



# Cards + Gifts + Decorations



# Easter

## The in-store cards, gifts, and décor shopper

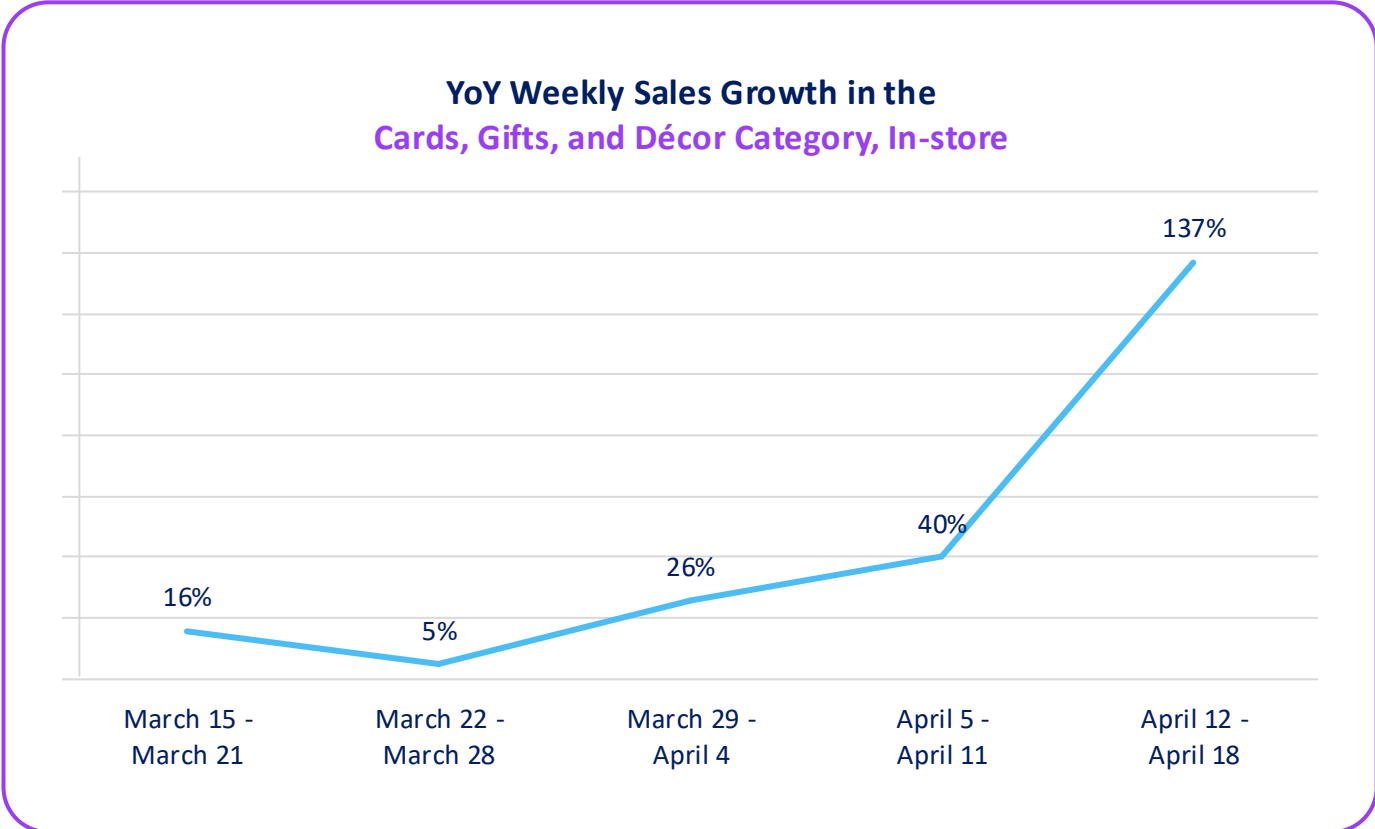
Cards, gifts, and décor in-store sales saw **double-digit YoY growth** throughout March, increasing to **triple-digit growth** in the week before Easter.

