


















Department Performance Report

JANUARY 2024 DATA

 GOOD & GATHER Baby	 up & up Beauty	 Cat & Jack Clothing	 Electronics
 GOOD & GATHER Grocery	 up & up Health	 room essentials Home	 up & up Household Essentials
 GOOD & GATHER Kitchen & Dining	 up & up Personal Care	 Fancy Feast Pets	 Scotch School & Office Supplies
 STANLEY Sports & Outdoors	 LEGO Toys	 Nintendo Video Games	





Department Performance Report

January 2023 Data

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](#)

- ❖ 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).

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.

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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Market Share Leaders:



Brands Observed

617

▲ 0% vs Prior Period

Items Observed

9,770

▲ 2% vs Prior Period

Department Summary

Keywords Observed

56,015

▼ -34% vs Prior Period

Sponsorship Activity

▲ 2.8%

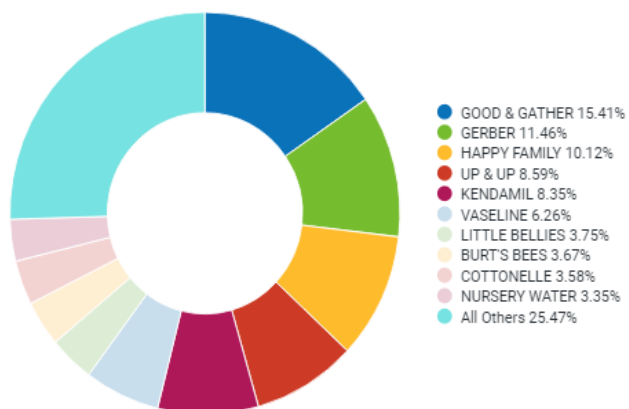
2,012,500 Weekly Average

Organic Search Visibility

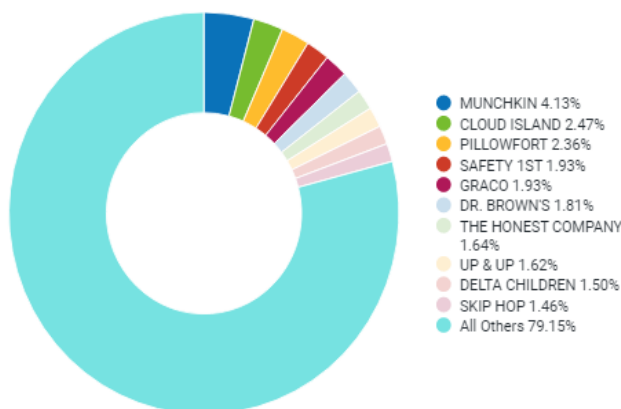
▲ 3.7%

2,601,345,047 Weekly Average

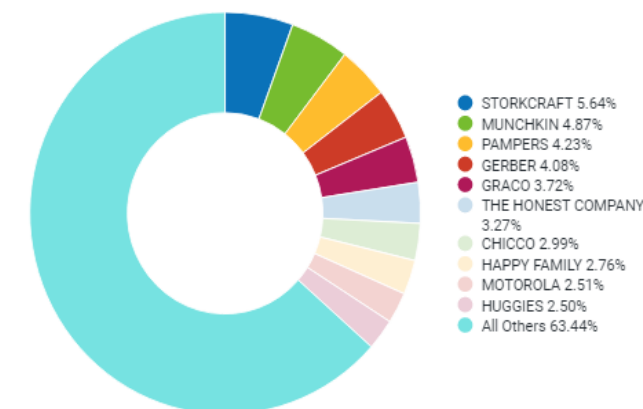
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Vaseline Original Unscented Petroleum Jelly - 1.75oz
Vaseline
★★★★★ 4280

1.75 OZ



Kendamil Organic Infant Formula Powder - 28.2oz
Kendamil
★★★★★ 3433



Nursery Water - 128 fl oz
Nursery Water
★★★★★ 800



Gerber Puffs Banana Cereal Baby Snacks - 1.48oz
Gerber
★★★★★ 941



Bobbie Baby Organic Powder Infant Formula - 14oz
Bobbie
★★★★★ 1185

Market Share Leaders:



Hero.

