gem...  
 ★★★★★ 94



+ Add

**\$1998**  
 Apple Barrel 2 oz Multi-color Satin Acrylic Craft Paint (24 Pieces)  
 ★★★★★ 350



DEPARTMENT PERFORMANCE  
**Auto, Tires & Industrial**



Top-Selling Brands



Organic Search Growth

**▲ 5.0%**

4,180,573,082 Weekly Average

Sponsored Search Growth

**▲ 21.3%**

25,457,033 Weekly Average

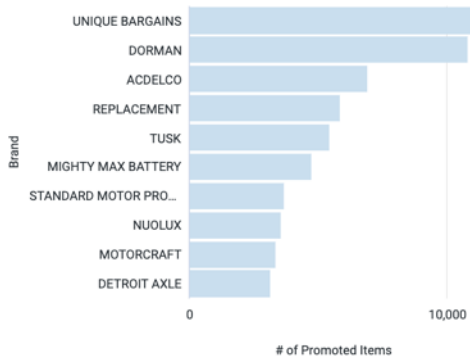
Top Trending Category Keywords

- tracker
- bmf
- pressure washer
- upg
- grand tour
- license plate frames
- seat covers
- oil filter
- car accessories for women
- upgraded

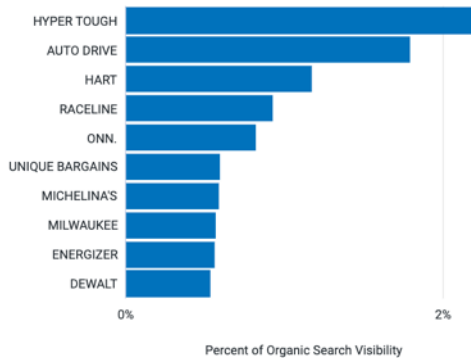
Top Searched Category Keywords

- car accessories
- bmf
- steering wheel cover
- dash cam
- phone holders for your car
- tracker
- dash cam front and rear
- car accessories for women
- pressure washer
- license plate frames

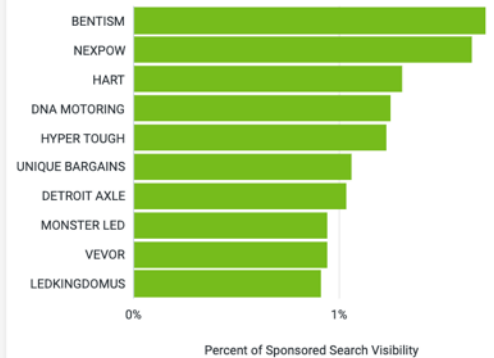
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



+ Add

Now \$412 ~~\$4737~~

FRAM Extra Guard Oil Filter, PH7317, 10K mile Replacement Oil Filter

★★★★★ 316



+ Add

\$995

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

★★★★★ 743



+ Add

\$1997 \$1.25/fl oz

Chemical Guys Hydrosuds High-Gloss Hyper Foaming SIO2 Ceramic Car Wash Soap

★★★★★ 221



Options

Now \$388 ~~\$430~~

Options from \$3.88 - \$23.28

FRAM Extra Guard Filter PH3614, 10K mile Change Interval Oil Filter Fits select: 2003-2018 FORD FOCUS...

★★★★★ 316



Options

\$11784

More options from \$80.99

NEH 4 Person Golf Cart Enclosure 79" Long Roof, 600D Portable Transparent Driving Golf Cart Cover Storage, Golf...

★★★★★ 84





DEPARTMENT PERFORMANCE  
**Baby**



Top-Selling Brands

TEAYINGDE **3%**



**2%**

Little Star<sup>™</sup> ORGANIC **2%**



**2%**

Pamo Babe<sup>®</sup> **2%**

Organic Search Growth

**▲ 1.9%**

7,865,507,643 Weekly Average

Sponsored Search Growth

**▲ 15.1%**

30,495,248 Weekly Average

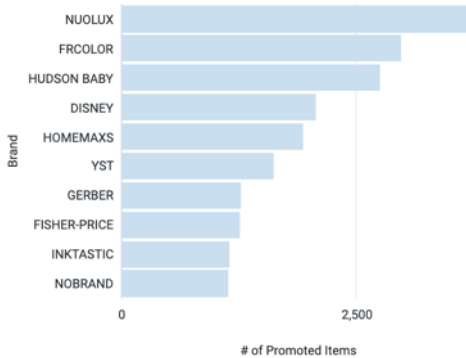
Top Trending Category Keywords

halo  
thermometer  
organic bananas  
organic strawberries  
humidifiers for bedroom  
squishmallows  
plums  
organic plum  
bananas organic  
plum

Top Searched Category Keywords

halo  
humidifiers for bedroom  
bananas organic  
thermometer  
organic bananas  
squishmallows  
baby food  
organic carrots  
baby yogurt  
dresser for bedroom

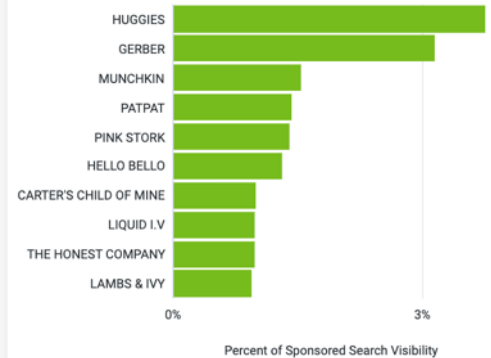
Top-Promoted Brands



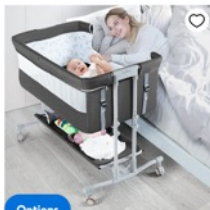
Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



**Options**

Now \$89<sup>99</sup> \$169.99

TEAYINGDE Baby Bassinet Bedside Sleeper Bassinet For 0-6 months Baby Unisex (Dark Gray)

★★★★★ 211



**Options**

Now \$38<sup>99</sup> \$59.99

Options from \$38.99 - \$39.99

Baby Bag Backpack, Diaper Changing Station, Waterproof Changing Pad, USB Charging Port, Pacifier Case, Army...

★★★★★ 337



**Options**

Now \$29<sup>99</sup> \$59.99

Retractable Mesh Baby & Dog Pet Safety Gate for Stairs & Doorways - 33" Tall, Extends to 55" Wide - Indoor &...

★★★★★ 479

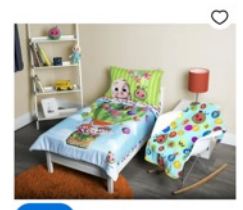


**+ Add**

Now \$23<sup>99</sup> \$49.99

Richgv Upgraded Baby Toys for 1 Year Old Boys Girls, 2 in 1 Musical Toys Toddler Piano & Drum Mat with 2...

★★★★★ 345



**+ Add**

Now \$29<sup>98</sup> \$49.94

Cocomelon 5pc Toddler Bedding Set & Blanket, Toddler Bed, Blue, Polyester

★★★★★ 94



# DEPARTMENT PERFORMANCE Beauty



## Top-Selling Brands

NIOXIN 4%

matrix 2%

Dove 2%

Nicebay 2%

REDKEN 2%

### Organic Search Growth

**-5.4%**

19,330,118 Weekly Average

### Sponsored Search Growth

**2.3%**

46,005,778 Weekly Average

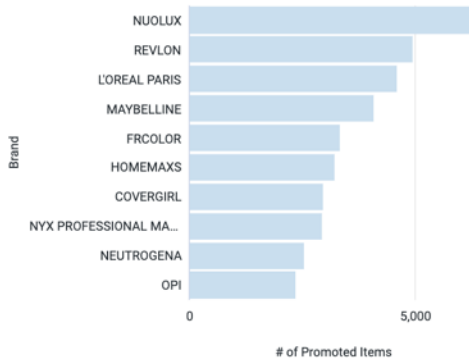
### Top Trending Category Keywords

vanity mirror with lights  
jennifer lopez  
mens valentines gifts  
usher  
travel qtips  
ex  
aq  
valentines day gifts for him  
coconut oil  
iron claw

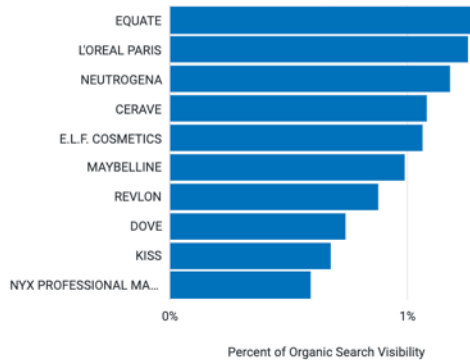
### Top Searched Category Keywords

vanity mirror with lights  
jennifer lopez  
cream  
liquid iv  
coconut oil  
bathroom organizers and storage  
aq  
valentines day gifts for him  
asian pear  
travel qtips

