



# The Assignment:

## Ace the Back-to-School (BTS) Season With Walmart Connect

As summer winds down, many families transition to preparing for the upcoming school year. Walmart Connect has the right mix of capabilities and the omnichannel presence to help families ace the Back-to-School season and check off every item on their list.



**FY25**  
Back to School



## Strong intent, thoughtful spending<sup>1</sup>

In 2023, 1 in 4 Canadians planned to shop for the back-to-school season. **Nearly 3 in 4 (73%) of Canadians planned to spend more than \$50 on their back-to-school purchases**, and while their budgets largely remained the same or increased compared to previous years, shoppers planned to spend carefully and **prioritized purchases of lower priced items like school supplies & stationery** compared to years past.

The majority of back-to-school shoppers plan to shop 2-4 weeks in advance, although one-third say they will shop the week prior.



**TIP** Appeal to price-sensitive shoppers by featuring competitive pricing in your creative messaging.





## Strong intent, thoughtful spending<sup>2</sup>

In 2023:

**1 in 4**

Canadians planned to shop for back-to-school.

**73%**

planned to spend more than \$50 on their back-to-school purchases.

**85%**

expected to spend the same amount or more on back-to-school than they did the previous year.

**65%**

of back-to-school shoppers planned to make their purchases 2-4 weeks in advance.



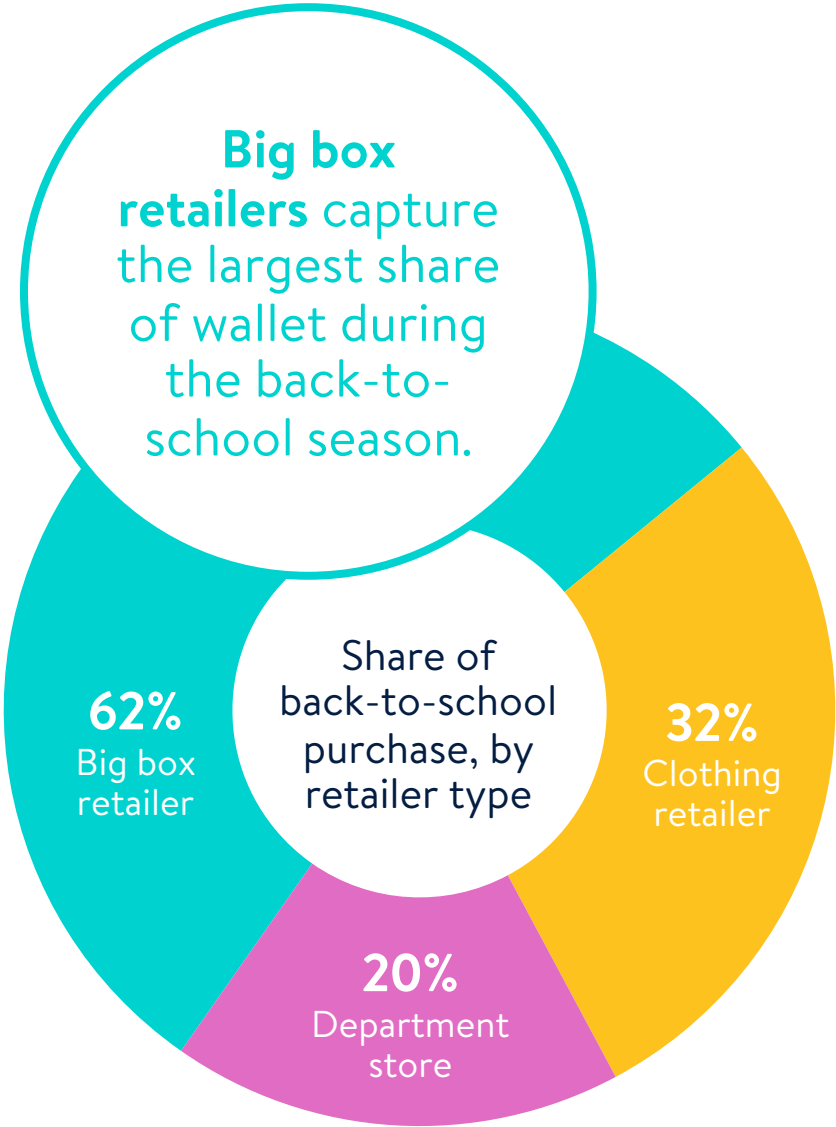
# Dedicated trips, and in-store shopping are on the rise.<sup>3</sup>

In 2023, shoppers demonstrated strong preference for in-store shopping as they approached the back-to-school season, with big box, clothing retailers and department stores topping the list of where they make related purchases.

