



LOVE IS IN
THE AIR ♥



Open hearts and open wallets

Shopper spending at a glance

While the number of Canadians who planned to celebrate Valentine's Day saw a small decline from 2024 to 2025, celebrants planned to either maintain or increase their holiday-related spend year over year.³

This trend is likely to continue into 2026, marking a key opportunity for brands to be visible and influence purchase decisions.

91%

of Canadians who plan to celebrate Valentine's Day also plan to make a purchase¹

48%

who say they will spend money for Valentine's Day say they will spend it on gifts (e.g., chocolates, flowers, etc.)²

76%

of Canadians plan to spend up to \$99 on gifts for Valentine's Day¹



65% of Canadians planning to spend for Valentine's Day will do so for their significant others, 22% for their family, 21% for their children and 10% for themselves.²

¹ Numerator Canadian Holiday Insights 2025.

² Leger, Valentine's Day 2024 Survey, 2024.

³ Caddle & RCC Valentine's Day 2025 Survey, 2025.

Reaching shoppers requires an omnichannel approach

Showing up where your shoppers are already engaged allows you to play a part in their decision-making process. Of those planning to shop, the majority are planning to make a dedicated shopping trip, and nearly three-quarters would prefer to make their purchases in store.¹

73.5%

prefer to make their Valentine's Day purchases in store.¹

56%

of shoppers said they would make a dedicated shopping trip for Valentine's purchases last year, up from 51% in 2024.¹

¹Caddle & RCC Valentine's Day 2025 Survey, 2025.



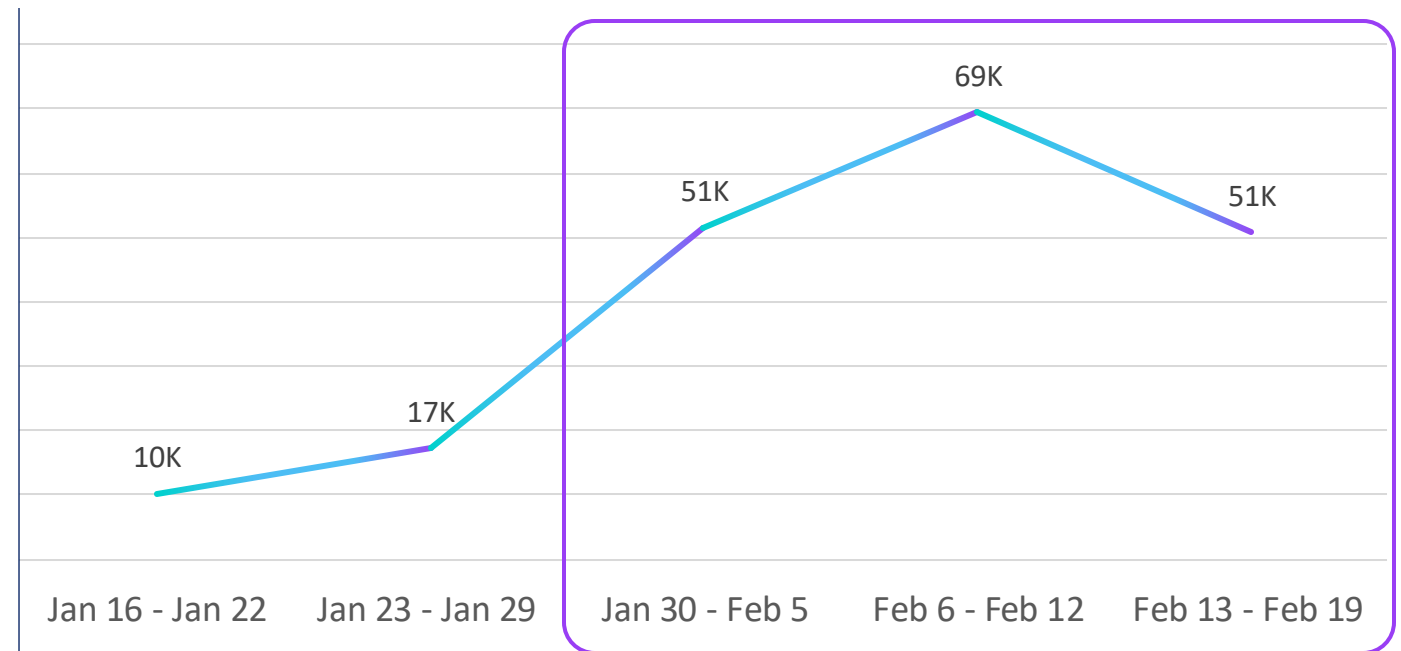
Shoppers are searching for the perfect items online right up to the last minute

That's not to say that there isn't **significant opportunity to capture shopper attention online**.

Whether it be at the discovery phase or at the moment of purchase, we see a number of Valentine's Day-related searches, starting roughly one month before the holiday and peaking the week before. This spike is likely a mix of in-store shoppers who research online before heading to the store and shoppers who complete purchases online.

The **two weeks before and the week of the holiday see the most search engagement** and are a key moment of visibility for your brand.

Valentine's Day weekly searches



Capture their hearts – and their attention!



Be visible from the start

With a dedicated Valentine's Day department homepage, you can stand out online with a **Homepage Grid Tile**. This homepage is a popular starting point for most shoppers as they begin their journey and is a prime opportunity to showcase your brand.

Build a strong connection

Use placements that engage with shoppers who have a clear idea of what they're looking for but might still be influenced by strategic onsite placements. Leveraging **Sponsored Search** or a **Tile Takeover** within your category is a great way to reach these shoppers and showcase your brand and products for Valentine's Day.



Connect in person

Capture shoppers' attention by using in-store placements such as **Blades**, **Wobblers** or **Shrouds** to help bring awareness to your brand and drive purchases.



