

# Spark Joy this Holiday Season

HOLIDAY INSIGHTS GUIDE

# Merry & Bright

Walmart has all you need for the Holiday season

As the excitement of the festive season builds, families are busy preparing to celebrate the Holidays with those who matter most. They turn to Walmart to help them check off every item on their list – from the ingredients needed for the perfect Holiday meal, to the long-awaited gaming console.

With the right blend of expertise and a strong omnichannel presence, Walmart Connect helps brands connect with families during this key seasonal moment. Join us as we embrace the Holiday spirit and share insights and best practices for the most magical time of the year!





# 78%

of Canadians plan to  
purchase gifts this  
Holiday season<sup>1</sup>

## They're ready to spoil their loved ones...

63% of Canadians plan to spend more than \$200 on gifts.

## ...and fill bellies!

75% of shoppers plan to spend on food related to celebrating the Holidays and half will be cooking homemade meals.

## Shopping early, shopping smarter.

Nearly half of shoppers shop 1-2 months in advance  
while 30% shop 3+ months in advance.

<sup>1</sup> Numerator Canadian Holiday Insights 2025



# Shoppers are ready to celebrate and are prepared to spend

Over half of Canadians plan to shop at a mass retailer this Holiday for the best deals and savings.<sup>2</sup>



87%

of Canadians plan to  
celebrate the Holidays



71%

will gather with  
family and friends



63%

plan to spend  
more than \$200

<sup>2</sup> Numerator Canadian Holiday Insights 2025



# Shoppers turn to Walmart for the Holidays

62% of Canadians agree that Walmart is a holiday shopping destination for gifts, food, and décor and **more than half** of those planning to shop for the Holiday season are likely to shop at Walmart.<sup>3</sup>

## Top Holiday Categories at Walmart, by Sales<sup>4</sup>



Gaming



Toys



Electronics



Apparel



Grocery

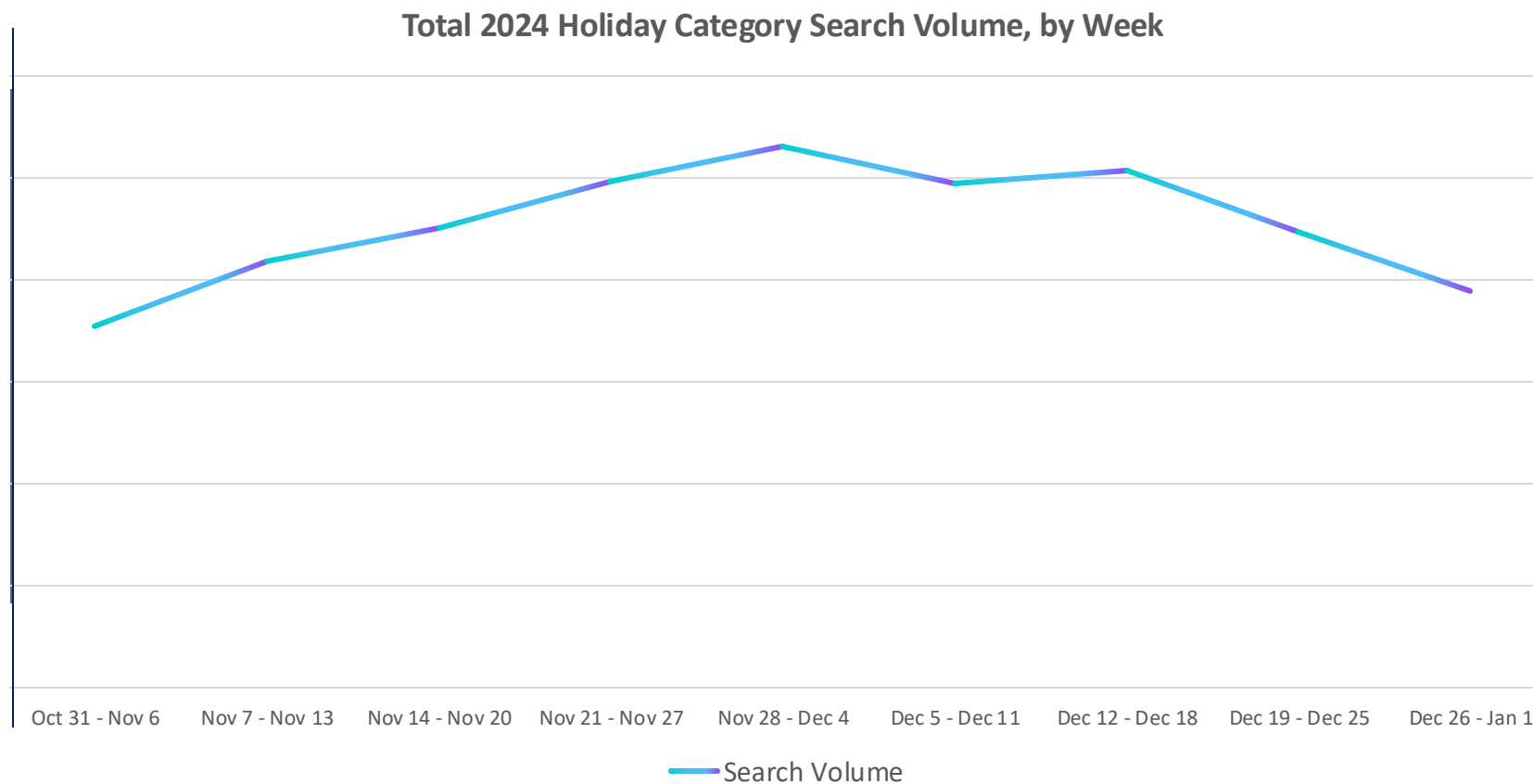
<sup>3</sup> Walmart Connect National OMNIBUS Results – June 2025

