



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
PROPRIETARY AND CONFIDENTIAL



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.

