

Walmart

Department Performance

April 2024

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

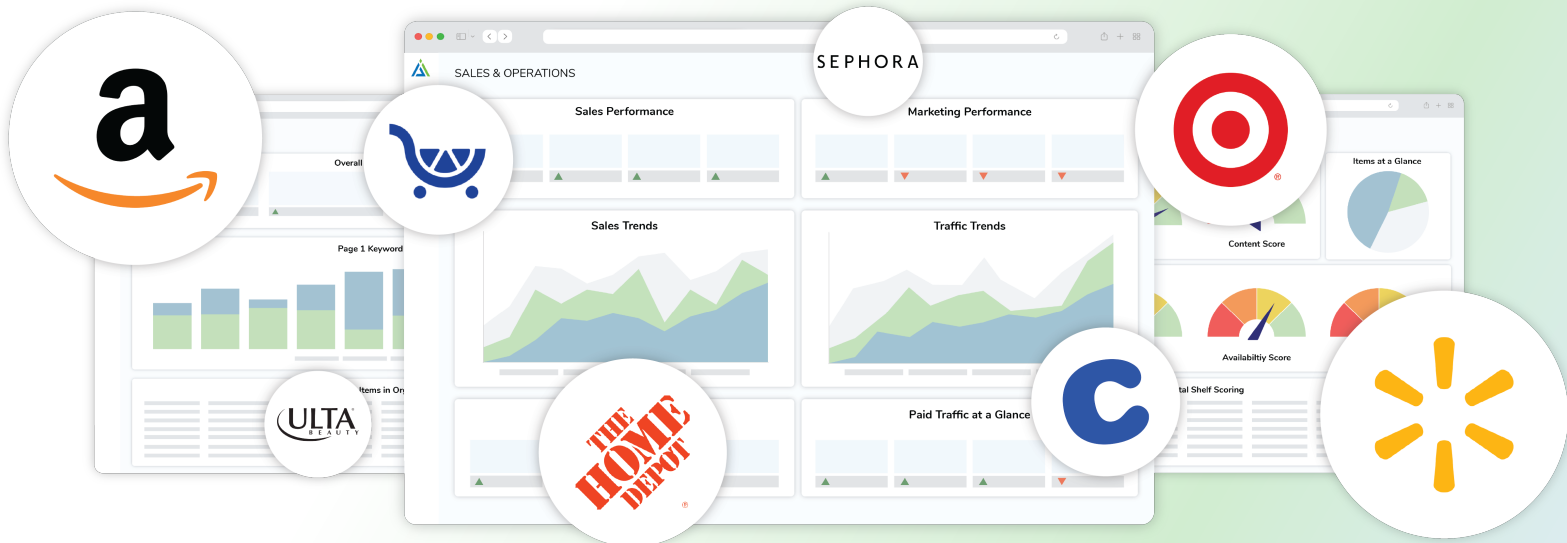
Top-Selling Items

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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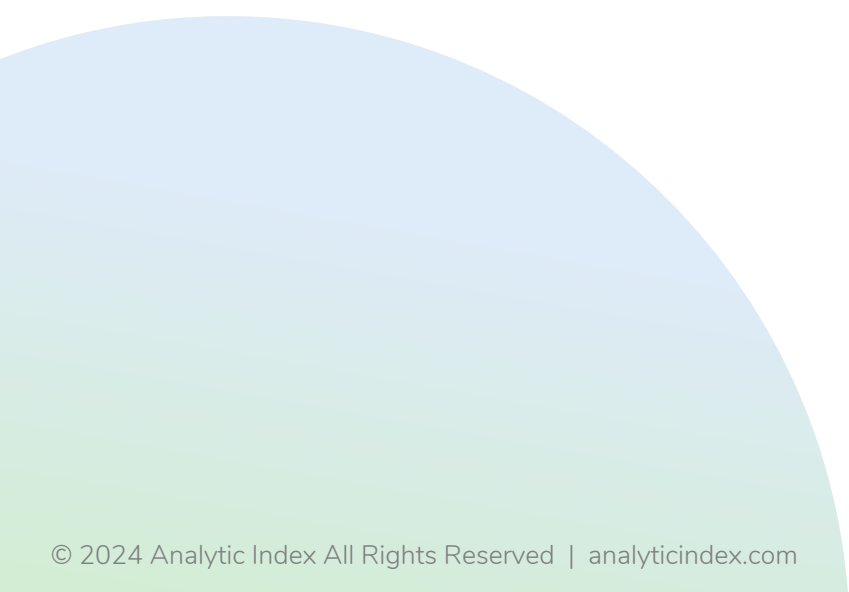


+1 (801) 916-4306



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DEPARTMENT PERFORMANCE
Arts, Crafts & Sewing



Top-Selling Brands



Organic Search Growth

▲ 1.5%

447,949,694 Weekly Average

Sponsored Search Growth

▼ -7.1%

2,959,919 Weekly Average

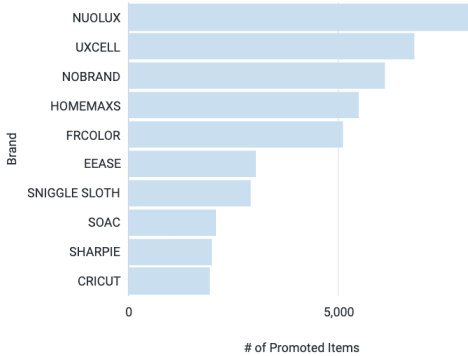
Top Trending Category Keywords

- sharpie markers
- bracelet making kit
- diamond art kits for adults
- paint brushes
- easter egg decorating kit
- easter basket stuffers
- outdoor chair cushions
- diamond painting
- easter basket stuffers for toddler
- sewing machine

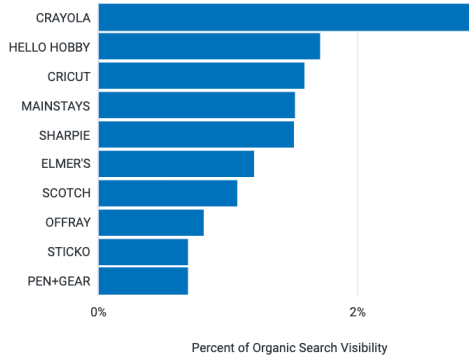
Top Searched Category Keywords

- stickers
- colored pencils
- diamond art kits for adults
- bracelet making kit
- markers
- sharpie markers
- flowers
- ring
- paint brushes
- photo album

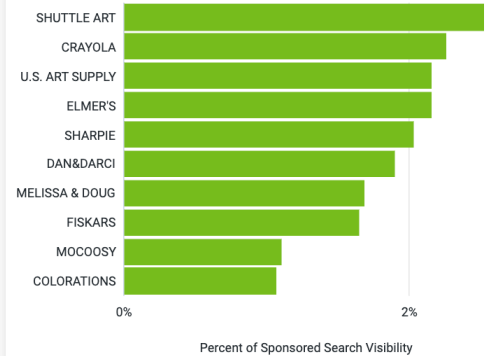
Top Promoted Brands



Top Brands in Organic Search



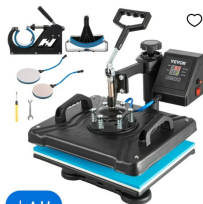
Top Brands in Sponsored Search



Top-Selling Items



Now \$14⁹⁹ ~~\$17⁹⁹~~
Embroidery Kit for Beginners, CELECTIGO 27-Piece Sewing Cross Stitch Starter Set Craft Stamped Clot...
★★★★☆ 44



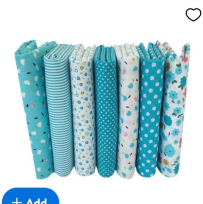
Now \$138⁷⁹ ~~\$293⁹⁹~~
VEVOR 5 in 1 Heat Press Heat Press Machine Digital Multifunctional Sublimation T-Shirt Heat Press Machin...
★★★★☆ 446



Now \$9⁹⁹ ~~\$20⁹⁹~~
LANNEY Colored Tape for Crafts Rainbow Paper Masking Tapes, 8 Rolls, 1 inch x 14.2 Yards
★★★★☆ 19



\$19⁹⁸
Apple Barrel 2 oz Multi-color Satin Acrylic Craft Paint (24 Pieces)
★★★★☆ 361



\$134 +\$4.99 shipping
Wovilon 7Pcs Quilting Fabric, 100% Cotton Craft Fabric Bundle Squares Grey Squares Cotton Floral Printed...
★★★★☆ 54



DEPARTMENT PERFORMANCE
Auto, Tires & Industrial



Top-Selling Brands



Organic Search Growth

▲ 7.3%

650,310,142 Weekly Average

Sponsored Search Growth

▼ -1.6%

3,647,263 Weekly Average

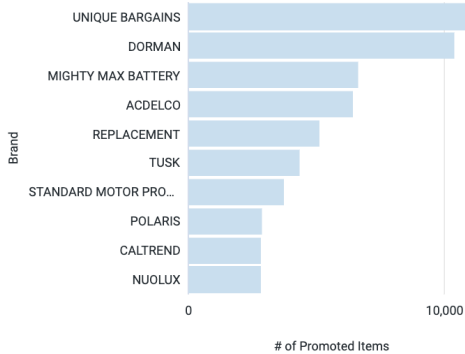
Top Trending Category Keywords

- bmf
- pressure washer
- tracker
- seat covers
- apple airtag
- phone holders for your car
- car phone holder
- motorcycle helmets
- license plate frames
- car accessories for women

