The Shopping Evolution

Shopping is evolving and customers' expectations are changing

Walmart customers we surveyed are browsing and purchasing items in new ways:

43% Agree that "tech's role is to recommend products that meet in-the-moment shopping needs"[1]

21% of Walmart customers watched "Live Shopping" in the last year such as TikTok Shop-Alongs and Influencer Livestreams[1]

Of those who watched:

16% will watch more[1]

Walmart customers said the following factors were very or extremely important in shaping their loyalty:

64% convenience[1]

74% best prices / low cost[1]

59% product reviews / ratings[1]

37% recommendation from friend / colleague[1]

67% variety of selection / products[1]

Walmart customers ranked the following either first or second by how they'd prefer to discover brands or products online in the future:

#1
45%
Products categorized by lifestyle (e.g. new mom, athletic, etc.)[1]

#2
33%
A short survey that customizes products to our needs (e.g. shampoo for hair type)[1]

#3
30%
Take an image and either buy the product captured or search for similar items[1]

#4
30%
Curated list of products that predicts a need based on past purchase[1]

Nearly half of Walmart customers agree with the statement "Social media has become as important as other information sources when making product purchase decisions"

Online Research

48%

Research a product online but then purchase it in-person at a local store[2]

Browse vs. Purchase

19%

often browse a product in-store, but then purchase it online[2]

21%

often browse on their mobile phone, but then make the purchase on a laptop/desktop[2]

Online Purchase / Offline Delivery

26% often make a purchase online, but pick it up in-store[2]

72% often make a purchase online and have the purchase delivered to their homes[2]

68% have used the buy online using curbside/contactless pickup option[2]

30% have used the buy online, pick up at a designated locker option[2]

10% often make a purchase online, have the purchased shipped to their home, and then return in-store[2]

Delivery Preferences

85%

have used free home delivery[2]

49%

have used the delivery to home with a short delivery window selection option[2]

41%

have used the delay delivery time option to receive a discount[2]

Shoppers' preferences for advertising are also evolving

70%

of Walmart customers have shopped in the Entertainment section of Walmart stores where the TV Walls are[3]

95%

of Walmart customers have used a self-checkout kiosk at Walmart stores before[3]

Of those:

40% have seen an ad on the TV Walls[3]

81% are open to discovering new products and brands that are advertised on the TV Walls[3]

17% (nearly 1 in 5) Have seen an ad at the self-checkout kiosk at Walmart stores[3]

29% of those that have seen an ad on the self-checkout kiosks have discovered new products and brands that are advertised[3]
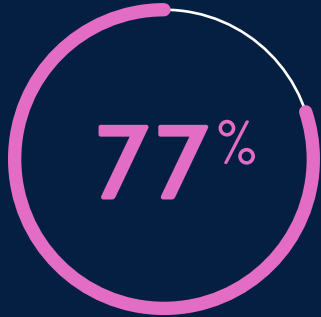
73% are open to discovering new products and brands that are advertised on the self-checkout kiosks[3]
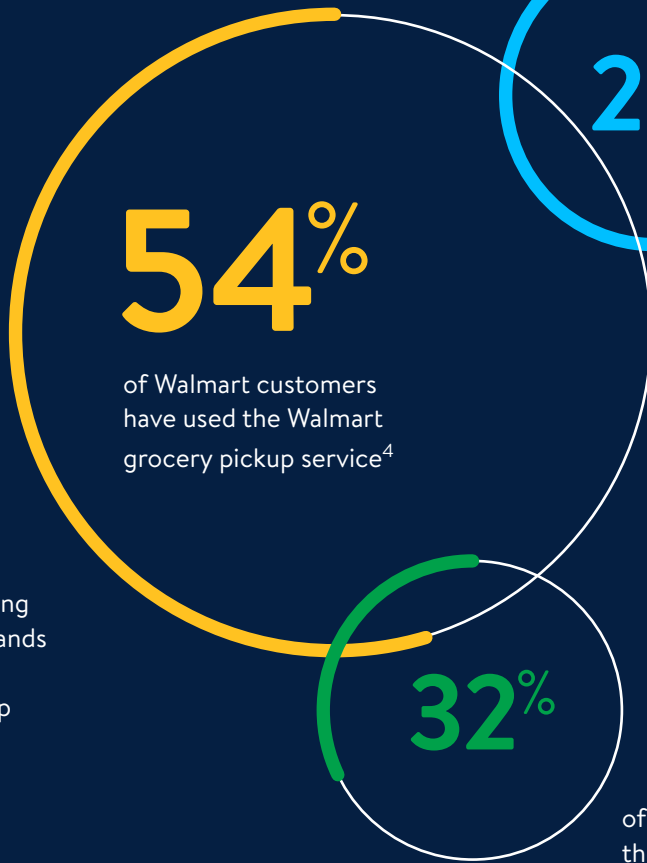
Customers are open to discovering and trying new products

