



Hop to It! Walmart Connect Is Serving Insights for Easter!

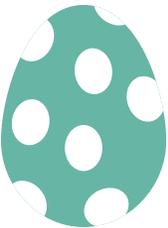
Walmart Connect is here to help you hop into the Easter season, with our latest seasonal insights tailored to help you maximize in-store and online engagement this spring. Discover key trends in Easter-themed products, from egg hunts to seasonal décor. Hatch your most successful campaign yet, with our data-driven recommendations bound to fill your baskets with conversions.



FY25
Easter

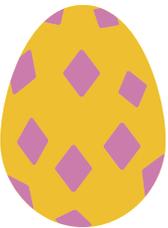


Canadians Are Ready to Celebrate Easter!¹



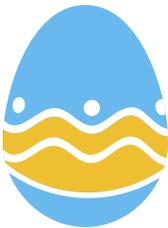
Ready to Splurge

32% of Canadians plan to spend between \$50 and \$99 for Easter.



Filling Baskets and Bellies

Half of all shoppers plan to make food purchases, and 43% will be cooking homemade meals on the day.



Starting Early and Ending Later

Over half of shoppers start to shop 1–2 weeks in advance, while 18% leave it until the last minute and shop only 1–2 days before the holiday.

93%
Of Canadians who celebrate Easter will purchase something



¹ Numerator Canadian Holiday Insights 2024



Walmart Is Your One-Stop Shop for Easter

The top-shopped Easter categories in Canada are expected to be similar to last year, with shoppers spending the most on groceries and candy.

44%

of Canadians will shop at a mass retailer for Easter³

In 2024, the top-shopped Easter categories were:²



71%
Easter Food



11%
Candy & Chocolate



9%
Dairy & Eggs



5%
Cakes & Desserts

For 2025, Easter shoppers are most likely to buy across these key categories:³



67%
Food



46%
Candy



25%
Gifts



14%
Decorations

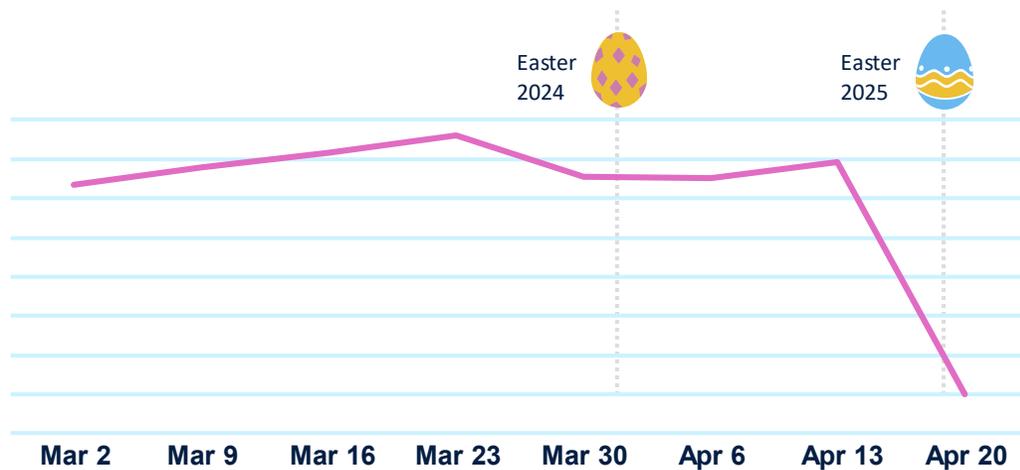
² Walmart 1P data from Mar. 2024 to Apr. 2024

³ Numerator Canadian Holiday Insights 2024

Hunting for Deals in All the Right Places

In 2024, Easter fell on March 31. Walmart experienced increased online search traffic starting a month before the holiday and continuing for two weeks afterward.

Easter 2024 WMC Search Volume
March 2024 – April 2024⁴



TIP

In 2025, Easter will arrive on April 20. Based on last year's trends, we anticipate traffic to spike and interest to **peak in early April and last throughout the entire month.**

Plan to increase your site presence during this time to stay top of mind with customers as they plan their holiday purchases.

