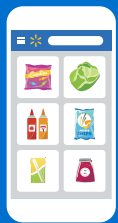


Surging ahead with Food & Beverage

Walmart.com

In-Store



Double-digit

YOY increase in

Traffic

&

Page views



Double-digit

YOY increase in

Sales

&

Units Sold

Source: Walmart first-party data; June 2020. Reflecting Feb 01 – Apr 30, 2020 data.
1 Walmart Q1 earnings. 2 Compared to the same period last year.

Source: Walmart first-party data; June 2020. Reflecting Feb 01 – Apr 30, 2020 data.
Compared to the same period last year.



Snacks



Dry Grocery



Beverages



Triple-digit YOY increase in

Walmart.com sales



Double-digit YOY increase in

in-store sales

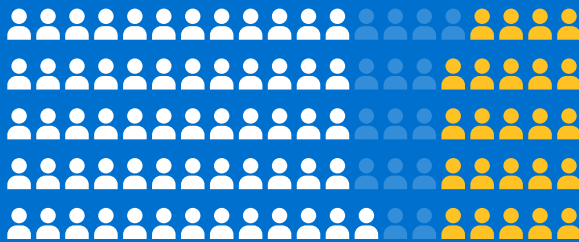
Source: Walmart first-party data; June 2020. Reflecting Feb 01 – Apr 30, 2020 data.



The grocery customer

Walmart.com demographic snapshot

Gender

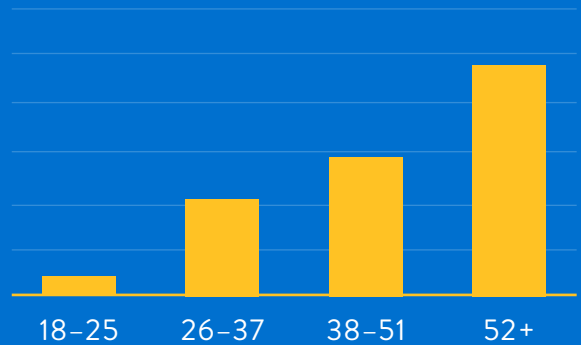


61%
Female

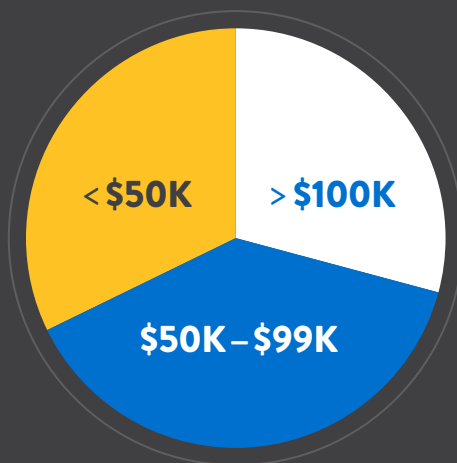
15%
Unconfirmed

24%
Male

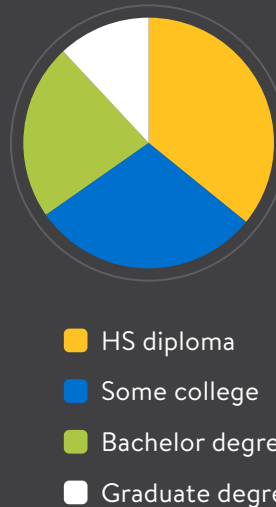
Age



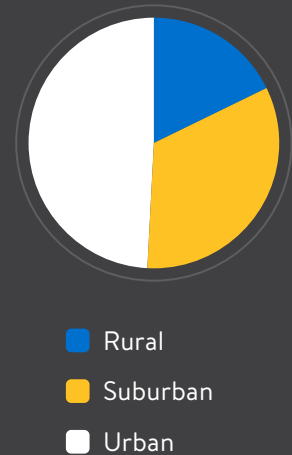
\$\$\$ Income



Education



Urbanicity



Source: Walmart First Party Data, June 2020. Reflecting January 1, 2020 - Apr 30, 2020.

Snacker mindset

How customers shop for snacks

63%
have a specific
brand in mind

18%
do **not** shop with
a brand in mind

57%
plan ahead

30%
impulse buy

13% purchase snacks they are
reminded of while shopping

39%
on autopilot

61%
are engaged

42% of all snack sales
were made during
quick shopping trips

23% of all snack sales
were made during
stock-up trips



Top pre-shopping influencers:

30% replenishing needs
(up 4.32 points from pre-COVID-19 levels)

7% promotions

Top point-of-purchase influencers:

17% browsing

11% deals

8% comparing product prices

Sources: (see above) & NIELSEN calculation based in part on data reported by Nielsen through its Nielsen Omnichannel Shopping Fundamentals Survey, August 2019 – April 2020. Copyright © 2020, The Nielsen Company.