Of note, most shoppers planned to make a dedicated trip for back-to-school shopping, **up 2x** from the previous year.



**TIP** Catch the attention of in-store shoppers with premium in-store placements, including TV walls, blades, and in-store audio.



<sup>3</sup> RCC & Caddle: Back to School 2023 Shopping in Canada Survey | National Consumer Research  
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## Shoppers prioritize essentials.<sup>4</sup>

Stationery and supplies (e.g., notebooks, pens, markers, project supplies) topped the list of what shoppers planned to purchase in the back-to-school season. Clothing is also a popular purchase intent category.



In 2023,  
shoppers plan to  
spend money on:



61%

Stationery



54%

Clothing



23%

Books  
& Music



18%

Personal  
Electronics



15%

Beauty, Health,  
& Personal Care

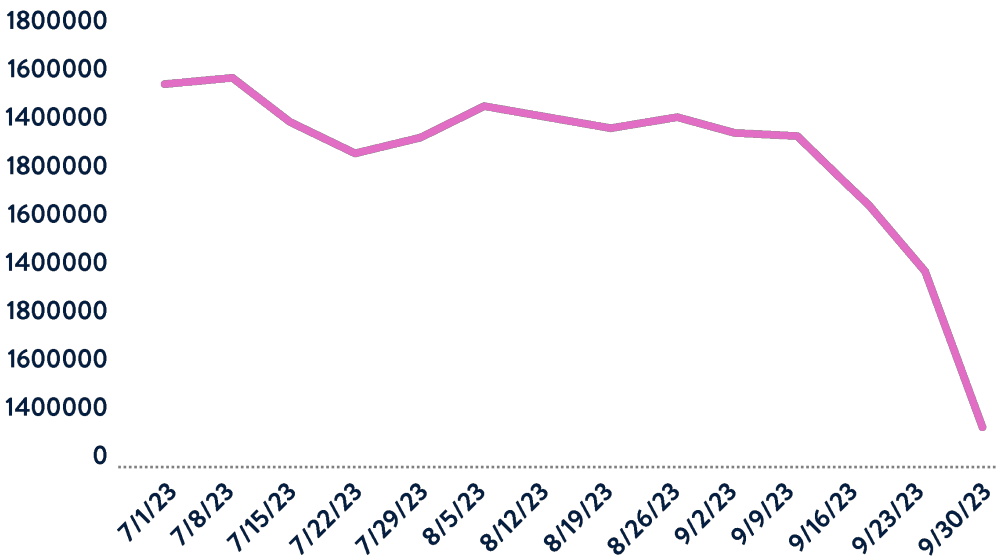
<sup>4</sup> RCC & Caddle: Back to School 2023 Shopping in Canada Survey | National Consumer Research



# Walmart is a top destination for back-to-school planning

BTS Search Volume is high July through mid-Sept<sup>5</sup>

Back-to-School 2023 WMC Search Volume  
July 2023 – Sept 2023



<sup>5</sup> Walmart 1P data from July 2023 to Sept 2023



**TIP** Plan to increase your site presence during this seasonal shopping event to stay top-of-mind with customers as they plan their back-to-school purchases.



**TIP** Plan to increase bids and budgets as site traffic increases.

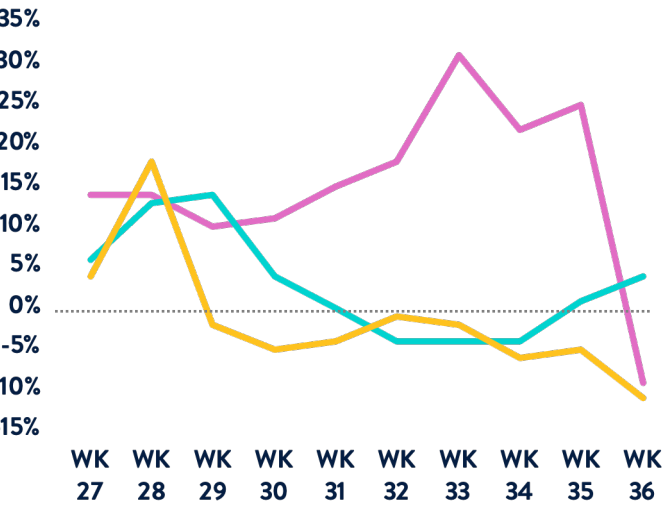


# Walmart is a top destination for back-to-school planning

Last year, Walmart saw omnichannel growth across key categories during the back-to-school season.<sup>6</sup>