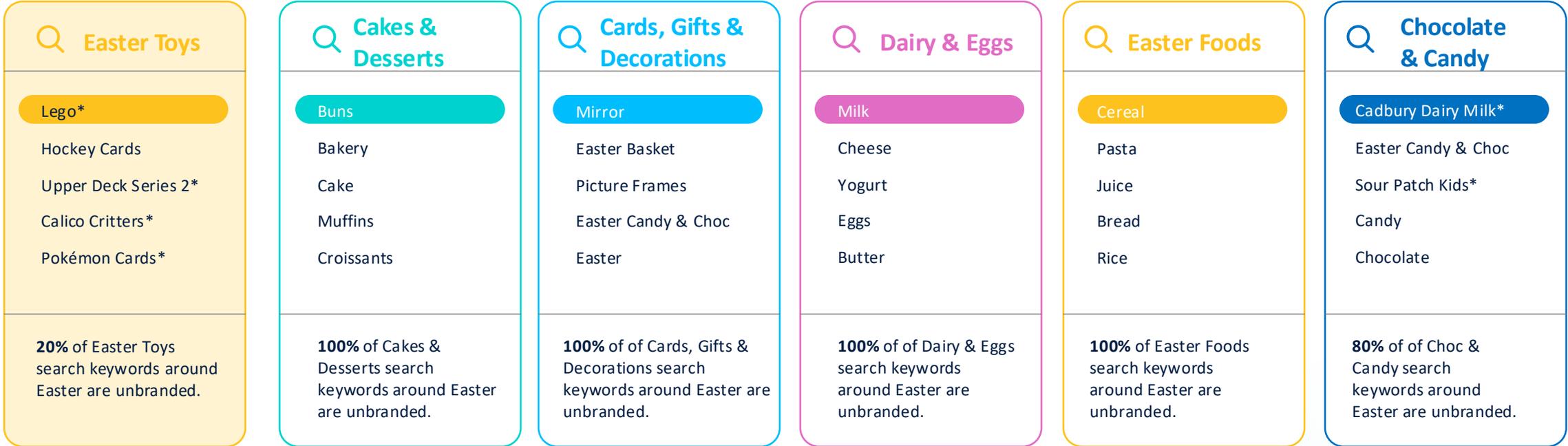
⁴Walmart 1P data from Mar. 2024 to Apr. 2024



Shoppers Are Hunting for Easter Deals

The majority of Walmart searches around Easter are unbranded in most top categories related to groceries, candy, decorations and cards. Shoppers are prime for influence and are driven by price and deals – not just name brands.

However, Toy searches around the Easter season are mostly branded. Consumer messaging should shift to emphasizing value proposition, brand features and competitive distinction.⁵



*Branded

⁵ Walmart 1P data from Mar. 2024 to Apr. 2024



Multiple Waves of Easter Purchasing⁶

Easter sales growth spikes differently online versus in store. Use last year's trend line to guide your strategy for this year.

Easter 2024 WMC Online Sales Growth March 2024 – April 2024



Easter 2024 WMC In-Store Sales Growth March 2024 – April 2024



Easter was early last year and caused a spike in in-store sales the week before, due to last-minute shopping.



TIP Plan to increase your site presence 3-4 weeks before Easter shopping to stay top of mind with customers



TIP Consider in-store placements such as Blades, Shrouds or in-store demos and sampling events in early April to influence purchasers

⁶ Walmart 1P data from Mar. 2024 to Apr. 2024



Chocolate & Candy





Chocolate & Candy Shopping

Top Subcategories⁷

Chocolate & Candy top purchases included **Easter Bags, Easter Chocolate and Gum.**



In Store

RANK 1 Easter Bags

RANK 2 Easter Chocolate

RANK 3 Gum

Top Search Terms⁷



Chocolate & Candy

Cadbury Dairy Milk*

Easter Candy & Chocolates

Sour Patch Kids*

Candy

Chocolate

*Branded

Chocolate Bars

Easter Chocolate

Gum

Easter Candy



TIP

Use Sponsored Search to increase brand awareness, sending your products to the top of relevant search results to inspire product discovery.

