



Trick-or-Treat

on over to Walmart this Halloween season!

As the crisp fall air sets in, Canadian families are getting ready for the thrills and chills of Halloween. Don't let the spooky season catch you off guard.

Walmart Connect has the insights and strategy you need to create the perfect omni-channel approach that will reach every trick-or-treater. With our latest Halloween insights, we're here to help you maximize both in-store and online engagement during this exciting season.

From bewitching costumes to fang-tastic candy and eerie décor, we've gathered the top curated trends to help you craft an enchanting experience that will have customers spellbound and eager to make a purchase.

Let us guide you to a monstrously successful Halloween season!



Canadians are ready to celebrate a spook-tastic Halloween!¹



Ready to get scary

63% of Canadians plan to spend between \$50 or more for Halloween.



Filling treat bags

82% of shoppers plan to purchase candy.



Starting early and ending later

44% of shoppers start to shop 1–2 months in advance, while 40% leave it until 1–2 weeks before the holiday.

97% of Canadians who celebrate Halloween will make a purchase



¹ Numerator Canadian Holiday Insights 2025



Walmart is the one-stop shop for Halloween

As Halloween approaches, the majority of shoppers prefer to make their purchases in person. In fact, 54% of Canadians plan to shop for Halloween at a mass retailer.² Last year, Walmart experienced significant YoY sales growth across key Halloween categories, both online and in store.



Double-digit

YoY overall sales growth in the Candy category³



Single-digit

YoY overall sales growth in the Costume category³



Double-digit

YoY overall sales growth in the Décor category³

²Numerator Canadian Holiday Insights 2025
³Walmart 1P data from Aug. 2024- Oct. 2024

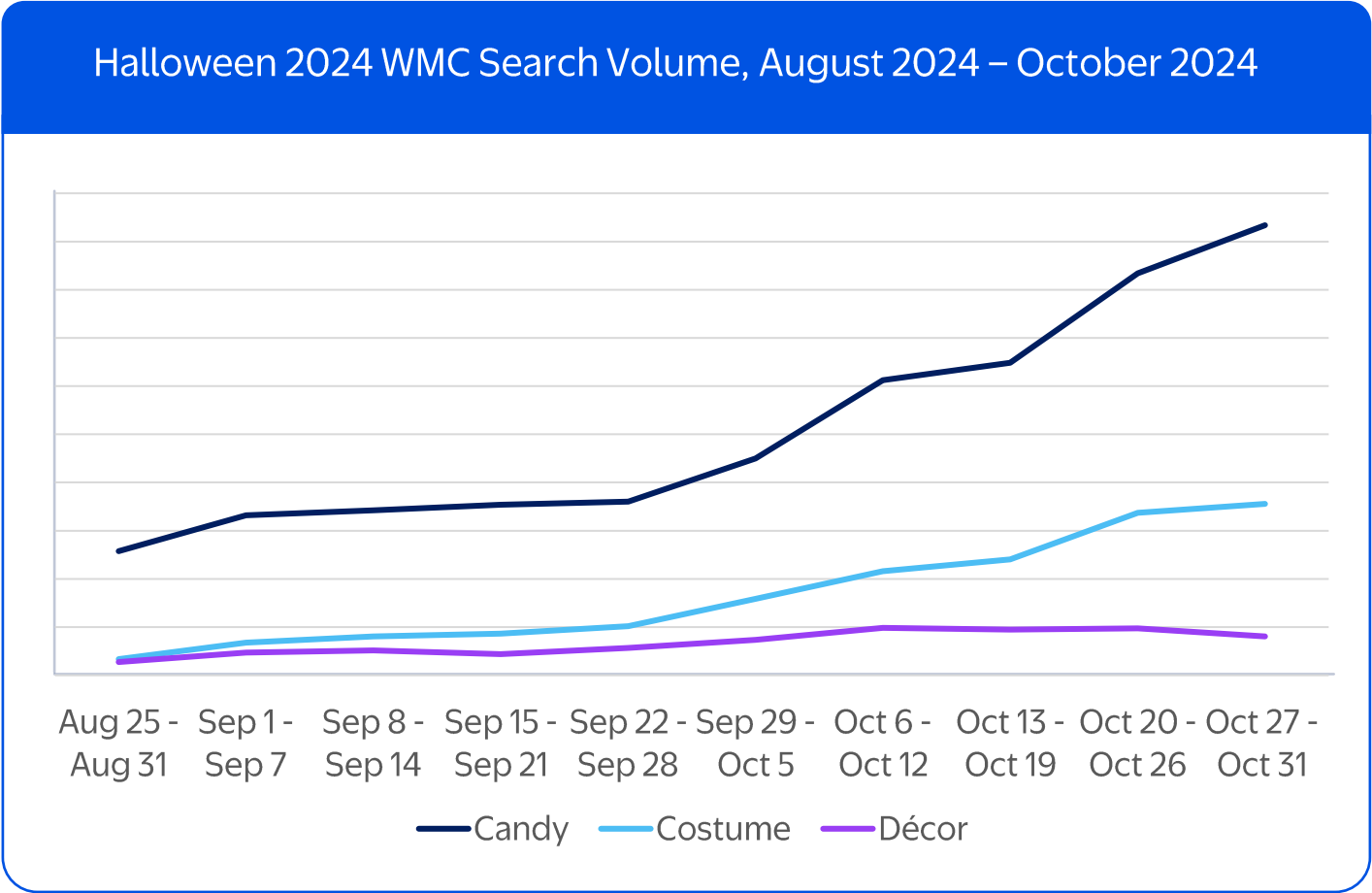
Creeping in for the right items⁴

Halloween shoppers start preparing at the beginning of October as searches for costumes and candy begin, with searches increasing right up until Halloween day.

