



HOP INTO EASTER



Walmart Connect





Fill carts and baskets

Shopper spending at a glance

Easter shoppers are filling baskets with dinner essentials, sweet treats, and thoughtful gifts, making these items holiday must-haves.

Over three-quarters of Easter celebrants planned to either maintain or increase their holiday-related spend year over year.¹

Easter shoppers are purchasing later in the month with over half waiting until just 1-2 weeks before the holiday.¹

93%

of Canadians who plan to celebrate Easter also plan to make a purchase²

53%

of shoppers said they will make their Easter purchases 1-2 weeks in advance²

76%

of Canadians planned to spend up to \$100 for Easter¹

Of Canadian Easter Shoppers¹:



- 67% planned to purchase food items
- 49% planned to purchase candy
- 26% planned to purchase gifts

¹ Caddle & RCC Easter 2025 Survey, 2025

² Numerator Canadian Holiday Insights 2025



Shoppers hunt online then hop in store

Capture the attention of customers already in the shopping mindset with both online and in-store tactics. Over half of shoppers said they planned to make a dedicated trip for Easter purchases, and majority would prefer to make their purchases in store.¹

82.5%

prefer to make their Easter purchases in store.¹

54%

of shoppers said they would make a dedicated shopping trip for Easter purchases last year.¹

¹Caddle & RCC Easter 2025 Survey, 2025.





From early browsing to last-minute treats

Easter browsing starts early, with consumers [researching items](#) about a month before the [holiday](#) for inspiration on meals, décor, and gifts.¹

Page visits rise from mid to late March, then taper off in early April as shoppers shift from browsing to searching for specific products they've planned to buy. [The biggest spike in search volume occurs in the week leading up to Easter](#), as shoppers make last-minute purchases.¹

This creates a prime opportunity to engage shoppers earlier in the season with onsite display that sparks discovery and inspiration.

Then, ramp up sponsored search 1–2 weeks before Easter, as [75% of shoppers](#) use the search bar to find specific products.²

Easter weekly visits



Easter weekly searches

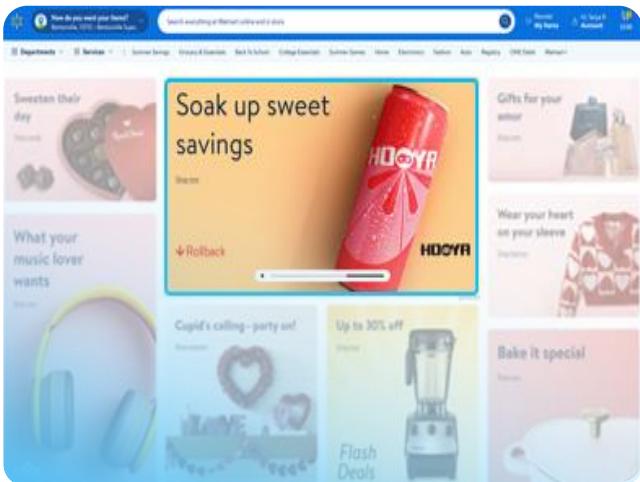


¹ Walmart 1P data from Mar. 2025 to Apr. 2025

² Leger National OMNIBUS Results – Aug. 2025



Find their eggs and fill them too!

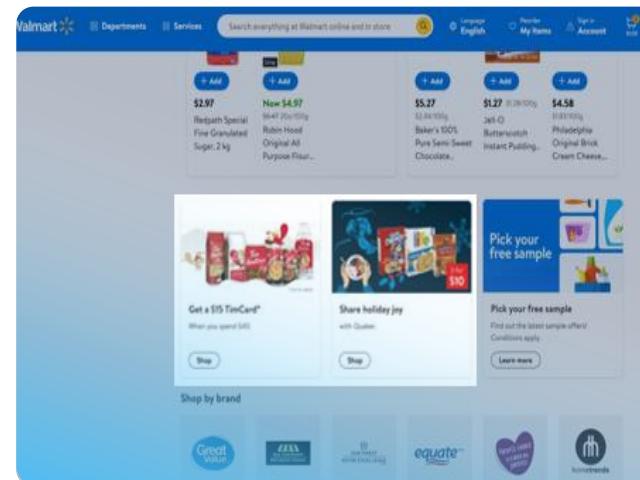


Front-and-centre impact

Stand out this Easter with a high-impact **Homepage Hero POV** or **Homepage Takeover Gallery**. As most shoppers begin their journey on the homepage this is a prime opportunity to showcase your brand at the point of entry.

Influence browsing and searching

As shoppers seek inspiration, leverage onsite placements to capture their attention and guide purchase decisions. Use **Sponsored Search** or a **Grocery Tile** to keep your brand front and centre throughout the Easter season.



Reach shoppers in store

Capture shoppers' attention in the aisle with impactful in-store placements like **Blades**, **Wobblers**, and **Shrouds**, especially late in the season when purchase decisions are being made.



