

Target

Department Performance

April 2024

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

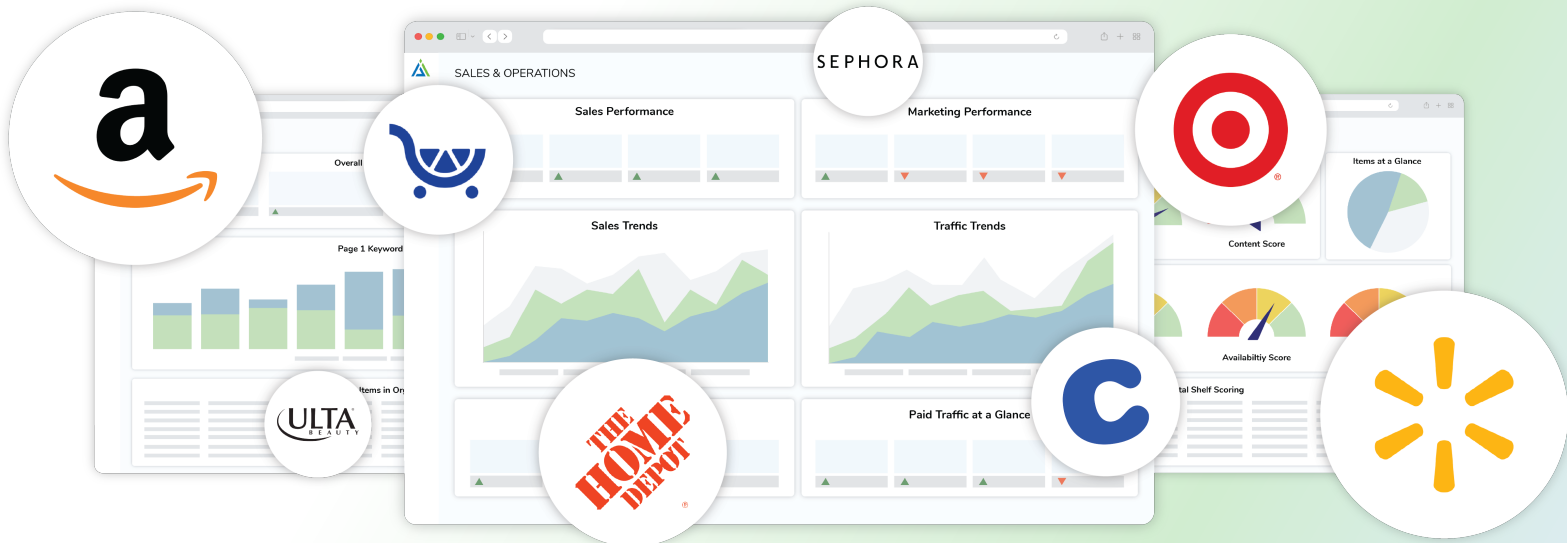
Top-Selling Items

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

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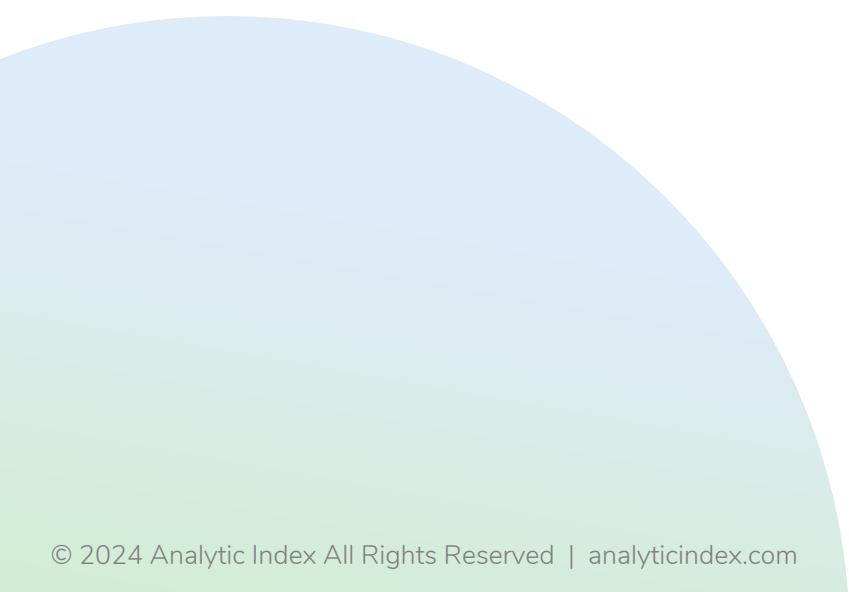


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DEPARTMENT PERFORMANCE Baby



Top-Selling Brands

18%

14%

9%

7%

7%

Organic Search Growth

▲ 1.6%

2,382,882,880 Weekly Average

Sponsored Search Growth

▼ -2.2%

2,687,258 Weekly Average

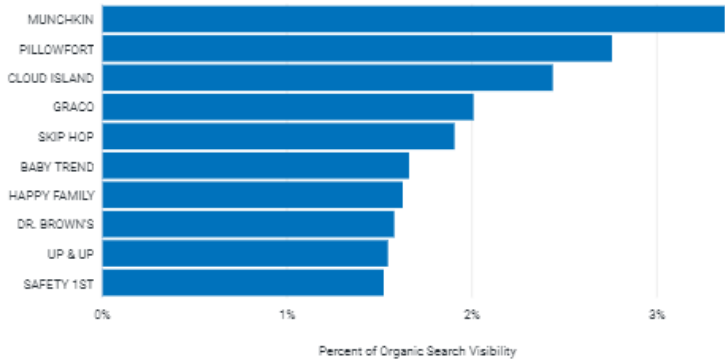
Top Trending Category Keywords

- hop
- car seat covers
- baby swing
- stroller
- potty training toilet
- breast pump
- stroller accessories
- baby play mat
- baby walker
- booster car seat