Beauty

Valentine's Day

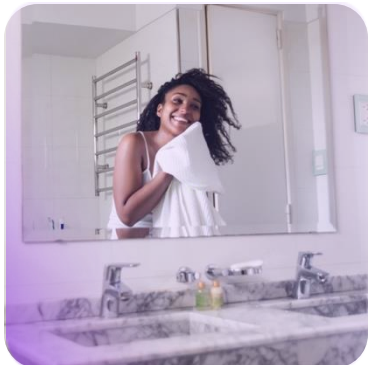
The in-store Beauty shopper

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:

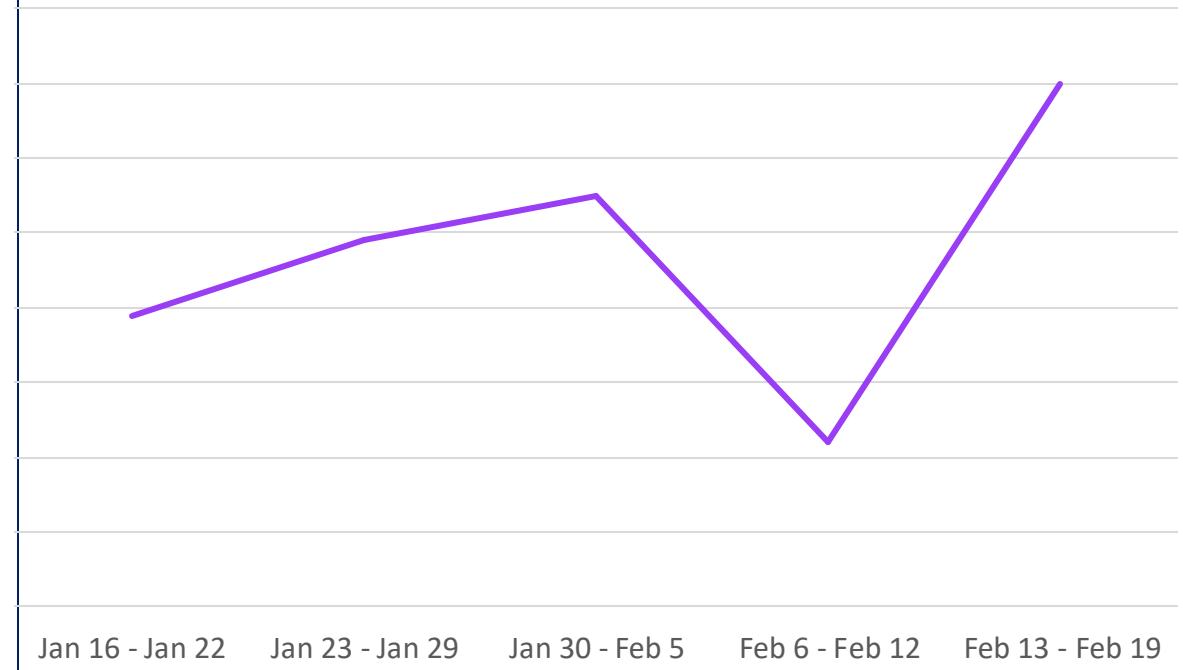
- Beyond these provinces to capture increased spend among shoppers located in the Prairies, Maritimes and Northern Canada.
- Increased or maintained spend with targeting across those provinces currently experiencing strong engagement.

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

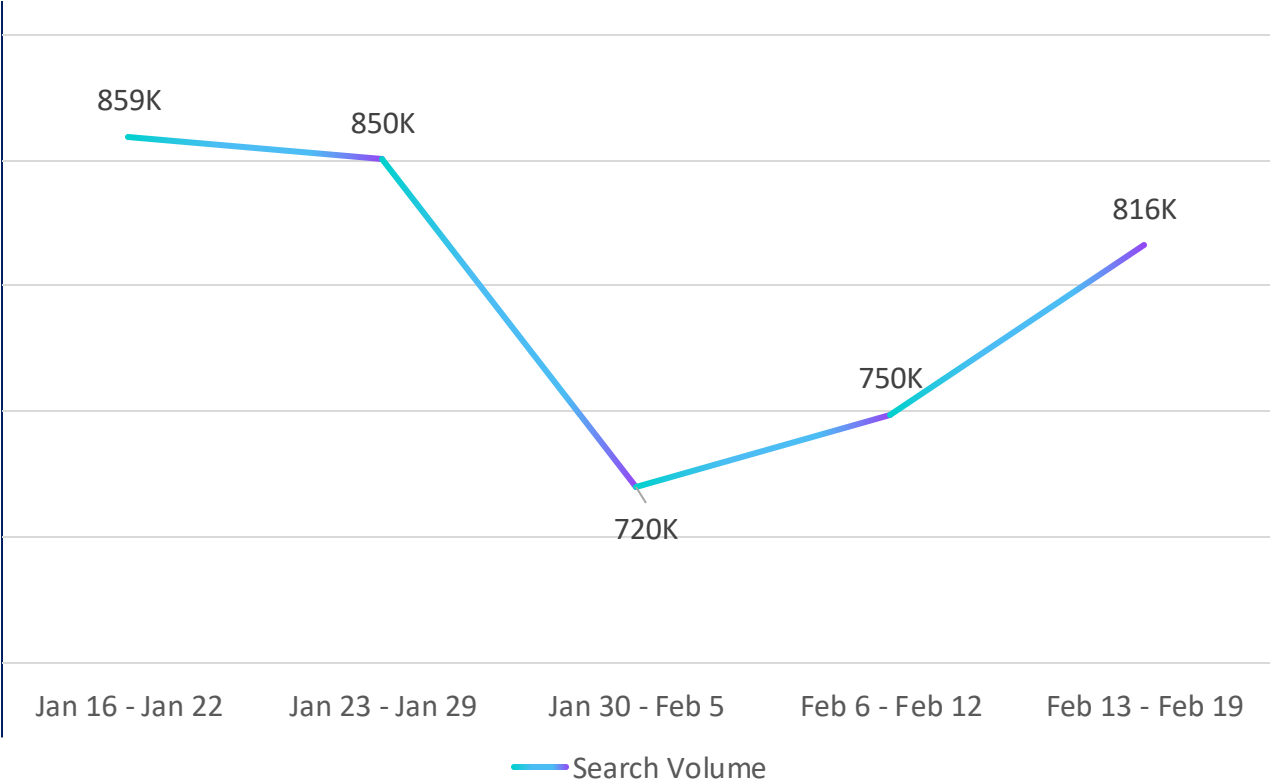
Shoppers are searching for Valentine's Day items both a few weeks ahead and during the week of the holiday. Terms indicate that shoppers are looking for both beauty and personal care products, perhaps in preparation for Valentine's Day plans or as gifts.