Cakes + Desserts





Easter

In-store cakes & desserts shopping

The in-store cakes & desserts category experienced **double-digit YoY sales growth**.¹

Most shoppers will make purchases in store, providing a great opportunity to capture their attention as they are looking for their favourite Easter desserts.



In-store sales saw **triple-digit growth** YoY, in the week leading up to Easter.



Top Subcategories

Cake
Cookies

Donuts
Cupcakes



38% of Easter shoppers seek inspiration from products seen in-store.²

¹ Walmart 1P data from Mar. 2025 to Apr. 2025

² Caddle & RCC Easter 2025 Survey, 2025



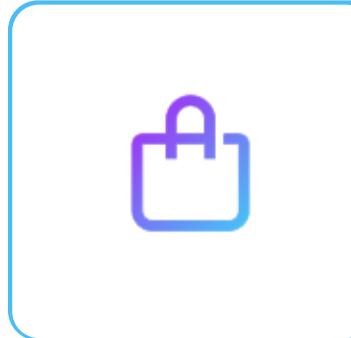
Easter

The online cakes & desserts shopper

Cakes & desserts online sales saw **double-digit YoY growth**.

Online shoppers are purchasing cakes and desserts in mid-late March and sales spike in the week leading up to Easter. Be in market throughout the holiday season to capture the attention of the early bird and last-minute shoppers.

Ensure visibility with onsite display and sponsored search to keep your brand top of mind as shoppers are searching and browsing for the holiday.

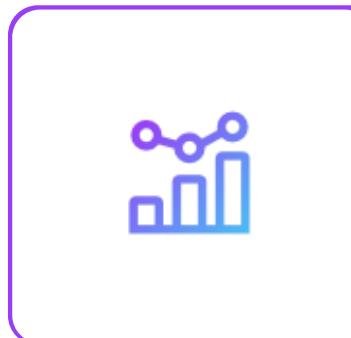


Top Subcategories

Occasion cake
Cookies
Donuts



Online advertising opportunities require **early activation with a presence right up to Easter**, to ensure you're capturing shopper attention.



The cakes and desserts category saw **3.2M page visits** during the Easter holiday.