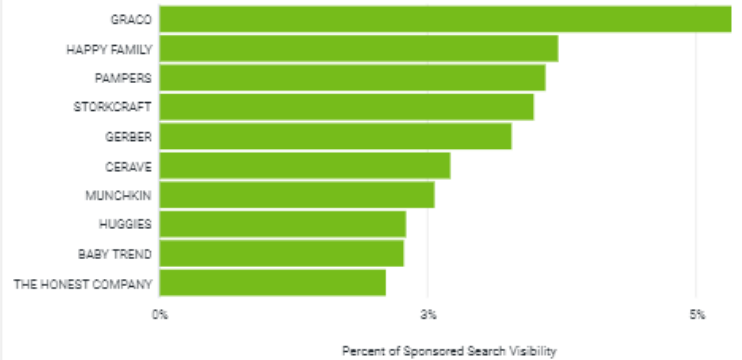
Top Searched Category Keywords

- baby wipes
- bananas
- diaper bag
- toddler bed
- baby
- baby gate
- car accessories
- baby monitor
- baby swing
- halo

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Kendamil Organic Infant Formula Powder - 28.2oz
Kendamil
★★★★★ 28922



Vaseline Original Unscented Petroleum Jelly - 1.75oz
Vaseline
★★★★★ 5122

1.75 OZ



Organic Banana Blueberry Oat Baby Food Pouch - 4oz - Good...
Good & Gather | Only at
★★★★★ 253



Cottonelle Flushable Wet Wipes
Cottonelle
★★★★★ 12159



Banana Strawberry Teething Wafers Baby Snacks - ...
Good & Gather | Only at
★★★★★ 242



DEPARTMENT PERFORMANCE Beauty



Top-Selling Brands

26%

9%

9%

6%

5%

Organic Search Growth

▲ 1.5%

6,143,137,427 Weekly Average

Sponsored Search Growth

▼ -2.1%

7,022,785 Weekly Average

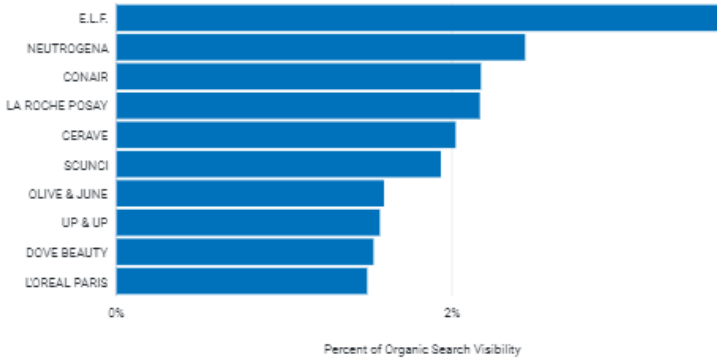
Top Trending Category Keywords

- sunscreen
- makeup brushes
- self tanner
- travel size toiletries
- heat protection spray for hair
- collagen peptides
- beauty of joseon sunscreen
- que
- skin care
- press on nails

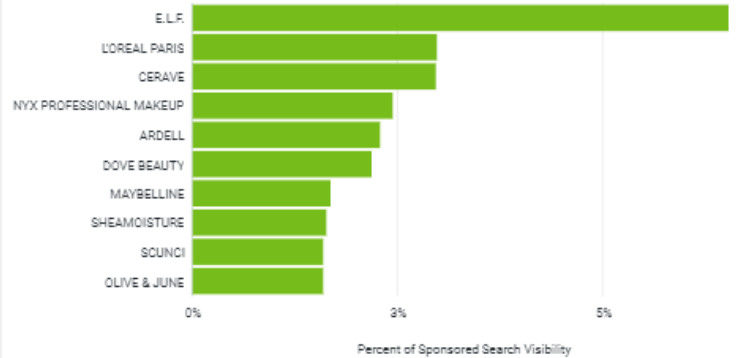
Top Searched Category Keywords

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

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Basic Cotton Rounds Nail Polish and Makeup Remover Pads - ...
up & up
★★★★★ 11131



Crest Complete Whitening Plus Scope Multi-Benefit Fluoride...
Crest
★★★★★ 8044



Q-Tips Cotton Swabs - 500ct
Q-Tips
★★★★★ 3982



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 7382



Cotton Swabs with Paper Sticks - 50ct - up & up™
up & up
★★★★★ 3993



DEPARTMENT PERFORMANCE Clothing



Top-Selling Brands

Cat & Jack 23%

Goody 19%

scünci 15%

a new day 10%

FASHION FORMS 7%

Organic Search Growth

▲ 1.5%

1,463,633,190 Weekly Average

Sponsored Search Growth

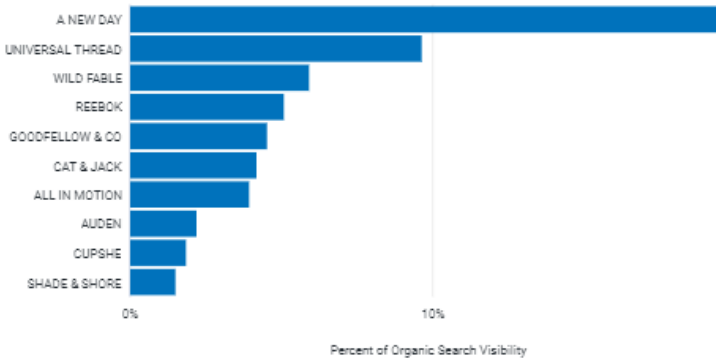
▲ 5.2%

500,654 Weekly Average

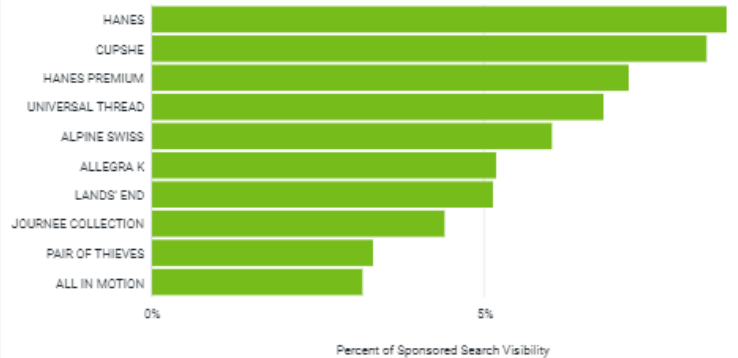
Top Trending Category Keywords
birkenstock sandals women
spring dresses for women 2024
womens sandals
easter dress for women
sandals women
summer dresses for women 2024
oura ring
bogg bag
womens dresses
mens shorts