ecOTOOLS®



Brands Observed

735

▼ -1% vs Prior Period

Items Observed

10,769

▼ -1% vs Prior Period

Department Summary

Keywords Observed

50,317

▼ -19% vs Prior Period

Sponsorship Activity

▲ 15.8%

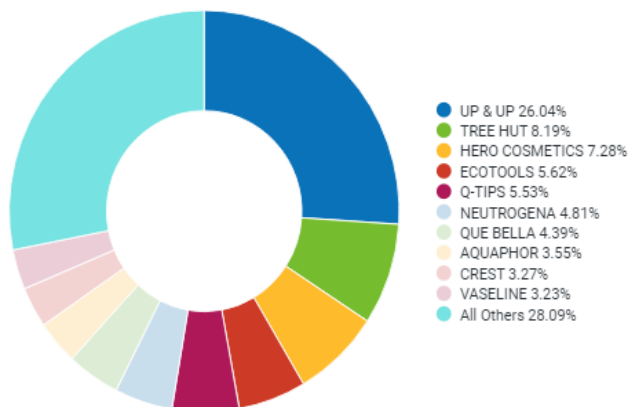
5,750,073 Weekly Average

Organic Search Visibility

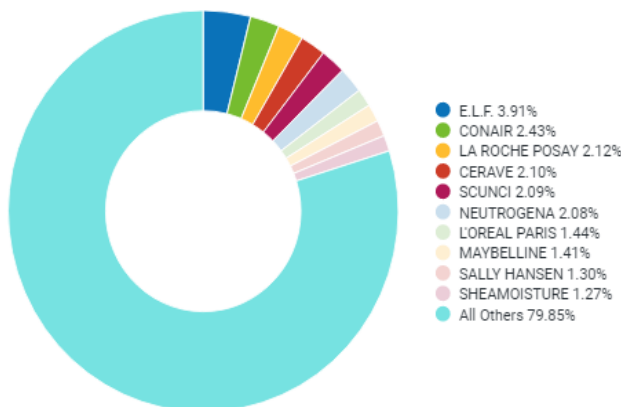
▼ -10.3%

7,476,513,821 Weekly Average

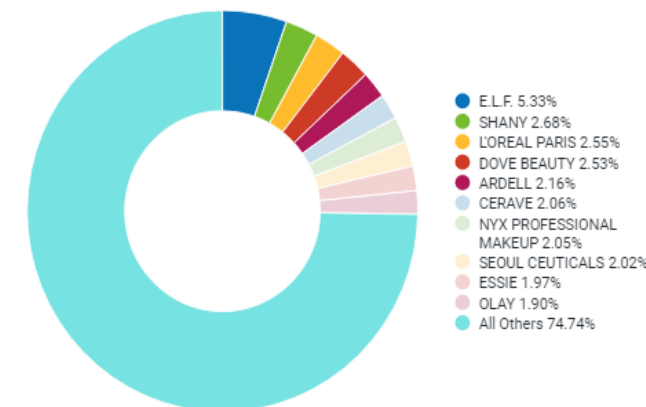
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads -...
up & up
★★★★★ 7780



Jumbo Cotton Balls - 200ct - up & up™
up & up
★★★★★ 4437



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 6478



Neutrogena Facial Cleansing Makeup Remover Wipes - Travel...
Neutrogena
★★★★★ 758



Manual Toothbrush - Trial Size - - Soft - up & up™
up & up
★★★★★ 1368

Market Share Leaders:



Brands Observed

966

▲ 3% vs Prior Period

Items Observed

124,879

▲ 0% vs Prior Period

Department Summary

Keywords Observed

80,364

▼ -12% vs Prior Period

Sponsorship Activity

▼ -25.5%

2,256,016 Weekly Average

Organic Search Visibility

▼ -33.3%

10,741,295,656 Weekly Average

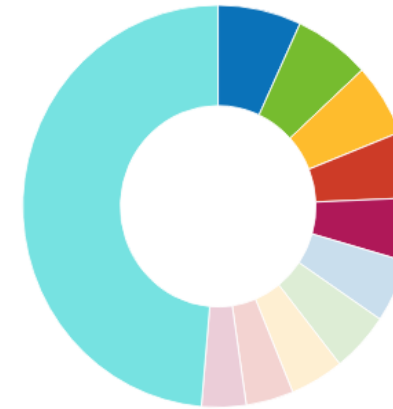
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Women's Tunnel Front Bralette Bikini Top - Wild Fable™ Blue...
Wild Fable
★★★★☆ 18



Muscle Recovery Travel Foam Roller 12" - All in Motion™
All In Motion
★★★★☆ 64



Swirl Print Yoga Mat 5mm Gray - All in Motion™
All In Motion
★★★★☆ 103



Two Tone Yoga Mat 5mm Navy Blue/Light Blue - All in Motion™
All In Motion
★★★★☆ 133



Women's Mid-Waist Extra High Leg Extra Cheeky Bikini Bottom ...
Wild Fable
★★★★☆ 18

Market Share Leaders:



Energizer

FUJIFILM

Nintendo

DURACELL

Brands Observed

531

▼ -5% vs Prior Period

Items Observed

9,079

▼ -6% vs Prior Period

Department Summary

Keywords Observed

41,848

▼ -19% vs Prior Period

Sponsorship Activity

▼ -33.8%

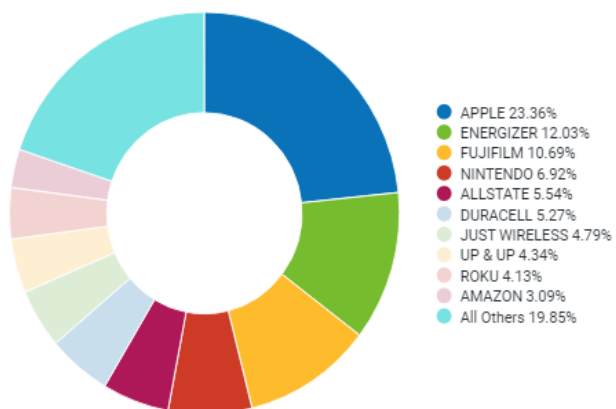
2,035,649 Weekly Average

Organic Search Visibility

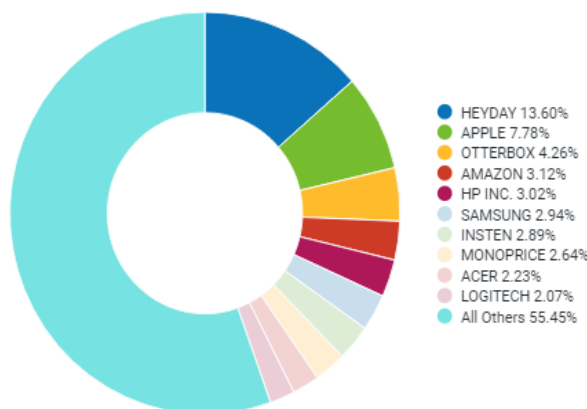
▼ -25.4%

8,233,746,934 Weekly Average

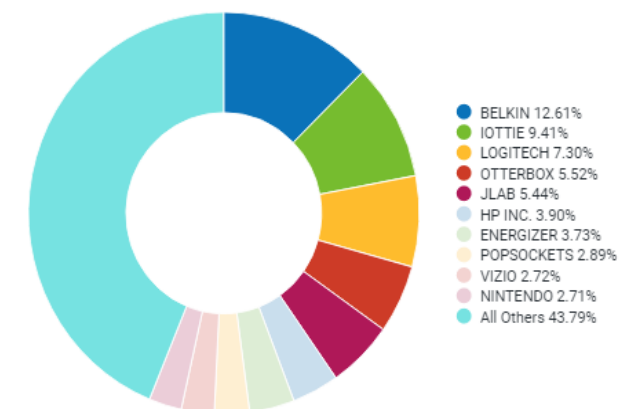
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Apple AirPods (2nd Generation) with Charging Case
Apple
★★★★★ 18023



