

# Share of Keyword Search Cinco de Mayo 2022

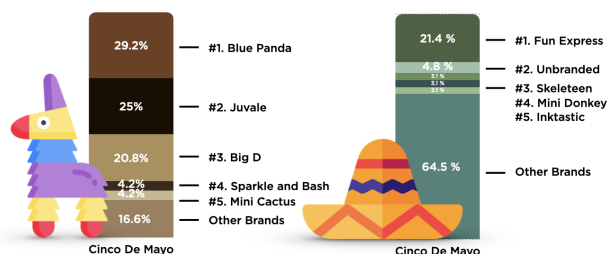
4th May, 2022

BY AKHIL

As inflation continues to hike costs for consumers and supply chains challenge them to maintain loyalty, there is still an active audience willing to pay the ultimate price for the convenience of food and alcohol delivery. That being said, we analyzed 8 popular Retail and Delivery Intermediary websites and 11 popular 'Cinco de Mayo' keywords to see which Brands are predicted to win the battle of Digital Shelf **Share of Search** this holiday.

## Opportunities for Food & Bev on Cinco de Mayo

While most of our analysis focused on popular Cinco de Mayo food and beverage products, none of these brands populated on either Target (pictured on left below) or Walmart (pictured on right below) page 1 search results for the term 'Cinco de Mayo'. Keyword search results for this term are dominated primarily by décor brands as indicated below.



Source: DataWeave Share of Keyword Search – The brands with the top search results that populate on page one of each retailer's website for the term 'Mexican Beer', 'Mezcal', and 'Tequila' on April 26th, 2022  
Icons: flaticon.com

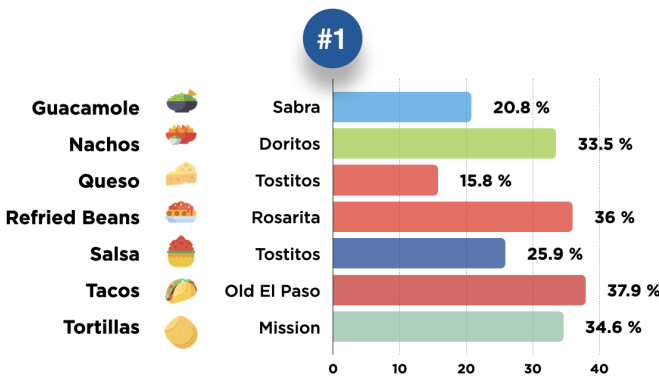
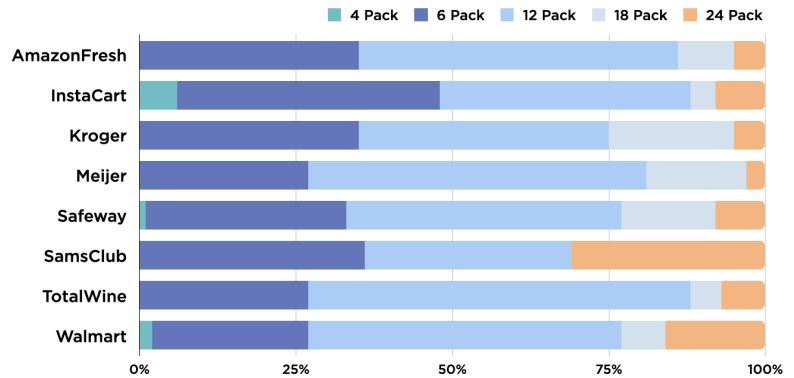
DATAWEAVE

## A 'Mexican Beer' Fiesta is In Store

Over 81% of the beers that populated for the keyword 'Mexican Beer' for page 1 search results across each retailer ranged from 4 packs to 24 packs, while less than 19% were single bottles, indicating consumers are most likely buying online for a party. The fig. on the right shows the popularity of various pack sizes shown on page 1 for each retailer.

