

Pet owners love Walmart

(and their furry best friends do, too)



\$\$ Walmart.com

Walmart.com + Pickup & delivery



Double-digit increase in pet product sales

Triple-digit increase in pet product traffic

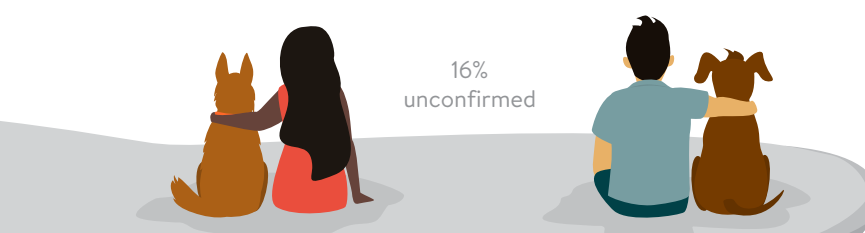
Source: Walmart.com first-party data, June 2020. Reflecting January - February 2020 vs. March - April 2020 data.

Pet owner profile:

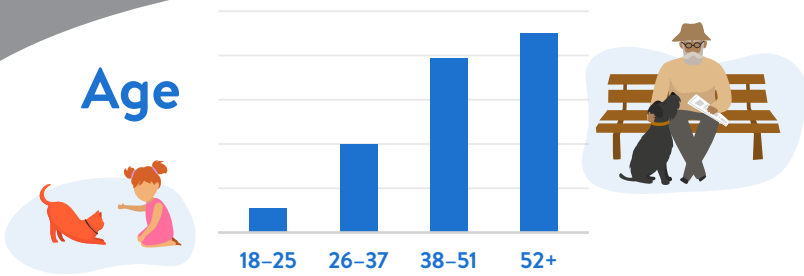
60% female

24% male

16% unconfirmed

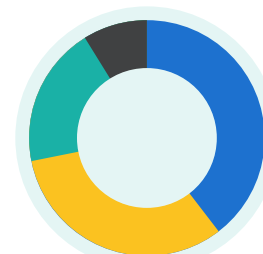


Age



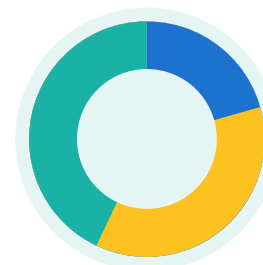
Income

- >\$100K
- \$50K-\$100K
- <\$50K



Education

- HS Diploma
- Some College
- Bachelor Degree
- Graduate Degree



Urbanicity

- Rural
- Suburban
- Urban

Source: Walmart first-party data, June 2020. Reflecting Jan. 1, 2020 - April 30, 2020.