



Electronics

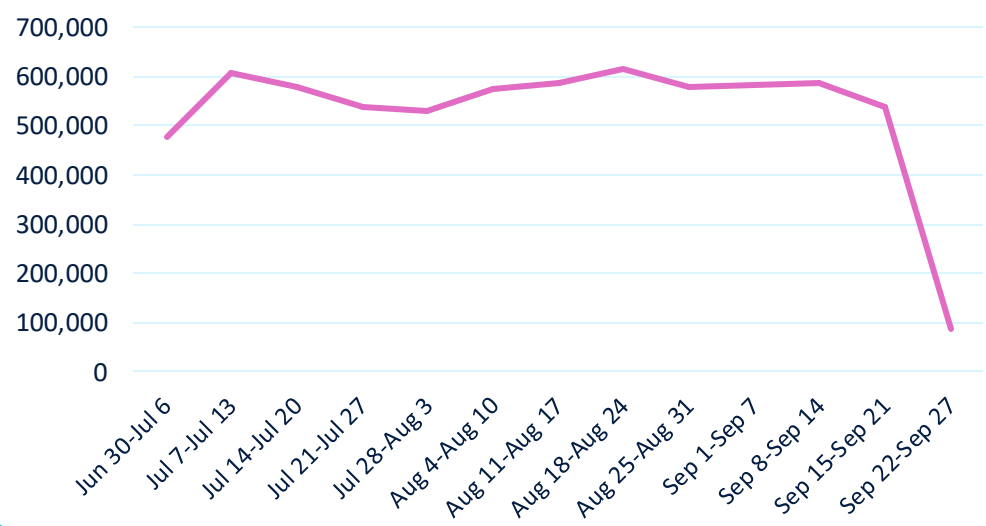




Electronics Shopping Intent²²

Electronics searches remained consistent throughout the BTS season as shoppers continued to search for TVs, iPads, and laptops.

BTS Search and Sale



Top Search Terms



Electronics

- | | |
|--------------|------------|
| TV | Laptop |
| iPad* | Smart TV |
| AirPods* | TV's smart |
| Apple Watch* | Printer |
| iPhone* | Headphones |

*Branded

²² Walmart 1P data from Jun. 2024 to Sep. 2024

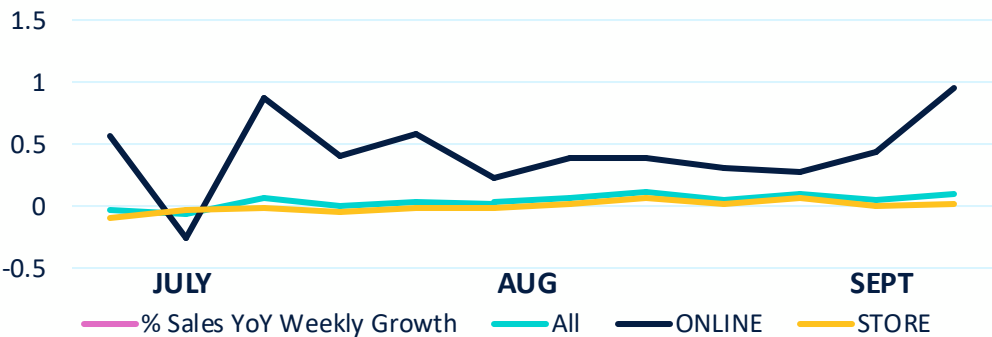


Electronics Shopping²³

YoY Sales

The online Electronics category saw **double-digit sales growth YoY**, with online sales spiking significantly in weeks 25 and 34.

FY24 Weekly Accessories Sales



The top cross-shopped categories online and in-store were personal care and consumables.

AOV

Online AOV is **3.7x higher** than in-store AOV

Top Subcategories

Online



In Store

| | | |
|------------------|--------|-----------------|
| Tablet Brand | RANK 1 | 39" to 45" TV's |
| Unlocked phones | RANK 2 | 65" TV |
| Wireless earbuds | RANK 3 | Laptop |

²³ Walmart 1P data from Jun. 2024 to Sep. 2024



Supply Checklist

Electronics Strategy



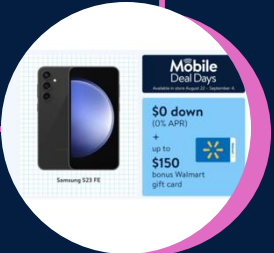
Build Brand Awareness

Almost half of shoppers are searching for a specific brand during the BTS season. Increase **Sponsored Search** spend, sending your products to the top of relevant search results.



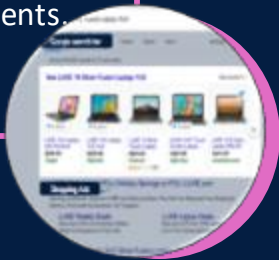
BTS Digest

Participate in Walmart’s multi-vendor **Back-to-School Digest**, showcasing your brand’s newest products with a mix of onsite and in-store placements, building awareness and driving consideration.



Reach Shoppers Offsite

Capture shoppers’ attention offsite with **Google Shopping Ads** to inspire product discovery and bring shoppers to Walmart.ca. Continue through mid September, as Walmart sees an increase in sales due to new product announcements.





Thank you