

Scintilla

Seasonal Insights



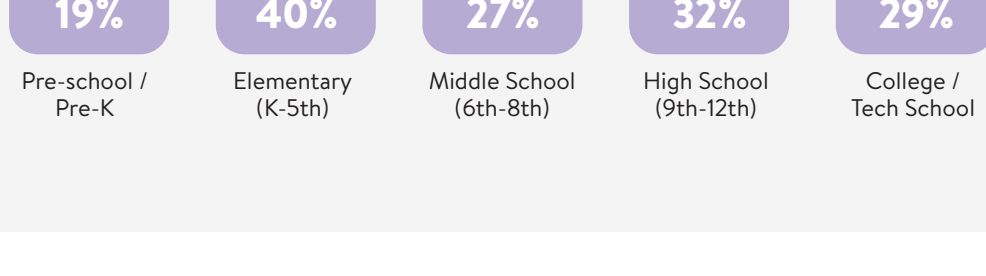
Beyond the bell: Unlock fresh insights to boost your back-to-school strategy

Own the aisle this back-to-school season with Scintilla's insights

The back-to-school season is here. This brings in a critical window when parents and students prepare for the year ahead while managing budgets, supply lists, and shifting schedules. Scintilla's granular insights give suppliers a clear lens into evolving Walmart customers behaviors, empowering them to act with confidence and agility during this high-intent season. Notably, **55%** of surveyed Walmart customers report being the primary back-to-school decision-maker in their households, highlighting the opportunity for brands to connect directly with these engaged shoppers.

Making the grade: Who Walmart customers are shopping for

Surveyed Walmart customers are shopping across all age groups this school year, providing a clear view of who is driving demand during back-to-school season.



The back-to-school countdown: When shoppers buy

Back-to-school shoppers aren't making a single mad dash. Instead, they are spreading purchases across July and August, blending in-store visits to confirm quality with online channels for convenience. In fact, **75%** of surveyed Walmart customers said they shop over several days or weeks. By understanding these patterns, suppliers can better time promotions and inventory to meet demand throughout the season.



Insight tips

TIP 1

Tap into the **Scintilla Shopper Behavior Hourly / Daily Report** to analyze customer and sales trends by day and hour to identify peak shopping windows from recent weeks—giving you the insight they need to plan smarter for stock levels, staffing, and in-store activations during high-traffic periods.

TIP 2

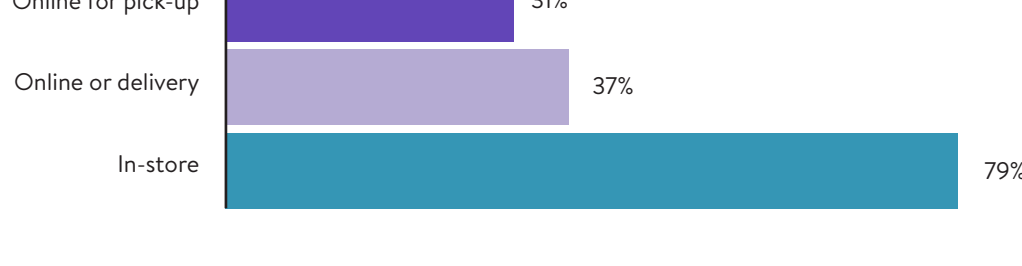
Use **Scintilla Insights Activation's** customizable audiences to target Walmart shoppers based on loyalty, price sensitivity, and demographics—helping you attract new back-to-school buyers and deepen loyalty with just a few clicks through direct integration with **Walmart Connect**.

Aisles & apps: Where back-to-school shoppers check off their lists

Many surveyed Walmart customers (**79%**) prefer shopping in-store for back-to-school, driven by the need to see and touch items, ensure product availability, and catch in-store promotions.

Yet, convenience still shapes the season: **37%** of surveyed Walmart shoppers opt for online delivery, while **31%** choose online pickup to streamline their lists. Understanding these cross-channel behaviors helps suppliers align inventory and promotions to meet shoppers wherever they are.

