

A high-intent gifting moment driven by omni-channel browsing and discovery

In the lead up to Mother's Day last year, the majority of Canadians shared that they planned to do something special to mark the occasion.¹ Characterized by emotionally driven, purposeful purchases, Mother's Day is an important opportunity for your brand to be visible and connect with shoppers both online and in-store.



The Mother's Day shopper

60%

Of Canadians celebrating the holiday last year say they planned a dedicated shopping trip¹

7.9x

Online average order value compared to in-store average order value²

7.8M

Unique visitors to the Mother's Day category from April–May²

Activity across channels²

Key online categories

1. Flowers and plants
2. Electronics
3. Makeup
4. Skincare
5. Confectionery

Key in-store categories

1. Flowers and plants
2. Electronics
3. Confectionery
4. Makeup
5. Jewellery

Top search terms

1. Perfume
2. NYX*
3. Milani*
4. Elf Cosmetics*
5. Laptops and computers

*Branded Term

Connect with Mother's Day shoppers

Nearly all shoppers shared that they planned to browse before making a purchase ahead of last year's Mother's Day, with 68% planning to peruse in-store and 58% doing online research.³ 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

This category sees 4.1M searches.² Use [Sponsored Search](#) to boost visibility and help drive product purchase by capturing attention and building awareness.



Extend your reach

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

¹Caddle Daily Survey. Retail Council of Canada, March 2025.

²Walmart 1P data April 2025 – May 2025.

³NielsenIQ Bases Consumer Study, 2025.