



2023 Holiday Category Insights: *Gift*ing

Create an omnichannel strategy that
can influence gift purchases



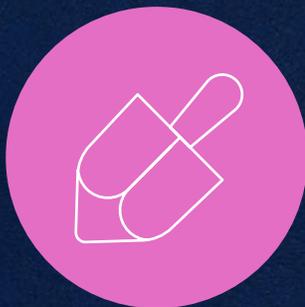
Toys



The holiday season is a little merrier at Walmart. As a one-stop shopping destination for seasonal & everyday needs, customers can find something for everyone on their list. This year, nearly half of Walmart customers surveyed plan to start their holiday shopping early.¹ You can maximize your in-store & site presence just as customers begin searching for the perfect gift for their loved ones.

Walmart Connect is helping our advertiser partners think outside of the box this holiday season. From window shoppers to gift-giving experts, we have solutions that can support you in creating more meaningful connections with customers throughout their shopping journeys. Unwrap the latest insights from the top gifting categories to drive discovery & inspiration.

Toys are expected to be one of the most popular gifting items during the 2023 holiday season²



49%
Toys & games



49%
Apparel



36%
Food & beverages



35%
Books

Over 3MM toys were sold daily during last year's Big Six* timeframe³



53%

Of Walmart shoppers surveyed bought toys for children under 18 in their household during the 2022 Holiday season⁴



*Big Six: 11/23/22 - 11/28/22

Top Toy holiday keywords on Walmart.com⁵

Q Toys

Lego	Toys for boys 3-6 years
Squishmallows	Hot Wheels
Barbie	Kids toys
Toddler toys	Games
Board games	Toys for girls 3-6 years

• Non-branded

Walmart customers cross-shopped other children's items while holiday shopping Toys last year⁵

46%



Of Walmart customers surveyed said they made impulse purchases while shopping for other items during the 2022 holiday season⁴



Walmart customers shopping Toys for the holidays also purchased⁵

Online

1. Activities supplies
2. Kids crafts & jewelry making
3. Christmas trim a package
4. Kids textiles & decor
5. Boys sleepwear
6. Girls sleepwear
7. Baby & toddler
8. Sleepwear boys
9. Girls shoes
10. Underwear boys

In-store

1. Christmas trim a package
2. Activities supplies
3. Kids crafts & jewelry making
4. Books & magazines
5. Baby & toddler sleepwear
6. Girls shoes
7. Girls sleepwear
8. Sleepwear boys
9. Activewear boys
10. Girls socks



Tips for turning insights into action

Search

- **Promote multiple variants, including seasonal items using variant bidding.** Advertise any item beyond the primary variant, including size & color variations, to help increase discoverability & sales. Add seasonal SKUs & top-performing Holiday items.

Display

- **Showcase competitive pricing for your items.** Use the Rollback sticker in your onsite Display creative or add power of price messaging in copy such as “Save up to X%.” Nearly 60% of customers surveyed will spend more time looking for savings & discounts while holiday shopping.¹

In-store

- Leverage **TV Wall** to connect your brand with in-store shoppers & remind & influence holiday customers as they are actively making purchase decisions.



Apparel



Last season, Walmart customers prioritized purchasing Apparel at a great value.⁶ On average, **58.9MM+** apparel products were purchased (including purchases both online & in-store) at Walmart each week during last year's holiday season.⁷

8.4MM

apparel units were
sold at Walmart
every day⁷

350K

apparel units were
sold at Walmart
every hour⁷

5.8K

apparel units were
sold at Walmart
every minute⁷



Last year, Apparel customers shopped for essentials & giftables for themselves as well as their loved ones during the holiday season⁸

Top Apparel holiday keywords on Walmart.com⁸

Apparel

Women's clothes

Time & Tru women clothing

Women's boots

Christmas pajamas

Women's shoes

Boots for women

Jewelry

Girl's clothes

Socks

Ugly Christmas sweater

• Non-branded

Apparel customers cross-shopped many different categories from everyday essentials to stocking stuffers⁹





