




















Digital Grocery Department Performance Report

FEBRUARY 2024 DATA

 Baking	 Bakery & Bread	 Beverages	 Breakfast & Cereal
 Candy	 Coffee	 Dairy & Eggs	 Deli
Produce Unbranded Fresh Produce	 Frozen Foods	 Meat & Seafood	 Snacks, Cookies & Chips
 Air Fresheners	 Bathroom Supplies	Energizer Batteries	 Cleaning Supplies
 Laundry	 Paper & Plastic	 Pest Control	





Report Overview

This report provides a holistic overview of each major grocery 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.

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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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Digital Grocery

- Baking..... 1
- Bread & Bakery..... 2
- Beverages..... 3
- Breakfast & Cereal..... 4
- Candy..... 5
- Coffee..... 6
- Dairy & Eggs..... 7
- Deli..... 8
- Fresh Produce..... 9
- Frozen Foods..... 10
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Market Share Leaders:



Produce
Unbranded



Brands Observed

32

▼ -32% vs Prior Period

Items Observed

110

▼ -19% vs Prior Period

Department Summary

Keywords Observed

31,778

▼ -20% vs Prior Period

Organic Search Visibility

▼ -14.9%

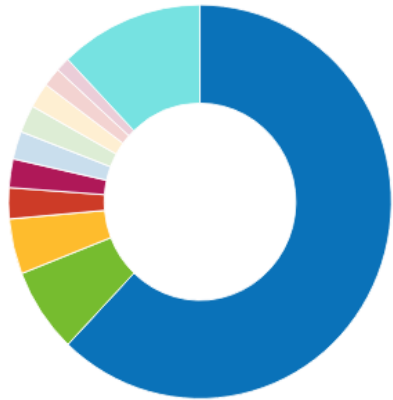
8,372,676,368 Weekly Average

Sponsorship Activity

▼ -4.0%

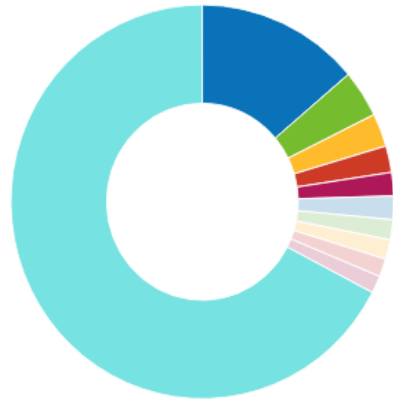
2,243,815 Weekly Average

Top-Selling Brands



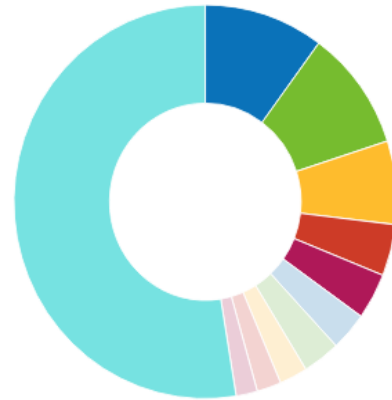
- GREAT VALUE 62.11%
- PRODUCE UNBRANDED 6.96%
- BETTY CROCKER 4.53%
- PILLSBURY 2.55%
- KING ARTHUR FLOUR 2.36%
- NESTL TOLL HOUSE 2.29%
- MARTHA WHITE 2.26%
- COUNTRY CROCK 2.06%
- KING ARTHUR BAKING 1.56%
- IFIT 1.19%
- All Others 1.19%

Top Brands in Organic Search



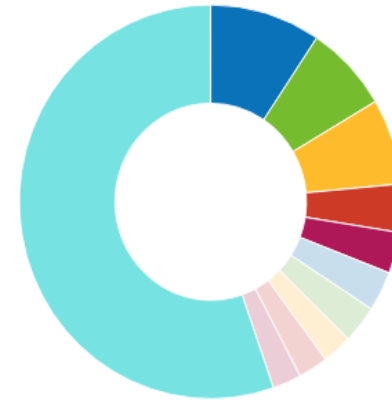
- GREAT VALUE 13.80%
- PRODUCE UNBRANDED 3.91%
- WILTON 2.72%
- BETTY CROCKER 2.18%
- PILLSBURY 1.94%
- HERSHEY'S 1.91%
- TORANI 1.66%
- DUNCAN HINES 1.59%
- BOB'S RED MILL 1.48%
- JELL-O 1.43%
- All Others 67.37%

Top Brands in Paid Search



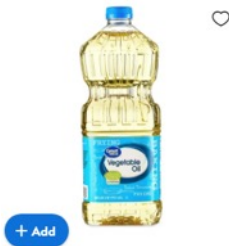
- SPLENDA 10.11%
- AIRHEADS 9.90%
- I CAN'T BELIEVE IT'S NOT BUTTER! 6.84%
- NATURE'S EATS 4.24%
- COUNTRY CROCK 3.78%
- NIELSEN-MASSEY 3.17%
- NATURE NATE'S 3.15%
- BERTOLLI 2.37%
- HERSHEY'S 2.05%
- BETTERBODY FOODS 1.81%
- All Others 52.57%

Top-Promoted Brands



- LWEEIN 9.36%
- DULCES VERO 7.14%
- GANSWAN 7.05%
- MIGHTLINK 3.96%
- HOMEMAXS 3.38%
- SENIKEI 3.28%
- HXOLIQIT 3.09%
- ETHEREAUTY 2.51%
- EEASE 2.51%
- TOPB 2.41%
- All Others 55.31%

Top-Selling Items:



\$4³⁷ 91 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★★ 1725



\$3²⁴ 81.0 c/lb
Great Value Pure Granulated Sugar, 4 lb
★★★★★ 5189



\$2⁶⁷ 3.3 c/oz
Great Value All-Purpose Enriched Flour, 5LB Bag
★★★★★ 1082



\$3⁶⁸ 46.0 c/oz
Great Value Chopped Walnuts, 8 oz



\$5⁸² 7.3 c/oz
King Arthur Baking Company All-Purpose Unbleached Flour 5lbs
★★★★★ 3036

Market Share Leaders:



Brands Observed

39

▼ -5% vs Prior Period

Items Observed

135

▼ -4% vs Prior Period

Department Summary

Keywords Observed

13,298

▼ -24% vs Prior Period

Organic Search Visibility

▼ -18.7%

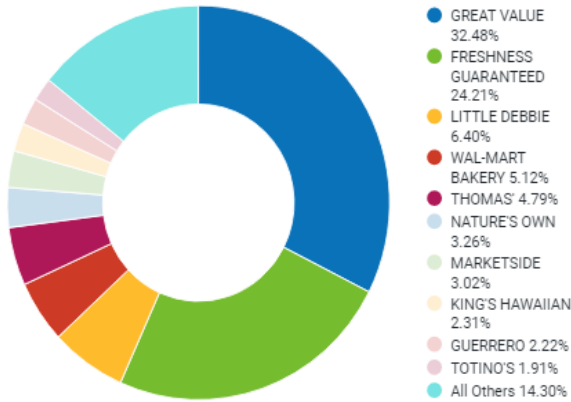
6,290,829,517 Weekly Average

Sponsorship Activity

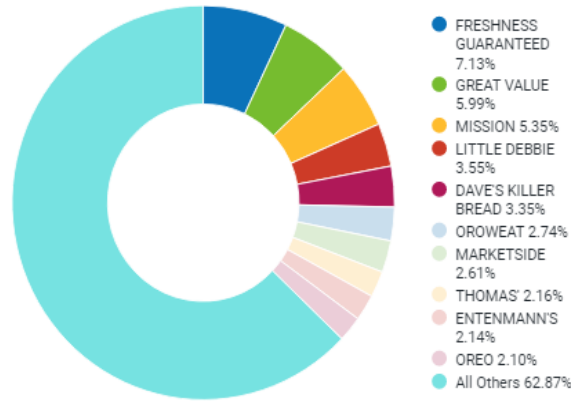
▲ 1.2%

589,155 Weekly Average

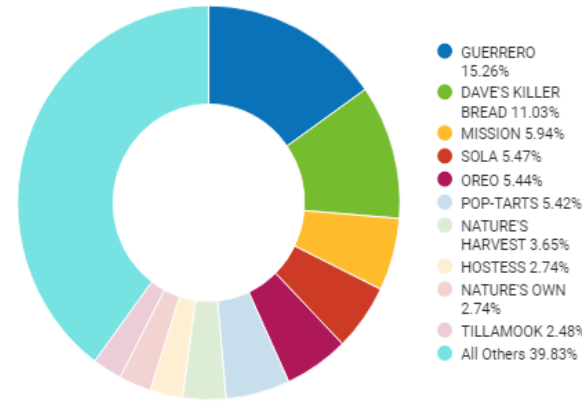
Top-Selling Brands



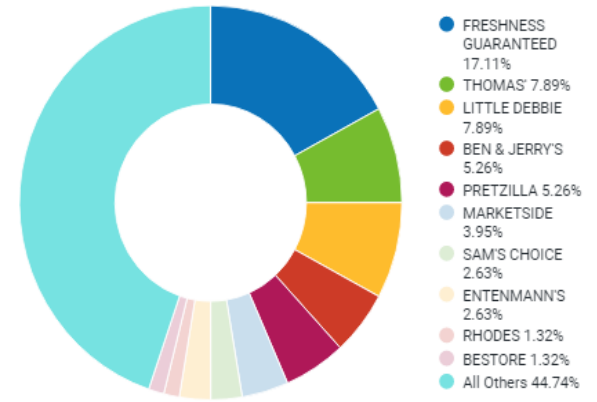
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$148 7.4 c/oz
Great Value White Round Top Bread Loaf, 20 oz



\$153 13.9 c/oz
Great Value Hot Dog Buns, White, 11 oz, 8 Count



\$153 13.9 c/oz
Great Value Hamburger Buns, 8 Count, 11 oz



\$208 10.4 c/oz
Great Value Honey Wheat Bread, 20 oz



\$268 20.6 c/oz
Little Debbie Zebra Cakes, 13 oz

Market Share Leaders:



