



# 'Tis the Season

## Experience the magic of the Holidays with Walmart

As the hustle and bustle of the festive season approaches, families are busy preparing to celebrate the Holidays with their loved ones. They rely on Walmart to check off every item on their list – from gifts to groceries.

Walmart Connect has the right mix of capabilities and the omnichannel presence to help brands connect with families during these moments that matter. Get into the holiday spirit as we share our insights and best practices for the most wonderful time of the year!



**FY25**  
Holiday



**90%** of Canadians plan to celebrate the Holidays and are prepared to spend!<sup>1</sup>

**They're ready to fill stockings...**

60% of Canadians plan to spend \$200+ during the Holidays.

**...and bellies!**

Food and alcohol are the top products that shoppers will purchase. 50% of shoppers plan to spend on food and 48% will be cooking homemade meals around the Holidays.

**Shopping early, shopping smarter**

Nearly half of shoppers shop 1-2 months in advance while a quarter shop 3+ months in advance.



<sup>1</sup> | Numerator Canadian Holiday Insights 2024



## Shoppers prioritize deals, efficiency and time-saving!

They're willing to spend more to get time back with their families and enjoy what matters most.<sup>2</sup>

57%

Canadians will spend money on Holiday gifts.

60%

Will spend \$200+ during the Holidays.

49%

Bake or cook at home during the Holidays

52%

Will shop at a mass retailer during the Holidays

<sup>2</sup> | Numerator Canadian Holiday Insights 2024



# Walmart is a one-stop shop for the Holidays

The most shopped holiday categories in Canada are predicted to be similar to last year's, with a larger focus on homemade holiday meals and gift-giving.



In 2023, top shopped holiday categories were:<sup>3</sup>



**35%**  
Grocery



**20%**  
Electronics



**20%**  
Toys



**12%**  
Gaming

For 2024, Holiday shoppers are most likely to buy across these key categories:<sup>4</sup>



**73%**  
Gifts



**72%**  
Food



**43%**  
Alcohol



**31%**  
Candy

<sup>3</sup> Walmart 1P data from November 2023 to December 2023

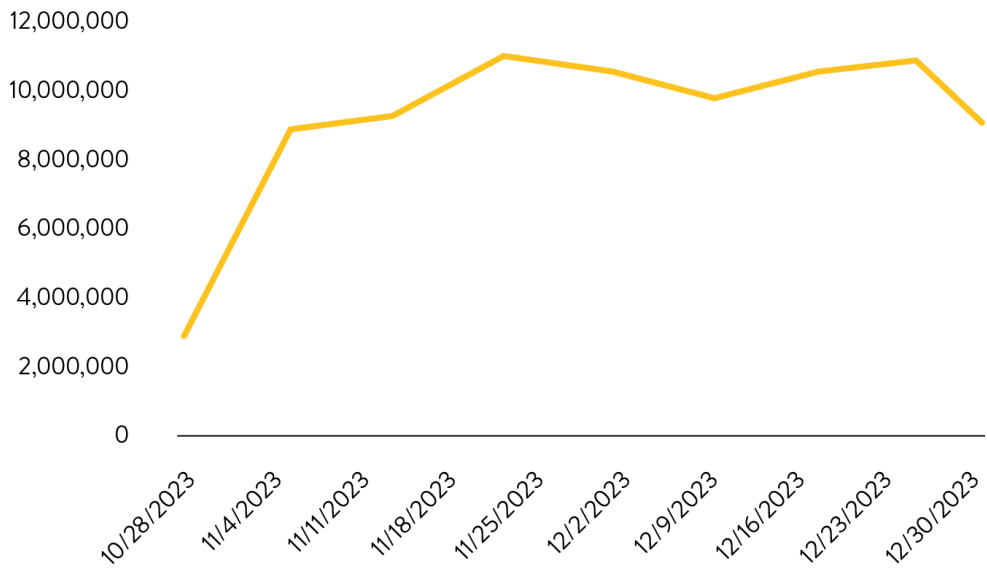
<sup>4</sup> Numerator Canadian Holiday Insights 2024



# Holiday shopping starts early and spikes around Black Friday and in the days leading up to Christmas

Holiday search volume spikes from Nov through mid-Dec<sup>5</sup>

**Holiday 2023 WMC Search Volume**  
November 2023 – December 2023



**TIP**

Plan to increase your site presence during this seasonal shopping event to stay top-of-mind with customers as they plan their holiday purchases.

