

# Walmart: A top destination for Men's Basics

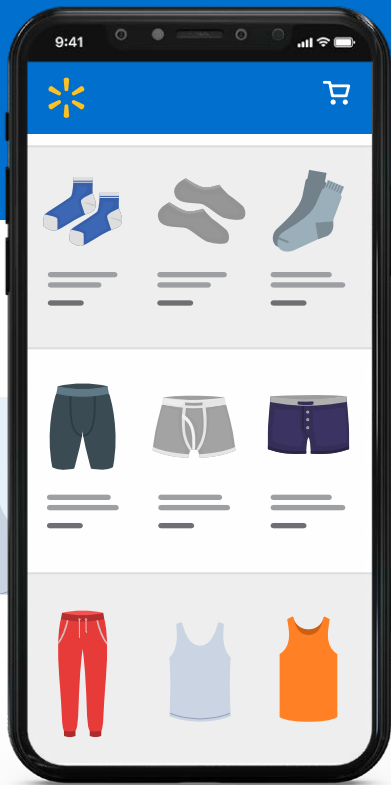
Walmart.com

Double-digit  
YoY traffic growth  
in Q1 2020

Double-digit  
YoY sales growth  
in Q1 2020

Source: Walmart first-party data; July 2020. Reflecting Jan 1, 2018 – Apr 30, 2020 data. \*Compared to previous month.

Source: Walmart first-party data; July 2020. Reflecting May 1, 2018 – Apr 30, 2020 data. \*Compared to previous month.



At Walmart stores and  
Walmart.com, men's basics  
are purchased at the rate of:

**3 million**  
every week

**18,000**  
every hour

**5**  
every second

**60,000**

visits to men's basics on  
Walmart.com each day

Source: Walmart first-party data; July 2020. Reflecting Jan 1, 2019 – Dec 31, 2019 data.

# Top performing sub-categories

## Undershirts

Walmart.com

Double-digit  
YoY growth  
in Q1 2020

## Sleepwear

Walmart.com

Triple-digit  
YoY growth  
in Q1 2020

In-store

Triple-digit  
YoY sales uplift  
in Q1 2020

## Socks

Walmart.com

Double-digit  
YoY growth  
in Q1 2020

In-store

Double-digit  
YoY sales uplift  
in Q1 2020

## Underwear

Walmart.com

Double-digit  
YoY growth  
in Q1 2020

In-store

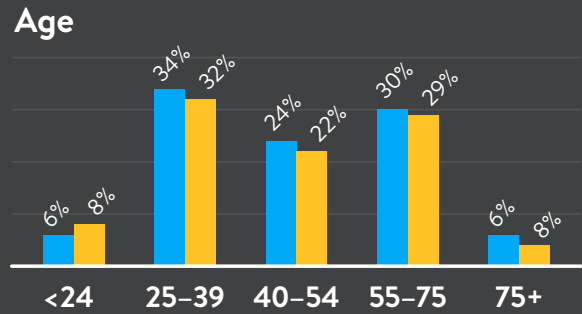
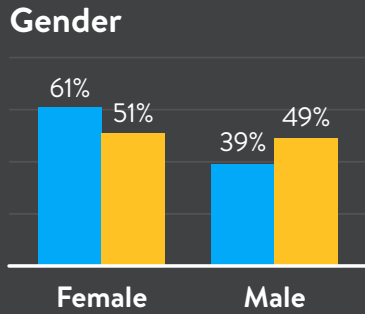
Double-digit  
YoY sales uplift  
in Q1 2020

Source: Walmart first-party data; July 2020. Reflecting Jan 1, 2019 – Apr 30, 2020 data. \*Compared to previous month.

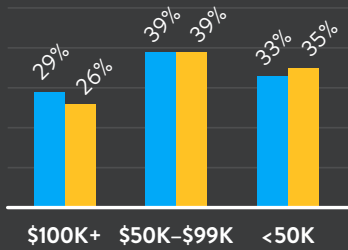


# Customer profile: Men's basics at Walmart

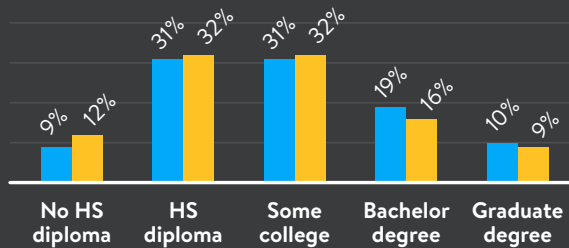
● Online  
● In-store



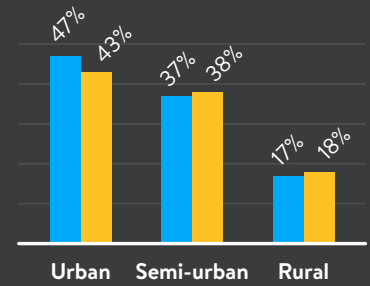
### \$\$\$ Income



### Education



### Urbanicity



Source: Walmart first-party data; June 2020. Reflecting May 1, 2019 – Apr 31, 2020 data.

## Where do they shop?



**73%** Walmart store only

**25%**  
omnichannel  
customers

The percentage of basics customers who are omnichannel customers increased by 4% YoY

**1%**  
Walmart store +  
Pickup & delivery

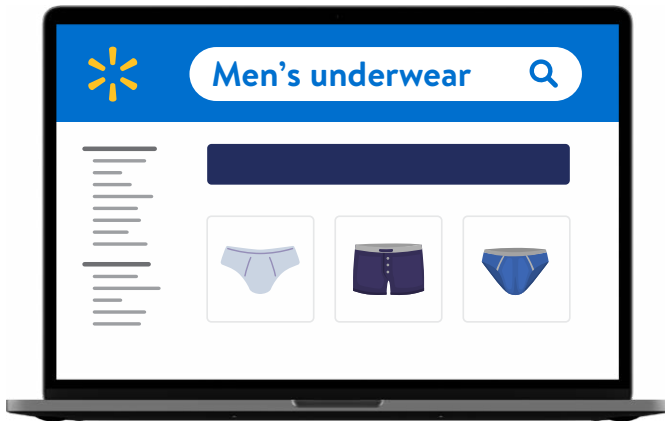
**19%**  
Online + Walmart store

**5%**  
Online + Walmart store  
+ Pickup & delivery

**2%**  
Online only

Source: Walmart first-party data; July 2020. Reflecting May 1, 2019 – Apr 30, 2020 data. \*Compared to previous 12 months.

## 🔍 What are they searching for? ... And when?



### #1 search term

every month outside of Holiday and April

Searches for **undershirts** were heavier in Summer and Fall, decreasing during Holiday



During Holiday months, **socks** take over as the #1 most searched keyword under Basics

Source: Walmart first-party data; July 2020. Reflecting May 1, 2019 – Apr 30, 2020 data.

## 🛒 What else do men's basics customers purchase?



Source: Walmart first-party data; July 2020. Reflecting May 1, 2019 – Apr 30, 2020 data.