



# Electronics

# Holiday Electronics Shopping<sup>12</sup>

Online and in-store sales volume in the Electronics category peaked around Black Friday and Cyber Monday. In-store sales saw an additional bump volume the week of Christmas.

## Top Subcategories



Online



In Store

Tablet Rank 1 TV's

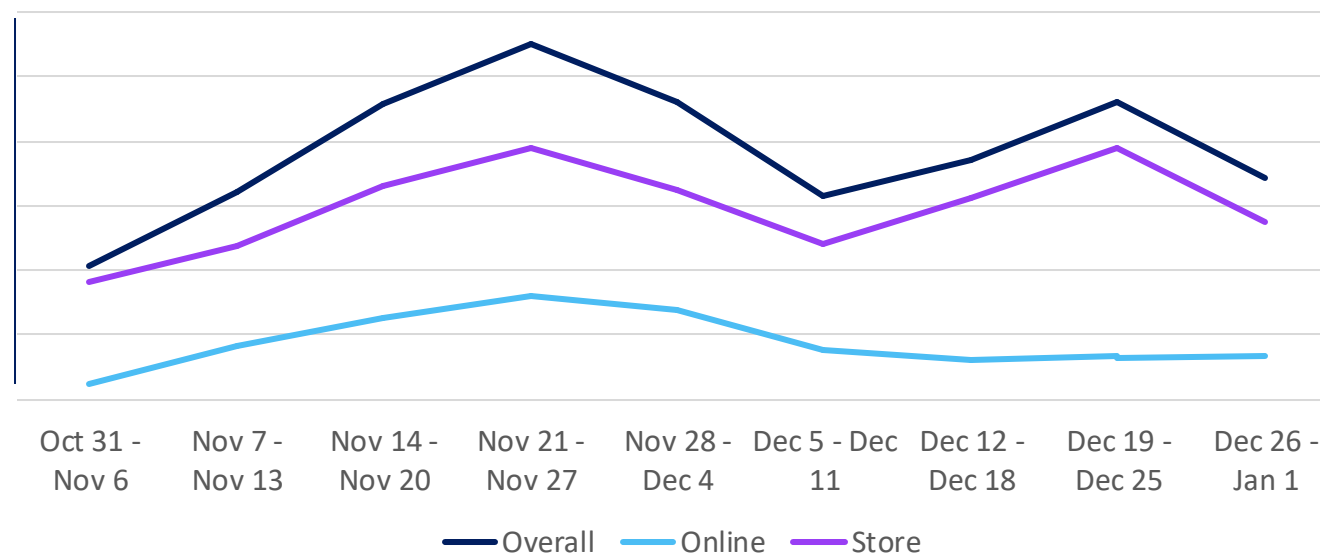
Virtual Rank 2 Batteries

Unlocked phones Rank 3 Single serve coffee

### Average Order Value:

Online AOV is 3.7x higher than in-store AOV

Holiday Electronics 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.

<sup>12</sup> Walmart 1P data from Nov. 2024 to Dec. 2024



# Holiday Electronics Searches<sup>13</sup>

Electronics search interest was concentrated around Black Friday, Cyber Monday and the week of Christmas.

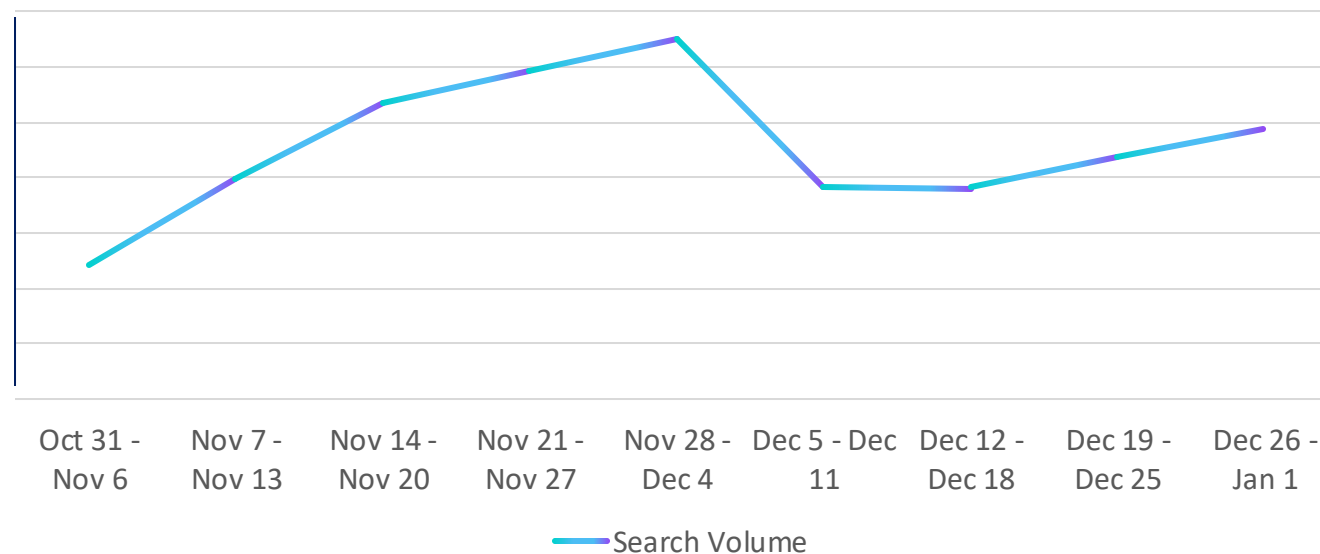
## Top Search Terms

Q Holiday Electronics

iPad\*  
TV  
AirPods\*  
iPhone\*  
Laptop  
Smart TV  
Headphones  
Apple Watch\*  
Printer  
Cellphone

*\*Branded*

Holiday Electronics Search Volume, by Week



# Gift Bag

## Holiday Electronics Strategy

### Holiday Digest



Drive awareness and conversion with the Walmart shopper through the **Holiday Entertaining Digest**, a key touchpoint for shoppers during this key shopping moment.

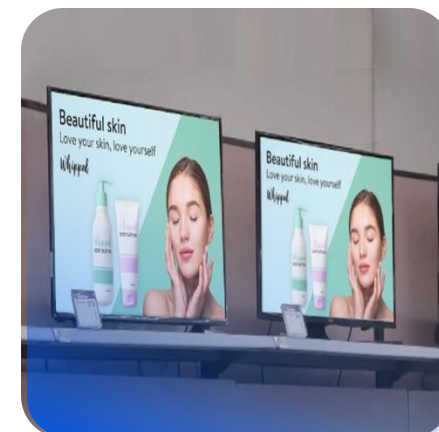
*Participation deadline: June 18, 2025*

### Drive Interest Offsite



Reach shoppers offsite with **Paid Social Media** and align with trusted voices in tech through **Influencer** partnerships.

### 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 as they browse the electronics department, and help drive them to purchase.

# Thank you