Source: DataWeave Share of Keyword Search – The pack sizes with the top search results that populate on page one of each retailer's website for the term 'Mexican Beer' on April 26th, 2022

## Share of Search by Pack Size Across Retailer Websites for 'Mexican Beer'



Source: DataWeave Share of Keyword Search – The brand with the top search results that populated on page one on average over all retailers included within our analysis for each keyword term reviewed on April 26th, 2022  
Icons: flaticon.com

## National Food Brands Predicted to Win

On the left are the National food Brands that dominated Share of Keyword page 1 search results across all Retailers in our analysis for some of the most popular food items sold for Cinco De Mayo celebrations.

DATAWEAVE

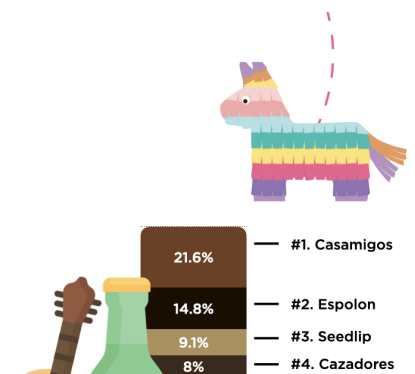
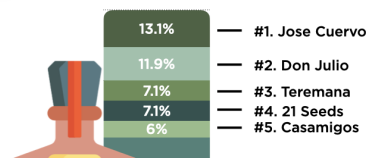
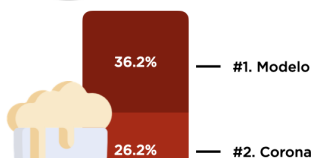
Brands Achieving Top Share of Search for Food and Beverage Categories on Cinco de Mayo 2022

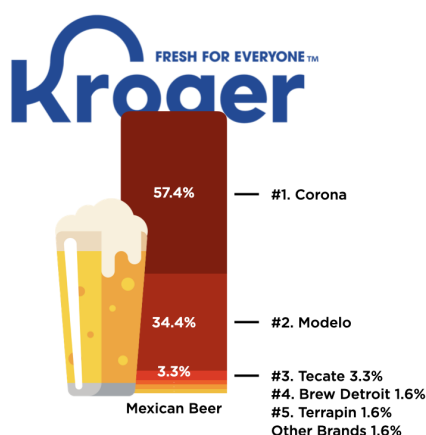
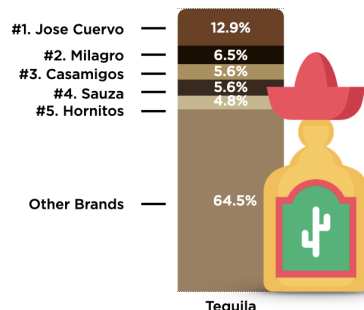
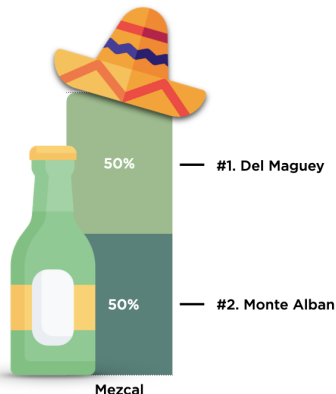
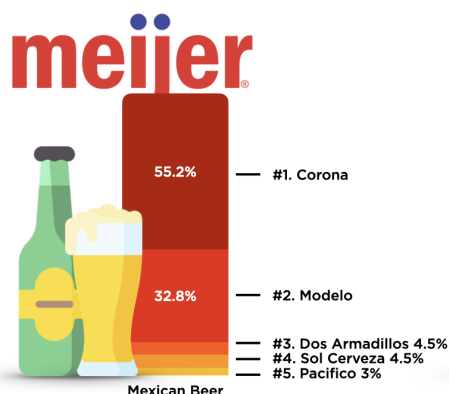
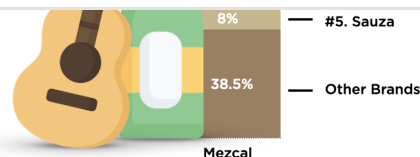
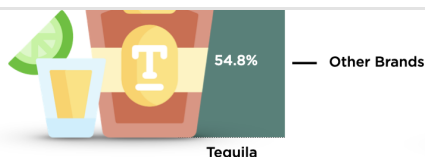
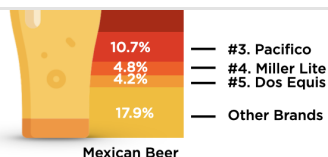
## Share of Keyword Search Results – Alcohol Category

