



Target Circle Week Recap 2024

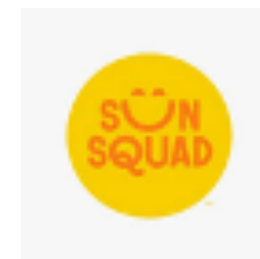
APRIL 7-13, 2024



Cat & Jack



Wet Ones



Learn more or
schedule a demo at
analyticindex.com



Target Circle Week 2024 Recap

Target Dataset | April 7th – 13th, 2024

Analysis Overview

This in-depth analysis covers all major Target departments and provides in-depth information around sales performance, organic search, and sponsored search during Target Circle Week 2024.

- [Top Brands by Share of Sales](#)
- [Most Visible Brands](#)
- [Most Visible Keywords](#)
- [Sponsorship Activity by Ad Type](#)
- [Sponsorship Activity by Brand](#)
- [Top-Sponsored Keywords](#)
- [Top-Sponsored Items](#)
- [Badge Breakdown by Type](#)
- [Top-Promoted Brands](#)

❖ Disclaimer: Analytic Index has no affiliation with Amazon. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.

Definitions

[Top Brands by Share of Sales](#)

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

[Most Visible Brands](#)

The percent share of organic search results among the top 10 brands in the department on the first page

[Most Visible Keywords](#)

The most common keywords for department top-selling products

[Sponsorship Activity by Brand](#)

The percent share of retailer media observed in search by each brand

[Top-Sponsored Keywords](#)

Keywords ranked by the amount of sponsorship activity on page 1 of search for items in the category

About Analytic Index

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



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



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



CROSS-RETAILER VISIBILITY



Interested in learning more?

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306

Table of Contents

Baby.....	5
Beauty.....	10
Clothing	15
Electronics.....	20
Grocery.....	25
Health	30
Home.....	35
Household Essentials.....	40
Kitchen & Dining.....	45
Personal Care	50
Pets	55
School & Office Supplies.....	60
Sports & Outdoors	65
Toys.....	70
Video Games	75



Baby – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales

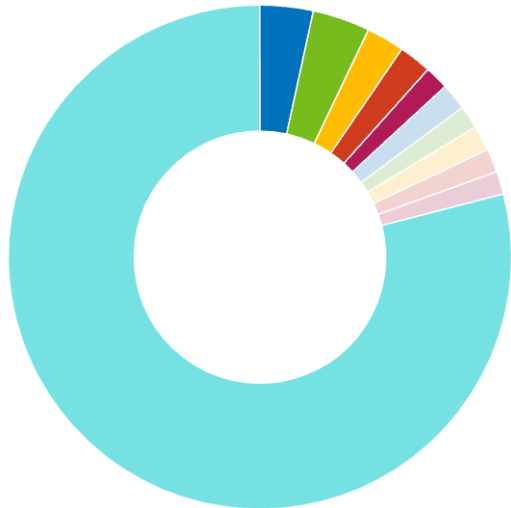


Baby – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



- MUNCHKIN 3.42%
- PILLOWFORT 3.69%
- CLOUD ISLAND 2.43%
- GRACO 2.10%
- SKIP HOP 1.53%
- BABY TREND 1.73%
- DELTA CHILDREN 1.47%
- DR. BROWN'S 1.63%
- SAFETY 1ST 1.52%
- UP & UP 1.45%
- All Others 79.03%

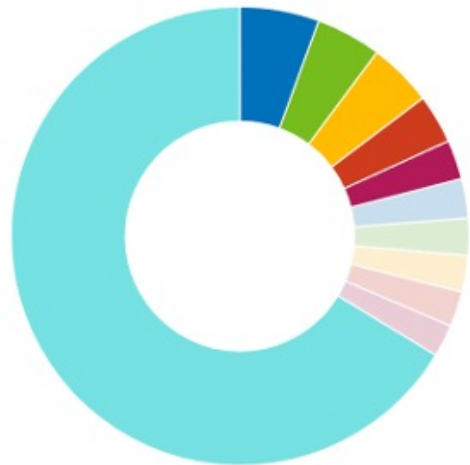
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
baby wipes	1,103,066	208,635
diaper bag	664,458	132,162
toddler bed	659,206	135,489
car accessories	647,455	269,597
baby gate	552,424	126,653
baby swing	536,153	123,667
baby carrier	516,408	95,917
baby monitor	514,305	107,660
bassinet	471,155	87,994
high chair	468,689	98,036
bananas	462,169	161,302
car seat covers	442,889	54,066
breast pump	439,868	77,789
baby	433,454	89,553
wipes	424,546	89,093
carrots	358,623	123,793
diapers	340,424	65,672
halo	337,507	231,742

Baby – Target Circle Week Recap

Sponsorship Activity

Sponsorship Activity by Brand



●	HAPPY FAMILY	5.61%
●	GRACO	4.61%
●	GERBER	4.51%
●	BABY TREND	3.47%
●	THE PEANUTSHELL	2.77%
●	MUNCHKIN	2.76%
●	FISHER-PRICE	2.62%
●	EVENFLO	2.57%
●	B. TOYS	2.49%
●	SERENITY KIDS	2.27%
●	All Others	66.31%

Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
car seats ...	130	130
diapers ...	113	113
toddler pouches ...	112	112
stroller ...	105	105
baby pouches ...	105	105
baby wipes ...	103	103
pouches toddler ...	103	103
baby food ...	102	102
baby food pouches ...	97	97
baby ...	97	97
pear ...	96	96
baby puree ...	96	96
baby spinach ...	95	95
pears ...	94	94
organic baby food ...	94	94
baby puffs ...	93	93
happy belly ...	91	91
toddler meals ...	90	90

Baby – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Fisher-Price DJ Bouncin' Beats Interactive Musical Learning Toy
Fisher-Price
★★★★★ 374



B. Toys 4 Pull-Back Toy Vehicles - Wheeee-Is!
B. toys
★★★★★ 744



B. toys Magnetic Drawing Board - Toulouse Lap'Rec
B. toys
★★★★★ 514



Fisher-Price Laugh & Learn Mix & Learn DJ Table
Fisher-Price
★★★★★ 168



Yogasleep Dohm for Baby Sound Machine
Yogasleep
★★★★★ 575



B. toys Plush Cat, Board Book & Tea Set - Tippy Toes Cali Cat
B. toys
★★★★★ 198



Once Upon a Farm Strawberry Banana Swirl Organic Dairy-Free...
Once Upon a Farm
★★★★★ 586



WaterWipes Plastic-Free Textured Unscented 99.9% Water Based...
WaterWipes
★★★★★ 585



Baby Shusher Sleep Soother Sound Machine
Baby Shusher
★★★★★ 356



Fisher-Price DJ Bouncin' Star
Fisher-Price
★★★★★ 74

Beauty – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales



ecOTOOLS®



Hero.

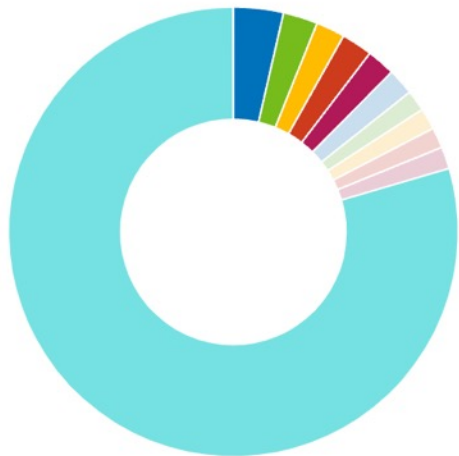


Beauty – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



- E.L.F. 3.59%
- NEUTROGENA 2.49%
- CONAIR 2.09%
- LA ROCHE POSAY 2.23%
- CERAVE 2.03%
- SCUNCI 1.91%
- L'OREAL PARIS 1.51%
- UP & UP 1.55%
- DOVE BEAUTY 1.49%
- OLIVE & JUNE 1.57%
- All Others 79.55%

Most Visible Keywords

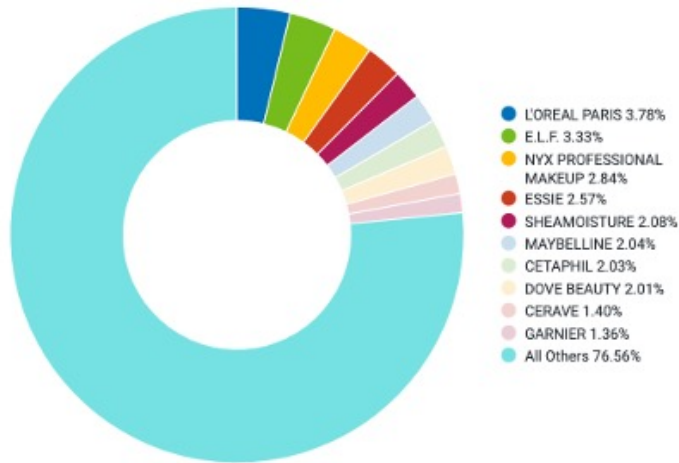
Keyword	Search Visibility Score	Avg Monthly Search Volume
makeup ...	1,107,524	240,086 ...
press on nails ...	1,002,515	234,335 ...
body wash ...	973,469	188,755 ...
tirtir cushion foundation ...	946,300	17,532 ...
gel nail polish ...	937,251	215,679 ...
mascara ...	933,883	199,877 ...
makeup bag ...	931,642	199,747 ...
sunscreen ...	904,840	129,517 ...
skin care ...	904,016	164,219 ...
pimple patches ...	901,273	229,472 ...
castor oil ...	884,499	191,566 ...
la roche posay ...	872,502	155,585 ...
hair dryer ...	847,512	175,394 ...
makeup brushes ...	812,852	171,695 ...
travel size toiletries ...	812,342	172,460 ...
nail glue ...	804,658	160,068 ...
dry shampoo ...	792,864	164,526 ...
nail polish ...	720,090	144,582 ...
magnetic eyelashes ...	702,307	90,282 ...
cerave ...	699,427	141,407 ...