Top Searched Category Keywords
womens tops
sunglasses womens
summer dresses for women 2024
spring dresses for women 2024
birkenstock sandals women
new balance womens sneakers
bogg bag
nike socks
sandals women
womens sandals

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
★★★★★ 200



scünci Kids Mini Elastic Hair Ties - Pastel Brights - 50pcs
scünci
★★★★★ 548



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

▲ 0.8%

6,988,821,665 Weekly Average

Sponsored Search Growth

▼ -27.2%

2,167,522 Weekly Average

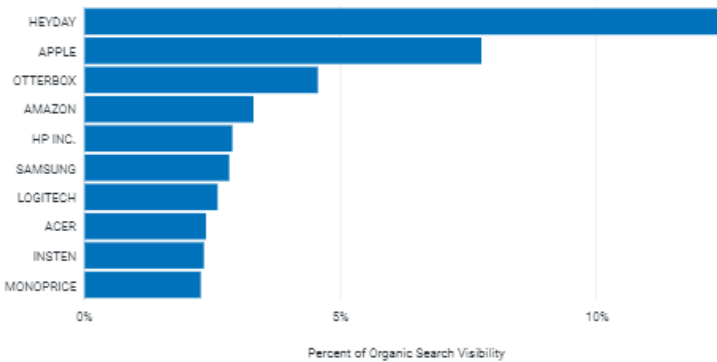
Top Trending Category Keywords

- laptops
- fi
- iphone 11 phone case
- tracker
- iphone 14 screen protector
- digital camera
- desktop computers
- bose earbuds
- bluetooth speaker
- disposable camera

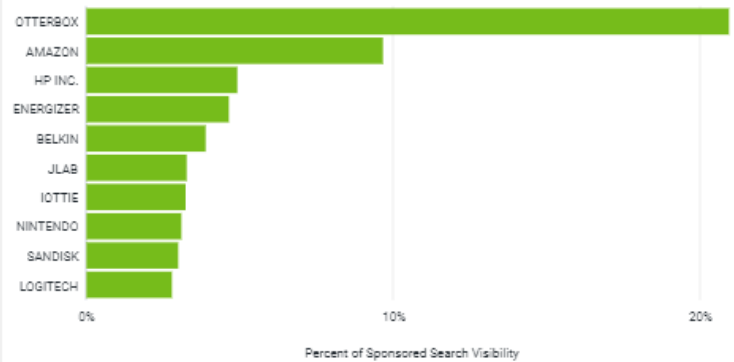
Top Searched Category Keywords

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

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Apple AirPods (2nd Generation) with Charging Case
Apple
★★★★★ 16628



AirPods Pro (2nd generation) with MagSafe Case (USB-C)
Apple
★★★★★ 1166



Apple 240W USB-C Charge Cable (2m)
Apple
★★★★★ 49



Endust Duster 10-oz.
Endust
★★★★★ 275



Apple Wired EarPods with Lightning Connector
Apple
★★★★★ 2093



DEPARTMENT PERFORMANCE Grocery



Top-Selling Brands

40%

5%

4%

4%

3%

Organic Search Growth

▼ -6.7%

5,287,763,180 Weekly Average

Sponsored Search Growth

▲ 10.9%

15,656,564 Weekly Average

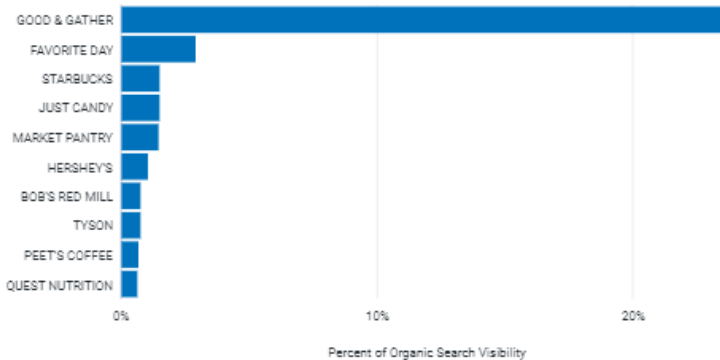
Top Trending Category Keywords

- easter candy
- easter basket stuffers
- easter basket stuffers for teens
- ryze mushroom coffee
- easter egg fillers
- chocolate easter bunny
- prefilled easter eggs
- baking soda
- swedish candy
- easter eggs

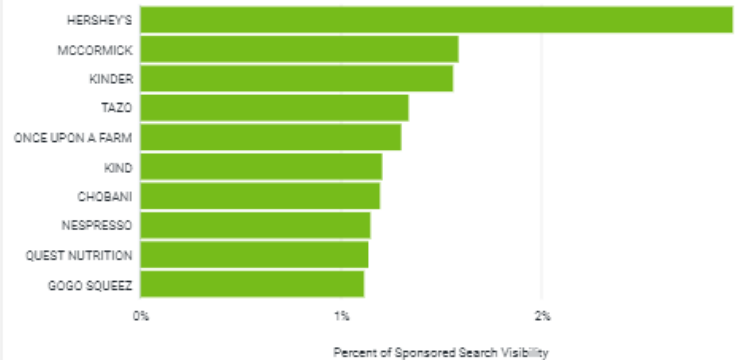
Top Searched Category Keywords

- candy
- nespresso pods vertuo
- snacks
- ryze mushroom coffee
- bread
- milk
- nespresso pods
- water
- easter candy
- eggs

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Banana - each - Good & Gather™