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

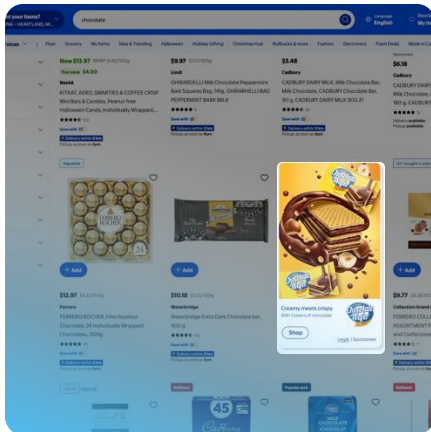
Valentine's Day Beauty weekly search volume



Capturing your valentine's attention

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

Stand Out Online



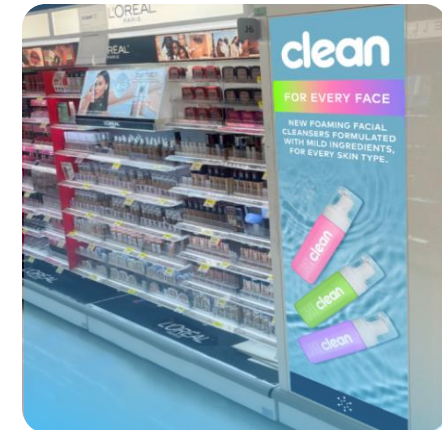
Reach in-market customers as they actively browse and search online for their favourite beauty staples or personal care gifts. Capture your shoppers' attention with a **Tile Takeover** during this key shopping moment.

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!



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.

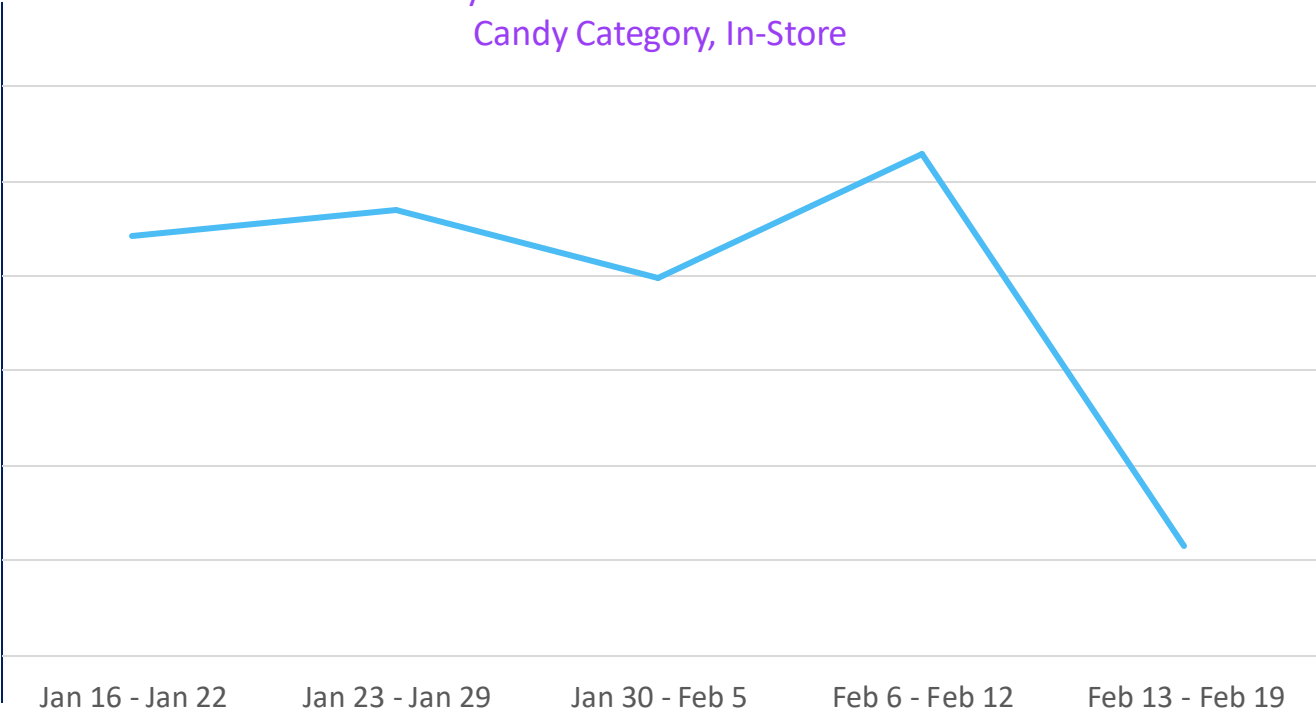
The **top cross-shopped categories** among this group of shoppers are salty snacks and grocery items.



\$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.