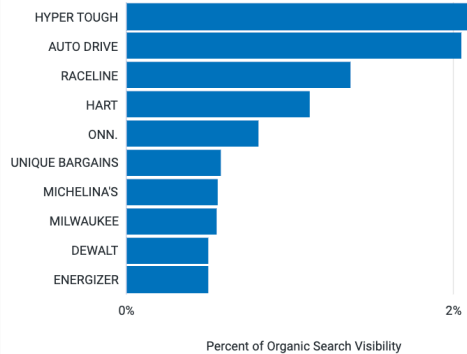
Top Searched Category Keywords

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

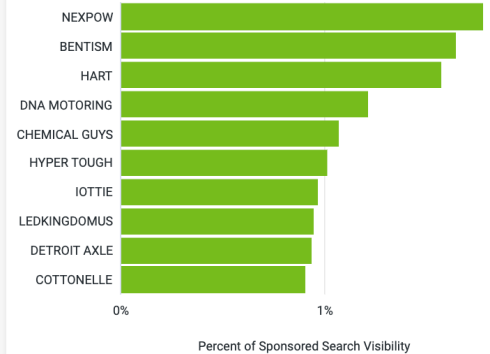
Top Promoted Brands








Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

 <p>\$12317 Options from \$12317 - \$144.38 Weize Platinum AGM Battery BCI Group 48-12v 70ah H6 Size 48 Automotive Battery, 120RC, 760CCA... ★★★★★ 52</p>	 <p>\$17984 EverStart Platinum AGM Automotive Battery, Group H6 / LN3 / 48 12 Volt, 760 CCA ★★★★★ 933</p>	 <p>\$6974 EverStart Value Lead Acid Automotive Battery, Group Size 24F 12 Volt, 585 CCA ★★★★★ 1068</p>	 <p>\$13984 EverStart Maxx Lead Acid Automotive Battery, Group Size 24F 12 Volt, 750 CCA ★★★★★ 1153</p>	 <p>\$20372 ACDelco 48AGM Vehicle Battery ★★★★★ 46</p>
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DEPARTMENT PERFORMANCE Baby



Top-Selling Brands

2%	2%	2%	2%	2%
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Organic Search Growth

-1.3%

1,153,385,181 Weekly Average

Sponsored Search Growth

-11.7%

4,092,273 Weekly Average

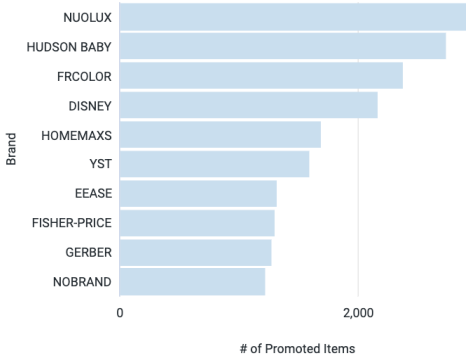
Top Trending Category Keywords

squishmallows
bananas organic
organic bananas
organic plums
plum
toddler toys
crocs kids
easter basket stuffers for toddler
thermometer
plums

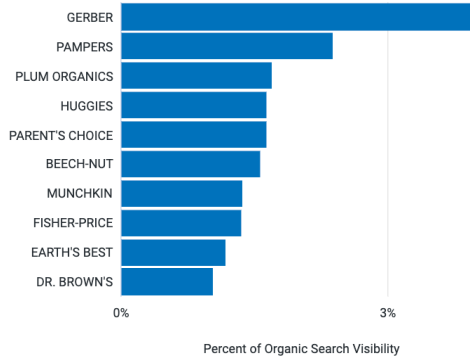
Top Searched Category Keywords

halo
monitor
squishmallows
bananas organic
organic bananas
dresser for bedroom
gaming monitor
organic carrots
baby food
baby yogurt

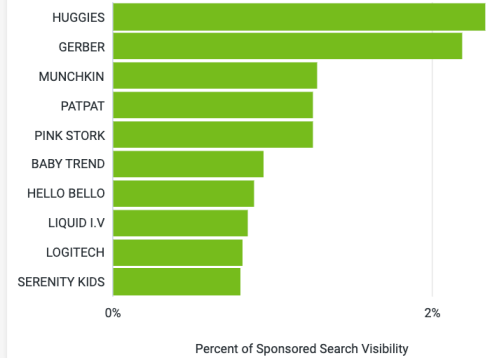
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Options

Now **\$3500** ~~\$4000~~

Safety 1st Sweet Dreams 5" Crib & Toddler Mattress with Waterproof Cover| Greenguard Gold Certified

★★★★★ 4633



+ Add

\$2799

Summer Infant 2 Sided Contour Change Pad

★★★★★ 822



Options

\$18094

More options from \$17900

Delta Children Epic 3 Drawer Dresser with Interlocking Drawers - Greenguard Gold Certified, Bianca White

★★★★★ 747



Options

\$498 (8.4 c/count)

More options from \$4.62

Parent's Choice Dry & Gentle Diapers Size 5, 27 Count (Select for More Options)

★★★★★ 37146



Options

\$1398

Options from \$1398 - \$15.99

Little Star Organic Pure Organic Cotton Changing Pad Cover, Blue-Wild at Heart, 2 Pack

★★★★★ 84



DEPARTMENT PERFORMANCE Beauty



Top-Selling Brands



Organic Search Growth

▲ 1.8%

2,877,258,137 Weekly Average

Sponsored Search Growth

▼ -2.9%

6,498,588 Weekly Average

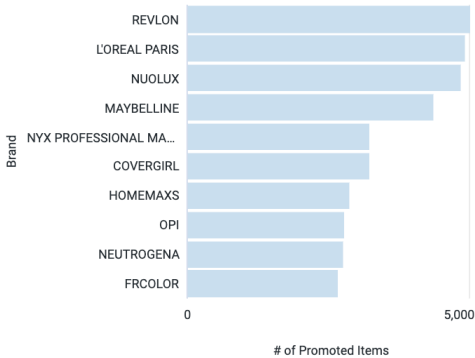
Top Trending Category Keywords

jennifer lopez
 vanity mirror with lights
 q tips travel size
 pink lady
 vera
 coconut oil
 travel q tips
 qtips travel size
 travel qtips
 invincible

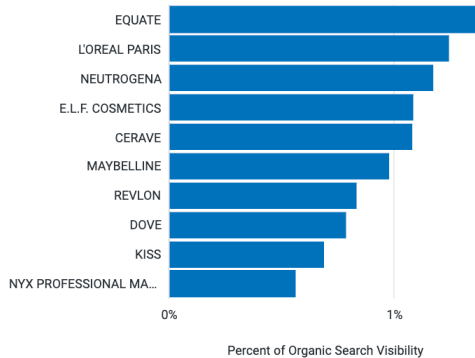
Top Searched Category Keywords

vanity mirror with lights
 cream
 jennifer lopez
 coconut oil
 shark vacuum
 creed
 honeydew melon
 travel qtips
 vacuum
 pistachio ice cream

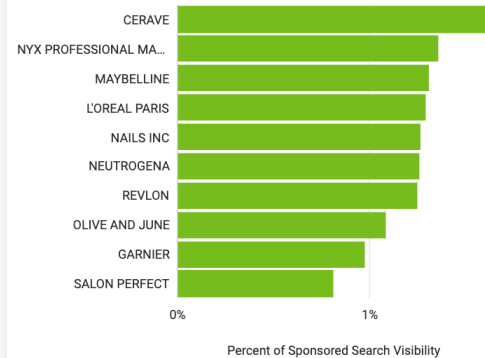
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

 Now \$25¹⁰ \$44.00 TIZO 3 Facial Mineral Sunscreen Tinted SPF 40 1.75 oz ★★★★★ 273	 Now \$49⁵⁹ \$199.99 NICEBAY Ionic Hair Dryer, Black Blow Dryer, 110000RPM High-Speed Brushless Motor, Lightweight, 1600W ★★★★★ 95	 \$16⁹⁸ La Roche-Posay Toleriane Purifying Foaming Facial Wash 13.52 fl oz (400ml) ★★★★★ 2665	 \$18⁹⁹ \$4.75/oz Tend Skin Womens Post Shave Ingrown Hair and Razor Bump Solution, 4 oz ★★★★★ 106	 \$15⁹⁴ BioSilk Silk Therapy Original Strengthening & Split End Repair Hair Serum, 5.64 fl oz ★★★★★ 103
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DEPARTMENT PERFORMANCE
Clothing, Shoes & Accessories

Top-Selling Brands

TIME AND TRU **6%**



2%



2%



2%

GARANIMALS 1%

Organic Search Growth

▲ 5.8%

3,345,261,281 Weekly Average

Sponsored Search Growth

▼ -7.0%

13,270,456 Weekly Average

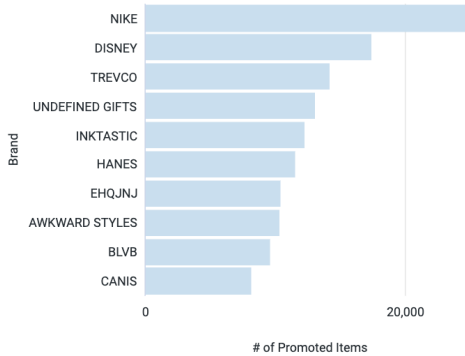
Top Trending Category Keywords

solar eclipse glasses
 birkenstock sandals women
 hoka shoes for woman
 eclipse glasses
 spring dresses for women 2024
 womens sandals
 crocs kids
 easter dress for women
 eclipse glasses nasa approved 2024
 white dress women

