



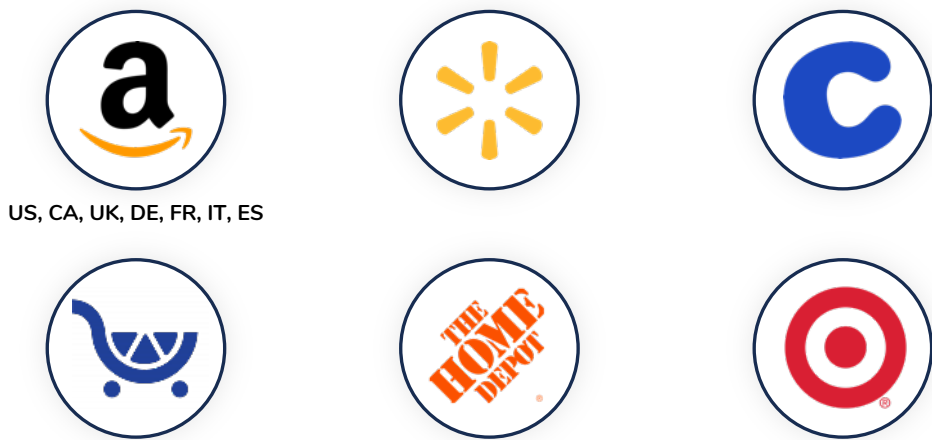
NFL TEAM POPULARITY

BY SEARCH VOLUME



About Analytic Index

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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Analysis Overview

Have you ever wondered what the most popular NFL teams are? This analysis looks at which teams are the most popular based on search volume on Amazon.

This analysis includes:

- Avg Monthly Search Volume
- YoY Search Volume Growth
- Best Monthly Search Volume
- High Volume Keyword Count
- Keyword Count Growth
- Top Keyword

Disclaimer: Analytic Index has no affiliation with Amazon. All data is proprietary to the Analytic Index. This report is based on performance items that are in the top-performing sales or search items.



Most Popular NFL Teams - Total

Average Monthly Retail Search Volume



1  680,484

2  308,872

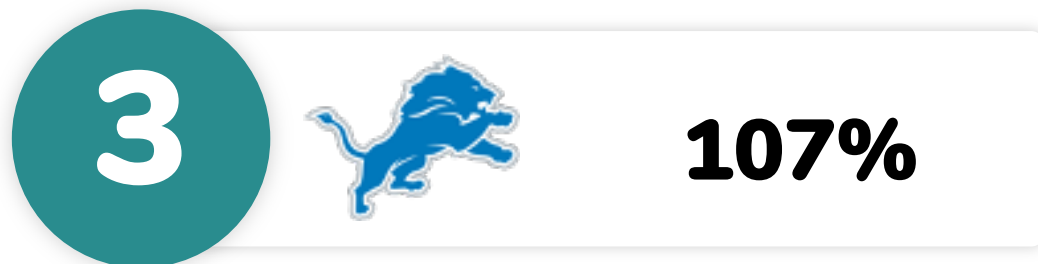
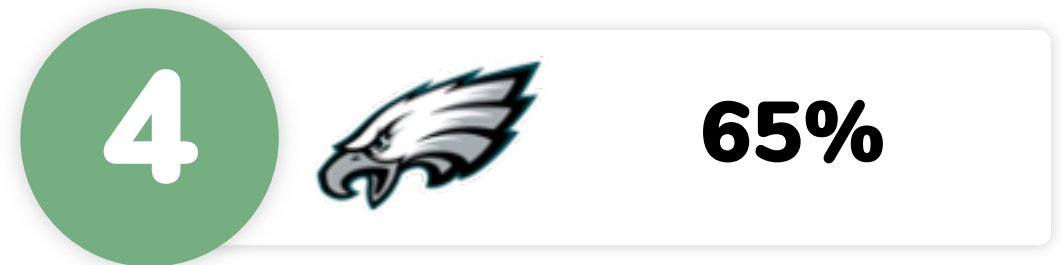
4  267,704

