



Halloween Décor

PRIVATE AND CONFIDENTIAL

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

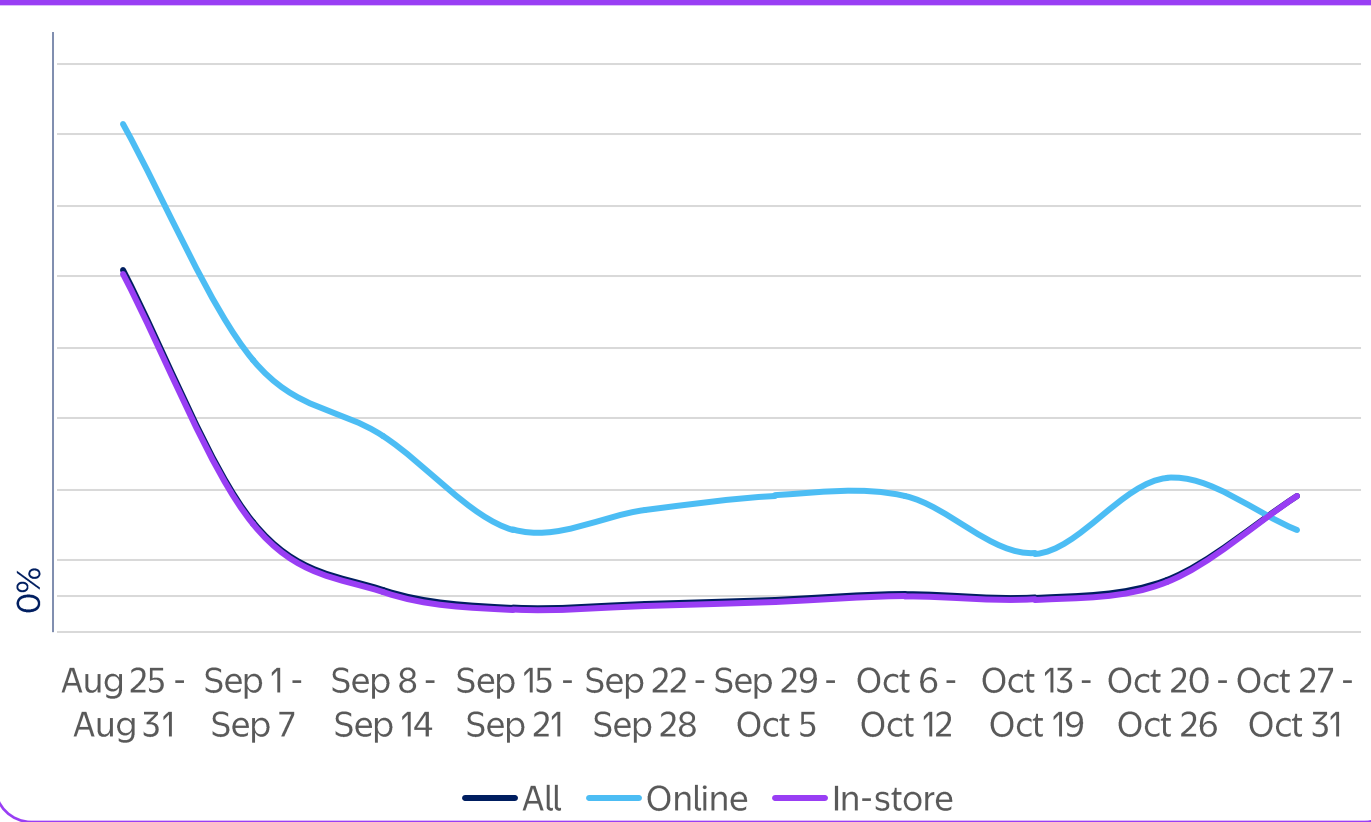
Halloween inflatables	Rank 1	Halloween décor
Halloween lights	Rank 2	Halloween skeletons
Halloween décor	Rank 3	Halloween lights