(Jul – Sep '22 vs '23)

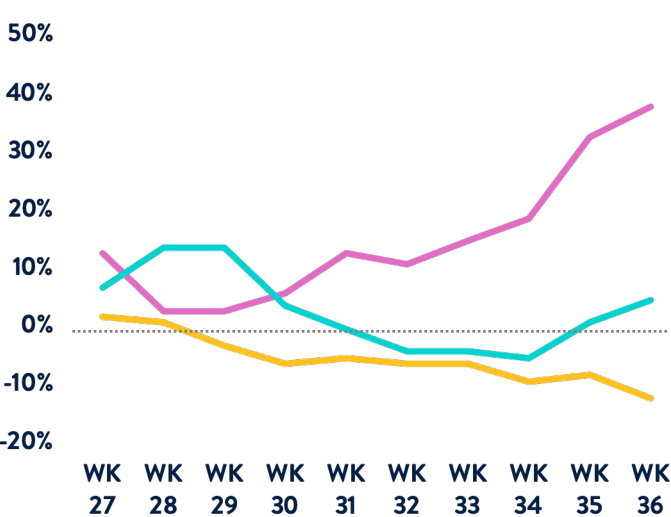
**Omnichannel Sales %**  
YoY Change by Week for Key Categories



**Online Sales %**  
YoY Change by Week for Key Categories



**In-Store Sales %**  
YoY Change by Week for Key Categories



<sup>6</sup>Walmart 1P Data from July 2023 to Sept 2023 compared to July 2022 to Sept 2022



# Accessories

In-store accessories shoppers are willing to spend more during the back-to-school season<sup>7</sup>

Shoppers are nearly **3X more likely to purchase high-price-band accessory** items during the back-to-school season in store than online, while low-price-band items are purchased **4x more online than in store** during the season.



Online

27%	HIGH	74%
45%	MID	19%
28%	LOW	7%



In Store



<sup>7</sup> Walmart 1P data from July 2023 to Sept 2023  
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# Accessories

## Top Sub-Categories<sup>8</sup>

Back-to-school essential purchases include **kids' backpacks, water bottles, and lunch boxes.**

Online



Water Bottles

**RANK 1**

Kids' Bags

Kids' Backpacks

**RANK 2**

Kids' Backpacks

Kids' Lunch  
Boxes & Bags

**RANK 3**

Kids' Lunch  
Boxes & Bags

In Store



## Top Search Terms<sup>9</sup>



Accessories

Backpack

Lunch Bag

Storage Bins

Backpack for Kids

Food Storage Containers

Storage Containers

Storage

Shelving Units & Storage

Containers

Storage Drawers

<sup>8</sup> Walmart 1P data from July 2023 to Sept 2023

<sup>9</sup> Adobe Analytics – Web Engagement Data from July 2023 to Sept 2023





## Accessories

### Top Cross-Shopped Categories<sup>10</sup>

AOV<sup>10</sup>



#### Online

1. Bottoms
2. Tops & T-Shirts
3. Writing & Colouring
4. Rulers, Protractors, & Measuring Tools
5. Boys' Shoes
6. Girls' Shoes
7. Kitchen Organization & Food Storage
8. Toddler Girls
9. Underwear
10. Paper



#### In Store

1. Girls' Dress
2. Girls' Tops
3. Girls' Swimwear
4. Girls' Bottoms
5. Sleepwear
6. Fashion Jewelry
7. Dolls
8. Sunglasses
9. Fashion Dolls
10. Underwear

**Online AOV for Accessories during back-to-school is 74% higher than in store.**



**TIP** Expand your audience targeting to include lifestyle and adjacency audiences.

<sup>10</sup> Walmart 1P data from July 2023 to Sept 2023



# Stationery

Online stationery shoppers are more likely to be value-conscious<sup>11</sup>

Shoppers are nearly **2X more likely to purchase high-price-band stationery items** during back-to-school season in store than online, while low-price-band items are purchased **3.1x more online than in store** during the season.