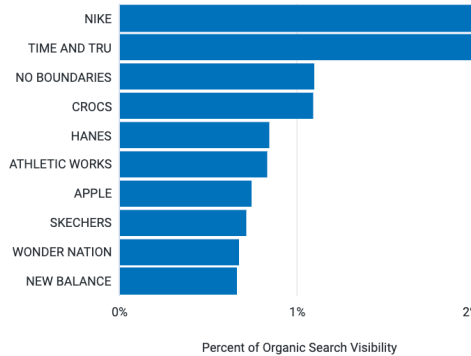
Top Searched Category Keywords

smart watch
 apple watch
 crocs
 harry potter
 crocs womens
 spongebob squarepants
 womens tops
 new balance womens sneakers
 nike socks
 eclipse glasses nasa approved 2024

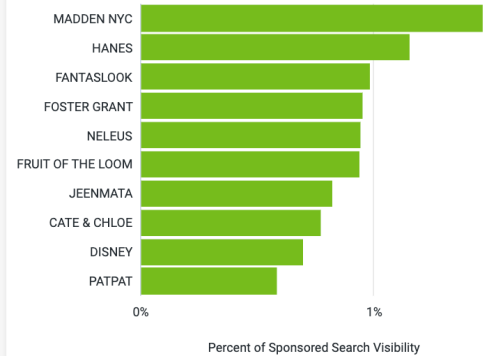
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

\$5.98
 Time and Tru Women's Slub Texture Tee with Short Sleeves, Sizes S-XXXL
 ★★★★★ 324

\$16.98
 Time and Tru Women's and Women's Plus Utility Cuff Shorts, 4" Inseam, Sizes 2-20
 ★★★★★ 169

\$6.48
 George Men's & Big Men's Short Sleeve Crewneck Fashion Tee with Pocket, Sizes XS-3XL
 ★★★★★ 22

\$4.98
 Athletic Works Girls Shorts, Sizes 4-18 & Plus
 ★★★★★ 55

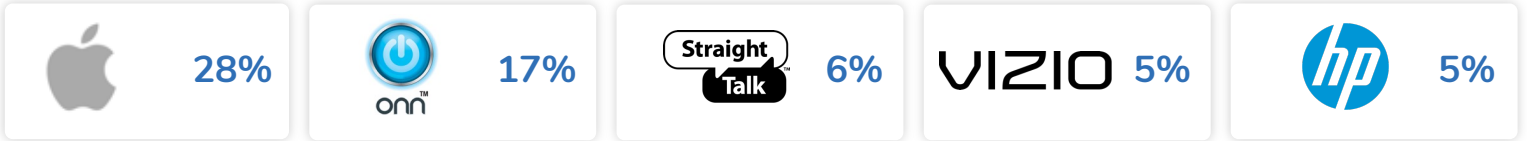
\$17.99
 Options from \$17.99 - \$19.99
 Eytino One Piece Bathing Suit for Women Color Block Print Swimsuits Criss-Cross Back V Neck Bathing Suits...
 ★★★★★ 313



DEPARTMENT PERFORMANCE Electronics



Top-Selling Brands



Organic Search Growth

▼ -0.5%

1,901,240,045 Weekly Average

Sponsored Search Growth

▼ -10.1%

7,103,408 Weekly Average

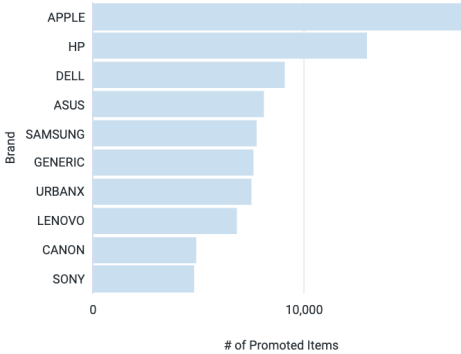
Top Trending Category Keywords

- kindle paperwhite
- laptops
- iphone 14 screen protector
- tracker
- roku remote
- ring camera outdoor wireless
- iphone 11 phone case
- airtag
- apple watch band
- desktop computers

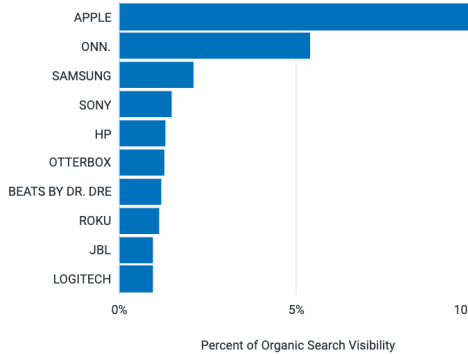
Top Searched Category Keywords

- airpods
- smart watch
- apple watch
- ipad
- kindle
- fire tv stick
- apple watch bands for women
- laptop
- iphone charger
- tv

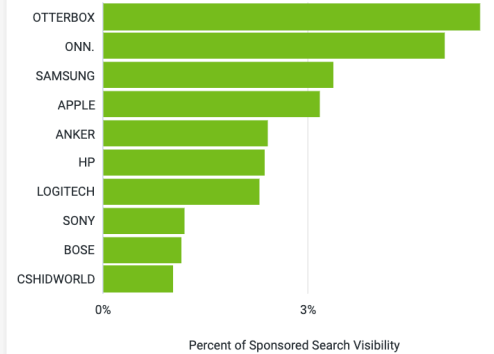
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

<p>Options</p> <p>Now \$219⁰⁰ \$279.00 More options from \$189.00</p> <p>Apple Watch SE (2nd Gen) GPS 44mm Starlight Aluminum Case with Starlight Sport Band - M/L, Fitness & Sleep... ★★★★★ 3337</p>	<p>+ Add</p> <p>Now \$359⁰⁰ \$499.00</p> <p>Acer Aspire 3 15.6 inch Laptop AMD Ryzen 7-5700U 16GB RAM 512GB SSD Pure Silver ★★★★★ 182</p>	<p>Options</p> <p>Now \$189⁰⁰ \$249.00 Options from \$189.00 - \$219.00</p> <p>Apple Watch SE (2nd Gen) GPS 40mm Midnight Aluminum Case with Midnight Sport Band - S/M, Fitness & Sleep... ★★★★★ 3337</p>	<p>Options</p> <p>\$45</p> <p>+2 options</p> <p>\$45⁰⁰</p> <p>Straight Talk \$45 Silver Unlimited 30-Day Prepaid Plan + 10GB Hotspot Data + Int'l Calling Direct Top Up ★★★★★ 4440</p>	<p>+ Add</p> <p>Now \$189⁹⁹ \$249.00</p> <p>AirPods Pro (2nd generation) with MagSafe Case (USB-C) ★★★★★ 2244</p>
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DEPARTMENT PERFORMANCE

Food & Grocery



Top-Selling Brands



Organic Search Growth

▲ 1.0%

14,858,455,855 Weekly Average

Sponsored Search Growth

▼ -6.1%

6,108,018 Weekly Average

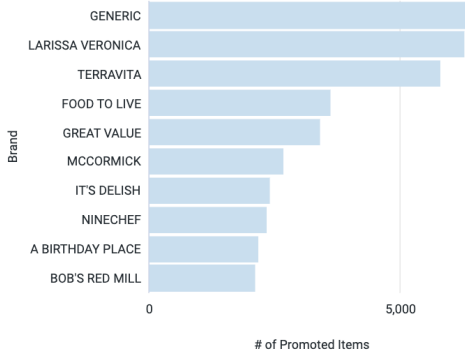
Top Trending Category Keywords

- easter candy
- ryze mushroom coffee
- jelly beans
- easter egg fillers
- heavy cream
- chocolate easter bunny
- cadbury mini eggs
- easter eggs
- fall
- fairlife protein shakes

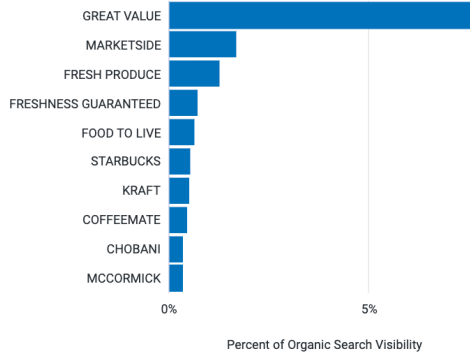
Top Searched Category Keywords

- eggs
- bread
- milk
- easter candy
- tomatoes
- snacks
- candy
- carrots
- potatoes
- nespresso pods vertuo

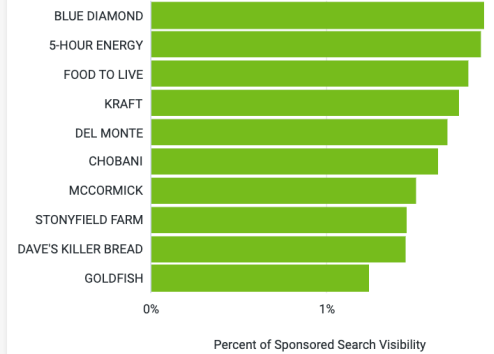
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



