

Scintilla

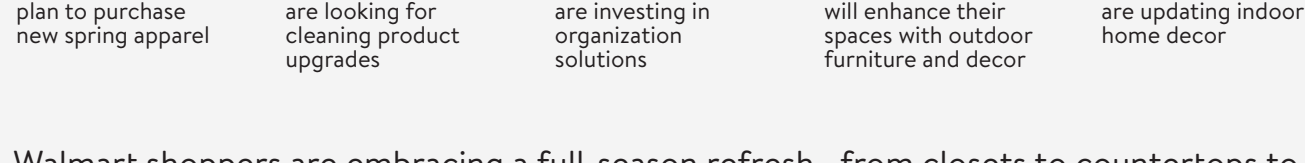
Seasonal Insights



Spring forward: power your strategy with fresh consumer insight

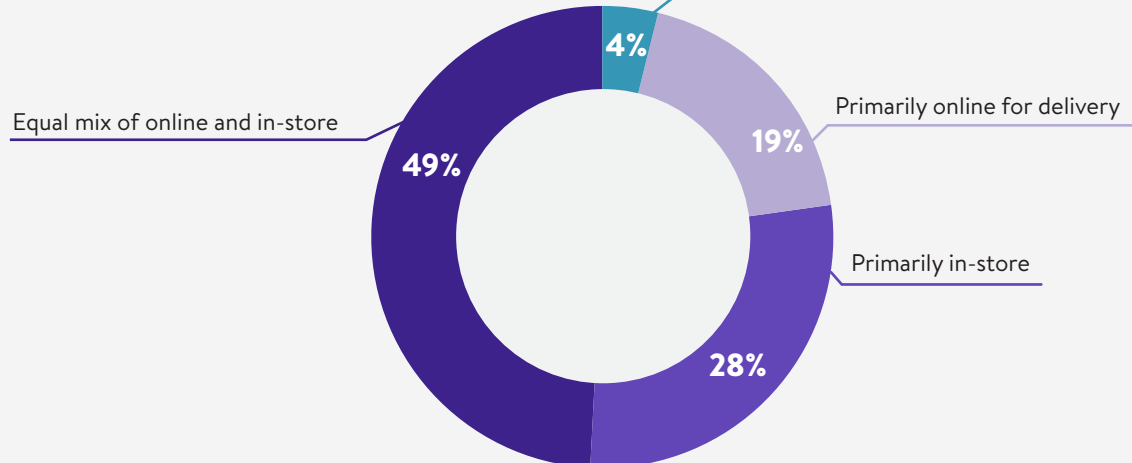
Spring reset in full bloom: 75% of surveyed Walmart customers plan to refresh their homes, wardrobes, or outdoor spaces¹

Spring refresh priorities for Walmart customers



Walmart shoppers are embracing a full-season refresh—from closets to countertops to patios. With **67%** of surveyed Walmart customers saying a wide assortment is very or extremely important and **nearly half (49%)** saying they'll shop both online and in-store, it's clear: Today's consumer expects variety, flexibility, and value across every touchpoint during their spring refresh shopping journeys.

Preferred spring shopping channel



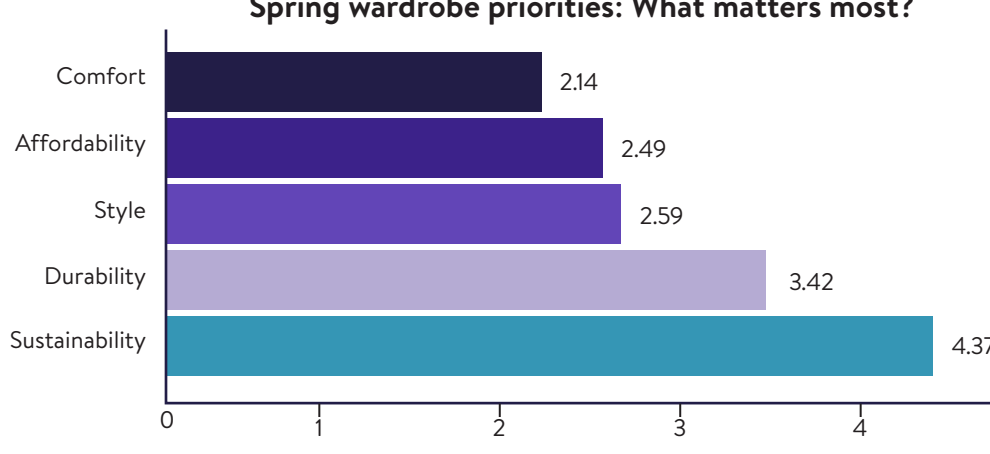
Spring style priorities: comfort comes first