Online

29%	HIGH	56%
24%	MID	29%
47%	LOW	15%



In Store



<sup>11</sup> Walmart 1P data from July 2023 to Sept 2023  
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# Stationery

## Top Sub-Categories<sup>12</sup>

Back-to-school essential purchases include **markers, colouring sets, pens, and notebooks.**

Online



In Store

Markers & Colouring Sets	RANK 1	School Notebooks
Pens	RANK 2	Pens
Notebooks & Notepads	RANK 3	Pencils

## Top Search Terms<sup>13</sup>

Stationery

Pencils Case	Toys for Kids
Sharpie*	Notebook
Binder	Pencils
Crayola*	Pens
Plastic Drawers Storage	Drawer

\*Branded

<sup>12</sup> Walmart 1P data from July 2023 to Sept 2023  
<sup>13</sup> Adobe Analytics – Web Engagement Data from July 2023 to Sept 2023  
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# Stationery

## Top Cross-Shopped Categories<sup>14</sup>

AOV<sup>14</sup>



### Online

1. Body Makeup
2. Hampers & Laundry Baskets
3. Drawing Supplies
4. Dresses
5. First Aid Kits
6. Drawing & Colouring
7. Paint & Painting Supplies
8. Rompers & Jumpsuits
9. Socks & Tights
10. Bar & Wine Tools



### In Store

1. Backpacks
2. Portable Lunch Boxes
3. Kids' Tabletop
4. Core Hardware
5. Printers and Ink
6. Books
7. Crafts
8. Beverage
9. Food Storage
10. Instant Imaging

Online AOV for  
Stationery during  
back-to-school is 5%  
higher than in store.



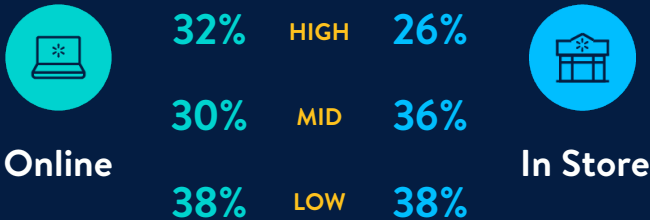
<sup>14</sup> Walmart 1P data from July 2023 to Sept 2023



# Electronics

BTS Electronics shoppers are active in all price bands<sup>15</sup>

Electronics shoppers **make purchases across high-, mid-, and low-price-band products** when shopping during the back-to-school season.



## Top Sub-Categories<sup>15</sup>

Back-to-school essential purchases include **earbuds, TVs, and office accessories.**



<sup>15</sup> Walmart 1P data from July 2023 to Sept 2023  
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# Electronics

## Top Search Terms<sup>15</sup>



### Accessories

TV	Television
Laptop	Smart TV
iPad*	iPhone*
Apple Watch*	Airpods*
Printer	Headphones

\*Branded



**TIP** Be sure to include variant bidding strategies in your Sponsored Search campaigns to increase discoverability of your products regardless of size and color variations.



**TIP** Use Sponsored Search to increase brand awareness, sending your products to the top of relevant search results to inspire product discovery.

<sup>15</sup> Adobe Analytics – Web Engagement Data from July 2023 to Sept 2023  
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# Electronics

## Top Cross-Shopped Categories<sup>16</sup>

AOV<sup>16</sup>



### Online

1. Salty Snacks
2. Milk
3. Warranty Repair Plan
4. Soft Drinks
5. Bananas
6. Writing Instruments
7. Oral Care
8. Water
9. Impulse Confection
10. Paper



### In Store

1. Fresh Vegetables
2. Fresh Fruits
3. Cheese
4. Dairy Milk
5. Chips
6. Sliced Bread
7. Yogurt
8. Condiments & Toppings
9. Juice
10. Sauces, Spices, & Marinades

Online AOV for  
Electronics during  
back-to-school is 4.2x  
higher than in store.



<sup>16</sup> Walmart 1P data from July 2023 to Sept 2023

A background image of a classroom with several young students sitting at desks. The image is overlaid with a semi-transparent blue filter. The text "Thank you" is centered over the image in a large, white, sans-serif font.

# Thank you