



Holiday Insights



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Making spirits bright — and baskets bigger

The holiday season is a critical period when shopper activity, spend, and engagement accelerate.



Last year, the holiday season presented a **roughly \$20.3-billion-dollar opportunity** in Canada.¹ Ahead of last year's holiday, **73% of holiday shoppers shared that they planned to maintain or increase their budgets**, an upwards trend we can expect to continue into the 2026 holiday.²

As the season picks up, retailers have the chance to **meet shoppers in every moment that matters** — whether they're planning ahead or racing to check off that last item on their list. Showing up early, staying visible, and keeping pace with shopper momentum is what allows you to **turn holiday buzz into real results**.



86%

of Canadians are planning to celebrate over the holidays this year³

62%

of celebrants intend to give gifts as part of their holiday celebrations³

¹Nerdwallet, 2025 Canadian Holiday Spending Report, November 2025.
²Leger and RCC, Holiday Shopping Survey 2025, October 2025.
³Numerator, 2026 Canada Annual Holiday Preview Consumer Survey Report, January 2026.

Walmart shoppers are checking items off their lists well in advance

As the holiday season unfolds, retailers play a pivotal role in shaping how and when shoppers engage.

Those who **activate early, remain consistent, and align with evolving shopper needs are best positioned** to capture share and maximize impact during this high-stakes period.

Walmart shoppers plan to spend roughly \$670 on holiday shopping this year.

43%

of shoppers **begin their shopping before November**, with an additional 35% planning to start in November¹

40%

of shoppers say they are **more impulsive during the holidays** — leaving room for you to capture attention and drive spend²

¹Leger and Walmart, Omnibus Report, May 2026.

²Leger and RCC, Holiday Shopping Survey 2025, October 2025.





Every holiday touchpoint is an opportunity

Shoppers are moving seamlessly between online and in-store channels — capturing their attention requires you to be present at multiple touchpoints.



61%

plan to shop in-store for the holidays this year¹



59%

will browse in store for ideas²



60%

plan to shop online¹



46%

are likely to start their holiday shopping online, looking for holiday products, ideas, or deals¹

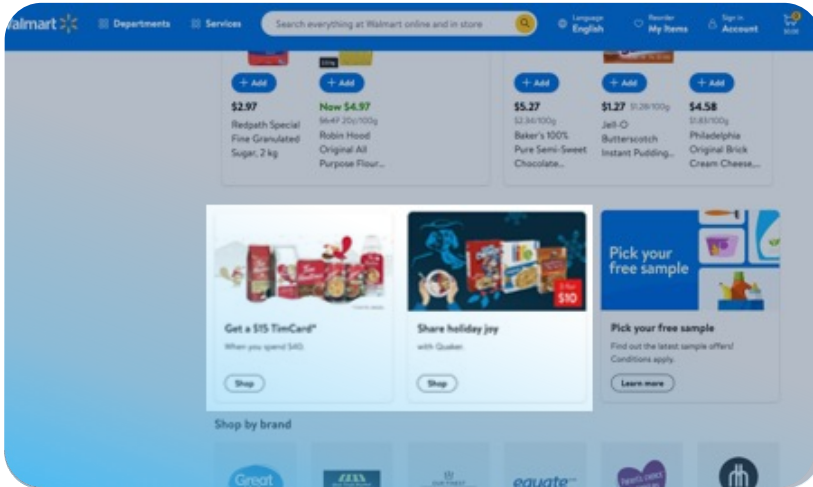
¹Leger and Walmart, Omnibus Report, May 2026.
²Leger and RCC, Holiday Shopping Survey 2025, October 2025.



Win the moments that matter

An omnichannel strategy can drive awareness, consideration, and spend this holiday season.

Drive online discovery



As holiday shoppers search for inspiration, compare products, and build lists in advance, **Sponsored Search** and **Onsite Display** capture intent early and give your brand visibility at key moments across our site and app.



