



It's the most wonderful time of the year

Partner with Walmart Media Group to keep your brand top-of-mind with Walmart customers throughout the Holiday season.

Holly jolly snackin'



Double-digit
percentage increase in
monthly customers



Double-digit
percentage increase in
monthly sales

Source: Walmart first-party data; April 2020.
Reflecting 2019 data. *Metrics in November and
December compared to rest of the year.



What are customers buying?

Walmart.com



131 food &
beverage
purchases every minute

In-Store



199
beverages
purchased
every second



109 snacks
purchased
every second

Source: Walmart first-party data; April 2020.
Reflecting October 20, 2019 – January 11, 2020 data.



What are customers searching for?

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HOLIDAY 2019

Gift Sets

Stocking Stuffers

Gift Baskets

Searches for Holiday are starting earlier than ever:

They became significant at the end of October and continued to climb until the end of December.

Source: Walmart first-party data; April 2020.
Reflecting October 20, 2019 – January 11, 2020 data.

Let there be toys



Triple-digit
percentage increase in
online toys customers



Triple-digit
percentage increase in
online toys sales

Source: Walmart first-party data; April 2020. Reflecting Nov 1 – Dec 31, 2019 data. Metrics in November and December compared to rest of the year monthly averages.

What are customers buying? **What are customers searching for?**

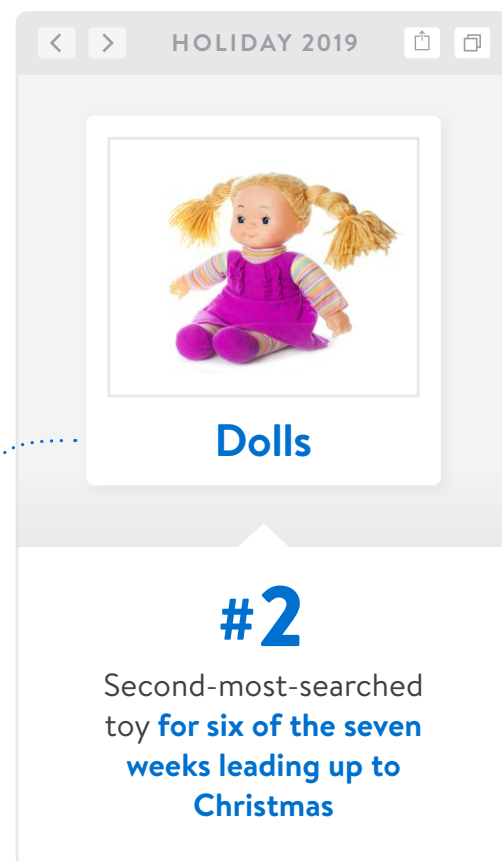


2M
video games
purchased **each week**

1M ride-ons
purchased **each week**



3M dolls
purchased **each week**



Source: Walmart first-party data; April 2020.
Reflecting October 20, 2019 – January 11, 2020 data.

Source: Walmart first-party data; April 2020.
Reflecting November 3, 2019 – January 4, 2020 data.

Deck the halls with tech



Triple-digit
percentage increase in
online electronics customers

&



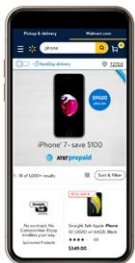
Triple-digit
percentage increase in
online electronics sales

Source: Walmart first-party data; April 2020. Reflecting 2019 data. Metrics in November and December compared to rest of the year.



What are customers buying?

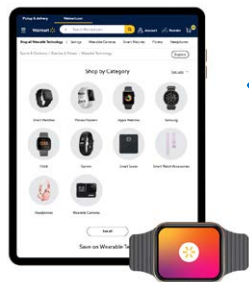
Walmart.com



126K electronics
items
purchased every day

1600
computing
products
purchased
every hour

In-Store



58 connected
devices
purchased every minute

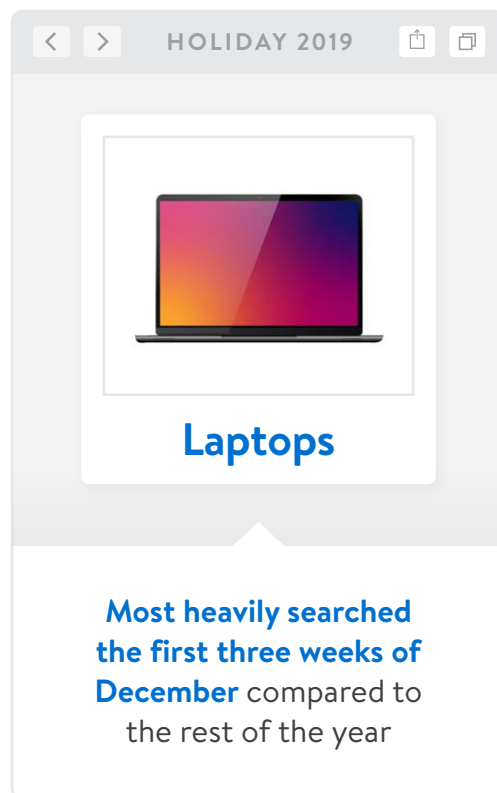
38 televisions
purchased every second



Source: Walmart first-party data; April 2020.
Reflecting October 2019 – January 2020 data.



