

FOR IMMEDIATE RELEASE

Has Walmart+ Plateaued?

Both Penetration and Membership May Have Levelled

CHICAGO, IL – Wednesday, May 18, 2022 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of buyer shopping patterns for Walmart.com, part of Walmart Inc. (NYSE:WMT), for the quarter ending April 2022. Please see the attached report, “Walmart+ Grows with Walmart.com”, for details.

“After a decent January 2022 holiday quarter, we see early signs that Walmart+ has started to level-off.” said Josh Lowitz, Partner and Co-Founder of CIRP. “In terms of both penetration into the Walmart.com shopping base and total membership, we’ve seen flat results for the past three or even four quarters. We suspect some of the growth we saw in the holiday period included members who used a free trial or monthly paid membership for holiday shopping.”

“We’ve seen penetration within a narrow range of 24-26% in the past three quarters,” said Mike Levin, Partner and Co-Founder of CIRP. “Walmart+ membership grew steadily but slowly during 2021, with a greater increase in the holiday quarter. Then, similar to overall results at Walmart.com, membership may have retreated somewhat after a busy November-December-January period.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Walmart.com in the period from February-April 2022. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

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Walmart.com

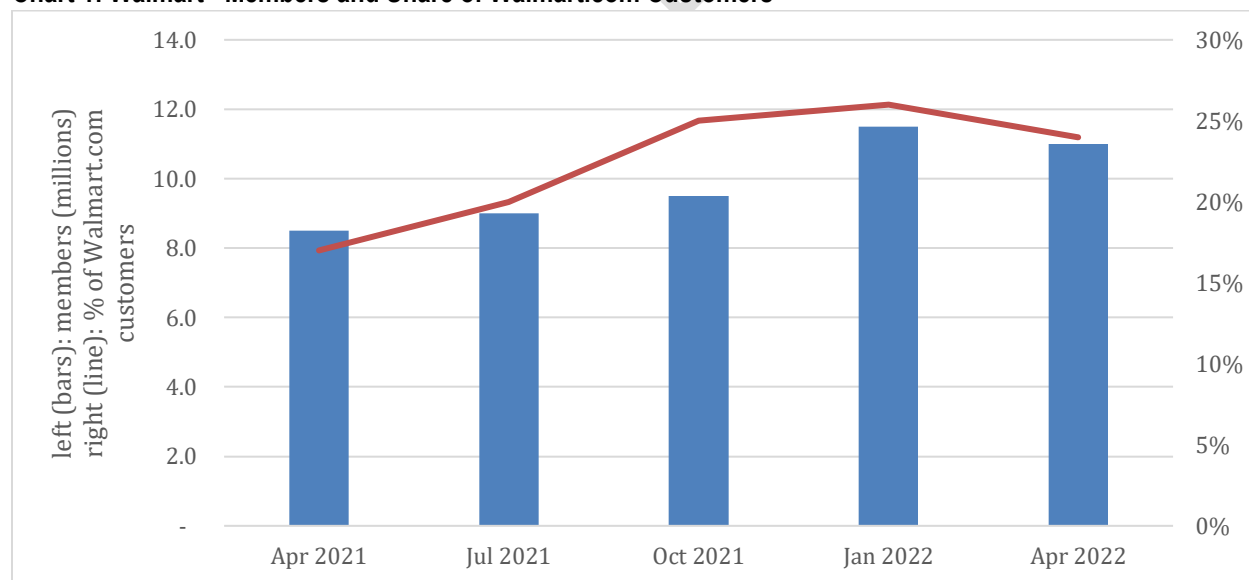
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Walmart launched Walmart+, its latest effort to compete with Amazon Prime, on September 15, 2020. With the end of the March 2022 quarter, we now have almost two years of experience with Walmart+ and can start to compare year-over-year performance.

Walmart+ grew quickly in its first months, reaching almost eight million US members by the end of its first full quarter in January 2021. Growth slowed considerably after that and picked up in the holiday quarter of January 2022. In the most recent April 2022 quarter, it appears that membership numbers may have declined slightly quarter over quarter. Penetration rates have also plateaued in the past three quarters.

As of April 2022, CIRP estimates that in the US, Walmart+ represents 24% of Walmart.com customers, which translates to 11.0 million members (Chart 1).

Chart 1: Walmart+ Members and Share of Walmart.com Customers



Walmart succeeded in recruiting members to Walmart+ in the first several quarters, increasing the penetration rate into the Walmart.com customer base from 17% as of the April 2021 quarter to 24% as of the April 2022 quarter. Penetration rates were around 15% for the first quarters after launch in September 2020.

As we have noted separately, Walmart+ performance depends in part on Walmart.com performance, including traffic and shopping patterns online (see our Investor Commentary, "Walmart.com", February 15, 2022). As Walmart customers returned to in-person shopping at Walmart physical locations, they use Walmart.com less. After Walmart.com accounted for a significant share of Walmart's revenue growth in 2020 and the first fiscal quarter of 2021, Walmart.com slowed down considerably thereafter.

As a result, Walmart+ membership has started to show signs of leveling-off. We estimate in the US, Walmart+ has approximately 11 million members as of the April 2022 quarter, slightly below the 11.5 million we estimated for the holiday quarter of January 2022. Walmart+ membership grew quickly for the first few quarters after launching in the October 2020 quarter, then slowed to nominal quarterly growth in 2021 and thereafter.

We attribute the stronger growth in the January 2022 holiday quarter to Walmart.com customers using a free trial or monthly membership to take advantage of free shipping and other Walmart+ member benefits for holiday shopping. Members would then let a trial lapse or do not renew a monthly membership.

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Consumer Intelligence Research Partners, LLC

111 West Washington Street, Suite 900

Chicago, IL 60602

(312) 344-3664

info@cirpllc.com

www.cirpllc.com