Three of the most popular alcohol types sought out during Cinco de Mayo are 'Mexican Beer', 'Mezcal', and 'Tequila'. Below are the brands dominating Share of Keyword Search results on each of the major retail websites we researched.

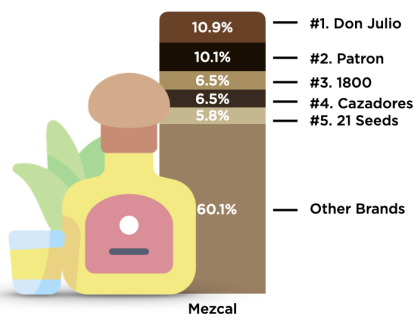
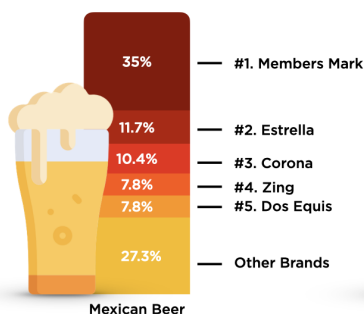
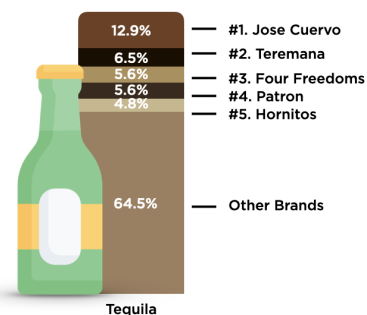
DATAWEAVE

amazonfresh





Corona was the #1 brand for the keyword 'Mexican Beer' on 7 out of 9 retailer websites reviewed, and Jose Cuervo was the #1 brand for the keyword 'Tequila' for 8 out of 10 retailer websites reviewed.



We also have results for Share of Search results between 'Aged' and 'Premium' tequila. Contact us if interested in complimentary access to the results.

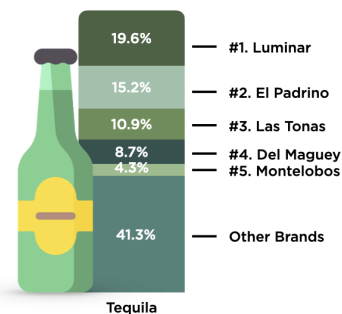
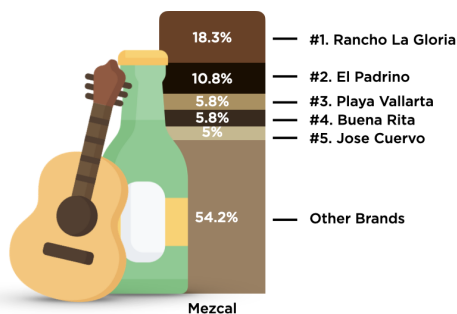
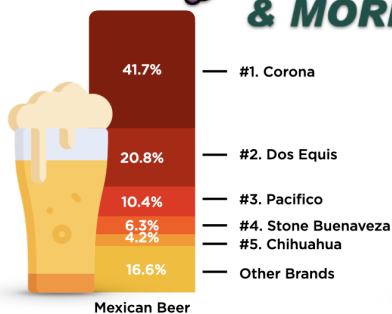


Source: DataWeave Share of Keyword Search – The brands with the top search results that populate on page one of each retailer's website for the term 'Mexican Beer', 'Mezcal', and 'Tequila' on April 26th, 2022. Icons: flaticon.com

