

Online interest in Apparel surges in spring





Apparel on Walmart.com:

↑ **Double-digit**
sales increase
YoY in 1H 2020

↑ **Double-digit**
traffic increase
YoY in 1H 2020



Triple-digit sales growth

YoY on Walmart.com²

February–May

Women's
Activewear

Athleisure
Bottoms

Adult
Sleepwear

Double-digit sales growth

YoY on Walmart.com²

February–May

Men's
Activewear

Women's
Tops

Pickup & delivery Walmart.com



Shop by category



Women's



Men's



Girls'



Boys'

The search is on at Walmart.com

Double-digit
search volume
uplift in Q2³

Women's Apparel
Intimates
Men's Apparel
Kid's Apparel

Source: Walmart first-party data; July 2020. Reflecting Feb 01 – Jul 31, 2020 data; (Reflecting Feb 2, 2019 – Jul 31, 2020 data)²; (Reflecting Nov 1 – Jul 31, 2020 data. *Weekly average Q2, 2020 compared to weekly average of Q1, 2020)³.



Women's Apparel



↑ Triple-digit sales increase YoY in Q2

↑ Double-digit traffic increase YoY in Q2³

Women's tops dominated searches⁴



Women's Apparel customers also purchased:²

Walmart.com

- Grocery
- Household paper & plastic
- Cosmetics
- Over the counter
- Home health

Walmart stores

- Snacks
- Dairy
- Prepaid cards
- Hair washing
- Eye care

Source: Walmart first-party data; July 2020. Reflecting Feb 2, 2019 – Jul 31, 2020 data. *Compared to previous timeframe of same duration; (Reflecting Feb 1 – Jul 31, 2019 and Feb 1 – Jul 31, 2020 data)² Walmart first-party data; June 2020. (Reflecting Feb 1, 2020 – Jul 31, 2020 data)³; (Reflecting Dec 1, 2019 – Jul 31, 2020 data)⁴.



Men's Apparel



↑ Triple-digit sales increase YoY in Q2

↑ Double-digit traffic increase YoY in Q2³

Men's sweatpants grow in popularity
as one of the top searched keywords⁴



Men's Apparel customers also purchased:²

Walmart.com

- Grocery
- Body care
- Over the counter
- Household paper & plastic
- Games & Puzzles

Walmart stores

- Snacks
- Dairy
- Candy
- Greeting Cards
- Deodorant

Source: Walmart first-party data; July 2020. Reflecting Feb 2, 2019 – Jul 31, 2020 data. *Compared to previous timeframe of same duration; (Reflecting Feb 1 – Jul 31, 2019 and Feb 1 – Jul 31, 2020 data)² Walmart first-party data; June 2020. (Reflecting Feb 1, 2020 – Jul 31, 2020 data)³; (Reflecting Dec 1, 2019 – Jul 31, 2020 data)⁴.



Kid's Apparel



Girl's Apparel was more searched than Boy's Apparel, with girl's items in the top-searched spot almost every month⁴



Double-digit sales increase YoY in Q2



Double-digit traffic increase YoY in Q2³



Kid's Apparel customers also purchased:²

Walmart.com

Grocery
Dolls & Accessories
Household paper & plastic
Body Care
Men's Outwear

Walmart stores

Snacks
Dairy
Candy
Beach
Footcare

Source: Walmart first-party data; July 2020. Reflecting Feb 2, 2019 – Jul 31, 2020 data. *Compared to previous timeframe of same duration; (Reflecting Feb 1 – Jul 31, 2019 and Feb 1 – Jul 31, 2020 data)²
Walmart first-party data; June 2020. (Reflecting Feb 1, 2020 – Jul 31, 2020 data)³; (Reflecting Dec 1, 2019 – Jul 31, 2020 data)⁴.

Partner with Walmart Connect today to build stronger connections with Apparel customers.