

Stationery

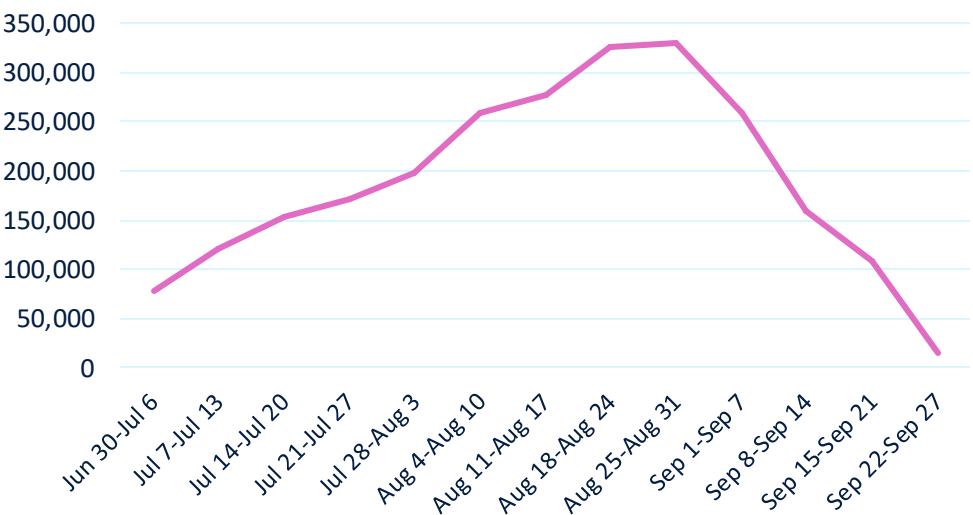




Stationery Shopping Intent²⁰

Stationery search intent increased throughout the summer before peaking in the last two weeks of August, as last-minute shoppers searched for pencils, pens, and notebooks.

BTS Search and Sale



Top Search Terms



Stationery

- | | |
|-----------------|------------|
| Pencil case | Pencils |
| Binder | Markers |
| School supplies | Duo-tang |
| Notebook | Glue stick |
| Pens | Calculator |

²⁰ Walmart 1P data from Jun. 2024 to Sep. 2024

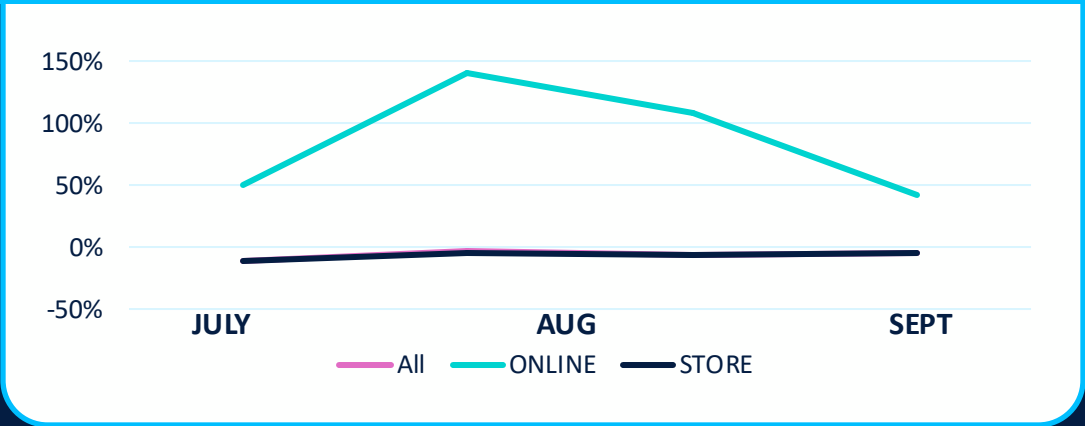


Stationery Shopping²¹

YoY Sales

The online Stationery category saw **double-digit sales growth YoY**, with sales spiking in weeks 24 & 25 with **triple-digit sales growth**.

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

Markers & colouring sets

RANK 1

Everyday counter cards

Binders

RANK 2

School notebooks

Crayons

RANK 3

Pens

²¹ Walmart 1P data from Jun. 2024 to Sep. 2024



Supply Checklist

Stationery Strategy

Build Brand Awareness

Keep your brand top of mind throughout the BTS season by increasing your **Sponsored Search** spend.



Reach In-Market Shoppers

Reach in-market customers as they actively browse and search online for their essential BTS items. Capture your shoppers' attention with a **Hero Banner** in the Office, Crafts and Party Supplies category, during this key shopping moment.



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