

# The State of Ecommerce 2021: Insights for Walmart advertisers

A Catalyst/Kantar report released in July projects 22% growth in overall ecommerce this year as consumers accelerate their migration to online shopping. "[The State of Ecommerce 2021](#)" is based on quantitative surveys of online shoppers and industry professionals, and qualitative interviews with industry leaders, including Walmart Media Group.

**Here are key findings from the report with advertiser recommendations from Walmart Media Group:**

INSIGHT #1

## Customers visit retail sites not simply to buy, but also to discover and research.

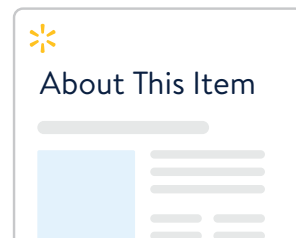
**63%** of surveyed shoppers who visited **Walmart.com** in the days leading up to a purchase did so for

 **initial product research**

**48%** of surveyed shoppers said a **Product Detail Page** has the most significant influence on their purchase

**51%** of surveyed shoppers who visited **Walmart.com** in the days leading up to a purchase did so to

 **discover new products and brands**



### What Walmart advertisers need to know:

**Add a Display campaign** to your Search campaign so you don't miss customers in the discovery and research stages.

To help customers discover your brand and products, consider a **Walmart Brand Page** for Display campaigns and **Search Brand Amplifier ads** for Search campaigns.

Ensure that all **Product Detail Pages** are accurate, complete and precise; include robust ratings and reviews, and relevant keywords.

INSIGHT #2

Customers remain price-conscious.

63% of shoppers who visited **Walmart.com** in the days leading up to a purchase did so for

product / price comparisons



47% of the shoppers surveyed said they **choose a retailer based on price/value**

What Walmart advertisers need to know:

Highlight competitive pricing.

Pay attention to the market to find competing products worth undercutting.

INSIGHT #3

Advertising on Walmart pays off.

Nearly 90% of **ecommerce professionals** surveyed who used Walmart advertising in the last 12 months indicated they were **able to measure ROI very well** or moderately well

54% of shoppers surveyed said **exposure to an ad or promo while shopping** helps remind them of something they need or prompts an idea for something they want

67% of professionals investing in Walmart advertising **plan to increase their budgets for the platform**



2/3 of Walmart advertisers have **increased their investments**

What Walmart advertisers need to know:

Read our [latest case study](#) about the multinational electronics manufacturer Hisense's soaring Return on Ad Spend on Walmart.com.

Learn more about Walmart Media Group's [ad solutions](#) on our [website](#).



Fill out our [contact form](#) to get in touch and advertise with Walmart Media Group.