3  292,266

5  153,477

Most Popular NFL Teams – YoY Growth

YoY Average Retail Search Volume Growth



NFL Teams – Retailer Search Popularity

Search Volume Estimates & Count Comparisons



1



Avg Monthly Search Volume: 680,484
YoY Search Volume Growth: 30%
Best Monthly Search Volume: 2,964,471
High Volume Keyword Count: 1,856
Keyword Count Growth: 86%
Top Keyword: Dallas Cowboys Gifts for Men

2



Avg Monthly Search Volume: 308,872
YoY Search Volume Growth: -44%
Best Monthly Search Volume: 1,150,243
High Volume Keyword Count: 984
Keyword Count Growth: -6%
Top Keyword: Buffalo Bills

3



Avg Monthly Search Volume: 298,266
YoY Search Volume Growth: 65%
Best Monthly Search Volume: 1,328,257
High Volume Keyword Count: 1,547
Keyword Count Growth: 127%
Top Keyword: Philadelphia Eagles

4



Avg Monthly Search Volume: 267,704
YoY Search Volume Growth: -57%
Best Monthly Search Volume: 1,146,455
High Volume Keyword Count: 920
Keyword Count Growth: -1%
Top Keyword: Kansas City Chiefs

5



Avg Monthly Search Volume: 153,477
YoY Search Volume Growth: 1%
Best Monthly Search Volume: 652,411
High Volume Keyword Count: 533
Keyword Count Growth: 59%
Top Keyword: Miami Dolphins

6



Avg Monthly Search Volume: 122,633
YoY Search Volume Growth: -37%
Best Monthly Search Volume: 426,551
High Volume Keyword Count: 539
Keyword Count Growth: -10%
Top Keyword: Chicago Bears

7



Avg Monthly Search Volume: 104,747
YoY Search Volume Growth: -8%
Best Monthly Search Volume: 423,593
High Volume Keyword Count: 437
Keyword Count Growth: 28%
Top Keyword: Green Bay Packers Gifts for Men

10



Avg Monthly Search Volume: 62,904
YoY Search Volume Growth: -44%
Best Monthly Search Volume: 275,306
High Volume Keyword Count: 243
Keyword Count Growth: -20%
Top Keyword: Pittsburgh Steelers Gifts for Men

8



Avg Monthly Search Volume: 85,143
YoY Search Volume Growth: 107%
Best Monthly Search Volume: 308,822
High Volume Keyword Count: 453
Keyword Count Growth: 149%
Top Keyword: Detroit Lions

11



Avg Monthly Search Volume: 58,445
YoY Search Volume Growth: -35%
Best Monthly Search Volume: 231,819
High Volume Keyword Count: 314
Keyword Count Growth: 7%
Top Keyword: Cleveland Browns

9



Avg Monthly Search Volume: 73,301
YoY Search Volume Growth: 3%
Best Monthly Search Volume: 371,225
High Volume Keyword Count: 333
Keyword Count Growth: 41%
Top Keyword: Minnesota Vikings

12



Avg Monthly Search Volume: 48,809
YoY Search Volume Growth: -45%
Best Monthly Search Volume: 246,023
High Volume Keyword Count: 134
Keyword Count Growth: 36%
Top Keyword: Washington Commanders Apparel

13



Avg Monthly Search Volume: 53,411
YoY Search Volume Growth: -11%
Best Monthly Search Volume: 170,279
High Volume Keyword Count: 285
Keyword Count Growth: 46%
Top Keyword: Cincinnati Bengals

16



Avg Monthly Search Volume: 35,011
YoY Search Volume Growth: -64%
Best Monthly Search Volume: 132,234
High Volume Keyword Count: 120
Keyword Count Growth: -33%
Top Keyword: Tampa Bay Buccaneers

14



Avg Monthly Search Volume: 46,193
YoY Search Volume Growth: -41%
Best Monthly Search Volume: 175,801
High Volume Keyword Count: 192
Keyword Count Growth: -16%
Top Keyword: Denver Broncos

17



Avg Monthly Search Volume: 34,564
YoY Search Volume Growth: -25%
Best Monthly Search Volume: 133,230
High Volume Keyword Count: 186
Keyword Count Growth: 16%
Top Keyword: New York Giants