Halloween décor sees minimal searches throughout the Halloween season, with a slight increase 2 to 3 weeks before the holiday.



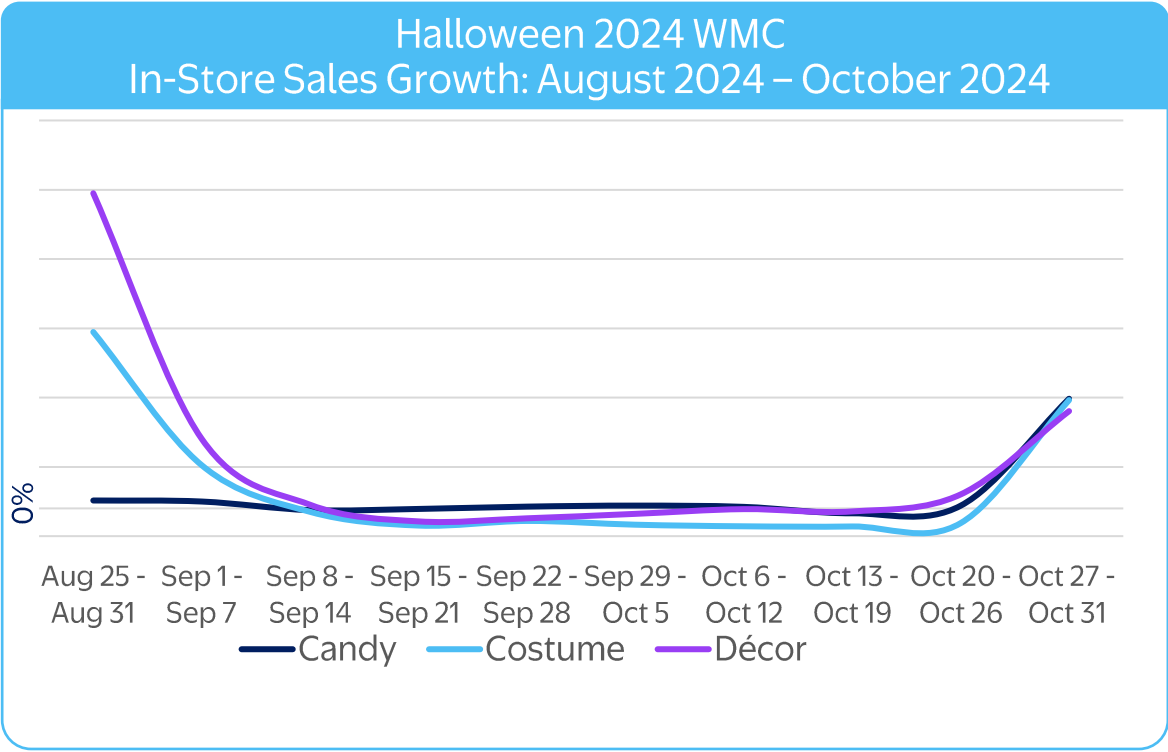
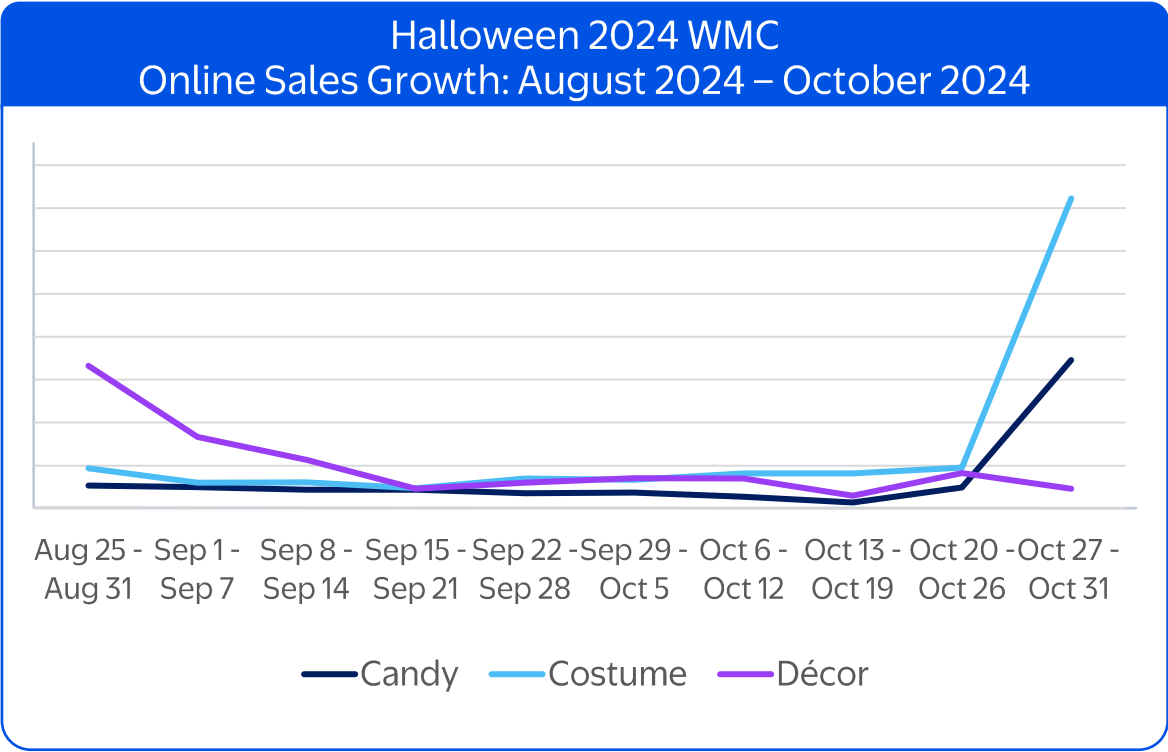
⁴Walmart 1P data from Aug. 2024- Oct. 2024



