



The Power of Post-Pandemic Pet Owners

**With new pets and
new ways to shop, pet
owners will continue
to be omnichannel
customers**



Although pet customers are returning to the store, they remain committed to shopping online, too

21M pet related items sold in-store or online at Walmart every day (on average)
And it's been growing:

DOUBLE-DIGIT increase in page views per visit on Walmart.com¹

3X Pickup and delivery traffic growth in the second half of the year¹



Source: Walmart 1st-party data, April 2021. Reflecting Aug. 1, 2020 – Jan. 31, 2021. (Compared to Feb. 1 – July 31, 2020 data.)¹

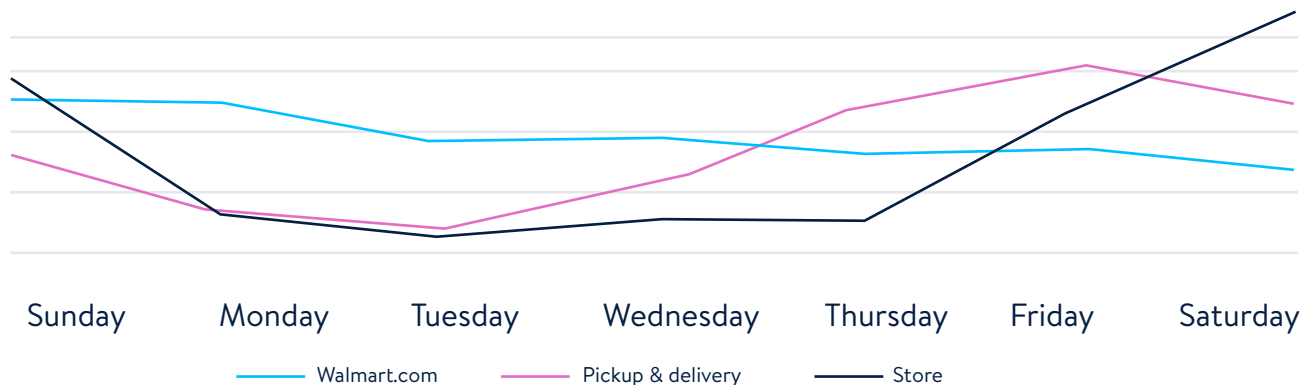
Of Walmart Pet customers:

65% Shop in-store — **31%** Are omnichannel customers

Source: Walmart 1st-party data; April 2021. Reflecting Jan. 1 – Dec. 31, 2020, data.

Pet customers tend to shop in-store on weekends and on Walmart.com during weekdays

Sales by day of the week



Source: Walmart 1st-party data; April 2021. Reflecting Jan. 1 – Dec. 31, 2020, data.



How pet customers are shopping across sales channels

Walmart is experiencing pet customer growth with:

Double-digit
YoY increase in Walmart.com Pet sales and visits¹

Double-digit
increase in pickup and delivery Pet sales

Source: Walmart first-party data; April 2020. Reflecting Aug 01, 2020 – Jan 31st, 2021. Compared to Feb 01 – July 31st, 2020 data.¹
Walmart first-party data; April 2020. Reflecting Aug 01, 2020 – Jan 31st, 2021. Compared to the same period last year.

What else are Pet customers shopping for?

The top cross-shopped items:

In-Store	On Walmart.com	Pickup and delivery
Planters and birds	Water	Planters and birds
Pool and salt	Home storage	Rugs and doormats
Hot beverage	Shelf-stable juice	Ladies' shoes
Books and magazines	Planters and birds	Candles and incense
Protein snacks	Specialty foods	Outdoor power equipment

Source: Walmart 1st-party data; April 2021. Reflecting Nov. 1, 2020 – Jan. 31, 2021.



What are pet customers searching for online?

The most-searched Pet categories:	
On Walmart.com	Pickup and delivery
Cat food	Dog food
Dog food	Cat food
Dog treats	Dog treats
Dog toys	Cat litter
Cat litter	Cat treats
Fish tank	Dry cat food
Dog bed	



Source: Walmart 1st-party data; April 2021. Reflecting Nov. 1, 2020 – Jan. 31, 2021.



Search traffic continues to grow for a variety of animals

On Walmart.com, these categories saw YoY traffic increases:

Double-digit for dogs

Double-digit for cats

Triple-digit for birds

Source: Walmart 1st-party data; April 2021. Reflecting Aug. 1, 2020 – Jan. 31, 2021. Compared to Feb. 1 – July 31, 2020 data. Compared to the same period last year.



Dogs still command attention for Pet customers



Source: Walmart 1st-party data; April 2021. Reflecting Aug. 1, 2020 – Jan. 31, 2021. Compared to the same period last year.

Source: Walmart 1st-party data; April 2020. Reflecting Aug. 1, 2020 – Jan. 31, 2021. Compared to same period last year.



And the top-growing Dog subcategories by sales are:

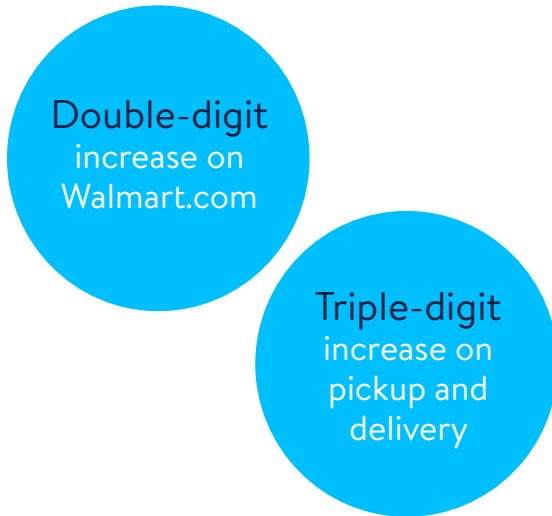
- Fresh dog food
- Dog collars, leashes and harnesses
- Wet dog food
- Dog accessories
- Dog chews
- Dog treats

Source: Walmart 1st-party data; April 2021. Reflecting Aug. 1, 2020 – Jan. 31, 2021. Compared to the same period last year.



Cat-specific sales are purring right along

Cat food sales are on the climb



Source: Walmart 1st-party data; April 2021. Reflecting Aug. 1, 2020 – Jan. 31, 2021. Compared to the same period last year.

Traffic increased for Cats on Walmart.com by:



Source: Walmart 1st-party data, April 2021. Reflecting Aug.1, 2020 – Jan. 31, 2021. Compared to the same period last year.

And the top-growing Cat subcategories by sales are:

- Cat furniture
- Cat litter, accessories and boxes
- Cat treats
- Cat collars, leashes and harnesses
- Cat accessories
- Wet cat food

Source: Walmart 1st-party data; April 2020. Reflecting Aug. 1, 2020 – Jan. 31, 2021. Compared to the same period last year.

Pets are perfect partners, and Walmart Connect is your perfect partner for finding omnichannel shoppers looking to buy pet products.