

A celebration of family, tradition, and prosperity to welcome in the new year

#### A beloved Canadian celebration

Lunar New Year ushers in the new year on lunar and lunisolar calendars. Canada has recognized Lunar New Year as an official Canadian holiday since 2016. While often associated with Chinese New Year or Spring Festival, many other Asian countries – including China, South Korea, Vietnam, and Malaysia – have their own diverse traditions, symbols, timing, and holiday names for this celebration.

#### Celebrants, at a glance<sup>1,2</sup>

- In 2025, over **4 million** Canadians planned to celebrate Lunar New Year
- **91%** of respondents said they planned to buy something to celebrate
- **74%** of respondents planned to spend up to \$199, with 67% increasing YoY spend
- **69%** of respondents planned to purchase food to celebrate



### The Lunar New Year shopper at Walmart<sup>3</sup>

# Double digit

Growth in YoY online sales

# 2.2x

Higher online AOV vs. in-store

# 83%

Regular Walmart shoppers

#### A digitally mature shopper base

Online sales saw significant double-digit YoY growth. These shoppers are likely drawn by the convenience of buying online – a boon when planning large festivities.

#### Prefer online vs. in-store for bulk purchases

Online order AOV is significantly higher than in-store, growing WoW through the season. This suggests online is for intentional, high-value shopping while in-store is for last-minute, gap-filling needs.

#### Loyal Walmart shoppers

Over 8 in 10 online orders came from regular Walmart shoppers, showing that Lunar New Year draws consistent, annual engagement from a loyal base that trusts Walmart to offer what they need.

### Page visits, searches, and unique visitors for Lunar New Year categories<sup>3</sup>

# 20M

Page visits

# 33M

Total searches

# 8.8M

Unique visitors

### Your Lunar New Year strategy at Walmart

#### Build Awareness and Drive Conversion

Use **Sponsored Product Search** and **Onsite Display** to build awareness and capture shopper interest.

#### Drive Trial and In-store Interest

Utilize **in-store placements** such as **blades**, **TV Wall**, **in-store audio**, and **in-store sampling** to capture the shopper attention and help drive them to purchase.

#### Reach In-Market Shoppers

Capture your shoppers' attention with a **Tile Takeover** in the **Grocery category** as they shop online for meal staples.

<sup>1</sup>Numerator 2025 Canadian Holiday Preview. N=5,202.

<sup>2</sup>Statistics Canada. Table 98-10-0355-01 Ethnic or cultural origin by gender and age: Canada, provinces, and territories

<sup>3</sup>Walmart 11P data. Jan 2024 – Feb 2025