

Shoppers browse and discover with intention as they prepare to celebrate

Father's Day brings with it a high-impact opportunity for brands to connect with engaged shoppers as they plan meaningful ways to celebrate key figures in their lives. With the Father's Day category seeing sales growth year over year across both in-store and online channels, ensuring omnichannel visibility can bring you closer to active shoppers and boost sales.¹



The Father's Day shopper¹

9.8M

page visits related to the Father's Day category from May to June

8.3M

searches related to the Father's Day category from May to June

3.7x

higher average order value online than in-store

Shopper activity at Walmart¹

Key in-store categories

1. Bikes
2. Beard care & grooming accessories
3. Camping supplies
4. Electronics
5. Workout equipment

Key online categories

1. Bikes
2. Beard care & grooming accessories
3. Electronics
4. Camping supplies
5. Workout equipment

Top online subcategories by visits

- Televisions
- Earbuds
- Smart watches
- Laptops
- Adult bikes

Top search terms

- BBQ
- Camping chair
- Earbuds
- Smart TV
- Dumbbells

Connect with Father's Day shoppers

Leading into last year's holiday, nearly all shoppers were looking to browse across channels as they looked to decide on the perfect gift, with 69% of consumers sharing they planned to browse in-store and 66% exploring online shopping sites.² Ensure your brand is discoverable across shopping journeys to capture wallet share.



Power of in-store presence

Harness Walmart's [in-store placements](#), such as Blades or Wobblers, to connect with customers throughout their shopping journey, from discovery to purchase.



Enable brand discovery

One in four shoppers wait until the week before the holiday to finalize their purchase.² Use [Sponsored Search](#) to boost visibility and help drive product purchase by capturing attention and building awareness.



Remain visible online

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

¹Walmart first-party data, May–June 2025.

²NIQ Father's Day 2025 Forecast: Key Shopping Trends & Retail Opportunities, May 2025.