




# Love is in the air at Walmart!

Capture shoppers' hearts and wallets for Valentine's Day with the perfect blend of awareness and precision your brand needs to stand out.

Walmart Connect has the right mix of capabilities and the omnichannel presence to help brands connect meaningfully with shoppers during moments that matter. Feel the love as we share our insights and best practices for the sweetest season of the year.

A circular inset image shows a young man and woman in white t-shirts embracing in a room with large windows. The man is holding a red gift box with a white ribbon. The woman is smiling and looking at the gift.

**FY26**  
Valentine's Day

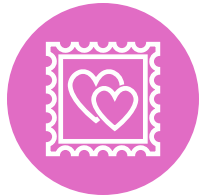


# 1 in 2 Canadians plans to celebrate Valentine's Day and is prepared to spend!<sup>1</sup>



### They are ready to shower their loved ones with gifts

31% of Canadians plan to spend between \$50 and \$99 for Valentine's Day.



### Chocolates, cards & candy

Food and gifts are the top products that shoppers will purchase. 46% of shoppers plan to spend on food, and 28% will be cooking homemade meals on the day.



### Last-minute love

Over half of shoppers shop 1 to 2 weeks in advance, while 24% leave it until the last minute, shopping 1 to 2 days in advance.



**91%**  
of Canadians celebrating Valentine's Day will make a purchase

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



# Walmart is a one-stop shop for love

The most popular Valentine's Day categories in Canada are expected to be similar to last year's, with 80% of Canadians planning to spend the same or more on gifts and preparations!<sup>3</sup>



**32%**

Will shop at a mass retailer for Valentine's Day.<sup>3</sup>

In 2024, top-shopped Valentine's Day categories were:<sup>2</sup>



**35%**  
Grocery



**20%**  
Electronics



**20%**  
Toys



**12%**  
Gaming

For 2025, Valentine's Day shoppers are most likely to buy across these key categories:<sup>3</sup>



**27%**  
Gifts



**69%**  
Food



**39%**  
Decorations & Party Supplies



**25%**  
Candy

<sup>2</sup>Walmart 1P data from November 2023 to December 2023

<sup>3</sup>Numerator Canadian Holiday Insights 2024



# Searching for love in all the right places

The majority of Valentine’s Day searches at Walmart are unbranded and are in categories such as beauty, chocolate and candy, jewellery and gifts and cards. Shoppers are highly influenced by price and deals, rather than just brand names.

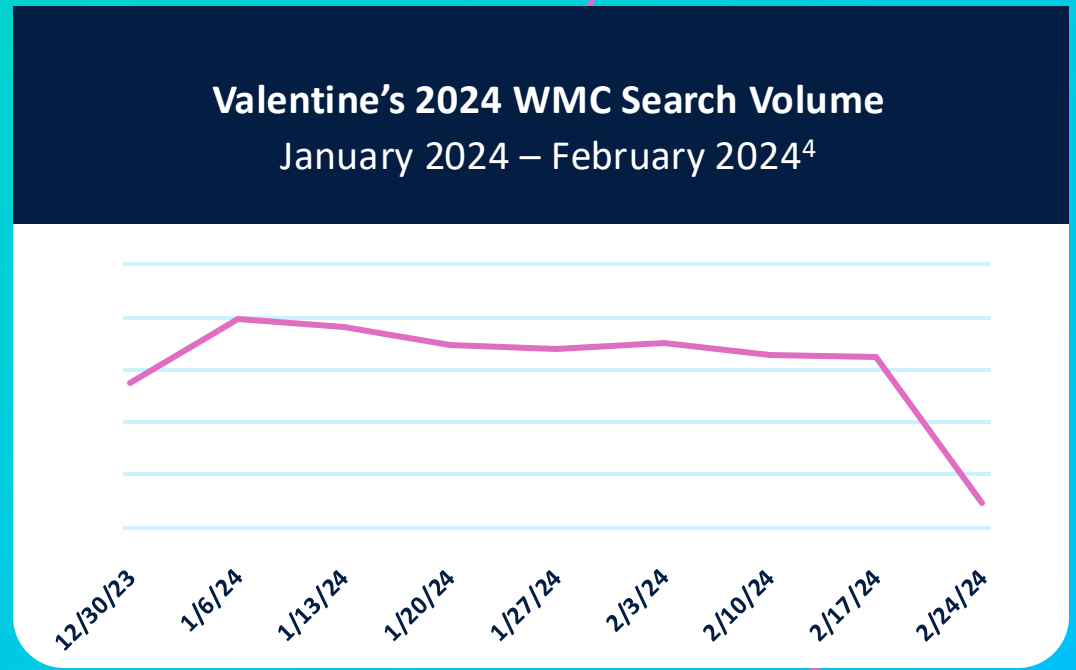
Valentine’s Day searches for toys and stuffed animals are largely brand-focused. Consumer messaging should highlight the value proposition, key brand features and competitive advantage.<sup>4</sup>

