

Target

Department Performance

March 2024

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





Report Overview

This report provides a holistic overview of each major department at Target. 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 Target. 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 Target (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

Interested in learning more?

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com

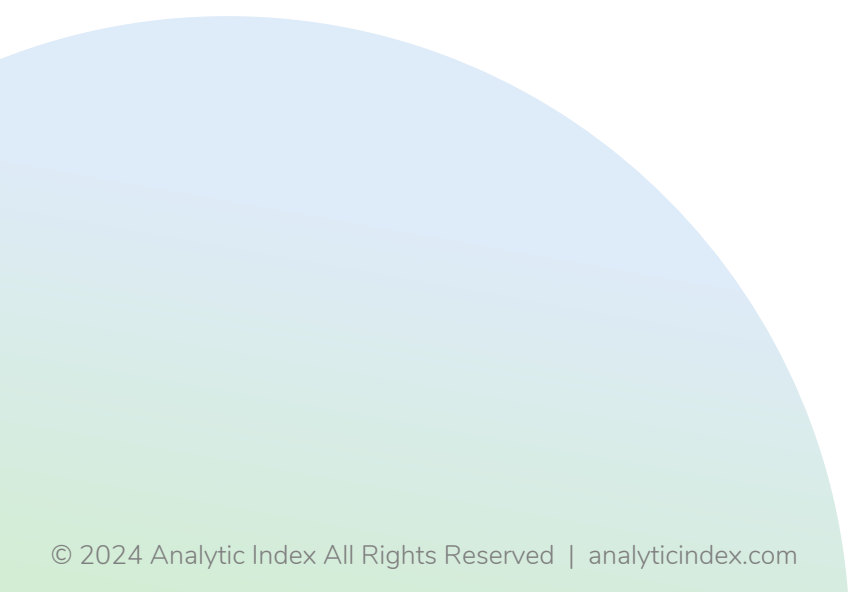


+1 (801) 916-4306



Table of Contents

Baby.....	1
Beauty.....	2
Clothing	3
Electronics.....	4
Grocery.....	5
Health	6
Home.....	7
Household Essentials.....	8
Kitchen & Dining.....	9
Personal Care	10
Pets	11
School & Office Supplies.....	12
Sports & Outdoors	13
Toys.....	14
Video Games	15
	16
	17





DEPARTMENT PERFORMANCE Baby



Top-Selling Brands



Organic Search Growth

▼ -2.2%

2,339,379,490 Weekly Average

Sponsored Search Growth

▲ 16.8%

2,737,637 Weekly Average

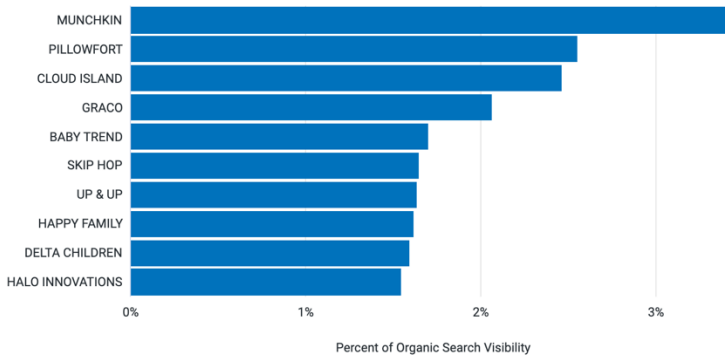
Top Trending Category Keywords

halo
breast pump
stroller
toddler bed
high chair
baby carrier
bananas
diapers
baby swing
baby walker

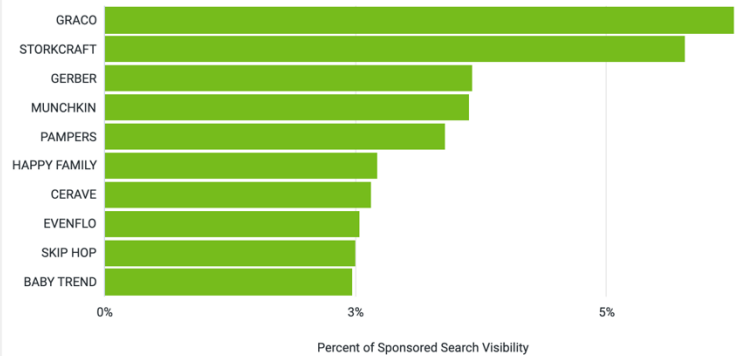
Top Searched Category Keywords

baby wipes
toddler bed
halo
baby
bananas
diaper bag
baby gate
car accessories
high chair
baby monitor

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Cottonelle Flushable Wet Wipes
Cottonelle
★★★★★ 10490



Kendamil Organic Infant Formula Powder - 28.2oz
Kendamil
★★★★★ 2602



Banana Strawberry Teething Wafers Baby Snacks - ...
Good & Gather Only at
★★★★★ 325



Vaseline Original Unscented Petroleum Jelly - 1.75oz
Vaseline
★★★★★ 5103



Happy Baby Organic Yogis Strawberry Banana Freeze Drie...
Happy Family
★★★★★ 482



DEPARTMENT PERFORMANCE Beauty



Top-Selling Brands



Organic Search Growth

▼ -7.3%

6,014,969,044 Weekly Average

Sponsored Search Growth

▲ 4.1%

7,155,267 Weekly Average

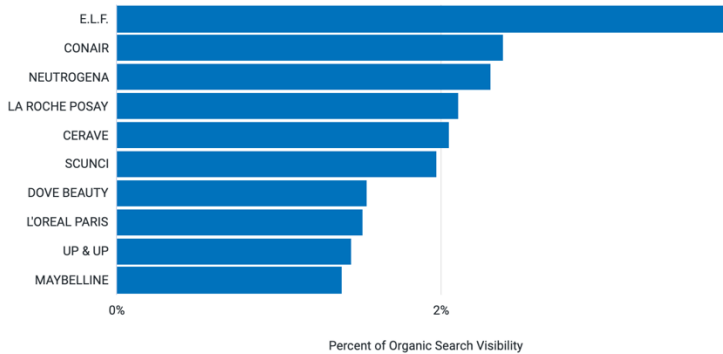
Top Trending Category Keywords

- sunscreen
- travel size toiletries
- la roche posay
- shampoo
- pheromones perfumes for women
- self tanner
- heat protection spray for hair
- guru nanda coconut oil pulling
- nutrafol women hair growth supplement
- travel essentials