Apple AirPods Pro (2nd Generation)
Apple
★★★★★ 1402



Fujifilm INSTAX MINI Instant Film Twin...
Fujifilm
★★★★★ 2065



Apple 20W USB-C Power Adapter
Apple
★★★★★ 2098



AirPods (3rd Generation) with Lightning Charging Case
Apple
★★★★★ 1330

Market Share Leaders:



Brands Observed

1,187

▲ 1% vs Prior Period

Items Observed

8,379

▼ -2% vs Prior Period

Department Summary

Keywords Observed

58,562

▼ -2% vs Prior Period

Sponsorship Activity

▼ -17.7%

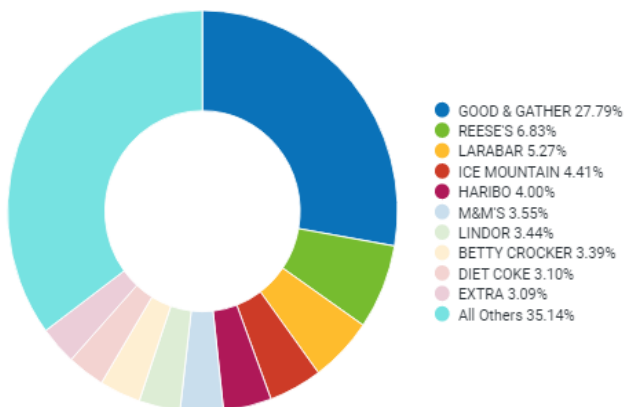
10,572,023 Weekly Average

Organic Search Visibility

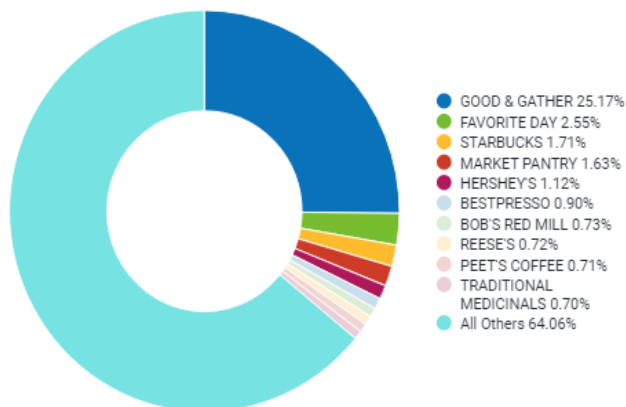
▼ -6.0%

6,480,153,393 Weekly Average

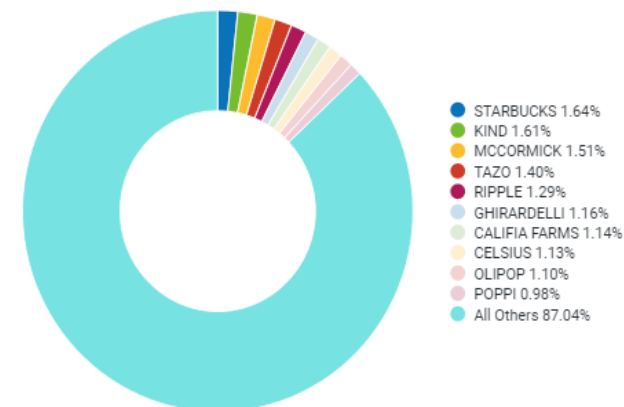
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Larabar Peanut Butter & Jelly Bar - 1.7oz
Larabar
★★★★☆ 35



Pure Life Purified Water - 28pk/16.9 fl oz Bottles
Pure Life
★★★★★ 2013



Shredded Mexican-Style Cheese - 8oz - Good & Gather™
Good & Gather | Only at Target
★★★★★ 2887

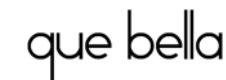


Banana - each
★★★★★ 7843



Diet Coke - 20 fl oz Bottle
Diet Coke
★★★★★ 5884

Market Share Leaders:



Brands Observed

711

▲ 1% vs Prior Period

Items Observed

4,830

▼ -3% vs Prior Period

Department Summary

Keywords Observed

54,324

▼ -5% vs Prior Period

Sponsorship Activity

▲ 12.4%

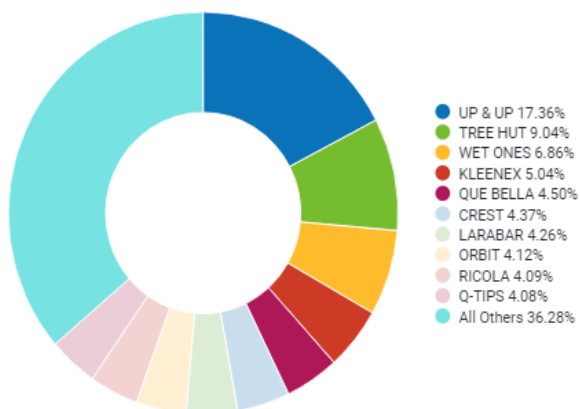
3,581,018 Weekly Average

Organic Search Visibility

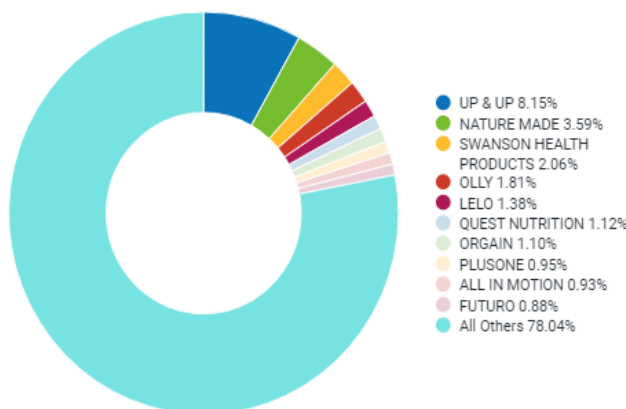
▲ 22.8%

4,569,981,710 Weekly Average

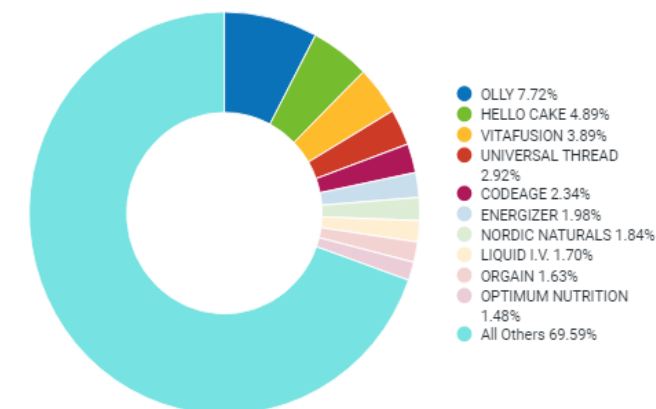
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Larabar Peanut Butter & Jelly Bar - 1.7oz
Larabar
★★★★★ 35



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 5181



FlowFlex Covid-19 Antigen Home Test - 1ct
FlowFlex
★★★★★ 2420



Ricola Cough Drops - Natural Herb - 45ct
Ricola
★★★★★ 1187



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct
Wet Ones
★★★★★ 1598

Market Share Leaders:



Brands Observed

2,119

▲ 1% vs Prior Period

Items Observed

47,021

▲ 0% vs Prior Period

Department Summary

Keywords Observed

112,809

▼ -32% vs Prior Period

Sponsorship Activity

▼ -20.7%

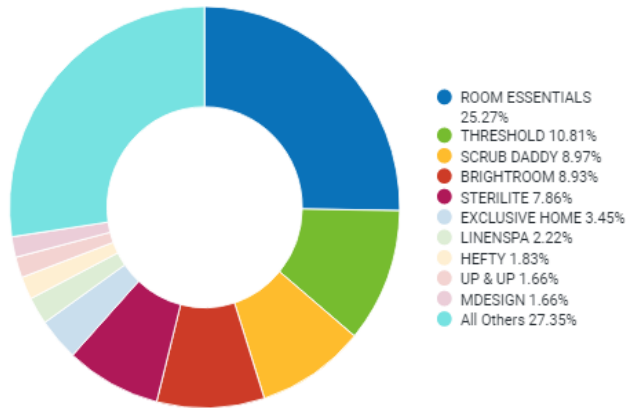
4,326,819 Weekly Average

Organic Search Visibility

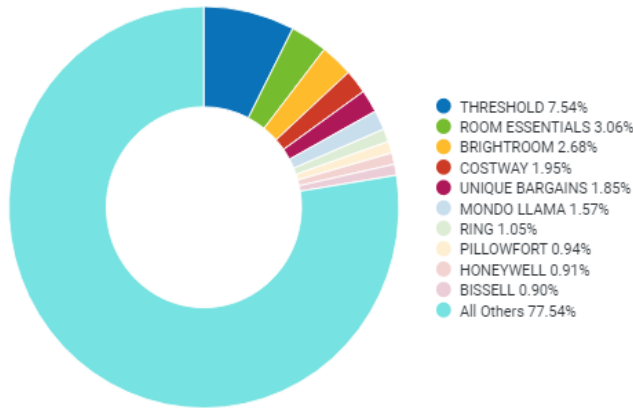
▼ -13.1%

11,818,134,748 Weekly Average

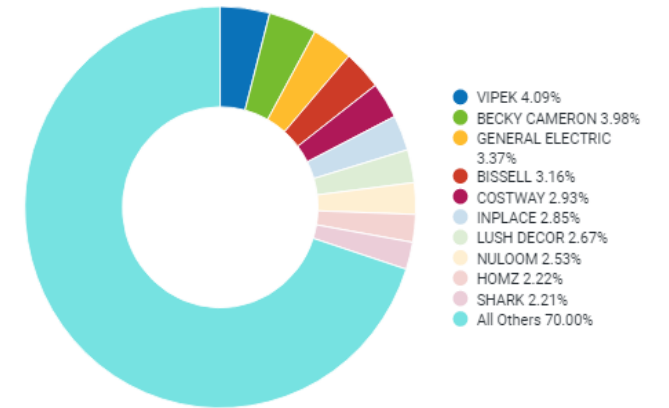
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Sterilite 66qt ClearView Latch Box Clear with Purple Latches
Sterilite
★★★★★ 3482



6qt Clear Storage Box White - Room Essentials™
Room Essentials | Only at Target
★★★★★ 2587



Scrub Daddy Dual-Sided Scrubber + Sponge
Scrub Daddy
★★★★★ 4018



Plush Pillow Standard/Queen White - Room Essentials™
Room Essentials | Only at Target
★★★★★ 5237



56qt Clear Storage Box with Lid White - Room Essentials™
Room Essentials | Only at Target
★★★★★ 1965

