

Valentine's Day Customer Insights Guide

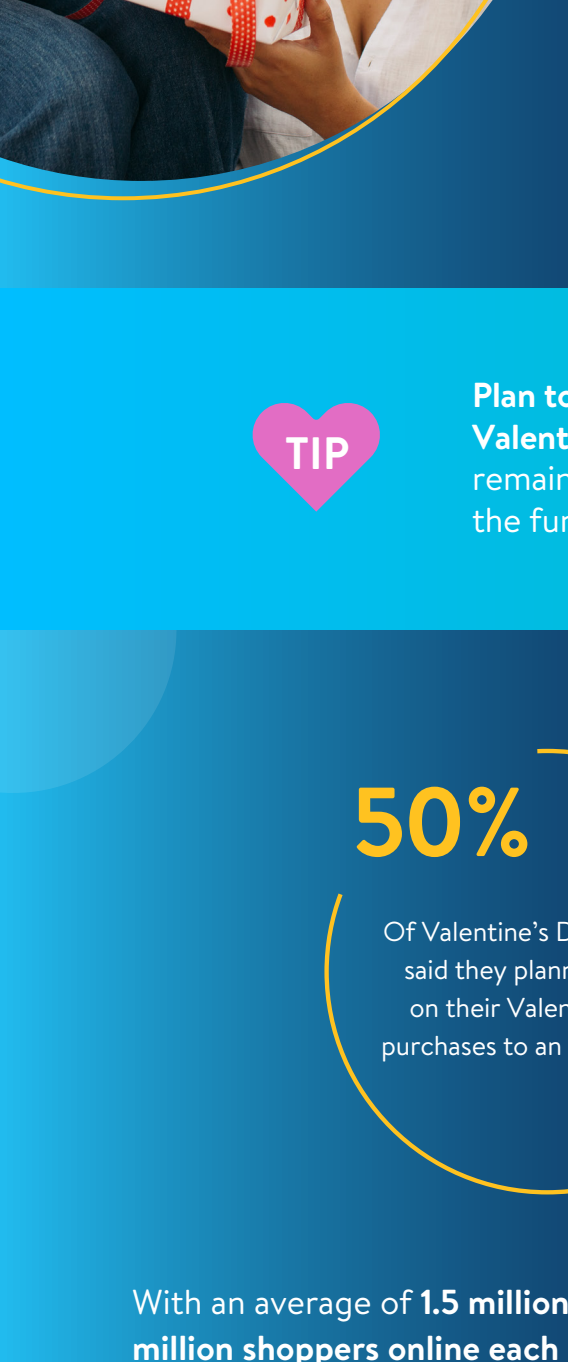
2024

You don't need Cupid's bow & arrow to capture shoppers' hearts this Valentine's Day. Walmart Connect has the right mix of capabilities to help you reach your target audience with precision during this sweet season.

Strong intent to spend

Nearly half (48%) of Canadians celebrate Valentine's Day, and intend to purchase cards, gifts, chocolates and other items to mark the occasion.¹

In 2023:



84%

Of those who planned to celebrate Valentine's Day intended to spend the same or more for the event compared to the previous year.¹

~1/2

(48%) of Canadian Valentine's Day shoppers normally spend more than \$50 to celebrate the occasion.¹

7-in-10

Valentine's Day shoppers plan to make their purchases in the 2 weeks leading up to the event.¹

TIP

Plan to increase your presence with display advertising during the Valentine's shopping season. Use Walmart display advertising to remain top-of-mind with customers and move them further down the funnel, then use search advertising to help convert them.

50%

Of Valentine's Day shoppers said they planned to tack on their Valentine's Day purchases to an existing trip.¹

2-in-3

Canadians normally shop at Food & Beverage and Big Box Retailers like Walmart for Valentine's Day.¹

With an average of 1.5 million shoppers in store each day and 1.5 million shoppers online each day, Walmart is the perfect destination to reach Canadians as they shop for Valentine's Day.