77%

are open to discovering new products and brands that are advertised on the grocery pickup check-in screen[4]
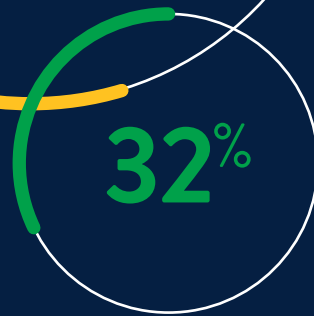
54%

of Walmart customers have used the Walmart grocery pickup service[4]

20%

of those that have used the Walmart grocery pickup service have seen an ad on the check-in screen while waiting for their pickup[4]

32%

of those that have used the Walmart grocery pickup service have discovered new products and brands that are advertised on the check-in screen[4]

Nearly 1 in 4

Walmart customers has visited a Brand Page on Walmart.com[4]

53% of those who have visited a Brand Page on Walmart.com have discovered a new product or brand[4]

93% of those who have visited a Brand Page on Walmart.com are open to discovering a new product or brand on the page[4]

82%

of those who have received a Sample Box from Walmart have discovered a new product or brand in a Sample Box[4]

100%

of those who received a Sample Box from Walmart are open to discovering a new product or brand in a Sample Box[4]

Key brand considerations impact purchasing decisions

95% of Walmart customers state that good pricing drives them to make repeat purchases from Walmart[5]

68% state it's important for the brands to use environmentally-friendly manufacturing practices[5]
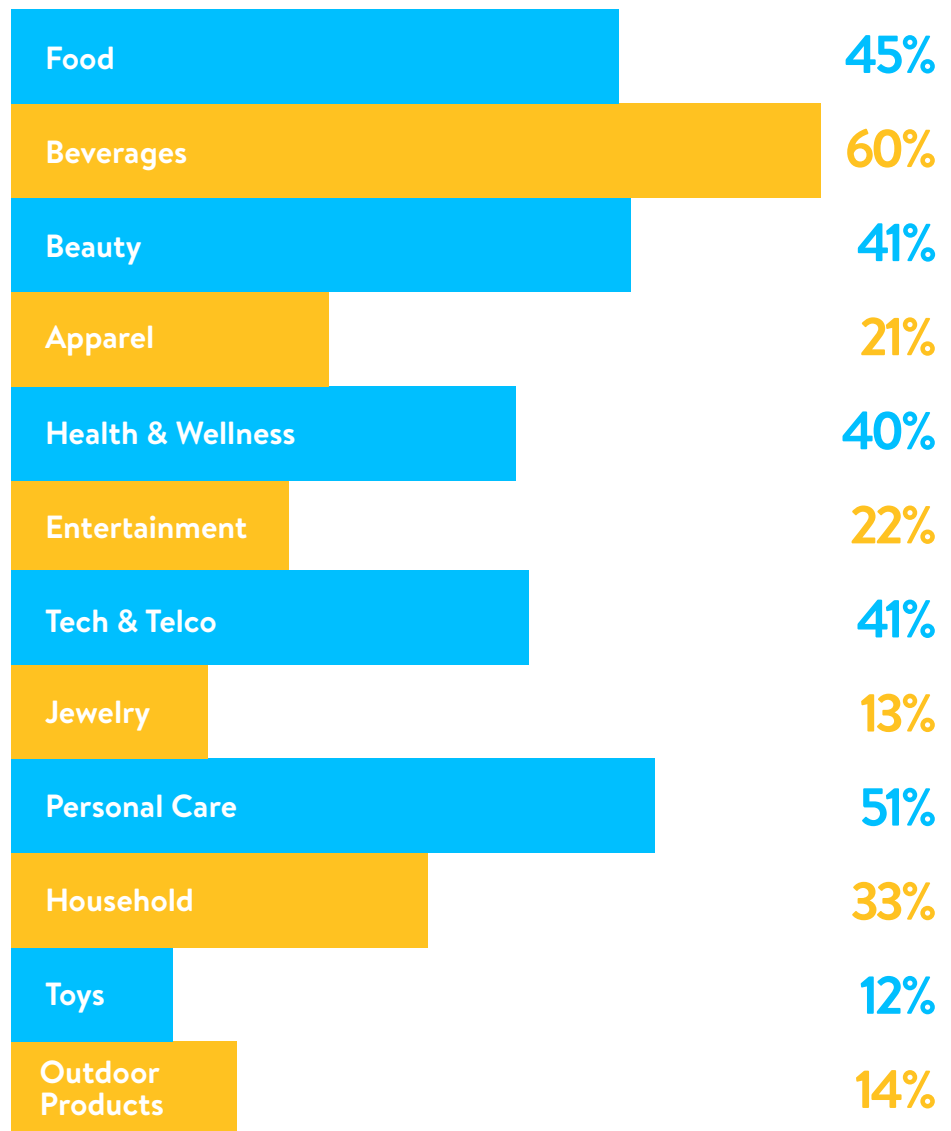
79% state the availability of good omnichannel shopping experience is very important when deciding where to shop[5]

