



Easter Toys



Easter

The in-store toy shopper

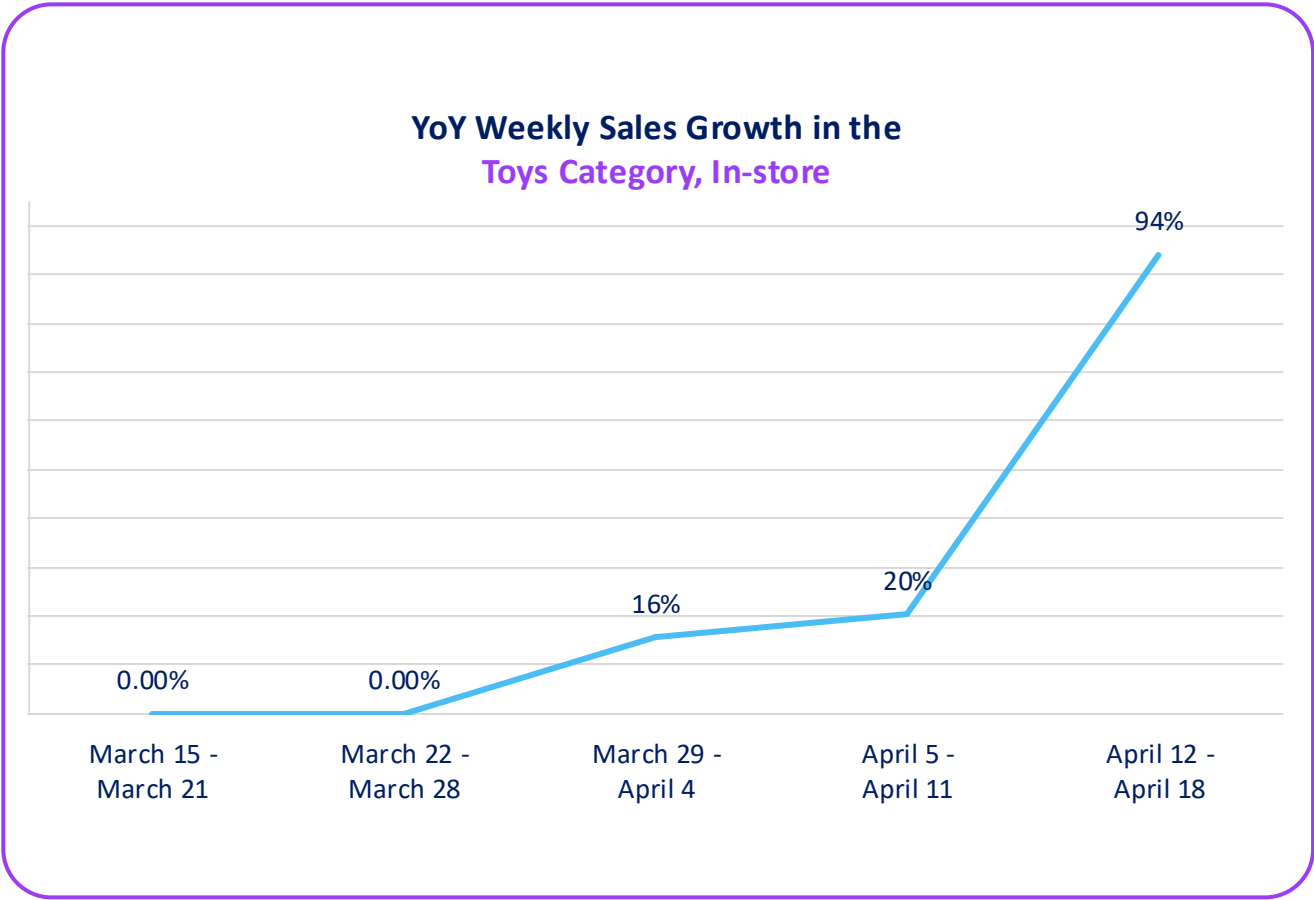
Toys saw **overall growth YoY**, with a significant spike in sales in the two weeks leading into Easter Sunday.

