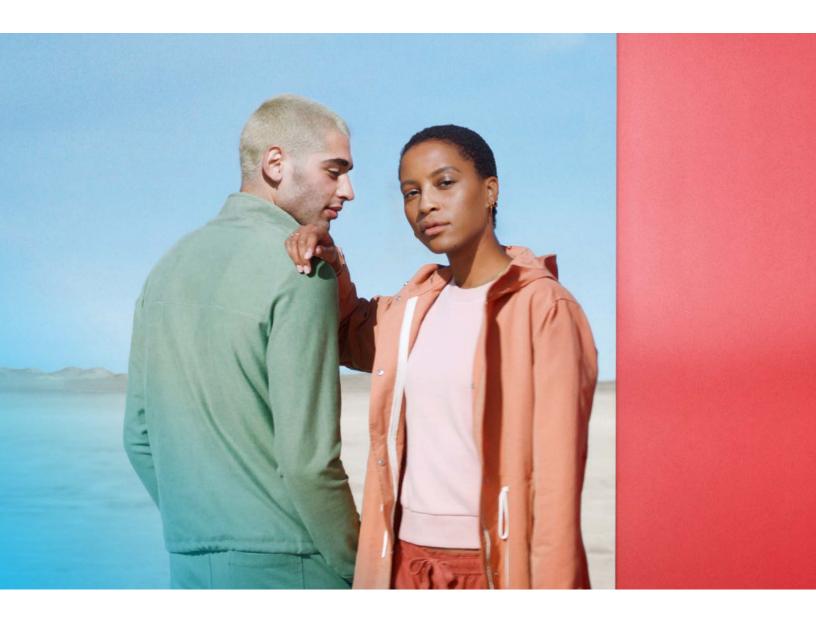
Online interest in Apparel surges in spring





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 Athleisure Adult

Activewear

Athleisure Bottoms

Sleepwear

Double-digit sales growth

YoY on Walmart.com²

February-May

Men's Activewear

Women's Tops

Pickup & delivery Walmart.com Comment Comment

Bovs

Girls

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.

walmartconnect.com

Women's Apparel

Triple-digit sales increase YoY in Q2

Double-digit traffic increase YoY in Q2³

Women's tops dominated searches^₄



Women's Apparel customers also purchased:²

Walmart.com

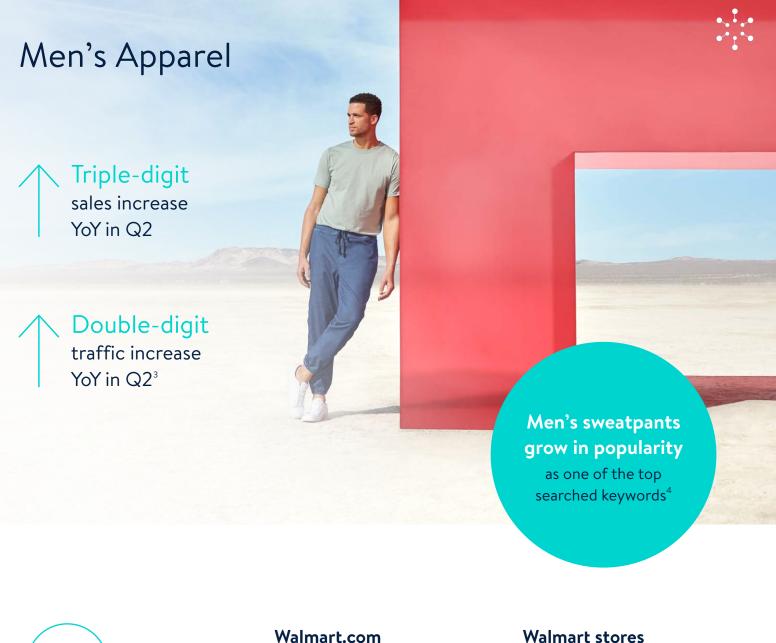
Grocery Household paper & plastic Cosmetics Over the counter Home health

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.



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Men's Apparel customers also purchased:²

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.

walmartconnect.com



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

	Walmart.com	Walmart stores
	Grocery	Snacks
Kid'a Annoval	Dolls & Accessories	Dairy
Kid's Apparel customers also	Household paper & plastic	Candy
purchased: ²	Body Care	Beach
	Men's Outwear	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.