



Connect with  
Walmart Customers  
this Holiday Season

Learn more  
about the latest  
trends from the  
holiday season



# Walmart is ready so you can unleash a season of joy for your loved ones and light up your community

**“This year, I’m getting a real tree and I’m putting that good energy out there to bring in 2022.”**

**97%** likely to celebrate the holidays this year

**83%** extremely/very likely to celebrate the holidays this year



**This year, ‘tis the season for hope, happiness and cheer**

*“I’m going big because last year we weren’t able to. Even if we have to mask up!”*

- Walmart Customer

*“I plan to host all 10 grandchildren and their parents, making up for the last year - doubling the presents!”*

- Walmart Customer

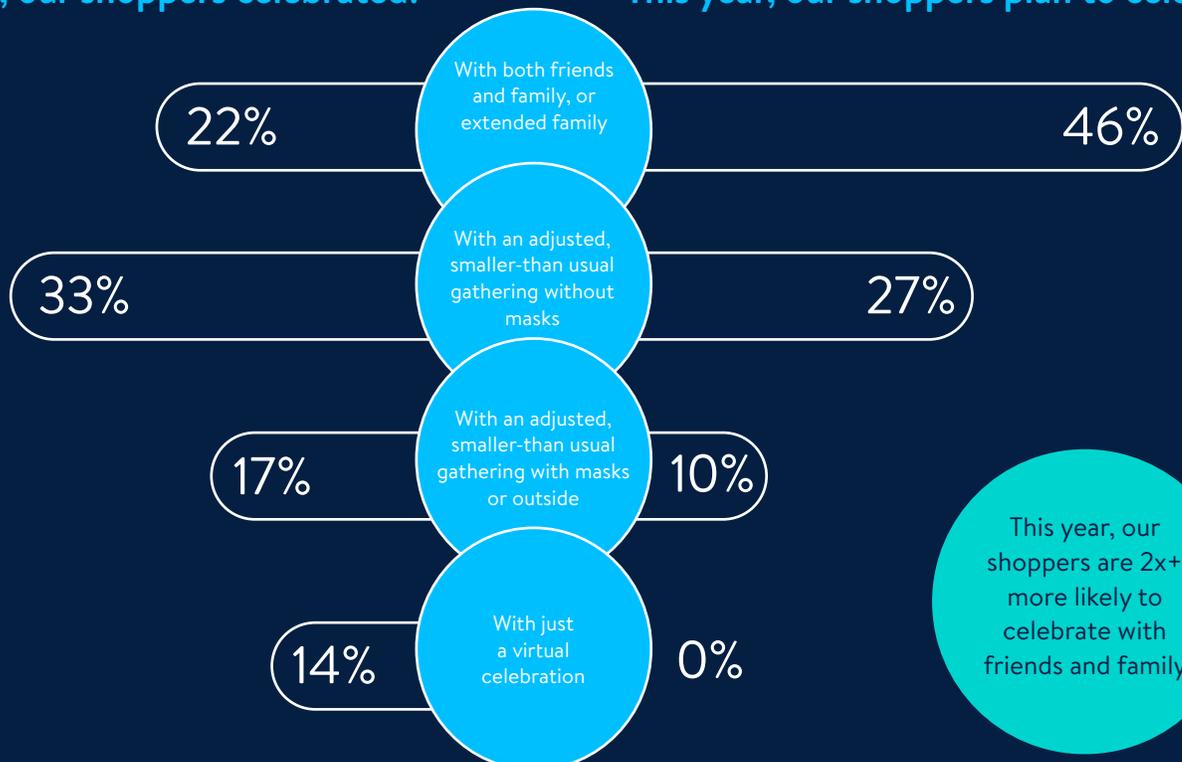
Source: Walmart Spark Panel, April 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech

Last year, most of our shoppers had to adjust their Holiday Plans, Sacrificing beloved traditions, making the most of a tough year.

So this year, even if shoppers still take some precautions, they want a memorable Holiday that makes up for precious lost time with family.

