



# Cakes + Desserts



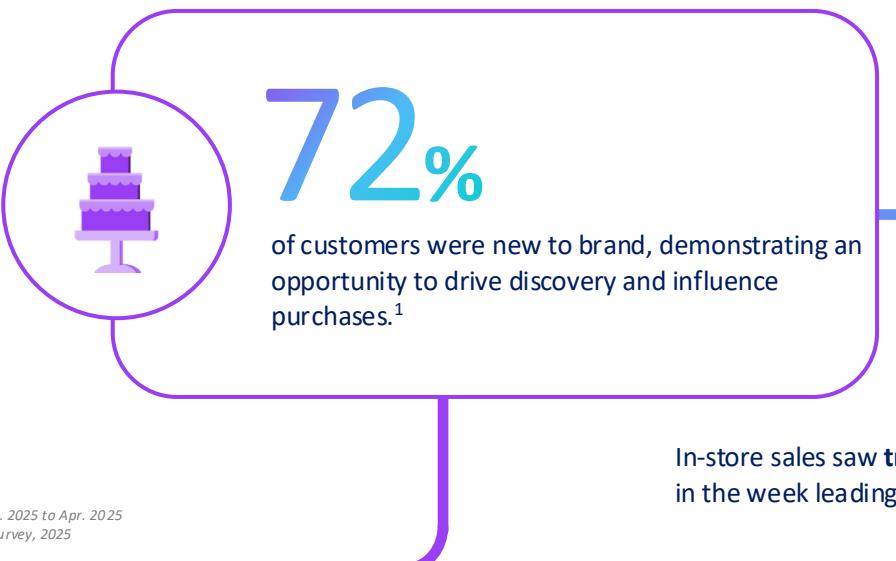


## Easter

### In-store cakes & desserts shopping

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

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.<sup>2</sup>

<sup>1</sup> Walmart 1P data from Mar. 2025 to Apr. 2025

<sup>2</sup> Caddle & RCC Easter 2025 Survey, 2025



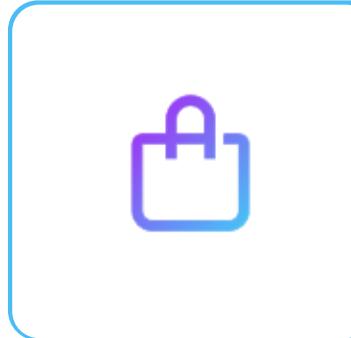
## Easter

### The online cakes & desserts shopper

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

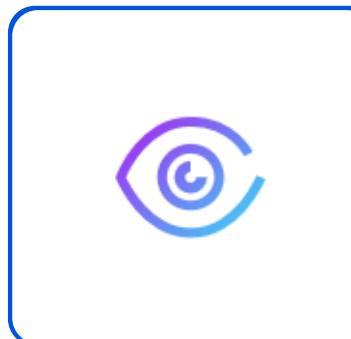
Online shoppers are purchasing cakes and desserts in mid-late March and sales spike in the week leading up to Easter. Be in market throughout the holiday season to capture the attention of the early bird and last-minute shoppers.