Market Share Leaders:



Brands Observed

202

▼ -5% vs Prior Period

Items Observed

2,211

▼ -2% vs Prior Period

Department Summary

Keywords Observed

14,328

▲ 5% vs Prior Period

Sponsorship Activity

▲ 17.1%

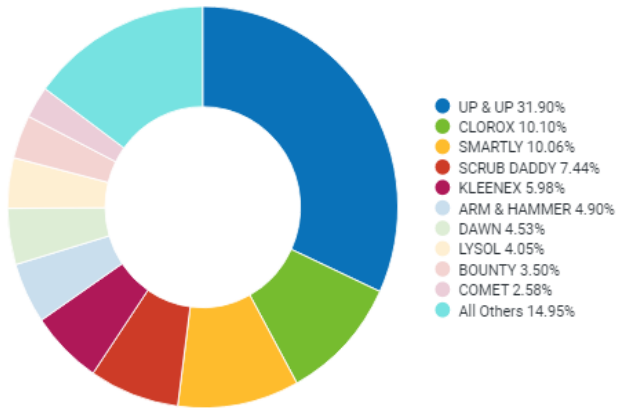
1,413,615 Weekly Average

Organic Search Visibility

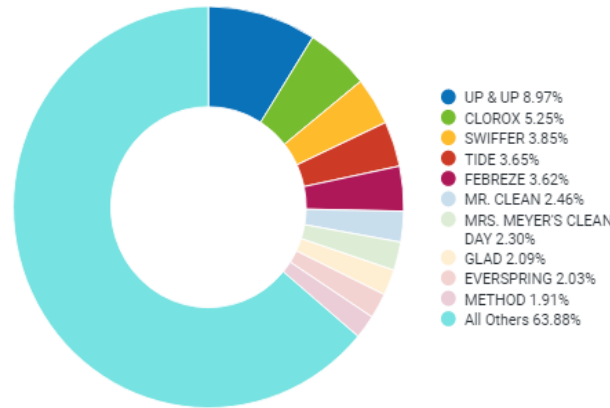
▲ 15.5%

2,080,044,806 Weekly Average

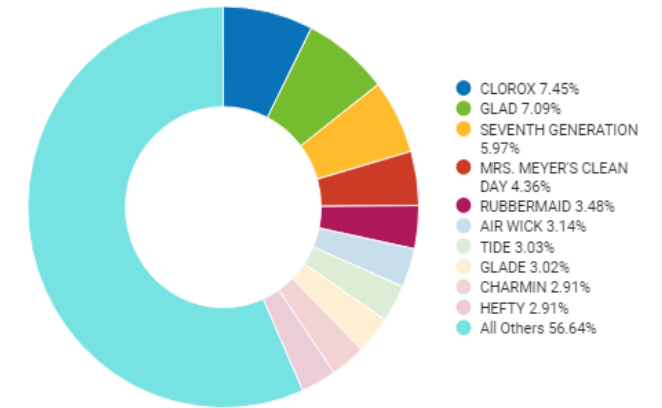
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Disposable Paper Napkins - 230ct - Smartly™
Smartly
★★★★★ 4481



Scrub Daddy Dual-Sided Scrubber + Sponge
Scrub Daddy
★★★★★ 4018



Lemon Scent Disinfecting Wipes - 75ct - up & up™
up & up Only at Target
★★★★★ 4318



Arm & Hammer Carpet & Room Extra Strength Odor Eliminator - ...
Arm & Hammer
★★★★★ 2628



Fresh Scent Disinfecting Wipes - 75ct - up & up™
up & up Only at Target
★★★★★ 2948

Market Share Leaders:



Brands Observed

810

▲ 2% vs Prior Period

Items Observed

14,077

▼ -2% vs Prior Period

Department Summary

Keywords Observed

36,144

▼ -7% vs Prior Period

Sponsorship Activity

▼ -8.9%

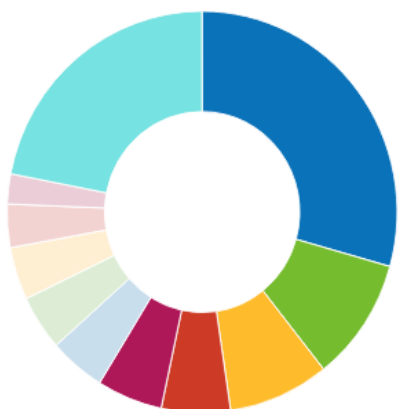
1,985,459 Weekly Average

Organic Search Visibility

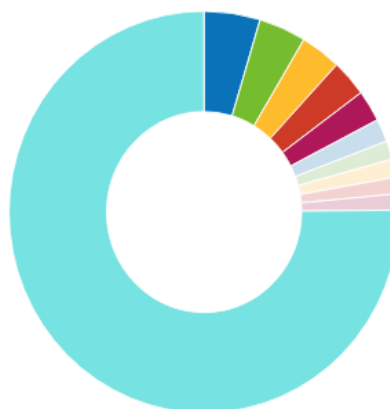
▼ -20.1%

5,283,013,701 Weekly Average

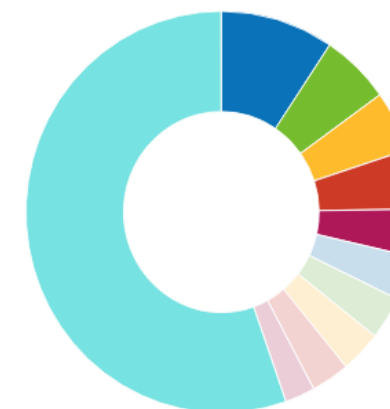
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Granulated Sugar - 4lbs - Good & Gather™
Good & Gather | Only at
★★★★★ 2823