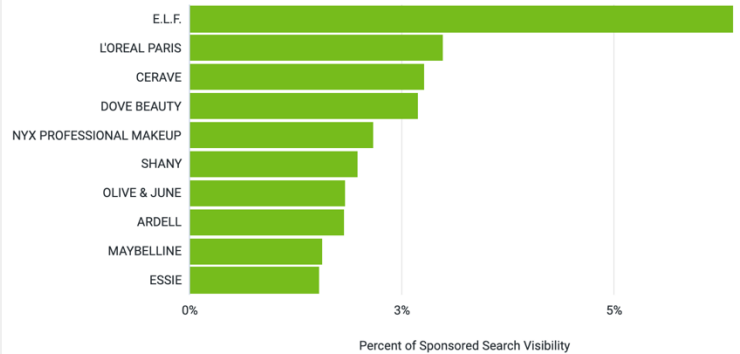
Top Searched Category Keywords

- makeup
- body wash
- skin care
- press on nails
- dry shampoo
- mascara
- shampoo
- gel nail polish
- hair dryer
- makeup bag

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...
up & up
★★★★★ 11039



Crest Complete Whitening Plus Scope Multi-Benefit Fluoride...
Crest
★★★★★ 6392



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 7333



Dove Beauty Advanced Care 48-Hour Cool Essentials...
Dove Beauty
★★★★★ 4306

0.5 oz.



Vaseline Original Unscented Petroleum Jelly - 1.75oz
Vaseline
★★★★★ 1103

1.75 oz.



DEPARTMENT PERFORMANCE Clothing



Top-Selling Brands



Organic Search Growth

▲ 2.0%

10,036,452,930 Weekly Average

Sponsored Search Growth

▲ 7.1%

3,307,458 Weekly Average

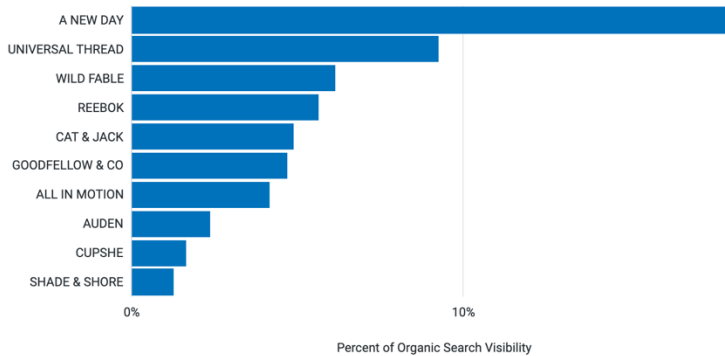
Top Trending Category Keywords

- lingerie for women
- spring dresses for women 2024
- dresses for women 2024
- summer dresses for women 2024
- womens tops
- womens dresses
- wedding guest dresses for women
- sexy lingerie for women
- sandals women
- easter dress for women

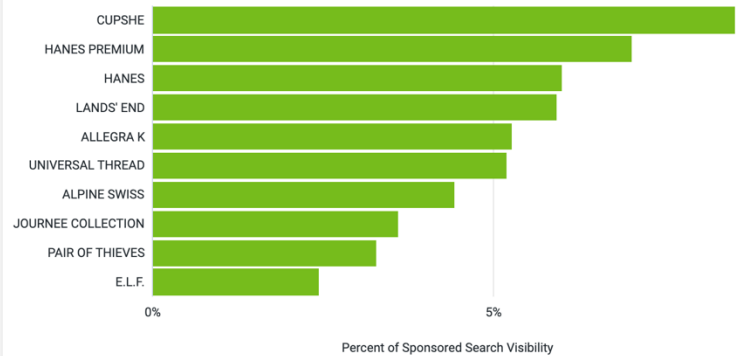
Top Searched Category Keywords

- womens tops
- sunglasses womens
- spring dresses for women 2024
- dresses for women 2024
- nike socks
- workout sets for women
- new balance womens sneakers
- crossbody bags for women
- sports bras for women
- summer dresses for women 2024

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



scünci No Damage Super Comfy Hosiery Elastic Hair Ties - Black...
scünci
★★★★★ 630



Gimme Beauty Medium Hair Bands - 12ct
Gimme Beauty
★★★★★ 290



scünci Kids Mini Elastic Hair Ties - Pastel Brights - 50pcs
scünci
★★★★★ 568



Fashion Forms Women's Tape It Your Way Breast Tape - One Siz...
Fashion Forms
★★★★☆ 382



Metal Wavy Claw Hair Clip - Universal Thread™
Universal Thread
★★★★★ 31



DEPARTMENT PERFORMANCE Electronics



Top-Selling Brands



Organic Search Growth

▼ -2.3%

6,920,072,502 Weekly Average

Sponsored Search Growth

▲ 10.1%

2,975,532 Weekly Average

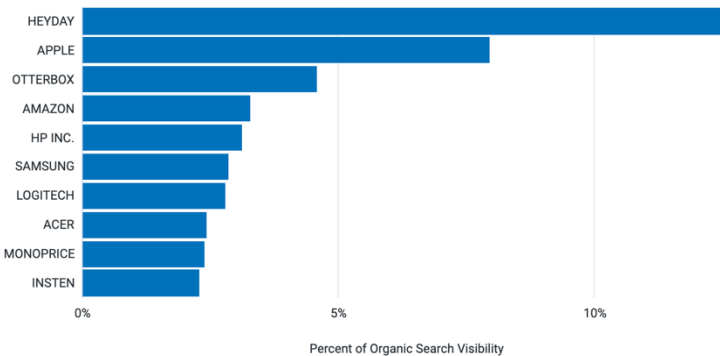
Top Trending Category Keywords

tracker
fi
gaming headsets
iphone 11 phone case
noise cancelling headphones
apple vision pro
headphones wireless
digital camera
bluetooth headphones
laptops

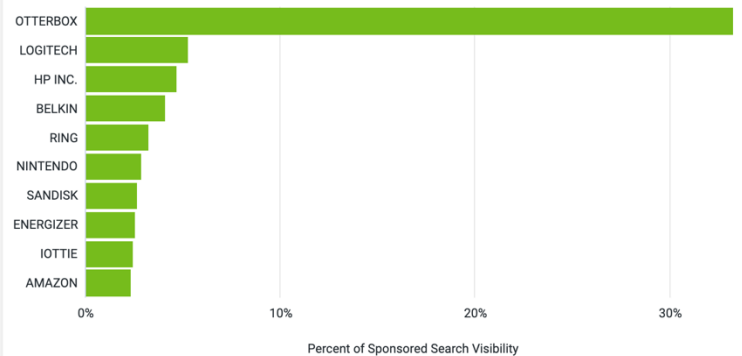
Top Searched Category Keywords

ipad
apple watch
iphone 15 pro max case
airpods
laptop
digital camera
iphone 14 pro max case
iphone 15 pro case
iphone 13 case
iphone

