



Trick or Treat!

Walmart has all the tricks to treat your brand to a spooktacular season!



**FY25
Halloween**



As the weather starts to cool, Canadian families begin gearing up for spooky season. Excitement builds as preparations are made for the fun of Halloween – candy, costumes, décor and more. It's a time of creativity, celebration and shopping!

Don't be haunted by trying to influence shoppers this season. Let us help you build a winning strategy. Walmart Connect has the insights and action plans that can help you craft the best omni-channel solutions to reach every trick or treater.

56%

of Canadians
plan to celebrate
Halloween.¹



¹ Numerator Holiday Trends Survey 2024



Spooktacular spending ahead

This year, Halloween will be bigger than ever before. Current research shows that we expect more Canadians to celebrate this season, and they have plans to spend more than last year!

Preparing for 2024²:

96%

of those who celebrate Halloween plan to make Halloween purchases this season.

50%

will shop at a mass retailer.

30%

of Canadians will spend between \$50-\$99.

20%

Of Canadians will spend between \$100-\$199.

² Numerator Holiday Trends Survey 2024



Candy, Costumes, Décor...oh my!

Candy continues to be the top shopped category for Halloween shoppers. Over half of shoppers intend to purchase Halloween decorations for the 2024 season.

In 2023, top shopped Halloween categories were:³



Candy

Single-digit growth YoY (online & in-store)



Costumes

Single-digit growth YoY (online)

For 2024, Halloween shoppers are anticipating to buy across these key categories:⁴



83%

Candy



51%

Decorations



25%

Food

³ Walmart 1P Data from August 2023 to October 2023 compared to August 2022 to October 2022

⁴ Numerator Holiday Trends Survey 2024



Halloween Shoppers come to Walmart for inspiration on what to buy

Candy, Costumes and Décor all start to see an increase in search volume towards the end of September, with Candy and Costume spiking the week before Halloween, as last-minute shoppers start to make their purchases.⁵

(Aug – Oct '22 vs '23)

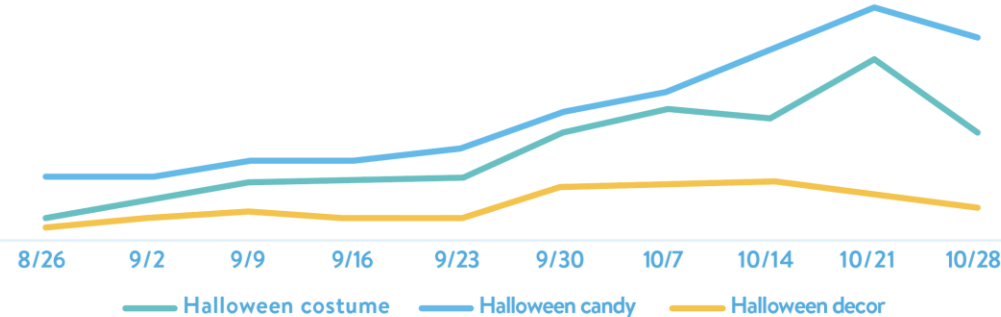


TIP

The majority of Halloween searches at Walmart are unbranded. Use sponsored search to help influence undecided shoppers.

Search volume
YoY change by week for Halloween costume, candy and decor⁵

Halloween weekly search FY24




⁵ Walmart 1P Data from August 2023 to October 2023 compared to August 2022 to October 2022



Walmart is a one-stop shop for all your Halloween essentials!

Shoppers tend to buy right up until the last minute, especially when purchasing candy and costumes, but not for décor! Last year, we saw an increase in online sales of 133% YoY in August.⁶

(Nov – Dec '22 vs '23)

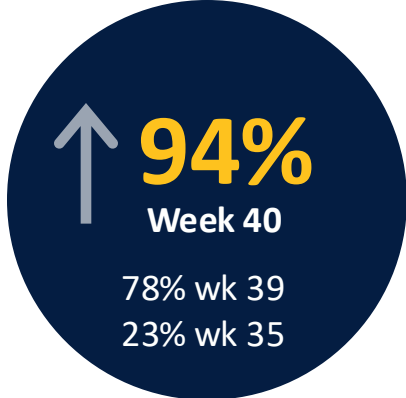


TIP Plan to increase bids and budgets as site traffic increases.