Good & Gather | Only at

★★★★☆ 11280



Dunkin' Blueberry Muffin

Dunkin' Donuts
Medium Roast Coffee - 11oz

★★★★☆ 192



Avocado - each

★★★★☆ 5033



Cage-Free Fresh Grade A Large Brown Eggs - 12ct - Good & Gather™

Good & Gather | Only at

★★★★☆ 2230



Diet Coke - 20 fl oz Bottle

Diet Coke

★★★★☆ 5592



DEPARTMENT PERFORMANCE Health



up & up 17%

Wet Ones 9%

Colgate 8%

Crest 7%

extra 7%

Organic Search Growth
▲ 1.1%
4,408,015,017 Weekly Average

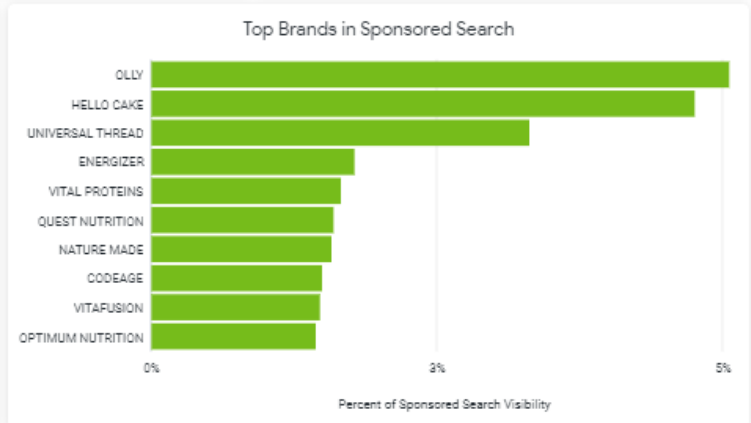
Sponsored Search Growth
▲ 1.0%
5,686,408 Weekly Average

Top Trending Category Keywords

- dildo
- vibrator
- makeup brushes
- pepper spray
- collagen peptides
- uro vaginal probiotic
- sunscreen
- skin tag remover
- creatine monohydrate
- magnesium spray

Top Searched Category Keywords

- vibrator
- protein powder
- magnesium glycinate
- sex toys
- dildo
- magnesium
- heating pad
- first aid kit
- creatine
- protein bars



Top-Selling Items

Crest Complete Whitening Plus Scope Multi-Benefit Fluoride...
Crest
★★★★★ 8044

Regular Cotton Swabs Paper Sticks - 500ct - up & up
up & up
★★★★★ 7392

Wet Ones Antibacterial Hand Wipes Travel Pack - Fresh - 20ct
Wet Ones
★★★★★ 2133

TheraBreath Fresh Breath Mouthwash - Icy Mint
TheraBreath
★★★★★ 2692

Manual Toothbrush - Trial Size - Soft - up & up
up & up
★★★★★ 1590



DEPARTMENT PERFORMANCE Home



Top-Selling Brands

| | | | | |
|----------------------------|-----------------------|------------------------|----------------------|------------------------|
| room essentials 24% | BRIGHTROOM 11% | Scrub Daddy 10% | Sterilite 10% | Scotch-Brite 7% |
|----------------------------|-----------------------|------------------------|----------------------|------------------------|

Organic Search Growth

▼ -0.5%

9,966,368,650 Weekly Average

Sponsored Search Growth

▼ -13.3%

5,751,452 Weekly Average

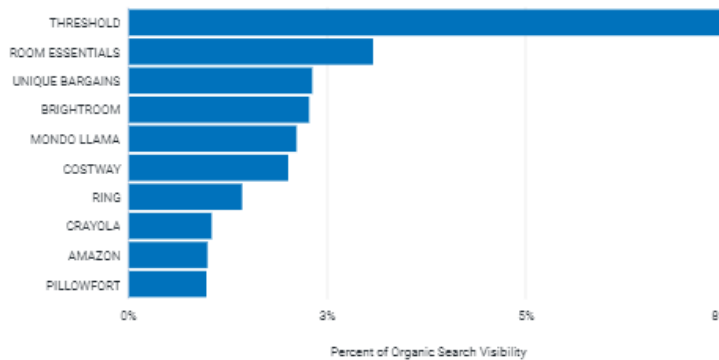
Top Trending Category Keywords

- shower curtain rod
- easter basket
- easter
- portable air conditioners
- seat covers
- outdoor rug
- fall
- fan
- door mat
- towel racks for bathroom

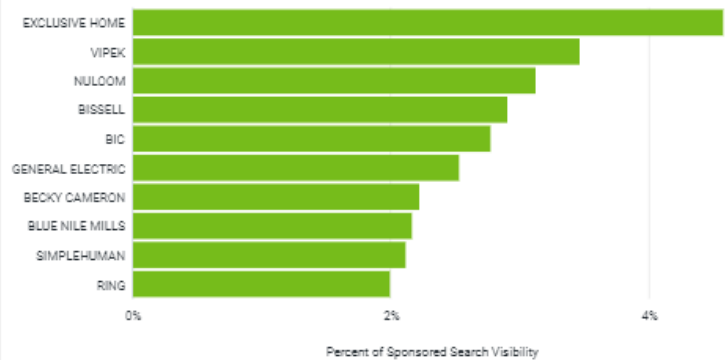
Top Searched Category Keywords

- hangers
- shower curtain
- air purifier
- shower head
- shoe rack
- vacuum cleaners for home
- curtains
- shower curtain liner
- curtain rods
- room decor

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Scrub Daddy Dual-Sided Scrubber + Sponge
Scrub Daddy
★★★★★ 4395



Sterilite 66qt ClearView Latch Box Clear with Purple Latches
Sterilite
★★★★★ 3659



6qt Clear Storage Box White - Room Essentials™
Room Essentials | Only at
★★★★★ 2771



Hefty 72qt Clear Hi-Rise Storage bin with Stackable Lid Gray
Hefty
★★★★★ 1213



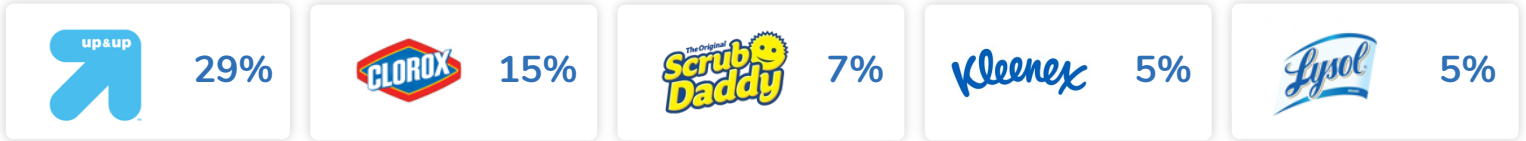
Travel Size Lint Roller 30 Sheets - up & up™
up & up | Only at
★★★★★ 3377