Grade A Large Eggs - 12ct - Good & Gather™ (Packaging May Vary)
Good & Gather | Only at
★★★★★ 4579



Organic Cage-Free Fresh Grade A Large Brown Eggs - 12ct - Good & Gather™
Good & Gather | Only at
★★★★★ 1753



Starbucks Frappuccino Mocha Coffee Drink - 13.7 fl oz Glass...
★★★★★ 845



Powdered Sugar - 2lbs - Good & Gather™
Good & Gather | Only at
★★★★★ 1085

Market Share Leaders:



Hero.



ecOTOOLS™

Brands Observed

267

▼ -2% vs Prior Period

Items Observed

2,116

▼ -4% vs Prior Period

Department Summary

Keywords Observed

25,875

▼ -13% vs Prior Period

Sponsorship Activity

▲ 33.2%

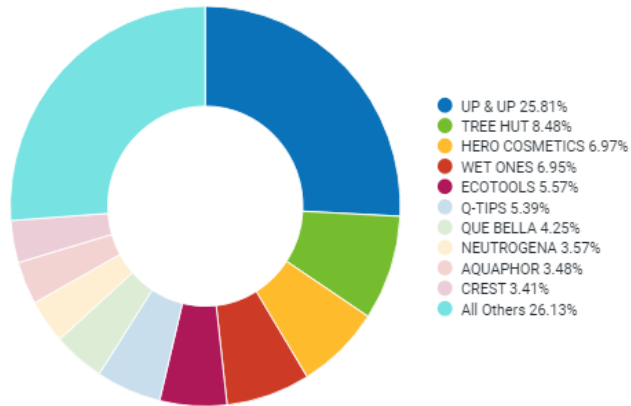
2,610,783 Weekly Average

Organic Search Visibility

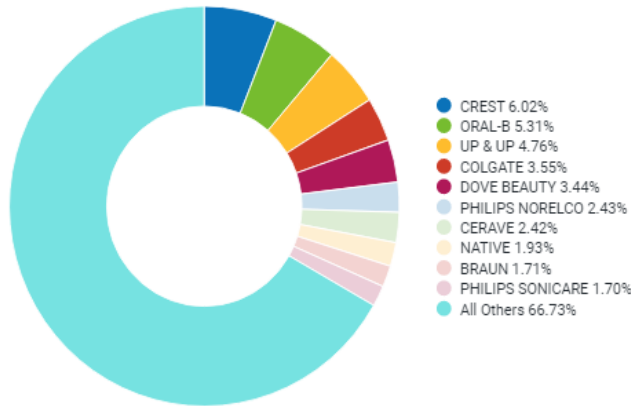
▼ -1.5%

2,293,123,847 Weekly Average

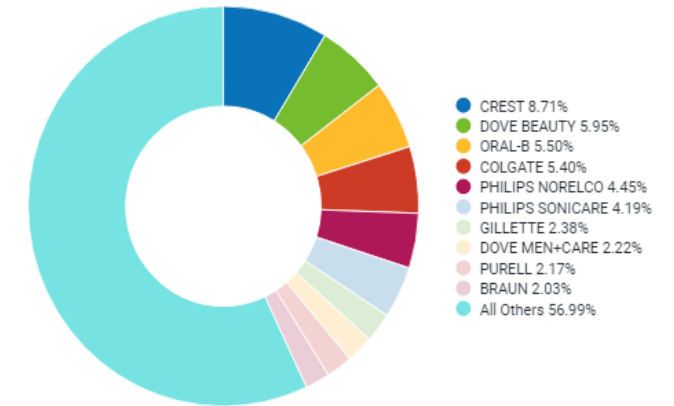
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...
 up & up
 ★★★★★ 10364
 \$2.19
 at Markato



Jumbo Cotton Balls - 200ct - up & up™
 up & up
 ★★★★★ 5178
 \$2.49
 at Markato



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
 up & up
 ★★★★★ 6112



Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct
 Wet Ones
 ★★★★★ 1940



Hero Cosmetics Mighty Patch Original Acne Pimple Patches
 Hero Cosmetics
 ★★★★★ 9870

Market Share Leaders:



Brands Observed

331

▼ -1% vs Prior Period

Items Observed

3,384

▼ -4% vs Prior Period

Department Summary

Keywords Observed

11,977

▼ -2% vs Prior Period

Sponsorship Activity

▲ 18.1%

1,396,157 Weekly Average

Organic Search Visibility

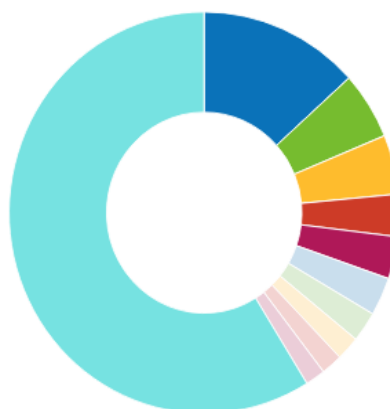
▼ -14.0%

1,889,446,237 Weekly Average

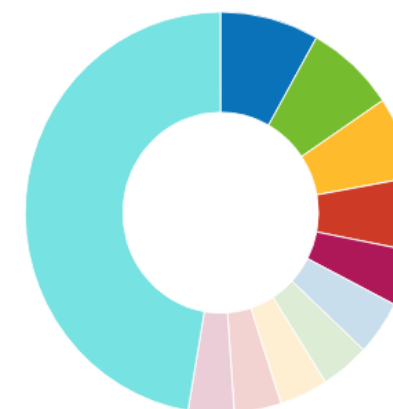
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



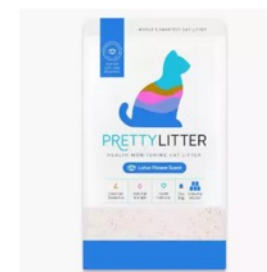
PrettyLitter Cat Litter - 8lb
PrettyLitter
★★★★☆ 7844



