

# Return to normalcy drives demand for Shave & Grooming





## Customers ready to ramp up and branch out

97% of customers plan on shaving as much or more than they did pre-pandemic

### Why do they shave?

78% of men shave to look better

74% of women shave as part of their routine

60% of women shave because they like how it feels

25% of all customers shave for their partner



Source: Walmart Spark Panel, April 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversationally, a Data Strategy & Insights team, part of Walmart Global Tech N=517]

1-in-5  
customers anticipate  
trying new shaving  
products post-pandemic



Source: Walmart Spark Panel, April 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversationally, a Data Strategy & Insights team, part of Walmart Global Tech N=517]



# What are they buying?

Top gifts given in the Shave & Grooming category



Men are **2x** more likely to use a Trimmer than women

Women are **6x** more likely to have used Hair Removal Cream than men



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=517]



# Who's buying what?

Women's shaving continues to be a growing segment, including the only in-store growth among Shave & Grooming sub-categories over the past year.



Grooming orders are largely driven by **women customers**

Women accounted for **58%** of all Shave & Grooming orders

Men only accounted for **1-in-4 orders** of Hair Removal Creams

Women ordered up to **4x more** often than men across Walmart.com and Pickup & delivery

Trimming and Grooming saw a **near even split** of men/women orders

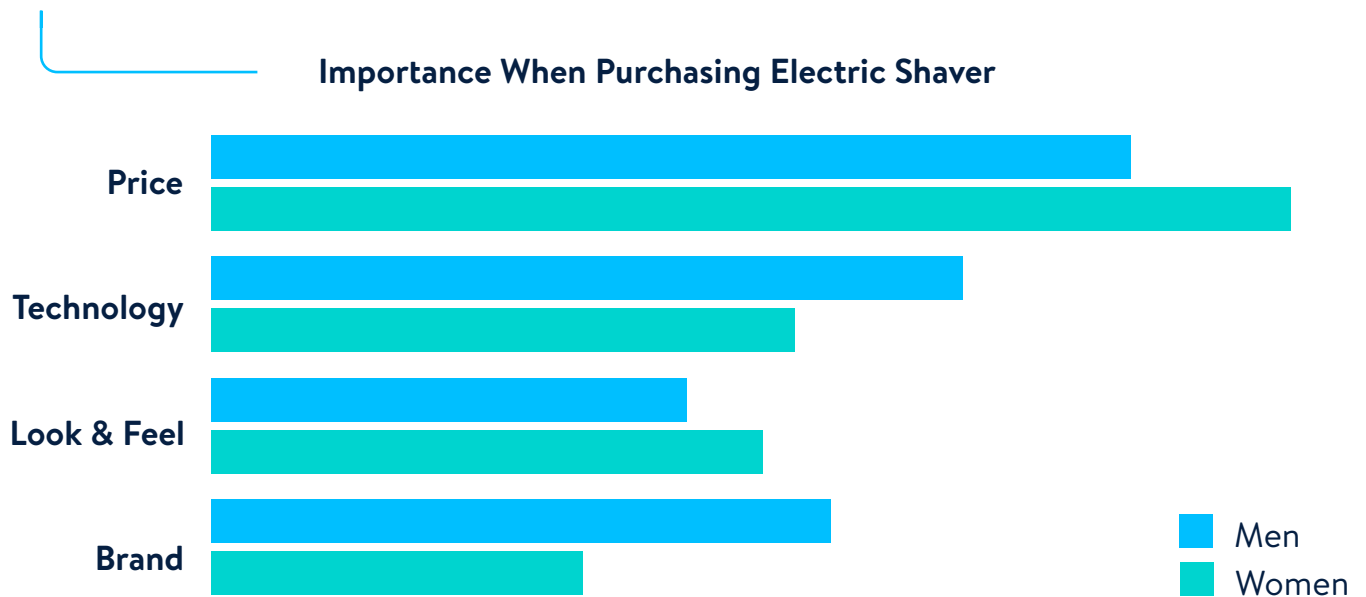
Double-digit YoY increase on in-store sales for women Electric Shave

Source: Walmart 1st Party Data, Feb 2019 – Jan 2021.



