# amazon vs. Walmart Holiday Season Summary

11/25-12/30

**Toys** category is the big winner with overall sales exceeding **$3.1B**, it was **no.1** category for Amazon with sales reaching over **$2.7B**.

As always, fashion was big with **Men's & Women's Clothing** reaching sales of **$3.4B** – combined this was a strong play for **Amazon**.

**Target** also bet on toys, as it was their strongest category, accounting for over **30%** of online sales.

Video Games & Consoles raked in over **$440M** in sales from **3 sites**

**Apple** scored with its new **AirPods** with over **$170M** in sales and **1M units** sold. It was the **no.1** product for both **Amazon** and **Walmart**.

Walmart's top category was TVs, making up **20%** of total sales.

**To summarize:**

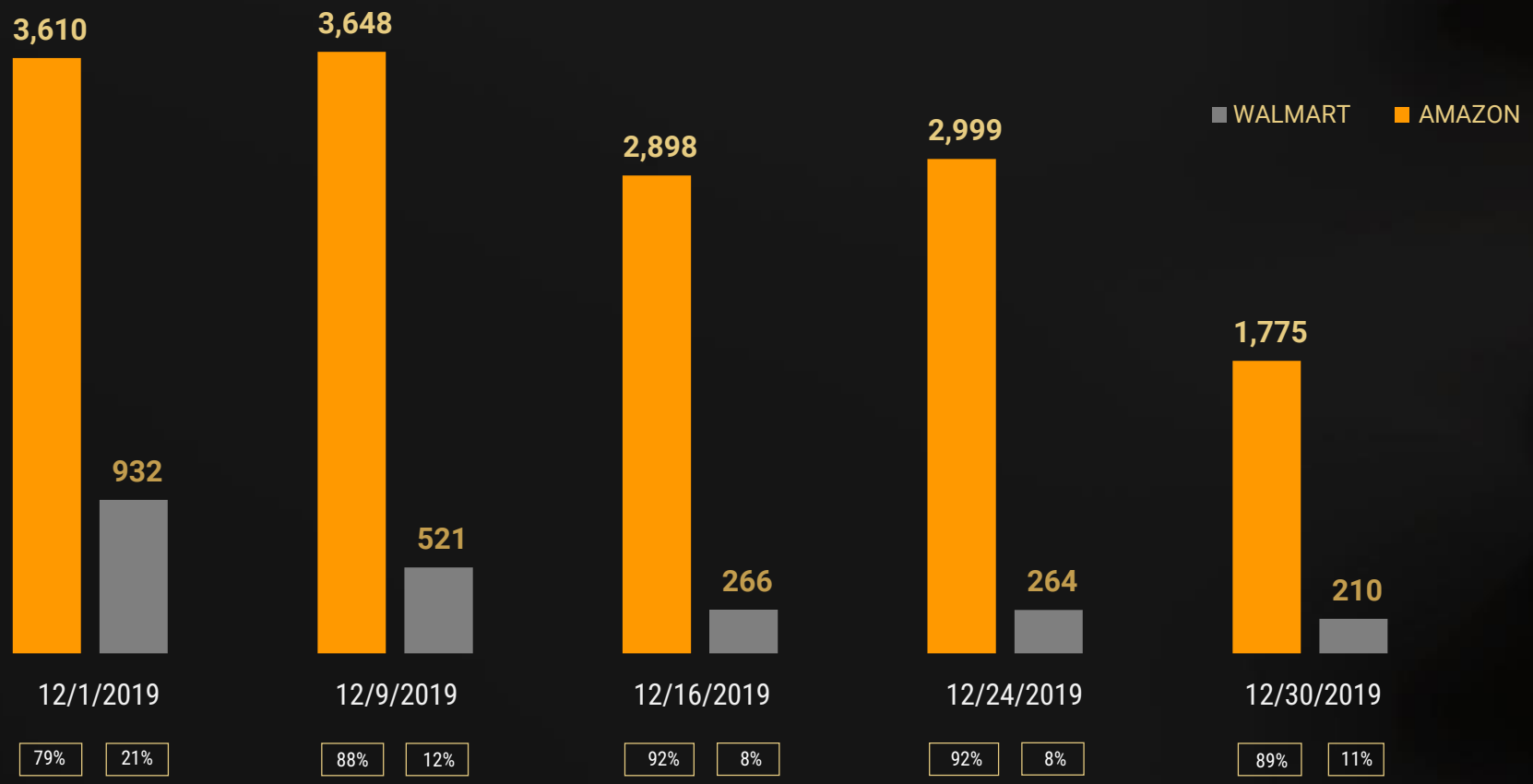
It's hard to compete against giants! In our view Amazon played it well all over the Holiday Season.
We need to give credit for Walmart on its' Black Friday move.