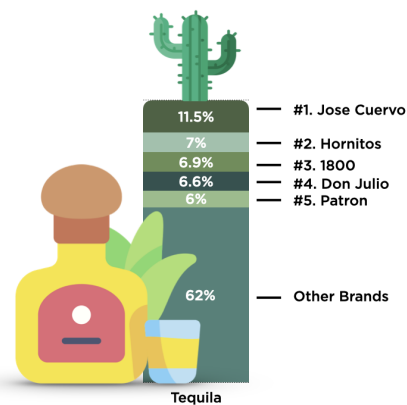
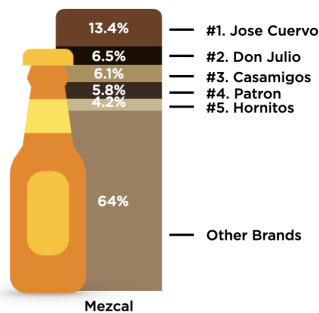
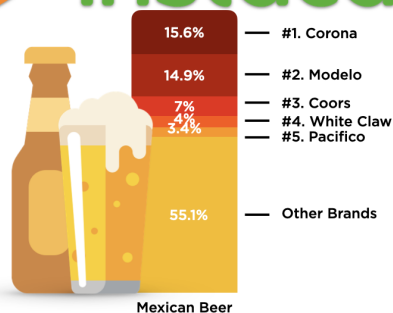
AmazonFresh, Meijer, Kroger, and Sam's Club Share of Search – Beer, Mezcal, and Tequila Keywords on Cinco de Mayo 2022

We also reviewed the same keyword performance across popular delivery intermediaries to see how Share of Keyword Search altered for 'Mexican Beer', 'Mezcal', and 'Tequila'. The results are below for TotalWine, Instacart, Drizly and GoPuff:

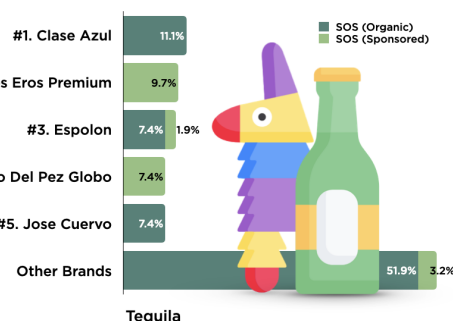
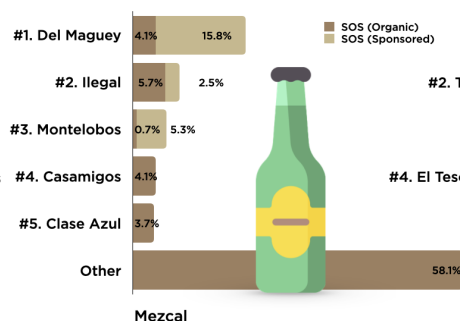
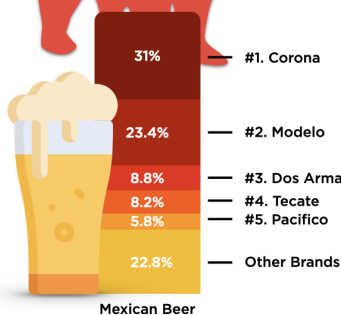
# Total Wine & MORE



# instacart



# DRIZLY



Source: DataWeave Share of Keyword Search – The brands with the top search results that populate on page one of each retailer's website for the term 'Mexican Beer', 'Mezcal', and 'Tequila' on April 26th, 2022  
Icons: flaticon.com