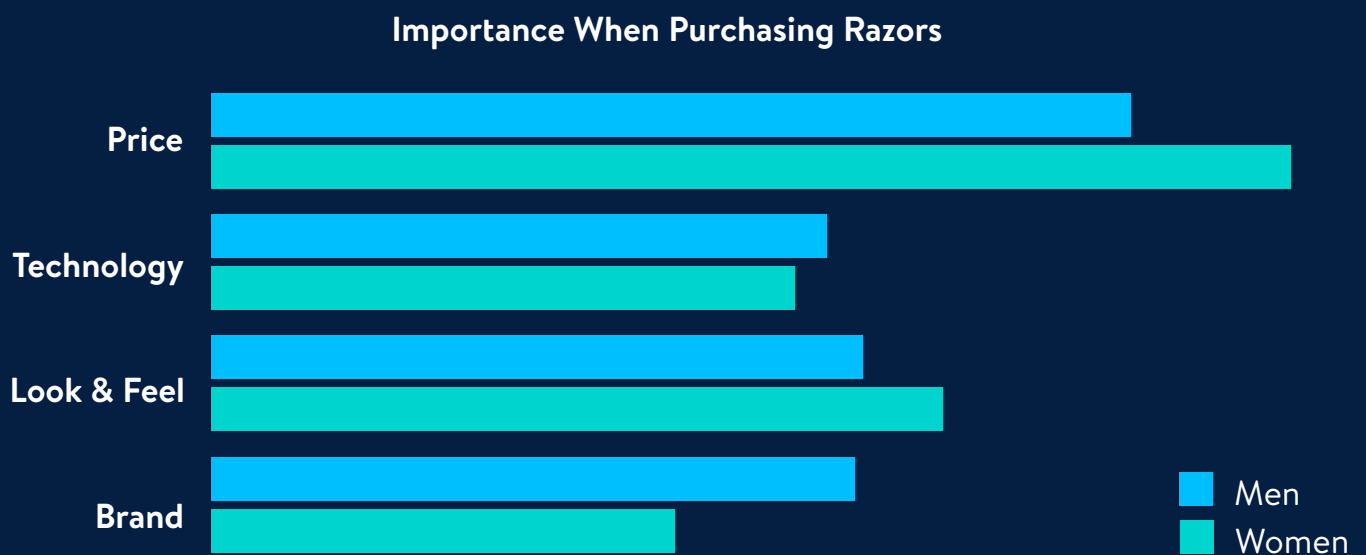
# The Power of price

**2/3** of women ranked Price as most important factor when purchasing Electric Shavers



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=517]

Women ranked price as most important factor when purchasing razors



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=517]



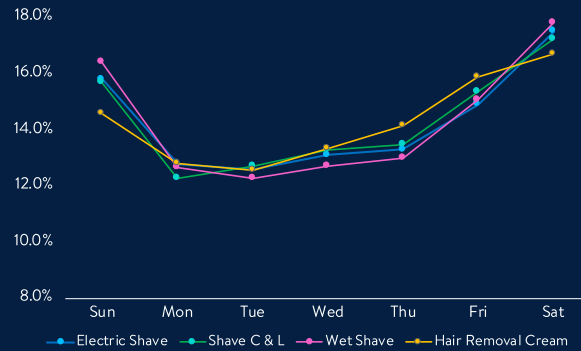
# When are customers buying?

## In-Store

Sales for all four segments are highest on weekends

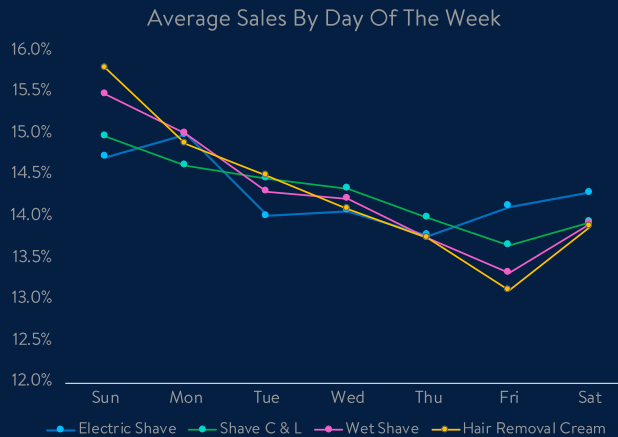
Double-digit YoY increase on in-store sales for Female Electric Shave

Average Sales By Day Of The Week



## Walmart.com

Sales peak Sunday and steadily decline on weekdays



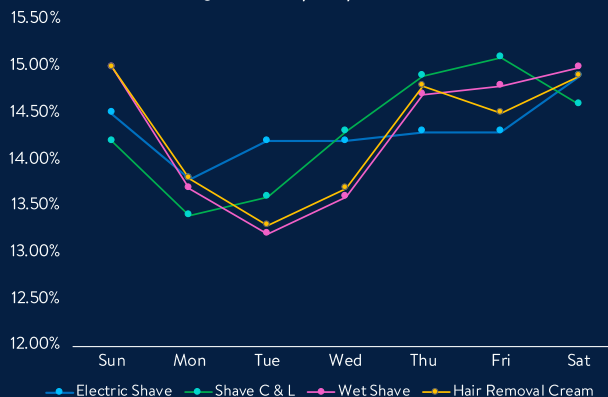
Double-digit YoY sales increase for the overall Shave category on Walmart.com