How Walmart shoppers prefer to buy back-to-school items



Insight tips

TIP 1

Use Scintilla's D-1 Hourly data, now available via **Cloud Feeds**, to track near real-time Walmart store transactions across channels—including pickup and delivery. With visibility into key OPD metrics like nil picks, first-time pick rates, and substitutions, brands can respond faster, optimize fulfillment, and ensure the right inventory is in place before demand peaks.

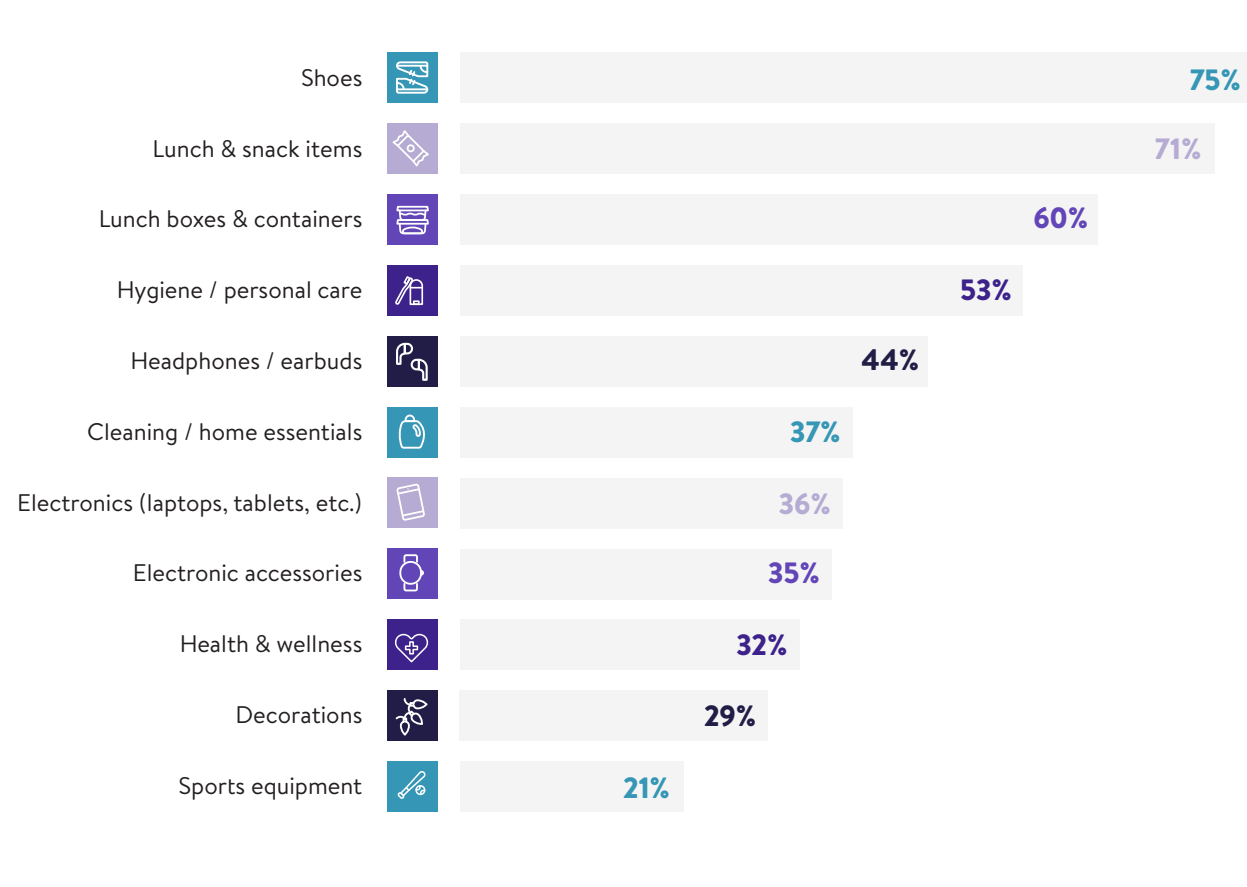
TIP 2

Use **Scintilla Digital Landscapes** insights to track online trends and align your promotions, inventory, and placement to capture back-to-school demand as it turns into online and in-store sales.

