



Chocolate + Candy



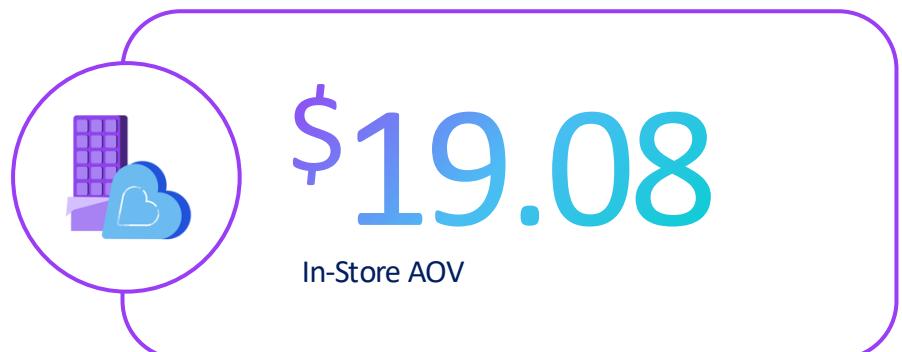
Easter

In-store chocolate and candy shoppers

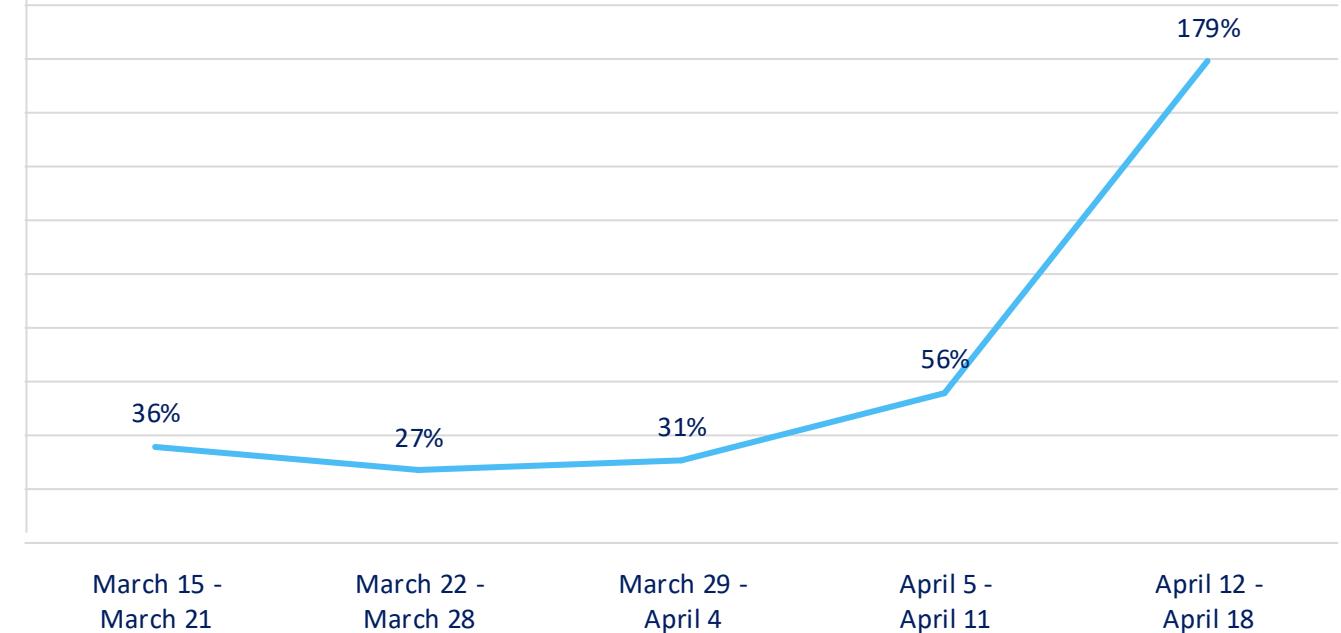
Chocolate and candy sales surge two weeks leading up to Easter, with a spike the week before driving **triple-digit sales growth YoY**.

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.