Brands Observed

44

▼ -4% vs Prior Period

Items Observed

107

▼ -4% vs Prior Period

Department Summary

Keywords Observed

29,908

▼ -17% vs Prior Period

Organic Search Visibility

▼ -16.0%

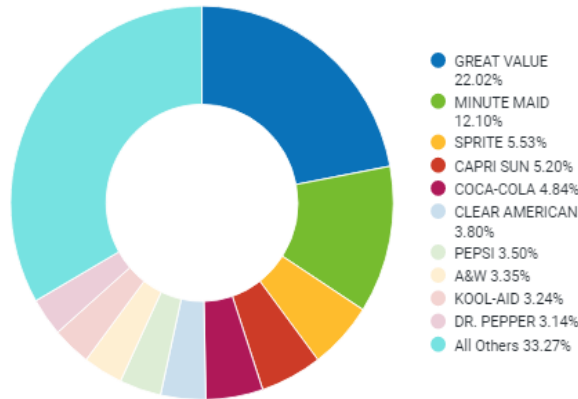
16,415,653,002 Weekly Average

Sponsorship Activity

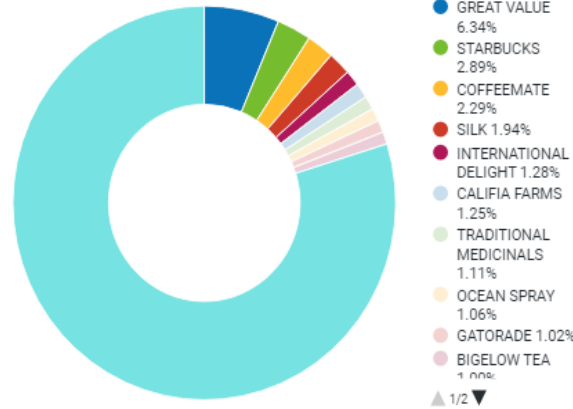
▲ 8.8%

5,924,639 Weekly Average

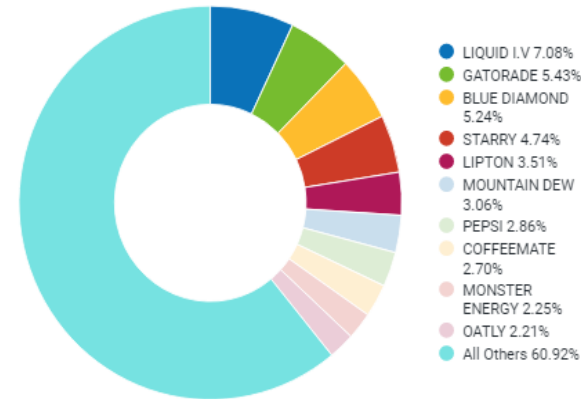
Top-Selling Brands



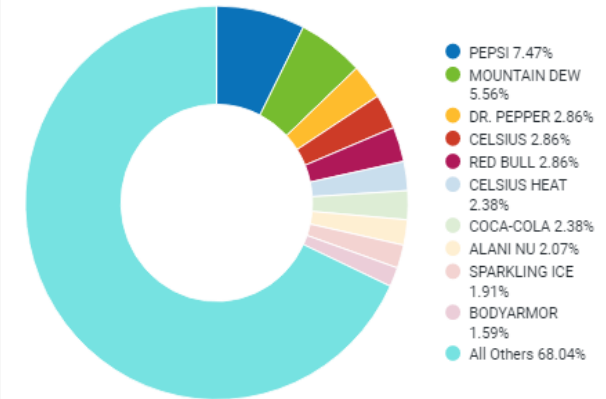
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$5⁶³ 0.8 c/fl oz
Great Value Purified Drinking Water, 16.9 fl oz Bottles, 40 Count
★★★★☆ 8724



+ Add

\$9⁴³ 5.2 c/fl oz
Capri Sun Variety Pack with Fruit Punch, Strawberry Kiwi & Pacific Cooler Juice Box Pouches, 30 ct Box, 6 fl oz...
★★★★☆ 912



+ Add

\$1⁸⁴
Minute Maid Fruit Punch Real Fruit Juice Drink, 59 fl oz Carton
★★★★☆ 1530



+ Add

\$7⁶⁸ 4.8 c/oz
Great Value Pure Granulated Sugar, 10lb
★★★★☆ 2594



+ Add

\$1⁸⁴ 3.1 c/fl oz
Minute Maid Berry Punch Flavored Fruit Drink, 59 fl oz Carton
★★★★☆ 370

Market Share Leaders:



Produce Unbranded



Brands Observed

29

▼ -6% vs Prior Period

Items Observed

111

▼ -3% vs Prior Period

Department Summary

Keywords Observed

18,837

▼ -17% vs Prior Period

Organic Search Visibility

▼ -16.2%

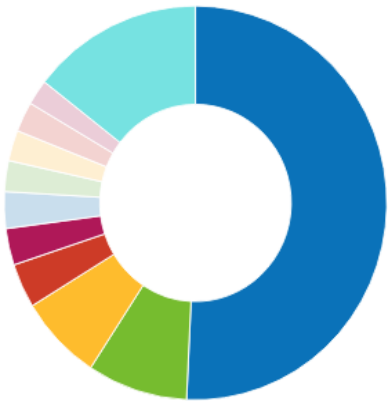
6,225,604,427 Weekly Average

Sponsorship Activity

▲ 4.9%

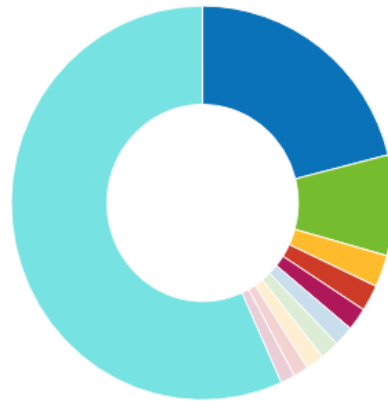
1,635,536 Weekly Average

Top-Selling Brands



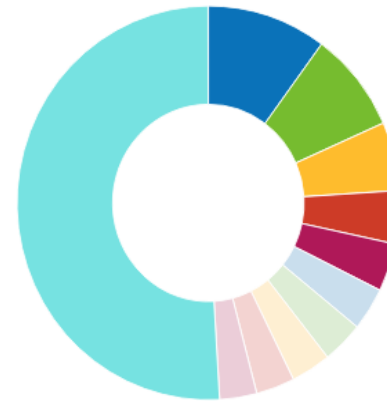
- GREAT VALUE 50.74%
- EGGO 8.48%
- CINNAMON TOAST CRUNCH 7.03%
- PRODUCE UNBRANDED 3.65%
- JIMMY DEAN 3.01%
- DE 3.00%
- WAFELBAKKERS 3.00%
- BANQUET 2.53%
- PILLSBURY 2.52%
- POP-TARTS 2.48%
- MARKETSIDE 2.22%

Top Brands in Organic Search



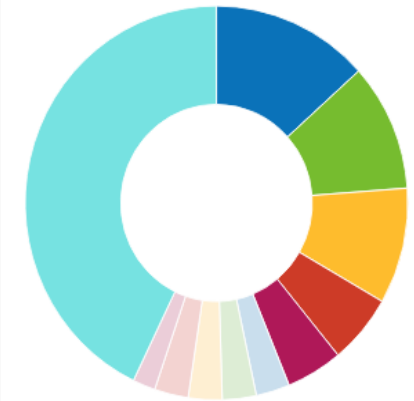
- GREAT VALUE 21.08%
- PRODUCE UNBRANDED 8.24%
- JIMMY DEAN 2.63%
- QUAKER 2.17%
- CHOBANI 1.85%
- EGGO 1.67%
- MARKETSIDE 1.59%
- NATURE VALLEY 1.55%
- POP-TARTS 1.25%
- HORIZON 1.22%
- All Others 56.73%

Top Brands in Paid Search



- EGGO 10.08%
- QUAKER 8.29%
- POP-TARTS 5.62%
- NATURE'S BAKERY 4.36%
- KODIAK CAKES 3.96%
- KIND 3.52%
- HONEY BUNCHES OF OATS 3.48%
- BOB'S RED MILL 3.35%
- KELLOGG'S 3.27%
- FAIRLIFE 3.14%
- All Others 50.93%

Top-Promoted Brands



- NATURE VALLEY 13.33%
- OAVQHLG3B 10.48%
- PRODUCE UNBRANDED 9.52%
- GREAT VALUE 5.71%
- SPECIAL K 4.76%
- BIRCH BENDERS 2.86%
- ORE-IDA 2.86%
- THOMAS' 2.86%
- READY@ 2.86%
- FREHSKY 1.90%
- All Others 42.86%

Top-Selling Items:



\$493 26.2 c/oz
Cinnamon Toast Crunch Breakfast Cereal, Crispy Cinnamon Cereal, Family Size, 18.8 oz
★★★★★ 3977



\$358 15.9 c/oz
Great Value Patties Shredded Seasoned Potato Hash Brown



\$316 19.8 c/oz
Great Value Cinnamon French Toast Sticks, 16 oz (Frozen)



\$442 13.4 c/oz
De Wafelbakkers Buttermilk Pancakes, 33 oz, 24 Count Bag (Frozen)
★★★★★ 414



\$340 2.7 c/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz

Market Share Leaders:



Brands Observed

63

▼ -10% vs Prior Period

Items Observed

140

▼ -8% vs Prior Period

Department Summary

Keywords Observed

21,308

▼ -18% vs Prior Period

Organic Search Visibility

▲ 13.8%

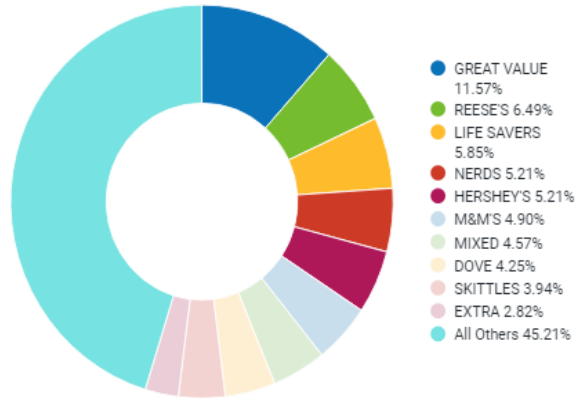
6,761,255,060 Weekly Average

Sponsorship Activity

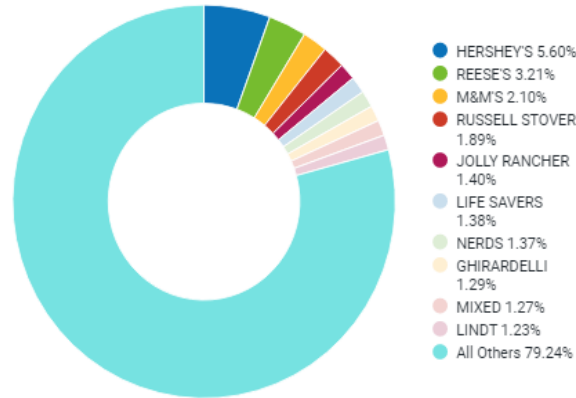
▲ 49.1%

2,487,296 Weekly Average

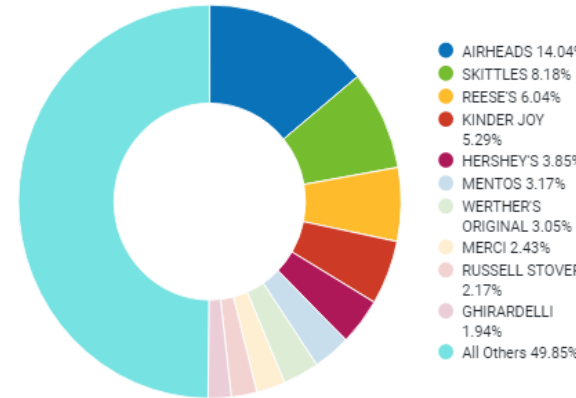
Top-Selling Brands



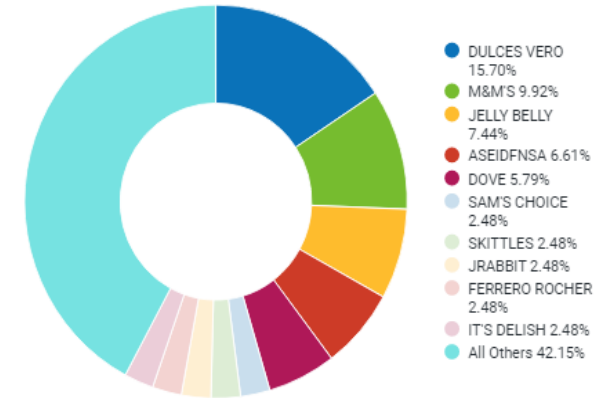
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5¹² 57.5 c/oz
Snickers, Twix, Milk Way & 3 Musketeers Milk & Dark Chocolates - 30 Ct
★★★★☆ 675



\$9⁴⁸ 29.6 c/oz
Black Forest Juicy Burst Fruit Flavored Snacks, Mixed Fruit, 0.8 oz, 40 Count
★★★★★ 509



\$4¹⁷ 46.3 c/oz
Bake Believe, Keto-Friendly, Dark Chocolate Chips, 9 oz Pouch
★★★★★ 182



\$1¹² 31.8 c/oz
Great Value Milk Chocolate with Salted Toffee Bar, 3.52 oz
★★★★☆ 85



\$2⁶² 21.8 c/ounces
Whoppers Malted Milk Balls Candy, Box 12 oz
★★★★★ 804

Market Share Leaders:



Brands Observed

32

▼ -14% vs Prior Period

Items Observed

113

▼ -7% vs Prior Period

Department Summary

Keywords Observed

12,956

▼ -21% vs Prior Period

Organic Search Visibility

▼ -19.0%

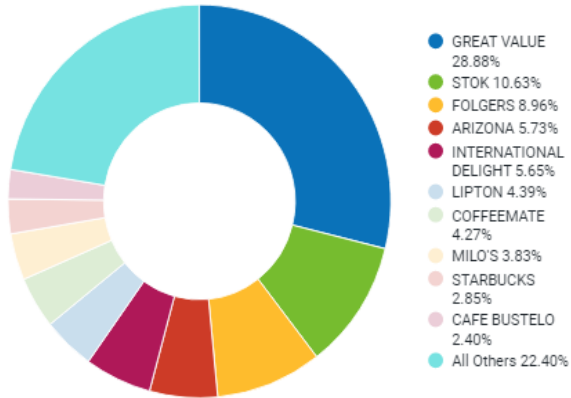
5,928,128,136 Weekly Average

Sponsorship Activity

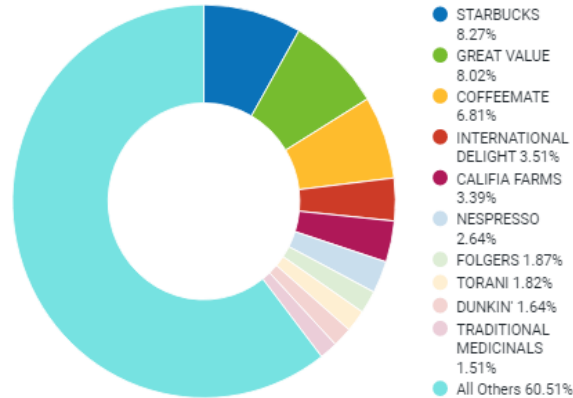
▲ 9.2%

1,640,961 Weekly Average

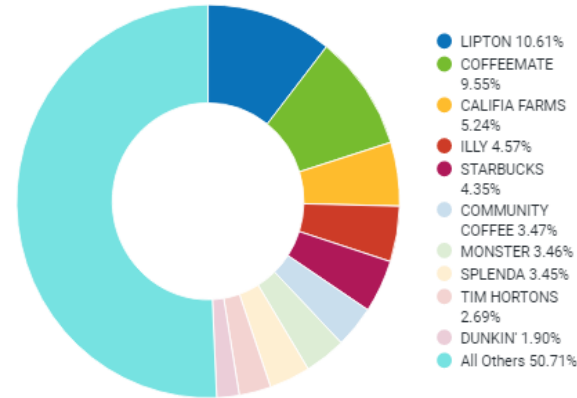
Top-Selling Brands



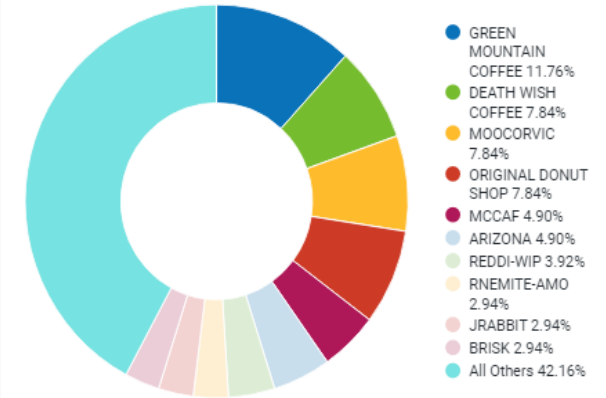
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$5⁸⁸ 12.3 c/fl oz
 SToK Black, Unsweetened, Medium Roast Arabica-Based Blend Cold Brew Coffee, 48 fl oz Bottle
 ★★★★★ 461



\$5⁸⁸ 12.3 c/fl oz
 SToK Black, Sweetened, Dark Roast Too Sweet Arabica-Based Blend Cold Brew Coffee, 48 fl oz Bottle
 ★★★★★ 263



\$4⁶⁷ \$1.02/oz
 Great Value Donut Shop 100% Arabica Medium Roast Ground Coffee Pods, 12 Ct
 ★★★★★ 866



Now \$8⁹⁹ ~~\$13.24~~ 22.3 c/oz
 Folgers Classic Roast Ground Coffee, 40.3-Ounce
 ★★★★★ 522



\$17⁸⁵ 37.2 c/fl oz +\$9.99 shipping
 SToK Black, Unsweetened, Dark Roast Extra Bold Cold Brew Coffee, 48 fl oz Bottle
 ★★★★★ 714

Market Share Leaders:



Brands Observed

25

▲ 0% vs Prior Period

Items Observed

104

▼ -5% vs Prior Period

Department Summary

Keywords Observed

18,647

▼ -15% vs Prior Period

Organic Search Visibility

▼ -20.3%

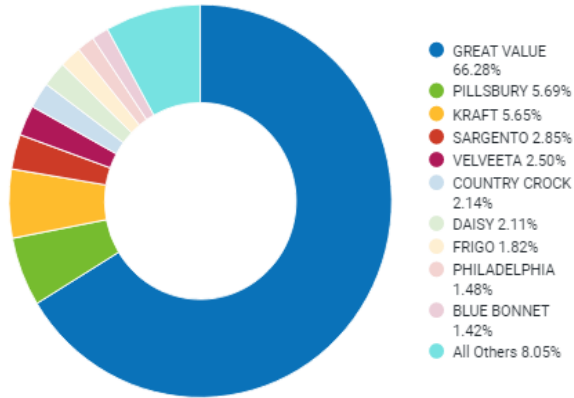
13,040,447,812 Weekly Average

Sponsorship Activity

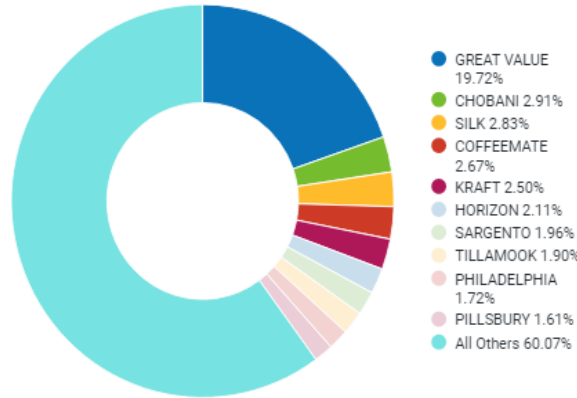
▲ 29.7%

2,025,961 Weekly Average

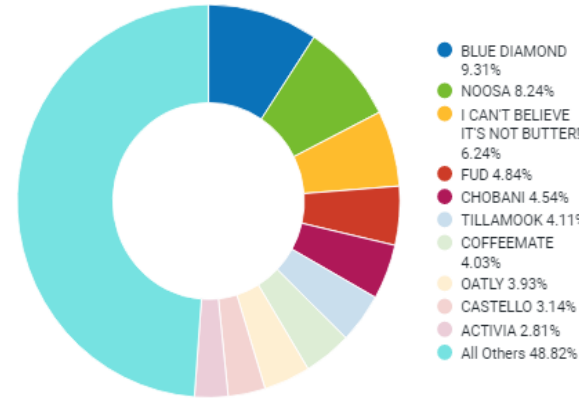
Top-Selling Brands



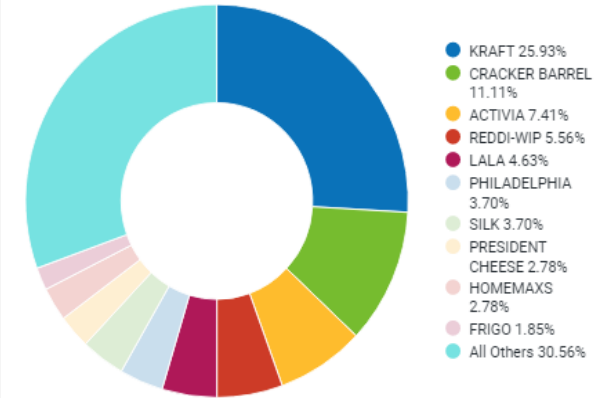
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$340 2.7 c/fl oz
Great Value Whole Vitamin D Milk, Gallon, 128 fl oz