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

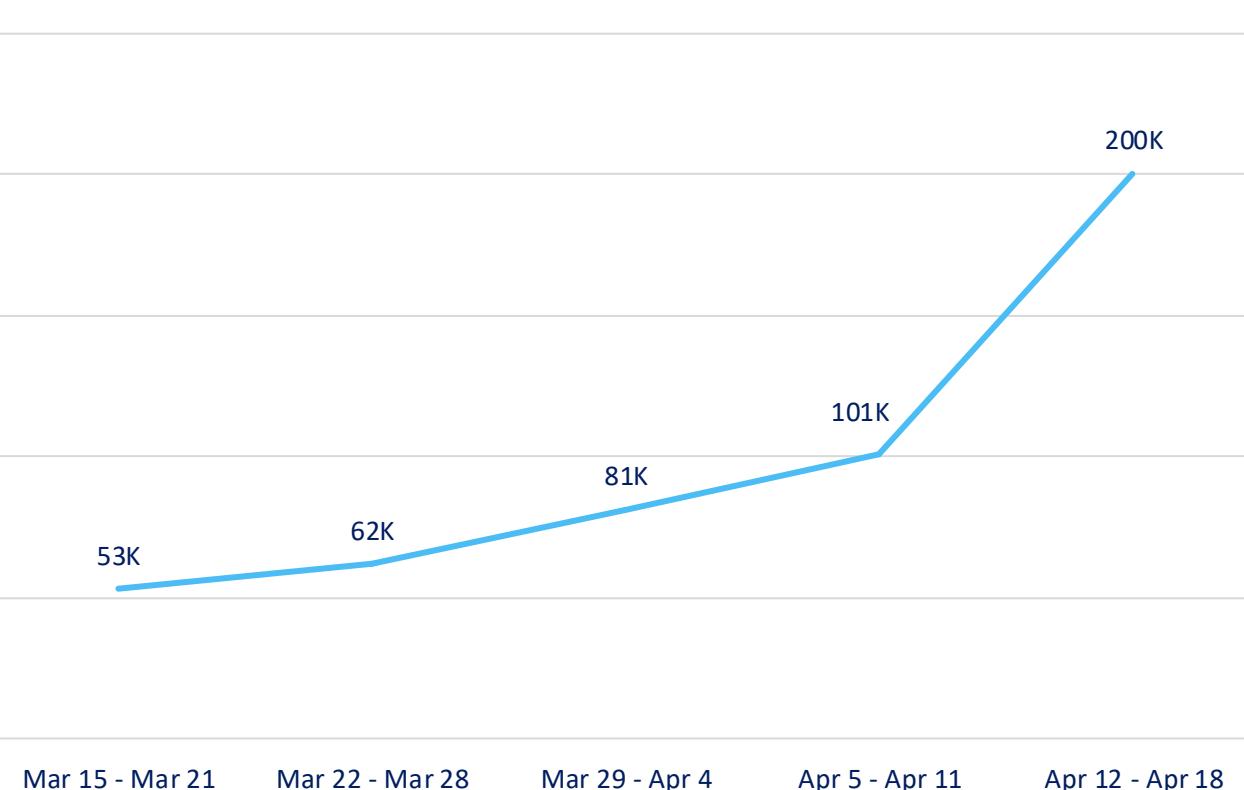
### Cakes & Desserts searches

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



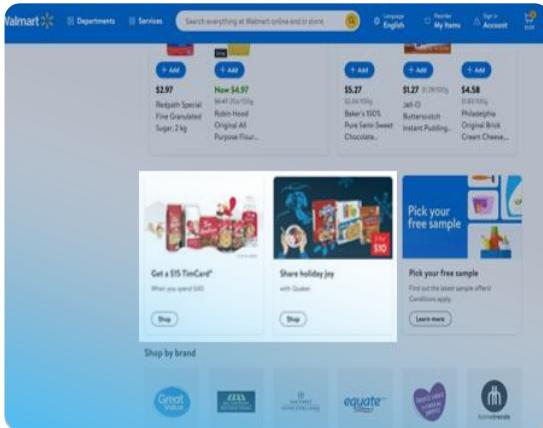
Approximate values rounded to nearest decimal



## Spring into action

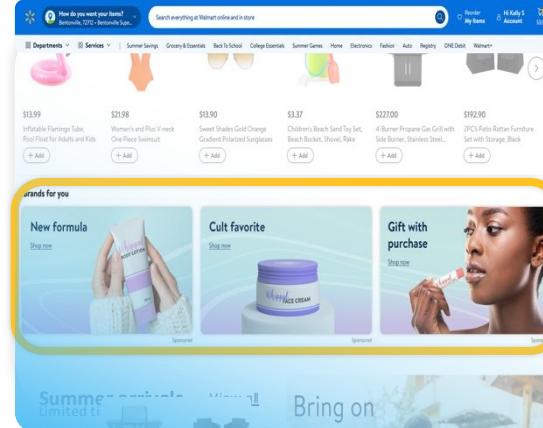
Be online and in store to influence customers on the hunt

### 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.



Let's  
Spark  
Sales!