Top 3 Valentine's Day gifts & items Canadian shoppers purchase to celebrate the holiday:

55%

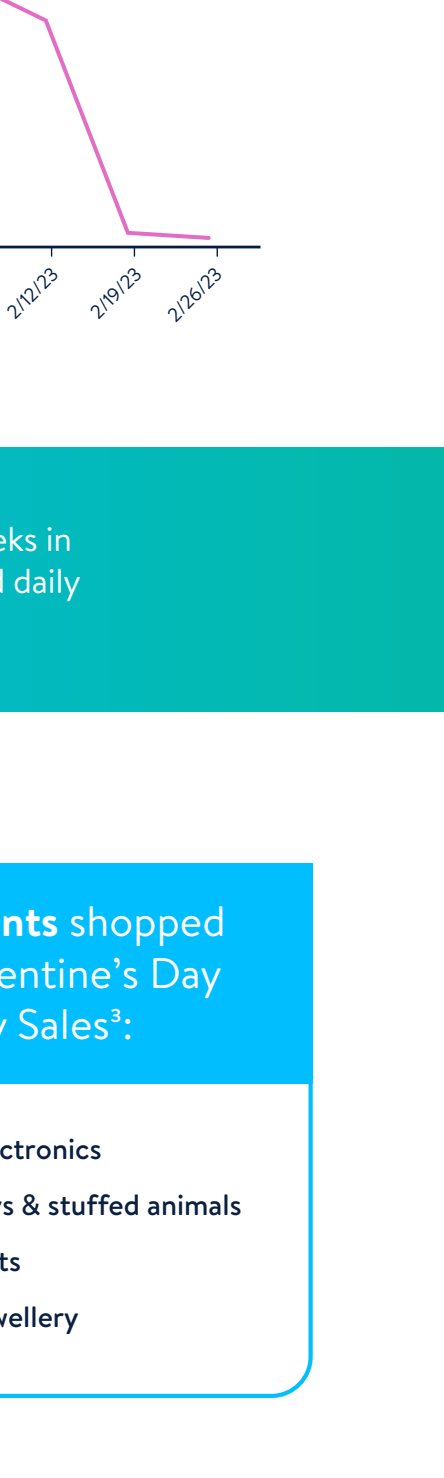
Food / Alcohol / Candies / Restaurants¹

29%

Flowers¹

13%

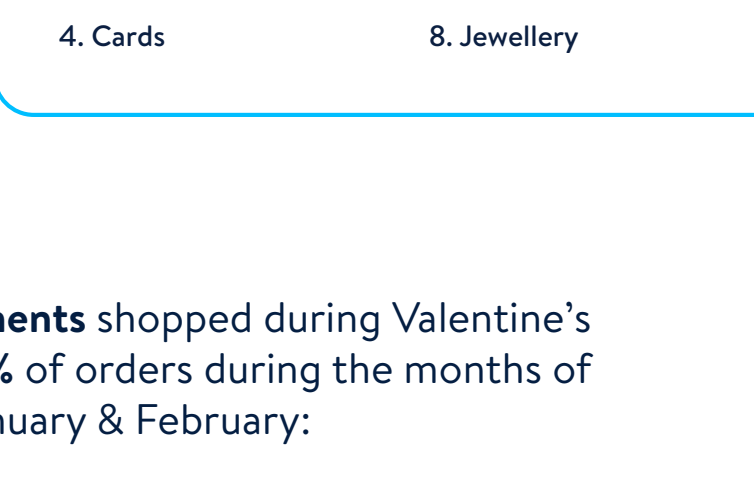
Jewellery¹



Walmart is a top destination for Valentine's Day shopping and planning

Search volume for Valentine's terms picks up in mid-January, rapidly increasing through the first two weeks of February before the holiday.

Valentine's Day 2023 WMC Search Volume²



TIP

Start planning search campaigns at least four weeks in advance of Valentine's Day to test bid ranges and daily budget caps.



