



# Halloween Costumes



# Halloween Costume Shopping<sup>10</sup>

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

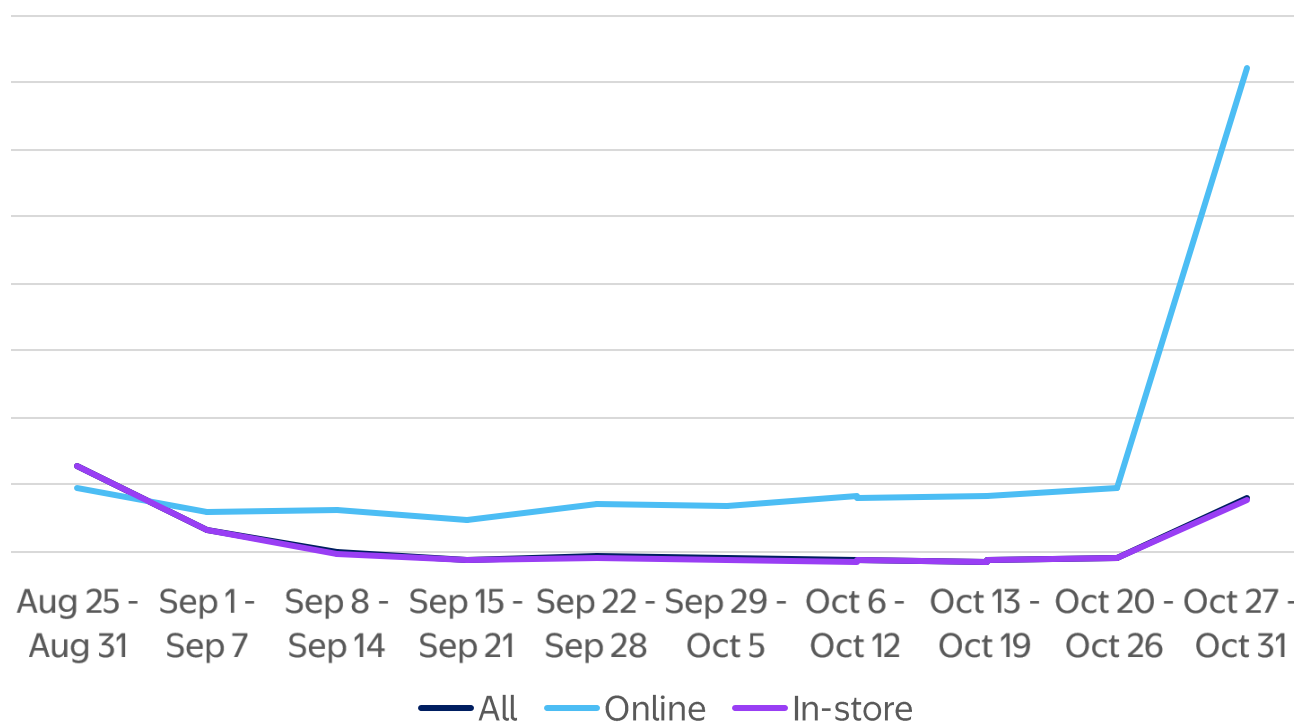
Halloween party

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

<sup>10</sup> Walmart 1P data from Aug. 2024 - Oct. 2024



## YoY Sales Growth of 2024 Costume Sales by Week



# Halloween Costume Shopping<sup>11</sup>

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