What's in the cart: Back-to-school essentials families stock up on

Backpacks, lunch boxes, snacks, and tech accessories all find their place in baskets during this season. Scintilla helps suppliers identify which categories see heightened activity and align promotions to meet families' readiness to buy while delivering ease and value.

What Walmart shoppers add to their carts for back-to-school



During the back-to-school season, surveyed Walmart customers report purchasing more across several key categories compared to other times of the year. Despite these seasonal changes, nearly half (**48%**) of surveyed customers plan to spend about the same as last year, underscoring the importance of delivering value while meeting demand across these categories.

What Walmart shoppers buy more of during back-to-school



Insight tips

TIP 1

Before your new products hit the shelf, use **In-Home Usage Tests (IHUTs)** to refine new products with real Walmart shopper feedback—so you launch with confidence and meet families' need for value and convenience this season.

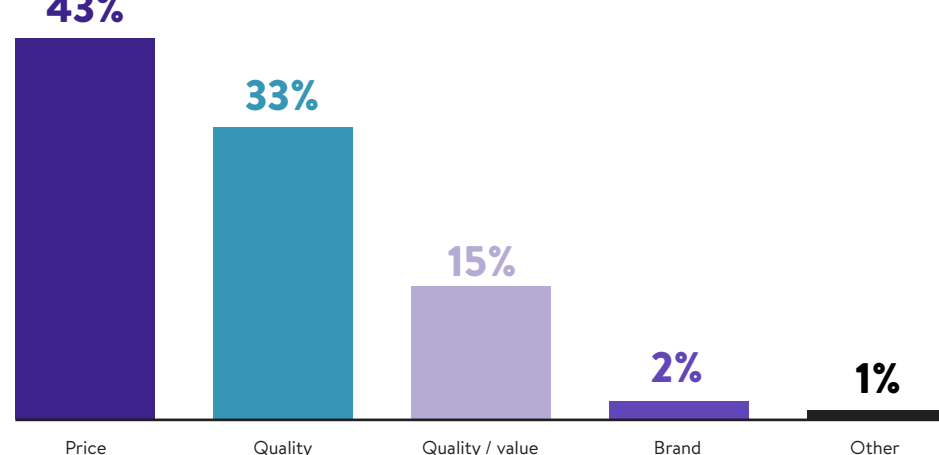
TIP 2

Use Item Affinity available in **BI Link for Scintilla** to analyze which products are most often purchased alongside yours to spot natural product pairings to refine your cross-selling strategies.

What seals the deal: Why shoppers choose new brands

Price and quality remain top motivators for back-to-school shoppers, who rely on reviews, ads, and in-store signage to guide their choices.

What matters most to Walmart shoppers for back-to-school



In fact, **68%** of surveyed Walmart customers say they are likely to try a new product or brand if it's part of a promotion or bundle.

Content and promotions that help shoppers decide during back-to-school



Insight tips

TIP 1

Leverage the **Scintilla Shopper Behavior Trial & Repeat Report** to see how shoppers are trying and re-buying your products during the back-to-school season. Identify which promotions or new launches are driving first-time buyers—and more importantly, who's coming back for more.

TIP 2

Leverage the **Report Builder Future Valid Item/Store** report to see where and when your items are planned to be valid across Walmart stores in the next 14 weeks to inform planning for pipeline volume and monitoring for mod changes within stores.

Connect with our team to unlock fresh opportunities, enhance your retail readiness, and fuel your brand's success this season.

Walmart Data Ventures