Easter

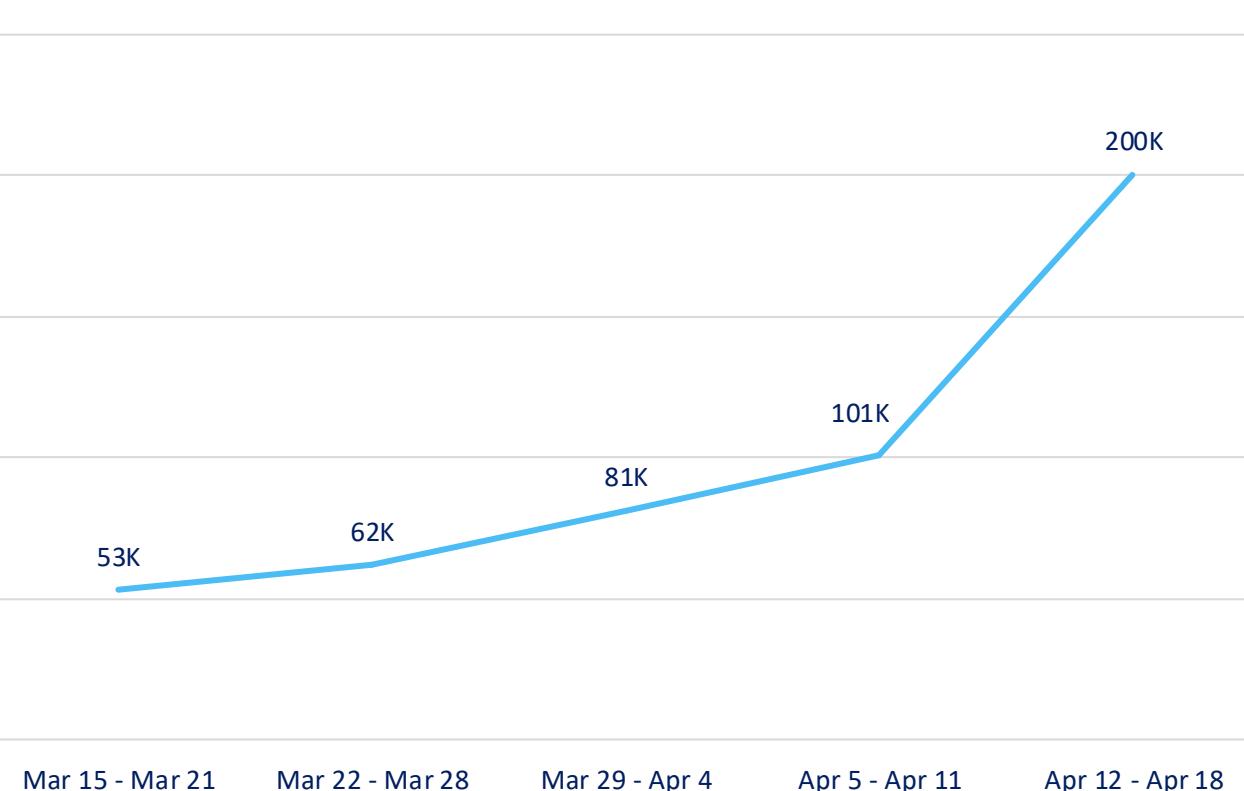
Cakes & Desserts searches

Shoppers are searching for cakes & desserts the week before and the week leading into the holiday. Terms indicate that shoppers are looking for a variety of desserts to bring to their Easter dinner.

Top search terms

- Chocolate cake
- Freshly baked goods
- Cheesecake
- Cakes bakery
- Cupcakes
- Croissant
- Dessert
- Cake
- Brownies
- Muffin

Easter cakes & desserts weekly search volume



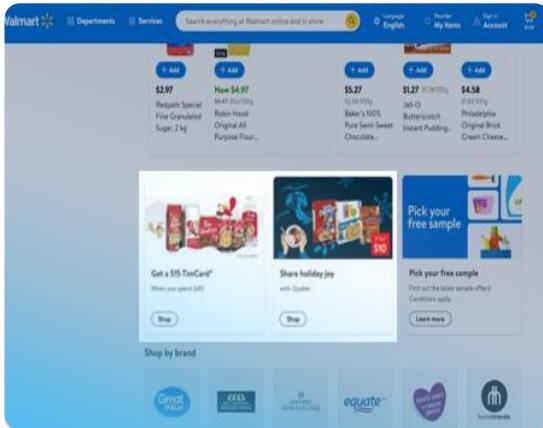
Approximate values rounded to nearest decimal



Spring into action

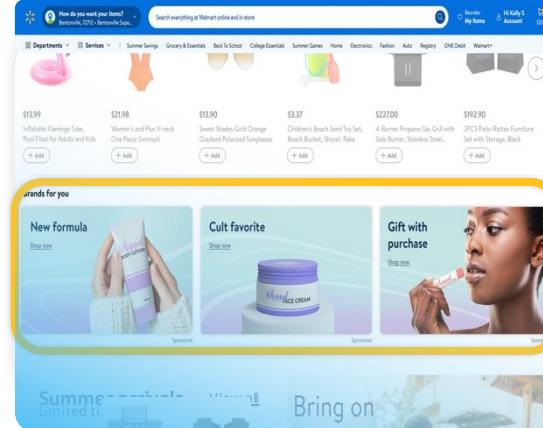
Be online and in store to influence customers on the hunt

Stand Out Online



Reach in-market customers as they actively browse and search online for their sweets and treats. Capture your shoppers' attention with a **Grocery Tile** during this key shopping moment.

High-impact Visibility



Reach shoppers at the start of their journey with a **Homepage Gallery Takeover** to drive awareness of your brand's top Easter items.

Drive Consideration in Store



Leverage in-store placements such as **Deli Screens** and **TV Walls** to drive awareness and consideration as shoppers browse for their favourite desserts to bring to Easter dinner.



Chocolate + Candy





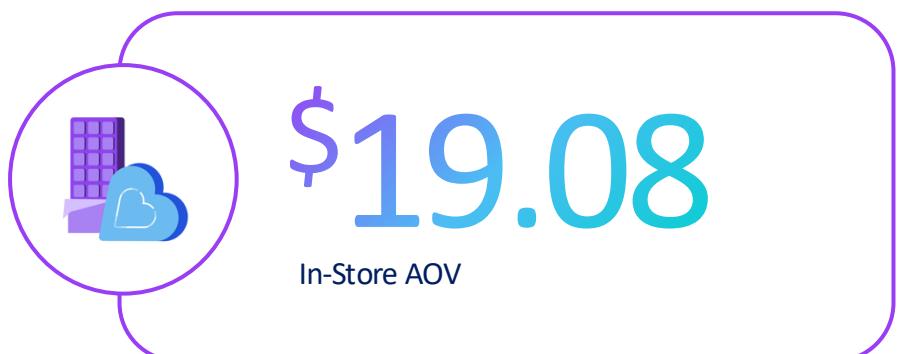
Easter

In-store chocolate and candy shoppers

Chocolate and candy sales surge two weeks leading up to Easter, with a spike the week before driving **triple-digit sales growth YoY**.

With shoppers making last-minute purchases, maximize in-store visibility during the two weeks leading up to Easter.

