



The Assignment:

Ace the Back-to-School (BTS) Season With Walmart Connect

As summer winds down, many families transition to preparing for the upcoming school year. Walmart Connect has the right mix of capabilities and the omnichannel presence to help families ace the Back-to-School season and check off every item on their list.



FY25
Back to School



Strong intent, thoughtful spending¹

In 2023, 1 in 4 Canadians planned to shop for the back-to-school season. **Nearly 3 in 4 (73%) of Canadians planned to spend more than \$50 on their back-to-school purchases**, and while their budgets largely remained the same or increased compared to previous years, shoppers planned to spend carefully and **prioritized purchases of lower priced items like school supplies & stationery** compared to years past.

The majority of back-to-school shoppers plan to shop 2-4 weeks in advance, although one-third say they will shop the week prior.



TIP Appeal to price-sensitive shoppers by featuring competitive pricing in your creative messaging.





Strong intent, thoughtful spending²

In 2023:

1 in 4

Canadians planned to shop for back-to-school.

73%

planned to spend more than \$5 on their back-to-school purchases.

85%

expected to spend the same amount or more on back-to-school than they did the previous year.

65%


of back-to-school shoppers planned to make their purchases 2-4 weeks in advance.



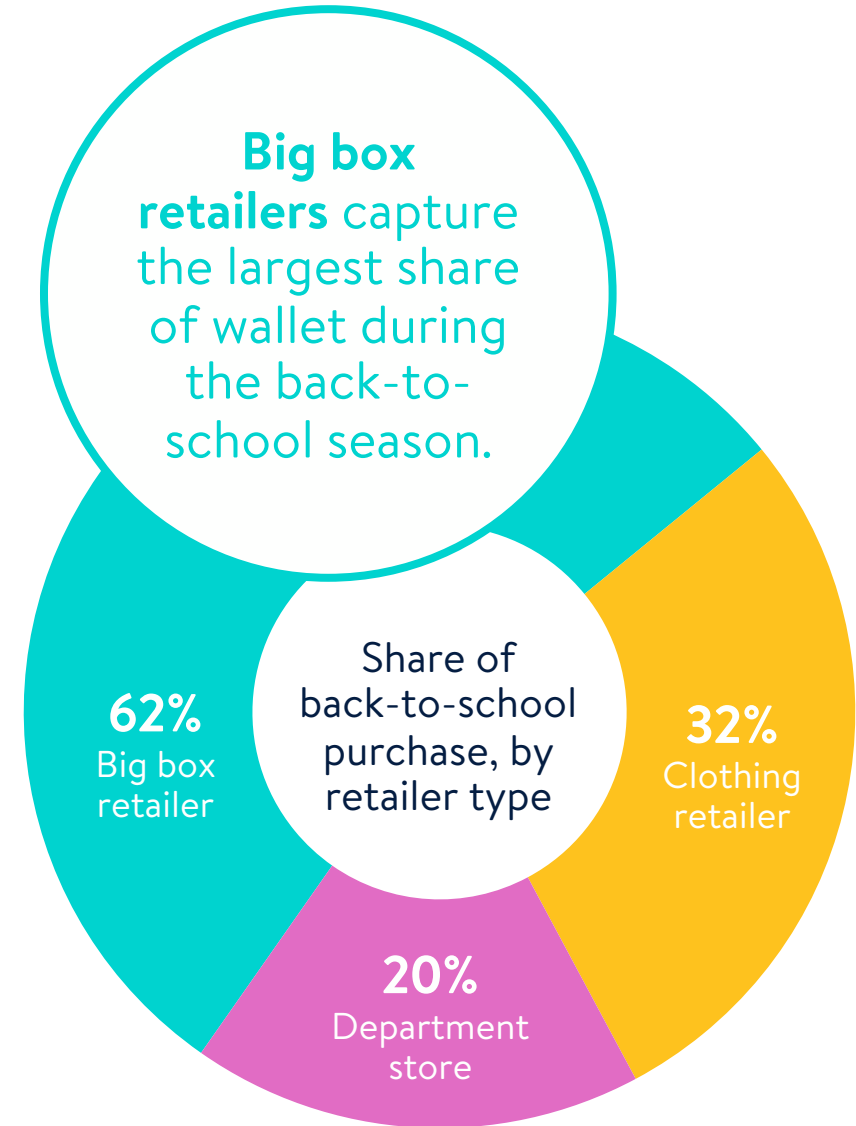
Dedicated trips, and in-store shopping are on the rise.³

In 2023, shoppers demonstrated strong preference for in-store shopping as they approached the back-to-school season, with big box, clothing retailers and department stores topping the list of where they make related purchases.

