



Omnichannel  
shopping is here  
to stay



# Spurred by the pandemic, shopping shifted to digital tools in 2020

71%

of Walmart customers turned to **digital channels** to buy products they would have otherwise purchased inside Walmart stores



## Top five purchase categories:



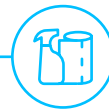
Groceries



Personal Care



Health



Household Chemicals

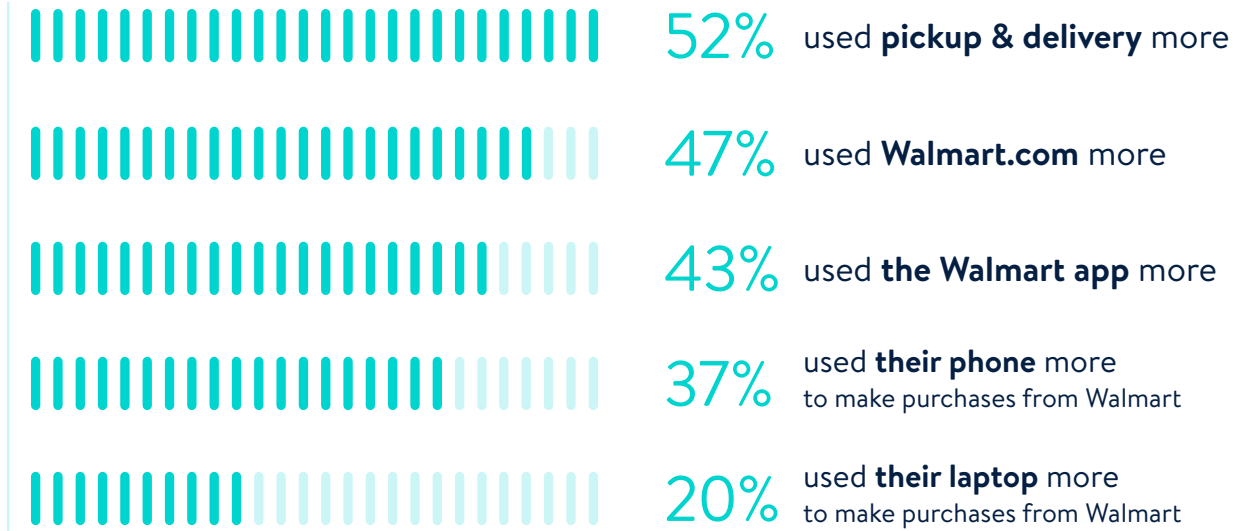


Beauty Products

Source: Walmart Spark Panel, January 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-511). Managed by Customer Spark and Research Platform team (Global Data)]



# Customers already using digital tools reported more frequent use in 2020



84%

of Walmart customers plan to continue shopping more via Walmart.com and/or the Walmart app than they do inside Walmart stores

Source: Walmart Spark Panel, January 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=511). Managed by Customer Spark and Research Platform team (Global Data)]



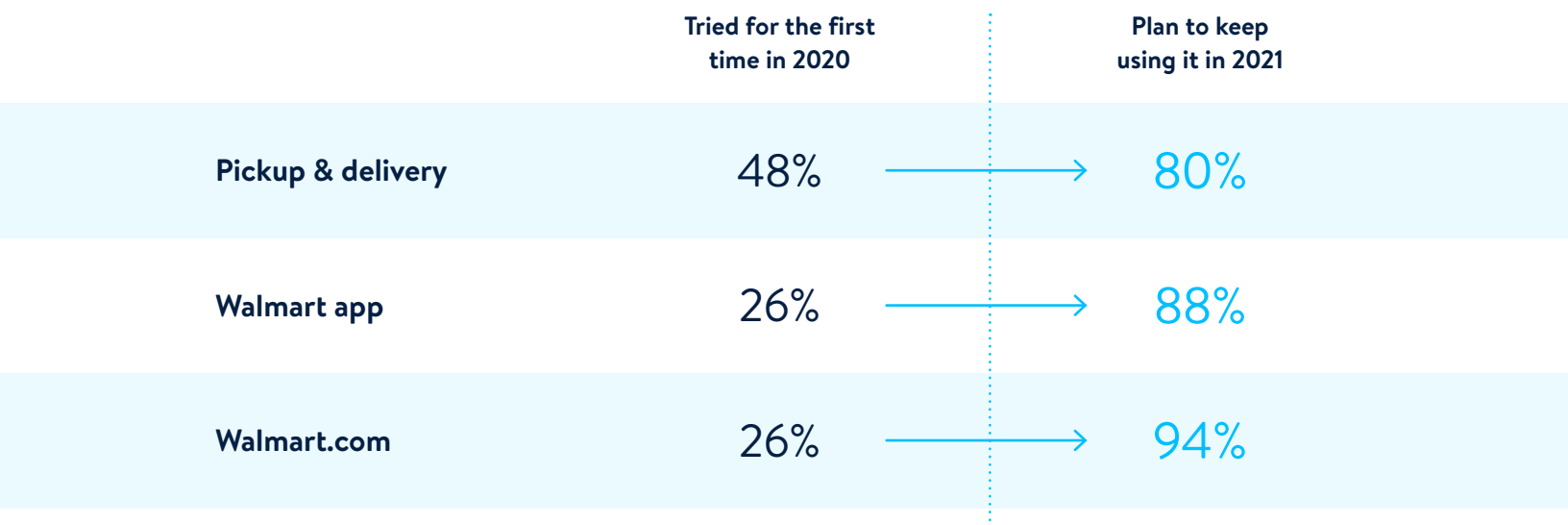
## New shopping behaviors became the norm in 2020

