



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.

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.

