



Father's Day 2021

Customers are committed  
to shopping for dad





## Prices and sales

are top of mind for Father's Day customers at Walmart.

**79%** will research prices online before shopping in-store

**68%** will check what's on sale online before shopping in-store<sup>2</sup>



**75%**  
of customers plan to shop within two weeks of Father's Day<sup>3</sup>

**Same day**  
(Father's Day)

**1-2 weeks**  
ahead of time

**5+ weeks**  
ahead of time



**1-6 days**  
ahead of time

**3-4 weeks**  
ahead of time

Source: Walmart Spark Panel, November 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-371) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] (N-545)<sup>2</sup> (N-543)<sup>3</sup>



# How Father's Day customers will shop



**Two in three**  
plan to research online  
before shopping in-store  
for Father's Day 2021<sup>2</sup>

**48%** are extremely or very likely to do their  
2021 Father's Day shopping via a phone

**More than half**  
of customers are very or  
moderately likely to look  
for shopping inspiration  
on digital platforms<sup>2</sup>



Source: Walmart Spark Panel, November 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-601) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] (N-545)<sup>2</sup>





**More than half** of Walmart customers are open to purchasing a brand or product after seeing an ad related to what they're shopping for during the Father's Day shopping season



Which ads are these customers most likely to click on?

#### Walmart.com

- #1 Electronics
- #2 Grill or other cooking appliance
- #3 Food
- #4 Personal care products
- #5 Snacks

#### Walmart app

- #1 Electronics
- #2 Grill or other cooking appliance
- #3 Food
- #4 Snacks
- #5 Kitchen appliances / accessories



Source: Walmart Spark Panel, November 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=545) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



49%

are shopping for their own significant other or spouse

51%

are shopping for their own father

75%

of customers ages 18-34 are shopping for their own father

Source: Walmart Spark Panel, November 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-569). Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]

Start planning your Father's Day campaign with Walmart Connect today.