



Chocolate + Candy



Valentine's Day

In-store chocolate and candy shoppers

Chocolate and **candy sales ramped up in the weeks leading up to Valentine's Day**, peaking the week before the holiday and declining the week of.

Shoppers are in store stocking up on chocolates and candies well ahead, and it's important to **be visible throughout their shopping journey** to capture share of spend.

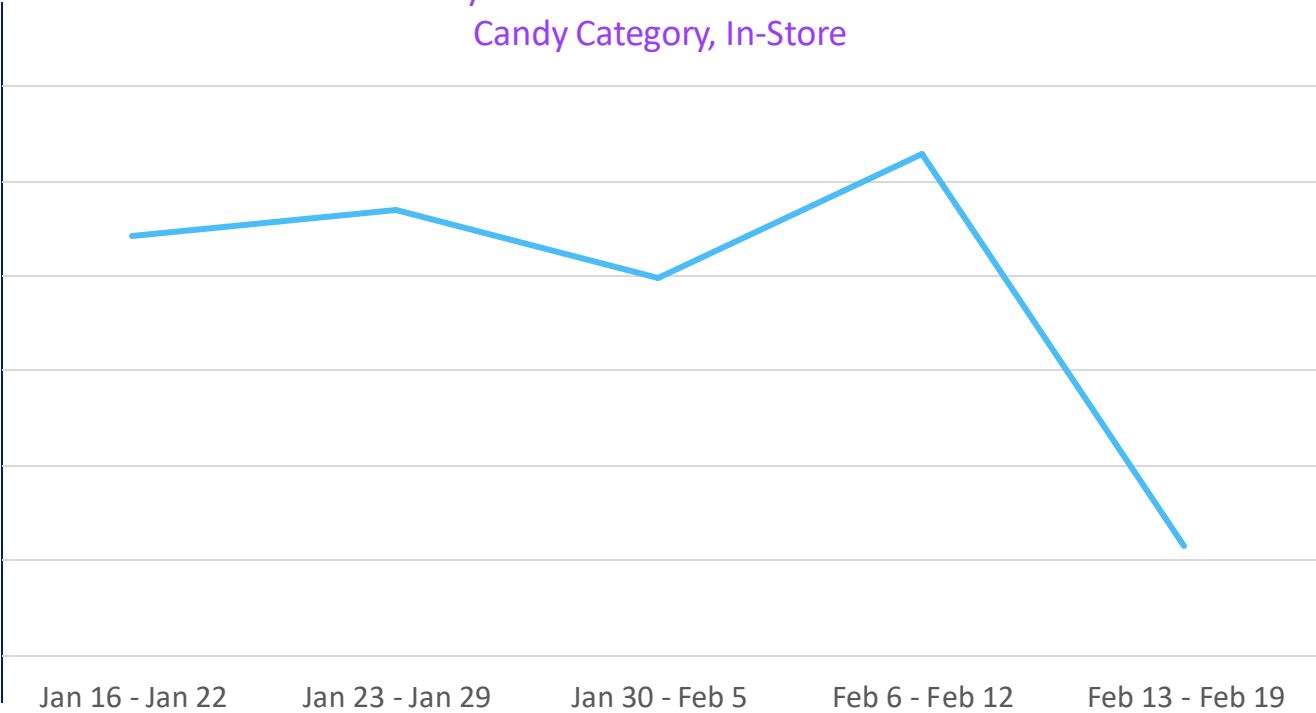
The **top cross-shopped categories** among this group of shoppers are salty snacks and grocery items.



\$9.70

In-Store AOV

YoY Weekly Sales Growth in the Chocolate and Candy Category, In-Store



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



Valentine's Day

Online chocolate and candy shoppers

Similar to in-store trends, we do see shoppers purchasing ahead for their Valentine's Day sweets – however, there is also a YoY increase in **shoppers buying from this category the week of Valentine's Day**.

Ensure you're top of mind when it comes time to purchase by engaging with both early and last-minute shoppers across digital media channels.

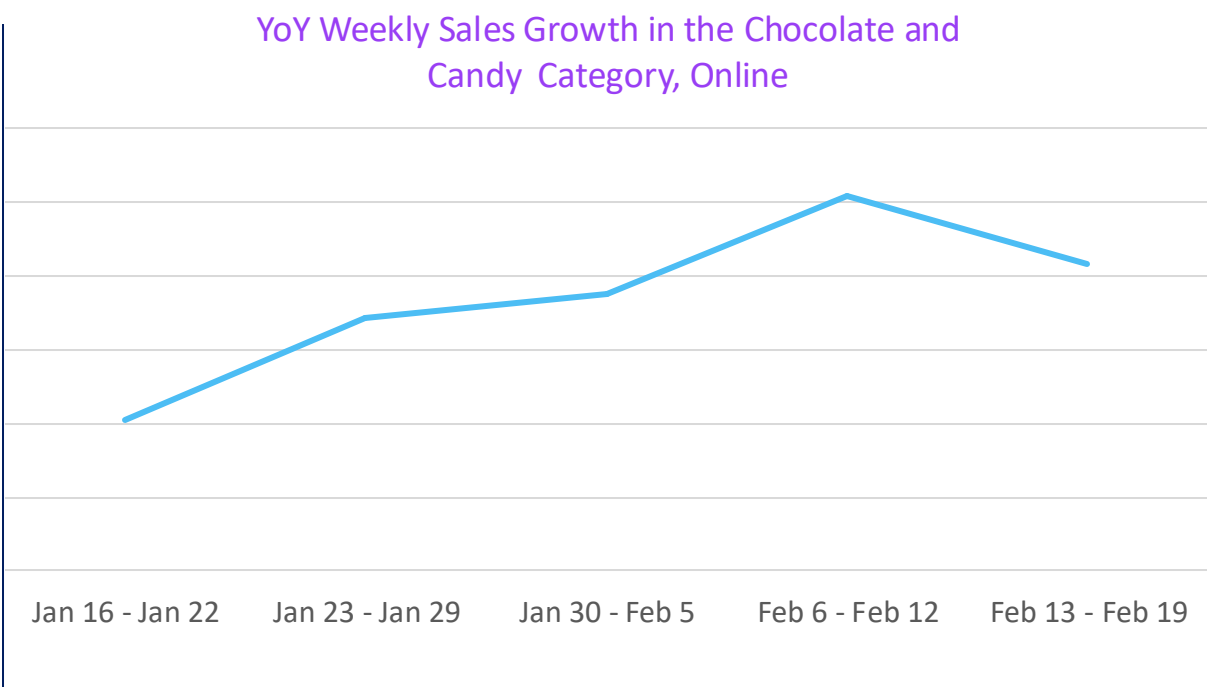
The **top cross-shopped categories are grocery items**, including staples such as fresh vegetables and fruits, milk and cheese, for these online shoppers.



