



## Apparel Makes Appearance as an Omnichannel Favorite

Pandemic purchase behaviors remain, as will growth across sales platforms





# Walmart was the leading apparel retailer in 2020

46M+ apparel items were purchased each week at Walmart site and stores in FY21

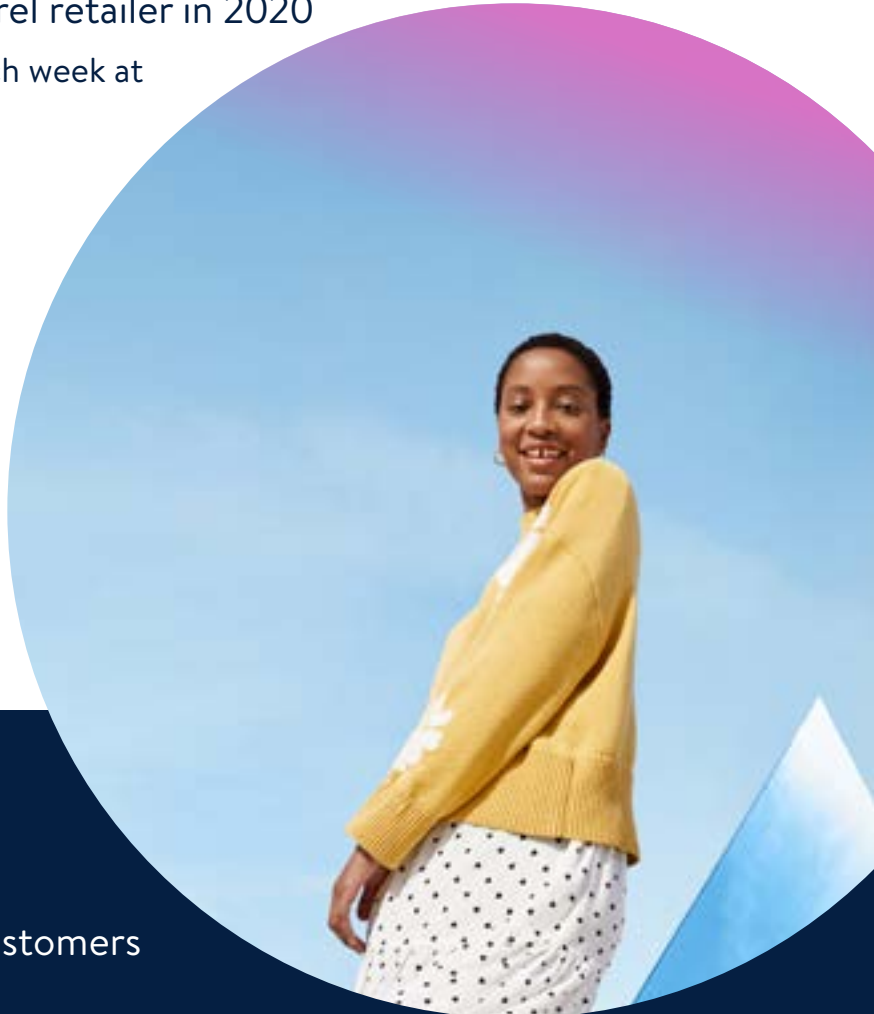


Also in FY21, Apparel on Walmart.com saw the following traffic:

1M+ Visits every day

9M+ Searches every day

Source: Walmart 1st-party data, Feb. 2021. Reflecting February 2020 – January 2021 data.



## Apparel

sales surged on online channels as customers relied more heavily on eCommerce

# 55%

55% of Walmart Apparel customers say they shop more online now than they did pre-pandemic, and more than half of Walmart customers will continue to shop more online once the pandemic is over

Source: Walmart Spark Panel, January 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversationally, a Data Strategy & Insights team, part of Walmart Global Tech] N= 575.