Of note, most shoppers planned to make a dedicated trip for back-to-school shopping, **up 2x** from the previous year.



TIP Catch the attention of in-store shoppers with premium in-store placements, including TV walls, blades, and in-store audio.



³ RCC & Caddle: Back to School 2023 Shopping in Canada Survey | National Consumer Research



Shoppers prioritize essentials.⁴

Stationery and supplies (e.g., notebooks, pens, markers, project supplies) topped the list of what shoppers planned to purchase in the back-to-school season. Clothing is also a popular purchase intent category.

In 2023,
shoppers plan to
spend money on:



61%

Stationery



54%

Clothing



23%

Books
& Music



18%

Personal
Electronics



15%

Beauty, Health,
& Personal Care

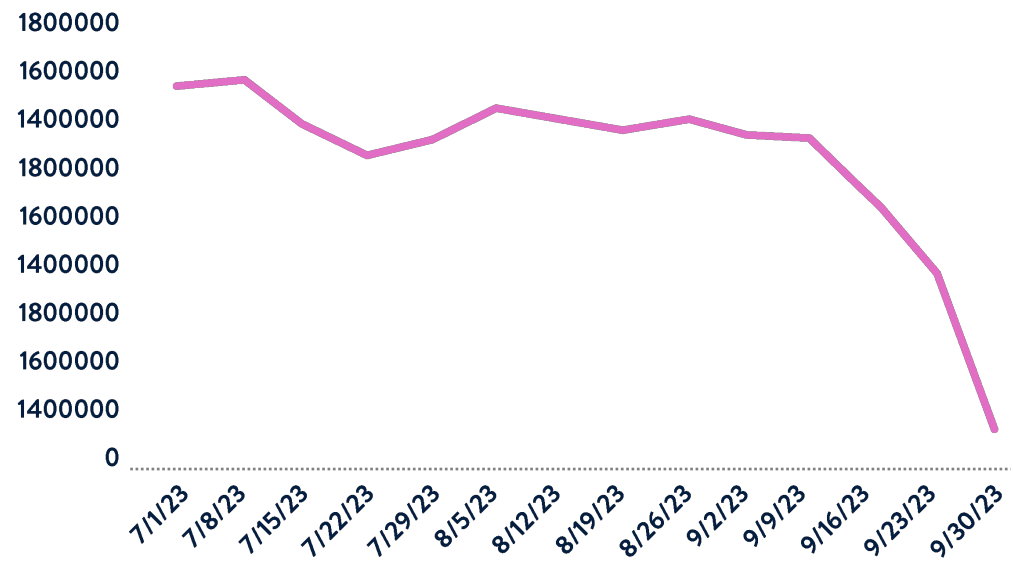
⁴RCC & Caddle: Back to School 2023 Shopping in Canada Survey | National Consumer Research




Walmart is a top destination for back-to-school planning

BTS Search Volume is high July through mid-Sept⁵

Back-to-School 2023 WMC Search Volume
July 2023 – Sept 2023



⁵ Walmart 1P data from July 2023 to Sept 2023



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



TIP Plan to increase bids and budgets as site traffic increases.



