



Halloween Insights



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A season of tricks, treats, and opportunities

Tap into how Canadians shop, spend, and celebrate Halloween.

As Canadians prepare for tricks, treats, parties, and spooky outings, Halloween marks an important opportunity to connect with shoppers.

The majority of those who celebrated the holiday in years prior shared their **intent to spend the same or more** the following year — a trend we can expect to continue into this year's Halloween season.¹

Most **shoppers anticipate spending over \$50 on Halloween celebrations this year** (76%), with 44% expecting to spend over \$100.²

As Canadians continue to lean into Halloween with consistent — or increasing — spend, ensure you're maximizing your visibility and reach to **drive awareness, consideration, and conversion** amongst these spooky shoppers.



83%

of Canadian parents said that they planned to spend the same or more than prior year to celebrate Halloween¹

51%

of shoppers planned to make a dedicated trip for Halloween purchases³

47%

of shoppers planned to make their purchases 2–4 weeks before Halloween, up from approximately 35% planning to shop early the year prior³

¹ Leger, Halloween Habits Survey of Canadians, October 2024.
² Numerator, 2026 Canada Annual Holiday Preview Consumer Survey Report, January 2026.
³ Caddle and RCC, Halloween 2024 Shopping in Canada Survey, October 2024.

Halloween shoppers are planning ahead and are open to inspiration

Trends in recent years show that **Halloween shopping activity begins earlier year over year**. Make sure your brand and products are visible both in-store and online to drive discovery, capture attention, and convert shoppers.

When shopping for Halloween, data shows that **nearly half of Canadians have not been loyal to specific brands** — meaning **strategic visibility is more important than ever**, and that there is room for you to influence their purchases as they make their final decisions.

49%

added Halloween items to an existing shopping trip, not focused on Halloween shopping

43%

of shoppers have not been loyal to specific brands as they shop for Halloween, and 30% focus on overall value

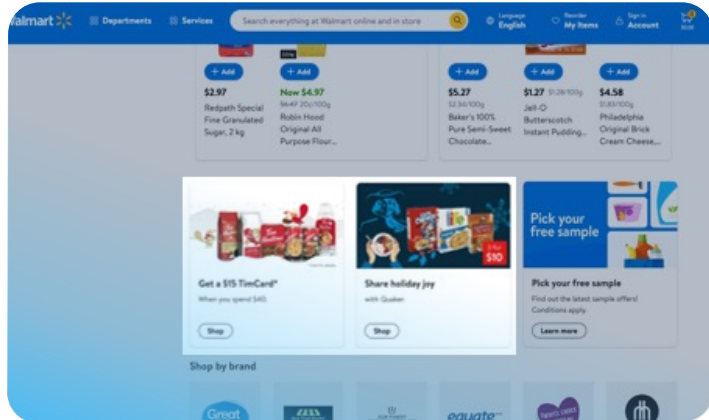


Your spooky season strategy

Visibility across channels can drive awareness and consideration this Halloween.



Drive online discovery



As shoppers seek inspiration, leverage onsite placements to capture their attention and guide purchase decisions. Use **Sponsored Search** and **Onsite Display** to keep your brand front and centre in the weeks leading up to Halloween, when we know shoppers are actively buying.



Reach shoppers in store



Capture shoppers' attention in stores with impactful placements like **Blades, Wobblers, Shrouds, Side Gables**, or **In-store Audio**. With shoppers checking items off their list in the weeks leading up to Halloween, ensure your brand is visible to drive consideration and influence decisions at the shelf.



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.





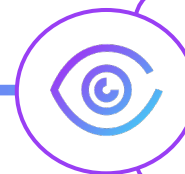
From search to basket

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.



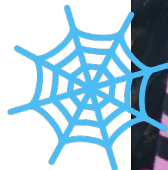
Costumes

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.

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From search to basket

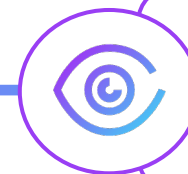
Costume shoppers are searching for inspiration as they bring together their perfect Halloween look.