Reach shoppers in store



In-store is a critical moment of conversion. High-impact placements at the shelf, such as **Blades** and **Wobblers**, or interactive moments, like **Sampling** or **Activation Spaces**, set your brand apart and drive purchases.



Appendix

Holiday-specific insights

Capture the opportunity: Christmas

Christmas brings families and friends together for celebrations across the country. With traditions such as exchanging gifts and sharing meals, it's a time that fosters connection, reflection, and togetherness. An important moment for celebrants, it is also a critical time for brands to be present, connect with shoppers, and influence spend.

Shoppers are planning well in advance and are set to spend

75%

of those celebrating plan one month or more in advance

74%

of celebrants are planning on purchasing food items, the top category of expected spend

64%

plan to celebrate Christmas at home, and 59% say they will decorate their home

62%

intend to give gifts



Capture the opportunity: Hannukah

Hanukkah, also known as the Festival of Lights, is an eight-day Jewish holiday that brings families and communities together through shared traditions, including festive meals, songs, games, and the exchange of small gifts. It's an important moment of reflection, warmth, and connection centred on tradition and togetherness. Typically occurring in the latter half of the holiday season, it presents a key moment to ensure you're connecting with shoppers to capture share of spend.

Shoppers are staying in and focusing on food and gifts

69%

intend to give gifts

64%

of celebrants are planning on purchasing food items, the top category of expected spend

63%

are planning 2 months or less in advance of the holiday

57%

plan to celebrate at home



Capture the opportunity: New Year's Eve

New Year's Eve marks the grand finale of the holiday season, a celebratory moment when reflection meets anticipation. As one of the most widely recognized festivities worldwide, it brings people together to commemorate the year gone by while ushering in new beginnings. From festive gatherings and countdowns to midnight, it is a key moment to ensure you're connecting with shoppers to capture share of spend.

Shoppers are staying in and focusing on food for the holiday

70%

of Canadians plan to celebrate New Year's Eve

76%

of celebrants are planning on purchasing food items, the top category of expected spend

68%

are planning 2 weeks or less in advance of the holiday

59%

plan to celebrate at home





Toys

Where holiday shoppers discover Toys

The category sees early activity, sustained throughout the holidays.

- The Toys category **grew year over year**, with both the online and in-store channels recording double-digit sales growth.
- The **online channel sees the most growth early in the season**, with mid to late November being a key period for these shoppers. The **second week of December also sees a spike** in sales.
- End of November saw increased in-store sales growth, followed by consistent year-over-year sales in early December. **The second-to-last week of December is a key time for in-store shoppers**, experiencing the most significant year-over-year sales growth.
- **Online AOV is roughly 2.2x higher than that of in-store**, reflecting increased trust in and propensity to shop the category online.

Top online subcategories

1. Collector cards
2. Construction toys
3. Preschool toys
4. Dolls
5. Action figures

Top in-store subcategories

1. Construction toys
2. Toy vehicles
3. Dolls
4. Preschool toys
5. Action figures



From search to basket

Browsing builds a list while search has them checking it twice — and converting.

- **Online activity remained consistently elevated** in the weeks leading up to the holidays, before dropping off in January.
- **Page views peaked in November**, reaching 16.8M before dropping slightly in December, recording 16.2M 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.
- **Search** sees the opposite, **peaking in December, with 8.7M searches**. As shoppers become clearer on the exact items they need to shop, they likely begin to use the search bar to expedite their online shops.
- **Early-season browsing builds consideration, but conversion intent peaks closer to** Christmas.
- November is a key window for discovery and December is critical for capturing demand through search-driven visibility.

Top search terms

- | | |
|-------------------|---------------------|
| 1. Lego* | 6. Pokemon TCG* |
| 2. Pokemon cards* | 7. Squishmallows* |
| 3. Pokemon* | 8. Calico Critters* |
| 4. Hot Wheels* | 9. Board games |
| 5. Barbie* | 10. Lego Star Wars* |



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

Build a winning Toy strategy

Capture attention with a strong omnichannel approach to engage with shoppers, drive consideration, and boost sales.

