

Celebrate the spooky season at Walmart



2023

Halloween is a spook-tacular time of year that's fun for all ages. From dressing up in costumes to the trick-or-treating candy haul, many families look forward to celebrating and making memories together.

For Walmart customers, shopping interest begins early for Halloween. Searches for Halloween candy began in August indicating shopper intent for Halloween items begins well before the holiday.

Reaching customers during the spooky season shouldn't feel tricky. Use the following insights to help optimize and inform your advertising campaigns with Walmart Connect.

Canadian shoppers went big for the Halloween season in 2022¹

\$1.64B

Expected total spend

\$87.60

Expected average Halloween budget per customer

\$486MM

Expected candy sales

TIP

Plan to increase your presence with display advertising during the Halloween shopping surge. Use Walmart display advertising to remain top-of-mind with customers and move them further down the funnel, then use search advertising to help convert them.



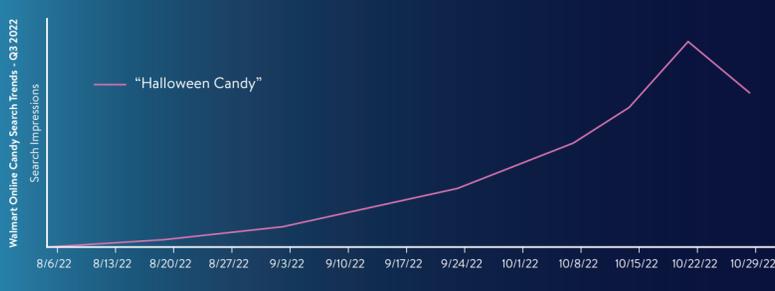
4.1+MM Children were of prime trick-or-treating age according to a 2022 estimate²

Over 50% of Canadians rely on big box stores like Walmart to shop for Halloween²

With an average of 1.5 million shoppers in store each day and 1.5 million shoppers online each day, Walmart is the perfect destination to reach Canadians as they are preparing for Halloween.³ Nearly 42% of shoppers surveyed last year said that they add Halloween items to their existing shopping trips.²

Walmart customers started searching for Halloween candy early last year

Search trends are an indicator of broader shopper interest. Last year, "Halloween candy" search volume increased steadily throughout the fall, showing shopper intent beginning in August.⁵



TIP

Launch seasonal search campaigns approximately 4 weeks in advance of target shopping periods to generate learnings and inform daily budget caps, CPC bids, keyword bidding and bid multipliers.

The top 3 items that make up more than 84% of Canadians' Halloween budgets¹

48%

Costumes

26%

Candy

12%

Pumpkins

Top Halloween candy search terms on Walmart.ca⁶

Halloween candy
Pumpkin
Chocolate
Halloween chips

Halloween
Doritos
Pillsbury
Chocolate bars

Branded

2022 Candy Basket Analysis⁶

Online and in-store shoppers had a higher propensity to buy snacks alongside Halloween candy

Walmart customers shopping for Halloween candy online also purchased

- Fruit snacks
- Chips
- Chips & salty snacks
- Cookies
- Granola bars & snack bars
- Crackers
- Ice cream & treats
- Juice
- Soft drinks
- Nuts, seeds & dried fruits

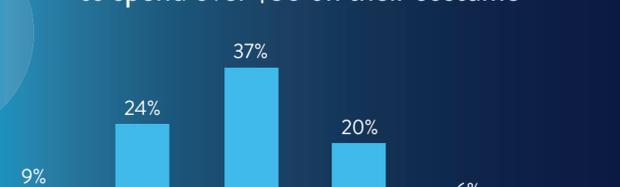
Walmart customers shopping for Halloween candy in-store also purchased

- Frozen poultry
- Snacks
- Bakery special buys
- Squash turnips
- Refrigerated baked goods
- Marshmallows
- Appetizers
- Nutritious portable food
- Pudding & dessert
- Salty snacks

TIP

Promote multiple variants, including seasonal items! Advertise any item within your catalog beyond the primary variant, including size and color variations, to help increase discoverability and sales. Be sure to add seasonal SKUs and top-performing Halloween items.

More than 60% of Canadians expected to spend over \$50 on their costume⁷



Top Halloween costume search terms on Walmart.ca⁶

Halloween costumes
Halloween costume
Costume
Kids Halloween costume
Adult Halloween costumes
Costumes
Costume Halloween

Costume kids
Spiderman costume
Witch costume
Costumes for adults
Baby Halloween costumes
Sonic costume
Harry Potter costume

Dinosaur costume
Skeleton costume
Toddler Halloween costume
Pirate costume
Mario costume
Harley Quinn costume

Branded

Top Halloween pet costume search terms on Walmart.ca⁶

Dog Halloween costumes
Cat costume
Dog costume
Halloween costume

Pet costume
Cow costume
Dalmation costume
Monkey costume

Over 1 in 4

Canadians will dress up their pet for Halloween, double the global average⁷

Top Halloween décor search terms on Walmart.ca⁶

Halloween decorations
Pumpkin
Halloween inflatables
Outdoor Halloween decorations
Fall décor

Skeleton
Hocus
Halloween lights
Inflatable Halloween
Fog machine

Halloween décor
Halloween inflatable
Indoor Halloween decorations
Decoration Halloween
Halloween blow up decorations

Setting up your Halloween campaign for success shouldn't feel tricky. Use the best practices to make the season less scary.

Best practices

- Reach more customers and hold attention longer with ads. As site traffic increases, plan to increase bids and budgets to take advantage and have your ad seen by more customers.
- Always stay on top of Halloween product inventory levels to ensure all SKUs in your campaigns remain active.
- To run an effective Sponsored Products campaign, it's important to gather actionable data about how Walmart customers interact with your products. You'll excel if you know which ad placements give your products the most visibility to your customer and which keywords drive the strongest conversions.

Contact our team today to start planning your Halloween campaigns with Walmart Connect

CONTACT US

Sources

¹Source: HelloSafe.ca <https://hellosafe.ca/en/blog/halloween-budget-2022>
²Source: Halloween 2022 Shopping in Canada Survey | National Consumer Research - Caddle & RCC
https://www.retailcouncil.org/wp-content/uploads/2022/05/2022_-_Caddle_-_Halloween_Sept-27-Caddle-Edit.pdf
³Source: Walmart First-Party Data, FY23
⁴Source: StatsCan https://www.statcan.gc.ca/en/dal/smr08/2022/smr08_266
⁵Source: Walmart First-Party Data, FY23 Q3
⁶Source: Walmart First-Party Data, September - October 2022
⁷Source: Klarna <https://insights.klarna.com/halloween/>