**TIP**



Plan to increase your site presence during peak search periods, like the first two weeks of the new year and the final week leading up to Valentine’s Day.

Deliver brand messaging during peak search periods to influence undecided shoppers and keep your brand top of mind.



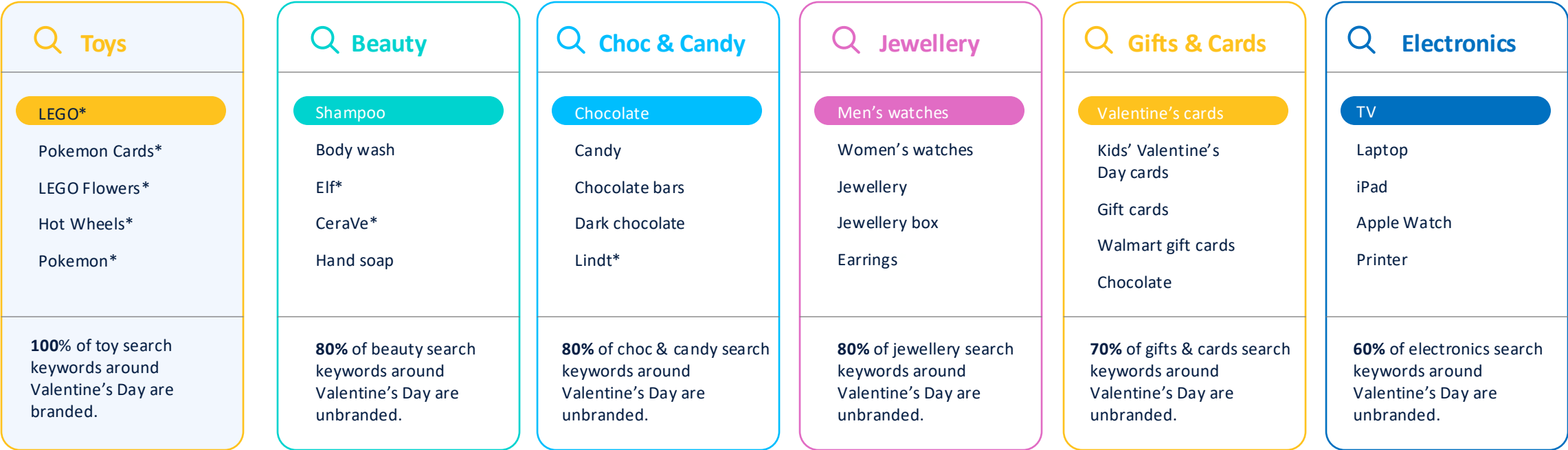
<sup>4</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Shoppers are ready to be wooed for Valentine’s Day

The majority of Valentine’s Day searches at Walmart are unbranded and in categories such as beauty, chocolate and candy, jewellery and gifts and cards. Shoppers in these categories are highly influenced by price and deals, rather than just brand names.

