



# Apparel

# Fashion is finding its moment

Strong online momentum and higher-value in-store baskets create opportunities to engage shoppers across channels.

- The Apparel category saw **consistent in-store sales year over year**, with two spikes in growth.
  - The first occurred in mid-November, aligning with early Black Friday promotions, and the week of December 20, as the holidays draw to a close.
- The average order value was **~1.5x higher in-store, reinforcing the importance of the in-store channel to capture larger baskets and deliver a more tactile experience** for shoppers.
- **Online experienced strong sales growth** throughout the holiday season, with two notable periods of triple-digit growth.
  - From **early November well into the middle of the month, the online channel experienced triple-digit growth**, and experienced a **second, similar spike** from early December until the week of December 20.
- Visibility across channels and throughout the season will be key to **capture attention — and spend**.

## Top online subcategories

1. Sleepwear
2. Ladies' sleepwear
3. Men's underwear
4. Men's sleepwear
5. Men's workwear

## Top in-store subcategories

1. Men's underwear
2. Men's Wrangler denim\*
3. Men's socks
4. Ladies' packaged underwear
5. Sleepwear

\*Branded term

PROPRIETARY AND CONFIDENTIAL



# From search to basket

From cozy comforts to winter essentials, Apparel remains top of mind throughout the holiday shopping journey.

- **Online activity saw an uptick in November, remaining elevated in the weeks leading up to the holidays** in the Apparel category.
- We saw a **total of 52.8M page views last holiday season**, with November accounting for over half of those visits (27M). December continued to see elevated activity, with 25.8 page views, as the conclusion of the holiday season drew near.
- Search sees more consistently elevated activity, recording **12.3M searches overall**, with an almost equal split between November and December.
- These trends could be attributed to **early-season browsing and researching to create the perfect wish list** before shoppers begin to complete their purchases.

## Top search terms

- |                      |                 |
|----------------------|-----------------|
| 1. Minecraft*        | 1. Slippers     |
| 2. Christmas pajamas | 2. Socks        |
| 3. Hello Kitty*      | 3. Snow pants   |
| 4. Stranger Things*  | 4. Winter boots |
| 5. Bluey*            | 5. Stitch*      |



With 50% of the top search terms being branded, Sponsored Search can be a critical part of your strategy to capture attention and influence purchase decisions.

# Style a winning holiday strategy

Capture attention across every touchpoint, from early gift inspiration to high-intent purchase moments.

## Create an experience



**Activation spaces** allow you to craft your own, branded experiences at Walmart stores across the country. Inspire shoppers with an engaging holiday-themed experience, such as an ugly sweater creation space.

## Stand out at discovery



Use **Sponsored Search** to help engage with shoppers as they search for the perfect gifts, capturing attention and influencing their purchase decisions.

## Be visible during scroll



**Onsite Display** placements target shoppers across the funnel, showcasing your products as they explore our site and app for the perfect holiday items.

# We're here to support your marketing goals

Put Walmart Canada's scale, reach, and capabilities to work for your brand with an omnichannel strategy that delivers results this holiday season.

Let's spark sales.