Top Walmart departments shopped during the week of Valentine's Day in 2023, ranked by Sales³:

1. Chocolate and candies
2. Beauty
3. Apparel
4. Cards
5. Electronics
6. Toys & stuffed animals
7. Gifts
8. Jewellery

The top 3 departments shopped during Valentine's week made up **86%** of orders during the months of January & February:

44%

Chocolates & candies

26%

Beauty

16%

Clothing

Top Valentine's search terms on Walmart.ca during Valentine's 2023²

Branded smart watch
Tablet
Branded phone
Chocolate
Valentines cards

Candy
Smart watch
Valentines
Valentines day cards kids
Branded chocolate

Most Valentine's searches are unbranded, with cards and confectionary as popular searches representing over half the top 10 searches.

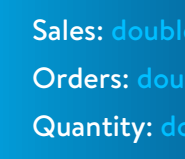
TIP

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

Walmart's Valentine's Day Insights

In 2023:

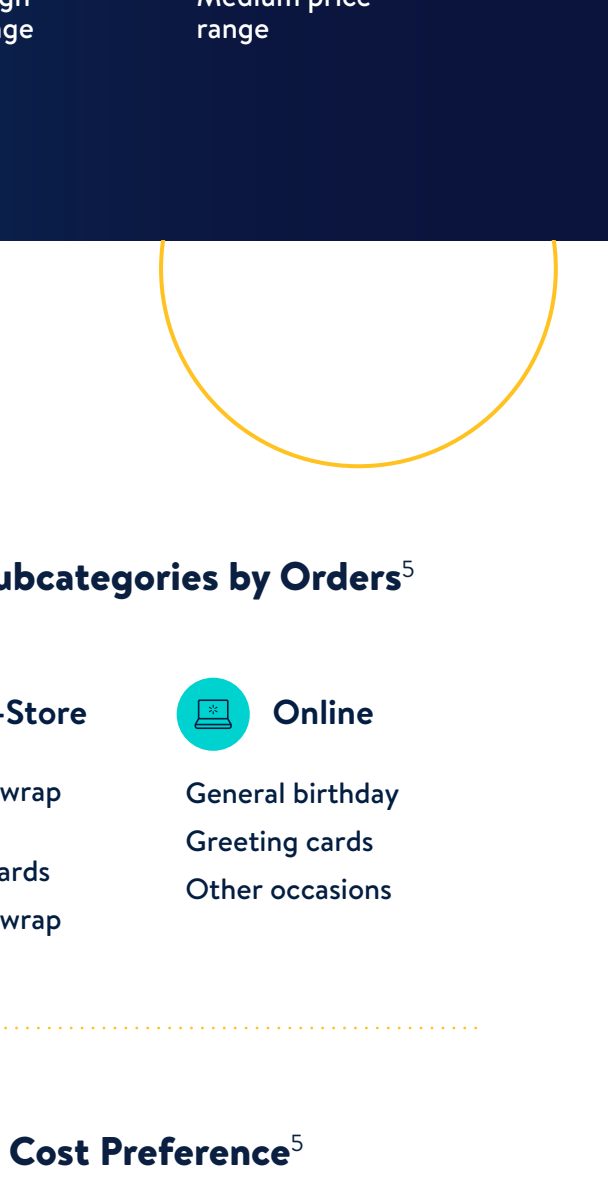
Valentine's Day 2023, WMC YoY Sales Insights⁴



The Chocolates & Candies, Gifts and Jewellery categories all experienced **strong growth in online sales** for Valentine's Day.

The Gifts & Jewellery categories experienced the highest YoY growth, posting **double- and triple-digit increases both online and in-store** for sales, orders and quantities sold.

Shoppers shifted their purchasing from online to in-store for the Beauty, Cards, Toys & Stuffed Toys categories during Valentine's Day 2023 as pandemic recovery continued. All categories experienced double-digit YoY increases for sales, orders and quantities sold in-store.



Time of Day⁵



Across categories, **in-store purchasing** around Valentine's Day most often occurs late in the afternoon, while **online shoppers are more likely to purchase late afternoon to evening.**

TIP

Ensure your search budgets aren't capping out early in the day before the bulk of shoppers make their purchases.

Cost Preference⁵



When buying online, Walmart shoppers tend to buy in the **medium or high-price bands** across most categories around Valentine's Day.