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Apple AirPods (2nd Generation) with Charging Case
Apple
★★★★★ 16573



AirPods Pro (2nd generation) with MagSafe Case (USB-C)
Apple
★★★★★ 1108



Endust 10oz Two Pack Duster
Endust
★★★★★ 283



Just Wireless 6' TPU Type-C to USB-A Cable - Gray
Just Wireless
★★★★★ 274



Apple 20W USB-C Power Adapter
Apple
★★★★★ 2258



DEPARTMENT PERFORMANCE Grocery



Top-Selling Brands



Organic Search Growth

▼ -5.6%

5,655,471,864 Weekly Average

Sponsored Search Growth

▼ -0.5%

14,092,981 Weekly Average

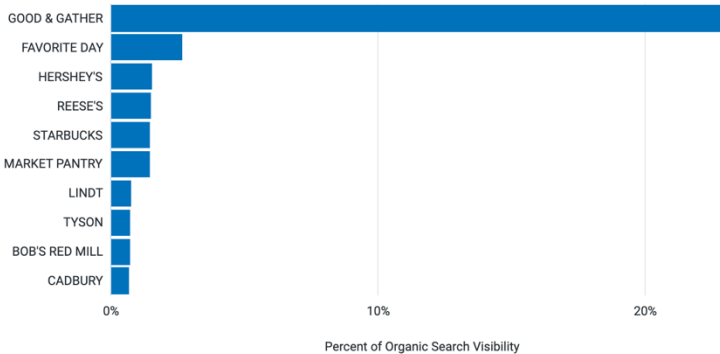
Top Trending Category Keywords

- easter basket stuffers
- easter candy
- fairlife protein shakes
- salt
- easter basket stuffers for teens
- protein shake
- chicken shredder
- valentines candy
- ryze mushroom coffee
- avocado

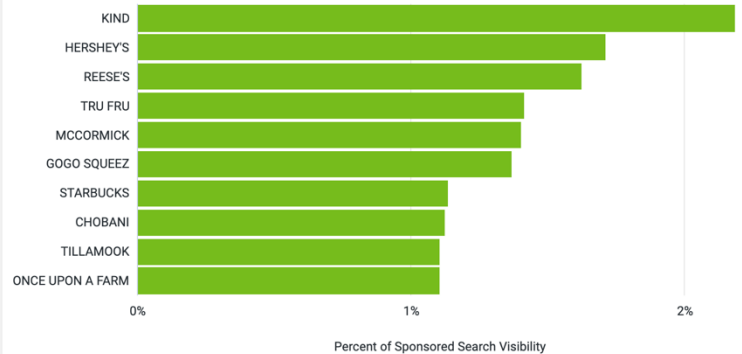
Top Searched Category Keywords

- easter basket stuffers
- candy
- easter candy
- nespresso pods vertuo
- snacks
- bread
- water
- milk
- nespresso pods
- coffee

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Dunkin' Blueberry Muffin Medium Roast Coffee - 11oz
 Dunkin' Donuts
 ★★★★★ 178



Larabar Peanut Butter & Jelly Bar - 1.7oz
 Larabar
 ★★★★★ 39



Pure Life Purified Water - 28pk/16.9 fl oz Bottles
 Pure Life
 ★★★★★ 2077



Betty Crocker Blueberry Muffin Mix - 16.9oz
 Betty Crocker
 ★★★★★ 864



Coca-Cola - 20 fl oz Bottle
 Coca-Cola
 ★★★★★ 20378



DEPARTMENT PERFORMANCE Health



15%

9%

8%

7%

7%

Organic Search Growth

▼ -4.0%

4,290,138,293 Weekly Average

Top Trending Category Keywords

- sex toys
- dildo
- vibrator
- fairlife protein shakes
- protein powder
- beekeeper
- protein shake
- dildos
- tinnitus relief for ringing ears
- anti snoring devices

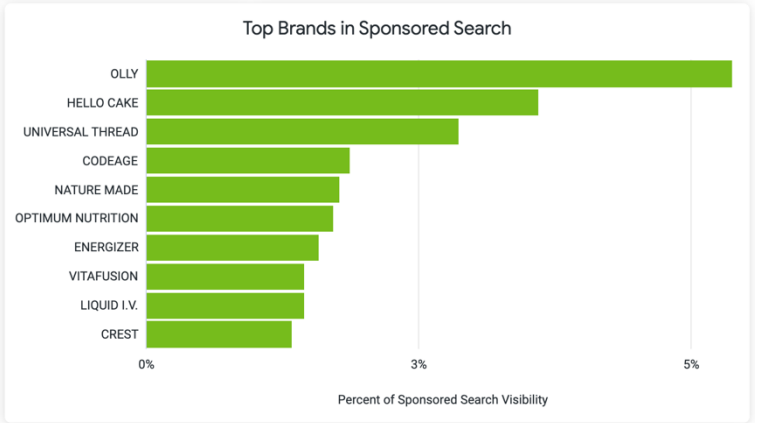
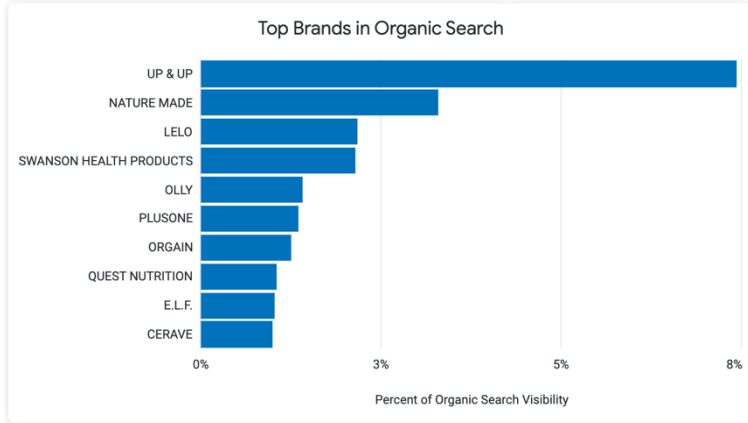
Top Searched Category Keywords

