



Costumes

Connecting with costume shoppers requires early visibility sustained throughout the season

- Costumes are a key part of the Halloween season, both for trick-or-treating and parties around the holiday. Across both in-store and online channels, the **costumes subcategory experienced year-over-year sales growth**.
- The **online channel experienced growth earlier in the season**, with mid to end of September seeing the most year-over-year growth. **Early online visibility can help capture shoppers' attention** as they plan and complete their Halloween looks.
- **In-store experienced the most year-over-year growth in October** — the **week of Halloween in particular** saw the highest sales growth of the season. Ensuring your in-store campaigns run through the holiday or planning in-store activations and experiences for the week of the holiday are great ways to influence decisions as shoppers are actively filling their carts.
- Across channels, the **average order values are nearly identical**, separated by roughly 2%, with in-store seeing the more elevated AOV.
- **Nearly one third of these shoppers are new customers**, creating a key opportunity to capture their attention as they shop Walmart for their costume needs for the first time. Keep retention in mind, as **68% of these shoppers are returning to Walmart to search for their Halloween look**.

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

PROPRIETARY AND CONFIDENTIAL





From search to basket

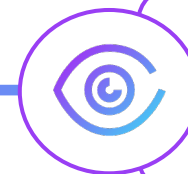
Costume shoppers are searching for inspiration as they bring together their perfect Halloween look.

- Those shopping for costumes were often making their purchases alongside items from other categories. The top cross-shopped categories were **Grocery, Home Décor, Party Supplies, Toys, and Seasonal**, signaling that shoppers were combining trips and grabbing costumes alongside other Halloween essentials or their weekly Grocery shops.
- **Online activity climbed steadily in the weeks leading up to Halloween**, increasing month by month as shoppers prepared their Halloween looks.
 - From mid-August to the end of October, the category saw roughly **1.6M page views, a 17% growth** year over year.
 - **Search saw 24% year-over-year growth**, and we also saw a **19% increase in unique visitors** to the category.
- The top search terms are equally divided between clear themes and concepts, and searches that leave room for inspiration and influence — creating a **clear opportunity to capture attention and drive awareness at the stage of discovery**.

Top search terms



- | | |
|-------------------------------------|------------------------------|
| 1. Adult Halloween costumes | 6. Couples costumes |
| 2. Kids Halloween costumes | 7. Toddler Halloween costume |
| 3. Superhero costumes | 8. Witch costume |
| 4. Disney princess costumes* | 9. Vampire costume |
| 5. Scary costumes | 10. Zombie costume |



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

*Branded term

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Creating spooky looks – and results

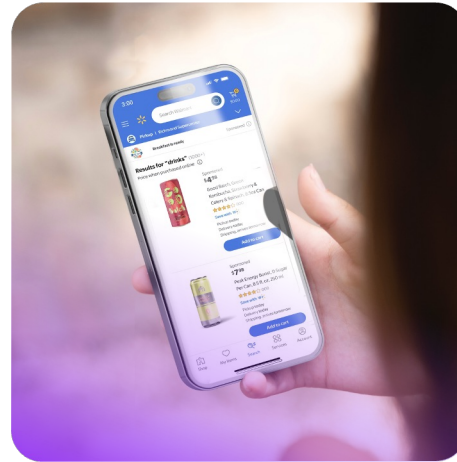
Stay visible with a strong omnichannel approach to engage with shoppers, drive consideration, and boost sales.

Inspire through unique experiences



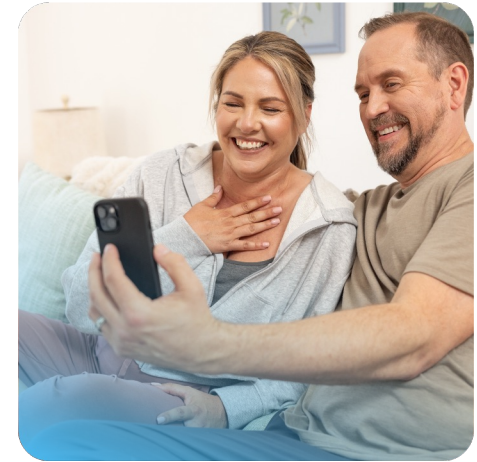
Activation spaces allow you to craft your own, branded experiences at Walmart stores across the country. Inspire shoppers by showcasing costumes and accessories with an engaging try-on experience or a photobooth with Halloween props this spooky season.

Drive discovery and influence purchases



As shoppers search for their perfect look, use **Sponsored Search** to capture their attention while they browse. With search activity growing year over year, this can be an important part of your Halloween media strategy, landing you front and centre.

Stand out from the crowd



Onsite Display placements capture shoppers as they browse across our site and app. Drive awareness and consideration by being visible throughout the shopping journey – from exploratory scrolls to time of purchase – in the weeks leading up to Halloween. .

Capturing the opportunity: Pets

- **Consider ways to connect with pet parents** this season as they increasingly look to include their furry friends in the Halloween festivities. Where online sales growth remained steady, **in-store experienced double-digit year-over-year growth**, signaling an opportunity to increase shopper engagement touchpoints to drive consideration and conversion across channels.
- In-store, we saw highest sales growth in mid-August, followed by consistent growth from the first week of October until Halloween. Online, the most growth was seen in mid-September and the week of the holiday. This activity **indicates a mix of pre-planned pet costumes and more spontaneous purchases**.
- Online activity climbed steadily in the weeks leading up to Halloween with **year-over-year growth experienced in search (18%), page visits (12%), and unique visitors (16%)**.
- These shoppers are also shopping across other Pet categories, though we also see **cross-over into the Décor category** amongst the top five cross-shopped, **as well as Costumes and Party Supplies** in the top ten. Explore strategies to capture attention across both physical and digital aisles to boost awareness and capture spend.

Top search terms

1. Dog Halloween costume
2. Cat costume Halloween
3. Pet pumpkin costume
4. Dog costume funny
5. Pet Halloween outfit

Top cross-shop categories

1. Pet food
2. Pet toys
3. Pet accessories
4. Halloween decorations
5. Pet treats





Let's spark sales.