



Bubbling up

Specialty Bath product sales
are climbing as self-care
grows in popularity



Specialty Bath

Triple-digit

YoY sales growth on Walmart.com and pickup & delivery

Double-digit

YoY sales growth at Walmart stores



Double-digit YoY search volume increase on Walmart.com and pickup & delivery

Walmart.com top searches

- Bath Bombs
- Exfoliating Gloves
- Back Scratcher
- Paraffin Wax
- Cocoa Bombs

Pickup & delivery top searches

- Bubble Bath
- Bath Bomb
- Bath Bombs
- Bath Sponge
- Bath Salts

Source: Walmart 1st-party data; December 2020. Reflecting Feb. 1, 2020 – Oct. 31, 2020 data. Compared to previous timeframe of same duration.



Body Care customers are also filling their baskets with household products

Specialty Bath customers also bought:

Walmart stores

- Nail Care
- Naturals
- Kids' oral care
- Trend cosmetics
- Baby bath products

Pickup & delivery

- Oral care
- Hair care
- Facial care
- Beauty
- Shave products

Walmart.com

- Household paper & plastic
- Cleaning products
- Oral care
- Hair care
- Laundry care



Source: Walmart 1st-party data; December 2020. Reflecting Aug. 1, 2020 - Oct. 31, 2020 data. Cross-shopping is based on the number of customers who purchased items from both the category and affiliated category.

Start your campaign with Walmart Connect today and find new customers.