



Beauty



Beauty shines across channels

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

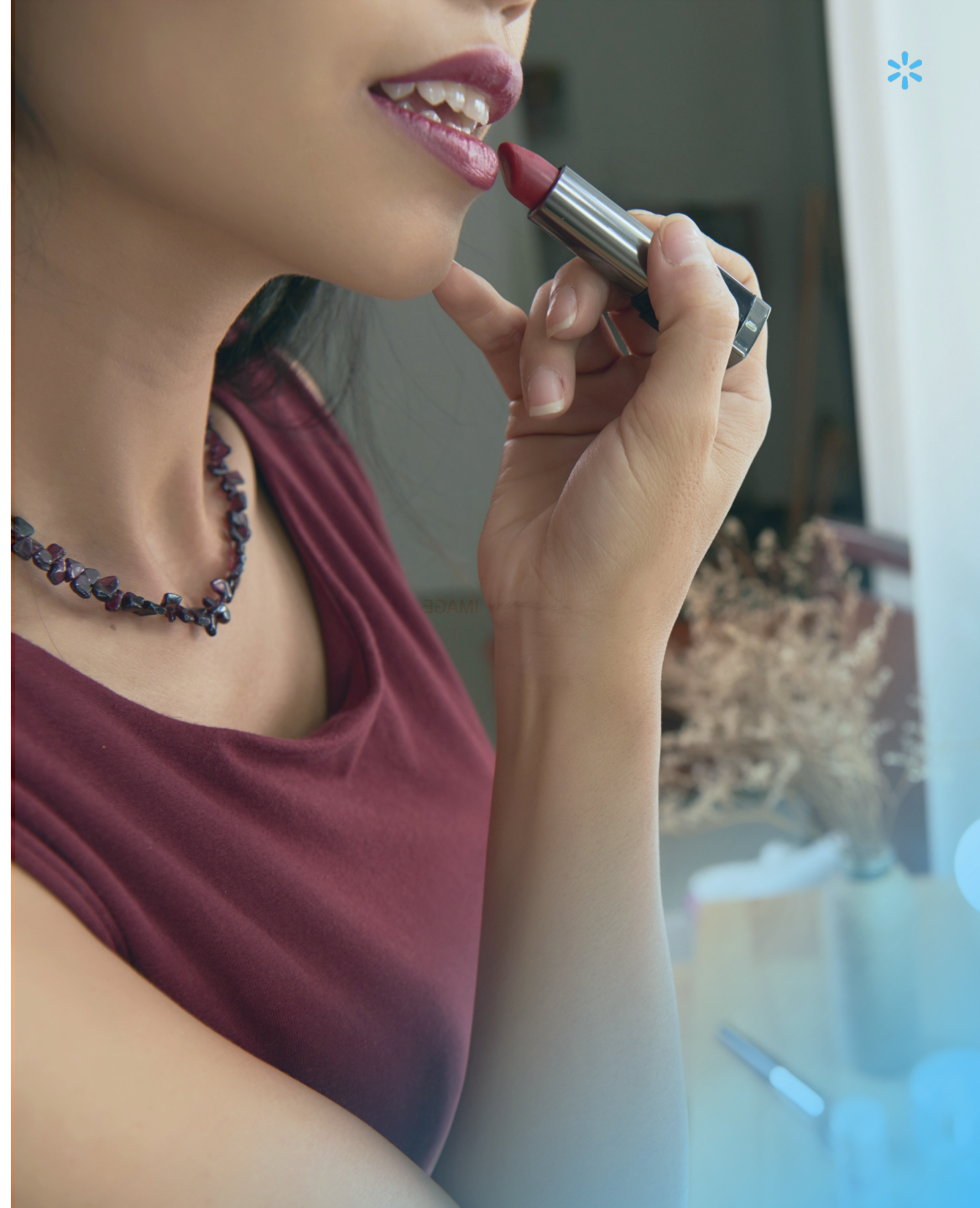
- The category experienced **growth over last year's holiday period across both channels.**
 - **In-store, the greater period of growth occurred in February**, in line with a need to acquire products more quickly as Valentine's itself draws near.
 - January saw the most year-over-year growth in the online 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



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

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



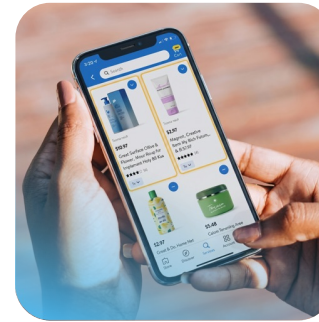
As shoppers explore the Beauty department looking for the perfect gift or products to complete their look, **Cosmetic Partitions, Blades, and Wobblers** can drive awareness and consideration for your brand.

Create an experience



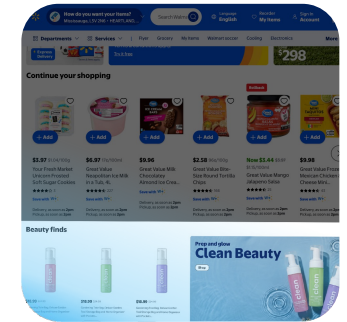
Designed to engage shoppers at the point of purchase, **In-store Sampling** delivers impactful experiences that allow shoppers to discover your product in real time.

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.



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.

