Walmart Benchmarks & Insights Report

From the MikMak Shopping Index

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Consumer preference for Walmart eCommerce has shifted

TikTok surpasses Pinterest as a top social commerce platform for Walmart shoppers

Purchase Intent is higher for Grocery than any other category

Wednesday evening is the best times to reach Walmart shoppers

Here are the latest Walmart eCommerce findings for your 2023 marketing initiatives.
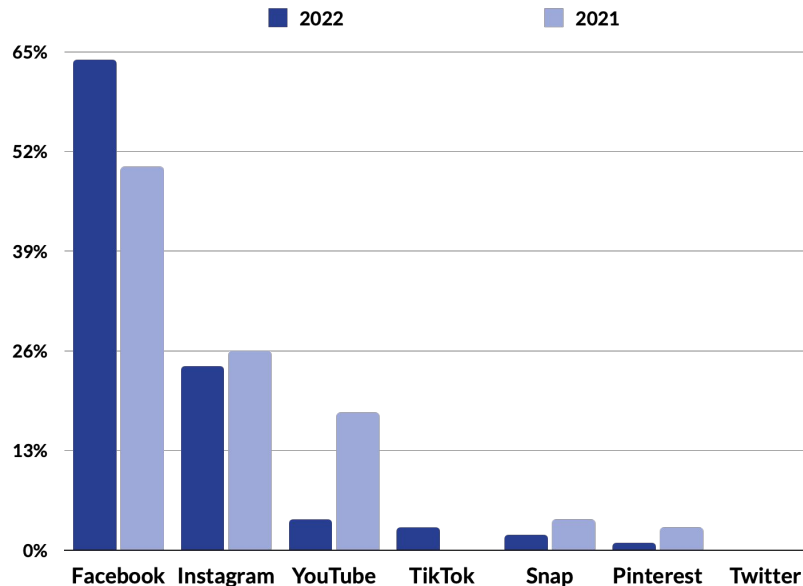
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Use a strategic mix of social commerce

Facebook (64%) and Instagram (24%) remain staple channels for driving brands' media traffic to Walmart. Youtube follows next at (4%). TikTok is close behind at (3%). Snap and Pinterest are also channels some brands are using to drive traffic to Walmart, driving (2%) and (1%) respectively.

This indicates a slight shift from the top social channels for Walmart in 2021, where Pinterest ranked higher (#4), and Twitter showed up on the top 5 list.

*Purchase Intent Clicks: The number of times a shopper has clicked through to at least one retailer during a single session.

Social Platform Share of Purchase Intent Clicks to Walmart

Legend: ■ 2022   ■ 2021

*Source: MikMak Shopping Index, data from Jan 1, 2022 - Nov 1, 2022

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What categories matter most?

Walmart offers a wide array of product categories both in-store and online, but which ones are seeing the most purchase intent from eCommerce shoppers?

Currently, grocery takes the lead as the top product category for Walmart shoppers on the MikMak Platform, with (31%) share of grocery shoppers clicking through to the retailer from brands' media. Personal Care and Beauty come next, at (19%) and (12%) respectively.

Channel x Category Mix (Traffic)

X **Grocery**

In 2021, this category mix looked different. Beauty took the top spot, followed by Personal Care, Grocery, Infant Care, and Household Products.

Top Categories for Walmart Shoppers, 2022

1	2	3	4	5
Grocery	Personal Care	Beauty	Infant Care	Spirits

Top Categories for Walmart Shoppers, 2021

| 1	2	3	4	5
Beauty	Personal Care	Grocery	Infant Care	Home Care
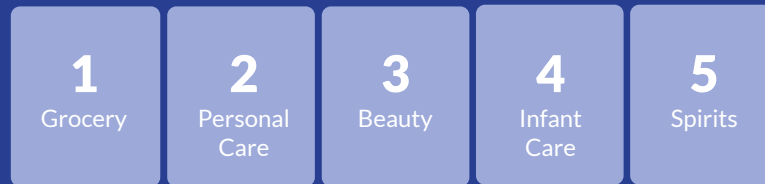
Walmart shoppers put 8 items in their basket

On average, Walmart eCommerce shoppers have 8 items in their shopping cart. This is close to the average basket size we've seen on the MikMak Platform this year (9), vs 7 in 2021. Some of the most popular items they've put in their carts this year are in the personal care and grocery categories and are as follows:

1. Teeth whitener
2. Distilled water
3. Brownie snacks
4. Hair removal cream
5. Nail care serum
6. Potato Chips
7. Minced garlic
8. Oatmeal cookies
9. Wipes
10. Baby formula

Grocery spotlight

Given that grocery is the top product category Walmart shoppers are active in, here are a few tips and data points for brands in the category.