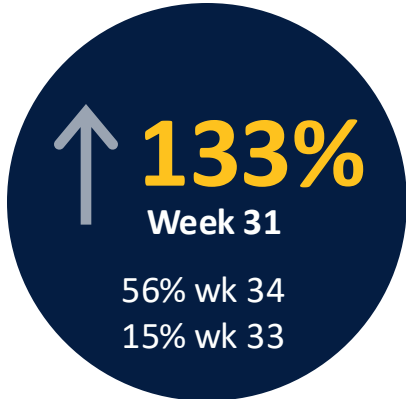
Online Sales %
Top Sales Week for Candy
(seasonal + generic⁶)



Online Sales %
YoY Change by Week for
Halloween Costumes⁶



Online Sales %
YoY Change by Week for
Halloween Decor⁶



⁶ Walmart 1P Data from August 2023 to October 2023 compared to August 2022 to October 2022



Candy





Candy

Top subcategories⁷

Top candy purchases for the Halloween season include **chocolate bars & pieces, gummy & chew candy, & chocolate pieces.**

Online



In-store

Chocolate bars

RANK 1

Candy pieces

Gummy & chewy candy

RANK 2

Large-format bars

Chocolate pieces

RANK 3

Chocolate pieces

Top search terms⁷



Candy

Halloween candy

Hard candy

Candy

Sour candy

Halloween treats & candy

Candy corn

Gummy candy

Nerds candy

M&M'S chocolate candy

Skull candy



TIP

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

⁷Walmart 1P data from August 2023 to October 2023



Candy

Top cross-shopped categories⁸



Online

1. Snacks, cookies & chips
2. Holiday treats
3. Jerky & meat snacks
4. Ice cream cones & toppings
5. Chips & salty snacks
6. Chips
7. Snack cakes
8. Chocolate & cocoa
9. Sports & electrolyte drinks
10. Ice cream & treats



In-store

1. Car Accessories
2. Seasonal cosmetics
3. Trim a tree
4. Party supplies
5. Snack cakes
6. Impulse GM
7. Bakery special buys
8. Marshmallows
9. Cookies
10. Lunch kits



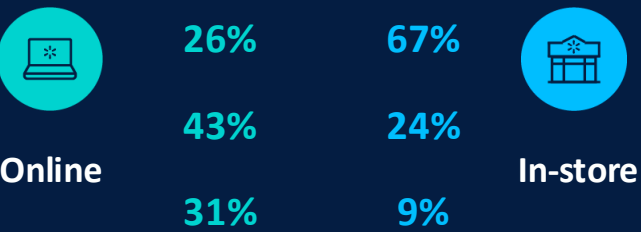
⁸ Walmart 1P data from August 2023 to October 2023



Candy

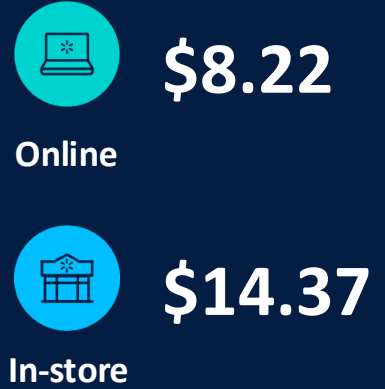
Candy shoppers are willing to purchase high-priced-band products in-store⁹

Shoppers are **7.6x more likely to purchase high-price-band candy** items during the Halloween season in-store than online. While low-price-band items are purchased **3.4x more online than in-store** during the season.



AOV⁹

In-store AOV for candy during Halloween is **1.7x higher than online.**



⁹ Walmart 1P data from August 2023 to October 2023



Halloween Costume





Halloween Costumes

Top subcategories¹⁰

Halloween costume top purchases include **boys, girls & baby Halloween costumes.**



Online

RANK 1

Boys Halloween costume

RANK 2

Girls Halloween costume

RANK 3

Baby & toddler Halloween costume

In-store data limited to single data category source, Halloween costume only

Top search terms¹⁰



Halloween costume

Halloween costume

Adult Halloween costume

Kids Halloween costume

Toddler Halloween costume

Baby Halloween costume

Dog Halloween costume

Women's Halloween costume

Boys Halloween costume

Girls Halloween costume

Halloween costumes for kids

All top search terms are unbranded



TIP

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

¹⁰ Walmart 1P data from August 2023 to October 2023



Halloween Costumes

Top cross-shopped categories¹¹



Online

1. Dresses
2. Socks & tights
3. Swimwear
4. Sleepwear
5. Bottoms
6. Tops & t-shirts
7. Outerwear
8. Dresswear
9. Rompers & jumpsuits
10. Underwear & undershirts