However, Valentine’s Day searches for toys and stuffed animals are largely brand-focused. Consumer messaging for these categories should highlight the value proposition, key brand features and competitive advantage.<sup>5</sup>



\*Branded

<sup>5</sup> Walmart 1P data from Jan. 2024 to Feb. 2024

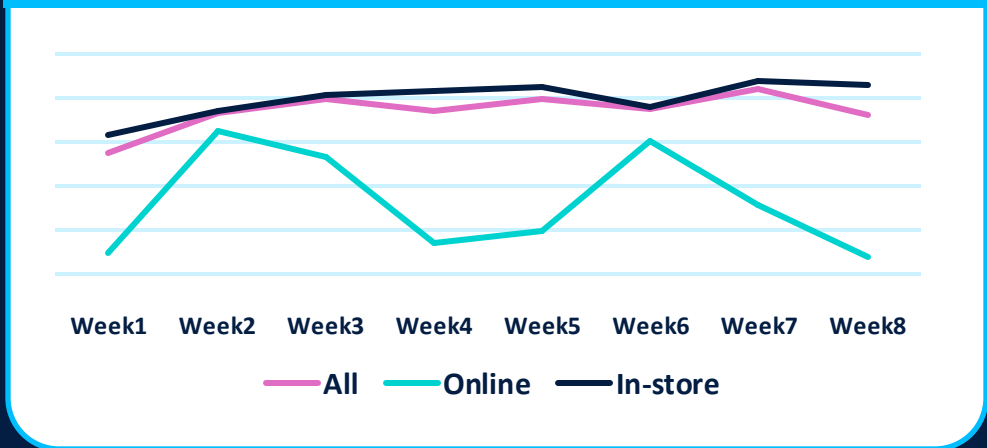


# Multiple waves of Valentine's Day purchasing<sup>6</sup>

The majority of Valentine's Day sales at Walmart occur at the beginning of the year, with a second peak occurring during the week of and following Valentine's Day.

The day of the week significantly impacts when shoppers head to the aisles. Last year, there were major spikes after Valentine's Day, as it fell on a Thursday. A similar trend is likely to occur this year, with Valentine's Day landing on a Friday.

### FY24 Weekly Valentine's Day Sales



#### TIP



Start advertising shortly after the new year to capture the first wave of shoppers.

Keep budgets fluid throughout the season to capture second-wave shoppers. Consider maintaining your presence after the holiday to reach those celebrating the following weekend.

<sup>6</sup> Walmart 1P data from Jan 2024 to Feb 2024





# Chocolate & Candy



# Chocolate & Candy Shopping

## Top Subcategories<sup>7</sup>

Chocolate & Candy essentials purchases include **Cookies, Chocolate Bars and Candy.**


Online



In Store

Chocolate bars	<b>RANK 1</b>	Mainstream cookies
Chocolate milk	<b>RANK 2</b>	Candy pieces
Chocolate chip cookies	<b>RANK 3</b>	Large-format bars

## Top Search Terms<sup>7</sup>

 Chocolate & Candy

- Chocolate
- Candy
- Chocolate bars
- Dark chocolate
- Lindt
- Gummy candy
- Valentine's Day chocolate
- Gummies
- Valentine's candy
- Great value