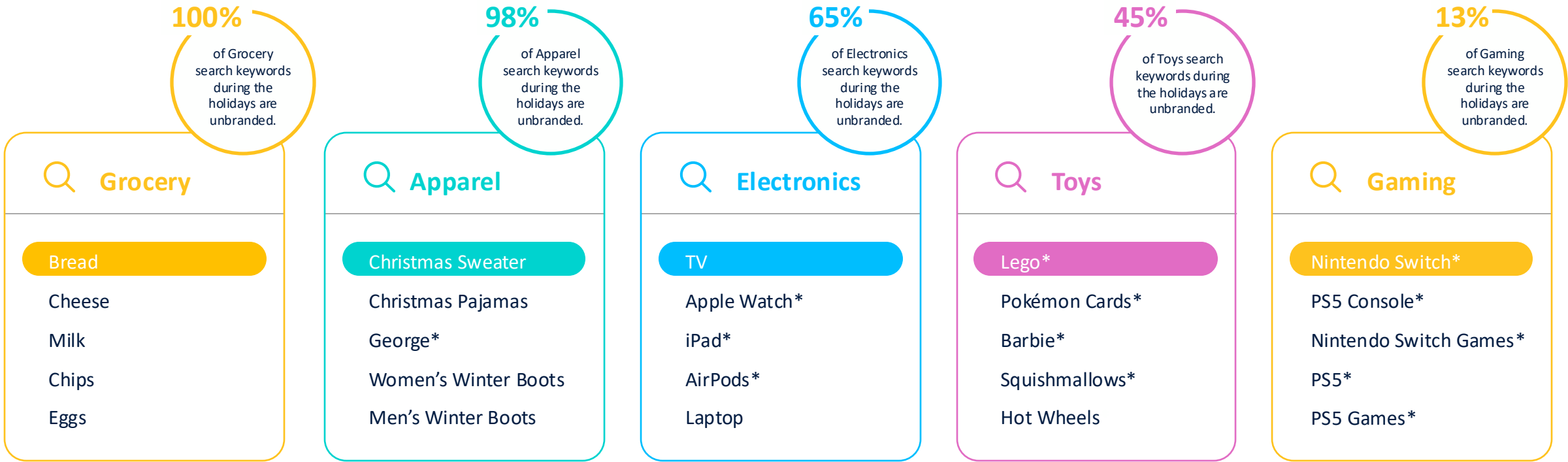
<sup>5</sup> Walmart 1P data from November 2023 to December 2023



# Top unbranded keyword searches on Walmart

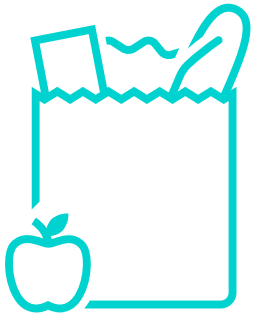
The majority of Walmart holiday searches are unbranded in categories such as Grocery & Apparel. Shoppers are prime for influence and are driven by price and deals – not just name brands.

Holiday searches across gift-giving categories such as Electronics, Toys and Gaming are mostly branded. Consumer messaging should shift to emphasizing value proposition, brand features and competitive distinction.<sup>6</sup>



<sup>6</sup> Walmart 1P data from November 2023 to December 2023

\*Branded



# Grocery



# Holiday Grocery Shopping

Grocery shoppers are willing to spend more during this season.