Halloween shoppers are purchasing **early and late**⁵

In late August, we observe a significant surge in sales as shoppers prepare for back-to-school season. This early increase also sparks a rise in Halloween costume and décor purchases well ahead of the season.

In the week leading up to Halloween, Walmart experiences a second, more significant boost in sales. This last-minute spike was seen both online and in store, across all three categories – Halloween décor, candy, and costumes.



⁵ Walmart 1P data from Aug. 2024- Oct. 2024



Halloween Candy



Halloween Décor



Halloween Costume





Halloween Candy

Halloween Candy Shopping⁶

The Candy category saw a significant spike in both online and in-store sales the week leading up to Halloween, with **triple-digit YoY sales growth**, due to last minute purchases.

In-store sales saw **single-digit YoY sales growth**.

Top Sub-Categories



Online



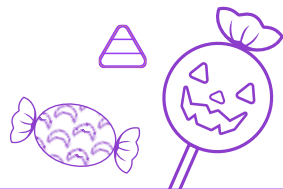
In Store

Chocolate bars **Rank 1** Halloween bags

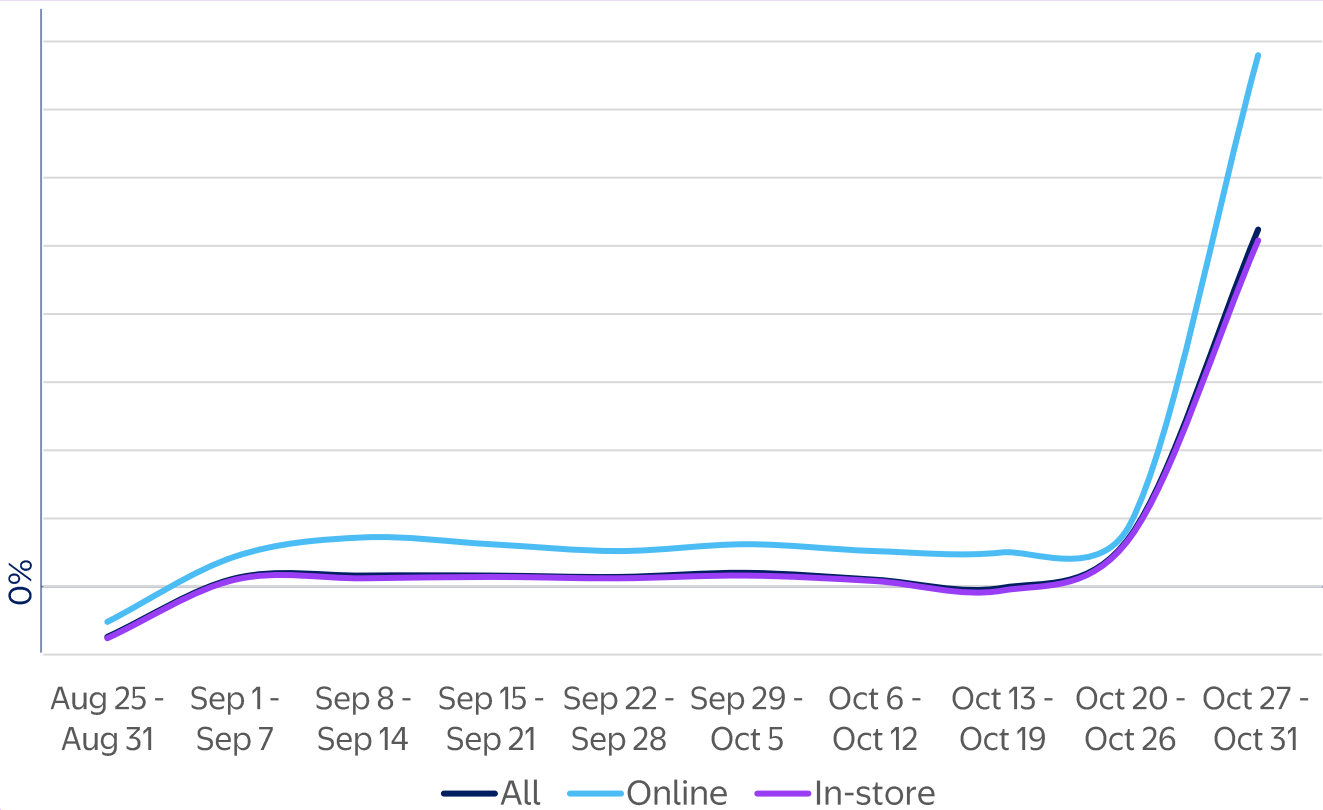
Gummy & chewy candy **Rank 2** Candy pieces

Halloween chocolate **Rank 3** Large chocolate bars

AOV: In-store AOV is **1.1x** higher than online AOV



YoY Sales Growth of 2024 Candy Sales by Week



⁶Walmart 1P data from Aug. 2024 - Oct. 2024



Halloween Candy Shopping⁷

Search interest in Candy is concentrated in the five weeks leading up to Halloween.

