



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

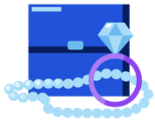
Online YoY sales also experienced a decline; however, the **average order value for online orders is higher than in-store AOV**.

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

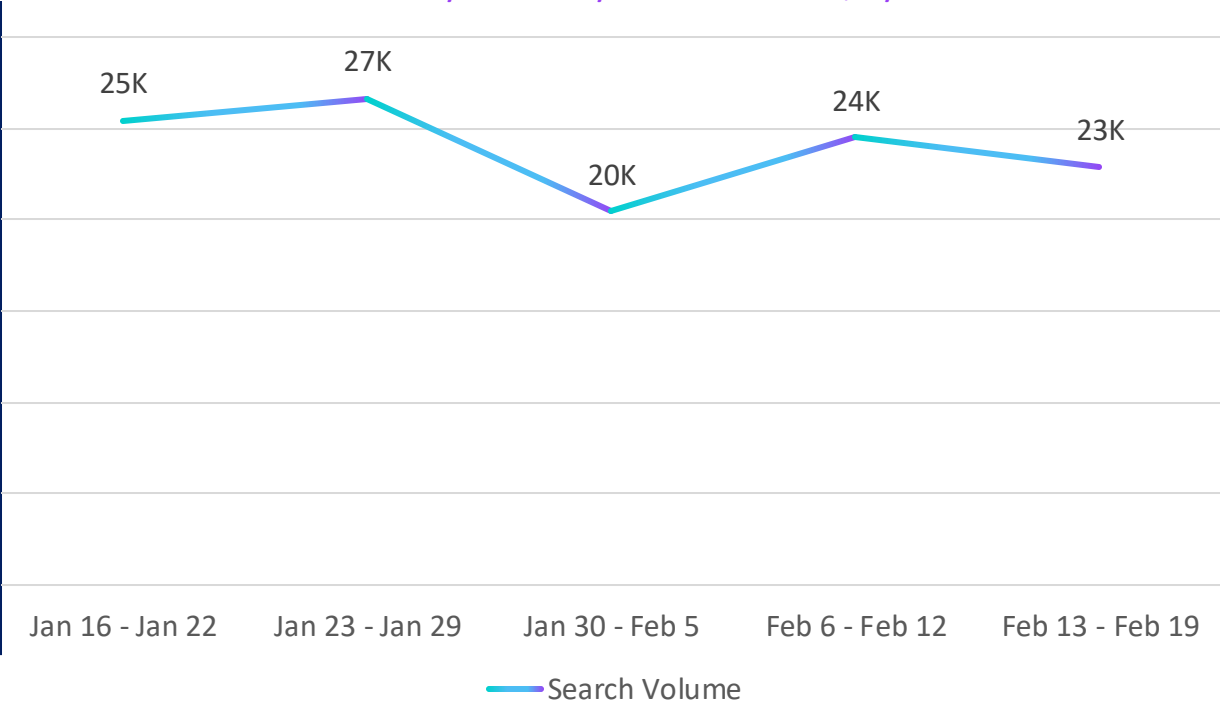
Jewellery-related searches began in mid-January, peaking again in the week leading up to Valentine's Day. Popular search terms included watches for men and women, earrings and rings, as shoppers looked for the perfect gift to spoil their loved ones.

Q 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