During the Holiday season, shoppers are **1.3x more likely to purchase high-price-band grocery** items in-store than online. While low-price-band items are purchased **1.5x more online than in-store.**<sup>7</sup>



Online

41%	HIGH	53%
32%	MID	29%
27%	LOW	18%



In-Store



<sup>7</sup> Walmart 1P data from November 2023 to December 2023





# Holiday Grocery Shopping

## Top Subcategories<sup>8</sup>


Holiday Grocery essential purchases include **Chicken, Eggs and Milk.**

**Online** 

**In-Store** 


Chicken & Turkey Breasts	<b>RANK 1</b>	White Milk
Whole Egg Cartons	<b>RANK 2</b>	Fresh Chicken Air Chilled
Cheese Blocks	<b>RANK 3</b>	Coffee

## Top Search Terms<sup>8</sup>

 Grocery

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Bread	Yogurt
Cheese	Chicken
Milk	Butter
Chips	Ice Cream
Eggs	Pasta

 **TIP** Use Sponsored Search to increase brand awareness, sending your products to the top of relevant search results to inspire product discovery.


<sup>8</sup> Walmart 1P data from November 2023 to December 2023



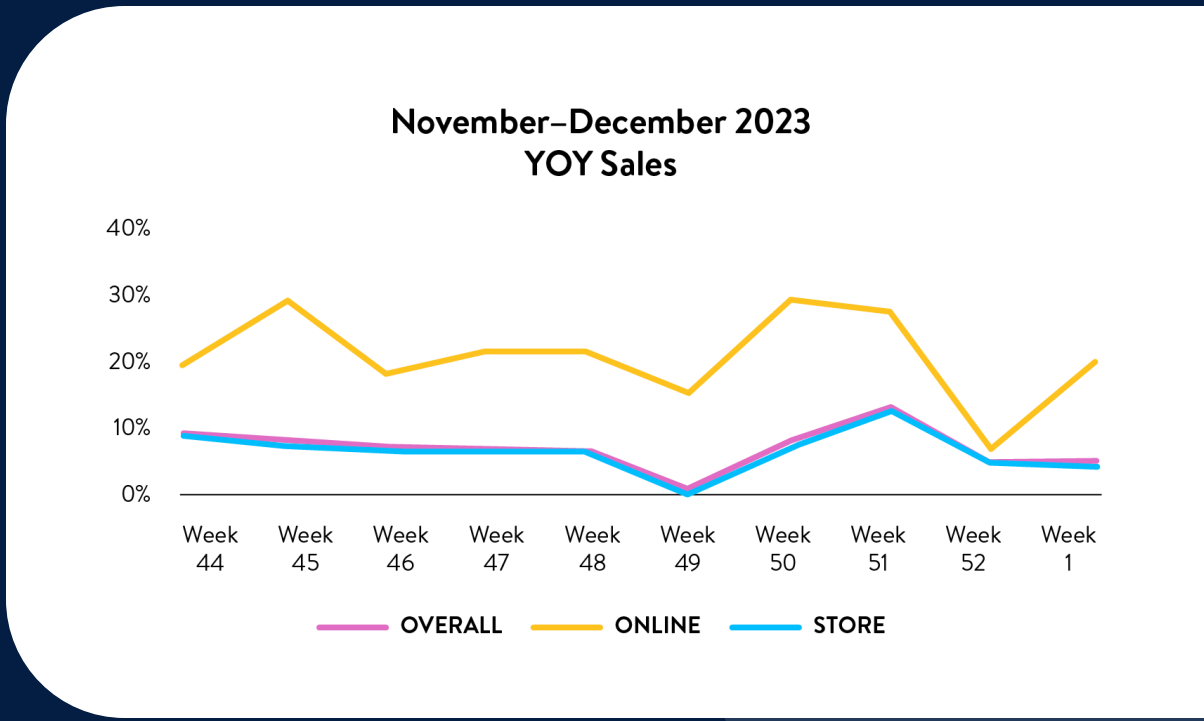
# Holiday Grocery Shopping

## YoY Sales<sup>9</sup>

The Holiday grocery category saw YoY sales growth both online and in-store, with **a spike in online sales in weeks 45 & 50.**



**TIP** Increase high-impact, contextual placements online, and in-store visibility, to capture shoppers looking for unbranded products.