Inspire through unique experiences



Activation Spaces allow you to build a unique experience to have children and parents discover your toys. **Enhanced Demos** can send shoppers throughout the aisles on a scavenger hunt, bringing visibility to your products and creating connection.

Stand out from the crowd



Onsite Display placements can drive early gift inspiration as shoppers browse across site and app during the holiday rush. Stay visible throughout the journey, building awareness during wish list creation and reinforcing consideration.

Connect with online shoppers



As 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.



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.

*Branded term

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.



Grocery

Bringing holiday traditions to the table

Grocery is a central part of holiday planning, bringing opportunities for brands to connect with shoppers as they prepare to host and celebrate.

- Grocery experienced **year-over-year growth, primarily driven by the online channel.**
- **In-store, the final week of December — the week of Christmas — saw the highest growth in sales year over year.**
 - Throughout November and December, the channel saw single-digit or consistent sales compared to the prior year, **reinforcing Walmart as a consistent destination for shoppers, including during the busy holiday season.**
- **Online experienced double-digit sales growth** throughout November and December, **reaching a peak in the final week of December.** This growth signals the **increased adoption of online grocery shopping, especially as the season becomes increasingly busy** and shoppers look to cross off their to-do lists as celebrations and time with family are prioritized.

Top online subcategories

1. Milk
2. Fresh poultry
3. Soft drinks
4. Yogurt
5. Salty snacks

Top in-store subcategories

1. Milk
2. Soft drinks
3. Salty snacks
4. Hot beverages
5. Fresh poultry



From search to basket

From festive feasts to everyday essentials, Grocery plays a central role in holiday celebrations.

- **Online activity consistently grew leading up to the holidays.** November and December were key periods for both browsing and searching across our site and app.
 - November recorded 23.9M page views, with December seeing 24.9M visits, a total of **48.8M over the two months.**
 - **66.2M searches were made over November and December,** with December alone recording 35.4M searches as gatherings took place in the latter half of the month.
- November is a key window for discovery through browsing, and **December is critical for capturing demand through search-driven visibility.**



To capture shoppers at every stage of their shopping journey, ensure you're activating your holiday strategy early while remaining visible throughout December.

Cooking up a perfect strategy

Shared meals play a significant role during the holidays — an omnichannel approach can help secure your place at the table.

Drive purchases at the shelf



Take advantage of signage such as **Blades** and **Wobblers** to engage with shoppers at the shelf, or leverage **Deli Screens** to spark inspiration during grocery shops. **Sampling** is another great way to connect with shoppers, inviting them to experience your products and drive purchases — and can even be enhanced to include additional banners or pricing

Be visible to drive awareness



Drive awareness and consideration by being visible throughout the shopper journey using **Onsite Display**. From exploratory scrolling to time of purchase, connect with online shoppers during this key shopping season.

Boost discovery and influence purchases



As shoppers move from browsing to buying, **Sponsored Search** becomes critical to capture attention at the point of decision. Highlight holiday-exclusive products and staple goods, and remind shoppers of weekly shop essentials through these highly visible placements and when purchase intent is heightened as they search our site and app.



Sweet opportunity: Chocolate & Candy

- The Chocolate and Candy subcategory saw **notable growth last holiday season, predominantly online**, presenting an opportunity to increase visibility, drive consideration, and boost conversion amongst these shoppers.
- The online channel experienced **double-digit growth from November into December** last season.
 - The **week of December 20 was a period of particularly high year-over-year growth.**
 - An online **presence from early holidays right until the end will be key**, as we see shoppers turning to the online channel for their sweet treats.
- The subcategory saw **11.5M searches and 9.4M page visits, with December recording higher activity** in both regards than November.
- While the online channel drove the category’s growth, in-store should not take a back seat. The in-store channel saw consistent, moderate growth throughout the season, experiencing the highest year-over-year growth the week of December 20 as well.
- The average order value is on par across channels, with the in-store channel marginally higher.
- An omnichannel strategy will be key to capture these shoppers and maximize your reach this holiday season.

