



# Apparel

# Holiday Apparel Shopping<sup>8</sup>

Online sales volume shows a peak at the end of November around Black Friday and Cyber Week, but in-store sales don't peak until the week of December 19.

## Top Subcategories



Online



In Store

Jeans Rank 1 Men's denim

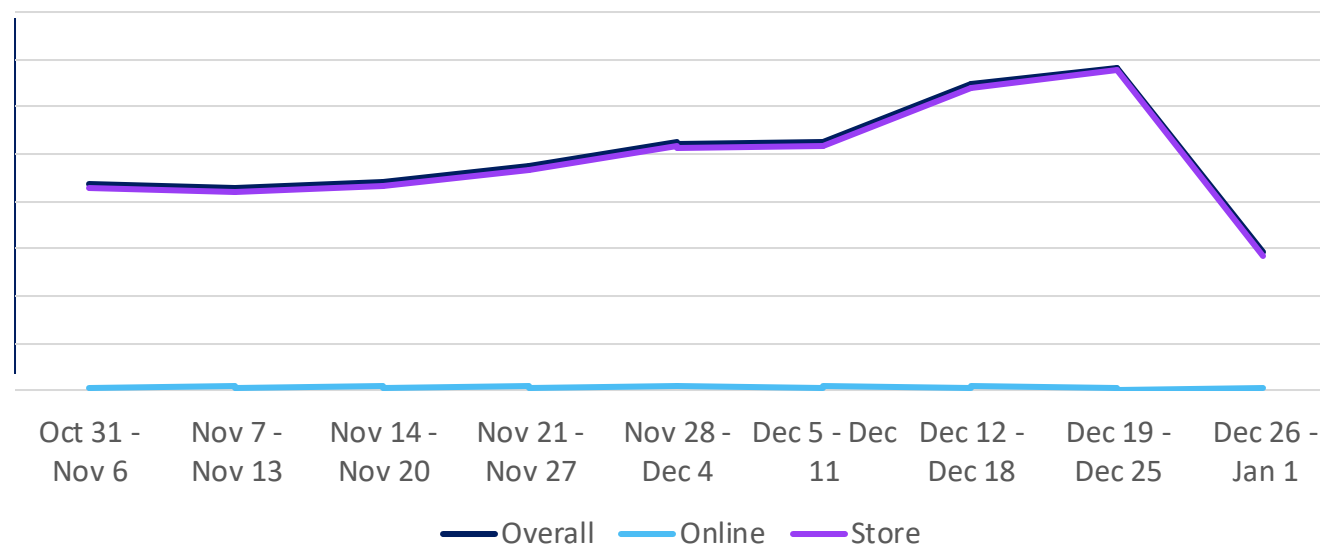
Boots Rank 2 Ladies sleep sets

Women's pajamas Rank 3 Men's boots

### Average Order Value:

Online AOV is 1.2x higher than in-store AOV

Holiday Grocery Sales Volume, by Week



The top cross-shopped categories for in-store shoppers are Holiday items and impulse confectionery. Fresh groceries is the top category for online shoppers.

