

# Celebrate the Spooky Season at Walmart



Halloween is a spook-tacular time of year that's fun for all ages. From dressing up in costumes to the trick-or-treating candy haul, many families look forward to celebrating and making memories together.

For Walmart customers, shopping interest begins early for Halloween. Searches for Halloween candy began in August indicating shopper intent for Halloween items begins well before the holiday.<sup>1</sup>

Reaching customers during the spooky season shouldn't feel like bobbing for apples. Use the following insights to help optimize and inform your advertising campaigns with Walmart Connect.

## U.S. shoppers went big for the Halloween season in 2022<sup>2</sup>

**\$10.6B**

Projected total spend

**\$100**

Projected spend per customer for Halloween candy, décor, cards and costumes

**\$710MM**

Projected pet costume sales

**TIP**

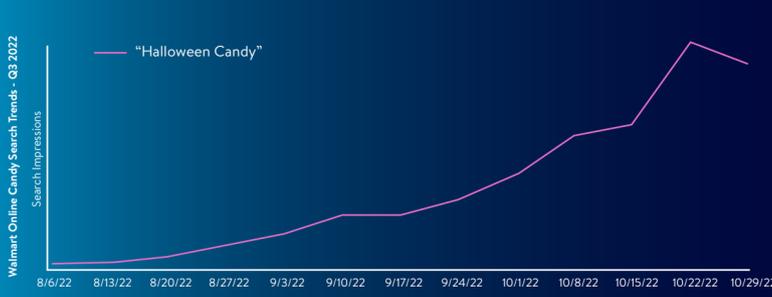
**Plan to increase your presence with display advertising during the Halloween shopping surge.** Use Walmart display advertising to remain top of mind with customers and search advertising to help convert them. Utilizing great imagery of costumes, seasonal candy, and spooky décor helps sway purchase intentions.

## Walmart customers look online for Halloween items

Of the places to shop Walmart products, online was a popular destination for shoppers to make Halloween purchases last year.<sup>3</sup> 81% of Walmart customers surveyed said they visit Walmart online first for shopping ideas and inspiration,<sup>4</sup> which means online Halloween campaigns can influence purchases. Halloween campaigns can also influence purchases in-store, with 76% of surveyed Walmart customers likely to buy products in a Walmart store that they'd seen advertised online at Walmart.<sup>4</sup>

## Walmart customers started searching for Halloween candy early last year<sup>1</sup>

Search trends are an indicator of broader shopper interest. Last year, "Halloween candy" search volume increased steadily throughout the fall, showing shopper intent beginning in August.<sup>3</sup>



**TIP**

**Use Walmart reports to be thoughtful about keywords.** Use the Item and Keyword Performance Report to identify keywords being searched against items in automatic campaigns. Add high-converting keywords into a manual campaign as an exact match, as we know this is what customers are searching for.

Last year, "Halloween Candy" was the second most-searched term within the Food and Beverage category by the last week of August 2022, surpassing 'Candy' to reach the number one spot by the first week of October<sup>1</sup>

### Top Halloween candy search terms on Walmart.com<sup>1</sup>

Candy	Halloween snacks
Halloween candy	Candy corn
Chocolate	Skittles
Halloween treats	Halloween food
Candy bars	Reese's

## 2022 Candy Basket Analysis

### How Halloween candy baskets stacked up online vs. in-store

- Walmart customers shopping for Halloween candy online also purchased<sup>1</sup>**
- Baking
  - Breakfast foods and pies
  - Cookies and sweet goods
  - Fresh bread and donuts
  - Frozen ice cream / bakery
  - Gelatin and marshmallows
  - Protein snacks
  - Shelf stable cakes
  - Snack cakes
  - Value sweets

- Walmart customers shopping for Halloween candy in-store also purchased<sup>1</sup>**
- Baking and mixes
  - Chilled baking and spreads
  - Cookies and crackers
  - Cultures and spreads
  - Hot beverages
  - Meat / cheese / table-ready salads
  - Protein snacks
  - Quick and wholesome snacking
  - Salty snacks
  - Snack cakes

In addition to candy, customers also purchased a diverse basket of food and beverage items in the weeks leading up to Halloween.

**TIP**

**Promote multiple variants, including seasonal items!** Advertise any item within your catalog beyond the primary variant, including size and color variations, to help increase discoverability and sales. Be sure to add seasonal SKUs and top-performing Halloween items.

## Top Halloween costumes in the country in 2022<sup>2</sup>



### Top Halloween costume search terms on Walmart.com<sup>5</sup>

Halloween costumes for women	Toddler Halloween costumes	Costume
Halloween costumes for girls	Kids Halloween costumes	Toddler costume
Halloween costumes for boys	Adult costumes	Halloween costumes for kids
Adult Halloween costumes	Halloween mask	Way to celebrate Halloween
Womens Halloween costumes	Baby Halloween costumes	Halloween accessories
Halloween costumes for men	Kids costumes	Womens costumes
Plus size Halloween costume women	Costumes	

Data from September-October 2022

### Top Halloween décor search terms on Walmart.com<sup>5</sup>

Halloween decoration	Halloween decorations outdoor	Nightmare Before Christmas
Halloween inflatables	Skeleton	Pumpkin décor
Way to celebrate Halloween	Outdoor Halloween decorations	Fall décor
Halloween décor	Halloween decorations	Halloween outdoor decoration
Halloween lights	Pumpkin	Halloween decoration indoor
	Way to celebrate!	

Data from September-October 2022

### Top Halloween pet costumes search terms on Walmart.com<sup>5</sup>

Dog costumes	Halloween dog costumes
Dog Halloween costumes	Pet costume
Dog costume	Pet costumes for dogs

Data from September-October 2022



Grab your broomstick and clean up your Halloween campaigns using these wickedly awesome best practices

### Best practices

- Reach more customers and hold attention longer with ads.** As site traffic increases, plan to increase bids and budgets to take advantage and have your ad seen by more customers.
- Use Suggested Bid to remove bidding guesswork.** You have Halloween inventory you want to promote, but don't know what you should bid to stay competitive in the auction. Suggested bids gives you the average winning bid for similar ads like yours. Use this tool to help you increase the probability of your items winning the auction.
- Influence in-store point-of-purchase and future decisions.** Show up at checkout to remind customers of your product with Self-checkout ads. Our Closed-loop Measurement can even verify when Self-checkout ads influence a later purchase on our digital properties or future in-store visits.

Contact our team today to start planning your Halloween campaigns with Walmart Connect

CONTACT US

### Sources

<sup>1</sup>Source: Walmart First-Party Data, March 2023. Reflecting August - October 2022 data.  
<sup>2</sup>Source: National Retail Federation, September 2022, Halloween Participation Returns to Pre-Pandemic Levels with Record Spending.  
<sup>3</sup>Source: Walmart First-Party Data, FY23 Q3.  
<sup>4</sup>Source: Walmart First-Party Data, Walmart E-Commerce Claims Custom Survey, Walmart Customer Spark Community, provided by Walmart Luminator; survey conducted by the Walmart Connect Media Insights Survey team, June 2023.  
<sup>5</sup>Source: Walmart First-Party Data, June 2023. Reflecting August 27 - October 28, 2022 data. Based on volume of item impressions.