**TIP**

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

<sup>7</sup>Walmart 1P data from Jan. 2024 to Feb. 2024




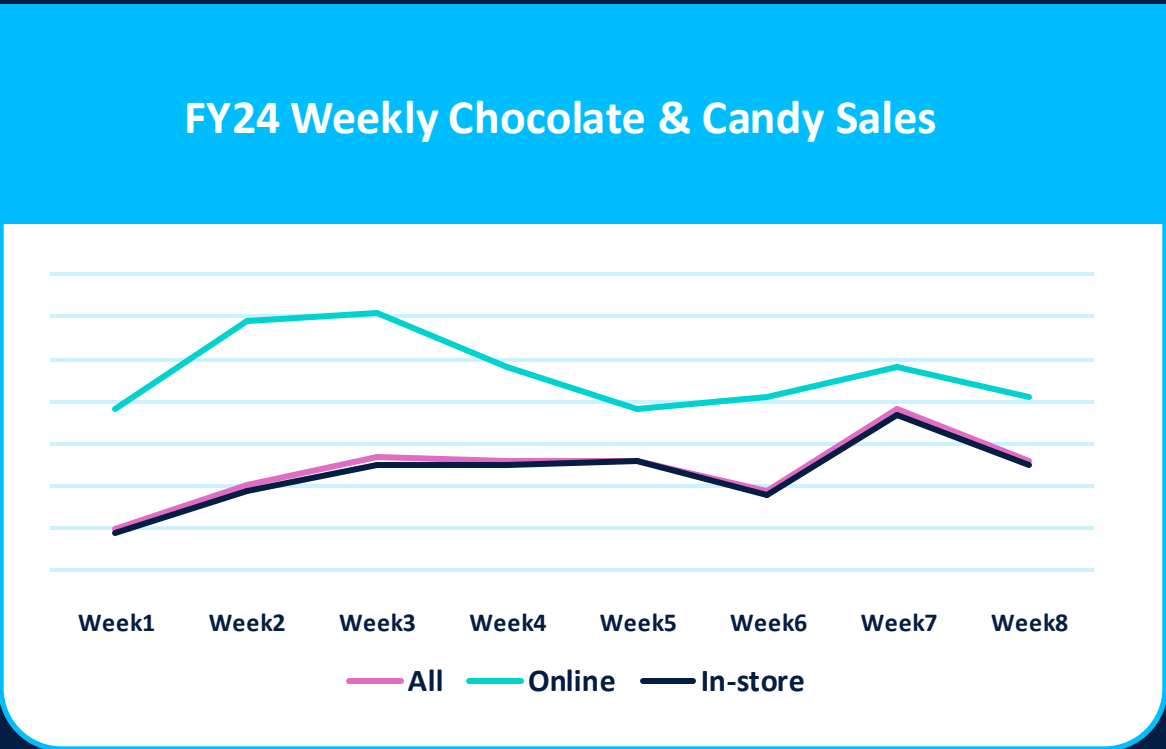


# Chocolate & Candy Shopping

## YoY Sales<sup>8</sup>

The online Chocolate & Candy category saw double-digit sales growth YoY, with a **spike in online sales** during weeks 2 and 3 and a **spike in in-store sales** during week 7.

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



<sup>8</sup> Walmart 1P data from Jan. 2024 to Feb. 2024  
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# Chocolate & Candy Shopping

## Top Cross-Shopped Categories<sup>9</sup>



### Online

1. Fresh vegetables
2. Fresh fruits
3. Cheese
4. Chips
5. Yogurt



### In Store

1. Salty snacks
2. Milk
3. Bananas
4. Soft drinks
5. Pantry breads

**AOV**

Online AOV is **13% higher** than in-store AOV.<sup>9</sup>

<sup>9</sup>Walmart 1P data from Jan. 2024 to Feb. 2024



# Toys & Stuffed Toys



# Toys & Stuffed Toys Shopping

## Top Sub-Categories<sup>10</sup>

Top toy purchases include **dolls and accessories, LEGO and kid's electronics.**

<b>Online</b>		<b>In Store</b>
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Doll playsets	<b>RANK 1</b>	Valentine plush
Dollhouses	<b>RANK 2</b>	Small dolls & collectibles
Teddy bears	<b>RANK 3</b>	Large dolls


## Top Search Terms<sup>10</sup>

🔍 Toys

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LEGO*	Barbie*
Pokémon Cards*	Transformers*
LEGO Flowers*	Squishmallows*
Hot Wheels*	LEGO Star Wars*
Pokemon*	Calico Critters*

**\*Branded**

 *All Top Toy Search Terms are branded*

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.

<sup>10</sup> Walmart 1P data from Jan. 2024 to Feb. 2024  
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# Toys & Stuffed Toys Shopping

## YoY Sales <sup>11</sup>

Toys & Stuffed Toys saw **double-digit sales growth online in week 7.**

**TIP**



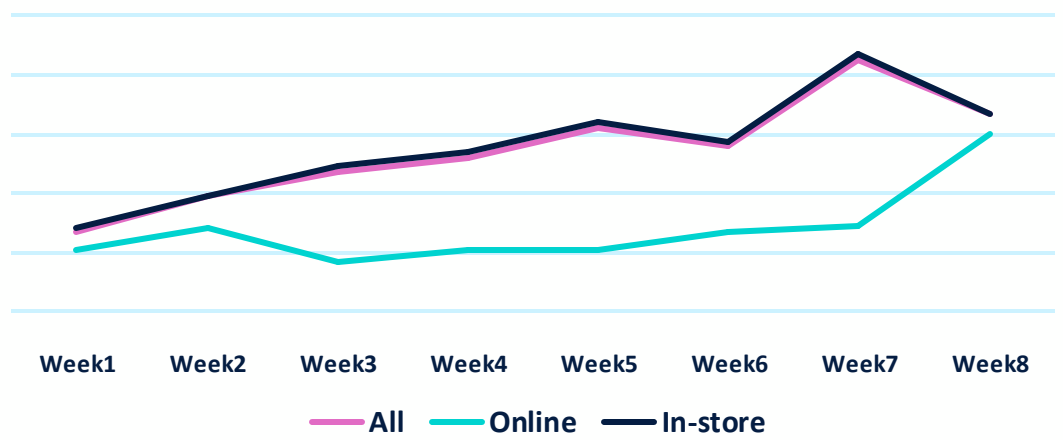
Consider Sponsored Search earlier in the season to capture the first wave of “early bird” online shoppers around weeks 1 to 2.