<sup>4</sup> Walmart 1P Data Nov 2024 – Dec 2024



## Searches for that magical item begin in late October

Shoppers begin searching for the Holiday season around Black Friday, with searches plateauing on the days leading up to Christmas.<sup>4</sup>

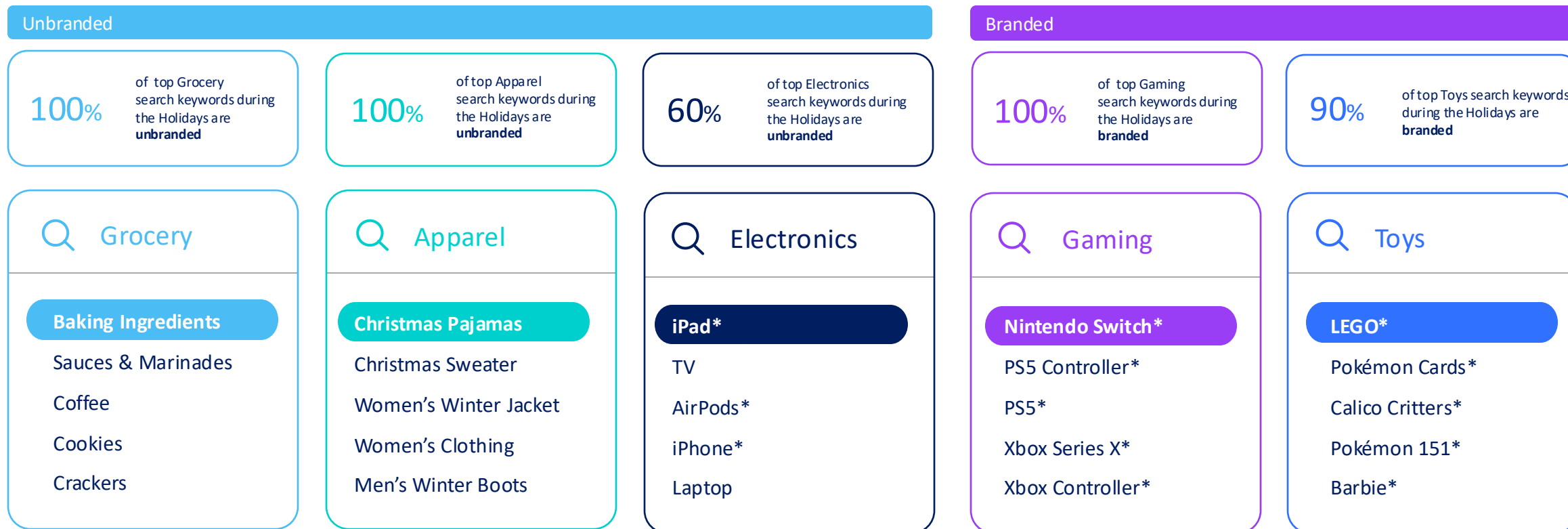


<sup>4</sup> Walmart 1P Data Nov 2024 – Dec 2024

# Digging into the Top 10 Keywords for Holiday categories<sup>5</sup>

Many Walmart Holiday searches are unbranded, especially in categories like Grocery, Apparel and Electronics. Shoppers are primed for influence and are driven by price and deals – not just name brands.

Holiday searches across gift-giving categories such as Toys and Gaming are mostly branded. Consumer messaging should shift to emphasizing value proposition, brand features and competitive distinction.



<sup>5</sup> Walmart 1P Data Nov 2024 – Dec 2024

\*Branded





# Grocery



# Holiday Grocery Shopping<sup>6</sup>

Grocery sales volume saw a notable rise in the first week of December. Online sales peaked the week of December 12 and in-store sales peaked the week of December 19.

