

Spring Savings are in the air





Walmart is a top destination for customers shopping during Spring for household products and personal care items



Household & Personal Care



Triple-digit
YoY increase in search traffic
1H 2020

Searches for personal care and home essentials peaked in March 2020.

Laundry & Household Chemicals



Quadruple-digit
YoY increase in search traffic
1H 2020

Body & Oral Care



Triple-digit
YoY increase in search traffic
1H 2020



Walmart.com
Triple-digit
YoY sales growth²

Walmart stores
Double-digit
YoY sales growth²

Source: Source: Walmart first-party data; July 2020. Reflecting Oct 2019 – July 31, 2020 data. *YoY growth compared to same period year prior.

2 – Walmart first-party data; June 2020. Reflecting Feb 01 – July 31, 2020 data. (YoY Growth compared to same period last year). *compared to Feb 2020 sales



Spring customer profiles



73% **Deal Seekers**
Are inspired by sales or promotions during the Spring savings shopping season

46% **Spenders**
Start their Spring shopping within a month of receiving their tax return

36% **Planners**
Start their Spring shopping 1–3 months after receiving their tax return

Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N= 575) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



Customers will spring into shopping for many key moments this year including **Spring Break, Easter and more.**

February
Speak to
The Deal Seeker



March
Speak to
The Spender



April
Speak to
The Planner

Spring anticipation
Getting excited for a fresh, warm season after post-Holiday fatigue

Spring Break
Taking a fun family break from remote or in-person school

Easter
Having a much-needed celebration with the family

President's Day
Looking for exciting deals for a new season's needs

Tax returns / bonus
Receiving a little extra cash any time after filing

Warmer weather
Prepping for time outside with friends and family

Spring season inspiration is at our customers' fingertips



48%

of Walmart customers are likely to look for ideas and inspiration when shopping for Spring Savings on Walmart.com

77%

of Walmart customers plan to research Spring Savings offers online before buying in-store



83% check out what's on sale
 68% check product availability
 37% discover new products
 15% explore what's trending

Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-544) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



44%

of Walmart customers are likely to click on a Household Essentials ad on Walmart.com while researching Spring Savings

1 out of every 4 cleaning product customers are omnishoppers

Source: Walmart Spark Panel, October 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N- 544) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]

Source: Walmart first-party data; September 2020. Reflecting May 1, 2019 - April 30, 2020 data.



In spring 2020, cleaning supply customers also purchased:

Walmart.com

- Toilet paper
- Laundry detergent
- Paper Towels
- Toothpaste
- Pain relievers

Source: Walmart first-party data; reflecting Feb. 1, 2020 – April 30, 2020.

In-store

- Milk
- Cheese
- Boxed cereal
- Eggs
- Toothpaste

In addition to deep cleaning, springtime customers are also interested in stocking up on essentials.

Start planning your Spring Savings omnichannel campaign with Walmart Connect today.