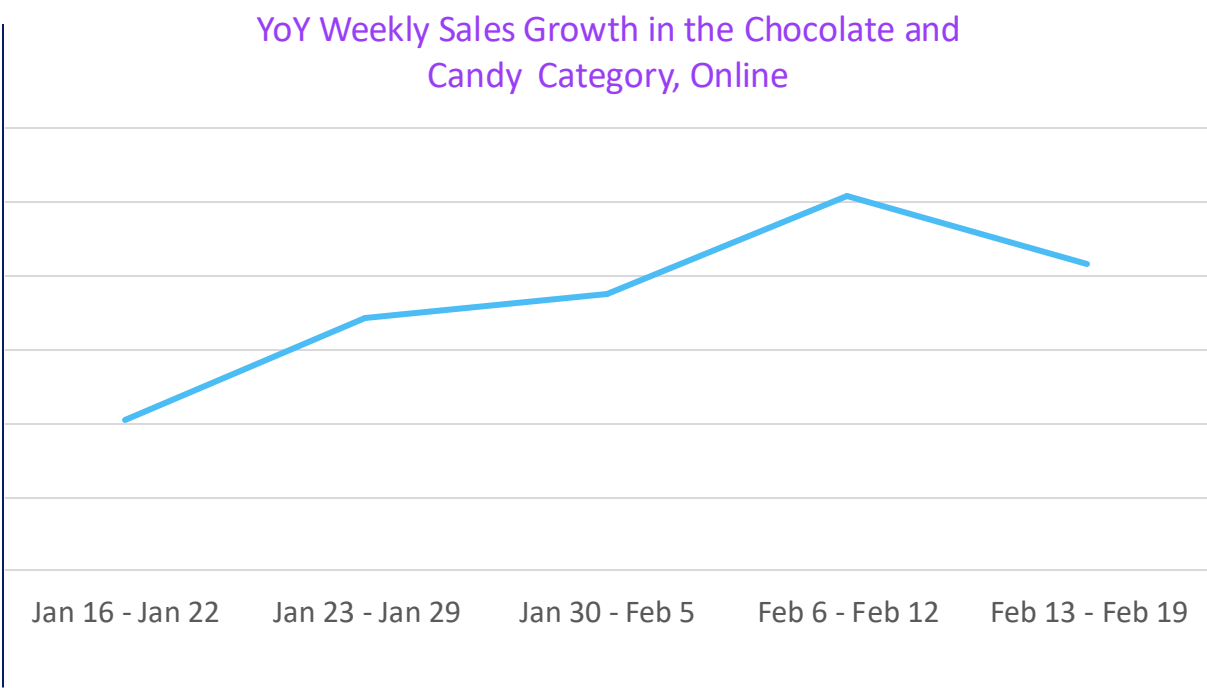
The **top cross-shopped categories are grocery items**, including staples such as fresh vegetables and fruits, milk and cheese, for these online shoppers.



\$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

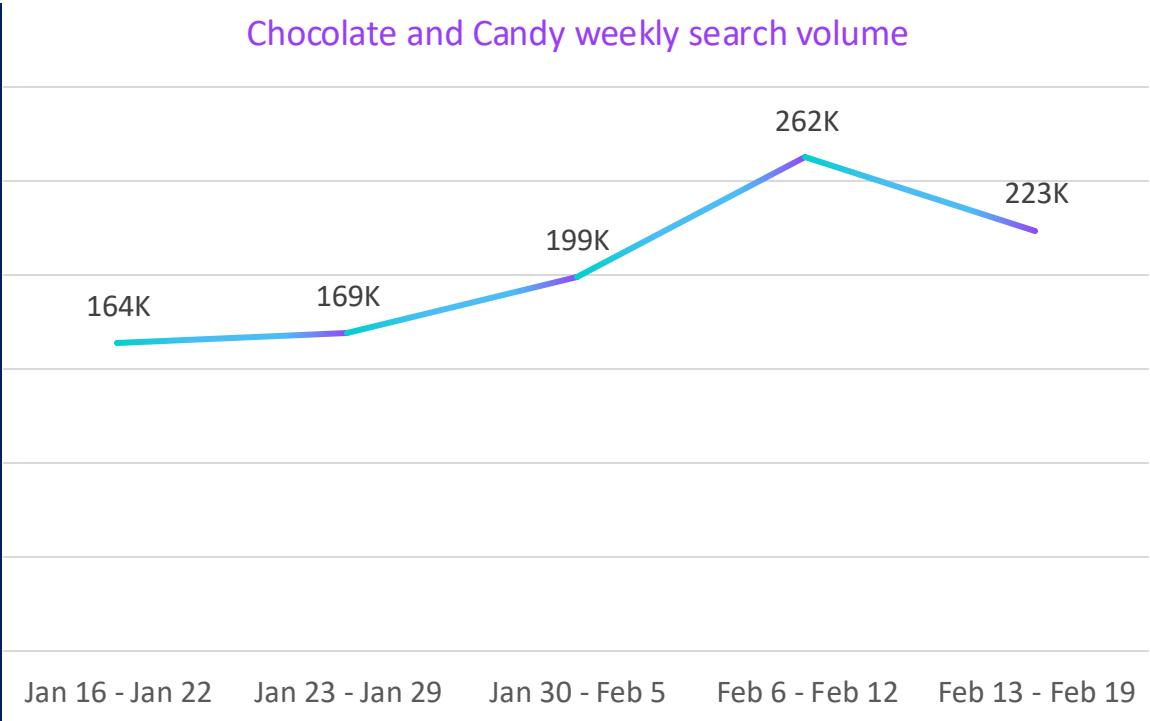
Search terms for Valentine's Day chocolates and candies were a mix of branded and unbranded in 2025.

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

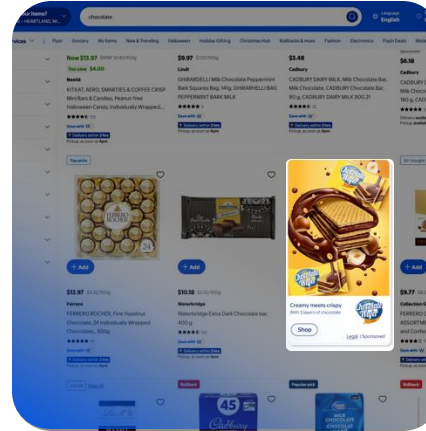
Capture attention – and shopper spend – through a strong omnichannel strategy.

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.