Beauty – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
hair color ...	129	129
skin care ...	119	119
dry shampoo ...	118	118
bubble bath ...	117	117
hair spray ...	115	115
sunscreen ...	115	115
makeup ...	112	112
lips ...	112	112
beauty ...	111	111
face care ...	109	109
powder ...	105	105
hair styling products ...	100	100
body oil ...	100	100
bar soap ...	99	99
lip care ...	99	99
shampoo ...	98	98
bath bombs ...	98	98
conditioner ...	95	95

Beauty – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Oral-B iO6 Black Electric Toothbrush
Oral-B
★★★★★ 181



Theragun Relief
Theragun
★★★★★ 24



Crest 3D White Advanced Teeth Whitening Arctic Fresh Toothpaste
Crest
★★★★★ 5881



Colgate Kids Toothbrush Value Pack Ocean Explorer Extra Soft
Colgate
★★★★★ 1525



Crest 3D Whitestrips Sensitive White At-home Teeth Whitening
Crest
★★★★★ 704



Oral-B Cross Action All In One Manual Toothbrush, Soft
Oral-B
★★★★★ 1230



Crest Pro-Health Advanced Gum Protection Toothpaste
Crest
★★★★★ 688



Crest 3D Whitestrips Professional White with Light Teeth Whitening
Crest
★★★★★ 580



essie Gel Couture clear nail polish top coat - 0.46 fl oz: Longwear...
essie
★★★★★ 2535



Our Generation Twinkle 18" Tooth Fairy Doll
Our Generation
★★★★★ 89

Clothing – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales

Cat & Jack

Goody

scunci®

a
• new
day

FASHION FORMS

DIANE VON
FURSTENBERG

GIMME®

carter's
— just one you —

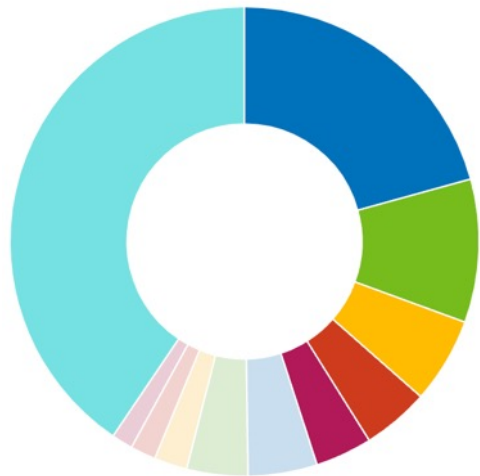
Goodfellow
& CO

SUN
SQUAD

Clothing – Target Circle Week Recap

Organic Search Visibility

Most-Visible Brands



- A NEW DAY 20.71%
- UNIVERSAL THREAD 9.88%
- WILD FABLE 5.90%
- REEBOK 4.61%
- CAT & JACK 3.92%
- GOODFELLOW & CO 4.75%
- ALL IN MOTION 4.22%
- AUDEN 2.27%
- CUPSHE 1.76%
- SHADE & SHORE 1.47%
- All Others 40.52%

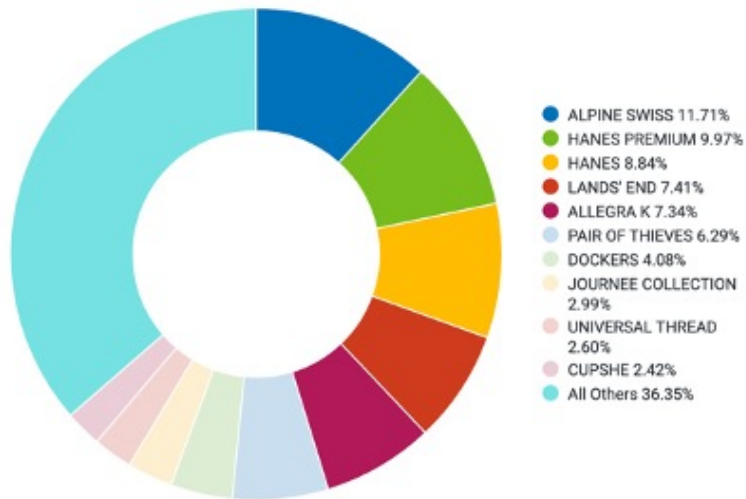
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
womens tops ...	1,273,216	249,712 ...
summer dresses for women 2024 ...	1,130,022	216,050 ...
earrings ...	1,107,359	82,056 ...
sunglasses womens ...	1,070,049	203,602 ...
birkenstock sandals women ...	994,720	139,361 ...
earrings for women ...	939,549	99,387 ...
bogg bag ...	900,806	130,348 ...
new balance womens sneakers ...	871,237	227,840 ...
wedding guest dresses for women ...	866,991	188,890 ...
womens sandals ...	850,447	150,945 ...
sandals women ...	848,772	169,023 ...
waist trainer for women ...	816,466	143,991 ...
hey dudes for men ...	810,922	164,178 ...
nike socks ...	800,321	174,453 ...
shapewear tummy control ...	797,625	130,385 ...
jumpsuits for women ...	773,647	169,494 ...
dresses for women 2024 ...	767,167	211,806 ...
workout sets for women ...	762,563	151,004 ...

Clothing – Target Circle Week Recap

Sponsorship Activity

Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
undershirts ...	122	122
socks ...	121	121
boxer briefs ...	115	115
underwear ...	113	113
no show socks ...	110	110
briefs ...	109	109
men's ...	95	95
men's shoes ...	92	92
crew socks ...	86	86
men's sandals ...	86	86
underwear for women ...	75	75
men's thong underwear ...	73	73
shoes ...	72	72
briefs for men pack ...	71	71
woman underwear ...	71	71
compression socks men ...	70	70
cotton underwear for women ...	70	70
mens black ankle socks ...	70	70

Top-Sponsored Items



Allegra K Women's Collarless Work Office Long Sleeve Crop...
Allegra K | New at 
★★★★☆ 9



Allegra K Women's Floral Elastic Waist Tiered Ruffle Boho Midi...
Allegra K | New at 
★★★★☆ 2



Allegra K Women's High Waist Fishtail Ruffle Denim Jean Skirt
Allegra K
★★★★☆ 2



cheibear Womens Sleepwear Pajama Knit Spaghetti Strap Ca...
Cheibear | New at 
★★★★☆ 12



Agnes Orinda Women's Plus Size Keyhole Babydoll Lantern Floral...
Agnes Orinda | New at 
★★★★☆ 8



Hanes Men's 6Pk Tanks - White
Hanes
★★★★☆ 659



Alpine Swiss Holly Womens Flip Flops Comfortable Walking Tho...
Alpine Swiss
★★★★☆ 5



Allegra K Women's High Buckle Ankle Strap Open Toe Chunky...
Allegra K | New at 
★★★★☆ 42



Allegra K Women's Plaid Tweed High Waist Split Office Pencil Skirt
Allegra K
★★★★☆ 69



Hanes Men's 5pk V-Neck T-Shirt - White 2XL
Hanes
★★★★☆ 69

Top Brands by Share of Sales



Energizer



Nintendo®



DURACELL®

FUJIFILM

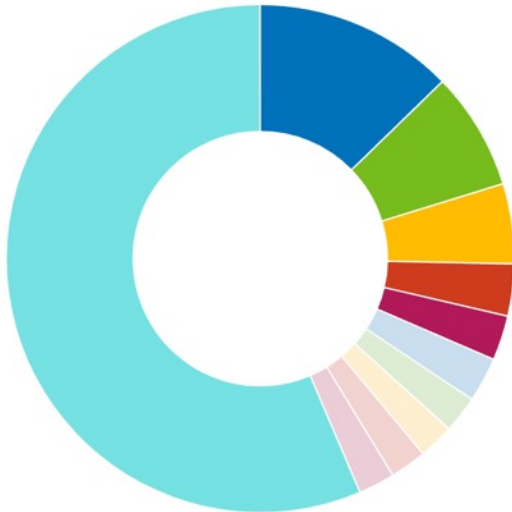


Electronics – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



- HEYDAY 12.73%
- APPLE 7.51%
- OTTERBOX 5.10%
- AMAZON 3.31%
- HP INC. 2.85%
- SAMSUNG 2.84%
- LOGITECH 2.33%
- ACER 2.26%
- MONOPRICE 2.32%
- INSTEN 2.33%
- All Others 56.41%

Most Visible Keywords

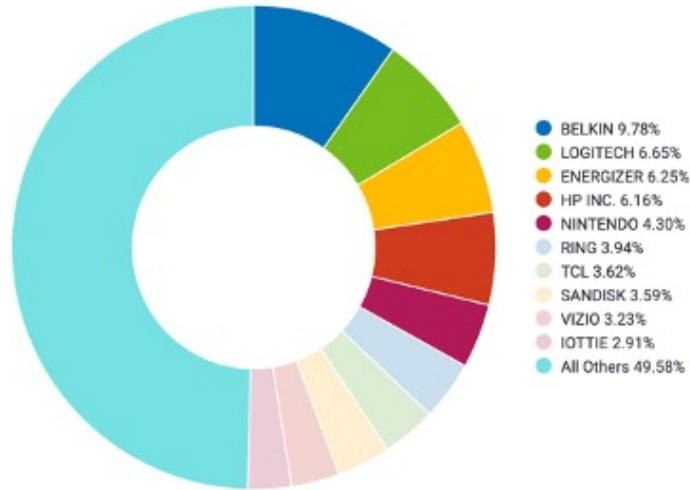
Keyword	Search Visibility Score	Avg Monthly Search Volume
iphone 15 pro max case ...	1,840,286	341,130 ...
ipad ...	1,563,730	321,549 ...
airpods ...	1,517,962	378,523 ...
apple watch ...	1,468,301	312,943 ...
laptop ...	1,404,892	283,477 ...
iphone 14 pro max case ...	1,391,681	243,444 ...
iphone 15 pro case ...	1,387,180	244,520 ...
iphone ...	1,371,724	232,883 ...
iphone 13 case ...	1,347,966	276,980 ...
iphone 14 case ...	1,258,743	239,997 ...
iphone 15 case ...	1,216,722	222,468 ...
digital camera ...	1,205,774	244,233 ...
headphones ...	1,149,659	229,835 ...
monitor ...	1,102,770	202,561 ...
iphone 13 pro max case ...	1,098,804	220,750 ...
ear buds ...	1,074,208	205,623 ...
iphone 15 pro max ...	1,066,390	166,464 ...
iphone 15 ...	1,050,854	154,392 ...

