

Walmart is a top destination for Snacks & Beverages





# Snacks

## Crunching the competition



### Double-digit

search volume increase YoY for Snacks on Walmart.com and pickup & delivery



### Chips, Nuts and Trail Mix

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



### Chips, Popcorn, Nuts and Trail Mix

**Double-digit traffic growth** YoY on Walmart.com, the Walmart app and pickup & delivery



**71 million**  
Snack items sold every week across all Walmart channels  
Q3 2020

Source: Walmart 1st party data - Q3 2019 vs. Q3 2020



Snacks customers at Walmart spend **3x more** on pickup & delivery than any other channel.



**Triple-digit sales growth** for Snacks YoY on Walmart.com and pickup & delivery<sup>2</sup>

## Beverages

### Thirsting for more



**Double-digit** search volume increase YoY on Walmart.com



**Triple-digit** search volume increase YoY on pickup & delivery



Source: Walmart 1st party data Q3 2019 vs Q3 2020; 2/1/20-10/31/20 – compared to previous time period<sup>2</sup>



### Walmart.com

#### Triple-digit search volume increase

- ▶ Sports & energy drinks

#### Double-digit search volume increase

- ▶ Juice
- ▶ Tea

#### Double-digit traffic growth

- ▶ Tea
- ▶ Soda pop
- ▶ Coffee

### Pickup & delivery

#### Triple-digit search volume increase

- ▶ Juice
- ▶ Water
- ▶ Sports & energy drinks
- ▶ Tea
- ▶ Soda pop

#### Double-digit traffic growth

- ▶ Tea
- ▶ Soda pop
- ▶ Coffee

### Walmart app

#### Double-digit traffic growth YoY

- ▶ Tea
- ▶ Soda pop
- ▶ Coffee

Source: Walmart 1st party data - Q3 2019 vs. Q3 2020



Partner with Walmart Connect to start planning your Snacks & Beverages campaign today.