MARKET BEYOND

# amazon vs. Walmart Holiday Season Summary

11/25-12/30

## Weekly Snapshot Amazon vs. Walmart
## Amazon scored it during the holiday season



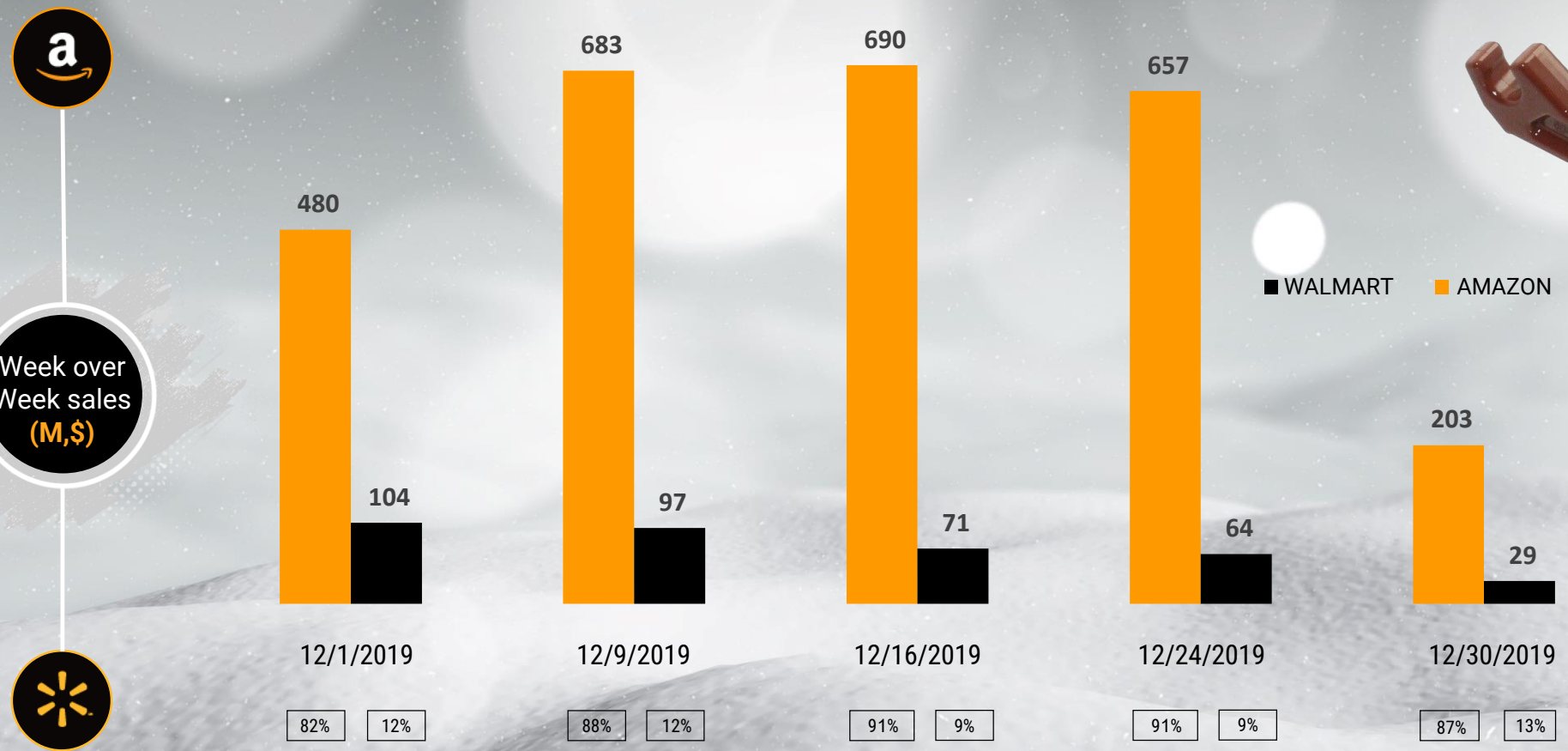
MARKET BEYOND

# amazon VS. Walmart Holiday Season Summary

11/25-12/30

## Top 3 Categories: **TOYS**

Week over Week sales (M,$)