## Last year, our shoppers celebrated:

## This year, our shoppers plan to celebrate:





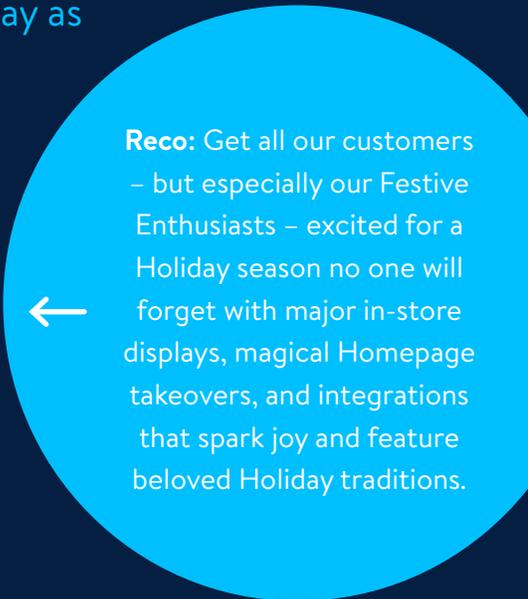
# The holidays are prime time for play time

We earned and maintained toy customer trust last Holiday as families celebrated the best they could

During the 2020 Holiday shopping season, we saw:

- Double-digit** omni toy sales growth
- Double-digit** online sales growth
- Triple-digit** pickup and delivery sales growth
- Double-digit** web traffic growth

Source: Walmart 1st-party data., June 2021. Reflecting Nov. 1 – Dec. 31, 2020 data.



**Reco:** Get all our customers – but especially our Festive Enthusiasts – excited for a Holiday season no one will forget with major in-store displays, magical Homepage takeovers, and integrations that spark joy and feature beloved Holiday traditions.

## Toy customers flocked to Walmart last Holiday shopping season, and they kept coming back

Each week during the 2020 Holiday season, on average:

- 27M+** Toys were bought at Walmart across channels
- 4.9M+** Toy vehicles were sold
- 4.7M+** Dolls were sold
- 2.8M+** Games & Puzzles were sold
- 1.1M** Construction Toys were sold

Source: Walmart 1st-party data., June 2021. Reflecting Nov. 1 – Dec. 31, 2020 data.





Toy Category Buyer Penetration during Holiday:

**50% Double-digit** average Holiday toy item YoY price growth  
Customers bought **2.1 toys on average**

Source: The NPD Group: Checkout Buyer Essentials June 2021. Reflecting Oct. 1 – Dec. 31, 2020 data.

## Toys are the most-searched category during the Holiday

Search activity peaks around the Big Six holidays

**54%** of toy search activity during the holiday was on the App  
**36%** of the top 100 searched Toy keywords were non-branded

Source: Walmart 1st-party data., June 2021. Reflecting Nov. 1 – Dec. 31, 2020 data.

**Tip:** Strategically timed and placed advertising can influence these brand-flexible toy customers.

**Reco:** Grandparents, aunts, and uncles may not always know what the kids are into these days, but with our guidance they can feel confident their gift will be a hit. Help these gifters by integrating into Best Of lists and Round-Ups based on age ranges, interests, and personality types.

## Gamers galore: Video games will make leaps during the Holiday season

Video game sales surged during the pandemic and will continue to be a bright spot

**During the Holiday Shopping Season, on a weekly average:**

**2.8M+**

Video Games were bought at Walmart across channels

**600K+**

Video Game Digital Cards were sold at Walmart

**1.1M+**

Video Game Software items were sold at Walmart

**250K+**

Video Game Interactive items were sold at Walmart

**670K+**

Video Game Accessories were sold at Walmart

**215K+**

Video Game Hardware items were sold at Walmart

Source: Walmart 1st-party data., June 2021. Reflecting Nov. 1 – Dec. 31, 2020 data.



And those numbers are growing

During the 2020 Holiday Shopping season, we experienced:

Double-digit  
online sales  
growth

Triple-digit  
traffic growth

Triple-digit  
search activity  
growth

Source: Walmart 1st-party data, June 2021. Reflecting Nov. 1 – Dec. 31, 2020 data.

Walmart serves as a gifting destination for key purchasers

Reco: Speak to gifters looking for kids' Video Games with integration into Top Toys and other Best Of lists, where parents look for inspiration. Focus on content that offers guidance on the hottest new games — so even a gaming outsider will know their gift is a hit. →

### Who is buying video games?

**+45%** more Walmart Video Game buyers say they're shopping for someone else during Holiday compared to the rest of the year<sup>3</sup>

**41%** of grandparents shopping for the Holiday Season shop at Walmart<sup>2</sup>

<sup>1</sup>Walmart First Party Data, June 2021. Reflecting Nov 1 – Dec 31, 2020 data. <sup>2</sup>MRI-Simmons 2020 September Retail Trends Study (SP20 NHCS). <sup>3</sup>The NPD Group, Inc., Video Games Consumer Monthly, Oct. – Dec. 2020.



