



Grocery

Holiday Grocery Shopping⁶

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

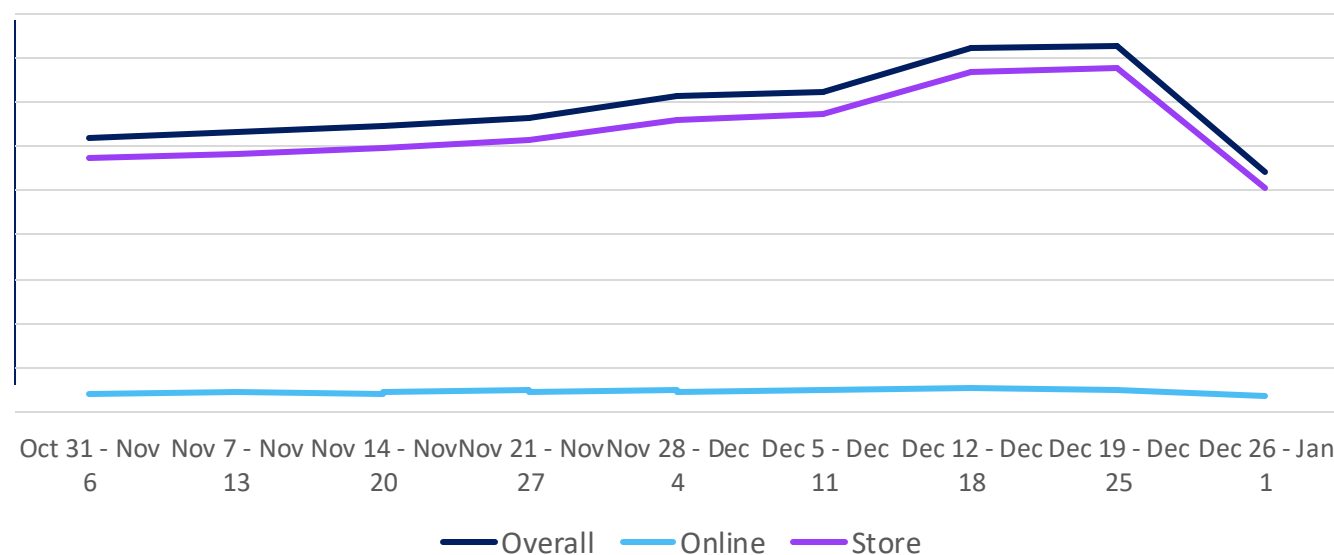
Rank 3

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.

⁶ Walmart 1P data from Nov. 2024 to Dec. 2024

Holiday Grocery Searches⁷

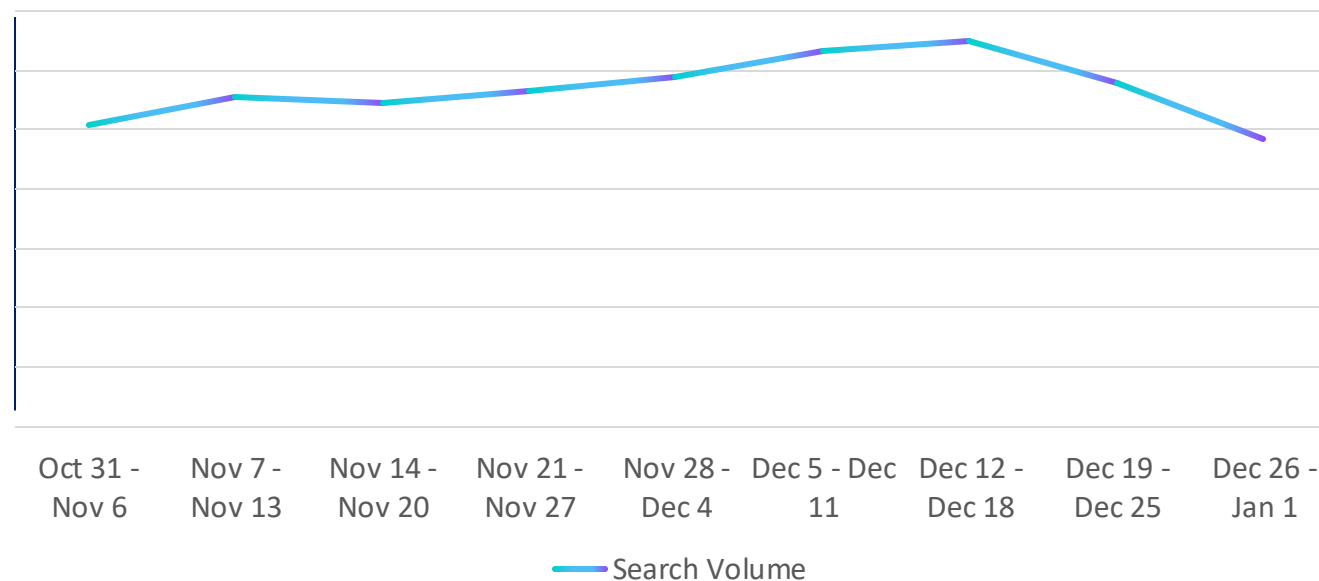
Search interest sees slight but consistent growth through November before a dip starting in mid-December.

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

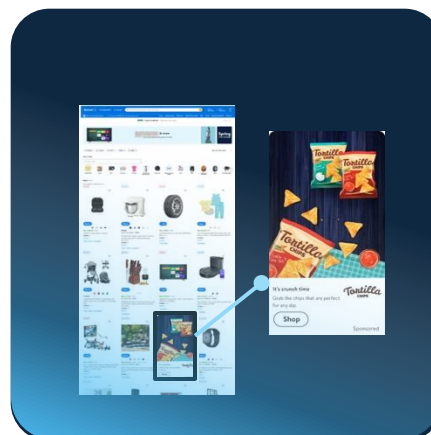
Holiday Grocery Strategy

Build Brand Awareness & Drive Trial



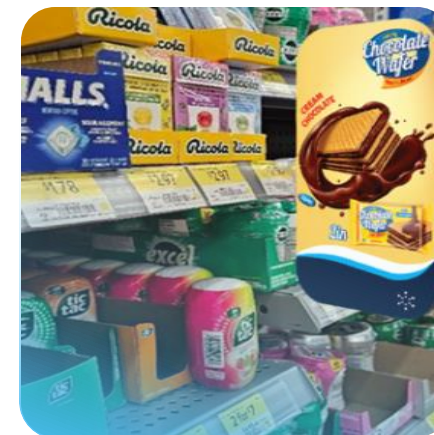
Couple **In-store Sampling** with **Sponsored Search** by sending your products to the top of relevant search results to inspire product discovery and bring shoppers in-store to drive trial.

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.

Thank you