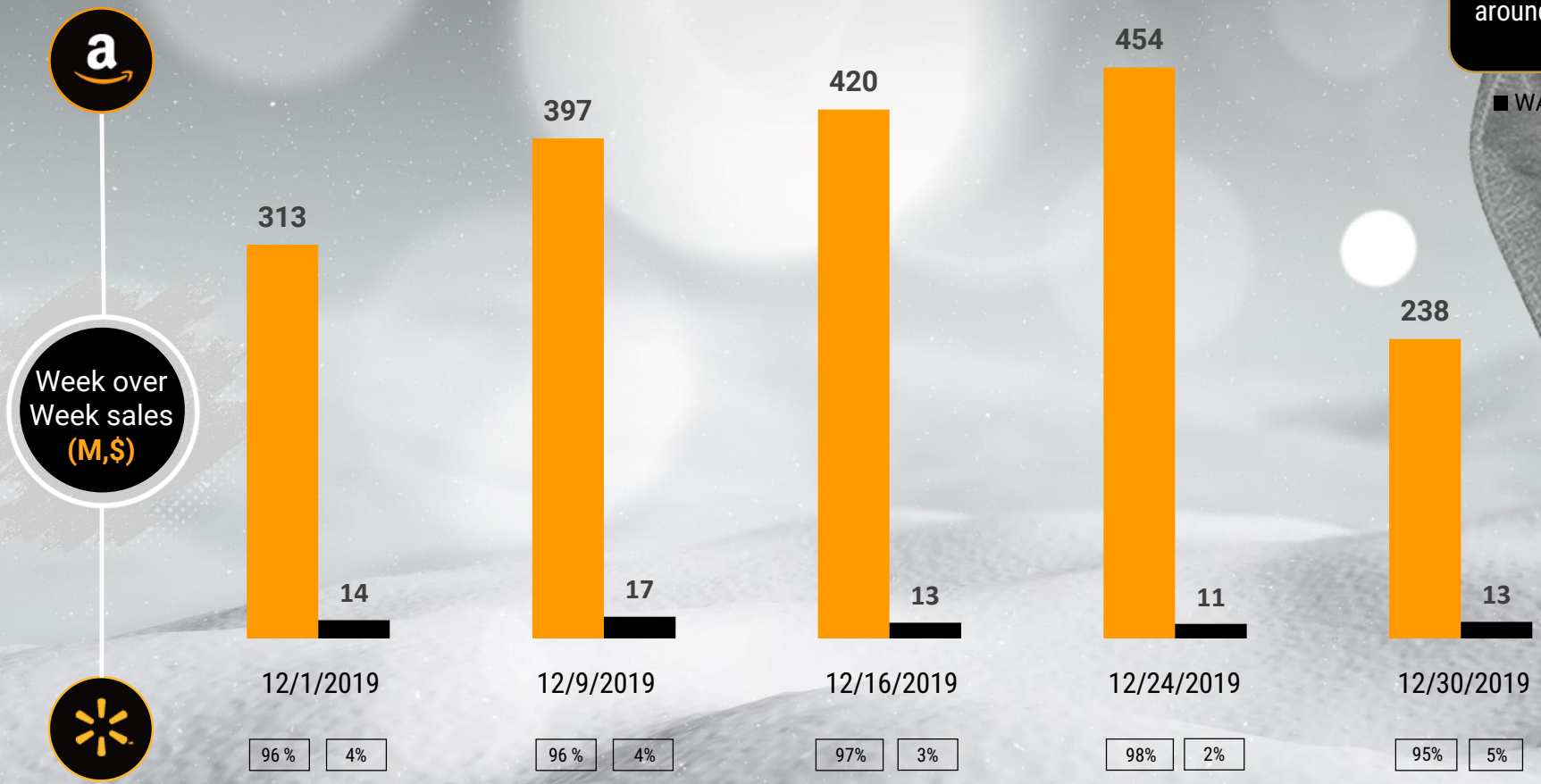
MARKET BEYOND

# amazon VS. Walmart Holiday Season Summary

11/25-12/30

## Top 3 Categories: **WOMENS CLOTHING**

**Walmart** had a very weak play