⁷Walmart 1P data from Mar. 2024 to Apr. 2024



Chocolate & Candy Shopping

YoY Sales⁸

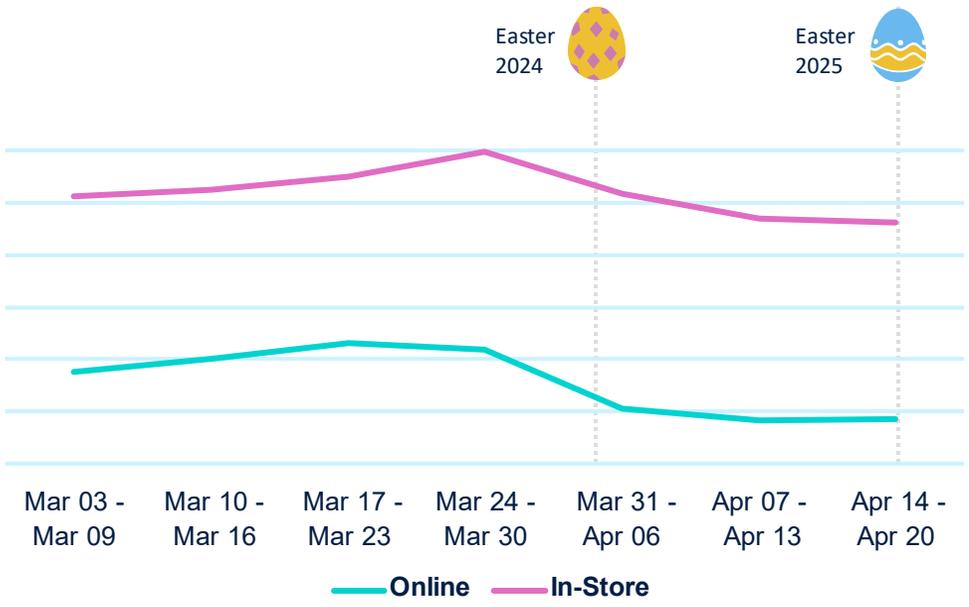
The Chocolate & Candy category saw a **significant spike in in-store sales one week before Easter.**



TIP

Look to activate in store two weeks before the holiday. Sampling events can be a great avenue for trialing, and in-store Audio Ads can drive shoppers directly to aisle for purchase.

FY24 Weekly Chocolate & Candy Sales



⁸ Walmart 1P data from Mar. 2024 to Apr. 2024



Chocolate & Candy Shopping

Top Cross-Shopped Categories⁹



Online

- 1. Fresh Vegetables
- 2. Fresh Fruits
- 3. Chips
- 4. Cheese
- 5. Dairy Milk



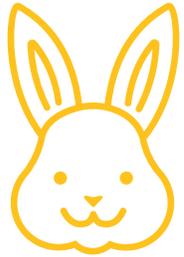
In Store

- 1. Salty Snacks
- 2. Milk
- 3. Bananas
- 4. Soft Drinks
- 5. Yogurt

AOV

In-store AOV is **1.5x higher** than online AOV

⁹Walmart 1P data from Mar. 2024 to Apr. 2024



Easter Toys





Easter Toys Shopping

Top Sub-Categories¹⁰

Top Easter Toy purchases included **Dolls & Collectibles, Teddy Bears and Easter Plush.**

Online		In Store	
Teddy Bears	RANK 1	Dolls & Collectibles	
Easter Plush	RANK 2	Plush	
Farm Animals	RANK 3	Easter Plush	

Top Search Terms¹⁰

Easter Toys

Lego*	Pokémon Cards*
Hockey Cards	Hot Wheels*
Upper Deck Series 2*	Trampoline
Calico Critters*	Barbie*
Upper Deck*	Transformers*

*Branded

TIP Use Sponsored Search to boost brand awareness by placing your products at the top of relevant search results, capturing the attention of shoppers looking for branded items.

¹⁰Walmart 1P data from Mar. 2024 to Apr. 2024
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Easter Toys Shopping