## Pickup & delivery

Weekend sales are strongest, but momentum starts picking up mid-week

Triple-digit YoY sales increase for All Shave & Grooming

Average Sales By Day Of The Week





# The search is on

## When

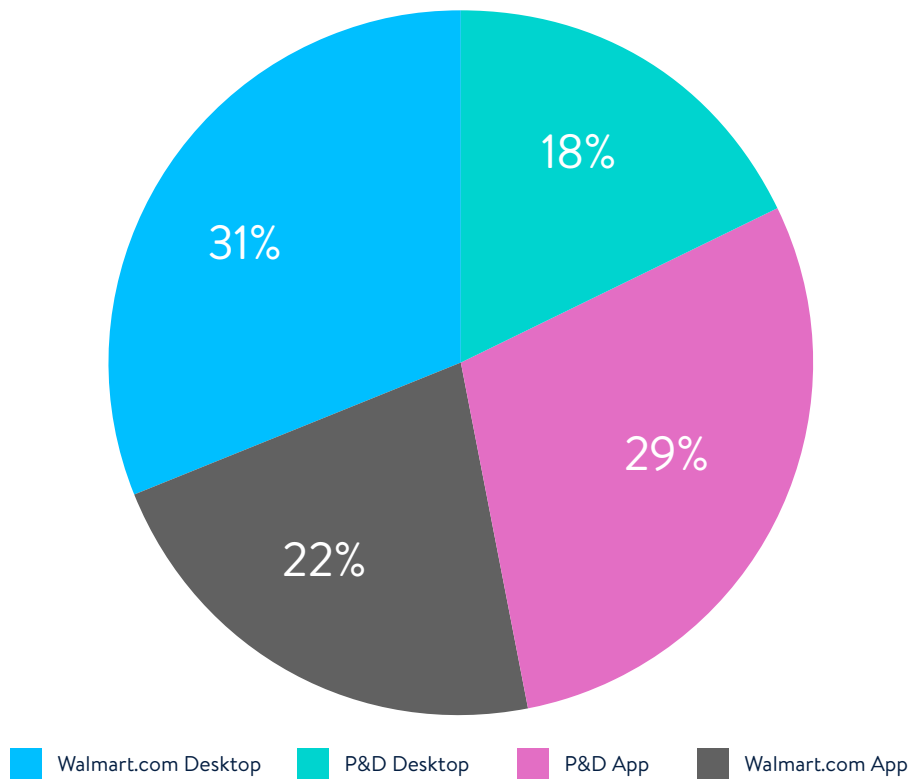
Aside from December, 3 of the 4 highest search and sales months were during the summer

## Where

FY 2021 searches for Shave & Grooming were split across devices

Walmart.com accounted for **53%** of the total searches

### FY2021 SEARCH VOLUME



Source: Walmart 1st Party Data, Feb 2019 – Jan 2021.



# What are they searching for?

Trimming and Grooming saw a higher amount of unbranded searches, indicating a greater propensity for discovery through search than among other categories



## Top 15 searches are largely category namesakes

Electric Shave 🔍	Cream & Lotion 🔍	Wet Shave 🔍
Hair Clippers	Shaving Cream	Razors
Electric Razors For Men	Magic Shaving Powder	Womens Razors
Electric Shavers For Men	Nair	Razors For Women
Beard Trimmer	Wax	Razors For Women
Electric Razor	Wax Strips	Razor Blades

Look into usage of Beard Care products by Walmart customers and capitalize on growing discovery through search where phases including “women” are showing more and more.

Trimming & Grooming searches accounted for nearly **1-in-4** of Electric Shave searches in FY2021

**3 of the Top 5** Wet Shave searches included the word “women,” indicating a greater openness to new brands in this segment

**28%** of Shave Cream & Lotion category searches were for Hair Removal Cream

Source: Walmart 1st Party Data, Feb 2019 - Jan 2021.





— Pickup & delivery searches within the Shave & Grooming category grew by double-digits and nearly doubled YoY discovery for customers  
Total orders grew double-digits



Walmart.com searches within Shave & Grooming grew less dramatically than Pickup & delivery, but still grew by double-digits  
Total orders grew double-digits



— **When developing a display campaign, include a Contextual or Keyword component to add an incremental punch of media efficiency to wider campaigns whenever applicable.**



Source: Walmart 1st Party Data, Feb 2020 – Jan 2021. Compared to the same period last year.

Start your campaign with Walmart Connect today and find new customers.