



Achieving New Year's health goals with Walmart



Double-digit growth of online health customers during January and February*

Source: Walmart first-party data; July 2020. Reflecting Dec. 26, 2019 – Feb. 28, 2020 data. Health includes Allergy, Sinus & Asthma, Cold & Cough, Ear Care, Eye Care, First Aid, Foot Care, Lip Care, Pain Relievers, Sleep & Snoring, Nutritional Supplements and Smoking Cessation. *Metrics in January and February compared to the whole year of 2019.

Health sales and traffic are strong to start the year

	Walmart.com	Walmart stores
\$\$\$ Sales increase during January	Triple-digit YoY increase	Single-digit YoY increase
🧴 Vitamins & supplements	Double-digit YoY increase	Double-digit YoY increase
👤 Unique visitors	Double-digit YoY increase for health and vitamins & supplements	

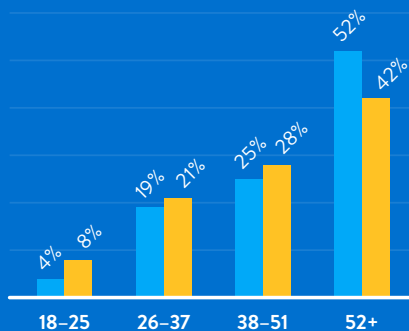
Source: Walmart first-party data; July 2020. Reflecting Dec. 26, 2019 – Feb. 28, 2020 data.

Walmart health customers:

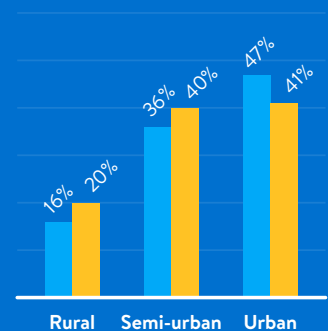
- Walmart.com
- Walmart stores

Source: Walmart first-party data; July 2020. Reflecting Dec. 26, 2019 – Feb. 28, 2020 data.

Age



Urbanicity



Top search keywords for health customers:

- Pain relievers
- Weight management
- Active nutrition



What else did vitamins & supplements customers purchase?

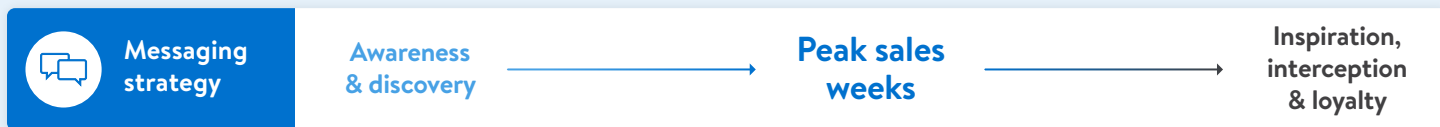
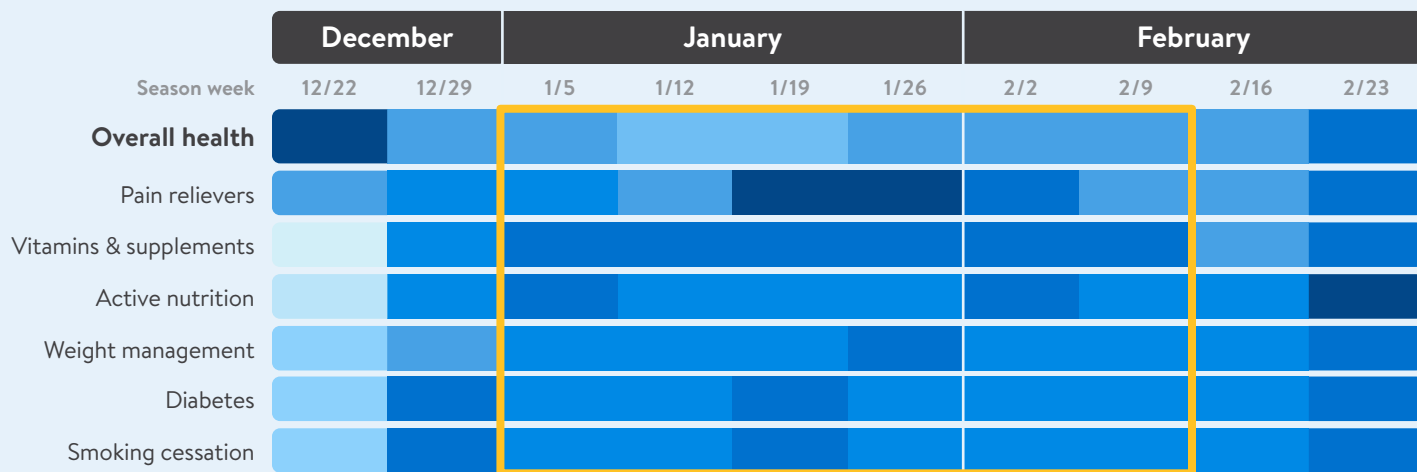


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Reach health customers during peak buying times

January 5 – February 16

Lowest % of sales Highest % of sales



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