

New year, new you



What are Walmart customers planning?

How they plan to celebrate:



42%

At home with family only



19%

At home with family & friends



9%

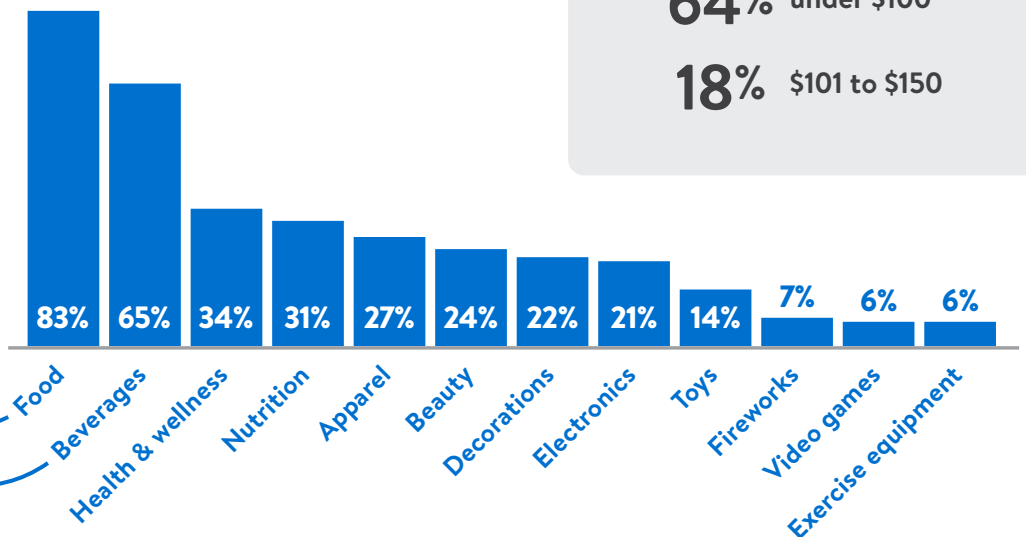
With special meals & snacks



8%

At the home of a family member or friend

What they plan to shop for:



They plan to shop:

52% one to six days ahead of time

29% one to two weeks ahead of time



They plan to allot:

25% 10 to 29 minutes

22% one hour to less than two hours



They plan to spend:

64% under \$100

18% \$101 to \$150

Source: Walmart Spark Panel, August 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N = 573) managed by Customer Spark and Research Platform team (Global Data)]

Resolutions on the mind

It's early, but Walmart customers already have some focus areas for the year ahead:

Plan to focus more than last year:



Health & wellness

43%

Self-care

41%

Nutrition

40%



Home improvement

29%

Organization

28%

DIY

26%



Education & career

13%

Wardrobe upgrade

13%

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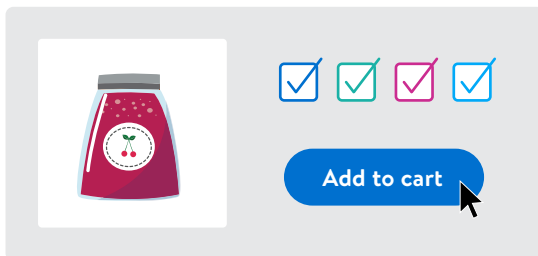
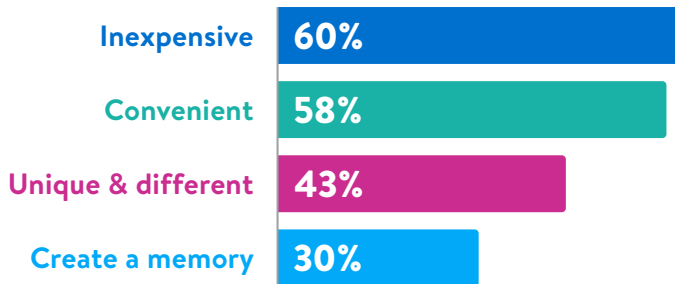
Inspiration sparks motivation

32% of Walmart customers are likely to seek ideas and inspiration at Walmart.com and the Walmart app

What inspires them to shop during the New Year season?



🔍 They look for products that are:

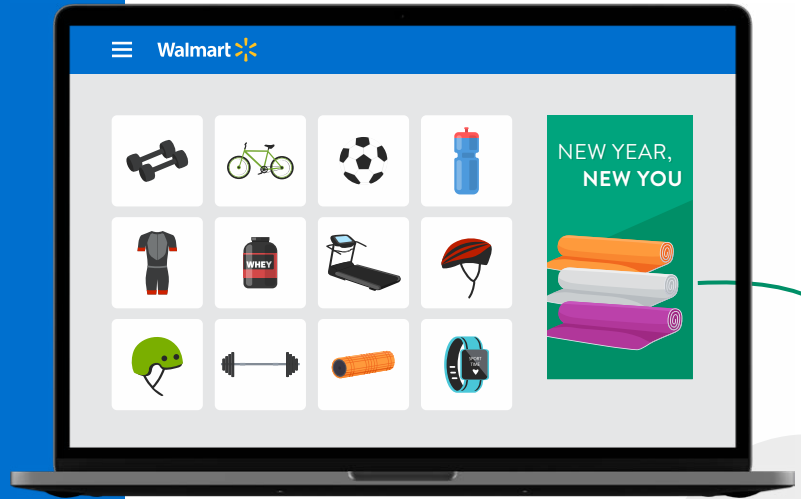


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60%

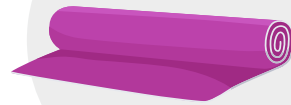
of Walmart customers research New Year purchases online before going into a store



And of these customers:

- 62% Check what's on sale
- 59% Compare prices
- 56% Check product availability
- 30% Look to discover new brands and products
- 19% Check what's trending

When they see an ad related to something they've been shopping for:



59% have considered a brand or product

40% are open to considering a brand or product

When on Walmart.com or the Walmart app, they're likely to click on an ad for:



Food
47%



Beverages
30%



Apparel
30%



Health & wellness
26%



Nutrition
23%



Beauty
19%

Source: Walmart Spark Panel, August 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N = 573) managed by Customer Spark and Research Platform team (Global Data)]