



2023 Holiday Category Insights: *Entertaining*

Develop an omnichannel strategy
worth celebrating



Nothing brings people together like the holiday season. From decking the halls to hosting festive dinners with friends and family, customers can find what they need to be the life of the party at Walmart. With over half of surveyed Walmart customers planning to celebrate the holidays with a large at-home gathering,¹ Walmart Connect is helping advertisers craft campaigns that can inspire even the most skilled hostess.

Make this holiday season one to remember for you & your customers with the help of Walmart Connect. Get the party started with the latest insights from the top hosting & entertaining categories.



Food & Beverage



Walmart will be a top destination for holiday grocery shopping¹

84%

Of surveyed Walmart customers plan to buy food and beverage products during the holiday season

69%

Of these food and beverage customers will buy snacks and candy



Last year, Food & Beverage staples were the most popular items on customers' shopping lists as they planned holiday meals²



Bread



Christmas candy



Milk



Cheese



Snacks



Cereal



Chips



Ice cream



Eggs



Butter

Walmart customers shopping Food & Beverage items for the holidays also purchased³

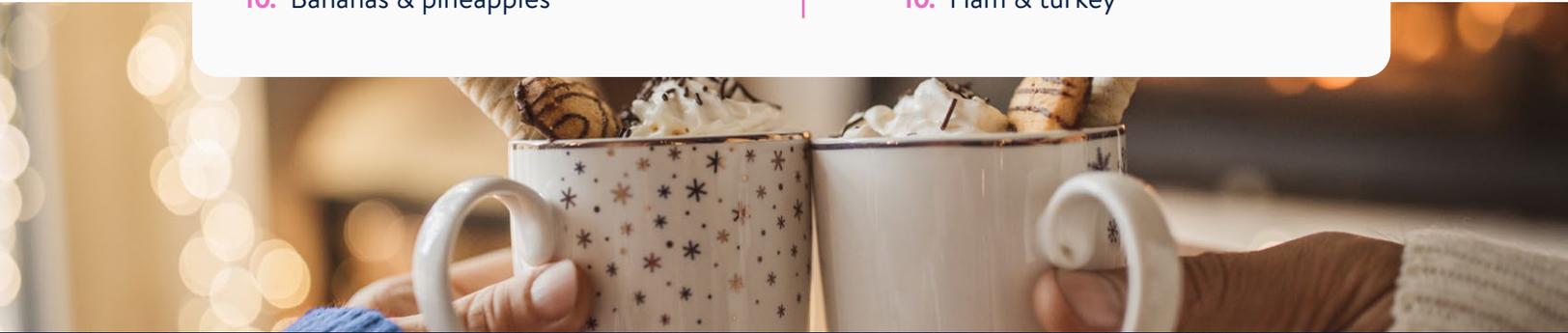


Online

1. Dairy milk
2. Bread & buns
3. Cheese
4. Culture & spreads
5. Eggs
6. Cooking vegetables
7. Potatoes, onions, garlic
8. Frozen breakfast food, pizza & bread
9. Lunch solutions
10. Bananas & pineapples

In-store

1. Cultures & spreads
2. Tabletop group
3. Chilled baking & spreads
4. Seasonal candy
5. Packaged vegetables
6. Convenient cleaning group
7. Cards, wrapping paper & stickers
8. Protein snacks
9. Pet health
10. Ham & turkey



Tips for turning insights into action

Search

- Capture the attention of holiday shoppers with **Sponsored Videos**. The new, enriched format provides movement & sound to highlight your products directly within search results.

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

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

Home Decor



Last holiday season, the Home Decor category saw online sales increase from the year prior²

+7.4%

Online units
YOY increase

Walmart.com customers purchase candles and throw pillows a week before Thanksgiving to prepare and refresh their homes for hosting⁴



Top Home Decor holiday keywords on Walmart.com²

Q Home Decor|

- | | |
|-----------------------------|----------------|
| Curtains | Floor lamp |
| Candles | Mirror |
| Wax melts | Wax warmers |
| Rugs | Area rugs |
| Christmas decoration indoor | Picture frames |

• Non-branded

Walmart customers shopping Home Decor for the holidays also purchased³

Online

1. Traditional cleaning group
2. Seasonal candy
3. Household chemicals group
4. Bath & accessories
5. Food & kitchen storage
6. Gadgets & cutlery
7. Christmas trim a home
8. Lighting & fasteners
9. Cosmetics
10. Garment, closet & laundry

In-store

1. Seasonal candy
2. Cards, wrapping paper, & stickers
3. Christmas trim a home
4. Bath & accessories
5. Christmas trim a tree
6. Lighting & fasteners
7. Gadgets & cutlery
8. Food and kitchen storage
9. Small pet durables
10. Hard tabletop



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

- 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

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

Cook & Dine



Last holiday season, the Cook & Dine category saw online sales increase from the year prior²

Top Cook & Dine holiday keywords on Walmart.com²

Search: Cook

Pioneer Woman	Eggs
Air fryer	Pots & pans
Pioneer Woman kitchen	Chips
Microwave	Crock Pot
Coffee maker	Potatoes
	• Non-branded

Why Walmart customers surveyed said they choose Walmart for their Cook & Dine needs⁶



Walmart customers shopping Cook & Dine items for the holidays also purchased⁴



Online

1. Seasonal candy
2. Baking & mixes
3. Cards, wrapping paper, & stickers
4. Christmas trim a home
5. Christmas trim a tree
6. Food & kitchen storage
7. Lighting & fasteners
8. Party supply
9. Small pet durables
10. Bath

In-store

1. Tabletop group
2. Cultures & spreads
3. Batters seasonings
4. Baking & mixes
5. Traditional cleaning group
6. Seasonal candy
7. Ham & turkey
8. Potato stuffing & global cuisine
9. Jello & marshmallows
10. Food & kitchen storage



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 & make 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

- 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

- 71% of Walmart customers said they would consider buying a product after receiving a sample bag.⁷ Surprise & delight Walmart+ customers with a holiday treat while simultaneously boosting your chances of having a customer try your product while they are in-store.

Help yourself to our 2023 Holiday Customer Insights Guide for additional tips & best practices. Optimize your Sponsored Search advertising campaigns for maximum impact [here](#).



SOURCES

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

²Source: Walmart First-Party Data, September 2023. Reflecting October 29, 2022 – December 31, 2022 data.

³Source: Walmart First-Party Data, September 2023. Reflecting November 1, 2022 – January 31, 2023 data.

⁴Source: Walmart First-Party Data, September 2023. Reflecting October 1, 2022 – November 19, 2022.

⁵Source: Walmart First-Party Data, April 2023. Reflecting January 29, 2022 – January 21, 2023 data.

⁶Source: Walmart First-Party Data, April 2023, "Cook & Dine Short Survey," Walmart Customer Spark Community, provided by Walmart Luminate. Study conducted by the Walmart Connect Media Insights Survey team.

⁷Source: Walmart OPD Customer Satisfaction Survey Data, February 2022 – September 2022.