- vibrator
- protein powder
- magnesium glycinate
- dildo
- sex toys
- magnesium
- heating pad
- fairlife protein shakes
- vitamin d
- vitamin c

Sponsored Search Growth

▲ 2.6%

5,586,126 Weekly Average



Top-Selling Items



DEPARTMENT PERFORMANCE Home



Top-Selling Brands

room essentials 18%

SPRITZ 16%

Scrub Daddy 9%

Sterilite 7%

Scotch-Brite 6%

Organic Search Growth

▼ -1.0%

9,948,100,022 Weekly Average

Sponsored Search Growth

▲ 28.8%

6,611,024 Weekly Average

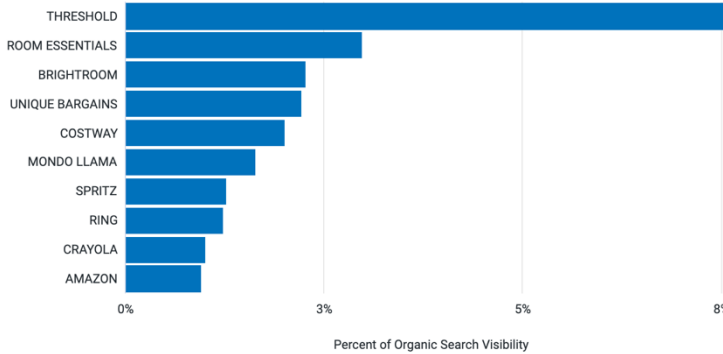
Top Trending Category Keywords

easter basket
easter
bathroom accessories
shower curtain rod
flowers
toilet paper holder
easter decorations
seat covers
fan
outdoor rug

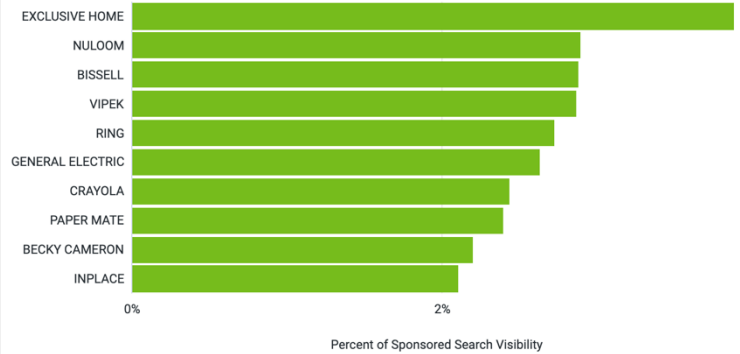
Top Searched Category Keywords

shower curtain
hangers
air purifier
shower head
shoe rack
vacuum cleaners for home
curtains
shower curtain liner
curtain rods
laundry basket

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Scrub Daddy Dual-Sided Scrubber + Sponge
Scrub Daddy
★★★★☆ 4370



Sterilite 66qt ClearView Latch Box Clear with Purple Latches
Sterilite
★★★★★ 3639



Crayola 24ct Kids Crayons
Crayola
★★★★★ 4582



Kenneth Cole Urban Zebra 3-Pc Quilt Set
Kenneth Cole
★★★★☆ 4



Travel Size Lint Roller 30 Sheets - up & up
up & up Only at
★★★★★ 3332



DEPARTMENT PERFORMANCE Household Essentials



Top-Selling Brands



Organic Search Growth

-2.9%

1,797,560,408 Weekly Average

Sponsored Search Growth

5.1%

2,022,986 Weekly Average

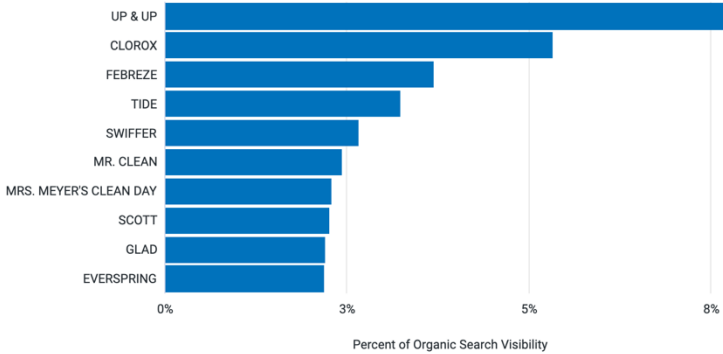
Top Trending Category Keywords

- mr
- car air freshener
- toilet paper
- spray bottles
- febreze plugins refill
- napkins
- microfiber cleaning cloth
- garbage bags
- tissues
- aluminum foil

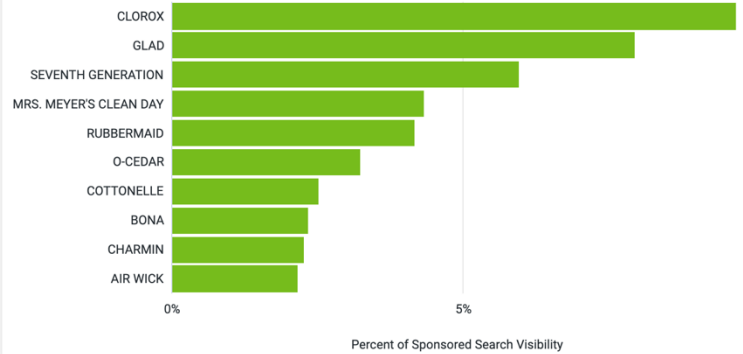
Top Searched Category Keywords

- toilet paper
- paper towels
- trash bags
- dish soap
- laundry detergent
- dishwasher pods
- mop
- mr
- paper plates
- dryer sheets

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Disposable Paper Napkins - 230ct - Smartly™
Smartly
★★★★★ 5433



Clorox Fresh Disinfecting Wipes Bleach Free Cleaning Wipes - 9ct
Clorox
★★★★★ 34184



Scrub Daddy Dual-Sided Scrubber + Sponge
Scrub Daddy
★★★★★ 4370



Comet Lemon Fresh Disinfectant Cleanser with Bleach - 21oz
Comet
★★★★★ 2054



Clorox ToiletWand Disinfecting Refills Disposable Wand Heads ...
Clorox
★★★★★ 6652