<sup>9</sup> Walmart 1P data from November 2023 to December 2023



# Holiday Grocery Shopping

## Top Cross-Shopped Categories<sup>10</sup>

## AOV<sup>10</sup>



Online



In-Store

- 1. Kitchen Garbage Bags
- 2. Paper Towel
- 3. Kitchen Cleaners
- 4. Recycling Bags
- 5. Dog Toys
- 6. Cat Treats
- 7. Toothpaste
- 8. Vitamins
- 9. Lactose Intolerance & Digestive Enzymes
- 10. Online Stocking Stuffers

- 1. Décor Lighting
- 2. Air Care
- 3. Bath Experience
- 4. Cosmetic Skin
- 5. Hair Accessories
- 6. Cards & Wraps
- 7. Vitamins & Supplements
- 8. Bathroom Tissue
- 9. All-Purpose Cleaner
- 10. Core Hardware

Online AOV for Grocery during the Holiday is **2.7x** higher than in-store.



Online

**\$109.77**



In-Store

**\$41.01**

<sup>10</sup> Walmart 1P data from November 2023 to December 2023



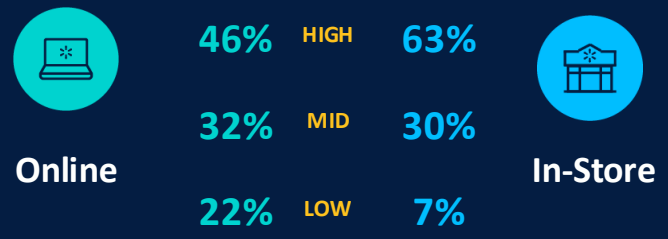
# Apparel



# Holiday Apparel Shopping

In-store apparel shoppers are willing to purchase high-price-band items <sup>11</sup>

Shoppers are **9x more likely to purchase high-price- band vs. low-price-band apparel** items during the Holiday season in-store. While low-price-band items are purchased **3.1x more online than in-store** during the season.



<sup>11</sup>Walmart 1P data from November 2023 to December 2023  
PROPRIETARY & CONFIDENTIAL



# Holiday Apparel Shopping

## Top Subcategories<sup>12</sup>

Holiday Apparel essential purchases include **Boots, Pajamas and Denim.**

<b>Online</b>		<b>In-Store</b>	
Boots	<b>RANK 1</b>	Men's Denim	
Pajama Sets	<b>RANK 2</b>	Ladies Sleep Sets	
Hoodies & Sweatshirts	<b>RANK 3</b>	Men's Sleep Pants	

## Top Search Terms<sup>12</sup>

Apparel

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Christmas Sweater	Socks
Christmas Pajamas	Family Christmas Pajamas
George*	Women's Winter Jacket
Women's Winter Boots	Canadiana*
Men's Winter Boots	Baby Girl Clothes

**TIP** Use Sponsored Search to increase brand awareness, sending your products to the top of relevant search results to inspire product discovery.

<sup>12</sup> Walmart 1P data from November 2023 to December 2023



# Holiday Apparel Shopping

## Top Cross-Shopped Categories<sup>13</sup>



### Online

- 1. Christmas Tree Decorations & Accessories
- 2. Dog Clothing & Shoes
- 3. Dog Treats
- 4. Skin Care Tools
- 5. Indoor Halloween Decorations
- 6. Sleepwear
- 7. Fresh Vegetables
- 8. Outfit Sets
- 9. Branded Toy Blocks
- 10. Over-Ear Headphones



### In-Store

- 1. Batteries
- 2. Milk
- 3. Nuts & Seeds
- 4. Cream
- 5. Pantry Breads
- 6. Citrus
- 7. Broccoli
- 8. Floral
- 9. Yogurt
- 10. Refrigerated Cheese

## AOV<sup>13</sup>

Online AOV for Apparel during the Holiday is **17% higher** than in-store.



### Online

**\$38.94**



### In-Store

**\$33.20**



### TIP

Expand your audience targeting to include lifestyle and adjacency audiences.

