



# 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

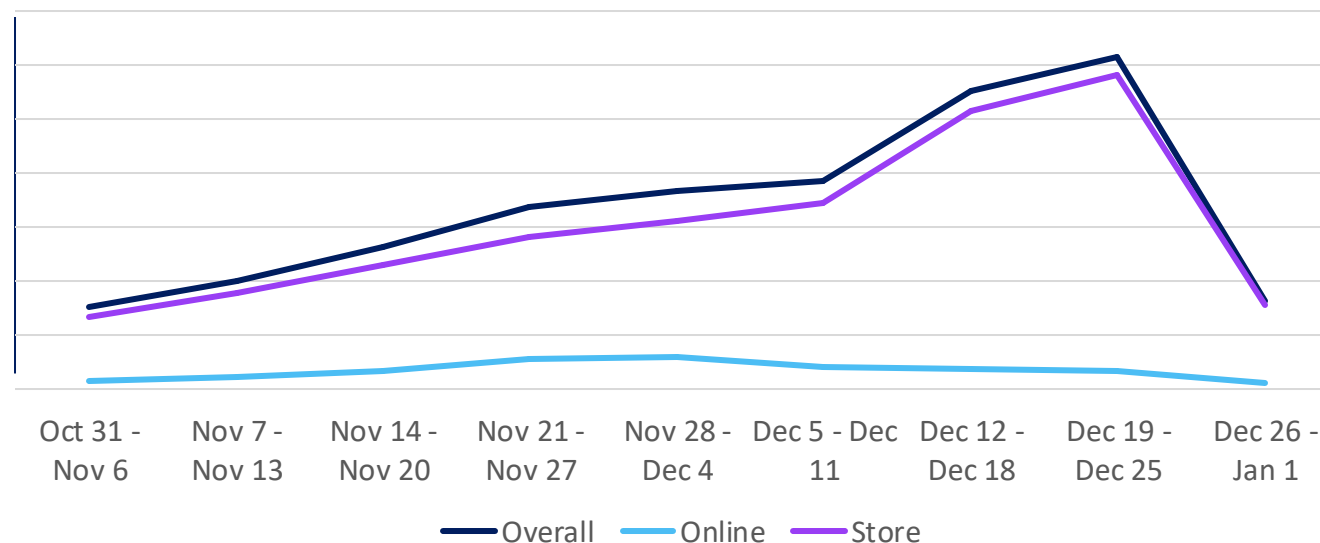
Rank 3

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.

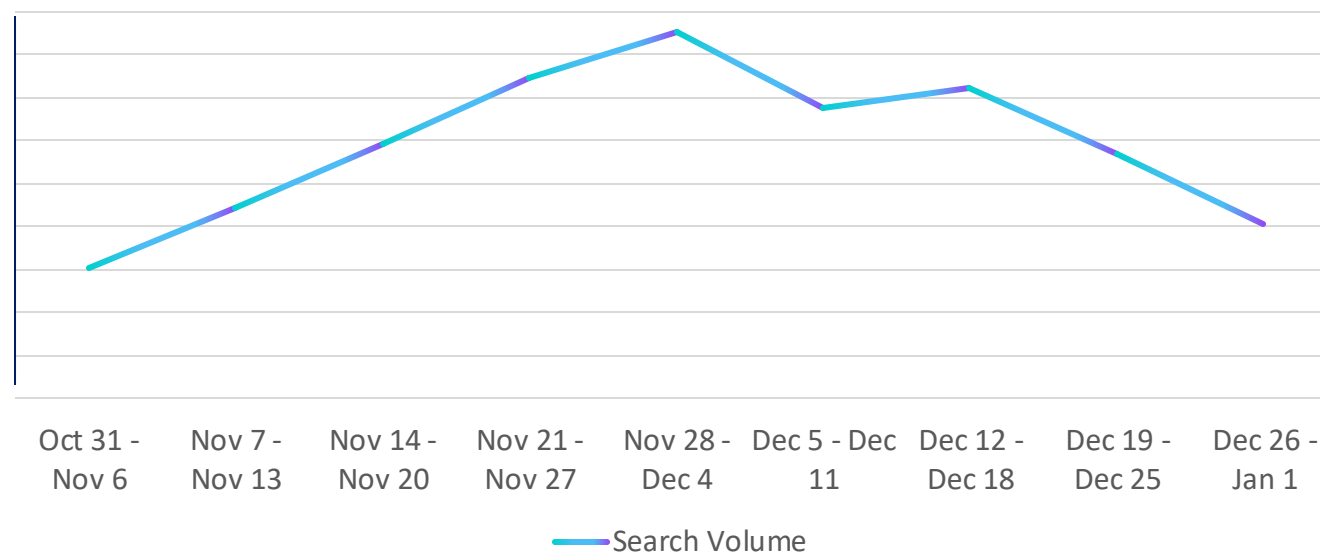
## Top Search Terms

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

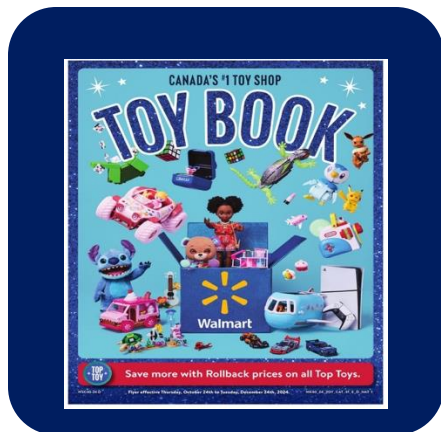




# Gift Bag

## 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.

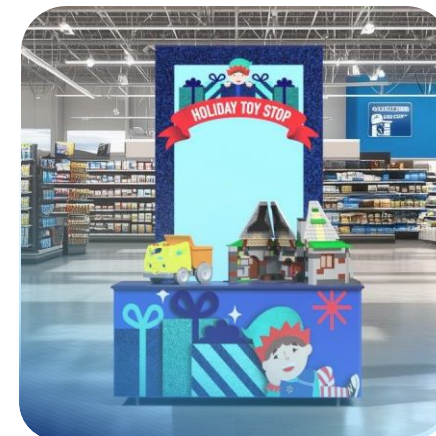
*Participation deadline: March 27, 2025*

### 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*

# Thank you