DEPARTMENT PERFORMANCE
Kitchen & Dining



Top-Selling Brands



25%



11%



10%



10%



7%

Organic Search Growth

-7.9%

3,782,513,763 Weekly Average

Sponsored Search Growth

18.6%

2,548,917 Weekly Average

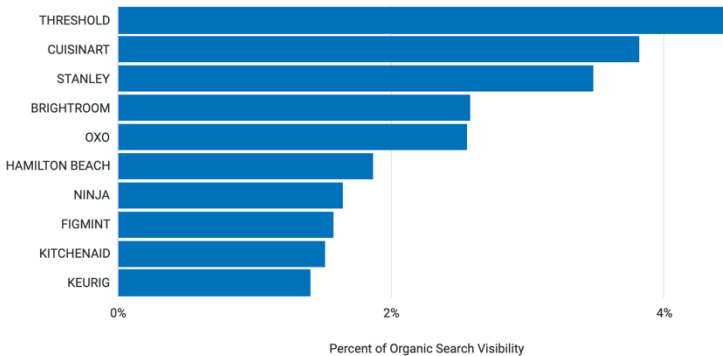
Top Trending Category Keywords

- knife sharpener
- straw toppers
- cookbook stand
- ice cube tray
- heart cookie cutter
- thermometer
- ninja
- water filter
- easter tablecloth
- water dispenser

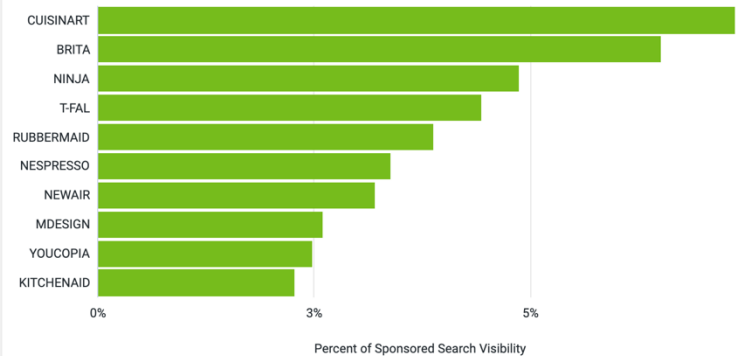
Top Searched Category Keywords

- air fryer
- coffee maker
- mini fridge
- rice cooker
- microwave
- ice maker
- stanley cup
- can opener
- food scale
- paper towel holder

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Dunkin' Blueberry Muffin Medium Roast Coffee - 11oz
Dunkin' Donuts
★★★★☆ 181



Grade A Large Eggs - 12ct - Good & Gather™ (Packaging May Vary)
Good & Gather | Only at 📍
★★★★★ 5072



Sweetened Condensed Milk - 14 fl oz - Good & Gather™
Good & Gather | Only at 📍
★★★★★ 3124



Granulated Sugar - 4lbs - Good & Gather™
Good & Gather | Only at 📍
★★★★★ 3124



Starbucks Frappuccino Vanilla Chilled Coffee Drink - 13.7 fl oz...
★★★★★ 659



DEPARTMENT PERFORMANCE

Personal Care



Top-Selling Brands



Organic Search Growth

▼ -9.9%

1,955,416,764 Weekly Average

Sponsored Search Growth

▼ -1.3%

3,253,019 Weekly Average

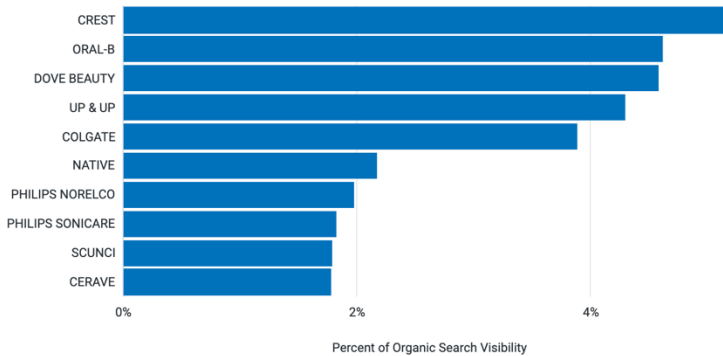
Top Trending Category Keywords

- water flosser
- electric toothbrush
- beard trimmer for men
- travel size toiletries
- deodorant women
- mouthwash
- beard trimmer
- floss picks
- secret whole body deodorant
- razors for women

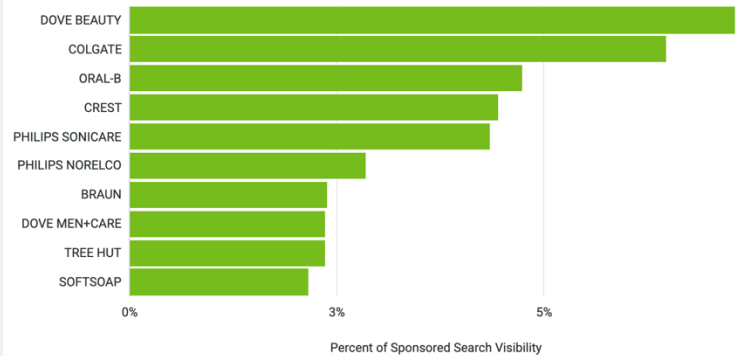
Top Searched Category Keywords

- toothpaste
- hand soap
- body wash
- toothbrush
- electric toothbrush
- water flosser
- mouthwash
- teeth whitening
- minoxidil for men
- deodorant women

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Basic Cotton Rounds Nail Polish and Makeup Remover Pads -...
up & up
★★★★★ 11051



Crest Complete Whitening Plus Scope Multi-Benefit Fluoride...
Crest
★★★★★ 8392



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 7341



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct
Wet Ones
★★★★★ 2118



Secret Outlast Invisible Solid Antiperspirant and Deodorant -...
Secret
★★★★★ 4379



DEPARTMENT PERFORMANCE Pets



Top-Selling Brands



Organic Search Growth

-1.2%

1,723,468,187 Weekly Average

Sponsored Search Growth

10.4%

1,758,407 Weekly Average

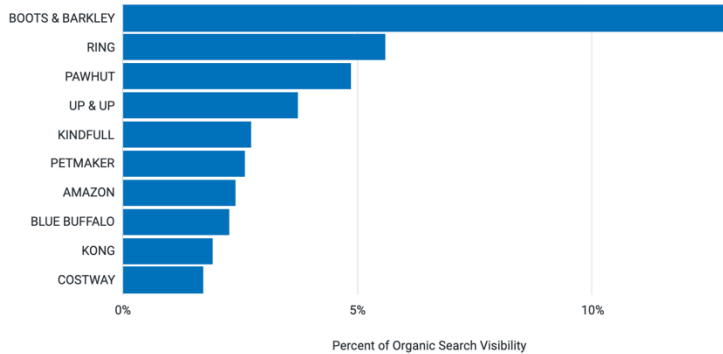
Top Trending Category Keywords

- dog harness
- puppy pads
- cat deterrent spray
- dog training collar
- pooper scooper
- hummingbird feeders for outdoors
- dog shampoo
- flea and tick prevention for dogs
- dog leash
- cat calming diffuser