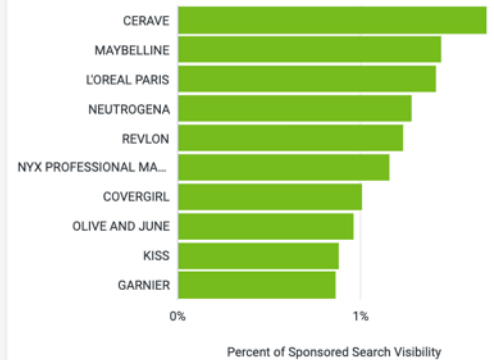
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



## Top-Selling Items



+ Add

**Now \$27<sup>95</sup>** ~~\$42.00~~ 82.7 fl oz  
Nioxin System 3 Cleanser Shampoo, for Light Thinning Colored Hair, 33.8 oz  
★★★★★ 149



+ Add

**Now \$52<sup>95</sup>** ~~\$98.00~~  
Epicence Renewal Facial Cream 1.7 oz.  
★★★★★ 31



+ Add

**\$32<sup>33</sup>**  
10-Pack Dove Antiperspirant Spray Deodorant For Women 150 ml  
★★★★★ 356



+ Add

**\$7<sup>46</sup>** ~~\$1.66/oz~~  
Groom & Clean Hair Prep, 4.5 Oz  
★★★★★ 92



+ Add

**Now \$37<sup>86</sup>** ~~\$93.00~~  
(\$93 Value) Nioxin System 3 Cleanser Shampoo & Scalp Therapy Conditioner Duo, 33.8 oz each  
★★★★★ 84

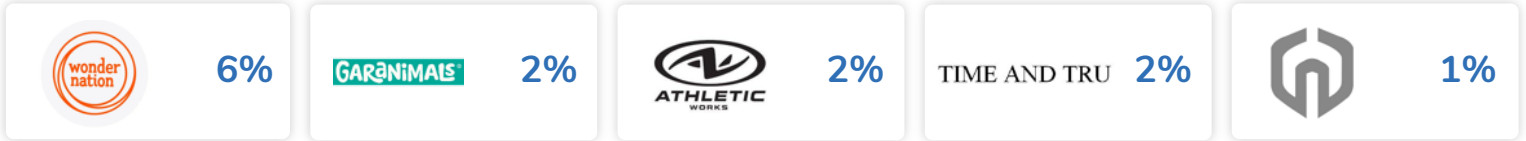




# DEPARTMENT PERFORMANCE

## Clothing, Shoes & Accessories

### Top-Selling Brands



### Organic Search Growth

**▲ 1.1%**

21,651,936,572 Weekly Average

### Sponsored Search Growth

**▲ 12.7%**

98,059,689 Weekly Average

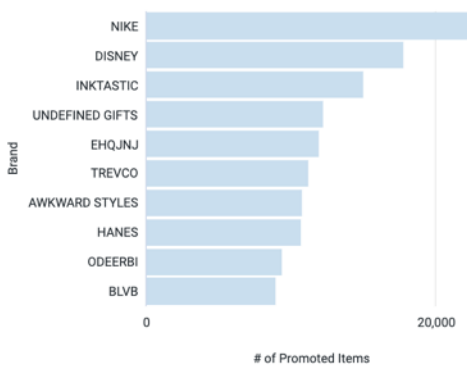
**Top Trending Category Keywords**

- lingerie for women
- dresses for women 2024
- eclipse glasses nasa approved 2024
- womens tops
- st patricks day shirt women
- spring dresses for women 2024
- solar eclipse glasses
- summer dresses for women 2024
- solar eclipse glasses nasa approved 2024
- womens dresses

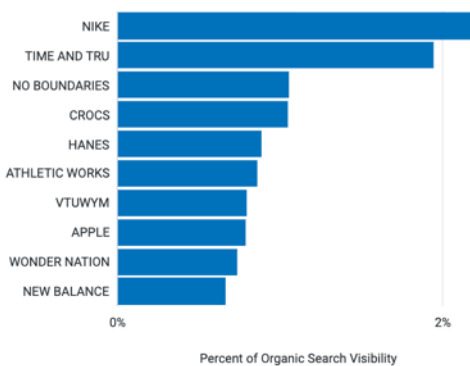
### Top Searched Category Keywords

- apple watch
- smart watch
- harry potter
- crocs
- nike socks
- spongebob squarepants
- crocs womens
- womens tops
- new balance womens sneakers
- sports bras for women

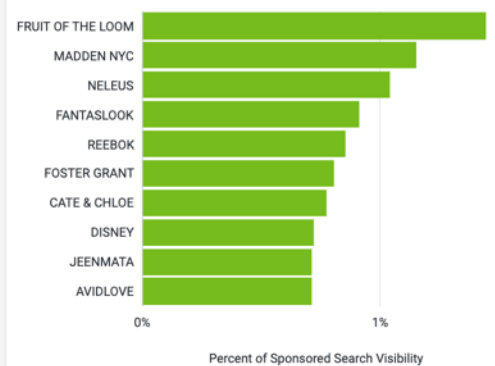
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



### Top-Selling Items

**Options**

Now **\$17<sup>69</sup>** ~~\$19.99~~

Options from \$17.69 - \$19.99

Eytino One Piece Bathing Suit for Women Color Block Print Swimsuits Criss-Cross Back V Neck Bathing Suits...

★★★★★ 278

**Options**

Now **\$15<sup>93</sup>** ~~\$19.68~~

Options from \$15.93 - \$19.68

Wonder Nation Girls School Uniform Stretch Twill Skinny Pants, 2-Pack, Sizes 4-16 & Plus

★★★★★ 172

**Options**

**\$19<sup>92</sup>**

Wonder Nation Girls School Uniform Interlock Short Sleeve Polo Shirt, 4-Pack, Sizes 4-18

★★★★★ 338

**+ Add**

**\$10<sup>99</sup>**

4.00 CTTW Genuine Cultured Pearl Earring in 18k Yellow Gold

★★★★★ 268

**\$788**

Minecraft Boys 16' Adaptive Backpack, Green

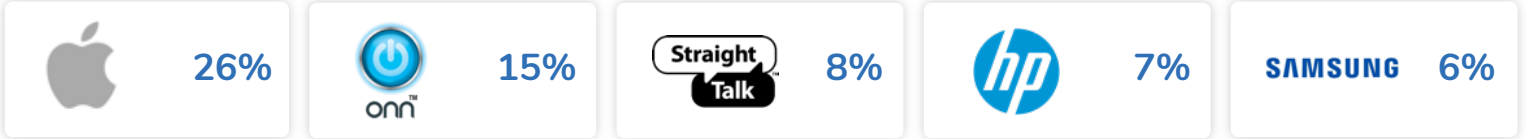
★★★★★ 33



# DEPARTMENT PERFORMANCE Electronics



## Top-Selling Brands



### Organic Search Growth

**-1.8%**

13,218,185,953 Weekly Average

### Sponsored Search Growth

**9.6%**

54,744,151 Weekly Average

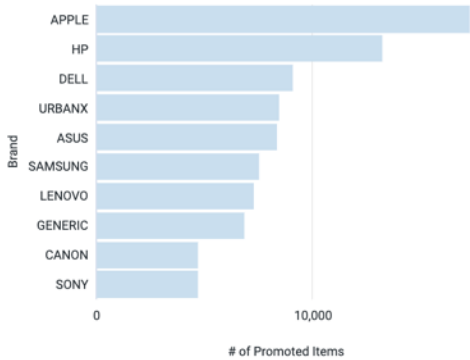
### Top Trending Category Keywords

tracker  
 kindle paperwhite  
 roku remote  
 gaming headsets  
 iphone 14 screen protector  
 noise cancelling headphones  
 upgraded  
 iphone 15 pro max screen protector  
 iphone 11 phone case  
 headphones wireless

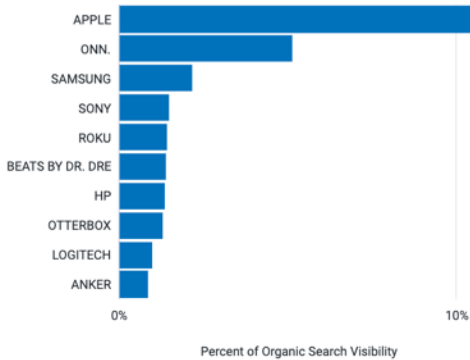
### Top Searched Category Keywords

airpods  
 smart watch  
 apple watch  
 ipad  
 kindle  
 laptop  
 fire tv stick  
 tv  
 iphone 13  
 digital camera

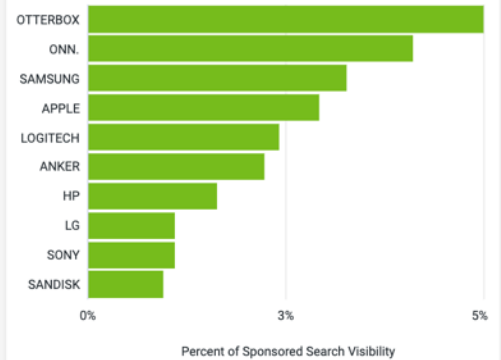
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