Cards + Gifts

Valentine's Day

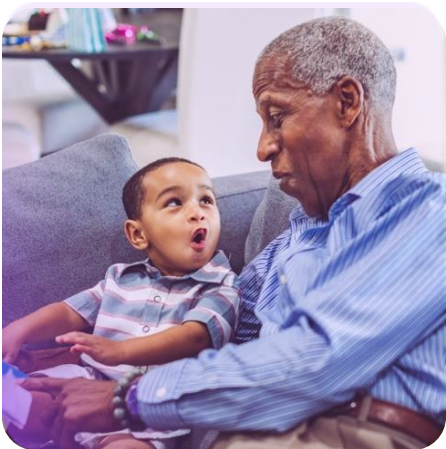
The in-store cards and gifts shopper

Cards and gifts in-store sales saw **double-digit YoY growth** in late January, before dropping off in the three weeks leading up to Valentine's Day

- This indicates that the in-store shopper is purchasing early for items such as cards and gift wrap – early activation will be important to capture their attention and ultimately drive spend.

However, the top sub-categories note plant and flower purchases, meaning in-store activations are likely to capture shoppers heading into stores for these items closer to the actual date as well.

These shoppers are cross-shopping categories such as salty snacks, impulse confectionary and grocery staples such as milk and bananas.



Walmart 1P data from Jan. 2025 to Feb. 2025
PROPRIETARY AND CONFIDENTIAL



Top Sub-Categories

Fresh-cut flowers
Indoor plants
Greeting cards
Gift wrap



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



In-store AOV is
\$11.66



Valentine's Day

Online cards and gifts shoppers

Online purchases of cards and gifts experienced growth from 2024 to 2025. Most notably, we saw a **triple-digit YoY spike specifically the week of Valentine's Day**, indicating that the online shopper is most actively purchasing immediately before the holiday.

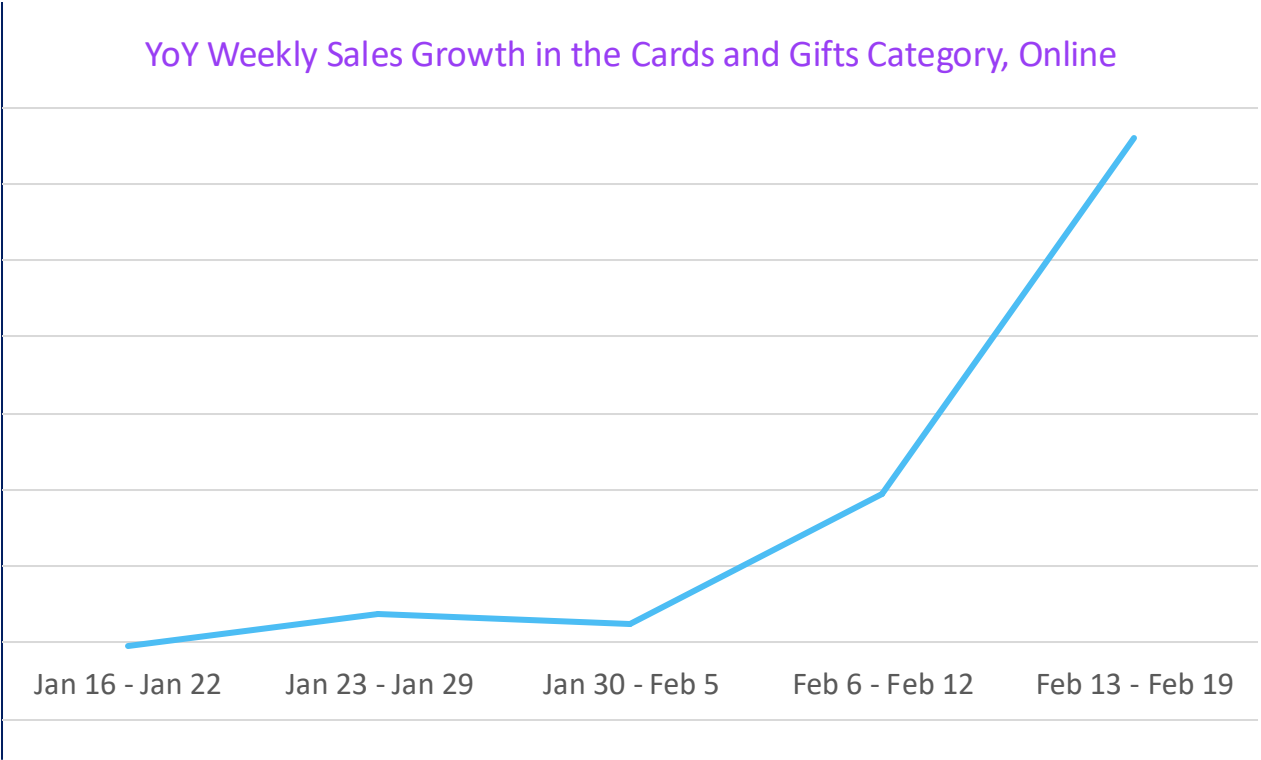
The **top cross-shopped categories are grocery items**, including staples such as fresh vegetables and fruits, milk, chips and cheese, for these online shoppers.



\$54.37

Online AOV

YoY Weekly Sales Growth in the Cards and Gifts Category, Online



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



Valentine's Day

Cards and gifts searches

Search activity in this category builds as the holiday approaches, which may be an indication of online shoppers researching ahead of completing their purchases.