What Walmart customers want most this spring



As Walmart customers refresh their wardrobes this spring, comfort is taking center stage, with affordability and style close behind. **84%** of surveyed Walmart customers plan to buy casual tops and are strongly leaning toward breathable fabrics and activewear. Consumers are choosing ease and versatility as their go-to seasonal staples.¹

Spring wardrobe priorities: What matters most?



Insight tips

TIP 1

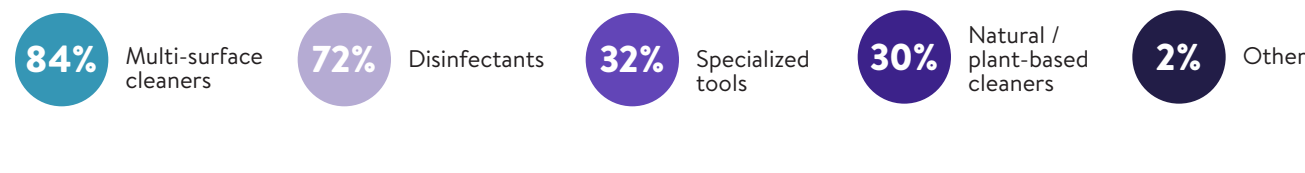
Use **Scintilla Shopper Behavior Cross Shop Report** to analyze purchase frequency and basket composition across spring apparel categories to uncover how shoppers are combining basics, layering pieces, and accessories to inform bundled assortments and cross-category promotions that drive basket growth.

TIP 2

Leverage **Scintilla Digital Landscapes** to track [Walmart.com](#) search trends and engagement with emerging styles, fits, and colors. Use these insights to refine seasonal product offerings and build targeted advertising strategies that meet demand in real-time.

Spring restock: Walmart customers are replenishing their cleaning arsenals this spring

Spring cleaning: Products shoppers are seeking



Walmart customers are doubling down on cleanliness, safety, and conscious product choices—restocking their cleaning arsenals with an average plan to purchase three new products. Core staples like multi-surface cleaners (**84%**) and disinfectants (**72%**) top the list, but there's a growing demand for plant-based (**30%**) options.¹ Reinforcing this shift, survey results revealed shoppers need products that are safe for pets, gentle for households, and pleasant-smelling yet effective.

“We have cats, so being pet-friendly is very important.”

– Verified Walmart customer

Insight tips

TIP 1

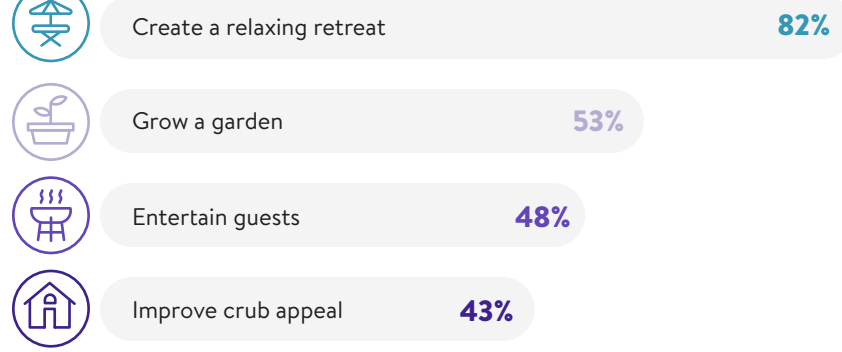
Use the **Scintilla Shopper Behavior Assortment Deep Dive's** Customer Decision Tree to identify the product attributes (e.g., plant-based) or other factors that influence customer purchase decisions in this category. Alternatively, gain insights into customer shopping behaviors—do they shop by brand, pack size, or attributes like “plant-based”?

