Valentine's Day Insights

Walmart Connect

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Capture hearts — and baskets — this Valentine's Day

Valentine's Day marks **one of the year's first emotionally driven shopping moments**, celebrating connection and love of all types. This holiday creates a meaningful opportunity to engage shoppers as they celebrate the people who matter most, including themselves.

According to a holiday preview study**, 57% of Canadians planned on celebrating Valentine's Day last year**.[1] A separate study found that **85% of celebrants intended to maintain or increase their spending on Valentine's Day–related purchases** compared to the prior year.[2]

Strong celebration and spending intentions point to continued demand this Valentine's Day. Understanding how shoppers plan to spend can help brands identify key opportunities to engage them.

68%

of Canadians celebrating are very or somewhat likely to buy Valentine's Day–themed products[1]

60%

of those celebrants plan to buy food items[1]

[1] *Numerator Canadian Holiday Insights 2025.*
[2] *RCC x Caddle, Valentine's Day 2025 Shopping in Canada Survey | National Consumer Research– Caddle & RCC, January 2025.*
No endorsement of third-party data sources.

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Turn early planning into purchases

Winning Valentine's Day starts before February 14, as shoppers move through a journey of inspiration, discovery, and purchase.

Nearly half of shoppers begin preparing one to two weeks in advance of Valentine's Day, while 23% wait until the final couple of days. Just over a quarter of those celebrating start planning one or more months in advance.

For brands, this creates an **opportunity to build awareness early, remain visible as consideration grows, and capture purchases** as Valentine's Day approaches.

How are shoppers planning to celebrate?

66%

plan to celebrate Valentine's Day at home

56%

celebrate the occasion with their partner or family



[1] *Numerator Canadian Holiday Insights 2025*
No endorsement of third-party data sources

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Driving connection

Walmart is uniquely positioned to connect with shoppers across every stage of the purchase journey.

45%

of Walmart shoppers celebrate Valentine's Day[1]

74%

say that Walmart is a location they would consider shopping at for Valentine's Day[1]

74%

expected to make purchases in physical stores last Valentine's Day[2]

56%

of shoppers intended to make a dedicated shopping trip last year, up from 51% in 2024.[2]

[1]*Walmart x Leger, OMNI Study, August 2026.*
[2]*RCC x Caddle, Valentine's Day 2025 Shopping in Canada Survey | National Consumer Research– Caddle & RCC, January 2025.*
No endorsement of third-party data sources

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From inspiration to action

Connect with Valentine's Day shoppers across online and in-store channels.

Spark online discovery



As shoppers search for inspiration, compare products, and make purchase decisions, **Sponsored Search** and **Onsite Display** give your brand visibility at key moments across our site and app.

Stand out 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** can set your brand apart and drive purchases.

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Beauty

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Beauty shines across channels

From self-care essentials to beauty-enhancing products, shoppers turn to both online and in-store channels.

- The category experienced **growth over last year's holiday period across both channels**.
  - **In-store, the greater period of growth occurred in February**, in line with a need to acquire products more quickly as Valentine's itself draws near.
  - January saw the most year-over-year growth in the online channel, as shoppers had more time to allow for delivery while preparing for the big day in advance.
- Beauty missions differed across channels. **Online shoppers** gravitated toward facial cosmetics and hair styling as they **sought out products that made them look and feel their best**, while **in-store** shoppers purchased more personal care essentials, supporting both **self-care and gifting occasions**.
- **Online AOV is roughly 1.16x higher than that of in-store**, reflecting increased trust in and propensity to shop the category online.

Top online subcategories

1. Face cosmetics
2. Hair styling products
3. Shampoos and conditioners
4. Deodorant and antiperspirant
5. Personal wash

Top in-store subcategories

1. Hand and body lotion
2. Personal wash
3. Shampoos and conditioners
4. Deodorant and antiperspirants
5. Face cosmetics



Walmart first-party data, January–February, 2026.

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Browsing inspires — Search converts

Beauty shoppers move from discovery to intent through Search, creating valuable opportunities to influence purchase decision.

- The category saw a **total of roughly 3M searches** during the key holiday period.
  - The **highest activity was seen in January with 1.7M searches** in the category, pointing to early-season browsing and conversion.
  - **February saw 1.4M searches**, signaling online activity remains strong even as Valentine's Day creeps closer.
- **January and February experienced similar unique visitor activity.** February recorded the higher count at 889.2K, whereas January saw 852K.