Top Search Terms

Q Candy

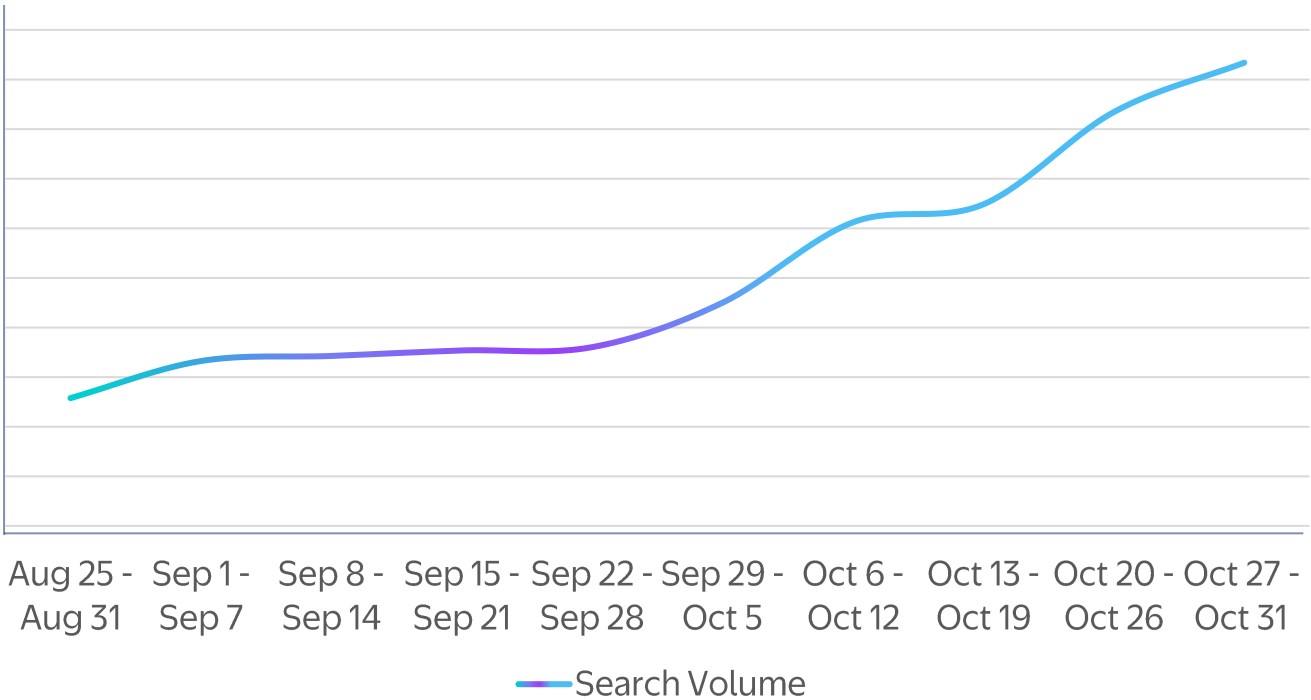
- Candy
- Halloween candy
- Halloween bulk candy
- Halloween chocolate candy
- Gummy candy
- Sour candy
- Candy corn
- Sugar free candy
- Hard candy
- Halloween treats and candy



⁷Walmart 1P data from Aug. 2024 to Oct. 2024



2024 Halloween Candy Searches by Week



Goodie Bag Candy Strategy



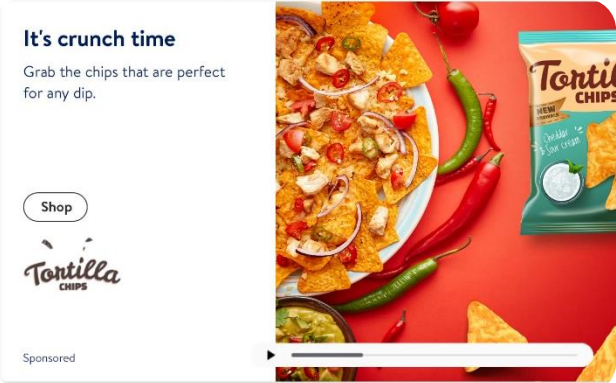
Build Brand Awareness & Drive Trial

Couple **In-Store Sampling with Sponsored Search** by sending your products to the top of relevant search results to inspire product discovery and bring shoppers in store to drive trial.



Reach Shoppers Offsite

Reach in-market customers as they actively browse and search online for their favourite candy. Capture your shoppers' attention with a **Tile Takeover** in the candy category during this key shopping moment.