YoY Sales ¹¹

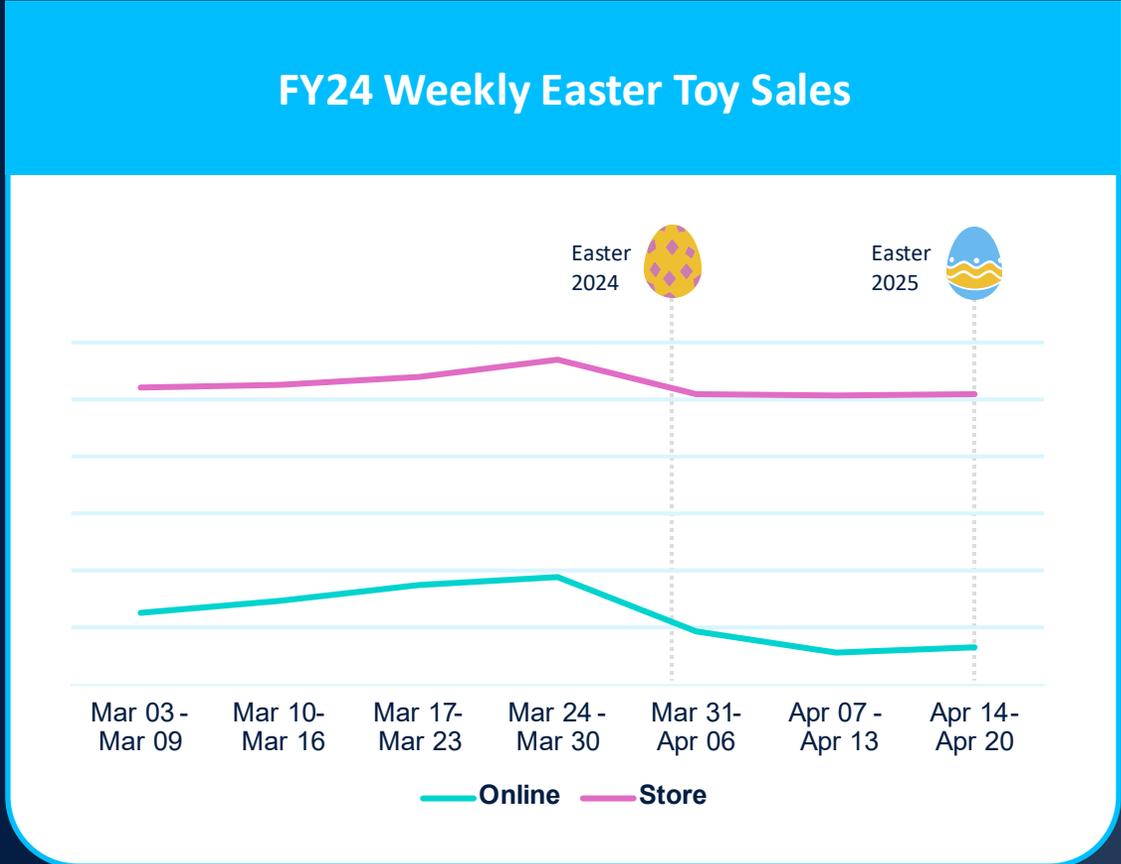
Easter Toys saw an increase in sales **online and in-store** 1-2 weeks before Easter.

 Consider sponsored search earlier in the season to capture the first wave of “early bird” online shoppers three weeks before the holiday.

TIP

 Consider in-store tactics such as blades two weeks before the holiday, as this was when we saw the highest spike in sales last year.

TIP



¹¹ Walmart 1P data from Mar. 2024 to Apr. 2024



Easter Toys Shopping

Top Cross-Shopped Categories¹²



Online

- 1. Chocolate
- 2. Fresh Vegetables
- 3. Fresh Fruits
- 4. Dairy Milk
- 5. Cheese



In Store

- 1. Easter Candy
- 2. Salty Snacks
- 3. Impulse Confectionary
- 4. Milk
- 5. Soft Drinks

AOV

Online AOV is **1.3x higher** than in-store AOV

¹² Walmart 1P data from Mar. 2024 to Apr. 2024



Cakes & Desserts





Cakes & Desserts Shopping

Top Sub-Categories¹³

Top Cakes & Dessert purchases included **Bread & Cookies** and **Snack Cakes**.

Online		In-Store
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Frozen Bread & Bakery **RANK 1** Snack Cakes

Bakery Cookies **RANK 2** Baking Chocolate

Loaf & Coffee Cakes **RANK 3** Croissants

Top Search Terms¹³

 **Cakes & Desserts**

Buns	Croissants
Bakery	Cupcakes
Cake	Bakery Fresh-Baked Goods
Muffins	

 **TIP** Use Sponsored Search to boost brand awareness by placing your products at the top of relevant search results, capturing the attention of shoppers looking for branded items.