What are customers searching for?



Source: Walmart first-party data; April 2020. Reflecting October 2019 – January 2020 data

'Tis the season to be beautiful



Double-digit
percentage increase in
online beauty customers



Double-digit
percentage increase in
online beauty sales

Source: Walmart first-party data; April 2020. Reflecting October 20, 2019 – January 11, 2020 data. Metrics in November and December compared to rest of the year monthly averages.



What are customers buying?



What are customers searching for?

Walmart.com

475K beauty products purchased each week



157K
cosmetics
products

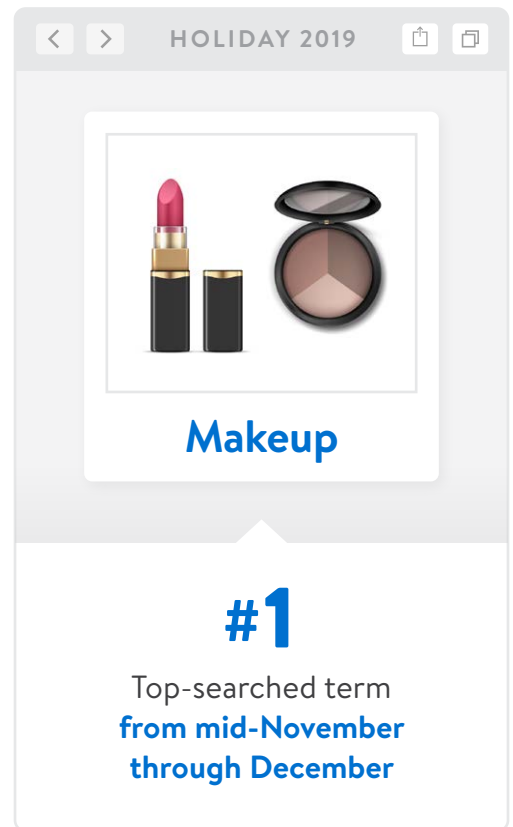


147K
hair care
products



95K
facial care
products

Source: Walmart first-party data; April 2020.
Reflecting October 20, 2019 – January 11, 2020 data.



Source: Walmart first-party data; April 2020.
Reflecting October 20, 2019 – January 11, 2020 data.

Christmas carol, holiday apparel



Double-digit
percentage increase in
online apparel customers



Triple-digit
percentage increase in
online apparel sales

Source: Walmart first-party data; April 2020. Reflecting Nov 1 – Dec 31, 2019 data. Metrics in November and December compared to rest of the year monthly averages.

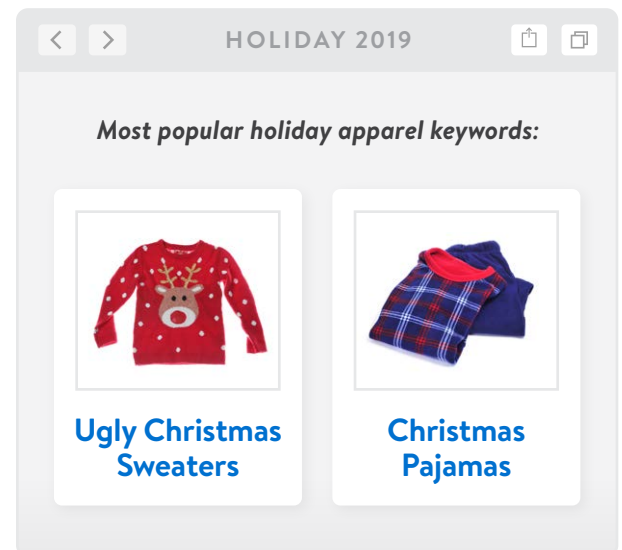
 **What are customers buying?**  **What are customers searching for?**



65M
apparel items
purchased **each week**

Walmart.com

150K
visits to apparel
every hour



Christmas-themed apparel was among **the top-three search terms the week before Christmas**

Source: Walmart first-party data; April 2020.
Reflecting November 1 – December 31, 2019 data.

Source: Walmart first-party data; April 2020.
Reflecting November 3, 2019 – January 4, 2020 data.