Drive consideration In-Store

Combine **Blades and Grocery-Exclusive Wobblers** to drive awareness and consideration as shoppers browse the candy aisle, in late August and October.





Halloween Décor

Halloween Décor Shopping⁸

Halloween Décor saw a significant spike in both online and in-store sales with **triple-digit YoY growth** in late August, sparked by back-to-school shopping and early bird purchases.

Top Sub-Categories



Online



In Store

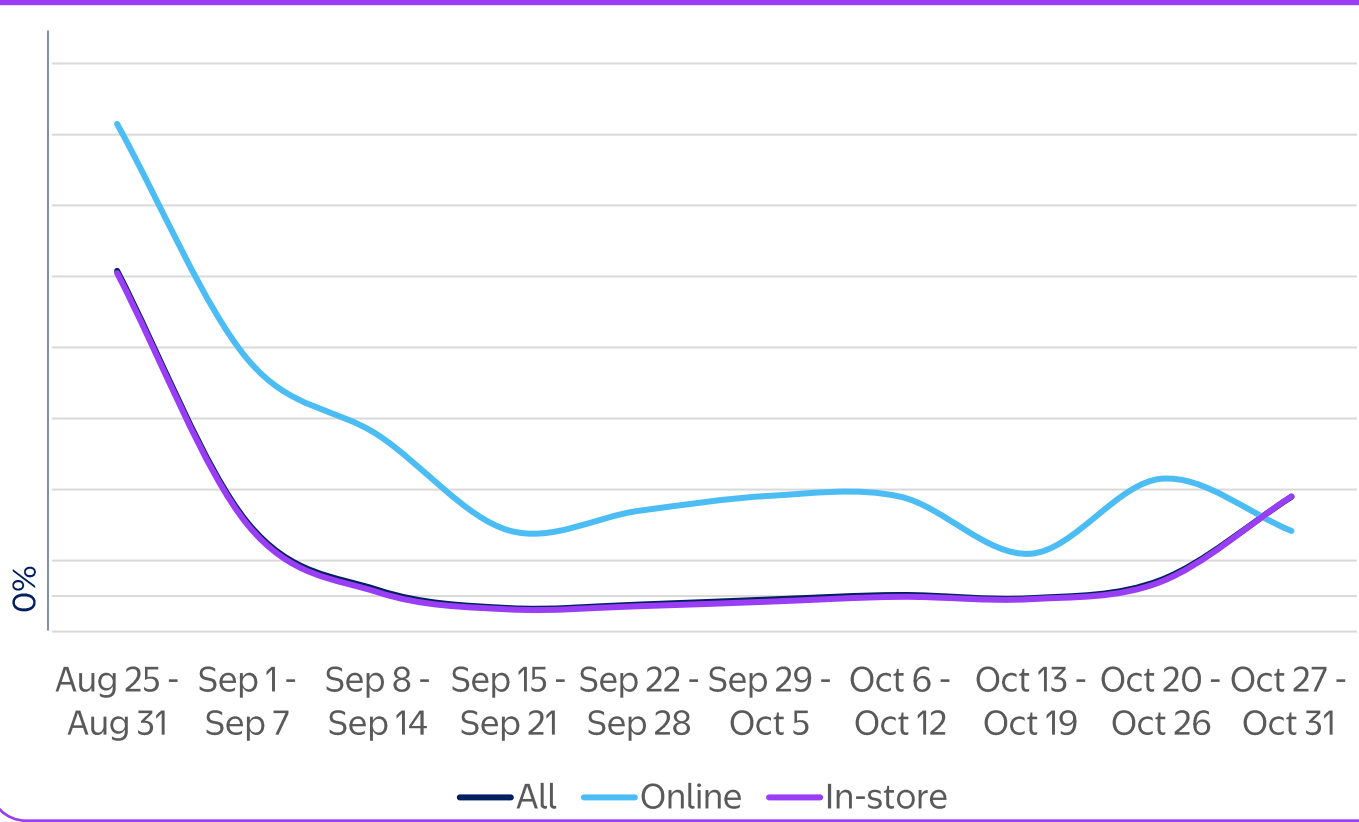
Halloween inflatables	Rank 1	Halloween décor
Halloween lights	Rank 2	Halloween skeletons
Halloween décor	Rank 3	Halloween lights

AOV: Online AOV is **1.8x** higher than in-store AOV

⁸ Walmart 1P data from Aug. 2024 - Oct. 2024



YoY Sales Growth of 2024 Décor Sales by Week



Halloween Décor Shopping⁹

Search interest in Décor is concentrated in the five weeks leading up to Halloween. 96% of customers are new to Walmart and are prime for influence. Consider sponsored search earlier in the season to capture the first wave of “early bird” online shoppers.