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





# Easter

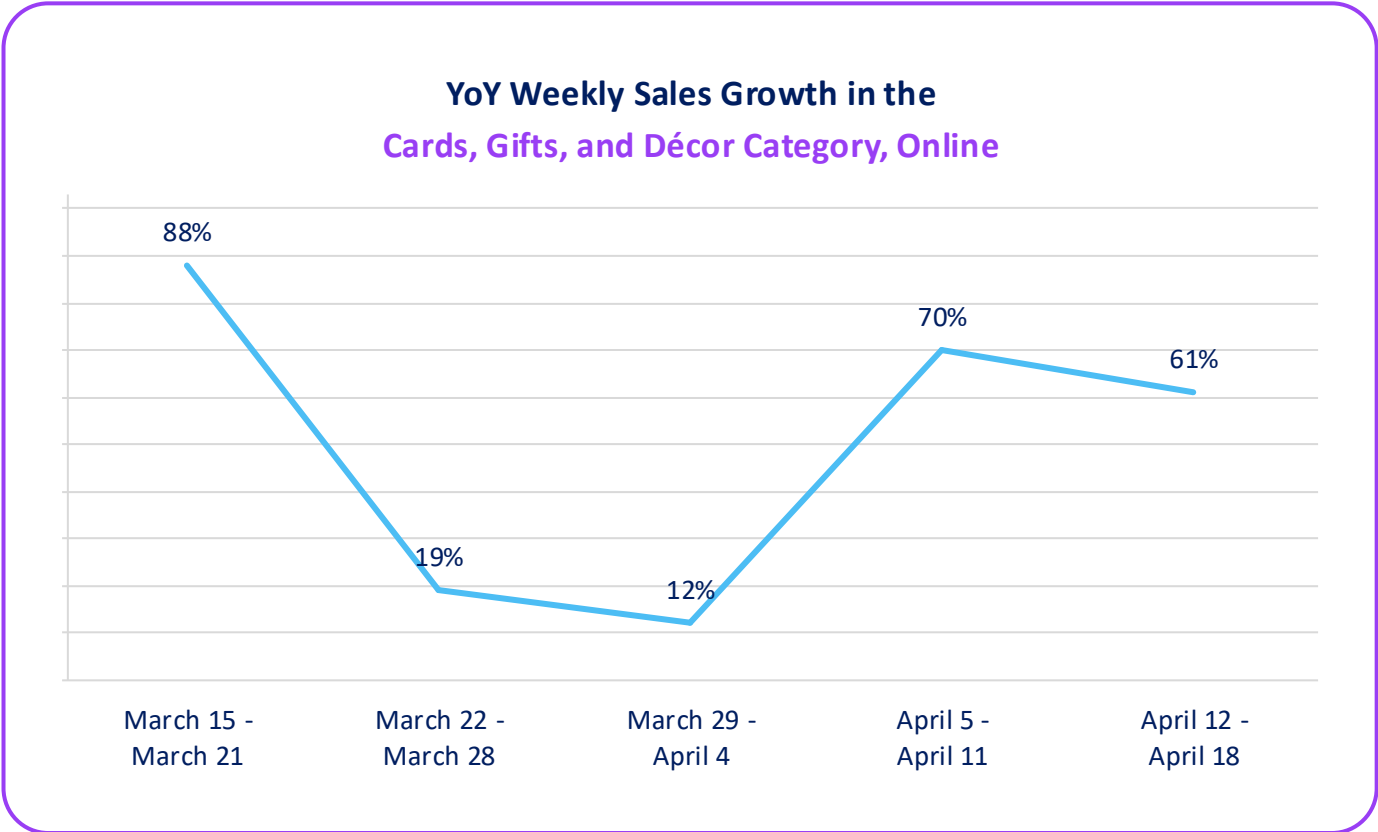
## The online cards, gifts, and décor shopper

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.



