

## Sales are Sweet at Halloween

Candy and Snack shopping drive omnichannel growth during the Halloween season





# Reach Halloween shoppers across Walmart platforms as customers plan for spooky season

During the Halloween shopping season:



## 70M+

Candy and Snack items were bought at Walmart (online and in-store)

## 9M

Candy and Snack items sold **in-stores** every week

## 1M

Candy and Snack items sold on **Walmart.com** and **Pickup and Delivery** every week

## Triple-Digit

YoY uplift in Candy and Snack items sold via **Walmart.com** and too; **Pickup and Delivery** during the week of Halloween

## Double-Digit

YoY uplift in Candy and Snack items sold **in store** during the week of Halloween

Source: Walmart 1st-party data, March 2021. Reflecting Sept. 15 - Oct. 31, 2020 data. YoY stats compared to previous timeframe of same duration.





Candy search traffic peaked one week prior to Halloween



Triple-digit Walmart.com search YoY growth during Halloween shopping season.

Of those searches:



### Top Walmart.com searches

Candy

Halloween  
Fun Size Candy

Halloween Candy

Halloween Snacks

Halloween

Source: Walmart 1st-party data, March 2021. Reflecting Sept. 15 – Oct. 31, 2020 data. YoY stats compared to previous timeframe of same duration.





Candy search volume grew on Pickup and Delivery



## Double-digit pickup and delivery search YoY growth during Halloween

Of those searches:



### Top Walmart.com searches

- Candy
- Halloween Candy Bags
- Halloween Candy
- Halloween
- Chocolate

### Candy is growing in popularity across Walmart channels

	Walmart.com	Pickup and Delivery
Sales growth	Double-digit YoY sales growth	Triple-digit YoY sales growth
Candy traffic growth	Double-digit YoY search traffic growth	Double-digit YoY search traffic growth

Source: Walmart 1st-party data, March 2021. Reflecting Sept. 15 – Oct. 31, 2020 data. YoY stats compared to previous timeframe of same duration.



# Snack sales grew as customers prepared for backyard Halloween celebrations

Sales growth

Walmart.com

Pickup and Delivery

Double-digit  
YoY sales growth

Triple-digit  
YoY sales growth

Search traffic growth

Double-digit  
YoY search  
traffic growth

Double-digit  
YoY search  
traffic growth



## Double-digit snack search YoY growth on Walmart.com during Halloween shopping season

Of those searches:



### Top searches on Walmart.com

Snacks

Chips

Cookies

Popcorn

Crackers

Source: Walmart 1st-party data, March 2021. Reflecting Sept. 15 - Oct. 31, 2020 data. YoY stats compared to previous timeframe of same duration.



## Double-digit snack search YoY growth on Walmart.com during Halloween shopping season

### Top searches on Walmart.com

- Snacks
- Chips
- Cookies
- Popcorn
- Crackers

Of those searches:



Source: Walmart 1st-party data, March 2021. Reflecting Sept. 15 – Oct. 31, 2020 data. YoY stats compared to previous timeframe of same duration.

Enjoy your own sweet success via customers hungry for Candy and Snacks this Halloween shopping season. Contact Walmart Connect today to start your campaign.