### 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)



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

2

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

walmartconnect.com

#### Candy search traffic peaked one week prior to Halloween





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

Of those searches:

53% occurred on the Walmart app

47% occurred on a desktop

#### Top Walmart.com searches

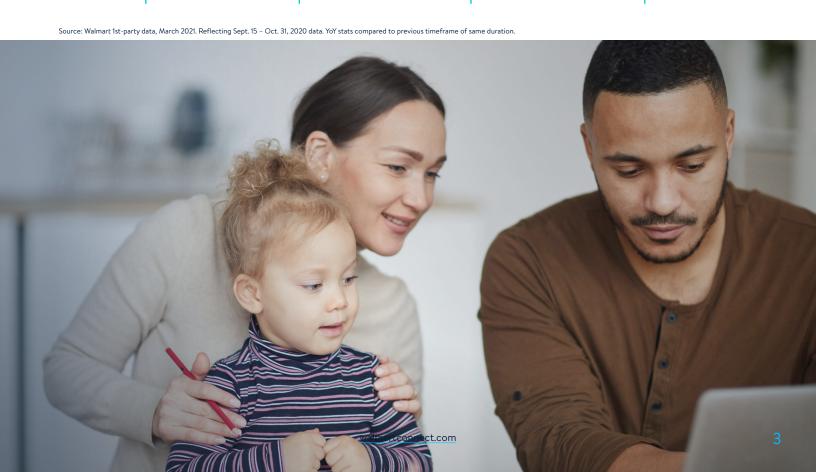
Candy

Halloween Fun Size Candy

Halloween Candy

Halloween Snacks

Halloween



#### Candy search volume grew on Pickup and Delivery





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

Of those searches:

45% occurred on the Walmart app

55% occurred on a desktop

#### Top Walmart.com searches

Candy

Halloween Candy Bags

Halloween Candy

Halloweer

Chocolate

4

#### Candy is growing in popularity across Walmart channels

Sales growth

Double-digit YoY sales growth

YoY sales growth

Double-digit YoY sales growth

Candy traffic growth

YoY search traffic growth

Pickup and Delivery

Triple-digit YoY sales growth

YoY sales growth

Touble-digit YoY search traffic growth





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

Of those searches:

42% occurred on the Walmart app

58% occurred on a desktop

#### Top searches on Walmart.com

Snacks Chips Cookies Popcorn Crackers





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:

41% occurred on the Walmart app

59% occurred on a desktop

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.

<u>walmartconnect.com</u>