Electronics – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
electrolit ...	108	108
phones ...	85	85
electronics ...	79	79
cell phone ...	70	70
flip phone ...	70	70
mobile phones ...	70	70
phone ...	70	70
roku tv ...	70	70
cell phones ...	70	70
smartphone ...	70	70
tv ...	70	70
unlocked phones ...	70	70
prepaid phone ...	70	70
prepaid cell phones ...	70	70
cheap phone ...	70	70
mobile phone ...	70	70
tv's ...	70	70
smartphones ...	70	70

Electronics – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Energizer Max AA Batteries - Alkaline Battery
Energizer New at
★★★★★ 4810



Energizer Ultimate Lithium AAA Batteries - Lithium Battery
Energizer
★★★★★ 630



Belkin BoostCharge Pro 15W 3-in-1 Wireless Charger with MagSafe
Belkin
★★★★★ 633



Energizer Max AAA Batteries - Alkaline Battery
Energizer New at
★★★★★ 3519



Energizer Ultimate Lithium AA Batteries - Lithium Battery
Energizer
★★★★★ 1766



Belkin 10W Qi Dual Wireless Charging Pad - Black
Belkin
★★★★★ 143



Belkin BoostCharge (20W) Dual USB-C with (40W) Stand Alone...
Belkin
★★★★★ 168



Theragun Relief
Theragun
★★★★★ 34



SanDisk Extreme 1TB Portable External SSD Flash Storage Driv...
SanDisk
★★★★★ 63



DRIVEN by Battat RC Midrange Ambulance
DRIVEN by Battat
★★★★★ 26

Grocery – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales

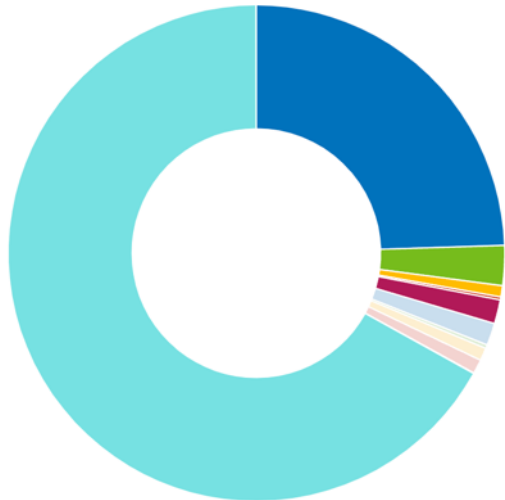


Grocery – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



- GOOD & GATHER 24.51%
- FAVORITE DAY 2.60%
- HERSHEY'S 0.73%
- REESE'S 0.20%
- MARKET PANTRY 1.55%
- STARBUCKS 1.45%
- LINDT 0.23%
- BOB'S RED MILL 0.83%
- TYSON 0.92%
- CADBURY 0.03%
- All Others 66.95%

Most Visible Keywords

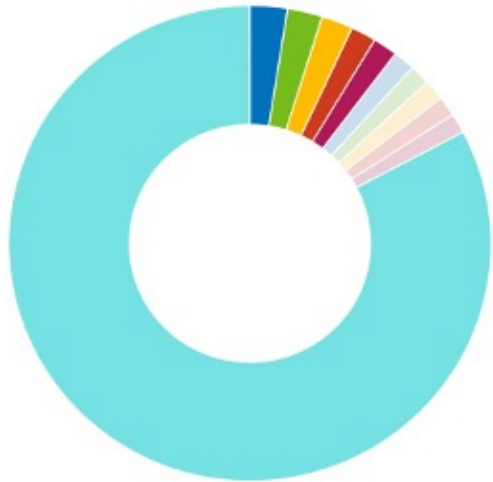
Keyword	Search Visibility Score	Avg Monthly Search Volume
eggs ...	1,157,720	231,847 ...
ryze mushroom coffee ...	1,143,662	168,564 ...
bread ...	1,031,849	173,099 ...
nespresso pods vertuo ...	1,027,422	189,642 ...
snacks ...	1,014,858	197,315 ...
candy ...	998,716	213,226 ...
celtic salt ...	970,734	130,404 ...
milk ...	902,556	161,499 ...
water ...	892,036	175,381 ...
nespresso pods ...	873,258	153,672 ...
chicken breast ...	864,274	124,811 ...
fairlife protein shakes ...	824,149	165,163 ...
tomatoes ...	820,012	144,454 ...
coffee ...	803,554	156,531 ...
chips ...	771,213	142,019 ...
broccoli ...	756,281	88,549 ...
avocado ...	746,137	143,813 ...
coffee pods ...	704,531	145,188 ...

Grocery – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



- CHOBANI 2.51%
- TAZO 2.33%
- COFFEE MATE 2.12%
- TILLAMOOK 1.71%
- MCCORMICK 1.64%
- APPLEGATE FARMS 1.46%
- SKINNY MIXES 1.39%
- SARGENTO 1.38%
- ONCE UPON A FARM 1.38%
- HERSHEY'S 1.34%
- All Others 82.75%

Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
peanut butter ...	131	131
coffee k cups ...	123	123
gum ...	121	121
cream cheese ...	119	119
k cups ...	117	117
chewing gum ...	116	116
k cups coffee ...	113	113
mint candy ...	113	113
mints ...	112	112
granola ...	111	111
school snacks ...	110	110
coffee grounds ...	109	109
cereal ...	108	108
salsa ...	108	108
coffee pods ...	108	108
xylitol gum ...	108	108
k cup ...	107	107
breakfast cereal ...	107	107

Grocery – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Simple Mills Gluten Free Brownie Almond Flour Baking Mix - 12.9oz
Simple Mills
★★★★☆ 181



Tazo Organic Peachy Green Tea - 20ct
Tazo
★★★★★ 982



Once Upon A Farm Go-Go Greens Organic Dairy-Free Kids'...
Once Upon a Farm
★★★★★ 162



Sargento Ultra Thin Natural Cheddar Cheese Slices - 7.6oz/...
Sargento
★★★★★ 274



Once Upon a Farm Berry Berry Organic Dairy-Free Kids'...
Once Upon a Farm
★★★★★ 279



Reese's, Kit Kat and Jolly Rancher Sweets and Chocolate Snack Si...
HERSHEY'S
★★★★★ 438



Once Upon a Farm Wild Rumpus Avocado, Pineapple Banana...
Once Upon a Farm
★★★★★ 745



Tazo Wild Sweet Orange Caffeine-Free Herbal Tea - 20ct
Tazo
★★★★★ 212



Chobani Mixed Berry on the Bottom Low-Fat Vanilla Greek...
Chobani
★★★★★ 669



Tazo Classic Latte Chai Black Tea - 32oz
Tazo
★★★★★ 2248

32 FL OZ

Health – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales

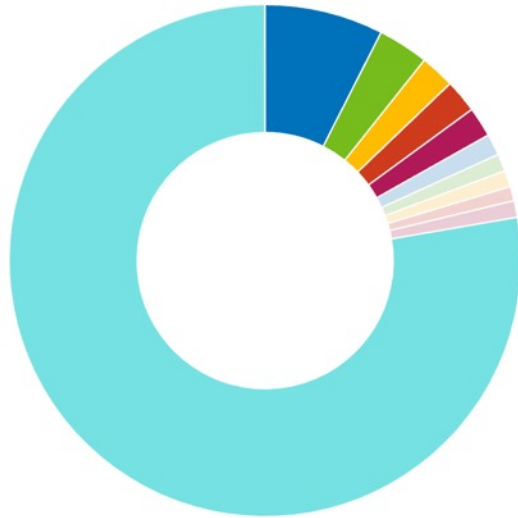


Health – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



- UP & UP 7.50%
- NATURE MADE 3.19%
- SWANSON HEALTH PRODUCTS 2.18%
- LELO 2.09%
- PLUSONE 1.89%
- OLLY 1.35%
- ORGAIN 1.10%
- CERAVE 1.03%
- E.L.F. 0.91%
- FUTURO 1.06%
- All Others 77.70%