68% state the way a brand responds to a crisis will seriously impact their future spending on that brand[5]

When asked how brand loyal they are in certain categories, Walmart customers reported:[5]

Category	%
Food	45%
Beverages	60%
Beauty	41%
Apparel	21%
Health & Wellness	40%
Entertainment	22%
Tech & Telco	41%
Jewelry	13%
Personal Care	51%
Household	33%
Toys	12%
Outdoor Products	14%

Source: [5]Walmart Spark Panel, August 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N- 844) managed by Customer Spark and Research Platform team (Global Data)]

43%

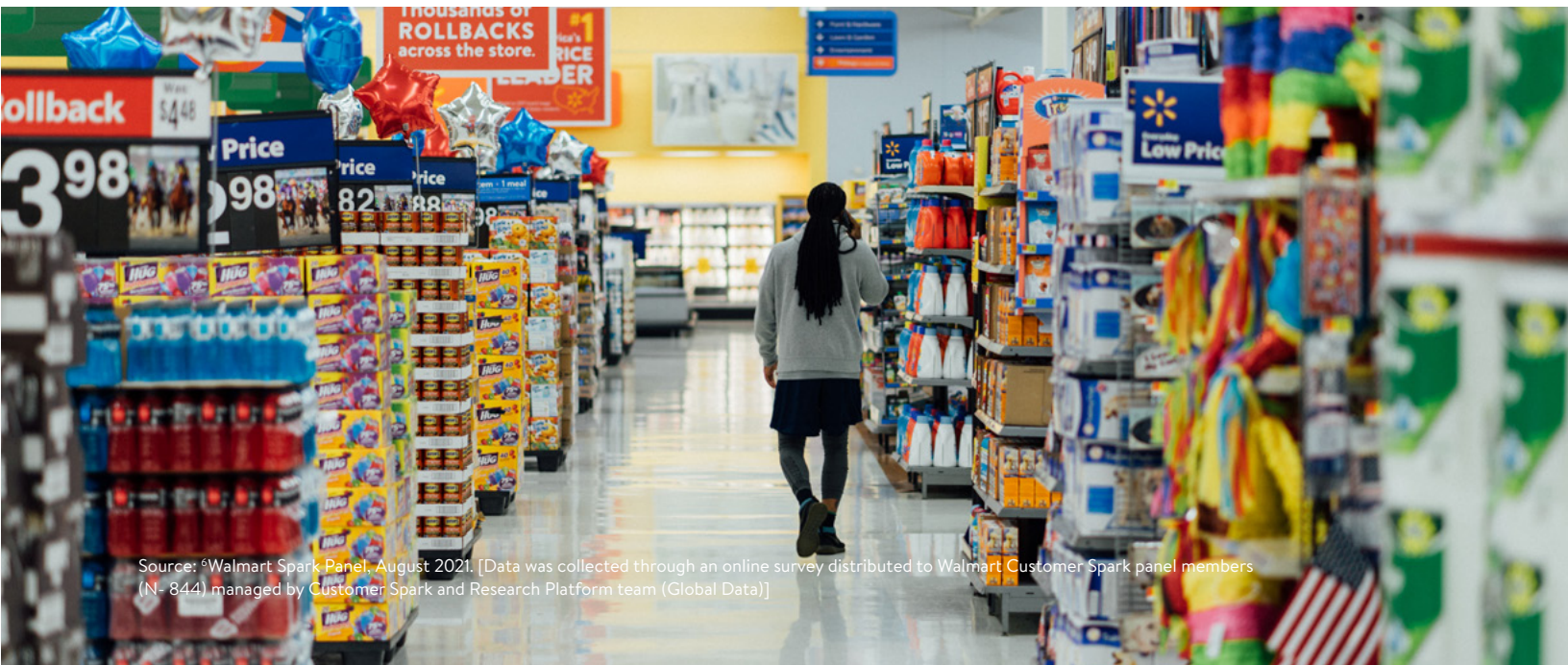use multiple channels when making a single purchase:[6]

1 in 4 engages with ads that are relevant to their interests[6]

55% sometimes or always engage with ads that are relevant to their life stages[6]

58% value brands that they're proud to be associated with[6]

44% pay more attention to companies' values than they did a year ago[6]

83% feel trustworthiness is an important feature for brand love[6]

As customers discover, browse, and purchase products, make sure your brand is in view. Contact Walmart Connect to learn how.