- 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

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



Creating spooky looks – and results

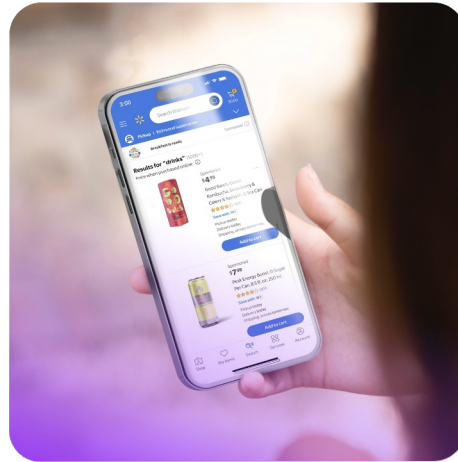
Stay visible with a strong omnichannel approach to engage with shoppers, drive consideration, and boost sales.

Inspire through unique experiences



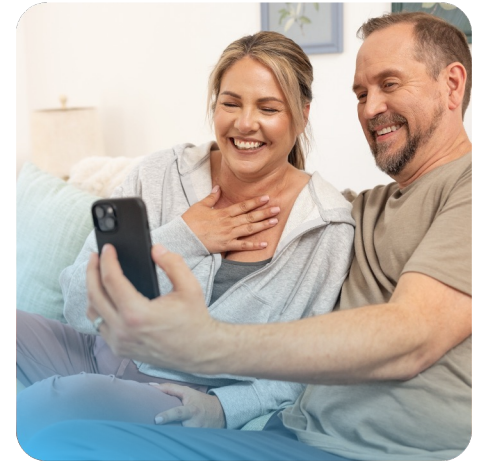
Activation spaces allow you to craft your own, branded experiences at Walmart stores across the country. Inspire shoppers by showcasing costumes and accessories with an engaging try-on experience or a photobooth with Halloween props this spooky season.

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





Arts and crafts

From pumpkins to paint, Halloween ignites a creative spark

- Halloween isn't all about treats! Many are gearing up to make spooky crafts as well. Whether it's making components for their costumes, carving pumpkins, or party décor, Halloween brings out a creative spark!
- The Arts and Crafts category experienced **steady year-over-year sales growth** across both in-store and online channels.
- The **online channel experienced growth earlier in the season**, seeing the largest uptick roughly a month and a half out from Halloween, in mid to late September. **Early visibility online can help capture shoppers' attention** as they stock up on their crafting needs across our site and app.
- **In-store experienced the most year-over-year growth in October, with the two weeks prior to the holiday being especially impactful.** Ensuring your in-store campaigns run through the holiday or planning **craft-focused activations and experiences for the weeks immediately leading into Halloween** 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 4%, with the online channel seeing the more elevated AOV.
- **Over one third of these shoppers are new customers**, creating a key opportunity to ensure your brand and products are top of mind.





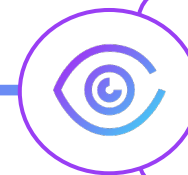
From search to basket

Rising search and discovery signals growing intent as shoppers build their Halloween baskets.

- Those shopping the Arts and Crafts category 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 crafting supplies alongside other Halloween essentials or their weekly Grocery shops.
- **Online activity climbed steadily in the weeks leading up to Halloween**, increasing month over month. From mid-August to the end of October:
 - **Page views** experienced a lift of 13% year over year.
 - **Search** saw 20% year-over-year growth.
 - **Unique visitors** saw a 16% increase year over year.
- The top subcategories our shoppers were purchasing last season were **paint sets, activity books, stencils, carving kits,** and **craft pumpkins**. It's likely that these categories will remain key heading into the 2026 Halloween season, as parents, friends, and families gear up for nights of arts, crafts, and spooks.