<sup>13</sup> Walmart 1P data from November 2023 to December 2023



# Toys

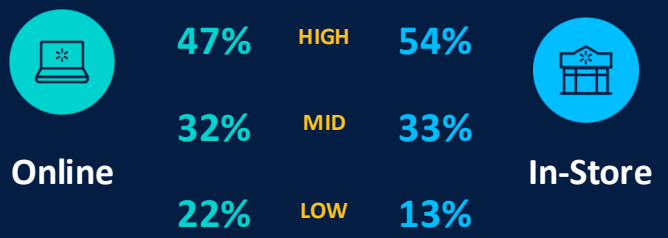




# Holiday Toy Shopping

Toy shoppers are willing to purchase high-price-band items<sup>14</sup>

Shoppers are nearly **1.6x more likely to purchase low-price-band toy items** during the holiday season online than in-store.



## Top Sub-Categories<sup>14</sup>

Top Holiday Toy purchases include **Dolls & Accessories, Lego and Kid Electronics.**



<sup>14</sup>Walmart 1P data from November 2023 to December 2023  
PROPRIETARY & CONFIDENTIAL



# Holiday Toy Shopping



**TIP** Be sure to include variant bidding strategies in your Sponsored Search campaigns to increase discoverability of your products regardless of size and color variations.



**TIP** Use Sponsored Search to increase brand awareness, sending your products to the top of relevant search results to capture shoppers looking for branded products.

## Top Search Terms<sup>15</sup>



Toy

- Lego\*
- Pokémon Cards\*
- Barbie\*
- Squishmallows\*
- Hot Wheels\*
- Pokémon\*
- Paw Patrol\*
- Calico Critters\*
- Bluey\*
- Transformers\*

\*Branded

★ All Top Toy Search Terms are branded

<sup>15</sup>Walmart 1P data from November 2023 to December 2023



# Holiday Toy Shopping

## YoY Sales <sup>16</sup>

Toys saw a **30% growth online during Black Friday** and had steady growth from mid-December to the beginning of January. In-store sales saw a **40% spike in week 52**.

 **TIP** Consider sponsored search earlier in the season to capture the first wave of 'early bird' online shoppers around weeks 44-46.

 **TIP** Refresh creative messaging and promos, deals as the season progresses. Second wave shoppers tend to enter the market around week 48 online, and week 51 in-store.



<sup>16</sup> Walmart 1P data from November 2023 to December 2023  
PROPRIETARY & CONFIDENTIAL



# Holiday Toy Shopping

## Top Cross-Shopped Categories<sup>17</sup>



Online

- 1. Fresh Vegetables
- 2. Fresh Fruits
- 3. Condiments & Toppings
- 4. Pillows
- 5. Chips
- 6. Party Favours & Loot Bags
- 7. Dairy Milk
- 8. Baking Ingredients & Supplies
- 9. Cheese
- 10. Sour Cream & Dips



In-Store

- 1. Salty Snacks
- 2. Milk
- 3. Impulse Confectionary
- 4. Yogurt
- 5. Car Accessories
- 6. Chocolate
- 7. Bananas
- 8. Soft Drinks
- 9. Pantry Breads
- 10. Refrigerated Cheese

## AOV<sup>17</sup>

Online AOV for Toys during the Holiday are **1.7x higher** than in-store.



Online

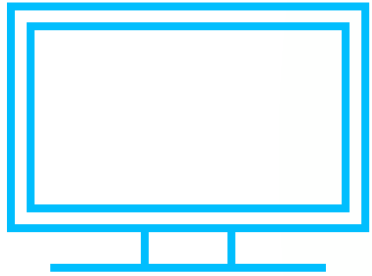
**\$62.24**



In-Store

**\$37.44**

<sup>17</sup> Walmart 1P data from November 2023 to December 2023



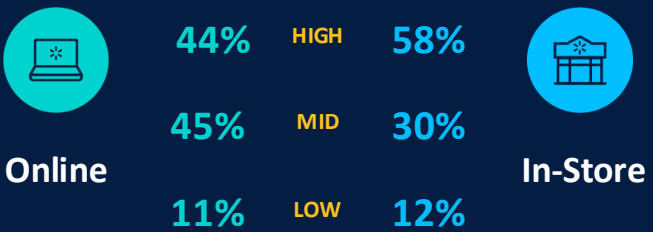
# Electronics



# Holiday Electronics Shopping

Holiday Electronics shoppers are willing to purchase high-price-band items <sup>18</sup>

Electronics shoppers **make the majority of their purchases across high- and mid-price-band products** during the Holiday season.