\$313 2.4 c/fl oz
Great Value 2% Reduced Fat Milk, 128 Fl Oz



\$452 10.9 c/oz
Great Value Buttermilk Biscuits, 41.6 oz, 20 Count (Frozen)
★★★★☆ 623



\$440 24.4 c/count
Great Value Cage-Free Large White Eggs, 18 Count



\$784 24.5 c/oz
Velveeta Original Melting Cheese Dip & Sauce (Classic Size), 32 oz Block

Market Share Leaders:



Produce Unbranded

Brands Observed

49

▲ 2% vs Prior Period

Items Observed

127

▲ 6% vs Prior Period

Department Summary

Keywords Observed

24,717

▼ -18% vs Prior Period

Organic Search Visibility

▼ -24.0%

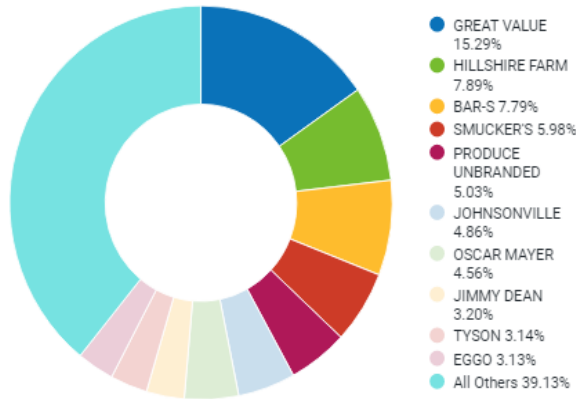
7,872,377,527 Weekly Average

Sponsorship Activity

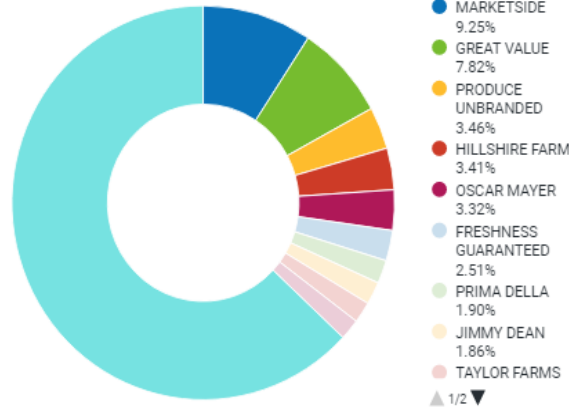
▲ 16.1%

1,452,577 Weekly Average

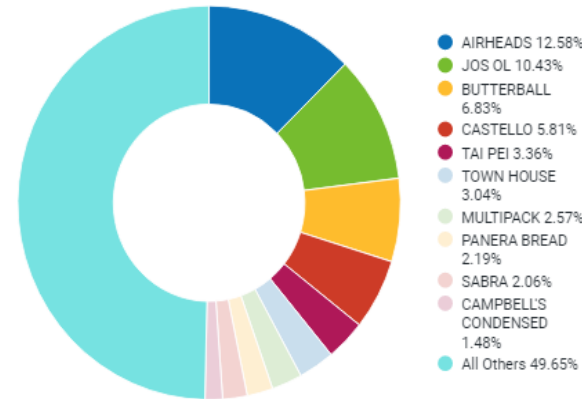
Top-Selling Brands



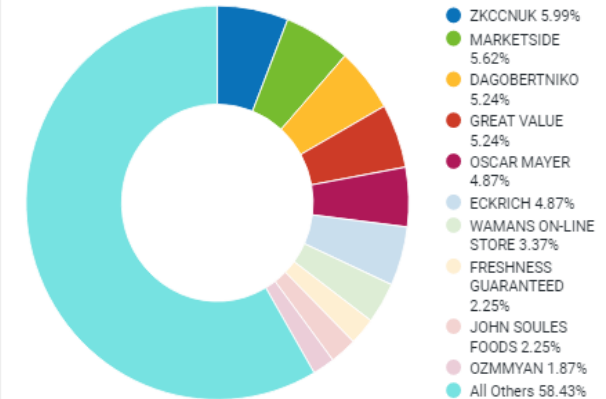
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$118 \$1.57/lb
Bar S Classic Franks, 12 oz, 8 Count



\$696 \$4.27/lb
Tyson Fully Cooked and Breaded Chicken Patties, 1.62 lb Bag (Frozen)



\$3499
Frito-Lay Snacks Flavor Mix Snack Chips, 42 Count Multipack



\$948 47.4 c/oz
Nabisco Classic Mix Variety Pack, OREO Mini, CHIPS AHOY! Mini, Nutter Butter Bites, RITZ Bits Cheese, Easter...



\$418 \$5.57/lb
Hillshire Farm Beef Lit'l Smokies Smoked Sausage, 12 oz

Market Share Leaders:

Produce Unbranded



FieldPack Unbranded

Fresh Produce

Brands Observed

39

▼ -19% vs Prior Period

Items Observed

134

▼ -20% vs Prior Period

Department Summary

Keywords Observed

14,942

▲ 1% vs Prior Period

Organic Search Visibility

▼ -31.9%

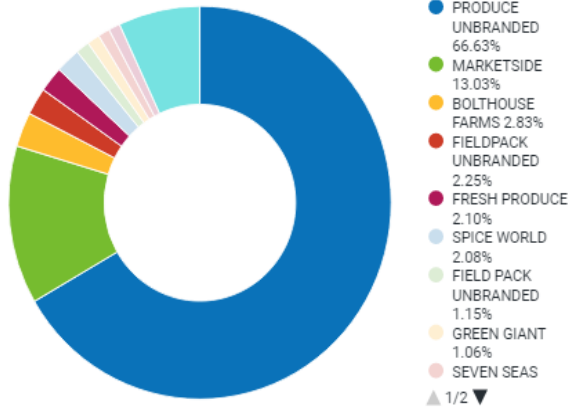
8,900,281,005 Weekly Average

Sponsorship Activity

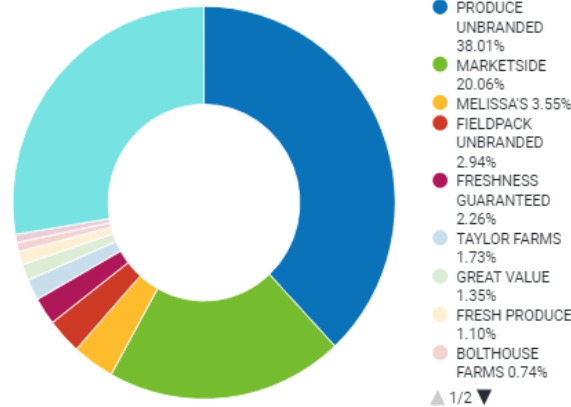
▲ 25.3%

275,905 Weekly Average

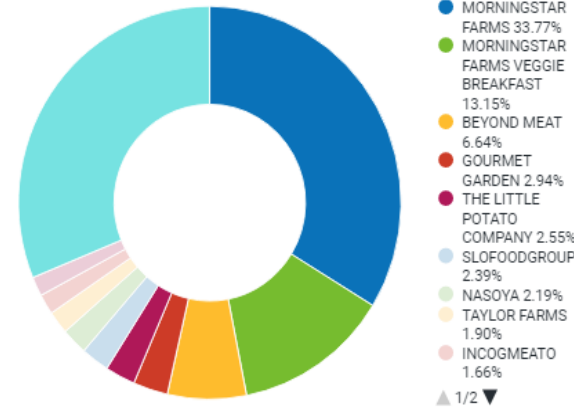
Top-Selling Brands



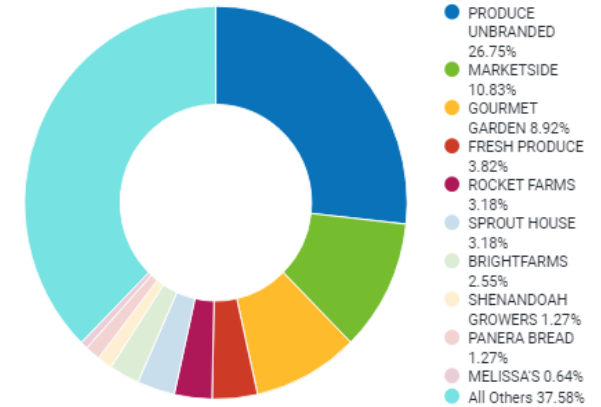
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

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



+ Add

\$0⁷²
Fresh Cucumber, Each



1 PT

+ Add

Now \$3⁹⁷ \$5.57 36.1 c/oz
Fresh Blueberries, 11 oz or 1 Pint Container



1 LB

+ Add

\$2⁸⁶ 179 c/oz
Fresh Strawberries, 1 lb Container



+ Add

\$3⁹⁸ 34.6 c/oz
Marketside Caesar Salad Kit, 11.55 oz Bag, Fresh

Market Share Leaders:



Produce
Unbranded



Brands Observed

38

▲ 41% vs Prior Period

Items Observed

149

▲ 20% vs Prior Period

Department Summary

Keywords Observed

24,523

▼ -19% vs Prior Period

Organic Search Visibility

▼ -21.3%

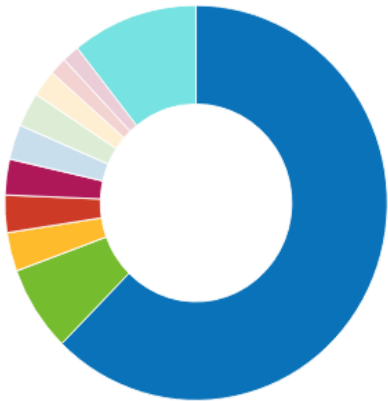
12,746,917,820 Weekly Average

Sponsorship Activity

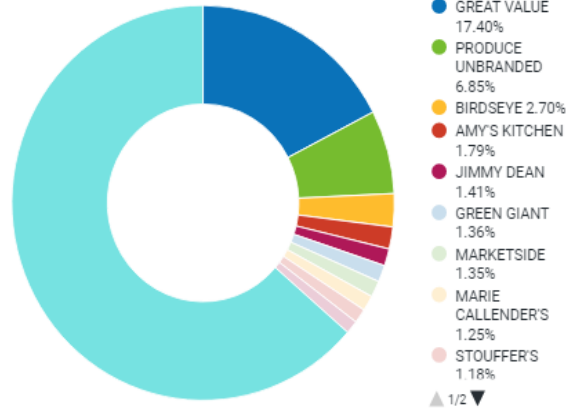
▼ -9.1%

1,996,834 Weekly Average

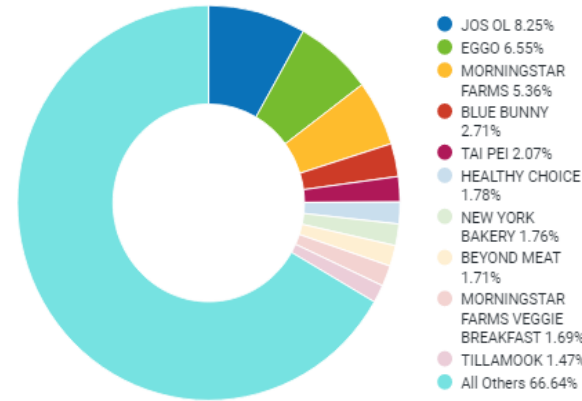
Top-Selling Brands



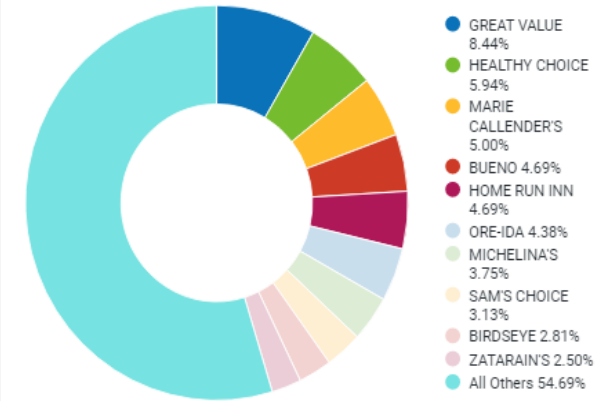
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$3⁵⁸ 11.2 c/oz