around fashion



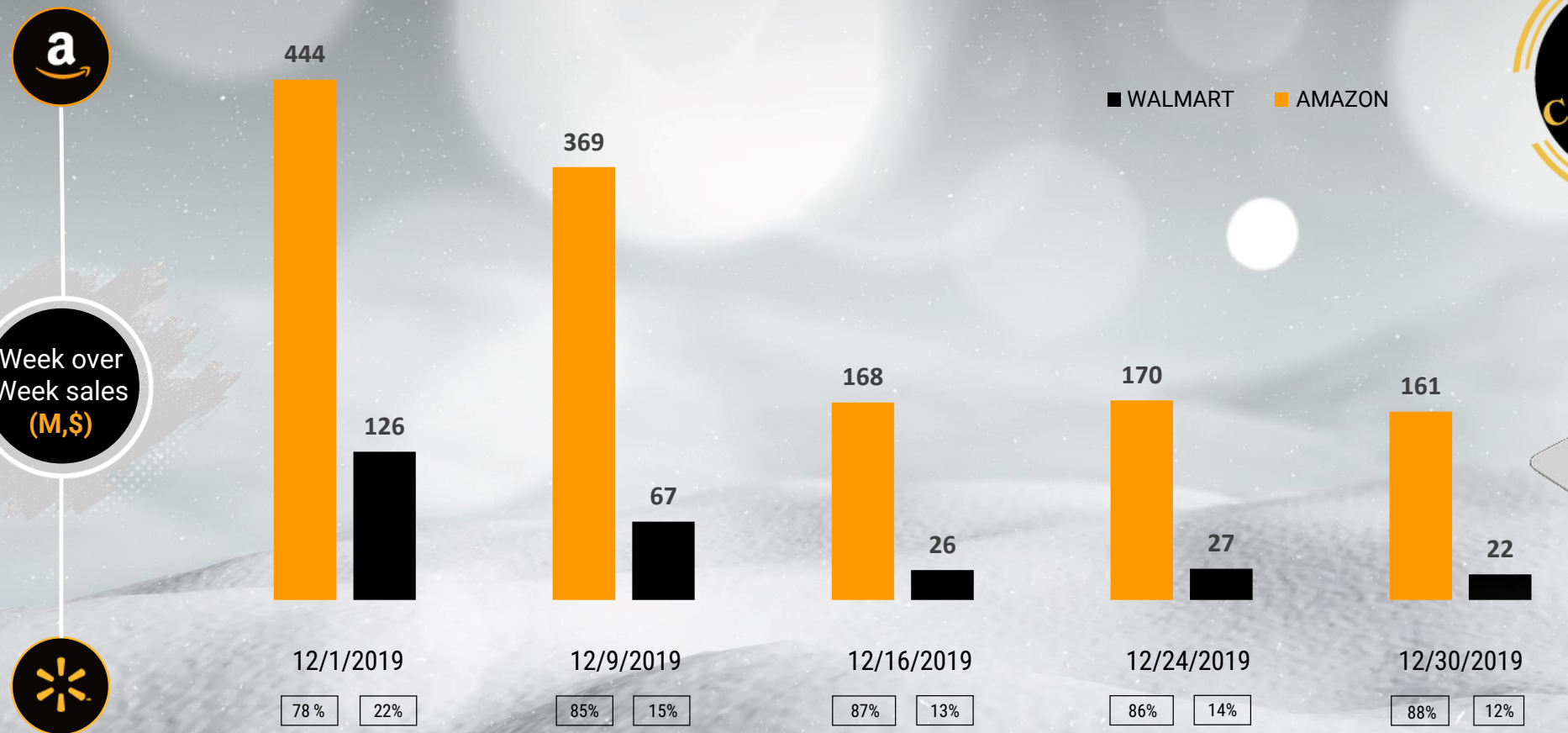
MARKET BEYOND

# amazon VS. Walmart Holiday Season Summary

11/25-12/30

## Top 3 Categories: **LAPTOPS**

Week over Week sales (M,$)

