

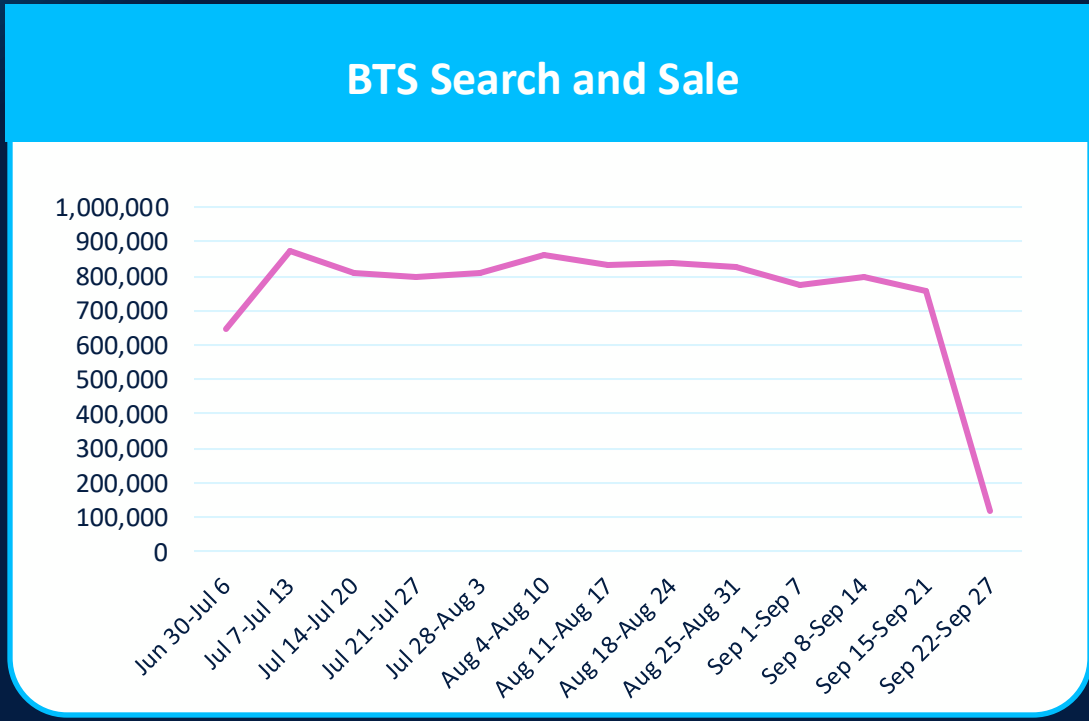


Beauty



Beauty Shopping Intent¹⁶

Beauty searches remained consistent throughout the BTS season as shoppers continued to search for essentials like body wash, shampoo, and toothpaste.



Top Search Terms

🔍 Beauty

Body wash	Hand soap
Shampoo	Hair dryer
Toothpaste	Bubble skincare*
Elf*	Dove bond strength
Sunscreen	Deodorant

*Branded

¹⁶ Walmart 1P data from Jun. 2024 to Sep. 2024



Apparel Shopping Purchases¹⁷

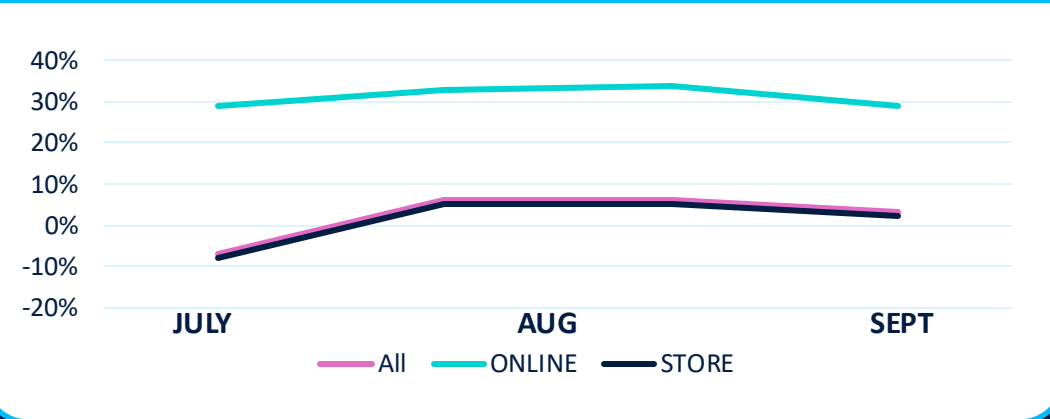
AOV

Online AOV is **1.1x higher** than in-store AOV

YoY Sales

Beauty saw **double-digit sales growth online** YoY, with sales remaining steady throughout the BTS season.

FY24 Weekly Accessories Sales



Top Subcategories

Online  In Store 

- | | | |
|------------------------|---------------|-----------------|
| Body wash & shower gel | RANK 1 | Men's wet shave |
| Shampoo | RANK 2 | Shampoo |
| Disposable underwear | RANK 3 | Body wash |

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

¹⁷ Walmart 1P data from Jun. 2024 to Sep. 2024
PROPRIETARY & CONFIDENTIAL



Supply Checklist

Beauty Strategy

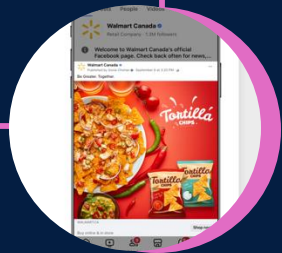
Build Brand Awareness & Drive Trial

Couple **In-store Sampling** with **Sponsored Search** by sending your products to the top of relevant search results to inspire product discovery, and bring shoppers in-store to drive trial.



Reach Shoppers Offsite

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



Reach In-Store 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