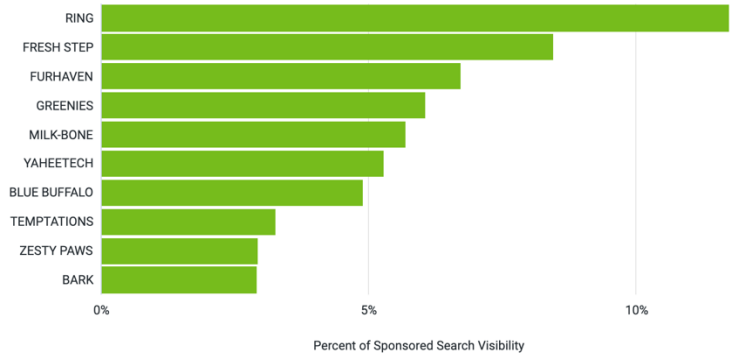
Top Searched Category Keywords

- cat toys
- dog treats
- dog toys
- dog bed
- cat tree
- cat litter
- dog food
- cat food
- cat treats
- cat water fountain

Top Brands in Organic Search



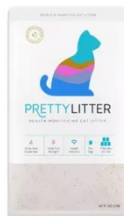
Top Brands in Sponsored Search



Top-Selling Items



Halloween Disney Little Mermaid Dog Costume
Disney
★★★★★ 4



PrettyLitter Cat Litter - 8lb
PrettyLitter
★★★★★ 15271



Purina Tidy Cats with Glade Tough Odor Solutions Multiple Cats...
Tidy Cats
★★★★★ 3335



Freshpet Select Grain Free Small Wet Dog Chicken and Vegetable...
Freshpet
★★★★★ 928



Milk-Bone Biscuits Gravy Bones with Beef, Chicken, Liver and...
Milk-Bone
★★★★★ 950



DEPARTMENT PERFORMANCE
School & Office Supplies



Top-Selling Brands



Organic Search Growth

▼ -6.1%

2,271,755,941 Weekly Average

Top Trending Category Keywords

- printer paper
- sharpie markers
- stapler
- laminating sheets
- glue sticks
- pencil sharpener
- rubber bands
- school supplies
- calculator
- post it notes

Top Searched Category Keywords

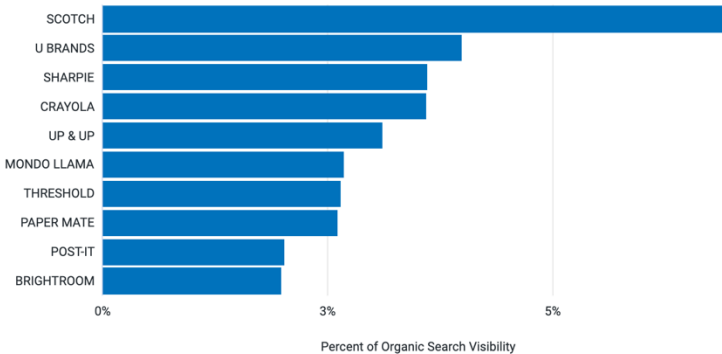
- pens
- printer paper
- packing tape
- highlighters
- dry erase markers
- label maker
- colored pencils
- scissors
- pencil sharpener
- notebook

Sponsored Search Growth

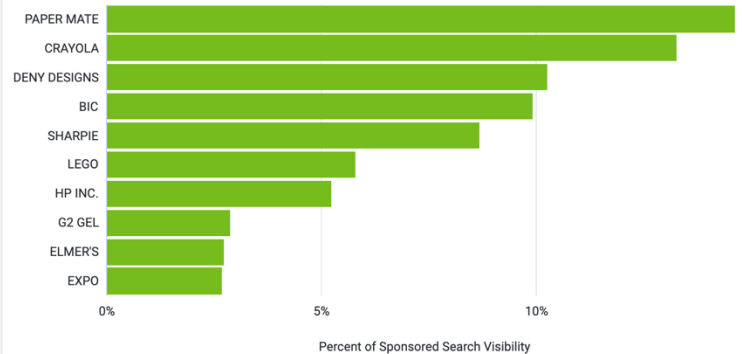
▲ 89.5%

1,403,535 Weekly Average

Top Brands in Organic Search



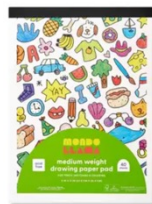
Top Brands in Sponsored Search



Top-Selling Items



500ct Letter Printer Paper White - up & up™
up & up
★★★★★ 4764



9"x12" Medium Weight Drawing Paper Pad - Mondo Llama™
Mondo Llama | Only at
★★★★★ 984



Crayola 24ct Kids Crayons
Crayola
★★★★★ 4589



Target Toy Shopping Cart
Only at
★★★★★ 4161



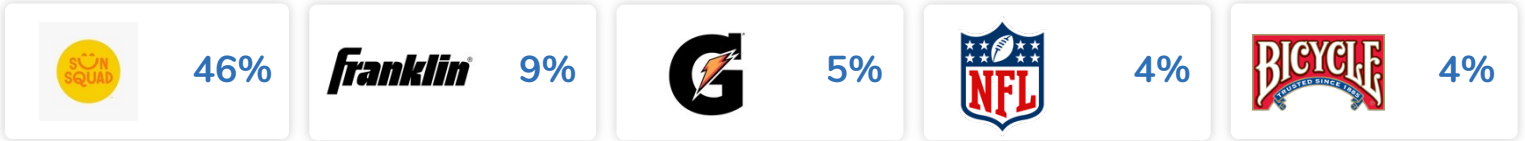
24ct Crayons Classic Colors - Mondo Llama™
Mondo Llama | Only at
★★★★★ 2006



