


















# Department Performance Report

FEBRUARY 2024 DATA

 Baby	 Beauty	 Clothing	 Electronics
 Grocery	 Health	 Home	 Household Essentials
 Kitchen & Dining	 Personal Care	 Pets	 School & Office Supplies
 Sports & Outdoors	 Toys	 Video Games	





# Department Performance Report

February 2024 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](#)
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- [Top Promoted Brands](#)
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- ❖ 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**

## Interested in learning more?

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Market Share Leaders:



Brands Observed

632

▲ 2% vs Prior Period

Items Observed

9,919

▲ 2% vs Prior Period

Department Summary

Keywords Observed

62,395

▲ 11% vs Prior Period

Sponsorship Activity

▲ 6.0%

2,128,483 Weekly Average

Organic Search Visibility

▼ -11.4%

2,299,045,217 Weekly Average

Top-Selling Brands



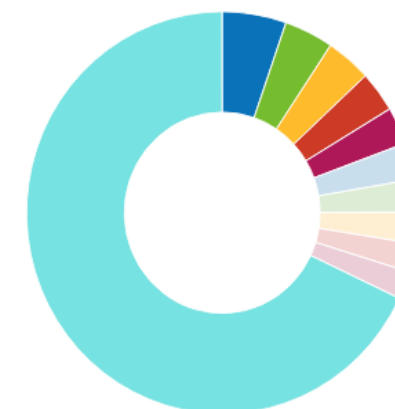
- GOOD & GATHER 17.55%
- HAPPY FAMILY 10.57%
- GERBER 9.37%
- UP & UP 8.77%
- KENDAMIL 8.48%
- VASELINE 5.25%
- COTTONELLE 4.08%
- LITTLE BELLIES 3.57%
- NURSERY WATER 3.19%
- SIMILAC 3.08%
- All Others 26.10%

Top Brands in Organic Search



- MUNCHKIN 3.68%
- CLOUD ISLAND 2.46%
- GRACO 2.25%
- PILLOWFORT 2.22%
- HALO INNOVATIONS 1.79%
- SAFETY 1ST 1.78%
- DR. BROWN'S 1.73%
- DELTA CHILDREN 1.67%
- BABY TREND 1.66%
- UP & UP 1.57%
- All Others 79.19%

Top Brands in Paid Search



- GRACO 5.30%
- PAMPERS 4.06%
- STORKCRAFT 3.73%
- CERAVE 3.30%
- HAPPY FAMILY 3.00%
- GERBER 2.96%
- HUGGIES 2.64%
- BABY TREND 2.52%
- EVENFLO 2.30%
- BURT'S BEES 2.23%
- All Others 67.99%

Top-Selling Items:



Kendamil Organic Infant Formula Powder - 28.2oz  
Kendamil  
★★★★★ 3487



Vaseline Original Unscented Petroleum Jelly - 1.75oz  
Vaseline  
★★★★★ 5027



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



Happy Baby Organic Yogis Strawberry Banana Freeze Drie...  
Happy Family  
★★★★★ 478



Similac 360 Total Care Non-GMO Ready to Feed Infant Formula...  
Similac  
★★★★★ 534

Market Share Leaders:



Hero.



Neutrogena®

ECOTOOLS®

Brands Observed

746

▲ 1% vs Prior Period

Items Observed

11,136

▲ 3% vs Prior Period

Department Summary

Keywords Observed

56,803

▲ 13% vs Prior Period

Sponsorship Activity

▲ 7.2%

6,149,815 Weekly Average

Organic Search Visibility

▼ -16.4%

6,233,483,571 Weekly Average

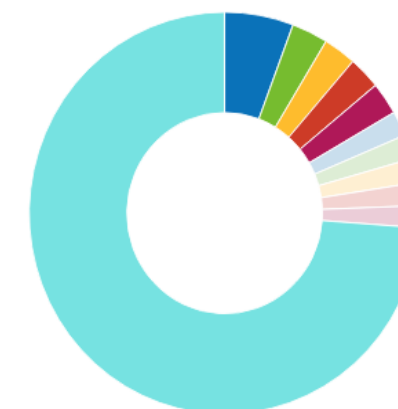
Top-Selling Brands



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



Tree Hut Shea Sugar Vanilla & Jasmine Body Scrub - 18oz  
Tree Hut  
★★★★★ 877



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



Cotton Swabs Paper Sticks - 50ct - up & up™  
up & up  
★★★★★ 2940



Hero Cosmetics Mighty Patch Invisible + Acne Pimple Patches...  
Hero Cosmetics  
★★★★★ 3839

Market Share Leaders:



Brands Observed

992

▲ 3% vs Prior Period

Items Observed

125,640

▲ 1% vs Prior Period

Department Summary

Keywords Observed

79,809

▼ -1% vs Prior Period

Sponsorship Activity

▲ 16.3%

2,631,769 Weekly Average

Organic Search Visibility

▼ -11.3%

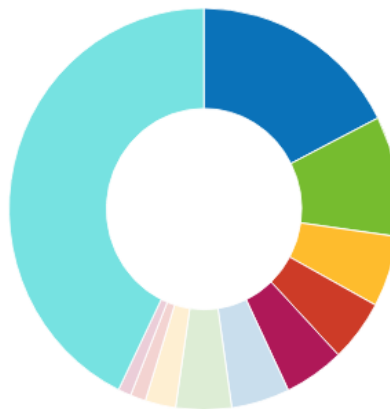
9,538,781,630 Weekly Average

Top-Selling Brands



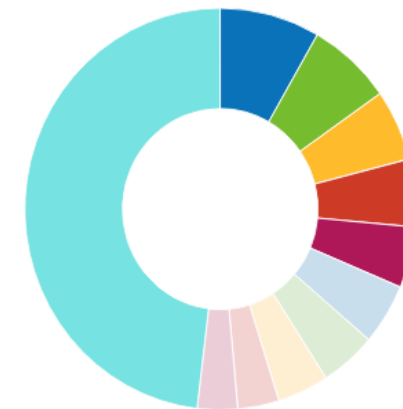
- ALL IN MOTION 26.34%
- CAT & JACK 16.35%
- KONA SOL 7.60%
- WILD FABLE 7.24%
- SHADE & SHORE 7.22%
- A NEW DAY 3.72%
- SCUNCI 3.61%
- CARTER'S JUST ONE YOU 3.24%
- GIMME BEAUTY 1.75%
- FASHION FORMS 1.68%
- All Others 21.24%

