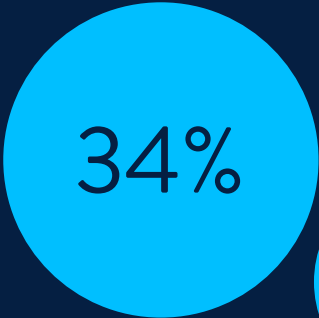
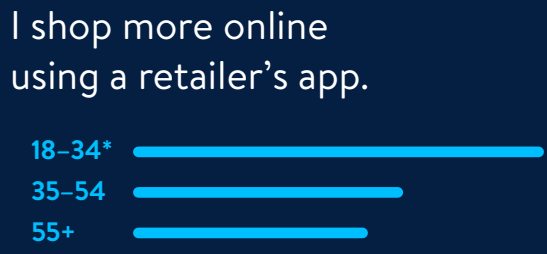
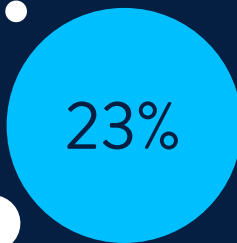
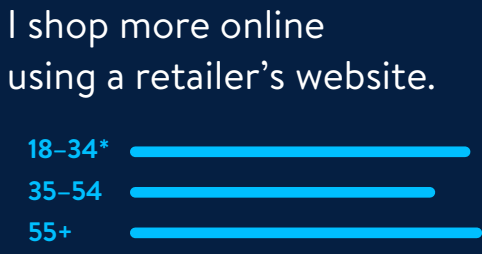
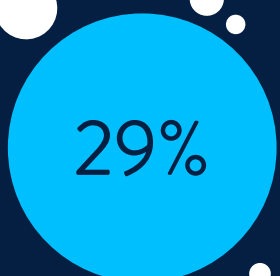


Customers seek  
new ways to achieve  
Health & Wellness



# How shopping behaviors have changed in the last year



Source: Walmart Spark Panel, December 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=384) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



# Loving the tried-and-true, looking for the new



Source: Walmart Spark Panel, December 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-384) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] \*Notes a small base size.

# Most customers will keep their new shopping habits

Respondents expect their shopping habits to:



## By age:



Source: Walmart Spark Panel, December 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-384) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] \*Notes a small base size.