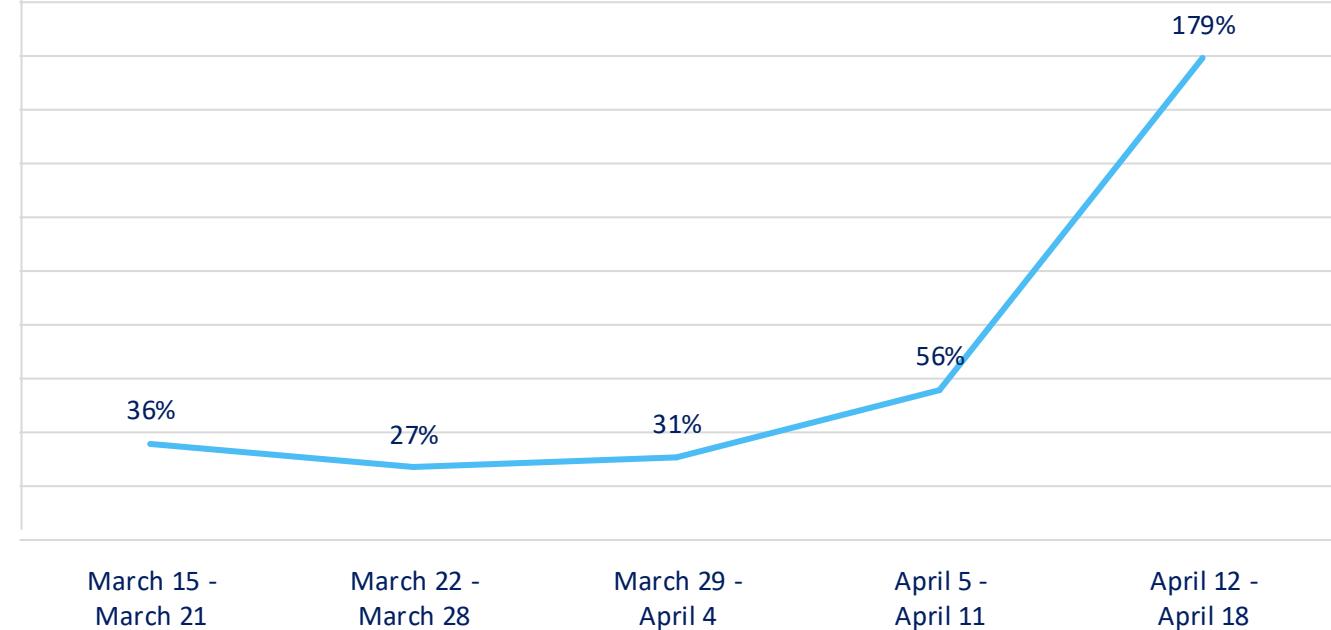
The **top subcategories** in store are Easter branded bags, Easter chocolate molds, and Easter novelty items.