## Top-Selling Items

 <b>\$298<sup>00</sup></b> onn. 65 Class 4K UHD (2160P) LED Roku Smart Television HDR (100012587) ★★★★★ 12777	 <b>Now \$397<sup>99</sup></b> <del>\$478.00</del> SAMSUNG 65" Class CU7000B Crystal UHD 4K Smart Television UN65CU7000BXZA ★★★★★ 2950	 <b>Now \$189<sup>00</sup></b> <del>\$249.00</del> Options from \$189.00 - \$278.99 Apple Watch SE (2nd Gen) GPS 40mm Midnight Aluminum Case with Midnight Sport Band - S/M, Fitness & Sleep... ★★★★★ 2141	 <b>Now \$189<sup>00</sup></b> <del>\$249.00</del> AirPods Pro (2nd generation) with MagSafe Case (USB-C) ★★★★★ 1738	 <b>\$198<sup>00</sup></b> onn. 50 Class 4K UHD (2160P) LED Roku Smart Television HDR (100012585) ★★★★★ 18654
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# DEPARTMENT PERFORMANCE Food & Grocery



## Top-Selling Brands



### Organic Search Growth

**▲ 0.6%**

102,470,900,672 Weekly Average

### Sponsored Search Growth

**▲ 6.5%**

45,342,745 Weekly Average

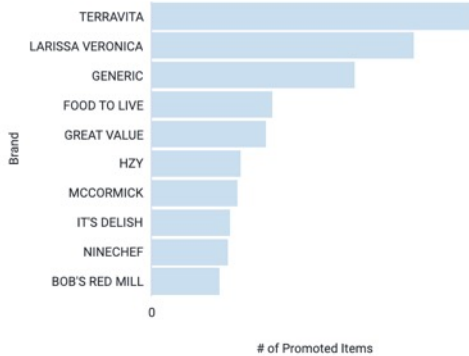
### Top Trending Category Keywords

valentines candy  
 easter candy  
 halo  
 flowers  
 fairlife protein shakes  
 ryze mushroom coffee  
 valentines day candy  
 mango  
 flowers fresh bouquet  
 hazbin hotel

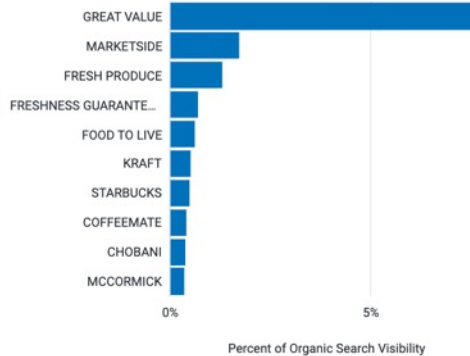
### Top Searched Category Keywords

eggs  
 bread  
 milk  
 halo  
 easter candy  
 snacks  
 tomatoes  
 candy  
 carrots  
 garlic

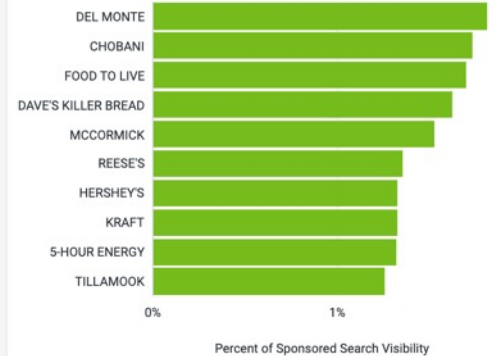
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



## Top-Selling Items



+ Add

**\$3<sup>27</sup>** 65.4 c/lb

Fresh Whole Russet Potatoes, 5lb bag



+ Add

**\$2<sup>28</sup>** 14.3 c/oz

Fresh Strawberries, 1 lb Container



+ Add

**\$0<sup>27</sup>** each 58.0 c/lb

Final cost by weight  
Fresh Banana Fruit, Each



+ Add

**\$5<sup>97</sup>** 18.7 c/oz

Great Value Fully Cooked Chicken Nuggets, 32 oz (Frozen)



+ Add

**\$3<sup>42</sup>** 10.7 c/oz

Great Value Taters Seasoned and Shredded Potatoes



DEPARTMENT PERFORMANCE  
**Health**



**equate** 8%

**SPRING VALLEY** 2%

**Pepto Bismol** 1%

**drive** 1%

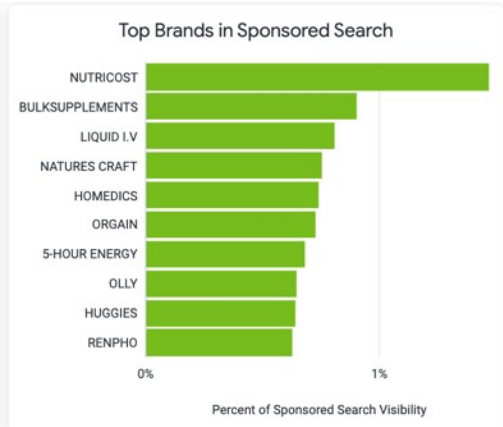
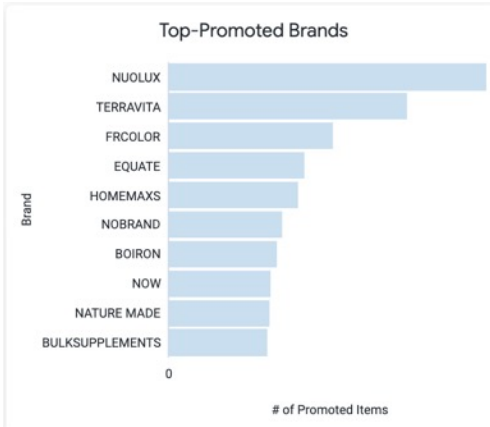
**ATKINS** 1%

Organic Search Growth  
**▼ -1.6%**  
26,796,399,315 Weekly Average

Sponsored Search Growth  
**▲ 2.5%**  
65,875,985 Weekly Average

Top Trending Category Keywords  
fairlife protein shakes  
iron  
thermometer  
ex  
solar eclipse glasses  
eclipse glasses nasa approved 2024  
one day  
compression socks for women  
solar eclipse glasses nasa approved 2024  
eclipse glasses

Top Searched Category Keywords  
fairlife protein shakes  
liquid iv  
compression socks for women  
water  
iron  
solar eclipse glasses  
sunglasses womens  
smart watch  
sparkling water  
orgain organic protein powder



Top-Selling Items

**\$14.97** 35.6 c/ea  
Equate Omeprazole Delayed Release Tablets 20 mg, Acid Reducer, Frequent Heartburn, 42 Count  
★★★★★ 6914

**\$13.48** 42.1 c/fl oz  
Pepto Bismol Liquid, Upset Stomach & Diarrhea Relief, over-the-Counter Medicine, 2x16 fl oz  
★★★★★ 1493

**\$4.98** 62.3 c/fl oz  
Pepto Bismol Liquid for Upset Stomach and Diarrhea Relief, Over-the-Counter Medicine, 8 Oz  
★★★★★ 1805

**\$6.47** 8.1 c/ea  
Equate Ibuprofen Mini Softgels, Pain Reliever and Fever Reducer, 200 mg, 80 Count  
★★★★★ 3822

**\$6.47** 6.7 c/ea  
Assurance Premium Disposable Washcloths, XL (96 Count)  
★★★★★ 5345





# DEPARTMENT PERFORMANCE

## Home, Furniture & Appliances

### Top-Selling Brands

**Great Value** 10%

**MAINSTAYS™** 10%

**Better Homes & Gardens** 6%

**FRIGIDAIRE** 5%

**BISSELL®** 4%

### Organic Search Growth

**-6.7%**

31,373,947,017 Weekly Average

### Sponsored Search Growth

**6.5%**

122,915,002 Weekly Average

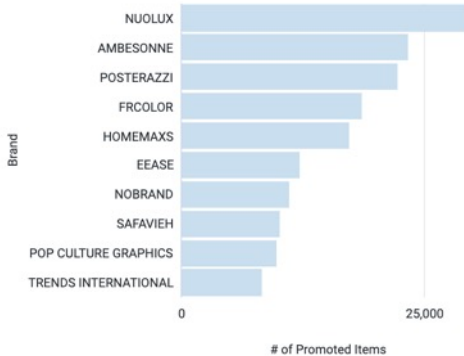
### Top Trending Category Keywords

hazbin hotel  
st patricks day decorations  
upgraded iron  
flowers  
steam cleaner  
vacuum  
bathroom accessories  
vacuum cleaners for home  
strays

