



The “new normal”
fall at Walmart



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



52%

exercise more



45%

buy more personal care products



41%

spend more time on personal care



55%

refresh their wardrobe

32%

continue to wear athleisure often

Customers plan to



— **33%**
be more social



— **32%**
travel more



— **29%**
dine out more



68%
eat
healthier

52%
cook more
often

42%
order takeout
less often



76%

spend time at home
doing activities with family



34%

do home renovations





Customers plan to

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)].

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