Walmart 1P data from Jan. 2025 to Feb. 2025

PROPRIETARY AND CONFIDENTIAL

YoY Weekly Sales Growth in the Chocolate and Candy Category, In-store





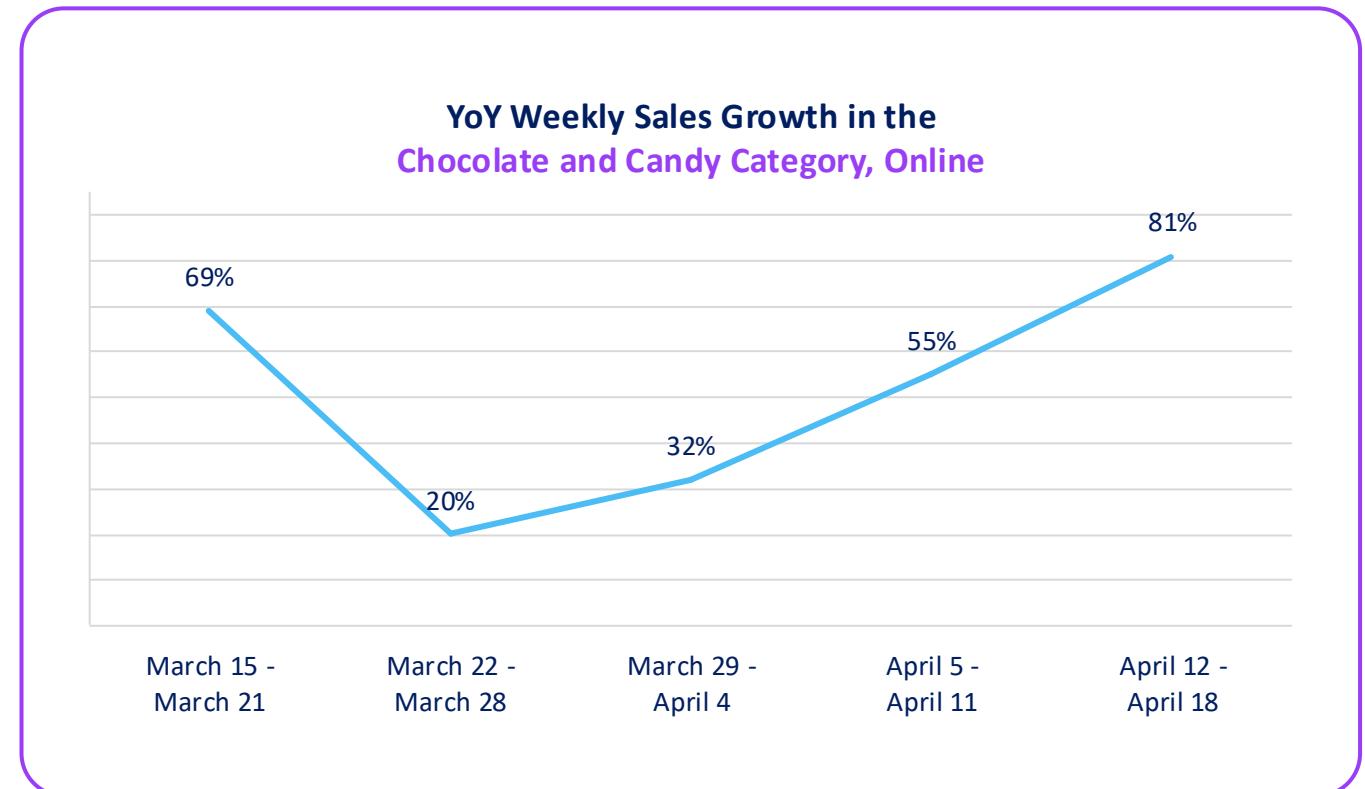
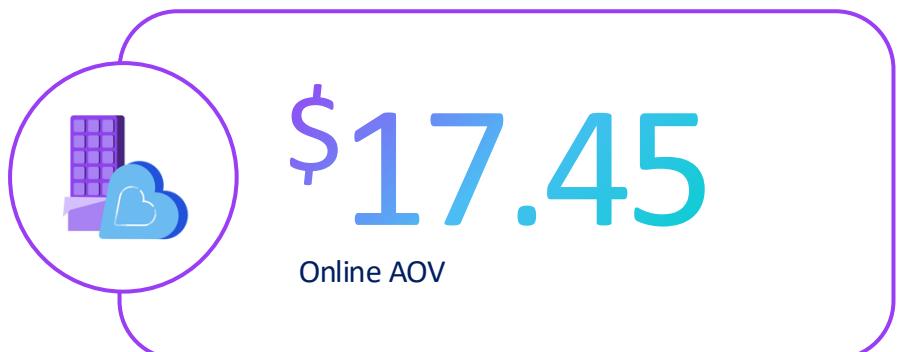
Easter

Online chocolate and candy shoppers

Online chocolate and candy sales delivered **strong double-digit YoY growth**, with an early-season spike followed by a steady increase leading up to the week before Easter.

Maintain consistent online placements throughout the season as shoppers are browsing for Easter treats. Stay top of mind and influence purchase decisions.

There were **830K page visits** and **1.2M searches** to the chocolate and candy subcategories during the Easter season.





Easter

Chocolate and candy searches

Search activity builds gradually throughout the season, **peaking in the week before Easter** as shoppers hunt for last-minute treats.

Ensure your brand is visible with sponsored search during this critical period, to influence purchase decisions when consumers are actively seeking specific Easter items.

Top Search Terms

Branded Term

- Jellybeans
- Gummy bears
- Pudding
- Gummy candy
- Sugar free candy
- Gum
- Candies
- Sour candy

Walmart 1P data from Jan. 2025 to Feb. 2025

PROPRIETARY AND CONFIDENTIAL

Chocolate and Candy weekly search volume



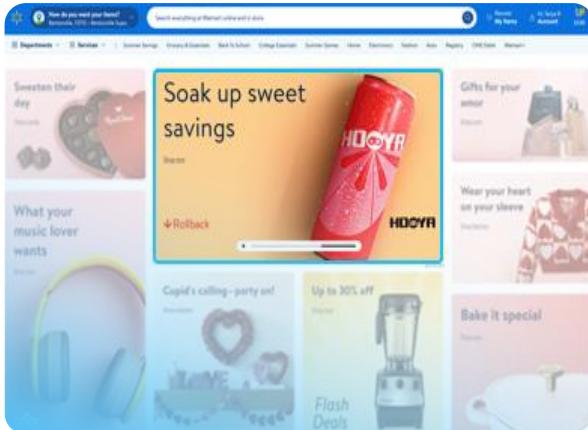
Approximate values rounded to nearest decimal



Egg-citing ways to grab shoppers' attention

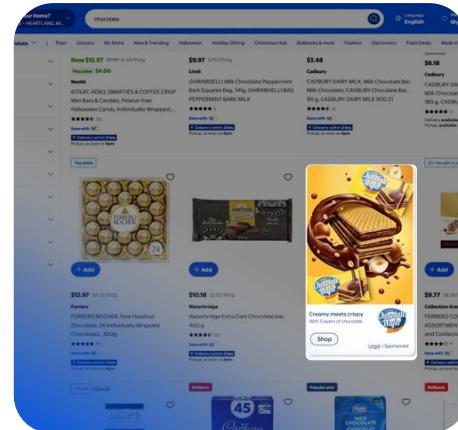
Stay visible with a strong omnichannel approach to influence last-minute Easter purchases.