15



Avg Monthly Search Volume: 37,121
YoY Search Volume Growth: -14%
Best Monthly Search Volume: 172,729
High Volume Keyword Count: 195
Keyword Count Growth: 34%
Top Keyword: Baltimore Ravens

18



Avg Monthly Search Volume: 28,936
YoY Search Volume Growth: -35%
Best Monthly Search Volume: 99,137
High Volume Keyword Count: 135
Keyword Count Growth: 3%
Top Keyword: New Orleans Saints Merchandise

19



Avg Monthly Search Volume: 27,801
YoY Search Volume Growth: 60%
Best Monthly Search Volume: 111,856
High Volume Keyword Count: 132
Keyword Count Growth: 145%
Top Keyword: San Francisco 49ers

22



Avg Monthly Search Volume: 23,295
YoY Search Volume Growth: -41%
Best Monthly Search Volume: 95,866
High Volume Keyword Count: 131
Keyword Count Growth: -4%
Top Keyword: Carolina Panthers

20



Avg Monthly Search Volume: 27,180
YoY Search Volume Growth: 320%
Best Monthly Search Volume: 131,147
High Volume Keyword Count: 160
Keyword Count Growth: 350%
Top Keyword: Jacksonville Jaguars

23



Avg Monthly Search Volume: 21,080
YoY Search Volume Growth: -46%
Best Monthly Search Volume: 103,586
High Volume Keyword Count: 112
Keyword Count Growth: -29%
Top Keyword: Seattle Seahawks

21



Avg Monthly Search Volume: 25,988
YoY Search Volume Growth: 30%
Best Monthly Search Volume: 117,638
High Volume Keyword Count: 123
Keyword Count Growth: 100%
Top Keyword: New England Patriots

24



Avg Monthly Search Volume: 19,326
YoY Search Volume Growth: 65%
Best Monthly Search Volume: 96,883
High Volume Keyword Count: 105
Keyword Count Growth: 127%
Top Keyword: Tennessee Titans

25



Avg Monthly Search Volume: 17,213
YoY Search Volume Growth: -12%
Best Monthly Search Volume: 82,441
High Volume Keyword Count: 79
Keyword Count Growth: 27%
Top Keyword: Las Vegas Raiders

28



Avg Monthly Search Volume: 15,271
YoY Search Volume Growth: -25%
Best Monthly Search Volume: 68,723
High Volume Keyword Count: 106
Keyword Count Growth: 33%
Top Keyword: LA Rams

26



Avg Monthly Search Volume: 16,041
YoY Search Volume Growth: 400%
Best Monthly Search Volume: 59,506
High Volume Keyword Count: 100
Keyword Count Growth: 300%
Top Keyword: New York Jets

29



Avg Monthly Search Volume: 13,175
YoY Search Volume Growth: -71%
Best Monthly Search Volume: 57,612
High Volume Keyword Count: 69
Keyword Count Growth: -35%
Top Keyword: Arizona Cardinals

27



Avg Monthly Search Volume: 15,708
YoY Search Volume Growth: 37%
Best Monthly Search Volume: 62,769
High Volume Keyword Count: 90
Keyword Count Growth: 77%
Top Keyword: Atlanta Falcons

30



Avg Monthly Search Volume: 11,222
YoY Search Volume Growth: -76%
Best Monthly Search Volume: 52,371
High Volume Keyword Count: 63
Keyword Count Growth: -53%
Top Keyword: Los Angeles Chargers



Avg Monthly Search Volume: 4,396
YoY Search Volume Growth: -33%
Best Monthly Search Volume: 20,882
High Volume Keyword Count: 40
Keyword Count Growth: -7%
Top Keyword: Indianapolis Colts



Avg Monthly Search Volume: 4,090
YoY Search Volume Growth: 33%
Best Monthly Search Volume: 13,650
High Volume Keyword Count: 32
Keyword Count Growth: 30%
Top Keyword: Houston Texans

Interested in leveraging Amazon **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 Amazon.**

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