



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



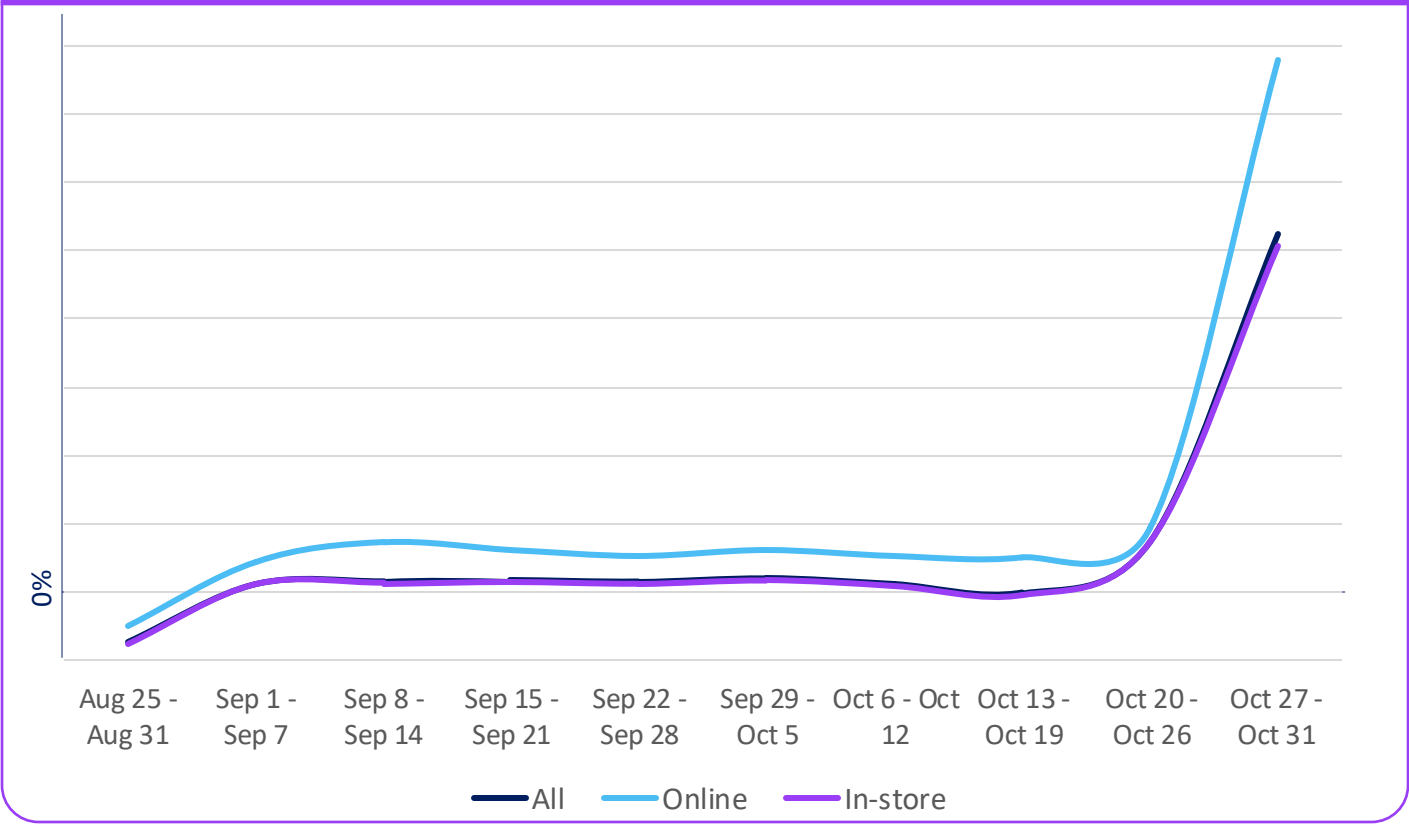
In Store

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



⁶ Walmart 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

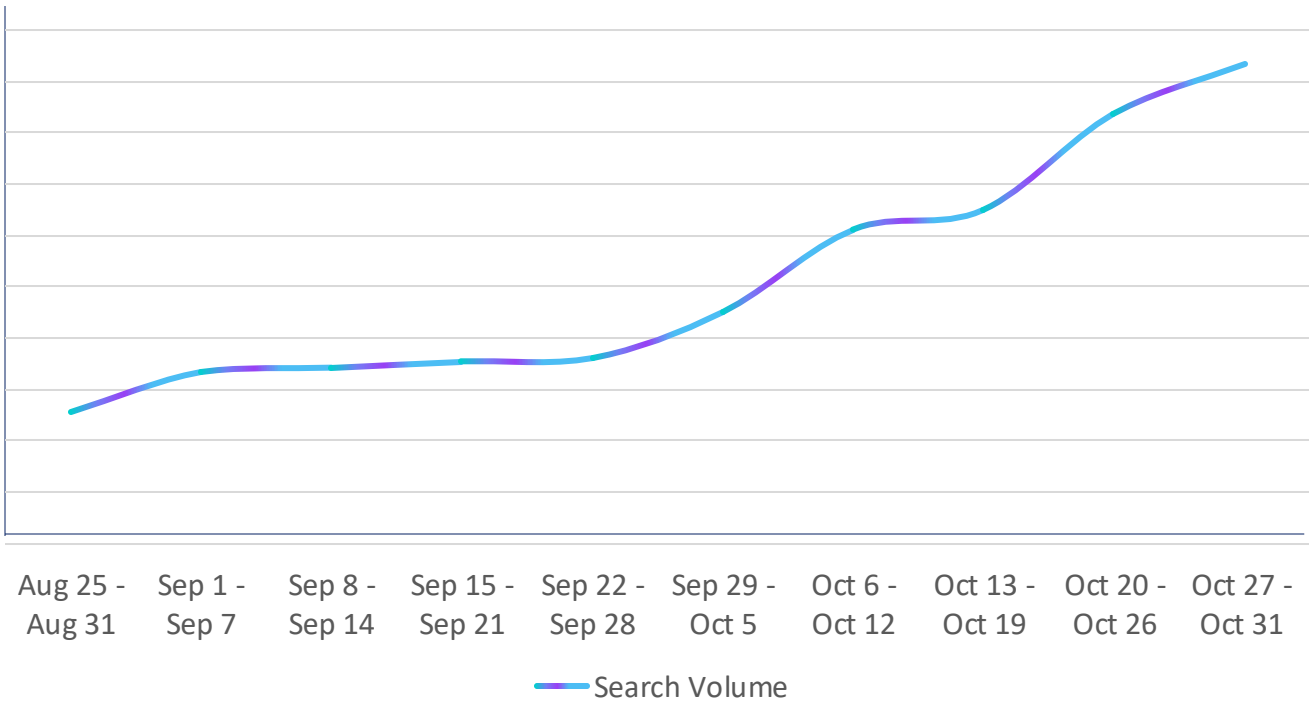
Q Candy

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

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



2024 Halloween Candy Searches by Week



Goodie Bag Candy Strategy



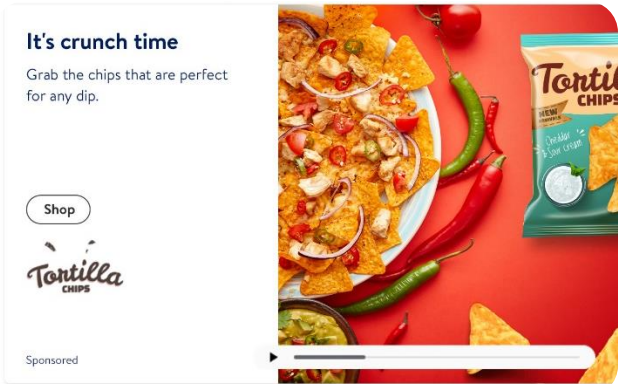
Build Brand Awareness & Drive Trial

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.





Thank you