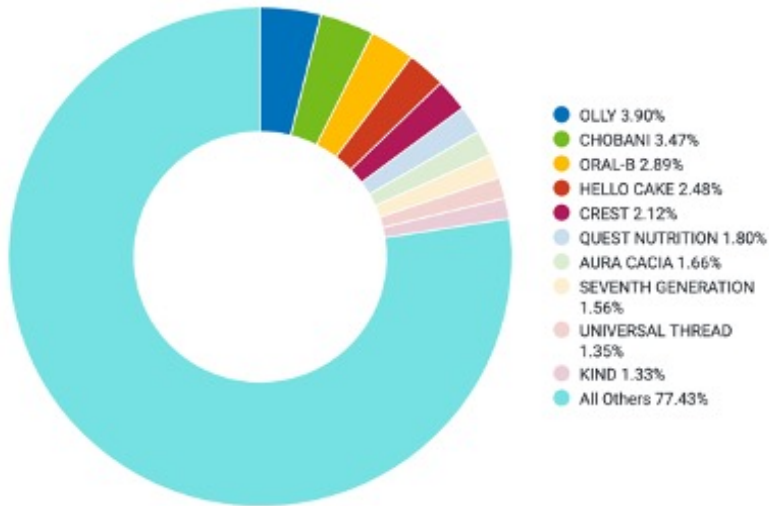
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
protein powder ...	1,486,529	298,626 ...
vibrator ...	1,306,154	290,599 ...
sex toys ...	1,184,562	255,559 ...
magnesium glycinate ...	1,162,769	303,790 ...
adult toy ...	1,013,588	15,788 ...
uro vaginal probiotic ...	932,759	58,374 ...
magnesium ...	869,685	219,604 ...
dildo ...	856,880	261,393 ...
first aid kit ...	827,503	149,610 ...
heating pad ...	786,735	213,121 ...
vitamin c ...	728,302	183,850 ...
protein bars ...	699,771	143,374 ...
pregnancy test ...	664,264	193,219 ...
fairlife protein shakes ...	655,261	165,163 ...
female sex toys ...	653,781	28,719 ...
vitamin d ...	642,591	224,413 ...
protein shake ...	615,574	127,477 ...
Imnt electrolytes ...	614,583	126,729 ...

Health – Target Circle Week Recap

Sponsorship Activity

Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
protein bars ...	106	106
incontinence ...	104	104
probiotics ...	101	101
protein powder ...	101	101
health ...	100	100
lubricants ...	100	100
protein snacks ...	99	99
tampons ...	98	98
protein snack ...	97	97
simply protein bars ...	96	96
high protein ...	96	96
maxi pads ...	95	95
antacids ...	95	95
protein bar ...	95	95
gatorade protein bars ...	94	94
probiotic ...	94	94
low calorie protein bars ...	92	92
protien bars ...	92	92

Health – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Oral-B IO Series 4 Electric Toothbrush with Brush Head
Oral-B
★★★★☆ 369



Oral-B IO Series 5 Electric Toothbrush with Brush Head
Oral-B
★★★★☆ 326



Hello Cake Bounce Vibe Vibrator
Hello Cake
★★★★☆ 47



Oral-B Charcoal Soft Whitening Therapy Toothbrush
Oral-B
★★★★☆ 1015



Crest 3D Whitestrips Sensitive White At-home Teeth Whitening...
Crest
★★★★☆ 705



Hello Cake Little Sucker Rechargeable and Waterproof...
Hello Cake
★★★★☆ 478



Oral-B Cross Action All In One Manual Toothbrush, Soft
Oral-B
★★★★☆ 1231



Hello Cake Waterproof Doubled Sided Stroker
Hello Cake
★★★★☆ 577



Crest Pro-Health Advanced Gum Protection Toothpaste
Crest
★★★★☆ 689



Oral-B IO Series 3 Electric Toothbrush with Brush Head
Oral-B
★★★★☆ 322

Top Brands by Share of Sales



room
essentials



brightroom.



The Original
Scrub
Daddy



Sterilite®



Smartly.



Hefty.



MONDO
LLAMA

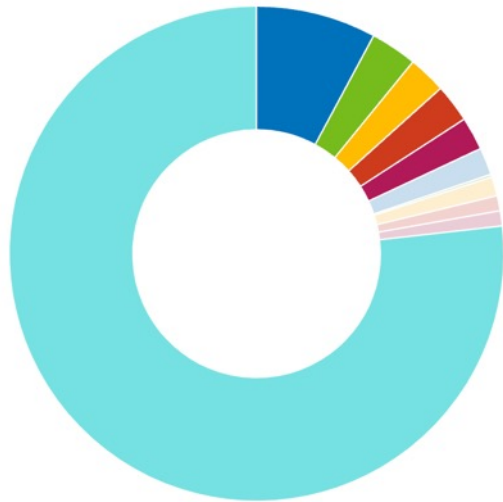


Home – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



- THRESHOLD 7.87%
- ROOM ESSENTIALS 3.04%
- UNIQUE BARGAINS 2.46%
- BRIGHTROOM 2.50%
- COSTWAY 2.16%
- MONDO LLAMA 1.80%
- SPRITZ 0.18%
- RING 1.24%
- CRAYOLA 0.99%
- AMAZON 0.99%
- All Others 76.78%

Most Visible Keywords

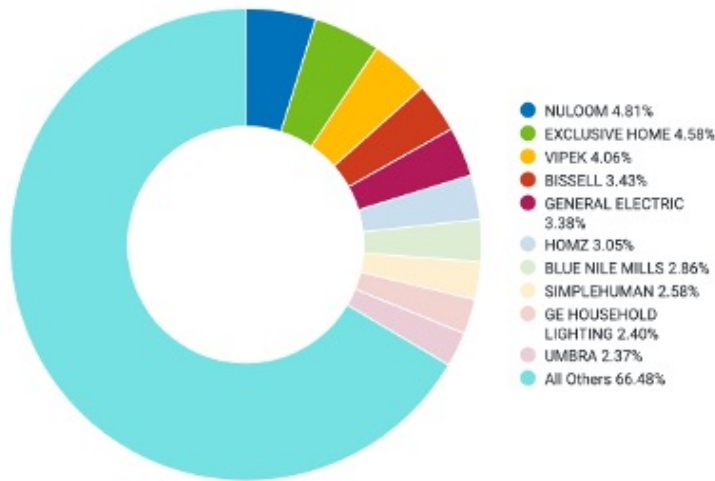
Keyword	Search Visibility Score	Avg Monthly Search Volume
shower curtain ...	1,547,632	300,926 ...
air purifier ...	1,516,420	287,666 ...
shower head ...	1,364,996	250,419 ...
shoe rack ...	1,202,765	256,925 ...
shower curtain rod ...	1,149,929	148,960 ...
fall ...	1,079,724	116,187 ...
hangers ...	1,068,735	172,151 ...
vacuum cleaners for home ...	1,022,255	196,722 ...
shower curtain liner ...	950,596	194,554 ...
curtain rods ...	944,796	190,496 ...
fan ...	940,288	136,039 ...
pillows ...	939,694	178,979 ...
room decor ...	933,666	187,860 ...
toilet paper holder ...	871,894	162,581 ...
home decor ...	833,421	161,172 ...
bathroom rugs ...	810,738	211,066 ...
laundry basket ...	803,870	212,242 ...
extension cord ...	798,597	169,998 ...

Home – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand




Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
trash cans ...	101	101
boxes ...	101	101
home ...	100	100
clothing storage ...	99	99
vacuums ...	95	95
storage ...	94	94
bed pillows ...	92	92
pencils ...	92	92
pillows ...	91	91
bedding ...	90	90
desk lamps ...	86	86
closet organization ...	86	86
totes ...	86	86
handheld vacuums ...	85	85
window treatments ...	85	85
table lamps ...	83	83
storage totes ...	83	83
candelabra light bulbs ...	83	83

Top-Sponsored Items



Paper Mate InkJoy 6pk Gel Pens Multicolored Bright
Paper Mate New at 
★★★★☆ 112



Paper Mate InkJoy 22pk Gel Pens 0.7mm Medium Tip Multicolored
Paper Mate
★★★★★ 461



Paper Mate InkJoy Gel Pens 0.7mm Medium Tip
Paper Mate
★★★★★ 214



VIPEK V2 Garment Rack Metal Clothing Rack for Hanging...
VIPEK
★★★★★ 9



B. toys Magnetic Drawing Board - Toulouse Lapirec
B. toys
★★★★☆ 514



GE Household Lighting 4pk 10W 60W Equivalent Relax LED HD...
GE Household L...
★★★★★ 206



Holmes 16" Digital Oscillating 3-Speed Metal Stand Fan with...
Holmes New at 
★★★★★ 23



GE 2pk 40W Equivalent Relax LED HD Light Bulbs Soft White
GE Household L...
★★★★★ 62



