

It's the most wonderful time of the year, and Walmart Connect is here to help you make meaningful connections with customers this holiday season.

Use this guide to find insights and tips to help you 'sleigh' your holiday campaigns this season.

Holiday Outlook

The holidays generate excitement and anticipation among Canadian shoppers, who look forward to celebrating the festive season with their friends and families. They decorate their homes, buy gifts to exchange, and entertain guests.



Heading into the 2023 Holiday season, Canadians continue to be price-sensitive as economic concerns remain top of mind for many. Amidst these uncertain economic times, Walmart helps Holiday shoppers thrive with everyday low prices that help them get the most out of their Holiday budgets.

Industry Insights

Canadians enjoy celebrating the holidays by sharing gifts and visiting friends & family

During the 2022 Holiday season...

8 in 10

Canadian consumers intended to buy gifts for others during the Holiday season¹

Gifting

52%

Canadians that predicted a more fun than stressful Holiday season, up from 30% during the height of the pandemic²

Making Spirits Bright

41%

Canadians that planned to gather with friends and family for Holiday meals³

Celebrations

However, economic uncertainty continues to impact consumer spending as we approach the 2023 Holiday season

81%

Canadians that are concerned about inflation, and 80% think it is high (over 5%)⁴

Inflation

50%

Canadians that think a recession is likely in the next 12 months as of Q2 2022⁵

Recession

-15%

Decline in the Canadian Consumer confidence index in 2023 vs. 2022⁶

Consumer Confidence

Holiday shoppers have several strategies to stretch their budgets and search for the best prices throughout the season

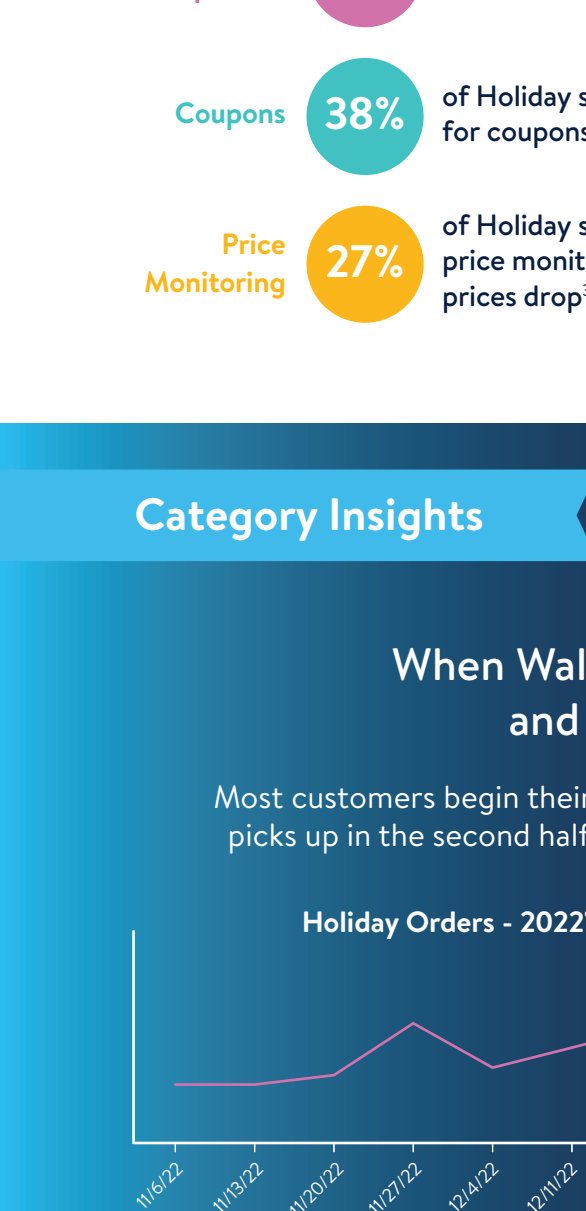
During the 2022 Holiday season...