Great Value Taters Seasoned and Shredded Potatoes



+ Add

\$3⁵⁸ 15.9 c/oz

Great Value Patties Shredded Seasoned Potato Hash Brown



+ Add

\$1²⁴ 24.8 c/oz

Snapps Frozen Appetizers Mozzarella Cheese Sticks, 5 oz Box



+ Add

\$8²⁶ \$5.30/lb

Great Value Fully Cooked Chicken Breast Strips, 25 oz (Frozen)



+ Add

\$3⁵⁸ 11.2 c/oz

Great Value Crinkle Cut French Fried Potatoes, 32 oz Bag (Frozen)

Market Share Leaders:



Produce
Unbranded



Fresh Beef

Fresh
Ground Beef

Brands Observed

33

▼ -20% vs Prior Period

Items Observed

123

▼ -24% vs Prior Period

Department Summary

Keywords Observed

41,156

▼ -13% vs Prior Period

Organic Search Visibility

▼ -24.7%

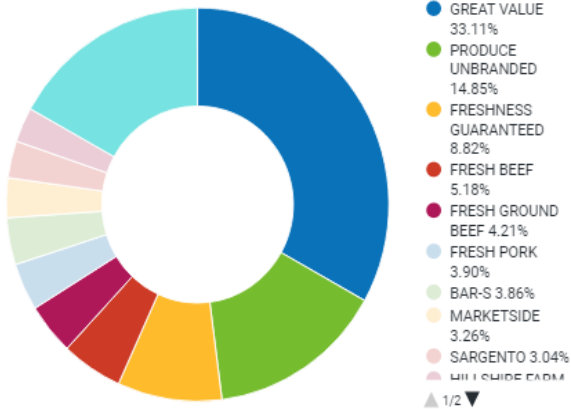
10,135,174,714 Weekly Average

Sponsorship Activity

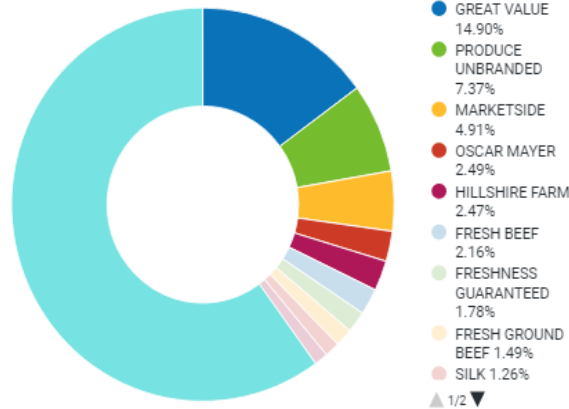
▲ 19.8%

2,184,910 Weekly Average

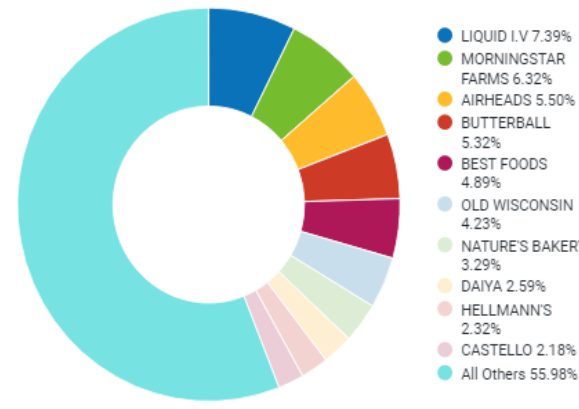
Top-Selling Brands



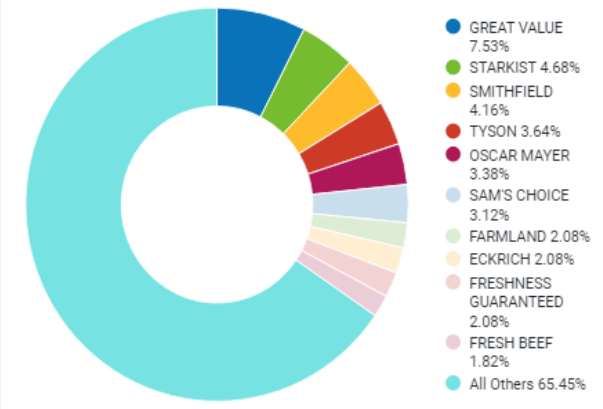
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

\$4.37 9.1 c/fl oz
Great Value Vegetable Oil, 48 fl oz
★★★★★ 1725

\$5.97 \$1.19/lb
Freshness Guaranteed Fresh Chicken Drumsticks, 5 lb Bag

\$5.58 each \$2.48/lb
Final cost by weight
Fresh Red Seedless Grapes, Bag (2.25 lbs/Bag Est.)

\$1.18 \$1.57/lb
Bar S Classic Franks, 12 oz, 8 Count

\$5.84 48.7 c/oz
Great Value Frozen Cooked Medium Peeled & Deveined Tail-on Shrimp, 12 oz Bag (41-60 Count per lb)

Market Share Leaders:



Brands Observed

31

▼ -9% vs Prior Period

Items Observed

103

▼ -4% vs Prior Period

Department Summary

Keywords Observed

34,361

▼ -18% vs Prior Period

Organic Search Visibility

▼ -15.4%

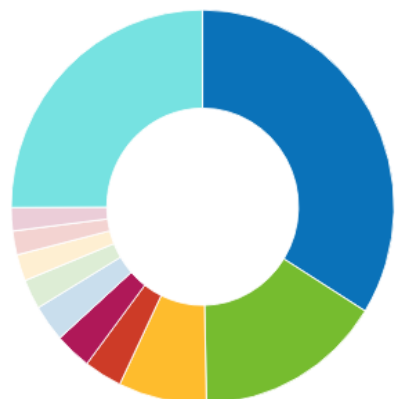
13,185,691,589 Weekly Average

Sponsorship Activity

▼ -11.5%

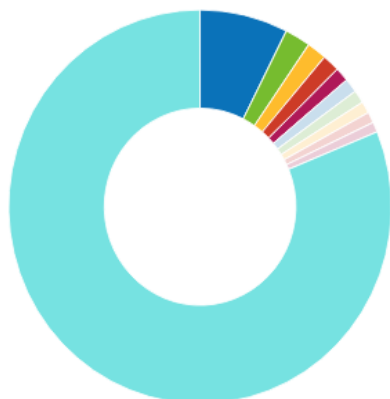
4,317,292 Weekly Average

Top-Selling Brands



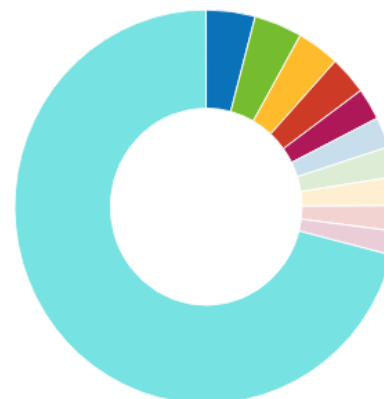
- GREAT VALUE 33.89%
- LITTLE DEBBIE 15.80%
- FRITO-LAY 7.45%
- POP-TARTS 3.19%
- RITZ 3.08%
- QUAKER 3.04%
- ENTENMANN'S 2.45%
- CHESTER'S 2.19%
- SLIM JIM 1.95%
- RICE KRISPIES TREATS 1.92%
- All Others 25.05%

Top Brands in Organic Search



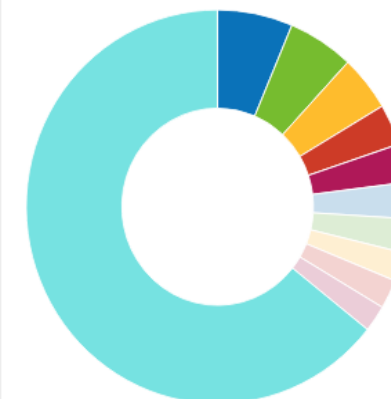
- GREAT VALUE 7.45%
- LITTLE DEBBIE 2.17%
- FOOD TO LIVE 1.65%
- OREO 1.45%
- PHILADELPHIA 1.16%
- JELL-O 1.16%
- LAYS 1.08%
- FRITO-LAY 0.96%
- ENTENMANN'S 0.90%
- KIND 0.82%
- All Others 81.21%

Top Brands in Paid Search



- CHEEZ-IT 4.14%
- LAYS 4.05%
- MULTIPACK 3.59%
- OLD WISCONSIN 3.19%
- CHEETOS 2.61%
- POP-TARTS 2.51%
- JACK LINK'S 2.46%
- ORVILLE REDENBACHER'S 2.35%
- POPCORNS 2.11%
- WONDERFUL PISTACHIOS 1.95%
- All Others 71.04%

Top-Promoted Brands



- LAYS 6.35%
- DORITOS 5.56%
- CHEEZ-IT 4.56%
- TOSTITOS 3.37%
- RITZ 3.17%
- UTZ 2.98%
- NATURE VALLEY 2.78%
- SNYDER'S OF HANOVER 2.38%
- CHEETOS 2.38%
- KEEBLER 2.18%
- All Others 64.29%

Top-Selling Items:



+ Add

\$1⁹⁷ 16.4 c/oz
Great Value Peanut Butter Wafer Bars, 12 oz, 6 Count
★★★★☆ 278



+ Add

\$2⁶⁸ 20.5 c/oz
Little Debbie Cosmic Brownies, 13 oz



+ Add

\$24⁷⁵
Frito-Lay Flavor Mix Variety Snack Chips, 18 Count Multipack
★★★☆☆ 495



+ Add

\$2⁶⁸ 16.5 c/oz
Little Debbie Oatmeal Creme Pies, 12 ct, 16.2 oz



+ Add

\$1⁹² 12.0 c/oz
Great Value Saltine Crackers, 16 oz, 4 Count
★★★★☆ 210



Household Essentials

Air Fresheners.....	14
Bathroom Supplies.....	15
Batteries.....	16
Cleaning Supplies.....	17
Laundry.....	18
Paper & Plastic.....	19
Pest Control.....	20



Market Share Leaders:



Brands Observed

15

▼ -87% vs Prior Period

Items Observed

168

▼ -67% vs Prior Period

Department Summary

Keywords Observed

3,692

▼ -21% vs Prior Period

Organic Search Visibility

▼ -5.7%

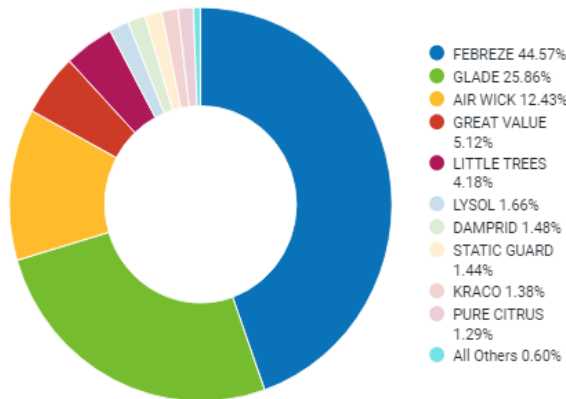
380,145,010 Weekly Average

Sponsorship Activity

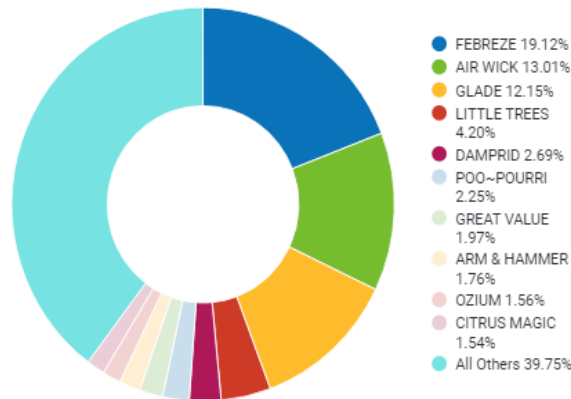
▲ 32.3%

419,251 Weekly Average

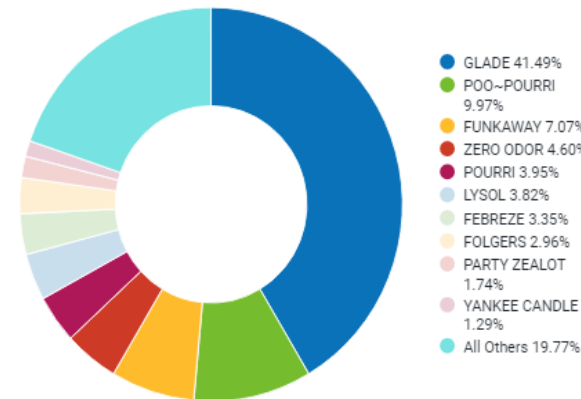
Top-Selling Brands



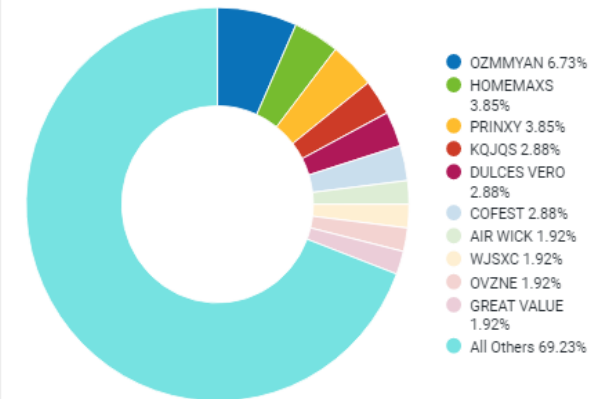
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$13⁵⁸ \$5.20/fl oz
Febreze Fade Defy PLUG Air Freshener Refill, Downy April Fresh, (3) .87 fl. oz. Oil Refills
★★★★★ 2743



+ Add

\$12⁵⁸ \$3.76/fl oz
Air Wick plug in Scented Oil Refill, Fresh Linen 5 ct, Air Freshener, Essential Oils
★★★★★ 1779



+ Add

\$13⁵⁸ \$5.20/fl oz
Febreze Fade Defy PLUG Air Freshener Refill, Bora Bora Waters Scent, (3) .87 fl. oz. Oil Refills
★★★★★ 1694



+ Add

\$9⁰⁰
Glade 2 in 1 Candle, Hawaiian Breeze & Vanilla Passion Fruit, Fragrance Infused with Essential Oils, 2 Count
★★★★★ 935



+ Add

\$9⁹⁴ \$5.71/fl oz
Febreze Plug Odor-Fighting Air Freshener Refills with Gain Original Scent, 0.87 oz 2 Ct
★★★★★ 1962

Market Share Leaders:



Brands Observed

32

▲ 10% vs Prior Period

Items Observed

107

▲ 10% vs Prior Period

Department Summary

Keywords Observed

4,880

▼ -15% vs Prior Period

Organic Search Visibility

▼ -4.2%

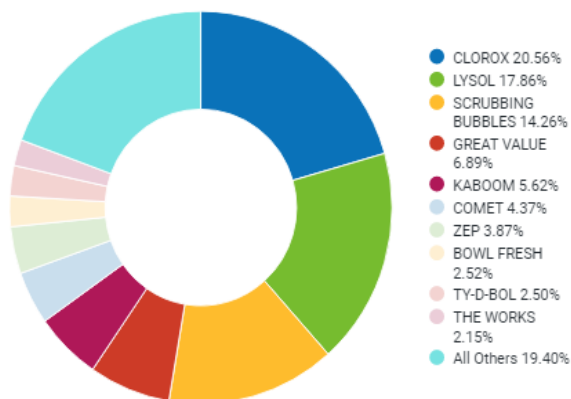
441,243,474 Weekly Average

Sponsorship Activity

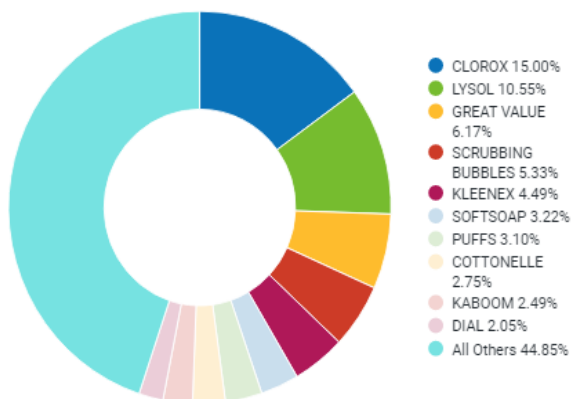
▲ 0.3%

428,344 Weekly Average

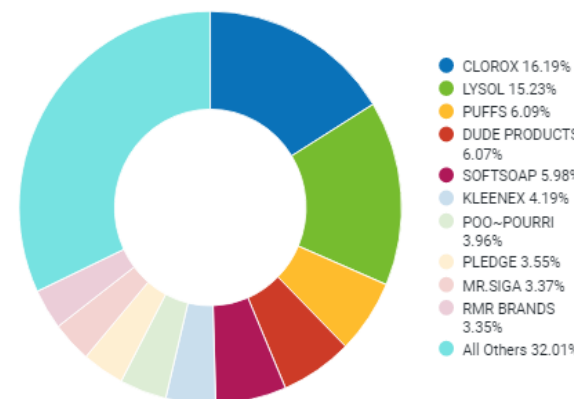
Top-Selling Brands



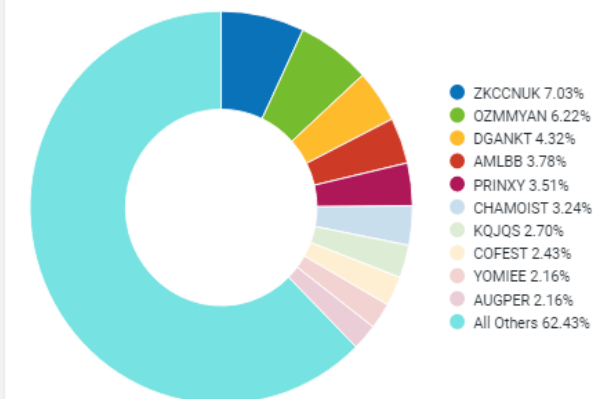
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$113 5.4 c/oz
Options from \$113 - \$178.97
21oz Comet Cleaner with Bleach
★★★★★ 4001



\$362 75 c/fl oz
Lysol Power Toilet Bowl Cleaner Gel, For Cleaning and Disinfecting, Stain Removal, 24oz (Pack of 2)
★★★★★ 3767



\$498
Great Value Bowl Brush & Caddy
★★★★★ 1304



\$468 78.0 c/count
Lysol Click Gel Automatic Toilet Bowl Cleaner, Gel Toilet Bowl Cleaner, For Cleaning and Refreshing, Brand New...
★★★★★ 809



\$627 89.6 c/oz
The Pink Stuff, Miracle Power Foaming Powder for Toilets, Bathroom Cleaner, 2 Pack, 7 oz.
★★★★★ 536

Market Share Leaders:



