



Inspiring shopping lists during key moments of celebration

Diwali, the Festival of Lights, is one of the most important celebrations for South Asian communities. Centred on family, gifting, and shared traditions, the multi-day celebrations drive demand across key categories and create an opportunity for brands to engage with shoppers throughout their shopping journey.

Diwali in Canada



Focusing on connection and tradition

Food and decorations are at the heart of Diwali celebrations, with 71% of shoppers planning to purchase food items and 49% intending to buy decorations. These categories play a central role and offer brands a natural opportunity to engage shoppers throughout their Diwali journey.¹

Grocery²

South Asian food was amongst the top-shopped subcategories, experiencing omnichannel growth.



Arts and Crafts²

Party Supplies, which encompasses items like sparklers and tableware, was a top-shopped subcategory across channels.



Connect with Diwali shoppers

With 47% of Diwali celebrants planning to spend more than \$200 on items to bring their celebrations to life, ensuring your brand is visible can drive consideration, awareness, and conversions among celebrants.²



Enable discovery

Onsite Display placements allow you to reach new or existing customers at every stage of their shopping journey, with targeted placements across our site and app.



Remain visible online

Use Sponsored Search to boost visibility and help drive product purchase by capturing attention and building awareness.

¹Numerator, 2026 Canada Annual Holiday Preview Consumer Survey Report, January 2026.
²2021 Census of Population, Statistics Canada, 2024
³Walmart first-party data, September – October 2025.