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

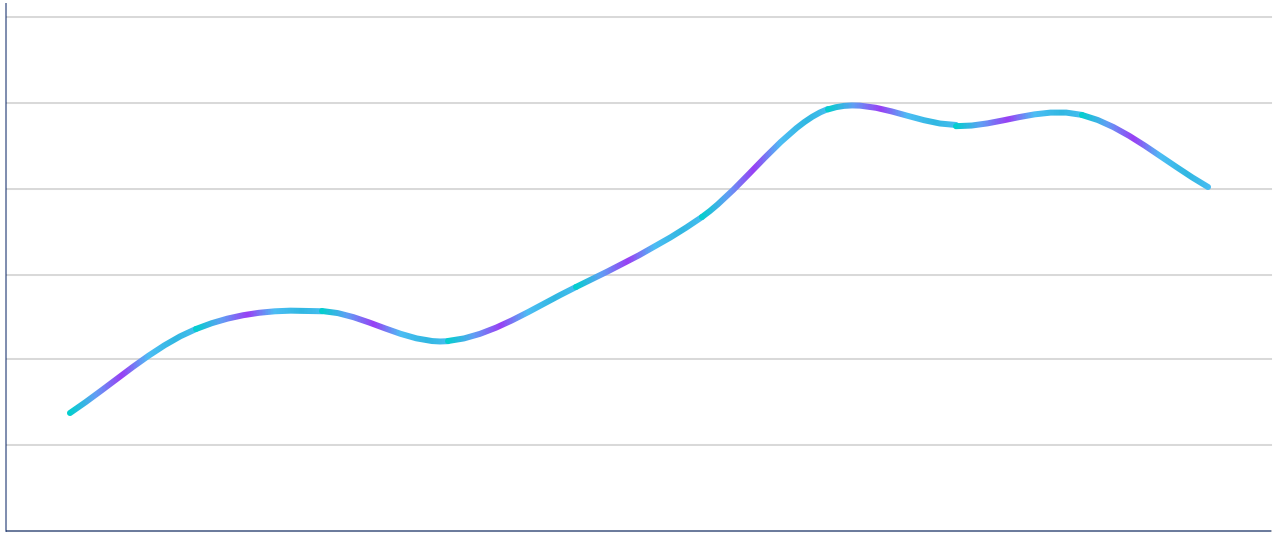
🔍 Halloween decorations

- 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



Aug 25 - Sep 1 - Sep 8 - Sep 15 - Sep 22 - Sep 29 - Oct 6 - Oct 13 - Oct 20 - Oct 27 -
Aug 31 Sep 7 Sep 14 Sep 21 Sep 28 Oct 5 Oct 12 Oct 19 Oct 26 Oct 31

— Search Count

Goodie Bag Décor Strategy



Build brand awareness

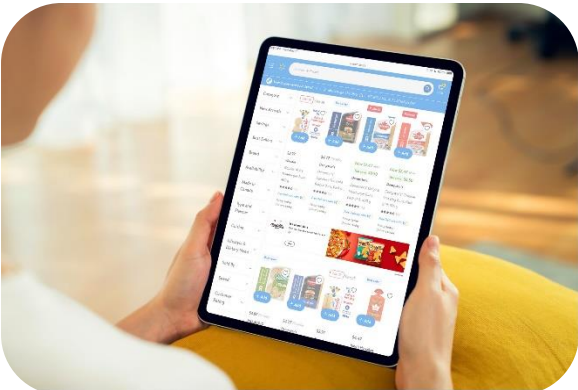


Offsite social

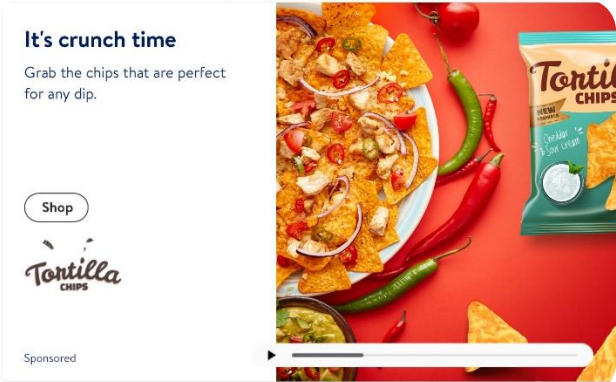


Reach in-store shoppers

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.





Thank you