

This Week!

Most trending brands leading up towards 4th of July

Highlights for week of June 21-28, 2020



amazon

#3

renewed


ELECTRONICS

Amazon Renewed is recognized as a quality signature as strong as the brand itself

Walmart 

Shark
Hamilton Beach.

APPLIANCES

Small Appliances Brands are trending the most at Walmart

Walmart  amazon

#1

LEGO

TOYS



Char-Broil
weber

OUTDOOR COOKING

Sports fans grill accessories from FanMats, YouTheFan & Sportula are trending in the TOP 5

Top Trending Electronics Brands



amazon

- 1 Apple
- 2 Amazon
- 3 Amazon Renewed
- 4 Samsung
- 5 Sony
- 6 Beats
- 7 TCL
- 8 Dell
- 9 HP
- 10 Acer

Walmart

- Apple
- Microsoft
- Google
- Intuit
- HP
- Samsung
- Beats by Dr. Dre
- onn.
- Roku
- H&R Block



Amazon Smart Move with Amazon Renewed

Amazon Renewed is recognized as a quality signature as strong as the brand itself. It holds the highest number of SKUs when aggregating all the categories we've checked. In Electronics it's #3. This comes as no surprise since people are looking for affordable devices.

Apple AirPods 2 with Charging Case - White (Renewed)
Apple iPhone 7 Plus, 32GB, Black - For AT&T / T-Mobile (Renewed)
Microsoft Xbox One X 1TB, 4K Ultra HD Gaming Console, Black (Renewed)
Apple iPad Air 2, 16 GB, Space Gray, Newest Version (Renewed)
Apple Airpods Wireless Bluetooth In-Ear Headset w/ Charging Case MMEF2AM/A(Renewed)
Nintendo New 2DS XL - Black + Turquoise (Renewed)
Linksys RE3000W N300 Wi-Fi Range Extender - (Renewed)
Apple iMac 21.5in 2.7GHz Core i5 (ME086LL/A) All In One Desktop, 8GB Memory (Renewed)
HP 8300 Elite Small Form Factor Desktop Computer, Intel Core i5-3470 3.2GHz Quad-Core, 8GB RAM (Renewed)
Apple iPad 2 MC769LL/A 9.7-Inch 16GB (Black) 1395 - (Renewed)

Top 10 Trending Toys Brands



LEGO, as previously seen, is the leading trending brand both on Amazon and Walmart. Stranger Things LEGO is the most trending LEGO product this week.

amazon

Walmart

- | | | |
|----|------------------|-----------------|
| 1 | LEGO | LEGO |
| 2 | L.O.L. Surprise! | Funko POP |
| 3 | Funko | Star Wars |
| 4 | Disney | Pokemon |
| 5 | Star Wars | Hasbro |
| 6 | Barbie | L.O.L Surprise! |
| 7 | Hasbro Gaming | Funko |
| 8 | Toy Story | Hot Wheels |
| 9 | NERF | Little Tikes |
| 10 | Marvel | The Avengers |

Top 5 Trending LEGOs:



- | | |
|---|--|
| 1 | LEGO Stranger Things The Upside Down (2,287 Pieces) |
| 2 | LEGO Jurassic World T. rex Transport 75933 |
| 3 | LEGO Disney Frozen II Elsa's Jewelry Box Creation (300 Pieces) |
| 4 | LEGO Star Wars: The Mandalorian The Razor Crest (1,023 Pieces) |
| 5 | LEGO Minecraft The Pillager Outpost (303 Pieces) |

Top Trending Appliances Brands



Walmart's top trending brands are mostly small appliances vs. amazon and Home Depot, where big appliances are currently top trending.

amazon

FRIGIDAIRE
GE
hOmeLabs
SUPER DEAL
RCA

THE HOME DEPOT

GE
Samsung
Frigidaire
LG Electronics
Whirlpool

Walmart

LOWE'S

Shark
Hamilton Beach
Ultra
BISSELL
Keurig

Whirlpool
Frigidaire
KitchenAid
GE
Samsung

Top Outdoor Cooking Brands



Strong correlation between Sports Fans and Outdoor Cooking



Outdoor Cooking

YouTheFan

FANMATS

Weber

Nexgrill

Traeger



Outdoor Cooking

Char-Broil

Weber

Pit Boss

Blue Rhino

Sportula

What products are trending in the lead up to 4th of July BBQs?

YouTheFan MLB Boston Red Sox Classic Series 3-Piece BBQ Set

Siskiyou Sports NFL Atlanta Falcons 4-Piece Grill Tool Set

YouTheFan MLB Chicago White Sox Classic Series 3-Piece BBQ Set

Weber Spirit II E-310 3-Burner Propane Gas Grill in Black

YouTheFan MLB Texas Rangers Classic Series 3-Piece BBQ Set

Pit Boss Pro Series 820-sq in Black and Chestnut Pellet Grill

Char-Broil Performance Stainless 4-Burner Liquid Propane Gas Grill

LoCo COOKERS 3-Gallon Peanut And Soybean Oil Blend

DII Nautical Blue Chino Chef Apron

Blue Rhino Razor Griddle Black/Powder Coated 4-Burner

Out of Stock Best Selling Products

amazon

Walmart



WHEN BEST-SELLING PRODUCTS



RUN OUT OF STOCK

MARKET BEYOND

amazon Trending products that ran out of stock on amazon for week of June 21-28, 2020

Nintendo Switch with Neon Blue and Neon Red Joy Con *	Electronics
Apple iPad 10.2" 32GB Space Gray (2019) *	Electronics
Star Wars The Black Series The Mandalorian Collectible Action Figure *	Toys
PlayStation 4 Pro 1TB Console	Electronics
Star Wars The Child Plush Toy, 11-Inch Small Yoda-Like Soft Figure From The Mandalorian *	Toys
LEGO Star Wars Mandalorian Battle Pack 75267 Shock Troopers and Speeder Bike Building Kit	Toys
Apple 10.2-inch iPad (7th Gen) Wi-Fi + Cellular 128GB *	Electronics
Disney Frozen Anna Classic Fashion Doll for Ages 3 and up *	Toys


* Out of Stock 2 weeks in a row

WHEN BEST-SELLING PRODUCTS



RUN OUT OF STOCK

MARKET BEYOND

Walmart  Trending products that ran out of stock on Walmart for week of June 21-28, 2020

Bandai America Pac-Man Connect and Play 12 Classic Games *	Toys
Funko POP! Star Wars: The Mandalorian - The Child w/cup **	Toys
LEGO Minecraft The Taiga Adventure 21162 Brick Building Toy (74 Pieces)	Toys
Monster Jam, Monster Dirt Arena 24-Inch Playset	Toys
Disney Frozen 2 Elsa Fashion Doll and Nokk Figure Playset*	Toys
Disney Frozen Anna Classic Fashion Doll for Ages 3 and up	Toys
Google Wifi - 3 Pack - Mesh Router Wifi **	Electronics
SAMSUNG Galaxy Tab A 8.0" 32 GB WiFi Android 9.0 Tablet Black - SM-T290NZKAXAR	Electronics

* Out of Stock 2 weeks in a row

** also out of stock at amazon

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