

The acceleration of omnichannel shopping in America



In 2019, **54 million American households** made the transition to shopping both in-store and online

Omni-channel customers represent:



44% of American households &



50% of total dollars spent

14% increase

compared to two years prior



Who is making the transition?

Higher income households with adults aged 55-64

are the leaders in moving towards integrated online and in-store shopping



Key omnichannel growth drivers:



Click & collect



Food / meal service from grocers



Home delivery



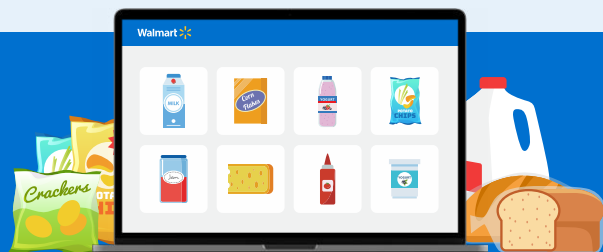
Home delivery from restaurants



Subscription / auto-replenishment programs

Omni customers represent over **\$400 billion in total buying power**, an increase of 20% from 2 years prior

Start planning your next omnichannel campaign with Walmart Media Group today.



\$143 billion projected sales for online food & beverage by 2025

Source: NIELSEN calculation based in part on data reported by Nielsen through its Nielsen & FMI Digitally Engaged Food Shopper Report 2020. Copyright © 2020, The Nielsen Company.