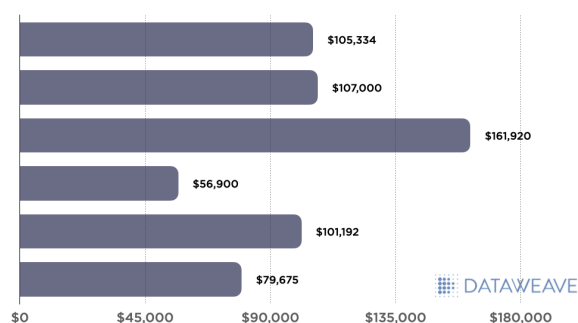
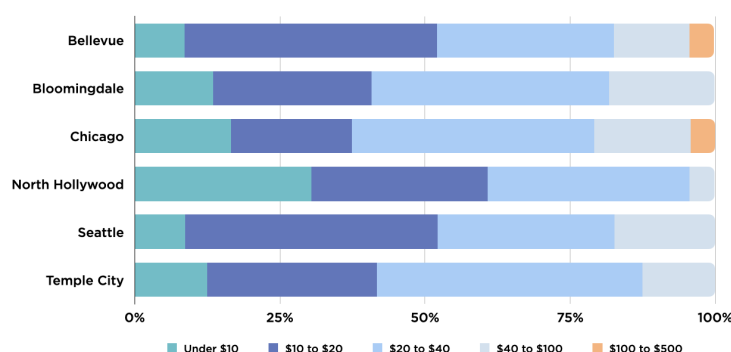
What's unique about the results for Drizly is that many brands chose to invest in sponsored advertising (noted in red) for 'Mezcal' and 'Tequila' to boost their page 1 presence during Cinco De Mayo. Will this investment pay off? Contact us for details.



While not pictured, we also analyzed the term 'Tequila' on GoPuff and found Jose Cuervo and Don Julio tied for #1 Share of Keyword Search at 9.5%, followed by Owens at 7.7% and Patron and Espolon at 6.4%.

The keyword 'Agave' is also a popular search term within the alcohol category during the time leading up to Cinco de Mayo. We reviewed keyword search performance at various zip codes to see how price points that populated on page 1 search results varied given the change in median income. Below are the results:

## Share of Search Results by Price Point for Keyword 'Agave' by Zip Code and Median Household Income on AmazonFresh



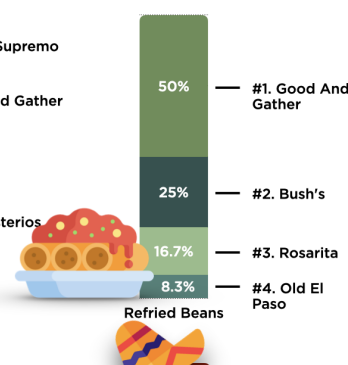
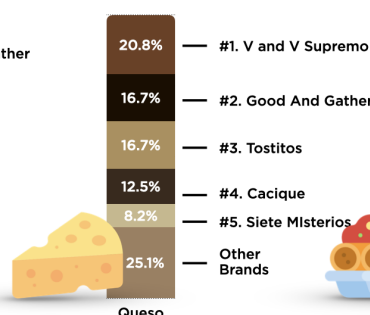
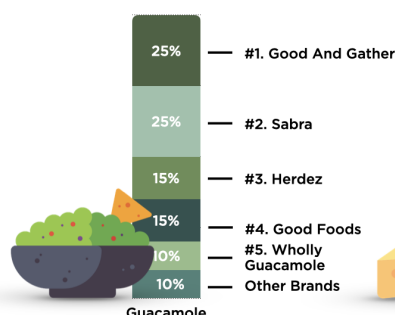
Source: DataWeave Share of Keyword Search – The average price point share shown by zip code with the top search results that populate on page one of AmazonFresh for the term 'Agave' within the alcohol category on April 26th, 2022  
Icons: flaticon.com



