

A cultural celebration that drives shopper connection

Lunar New Year is observed by millions of Canadians each year and holds deep cultural significance across many East and Southeast Asian communities. Rooted in traditions of family, gifting, and festive gatherings, the celebration presents a key opportunity for brands to connect with highly engaged shoppers as they plan meaningful celebrations and seasonal purchases.



Lunar New Year in Canada¹



Lunar New Year at Walmart²



Double-digit growth across both online and in-store channels within the Lunar New Year category in the weeks leading up to the holiday.

Double-digit growth in East Asian Food and Snacks across both online and in-store channels in the weeks leading up to Lunar New Year.



Connect with Lunar New Year shoppers

With 53% of Lunar New Year celebrants planning to spend more than \$100 on items to bring their celebrations to life, ensuring your brand is visible can drive consideration, awareness, and conversion.¹



Capture attention

Harness Walmart’s in-store placements, such as **Blades, Wobblers, Sampling, or Deli Screens**, to connect with customers in-store.



Enable discovery

Onsite Display allows you to reach new or existing customers with targeted placements across our site and app.



Remain visible

Use **Sponsored Search** to boost visibility and help drive product purchase by capturing attention and building awareness.

¹Numerator, 2026 Canada Annual Holiday Preview Consumer Survey Report, January 2026.
²Walmart first-party data, January 1, 2026 – February 19, 2026.