**TIP**



Toy sales tend to peak in store late in the Valentine’s day season, around weeks 6 to 8. Use in-store tactics such as blades, digital screens and in-store audio to drive users to the toy aisle.

### FY24 Weekly Toys Sales



<sup>11</sup> Walmart 1P data from Jan. 2024 to Feb. 2024





# Toys & Stuffed Toys Shopping

## Top Cross-Shopped Categories<sup>12</sup>



### Online

1. Fresh fruits
2. Fresh vegetables
3. Dairy milk
4. Cheese
5. Chips



### In Store

1. Valentine's Day
2. Salty snacks
3. Impulse confectionary
4. Milk
5. Soft drinks

**AOV**

Online AOV is **1.7x higher** than in-store AOV.<sup>12</sup>

<sup>12</sup> Walmart 1P data from Jan, 2024 to Feb, 2024



# Beauty



# Beauty Shopping

## Top Sub-Categories<sup>13</sup>

Top Beauty purchases include **cleanser, mascara and foundation.**

<b>Online</b>		<b>In Store</b>	
Mascara	<b>RANK 1</b>	Cleanser & toner	
Foundation	<b>RANK 2</b>	Moisturizer	
Cologne	<b>RANK 3</b>	Foundation	

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

Beauty

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Shampoo	Sunscreen
Bodywash	Hair dryer
Elf*	Deodorant
CeraVe*	Makeup
Hand soap	Conditioner