## Top Subcategories



Online



In Store

Chicken & turkey breasts

Rank 1

Entertainment cards

Eggs

Rank 2

Milk

2% milk

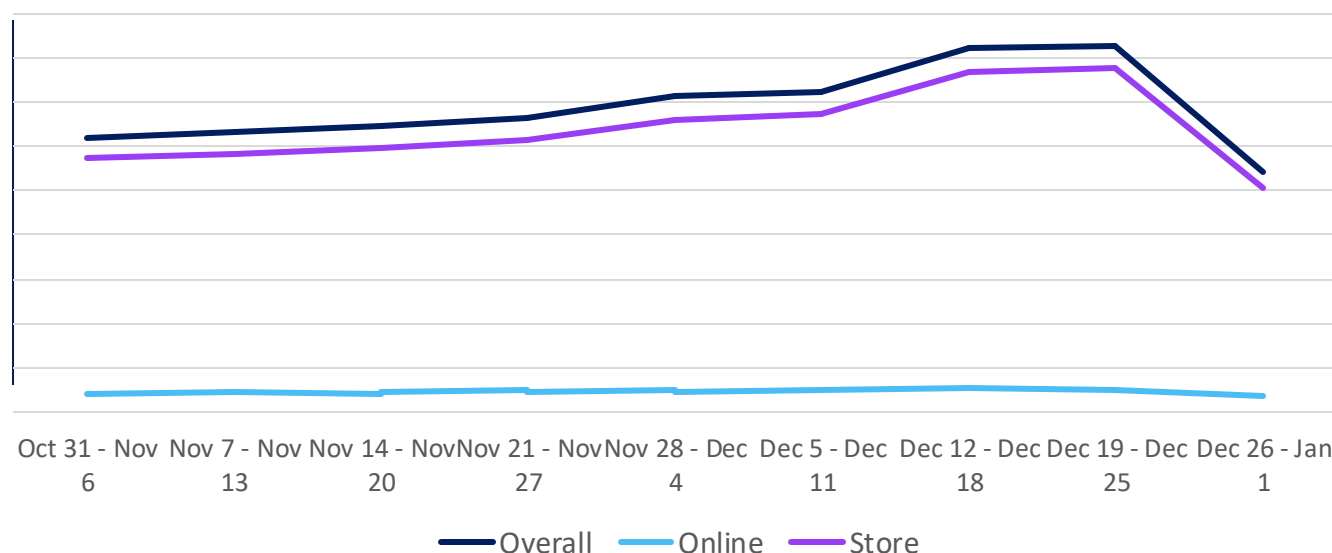
Rank 3

Coffee

**Average Order Value:**

Online AOV is 2.5x higher than in-store AOV

Holiday Grocery Sales Volume, by Week



The top cross-shopped categories for both in-store and online Holiday grocery shoppers are household supplies and personal care.

<sup>6</sup> Walmart 1P data from Nov. 2024 to Dec. 2024

# Holiday Grocery Searches<sup>7</sup>

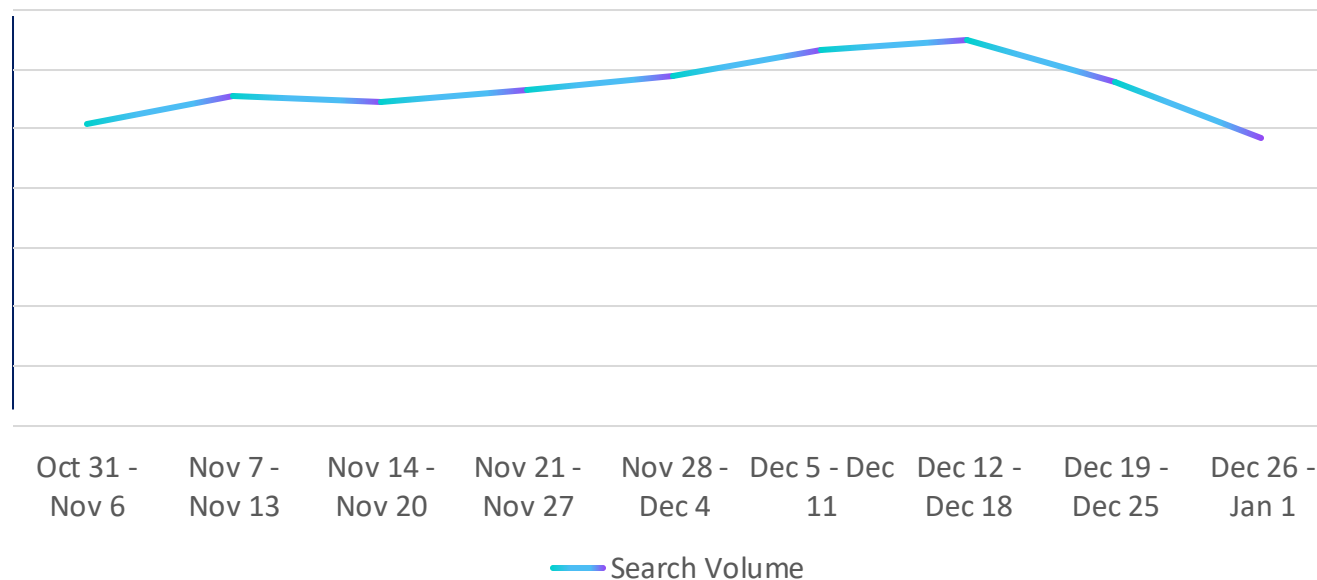
Search interest sees slight but consistent growth through November before a dip starting in mid-December.

## Top Search Terms

Q Holiday Grocery

Baking ingredients & supplies  
Sauces, spices & marinades  
Coffee  
Cookies  
Crackers  
Fresh chicken & turkey  
Spreads & syrups  
Ice cream & treats  
Candy  
Holiday treats

Holiday Grocery Search Volume, by Week





# Gift Bag

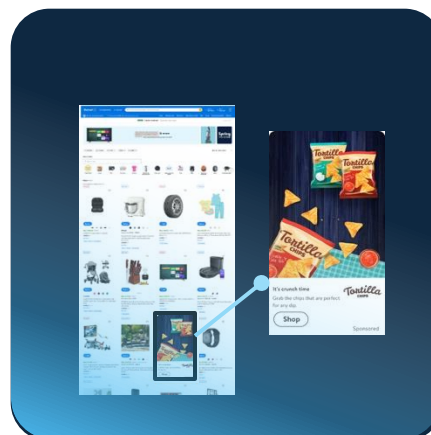
## Holiday Grocery Strategy

### Build Brand Awareness & Drive Trial



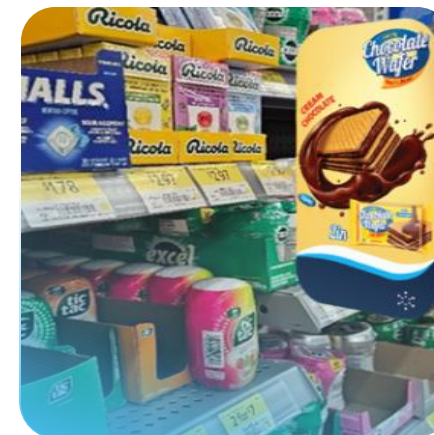
Couple **In-store Sampling** with **Sponsored Search** by sending your products to the top of relevant search results to inspire product discovery and bring shoppers in-store to drive trial.