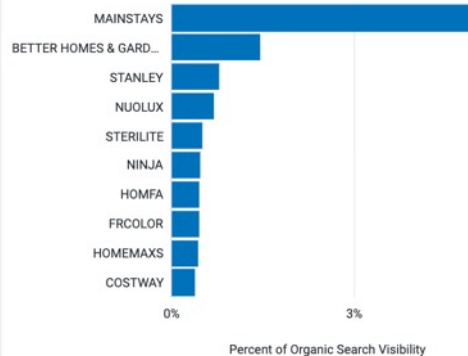
### Top Searched Category Keywords

dresser for bedroom  
hazbin hotel  
shower curtain  
dresser  
curtains  
gaming chair  
queen bed frame  
desk  
shoe rack  
office chair

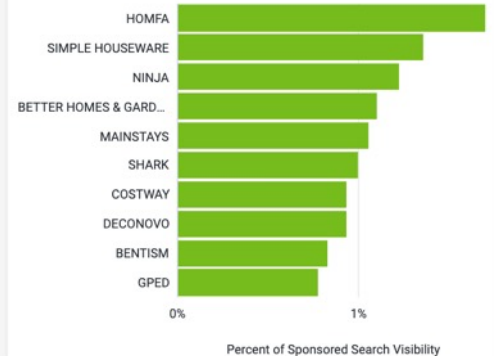
### Top-Promoted Brands



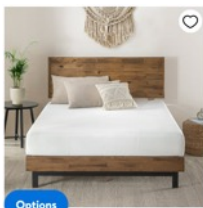
### Top Brands in Organic Search



### Top Brands in Sponsored Search



### Top-Selling Items



Options  
+4 sizes  
**Now \$178<sup>00</sup>** ~~\$219<sup>00</sup>~~  
More options from \$85.00  
Spa Sensations Serenity by Zinus 8" Memory Foam Mattress, Adult, Full  
★★★★★ 15180



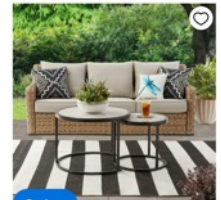
+ Add  
**\$15<sup>46</sup>** 20.1 c/100 ct  
Angel Soft Toilet Paper, 24 Mega Rolls, Soft and Strong Toilet Tissue  
★★★★★ 15084



+ Add  
**\$2<sup>28</sup>** 2.3 c/count  
Great Value Fresh Seal Double Zipper Sandwich Bags, 100 Count  
★★★★★ 11432



+ Add  
**Now \$247<sup>00</sup>** ~~\$499<sup>00</sup>~~ \$32.93/cu ft  
Frigidaire 75 Cu. ft. Refrigerator, Platinum Series, Stainless Look (EFR780-6COM)  
★★★★★ 5073



Options  
+2 options  
**Now \$598<sup>00</sup>** ~~\$698<sup>00</sup>~~  
Better Homes & Gardens River Oaks Outdoor Sofa & 2 Nesting Tables with Patio Cover, Natural  
★★★★★ 846



# DEPARTMENT PERFORMANCE Home Improvement



## Top-Selling Brands



### Organic Search Growth

**-2.5%**

11,473,204,190 Weekly Average

### Sponsored Search Growth

**8.6%**

47,059,327 Weekly Average

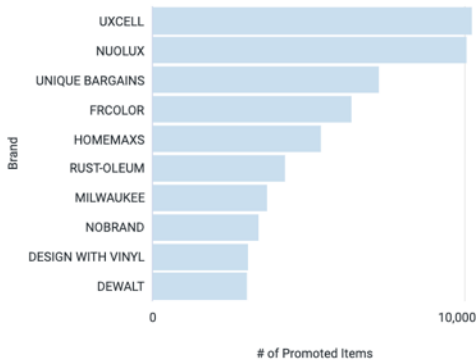
### Top Trending Category Keywords

- solar eclipse glasses
- solar eclipse glasses nasa approved 2024
- eclipse glasses nasa approved 2024
- eclipse glasses
- humidifiers for bedroom
- pressure washer
- iron claw
- pepper spray
- dresser for bedroom
- toilet paper holder

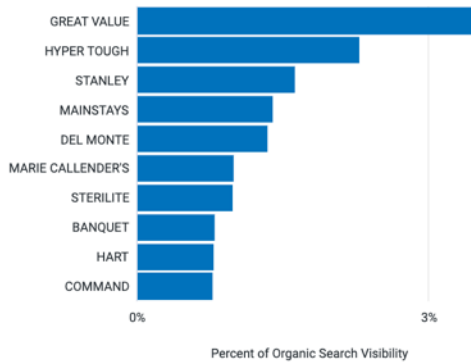
### Top Searched Category Keywords

- ring doorbell
- shower head
- ring camera
- blink outdoor camera
- vanity
- humidifiers for bedroom
- toilet paper holder
- extension cord
- peel and stick wallpaper
- shower caddy

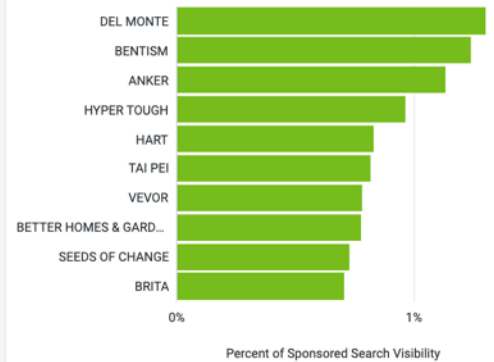
### Top-Promoted Brands



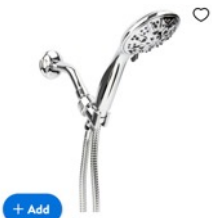
### Top Brands in Organic Search



### Top Brands in Sponsored Search



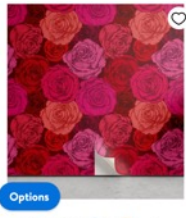
## Top-Selling Items



**\$1724**

Mainstays 5-Setting Hand Held Shower Head, Chrome

★★★★☆ 798

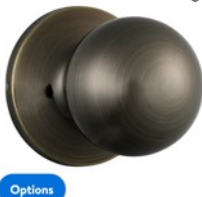


**\$1799**

More options from \$8.99

Ambesonne, Rose Pattern Peel & Stick Wallpaper for Home, Flowers Spring Boho, 13'x72', Hot Pink Coral Maroon

★★★★☆ 3



**Now \$700** ~~\$1647~~

Brinks, Interior Non-Locking Passage, Ball Style Doorknob, Antique Brass Finish

★★★★☆ 79



**Now \$1276** ~~\$1599~~

Options from \$12.76 - \$32.48

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

★★★★☆ 1145



**\$463**

Command Designer Hooks, Large, White, 2 Hooks, 4 Strips/Pack

★★★★☆ 3642





# DEPARTMENT PERFORMANCE Household Essentials



## Top-Selling Brands



### Organic Search Growth

**▲ 0.8%**

5,491,044,475 Weekly Average

### Sponsored Search Growth

**▲ 16.2%**

15,816,444 Weekly Average

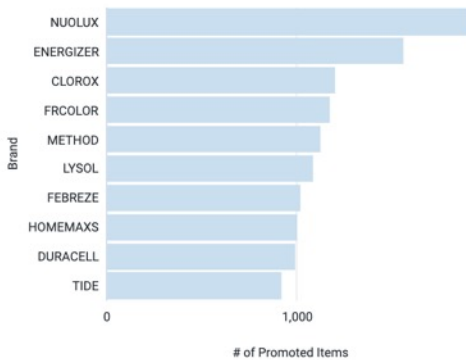
### Top Trending Category Keywords

- mr
- paper towels
- power
- toilet paper
- house
- wrap
- camping essentials
- wraps
- wish
- fresh direct

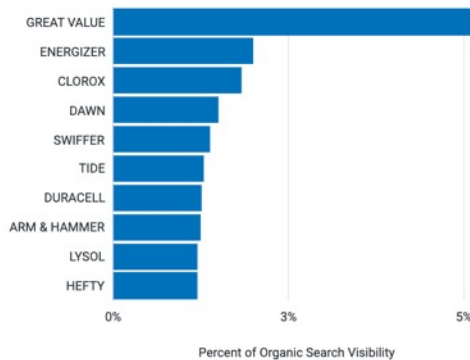
### Top Searched Category Keywords

- toilet paper
- paper towels
- mouse traps
- electric spin scrubber
- mr
- kiwi
- rechargeable aa batteries
- camping essentials
- wraps
- air

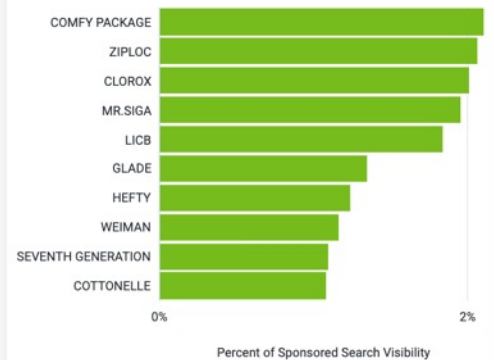
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



## Top-Selling Items



+ Add

**\$497** \$3.45/100 ct  
Equate Fragrance Free Flushable Wipes,  
3 Resealable Packs (144 Total Wipes)

★★★★★ 2661



+ Add

**\$068** 77.3 ¢/100 ct  
Black and White, 2-Ply Paper Towels, 88  
Sheets

★★★★★ 10911



+ Add

**\$098**  
Mainstays Lint Roller, 60 Sheets, 1-  
Count

★★★★★ 508



+ Add

**\$1694** \$2.09/100 ct  
Bounty Select-a-Size Paper Towels, 6  
Triple Rolls, White

★★★★★ 17689



+ Add

**\$397** 12.4 ¢/fl oz  
Lysol All-Purpose Cleaner, Sanitizing  
and Disinfecting Spray, To Clean and  
Deodorize, Coconut & Sea Minerals...