VIPEK S3 Heavy Duty Garment Rack Free Standing Clothes Rac...
VIPEK
★★★★★ 5



GE LED+ Dusk to Dawn Light Bulb Soft White
GE Household L...
★★★★★ 185

Household Essentials – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales

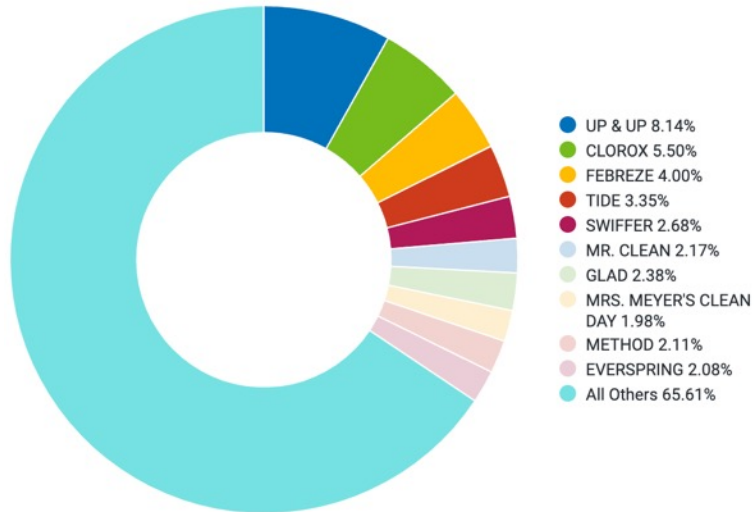


Household Essentials – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



Most Visible Keywords

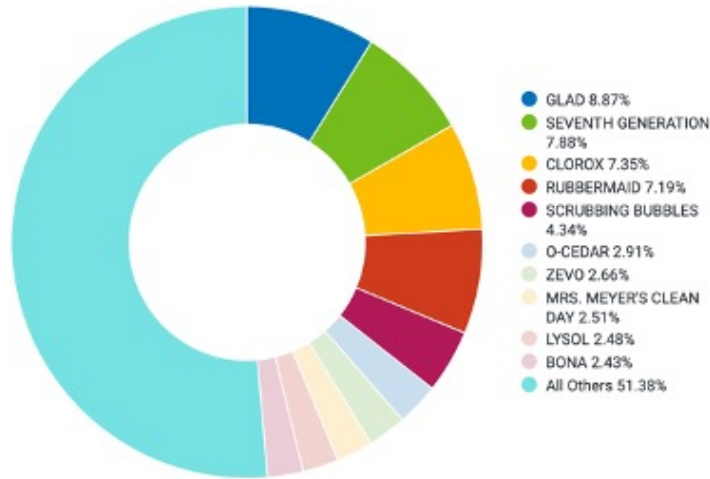
Keyword	Search Visibility Score	Avg Monthly Search Volume
toilet paper ...	2,048,428	387,915 ...
paper towels ...	1,271,310	358,875 ...
laundry detergent ...	926,232	199,102 ...
dishwasher pods ...	793,642	191,879 ...
trash bags ...	758,826	155,101 ...
dish soap ...	744,961	153,066 ...
mop ...	624,896	152,006 ...
dryer sheets ...	549,085	118,667 ...
clorox wipes ...	531,536	132,256 ...
tide pods ...	530,952	115,967 ...
toilet bowl cleaners ...	467,065	119,639 ...
paper plates ...	442,575	205,313 ...
car air freshener ...	426,272	133,283 ...
lint roller ...	376,734	114,887 ...
garbage bags ...	359,114	79,661 ...
napkins ...	318,209	53,433 ...
splash foam toilet cleaner ...	294,294	10,823 ...
spray bottles ...	288,095	77,214 ...

Household Essentials – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
liquid laundry detergent ...	124	124
laundry ...	123	123
powder laundry detergent ...	118	118
stain remover ...	109	109
trash bags ...	105	105
fabric softener ...	105	105
bleach ...	105	105
small trash bags ...	103	103
dish soap ...	90	90
dryer sheets ...	84	84
sponges ...	78	78
laundry sanitizer ...	77	77
sandwich bags ...	77	77
tall trash bags ...	76	76
scent booster ...	76	76
mops ...	73	73
large trash bags ...	72	72
simple human trash bags ...	70	70

Household Essentials – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Rubbermaid 20pc TakeAlongs Meal Prep Divided Rectangle...
Rubbermaid
★★★★★ 761



Rubbermaid 5pk 2.85 cup Brilliance Meal Prep Containers, ...
Rubbermaid
★★★★★ 1514



Zevo Indoor Flying Insect Trap for Fruit flies, Gnats, and House Flie...
Zevo
★★★★★ 2203
\$19.99



Glad ForceFlex Large Drawstring Black Trash Bags - 30 Gallon - ...
Glad
★★★★★ 544



Glad ForceFlex Tall Kitchen Drawstring Trash Bags - Gain...
Glad
★★★★★ 1375



Rubbermaid 3.2 cup 2pk Brilliance Food Storage Container
Rubbermaid
★★★★★ 1898



Rubbermaid Brilliance 16 cup Pantry Airtight Food Storage...
Rubbermaid
★★★★★ 1472



Rubbermaid Brilliance 7.8 cup Pantry Airtight Food Storage...
Rubbermaid
★★★★★ 1590



Zevo Max Trap Starter Kit - 2ct
Zevo
★★★★★ 78



Glad ForceFlex Tall Kitchen Drawstring Trash Bags - Febrez...
Glad
★★★★★ 1407

Kitchen & Dining – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales

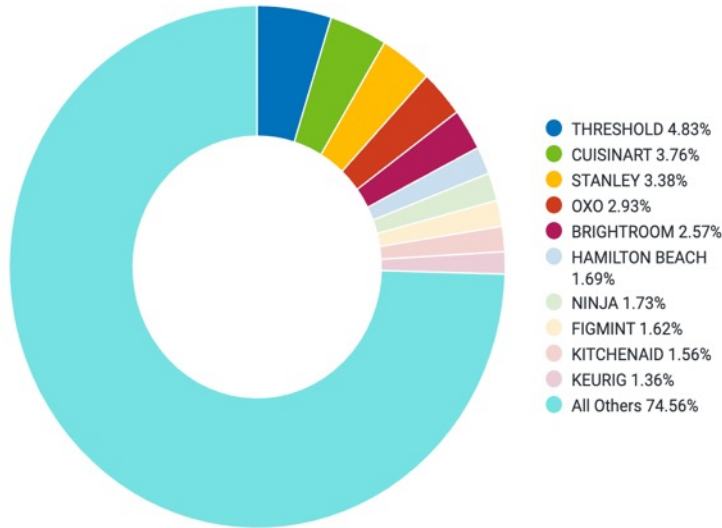


Kitchen & Dining – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



Most Visible Keywords

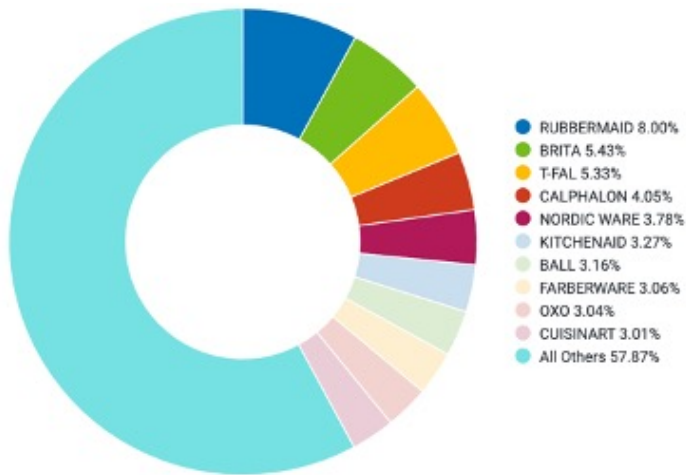
Keyword	Search Visibility Score	Avg Monthly Search Volume
air fryer ...	1,580,192	294,772 ...
mini fridge ...	1,318,450	241,291 ...
rice cooker ...	1,203,952	218,347 ...
microwave ...	1,045,605	195,793 ...
coffee maker ...	1,044,825	240,581 ...
ice maker ...	1,006,597	185,864 ...
fal ...	890,469	13,780 ...
stanley cup ...	884,078	442,361 ...
can opener ...	825,566	162,088 ...
stanley ...	794,213	253,136 ...
food scale ...	767,676	157,681 ...
paper towel holder ...	757,001	168,131 ...
coffee grinder ...	736,405	142,566 ...
kitchen ...	693,425	94,777 ...
stanley 40 oz tumbler with handle ...	667,267	247,400 ...
juicer ...	654,480	120,116 ...
blender ...	651,433	171,423 ...
knife sharpener ...	639,016	127,558 ...

Kitchen & Dining – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
coffee maker ...	114	114
kitchen appliances ...	103	103
cookware sets ...	103	103
pans ...	98	98
filters ...	97	97
food processors ...	94	94
cookware ...	93	93
pitchers ...	93	93
wok ...	91	91
food containers ...	89	89
bakeware ...	86	86
water filtration ...	84	84
knives ...	83	83
air fryer ...	82	82
blenders ...	79	79
water dispensers ...	78	78
stainless steel ...	78	78
food storage ...	78	78

Kitchen & Dining – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Starbucks Medium Roast K-Cup Coffee Pods Pike Place Roast fo...
Starbucks
★★★★★ 1164



Rubbermaid 20pc TakeAlongs Meal Prep Divided Rectangle...
Rubbermaid
★★★★★ 281



Rubbermaid 5pk 2.85 cup Brilliance Meal Prep Containers...
Rubbermaid
★★★★★ 1514



Rubbermaid Brilliance 16 cup Pantry Airtight Food Storage...
Rubbermaid
★★★★★ 1472



Rubbermaid 3.2 cup 2pk Brilliance Food Storage Container
Rubbermaid
★★★★★ 1898



T-fal 20pc Simply Cook Nonstick Cookware Set Black
T-Fal
★★★★★ 548



Rubbermaid Brilliance 7.8 cup Pantry Airtight Food Storage...
Rubbermaid
★★★★★ 1490



Starbucks Frappuccino Mocha Coffee Drink - 4pk/9.5 fl oz Glas...
Starbucks
★★★★★ 388



Nordic Ware Anniversary Bundt Pan
Nordic Ware
★★★★★ 8



Rubbermaid 10pc Brilliance Leak Proof Food Storage Containers...
Rubbermaid
★★★★★ 2791

Personal Care – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales



ECOTOOLS®

Hero.



