



# Chocolate + Candy



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



# Valentine's Day demand builds online

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

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



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

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



# 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.