**Apparel sales on Walmart.com showed broad growth with:**  
Double-digit YoY growth of online sales

Source: Walmart 1st-party data; May 2021. Reflecting Feb. 1, 2019 – Jan. 31, 2021 data, Compared to same period last year

**And triple-digit YoY online sales growth of:**

Intimates

**With double-digit YoY online sales growth in specific subcategories:**

Basics

Denim

Activewear

Kids

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



**Walmart.com** attracted more of these Apparel customers in FY21 – and customers spent more time there



**Double-digit** increase in traffic on Walmart.com



**More than 2x higher** time spent on Walmart.com than the app



**Almost 2x higher** conversion rate on the app than on Walmart.com

Source: Walmart 1st-party data; May 2021. Reflecting Jan. 1, 2019 – Jan. 31, 2021 data. "FY21" = Feb. 1, 2020 – Jan. 31, 2021. Compared to same period last year. Visits includes web and app traffic



### Apparel spending changes seasonally and based on how consumers make their purchase<sup>1</sup>

**Almost 2X** – Amount apparel customers spend on average per order online versus in-store \*

Online Apparel customers made their largest orders in October, while in-store Apparel customers spent the most in May\*

### This year, customers want to be comfortable, look good, and stay safe

**47%** of Apparel searches in FY21 occurred on the App<sup>2</sup>


This is up from 32% last year


Source: Walmart 1st-party data; February 2021. Reflecting Jan. 1, 2019 – Jan. 31, 2021 data. \*FY21 = Feb. 1, 2020 – Jan. 31, 2021. Searches include web and apps. (Compared to same period last year)




# For 2021, apparel customers want comfort AND style


## Most searched non-branded apparel keywords in FY21

 Womens' shorts

 Face masks

 Womens' tops

 Mens' jeans

 Mens' socks



Source: Walmart 1st-party data; February 2021. Reflecting Jan. 1, 2019 – Jan. 31, 2021 data. Searches includes web and app.

**The loungewear trend** will last, but customers are also excited to dress up again

Of Walmart customers:

**66%** say they started wearing more casual, comfortable loungewear during the pandemic

**38%** plan to continue keeping it casual even when things return to normal post-pandemic

**62%** want to switch it up, get dressed up and leave the sweatpants at home post-pandemic

**Walmart** customers are eager to try new looks

Of Walmart customers:

**74%** say they plan on buying just as much apparel after the pandemic as they did prior

**15%** plan to buy even more apparel than before the pandemic, after a year of missing out on trends

**Here's why** Walmart customers say they will stock up on fashion finds post-pandemic:

Of Walmart customers:

**56%** plan on buying clothes for basic needs and to replenish their wardrobe after neglecting it for a year

**37%** plan on buying clothes to splurge on themselves after a tough year of prioritizing other things

**19%** plan on buying clothes for special occasions in Spring, Summer and Holiday

Source: Walmart Spark Panel, January 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart



# Walmart Apparel customers are loyal to brands but also responsive to ads

- 49% feel more comfortable shopping for familiar brands
- 69% stick with clothing styles that have stood the test of time
- 27% like telling others about new brands they discover
- 25% say they like to experiment with new clothing<sup>2</sup>
- 31% remember advertised products when they're shopping<sup>2</sup>
- 32% like getting product suggestions based on what they've looked at or purchased in the past<sup>2</sup>
- 37% say they often use the internet to plan their store shopping trips<sup>2</sup>
- 50% look for better deals online for something they see in-store<sup>2</sup>

Source: Walmart Spark Panel, January 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members. Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] N = 575. 2(MRI-Simmons, "2020 September Retail Trends Study (SP20 NHCS)")

Walmart Apparel customers are shopping before they visit, making them targets for ads

52%

of in-store customers visit Walmart.com before they purchase clothing

46%

of those customers visit the site within 24 hours of buying clothing in-store

Source: Walmart 1st-party data, Jan. 2019 – Dec. 2019 \*30 days before shopping in-store.

Engage with Apparel customers ready to try on your top products when you reach them online via Walmart Connect. Contact us today to get started.