

**FOR IMMEDIATE RELEASE**

## Walmart+ Grows to 8-9 Million US Members

### Walmart+ Members Spend Over 50% More Than Non-Members

CHICAGO, IL – Thursday, May 6, 2021 - 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 24, 2021.

As of April 2021, CIRP estimates that in the US, Walmart.com customers spend an average of \$1,100 per year at Walmart.com (Table 1).

**Table 1: US Walmart.com (as of April 24, 2021)**

	Jan 2021	Apr 2021
Average annual spending per customer	\$1,000	\$1,100
Walmart.com customers with Walmart+ membership (millions)	7.4-8.2	8.0-9.0
Walmart.com customers with Walmart+ membership	13-14%	16-18%



**CIRP** Consumer Intelligence Research Partners, LLC

“Walmart.com continues to grow,” said Josh Lowitz, Partner and Co-Founder of CIRP. “We’ve estimated online customer annual spend for the past few quarters, and it’s shown consistent strength. The \$1,100 average annual spend at Walmart.com is driven by an average transaction of about \$53, and about 20 trips per year. This is on top of what these consumers spend in-person at Walmart stores – and over 90% are in-store shoppers, too. Average annual spending improved in the April 2021 quarter, primarily driven by an increased average number of trips, from around 17 per year previously.”

CIRP also estimates that Walmart+, the new membership program for Walmart.com customers, has 8.0-9.0 million members, with 16-18% of Walmart.com customers joining Walmart+ (Table 1).

“Walmart+ also has continued to gain strength,” said Mike Levin, Partner and Co-Founder of CIRP. “At this point the goal is capturing more Walmart.com customers, and it looks like it has started to happen. At 16-18% of Walmart.com customers, or 8-9 million people, Walmart+ now has a meaningful base of paying members. And, Walmart+ members spend far more than non- or not-yet members, averaging \$1,800 per year, primarily because these members shop at Walmart.com 50% more frequently. There are some notable differences between Walmart+ and Amazon Prime, including the emphasis on grocery products and gasoline at Walmart, and the lack of services like streaming music and video. Still, Walmart+ is emulating what we saw with Amazon Prime in its early stages, with measurable membership growth and increased spending among Walmart+ members compared to non-member customers.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Walmart.com in the period from February-April 2021. For additional information, please contact Mike Levin ([mike@cirpllc.com](mailto:mike@cirpllc.com)) or Josh Lowitz ([josh@cirpllc.com](mailto: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](http://www.cirpllc.com).

- END -