



Grocery

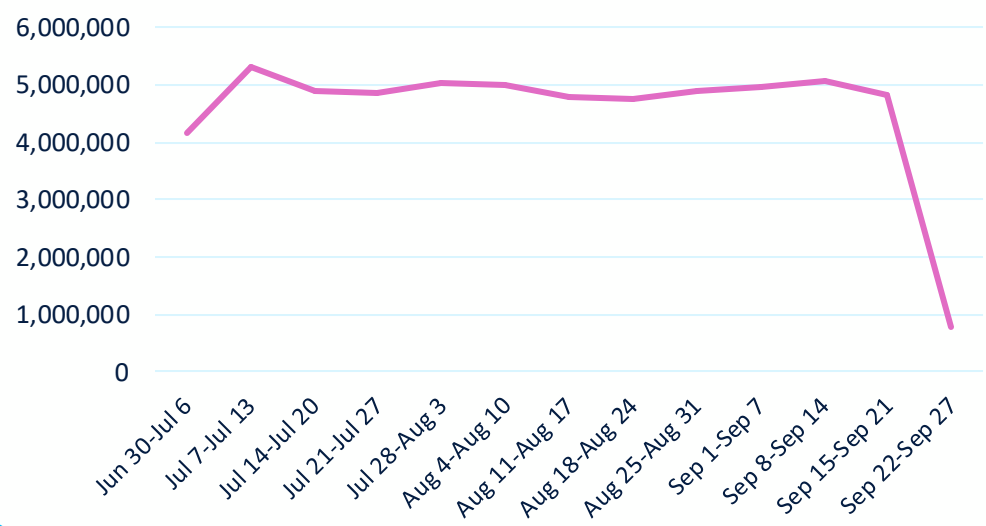




Grocery Shopping Intent¹⁸

Grocery searches remained consistent throughout the BTS season as shoppers continued to search for essentials like bread, milk, and eggs.

BTS Search and Sale



Top Search Terms

Q Grocery

- | | |
|--------|-----------|
| Bread | Eggs |
| Milk | Chicken |
| Chips | Ice cream |
| Cheese | Cereal |
| Yogurt | Snacks |

¹⁸ Walmart 1P data from Jun. 2024 to Sep. 2024

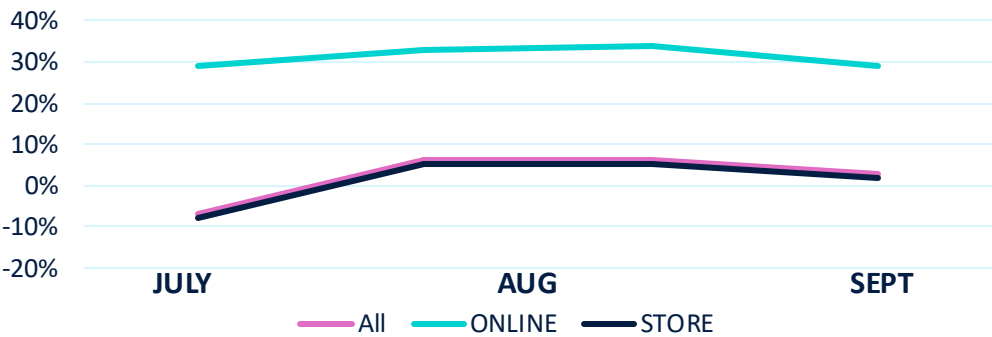


Grocery Shopping Intent¹⁹

YoY Sales

The online Grocery category saw **double-digit sales growth YoY**, with sales remaining consistent throughout the Back-to-School season.

FY24 Weekly Accessories Sales



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

AOV

Online AOV is **2.7x higher** than in-store AOV

Top Subcategories

Online



In Store

Chicken & turkey breasts

RANK 1

White milk

Egg cartons

RANK 2

Air chilled chicken

2% milk

RANK 3

Coffee

¹⁹ Walmart 1P data from Jun. 2024 to Sep. 2024



Supply Checklist

Grocery Strategy

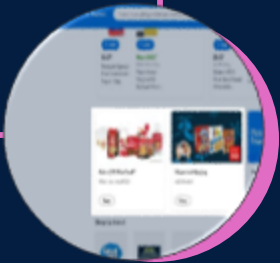
Build Brand Awareness & Affinity

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 In-Market Shoppers

Capture your shoppers' attention with a **Grocery Tile** as they actively browse and search online for grocery items.



Reach In-Store Shoppers

Combine **Blades** and Grocery-exclusive **Wobblers** to drive awareness and consideration at the point of purchase, while shoppers are in aisle.





Thank you