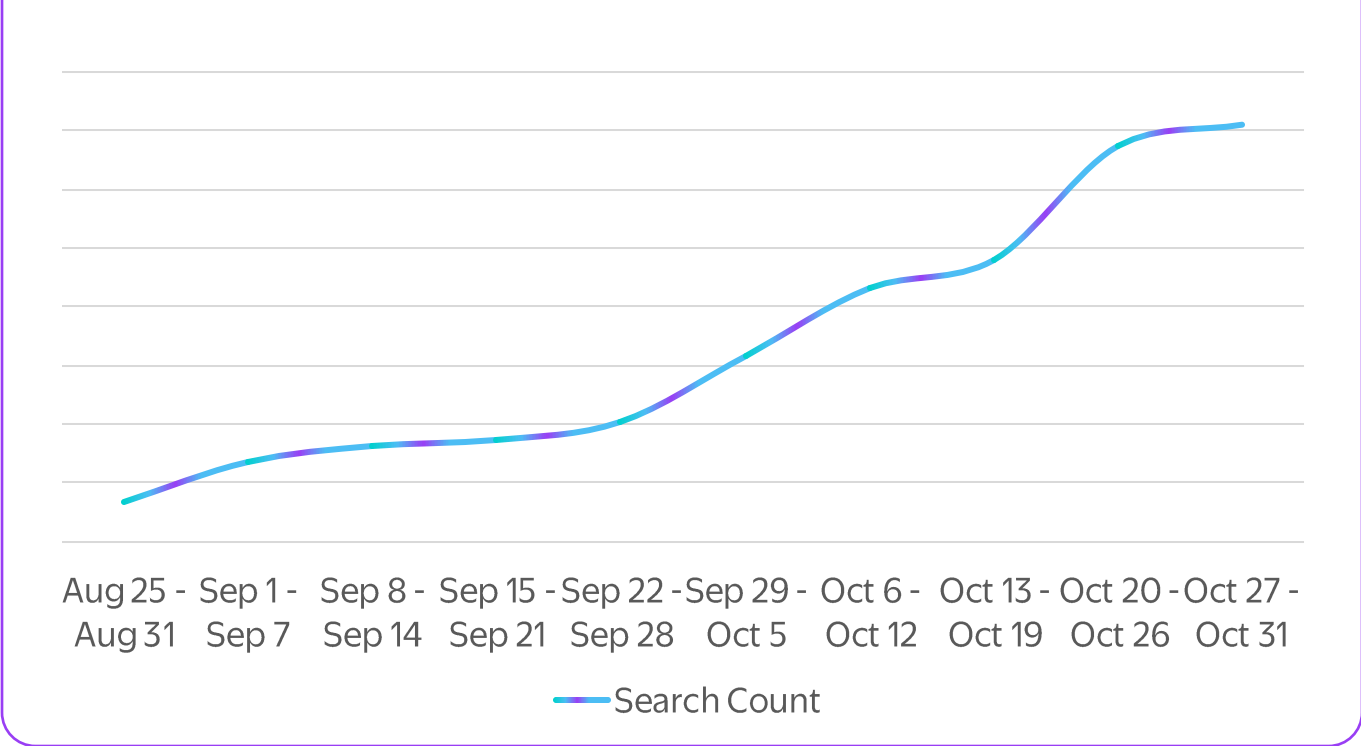
🔍 Halloween Costumes

- 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

<sup>11</sup>Walmart 1P data from Aug. 2024 to Oct. 2024



2024 Halloween Costume Searches by Week

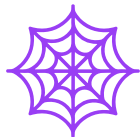


# Goodie Bag Costume Strategy



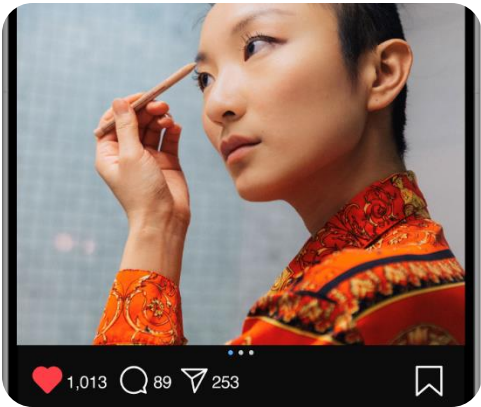
## Shopping Ads

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.





# Thank you