



Specialty Bath product sales are climbing as self-care grows in popularity

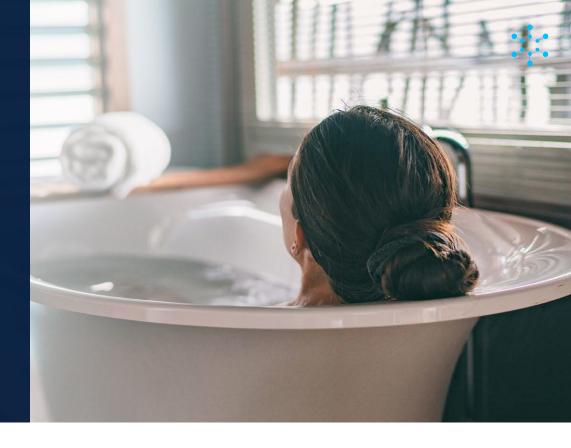
Specialty Bath

Triple-digit

YoY sales growth on Walmart.com and pickup & delivery

Double-digit

YoY sales growth at Walmart stores





Double-digit YoY search volume increase on Walmart.com and pickup & delivery

Walmart.com top searches

Pickup & delivery top searches

Bath Bombs
Exfoliating Gloves
Back Scratcher
Paraffin Wax
Cocoa Bombs

Bubble Bath Bath Bomb Bath Bombs Bath Sponge Bath Salts

Source: Walmart 1st-party data; December 2020. Reflecting Feb. 1, 2020 - Oct. 31, 2020 data. Compared to previous timeframe of same duration.

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Pickup & delivery

Walmart.com

Body Care customers are also filling their baskets with household products

Specialty Bath customers also bought:

Nail Care

Naturals

Walmart stores Kids' oral care

Trend cosmetics

Baby bath products

Oral care

Hair care

Facial care

Beauty

Shave products

Household paper

 $\&\ plastic$

Cleaning products

Oral care

Hair care

Laundry care

Source: Walmart 1st-party data; December 2020. Reflecting Aug. 1. 2020 – Oct. 31, 2020 data.

Cross-shopping is based on the number of customers who purchased items from both the category and affiliated category.

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