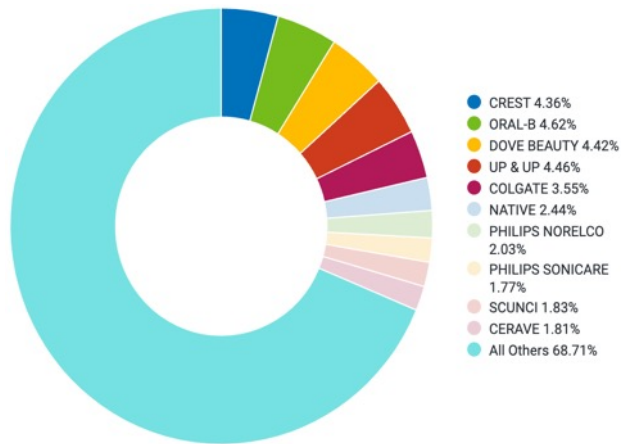
OLAY

Personal Care – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



Most Visible Keywords

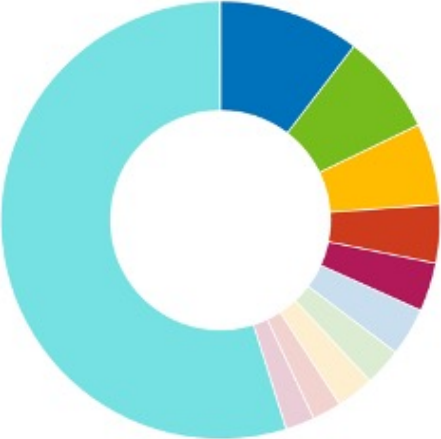
Keyword	Search Visibility Score	Avg Monthly Search Volume
toothpaste ...	1,397,624	268,436 ...
water flosser ...	1,145,427	314,722 ...
toothbrush ...	994,166	204,363 ...
electric toothbrush ...	937,484	205,678 ...
hand soap ...	931,359	194,808 ...
mouthwash ...	763,975	167,652 ...
body wash ...	705,202	188,755 ...
teeth whitening ...	616,109	176,044 ...
minoxidil for men ...	604,001	162,624 ...
deodorant women ...	568,322	118,982 ...
travel size toiletries ...	533,319	172,460 ...
native deodorant ...	514,818	83,597 ...
tweezers ...	510,297	101,063 ...
hand sanitizer ...	459,807	111,535 ...
nose hair trimmer for men ...	446,786	96,375 ...
deodorant men ...	423,732	88,774 ...
beard trimmer ...	416,600	91,538 ...
floss ...	409,551	103,716 ...

Personal Care – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



- ORAL-B 10.40%
- COLGATE 7.45%
- CREST 6.00%
- DOVE BEAUTY 4.32%
- PHILIPS SONICARE 3.60%
- PHILIPS NORELCO 3.54%
- HELLO 2.80%
- THERABREATH 2.77%
- TOM'S OF MAINE 2.16%
- DOVE MEN+CARE 2.14%
- All Others 54.83%

Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
hand soap refills ...	113	113
hand soap ...	100	100
toothbrushes ...	99	99
toothpaste ...	95	95
bar soap ...	87	87
beard care ...	84	84
oral care ...	82	82
men's grooming ...	77	77
personal care ...	74	74
kid electric toothbrush ...	70	70
whitening gel ...	70	70
kids electric toothbrushes ...	70	70
kids brushes for teeth ...	70	70
trimmers for men ...	70	70
toothbrushes kids ...	70	70
mens hair clippers ...	70	70
whitening teeth ...	70	70
electric toothbrush kids ...	70	70

Personal Care – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Oral-B IO Series 4 Electric Toothbrush with Brush Head
Oral-B
★★★★★ 368



Oral-B IO6 Black Electric Toothbrush
Oral-B
★★★★★ 181



Oral-B IO Series 5 Electric Toothbrush with Brush Head
Oral-B
★★★★★ 325



Oral-B Avengers Battery Toothbrush
Oral-B
★★★★★ 135



Crest 3D White Advanced Teeth Whitening Arctic Fresh Toothpaste...
Crest
★★★★★ 5881



Colgate Kids Toothbrush Value Pack Ocean Explorer Extra Soft ...
Colgate
★★★★★ 1525



Oral-B Pulsar Expert Clean Battery Powered Toothbrush So...
Oral-B
★★★★★ 704



Oral-B Charcoal Soft Whitening Therapy Toothbrush
Oral-B
★★★★★ 1014



Crest Kids Sugar & Bacteria Shield Toothpaste, Strawberry...
Crest
★★★★★ 565



Crest 3D Whitestrips Sensitive White At-home Teeth Whitening...
Crest
★★★★★ 704

Pets – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales

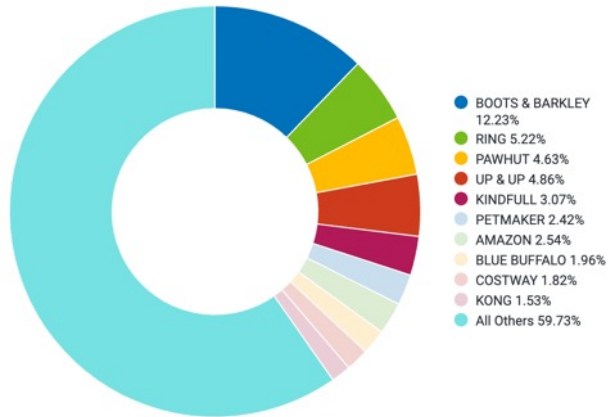


Pets – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
dog bed ...	1,002,339	211,881 ...
bird feeder ...	940,361	49,489 ...
cat tree ...	903,992	197,751 ...
cat litter ...	873,025	200,859 ...
cat brush ...	842,014	20,508 ...
dog treats ...	825,421	184,290 ...
dog toys ...	780,866	174,325 ...
cat toys ...	734,682	157,781 ...
dog food ...	713,643	147,924 ...
cat food ...	689,581	143,745 ...
dog harness ...	500,193	151,213 ...
hummingbird feeders for outdoors ...	485,587	107,688 ...
window bird feeder ...	482,794	25,250 ...
ring doorbell ...	452,774	256,053 ...
cat water fountain ...	451,867	150,426 ...
cat steam brush ...	442,516	13,207 ...
puppy pads ...	442,074	82,594 ...
flea and tick prevention for dogs ...	423,633	47,111 ...

Pets – Target Circle Week Recap

Sponsorship Activity

Sponsorship Activity by Brand



- MILK-BONE 11.65%
- BLUE BUFFALO 9.26%
- ZESTY PAWS 5.95%
- FURHAVEN 5.69%
- RING 4.98%
- GREENIES 4.64%
- TEMPTATIONS 4.39%
- IAMS 3.87%
- SHEBA 3.34%
- BARK 3.29%
- All Others 42.94%

Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
dry cat food ...	166	166
cat food dry ...	131	131
canned foods ...	120	120
dry dog food ...	117	117
cat treats ...	116	116
cat dry food ...	108	108
puppy food ...	105	105
dog biscuits ...	102	102
wet cat food ...	100	100
dog treats ...	99	99
dog supplements ...	93	93
cat food wet ...	92	92
dog biscuits for medium dogs ...	91	91
dog biscuits for large dogs ...	90	90
milk bone dog treats ...	89	89
milkbone dog treats ...	88	88
wet dog food ...	88	88
milk bone ...	86	86

Top-Sponsored Items



Milk-Bone Comfort Chews Beef Flavor Chewy Dog Treat - ...
Milk-Bone
★★★★☆ 244



Milk-Bone Original Mini Dry Dog Treats Biscuits Beef, Chicken & ...
Milk-Bone
★★★★☆ 691



BARK Big Dill Bill Dog Toy - Green
BARK
★★★★☆ 255



BARK Eduardo The Shrimp Taco Dog Toy
BARK
★★★★☆ 118



Ring 1080p Wireless Stick Up Security Camera (Battery)
Ring
★★★★☆ 484



BARK Billy The Squid Dog Toy - Green
BARK
★★★★☆ 280



Milk-Bone Brushing Chews Daily Chicken Dental Dog Treats, Fres...
Milk-Bone
★★★★☆ 277



Zesty Paws 8-in-1 Multivitamin Bites for Dog Chicken Flavor - ...
Zesty Paws
★★★★☆ 1164



Zesty Paws Skin & Coat Support Wild Alaskan Salmon Oil for Cat...
Zesty Paws
★★★★☆ 1170



Milk-Bone Beef Soft & Chewy Filet Mignon Canister Dog Treats -25oz
Milk-Bone
★★★★☆ 391

School & Office Supplies – Target Circle Week Recap

Sales Performance



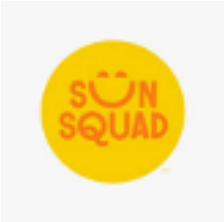
Top Brands by Share of Sales



MONDO
LLAMA



brightroom



Scotch®



Sharpie®

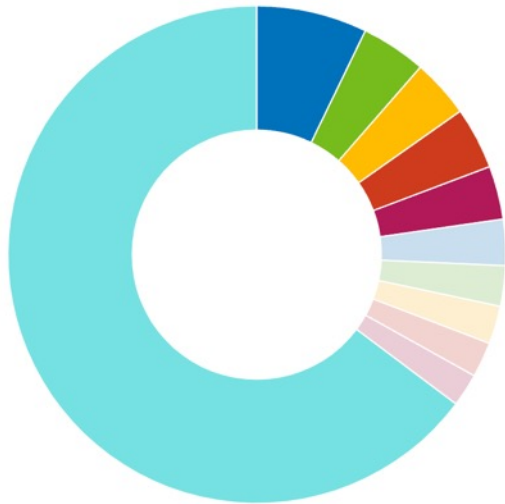
Sterilite®

School & Office Supplies – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



- SCOTCH 7.20%
- U BRANDS 4.22%
- CRAYOLA 3.82%
- SHARPIE 4.02%
- UP & UP 3.47%
- MONDO LLAMA 3.00%
- THRESHOLD 2.62%
- PAPER MATE 2.46%
- POST-IT 2.30%
- BRIGHTROOM 2.15%
- All Others 64.75%