Best Price 70% of Holiday shoppers stated they would buy from retailers with the lowest possible price⁷

Sale Seeker 69% of Holiday shoppers reported they would search for items on sale⁸

Stick to a List 41% of Holiday shoppers only planned to buy what their family needed⁹

Start Early 37% of Holiday shoppers planned to start shopping earlier, with 46% believing it would help them get better deals¹⁰



When it comes to deal-seeking specifically, shoppers have many ways to economize during the Holiday season with nearly 2 in 3 open to switching brands if the price is too high

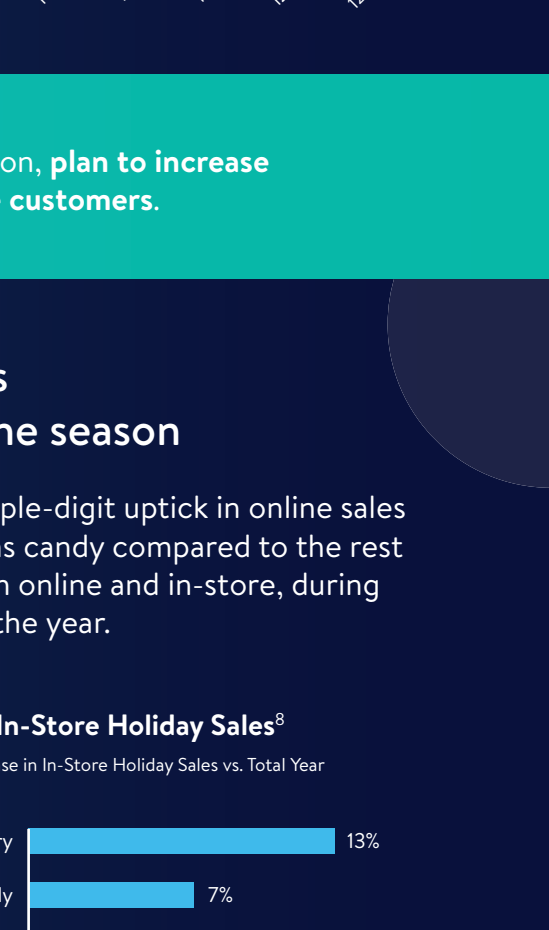
During the 2022 Holiday season...

Brand Switching 72% of Holiday shoppers stated they would switch brands if their preferred brand was too expensive¹¹

Price Comparison 43% of Holiday shoppers would spend more time comparing prices¹²

Coupons 38% of Holiday shoppers would look online for coupons and better prices¹³

Price Monitoring 27% of Holiday shoppers would take advantage of price monitoring services to alert them when prices drop¹⁴



Category Insights

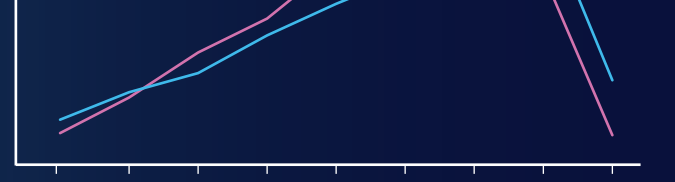
When Walmart customers start researching and purchasing for the holidays

Most customers begin their research well ahead of the holidays, while online purchasing picks up in the second half of November and continues strong throughout December.

Holiday Orders - 2022¹⁵



Holiday Search Volume - 2022¹⁶



In 2022, Q4 traffic increased by more than **25%**

TIP

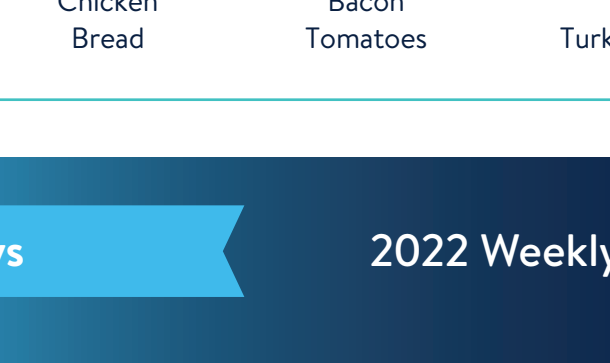
As site traffic increases during the Holiday season, plan to increase bids and budgets to have your ad seen by more customers.

Double and triple-digit sales increases are a reason to celebrate the season

During the 2022 Holiday shopping season, we saw a double and triple-digit uptick in online sales growth for electronics, gaming, grocery, toys, home and Christmas candy compared to the rest of the year. Grocery experienced double-digit sales growth, both online and in-store, during the Holiday season compared to the rest of the year.

