



## The First Stop for First Aid



Walmart serves as an important solve for omnichannel customers buying wellness and hygiene items.

Of Walmart customers:



65%

responded that they shop online more often than prior to the pandemic.<sup>1</sup>

52%

intend to continue shopping more online once the pandemic is over.<sup>2</sup>

Target and encourage urban dwellers who are more likely to stock up on PPE to maintain an inventory of first aid products.

Source: Walmart Spark Panel, January 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] N-431.<sup>1</sup> / N-283<sup>2</sup>

## Sales of First Aid products grew across all Walmart channels

And First Aid experienced YoY growth in several channels:



**Double-digit**

for omni sales.



**Double-digit**

for sales in-store.



**Triple-digit**

for sales on Walmart.com and pickup and delivery.

35%   
of First Aid customers are omni shoppers

Source: Walmart 1st-party data; 2/1/20–1/31/21. Compared to previous time period.

# Customers are searching for and filling their carts with **First Aid** products

The most-searched items in **Q1** of **FY22** were:



Target and make connections with young men by focusing on messaging around first aid being part of an active lifestyle.

Walmart.com



Band aids  
Disposable face masks  
Gloves  
Hydrogen peroxide

Pickup & delivery



Band aids  
Bandages  
Rubbing alcohol  
Hydrocortisone cream

Source: Walmart 1st-party data; 2/1/20-4/30/21.



Speak directly to loyal Walmart shopper base via Pickup & delivery check in videos.

And basket sizes continue to climb, too

## Double-digit

YoY growth for in-store basket size

# 1.7x

Spend level on Walmart.com over in-store and pickup and delivery

Source: Walmart 1st-party data; 2/1/20-1/31/21.



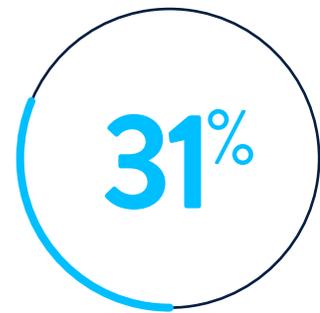
Customers are developing repeat purchasing habits, too.



of **in-store** and **pickup and delivery** shoppers have made 2+ orders in the last 12 months.



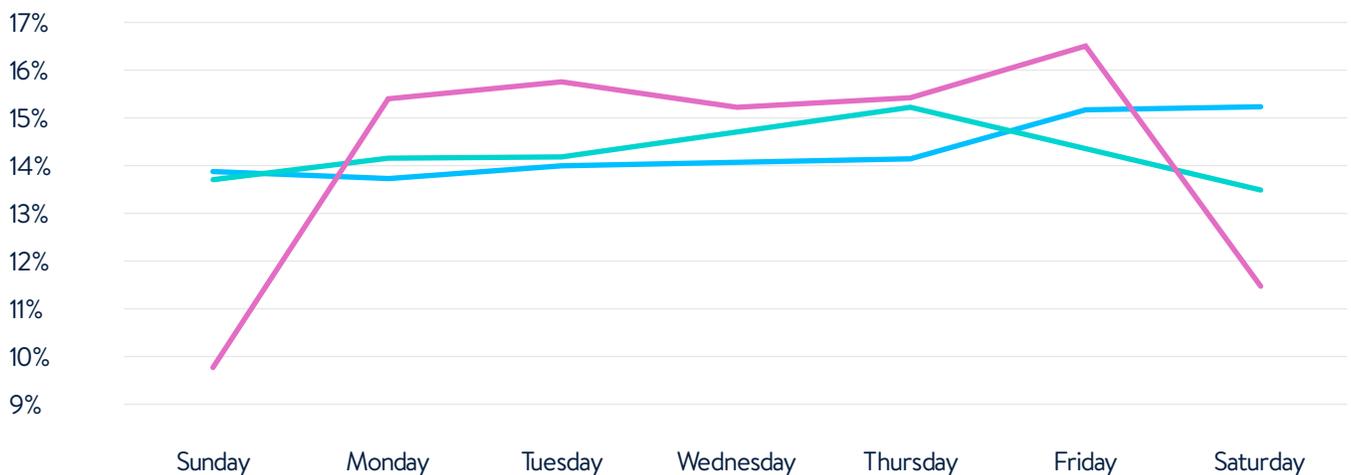
of **Walmart.com** sales are concentrated on the weekdays.



of **store** revenues are generated on Fridays and Saturdays, allowing for day part targeting.

## First Aid Sale Distribution

Store —  
 Pickup & delivery —  
 Walmart.com —



Source: Walmart 1st-party data; 2/1/20-1/31/21.



# Here's how First Aid product shoppers are filling their carts.

Basket building focused around health and wellness, personal hygiene, and household cleaning supplies.

Source: Walmart 1st-party data; 2/1/20-1/31/21.

Repeat shopping habit purchases by shopping channels:



In-store

Salad toppings  
Laxatives  
Facial tissues



Walmart.com

Cough, cold and flu  
Laxatives  
Allergy



Pickup and delivery

Pediatrics and humidifiers  
Kids' oral care  
Suncare

Leverage app-specific features including push notifications, seasonal marketing, and Pickup & delivery check in videos.



COVID-19 prevention and home care continues to be top of mind for Walmart customers.

Help them find your products with targeted omnichannel tactics from Walmart Connect.