+ Add

Now \$15⁹¹ avg price ~~\$18.81~~
 \$10.97/lb
 Final cost by weight
 Beef Choice Angus T-Bone Steak Bone-In, 1.45 - 2.1 lb Tray



+ Add

\$3¹⁸ 63.6 ¢/lb
 Fresh Whole Russet Potatoes, 5lb bag



+ Add

\$5⁹⁷ 18.7 ¢/oz
 Great Value Fully Cooked Chicken Nuggets, 32 oz (Frozen)



+ Add

\$2²⁸ 14.3 ¢/oz
 Fresh Strawberries, 1 lb Container



+ Add

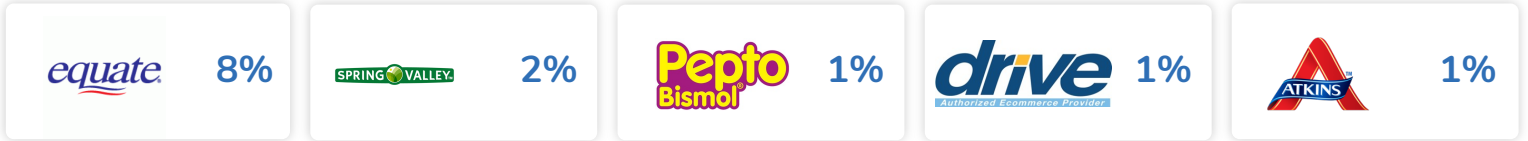
\$0²⁷ each 58.0 ¢/lb
 Final cost by weight
 Fresh Banana Fruit, Each



DEPARTMENT PERFORMANCE Health



Top-Selling Brands



Organic Search Growth

▲ 2.4%

4,255,716,353 Weekly Average

Sponsored Search Growth

▼ -5.3%

9,466,572 Weekly Average

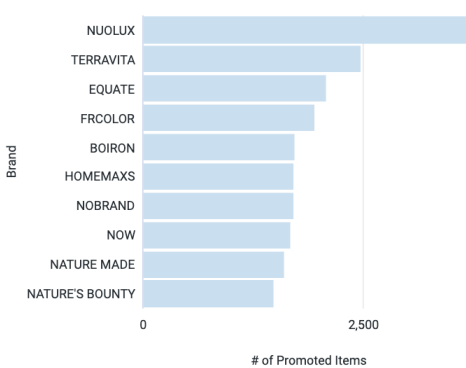
Top Trending Category Keywords

fairlife protein shakes
iron
solar eclipse glasses
eclipse glasses
eclipse glasses nasa approved 2024
apple watch
solar eclipse glasses nasa approved 2024
kung fu panda
sunglasses womens
sunglasses

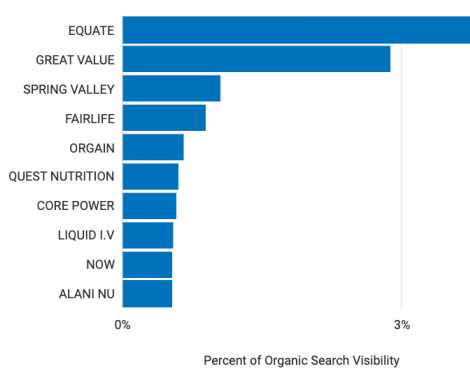
Top Searched Category Keywords

fairlife protein shakes
smart watch
compression socks for women
apple watch
water
iron
solar eclipse glasses
sunglasses womens
eclipse glasses nasa approved 2024
milk

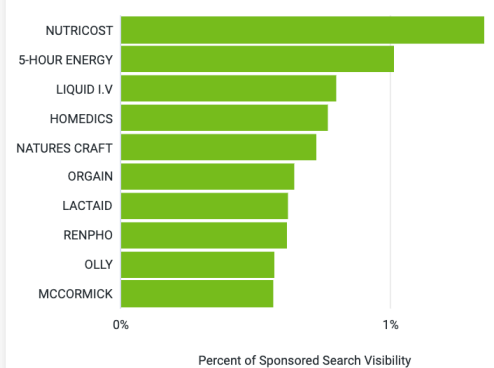
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

<p>\$1348 42.1 c/fl oz Pepto Bismol Liquid, Upset Stomach & Diarrhea Relief, Over-the-Counter Medicine, 2x16 Oz ★★★★★ 1552</p>	<p>\$498 62.3 c/fl oz Pepto Bismol Liquid for Upset Stomach and Diarrhea Relief, Over-the-Counter Medicine, 8 Oz ★★★★★ 858</p>	<p>Now \$998 \$1138 22.2 c/ea Equate 24 Hour Allergy, Cetirizine Hydrochloride Tablets, 10 mg, 45 Count ★★★★★ 7835</p>	<p>\$548 22.8 c/ea Pepto Kids Antacid Chewable Tablets for Upset Stomach Relief, over-the-Counter Medicine, 24 Ct ★★★★★ 407</p>	<p>\$647 8.1 c/ea Equate Ibuprofen Mini Softgels, Pain Reliever and Fever Reducer, 200 mg, 80 Count ★★★★★ 4059</p>
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DEPARTMENT PERFORMANCE
Home, Furniture & Appliances

Top-Selling Brands



Organic Search Growth

▲ 1.5%

4,593,858,226 Weekly Average

Sponsored Search Growth

▼ -6.8%

16,552,133 Weekly Average

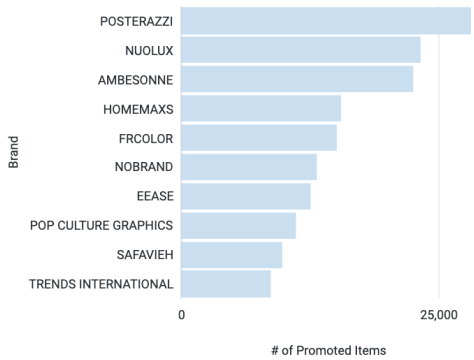
Top Trending Category Keywords

- bathroom accessories
- shower curtain liner
- fall
- shower curtain rod
- door mat
- iron
- body pillow
- towel racks for bathroom
- solar lights outdoor
- bathroom decor

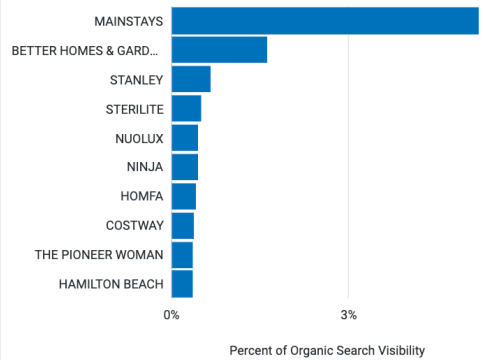
Top Searched Category Keywords

- dresser for bedroom
- bathroom accessories
- bathroom organizers and storage
- curtains
- shower curtain
- desk
- shoe rack
- queen bed frame
- gaming chair
- office chair

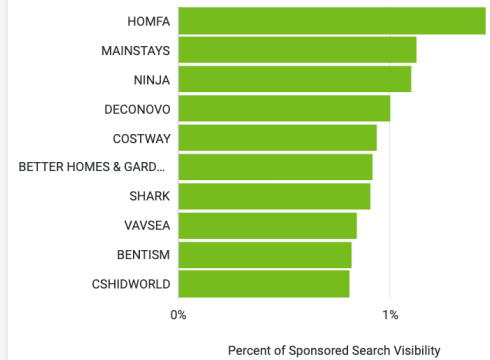
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



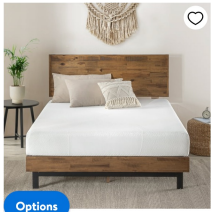
Top-Selling Items



\$15.46 201 ct/100 ct
 Angel Soft Toilet Paper, 24 Mega Rolls, Soft and Strong Toilet Tissue
 ★★★★★ 15778



\$2.28 2.3 ct/count
 Great Value Fresh Seal Double Zipper Sandwich Bags, 100 Count
 ★★★★★ 12851



Now \$178.00 ~~\$219.00~~
 More options from \$85.00
 Spa Sensations Serenity by Zinus 8" Memory Foam Mattress, Adult, Full
 ★★★★★ 15569



\$164.00
 Hisense 4.4 Cu ft. Energy Star Single Door Mini Fridge with Chiller, Silver 18.7" Width, 1 Year Warranty, ...
 ★★★★★ 1074



Now \$59.00 ~~\$79.00~~
 BISSELL PowerForce Helix Bagless Upright Vacuum 3313
 ★★★★★ 19443



DEPARTMENT PERFORMANCE

Home Improvement



Top-Selling Brands



Organic Search Growth

▲ 2.5%

1,701,512,022 Weekly Average

Sponsored Search Growth

▼ -3.4%

6,555,908 Weekly Average

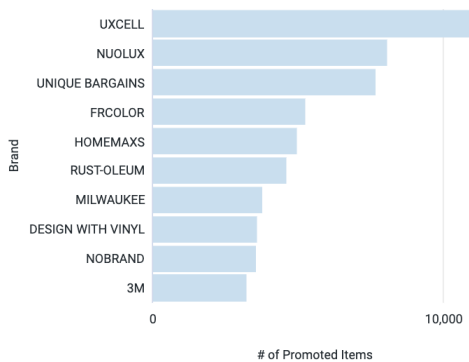
Top Trending Category Keywords

quiet on set
solar eclipse glasses
portable air conditioners
pressure washer
eclipse glasses
eclipse glasses nasa approved 2024 fan
towel racks for bathroom
solar eclipse glasses nasa approved 2024
levoit air purifier