DEPARTMENT PERFORMANCE Sports & Outdoors



Top-Selling Brands



Organic Search Growth

▲ 7.0%

3,077,831,603 Weekly Average

Sponsored Search Growth

▲ 53.5%

799,946 Weekly Average

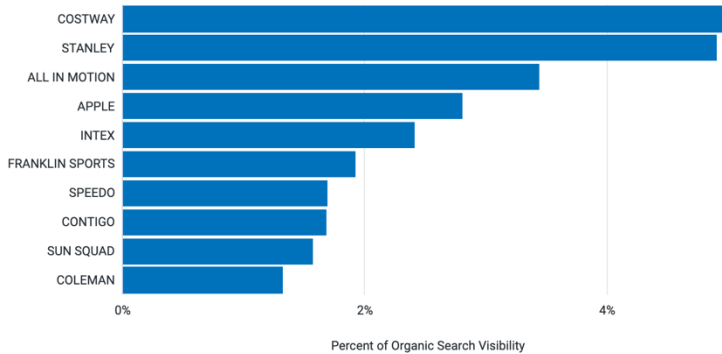
Top Trending Category Keywords

- resistance bands
- camping essentials
- air mattress
- electric bike
- jump rope
- upgraded pool
- life
- apple vision pro
- pickleball paddles

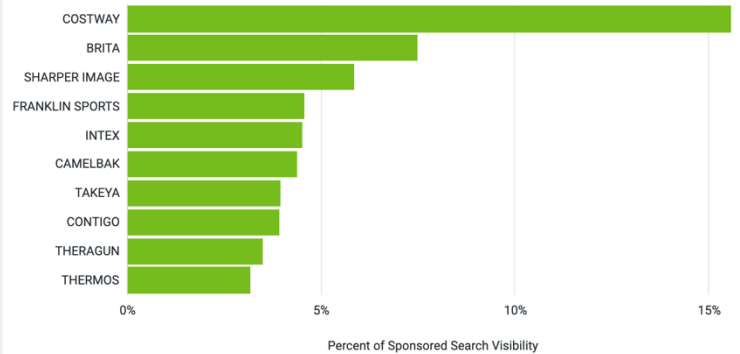
Top Searched Category Keywords

- water bottle
- yoga mat
- stanley cup
- stanley
- basketball
- treadmill
- walking pad
- massage gun
- resistance bands
- hydrogen water bottle

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



6pk 4oz Bubble Wands - Sun Squad™
Sun Squad
★★★★★ 2025



Bubble Solution 16oz - Sun Squad™
Sun Squad
★★★★★ 2353



Bubble Solution 128oz - Sun Squad™
Sun Squad
★★★★★ 3152



Bubble Wand 4oz - Sun Squad™
Sun Squad
★★★★★ 483



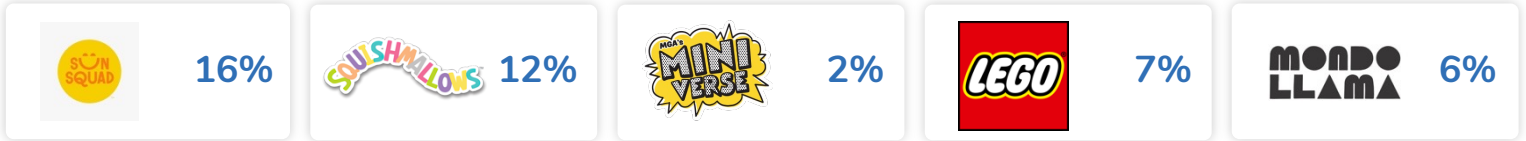
Monopoly Prizm: 2023-24 NBA Trading Cards Booster Box
Monopoly | Only at Target
★★★★★ 267



DEPARTMENT PERFORMANCE Toys



Top-Selling Brands



Organic Search Growth

▲ 0.0%

3,417,846,488 Weekly Average

Sponsored Search Growth

▲ 42.7%

3,948,161 Weekly Average

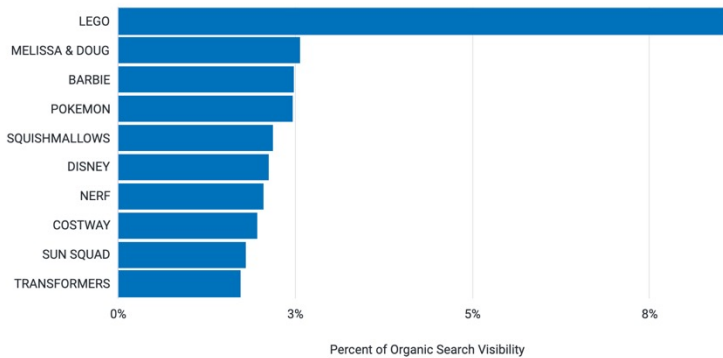
Top Trending Category Keywords

house
squishmallows
lego roses
bubble machine
ex
wish
water table
bubbles
bracelet making kit
upgraded

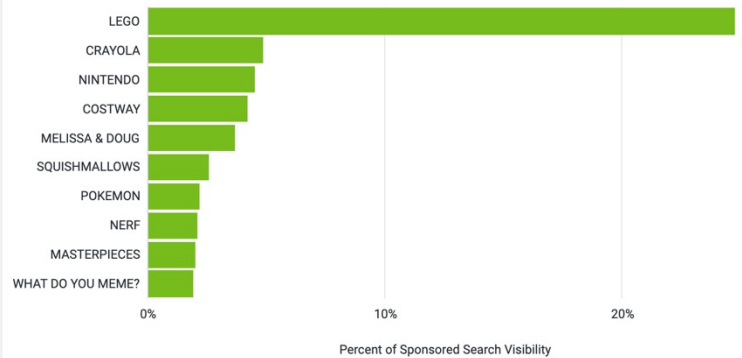
Top Searched Category Keywords

barbie
lego flowers
toys
transformers
paw patrol
squishmallows
pokemon cards
electric scooter
harry potter
house

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Hot Wheels Single Pack - (Styles May Vary)
Hot Wheels
★★★★★ 3238



Rubie's Girls Nevermore Academy Uniform Costume
Rubie's



Littlest Pet Shop Collectible Figures Surprise Pack
Littlest Pet Shop
★★★★★ 135



6pk 4oz Bubble Wands - Sun Squad™
Sun Squad
★★★★★ 2025



MGA's Miniverse - Make It Mini Lifestyle Home Series 1 Mini...
MGA's Miniverse
★★★★★ 132