\*Branded

**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.

<sup>13</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



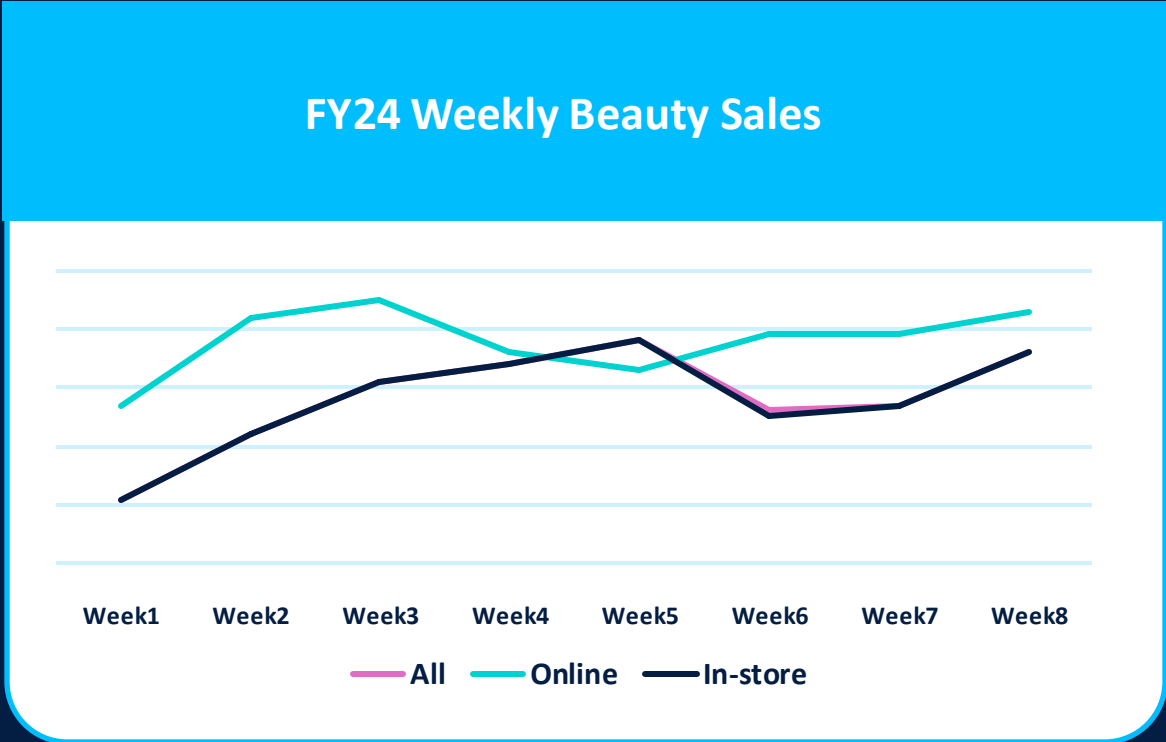
# Beauty Shopping

## YoY Sales<sup>14</sup>

The online Beauty category saw **double-digit sales growth YoY**, with sales spiking in week 3, while in-store sales spiked in week 5.

 **TIP** Consider Sponsored Search earlier in the season to capture the first wave of “early bird” shoppers around weeks 44 to 46.

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



<sup>14</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Beauty Shopping

## Top Cross-Shopped Categories<sup>15</sup>



### Online

1. Fresh vegetables
2. Fresh fruits
3. Dairy milk
4. Cheese
5. Chips



### In Store

1. Salty snacks
2. Oral care
3. Milk
4. Bananas
5. Impulse confection

**AOV**

Online AOV is **1.1x higher** than in-store AOV.<sup>15</sup>

<sup>15</sup> Walmart 1P data from Jan. 2024 to Feb. 2024





# Jewellery



# Jewellery Shopping

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

Top Jewellery purchases include **earrings, watches and rings.**

<b>Online</b>		<b>In Store</b>	
Women's earrings	<b>RANK 1</b>	Fashion jewellery	
Women's rings	<b>RANK 2</b>	Adult watches	
Women's necklaces	<b>RANK 3</b>	Adult sunglasses	

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

Jewellery

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Men's watches	Casio watches*
Women's watches	Timex*
Jewellery	Rings
Jewellery box	Watches
Earrings	Necklaces

\*Branded

**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.

<sup>14</sup> Walmart 1P data from Jan. 2024 to Feb. 2024  
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# Jewellery Shopping

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

The online Jewellery category saw **double-digit sales growth YoY**, with sales spiking in week 3, while in-store sales spiked in week 5.

 **TIP** Consider Sponsored Search earlier in the season to capture the first wave of “early bird” shoppers around weeks 44 to 46.

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



<sup>16</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Jewellery Shopping

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



### Online

1. Women's tops
2. Men's tops
3. Sleepwear
4. Eye
5. Lip



### In Store

1. Salty snacks
2. Impulse confection
3. Milk
4. Bananas
5. Soft drinks

**AOV**

Online AOV is **5.1x higher**  
than in-store AOV.<sup>17</sup>

<sup>17</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Gifts





# Gifts Shopping

## Top Sub-Categories<sup>18</sup>

Top Gifts purchases include **perfume gift sets, fresh-cut flowers, cards and candles.**

<b>Online</b>		<b>In Store</b>	
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Streaming & services	<b>RANK 1</b>	Fresh cut flowers
Perfume gifts set	<b>RANK 2</b>	Gifting
Character & themed candles	<b>RANK 3</b>	Creative products

## Top Search Terms<sup>18</sup>

Gifts

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Gift cards	Valentine's baskets
Gift sets	Valentine's Day gifts for him
Gift bag	Valentine's Day gifts for kids
Walmart gift cards	Gift card
Valentine's Day gifts	Valentine's gift

**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.


<sup>18</sup> Walmart 1P data from Jan. 2024 to Feb. 2024  
PROPRIETARY & CONFIDENTIAL




# Gifts Shopping

## YoY Sales<sup>19</sup>

The online Gifts category saw **four-digit sales growth YoY**, with online sales spiking significantly in weeks 1 and 3.

 **TIP** Consider Sponsored sSarch earlier in the season to capture the first wave of “early bird” shoppers around weeks 44 to 46.