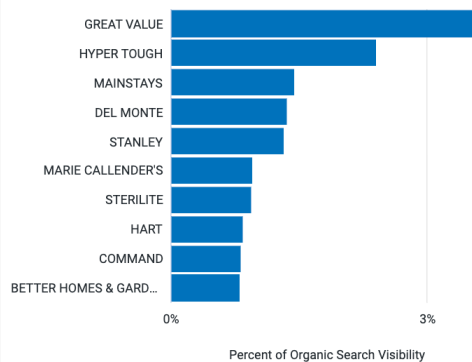
Top Searched Category Keywords

ring doorbell
shower head
ring camera
bathroom organizers and storage
blink outdoor camera
quiet on set
vanity
extension cord
tomatoes
toilet paper holder

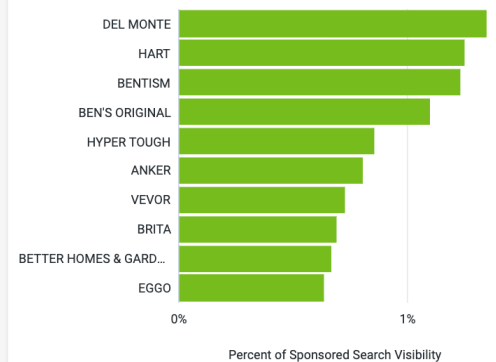
Top Promoted Brands



Top Brands in Organic Search



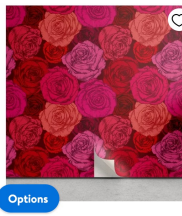
Top Brands in Sponsored Search



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



\$463
Command Designer Hooks, Large, White, 2 Hooks, 4 Strips/Pack
★★★★☆ 3687



\$328 54.7 c/ea
Command Medium Designer Hooks, White, 2 Wall Hooks
★★★★☆ 677



\$6088
Blink Video Doorbell | Two-way audio, HD video, motion and chime app alerts and Alexa enabled wired or wire-free...
★★★★☆ 34

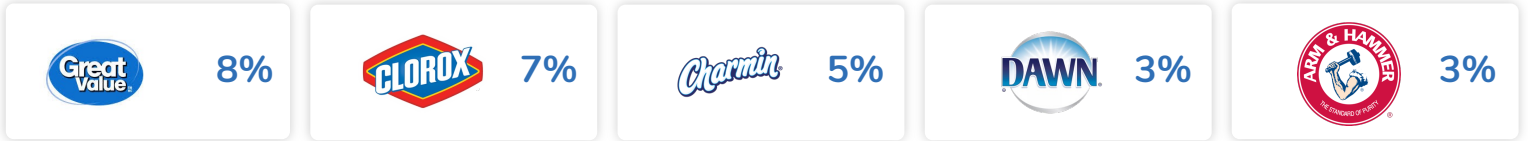


DEPARTMENT PERFORMANCE

Household Essentials



Top-Selling Brands



Organic Search Growth

▲ 6.8%

844,520,211 Weekly Average

Sponsored Search Growth

▲ 0.5%

2,285,610 Weekly Average

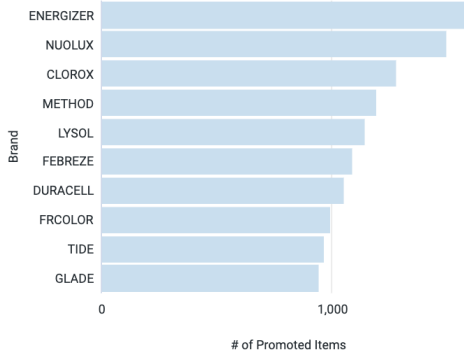
Top Trending Category Keywords

- bug zapper
- toilet brush
- camping essentials
- bug zapper outdoor
- spray bottles
- spartan mosquito
- fly traps outdoor
- mosquito zapper
- method stain remover
- mosquito repellent outdoor patio

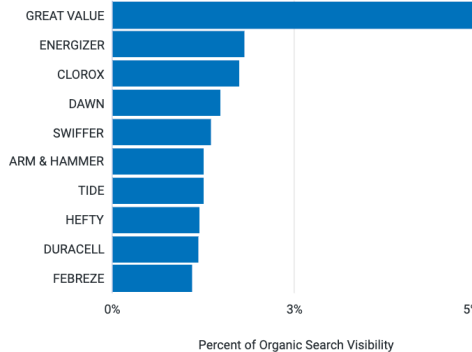
Top Searched Category Keywords

- toilet paper
- paper towels
- mouse traps
- kiwi
- camping essentials
- bug zapper
- rechargeable aa batteries
- mr
- broom
- electric spin scrubber

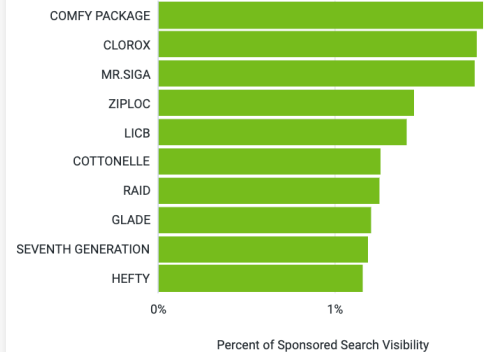
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



+ Add

\$34.98

O-Cedar EasyWring Spin Mop & Bucket System

★★★★★ 20016



+ Add

\$0.23 1.3 c/fl oz +\$12.99 shipping

Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 18 fl oz

★★★★★ 31434



Options

+8 sizes

\$15.97 66.5 c/oz

More options from \$9.97

Downy Unstopables Laundry Scent Booster Beads, Fresh Scent, 24 oz

★★★★★ 9775



+ Add

\$7.28 \$110/100 ct

Sparkle Tear-A-Square Paper Towels, 6 Double Rolls, White, Customizable Sheet Size Paper Towel

★★★★★ 15021



+ Add

\$5.97 9.2 c/oz

20 Mule Team All Natural Borax Laundry Detergent Booster & Multi-Purpose Household Cleaner, 65 Ounce

★★★★★ 8523



DEPARTMENT PERFORMANCE

Office Supplies



Top-Selling Brands



Organic Search Growth

-0.7%

1,041,028,535 Weekly Average

Top Trending Category Keywords

mea
solar eclipse glasses
eclipse glasses nasa approved 2024
sharpie markers
solar eclipse glasses nasa approved 2024
ring doorbell
eclipse glasses
ring
ring camera outdoor wireless
paint brushes

Top Searched Category Keywords

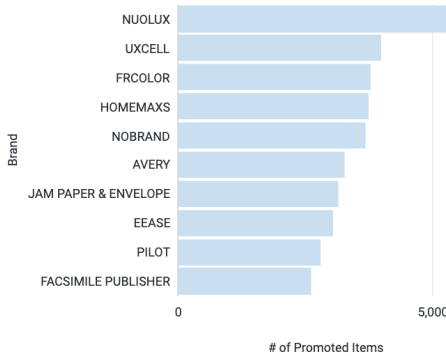
ring doorbell
pens
monitor
mouse pad
wireless mouse
printer paper
dry erase markers
label maker
packing tape
lego

Sponsored Search Growth

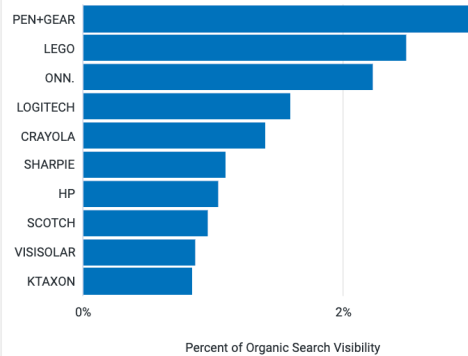
-7.4%

6,238,257 Weekly Average

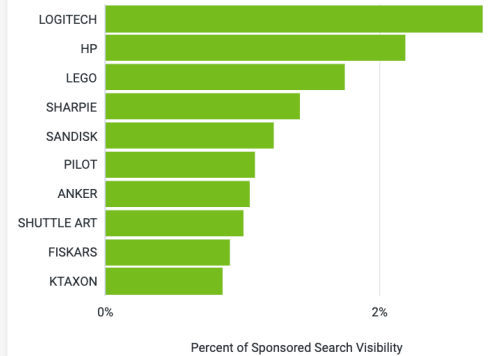
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