Top search terms

1. Pumpkin carving kit
2. Halloween stencils
3. Carving tools
4. Halloween craft kits
5. Pumpkin decorating kit
6. Halloween paint
7. Spooky craft supplies
8. Halloween DIY
9. Pumpkin templates
10. Halloween glitter



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



Crafting the perfect strategy

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

Inspire through unique experiences



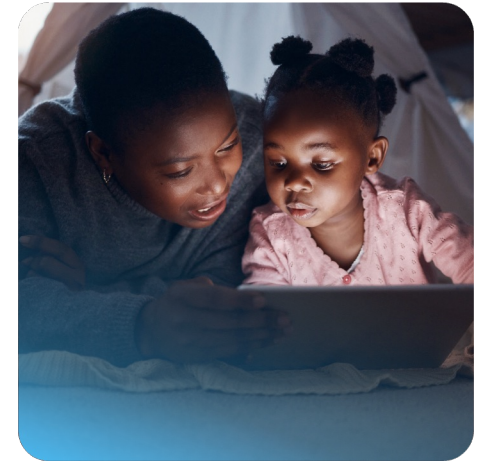
Take advantage of signage opportunities to engage with shoppers at the shelf, while they're making purchase decisions. With placements such as **Blades**, **Wobblers**, and **Side Gables**, you can showcase your brand and products across stores to connect with shoppers on the hunt for spooky treats.

Drive discovery and influence purchases



As shoppers search for their craft essentials, 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 as we see activity grow year over year.

Stand out from the crowd



Connect with online shoppers with **Onsite Display** placements 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.



Décor

Décor demand begins early and sustains momentum leading into Halloween

- Seasonal décor experienced **year-over-year sales growth** as shoppers turned to Walmart — both in-store and online — to create the perfect spooky atmosphere.
- The **online channel experienced a spike early in the season**, in late August. Growth remained steady up until roughly the first week of October, when a **second period of elevated growth** was seen.
 - **Early visibility online can help capture shoppers' attention** as they hunt for home décor in the months leading up to Halloween.
- Consistent shopping appeared to be the constant between the two channels, as **in-store also experienced multiple pockets of elevated sales growth** in the months leading up to Halloween. Late August is when we first saw a spike in year-over-year growth, with **key periods of growth falling in early September, the first week of October, and the week before the holiday**.
 - Ensuring your in-store campaigns **begin early and run through Halloween** is a great way to influence decisions as shoppers are actively filling their carts.
- Across channels, the **average order values are nearly identical**, separated only by roughly 1%, with online having the more elevated AOV.
- **Over one quarter of these shoppers are new customers**, creating a key opportunity to capture their attention as they shop Walmart for their décor items for the first time.





From search to basket

Growing engagement brings an opportunity to engage and inspire throughout the shopping journey.

- Those shopping for Halloween decorations 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 purchasing their décor items 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 **1.1M page views, a 15% growth** year over year.
 - **Search saw 21% year-over-year growth**, and we also saw a **18% increase in unique visitors** to the category.
- The top subcategories our shoppers were purchasing last season were **Wall Décor, Table Decorations, Indoor Decorations, Candles,** and **Inflatables**. It's likely that these categories will remain key heading into the 2026 Halloween season as shoppers plan their celebrations and create the perfect atmosphere in their homes.

Top search terms

1. Outdoor Halloween
2. Halloween inflatable
3. Animatronics Halloween
4. Halloween lights
5. Yard decorations
6. Halloween door décor
7. Spooky props
8. Halloween wreath
9. Skeleton decorations
10. Pumpkin decorations



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



Curating the perfect spooky atmosphere

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

Connect with shoppers across aisles



In-store Audio reaches shoppers across the store, no matter what department they're in, inspiring them to visit the décor aisle. Speak to your assortment of spooky products, your newest Halloween line, or invite them to discover your entire range of goodies through these audio segments.

Drive discovery and influence purchases



As shoppers search for their perfect décor items, use **Sponsored Search** to capture their attention as 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.



Let's spark sales.