Feline Pine Original 100% Natural Cat Litter - 20lb
Feline Pine
★★★★☆ 1079



Arm & Hammer Odor Control Cat Litter Deodorizer Double Duty - ...
Arm & Hammer
★★★★☆ 1391



PrettyLitter Lotus Flower Cat Litter - 8lbs
PrettyLitter
★★★★☆ 3403



Freshpet Select Grain Free Small Wet Dog Chicken and Vegetable...
Freshpet
★★★★☆ 829

Market Share Leaders:



Brands Observed

573

▲ 2% vs Prior Period

Items Observed

5,763

▼ -1% vs Prior Period

Department Summary

Keywords Observed

46,151

▼ -52% vs Prior Period

Sponsorship Activity

▼ -61.7%

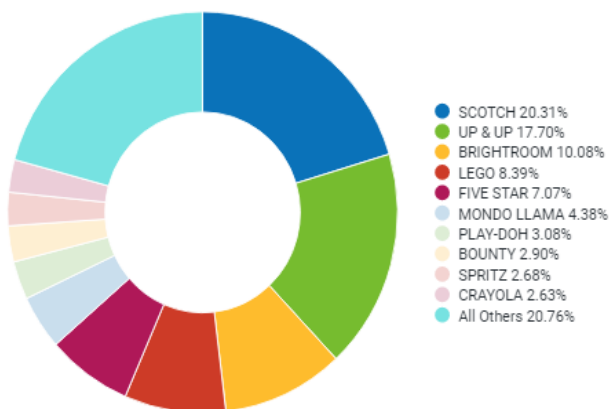
487,158 Weekly Average

Organic Search Visibility

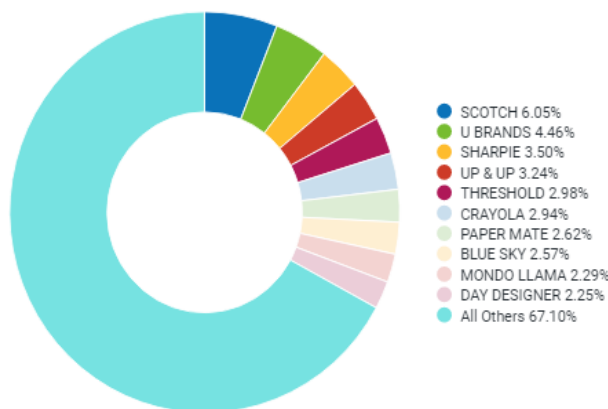
▼ -0.0%

2,873,336,354 Weekly Average

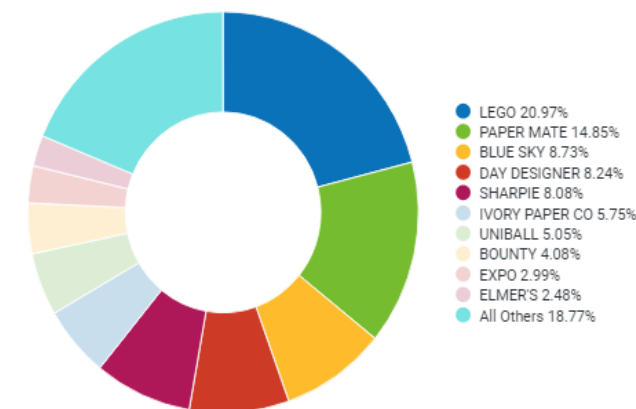
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Scotch 3pk Magic Tape 3/4" x 350"
Scotch
★★★★★ 1980



Parchment Paper Roll - 50 sq ft - up & up
up & up
★★★★★ 3018



Scotch 3ct .75"x350" Gift Wrap Tape
Scotch
★★★★★ 1393



Scotch 2pk Magic Tape Matte Finish 3/4" x 600"
Scotch
★★★★★ 1275



Scotch 2pk Gift Wrap Tape Satin Finish 3/4" x 600"
Scotch
★★★★★ 774

Market Share Leaders:



Brands Observed

987

▲ 7% vs Prior Period

Items Observed

13,284

▼ -3% vs Prior Period

Department Summary

Keywords Observed

41,999

▼ -24% vs Prior Period

Sponsorship Activity

▼ -30.0%

482,300 Weekly Average

Organic Search Visibility

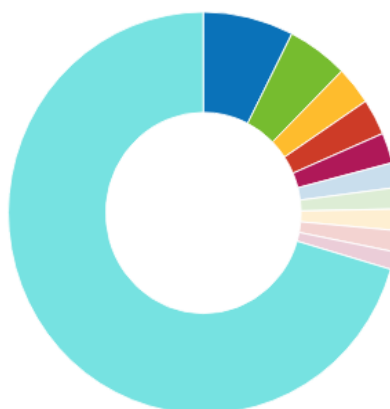
▼ -24.5%

3,082,475,473 Weekly Average

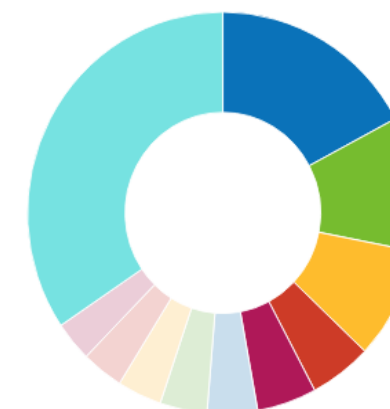
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Bicycle Standard Playing Cards
2pk
Bicycle
★★★★★ 385



Bicycle Standard Playing Cards
Bicycle
★★★★★ 454



Johnson & Johnson First Aid To Go Portable Mini Travel Kit - 12pc
Johnson & Johns...
★★★★★ 737