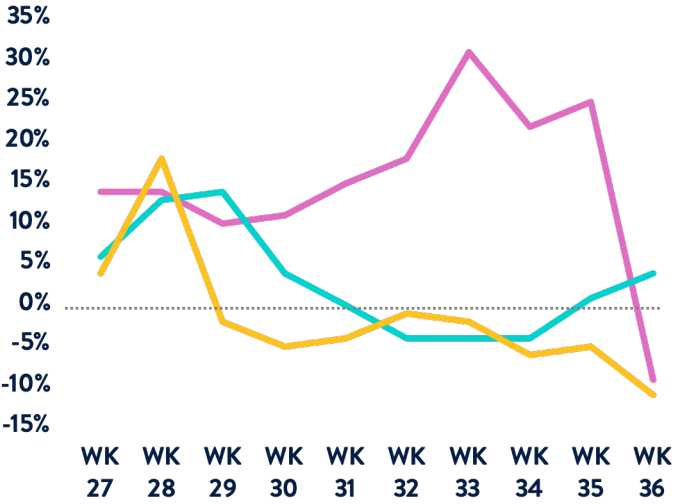
Walmart is a top destination for back-to-school planning

Last year, Walmart saw omnichannel growth across key categories during the back-to-school season.⁶

(Jul – Sep '22 vs '23)

- Accessories
- Stationery
- Electronics

Omnichannel Sales %
YoY Change by Week for Key Categories



Online Sales %
YoY Change by Week for Key Categories



In-Store Sales %
YoY Change by Week for Key Categories



⁶Walmart 1P Data from July 2023 to Sept 2023 compared to July 2022 to Sept 2022



Accessories

In-store accessories shoppers are willing to spend more during the back-to-school season⁷

Shoppers are nearly **3X more likely to purchase high-price-band accessory** items during the back-to-school season in store than online, while low-price-band items are purchased **4x more online than in store** during the season.



Online

27%	HIGH	74%
45%	MID	19%
28%	LOW	7%



In Store



⁷Walmart 1P data from July 2023 to Sept 2023



Accessories

Top Sub-Categories⁸

Back-to-school essential purchases include **kids' backpacks, water bottles, and lunch boxes.**

Online



In Store

Water Bottles

RANK 1

Kids' Bags

Kids' Backpacks

RANK 2

Kids' Backpacks

Kids' Lunch Boxes & Bags

RANK 3

Kids' Lunch Boxes & Bags

Top Search Terms⁹



Accessories

Backpack

Storage Containers

Lunch Bag

Storage

Storage Bins

Shelving Units & Storage

Backpack for Kids

Containers

Food Storage Containers

Storage Drawers

⁸ Walmart 1P data from July 2023 to Sept 2023

⁹ Adobe Analytics – Web Engagement Data from July 2023 to Sept 2023



Accessories

Top Cross-Shopped Categories¹⁰



Online

1. Bottoms
2. Tops & T-Shirts
3. Writing & Colouring
4. Rulers, Protractors, & Measuring Tools
5. Boys' Shoes
6. Girls' Shoes
7. Kitchen Organization & Food Storage
8. Toddler Girls
9. Underwear
10. Paper



In Store

1. Girls' Dress
2. Girls' Tops
3. Girls' Swimwear
4. Girls' Bottoms
5. Sleepwear
6. Fashion Jewelry
7. Dolls
8. Sunglasses
9. Fashion Dolls
10. Underwear

AOV¹⁰

Online AOV for accessories during back-to-school is **74% higher than in store.**



\$26.70

Online



\$15.31

In Store



TIP Expand your audience targeting to include lifestyle and adjacency audiences.

¹⁰ Walmart 1P data from July 2023 to Sept 2023



Stationery

Online stationery shoppers are more likely to be value-conscious¹¹

Shoppers are nearly **2X more likely to purchase high-price-band stationery items** during back-to-school season in store than online, while low-price-band items are purchased **3.1x more online than in store** during the season.