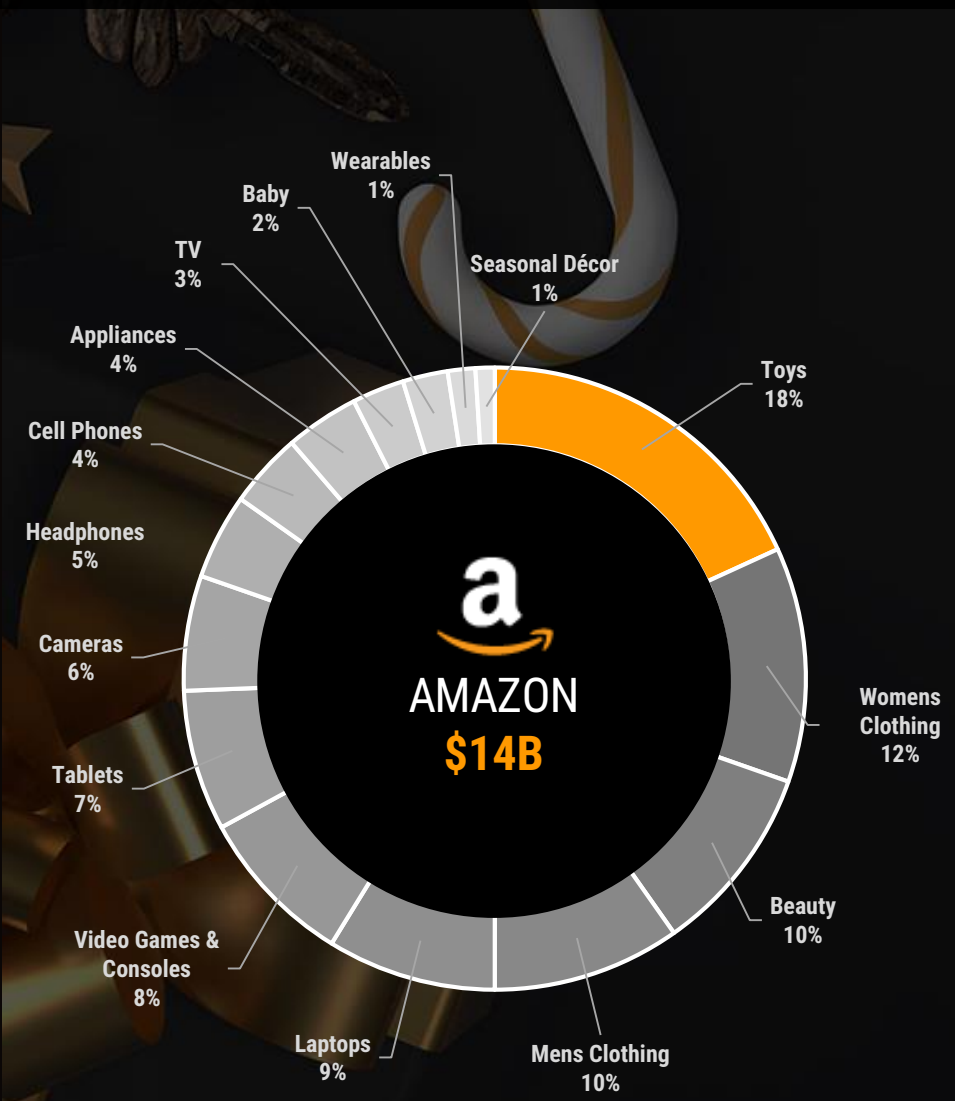


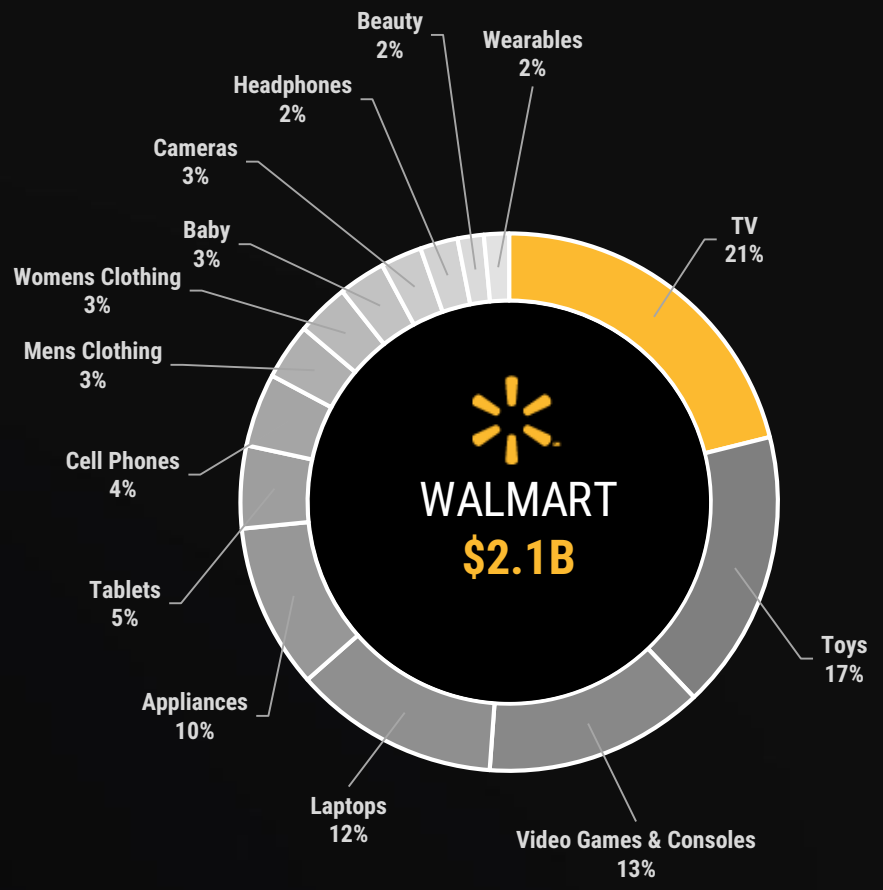

3rd CATEGORY

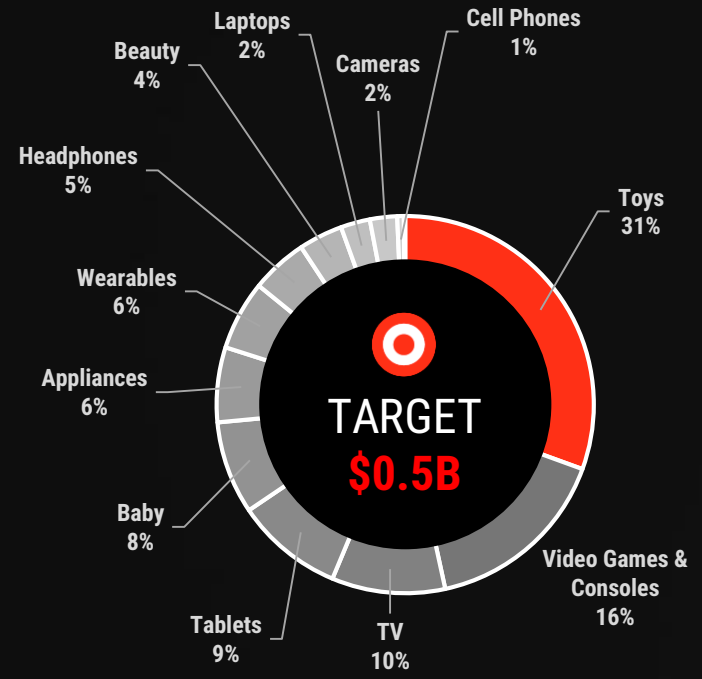
MARKET BEYOND

