

Baby item customers find a lot to love across shopping channels



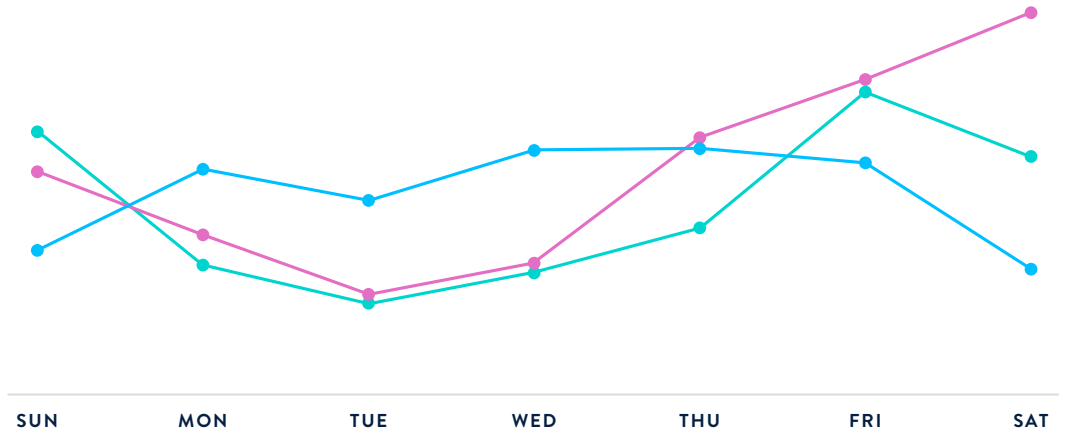


Shopping patterns vary by sales platform

Daily baby item sales trend

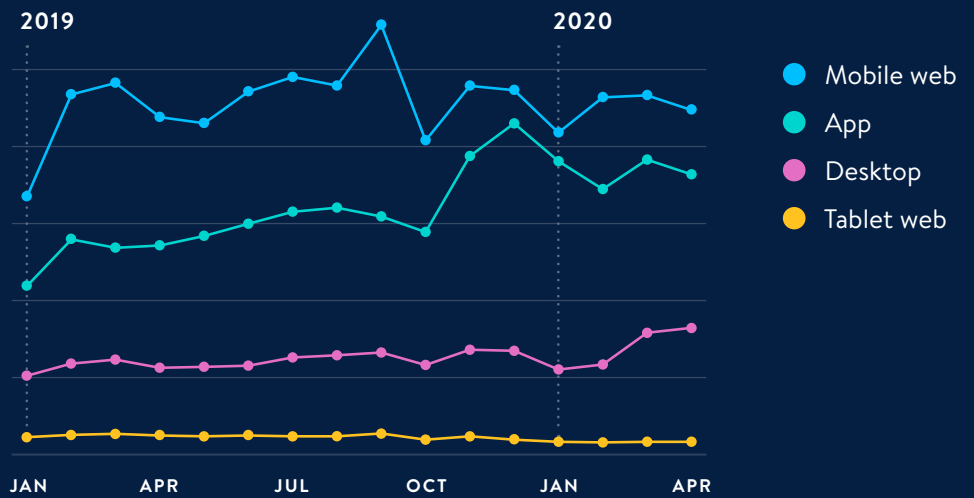
Across platforms

- Walmart stores
- Pickup & delivery
- Walmart.com



Online baby item traffic by platform²

Monthly visits



Double-digit

growth in baby customer visits to Walmart.com and the Walmart app²

YoY | Q1 of 2020

Source: Walmart 1st-party data; July 2020. Reflecting May 1, 2019 – April 30, 2020 data. (Aug 2020. Reflecting Jan. 1, 2019 – April 30, 2020 data. *Q1 = Feb. 1 – April 30.)²

Let baby item customers fall in love with your products when you start a campaign with Walmart Connect.