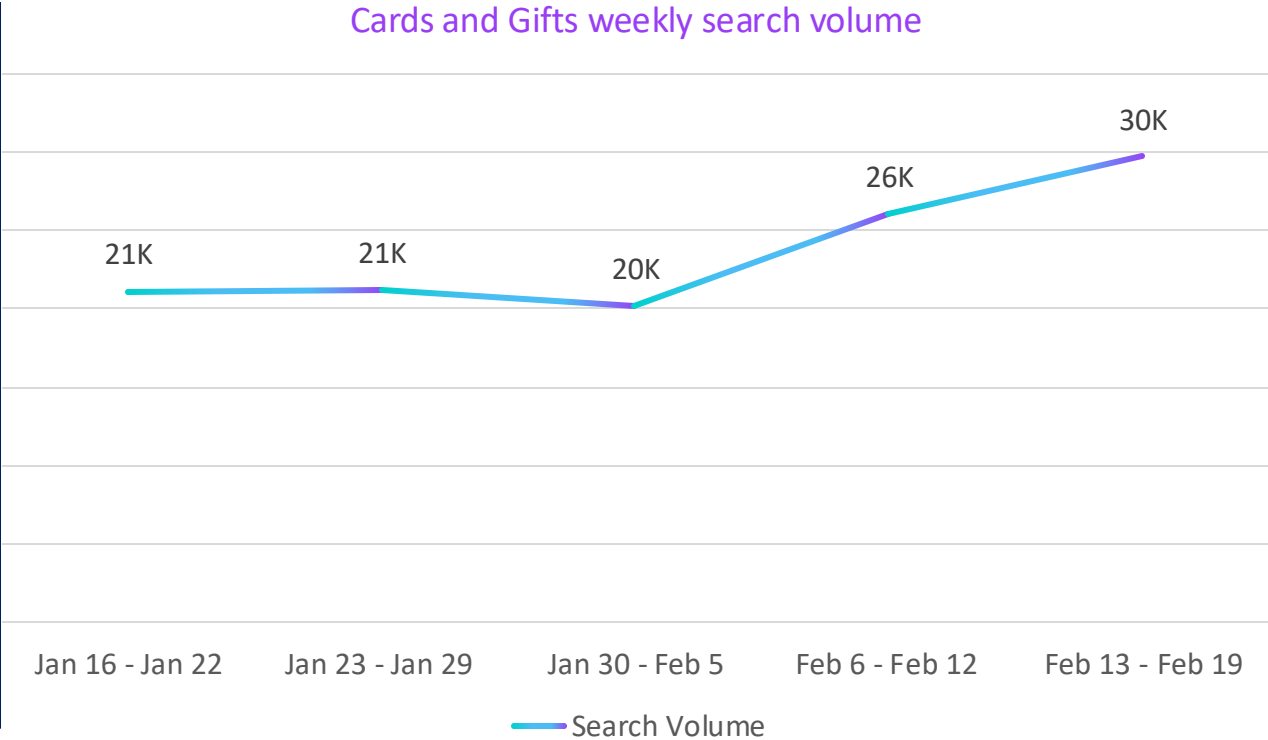
The top search terms are a mix of branded and unbranded items, primarily gift cards, meaning the right advertising strategy can influence their purchase.

 Top search terms

- Gift card
- Branded Term
- Branded Term
- Branded Term
- Walmart gift cards
- Chocolate
- Branded Term
- Gift cards
- Walmart digital gift card
- Branded Term
- Branded Term

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

Cards and Gifts weekly search volume



Capturing your valentine's attention

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

Reach shoppers in market



Reach in-market customers as they actively browse and search online for gifts and cards to celebrate their loved ones through **Sponsored Search** – helping to ensure your brand is front and center as they search!

Stand out in store



Use in-store placements such as **Wobblers** to capture the attention of those shopping in store and browsing for the perfect card, packaging or gift card to show their love and appreciation.



Toys

Valentine's Day

The in-store toy shopper

In-store **sales growth began mid-January**, with early bird shoppers purchasing well ahead of the holiday.

In addition, a **notable increase in sales occurred during the week immediately before** Valentine's Day.

The in-store toy shopper is also purchasing items from other categories in the same basket, including salty snacks and impulse confectionery.



Top Sub-Categories

Valentine's Day plush toys
Small dolls



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 toy shoppers

Online sales growth in the Toy category **spiked in the final week of January and stayed elevated** through the week of Valentine's Day.

The **online average order value was 1.6x higher than in-store orders last year**, signaling an opportunity to increase online share of voice.

The top cross-shopped categories for online Valentine's Day shoppers are fresh groceries and chocolate.



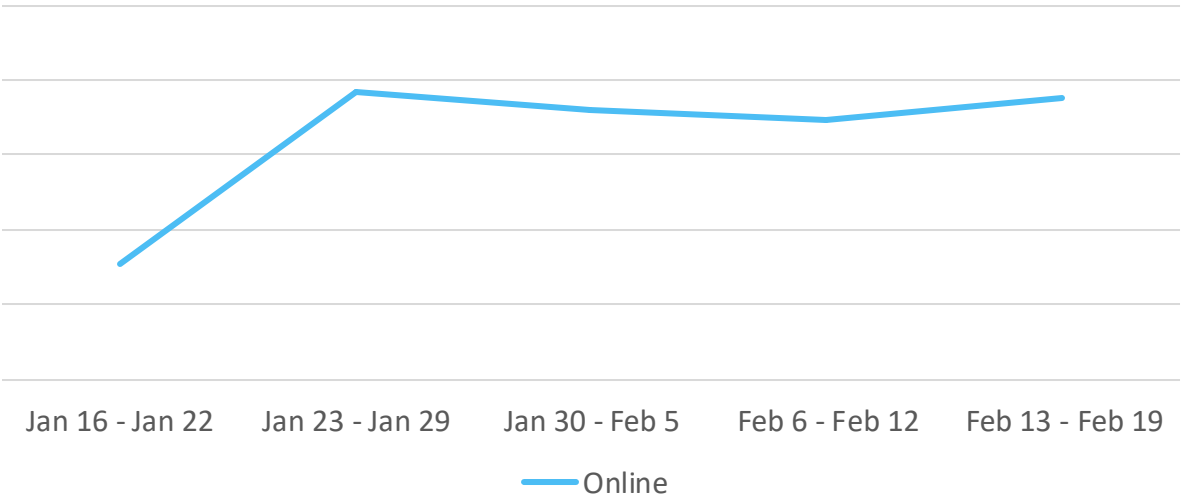
The Top Sub-Categories Online Were:

- Collectible doll toys
- Movie action figures
- Plush toys

69%

of toy shoppers were new to Walmart, demonstrating an opportunity to influence their purchases.