DEPARTMENT PERFORMANCE Household Essentials



Top-Selling Brands



Organic Search Growth

-2.0%

253,514,621 Weekly Average

Sponsored Search Growth

8.8%

314,839 Weekly Average

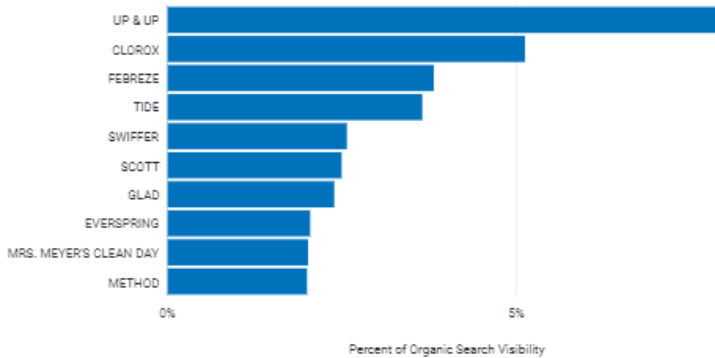
Top Trending Category Keywords

toilet paper
 car air freshener
 aluminum foil
 miracle moo
 carpet cleaner
 pet hair remover for laundry
 febreze plugins refill
 spray bottles
 napkins
 cat deterrent spray

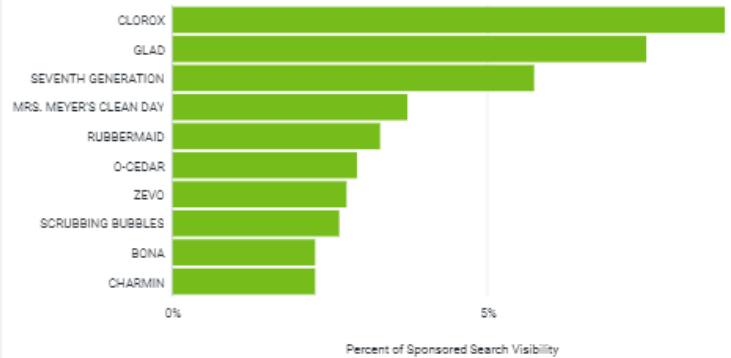
Top Searched Category Keywords

toilet paper
 paper towels
 trash bags
 laundry detergent
 dish soap
 dishwasher pods
 mop
 tide pods
 dryer sheets
 clorox wipes

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Clorox Fresh Disinfecting Wipes
 Bleach Free Cleaning Wipes - ...
 Clorox
 ★★★★★ 34219



Scrub Daddy Dual-Sided
 Scrubber + Sponge
 Scrub Daddy
 ★★★★★ 4395



Fresh Scent Disinfecting Wipes -
 75ct - up & up™
 up & up | Only at
 ★★★★★ 3185



Clorox ToiletWand Disinfecting
 Refills Disposable Wand Head...
 Clorox
 ★★★★★ 6669



Clorox Rain Clean Scent Clean-Up
 All Purpose Cleaner with...
 Clorox
 ★★★★★ 3293



DEPARTMENT PERFORMANCE Kitchen & Dining




Top-Selling Brands



27%



9%



8%



8%



7%

Organic Search Growth

▼ -1.4%

3,744,962,669 Weekly Average

Sponsored Search Growth

▼ -4.2%

2,447,277 Weekly Average

Top Trending Category Keywords

kitchen
fal
oil dispenser for kitchen
meat thermometer digital
fallout
straw toppers
mini fridge for bedroom
easter tablecloth
meat thermometer
ice makers countertop

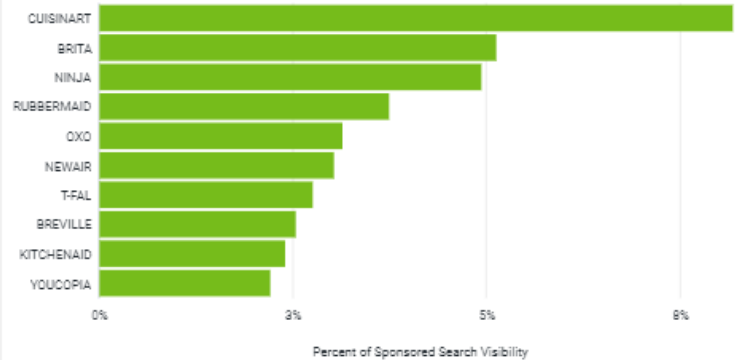
Top Searched Category Keywords

air fryer
coffee maker
mini fridge
rice cooker
microwave
ice maker
food scale
can opener
blender
stanley

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



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

★★★★★ 6108



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

★★★★☆ 198



Natural Cone #4 Coffee Filters - 40ct - Market Pantry™
Market Pantry™ Only at

★★★★☆ 495



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

★★★★★ 820



Granulated Sugar - 4lbs - Good & Gather™
Good & Gather™ Only at

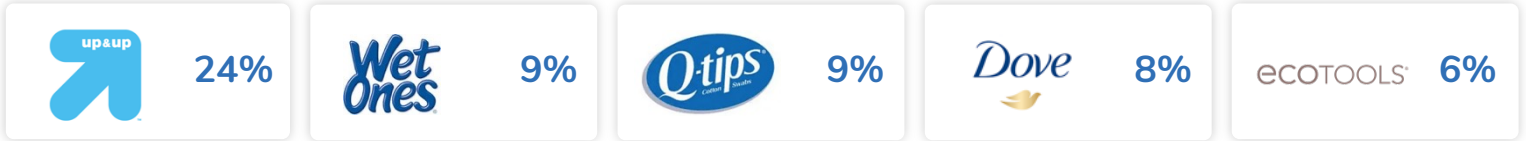
★★★★★ 3145



DEPARTMENT PERFORMANCE
Personal Care



Top-Selling Brands



Organic Search Growth

▼ -0.6%

1,985,892,678 Weekly Average

Sponsored Search Growth

▼ -1.4%

3,264,632 Weekly Average

Top Trending Category Keywords

water flosser
beard trimmer
travel size toiletries
waterpik
deodorant women
native deodorant
body wash
deodorant men
sunscreen
laser hair removal