What makes effective eCommerce ads?
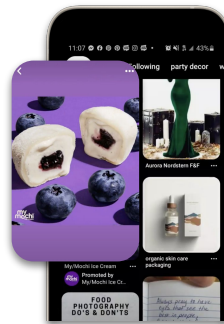
1. **Bold, eye-catching creative** that visually stands out

2. **Product first,** showcasing both the product and its value right away

3. **Flexible check out** that allows shoppers to switch between in stores and online, different geolocations, and fulfillment options

4. **Don't be afraid to try out different formats.** Successful grocery brands in 2022 have effectively used QR codes, OTT advertising, and livestream commerce to reach consumers.

Hot tip: Be quick and nimble with your creative. The world needs to be able to experience your brand and buy it.
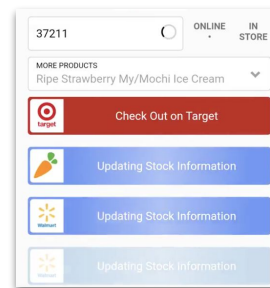
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Where are Walmart shoppers, and when are they shopping?

When it comes to top cities, the majority of Walmart shoppers on the MikMak Platform reside in New York City (10%). Next up are Chicago (5%), Los Angeles (4%), and Atlanta (3%). However, when looking at the data by state, Texas takes the lead, followed by New York, Florida, and California.
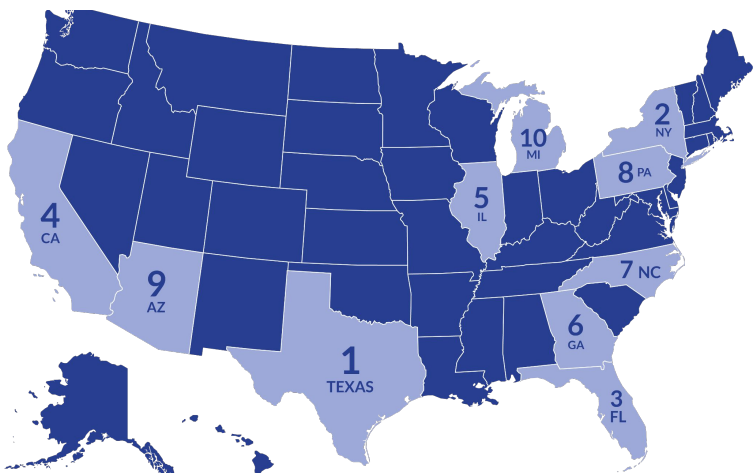
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Date x Time Mix
WEDNESDAY @ 9PM

When do they shop the most? According to the MikMak Shopping Index, Wednesday evenings see the most shopping activity from Walmart shoppers. In general, evening hours seem to be best.

Most Popular Shopping Days of Week: Walmart, 2022

| 1 WED | 2 TUE | 3 SUN | 4 THU | 5 SAT |

Most Popular Shopping Time of Day: 2022
(In the shoppers' local time zones)

1. 9pm
2. 10pm
3. 8pm
4. 7pm
5. 6pm
6. 5pm

Your eCommerce marketing checklist

So you've got the insights, now what? Here's a list to help optimize your Walmart marketing initiatives for 2022.

1. **Get the basics down.** Are Facebook, Instagram, YouTube, and TikTok part of your marketing mix? Are you marketing to Walmart shoppers in the right regions, at the right time, and day of the week?

2. **Explore joint growth opportunities.** Retailers and brands have shared goals: selling more products and earning more revenue. To achieve these goals, it helps to be on the same page and look at the same data. Sharing data leads to more complete insights and more productive relationships.

3. **Stay close to the data, daily.** What matters most to your consumers? How does this vary by geography, platform, demographics, and more? Finding out the answers to these questions is the first step in improving your consumer insights and position with retailers, and results in stronger relationships and sales. This can all be done in real time within the MikMak Platform.

Want to learn more? **Schedule a demo here.**

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All data and insights from Retailer Benchmark Reports are sourced from the MikMak Shopping Index

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and over 2000 retailer integrations to understand consumer online shopping behavior. The Index also includes data from MikMak Shopper Intelligence, which ties first-party eCommerce data to 1000+ demographic and psychographic data points, and can be segmented by product, retailer, and more. Shopper Intelligence is available through an industry exclusive partnership with LiveRamp.

All data in this report is from 1/1/2021 to 11/1/2022.

Let's chat!

Want to get even more insights? Looking for a different retailer?

Contact **marketing@mikmak.com**!