YoY Weekly Sales Growth in the Toys Category, Online



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



Valentine's Day

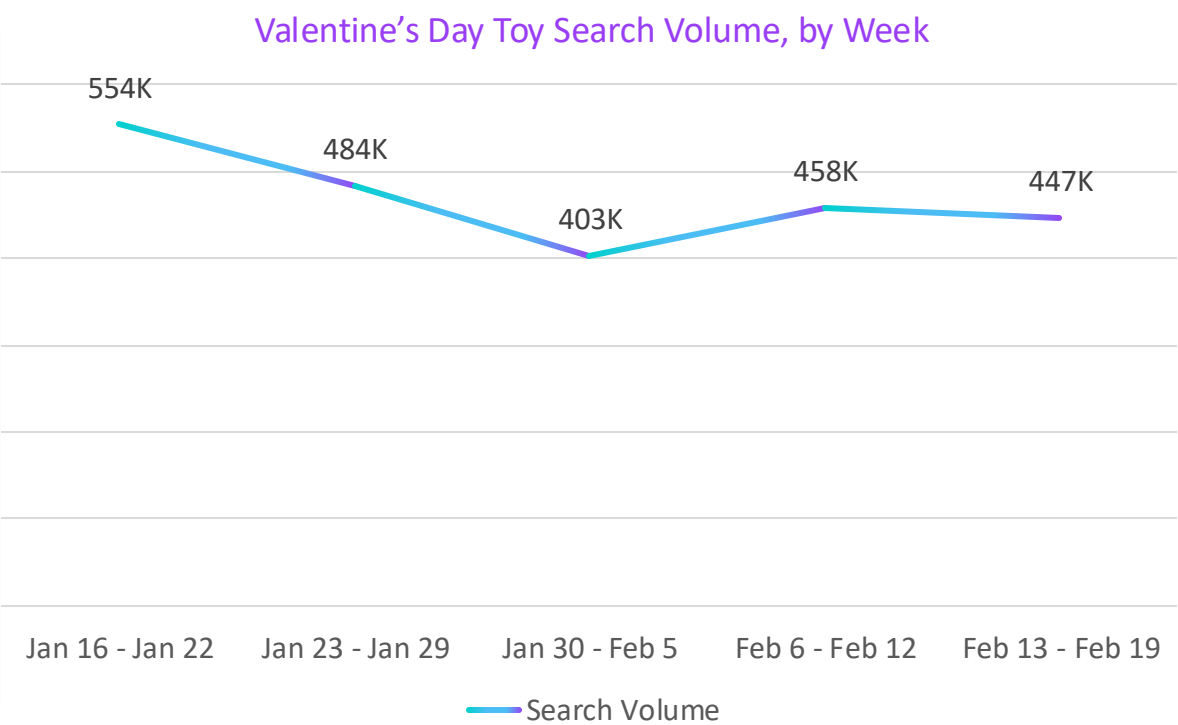
Toy searches

Toy-related searches began climbing in mid-January, peaking again during the week leading up to Valentine's Day.

The top search terms in this category were branded terms, signaling shoppers are looking for specific items, so marketing strategies that allow your brand to stand out online are key.



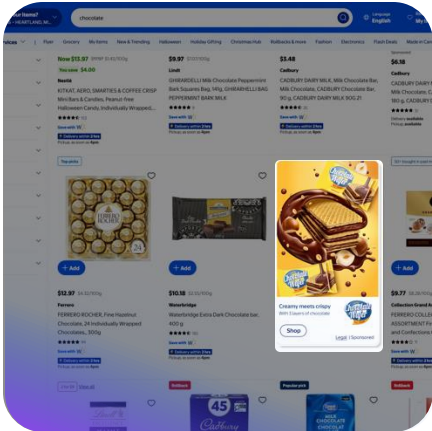
Walmart 1P data from Jan. 2025 to Feb. 2025



Fun and games

Valentine's Day toy strategy

Increase your online presence



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

Drive interest offsite



Reach shoppers where their attention is already focused on their favourite social channels with **Paid Social** to share the latest and greatest in toys for the Valentine's Day season.

Drive product interest in store



Consider **In-Store Audio** to capture shoppers' attention as they browse the Toy department and beyond as they prepare for Valentine's Day gifting.



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

Electronics searches

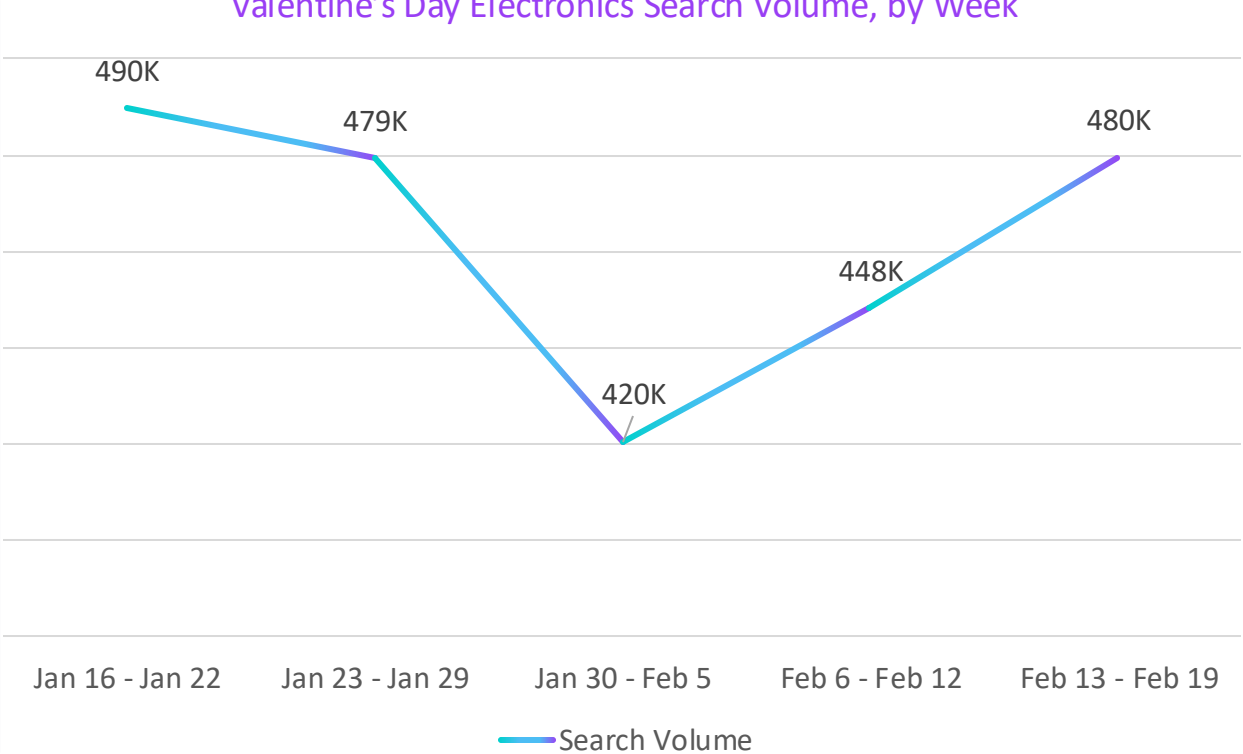
Search interest in the Electronics category began rising in mid-January, gained momentum in early February and peaked during Valentine's Day week.