Engage with active online shoppers



Reach shoppers at the start of their journey with a **Homepage Hero POV** to drive awareness of your brand's top Easter items.

Increase your online presence



Leverage onsite placements such as a **Tile Takeover** in your category, ensuring presence as shoppers browse online.

Reach in-store shoppers



Use in-store placements such as **Wobblers** or **Blades** to capture the attention of chocolate and candy shoppers.



Cards + Gifts + Decorations





Easter

The in-store cards, gifts, and décor shopper

Cards, gifts, and décor in-store sales saw **double-digit YoY growth** throughout March, increasing to **triple-digit growth** in the week before Easter.

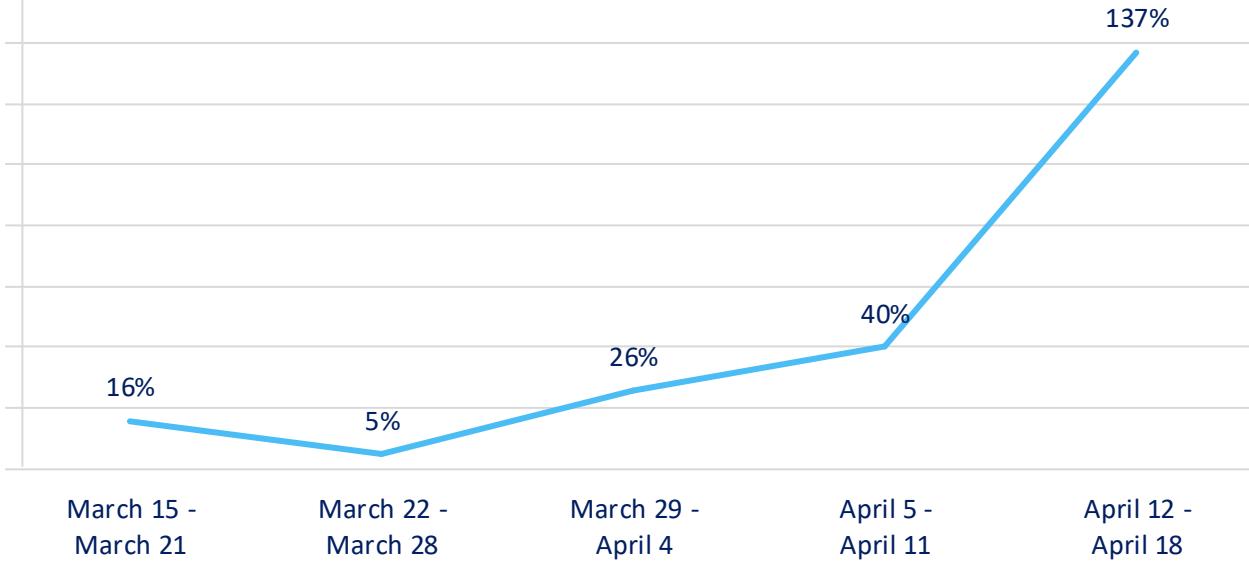
This tells us that the opportunity to capture shopper attention in store starts early, and in-store placements should be planned and executed well before the holiday to make the most of the shopping period and remain live until the day of Easter.

Top Subcategories by Visits



- Easter Decorations
- Easter Candy & Chocolate
- Easter Toys
- Easter Baskets, Crafts, & Supplies

YoY Weekly Sales Growth in the Cards, Gifts, and Décor Category, In-store





Easter

The online cards, gifts, and décor shopper

Cards, gifts, and décor online sales saw **double-digit YoY growth** in the weeks leading up to Easter.

An impressive **98% of online customers in this department were new shoppers**, signaling an opportunity to capture attention and influence spend among shoppers who have not yet formed their shopping habits.

The subcategory saw **over 884K visits** in the weeks leading up to Easter in 2024 – ensure you capture attention as shoppers search and browse, with strategic tactics.

YoY Weekly Sales Growth in the Cards, Gifts, and Décor Category, Online





Easter

Cards, gifts, and décor searches

Search activity in this category builds steadily as the holiday approaches, with a sharp spike in the week immediately leading into the Sunday holiday.

