



Candy and Chocolate

No tricks about it — Halloween is all about the treats

- Candy and Chocolate are an essential part of Halloween, with **82% of shoppers expecting to purchase** these items.¹
- The category experienced **year-over-year sales growth** both in-store and online.²
- The **online channel appears to see more planned purchases**, with two weeks before the holiday and six weeks before the holiday seeing the most growth.²
- Meanwhile, **in-store saw elevated year-over-year sales growth, with September being a crucial time** to connect with shoppers. **The week of Halloween remains key for last-minute store shoppers**, with the most weekly growth leading into the holiday.²
- Across channels, the **average order values are similar**, separated by roughly 11%, with online seeing the slightly elevated AOV.²
- **Nearly one quarter of these shoppers are new customers**, signaling an opportunity to connect as they browse for their perfect treats.²
- Keep returning customers in mind as well, ensuring you're making efforts to **capture the attention of the other three quarters who have shopped at Walmart in the past** for their candy and chocolate needs.²

¹Numerator, 2026 Canada Annual Holiday Preview Consumer Survey Report, January 2026

²Walmart first-party data, August 14 – November 6, 2025.





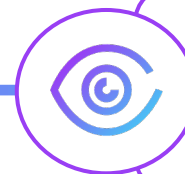
From search to basket

Sweet treats are top of mind as shoppers prepare for Halloween.

- Those shopping the category were often making their purchases alongside items from other categories and combining baskets for convenience. The top cross-shopped categories were **Grocery, Beverages, Party Supplies, Halloween Decorations, and Snacks.**
- **Online activity climbed steadily in the weeks leading up to Halloween**, increasing month by month as shoppers searched for the perfect treats.
 - From mid-August to the end of October, the Candy and Chocolate category saw roughly **1.5M page views, a 16% growth** year over year.
 - **Search saw 23% year-over-year growth**, and we also saw a **19% increase in unique visitors** to the category

Top search terms

1. Halloween candy bulk
2. Chocolate bars Halloween
3. Candy assortment
4. Trick or treat candy
5. Mini chocolate bars
6. Candy corn
7. Halloween gummies
8. Chocolate candy mix
9. Sour candy Halloween
10. Premium chocolate



To capture shoppers at every stage of their shopping journey, ensure you're activating your Halloween media strategy well ahead of the big day!

Putting the treat in trick or treat!

Capture attention with a strong omnichannel approach to engage with shoppers, drive consideration, and boost sales.

Engage in-store shoppers



Take advantage of signage opportunities to engage with shoppers at the shelf, while they're making purchase decisions. With placements such as **Blades**, **Wobblers**, and **Side Gables** you can showcase your brand and products across stores to connect with shoppers on the hunt for spooky treats.

Connect with online shoppers



Sponsored Search delivers visibility, capturing attention as shoppers browse. With search activity growing year over year, this can be an important part of your Halloween media strategy as many shoppers are building their shopping lists in advance, before they even arrive in-store.

Stand out from the crowd



Own the category with **Onsite Display** placements, capturing shoppers as they browse across our site and app in the weeks leading up to Halloween. Drive awareness and consideration by being visible throughout the shopping journey — from exploratory scrolls to time of purchase — during this key shopping season.



Let's spark sales.