# Electronics set to light up during Holiday shopping time

## Family matters after a year of spending time apart



This year, Walmart customers are:

**2X** times more likely to celebrate the Holidays with both friends and family

This year, Walmart customers plan on celebrating:



**15%** with both **extended family**



**27%** will have a **smaller in-person gathering with immediate family** without masks



**31%** with both **friends and family**

Source: Spark Panel, April 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech N = Total 423].

### Of Walmart customers:

**54%** anticipate spending the same amount or MORE on Electronics during this Holiday season as compared to last year

### Here's what they plan to spend:

More than **33%** plan to spend up \$199 or more

**15%** plan to spend between \$100 - \$199

**19%** plan to spend between \$200 - \$499

### And here's how (and when) to reach Walmart customers:

**31%** get their Holiday inspiration from in-store displays & decorations

**83%** prefer deals/sales spread out over the course of the season

**26%** plan on using pickup and delivery more this year

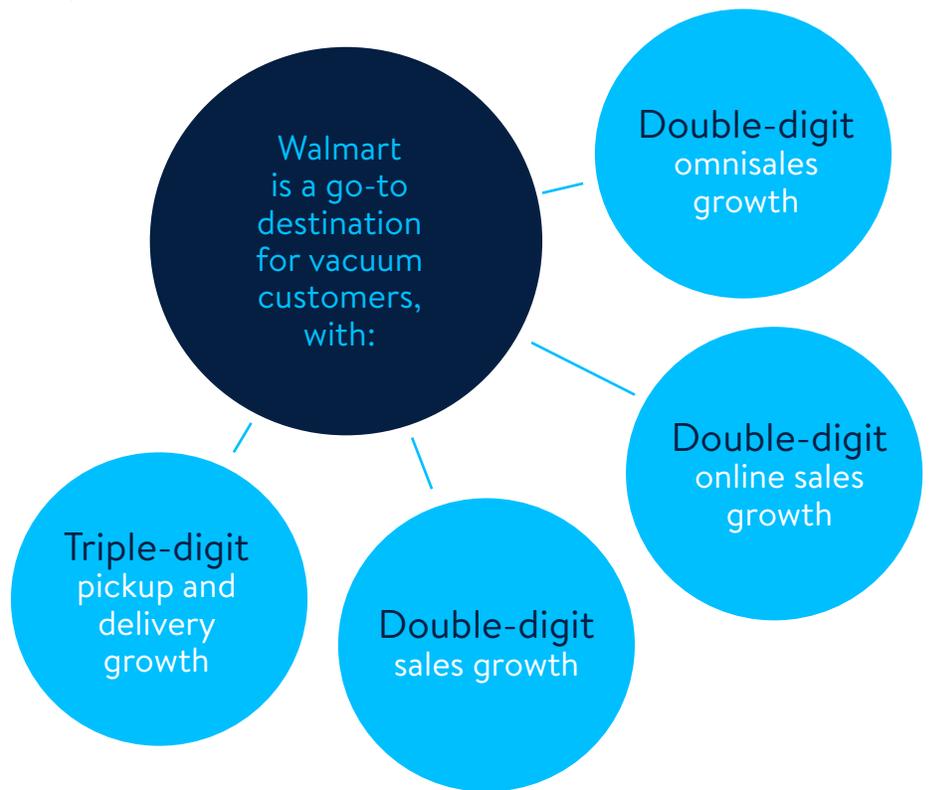
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# Floor care customers will also use the Holiday season to make purchases

And sales are picking up



Source: Walmart 1st-party Data, Nov. 2019 – Dec. 2019, Nov. 2020 – Dec. 2020, 2NPD Decision Key, "Buyer Essentials," Nov. 2020 – Dec. 2020.

The volume of vacuum sales and purchase interest is set to expand during the Holiday season

## Of Walmart customers:

**20%** are planning to buy a new vacuum in the next six months and intend to shop during the holiday season

**27%** of those 18-34 plan to buy their next vacuum during the 2021 holiday season



Source: 1Spark Panel, May 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech N = Total 634.], 2Walmart First Party Data, Nov. – Dec. 2020



## Here's how to grab their attention

### Of Walmart vacuum customers:

**67%** say deals and sales influence when and where they will purchase a vacuum<sup>1</sup>

**39%** of those who make a purchase during the holiday season are omnishoppers<sup>2</sup>

**10%** get inspiration from in-store displays and decorations<sup>1</sup>

← **Reco:** Implement upper-funnel tactics like broad reach and offsite display ads to build brand awareness and remain top-of-mind for customers. These tactics, on average saw +2X ROAS during the 2020 Holiday season.

Source: Walmart 1st-party data. Nov. 2019 – Dec. 2019 and Nov. 2020 – Dec. 2020. 2NPD Decision Key, "Buyer Essentials," Nov. 2020 – Dec. 2020.