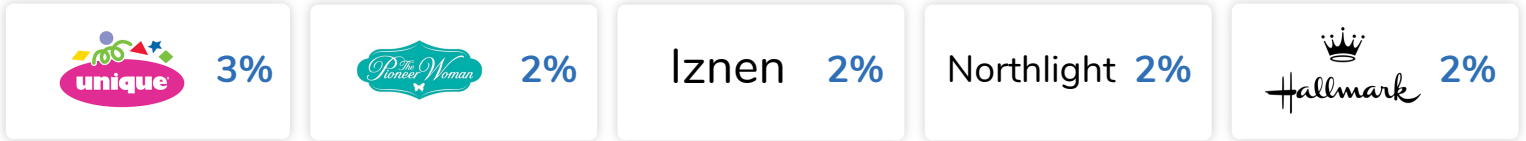
<p>\$1792 Options from \$1792 - \$3492 HP 67 Black Original Ink Cartridge, ~120 pages, 3YM56AN#140 ★★★★★ 11507</p>	<p>\$49900 + Add Meta Quest 3 - 128GB Breakthrough Mixed Reality Powerful Performance Asgard's Wrath 2 Bundle ★★★★★ 1435</p>	<p>\$57 + Add Pen + Gear Copy Paper, 8.5" x 11", 92 Bright, White, 20 lb., 1 Ream (500 Sheets) ★★★★★ 14906</p>	<p>\$164 + Add Pen+Gear Medium Moving Boxes, 19L x 14W x 17H, Kraft ★★★★★ 3955</p>	<p>\$210 + Add Pen+Gear Large Moving Boxes, 24L x 16W x 19H, Kraft ★★★★★ 2838</p>
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DEPARTMENT PERFORMANCE
Party & Occasions



Top-Selling Brands



Organic Search Growth

▲ 2.1%

777,891,614 Weekly Average

Sponsored Search Growth

▼ -11.7%

2,568,014 Weekly Average

Top Trending Category Keywords

- graduation decorations class of 2024
- easter eggs
- easter decorations
- easter egg fillers
- peeps
- plastic easter eggs
- balloon arch kit
- easter basket stuffers for toddler
- easter bunny costume adult
- easter

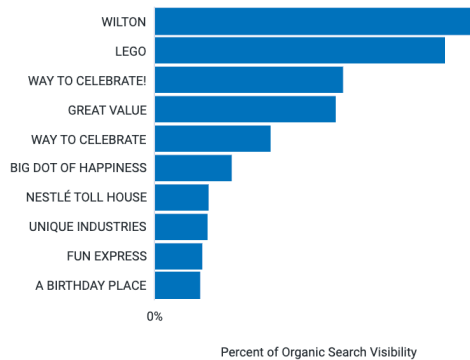
Top Searched Category Keywords

- lego
- graduation decorations class of 2024
- easter decorations
- lego sets
- easter eggs
- legos
- balloon arch kit
- lego flowers
- harry potter
- spongebob squarepants

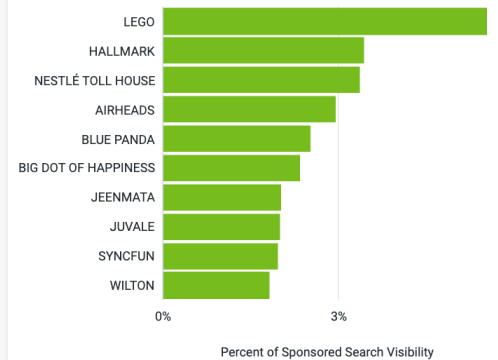
Top Promoted Brands



Top Brands in Organic Search



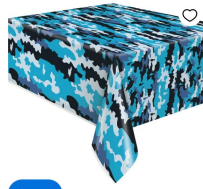
Top Brands in Sponsored Search



Top-Selling Items



\$29⁹⁹
Tea Zone B2059 Cherry Popping Pearls for Beverage, Sweet snacks, Boba Milktea (7 lbs)
★★★★☆ 76



\$5⁸⁴
Fortnite Birthday Plastic Party Tablecloth, 84in x 54in
★★★★★ 17



\$5⁹⁹
Options from \$5.99 - \$7.99
DYLIVeS 50 Count Orange Buffalo plaid Napkins Disposable Towels Orange and White Checkered Guest Napkins 3 Ply...
★★★★★ 16



Now \$15⁹⁹ ~~\$39.99~~
ifanze Electric Balloon Pump, Dual Nozzle Balloon Inflator Pump, 600W 110V Portable Air Balloon Pump for ALL...
★★★★★ 614



\$3⁹¹ 22.3 c/oz
Betty Crocker Limited Edition Salted Caramel Holiday Cookie Mix, 17.5 oz
★★★★★ 104



DEPARTMENT PERFORMANCE

Patio & Garden



Top-Selling Brands

Better Homes & Gardens 12%

EXPERT GRILL 8%

PENNINGTON 7%

MAINSTAYS™ 6%

BLACKSTONE™ 6%

Organic Search Growth

▲ 27.1%

980,886,001 Weekly Average

Top Trending Category Keywords

patio furniture set
outdoor rug
solar lights outdoor
raised garden bed
pressure washer
outdoor furniture
pool
garden hose
hammock
greenhouse

Top Searched Category Keywords

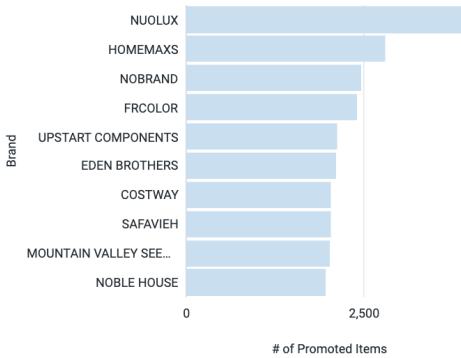
solar lights outdoor
patio furniture set
outdoor rug
led lights for bedroom
outdoor furniture
led lights
raised garden bed
cucumber
pressure washer
garden hose

Sponsored Search Growth

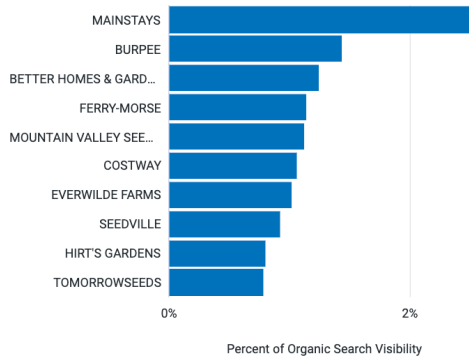
▲ 21.1%

4,786,464 Weekly Average

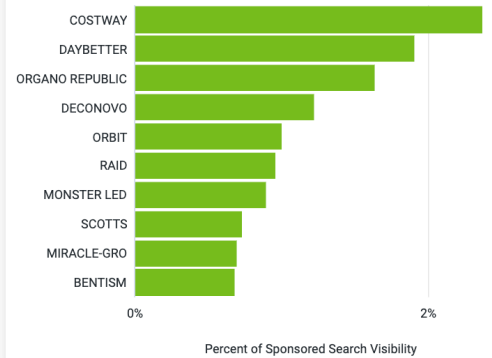
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



+ Add

\$29700

Blackstone Original 4-Burner 36" Propane Omnivore Griddle with Hard Cover
★★★★★ 10951



Options

+2 sizes

Now \$897 ~~\$24.53~~ \$8.97/cu. ft.
Options from \$8.97 - \$14.48

Miracle-Gro Potting Mix 1 cu. ft., For Use With Container Plants
★★★★★ 7225



Options

+5 sizes

\$984 98.4 c/lb
Options from \$9.84 - \$24.97

Pennington Classic Dry Wild Bird Feed and Seed, 10 lb. Bag, 1 Pack
★★★★★ 11291



+ Add

\$69800 +\$99.97 shipping

Coleman Power Steel 22' x 52' Round Metal Frame Above Ground Pool Set
★★★★★ 1164



Options

+3 sizes

\$1088 54.4 c/lb
More options from \$8.24

Economy Mix Wild Bird Feed, Value Bird Seed Blend, Dry, 20 lb. Bag
★★★★★ 11463



DEPARTMENT PERFORMANCE Personal Care



Top-Selling Brands



Organic Search Growth

▲ 3.3%

1,924,800,783 Weekly Average

Sponsored Search Growth

▼ -2.7%

4,084,034 Weekly Average

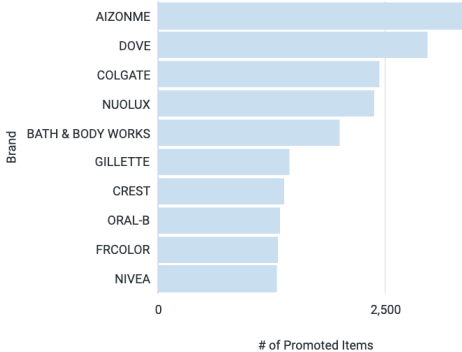
Top Trending Category Keywords

water flosser
vibrator
clear bag for stadium events
vera dildo
xylitol gum
q tips travel size
lavender powder
think baby sunscreen
sensodyne white

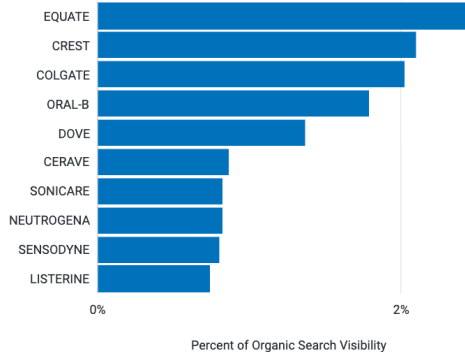
Top Searched Category Keywords

water flosser
vibrator
sex
clear bag for stadium events
cream
fresh mint
candle warmer lamp
toothpaste
yoga mat
coconut oil