Valentine's Day Category Trends at Walmart

2023 Chocolates & Candies

YoY Growth %⁴

In-Store Sales: double-digit
Orders: single-digit
Quantity: single-digit

Online Sales: double-digit
Orders: single-digit
Quantity: double-digit

Top Subcategories by Orders⁵

In-Store Chocolate
Candy pieces
Large format bars

Online Gummy & chewy candy
Chocolate bars
Marshmallows

Basket Analysis⁵
(Additional purchases by channel)

In-Store Paper products
Laundry
Wrap & food storage

Online Oral care
Laundry
Bathroom tissue

Cost Preference⁵
(Price range by channel)

In-Store Low price range

Online High to medium price range

2023 Beauty

YoY Growth %⁴

In-Store Sales: double-digit
Orders: double-digit
Quantity: double-digit

Online Sales: double-digit
Orders: double-digit
Quantity: double-digit

Top Subcategories by Orders⁵

In-Store Stick deodorants
Cleanser/toner
Mascara

Online Cotton swabs
Hand soap
Face moisturizers

Basket Analysis⁵
(Additional purchases by channel)

In-Store Oral care
Personal wash
Bathroom tissue

Online Paper products
Laundry
Wrap & food storage

Cost Preference⁵
(Price range by channel)

In-Store Low & high price range

Online Medium price range

2023 Cards

YoY Growth %⁴

In-Store Sales: double-digit
Orders: double-digit
Quantity: double-digit

Online Sales: -double-digit
Orders: -double-digit
Quantity: -double-digit

Top Subcategories by Orders⁵

In-Store Everyday wrap
Everyday counter cards
Everyday wrap

Online General birthday
Greeting cards
Other occasions

Basket Analysis⁵
(Additional purchases by channel)

In-Store Impulse confectionary
Holiday
Oral care

Online Paper products
Christmas treats, candy & chocolate
Wrap & food storage

Cost Preference⁵
(Price range by channel)

In-Store High & medium price range

Online Medium price range

2023 Gifts

YoY Growth %⁴

In-Store Sales: double-digit
Orders: double-digit
Quantity: double-digit

Online Sales: triple-digit
Orders: double-digit
Quantity: triple-digit

Top Subcategories by Orders⁵

In-Store Fresh cut flowers
Gifting
Creative products

Online Valentine's gifts & sets
Number candles
Sparklers & multipacks

Basket Analysis⁵
(Additional purchases by channel)

In-Store Impulse confectionary
Oral care
Shampoo & conditioners

Online PS5 consoles
Apple iPads
PS5 accessories

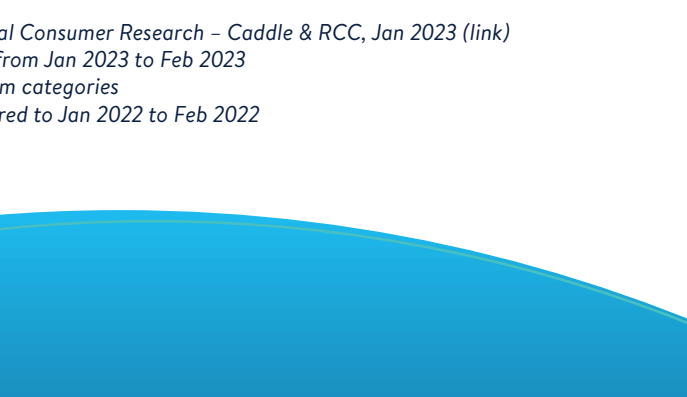
Cost Preference⁵
(Price range by channel)

In-Store High & medium price range

Online High and medium price range

Key Insight:
Tremendous increase in the average order value for online jewellery purchases in the weeks leading up to Valentine's Day.

Valentine's Day 2023 WMC Average Order Value - Jewellery



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Sources:
¹ Valentine's Day Shopping in Canada Survey | National Consumer Research - Caddle & RCC, Jan 2023 (link)
² Adobe Analytics - Walmart Web Engagement Data from Jan 2023 to Feb 2023
³ Walmart IP Data from Jan 2023 to Feb 2023 * custom categories
⁴ Walmart IP Data from Jan 2023 to Feb 2023 compared to Jan 2022 to Feb 2022
⁵ Walmart IP Data from Jan 2023 to Feb 2023