Walmart customers shopping Apparel for the holidays also purchased⁹

Online

1. Men's activewear
2. Men's sportswear
3. Mens' underwear
4. Women's trend
5. Men's socks
6. Women's shoes
7. Women's activewear
8. Men's sleepwear
9. Men's young adult
10. Women's sleepwear

In-store

1. Womens' young adult
2. Men's sportswear
3. Womens' socks
4. Women's sleepwear
5. Men's underwear
6. Men's activewear
7. Men's socks
8. Women's underwear
9. Women's activewear
10. Men's young adult



Tips for turning insights into action

Search

- If you are launching a new or seasonal product, **Sponsored Brands** can help you get discovered. The keyword or category-targeted placement can help products that may not have high organic search rankings.

Display

- Invest in **Offsite Walmart DSP** campaigns to build awareness of your product & association with its availability at Walmart at the very beginning of their shopping journey & drive qualified traffic to your product pages or brand pages & shelves.

In-store

- **Maximize impressions** for your next awareness campaign by combining in-store audio ads, **TV Wall** & **Self-checkout ads** to raise awareness about your latest holiday products available in Walmart stores.



Electronics

Why Walmart customers said they chose Walmart for their gifting needs this year:¹⁰

“Great shopping experience no matter which platform I use.”

“Great selection. Can get variety of products without having to go to multiple locations or websites.”

“They have everything I need in one location.”



Last year, Walmart customers purchased 55-inch, 65-inch & 75-inch TVs for gifts later in the holiday season¹¹

Top Electronics holiday keywords on Walmart.com¹¹

🔍

TVs	Roku
Laptop	Printer
Smart TV	Bluetooth speaker
Tablets	65-inch TV
Headphones	75-inch TV

• Non-branded



Electronics customers, across channels, heavily cross-shopped practical gifts & home necessities during December, buying gifts & preparing their homes for hosting & entertaining¹²

Walmart customers shopping Electronics for the holidays also purchased¹²

Online

1. Protection
2. Wireless accessories
3. Video game hardware & accessories
4. Activities supplies
5. Lighting & fasteners
6. Blasters & RC (toys)
7. Office supplies
8. Kids crafts & jewelry making
9. Adult bedding
10. Writing office boards

In-store

1. Batteries
2. Office supplies
3. Wireless accessories
4. Lighting & fasteners
5. Activities supplies
6. Games & electronics (toys)
7. Art & adults crafts
8. Power & cleaning
9. Writing office boards
10. Planners & calendars



Tips for turning insights into action

Search

- Identify new keywords related to your items' category, brand, etc. that align with your holiday item sets by using **keyword recommendations**.

Display

- Use In-Flight Reporting, like **New Buyers** metrics, to develop & refine media strategies to help attract new customers or maintain brand loyalty with existing customers.

In-store

- Influence in-store point-of-purchase & future decisions. Remind customers of your product with **Self-checkout ads**. **Closed-loop Measurement** can verify when Self-checkout ads influence a later purchase on our digital properties or future in-store visits.



Wireless



Later in the holiday season, items such as smart watches & tablets are top of mind for Walmart customers shopping for gifts¹⁴

69% of Walmart customers surveyed chose Walmart for their 2022 wireless holiday shopping because of our low prices¹³



Top Wireless holiday keywords on Walmart.com¹⁴

Q Wireless

Straight Talk phones	iPhone 14 pro case
iPhone14 pro max case	Phones
iPhone 13 pro max case	Unlocked cell phones
iPhone charger	Tablets
iPhone 11 case	Smart watch
	• Non-branded

In-store Walmart customers were focused on holiday hosting essentials while online customers heavily cross-shopped electronic giftables¹⁵



