



Jewellery

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



Search reveals what shoppers treasure

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

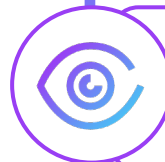
- During the lead-up to Valentine's Day, the category saw **just under 47K searches**, the majority of which occurred in January.
- This trend was seen across metrics, with **page views peaking in January** and softening into February.
 - The category saw roughly **42.2K total page views**, with 24.6K 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 | 6. Stud earrings |
| 2. Statement rings | 7. Jewellery stands |
| 3. Diamond necklaces | 8. Chain necklaces |
| 4. Body chains and accessories | 9. Statement necklaces |
| 5. Hoop earrings | 10. Kids earrings |

Top search terms

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

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.

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.