¹³Walmart 1P data from Mar. 2024 to Apr. 2024



Cakes & Desserts Shopping

YoY Sales¹⁴

The in-store Cakes & Desserts category saw an **increase in sales mid-month and remained steady until the week before Easter. Both online and in-store sales spiked in the last week before Easter.**



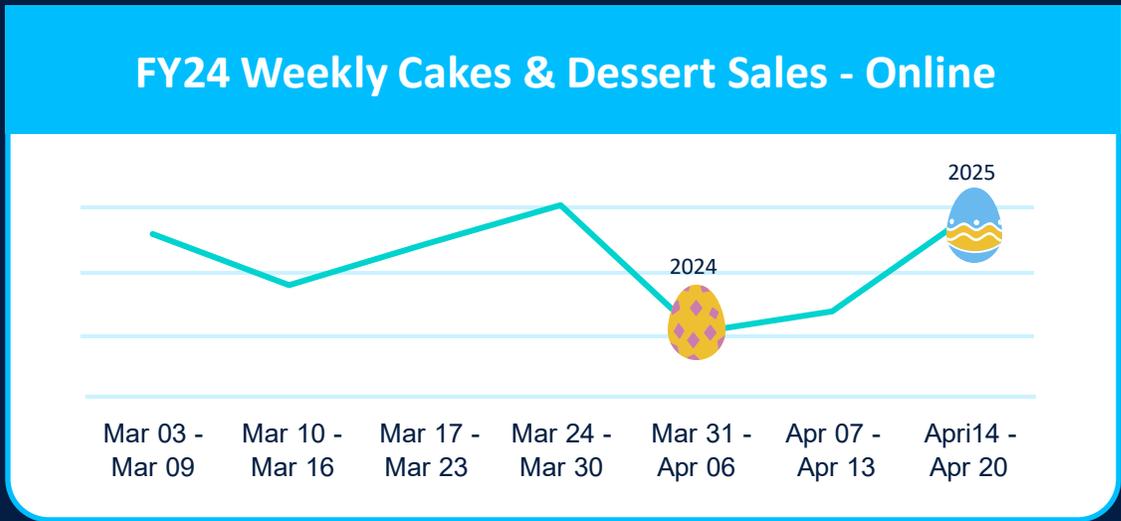
TIP

Consider sponsored search earlier in the season to capture the first wave shoppers around three to four weeks before the holiday.



TIP

Utilize in-store placements as the season progresses. Second-wave shoppers tend to enter the market the week before the holiday, purchasing last-minute items.



¹⁴ Walmart 1P data from Mar. 2024 to Apr. 2024



Cakes & Desserts Shopping

Top Cross-Shopped Categories¹⁵



Online

1. Fresh Vegetables
2. Fresh Fruits
3. Dairy Milk
4. Cheese
5. Chips



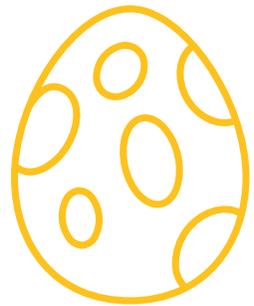
In Store

1. Salty Snacks
2. Milk
3. Bananas
4. Pantry Breads
5. Yogurt

AOV

Online AOV is
1.1x higher
than in-store AOV

¹⁵ Walmart 1P data from Mar. 2024 to Apr. 2024



Cards, Gifts & Decorations





Cards, Gifts & Decorations Shopping

Top Sub-Categories¹⁶

Top Cards, Gifts & Decorations purchases included **Easter Eggs & Décor, Fresh-Cut Flowers and Women's Earrings.**

Online



Easter Eggs

RANK 1

Women's Earrings

RANK 2

Character & Themed Candles

RANK 3



In Store

Easter Novelty & Decor

Fresh-Cut Flowers

Indoor Plants

Top Search Terms¹⁶



Cards, Gifts & Decorations

Mirror

Flowers

Easter Basket

Easter Decorations

Picture Frames

Candles

Easter Candy & Chocolates

Wall Clock

Easter

Throw Pillows



TIP

Use Sponsored Search to boost brand awareness by placing your products at the top of relevant search results, capturing the attention of shoppers looking for branded items.

¹⁶Walmart 1P data from Mar. 2024 to Apr. 2024



Cards, Gifts & Decorations Shopping

YoY Sales¹⁷

The in-store and online Cards, Gifts & Decoration category saw a steady increase in sales at the beginning of the month and saw a spike in sales online the week before Easter.