2022 Online Holiday Sales¹⁷

Percent Increase in Online Holiday Sales vs. Total Year



2022 In-Store Holiday Sales¹⁸

Percent Increase in In-Store Holiday Sales vs. Total Year



All percentages are compared to Feb 2022 - Jan 2023 average sales

Grocery

2022 Weekly Sales Trends

Both online and in-store Grocery shoppers steadily increase purchasing throughout the season, peaking during the holidays.

Online Christmas Candy shoppers ramp up their purchasing in mid-November, peaking in early December, while in-store shoppers peak right before the holidays.

2022 Holiday Season Grocery Units Sold¹⁹



2022 Christmas Candy Units Sold²⁰



2022 Holiday Grocery Basket Analysis

How Food & Beverage baskets stacked up online vs. in-store

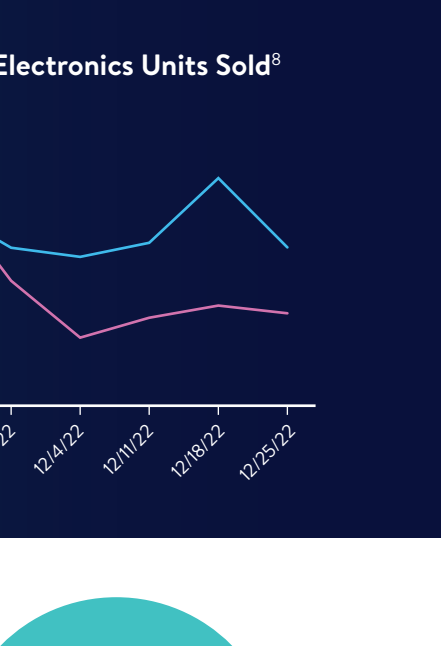
Online – Walmart.ca
Walmart customers shopping for Christmas Candy online also purchased:²¹

- Chocolate
- Chocolate & Cocoa
- Candy
- Candy & Gum
- Happy Holidays
- Nuts, Seeds & Dried Fruits
- Deli Cheese
- Chips & Salty Snacks
- Butter & Margarine
- Sugar & Sugar Substitutes

In-Store
Walmart customers shopping for Christmas Candy in-store also purchased:²²

- Trim A Package
- Chocolate
- Trim A Tree
- Candy
- Deodorant & Antiperspirant
- Impound Containers
- Oral Care
- Personal Wash
- Corporate Bags
- Baking

In-store shoppers tended to have more categories outside of food in their baskets than online



Top unbranded Grocery category search terms on Walmart.ca for the 2022 Holiday season²³

- Eggs
- Turkey
- Butter
- Chicken
- Bread
- Banana
- Milk
- Rice
- Bacon
- Tomatoes
- Gums
- Potatoes
- Sugar
- Ham
- Turkeys Whole Frozen

TIP:

Weave high-performing and relevant keywords into your product's description

Toys

2022 Weekly Sales Trends

Online and in-store Toy shoppers have dramatic differences in when they purchase the category, with online shoppers purchasing earlier in the season well ahead of the holiday in November, while in-store shopping peaks last minute.

Online shoppers heavily cross-shop arts & crafts and stationary supplies, as well as seasonal items during the holidays

2022 Holiday Season Toy Units Sold²⁴



2022 Holiday Toy Basket Analysis

How Toy baskets stacked up online vs. in-store

Online – Walmart.ca
Walmart customers shopping for Toys online also purchased:²⁵

- Bike Components
- Clips, Fasteners & Rubber Bands
- Paint & Finishing Supplies
- Writing & Colouring
- Meal Time
- Glue & Tape
- Christmas Treats, Candy & Chocolate
- Dresses
- Happy Holidays
- Baby Bath & Potty

In-Store
Walmart customers shopping for Toys in-store also purchased:²⁶

- School Activity
- Water Recreation
- Seasonal Cosmetics
- Sports
- Trim A Package
- Crafts
- Seasonal HBA
- Corporate Bags
- Small Home Office
- Sleepwear

Only 11 in 15 of the top Toy search terms on Walmart.ca during the Holiday season were branded



Top unbranded Toy category search terms on Walmart.ca for the 2022 Holiday season²⁷

- Board Games
- Toys For Kids
- Slime
- Advent Calendar
- Rug
- Puzzles
- Camera
- Hoverboard
- Duvet
- Remote Control Car
- Laptop
- Floor Lamp
- Carpet
- Lava Lamp
- Teddy Bear
- Picture Frames

TIP

Gather actionable data about how customers interact with your products. You'll excel if you know which ad placements give your products the most visibility to your customer and which keywords drive the strongest conversions.

