

New at-home routines spark growth in Personal Care

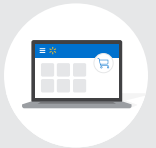


Attracting a new wave of customers

Of all personal care customers



1 in 5 were new to Walmart stores



58% were new to Walmart.com



1 in 3 were new to pickup & delivery

Source: Walmart first-party data; July 2020. Reflecting Jan. 1 – March 20, 2020 data. *New Customers defined as any customer who made a purchase between Jan. 1 and March 21, 2020, but not in last 12 months (Jan. 1 - Dec. 31, 2019) in the respective department and channel.

Beauty sales up across categories

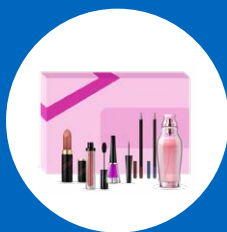
Triple-digit growth



Cosmetics



Nail color & treatment

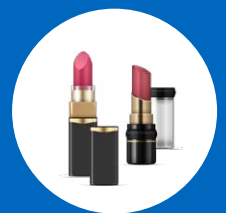


Makeup sets



Eye makeup

Double-digit growth



Lip care & treatment

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

Hair care remains a priority

Search volume trend

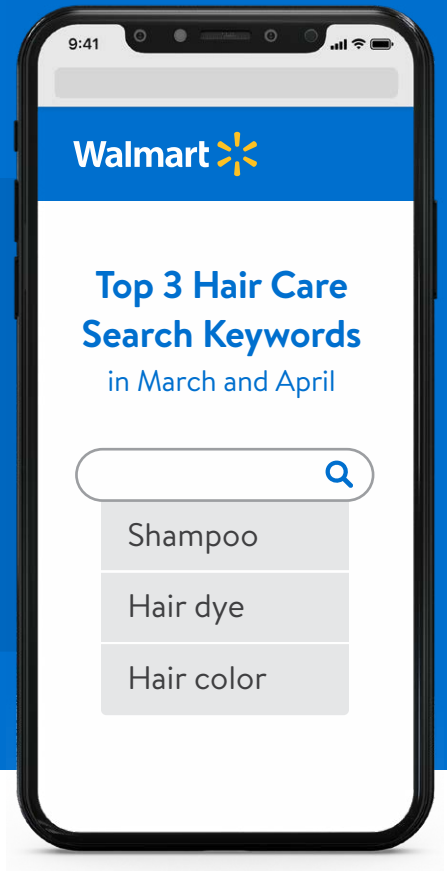
Hair care 2020



Jan Feb Mar Apr

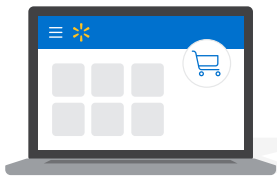
Double-digit increase of hair dye searches in April YoY

Source: Walmart 1st party data; Period: January 1 – April 30 2020. Compared to the same time period last year.



Body care posts growth across the board

Double-digit growth:



Online customers & Online sales

Source: Walmart 1st party data; Period: January 1 – April 30 2020. Metrics in April 2020 compared January 2020.

Walmart.com

Personal care sets¹



Double-digit YoY growth

In-Store

Electric shave products²



Double-digit YoY growth

Source: Walmart 1st party data; 1 Period: Jan 1 – Apr 30 2020; 2 Period: Last 13 weeks ending May 9, 2020.



Personal hygiene maintenance is driving traffic

Double-digit traffic increase on Walmart.com YoY

Double-digit spike in orders per visit YoY

Source: [Walmart First Party data, May 2020. Period: Feb 2 2020 - April 26 2020.]
*Last 13 weeks compared to the same period last year.