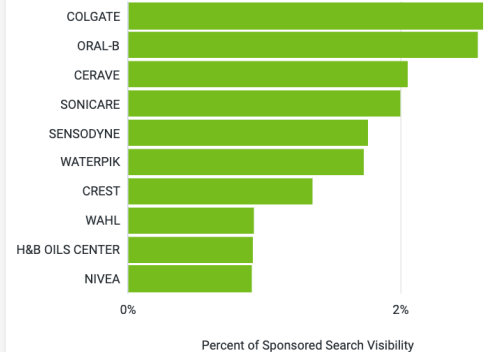
Top Promoted Brands



Top Brands in Organic Search



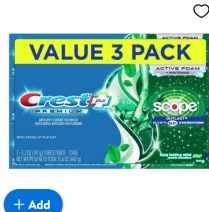
Top Brands in Sponsored Search



Top-Selling Items



\$698 \$2.91/100 ct
Equate Fresh Scent Flushable Wipes, 5 Resealable Packs (240 Total Wipes)
★★★★★ 30275



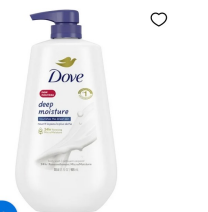
\$897 57.5 c/oz
Crest Premium Plus Scope Outlast Toothpaste, Long Lasting Mint Flavor 5.2 oz, Pack of 3
★★★★★ 2315



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



\$497 \$3.45/100 ct
Equate Fresh Scent Flushable Wipes, 3 Packs of 48, 144 Total Wipes
★★★★★ 10094



\$997 32.6 c/fl oz
Dove Deep Moisture Nourishing Long Lasting Women's Body Wash, 30.6 fl oz
★★★★★ 15725



DEPARTMENT PERFORMANCE Pets



Top-Selling Brands



Organic Search Growth

▲ 4.2%

721,347,718 Weekly Average

Sponsored Search Growth

▲ 1.1%

3,054,296 Weekly Average

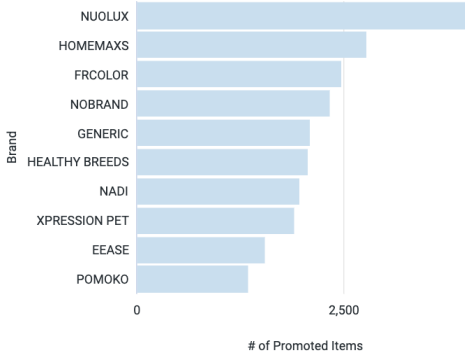
Top Trending Category Keywords

from
filet mignon
goat milk
kabob
salt fish
bird feeders for outdoors
chicken liver pate for humans
dog shaver
kong tennis balls for dogs
catnap

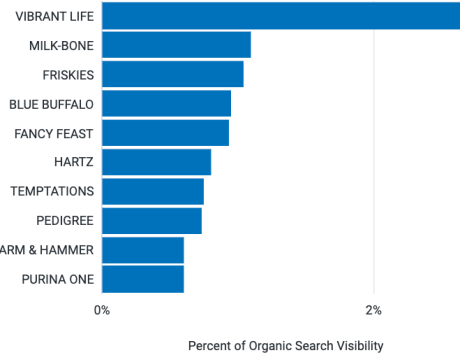
Top Searched Category Keywords

from
pate
goat milk
bird feeders for outdoors
cameras for home security
venison
bones
filet mignon
liver pate
blue

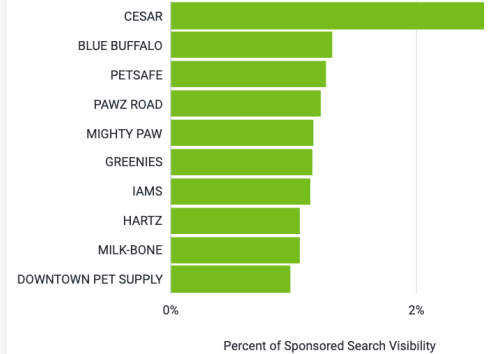
Top Promoted Brands



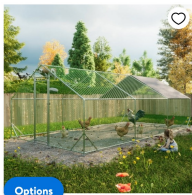
Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Options

Now \$239⁹⁹ ~~\$379.99~~
More options from \$149.99

LZBEITEM Large Metal Chicken Coop Walk-in Poultry Cage Heavy Duty Chicken Runs Hen House for Yard with...

★★★★☆ 345

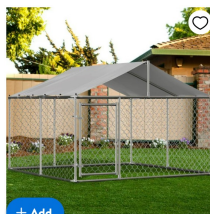


+ Add

\$44⁹⁹

Cosequin MSM Glucosamine and Chondroitin Joint Health Supplement for Dogs - 180 Chewable Tablets

★★★★★ 20

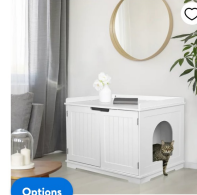


+ Add

Now \$289⁹⁹ ~~\$499.99~~

LZBEITEM 10 x 10 Ft (118" x 118" x 71") Outdoor Dog Kennel Outside Large Heavy Duty Shade Dog Pen Playpen P...

★★★★☆ 281



Options

Now \$63⁹⁹ ~~\$129.99~~
Options from \$63.99 - \$72.99

HomGarden Multi-Functional Cat Washroom Bench Hidden Cat Litter Box Enclosure Furniture White

★★★★★ 19



+ Add

Now \$218⁹⁹ ~~\$399.99~~

LZBEITEM 7.5 x 7.5 Ft (90" x 90" x 65") Large Outdoor Dog Run Kennel, Heavy Duty Dog Pets Cage Galvanized Steel...

★★★★★ 267



DEPARTMENT PERFORMANCE
Sports & Outdoors



Top-Selling Brands



Organic Search Growth

▲ 9.3%

1,691,817,057 Weekly Average

Sponsored Search Growth

▲ 0.7%

6,009,050 Weekly Average

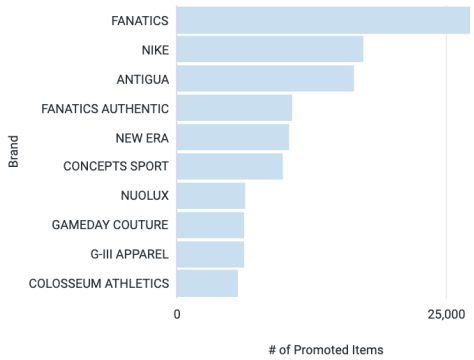
Top Trending Category Keywords

- camping essentials
- electric bike
- golf balls
- solar eclipse glasses
- trampoline
- eclipse glasses nasa approved 2024
- hammock
- pickleball paddles
- electric scooter
- airtag

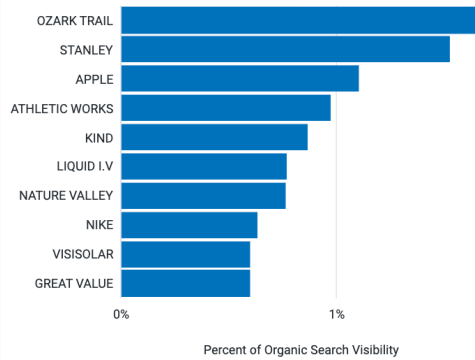
Top Searched Category Keywords

- smart watch
- apple watch
- camping essentials
- yoga mat
- walking pad
- electric scooter
- treadmill
- electric bike
- fitbit
- pepper spray

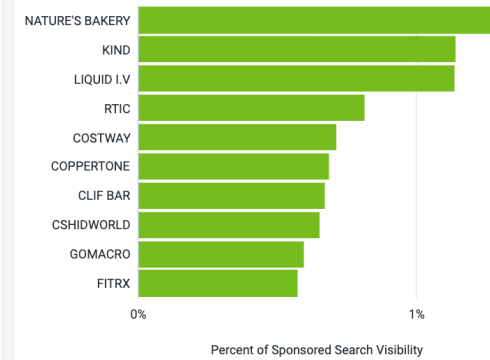
Top Promoted Brands



Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items

<p>\$1500 Options from \$1500 - \$4721 YouTheFan NCAA Texas A&M Aggies 6' x 19' 3D Stadium View Banner</p>	<p>\$1499 Options from \$1499 - \$2199 NCAA Cincinnati Bearcats Primary 13' x 18' Double Sided Garden Flag</p>	<p>\$380 Options from \$380 - \$2199 YouTheFan NCAA South Florida Bulls 3D Logo Series Magnet</p>	<p>Now \$1070 \$1262 Options from \$1070 - \$3299 YouTheFan NCAA Florida Gators Boasters, 4-Piece Coaster Set</p>	<p>\$1499 More options from \$12.29 Franklin Sports NBA Los Angeles Clippers Toy Basketballs - 2 Pack of Kids Soft Mini Basketballs for Over the Doo...</p>
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DEPARTMENT PERFORMANCE
Toys & Outdoor Play



Top-Selling Brands



Organic Search Growth

▲ 6.5%

1,228,371,012 Weekly Average

Sponsored Search Growth

▼ -6.3%

6,127,591 Weekly Average

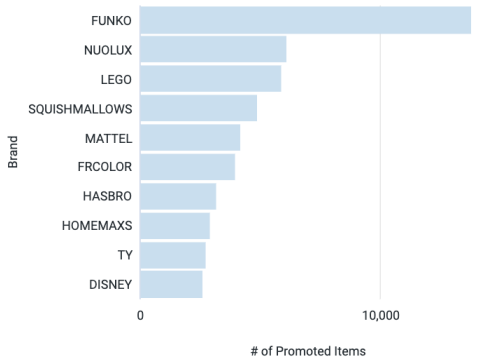
Top Trending Category Keywords

ghostbusters
 bubble machine
 w
 house
 hello kitty stuff
 water table
 fallout
 pool
 pokemon card binder
 five nights at freddy's

