

## A vibrant celebration of life, light and togetherness

### A festive Canadian celebration

Diwali, famously known as the ‘Festival of Lights,’ is a celebration that traditionally includes cleaning and decorating homes, exchanging gifts and sweets, and offering prayers for wealth and prosperity. Celebrations are filled with festive meals, family gatherings, beauty rituals, and rich cultural traditions. In Canada, Diwali is embraced by millions of Indo-Canadians and is a cherished celebration within the country’s third-largest religious community —the Hindu community.<sup>1</sup>

### Celebrants, at a glance <sup>1,2</sup>

- 94% of respondents said they plan to buy something for their celebration
- 42% of respondents plan to cook or bake at home
- 1.5M Canadians identify as Hindu or Sikh, the largest Diwali-observing groups in Canada<sup>1</sup>



## The Diwali shopper at Walmart<sup>3</sup>



Double digit

Growth in YoY online sales

### Product variation and availability

Online sales saw significant double digit YoY growth. Shoppers are likely drawn by a wider inventory of culturally relevant items online – purchasing premium products and bulk gifting items.

2.4x

Higher online AOV vs. in-store

### Prefer online vs in-store for planned purchases

Average order value online is significantly higher than in-store. Shoppers plan ahead for the holiday and purchase high intent items online while in-store is for last minute needs.

82%

Regular Walmart shoppers

### Loyal Walmart shoppers

Over 8 in 10 online orders came from regular Walmart shoppers, showing that Diwali draws consistent, annual engagement from a loyal base that trust Walmart to offer what they need.

## Page visits, Searches, and unique visitors for Diwali categories<sup>3</sup>

22M

Page visits

33M

Total searches

9.2M

Unique visitors

## Your Diwali strategy at Walmart

### Drive Interest Offsite

Reach shoppers on their favourite social channels with **Influencers** and **Paid Social** to inspire shoppers with holiday specific trends at Walmart.

### Build Awareness and Drive Conversion

Use **Sponsored Search** and **Onsite Display** to build awareness and capture shopper interest.

### Drive Trial and In-store Interest

Utilize in-store placements such as **TV Wall** and **Deli Screens** to capture shoppers’ attention and help drive them to purchase.

<sup>1</sup> 2021 Census of Population, Statistics Canada, 2024  
<sup>2</sup> 2025 Holiday Preview, Numerator, 2025.  
<sup>3</sup> Walmart 1P data, Oct 2024 – Nov 2024