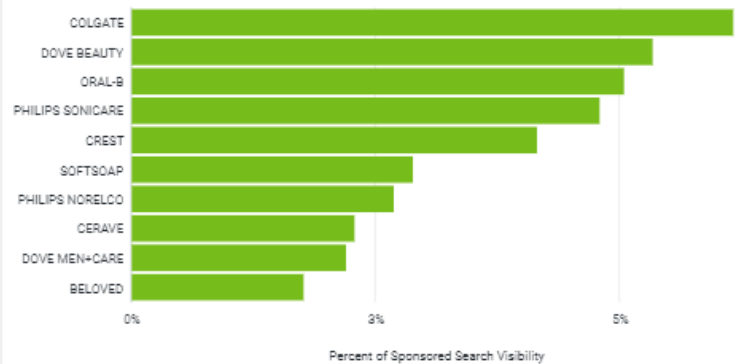
Top Searched Category Keywords

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
★★★★★ 11151



Crest Complete Whitening Plus Scope Multi-Benefit Fluoride...
Crest
★★★★★ 8046



Q-Tips Cotton Swabs - 500ct
Q-Tips
★★★★★ 3991



Regular Cotton Swabs Paper Sticks - 500ct - up & up™
up & up
★★★★★ 7403



Cotton Swabs Paper Sticks - 50ct - up & up™
up & up
★★★★★ 3064



DEPARTMENT PERFORMANCE

Pets



Top-Selling Brands



Organic Search Growth

▲ 4.9%

1,875,590,437 Weekly Average

Sponsored Search Growth

▲ 0.9%

1,787,289 Weekly Average

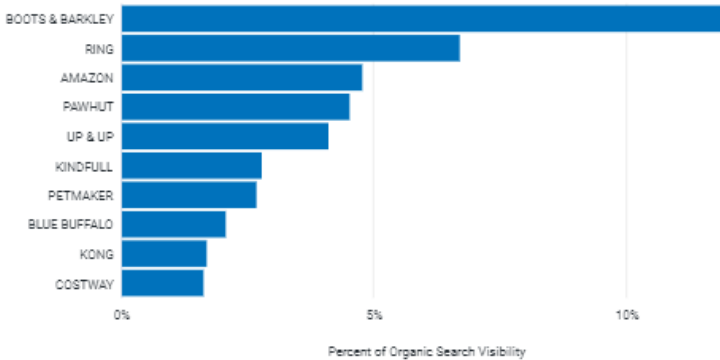
Top Trending Category Keywords

- flea and tick prevention for dogs
- bird feeder
- hummingbird feeders for outdoors
- dog harness
- cat deterrent spray
- blink outdoor camera
- washable pee pads for dogs
- cat brush
- miracle moo
- dog training collar

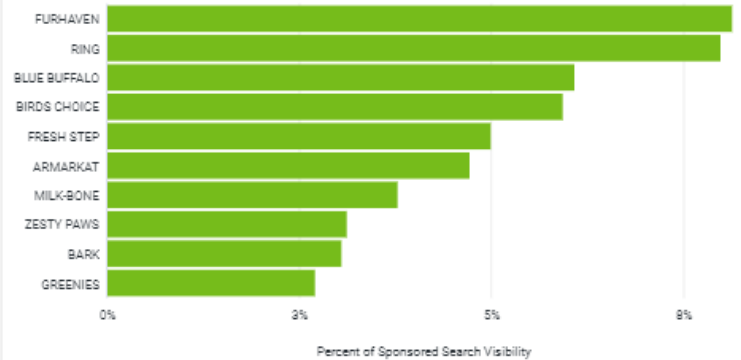
Top Searched Category Keywords

- dog treats
- cat toys
- dog toys
- dog bed
- cat tree
- cat litter
- dog food
- cat food
- ring doorbell
- blink outdoor camera

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



PrettyLitter Cat Litter - 8lb
PrettyLitter
★★★★☆ 15314



Freshpet Select Grain Free Small Wet Dog Chicken and Vegetable...
Freshpet
★★★★★ 937



Purina Frosty Paws Peanut Butter Flavor Frozen Dog Treats - 4pk
Frosty Paws
★★★★★ 632



IAMS Perfect Portions Grain Free Chicken Cuts In Gravy Premium...
IAMS
★★★★★ 155



Arm & Hammer Odor Control Cat Litter Deodorizer Double Duty...
Arm & Hammer
★★★★★ 1462



DEPARTMENT PERFORMANCE School & Office Supplies



Top-Selling Brands



Organic Search Growth

▼ -2.9%

2,231,589,654 Weekly Average

Sponsored Search Growth

▼ -25.9%

1,049,244 Weekly Average

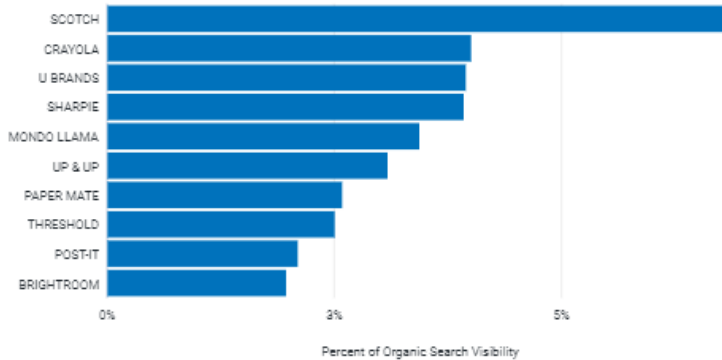
Top Trending Category Keywords

- sharpie markers
- moving boxes
- penis pump
- the notebook
- crayons
- easter gifts for kids
- easter basket stuffers for teens
- easter basket stuffers
- tape measure
- butterfly kit with live caterpillars

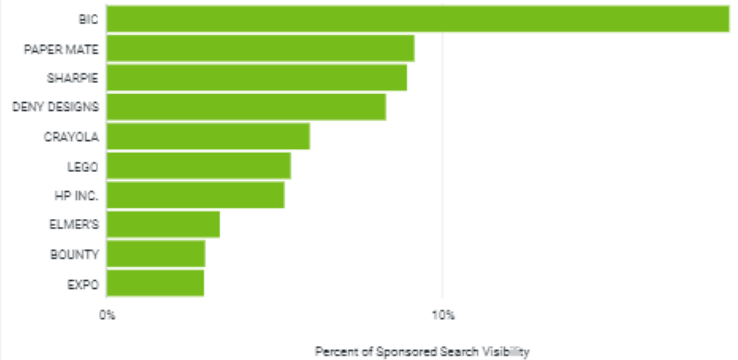
Top Searched Category Keywords

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

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



500ct Letter Printer Paper White - up & up™
up & up
★★★★★ 4797



Washable Sidewalk Chalk 20pc - Sun Squad™
Sun Squad
★★★★★ 948



750 Sheets Letter Printer Paper White - up & up™
up & up - Only at ☪
★★★★★ 1645



Crayola 48ct Washable Sidewalk Chalk - Bold Colors
Crayola
★★★★★ 958



Crayola Color Wonder Mess Free Coloring Pages with Markers - ...
Crayola
★★★★★ 219