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





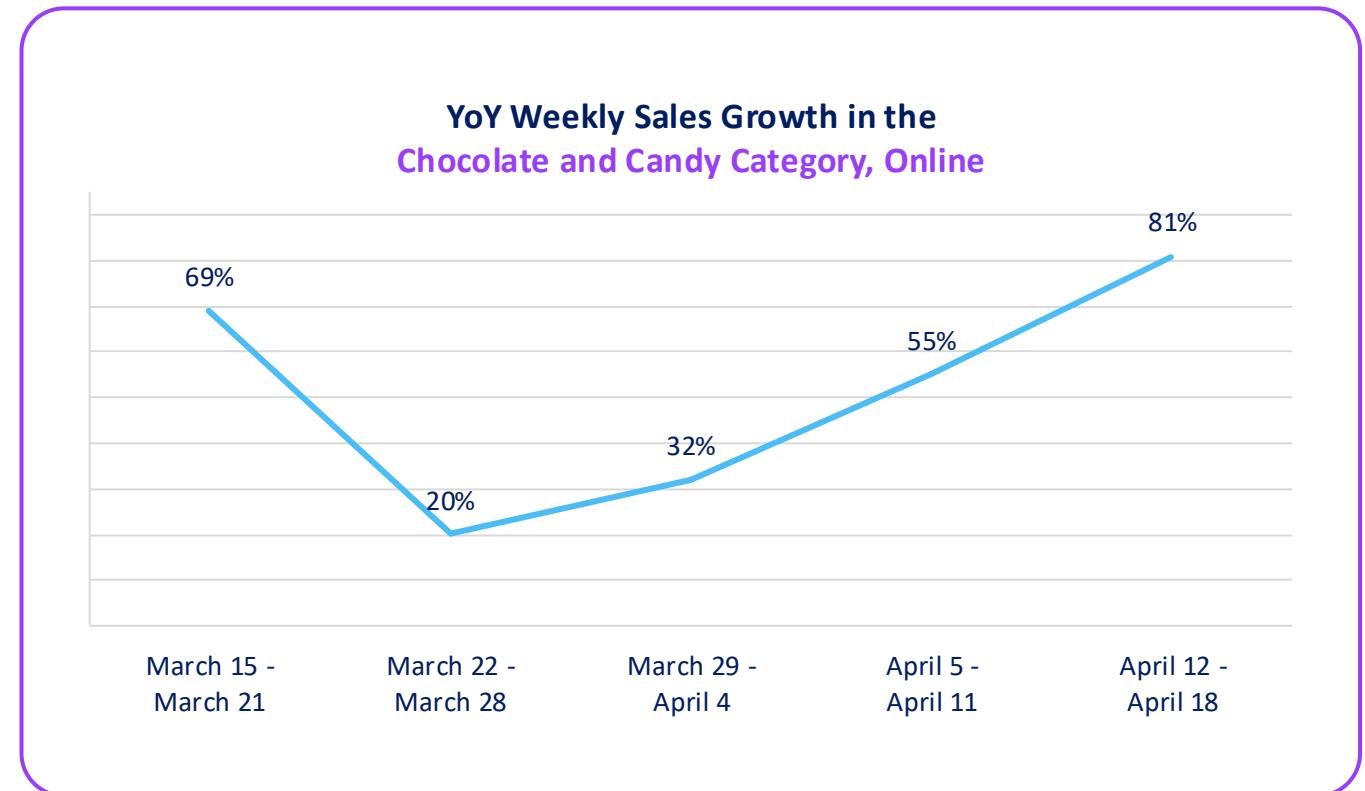
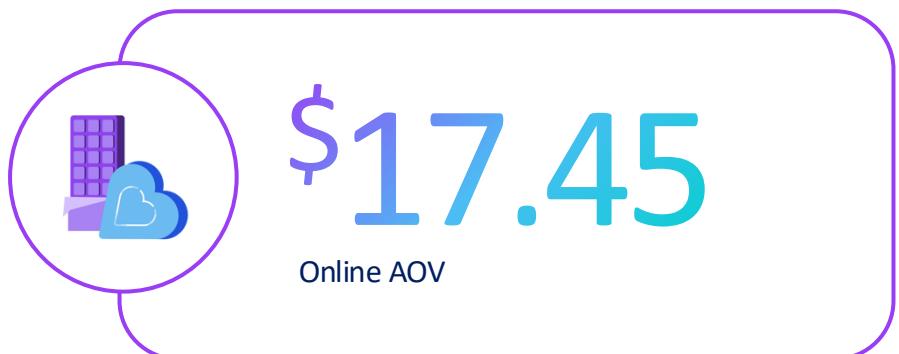
Easter