Top Search Terms

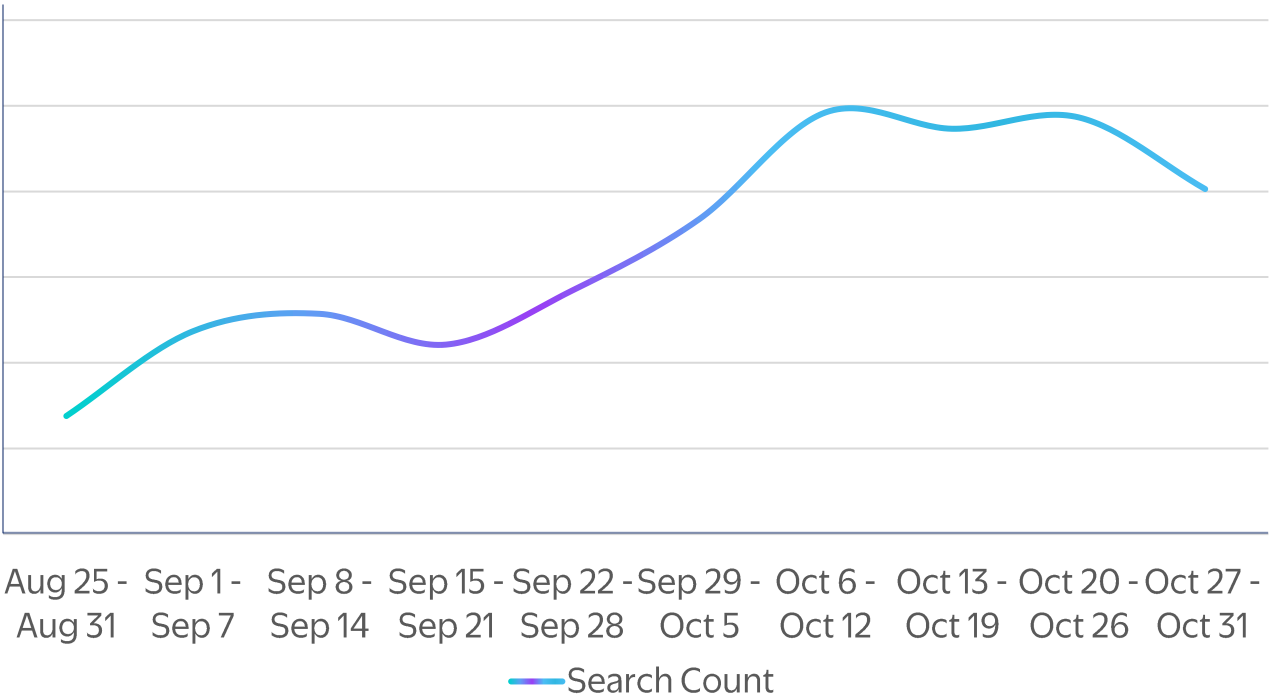
🔍 Halloween decorations

- Halloween decorations
- Halloween décor
- Inflatable Halloween decorations
- Decoration Halloween
- Halloween decorations outdoor
- Halloween blow up decorations
- Outdoor Halloween decor
- Halloween outdoor decorations
- Halloween cookie decorating kit

⁹Walmart 1P data from Aug. 2024 - Oct. 2024



2024 Halloween Décor Searches by Week



Goodie Bag Décor Strategy



Build brand awareness

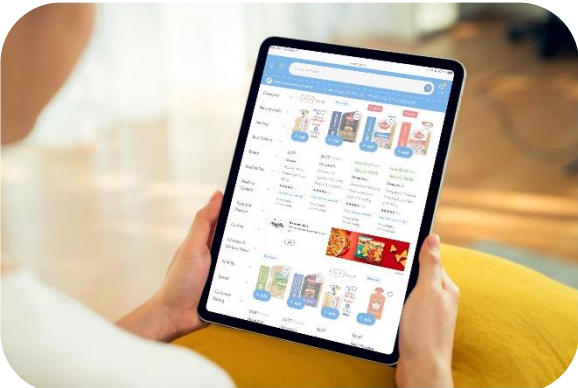


Offsite social

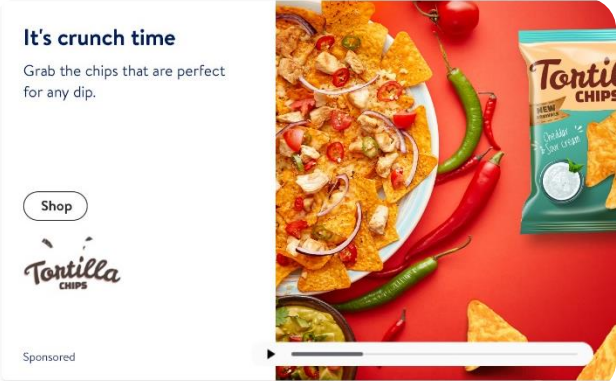


Reach in-store shoppers

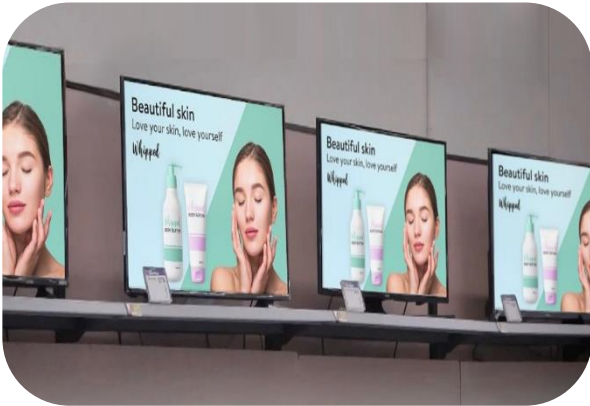
Increase brand awareness and inspire product discovery while shoppers browse on Walmart.ca with **Sponsored Search, Tile Takeovers, and Hero Banners**.



