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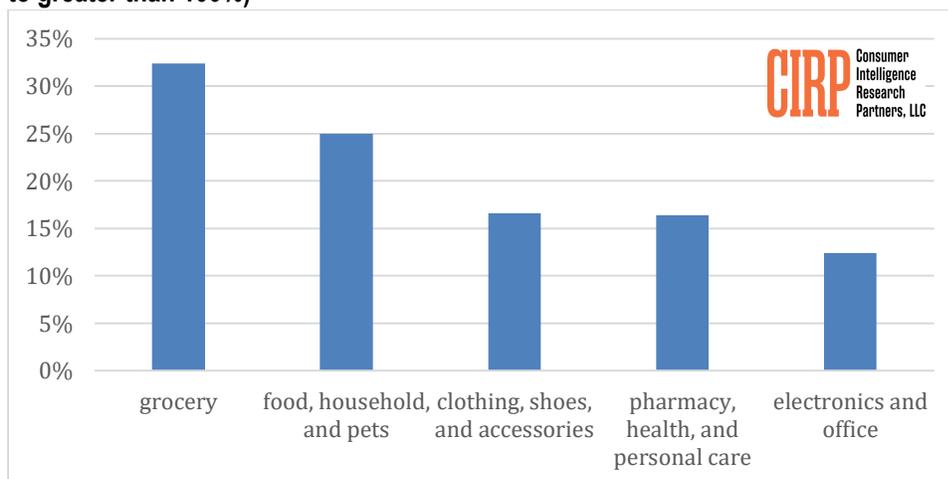
Grocery Drives Walmart Online Orders

Walmart.com Consumers Buy Over \$1,000 per Year, as Walmart+ Attracts 3 Million Members

CHICAGO, IL – Monday, November 16, 2020 - 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 October 31, 2020.

As of October 31, 2020, CIRP estimates that in the US, Walmart.com customers spend an average of \$1,100 per year at Walmart.com. Consumers shopping for groceries at Walmart.com represent 32% of customers (see Chart 1) and spend an average of \$1,800 per year online at Walmart.com.

Chart 1: US Walmart.com Top Departments in Most Recent Order (multiple responses allowed, figures sum to greater than 100%)



“Walmart is America’s leading grocery retailer and Walmart.com has leveraged that to become a serious online shopping destination,” said Josh Lowitz, Partner and Co-

Founder of CIRP. “While of course Walmart.com sells general merchandise and a lot of televisions, about one-third of customers shopped for groceries in their last trip to Walmart.com, and one-quarter for other household items. These grocery customers spend much more online than the average customer, about \$1,800 annually, compared to about \$700 for non-grocery shoppers. This difference is explained mostly by more frequent purchases from Walmart.com, with grocery customers shopping about 50% more often than customers buying from non-grocery departments.”

Among all US Walmart.com customers, CIRP estimates Walmart+ has 2.6 million-3.4 million members as of October 31, 2020, with 12%-15% of Walmart.com customers joining. US Walmart.com customers that shop for groceries at Walmart.com are two times more likely to report a Walmart+ membership.

“Walmart launched the Walmart+ membership service in the quarter, and we estimate a range of membership that suggests about 3 million Walmart.com customers joined,” said Mike Levin, Partner and Co-Founder of CIRP. “At that level, it seems like a success, especially after only six weeks. Of course, grocery customers found it particularly attractive. Like Amazon Prime, Walmart+ is most valuable to regular Walmart.com shoppers, so it appealed to those grocery shoppers right away. And like Amazon’s experience with Prime, Walmart appears to want to build on that natural affinity to gain greater share of online shopping for those customers, and then to entice less frequent shoppers to grow their online shopping habits.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Walmart.com in the period from August-October 2020. 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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