Walmart customers shopping Wireless for the holidays also purchased¹⁵

Online

- | | |
|-------------------------|----------------------------|
| 1. Audio | 6. Electronic cables |
| 2. Tables | 7. Computing |
| 3. Gaming software | 8. Writing & office boards |
| 4. Beauty accessories | 9. Fashion jewelry |
| 5. Computer accessories | 10. Women's socks |

In-store

- | | |
|--------------------------------|-------------------------------------|
| 1. Christmas trim a package | 6. Hot foods |
| 2. Lighting & fasteners | 7. Seasonal textiles |
| 3. Small pet durables | 8. Book & magazines |
| 4. Auto batteries & electrical | 9. Hydration & children's tableware |
| 5. Art & adult crafts | 10. Tools |



Tips for turning insights into action

Search

- Check on your **customer reviews**, which can provide more descriptive ways to generate positive feedback, helping your listing quality score & building customer trust. Participation in programs like Walmart's SparkReviewer or syndicated offerings from companies like Bazaarvoice can help garner net new ratings & reviews faster.

Display

- Include a minimum of 25-100 items in your **item set**. Including more items is best to help ensure you see the full effect of your campaign across your product catalog.

In-store

- Complement your display efforts with consistent messaging & creative across your **in-store screens** to drive brand recall for shoppers when they come to Walmart stores for their holiday shopping.

Gaming



Nearly **one-third** of Walmart customers surveyed said they expect to purchase Gaming products at Walmart in stores or online during the 2023 holiday season²



Top Gaming holiday keywords on Walmart.com¹¹

🔍 Gaming

PS5	Xbox Series X
Nintendo Switch	Xbox
Nintendo Switch games	Funko Pop
PlayStation 5	PS5 console
PS5 console	PS4 games

• Non-branded

Last holiday season, Walmart Gaming customers searched for games and hardware across a variety of brands¹¹



Video game customers across channels heavily cross-shopped toys, electronics, & other giftable items during the holiday season¹²

Walmart customers shopping Gaming for the holidays also purchased¹²

Online

- | | |
|---------------------------|--------------------------|
| 1. Toy action figures | 6. Sports play |
| 2. Headphones | 7. PC gaming accessories |
| 3. Toy construction | 8. Collectibles |
| 4. Radio control vehicles | 9. Fine art |
| 5. Home office | 10. Wrist-worn wearables |

In-store

- | | |
|------------------------|---------------------------|
| 1. Video game software | 6. Sports play |
| 2. Toy action figures | 7. Interactive toys |
| 3. Toy construction | 8. Headphones |
| 4. Collectibles | 9. Men's graphic t-shirts |
| 5. Seasonal gifts | 10. Toys miscellaneous |



Tips for turning insights into action

Search

- Maintain an “always-on” campaign during the holidays with **automated rules**. Holiday ad spend is rarely even-paced & going dark during peak season can be a huge miss. Monitor your in-flight campaigns & take immediate budget & bid adjustments to help prevent going offline. Increase the daily budget cap during peak sales periods to help capture more sales during higher site traffic or events. Use the bulk feature to apply these rules to multiple seasonal campaigns easily.

Display

- Lean into expanded targeting options. Utilize **macro-contextual targeting** to reach adjacent category purchasers (e.g. target video game console customers for a headphone brand). Or use persona audience targeting to target customers based on their interests.

In-store

- To help drive discovery & conversion, consider in-store demos by offering product samples to customers as they walk through the store.

Pets



More consumers are adding their pets to their holiday shopping list¹⁶

74%

Of pet owners like it when brands help them celebrate special occasions with their pet

82%

Of pet owners like to spoil their pets with new items such as toys & clothing

Popular holiday gifts Walmart customers purchased for their pets last year¹⁷



Top Pets holiday keywords on Walmart.com¹⁸

Dog food

Cat food

Dog treats

Cat litter

Dog toys

Wet cat food

Dry cat food

Cat toys

Cat treats

Dog bed

• Non-branded

Pet customers across channels heavily cross-shopped food & beverage, and household items during the holiday season¹⁹