## Full bellies and full carts as customers plan their Holiday food and beverage shopping

Last year's new Holiday food and beverage choices will become lasting traditions

The percent of Walmart Customers who report they will:



Cook a portion of the meal



Cook a smaller meal



Order a pre-made meal from a restaurant

**Reco:** Help customers by staying top-of-mind for various food moments: Thanksgiving meal, Fall Baking, Food gifting, Holiday entertaining, etc. Parents and grandparents are trying to prepare the most delicious meals as well as treating everyone with snacks, candy, and gift baskets.

↓

Source: Walmart Spark Panel, April 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech N = Total 423].

## Food and beverages remain a staple for every customer

During an average week of the holiday season, customers purchased food and beverages at a rate of:

**1B+**

at Walmart, online and in-store

**1.1B**

at Walmart\*

**285M**

Grocery dry goods

**192MM**

Snacks and beverages\*

**150M**

Produce products\*

Source: Walmart 1st-party data, June 2021. Reflecting Nov. 1, 2020 – Dec. 31, 2020 data. \*Includes both online and in-store.



# Diversity drives interest (and sales!) in the beauty category

Beauty customers are diverse, especially during the holiday season



Beauty customers were male

Customers came from all age groups:

**25%+** were aged 25-39

**25%+** were aged 40-54

**25%+** were aged 55-75

And they are becoming even more diverse:

**28%** of holiday beauty customers were multicultural in 2020

**That's up 4% over 2019**

Source: Walmart 1<sup>st</sup>-party data, Nov.-Dec. 2019 and Nov.-Dec. 2020.

Beauty customers say they are ready to celebrate again

**83%** of Walmart customers are very to extremely likely to celebrate the holidays this year

Source: Spark Panel, May 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech N = Total 513].

**Reco:** Unbranded Keyword targeting and Sponsored Products provide an opening to get in front of customers who are down the consideration path but still open to new ideas.



Because beauty customers are excited to see people in person again, they will want to look their best.

Of customers:



plan on celebrating with both friends and family this year



said that they plan on having a virtual celebration this year (compared to 14% last year)



still plan on having smaller gathering with family considering COVID-19 concerns



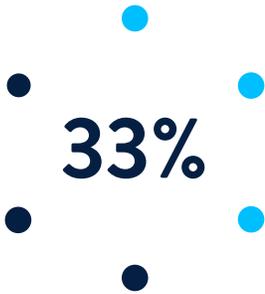
**Reco:** Marketing needs to be cross-channel and earlier in the season to align with beauty customer browsing and buying behavior during holiday.

Source: Spark Panel, May 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech N = Total 557].



# Creating connectivity with wireless customers during the Holiday season

After the pandemic postponed many plans in 2020, customers want to reach out to friends and family



of Walmart customers are likely or extremely likely to buy Wireless at Walmart for the Holidays this year

**Reco:** Boost your brand and conversion with a Search Brand Amplifier campaign. By adding Keyword targeting tactics, you can also connect with customers who are more likely to buy your product.

←

Source: Spark Panel, June 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]. N = Total 423)



Walmart customers plan to spend more this year, too

Walmart customers report they plan to spend the following on Wireless this Holiday season:

**45%** - up to \$199+

**23%** - \$100 - \$199

**22%** - \$200 - \$499

And **61%** anticipate spending the same amount or **MORE** as compared to last year

Source: Spark Panel, June 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]. N = Total 423)



## Walmart customers plan to shop for Wireless during the season on all channels:



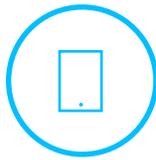
**61%**

in Walmart stores



**28%**

on Walmart.com



**11%**

on the Walmart app

**Reco:** Display campaigns allow you to create demand by driving omnichannel sales and identify audience segments based on omnichannel purchase history by leveraging behavioral targeting tactics.



Source: Spark Panel, June 2021 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]. N = Total 423)

Customers shifted their purchases to eCommerce, leading to major growth online during the holiday season

**Double-digit** online sales growth

**Triple-digit** pickup and delivery sales growth

Wireless was no exception to this surge of eCommerce activity

**Double-digit** YoY increase in visits Wireless on Walmart.com during the Holiday season

**24M+** visitors for Wireless on Walmart.com every day

Source: Walmart 1st-party data, June 2021. Reflecting Nov. 1 – Dec. 31, 2020 data.

Ramp up your sales as Walmart customers begin to ramp up their holiday shopping. Contact Walmart Connect and begin advertising today.