## Top Subcategories <sup>18</sup>

Top Holiday purchases include TVs, iPads and Batteries.



<sup>18</sup> Walmart 1P data from November 2023 to December 2023  
PROPRIETARY & CONFIDENTIAL



# Holiday Electronics Shopping

## Top Search Terms<sup>19</sup>

### 🔍 Electronics

- |              |                    |
|--------------|--------------------|
| TV           | Tablet             |
| Apple Watch* | iPhone*            |
| iPad*        | Apple Watch Ultra* |
| AirPods*     | Smart TV           |
| Laptop       | Printer            |

\*Branded



**TIP** Be sure to include variant bidding strategies in your Sponsored Search campaigns to increase discoverability of your products regardless of size and color variations.



**TIP** Use Sponsored Search to increase brand awareness, sending your products to the top of relevant search results to inspire product discovery.


<sup>19</sup>Walmart 1P data from November 2023 to December 2023




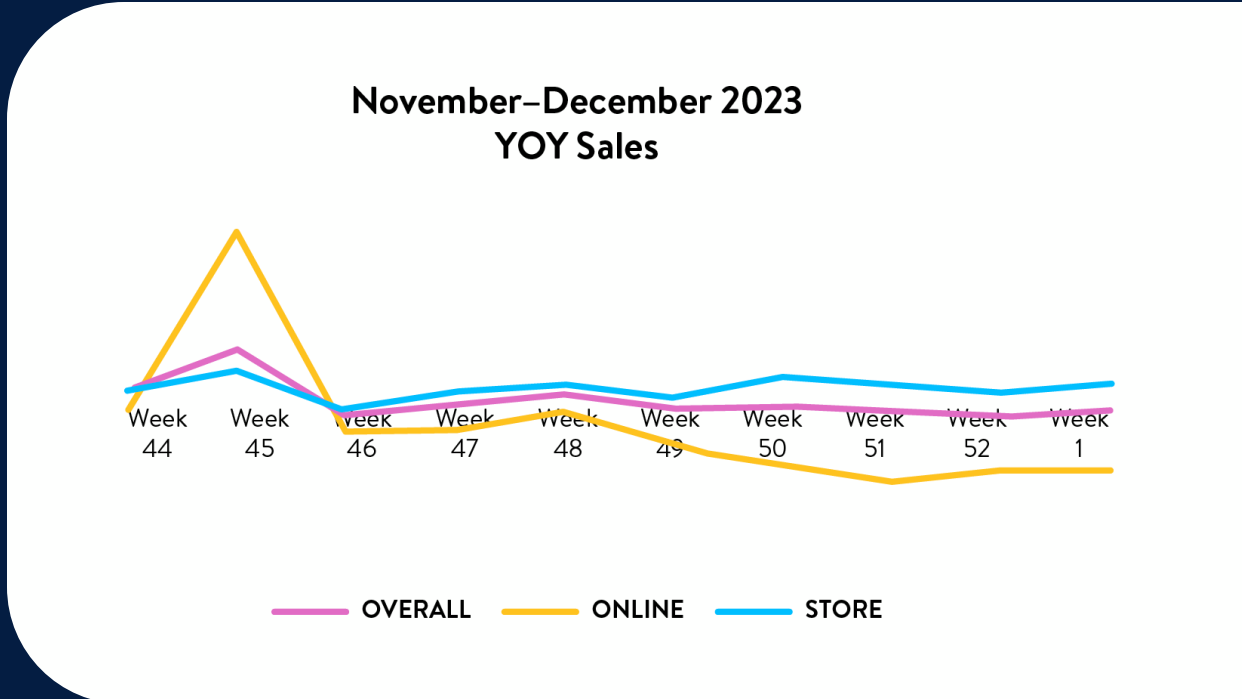
# Holiday Electronics Shopping

## YoY Sales<sup>20</sup>

Electronics saw a huge spike in sales YoY **online during Black Friday, with over 90% growth.**

 **TIP** Consider sponsored search earlier in the season to capture the first wave of 'early bird' shoppers around weeks 44-46.