Top search terms

- | | | |
|--------------------|-------------------|------------------------|
| 1. Chocolate | 5. Lindt* | 8. Chocolates |
| 2. Candy | 6. Gum | 9. Christmas chocolate |
| 3. Chocolate bars | 7. Dark chocolate | 10. Marshmallows |
| 4. Ferrero Rocher* | | |

*Branded Term
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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

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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.



Seasonal

Inspiring holiday moments

Strong online growth and late-season in-store demand create opportunities to engage shoppers across channels.

- Seasonal shoppers are **increasingly turning online for their holiday needs, with the channel experiencing double-digit year-over-year growth** last year.
- We see activity begin to build in mid-November, remaining elevated over the following four to five weeks. **Mid-December recorded the highest level of growth, in the triple-digits.** Shoppers are online early, browsing and searching, but are increasingly converting later.
- The **average order value was 1.36x higher online** than in-store.
- Where online drove early-season momentum, **in-store was key in the last weeks of December**, playing a critical role in capturing last-minute seasonal purchases.
- From early-season inspiration online to last-minute purchases in-store, **an omnichannel strategy helps brands stay visible throughout the holidays.**

Top online subcategories

1. Christmas tree
2. Holiday décor items
3. Tree decorations
4. Lights
5. Outdoor décor

Top in-store subcategories

1. Tree decorations
2. Lights
3. Holiday décor items
4. Gift wrapping items
5. Outdoor décor



From search to basket

Seasonal shoppers start early, browsing and searching for holiday essentials that bring their celebrations to life.

- Online activity saw an uptick in November, remaining elevated in the weeks leading up to the holidays.
- The category recorded a **total of 13.6M page views over the last holiday season**, with November accounting for the majority of visits (8.3M) as shoppers browsed for their perfect items.
 - While views dropped into December, activity remained elevated at 5.3M.
 - Many shoppers are exploring our site and app early to craft their shopping lists and make the most of decorating their homes for the holidays.
- While page views outpace search, it's clear that a number of shoppers have an idea of the items they are looking for, with **4.7M searches recorded. November saw the highest search activity with 3.1M searches**, with December seeing 2.6M searches.

Top search terms

- | | |
|------------------------|--------------------------|
| 1. Christmas tree | 1. Christmas clearance |
| 2. Advent calendar | 2. Christmas decorations |
| 3. Grinch* | 3. Gift card |
| 4. Christmas lights | 4. Wrapping paper |
| 5. Christmas ornaments | 5. Gift set |



To capture shoppers at every stage of their shopping journey, ensure you're activating your holiday strategy early as shoppers begin to gather their seasonal items.

*Branded term

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

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Designing the perfect holiday strategy

An omnichannel approach captures attention, inspires purchases, and drives conversion throughout the holiday season.

Drive discovery at the shelf



Look to drive inspiration and influence purchase decisions by leveraging **Side Gables** placed at the end of the aisle. These placements capture attention in high-traffic areas and engage shoppers through an integrated QR code and details on store location, that bridges physical and digital shopping and drives discovery.

Be visible to drive awareness



Drive awareness and consideration by being visible throughout the shopper journey using **Onsite Display**. From exploratory scrolling to time of purchase, leverage these onsite placements to connect with online shoppers during this key shopping season so you're added to their wish list!

Boost discovery and influence purchases



As shoppers move from browsing to buying, **Sponsored Search** becomes critical to capture attention at the point of decision. Highlight holiday-exclusive products, the perfect décor, or a thoughtful gift through these highly visible placements across our site and app.

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.