HotHands 10pk Hand Warmers Value Pack
HotHands
★★★★★ 180



Franklin Sports Practice Tennis Balls Can - 3pk
Franklin Sports
★★★★★ 458

Market Share Leaders:



Brands Observed

1,081

▲4% vs Prior Period

Items Observed

10,978

▲0% vs Prior Period

Department Summary

Keywords Observed

91,802

▼-48% vs Prior Period

Sponsorship Activity

▼-54.0%

2,379,034 Weekly Average

Organic Search Visibility

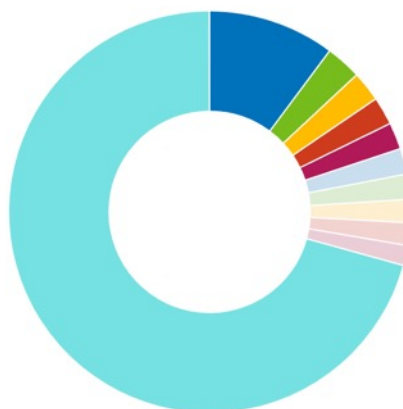
▼-54.7%

4,000,072,265 Weekly Average

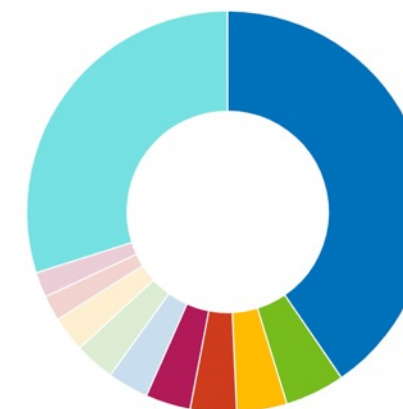
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Hot Wheels Single Pack - (Styles May Vary)
Hot Wheels
★★★★★ 2583



UNO Card Game
Mattel
★★★★★ 1803



MGA's Miniverse Make It Mini Lifestyle Series 1 Mini Collectibles
MGA Entertainm...
★★★★★ 300



Hot Wheels Diecast Cars - 5pk (Colors May Vary)
Hot Wheels
★★★★★ 1831



MGA's Miniverse Make It Mini Food Diner Series 2 Mini...
MGA Entertainm...
★★★★★ 270

Market Share Leaders:



Brands Observed

93

▼ -11% vs Prior Period

Items Observed

1,408

▼ -7% vs Prior Period

Department Summary

Keywords Observed

11,455

▼ -12% vs Prior Period

Sponsorship Activity

▼ -48.1%

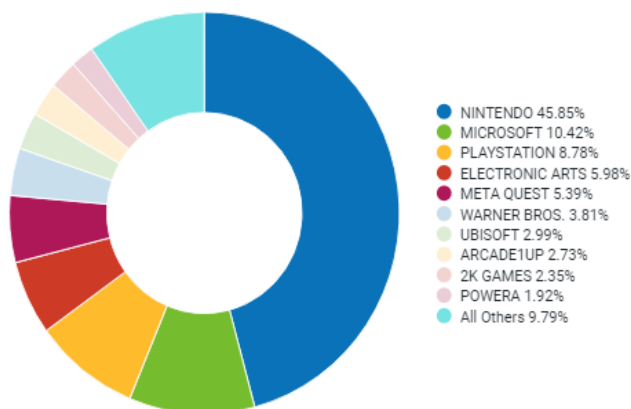
222,985 Weekly Average

Organic Search Visibility

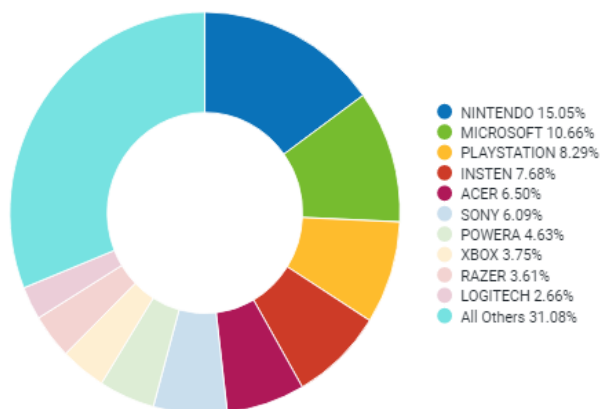
▼ -48.3%

1,432,483,850 Weekly Average

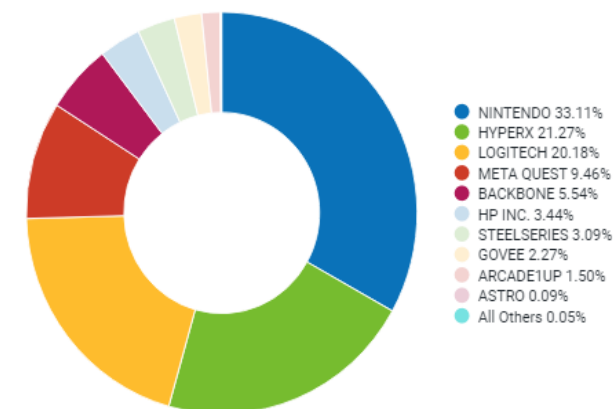
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Nintendo Retro Icons LED Light

Nintendo
★★★★☆ 20



Meta Quest 2: All-In-One Wireless VR Headset - 128GB

Meta Quest
★★★★☆ 1769



Xbox Series X Console

Microsoft
★★★★☆ 1040



Nintendo Switch with Neon Blue and Neon Red Joy-Con

Nintendo
★★★★☆ 1377



Xbox Series S - Starter Bundle

Microsoft
★★★★☆ 75

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HUGE **TIME SAVINGS**



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