# amazon vs. Walmart Holiday Season Summary

11/25-12/30




MARKET BEYOND

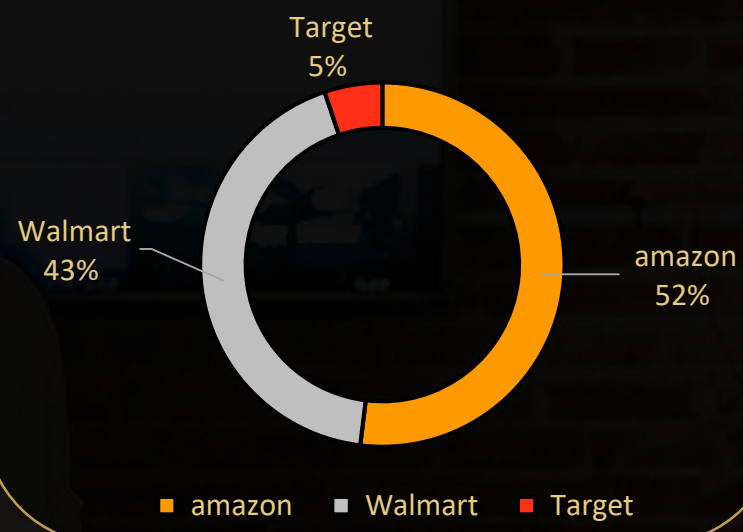
# amazon vs. Walmart Holiday Season Summary

11/25-12/30