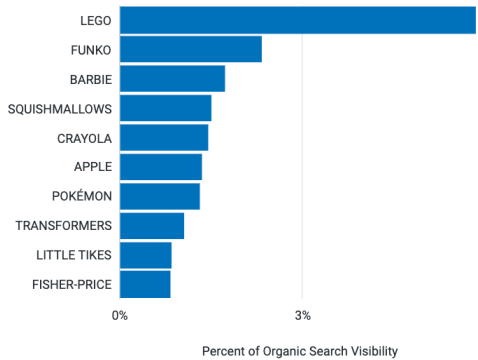
Top Searched Category Keywords

pokemon cards
 lego
 barbie
 transformers
 godzilla
 harry potter
 electric scooter
 house
 lego sets
 squishmallows

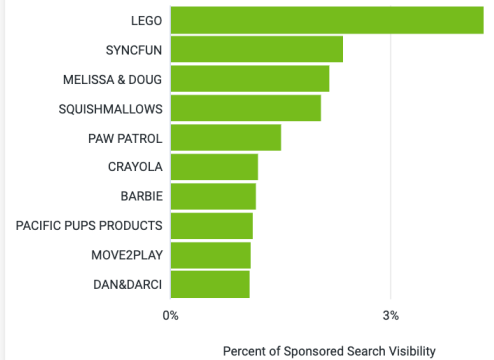
Top Promoted Brands



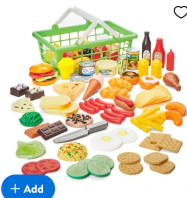
Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



\$997
 Kid Connection 100-Piece Play Food Basket
 ★★★★★: 1751



\$1899
 Funko Action Figure: Five Nights at Freddy's - Freddy Frostbear (Walmart Exclusive)
 ★★★★★: 36



Now \$8900 ~~\$99.99~~
 Barbie Doll DreamCamper Van Playset with Pets, Pool, Slide & Accessories, Toys For Ages 3 Years Old & up
 ★★★★★: 1505



Now \$118 ~~\$8.35~~
 Hot Wheels Mystery Models Surprise Toy Car or Truck in 1:64 Scale (Styles May Vary)
 ★★★★★: 679



Now \$698 ~~\$98.00~~
 Funko Popsies: Ghostbusters - Stay Puft
 ★★★★★: 18



DEPARTMENT PERFORMANCE Video Games



Top-Selling Brands

Nintendo 17%

PS 13%

XBOX 11%

SONY 9%

Meta 6%

Organic Search Growth

-8.3%

284,691,612 Weekly Average

Sponsored Search Growth

-5.6%

946,532 Weekly Average

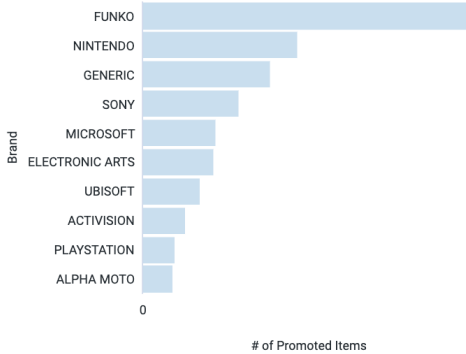
Top Trending Category Keywords

fallout
five nights at freddy's
final fantasy 7 rebirth ps5
gaming headsets
playstation gift card digital code
ark
game of thrones
telugu movies 2024
walking dead
road

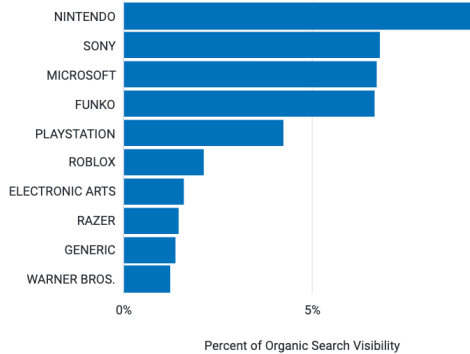
Top Searched Category Keywords

nintendo switch
ps5
ps5 controller
nintendo switch games
harry potter
xbox series x
playstation 5
xbox controller
nintendo switch controller
roblox gift card

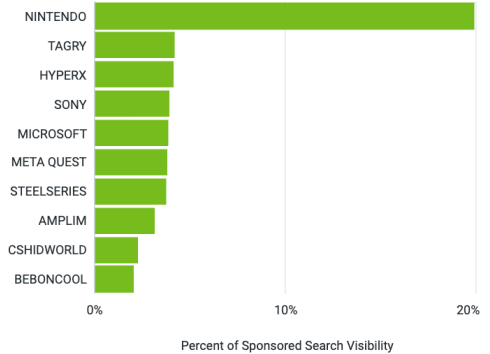
Top Promoted Brands



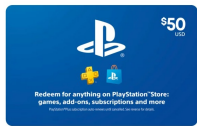
Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Options

+5 options

\$50.00

More options from \$10.00

PlayStation Store \$50 Gift Card [Digital]

★★★★☆ 3411



Options

+3 options

\$25.00

Options from \$25.00 - \$100.00

Razer Gold \$25 Gift Card - [Digital]

★★★★☆ 1214



Options

+4 options

\$22.99

More options from \$8.99

Fortnite 2800 V-Bucks eCard [Digital]

★★★★☆ 581



+ Add

Now \$199.00 ~~\$249.00~~

Meta Quest 2 All-in-One Wireless VR Headset 128GB

★★★★☆ 3656



Options

+19 options

\$50.00

More options from \$5.00

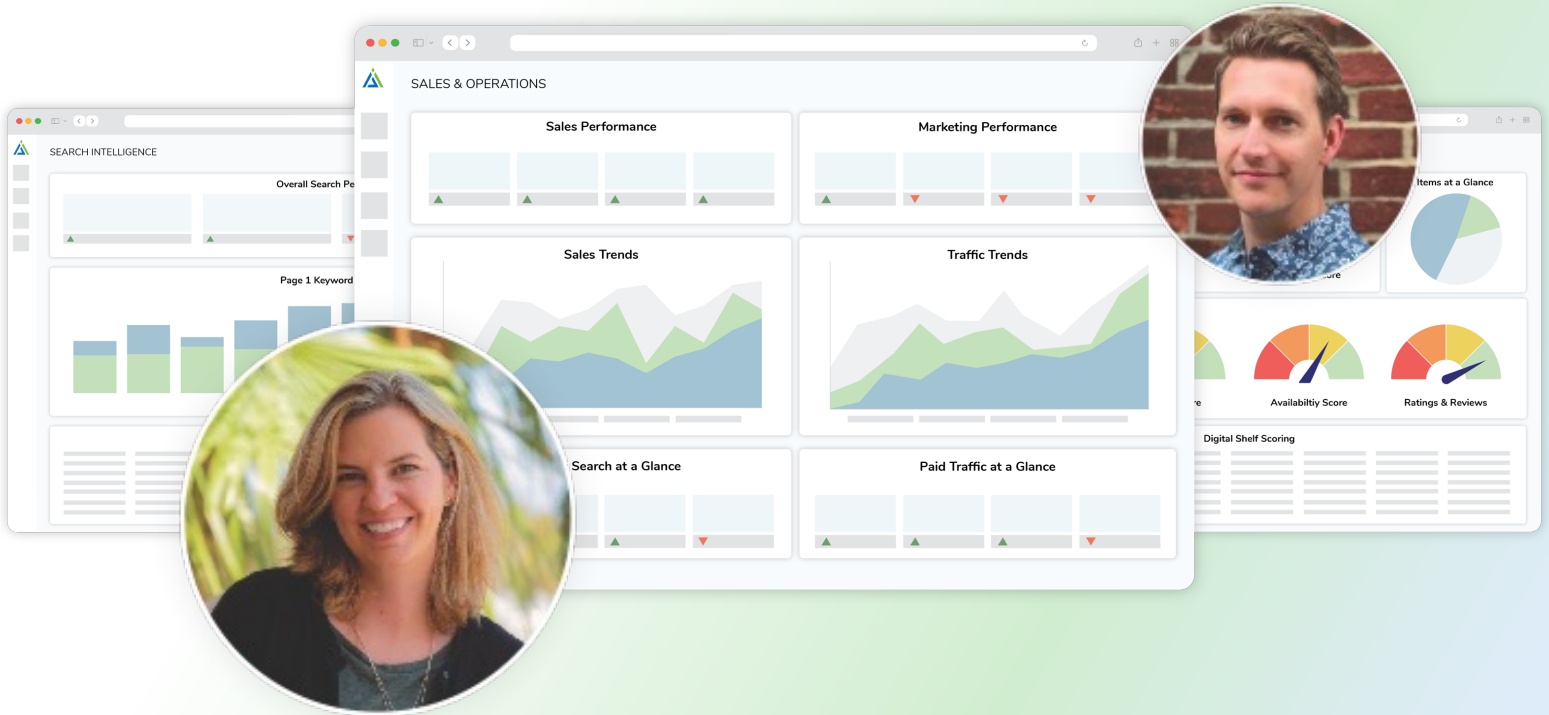
Xbox \$50 Gift Card - [Digital]

★★★★☆ 3143



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