Walmart: A great place to discover new products

Insight #1

Walmart customers **rely heavily on digital media** for discovering new products and inspiration.

71% frequently discover new brands or products while shopping Walmart.com

85% of Walmart.com customers have **discovered their favorite brands** while shopping online

75% on search engines

46% via emails

38% on social media

29% from videos

84% enjoy making unexpected discoveries on Walmart.com

44% have purchased something on Walmart.com based on content they've seen from brands

Source: Walmart Spark Panel, August 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N- 623) managed by Customer Spark and Research Platform team (Global Data)]

Brand discovery happens across **multiple** touch points.

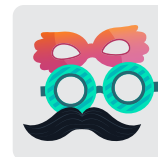**48%** of customers are "significantly" likely to seek shopping ideas and inspiration in a Walmart store or on Walmart.com

Over 80% of customers
are often on the lookout for brands and products relevant to them while shopping on Walmart.com and in Walmart stores

1 in 2 customers search online before going into a store

party supplies

Ads positively impact Walmart customers' product discovery journey.

36% have become more interested in a brand or product after seeing an ad related to what they're shopping for
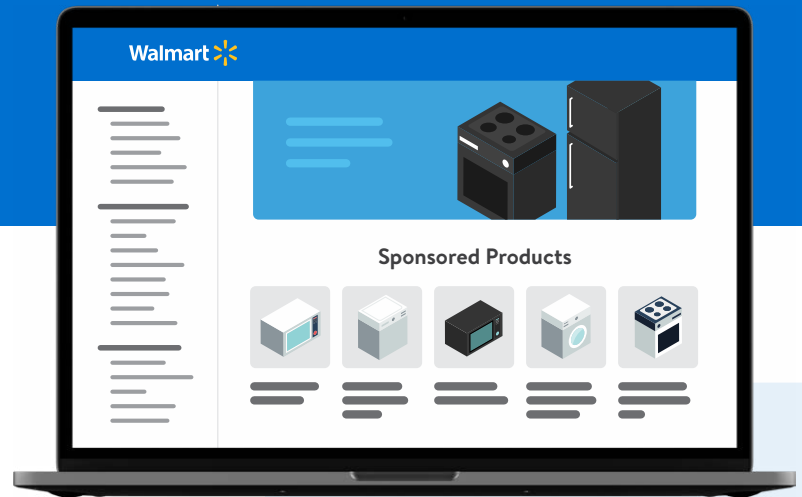
35% are likely to click on an ad for a relevant new product or brand

Sponsored Products

Nearly **1 in 4** are likely to discover new products and brands through Sponsored Products

Nearly **1 in 5 have often seen an ad that leads them to an interesting new product or brand**