TIP 2

Unlock new campaigns through **Insights Activation** and launch a campaign within Walmart Connect Ad Center. Focus on awareness and retention for emerging categories like plant-based or specialized tools—helping drive adoption among high-intent audiences.

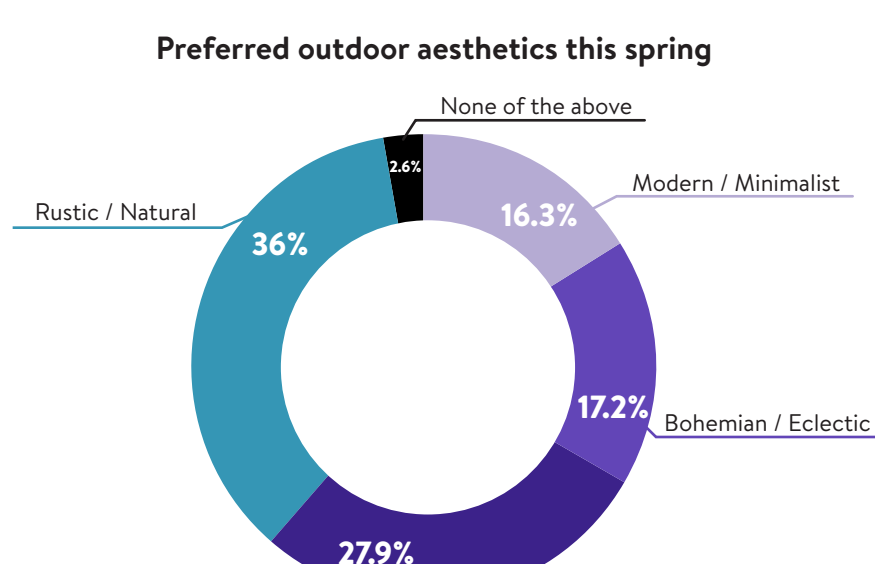
Springtime sanctuary: Walmart customers are seeking relaxation and outdoor vibes

Top outdoor space goals for spring



As households turn their attention to outdoor spaces this spring, relaxation is the top priority. With **82%** of surveyed Walmart customers aiming to create a calming retreat and over half focused on gardening and entertaining, it's clear that consumers are transforming their yards into versatile extensions of home life.¹ Aesthetic preferences lean towards natural and timeless, with rustic and traditional styles leading the way, reflecting a desire for comfort, charm, and connection to the outdoors.

Preferred outdoor aesthetics this spring



Insight tips

TIP 1

Use the **Scintilla Channel Performance Insights Dashboard** to evaluate your brand's performance within the category. Identifying opportunities to grow supplier dollar share and refine your positioning based on where you're winning—or where there's room to gain.

TIP 2

Leverage **Scintilla Customer Perception** surveys and **IHUTs** (In-Home Usage Tests) to gather pre-season feedback on new products and brand messaging. Use these insights to align with shopper expectations around style, quality, and seasonal relevance—helping drive stronger launches and deeper brand connections.

Take action this spring using Scintilla's integrated ecosystem

- To understand evolving shopper behaviors this spring, use **Scintilla Shopper Behavior** to segment customers by demographics and purchase behaviors, enabling tailored campaigns.
- To maximize ROI, use **Scintilla Channel Performance** insights to identify high-performing channels and help focus marketing investments where sales returns are highest.
- To strengthen brand relationships, use **Scintilla Customer Perception** insights to monitor sentiment and address customer issues proactively based on quantitative and qualitative analysis.
- To understand path-to-purchase and trends, use **Scintilla Digital Landscapes** insights to analyze search terms and improve online visibility for relevant shopper searches.
- To quickly activate marketing insights and increase sales, use **Scintilla Insights Activation for Walmart Connect** to uncover opportunities and directly apply them to Walmart Display campaigns.

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

Walmart Data Ventures