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



Walmart 1P data from March 2025 to April 2025



Easter

Online toy shoppers

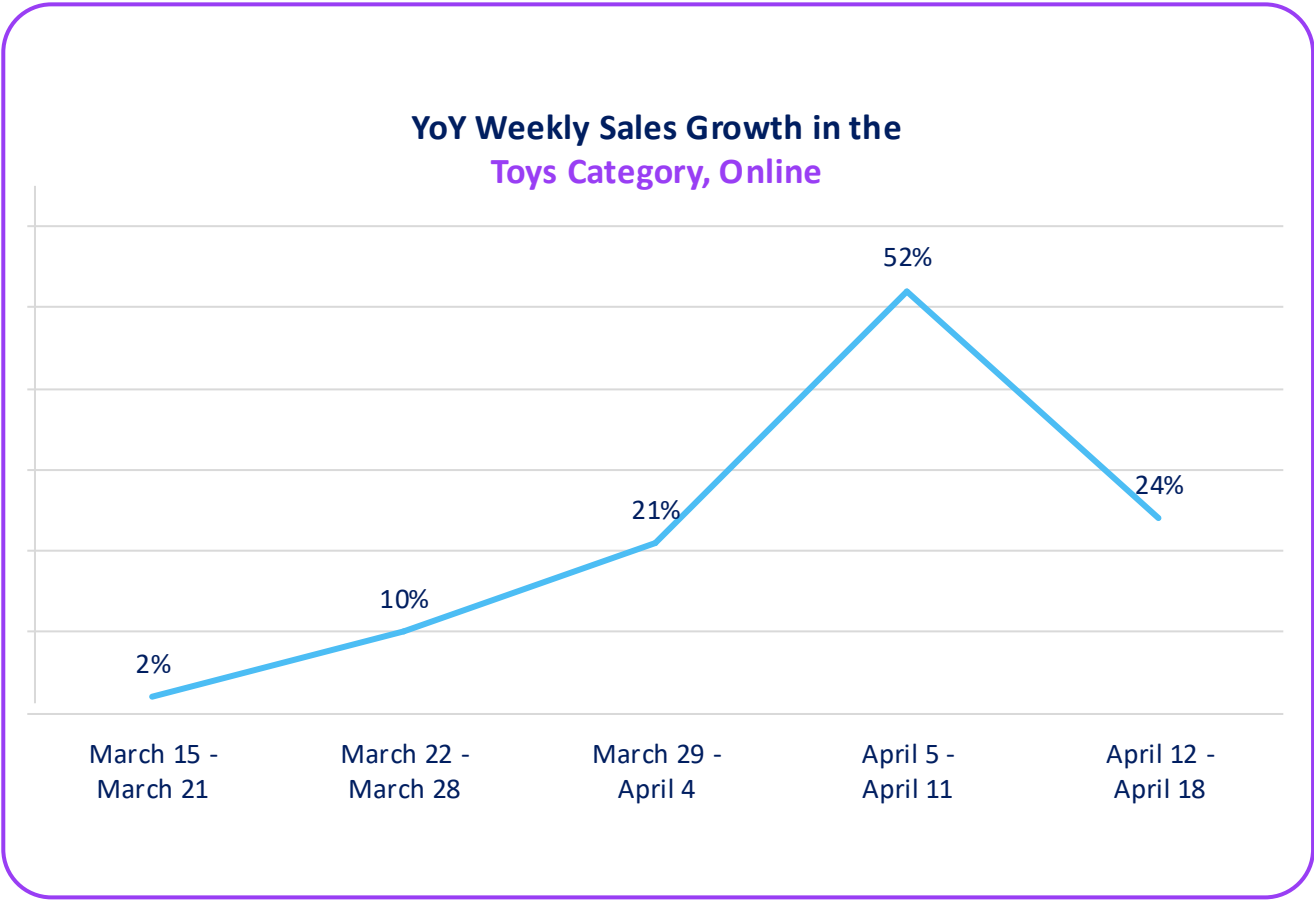
The Toys category saw YoY growth online, with **the week before Easter experiencing the highest, with double-digit growth**. The weeks booked ending this spike also saw increased YoY sales activity, with the previous two weeks showing a more moderate lift.