Reach shoppers on their favourite social channels with **Paid Social**, inspiring shoppers of the top Halloween décor trends at Walmart.



Use in-store placements such as **TV Wall and In-Store Audio** to capture the attention of the in-store shoppers and help drive them to purchase.





Halloween Costumes

Halloween Costume Shopping¹⁰

Halloween Costumes saw a spike in both online and in-store sales in late August, sparked by back-to-school shopping.

Online sales saw significant, **triple digit YoY growth** in the week leading up to Halloween as shoppers purchased costumes last minute.

Top Sub-Categories



Online



In Store

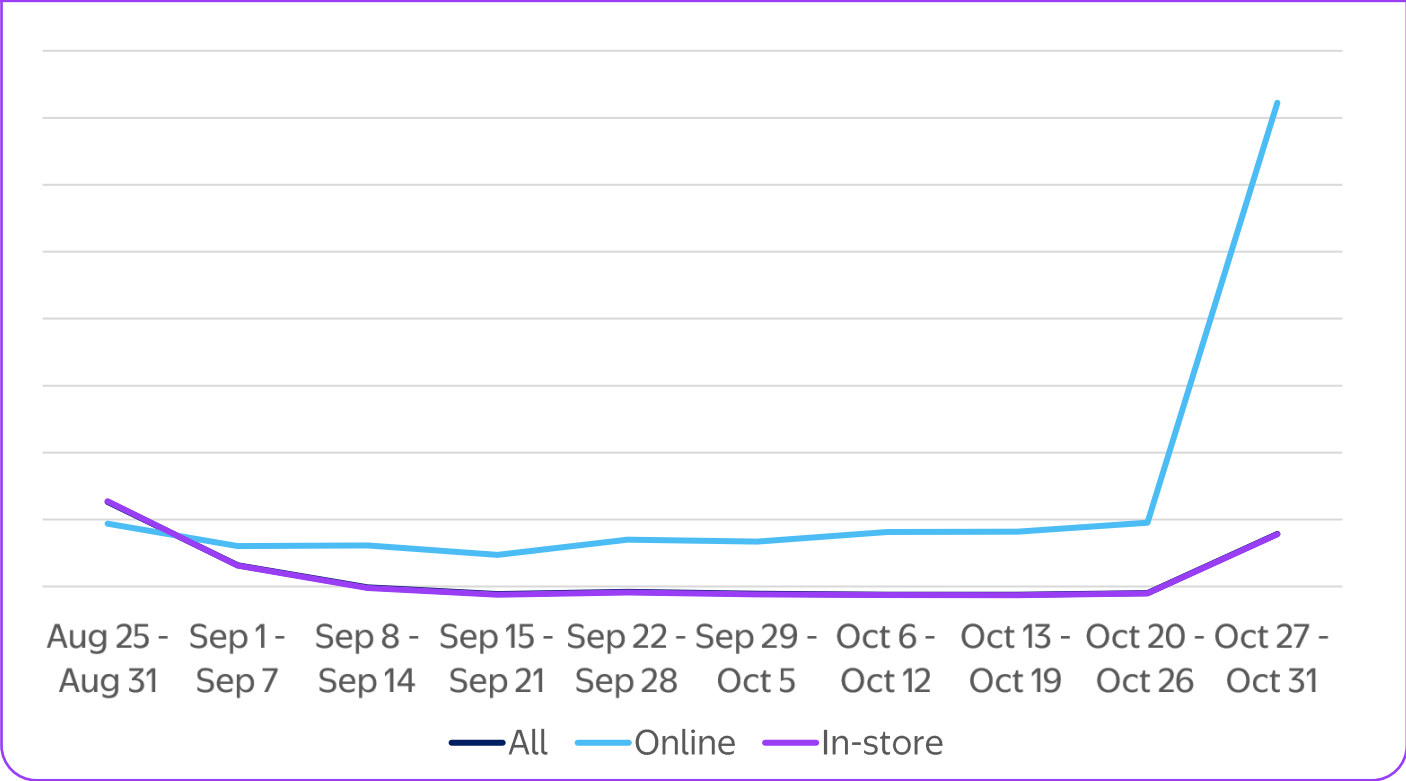
Boys' Halloween costume	Rank 1	Halloween costumes
Baby & toddler Halloween costume	Rank 2	Halloween dress up & accessories
Girls' Halloween costume	Rank 3	Halloween party

AOV: Online AOV is **2.1x** higher than in-store AOV

¹⁰ Walmart 1P data from Aug. 2024 - Oct. 2024



YoY Sales Growth of 2024 Costume Sales by Week



Halloween Costume Shopping¹¹

Search interest in Costumes are concentrated in the five weeks leading up to Halloween. 98% of customers are new to Walmart and are prime for influence. Consider sponsored search throughout the Halloween season to capture the multiple waves of online shoppers.