Top search terms

1. CeraVe*
2. elf*
3. Lip balm
4. Mascara
5. Face wash
6. Bubble skincare*
7. CeraVe moisturizing cream*
8. eos*
9. NYX*
10. Nail polish

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

Walmart first-party data, January–February, 2026.
**Branded Terms*

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Strategic placements to capture attention

Craft a full-funnel marketing strategy across online and in-store channels to connect with shoppers.

Engage in-store shoppers



As shoppers explore the Beauty department looking for the perfect gift or products to complete their look, **Cosmetic Partitions**, **Blades,** and **Wobblers** can drive awareness and consideration for your brand.

Create an experience



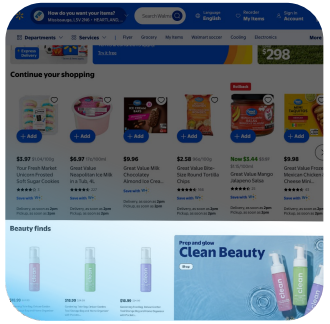
Designed to engage shoppers at the point of purchase, **In-store Sampling** delivers impactful experiences that allow shoppers to discover your product in real time.

Stand out at discovery



Use **Sponsored Search** to help engage with shoppers as they search for products, capturing attention and influencing their purchase decisions.

Be visible during scroll



Onsite Display placements target shoppers across the funnel to help you build brand loyalty, promote products, gain incremental revenue, and boost sales.

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Chocolate + Candy

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A sweet spot across channels

From early planning to last-minute gifting, opportunity spans across channels.

- The category experienced **omnichannel growth over last year's holiday period**, with both channels seeing double-digit sales growth year over year.
- While shoppers appear to have browsed and planned online, **in-store trips play an important role for the category** in the lead-up to Valentine's Day, and **average order value is roughly 1.09x higher** than online.
- Chocolate pieces and boxed chocolates led subcategory visits, **reinforcing the role of familiar, giftable formats in shoppers' Valentine's Day plans** as they browsed for the perfect sweet treat.
- **Maintain an omnichannel presence** to influence early discovery and capture last-minute Valentine's Day purchases.

Top subcategories by visits

1. Chocolate pieces
2. Boxed chocolates
3. Licorice
4. Mints
5. Chocolate covered nuts & fruits
6. Gummy and chewy candy



Walmart first-party data, January–February 2026.

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Valentine's Day demand builds online

Chocolate and Candy shoppers become increasingly active online as Valentine's Day draws closer.

- Online a**ctivity climbed as Valentine's Day drew nearer**, as shoppers searched, browsed, and purchased with more urgency.
- Across the two months, roughly **2.2M searches** were recorded, the majority of which, 1.2M, occurred in February, an 18% lift over January's 1M.
- We saw **similar activity across page views and unique visits**, with February capturing the most activity across metrics.
    - The category saw roughly 1.2M page views in January, climbing to roughly 1.6M in February — a nearly 36% lift — for a total of nearly 2.8M.
    - There were 263.6K unique visits in January, jumping by just under 32% to 347.8K in February to total roughly 611.4K.

Top search terms

1. Chocolate
2. Candy
3. Chocolate bars
4. Dark chocolate
5. Gum
6. Lindt*
7. Ferrero Rocher*
8. Gummies
9. KitKat*
10. Gummy candy

Stay visible to capture rising shopper urgency and convert growing online interest into purchases as Valentine's Day approaches .

Walmart first-party data, January–February, 2026.
**Branded Terms*

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Hit the sweet spot

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

Drive purchases at the shelf



Take advantage of signage such as **Blades** and **Wobblers** to engage with shoppers at the shelf. **Sampling** is another great way to connect with shoppers, inviting them to experience your products and driving purchases — and can even be enhanced to include additional banners or prizing.

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 Valentine's Day–themed products, your newest flavours, or tried-and-true sweet staples through these highly visible placements.

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Jewellery

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Jewellery shines online

Classic, giftable pieces create opportunities to connect with shoppers across channels.

- The category saw notable double-digit **growth in the online channel** year over year last Valentine's Day season, spread almost **equally between the months of January and February**.
- **Online AOV is nearly 3x higher than in-store**, reflecting increased trust in and propensity to shop the category online for Valentine's Day.
- Fine jewellery and watches rank among the top subcategories across both channels, signaling shopper **interest in classic, giftable pieces** for Valentine's Day.
- **Prioritize online visibility while maintaining an omnichannel presence** to reach shoppers researching gifts and capture purchases across touchpoints.