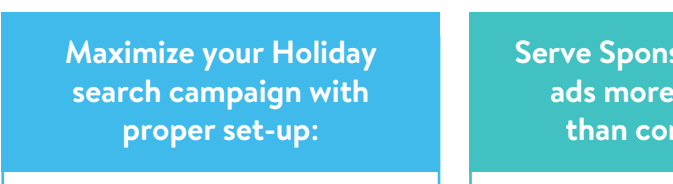
Electronics

2022 Weekly Sales Trends

Both online and in-store Electronics sales spike around Black Friday and Cyber Monday, with in-store Electronics sales seeing a second spike with last minute purchasing in December.

Online Electronics shoppers purchase more gifting items during the Holidays, while in-store shoppers heavily cross-shop practical home and personal care items

2022 Holiday Season Electronics Units Sold²⁸



2022 Holiday Electronics Basket Analysis

How Electronics baskets stacked up online vs. in-store

Online – Walmart.ca
Walmart customers shopping for Electronics online also purchased:²⁹

- Car Organizers
- PC Games
- Writing & Colouring
- Kids Instruments
- Fidget Toys
- Water Toys & Tablets
- Minerals
- Paper Products
- Play Medical Kits
- Happy Thanksgiving

In-Store
Walmart customers shopping for Electronics in-store also purchased:³⁰

- Repair Plan
- Paper
- Movies
- Corporate Bags
- Oral Care
- Trim A Package
- Personal Wash
- Deodorant & Antiperspirant
- Shampoo & Conditioner
- Small Home Office

Only 4 in 15 of the top Electronics search terms on Walmart.ca during the Holidays were branded



Top unbranded Electronics category search terms on Walmart.ca for the 2022 Holiday season³¹

- TV
- Smart TV
- Laptop
- Tablet
- Printer
- Headphones
- TV Wall Mount
- 4K TV
- Television
- Monitor
- Phone
- Projector
- Toys For Kids
- Camera
- Sound Bar
- Smart Watch

TIP

Start planning search campaigns at least 4 weeks in advance to test bid ranges and daily budget caps, and ensure page content is retail ready.

Gaming

Online Gaming shoppers heavily cross-shop toys during the Holidays, while in-store Gaming shoppers are likely to purchase electronics and accessories as well as collectible items.

2022 Holiday Gaming Basket Analysis

How Gaming baskets stacked up online vs. in-store

Online – Walmart.ca
Walmart customers shopping for Gaming online also purchased:³²

- Baby Proofing
- Gift Cards
- Women's Activewear
- Wireless
- Mini Collectible Toys & Dolls
- Movie Action Figures
- Apple iPads
- Pokemon Cards
- Refrigerator & Fridges
- Socks, Tights & Pantyhose

In-Store
Walmart customers shopping for Gaming in-store also purchased:³³

- Repair Plan
- Photo Media
- Cameras & Camcorders
- Television
- Headphones
- Computer Accessories
- Construction Toys
- Action Figures
- Collector Cards
- Toy Vehicles

All of the top Gaming keyword search terms during the Holiday were branded

Top unbranded Gaming category search terms on Walmart.ca for the 2022 Holiday season³⁴

- Gaming Headset
- Gaming PC
- VR Headset
- VR
- Video Games
- Headset
- Arcade
- Laptop

TIP

Pull Product Report and Attributed Transaction Log reports to identify which keywords and products are generating the most sales and increase bids accordingly.

Tips & Tricks

Walmart Seasonal Holiday Tips & Best Practices

Make your list and check it twice with these tips and tricks to help you get the most out of your Walmart campaigns this Holiday season.

Holiday Activation Tips

This holiday, get the most out of Walmart's advertising solutions by trying these strategies to optimize your campaigns.

