

Fall sports are
ready for a spike

Walmart customers are
ready for football
and tailgating this fall





Traditional sporting events like football parties will re-emerge in 2021



Of Walmart customers:

52%

Are most likely to host a home football watch party with just family

But many Walmart customers still have concerns about big crowds at games

36%

Would feel comfortable attending a live sporting event with COVID-19 vaccine

Walmart customers say their ideal scenario is:

1. Celebrating at home with just family
2. Watching the game on a big TV on their patio with lots of food and beverages

Tip:

Because customers are still cautious attending live sporting events and worried about exposure, help customers build safe new Fall Football and tailgating celebrations at home to continue the excitement

The top concerns making Walmart customers consider home parties:

- 40%** - Not OK being around too many people and large crowds
- 28%** - Worried about people not social distancing during game time
- 28%** - Worried about people not wearing masks
- 25%** - Concerned about the exposure and risk of getting COVID-19



Plus, watching a game together with family is fun



Here's what Walmart customers are saying:

"I will be spending this football season at home mainly due to COVID-19. However, I see lots of finger foods, sliders, chips and salsa, and a good steak to eat. I plan on spending it just with close family only."

"I am looking forward to a cookout with some great food, family and friends and most importantly a good game to watch on a 70-inch TV out on the patio. Two grills smoking with ribs, burgers and hot dogs."

-Walmart Fall Football Customers

For their backyard cookouts and family gatherings, Walmart customers plan to buy:

84% —
snacks



55% —
fresh items



79% —
meat



54% —
condiments



56% —
beverages



47% —
frozen food



Tip:

Celebrating at home with just close family is the priority for many Walmart customers. Give customers new ideas on how to bring family together to do special tailgating viewing parties.

Tip:

Snacks and Meats are the top products Walmart customers will purchase this Fall Football season. Create fun recipes for outdoor grilling to catch customers' attention before their tailgates.

Source: Walmart Spark Panel, April 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 = 554: 18-34, 97; 35-54, 240; 55+, 217.



Customers planning a tailgate will make a shopping trip about one week before the party

Customers report they will use the following devices to make their purchases:



55%
Cellphone



44%
Desktop



3%
Tablet



And they'll shop across multiple platforms

(As a percentage of customers who say they will use the following channels)

85%

Walmart stores



65%

Walmart.com



43%

Walmart app



39%

Pickup & delivery



And 40%
of Walmart
customers
plan to spend
between \$25
and \$75

Source: Walmart Spark Panel, April 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 = 554; 18-34, 97; 35-54, 240; 55+, 217.]



Customers plan to go big this fall

The top items Walmart customers say they are looking forward to this Fall Football season



Outdoor
Grilling



Getting
back to
normal



Celebrating
with lots of
food and
drinks



Gathering with
friends and
family



Celebrating
at home

And **25%** of customers are extremely likely to purchase their favorite sports team's apparel during the upcoming season

Source: Walmart Spark Panel, April 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 = 554; 18-34, 97; 35-54, 240; 55+, 217.]



Fire up your sales as Walmart customers fire up their grills for sporting events for the fall. Contact Walmart Connect and begin advertising today.