



Electronics

Early-season momentum powers holiday Electronics sales

The category experienced the most growth in November.

- The Electronics category experienced **year-over-year growth, driven primarily by the online channel.**
- **There are two key periods of growth for the online channel**, falling end of November (week of November 22) and mid-December (weeks of December 6 and December 13).
- **In-store, year-over-year sales saw growth in the final two weeks of November**, before returning to more consistent levels of sales throughout December. This is **likely tied to promotional periods**, such as Black Friday and Cyber Monday, where visibility will be key to capture shopper spend as they navigate the department with the intent to buy.
- **In-store AOV is roughly 2.1x higher than online**, underscoring the value of in-store touchpoints and visibility for driving consideration and conversion.

Top online subcategories

1. Apple*
2. Televisions
3. Phones
4. Computer and monitors
5. Cameras and camcorders

Top in-store subcategories

1. Television
2. Apple*
3. Printers and Ink
4. Headphones
5. Computers and monitors

*Branded term
Walmart first-party data, October 2025–January 2026.
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From search to basket

Visibility during peak browsing and search activity is key to winning holiday Electronics shoppers.

- **Page views peaked in November**, reaching 15.3M, before beginning to drop in December as the holiday season came to a close, recording 12.6M views.
 - This can likely be attributed to **early-season browsing and researching to create the perfect wish list** before shoppers begin to complete their purchases.
- Similarly, **search also peaks in November with 4.9M searches**. December recorded 4.6M searches, as activity from the holidays began to slow towards the new year.
- **Early-season browsing builds consideration, but conversion intent peaks closer to Christmas.**
- **Visibility in November through strategic online placements as shoppers search and browse is key** to capture attention and drive awareness and consideration.
- **Presence as shoppers finalize decisions and complete purchases into December** will keep your brand top of mind.

Top search terms

- | | |
|-----------------|----------------|
| 1. iPad* | 6. Laptop |
| 2. Apple watch* | 7. Smart TV |
| 3. AirPods* | 8. Tablet |
| 4. TV | 9. TVs smart |
| 5. iPhone* | 10. Headphones |



To capture shoppers at every stage of their shopping journey, ensure you're activating your holiday media strategy early, capturing the height of activity in November.

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Walmart first-party data, October 2025–January 2026.

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Craft a fully charged holiday strategy

From early gift inspiration to last-minute purchases, an omnichannel approach helps you stay visible during the holidays.

Capture attention and drive consideration



As shoppers browse for gifts and compare options, **TV Walls** and **In-Store Audio** help your brand stand out during key holiday shopping moments, driving awareness and consideration before purchase decisions are made.

Stand out from the crowd



Onsite Display placements put you front and centre during the holiday season, keeping your brand visible across site and app as shoppers build wish lists and discover gift ideas.

Boost discovery and influence purchases



As holiday shoppers move from browsing to buying, **Sponsored Search** becomes critical to capture high-intent demand at the point of decision, ensuring brands remain visible when choices are being made and baskets are formed.

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.