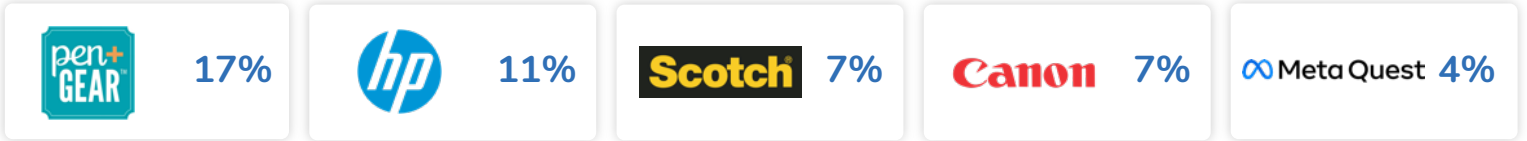
★★★★★ 748



# DEPARTMENT PERFORMANCE Office Supplies



## Top-Selling Brands



### Organic Search Growth

**-4.4%**

7,134,758,708 Weekly Average

### Sponsored Search Growth

**9.2%**

45,850,539 Weekly Average

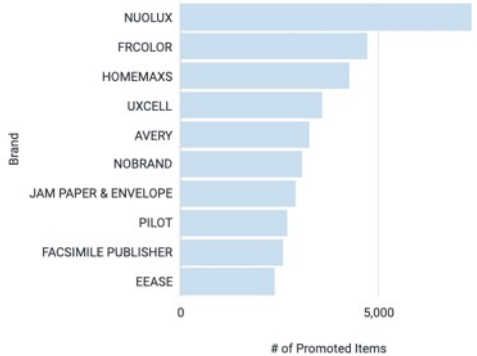
### Top Trending Category Keywords

gaming headsets  
 school supplies  
 sharpie markers  
 eclipse glasses nasa approved 2024  
 mea  
 solar eclipse glasses nasa approved  
 2024  
 solar eclipse glasses  
 stapler  
 printer paper  
 upgraded

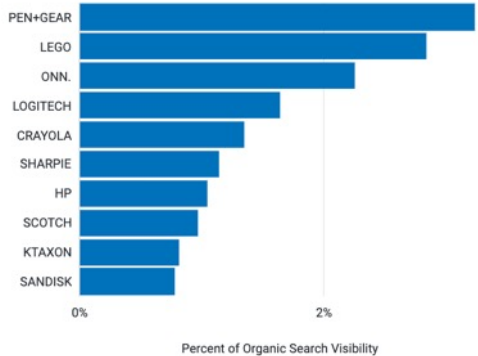
### Top Searched Category Keywords

ring doorbell  
 pens  
 monitor  
 mouse pad  
 lego  
 wireless mouse  
 printer  
 dry erase markers  
 highlighters  
 printer paper

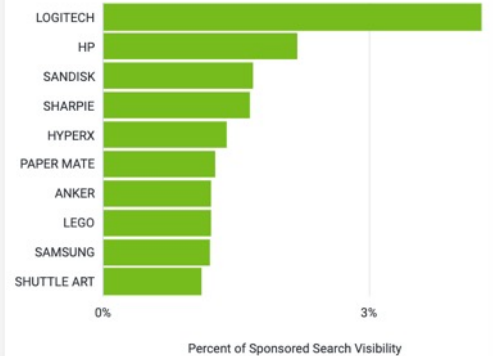
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



## Top-Selling Items



**\$1792**  
 Options from \$1792 - \$3075  
 HP 67 Black Original Ink Cartridge,  
 ~120 pages, 3YM56AN#140  
 ★★★★★ 11238



**\$49900**  
 Meta Quest 3 - 128GB Breakthrough  
 Mixed Reality Powerful Performance  
 Asgard's Wrath 2 Bundle  
 ★★★★★ 1435



**\$557**  
 Pen + Gear Copy Paper, 8.5" x 11", 92  
 Bright, White, 20 lb., 1 Ream (500  
 Sheets)  
 ★★★★★ 14906



**\$3399**  
 Canon PG-275/CL-276 Ink Cartridge  
 Black and Color Multi Pack  
 ★★★★★ 1868



**Now \$3900** \$49000  
 PIXMA TS3522 -Wireless All-in-One  
 Printer  
 ★★★★★ 9255



DEPARTMENT PERFORMANCE  
**Party & Occasions**



Top-Selling Brands

WAY TO CELEBRATE <b>5%</b>	Northlight <b>5%</b>	 <b>3%</b>	Holloyiver <b>2%</b>	 <b>2%</b>
----------------------------	----------------------	---	----------------------	---

Organic Search Growth

**▼ -11.7%**

5,222,193,333 Weekly Average

Top Trending Category Keywords

- easter decorations
- easter eggs
- valentines cards for kids classroom
- st patricks day decorations
- football party decorations
- easter egg fillers
- easter decor
- valentines day cards for kids school
- yellowstone
- easter basket stuffers for toddler

Top Searched Category Keywords

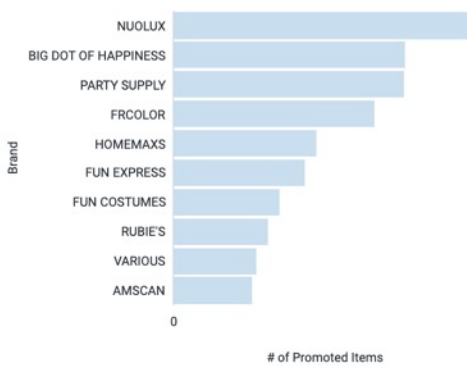
- lego
- easter decorations
- easter eggs
- lego sets
- lego flowers
- legos
- spongebob squarepants
- harry potter
- lego star wars
- chocolate chips

Sponsored Search Growth

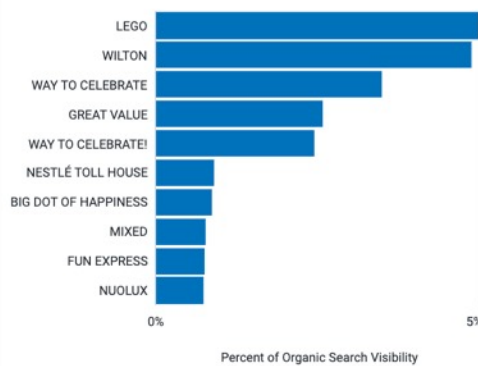
**▲ 11.5%**

19,764,591 Weekly Average

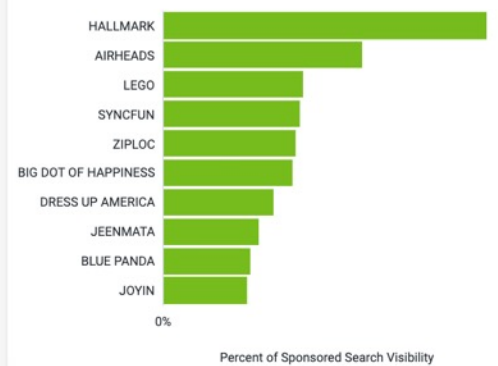
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



+ Add

\$1125

12pc Pack Big Birthday Cake Sparklers burns approx. 45 seconds 3 Packs of 4 Sparklers Each  
 ★★★★★ 65



+ Add

\$899

Naler 200 Sheets Thin Tissue Paper Bulk, 8"x11" Rainbow Color Gift Wrapping Tissue for DIY Art Crafts  
 ★★★★★ 9



+ Add

\$505

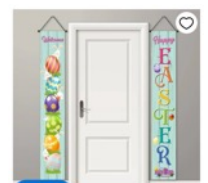
Fortnite Birthday Plastic Party Tablecloth, 84in x 54in  
 ★★★★★ 17



+ Add

\$2349

20 Pack Chinese Lanterns to Release in Sky, White Flying Lanterns Paper Lantern Hanging Paper Lanterns Wish...  
 ★★☆☆☆ 10



Options

\$1179

More options from \$11.35  
 Easter Porch Sign Welcome Happy Easter Banner Easter Poster Door Hanger for Spring Indoor/Outdoor...  
 ★★★★★ 2