### Reach Shoppers In-Market



Reach in-market customers as they actively browse and search online for their favourite Holiday recipes. Capture your shoppers' attention with a **Tile Takeover** during this key shopping moment.

### Drive Consideration In-store



Combine **Blades** and Grocery-exclusive **Wobblers** to drive awareness and consideration as shoppers browse the aisles for their sought-after Holiday items, in late December.



# 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

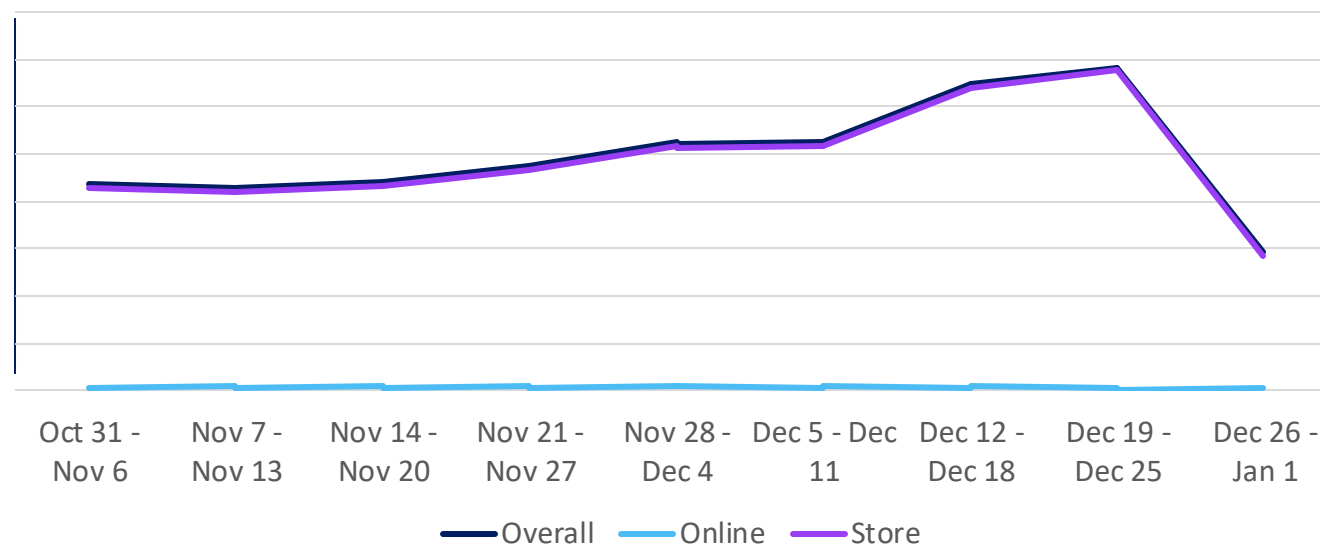
Boots Rank 2 Ladies sleep sets

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.

<sup>8</sup> Walmart 1P data from Nov. 2024 to Dec. 2024

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

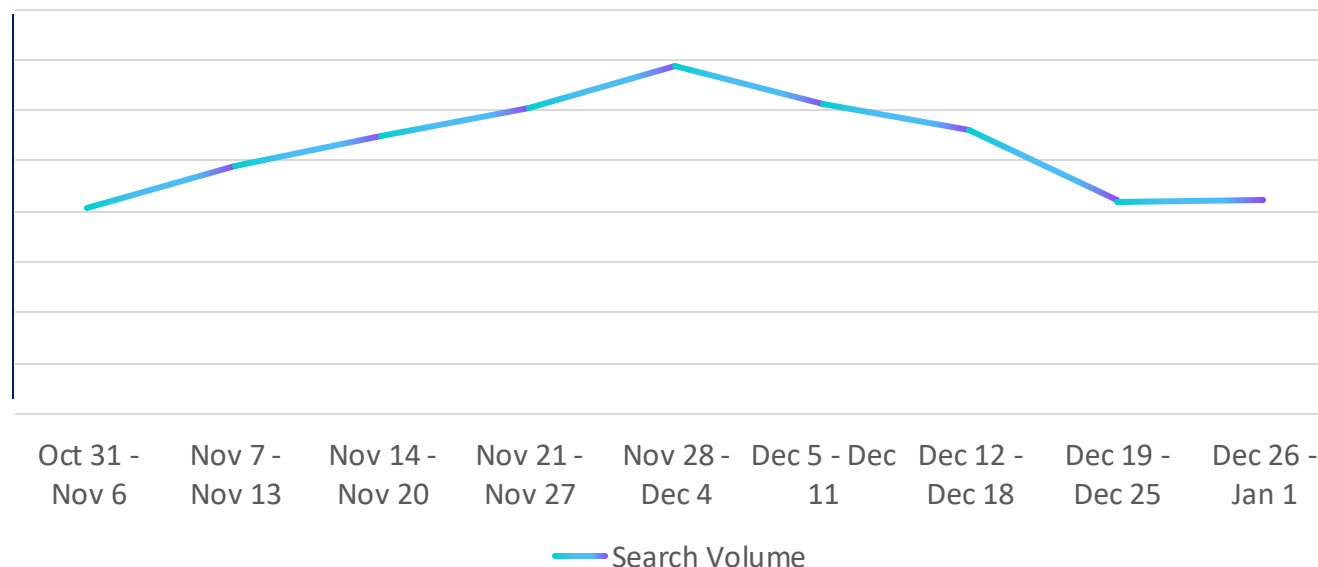
Search interest sees slight but consistent growth through November before a dip starting in mid-December.