DEPARTMENT PERFORMANCE Sports & Outdoors



Top-Selling Brands



Organic Search Growth

▲ 11.2%

3,453,579,766 Weekly Average

Sponsored Search Growth

▲ 34.4%

1,081,913 Weekly Average

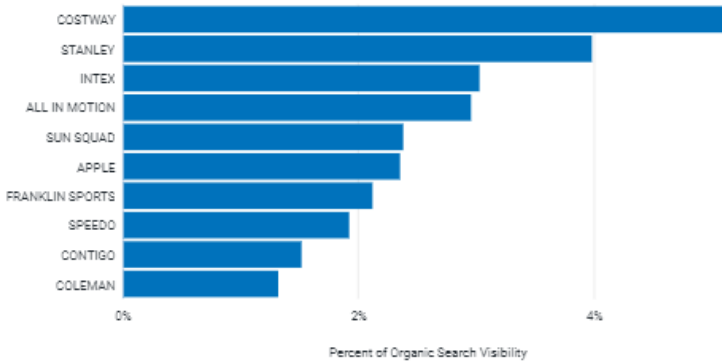
Top Trending Category Keywords

- basketball
- golf balls
- electric bike
- pool
- camping essentials
- trampoline
- golf
- air mattress
- trampoline outdoor
- water shoes

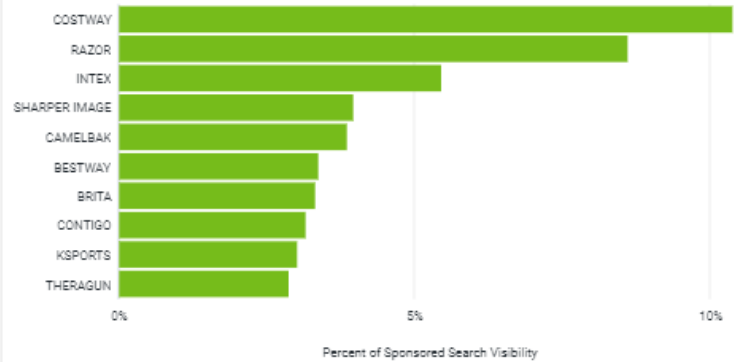
Top Searched Category Keywords

- water bottle
- yoga mat
- stanley
- basketball
- stanley cup
- massage gun
- treadmill
- resistance bands
- golf balls
- electric bike

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



14" Classic Beach Ball - Sun Squad™
Sun Squad
★★★★★ 1604



Franklin Sports Throw 'N Stick
Franklin Sports
★★★★★ 583



Swim Noodles - Sun Squad™
Sun Squad | New at
★★★★★ 19



6pk 4oz Bubble Wands - Sun Squad™
Sun Squad
★★★★★ 2049



Strawberry Bubble Machine - Sun Squad™
Sun Squad | Only at
★★★★★ 80



DEPARTMENT PERFORMANCE Toys



Top-Selling Brands



Organic Search Growth

▲ 2.0%

3,499,021,631 Weekly Average

Sponsored Search Growth

▼ -1.6%

3,905,636 Weekly Average

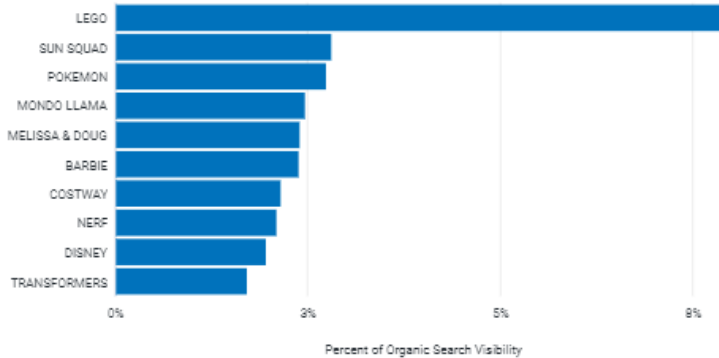
Top Trending Category Keywords

- water table
- pokemon card binder
- bubble machine
- electric scooter
- bubbles
- how to train your dragon
- easter basket stuffers
- butterfly kit with live caterpillars
- easter gifts for kids
- bubble gun

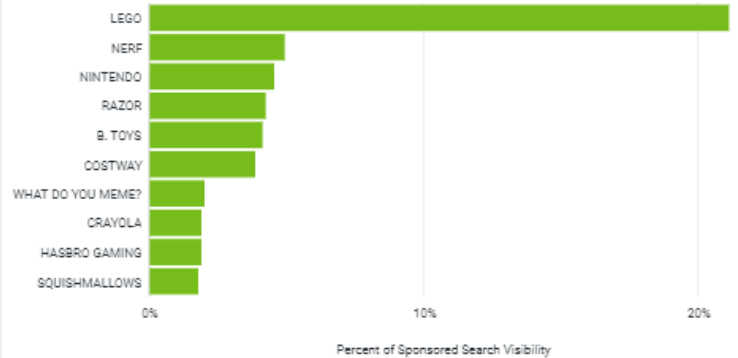
Top Searched Category Keywords

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

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Hot Wheels Single Pack - (Styles May Vary)
Hot Wheels
★★★★★ 3272