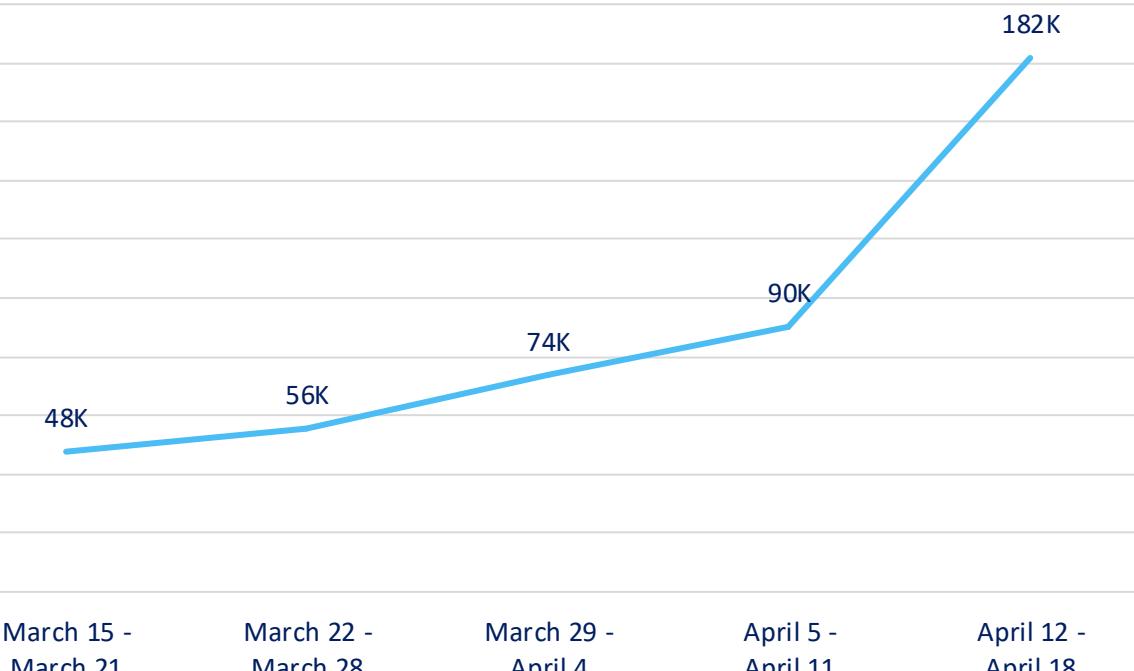
The top search terms are unbranded items across many typical easter items, meaning the right advertising strategy can influence purchase decisions and drive shoppers to your brand and products.

Top search terms

- Easter
- Easter chocolate
- Easter candy
- Easter eggs
- Easter bunny
- Easter treat
- Chocolate Easter egg
- Chocolate Easter bunny
- Easter toys
- Plastic eggs

Walmart 1P data from Mar. 2025 to Apr. 2025

Cards, Gifts, and Décor weekly search volume



Approximate values rounded to nearest decimal



Ensure your products land in shopping baskets

Capture attention – and shopper spend – through a strong omnichannel strategy.

Reach shoppers in market



Reach in-market customers as they actively browse and search online for their perfect gift and décor items through **Sponsored Search**, helping to ensure your brand is front and centre as they hunt!

Stand out in store



Use in-store placements such as **Wobblers** to capture the attention of those shopping in-store and browsing for their perfect Easter items.



Easter Toys



Easter

The in-store toy shopper

Toys saw **overall growth YoY**, with a significant spike in sales in the two weeks leading into Easter Sunday.

This signals that in-store activations should be in place early – as shoppers start to browse and shop at a steadier pace – and should remain live right up until the holiday peak, building awareness for products and influencing the purchasing decisions of those shopping in-store.

Top Subcategories by Sales



- Collector Cards
- Easter Plush
- Gaming
- Board Games
- Chalk

YoY Weekly Sales Growth in the Toys Category, In-store





Easter

Online toy shoppers

The Toys category saw YoY growth online, with **the week before Easter experiencing the highest, with double-digit growth**. The weeks booked ending this spike also saw increased YoY sales activity, with the previous two weeks showing a more moderate lift.