## 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

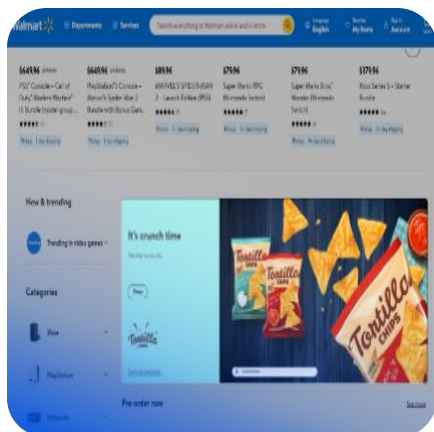




# Gift Bag

## Holiday Apparel Strategy

### Reach Shoppers In-market



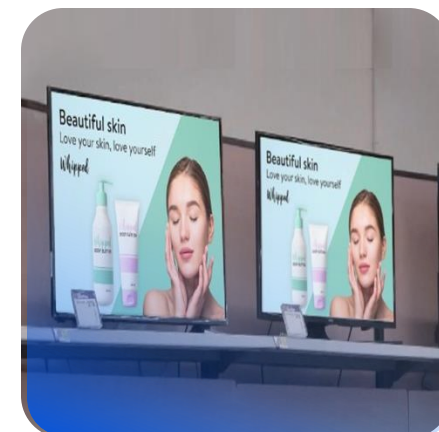
Reach in-market customers as they actively browse and search online for their essential Holiday items. Capture your shoppers' attention with a **Hero Banner** in the Apparel category during this key shopping moment.

### 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.



# Toys



# Holiday Toys Shopping<sup>10</sup>

Online sales volume in the Toy category peaked in the weeks around Black Friday and Cyber Monday. In-store sales saw a huge jump in the weeks leading up to and the week of Christmas.

## Top Subcategories



Online



In Store

Card sets

Rank 1

Building blocks

Electronics for kids

Rank 2

Preschool games

Interactive pets & toys

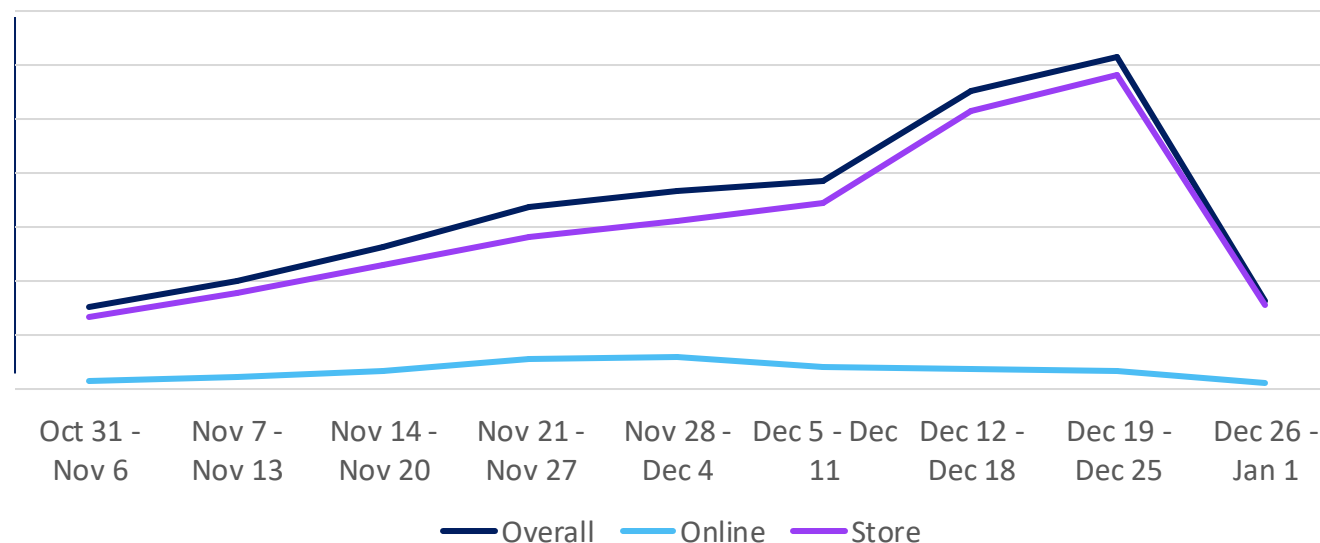
Rank 3

Board games

**Average Order Value:**

Online AOV is 2x higher than in-store AOV

Holiday Toys 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>10</sup> Walmart 1P data from Nov. 2024 to Dec. 2024



# Holiday Toys Searches<sup>11</sup>

Toy search interest saw rapid growth in the weeks leading up to Black Friday and Cyber Monday. Interest remained elevated until the week of Christmas.