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



<sup>19</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Gifts Shopping

## Top Cross-Shopped Categories<sup>20</sup>



### Online

1. Fresh fruits
2. Fresh vegetables
3. Dairy milk
4. Cheese
5. Chips



### In-Store

1. Salty snacks
2. Impulse confection
3. Milk
4. Holiday
5. Bananas



**AOV**

Online AOV is **4.3x higher**  
than in-store AOV.<sup>20</sup>

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



# Cards



# Cards Shopping


## Top Sub-Categories<sup>21</sup>

Top Cards purchases include **blank cards, other occasion cards and wrapping paper.**

**Online**  **In Store** 


Other occasion cards	<b>RANK 1</b>	Everyday counter cards
Blank cards	<b>RANK 2</b>	Everyday wrapping paper
	<b>RANK 3</b>	Music cards

## Top Search Terms<sup>21</sup>

 Cards

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Valentine's cards	Kids' Valentine cards
Valentine's Day cards - kids	Valentine's cards kids
Valentine's Day cards	Valentine's Day cards for kids
Valentine cards	Valentine's Day cards

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

<sup>21</sup> Walmart 1P data from Jan. 2024 to Feb. 2024  
PROPRIETARY & CONFIDENTIAL





# Cards Shopping

## YoY Sales<sup>22</sup>

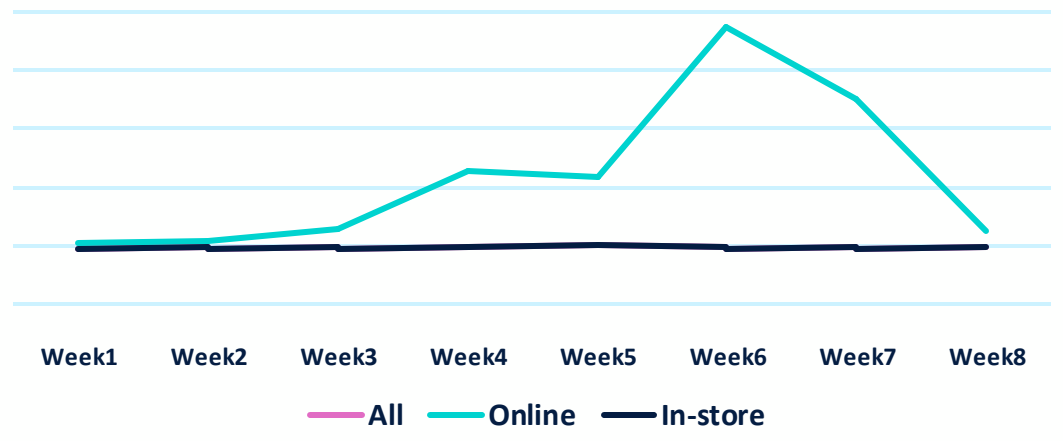
The online Cards category saw **four-digit sales growth YoY**, with online sales spiking significantly in weeks 4 and 6.



### TIP

Card shoppers tend to peak right before the holiday. Consider sponsored search from weeks 3 to 8 to capture shoppers as they enter the market for cards.

## FY24 Weekly Cards Sales



<sup>22</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Cards Shopping

## Top Cross-Shopped Categories<sup>23</sup>



### Online

1. Fresh fruits
2. Fresh vegetables
3. Dairy milk
4. Cheese
5. Chips



### In Store

1. Salty snacks
2. Impulse confection
3. Milk
4. Holiday
5. Bananas



**AOV**

Online AOV is **4% higher** than in-store AOV.<sup>23</sup>

<sup>23</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Electronics



# Electronics Shopping

## Top Sub-Categories<sup>24</sup>

Top Electronics purchases include **tablets, phones and headphones.**

<b>Online</b>		<b>In Store</b>	
Branded tablet	<b>RANK 1</b>	Branded tablet	
Branded phones	<b>RANK 2</b>	Wireless headphones	
Branded laptops	<b>RANK 3</b>	Office accessories	