Brands Observed

21

▼ -5% vs Prior Period

Items Observed

106

▲ 1% vs Prior Period

Department Summary

Keywords Observed

1,131

▼ -21% vs Prior Period

Organic Search Visibility

▼ -15.8%

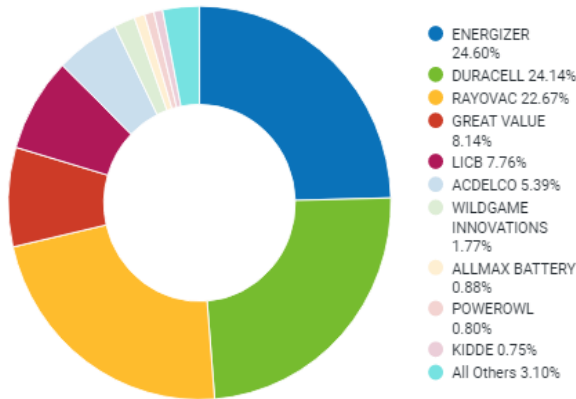
418,944,400 Weekly Average

Sponsorship Activity

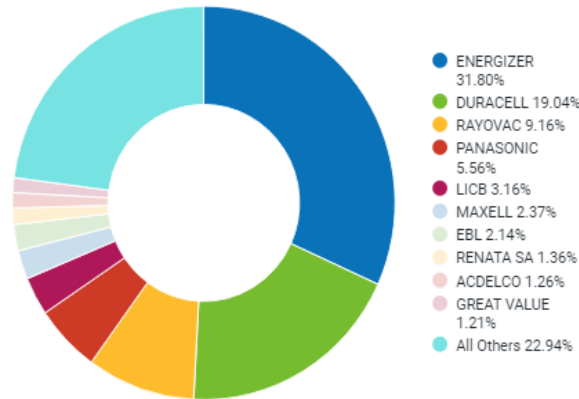
▼ -6.4%

236,845 Weekly Average

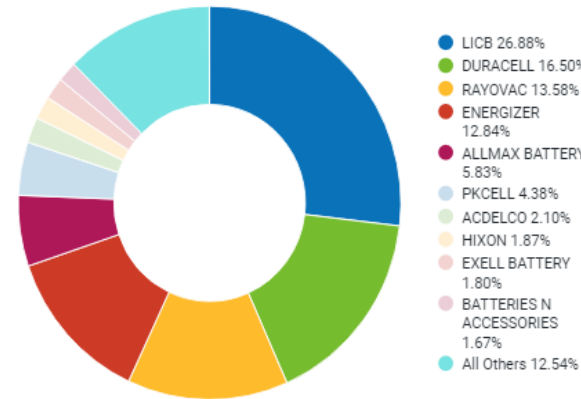
Top-Selling Brands



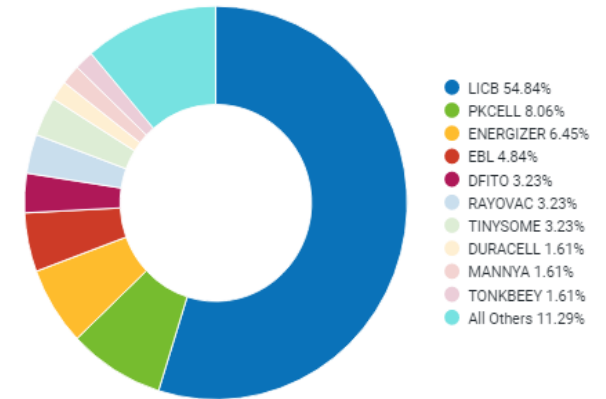
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$3⁶⁸ 46.0 c/ea
Options from \$3.68 - \$9.97
Great Value Alkaline AAA Batteries (8 Count)
★★★★★ 1891



\$3⁶⁸ 46.0 c/ea
Options from \$3.68 - \$24.97
Great Value Alkaline AA Batteries (8 Count)
★★★★★ 1855



\$19⁷⁹ 82.5 c/ea
Duracell Coppertop AA Battery with POWER BOOST, 24 Pack Long-Lasting Batteries
★★★★★ 7067



\$8⁹⁷ \$4.49/ea
Options from \$8.97 - \$619.70
Duracell Coppertop 9V Battery, Long Lasting 9V Batteries, 2 Pack
★★★★★ 1422



\$4⁹⁷ \$1.24/ea
Energizer MAX AAA Batteries (4 Pack), Triple A Alkaline Batteries
★★★★★ 2015

Market Share Leaders:



Brands Observed

30

▼ -84% vs Prior Period

Items Observed

152

▼ -67% vs Prior Period

Department Summary

Keywords Observed

14,205

▼ -9% vs Prior Period

Organic Search Visibility

▲ 1.6%

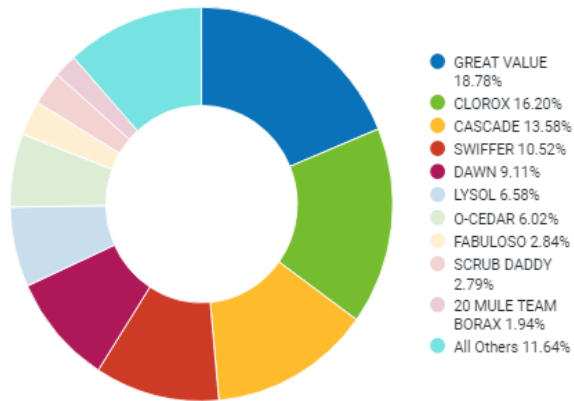
1,976,049,740 Weekly Average

Sponsorship Activity

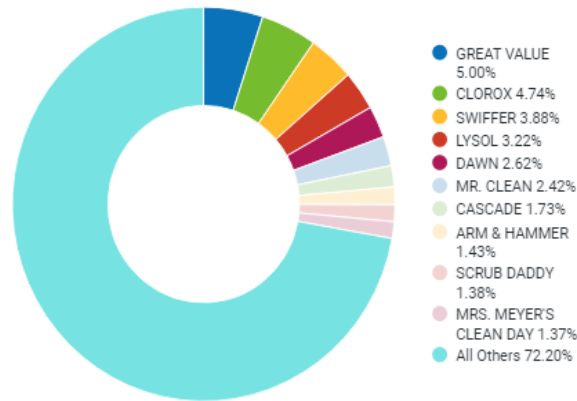
▲ 7.6%

1,974,133 Weekly Average

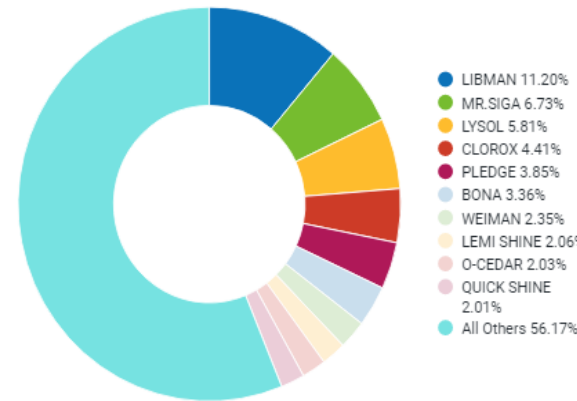
Top-Selling Brands



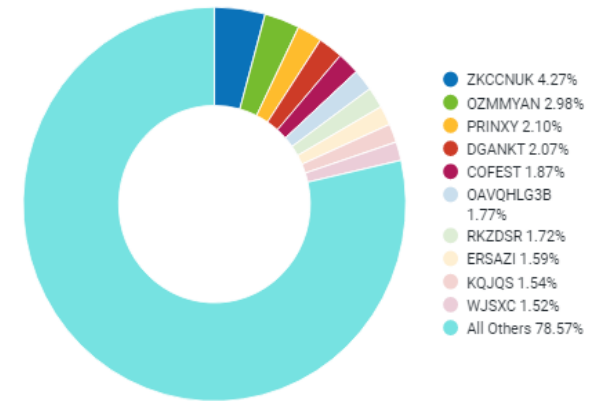
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



+ Add

\$997 \$4.43/100 ct
Great Value Disinfecting Wipes, Fresh and Lemon Scent, 225 Wipes
★★★★★ 4508



+ Add

\$794 679 ct/oz
Cascade Platinum Dishwasher Detergent Pods, Fresh Scent, 21 Count
★★★★★ 9681



+ Add

\$312 17.3 ct/fl oz
Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 18 fl oz
★★★★★ 26657



+ Add

\$1044 14.9 ct/fl oz
Dawn Ultra Dish Soap Dishwashing Liquid, Original Scent, 70 fl oz
★★★★★ 23720



+ Add

\$348 \$4.64/100 ct
Great Value Lemon Scent Disinfecting Wipes, 75 Count, 1 Lbs, 5.5 Ounce
★★★★★ 3890

Market Share Leaders:



Brands Observed

27

▼ -78% vs Prior Period

Items Observed

164

▼ -65% vs Prior Period

Department Summary

Keywords Observed

5,208

▼ -13% vs Prior Period

Organic Search Visibility

▼ -6.0%

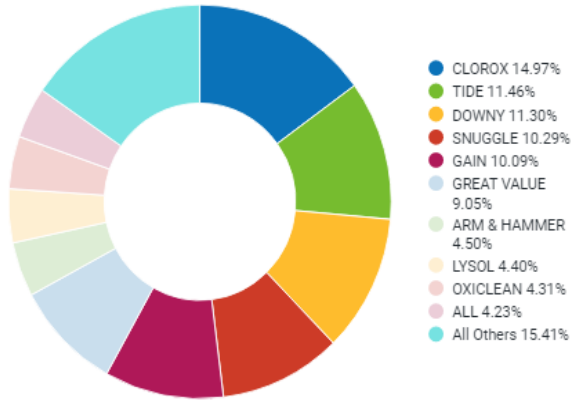
777,143,766 Weekly Average

Sponsorship Activity

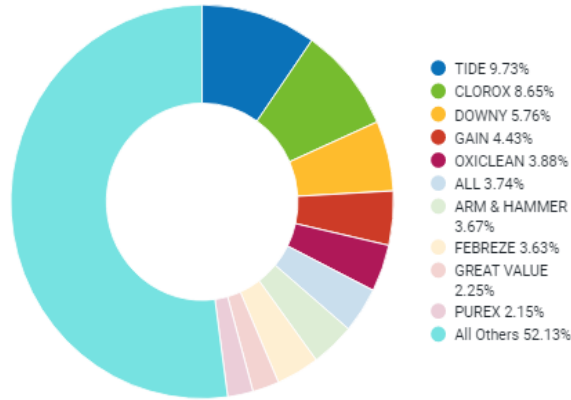
▼ -6.3%

611,408 Weekly Average

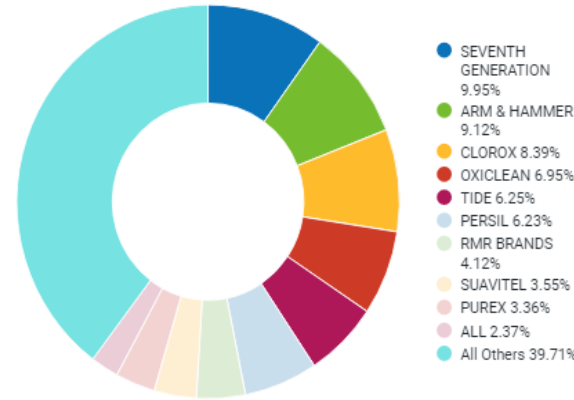
Top-Selling Brands



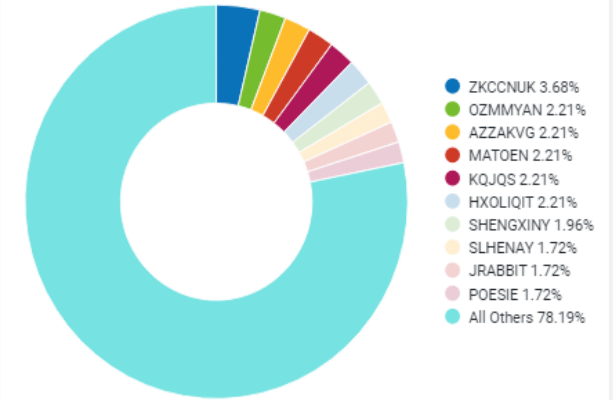
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:

Options

+2 sizes

\$16⁷⁴ 10.9 c/fl oz

+ Add

\$12³⁷ 15.5 c/oz

OxiClean Odor Blasters Versatile Odor and Laundry Stain Remover Powder For Clothes, 5 lb

★★★★★ 29804

+ Add

\$5⁴⁸ 71 c/fl oz

Clorox Splash-Less Liquid Bleach, Regular Scent, 77 fl oz

★★★★★ 4213

+ Add

\$14¹⁴ 15.7 c/fl oz

Lysol Laundry Sanitizer, Crisp Linen, 90 Oz, Tested & Proven to Kill COVID-19 Virus, Packaging May Vary

★★★★★ 12051

+ Add

\$19⁹⁷ 10.9 c/fl oz

all Liquid Laundry Detergent, Free Clear for Sensitive Skin, 184.5 Ounce, 123 Loads

★★★★★ 12044

Market Share Leaders:



Brands Observed

25

▼ -86% vs Prior Period

Items Observed

144

▼ -71% vs Prior Period

Department Summary

Keywords Observed

11,691

▼ -19% vs Prior Period

Organic Search Visibility

▼ -7.2%

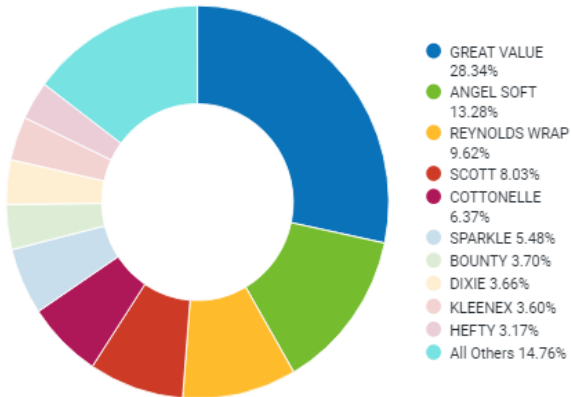
1,334,563,909 Weekly Average

Sponsorship Activity

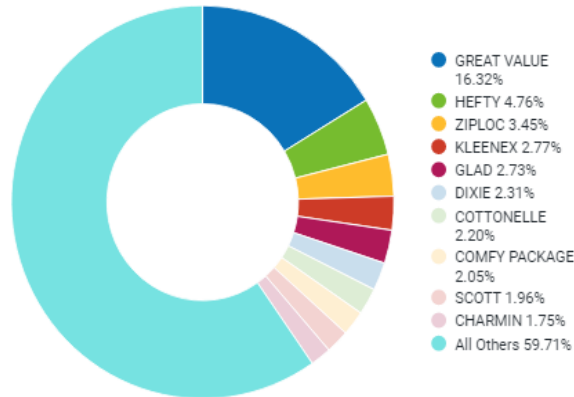
▲ 19.2%

1,333,801 Weekly Average

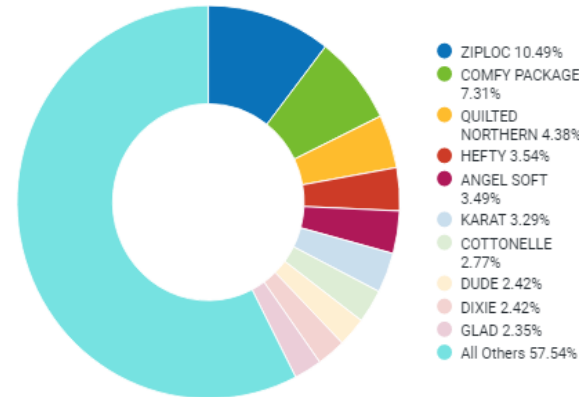
Top-Selling Brands



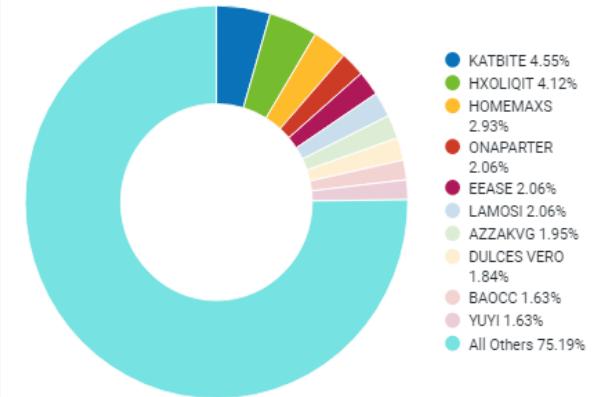
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$6⁶⁸ 23.2 c/100 ct
Angel Soft Toilet Paper, 9 Mega Rolls
★★★★★ 31806



\$4⁹⁸ 6.6 c/sq ft
Reynolds Wrap Everyday Strength Aluminum Foil, 75 Square Feet
★★★★★ 6710



\$8⁸⁶ 23.1 c/100 ct
Angel Soft Toilet Paper, 12 Mega Rolls
★★★★★ 29809



\$2⁸⁸ 2.4 c/count
Great Value Fresh Seal Double Zipper Sandwich Bags, 100 Count
★★★★★ 7108



Now \$9⁹⁷ \$12.28 5.0 c/count
Great Value Everyday Strong, Soak Proof, Microwave Safe, Disposable Paper Plates, 9 in. Patterned, 200...
★★★★★ 9514

Market Share Leaders:



Brands Observed

30

▼ -50% vs Prior Period

Items Observed

99

▼ -33% vs Prior Period

Department Summary

Keywords Observed

2,503

▼ -14% vs Prior Period

Organic Search Visibility

▲ 3.3%

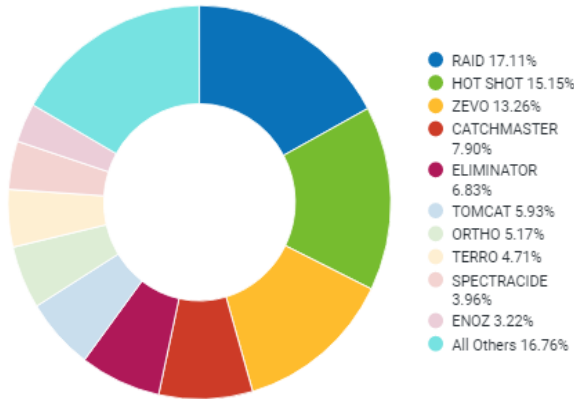
245,174,538 Weekly Average

Sponsorship Activity

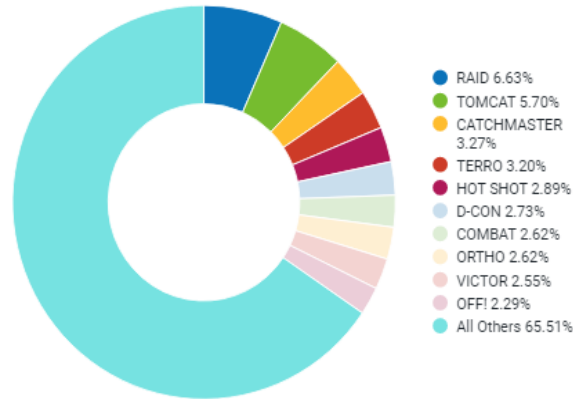
▲ 31.4%

506,226 Weekly Average

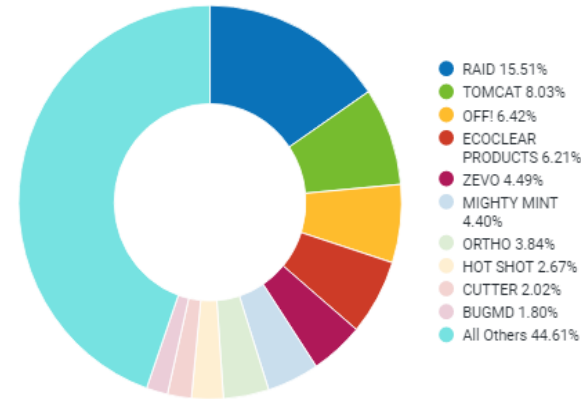
Top-Selling Brands



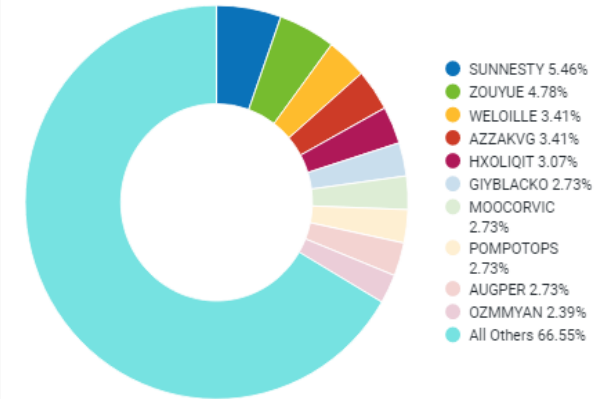
Top Brands in Organic Search



Top Brands in Paid Search



Top-Promoted Brands



Top-Selling Items:



\$8⁹⁷ 70 c/fl oz
Ortho Home Defense Insect Killer for Indoor & Perimeter, Controls Ants, Roaches, and More, 1 gal.
★★★★☆ 4669



\$7³² \$3.66/ea
zevo Flying Insect Trap Refill Cartridges - 2 Count
★★★★★ 2164



\$4⁴⁴ 25.4 c/oz
Hot Shot Wasp & Hornet Killer Spray for Insects, Eliminates the Nest, Sprays up to 27 ft, 17.5 fl oz
★★★★★ 730



\$8⁹¹ 85.1 c/oz
Raid Essentials Ant, Spider & Roach Killer 27, 10 fl oz Aerosol
★★★★★ 443



\$14¹⁸ \$2.36/ea
Hot Shot Fogger with Odor Neutralizer, Indoor Insect Killer, 2 Ounce / Fogger, Value 6 PK
★★★★☆ 176

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