Top Search Terms

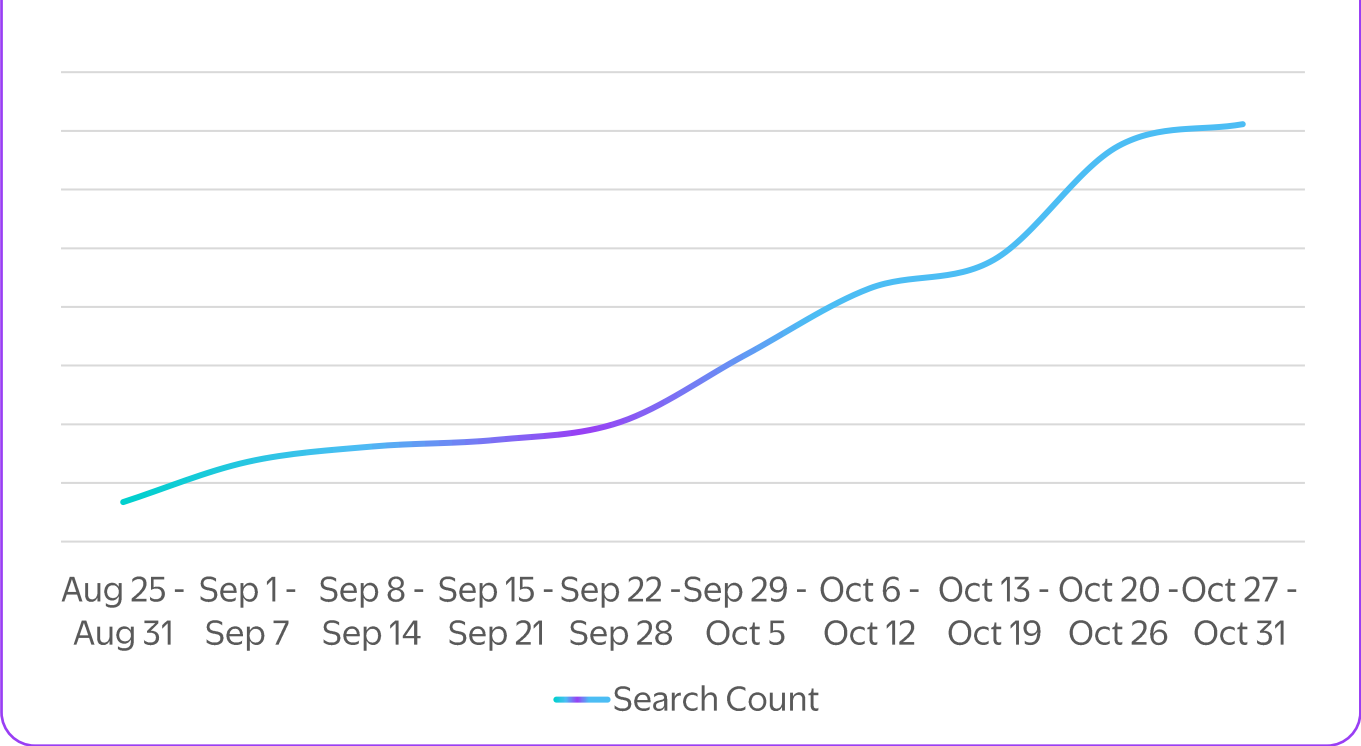
🔍 Halloween Costumes

- Halloween costumes
- Kids' Halloween costumes
- Costume Halloween
- Halloween costume
- Halloween costume women
- Adult Halloween costumes
- Costume Halloween femme
- Baby Halloween Costume
- Halloween Costumes for kids

¹¹Walmart 1P data from Aug. 2024 to Oct. 2024



2024 Halloween Costume Searches by Week

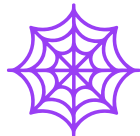


Goodie Bag Costume Strategy



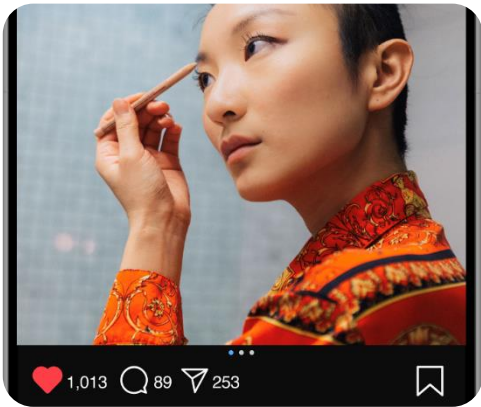
Shopping Ads

Capture last-minute shoppers' attention in the week leading up to Halloween with **Google Shopping Ads**. Bring shoppers to Walmart.ca. and they search for their perfect costume.



Offsite Social

Reach shoppers on their favourite social channels using **Influencers**, to inspire and influence shoppers with the top Halloween trends at Walmart.



Drive Consideration In-store

Use in-store placements such as **TV Wall and In-Store Audio** to capture the attention of in-store shoppers and help drive them to purchase.



Sweet Strategies for Success this Season

Hand out conversions this Halloween

Sweet strategies for a successful Halloween season



Unmask Your Brand's Magic

Capture shoppers' attention on our Halloween-themed Homepage, where most shoppers begin their journey and can discover your brand in this high-impact placement.

Cast a Spell on Your Cart

Use in-store signage such as Blades, Wobblers, or shrouds to capture shoppers' attention while they're browsing in aisle to help drive to purchase during the Halloween season.



Dare to Try

Engage shoppers and drive trial right at the point of purchase through hands-on product demos and sampling. Perfect for last-minute shoppers!



Thank you