# DEPARTMENT PERFORMANCE

## Patio & Garden



### Top-Selling Brands



### Organic Search Growth

**▲ 15.1%**

5,350,741,802 Weekly Average

### Sponsored Search Growth

**▲ 46.5%**

27,412,441 Weekly Average

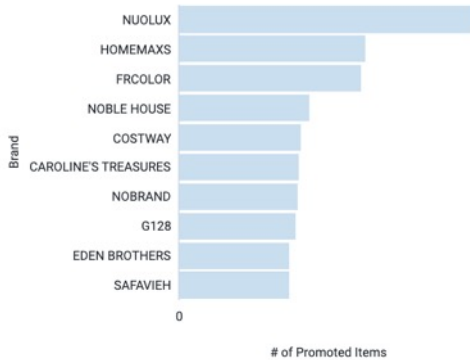
### Top Trending Category Keywords

flowers  
cucumber  
outdoor rug  
patio furniture set  
raised garden bed  
greenhouse  
outdoor furniture  
pressure washer  
patio furniture  
cucumbers

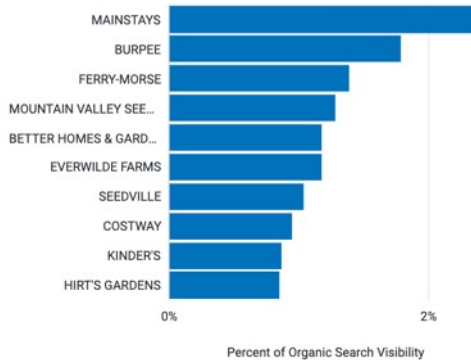
### Top Searched Category Keywords

led lights for bedroom  
led lights  
flowers  
patio furniture set  
cucumber  
outdoor rug  
solar lights outdoor  
raised garden bed  
napoleon  
pressure washer

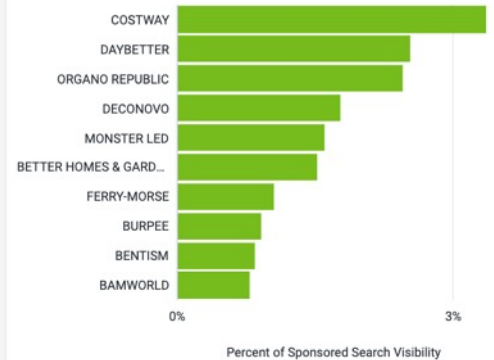
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



### Top-Selling Items



+ Add

**\$297<sup>00</sup>**

Blackstone Original 4-Burner 36" Propane Omnivore Griddle with Hard Cover

★★★★★ 6406

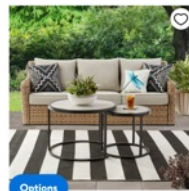


Options

**\$10<sup>88</sup>**

Economy Mix Wild Bird Feed, Value Bird Seed Blend, Dry, 20 lb. Bag

★★★★★ 10580



Options

**Now \$598<sup>00</sup>**

Better Homes & Gardens River Oaks Outdoor Sofa & 2 Nesting Tables with Patio Cover, Natural

★★★★★ 846



+ Add

**\$408<sup>00</sup>**

Black Max 21-Inch 150cc Self-Propelled Gas Mower with Briggs & Stratton Engine

★★★★★ 448



Options

**\$984**

Pennington Classic Dry Wild Bird Feed and Seed, 10 lb. Bag, 1 Pack

★★★★★ 10718





DEPARTMENT PERFORMANCE  
**Personal Care**



Top-Selling Brands



Organic Search Growth

**-1.3%**

12,910,199,547 Weekly Average

Sponsored Search Growth

**6.9%**

29,249,234 Weekly Average

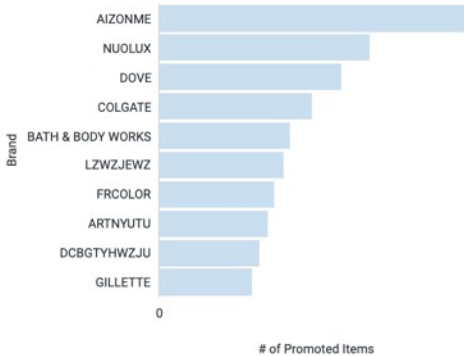
Top Trending Category Keywords

water flosser  
 mens valentines gifts  
 sex vibrator  
 travel qtips  
 super dry mouth mints  
 always drops  
 sex toys  
 vera

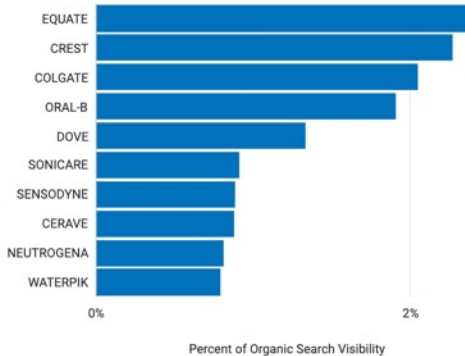
Top Searched Category Keywords

water flosser  
 cream  
 sex  
 candle warmer lamp  
 vibrator  
 fresh mint  
 yoga mat  
 toothpaste  
 vera  
 coconut oil

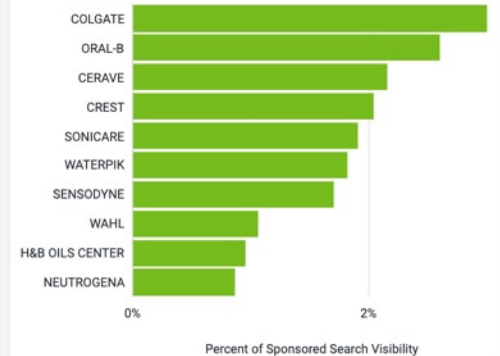
Top-Promoted Brands



Top Brands in Organic Search



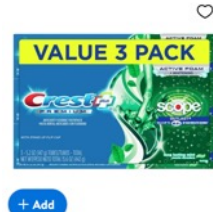
Top Brands in Sponsored Search



Top-Selling Items



**\$698** \$2.91/100 ct  
 Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)  
 ★★★★★ 28917



**\$897** 57.5 c/oz  
 Crest Premium Plus Scope Outlast Toothpaste, Long Lasting Mint Flavor 5.2 oz, Pack of 3  
 ★★★★★ 2315



**\$1767**  
 Assurance Unisex Premium Quilted Underpad, Maximum Absorbency, XL (30 Count)  
 ★★★★★ 7745



**\$997** 32.6 c/fl oz  
 Dove Deep Moisture Nourishing Long Lasting Women's Body Wash, 30.6 fl oz  
 ★★★★★ 15420



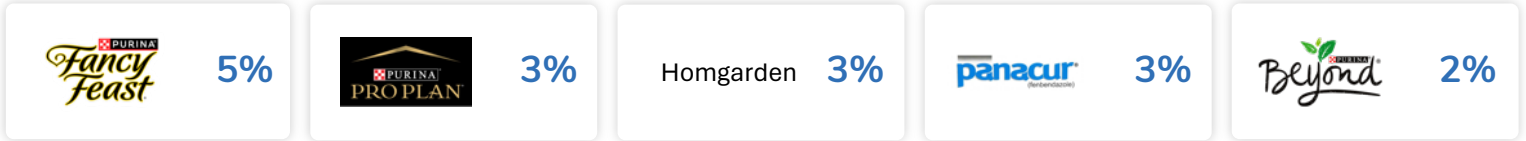
**\$497** \$3.45/100 ct  
 Equate Fresh Scent Flushable Wipes, 3 Packs of 48, 144 Total Wipes  
 ★★★★★ 9638



# DEPARTMENT PERFORMANCE Pets



### Top-Selling Brands



### Organic Search Growth

**-0.7%**

4,818,024,526 Weekly Average

### Sponsored Search Growth

**6.1%**

21,069,846 Weekly Average

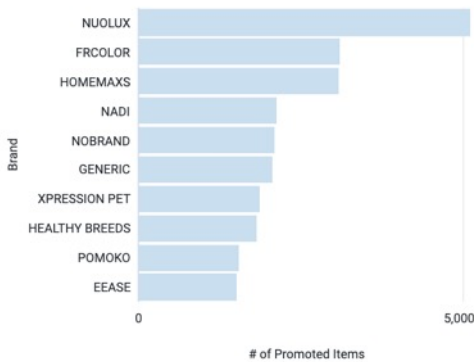
### Top Trending Category Keywords

goat milk  
from  
catnap  
salt fish  
halo  
dried shrimp  
dog shock collar with remote control  
purina beyond cat food  
aquascape tools  
cat brushes for indoor cats