# Of the three most popular product categories, customers are willing to spend the most on vitamins & supplements

**80%**  
of customers purchased  
**vitamins & supplements**



**63%**  
of customers purchased  
**pain relief**

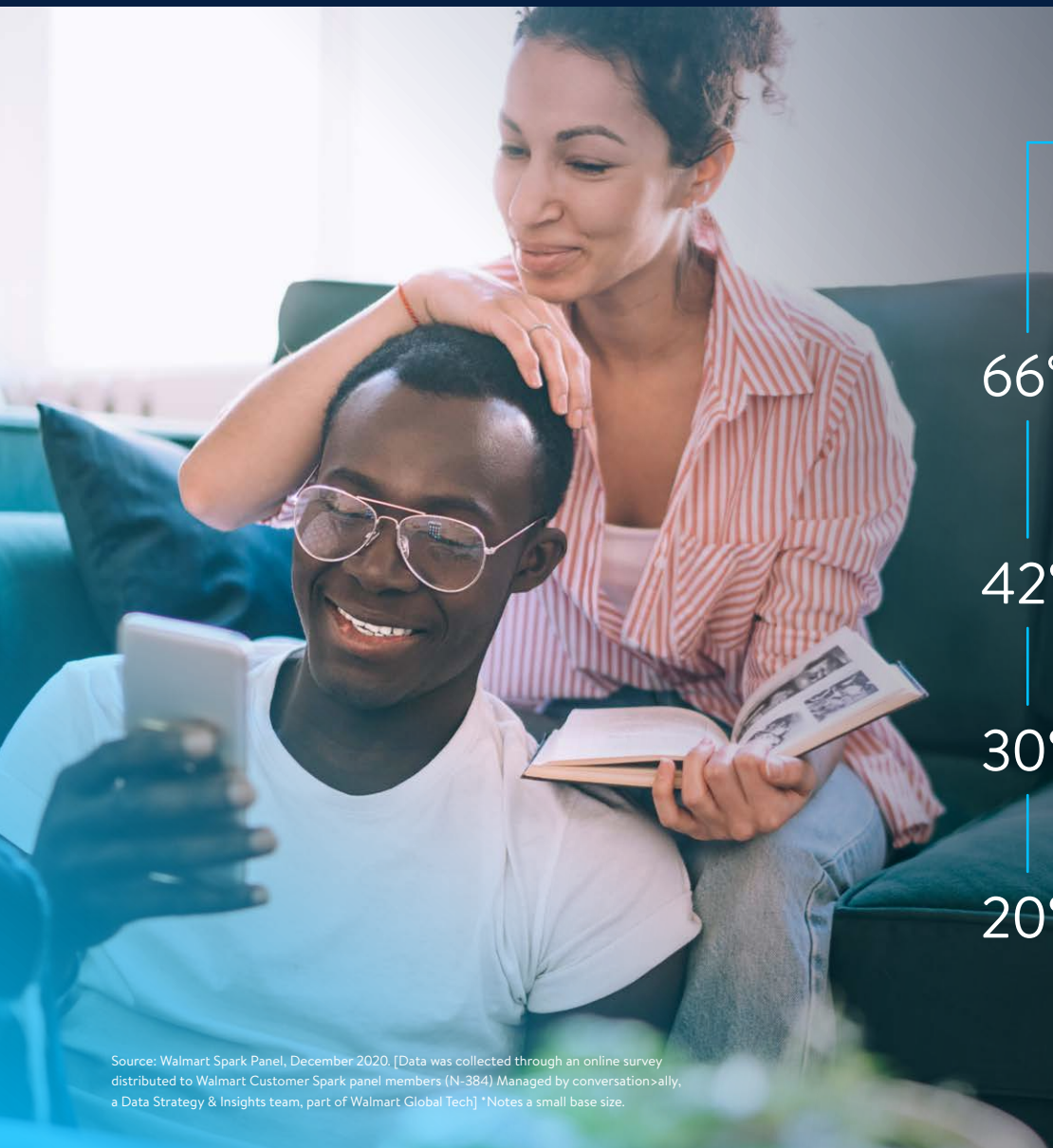
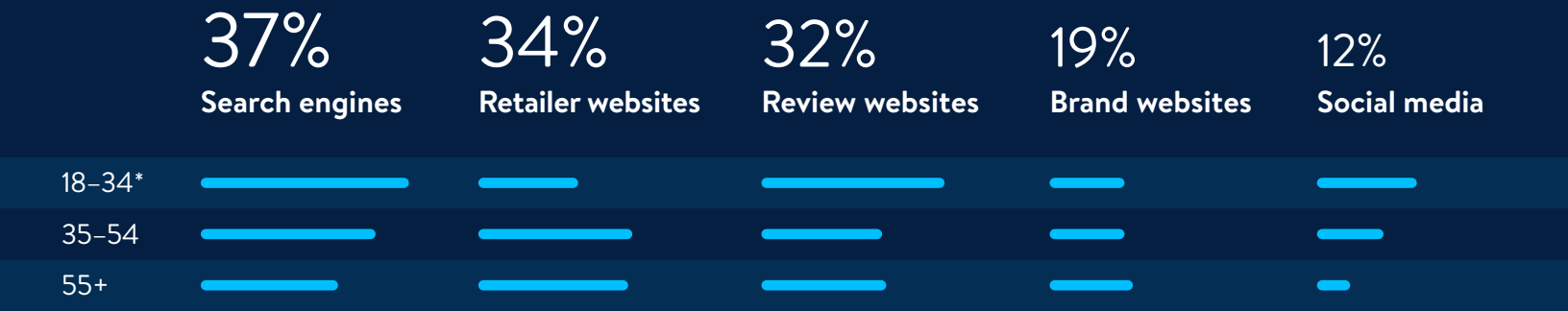
**53%**  
of customers purchased  
**allergy relief**



Source: Walmart Spark Panel, December 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=384) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



# Customer curiosities draw them to multiple platforms to learn about products:



## Research trends

- 66% went to Walmart.com to buy other products and bought Health & Wellness products as well
- 42% researched online and purchased from Walmart.com
- 30% went to Walmart.com specifically to buy Health & Wellness products
- 20% researched online and purchased in-store at Walmart

Source: Walmart Spark Panel, December 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=384) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] \*Notes a small base size.



# The Top 3 reasons customers choose Walmart for Health & Wellness

Best prices / low cost

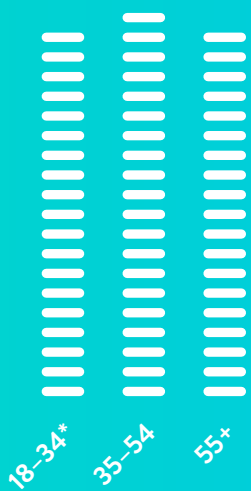
Convenience / close to home

Variety / selection of products



# 96%

Walmart stores



Most Walmart customers shop in-store, but millennials are also connected via Pickup & Delivery and the app.

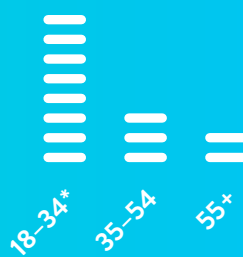
# 20%

Walmart.com



# 15%

Pickup & delivery



# 14%

Walmart app



Source: Walmart Spark Panel, December 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=384) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] \*Notes a small base size.

Partner with Walmart Connect today to build closer connections with Walmart Health & Wellness customers.

Get connected

