

Walmart is a top destination

for customers shopping during

Spring for household products

and personal care items





Triple-digit

YoY increase in search traffic 1H 2020

Searches for personal care and home essentials peaked in March 2020.

Laundry & **Household Chemicals**



Quadruple-digit

YoY increase in search traffic 1H 2020

Body & **Oral Care**



Triple-digit

YoY increase in search traffic 1H 2020



Walmart.com

Triple-digit YoY sales growth²

Walmart stores

Double-digit YoY sales growth² Source: Source: Walmart first-party data; July 2020. Reflecting Oct 2019 - July 31, 2020 data. YoY growth compared to same period year prior.

 $2-{\sf Walmart}$ first-party data; June 2020. Reflecting Feb 01 - July 31, 2020 data. (YoY Growth compared to same period last year). *compared to Feb 2020 sales

Spring customer profiles



73% Deal Seekers

Are inspired by sales or

promotions during the Spring savings shopping season

46% Spenders

Start their Spring shopping within a month of receiving their tax return

36%

Planners

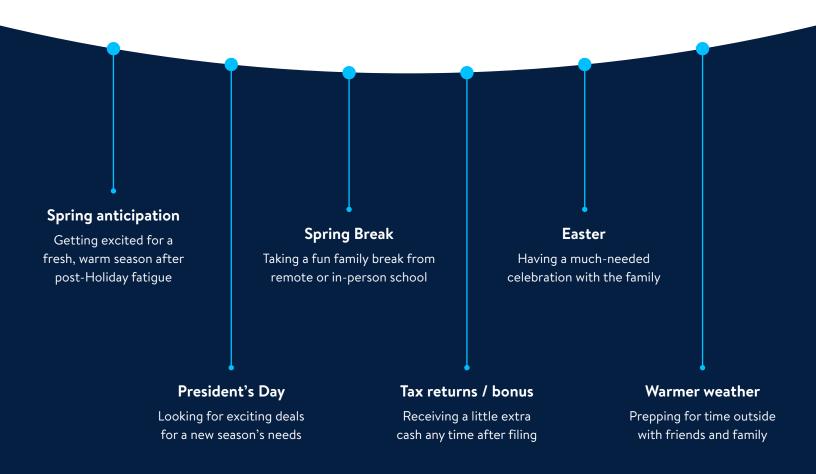
Start their Spring shopping 1–3 months after receiving their tax return

ource: Walmart Spark Panel, October 2020. [Data was collected through an online su anel members (N- 575) Managed by conversation>ally, a Data Strategy & Insights tea



Customers will spring into shopping for many key moments this year including Spring Break, Easter and more.





<u>walmartconnect.com</u>

Spring season inspiration is at our customers' fingertips

48%

of Walmart customers are likely to look for ideas and inspiration when shopping for Spring Savings on Walmart.com



77%

of Walmart customers plan to research Spring Savings offers online before buying in-store



Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-544) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]

44%

of Walmart customers are likely to click on a Household Essentials ad on Walmart.com while researching Spring Savings

1 out of every 4

cleaning product customers are omnishoppers

Source: Walmart first-party data; September 2020. Reflecting May 1, 2019 - April 30, 2020 data.

5

Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N- 544) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



In addition to deep cleaning, springtime customers are also interested in stocking up on essentials.

Start planning your Spring Savings omnichannel campaign with Walmart Connect today.