TIP

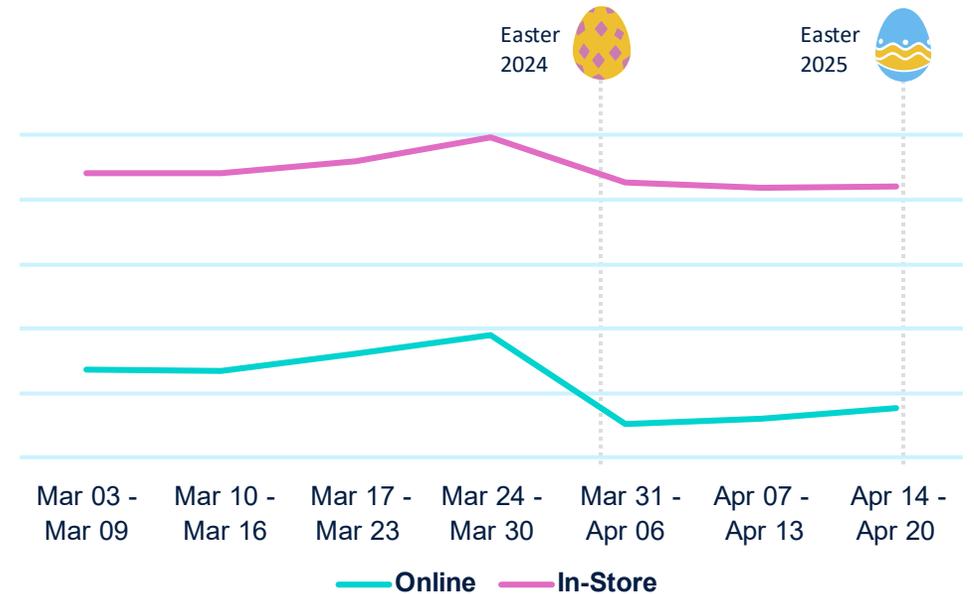
Consider in-store tactics such as blades three to four weeks before the holiday, as shoppers start to enter stores at a steady pace.



TIP

Consider sponsored search earlier in the season to capture the first wave of “early bird” shoppers around three to four weeks before the holiday.

FY24 Weekly Card, Gift & Decoration Sales



¹⁷Walmart 1P data from Mar. 2024 to Apr. 2024



Cards, Gifts & Decorations Shopping

Top Cross-Shopped Categories¹⁸



Online

- 1. Chocolate
- 2. Fresh Vegetables
- 3. Fresh Fruits
- 4. Cheese
- 5. Chips



In-Store

- 1. Easter Candy
- 2. Salty Snacks
- 3. Milk
- 4. Impulse Confectionery
- 5. Bananas

AOV

In-store AOV is **1.4x higher** than online AOV

¹⁸ Walmart 1P data from Mar. 2024 to Apr. 2024



Dairy & Eggs





Dairy & Eggs Shopping

Top Sub-Categories¹⁹

Top Dairy & Eggs purchases included **White Eggs, Whole Egg Cartons, Milk and a variety of Cheese.**

Online		In Store	
Whole Egg Cartons	RANK 1	Regular White Eggs	
2% Milk	RANK 2	Gourmet Cheese	
Cheese Blocks	RANK 3	Snacking & Sliced Cheese	

Top Search Terms¹⁹

Dairy & Eggs

Milk	Greek Yogurt
Cheese	Cream Cheese
Yogurt	Cream
Eggs	Cheese Slices
Butter	Sour Cream

TIP Use Sponsored Search to boost brand awareness by placing your products at the top of relevant search results, capturing the attention of shoppers looking for branded items.

¹⁹Walmart 1P data from Mar. 2024 to Apr. 2024
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Dairy & Eggs Shopping

YoY Sales²⁰

The in-store and online Dairy & Eggs category saw **an increase in sales at the beginning of the month, with in-store sales spiking the week before Easter.**