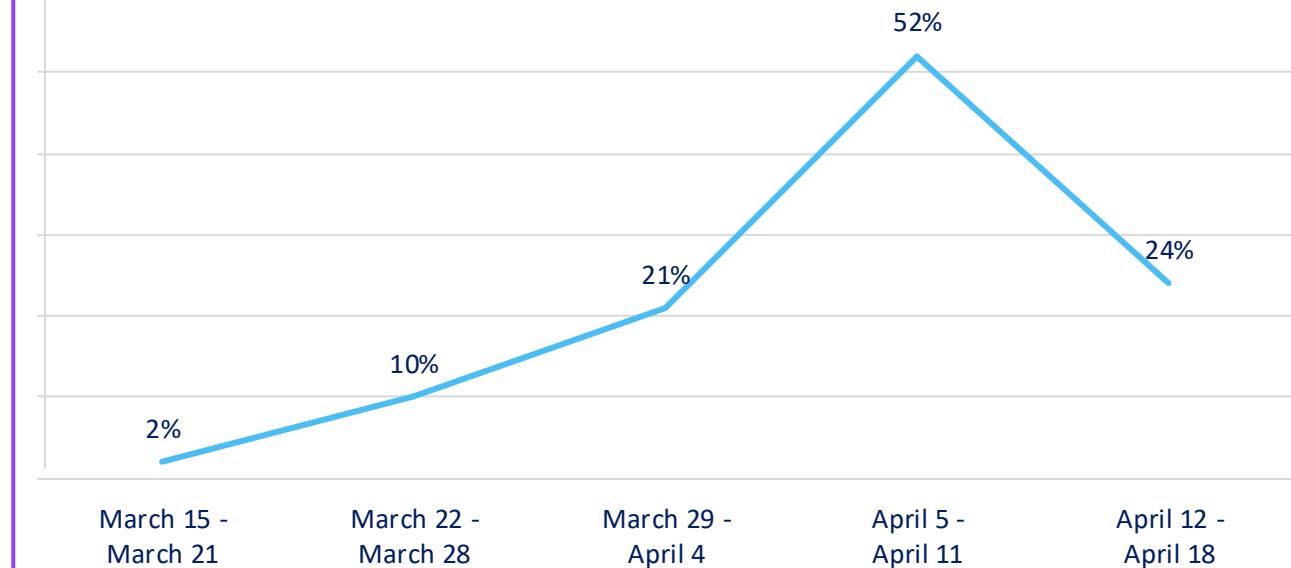
The category saw shoppers both new and returning online – **63% returned and 37% were new to Walmart**. This demonstrates that shoppers view Walmart as a toy shopping destination, with repeat customers to the department YoY. There is also an opportunity to capture the attention of new shoppers, who may be browsing Walmart.ca for toys, or even shopping other departments, and can be influenced to cross shop.



Top Subcategories Online

- Easter Plush
- Board Games
- Large Plastic Toys

YoY Weekly Sales Growth in the Toys Category, Online





Easter

Toy searches

Toy-related **searches spiked roughly one month prior to Easter**, maintaining a high search volume right up to the holiday.

Category **visits show a similar trend**, with the highest activity occurring roughly one month ahead of the holiday, and sustained visits right up to the week leading into Easter Sunday.

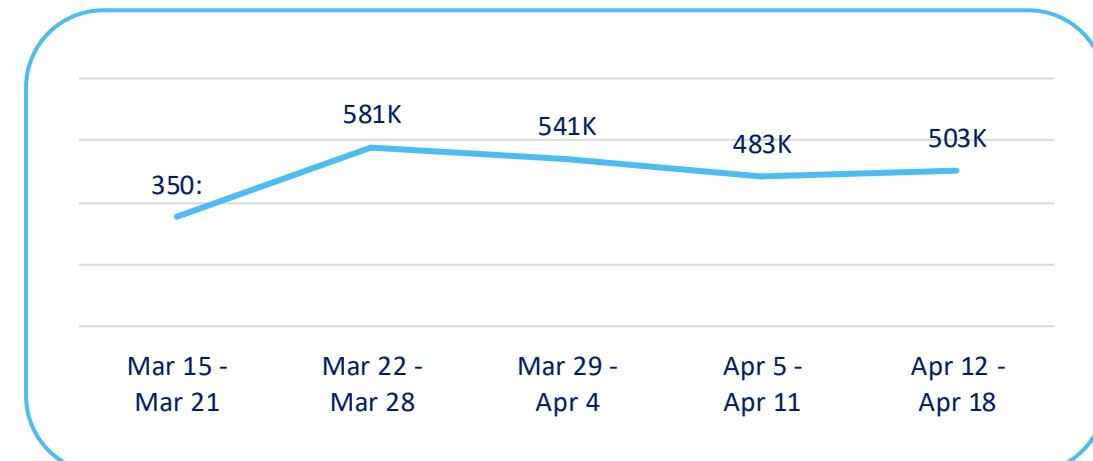


Capturing shopper attention online requires early activation to ensure you're part of their discovery phase

Toys Category Weekly Searches



Toys Category Weekly Visits





Fun and games

Easter toy strategy

Engage with active online shoppers



Leverage **Sponsored Search** to ensure that your products are front and centre as shoppers search for those perfect Easter toys.

Drive interest offsite



Reach shoppers where their attention is already focused on their favourite social channels with **Paid Social** to share the latest and greatest in toys for the Easter season.

Drive product interest in store



Consider **In-Store Audio** to capture shoppers' attention while they browse the Toy department and beyond, as they prepare for Easter gifting.



Let's
Spark
Sales!