Video Games consoles sales

## Nintendo leads in Video Games

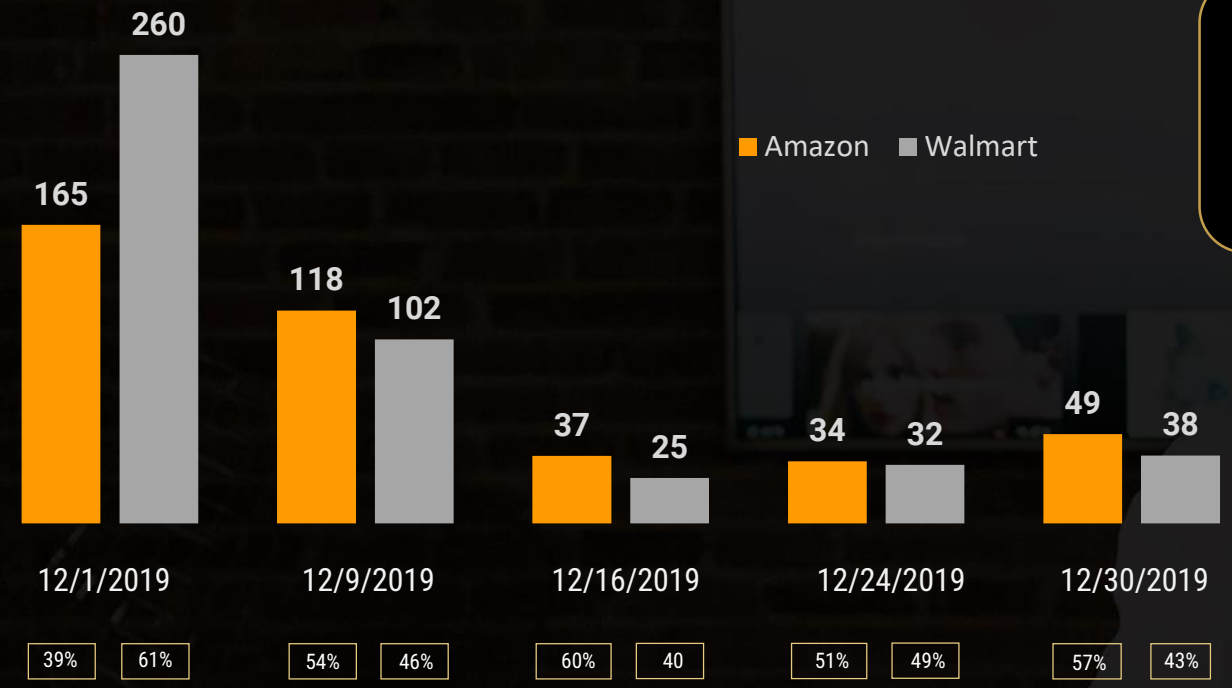
## Holiday Season Video Games Online Retailers Share