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






Easter

Toy searches

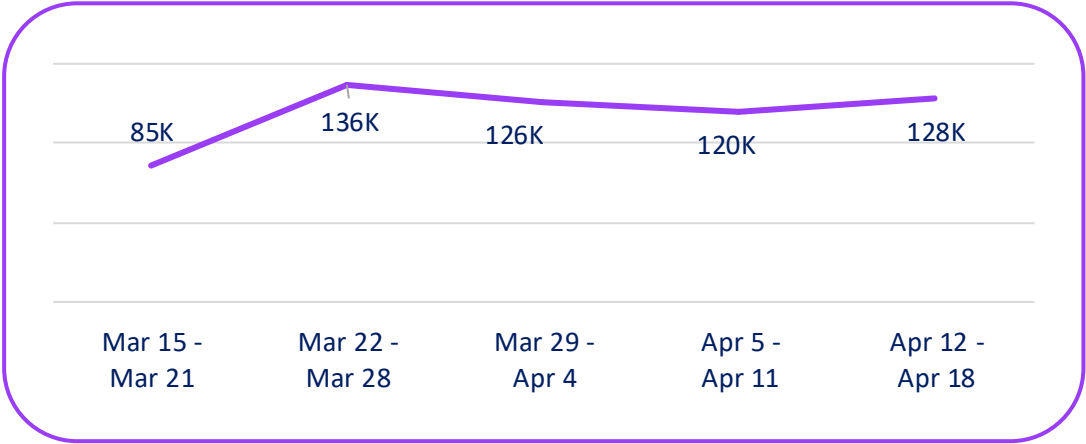
Toy-related **searches spiked roughly one month prior to Easter**, maintaining a high search volume right up to the holiday.

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.

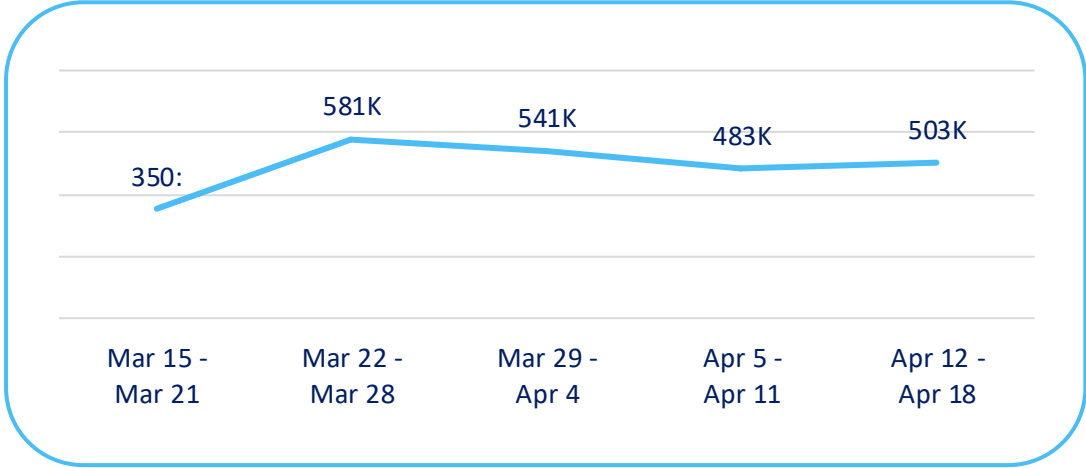


Capturing shopper attention online requires early activation to ensure you're part of their discovery phase

Toys Category **Weekly Searches**



Toys Category **Weekly Visits**



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



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!