Walmart customers shopping Pets for the holidays also purchased²⁰

Online

- | | |
|-----------------------------|------------------------|
| 1. Cultures & spreads | 6. Laundry |
| 2. Household paper | 7. Frozen meals |
| 3. Hot beverage | 8. Convenient cleaning |
| 4. Lunch solutions | 9. Haircare |
| 5. Chilled baking & spreads | 10. Snack cakes |

In-store

- | | |
|-------------------------------------|-------------------------|
| 1. Household paper | 6. Waste management |
| 2. Hot beverage | 7. Lighting & fasteners |
| 3. Seasonal candy | 8. Batteries |
| 4. Cards, wrapping paper & stickers | 9. Flameless fragrance |
| 5. DIY accessories | 10. Candles & incense |



Tips for turning insights into action

Search

- Item health is the foundation of discoverability. Regularly review & optimize the content on your item listings. A [quality item listing](#) can help improve efficiency, increase discoverability & gain repeat customers.

Display

- **Complement your Sponsored Search campaigns with Display.** Use [Contextual](#), [Keyword](#) & [Propensity](#) targeting to reach in-market shoppers searching for items & potentially reaching switchers & brand loyalists.

In-store

- Complement your display efforts with consistent messaging & creative across in-store screens to drive brand recall for shoppers when they come to Walmart stores to do their holiday shopping.

There's no time like the present. Download our [2023 Holiday Customer Insights Guide](#) for additional insights & best practices. Get more tips & tricks for better performing Sponsored Search advertising campaigns [here](#).



SOURCES

¹Source: Walmart First-Party Data, May 2023, “Holidays 2023 Seasonal Survey,” Walmart Customer Spark Community, provided by Walmart Luminate.

²Source: Numerator “2023 Holiday Intentions Preview,” January 2023.

³Source: Walmart First-Party Data, June 2023. Reflecting November 23, 2022 – November 28, 2022 data.

⁴Source: Walmart First-Party Data, April 2023, “Holiday Gifting Lookback Survey: Toys,” Walmart Spark Community, provided by Walmart Luminate.

⁵Source: Walmart First-Party Data, June 2023. Reflecting November 1, 2022 – January 31, 2023 data.

⁶Source: INPD Decision Key, June 2023. Reflecting November 2022 – December 2022. Walmart First-Party Data, June 2023. (Includes units sold both online and in-store).

⁷Source: Walmart First-Party Data, June 2023. Reflecting November 2022 – December 2022 data.

⁸Source: Walmart First-Party Data, June 2023. Reflecting October 2022 – January 2023 data.

⁹Source: Walmart First-Party Data, May 2023. Reflecting November 2022 – January 2023 data.

¹⁰Source: Walmart Spark Panel, February 2023. Data was collected through an online survey distributed to customer panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech.

¹¹Source: Walmart First-Party Data, May 2023. Reflecting October 1, 2022 – December 31, 2022 data.

¹²Source: Walmart First-Party Data, May 2023. Reflecting December 2022 data.

¹³Source: Walmart First-Party Data, March 2022. Walmart Customer Spark Community, provided by Walmart Luminate.

¹⁴Source: Walmart First-Party Data, June 2023. Reflecting October 1, 2022 – December 31, 2022 data.

¹⁵Source: Walmart First-Party Data, June 2023. Reflecting November 2022 – January 2023 data.

¹⁶Source: Mintel, Americas Pet Owners / Pet Supplies U.S., 2022.

¹⁷Source: Walmart First-Party Data, Reflecting July 2022 – March 2023 data.

¹⁸Source: Walmart First-Party Data, Reflecting October 29, 2022 – December 31, 2022 data.

¹⁹Source: Walmart First-Party Data, June 2023. Reflecting November 1, 2022 – January 31, 2023 data.

²⁰Source: Walmart First-Party Data, September 2023. Reflecting November 1, 2022 – January 31, 2023 data.

NO ENDORSEMENT OF 3RD PARTY DATA SOURCES