\$10.89

Online AOV

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



The Chocolate and Candy department page experienced double-digit YoY growth



Valentine's Day

Chocolate and candy searches

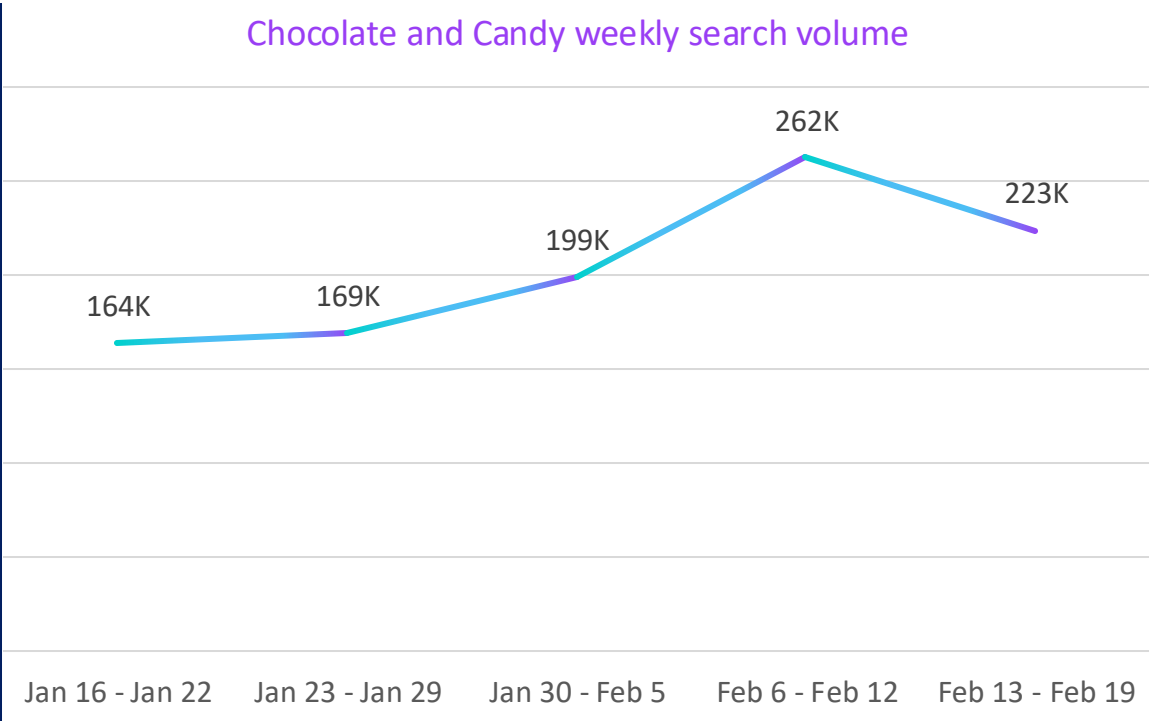
Search terms for Valentine's Day chocolates and candies were a mix of branded and unbranded in 2025.

Ensure you are appearing in search results – and beyond – to capture the attention of those shopping for both item-specific and brand-specific products to influence purchase decisions.

 Top Search Terms

- Chocolate bars
- Gum
- Dark chocolate
- Gummy Candy
- Branded Term
- Gummies
- Branded Term
- Branded Term
- Branded Term
- Branded Term

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



Hitting the sweet spot

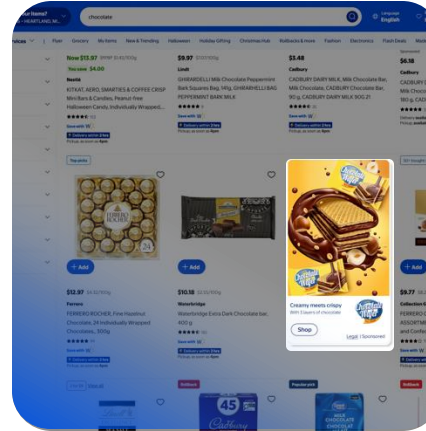
Capture attention – and shopper spend – through a strong omnichannel strategy.

Engage with active online shoppers



Leverage **Sponsored Search** to ensure that your products are front and centre as shoppers search for the perfect sweet treat.

Increase your online presence



Leverage onsite placements such as a **Tile Takeover** in your category, ensuring presence as shoppers browse online.

Reach in-store shoppers



Use in-store placements such as **Wobblers** or **Blades** to capture the attention of those shopping for chocolate and candies in store.



Thank you