Most Visible Keywords

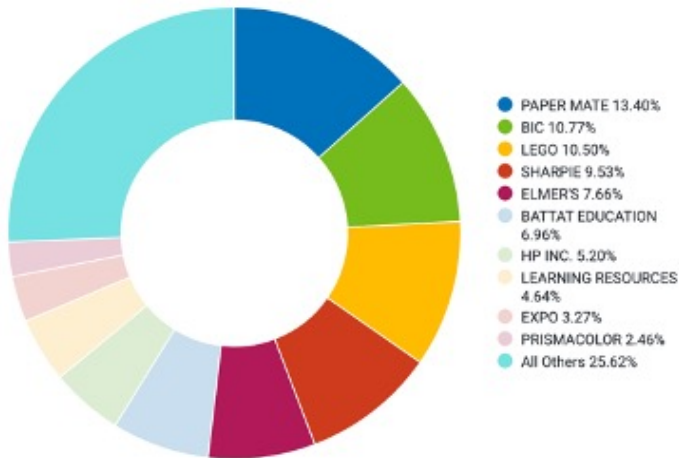
Keyword	Search Visibility Score	Avg Monthly Search Volume
pens ...	1,046,288	200,170 ...
label maker ...	867,091	169,587 ...
printer paper ...	859,835	154,968 ...
packing tape ...	804,095	146,039 ...
dry erase markers ...	768,363	156,244 ...
notebook ...	742,505	134,844 ...
highlighters ...	702,008	147,580 ...
super glue ...	519,231	98,424 ...
pencil sharpener ...	505,780	119,217 ...
desk organizer ...	497,836	112,243 ...
scissors ...	470,383	81,126 ...
double sided tape ...	470,367	90,483 ...
post it notes ...	453,464	88,474 ...
the notebook ...	450,844	23,290 ...
markers ...	416,445	87,403 ...
colored pencils ...	404,993	97,663 ...
pencils ...	403,300	78,009 ...
stapler ...	368,116	69,612 ...

School & Office Supplies – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
pens ...	98	98
pencils ...	96	96
dry erase markers ...	77	77
colored pencils ...	72	72
mechanical pencils 0.5 ...	70	70
computer mat ...	70	70
mechanical colored pencils ...	70	70
cute mechanical pencils ...	70	70
mechanical pencil ...	70	70
led pencils ...	70	70
pens + pencil ...	70	70
colorful pens ...	70	70
colored pencil ...	70	70
pen ...	70	70
red pens ...	70	70
pastel pencils ...	70	70
deskmat ...	70	70
pencils mechanical ...	70	70

Top-Sponsored Items



Battat Education EggXpress Yourself! Match & Learn Eggs
Battat Education Only at
★★★★★ 205



Battat Education Locbloc Counting Blocks Building Block...
Battat Education Only at
★★★★★ 78



Paper Mate InkJoy 6pk Gel Pens Multicolored Bright
Paper Mate New at
★★★★★ 112



LEGO Creator 3 in 1 Mighty Dinosaurs Model Building Set...
LEGO
★★★★★ 904



Paper Mate InkJoy 22pk Gel Pens 0.7mm Medium Tip Multicolored
Paper Mate
★★★★★ 881



Paper Mate Ink Joy Gel Pens 0.7mm Medium Tip
Paper Mate
★★★★★ 714



Sharpie 5pk Creative Markers Multicolored Bullet Tip
Sharpie New at
★★★★★ 404



Sharpie 12pk Creative Markers Bullet Tip Multicolored
Sharpie New at
★★★★★ 409



Paper Mate Flair 16pk Pens Multicolored Scented
Paper Mate New at
★★★★★ 158



Sharpie 12pk Permanent Markers Fine Tip Multicolored Glam Pop
Sharpie New at
★★★★★ 56

Sports & Outdoors – Target Circle Week Recap

Sales Performance



Top Brands by Share of Sales

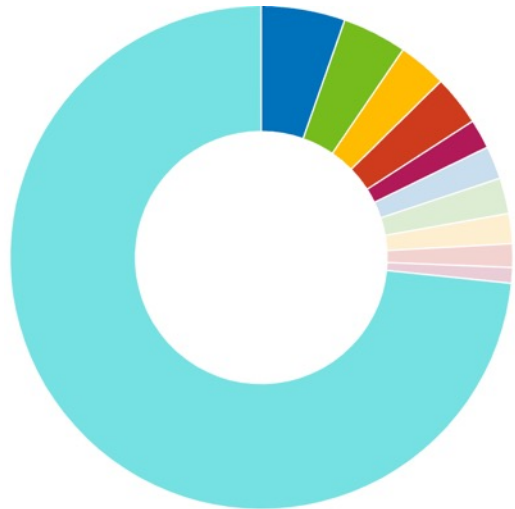


Sports & Outdoors – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



- COSTWAY 5.39%
- STANLEY 4.16%
- ALL IN MOTION 3.11%
- INTEX 3.24%
- APPLE 1.89%
- FRANKLIN SPORTS 2.11%
- SUN SQUAD 2.30%
- SPEEDO 1.92%
- COLEMAN 1.50%
- CONTIGO 1.01%
- All Others 73.36%

Most Visible Keywords

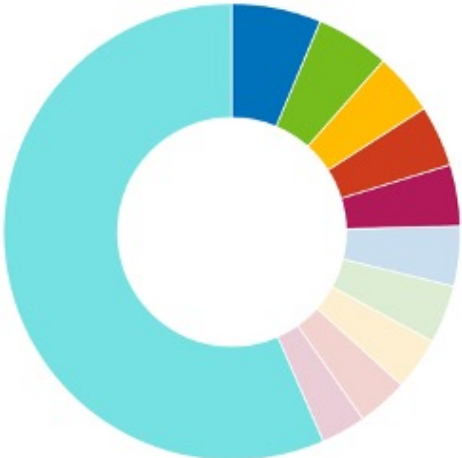
Keyword	Search Visibility Score	Avg Monthly Search Volume
stanley cup ...	988,252	442,361 ...
yoga mat ...	971,447	202,125 ...
stanley ...	914,793	253,136 ...
golf balls ...	738,773	87,201 ...
stanley 40 oz tumbler with handle ...	721,512	247,400 ...
resistance bands ...	680,636	120,265 ...
massage gun ...	664,770	157,292 ...
treadmill ...	658,360	146,987 ...
electric bike ...	644,782	108,078 ...
camping essentials ...	623,742	115,854 ...
pool ...	601,028	65,809 ...
trampoline ...	576,791	64,186 ...
basketball ...	576,268	111,091 ...
air mattress ...	570,702	98,305 ...
dumbbell set ...	514,711	134,194 ...
pickleball paddles ...	491,947	106,354 ...
walking pad treadmill ...	490,226	114,418 ...
electric scooter ...	488,290	161,673 ...

Sports & Outdoors – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
sports ...	71	71
electric pump for inflatables ...	70	70
air pump ...	70	70
kayak ...	70	70
bounce house blower ...	70	70
inflatable kayak ...	70	70
hot tub ...	69	69
inflatable hot tub ...	69	69
electric bike ...	68	68
electric blower ...	63	63
bikes ...	63	63
above ground pool ...	63	63
swimming pool ...	63	63
outdoor fan ...	62	62
spa ...	61	61
pools above ground ...	61	61
massager ...	61	61
deep tissue massager ...	61	61

Top-Sponsored Items



B. sports Over-the-Door Basketball Hoop - Wooden...
B. toys | New at  
★★★★★ 7



Theragun Relief 
Theragun
★★★★★ 34




B. sports Toddler Soccer Goal and Ball - Soccer Set 
B. toys | New at  
★★★★★ 18




Theragun Sense 
Theragun
★★★★★ 31




Takeya 32oz Actives Insulated Stainless Steel Water Bottle wit... 
Takeya
★★★★★ 2391



Outsunny Wooden Outdoor Playset with Baby Swing Seat,... 
Outsunny
★★★★★ 8






Shiatsu Foot Massager Machine With Multiple Functions and Hea... 
Miko
★★★★★ 178



Ksports Multi-Functional Electric Treadmill Home Gym Cardio... 
Ksports
★★★★★ 30



Walking Pad w/265 lbs Capacity Remote Control & LED Display... 
Costway | New at  
★★★★★ 27

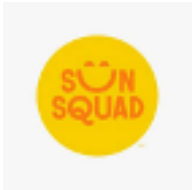


Theragun Sense 
Theragun
★★★★★ 31

Toys – Target Circle Week Recap

Sales Performance

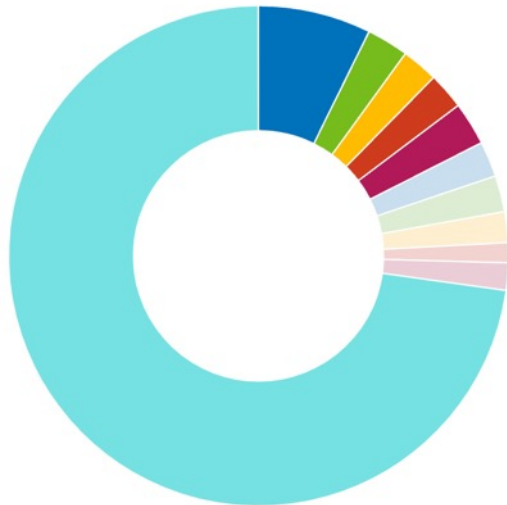
Top Brands by Share of Sales



Toys – Target Circle Week Recap

Organic Search Visibility

Most-Visible Brands



LEGO	7.29%
POKEMON	2.72%
MELISSA & DOUG	2.35%
BARBIE	2.36%
SUN SQUAD	2.80%
NERF	2.29%
COSTWAY	2.35%
DISNEY	1.98%
SQUISHMALLOWS	1.29%
TRANSFORMERS	1.77%
All Others	72.79%