**60%** purchased more products each shopping trip so they can shop less frequently

**60%** used “add to cart” to save things they were interested in but undecided on

*Walmart.com and Walmart app*

### The vast majority of customers who discovered Walmart digital tools in 2020 plan to continue using them

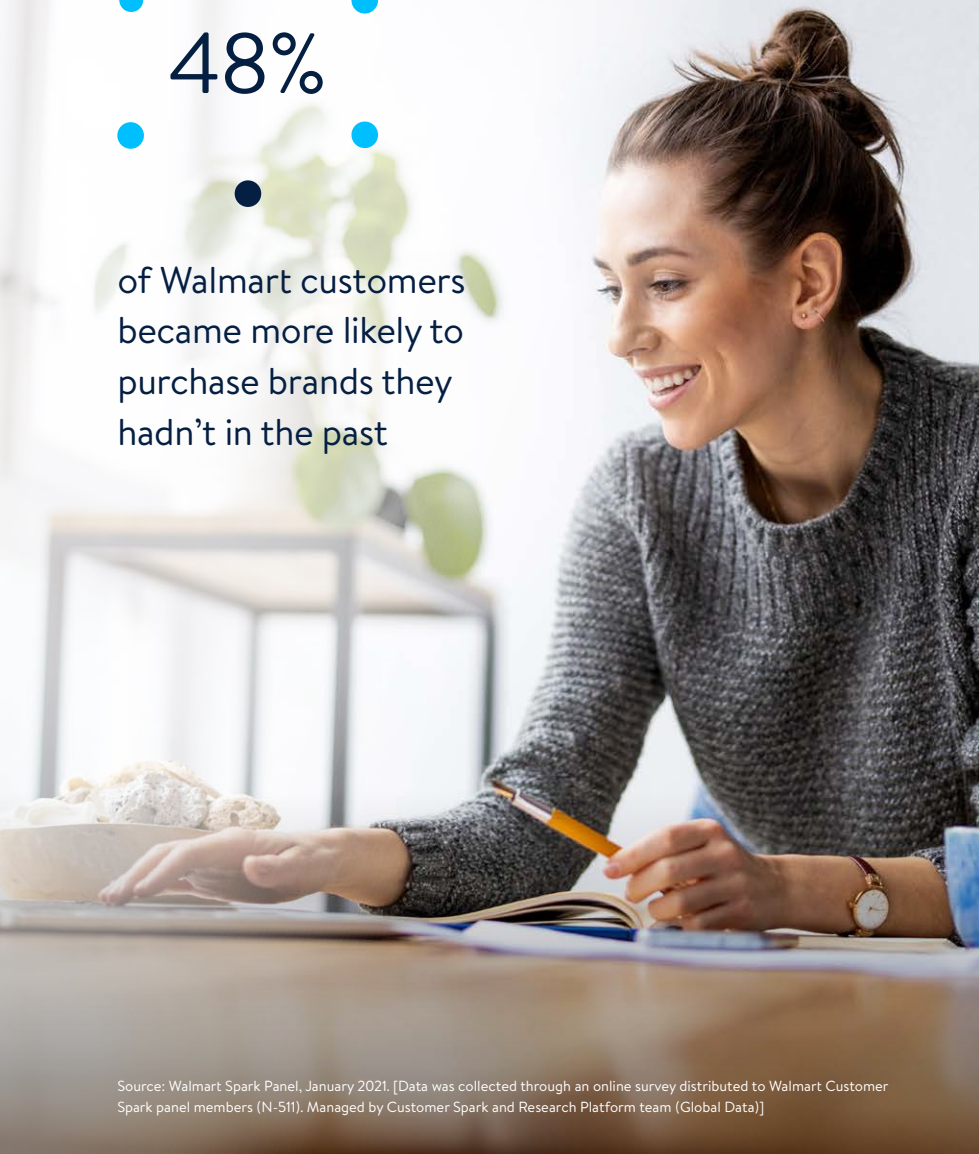


Source: Walmart Spark Panel, January 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N-511). Managed by Customer Spark and Research Platform team (Global Data)]



48%

of Walmart customers became more likely to purchase brands they hadn't in the past



Source: Walmart Spark Panel, January 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=511). Managed by Customer Spark and Research Platform team (Global Data)]

31%

purchased a new brand or product via a Walmart ad

**Top 5 categories:**



Groceries



Personal Care



Apparel



Health



Electronics

Start your campaign with Walmart Connect today and find customers throughout their omnichannel journey.