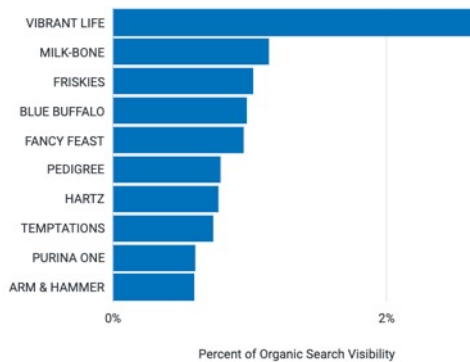
### Top Searched Category Keywords

fish  
pate  
goat milk  
from  
blue  
venison  
filet mignon  
bones  
cameras for home security  
pate for humans

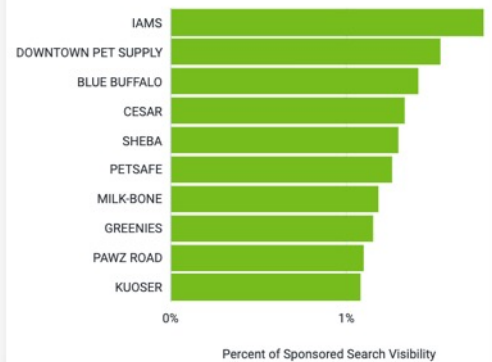
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



### Top-Selling Items



**\$17<sup>25</sup>**  
Panacur C Canine Dewormer Control of Parasites on Dogs 3 Packets  
★★★★☆ 52



**Now \$55<sup>39</sup> \$79.99**  
HomGarden 4 Wheel Pet Dog Stroller Foldable Carrier Strolling Cart for Small Medium Dog, Cat W/ Storage Basket ...  
★★★★★ 183



**\$27<sup>80</sup>**  
Feliway Multicat Diffuser Refill 2 Refills 48ml Each Calming Cats  
★★★★☆ 30



**\$5<sup>69</sup>**  
TSV 2pcs Dog Leash Seat Belt, Pet Car Safety Lead with Swivel Clip, Adjustable Length for Dogs Cats  
★★★★☆ 87



**\$22<sup>99</sup>** 23.0 c/ea  
Flea Away Natural Flea Tick Mosquito Repellent for Cat Dog 100 Tabs, Single  
★★★★☆ 313

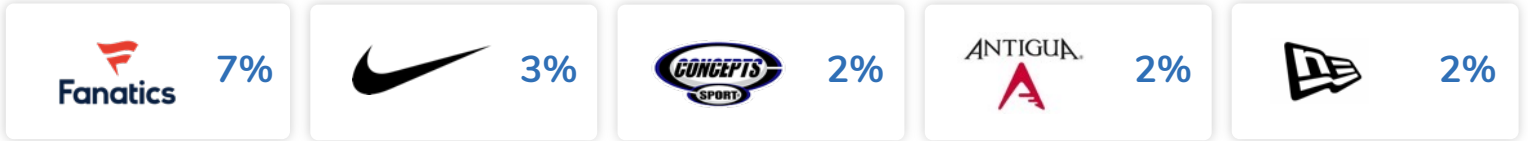




# DEPARTMENT PERFORMANCE Sports & Outdoors



## Top-Selling Brands



### Organic Search Growth

**▲ 3.4%**

10,634,225,686 Weekly Average

### Top Trending Category Keywords

upgraded  
eclipse glasses nasa approved 2024  
pepper spray  
solar eclipse glasses nasa approved 2024  
solar eclipse glasses  
halo  
walking pad treadmill  
camping essentials  
walking pad  
tracker

### Top Searched Category Keywords

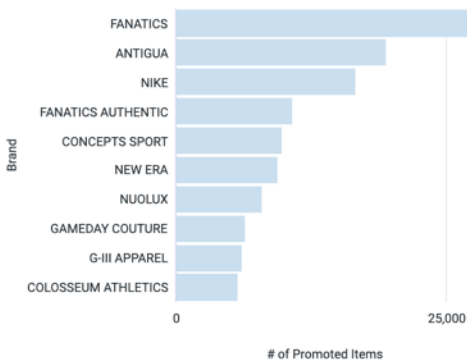
smart watch  
apple watch  
yoga mat  
walking pad  
treadmill  
electric scooter  
stanley cup  
compression socks for women  
liquid iv  
pepper spray

### Sponsored Search Growth

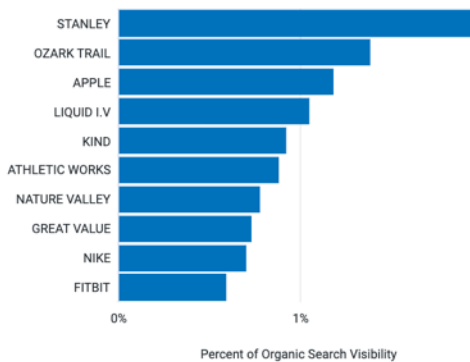
**▲ 16.5%**

41,007,778 Weekly Average

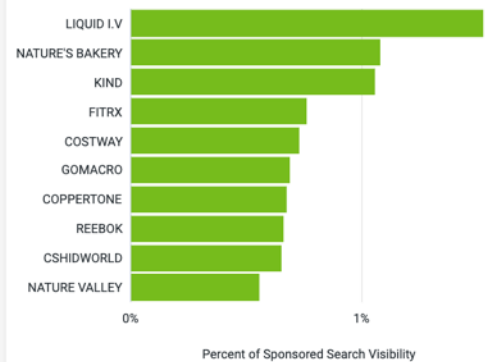
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



## Top-Selling Items



Options

+100 options

**\$14<sup>99</sup>**

NCAA Cincinnati Bearcats Primary 13' x 18' Double Sided Garden Flag  
★★★★★



Options

+52 options

**\$74<sup>99</sup>**

Fanmats 12772 COL - 18 in. x27 in. - University of Memphis 2-pc Heavy Duty Vinyl Car Mat Set  
★★★★★



Options

+75 options

**Now \$10<sup>70</sup>** ~~\$13.85~~

Options from \$10.70 - \$30.07  
YouTheFan NCAA Florida Gators Boasters, 4-Piece Coaster Set  
★★★★★



Options

+32 options

**\$56<sup>77</sup>**

Options from \$56.77 - \$60.04

Anaheim Ducks NHL Colorblock Personalized Silk Touch Throw Blanket, 50" X 60"  
★★★★★



Options

+68 options

**Now \$3<sup>80</sup>** ~~\$7.99~~

Options from \$3.80 - \$22.60  
YouTheFan NCAA Gonzaga Bulldogs 3D Logo Series Magnet  
★★★★★



DEPARTMENT PERFORMANCE  
**Toys & Outdoor Play**



Top-Selling Brands



Organic Search Growth

**▲ 1.7%**

7,900,377,352 Weekly Average

Sponsored Search Growth

**▲ 19.9%**

44,744,903 Weekly Average

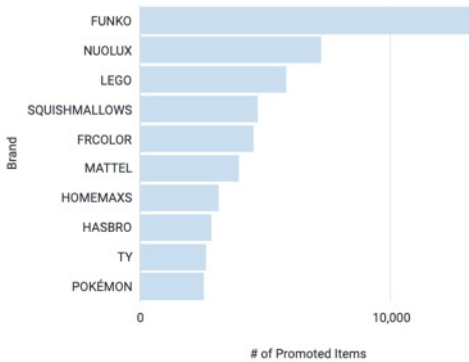
Top Trending Category Keywords

house  
 bubble machine  
 ghostbusters  
 space jam  
 lego roses  
 bracelet making kit  
 upgraded  
 avatar the last airbender  
 easter basket stuffers for toddler  
 halo

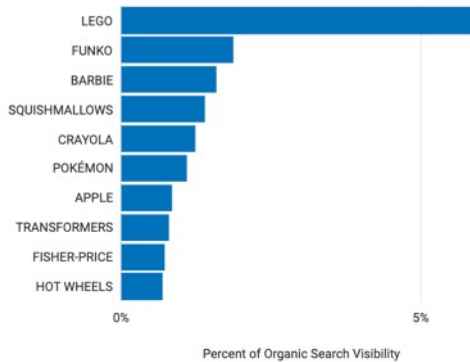
Top Searched Category Keywords

lego  
 pokemon cards  
 barbie  
 harry potter  
 transformers  
 house  
 lego flowers  
 lego sets  
 fast and furious  
 godzilla

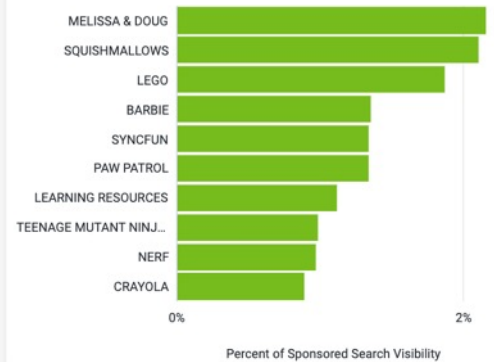
Top-Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