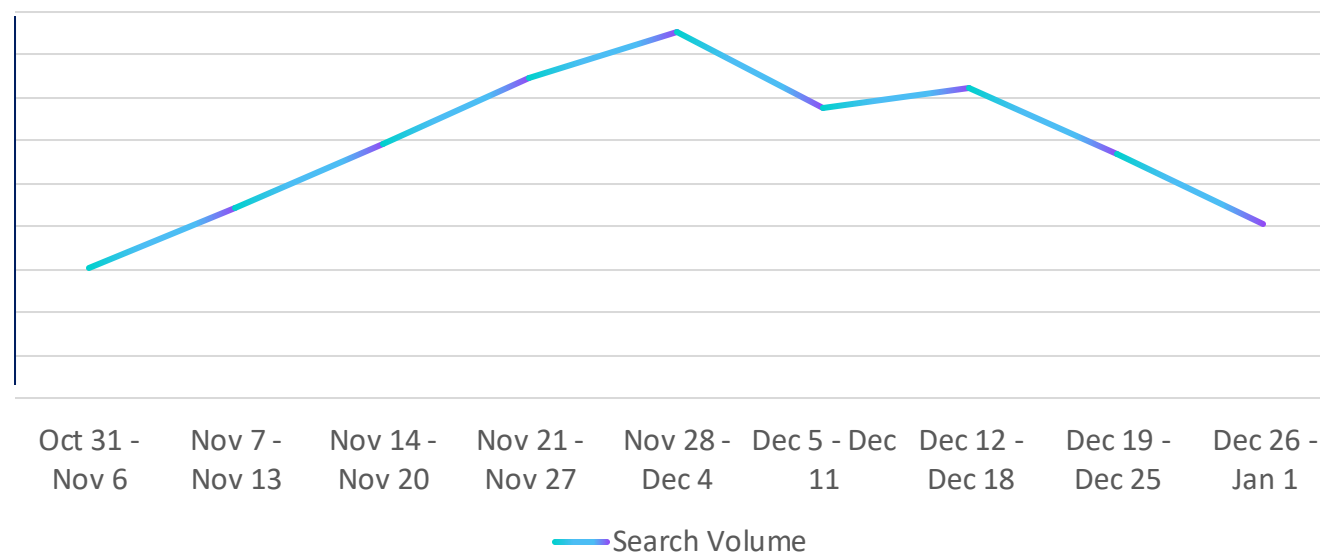
## Top Search Terms

Q Holiday Toys

LEGO\*  
Pokémon Cards\*  
Calico Critters\*  
Pokémon 151\*  
Barbie\*  
Hot Wheels\*  
Board games\*  
Toys for kids  
LEGO Star Wars  
Transformers\*

*\*Branded*

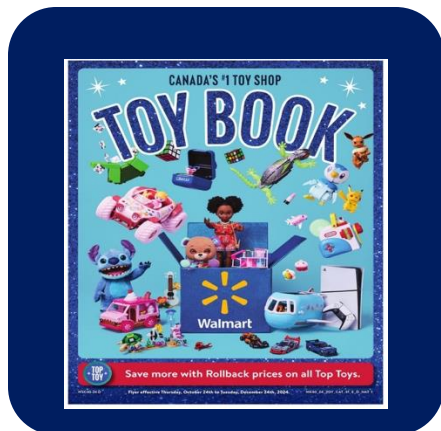
Holiday Toys Search Volume, by Week



# Gift Bag

## Holiday Toys Strategy

### Toy Digest



Increase awareness and drive consideration of your product by highlighting your brand in Walmart's print and digital **Toy Digest**, capturing the attention of shoppers seeking the perfect gift.

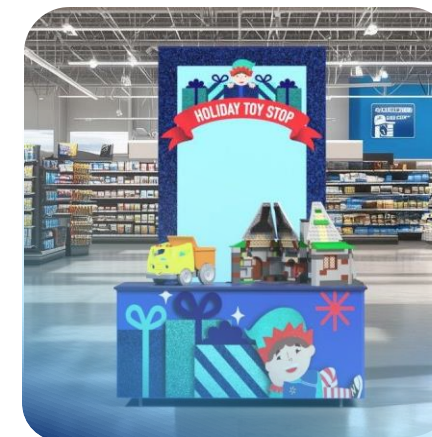
*Participation deadline: March 27, 2025*

### Drive Interest Offsite



Reach shoppers on their favourite social channels with **Paid Social** to inspire shoppers of the top toys at Walmart this Holiday season.

### In-store Experiential



Reach customers in-store with our interactive **Toyland** experience. Bring your top Holiday toys to life and drive consideration as shoppers are in the Holiday gifting mindset.

*Participation deadline: August 29, 2025*





# 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

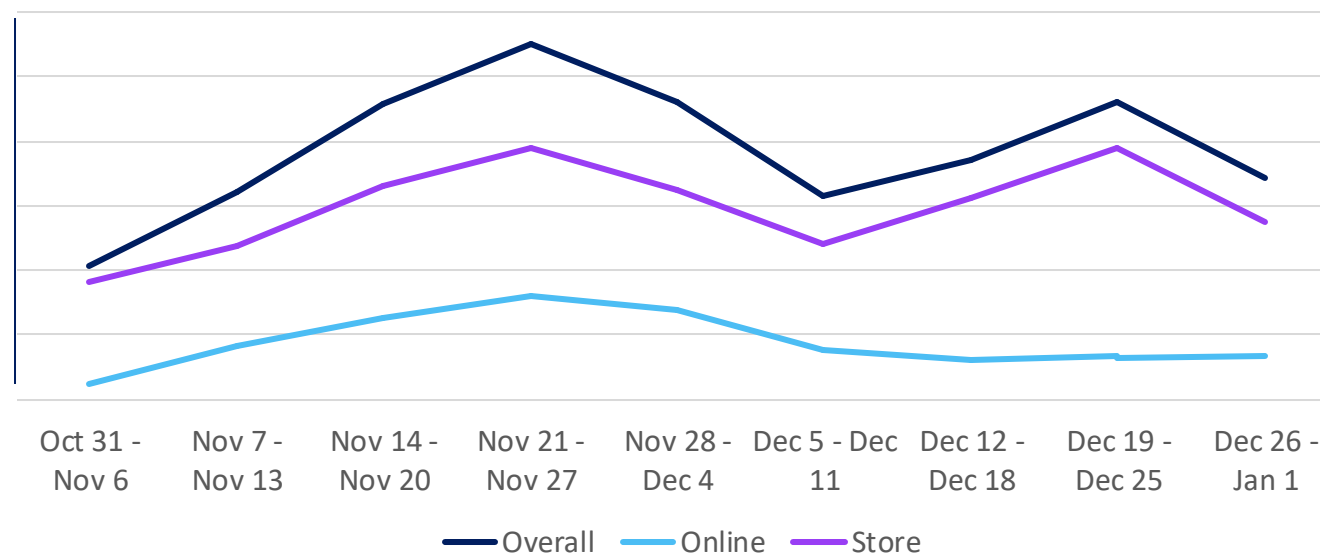
Virtual Rank 2 Batteries

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.