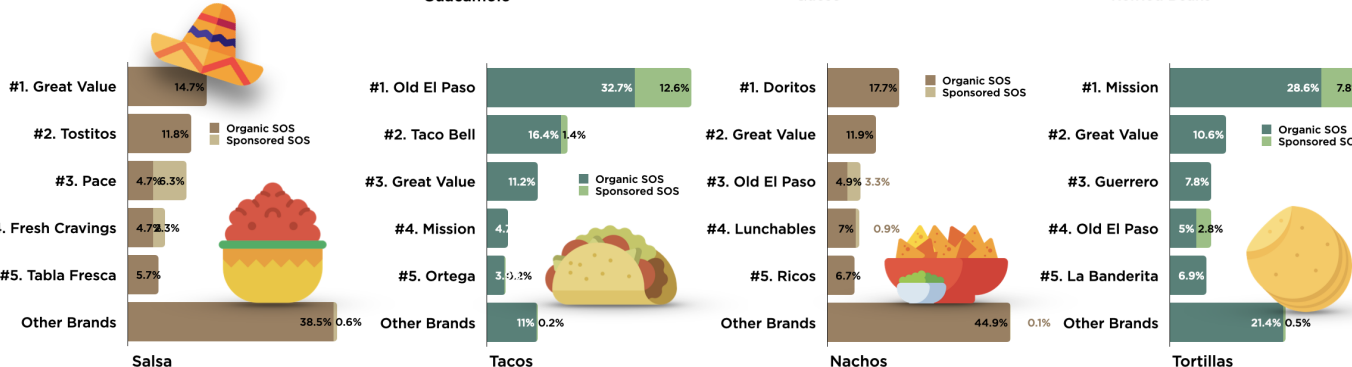
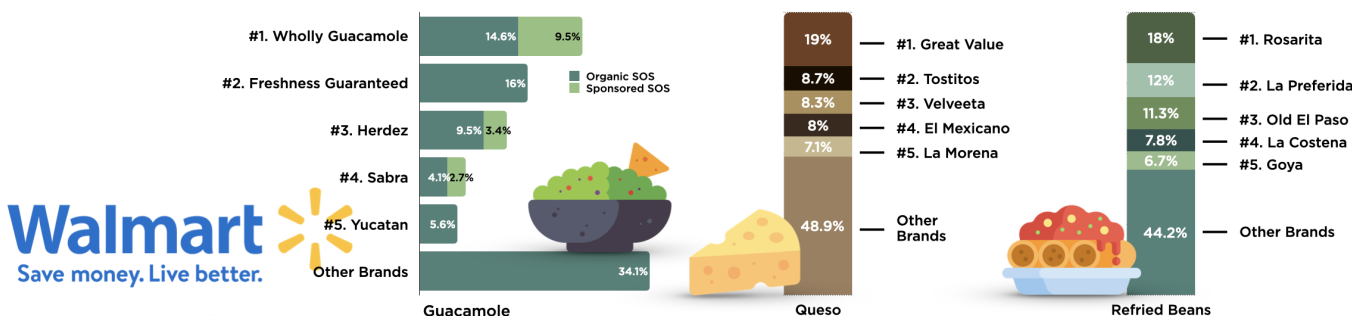
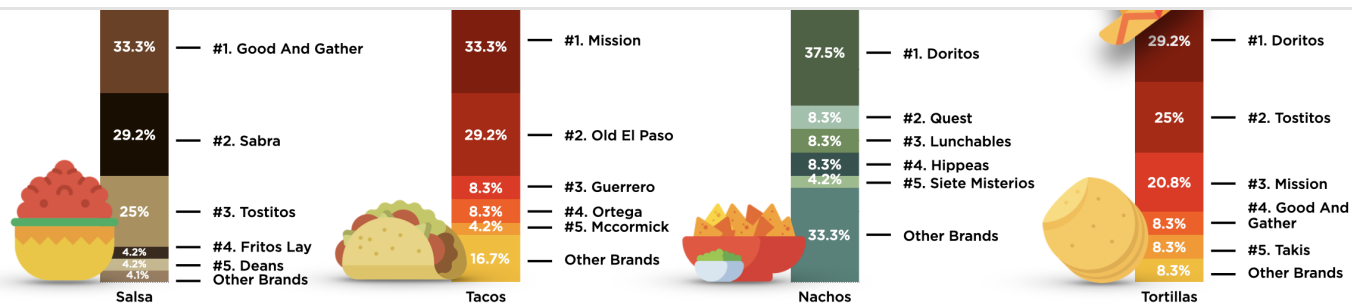
Share of Search for Alcohol by Price Point and Zip Code on AmazonFresh

## Share of Keyword Search Results – Grocery Categories

We also reviewed some of the most popular grocery items purchased during Cinco de Mayo by Keyword Share of Search results to see which brands are primed to win the **Digital Shelf** this year. Below are the results for Target.com and Walmart.com.





