



Electronics

Valentine's Day

The in-store electronics shopper

In-store sales growth held steady throughout the weeks leading up to Valentine's Day.

In-store advertising would benefit from early activation and be maintained throughout the weeks leading up to the holiday to influence shopper decisions.

The top cross-shopped categories for in-store shoppers are salty snacks and soft drinks.



Top Sub-Categories

Wireless
Laptops
Tablet



In-store advertising opportunities require **early activation with a presence right up to Valentine's Day** to ensure you're capturing shopper attention.



Valentine's Day

Online electronics shoppers

Online sales growth in the Electronics category experienced two notable spikes — one in the first week of February and another during Valentine's Day week with **triple-digit sales growth**.

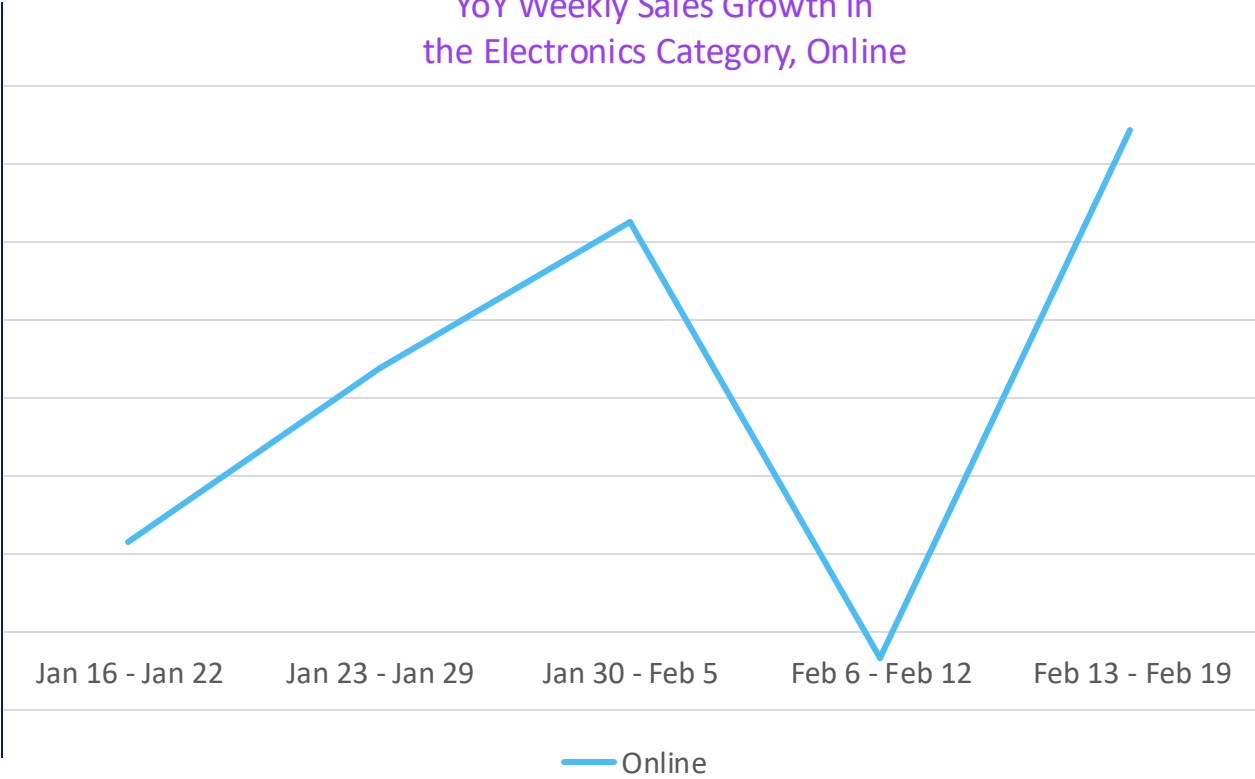
Online **AOV is 7.7x higher than in-store AOV**, demonstrating a great opportunity to increase online presence using high-SOV tactics.