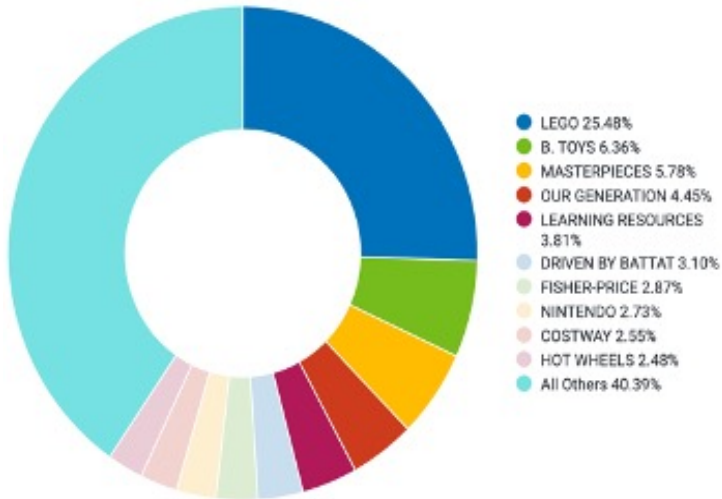
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
barbie ...	1,024,162	245,593 ...
transformers ...	1,002,641	222,032 ...
paw patrol ...	968,161	303,368 ...
electric scooter ...	814,772	161,673 ...
pokemon cards ...	772,632	205,518 ...
lego flowers ...	743,015	182,384 ...
toys ...	735,252	143,938 ...
drone ...	563,287	93,796 ...
games ...	517,775	121,433 ...
pokemon ...	515,508	130,884 ...
squishmallows ...	509,617	173,380 ...
spongebob squarepants ...	504,609	289,101 ...
harry potter ...	498,009	239,063 ...
water table ...	489,439	67,410 ...
house ...	479,622	246,742 ...
lego star wars ...	454,358	103,917 ...
toys for ages 8-13 ...	423,796	21,694 ...
batman ...	402,562	110,019 ...

Toys – Target Circle Week Recap

Sponsorship Activity

Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
board games ...	100	100
easter ...	88	88
stuffed animals ...	87	87
dolls ...	87	87
musical toys ...	84	84
educational toys ...	82	82
flowers ...	80	80
puzzles ...	75	75
toddler toys ...	75	75
plush ...	74	74
harry potter candy ...	74	74
artificial flowers ...	72	72
pretend play ...	72	72
harry potter gifts ...	70	70
house ...	70	70
hedwig ...	70	70
modeling clay ...	70	70
hufflepuff ...	70	70

Top-Sponsored Items



Hot Wheels Color Reveal Vehicles - 2pk
Hot Wheels
★★★★☆ 634



Battat Education EggXpress Yourself! Match & Learn Eggs
Battat Education Only at 
★★★★★ 205



Fisher-Price Laugh & Learn Play & Go Activity Keys
Fisher-Price
★★★★★ 28



Fisher-Price DJ Bouncin' Beats Interactive Musical Learning Toy
Fisher-Price
★★★★★ 374



Our Generation Country Cruising RV Camper Vehicle Playset for 1...
Our Generation
★★★★☆ 54



Battat Education Loebloc Counting Blocks Building Block...
Battat Education Only at 
★★★★★ 76



LEGO Creator 3 in 1 Mighty Dinosaurs Model Building Set...
LEGO
★★★★★ 904



B. sports Toddler Soccer Goal and Ball - Soccer Set
B. toys New at 
★★★★☆ 18



LEGO Technic NEOM McLaren Extreme E Race Car Toy 42166
LEGO
★★★★★ 24



LEGO Architecture New York City Skyline Building Set 21028
LEGO
★★★★★ 283

Video Games – Target Circle Week Recap

Sales Performance

Top Brands by Share of Sales

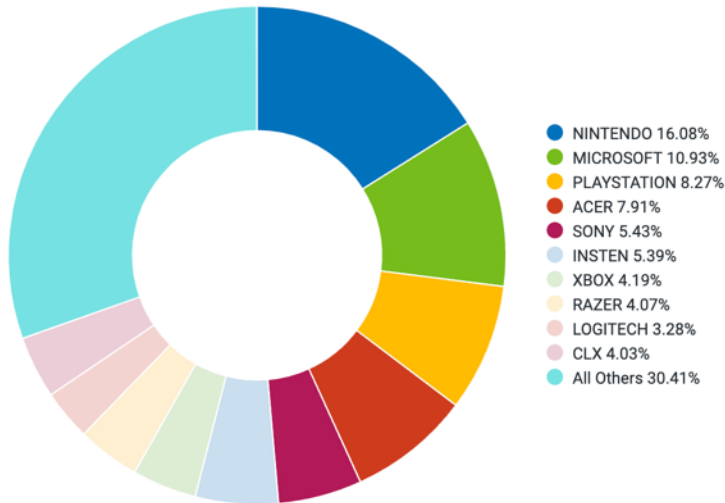


Video Games – Target Circle Week Recap

Organic Search Visibility



Most-Visible Brands



Most Visible Keywords

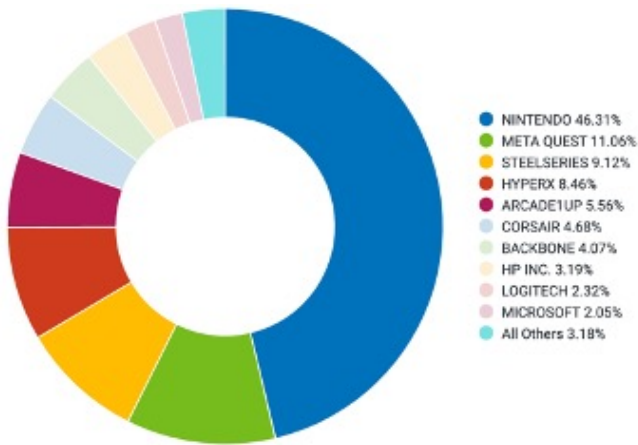
Keyword	Search Visibility Score	Avg Monthly Search Volume
nintendo switch ...	1,085,674	259,822 ...
gaming pc ...	808,747	204,496 ...
playstation 5 ...	762,479	173,788 ...
xbox controller ...	656,097	193,145 ...
nintendo switch games ...	644,944	178,617 ...
xbox series x ...	567,467	143,481 ...
gaming keyboard ...	560,422	131,950 ...
ps4 controller ...	552,505	127,424 ...
gaming headsets ...	529,466	112,030 ...
ps5 console ...	443,121	127,299 ...
xbox series s ...	440,182	112,569 ...
nintendo switch controller ...	418,414	120,018 ...
gaming laptop ...	395,885	161,479 ...
gaming mouse ...	388,902	133,683 ...
fallout ...	364,012	203,818 ...
ps5 ...	334,757	258,270 ...
gaming monitor ...	291,246	153,205 ...
monitor ...	280,392	202,561 ...
ps5 games ...	269,329	71,874 ...

Video Games – Target Circle Week Recap

Sponsorship Activity



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Total Sponsorship Activity	Sponsorship Activity
pc gaming headset ...	65	65
headsets ...	59	59
headset with mic ...	55	55
ps5 headset ...	55	55
gaming accessories ...	55	55
gaming headphones ...	54	54
headset gaming ...	54	54
xbox headset ...	53	53
gaming headsets ...	51	51
headset ...	51	51
ps4 headset with mic ...	50	50
arcade 1up ...	50	50
wired gaming headset ...	50	50
arcade games ...	49	49
gaming headset xbox ...	49	49
headset for xbox ...	48	48
nitendo switch ...	47	47
video games ...	47	47

Video Games – Target Circle Week Recap

Sponsorship Activity



Top-Sponsored Items



Princess Peach: Showtime! - Nintendo Switch
Nintendo
★★★★☆ 41



Super Mario Bros. Wonder - Nintendo Switch
Nintendo
★★★★★ 311



Mario Kart 8 Deluxe - Nintendo Switch
Nintendo
★★★★★ 1248



Mario Kart 8 Deluxe - Nintendo Switch
Nintendo
★★★★★ 1248



Mario Kart 8 Deluxe - Nintendo Switch
Nintendo
★★★★★ 1248



Pikmin 4 - Nintendo Switch
Nintendo
★★★★★ 89



Animal Crossing: New Horizons - Nintendo Switch
Nintendo
★★★★★ 871



Mario Party Superstars - Nintendo Switch
Nintendo
★★★★★ 699



SteelSeries Arctis Nova 1 Wired Gaming Headset for PC
SteelSeries
★★★★☆ 65



Animal Crossing: New Horizons - Nintendo Switch
Nintendo
★★★★★ 871

Interested in leveraging **Target search, sales, and shelf analytics?**

Schedule an analytics deep-dive with one of our retail search experts to see how you can leverage Analytic Index data and tools to **optimize and measure performance on Amazon UK.**

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



Get Started Today!

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306