



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.

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.