DEPARTMENT PERFORMANCE Video Games



Top-Selling Brands



Organic Search Growth

-7.0%

1,066,553,740 Weekly Average

Sponsored Search Growth

24.7%

368,732 Weekly Average

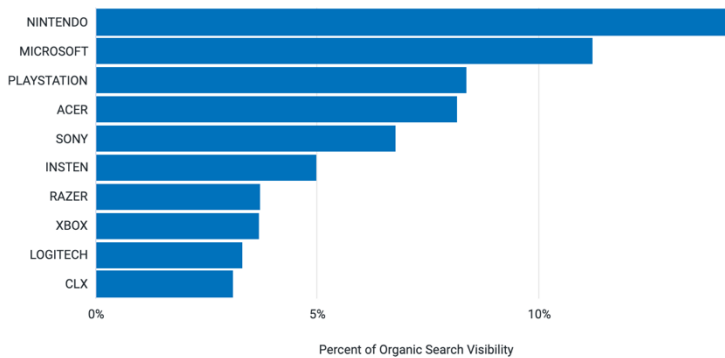
Top Trending Category Keywords

gaming headsets
grand tour
final fantasy 7 rebirth ps5
playstation gift card digital code
helldivers 2 ps5
ps5
upgraded
super
halo
computer monitor

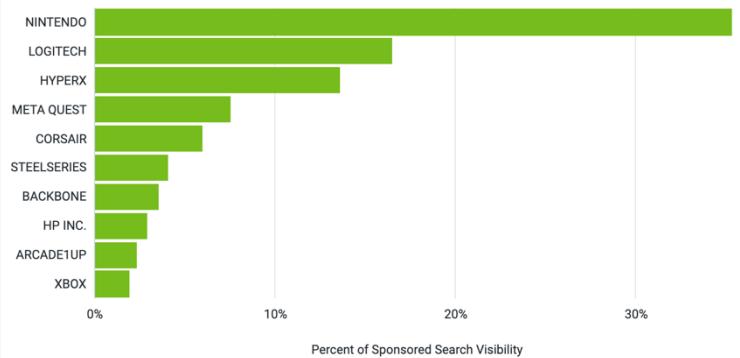
Top Searched Category Keywords

nintendo switch
gaming pc
playstation 5
xbox controller
ps4 controller
gaming keyboard
ps5 console
nintendo switch games
xbox series x
nintendo switch controller

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Nintendo Retro Icons LED Light
Nintendo
★★★★☆ 21



Nintendo NES LED Lamp w/ Controller Base
Nintendo
★★★★☆ 25



Mario Kart 8 Deluxe - Nintendo Switch
Nintendo
★★★★★ 1252



Mario vs. Donkey Kong - Nintendo Switch
Nintendo
★★★★☆ 43

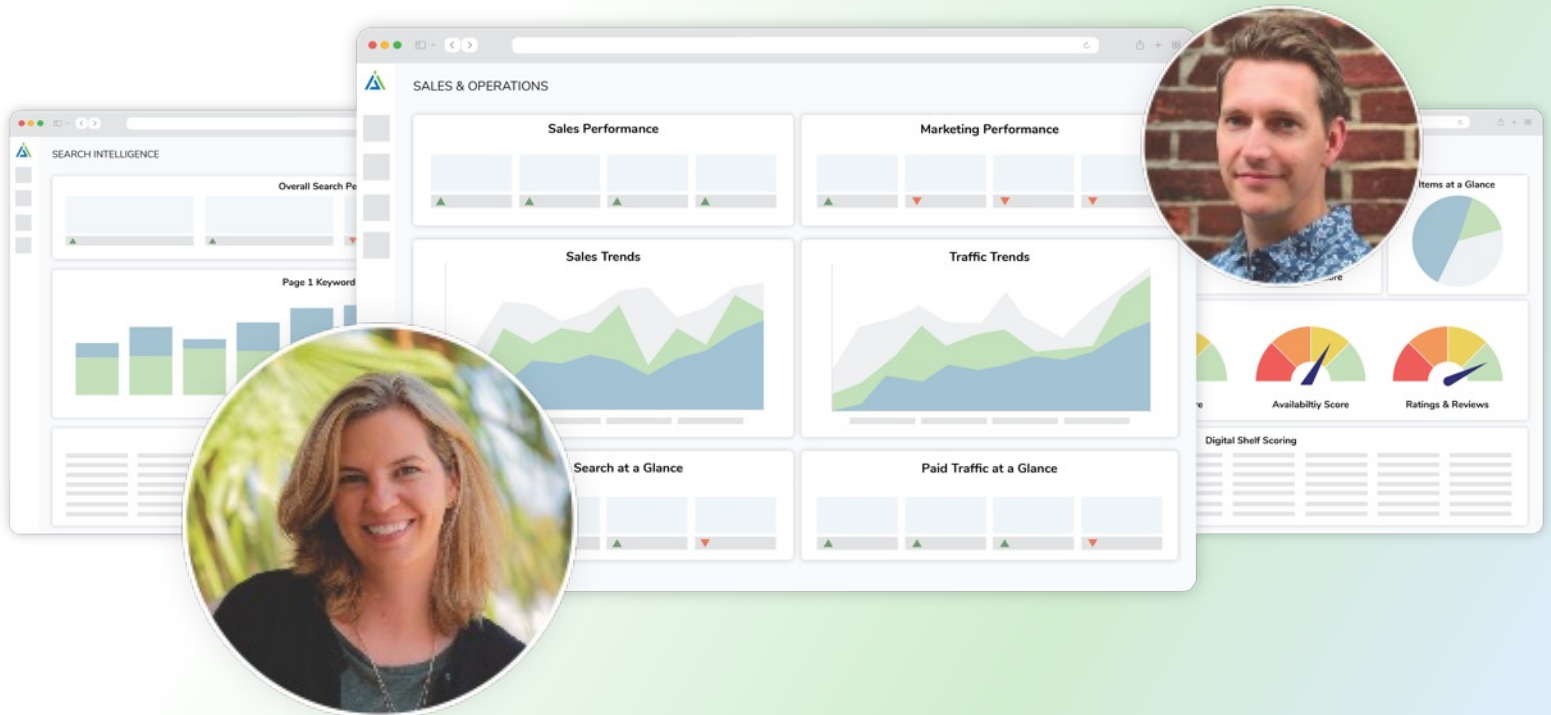


Nintendo Switch with Neon Blue and Neon Red Joy-Con
Nintendo
★★★★★ 1409



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 Target.**



Get Started Today!

[Request a demo >](#)

[View more research >](#)



sales@analyticindex.com



+1 (801) 916-4306