- Be prepared to take advantage of increased site traffic. Plan to increase your site presence during seasonal shopping surges driven by Walmart's Holiday programming. Consider using a combination of Walmart search and display advertising.
- Increase daily budget caps to meet Holiday shopping behaviors. This will help capture more sales during peak shopping periods and avoid budgets running out too early in the day or missing those nighttime shoppers.
- Bid high to secure the top of search placements. You will never pay more than your maximum bid and may pay less.
- Use bid multipliers to increase your chances for top-performing placements.
- Gain more visibility with bids set a little higher on better-performing products.

Sponsored Product Tips

Get retail-ready for Holiday with these Sponsored Product tips and best practices.

Maximize your Holiday search campaign set-up:

Start planning early, test bid ranges and daily budget caps in advance of peak Holiday season.

Always stay on top of product inventory levels to ensure all SKUs in your campaigns remain active.

Ensure daily budgets are applied to your campaigns (manual or automated) to prevent spending your budget in full prior to campaign end date.

Consider an increase in bid or monthly budgets for campaigns running in key timeframes like Cyber 5 to ensure your campaign does not go dark.

Serve Sponsored Product ads more frequently than competitors:

Increase bids progressively and monitor the results. Increasing bids will enable your placements to win more auctions and serve more frequently.

Remove, or increase, the CPC cap, or change the CPC cap for campaigns that use a Revenue or Conversion optimizer. These optimization options modify your CPC to maximize performance – the CPC cap is useful to ensure your bid will not exceed the maximum amount you wish to pay.

Use Sponsored Products Analytics & Reporting to optimize your campaigns:

Use the Placement Report to identify which placements drive more visibility and apply a bid multiplier to increase the likelihood of your ads serving in these placements.

Walmart Holiday Timelines & Best Practices To Follow

September – October

This is the time to acquaint yourself with Walmart's customer click activity, learn which items drive conversions, and practice optimizing for the Holiday timeframe. Establish a Holiday investment that will help you stay visible all day long and during peak hours. Your usual budget will cap out earlier in the day during Holiday's high demand times. Identify keywords that performed well last year.

Thursday, November 23

Site traffic and sales tend to happen later in the day and kick off the Big Five shopping weekend. It is important to make sure your campaigns are structured and set up effectively, with budget notification rules implemented to alert you when campaigns hit their daily budgets.

Friday, November 24

Black Friday is the biggest day for sales with sitewide deals all day long.

Monday, November 27

Cyber Monday
Consider higher-than-average daily budgets this week to capture last minute gift-buyers and deal-seekers.

Wednesday, December 20

Last chance for customers to order within the priority shipping window before Christmas Day.

Post-Holiday

Customers come to Walmart.com to spend Holiday gift cards during Boxing Day, and go in-store to process returns and exchanges. Continue to advertise your products as a second-chance purchase throughout this month.

Contact our team today to start planning your Holiday campaigns with Walmart Connect

CONTACT US

Sources

¹Source: 2022 RCC x Leger Holiday Shopping Survey
²Source: Research Co x Gracie Media 2022 Holiday Poll
³Source: 2022 "Spending Insights Connecting More" Canadian Retail Holiday Outlook, Deloitte
⁴Source: "Despite Slow and Steady Improvements in Inflation, Canadians Continue to Feel Its Micro-Level Impact", Ipsos, April 2023
⁵Source: Canadian Survey of Consumer Expectations – Q2 2023
⁶Source: 2023 Canadian Consumer Confidence Index, IBISWorld
⁷Source: Adobe Analytics – Web Engagement Data from Mar 2022 – Dec 2022, Nov-Dec pageview traffic compared to the 2x month sum of PVs since Mar 2022
⁸Source: Walmart First-Party Data, Sales Trend Analysis Nov - Dec 2022
⁹Source: Walmart First-Party Data, Weekly Quantity of Units Sold, Nov - Dec 2022
¹⁰Source: Adobe Analytics – Web Engagement Data from Nov - Dec 2022
¹¹Source: Adobe Analytics – Web Engagement Data from Nov - Dec 2022
¹²Source: Adobe Analytics – Web Engagement Data from Nov - Dec 2022
¹³Source: Adobe Analytics – Web Engagement Data from Nov - Dec 2022
¹⁴Source: Adobe Analytics – Web Engagement Data from Nov - Dec 2022
¹⁵Source: Walmart First-Party Data Nov 2022 – Dec 2022

NO ENDORSEMENT OF 3RD PARTY DATA SOURCES