29%	HIGH	56%
24%	MID	29%
47%	LOW	15%

Online



In Store

¹¹ Walmart 1P data from July 2023 to Sept 2023



Stationery

Top Sub-Categories¹²

Back-to-school essential purchases include **markers, colouring sets, pens, and notebooks.**

Online



In Store

Markers & Colouring Sets	RANK 1	School Notebooks
Pens	RANK 2	Pens
Notebooks & Notepads	RANK 3	Pencils

Top Search Terms¹³

🔍 Stationery

Pencils Case	Toys for Kids
Sharpie*	Notebook
Binder	Pencils
Crayola*	Pens
Plastic Drawers Storage	Drawer

*Branded

¹² Walmart 1P data from July 2023 to Sept 2023

¹³ Adobe Analytics – Web Engagement Data from July 2023 to Sept 2023



Stationery

Top Cross-Shopped Categories¹⁴



Online

1. Body Makeup
2. Hampers & Laundry Baskets
3. Drawing Supplies
4. Dresses
5. First Aid Kits
6. Drawing & Colouring
7. Paint & Painting Supplies
8. Rompers & Jumpsuits
9. Socks & Tights
10. Bar & Wine Tools



In Store

1. Backpacks
2. Portable Lunch Boxes
3. Kids' Tabletop
4. Core Hardware
5. Printers and Ink
6. Books
7. Crafts
8. Beverage
9. Food Storage
10. Instant Imaging

AOV¹⁴

Online AOV for accessories during back-to-school are **5% higher than in-store.**



\$17.58

Online



\$16.79

In Store

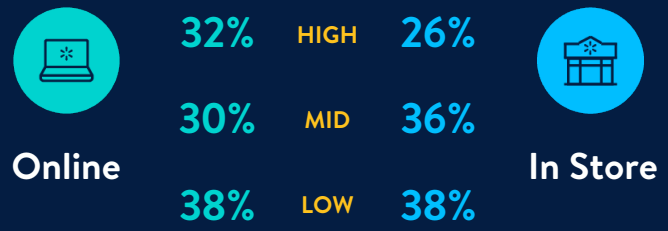
¹⁴ Walmart 1P data from July 2023 to Sept 2023



Electronics

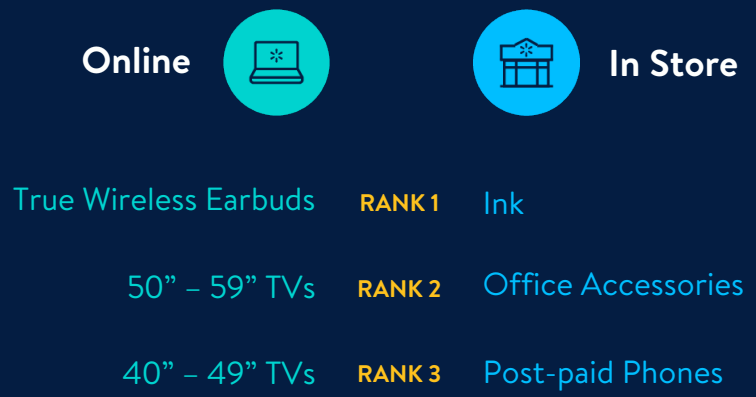
BTS Electronics shoppers are active in all price bands¹⁵

Electronics shoppers **make purchases across high-, mid-, and low-price-band products** when shopping during the back-to-school season.



Top Sub-Categories¹⁵

Back-to-school essential purchases include **earbuds, TVs, and office accessories.**



¹⁵ Walmart 1P data from July 2023 to Sept 2023
PROPRIETARY & CONFIDENTIAL



Electronics

Top Search Terms¹⁵

🔍 Accessories

TV	Television
Laptop	Smart TV
iPad*	iPhone*
Apple Watch*	Airpods*
Printer	Headphones

*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.

¹⁵ Adobe Analytics – Web Engagement Data from July 2023 to Sept 2023



Electronics

Top Cross-Shopped Categories¹⁶

AOV¹⁶



Online

1. Salty Snacks
2. Milk
3. Warranty Repair Plan
4. Soft Drinks
5. Bananas
6. Writing Instruments
7. Oral Care
8. Water
9. Impulse Confection
10. Paper



In Store

1. Fresh Vegetables
2. Fresh Fruits
3. Cheese
4. Dairy Milk
5. Chips
6. Sliced Bread
7. Yogurt
8. Condiments & Toppings
9. Juice
10. Sauces, Spices, & Marinades

Online AOV for accessories during back-to-school is **4.2X** higher than in-store.



\$188.27

Online



\$44.61

In Store

¹⁶ Walmart 1P data from July 2023 to Sept 2023



Thank you