

Learn about how surveyed Walmart customers are planning to shop for the furry friends in their lives.

## Last year, National Pet Month drove significant traffic and sales at Walmart

### Pet department sales (YoY)



### Top items sold weekly (May 2021)

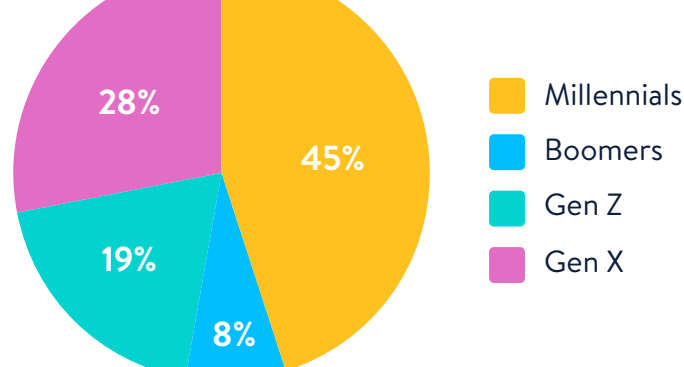


Sources: Walmart First-Party Data, January 2022. Reflecting May 1-31, 2021 data. Walmart First-Party Data, May 2021; metrics reflect results of Walmart Onsite and Offsite Display campaigns.



## Growth in the pet market is driven by younger generations and migration to suburbs during the pandemic

### Who acquired a new pet during COVID?

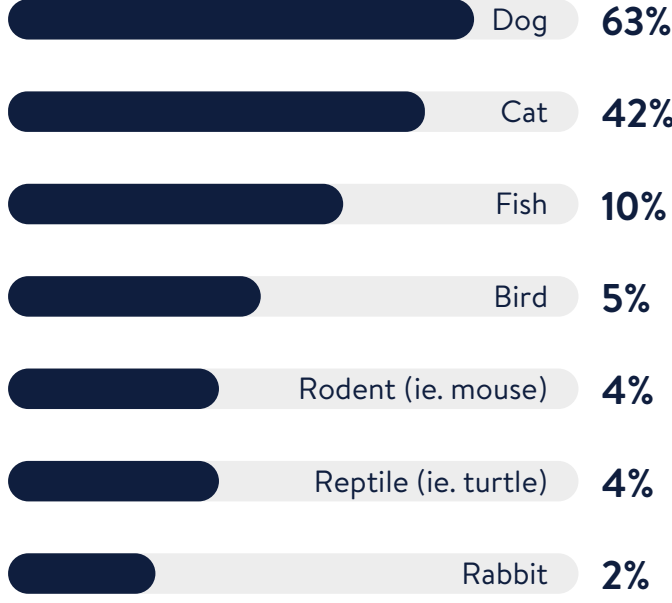


**+43%** 2020 YoY increase in net-new suburban households

**32%** of pet food/supply shoppers live in rural areas/small towns

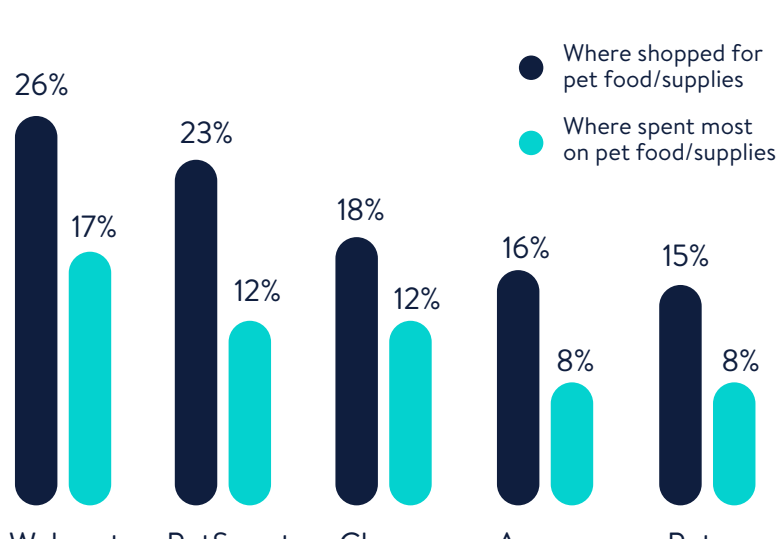
Source: Petco report to investors, Kantar. Morgan Stanley AlphaWise 2021 report.

### Pet parent demographics at Walmart



Source: Walmart first party data, January 2022. Spark Panel, Jan 2022 [Data 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].