Top Brands in Organic Search



- A NEW DAY 17.52%
- UNIVERSAL THREAD 9.67%
- WILD FABLE 5.72%
- GOODFELLOW & CO 5.00%
- CAT & JACK 4.98%
- REEBOK 4.83%
- ALL IN MOTION 4.62%
- AUDEN 2.53%
- CUPSHE 1.28%
- ALLEGRA K 1.08%
- All Others 42.77%

Top Brands in Paid Search



- HANES PREMIUM 8.29%
- REEBOK 6.97%
- HANES 5.73%
- UNIVERSAL THREAD 5.43%
- ALLEGRA K 4.92%
- ALPINE SWISS 4.92%
- MAIDENFORM 4.63%
- CUPSHE 4.25%
- KIPLING 3.42%
- PAIR OF THIEVES 3.34%
- All Others 48.10%

Top-Selling Items:



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



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



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



Premium Fitness Mat 15mm - All in Motion™  
All In Motion  
★★★★☆ 587



scunci No Damage Super Comfy Hosiery Elastic Hair Ties - Black...  
scunci  
★★★★☆ 603

Market Share Leaders:



*Energizer*

amazon

DURACELL

FUJIFILM

Brands Observed

533

▲ 0% vs Prior Period

Items Observed

9,054

▲ 0% vs Prior Period

Department Summary

Keywords Observed

40,880

▼ -2% vs Prior Period

Sponsorship Activity

▲ 27.1%

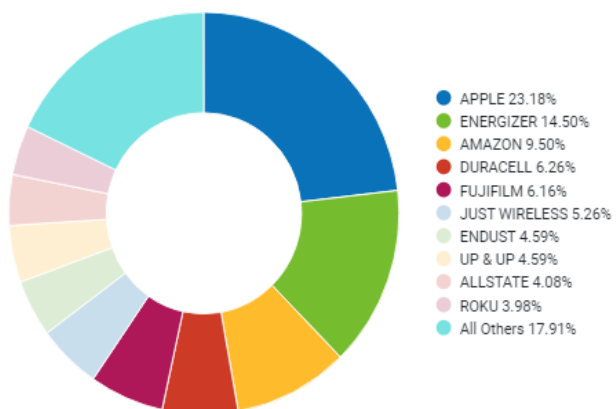
2,591,183 Weekly Average

Organic Search Visibility

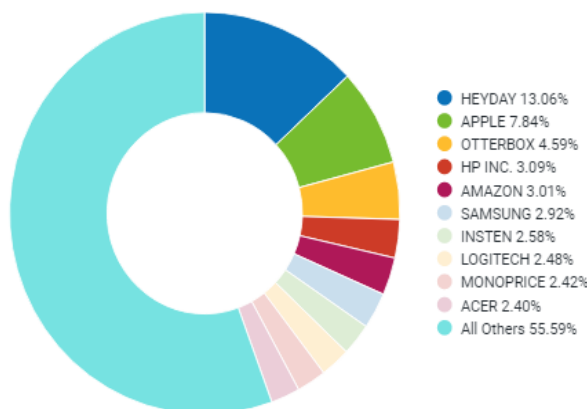
▼ -15.4%

6,966,568,294 Weekly Average

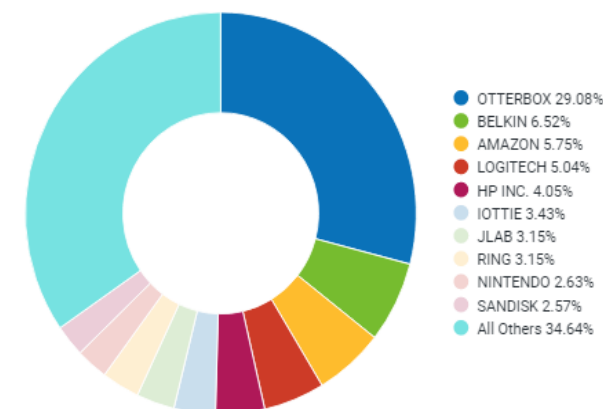
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



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



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



Amazon Fire TV Stick Lite with Latest Alexa Voice Remote Lite...  
Amazon  
★★★★★ 672



Energizer 2032 Batteries - Lithium Coin Battery  
Energizer  
★★★★★ 2081



Market Share Leaders:



Brands Observed

1,201

▲ 1% vs Prior Period

Items Observed

8,545

▲ 2% vs Prior Period

Department Summary

Keywords Observed

57,950

▼ -1% vs Prior Period

Sponsorship Activity

▲ 19.5%

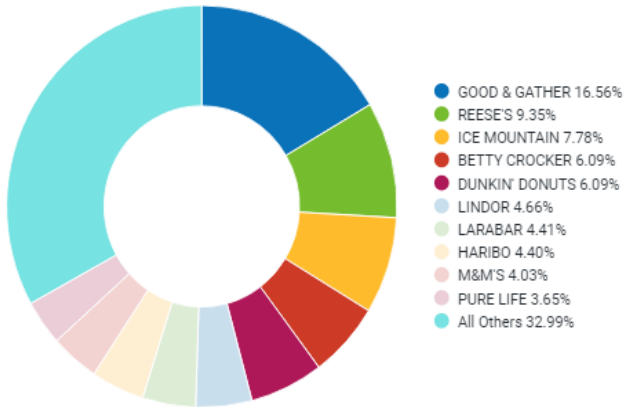
12,625,088 Weekly Average

Organic Search Visibility

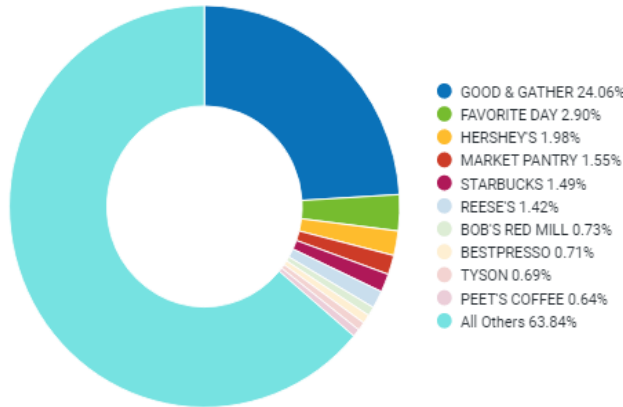
▼ -12.0%

5,692,827,021 Weekly Average

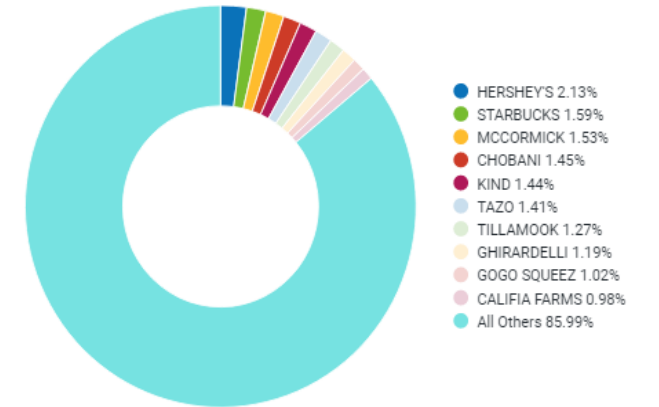
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



Dunkin Blueberry Muffin Medium  
Roast Coffee - 11oz  
Dunkin' Donuts | New at   
★★★★☆ 145



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



Pure Life Purified Water -  
28pk/16.9 fl oz Bottles  
Pure Life  
★★★★★ 2032



Betty Crocker Blueberry Muffin  
Mix - 16.9oz  
Betty Crocker | New at   
★★★★★ 850



Ice Mountain Brand 100% Natural  
Spring Water - 101.4 fl oz Jug  
Ice Mountain  
★★★★★ 238

Market Share Leaders:



Brands Observed

704

▼ -1% vs Prior Period

Items Observed

4,805

▼ -1% vs Prior Period

Department Summary

Keywords Observed

59,699

▲ 10% vs Prior Period

Sponsorship Activity

▲ 19.3%

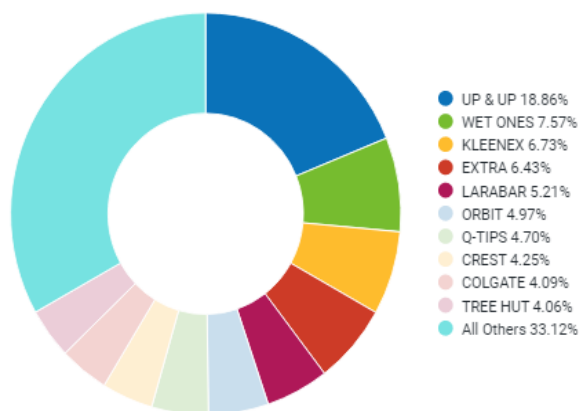
4,250,414 Weekly Average

Organic Search Visibility

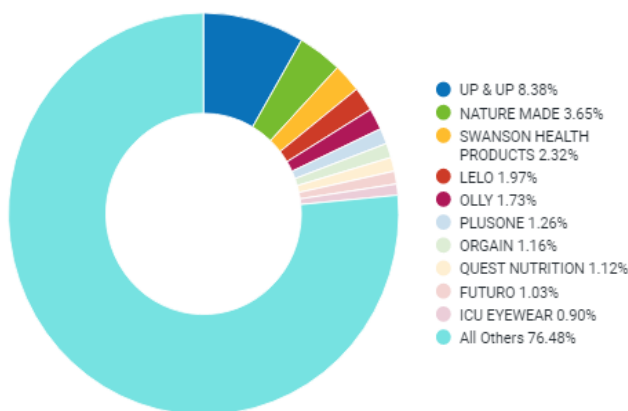
▼ -12.6%

3,979,539,137 Weekly Average

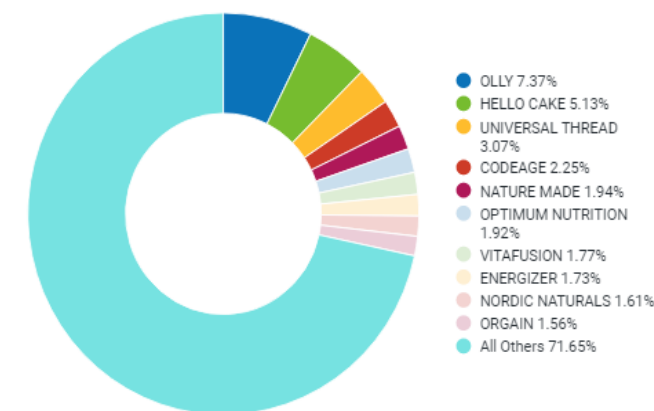
Top-Selling Brands



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



Aquaphor Healing Ointment Skin Protectant and Moisturizer for D...  
Aquaphor  
★★★★★ 2181