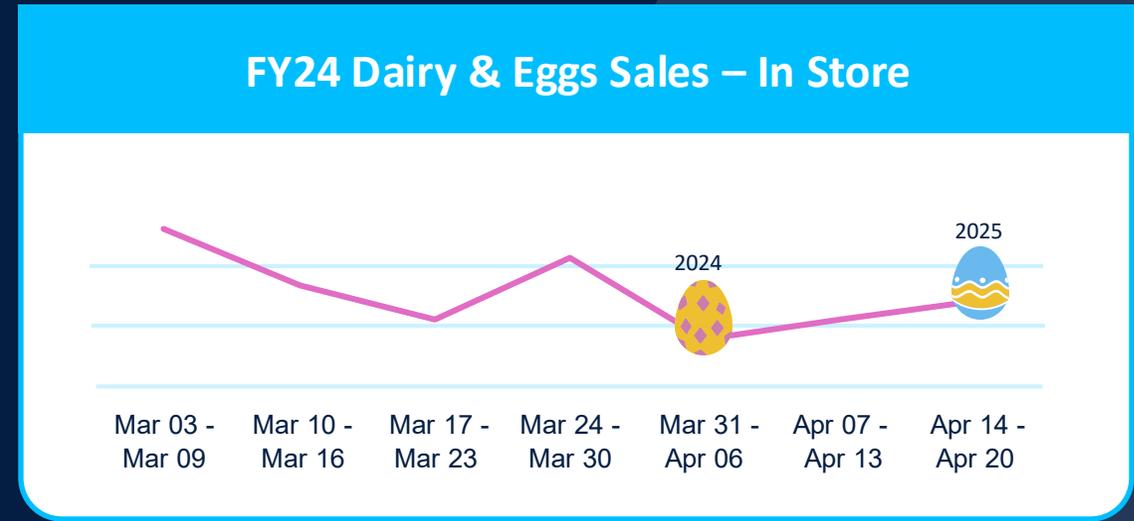
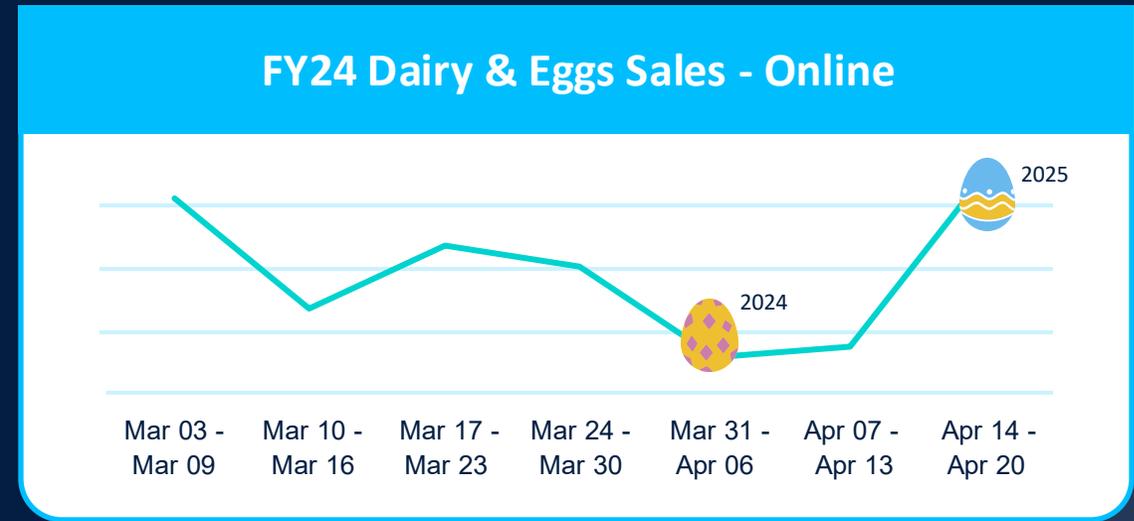
TIP

Consider Sponsored Search earlier in the season to capture the first wave of shoppers around three weeks before the holiday online.



TIP

Utilize in-store placements as the season progresses. Second-wave shoppers tend to enter the market the week before the holiday, purchasing last-minute items.



²⁰ Walmart 1P data from Mar. 2024 to Apr. 2024



Dairy & Eggs Shopping

Top Cross-Shopped Categories²¹



Online

- 1. Fresh Vegetables
- 2. Fresh Fruits
- 3. Chips
- 4. Sliced Bread
- 5. Sauces, Spices & Marinades



In Store

- 1. Milk
- 2. Bananas
- 3. Salty Snacks
- 4. Pantry Breads
- 5. Yogurt

AOV

Online AOV is **2.9x** higher than in-store AOV

²¹ Walmart 1P data from Mar. 2024 to Apr. 2024



Easter Foods





Easter Foods Shopping

Top Sub-Categories²²

Top Easter Foods purchases included
Chicken, Beef & Soft Drinks.

Online



In Store

Chicken & Turkey Breasts	RANK 1	Chicken Air Chilled
Ground Beef & Meatballs	RANK 2	Fresh Beef
Drumsticks, Thighs & Wings	RANK 3	Soft Drinks

Top Search Terms²²



Easter Foods

Cereal	Water
Pasta	Coffee
Juice	Cheese
Bread	Milk
Rice	Chicken



TIP

Use Sponsored Search to increase brand awareness, sending your products to the top of relevant search results to capture shoppers looking for branded products.