MARKET BEYOND

# amazon vs. Walmart Holiday Season Summary 11/25-12/30

## People accessorized their Man Cave with new **TVs**




Top product in TVs was VIZIO 65“ Class V-Series 4K Ultra HD (2160P) HDR Smart TV (V655-G9) (2019 Model) sold on Walmart with sales of **$25M**

Top selling screen size in TVs was 65 inches with **30%** of sales NO. 2 was 55 inches with **19%** of total TVs sales

MARKET BEYOND

# amazon vs. Walmart Holiday Season Summary

11/25-12/30

## Apple hits the $1B from 3 sites Amazon, Walmart and Target

| Brand | Total Sales - Millions | % |
|---|---|---|
| Apple | $1,003 | 6% |
| Samsung | $745 | 4% |
| Nintendo | $533 | 3% |
| HP | $300 | 2% |
| LEGO | $276 | 2% |
| Sony | $237 | 1% |
| Acer | $229 | 1% |
| Lenovo | $225 | 1% |
| Microsoft | $208 | 1% |
| ASUS | $207 | 1% |

# amazon vs. Walmart Holiday Season Summary

11/25-12/30

## Let's not forget the children!

### **Toys** top sellers

For those with newborns – **congratulations**! The most popular products in the Baby category were **Graco convertible car seats**, making up 5 of the top 10 products.

**Top Selling Items**

$37M

**Best-selling Brand**

LEGO

$280M

LOL SURPRISE!

$65M

MARKET BEYOND

# amazon vs. Walmart Holiday Season Summary 11/25-12/30

## Top Products of the holidays

| | | Name | Brand | Category | Sales | Units |
|---|---|---|---|---|---|---|
| walmart.com | 1 | VIZIO 65" Class V-Series 4K Ultra HD (2160P) HDR Smart TV (V655-G9) (2019 Model) | VIZIO | TV | $25,282,470 | 60,176 |
| | 2 | Apple AirPods with Charging Case (Latest Model) | Apple | Headphones | $25,035,643 | 180,710 |
| | 3 | Sony PlayStation 4 1TB Only on PlayStation PS4 Console Bundle, Black | Sony | Video Games & Consoles | $22,878,267 | 104,602 |
| | 4 | HP 14 Laptop, Intel Core i5-1035G1, 8GB SDRAM, 256GB SSD + 16GB Intel Optane memory, Natural Silver, 14-dq1039wm | HP | Laptops | $22,773,663 | 43,268 |
| | 5 | Nintendo Switch Bundle with Mario Kart 8 Deluxe - Gray | Nintendo | Video Games & Consoles | $22,011,294 | 55,872 |
| amazon.com | 1 | Apple AirPods with Charging Case (Latest Model) | Apple | Headphones | $109,971,130 | 783,317 |
| | 2 | Apple MacBook Air (13-inch, 8GB RAM, 128GB SSD Storage) - Silver | Apple | Laptops | $91,587,923 | 124,049 |
| | 3 | Nintendo Switch with Neon Blue and Neon Red | Nintendo | Video Games & Consoles | $76,775,314 | 256,777 |
| | 4 | Samsung Galaxy S10 Factory Unlocked Phone with 128GB - Prism Black | Samsung | Cell Phones | $44,147,266 | 55,933 |
| | 5 | Acer Predator Helios 300 Gaming Laptop PC, 15.6 inches Full HD | Acer | Laptops | $43,859,200 | 40,727 |
| target.com | 1 | Apple iPad 10.2-inch Wi-Fi Only (7th Generation) | Apple | Tablets | $24,763,793 | 80,000 |
| | 2 | Nintendo Switch with Neon Blue and Neon Red Joy-Con | Nintendo | Video Games & Consoles | $7,200,569 | 24,039 |
| | 3 | PlayStation 4 1 TB Bundle | PlayStation | Video Games & Consoles | $4,768,258 | 22,857 |
| | 4 | Apple Watch Series 3 (GPS) 38mm Aluminum Case | Apple | Wearables | $4,512,072 | 25,616 |
| | 5 | Apple iPad 10.2-inch Wi-Fi Only 32GB - Space Gray (7th Generation) | Apple | Tablets | $3,487,549 | 14,581 |

Combine AI and Machine Learning

with

# #insightgenious

Book a demo to see it in action

NRF 2020 VISION

BOOTH #7099

MARKET BEYOND