Orbit Sugar Free Sweet Mint Chewing Gum Single Pack - 14...  
Orbit  
★★★★★ 1215



Tree Hut Shea Sugar Vanilla & Jasmine Body Scrub - 18oz  
Tree Hut  
★★★★★ 877

Market Share Leaders: **room essentials**



Brands Observed

2,137

▲ 1% vs Prior Period

Items Observed

46,675

▼ -1% vs Prior Period

Department Summary

Keywords Observed

117,310

▲ 4% vs Prior Period

Sponsorship Activity

▼ -4.1%

4,136,048 Weekly Average

Organic Search Visibility

▼ -18.4%

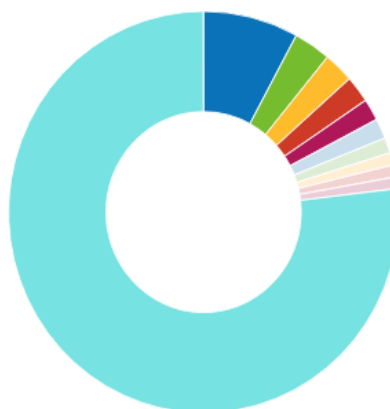
9,607,936,905 Weekly Average

Top-Selling Brands



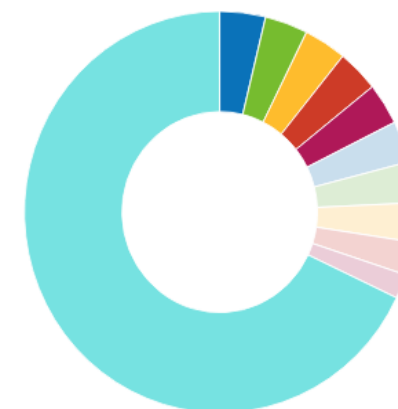
- ROOM ESSENTIALS 21.56%
- SCRUB DADDY 9.83%
- STERILITE 7.54%
- BRIGHTROOM 6.89%
- WONDERSHOP 5.13%
- SCOTCH-BRITE 4.06%
- UP & UP 3.78%
- MONDO LLAMA 2.97%
- COSTWAY 2.79%
- EXCLUSIVE HOME 2.43%
- All Others 33.03%

Top Brands in Organic Search



- THRESHOLD 7.90%
- ROOM ESSENTIALS 3.06%
- BRIGHTROOM 2.48%
- UNIQUE BARGAINS 2.16%
- COSTWAY 1.78%
- MONDO LLAMA 1.63%
- RING 1.24%
- PILLOWFORT 0.99%
- AMAZON 0.96%
- CRAYOLA 0.95%
- All Others 76.86%

Top Brands in Paid Search



- BISSELL 3.78%
- GENERAL ELECTRIC 3.55%
- NULOOM 3.52%
- DYSON 3.41%
- RING 3.37%
- VIPEK 3.34%
- BECKY CAMERON 3.30%
- BRIGHTROOM 3.14%
- INPLACE 2.66%
- SHARK 1.95%
- All Others 67.98%

Top-Selling Items:



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



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



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



**Travel Size Lint Roller 30 Sheets - up & up™**  
up & up | Only at Target  
★★★★★ 3157



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

Market Share Leaders:



Brands Observed

242

▲ 20% vs Prior Period

Items Observed

2,345

▲ 6% vs Prior Period

Department Summary

Keywords Observed

17,102

▲ 19% vs Prior Period

Sponsorship Activity

▲ 25.5%

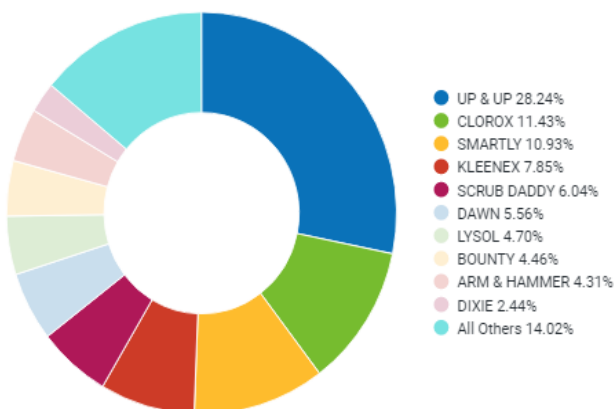
1,766,597 Weekly Average

Organic Search Visibility

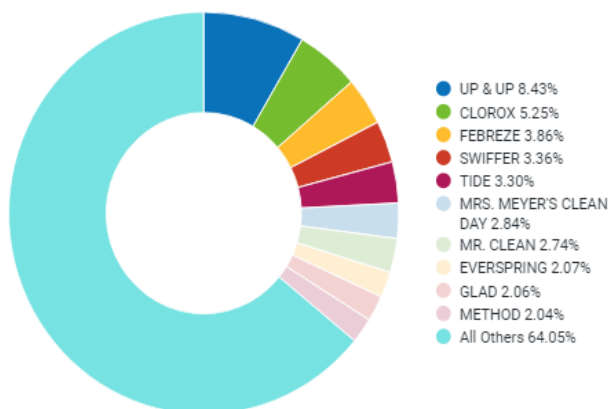
▼ -13.1%

1,800,635,368 Weekly Average

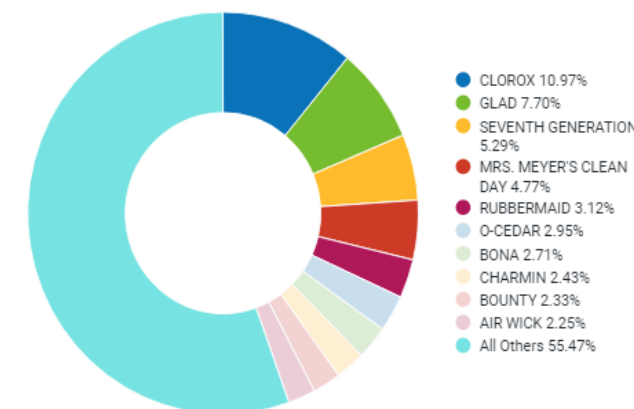
Top-Selling Brands



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



Dawn Fresh Scent Platinum Powerwash Dish Spray, Dish So...  
Dawn  
★★★★★ 3599



Clorox Fresh Disinfecting Wipes Bleach Free Cleaning Wipes - 9ct  
Clorox  
★★★★★ 34098