In-store

1. Kids winter boots
2. Boys accessories
3. Kids fashion boots
4. Girls outerwear
5. Girls accessories
6. Kids slippers
7. Boys outerwear
8. Boys Canadiana
9. Kids rubber boots
10. Sleepwear



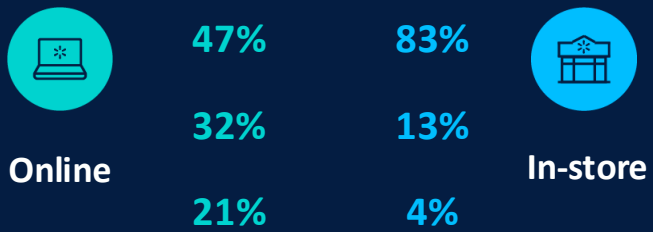
¹¹ Walmart 1P data from August 2023 to October 2023



Halloween Costumes

Both in-store and online Halloween costume shoppers are willing to purchase high-price-band products¹²

Shoppers are **8x more likely to purchase high-price-band vs low-price-band costumes** during the Halloween season in-store. While shoppers are **5x more likely to purchase low-price-band items** online than in-store.



AOV¹²

Online AOV for Halloween costumes is **1.2x higher** than in-store.

 **\$31.02**

Online

 **\$25.96**

In-store

¹² Walmart 1P data from August 2023 to October 2023

Halloween Decor





Halloween Decor

Top subcategories¹³

Halloween decor top purchases include **Halloween inflatables, Halloween hanging decorations, Halloween tombstones & fences.**

Online



In-store

Halloween inflatables	RANK 1	Halloween decor
Halloween hanging decorations	RANK 2	Skeleton
Halloween tombstones & fences	RANK 3	Ground breaker

Top search terms¹³

 Halloween decor

Halloween decorations	Inflatable Halloween decorations
Outdoor Halloween decorations	Halloween decoration exterior
Halloween decor	Pumpkins in Halloween decorations
Indoor Halloween decorations	

All top search terms are unbranded

¹³ Walmart 1P data from August 2023 to October 2023



Halloween decor

Top cross-shopped categories¹⁴



Online

1. Camping lights & lanterns
2. Staplers, stamps & hole punches
3. Greeting cards & invitations
4. Kids lighting
5. Halloween costume accessories
6. Inflatable costumes
7. Party favours & loot bags
8. Funny costumes
9. Outdoor Christmas decorations
10. Treat bags



In-store

1. Outdoor decor
2. Harvest & Thanksgiving
3. Lights
4. Trim a tree
5. Holiday
6. Electric wheels
7. Other holiday events
8. Snow sports
9. Posters
10. Party supplies



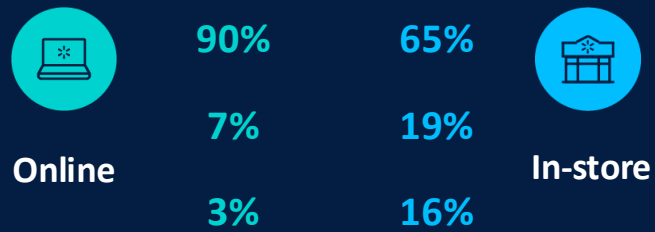
¹⁴ Walmart 1P data from August 2023 to October 2023



Halloween Decor

Halloween decor shoppers are willing to purchase high-price-band products online and in-store¹⁵

Nearly **90%** of online Shoppers are likely to purchase high-price-band decor items during the Halloween season. In-store customers are likely to purchase low-price-band items **5x more in-store than online.**



AOV¹⁵

Online AOV for Halloween decor is **2.7x higher** than in-store.

 **\$56.41**

Online

 **\$20.36**

In-store

¹⁵ Walmart 1P data from August 2023 to October 2023



Best Practices for a Spooktacular Season

- ▲ Reach more customers and hold attention longer with ads. As site traffic increases, **plan to increase bids and budgets** to stay top-of-mind with Halloween shoppers.
- ▲ Most Halloween searches are unbranded, but category-specific. Combine tactics that span the funnel to help influence decisions in real time. **Sponsored search + category pages** can help guide indecisive shoppers.
- ▲ Influence in-store point-of-purchase and future decisions. Utilize in-store placements such as blades, TV wall and digital screens to capture the attention of the in-store shopper and help drive them to purchase.



Thank you