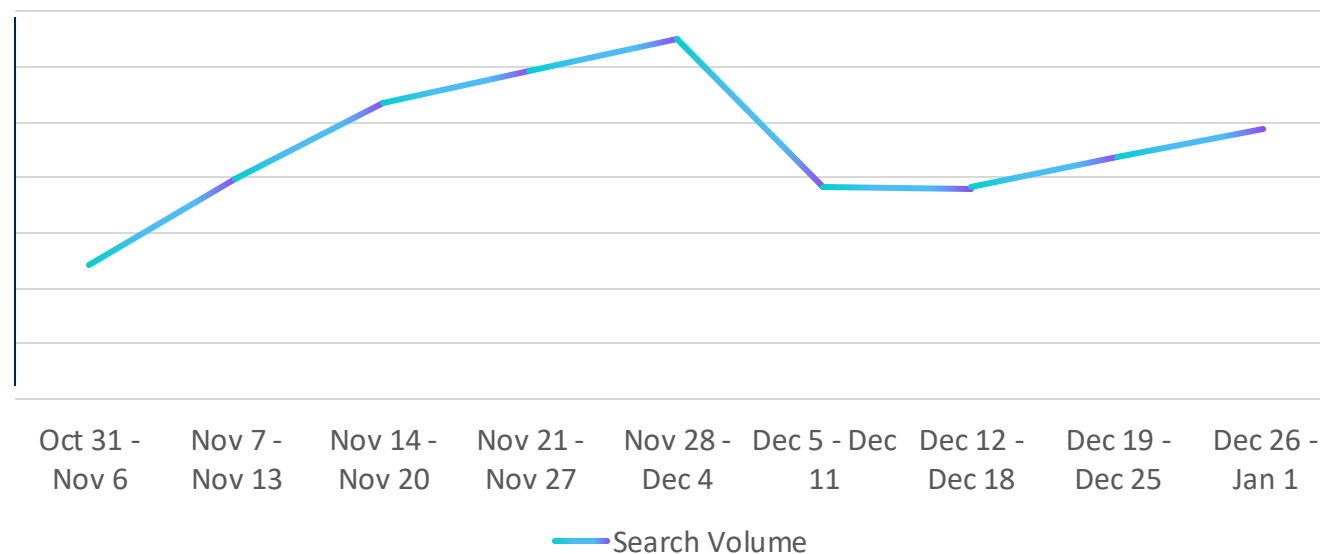
## Top Search Terms

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.

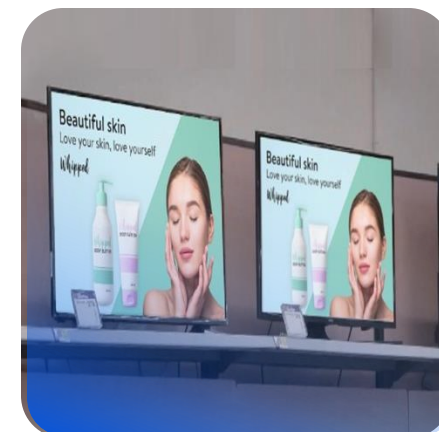
*Participation deadline: June 18, 2025*

### 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.





# Gaming

# Holiday Gaming Shopping<sup>14</sup>

Online Gaming sales volume peaks around Black Friday. In-store sales volume sees an initial jump around Black Friday but also sees a notable peak in the week of Christmas.

