



Beauty

Valentine's Day

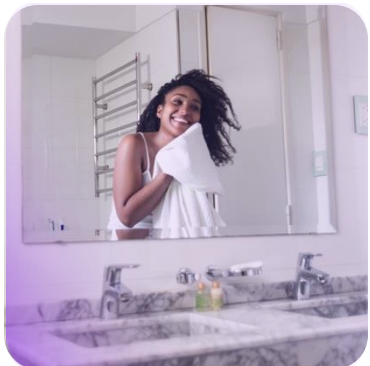
The in-store Beauty shopper

In-store shopping for Valentine's Day experienced YoY decline, although we do see a **growth roughly one month** before the holiday.

- In-store YoY single-digit sales growth occurred in the week of January 23–29.

The **top cross-shopped categories** among this group of shoppers include groceries such as salty snacks, fresh fruits and vegetables and milk.

- These shoppers are likely picking up their essentials and gifts during their usual store visits, part of Walmart's convenient experience.



Walmart 1P data from Jan. 2025 to Feb. 2025

PROPRIETARY AND CONFIDENTIAL



Top Sub-Categories

Lipstick | **Eyelashes** | Lip Gloss
Nail Polish | Nail Kits



In-store advertising opportunities require **early activation** to ensure you're capturing attention when activity is highest.



In-store AOV is **1.1x higher** than online.

Valentine's Day

The online Beauty shopper

Last year, the Beauty category saw online shoppers both returning (54%) and new to Walmart (46%), with **shopping activity spiking the week of Valentine's Day**.

- Spend is captured primarily in the provinces of Ontario, Alberta, Quebec and British Columbia.

This presents **an opportunity for online targeting** in two ways:

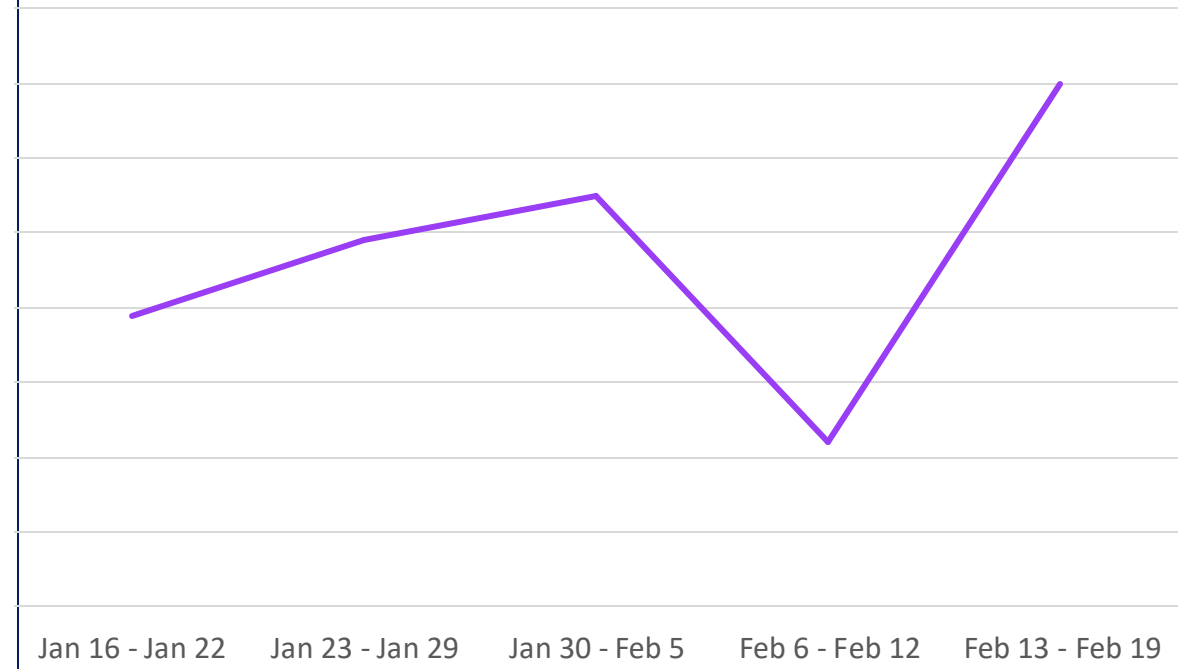
- Beyond these provinces to capture increased spend among shoppers located in the Prairies, Maritimes and Northern Canada.
- Increased or maintained spend with targeting across those provinces currently experiencing strong engagement.