Target Reusable Bag Shopping Basket Tote
★★★★★ 929



Bubble Solution 128oz - Sun Squad™
Sun Squad
★★★★★ 3184



6pk 4oz Bubble Wands - Sun Squad™
Sun Squad
★★★★★ 2026



Super Bubble Stick Blower - Sun Squad™
Sun Squad
★★★★★ 926



DEPARTMENT PERFORMANCE Video Games



Top-Selling Brands



Organic Search Growth

▼ -1.7%

1,050,946,379 Weekly Average

Sponsored Search Growth

▼ -5.7%

347,592 Weekly Average

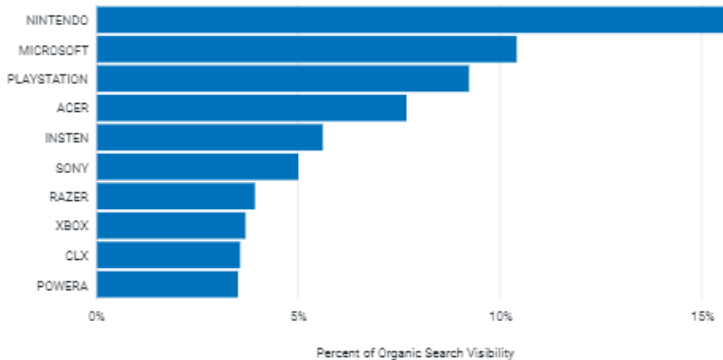
Top Trending Category Keywords

ps5
playstation gift card digital code
fallout
laptops
stellar blade ps5
gaming headsets
gaming mouse
road house 2024
monitor
upgraded

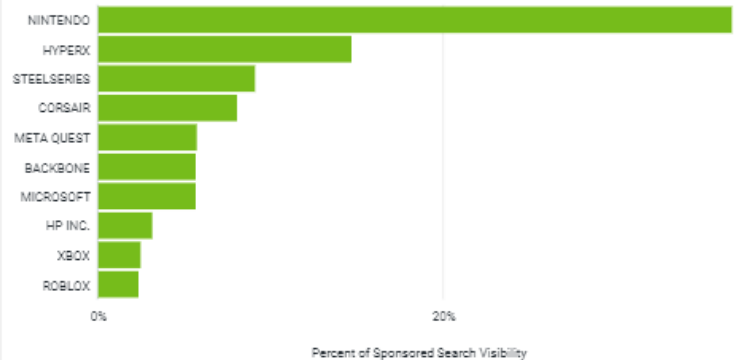
Top Searched Category Keywords

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

Top Brands in Organic Search



Top Brands in Sponsored Search



Top-Selling Items



Meta Quest 2: All-In-One Wireless VR Headset - 128GB
Meta Quest
★★★★★ 1839



Princess Peach: Showtime! - Nintendo Switch
Nintendo
★★★★★ 47



Nintendo Switch Pro Controller
Nintendo
★★★★★ 395



Mario Kart 8 Deluxe - Nintendo Switch
Nintendo
★★★★★ 1260

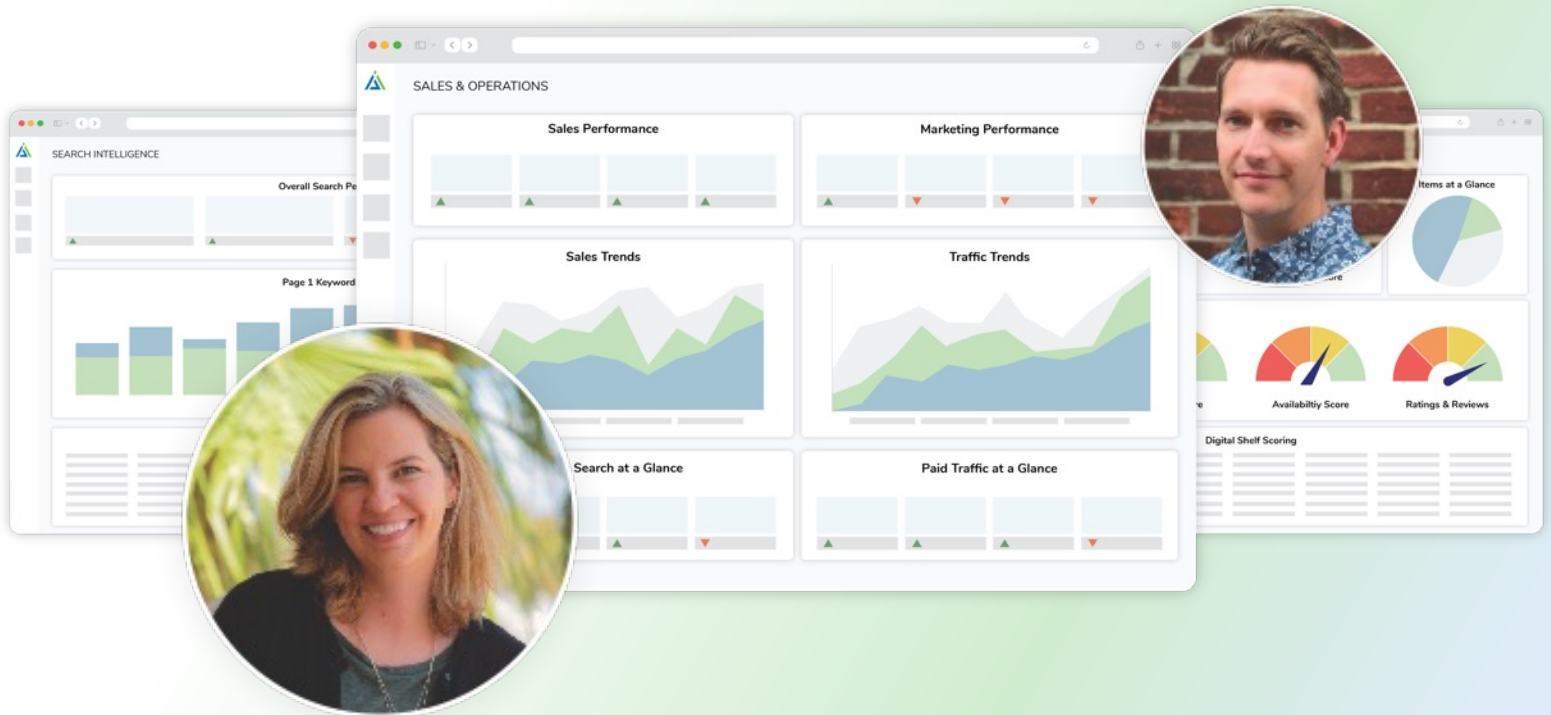


PlayStation 5 Console Marvel's Spider-Man 2 Bundle (Slim)
PlayStation
★★★★★ 110



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