# Holiday Apparel Searches<sup>9</sup>

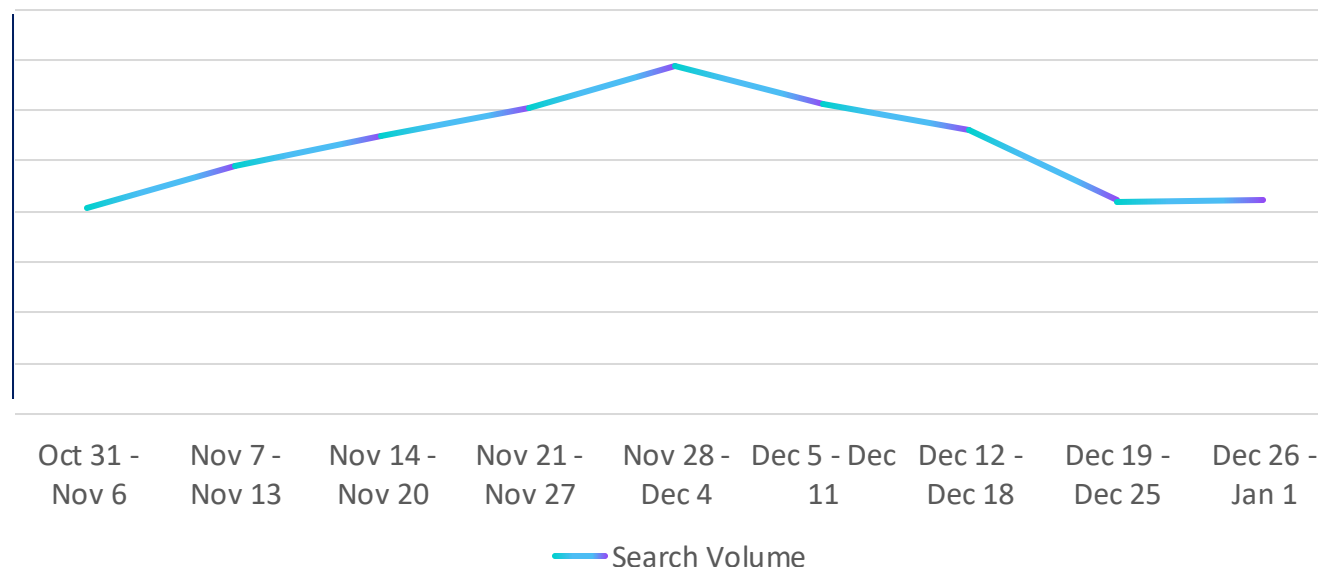
Search interest sees slight but consistent growth through November before a dip starting in mid-December.

## Top Search Terms

Q Holiday Apparel

- Christmas pajamas
- Christmas sweater
- Women's winter jackets
- Women's clothing
- Men's winter boots
- Slippers
- Winter boots
- Socks
- Women's pajamas
- Grinch pajamas

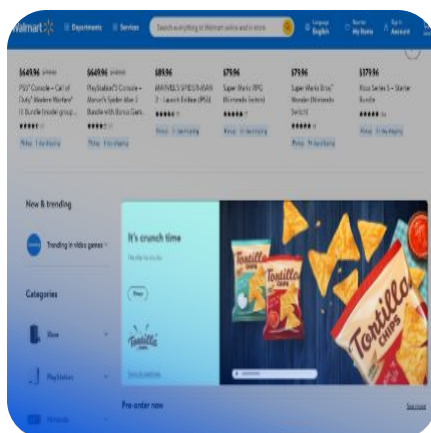
Holiday Apparel Search Volume, by Week



# Gift Bag

## Holiday Apparel Strategy

### Reach Shoppers In-market



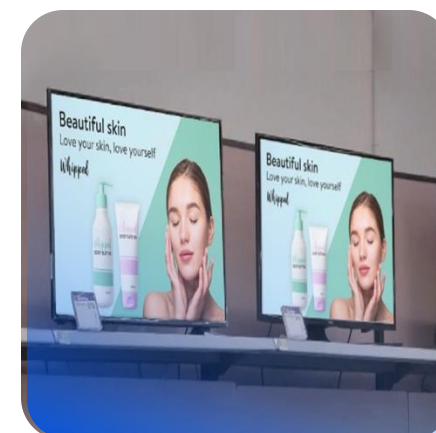
Reach in-market customers as they actively browse and search online for their essential Holiday items. Capture your shoppers' attention with a **Hero Banner** in the Apparel category during this key shopping moment.

### Drive Interest Offsite



Reach shoppers on their favourite social channels with **Influencers** to inspire shoppers with new Holiday fashion trends at Walmart.

### Reach In-store Shoppers



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



# Thank you