+7.7x

Online AOV

YoY Weekly Sales Growth in the Electronics Category, Online





Valentine's Day

Electronics searches

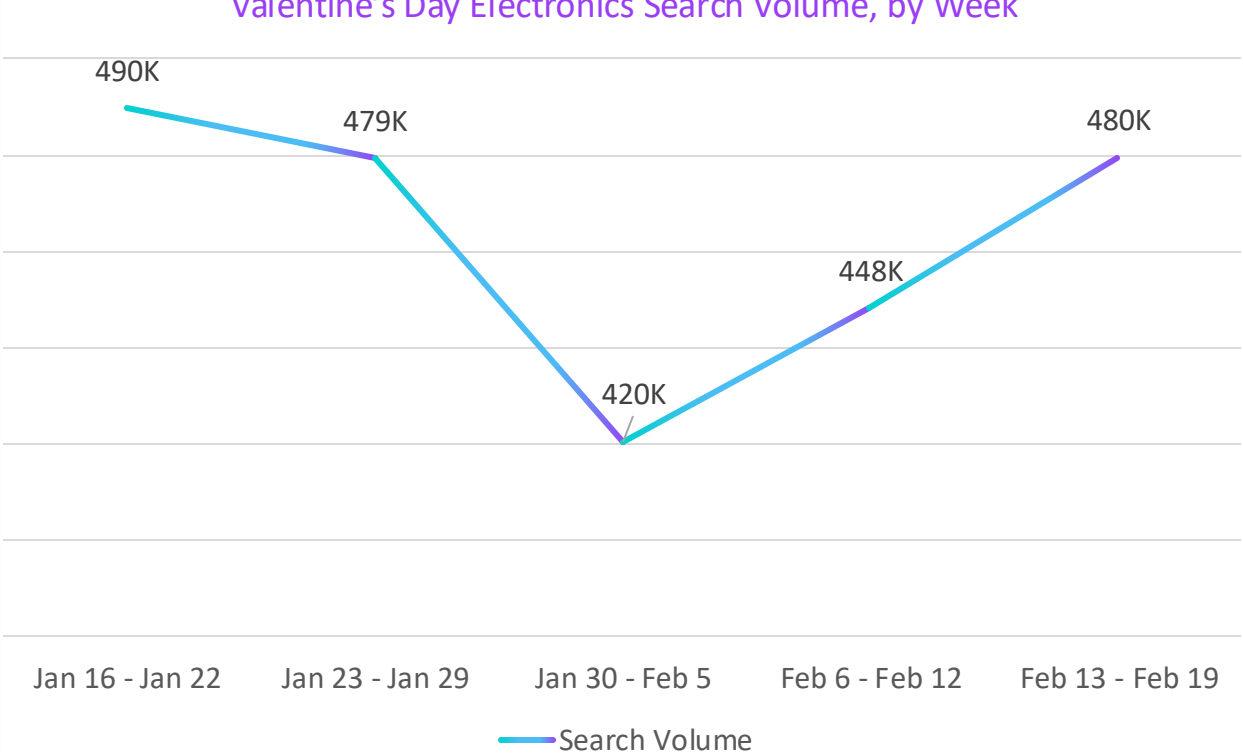
Search interest in the Electronics category began rising in mid-January, gained momentum in early February and peaked during Valentine's Day week.

 Top Search Terms

- TV
- Branded Term
- Branded Term
- Branded Term
- Laptop
- Branded Term
- Printer
- Smart TV
- Tablet
- Headphones

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

Valentine's Day Electronics Search Volume, by Week



The winning gift

Valentine's Day electronics strategy

Be easy for online searchers to find



Ensure your brand and products are standing out for engaged online shoppers who are searching for their perfect piece of technology, by using **Sponsored Search**.

Drive offsite interest



Reach shoppers offsite with **Paid Social Media** and align with trusted voices in tech through **Influencer** partnerships, extending your reach to new audiences and channels.

Reach In-store Shoppers



Use in-store placements such as **TV Wall** and **In-Store Audio** to capture in-store shoppers' attention as they browse the Electronics department and help drive them to purchase.



Thank you