**+ Add**

**Now \$992** ~~\$12.99~~

Melissa & Doug Safari Wooden Chunky Puzzle - 8 Pieces - FSC Certified

★★★★★ 283



**Options** +2 options

**\$117**

Hot Wheels Mystery Models Surprise Toy Car or Truck in 1:64 Scale (Styles May Vary)

★★★★★ 641



**Options**

**\$248<sup>00</sup>**

Options from \$248.00 - \$291.93

Razor Dirt Rocket MX350 - Black with Decals Included, 24V Electric-Powered Dirt Bike for Kids 13+

★★★★★ 909



**+ Add**

**\$199<sup>99</sup>**

Disney Princess Royal Collection | 12 Royal Shimmer Fashion Dolls

★★★★★ 9



**Options**

**Now \$98<sup>00</sup>** ~~\$118.00~~

Razor Black Label E90 Electric Scooter - Green, for Kids Ages 8+ and up to 120 lbs, up to 10 mph

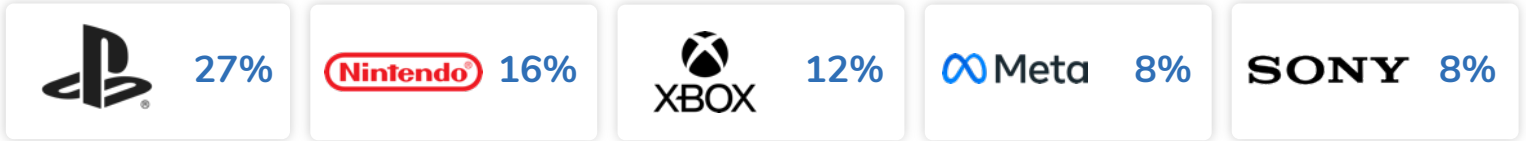
★★★★★ 1717



# DEPARTMENT PERFORMANCE Video Games



## Top-Selling Brands



### Organic Search Growth

**-5.6%**

2,149,928,473 Weekly Average

### Sponsored Search Growth

**15.0%**

6,994,253 Weekly Average

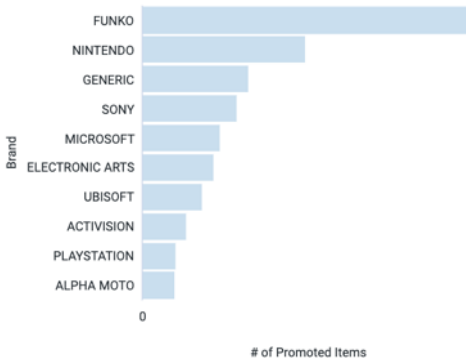
### Top Trending Category Keywords

halo  
gaming headsets  
playstation gift card digital code  
quest 3  
final fantasy 7 rebirth ps5  
helldivers 2 ps5  
strays  
steam deck  
wi  
noise cancelling headphones

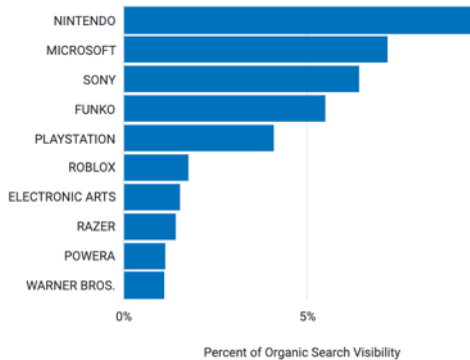
### Top Searched Category Keywords

nintendo switch  
ps5  
nintendo switch games  
halo  
xbox series x  
ps5 controller  
harry potter  
xbox controller  
playstation 5  
nintendo switch controller

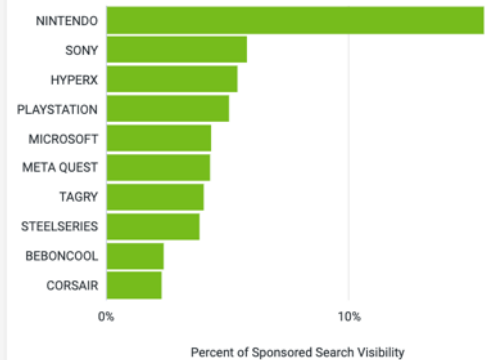
### Top-Promoted Brands



### Top Brands in Organic Search



### Top Brands in Sponsored Search



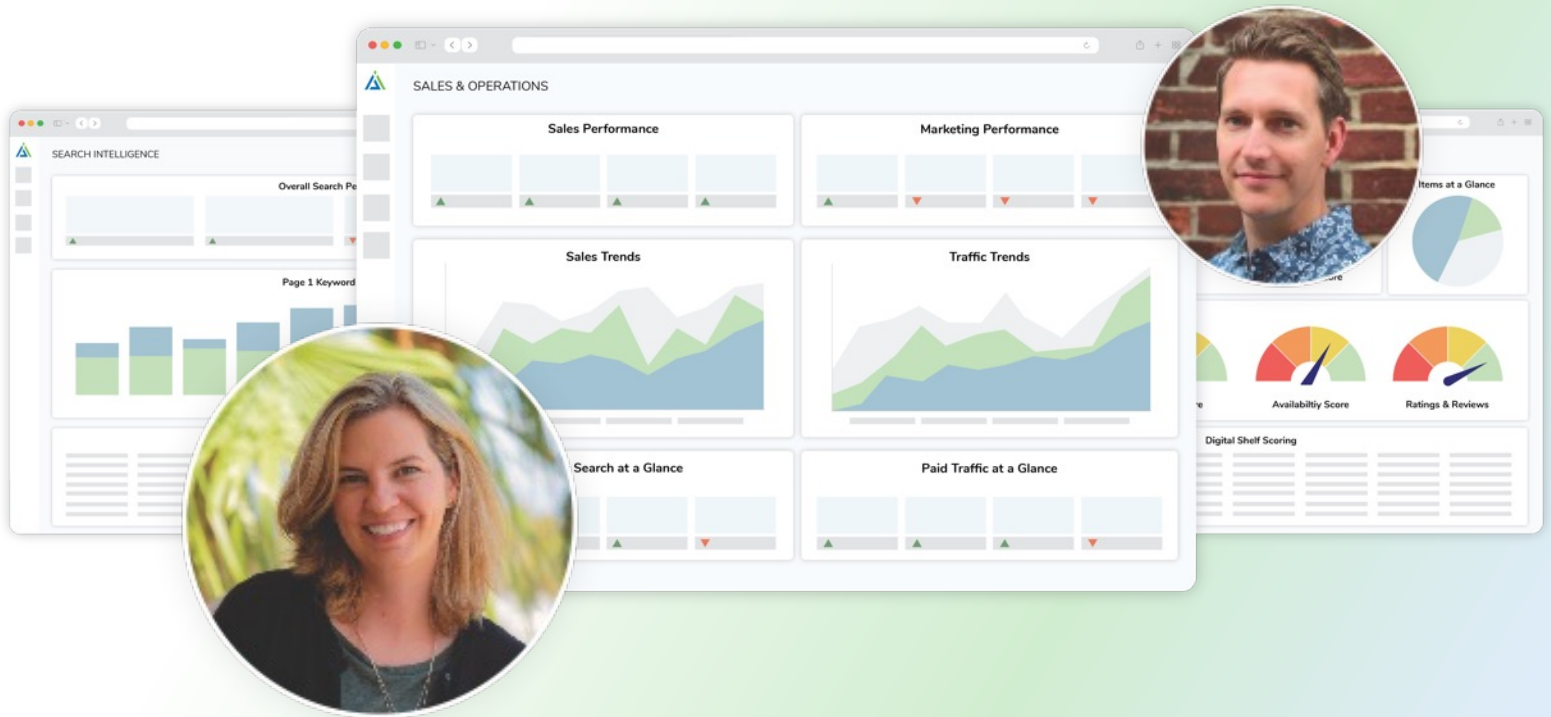
## Top-Selling Items

<p>Options +5 options</p> <p><b>\$50<sup>00</sup></b></p> <p>More options from \$1000</p> <p>PlayStation Store \$50 Gift Card [Digital]</p> <p>★★★★☆ 3319</p>	<p>+ Add</p> <p><b>Now \$449<sup>99</sup></b> <del>\$559.99</del></p> <p>PlayStation 5 Disc Console Slim - Marvel's Spider-Man 2 Bundle</p> <p>★★★★★ 979</p>	<p>Options +19 options</p> <p><b>\$50<sup>00</sup></b></p> <p>More options from \$5.00</p> <p>Xbox \$50 Gift Card - [Digital]</p> <p>★★★★☆ 3100</p>	<p>+ Add</p> <p><b>Now \$199<sup>00</sup></b> <del>\$249.00</del></p> <p>Meta Quest 2 All-in-One Wireless VR Headset 128GB</p> <p>★★★★☆ 3656</p>	<p>+ Add</p> <p><b>\$499<sup>00</sup></b></p> <p>Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle</p> <p>★★★★★ 1435</p>
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