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

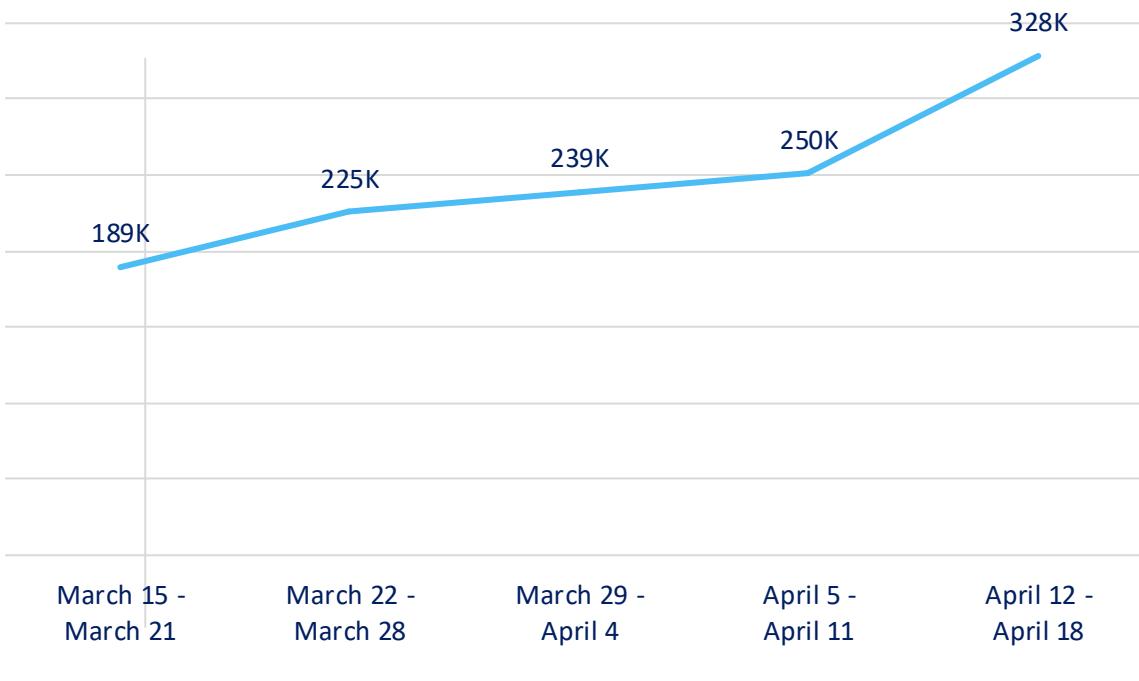
Branded Term

- 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

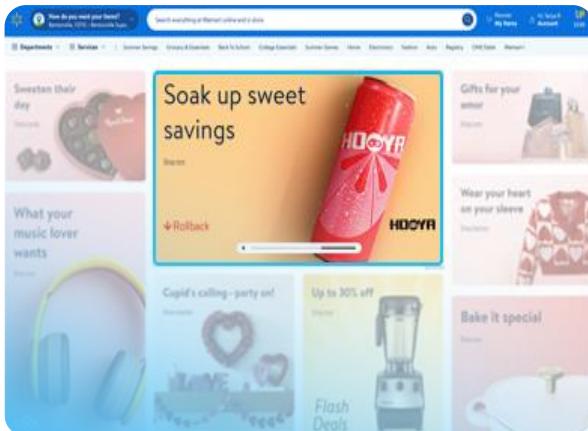




Egg-citing ways to grab shoppers' attention

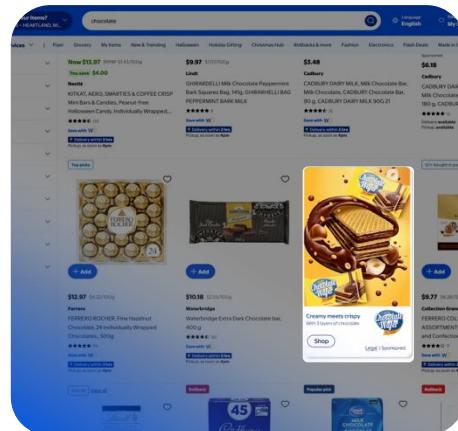
Stay visible with a strong omnichannel approach to influence last-minute Easter purchases.

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.



Let's
Spark
Sales!