Walmart 1P data from March 2025 to April 2025



# Easter

## Cards, gifts, and décor searches

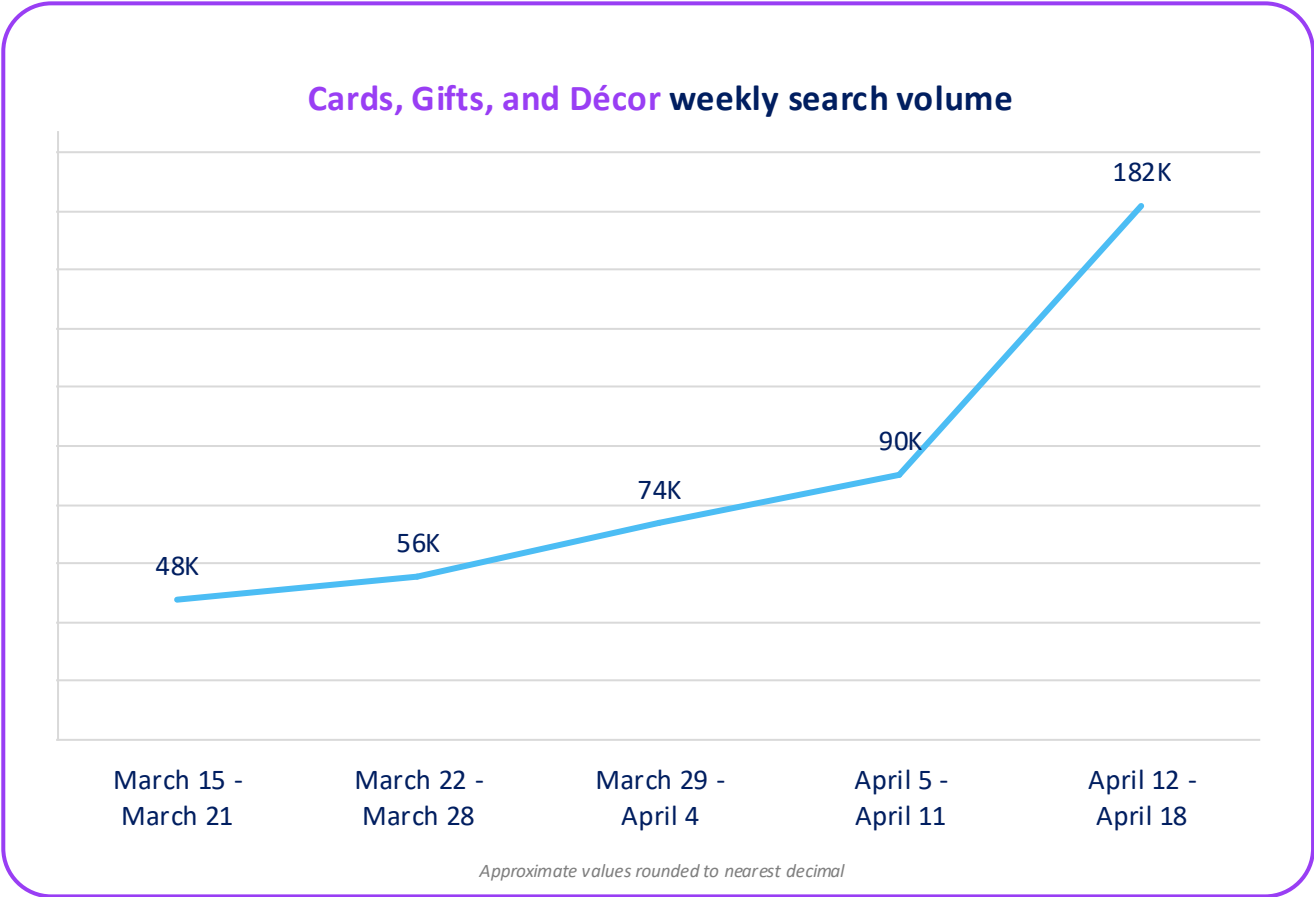
Search activity in this category builds steadily as the holiday approaches, with a sharp spike in the week immediately leading into the Sunday holiday.

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



## 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.



# Let's Spark Sales!