The Top Sub-Categories Online Were:



Cologne for men
Perfume for women
Lipstick
False eyelashes & extensions
Lip stain

YoY Weekly Sales Growth in the Beauty Category, Online





Valentine's Day

Beauty searches

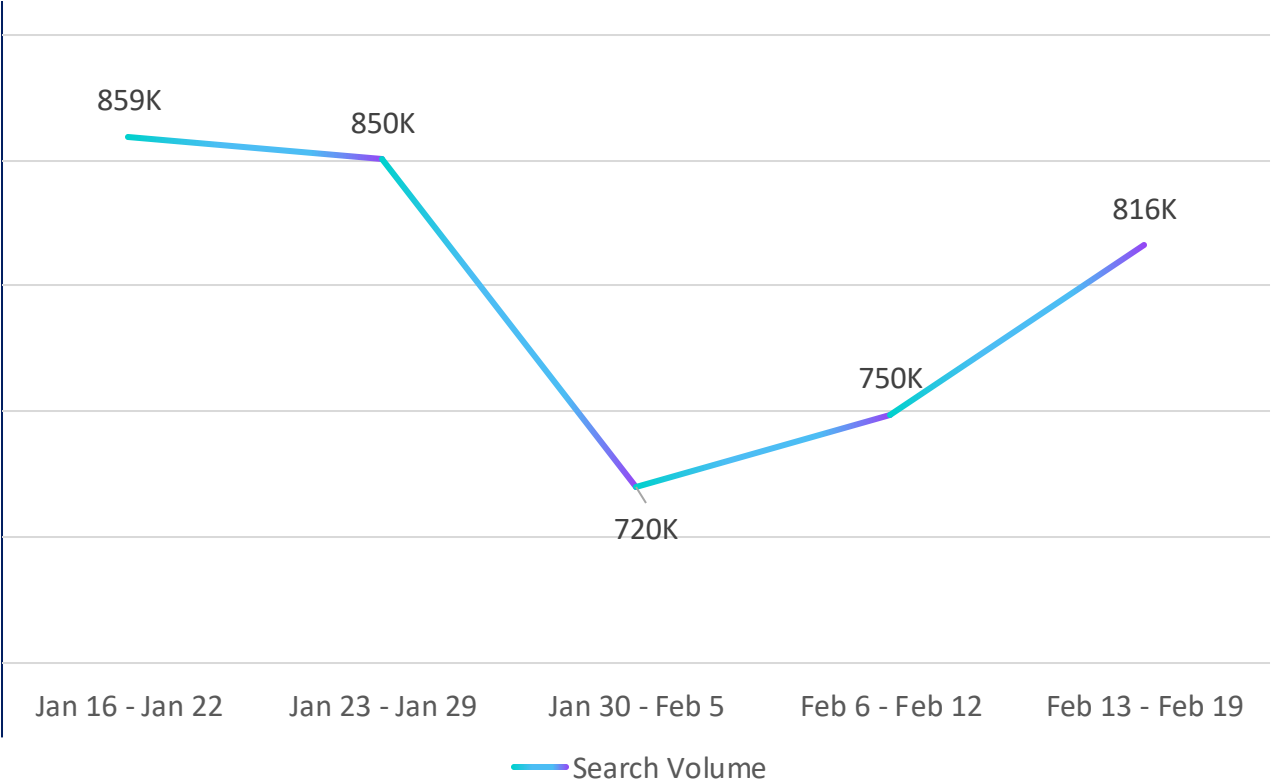
Shoppers are searching for Valentine's Day items both a few weeks ahead and during the week of the holiday. Terms indicate that shoppers are looking for both beauty and personal care products, perhaps in preparation for Valentine's Day plans or as gifts.

Q Top search terms

- Body wash
- Shampoo
- Branded Term
- Toothpaste
- Branded Term
- Hair dryer
- Branded Term
- Hair dye
- Conditioner
- Men expert

Walmart 1P data from Jan. 2025 to Feb. 2025

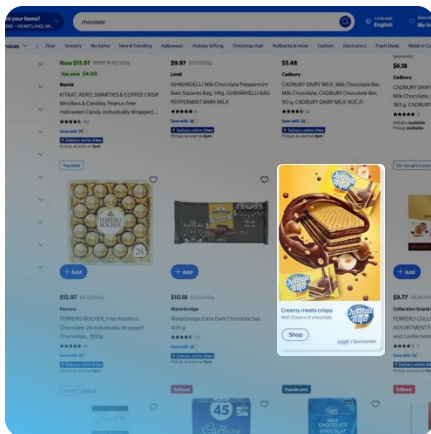
Valentine's Day Beauty weekly search volume



Capturing your valentine's attention

Build an omnichannel strategy to meet your shoppers where they already are

Stand Out Online



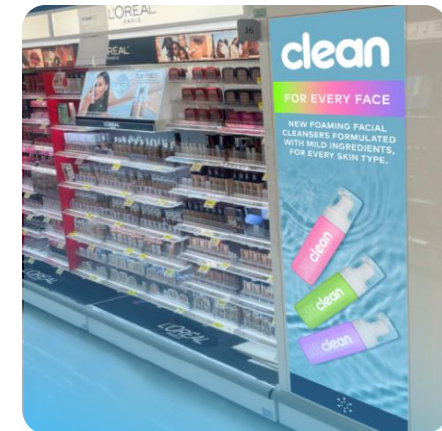
Reach in-market customers as they actively browse and search online for their favourite beauty staples or personal care gifts. Capture your shoppers' attention with a **Tile Takeover** during this key shopping moment.

Reach Shoppers Offline



Reach shoppers on their favourite social channels with **Influencers** to inspire shoppers with new holiday fashion trends at Walmart.

Drive Consideration in Store



Leverage Beauty department placements such as **Cosmetic Partitions** and **Wall Stickers** to drive awareness and consideration as shoppers browse for their favourite beauty and personal care products – both for themselves and their loved ones!



Thank you