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

 Electronics

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

\*Branded

 **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.


<sup>24</sup> Walmart 1P data from Jan. 2024 to Feb. 2024




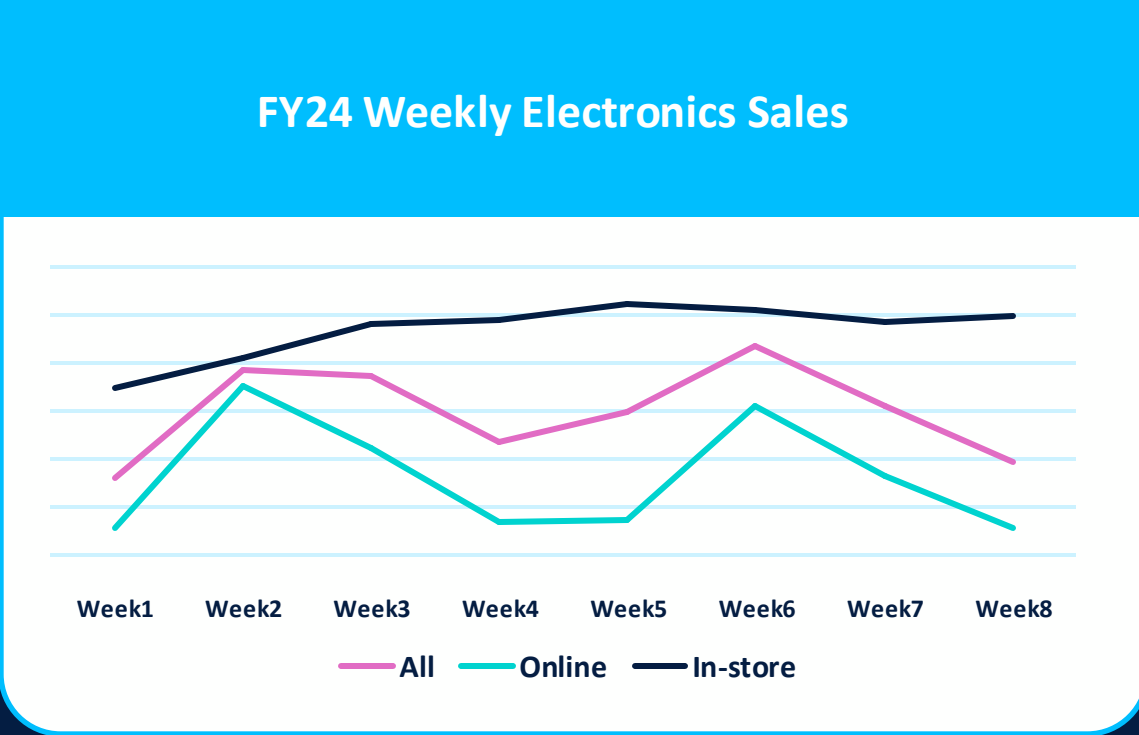
# Electronics Shopping

## YoY Sales<sup>25</sup>

The Electronics category saw **single-digit sales growth YoY** in weeks 5 and 6 in store.

 **TIP** Consider Sponsored Search earlier in the season to capture the first wave of “early bird” shoppers around weeks 1 to 3.

 **TIP** Refresh creative messaging as the season progresses. Second-wave shoppers tend to enter the market around weeks 5 to 7.



<sup>25</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Electronics Shopping

## Top Cross-Shopped Categories<sup>26</sup>



### Online

1. Fresh vegetables
2. Fresh fruits
3. Camera film & film scanners
4. Dairy milk
5. Earbuds



### In Store

1. Eco friendly products
2. Auto repair
3. Salty snacks
4. Milk
5. Soft drinks

**AOV**

Online AOV is **10.4x higher** than in-store AOV.<sup>26</sup>

<sup>26</sup> Walmart 1P data from Jan. 2024 to Feb. 2024



# Signed, Sealed, Delivered

Tips for a successful shopping season.



## WIN MINDS

Capture the attention of your shoppers and win mindshare by showcasing your brand in a big way this holiday. Tap into premium real estate placements such as Homepage and Tile Takeovers and grab your shopper's attention as they start their online shopping journey.



## WIN HEARTS

The majority of Valentin's Day searches are unbranded – build brand love and win over the hearts of your customers by tapping into a blend of tactics like sponsored search and social. This will drive inspiration and ultimately influence.



## WIN WALLETS

Tap into our physical footprint and capture the attention and wallets of your shoppers as they browse the aisles. Walmart Connect has a multitude of in-store opportunities, from audio placements to digital screens to blades. Make sure your brand is the last thing they see before checkout.





Thank you