 **TIP** Refresh creative messaging and promos, deals as the season progresses. Second wave shoppers tend to enter the market around week 48.



<sup>20</sup> Walmart 1P data from November 2023 to December 2023





# Holiday Electronics Shopping

## Top Cross-Shopped Categories<sup>21</sup>



Online



In-Store

- 1. Branded Toy Blocks
- 2. Fresh Vegetables
- 3. Fresh Fruit
- 4. Dairy Milk
- 5. Cheese
- 6. Chips
- 7. Sauces, Spices & Marinades
- 8. Juice
- 9. Condiments & Toppings
- 10. Sliced Bread

- 1. Repair Plan
- 2. Hot Beverages
- 3. Salty Snacks
- 4. Milk
- 5. Soft Drinks
- 6. Eggs
- 7. Pasta
- 8. Cookies
- 9. Yogurt
- 10. Bananas

## AOV<sup>21</sup>

Online AOV for Electronics during the Holiday is **3.1x** higher than in-store.



Online

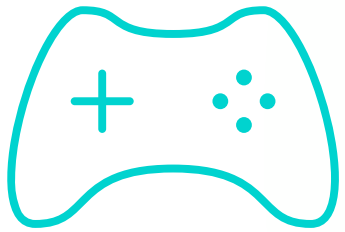
**\$159.82**



In-Store

**\$51.43**

<sup>21</sup> Walmart 1P data from November 2023 to December 2023



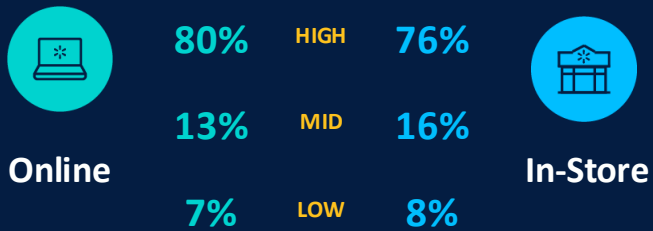
# Gaming



# Holiday Gaming Shopping

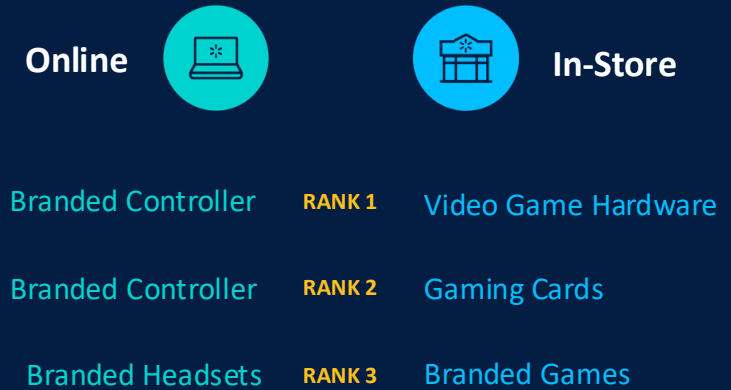
In-store and online Gaming shoppers are willing to spend more during the Holiday season.<sup>22</sup>

Shoppers are **11x more likely to purchase high-price-band vs. low-price-band gaming items online** and **9.5x more likely in-store** during the Holiday season.



## Top Subcategories<sup>22</sup>

Top Gaming purchases include **Video Games & Accessories**.



<sup>22</sup> Walmart 1P data from November 2023 to December 2023



# Holiday Gaming Shopping



**TIP** Be sure to include variant bidding strategies in your Sponsored Search campaigns to increase discoverability of your products regardless of size and color variations.



**TIP** Use Sponsored Search to increase brand awareness, sending your products to the top of relevant search results, to capture shoppers looking for branded products.