Lemon Scent Disinfecting Wipes - 75ct - up & up™  
up & up | Only at Target  
★★★★★ 4520

Market Share Leaders:



Brands Observed

791

▼ -2% vs Prior Period

Items Observed

14,042

▲ 0% vs Prior Period

Department Summary

Keywords Observed

39,774

▲ 10% vs Prior Period

Sponsorship Activity

▲ 0.9%

2,004,436 Weekly Average

Organic Search Visibility

▼ -25.1%

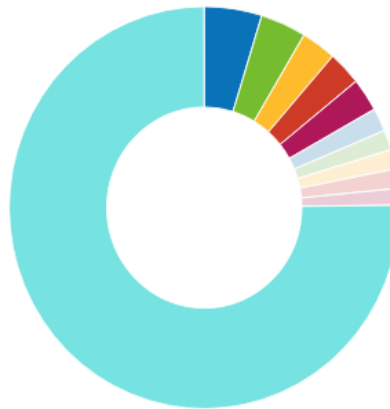
3,940,885,837 Weekly Average

Top-Selling Brands



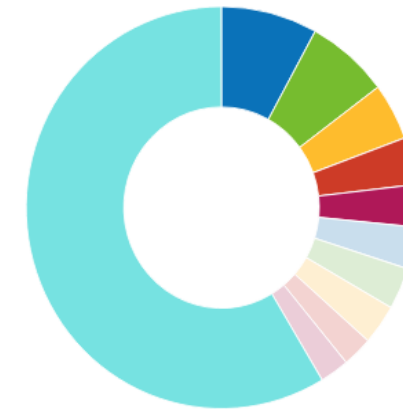
- GOOD & GATHER 25.91%
- STOK 9.98%
- STARBUCKS 9.82%
- STARBUCKS DISCOVERIES 9.30%
- DUNKIN' DONUTS 7.98%
- MARKET PANTRY 5.79%
- ROOM ESSENTIALS 5.69%
- UP & UP 5.05%
- ARM & HAMMER 2.59%
- BRIGHTROOM 2.28%
- All Others 15.62%

Top Brands in Organic Search



- THRESHOLD 4.77%
- CUISINART 3.79%
- STANLEY 2.89%
- BRIGHTROOM 2.75%
- OXO 2.67%
- HAMILTON BEACH 1.87%
- NINJA 1.61%
- FIGMINT 1.57%
- KITCHENAID 1.56%
- KEURIG 1.32%
- All Others 75.20%

Top Brands in Paid Search



- CUISINART 7.96%
- BRITA 6.82%
- NINJA 4.59%
- RUBBERMAID 3.79%
- NEWAIR 3.39%
- KITCHENAID 3.38%
- NESPRESSO 3.36%
- MDESIGN 3.23%
- BREVILLE 2.46%
- NORDIC WARE 2.40%
- All Others 58.61%

Top-Selling Items:



Grade A Large Eggs - 12ct - Good & Gather™ (Packaging May Vary)  
Good & Gather | Only at   
★★★★★ 4572



Dunkin' Blueberry Muffin Medium Roast Coffee - 11oz  
Dunkin' Donuts | New at   
★★★★★ 145



Granulated Sugar - 4lbs - Good & Gather™  
Good & Gather | Only at   
★★★★★ 3028



White Coffee Filters - 200ct - Market Pantry™  
Market Pantry | Only at   
★★★★★ 865



Starbucks Frappuccino Vanilla Chilled Coffee Drink - 13.7 fl oz...  
★★★★★ 831

Market Share Leaders:



Hero.



