



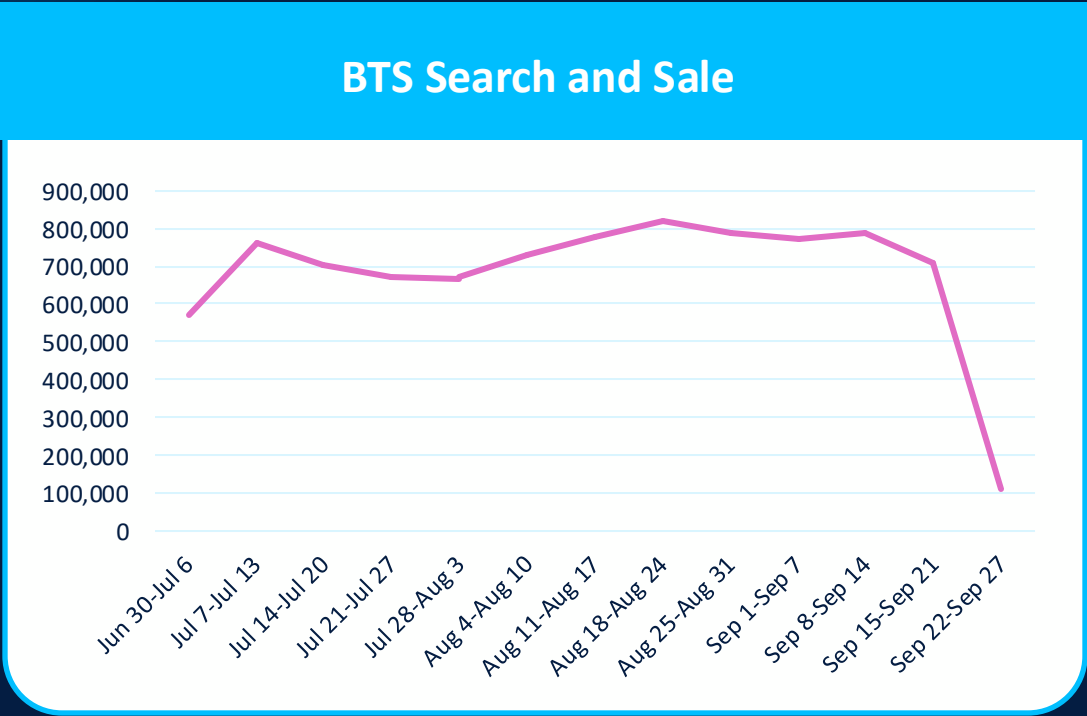
Apparel





Apparel Shopping Intent¹⁴

Apparel searches remained consistent throughout the BTS season as shoppers continued to search for essentials like women’s clothing, baby clothes, and socks.



Top Search Terms



Apparel

- | | |
|-------------------|-----------------|
| Women’s clothing | Shoes for women |
| Baby girl clothes | Socks |
| Women’s swimsuits | Scrubs |
| Women’s dresses | Bra |
| Baby boy clothes | Men’s shorts |

¹⁴ Walmart 1P data from Jun. 2024 to Sep. 2024

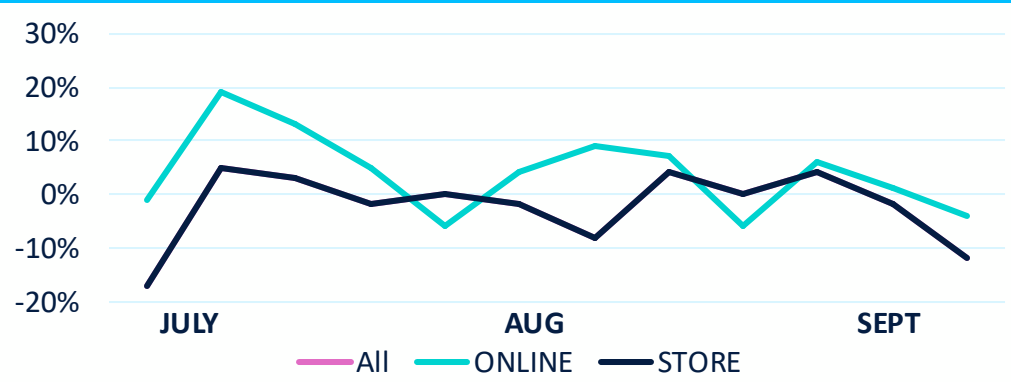


Apparel Shopping Purchases¹⁵

YoY Sales

Apparel saw double-digit sales growth online in weeks 24 & 25.

FY24 Weekly Accessories Sales



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

AOV

Online AOV is 1.2x higher than in-store AOV

Top Subcategories

Online		In Store
Women's bras	RANK 1	Men's denim
Toddler shoes	RANK 2	Men's tees
Boys' shoes	RANK 3	Boys' knit tops

¹⁵ Walmart 1P data from Jun. 2024 to Sep. 2024



Supply Checklist

Apparel Strategy

Build Brand Awareness

Increase brand awareness and inspire product discovery while shoppers browse on Walmart.ca with **Sponsored Search, Tile Takeovers, and Hero Banners.**



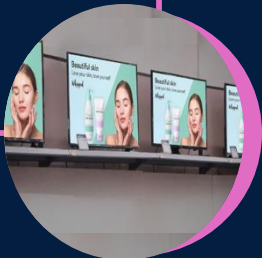
Drive Interest In-Store

Reach shoppers on their favourite social channels with **Influencers** to inspire shoppers of new fashion trends at Walmart.



Reach In-Market Shoppers

Utilize in-store placements such as **TV Wall** and **In-store Audio** to capture the attention of in-store shoppers and help drive them to purchase.





Thank you