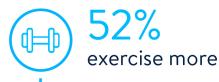




In their second pandemic autumn, customers are making positive plans, practicing **self-care** and **shopping more** than they were last year

This fall, Walmart customers plan to





41% spend more time on personal care







Customers plan to



_ 33% be more social

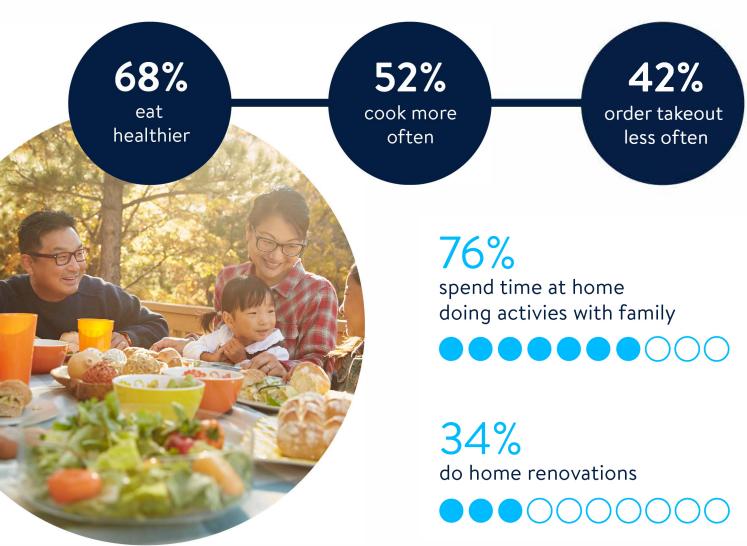


_ 32% travel more



_ 29% dine out more









40%

budget more money for shopping

24%

shop more in Walmart stores

53%

of Walmart customers often search for something on Walmart's site or app using unbranded terms

60%

of Walmart customers

love the experience

of shopping

Source: 'Walmart Spark Panel, August 2021; Fall 2021 vs. Fall 2020.

[Data was collected through an online survey distributed to Walmart
Customer Spark panel members (N- 724) managed by Customer
Spark and Research Platform team (Global Data)].

Contact Walmart Connect and begin advertising today.