ecOTOOLS

Brands Observed

272

▲ 2% vs Prior Period

Items Observed

2,242

▲ 6% vs Prior Period

Department Summary

Keywords Observed

29,818

▲ 15% vs Prior Period

Sponsorship Activity

▲ 16.2%

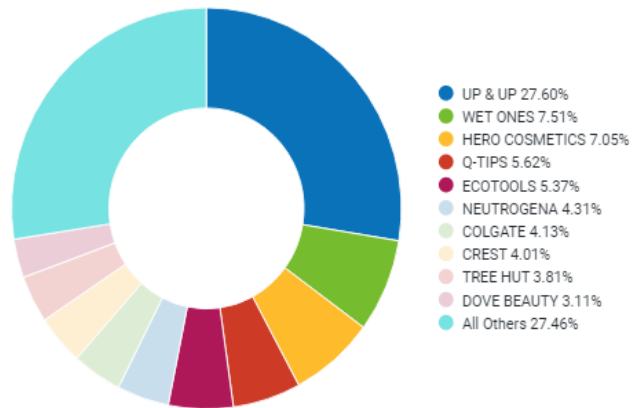
3,027,549 Weekly Average

Organic Search Visibility

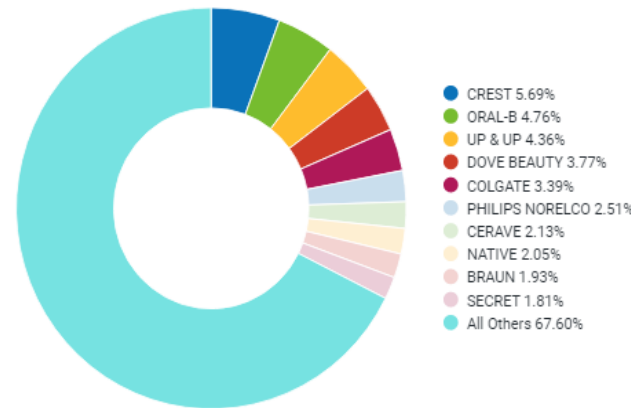
▼ -10.0%

2,059,103,753 Weekly Average

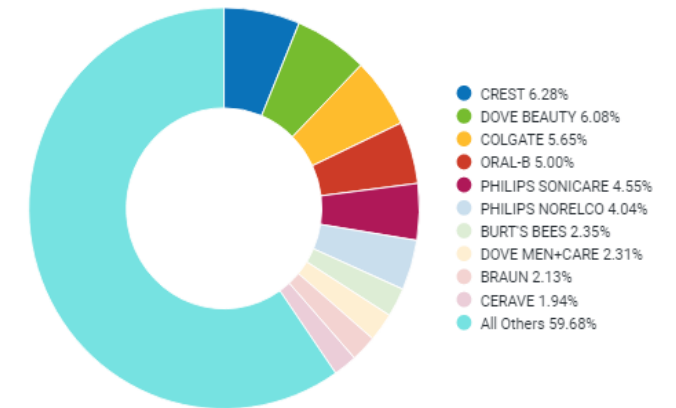
Top-Selling Brands



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



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

up & up  
★★★★★ 6112



Jumbo Cotton Balls - 200ct - up & up™

up & up  
★★★★★ 5478

\$2.49  
at Markato



Milk and Honey Hand Soap - 7.5 fl oz - up & up™

up & up



Aquaphor Healing Ointment Skin Protectant and Moisturizer for D...

Aquaphor

Market Share Leaders:



Brands Observed

343

▲ 4% vs Prior Period

Items Observed

3,343

▼ -1% vs Prior Period

Department Summary

Keywords Observed

17,151

▲ 43% vs Prior Period

Sponsorship Activity

▲ 6.7%

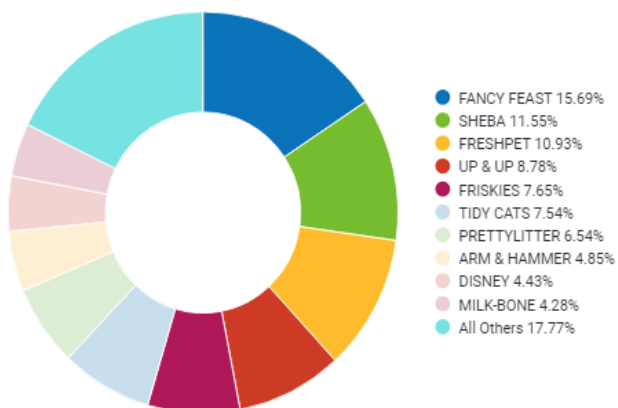
1,490,356 Weekly Average

Organic Search Visibility

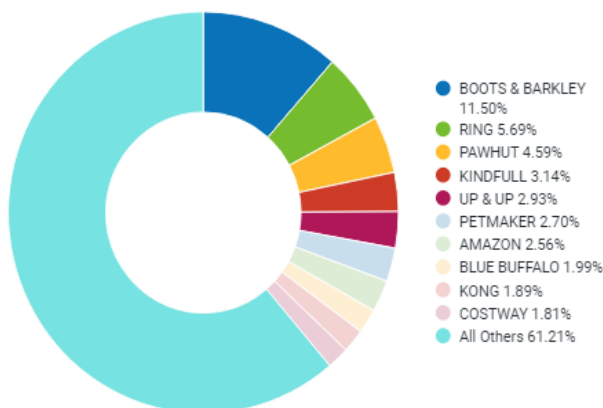
▼ -11.5%

1,670,482,695 Weekly Average

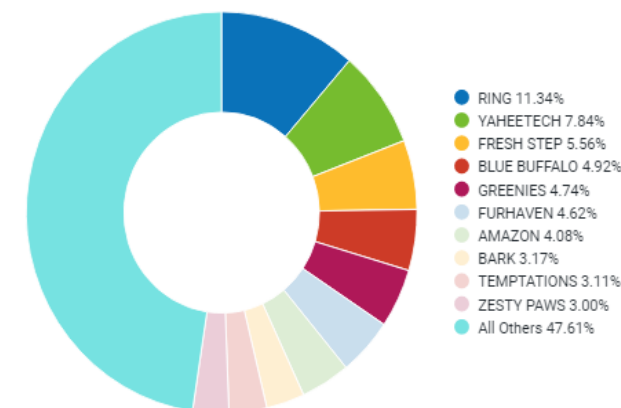
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



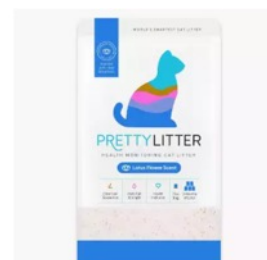
Top-Selling Items:



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



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  
★★★★★ 879



Fresh Step Crystals Premium Scented Cat Litter - 8lb  
Fresh Step  
★★★★★ 10155

Market Share Leaders:



Brands Observed

552

▼ -4% vs Prior Period

Items Observed

5,539

▼ -4% vs Prior Period

Department Summary

Keywords Observed

43,910

▼ -5% vs Prior Period

Sponsorship Activity

▲ 20.1%

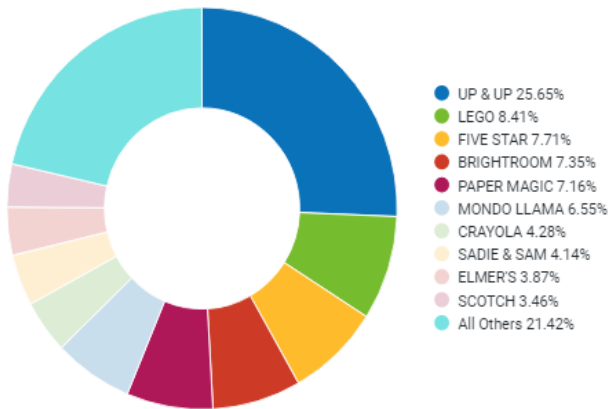
590,100 Weekly Average

Organic Search Visibility

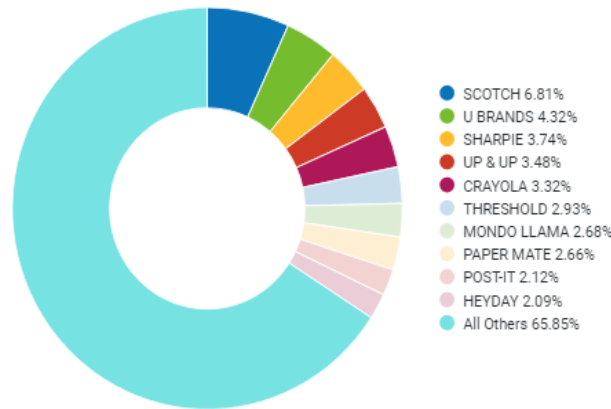
▼ -20.1%

2,295,409,522 Weekly Average

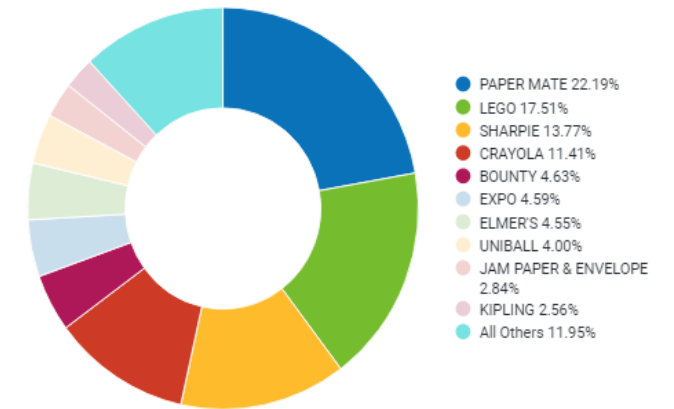
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



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



500ct Letter Printer Paper White - up & up™  
up & up  
★★★★★ 4633



750 Sheets Letter Printer Paper White - up & up™  
up & up Only at Target  
★★★★★ 1549



LEGO Roses Botanical Collection Building Set 40460  
LEGO  
★★★★★ 183



Heavy Duty Shipping Tape with Dispenser - up & up™  
up & up Only at Target  
★★★★★ 1666



Market Share Leaders:



Brands Observed

1,104

▲ 6% vs Prior Period

Items Observed

15,002

▲ 7% vs Prior Period

Department Summary

Keywords Observed

52,364

▲ 23% vs Prior Period

Sponsorship Activity

▼ -8.4%

442,078 Weekly Average

Organic Search Visibility

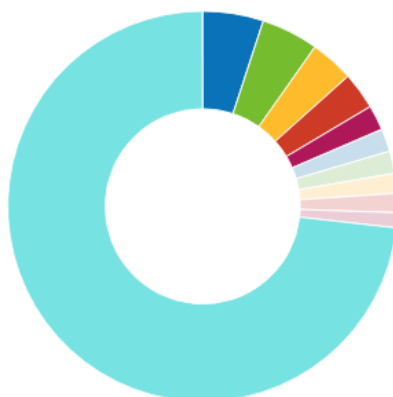
▼ -11.5%

2,721,615,113 Weekly Average

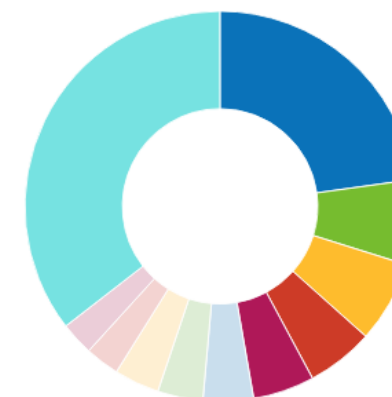
Top-Selling Brands



Top Brands in Organic Search



Top Brands in Paid Search



Top-Selling Items:



2023 Panini NFL Prizm Football Trading Card Multipack  
NFL  
★★★★☆ 62



Johnson & Johnson First Aid To Go! Portable Mini Travel Kit - 12pc  
Johnson & Johns...  
★★★★★ 732



2023 Panini NFL Prizm Football Trading Card Blaster Box  
NFL  
★★★★☆ 268



Bicycle Standard Playing Cards  
Bicycle  
★★★★★ 454



Franklin Sports Practice Tennis Balls Can - 3pk  
Franklin Sports  
★★★★☆ 456

Market Share Leaders:



Brands Observed

1,047

▲ 2% vs Prior Period

Items Observed

10,264

▲ 0% vs Prior Period

Department Summary

Keywords Observed

79,124

▼ -13% vs Prior Period

Sponsorship Activity

▲ 4.4%

2,470,895 Weekly Average

Organic Search Visibility

▼ -15.8%

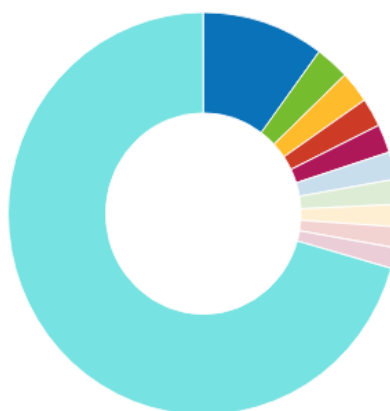
3,304,334,908 Weekly Average

Top-Selling Brands



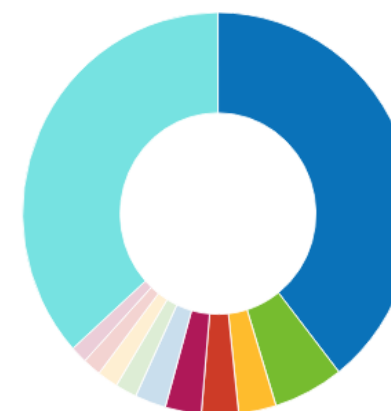
- LEGO 11.86%
- SQUISHMALLOWS 10.98%
- RUBIE'S 8.14%
- MONDO LLAMA 7.86%
- MGA'S MINIVERSE 7.71%
- DISNEY DOORABLES 4.93%
- NFL 4.75%
- HOT WHEELS 4.66%
- 5 SURPRISE 3.57%
- MGA ENTERTAINMENT 3.31%
- All Others 32.24%

Top Brands in Organic Search



- LEGO 10.12%
- POKEMON 2.79%
- BARBIE 2.57%
- SQUISHMALLOWS 2.30%
- DISNEY 2.29%
- NERF 2.19%
- MELISSA & DOUG 2.00%
- TRANSFORMERS 1.80%
- COSTWAY 1.68%
- NINTENDO 1.66%
- All Others 70.60%

Top Brands in Paid Search



- LEGO 39.41%
- COSTWAY 5.81%
- CRAYOLA 3.11%
- WHAT DO YOU MEME? 3.06%
- MELISSA & DOUG 2.98%
- NINTENDO 2.56%
- EXPLODING KITTENS 1.79%
- MASTERPIECES 1.73%
- OUR GENERATION 1.51%
- TRANSFORMERS 1.39%
- All Others 36.67%

Top-Selling Items:



Rubie's Girls Nevermore Academy Uniform Costume  
Rubie's



Hot Wheels Single Pack - (Styles May Vary)  
Hot Wheels  
★★★★★ 3055



Disney Doorables Mini Peek Technicolor Takeover  
Disney Doorables  
★★★★★ 28



Squishmallows Squishville Blind Plush  
Squishville  
★★★★★ 33



Squishmallows 11" Grilled Cheese Little Plush  
Squishmallows  
★★★★★ 26

Market Share Leaders:



Brands Observed

96

▲ 3% vs Prior Period

Items Observed

1,412

▲ 0% vs Prior Period

Department Summary

Keywords Observed

10,832

▼ -5% vs Prior Period

Sponsorship Activity

▲ 27.5%

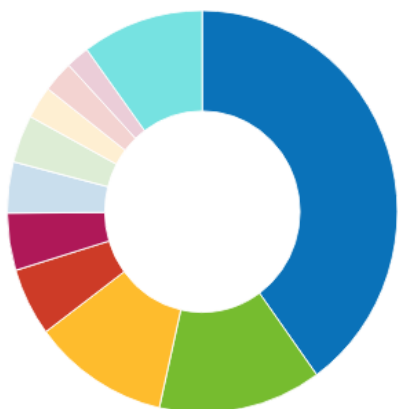
284,347 Weekly Average

Organic Search Visibility

▼ -21.3%

1,124,227,216 Weekly Average

Top-Selling Brands



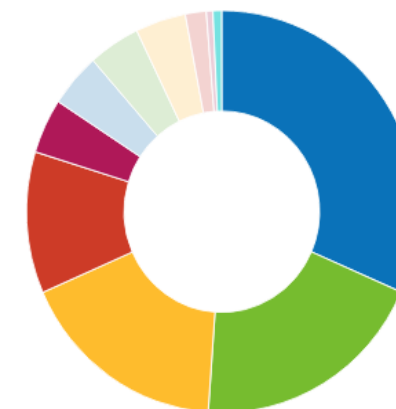
- NINTENDO 40.05%
- PLAYSTATION 13.50%
- MICROSOFT 11.28%
- META QUEST 5.47%
- POWERA 4.60%
- TURTLE BEACH 4.10%
- ARCADE1UP 3.84%
- WARNER BROS. 2.62%
- ELECTRONIC ARTS 2.53%
- AMIIBO 1.92%
- All Others 10.08%

Top Brands in Organic Search



- NINTENDO 14.56%
- MICROSOFT 10.82%
- PLAYSTATION 7.76%
- ACER 7.25%
- SONY 7.21%
- INSTEN 5.56%
- RAZER 4.26%
- XBOX 3.78%
- CLX 3.71%
- POWERA 3.24%
- All Others 31.84%

Top Brands in Paid Search



- NINTENDO 31.54%
- LOGITECH 19.58%
- HYPERX 17.32%
- META QUEST 11.37%
- STEELSERIES 4.40%
- BACKBONE 4.34%
- CORSAIR 4.28%
- HP INC. 4.17%
- ARCADE1UP 1.73%
- XBOX 0.54%
- All Others 0.72%

Top-Selling Items:



Nintendo Retro Icons LED Light

Nintendo  
★★★★☆ 20



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

Meta Quest  
★★★★☆ 1769



Nintendo Switch with Neon Blue and Neon Red Joy-Con

Nintendo  
★★★★☆ 1377



Xbox Series X Console

Microsoft  
★★★★☆ 1040



Marvel's Spider-Man 2 Standard Edition - PlayStation 5

PlayStation  
★★★★☆ 110

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