## Top Subcategories



Online

Gaming consoles

Rank 1

Controllers

Rank 2

Video games

Rank 3



In Store

Video game hardware

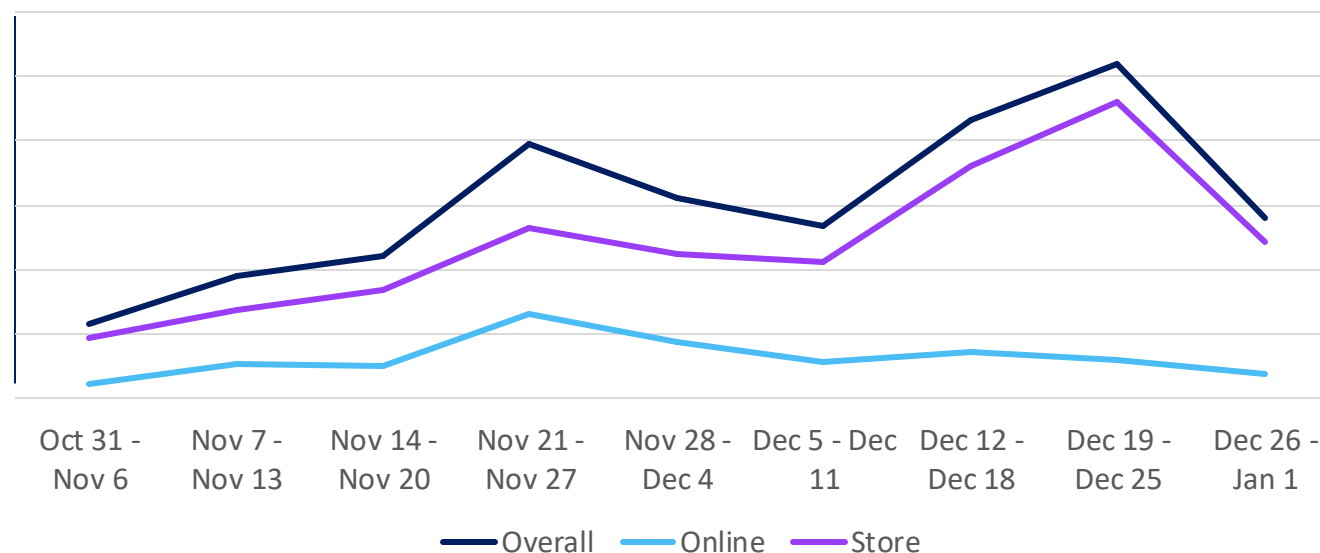
Gaming cards

Accessories

### Average Order Value:

Online AOV is 2.5 higher than in-store AOV

Holiday Gaming Sales Volume, by Week



The top cross-shopped categories for in-store shoppers are Holiday items and entertainment cards. Grocery items make up the top categories for online shoppers.

<sup>14</sup> Walmart 1P data from Nov. 2024 to Dec. 2024

# Holiday Gaming Searches<sup>15</sup>

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

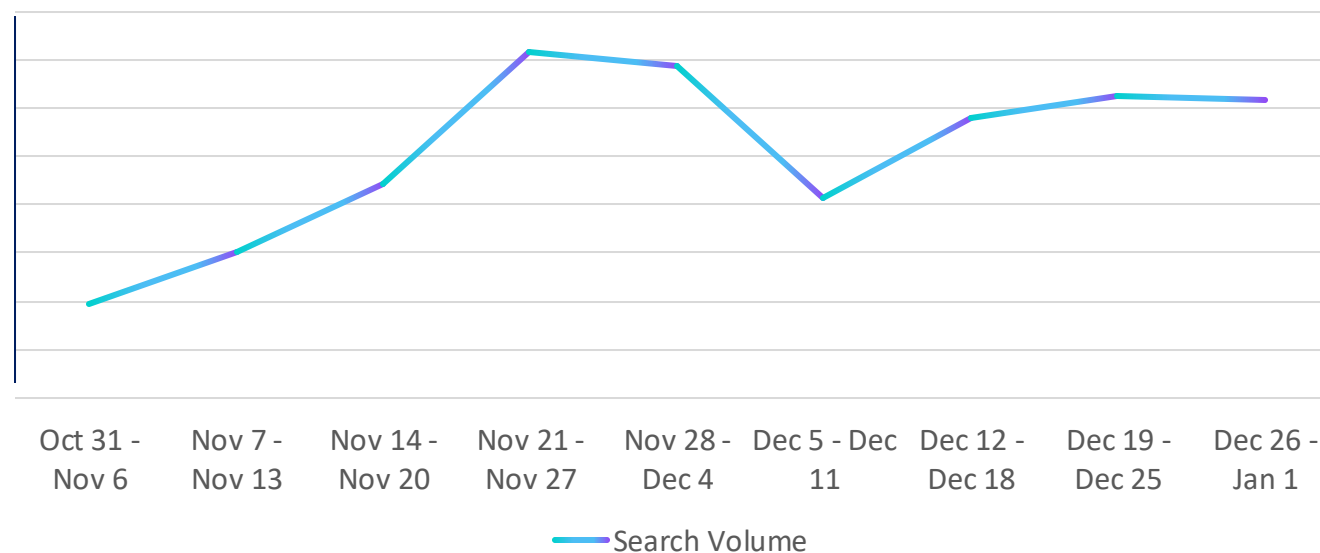
## Top Search Terms

Q Holiday Gaming

Nintendo Switch\*  
 PS5 controller\*  
 PS5\*  
 Xbox Series X\*  
 Xbox controller\*  
 Meta Quest 3\*  
 Switch games\*  
 Switch controller\*  
 PS4 controller\*  
 PlayStation console\*

\*Branded

Holiday Gaming Search Volume, by Week





# Gift Bag

## Holiday Gaming Strategy

### Build Awareness and Drive Conversion



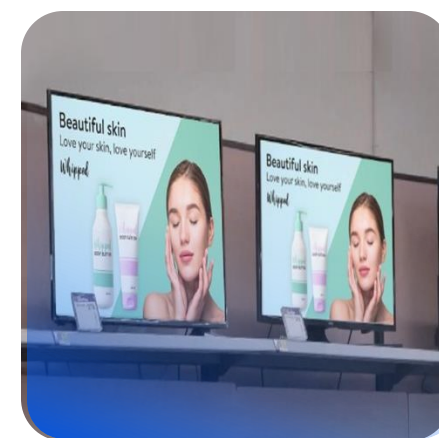
Use **Sponsored Product Search** and **Onsite Display** to build awareness and capture shoppers looking for the latest video games and consoles.

### Drive Interest Offsite



Reach shoppers on their favourite social channels with **Paid Social** to inspire shoppers to get the latest video games and consoles 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 as they browse the electronics department, and help drive them to purchase.

# Spark interest this Holiday season

Magical strategies for a successful Holiday



## Believe in the Magic

Capture shoppers' attention with our high-impact, Holiday-themed Homepage – the starting point for most journeys and a prime opportunity to showcase your brand during this key season.

## Deck the Halls in Store

Capture the attention of last-minute shoppers by utilizing in-store signage such as **Blades**, **Wobblers** or **Shrouds** to help drive to purchase during the Holiday season.



## 'Tis the Season for Sampling

Engage shoppers and drive trial right at the point of purchase through hands-on product **Demos** and **Sampling**. Perfect for capturing the attention of shoppers in the Holiday gifting mindset!



# Thank you