 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.



Jewellery

Valentine's Day

In-store jewellery shoppers

While YoY sales experienced a decline in this category, there are **numerous opportunities to capture shopper attention and drive sales** by executing a strategy that makes your brand and products visible across stores.



Top Sub-Categories

Fashion jewellery
Fine jewel rings
Jewellery boxes



Consider in-store placements across departments to capture attention, drive consideration and expand your in-store reach.



The **top cross-shopped categories** for in-store shoppers were salty snacks, impulse confectionery and soft drinks.

Valentine's Day

Online jewellery shopping

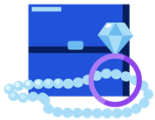
Online YoY sales also experienced a decline; however, the **average order value for online orders is higher than in-store AOV**.

This indicates an **opportunity to engage more deeply with online shoppers** and ensure your brand and products are visible through strategic onsite placements, to stay top of mind when shoppers are looking to buy.

Online AOV was

1.4x higher

than in-store AOV, demonstrating an omnichannel advertising opportunity with similar spend across channels.



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



Top Sub-Categories

Jewellery boxes
Women's necklaces
Bracelets



The **top cross-shopped categories** for online shoppers included grocery items such as fresh fruits and vegetables and dairy staples.



Valentine's Day

Jewellery searches

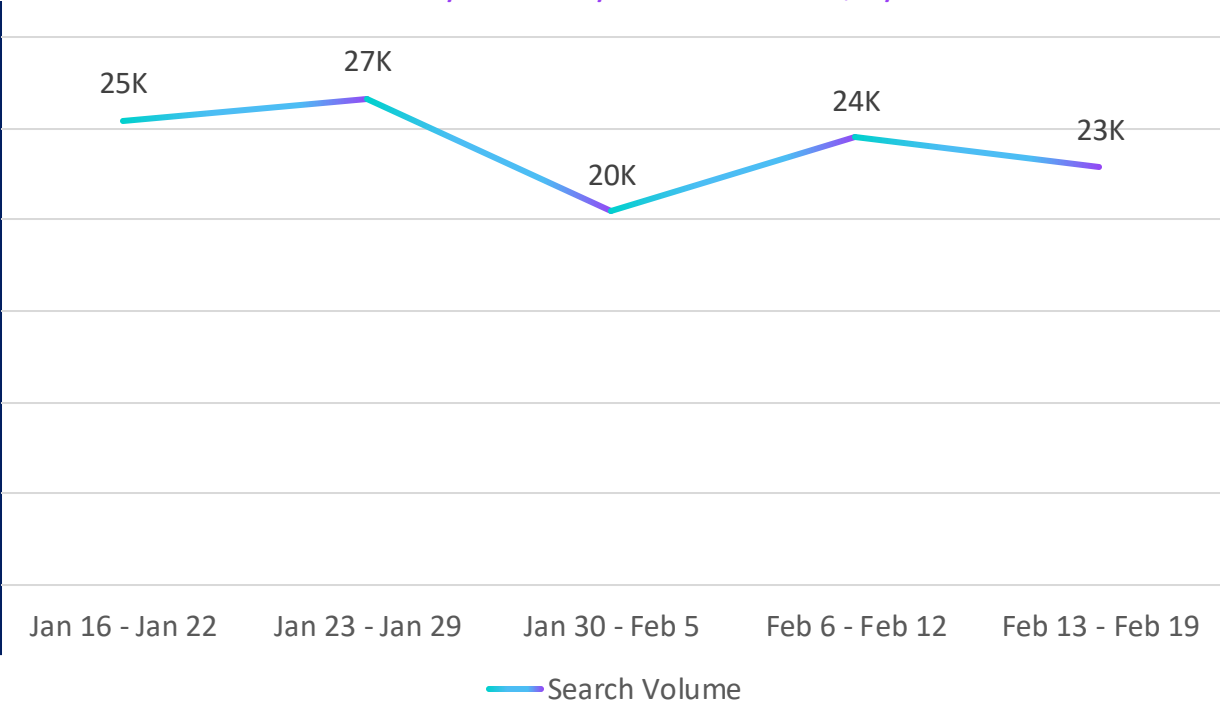
Jewellery-related searches began in mid-January, peaking again in the week leading up to Valentine's Day. Popular search terms included watches for men and women, earrings and rings, as shoppers looked for the perfect gift to spoil their loved ones.

Top Search Terms

- Branded Term
- Jewellery box
- Men's watches
- Jewellery
- Earrings
- Women's watches
- Branded Term
- Branded Term
- Women's rings
- Necklace

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

Valentine's Day Jewellery Search Volume, by Week



All that glitters

Valentine's Day jewellery strategy

Build awareness and drive conversion



Use **Sponsored Product Search** and **Onsite Display** to build awareness and capture shoppers' attention as they look for the perfect gift or new accessory.

Drive product interest in store



Consider **In-Store Audio** to capture shoppers' attention as they browse various departments and prepare for Valentine's Day, driving awareness and consideration of your brand and jewellery products.



Thank you