²²Walmart 1P data from Mar. 2024 to Apr.2024



Easter Foods Shopping

YoY Sales²³

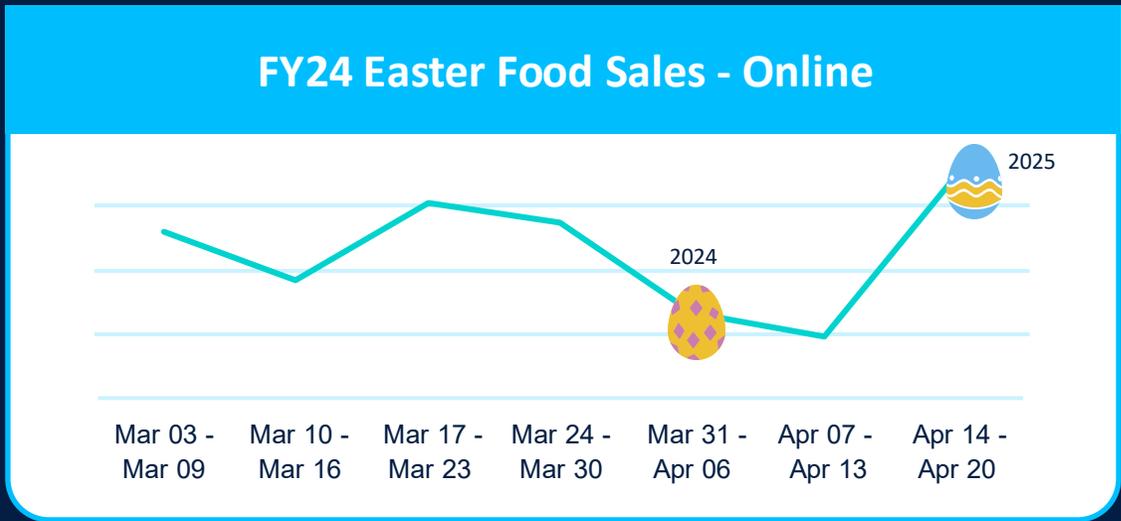
The in-store and online Easter Foods category saw **an increase in sales mid-month** and saw a **significant spike in-store the week before Easter.**

 Consider sponsored search earlier in the season, around late March 2025, to capture the first wave of “early bird” shoppers.

TIP

 Utilize in-store placements as the season progresses. Second-wave shoppers tend to enter the market the week before the holiday, purchasing last-minute items.

TIP



²³ Walmart 1P data from Mar. 2024 to Apr. 2024



Easter Foods Shopping

Top Cross-Shopped Categories²⁴



Online

- 1. Fresh Vegetables
- 2. Fresh Fruits
- 3. Dairy Milk
- 4. Cheese
- 5. Chips



In-Store

- 1. Milk
- 2. Bananas
- 3. Yogurt
- 4. Refrigerated Cheese
- 5. Eggs

AOV

Online AOV is **2x higher** than in-store AOV

²⁴ Walmart 1P data from Mar. 2024 to Apr. 2024



Fill Your Basket With Conversions

Tips for a successful Easter season



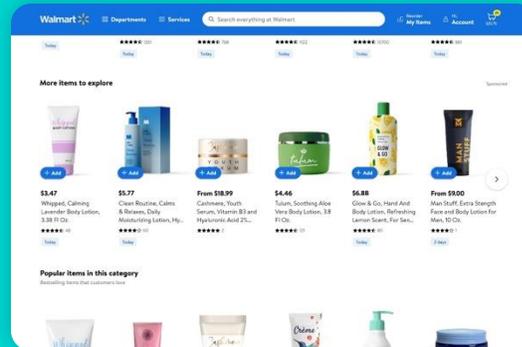
Win Hearts

Our Enterprise Tentpole package pulls together the best strategies online and in store – including our digital flyer, blades, social media and more.



Win Minds

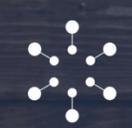
Utilize Sponsored Search to reach motivated customers searching for products like yours and advance them to your item page.



Win Wallets

Engage shoppers and drive trial right at the point of purchase through hands-on product demos and sampling. Perfect for last-minute shoppers!





Thank you