## Customers rely heavily on Walmart for pet food and supplies



Source: ShopperScape, February/May/August 2021



### How Walmart pets chow down



### Top products they shop for with pet items



Source: Walmart first party data, January 2022. Spark Panel, Jan 2022 [Data 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].

## With an unprecedented shortage of vets, Walmart has become a critical resource for pet health care and supplies ✨



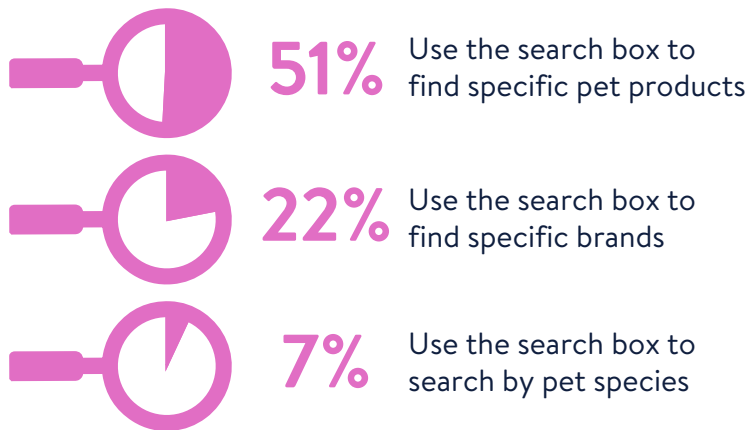
Source: Walmart first party data, January 2022. Spark Panel, Jan 2022 [Data collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversationally, a Data Strategy & Insights team, part of Walmart Global Tech].

## How pet customers find products



Source: Walmart first party data, January 2022. Spark Panel, Jan 2022 [Data 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].

## Pet customers rely heavily on the search box in their shopping journey



Source: Walmart First-Party Data, January 2022. Reflecting May 1-31, 2021 data.

### Top pets search terms on Walmart.com

**TIP:** A balanced mix of top searched generic keywords and specific brand keywords is critical.

**67%** of the top search keywords are unbranded

**48%** of pets-related search activity in May 2021 occurred on the Walmart app

TOTAL PET	DOG FOOD	CAT FOOD	PET HEALTH
1. Dog food	1. Dog food	1. Cat food	1. Dog treats
2. Cat food	2. Wet dog food	2. Wet cat food	2. Dog bones
3. Dog treats	3. Pedigree dog food	3. Cat treats	3. Flea and tick for dogs
4. Cat litter	4. Canned dog food	4. Dry cat food	4. Milk-bone dog treats
5. Wet cat food	5. Dry dog food	5. Fancy Feast canned cat food	5. Puppy pads
6. Cat treats	6. Puppy food	6. Friskies canned cat food	6. Dog
7. Dry cat food	7. Purina dog food	7. Temptations cat treats	7. Ol Roy dog treats
8. Dog toys	8. Purina One dog food	8. Canned cat food	8. Dog bone
9. Wet dog food	9. Blue Buffalo dog food	9. Kitten food	9. Milk-bones
10. Fish tank	10. Iams dog food	10. Fancy Feast	10. Dog treat

Branded

Source: Walmart First-Party Data, January 2022. Reflecting May 1-31, 2021 data.

## Seasonal tips and perennial best practices

### Display campaigns

- ✓ **Seasonal tip:** Make sure your creative speaks to the moment and select flight dates to match key moments during the season.
- ✓ **Best practice:** Match your targeting tactics to campaign objectives. For example, use historical shopping segments to drive reach and awareness. Or try predictive targeting to drive conversions.

### Search campaigns

- ✓ **Seasonal tip:** Use the Item Keyword Report to search harvest keywords. Expand your reach, if your item qualifies, by using relevant, seasonal keywords and top-trending keywords.
- ✓ **Best practice:**
  - Keep your ads available all day long with higher daily budgets, like for customers researching online prior to making their purchases. Use automated rules to trigger notifications for budget adjustments and when campaign budgets have capped out.
  - Use the Suggested CPC feature for competitive bidding guidance.

### Guidance for advertisers using API partners

- ✓ Include top-selling, promotional, or high AUR items in your Manual ad groups.
- ✓ QA your campaign structure to ensure you're set up for success before peak periods.
- ✓ Use your partner's automated tool to optimize your campaigns and bids at scale.

Start planning your campaign with Walmart Connect today

[walmartconnect.com](https://walmartconnect.com)