Top online subcategories

1. Fine jewellery
2. Watches
3. Fashion jewellery
4. Sunglasses
5. Jewellery boxes

Top in-store subcategories

1. Watches
2. Fine jewellery
3. Sunglasses
4. Fashion jewellery
5. Jewellery boxes



Walmart first-party data, January–February 2026.

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Search reveals what shoppers treasure

Broad and product-specific searches create opportunities to influence shoppers.

- During the lead-up to Valentine's Day, the category saw **just under 47K searches**, the majority of which occurred in January.
- This trend was seen across metrics, with **page views peaking in January** and softening into February.
    - The category saw roughly **42.2K total page views**, with 24.6K occurring in January and February recording roughly 17.6K.
- **Broad searches** for jewellery, rings and earrings **translate into interest across specific styles**, from engagement and statement rings to hoop and stud earrings.
- **Maintain visibility across broad and product-specific searches** to help shoppers move from initial gift inspiration to the right piece for Valentine's Day.

Top subcategories by page visit

1. Engagement rings
2. Statement rings
3. Diamond necklaces
4. Body chains and accessories
5. Hoop earrings
6. Stud earrings
7. Jewellery stands
8. Chain necklaces
9. Statement necklaces
10. Kids earrings

Top search terms

1. Jewelry
2. Jewelry box
3. Ring
4. Jewellery for women
5. Earrings for women
6. Gold earrings
7. Earrings
8. Rings for women
9. Ultrasonic cleaner
10. Jewelry organizer

While our system normalizes many keyword misspellings, it's not always the case. Try adding common misspellings of high-performing keywords, like jewelry, to see if they are normalized and ensure you're making the most of your Search strategy.

Walmart first-party data, January–February 2026.

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Ensure your brand is the perfect match

Inspire Valentine's Day shoppers and stay visible as they search for their perfect Jewellery items.

Engage shoppers in the aisles



Our dynamic **In-store Audio** messages are expertly timed and strategically broadcasted to amplify your brand's presence, highlight your products' unique benefits, and capture attention right in the aisle.

Stand out from the crowd



Use **Onsite Display** to inspire Valentine's Day gifting and keep your jewellery brand visible as shoppers browse across site and app. Showcase giftable pieces and reinforce consideration throughout the path to purchase.

Connect with online shoppers



Capture shoppers searching for a gift that sparkles with **Sponsored Search**, keeping your products visible as they actively search and narrow down the perfect choice.

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Décor

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Home sweet home

Inspire Valentine's Day shoppers and stay visible as they search.

- The category experienced **growth** over last year's holiday period **across channels**, with the most growth seen in February.
- Baskets are **significantly larger online, with AOV nearly 7x** that of in-store, highlighting the importance of maintaining a strong digital presence and a strong level of trust in the online channel for category shoppers.
- During the lead-up to Valentine's Day, the category saw just under **65K searches**, the majority of which occurred in February.
- The category saw roughly **124.7K total page views**, the majority of which, ~71K, were seen in January compared to February's roughly 53.7K.
- There were roughly **51.2K visitors** as the holiday approached. February recorded the bulk of activity with 26.1K over January's 25K — a difference of roughly 4.5%.
- Search interest across decorative and sentimental items signals that **shoppers are looking to personalize their spaces, creating opportunities to inspire** throughout the path to purchase.

Top search terms

1. Mirror
2. Picture frames
3. Candles
4. Flowers
5. Home décor
6. Frames
7. Wall art
8. Throw pillows
9. candle
10. Photo album

Walmart first-party data, January–February, 2026.

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Be a part of every special detail

Inspire shoppers as they create meaningful moments through thoughtful décor and gifting.

Drive discovery at the shelf



Look to inspire shoppers in-store with **Side Gables**. Positioned in high-traffic areas, these placements can highlight seasonal collections, styling ideas, and gifting inspiration while bridging physical and digital shopping through integrated QR codes.

Be visible to drive awareness



Drive awareness and consideration by being visible throughout the shopper journey using **Onsite Display**. These placements help keep your brand top of mind throughout the discovery journey and encourage consideration before purchase.

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 the perfect décor or a thoughtful gift through these highly visible placements across our site and app.

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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.

Let’s spark sales.



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