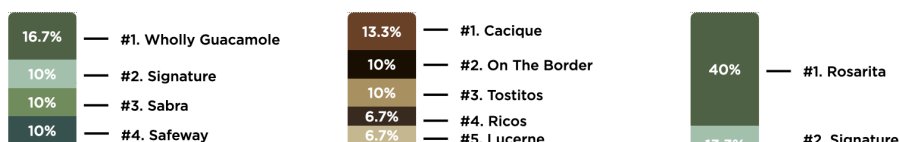


Walmart.com also followed the trend of Corona and Jose Cuervo being the #1 brands for the keyword 'Mexican Beer' and 'Tequila'.

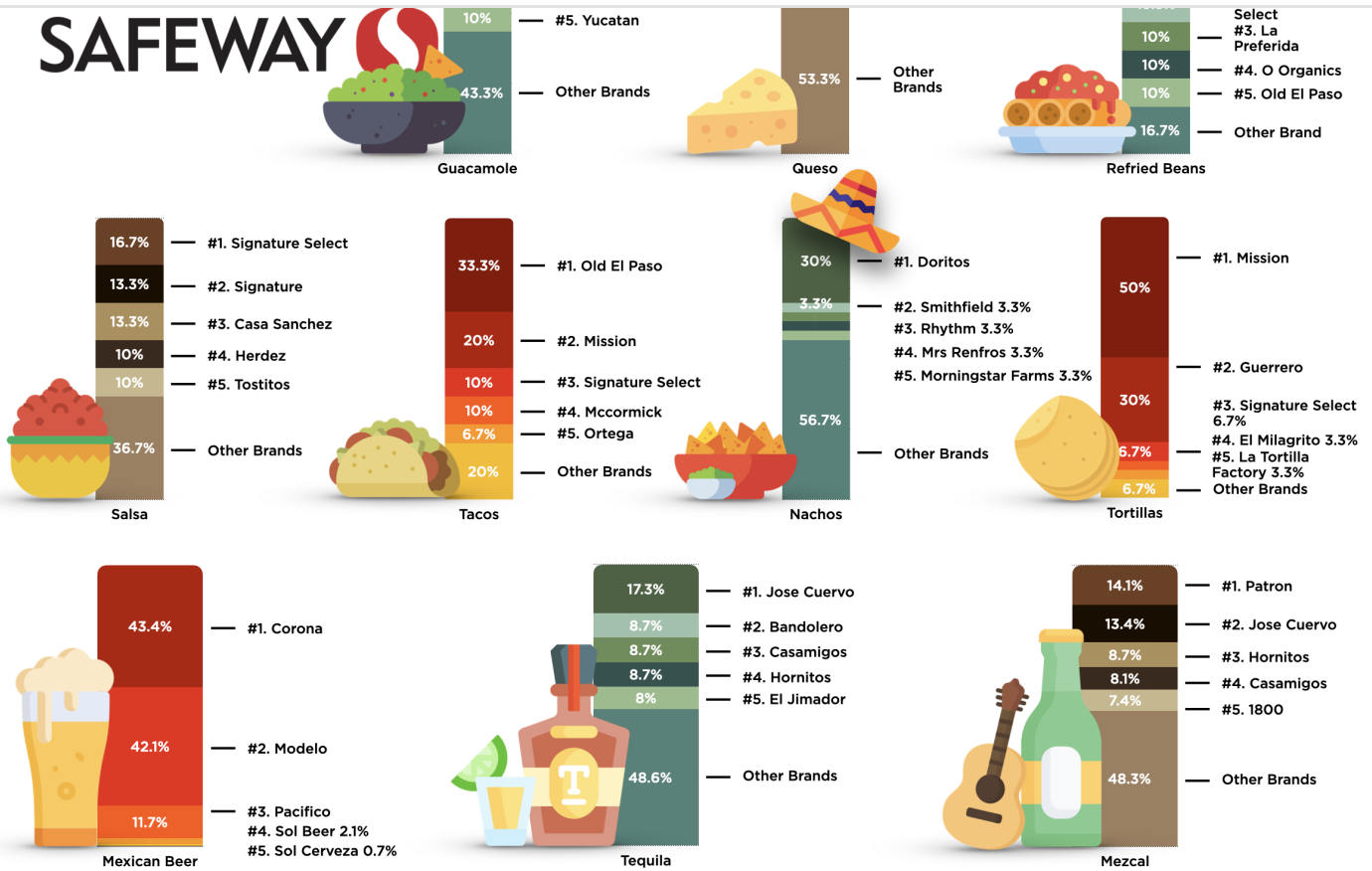


Walmart and Target Share of Search - Food and Beverage Keywords on Cinco de Mayo 2022

Below are the results for the same popular grocery items and alcohol keywords related to Cinco de Mayo and the page 1 results seen for Brand Share of Search on Safeway.com.



# SAFEGWAY



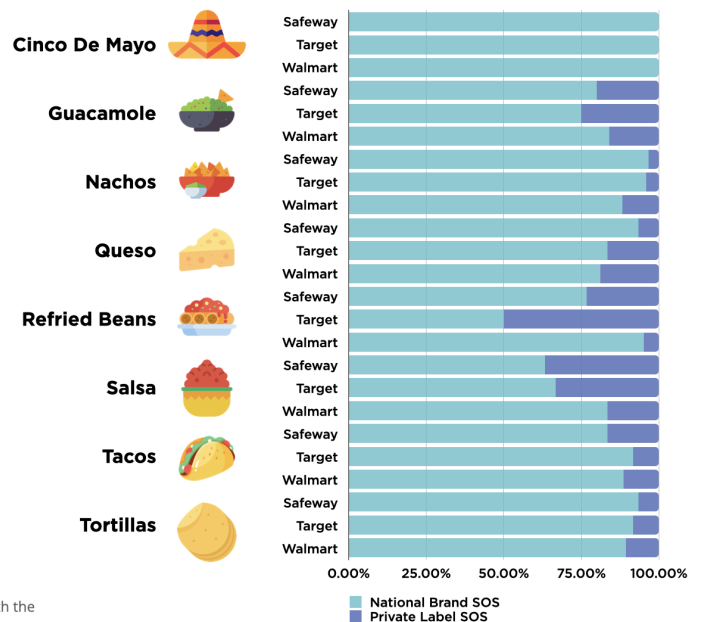
Source: DataWeave Share of Keyword Search – The brands with the top search results that populate on page one of Safeway.com for the popular Cinco De Mayo terms listed, as tracked on April 26<sup>th</sup>, 2022

Icons: flaticon.com

## Private Label Share of Search Versus National Brand by Keyword and Retailer

Across all the food keywords analyzed on Walmart, Target, and Safeway.com, their private label brands performed quite well in terms of their presence on page 1 search results, often winning the category like Signature Select and Signature ‘Salsa’ did as an example on Safeway.

Below shows each keyword’s split between Private Label and National Brand’s Share of Search by retailer. The greatest opportunity for retailers to strengthen their presence is on timely, holiday themed searches whereas brands can look to improve in categories like ‘tortillas’ and ‘nachos’.



Source: DataWeave Share of Keyword Search – Private Label vs. National Brand’s share found with the top search results that populate on page one of each retailer’s website for the listed search terms, tracked on April 26<sup>th</sup>, 2022

Access to these types of **real-time digital marketplace insights** can enable retailers and brands to make strategic decisions and help drive profitable

growth in an intensifying competitive environment. Be sure to [reach out to our Retail Analytics experts](#) for access to more details regarding the above analysis, and let us know what other holiday insights you'd be interested in seeing this year. Happy Cinco de Mayo!

- [Akhil Gopi](#)

4th May, 2022

