



# 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



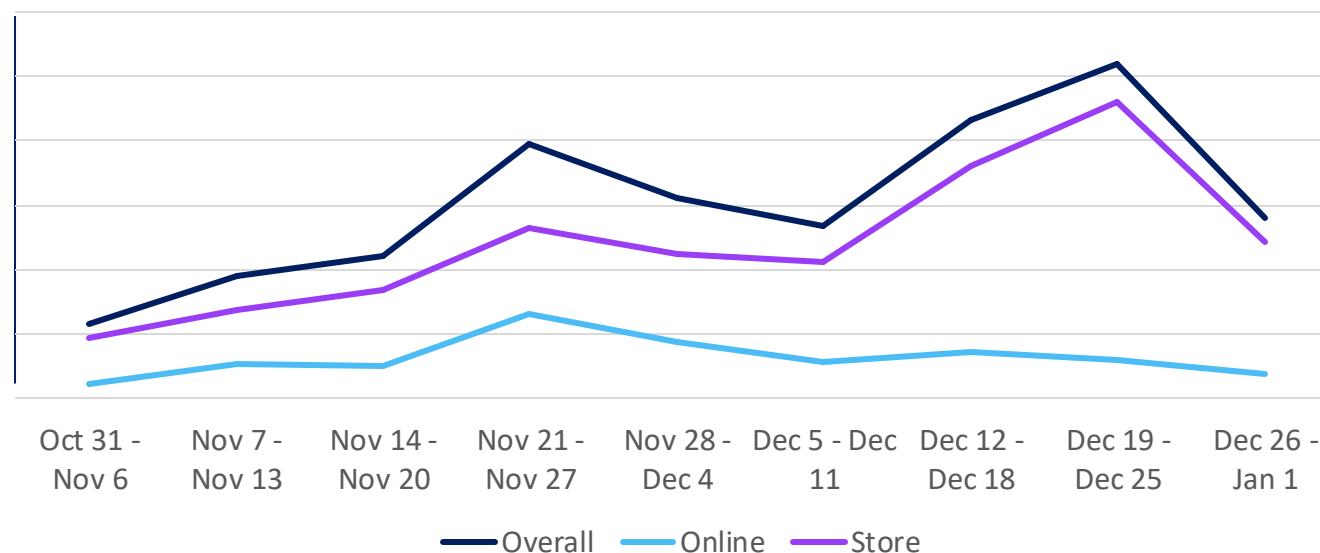
In Store

|                 |        |                     |
|-----------------|--------|---------------------|
| Gaming consoles | Rank 1 | Video game hardware |
| Controllers     | Rank 2 | Gaming cards        |
| Video games     | Rank 3 | 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.

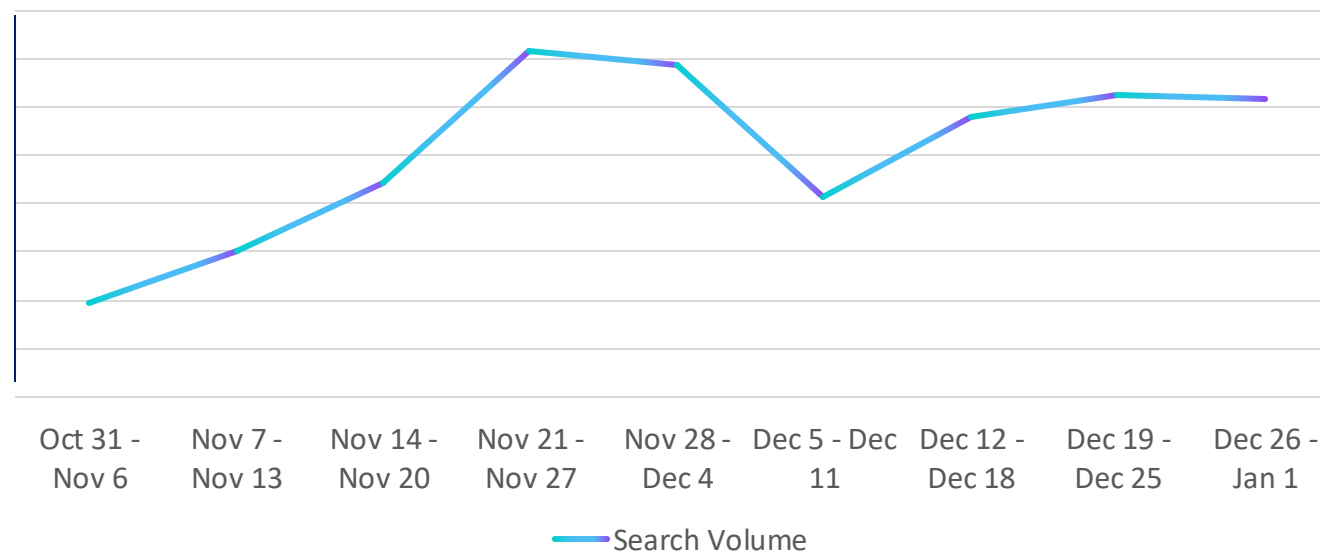
## Top Search Terms

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



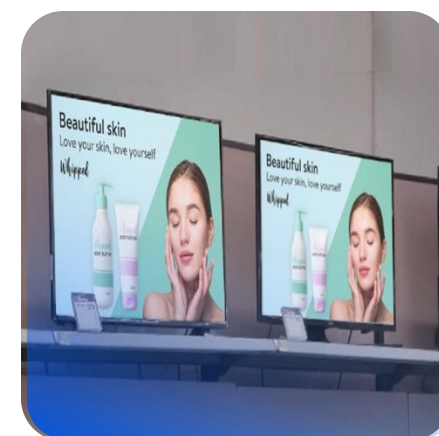
Use **Sponsored Product Search** and **Onsite Display** to build awareness and capture shoppers looking for the latest video games and consoles.

### 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