## Top Search Terms<sup>23</sup>



### Gaming

- Nintendo Switch\*
- PlayStation 5 Console\*
- PS5 Console\*
- Xbox Series X\*
- Nintendo Switch Games\*
- Xbox\*
- PS5\*
- PS5 Controller\*
- PS5 Games\*
- Switch\*

\*Branded



All Top Gaming Search Terms are branded

<sup>23</sup> Walmart 1P data from November 2023 to December 2023



# Holiday Gaming Shopping

## YoY Sales<sup>24</sup>

Gaming saw a huge spike in online sales YoY during Black Friday, with over 100% growth.



**TIP**

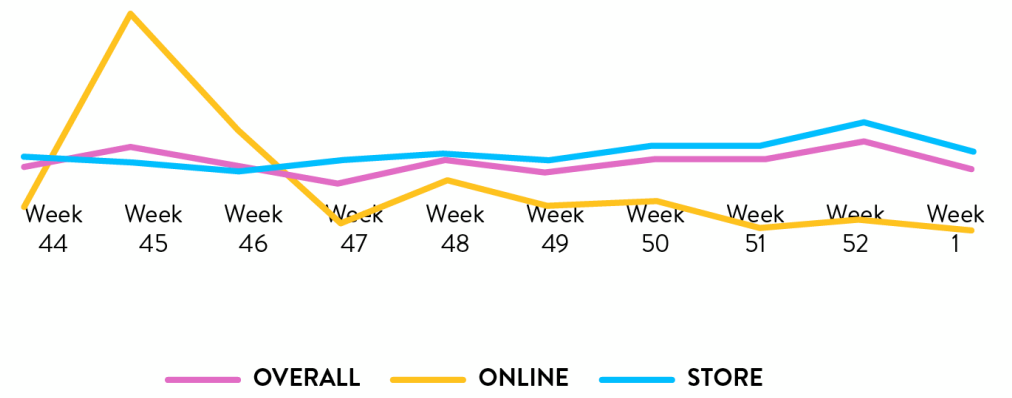
Consider sponsored search earlier in the season to capture the first wave of 'early bird' shoppers around weeks 44-46.



**TIP**

Refresh creative messaging and promos, deals as the season progresses. Second wave shoppers tend to enter the market around week 48.

### November–December 2023 YOY Sales



<sup>24</sup> Walmart 1P data from November 2023 to December 2023



# Holiday Gaming Shopping

## Top Cross-Shopped Categories<sup>25</sup>



Online

- 1. Printer Ink
- 2. Fresh Fruits
- 3. Fresh Vegetables
- 4. Baby Towels & Washcloths
- 5. Holiday Treats
- 6. Booster Car Seats
- 7. Card Games
- 8. Bath & Shower
- 9. Kid's Dental Care
- 10. Women's Razors & Blade Refills



In-Store

- 1. Entertainment Cards
- 2. Salty Snacks
- 3. Repair Plan
- 4. Impulse Confectionary
- 5. Oral Care
- 6. Milk
- 7. Car Accessories
- 8. Toy Vehicles
- 9. Soft Drinks
- 10. Preschool Toys

## AOV<sup>25</sup>

Online AOV for Gaming during the Holiday is **2.8x** higher than in-store.



Online

**\$124.11**



In-Store

**\$43.75**

<sup>245</sup>Walmart 1P data from November 2023 to December 2023



# Making our list, and checking it twice!

Tips for a successful shopping season



Capture the first wave of 'early bird' online shoppers around weeks 44-46, using tactics such as sponsored search to send your products to the top of relevant search results and inspire product discovery.



As we see interest and sales peak during Black Friday, now is the time to refresh creative messaging and promotions to capture interest from shoppers. Also consider high-impact, contextual placements online, to capture shoppers looking for branded products.



After Week 48, we see shoppers head in-store to grab last minute gifts and groceries for their celebrations. Utilize in-store tactics such digital screens, shrouds, blades and stingray (audio) to drive shoppers directly to your aisle!

A photograph of a woman and a young girl smiling and decorating a Christmas tree. The tree is covered in green needles, red and gold ornaments, and a red bow. The woman is in the background, and the girl is in the foreground, reaching up to place a decoration. The scene is set indoors with a soft, warm light.

Thank you