



# Accessories

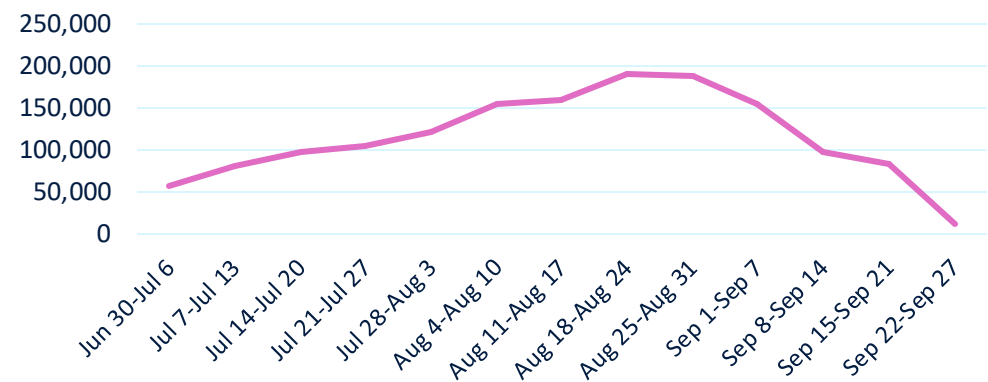




# Accessories Shopping Intent<sup>12</sup>

Accessories search intent increased throughout the summer before peaking in the last two weeks of August, as last-minute shoppers searched for backpacks and water bottles.

BTS Search and Sale



## Top Search Terms



### Accessories

- |                    |                      |
|--------------------|----------------------|
| Backpack           | Water bottle         |
| Backpacks for kids | Backpacks            |
| Lunch bag          | Kids' water bottle   |
| Lunch box          | School bag           |
| Thermos            | Thermos water bottle |

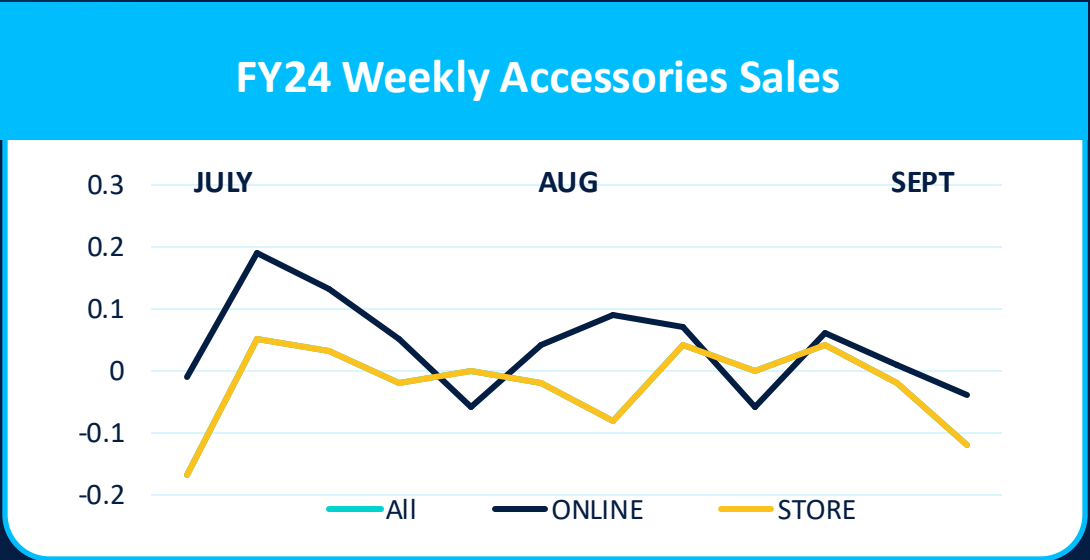
<sup>12</sup> Walmart 1P data from Jun. 2024 to Sep. 2024



# Accessories Shopping Purchases<sup>13</sup>

## YoY Sales

The online Accessories category saw double-digit sales growth YoY, with a **spike in online sales** starting in week 30 to 34 and a **spike in in-store sales** from week 32 to 34.



The top cross-shopped category online was Grocery, and in-store was Apparel.

## AOV

Online AOV is **2x higher** than in-store AOV

## Top Subcategories

Online



In Store

Water bottles

RANK 1

Kid's bags

Kids' backpacks

RANK 2

Backpacks

Kids' lunch boxes & bags

RANK 3

Lunch bags

<sup>13</sup> Walmart 1P data from Jun. 2024 to Sep. 2024



# Supply Checklist

## Accessories Strategy

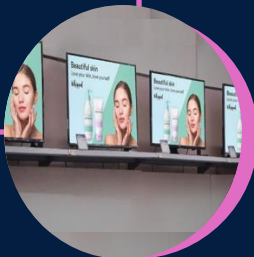
### Build Brand Awareness

The majority of Walmart searches for Accessories are unbranded. Use **Sponsored Search** to increase brand awareness, sending your products to the top of relevant search results to build brand affinity and interest.



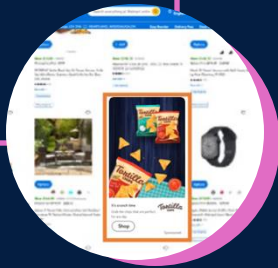
### Drive Interest In-Store

Accessory sales tend to peak in-store late in the BTS season, around weeks 32 to 34. Utilize in-store placements such as **TV Wall** and **In-store Audio** to capture the attention of the in-store shopper and help drive them to purchase.



### Reach In-Market Shoppers

Reach in-market customers as they actively browse and search online for their supply needs. Capture your shoppers' attention with a **Tile Takeover** in the category, during this key shopping moment.







# Thank you