

The Walmart Connect Basics



Our Reach

#1 Omni Retailer, massive in-store traffic and monthly unique website visitors



400+
Store Locations
Nationwide

+2.2%
YoY Increase
In-store traffic to
Walmart Stores

35M
Monthly
In-store
Transactions



79%
Annual Household
Penetration
In Canada

Nearly 1.5M
Customers
Daily Each
In-store & Online

Walmart is one of Canada's
TOP 10
Most Influential Brands



~17M
Monthly Unique
Visitors
To Walmart.ca

55%
Reach of the
Total Canadian
Digital Population

1M
Monthly
Online
Transactions



Our Consumer Profile

From hard-to-reach audiences to busy families, we connect with digital consumers of every demographic

Our Shoppers

Gender Distribution



Household With Children Under 18 Years Old



Age Distribution

Age	In-Store	Online
18-24	13%	7%
25-34	17%	21%
35-44	16%	24%
45-54	21%	19%
55-64	20%	19%
65-74	13%	10%

Household Income

Income	In-Store	Online
<\$20K	11%	10%
\$20-49.9K	32%	26%
\$50-74.9K	14%	16%
\$75-84.9K	4%	8%
\$85-99.9K	10%	10%
\$100-124.9K	15%	14%
>\$125K	14%	17%



Our Consumer Behaviour

Walmart.ca is a top Canadian ecommerce site to browse, research, plan, and shop



Thursday, Friday & Saturday

- Most online transactions are made end of week
- In-store activity is at its highest end of week

10% Growth
YoY in Q1
store sales



Top Searched Terms: 2022 Q1

- Air Fryer
- Ultima Cosa
- Playstation 5
- Gabby's Dollhouse
- Baby Dolls
- Power Wheels
- Zone Rink In A Box
- Lego
- Pet Carrier On Wheels
- Stedman Active-Dry

In-Store Top 10 Departments: Q1



Online Top 10 Departments: Q1



Let's Connect: [Walmartconnect.ca](https://walmartconnect.ca) | walmartconnectca@walmart.com

Sources:

Our Reach: <https://www.ipsos.com/en-ca/news-polls/ipsos-announces-tenth-annual-top-10-most-influential-brands-in-canada>, comScore Media Metrix, Multiplatform; Canada Traffic Nov 21, Walmart IP Data; Total In-Store & Online Transactions - 12 Month ending December 2021

Our Consumer Profile: Shopper NPS Survey (Time frame: Q1 FY23)

Our Consumer Behaviour: Our Consumer Behaviour: <https://ecommerceguide.com/top/top-10-canadian-ecommerce-site-comScore-Media-Trend/Total-Unique-Visitors> - 12 Month ending December 2021, Walmart IP Data - search Q1FY23, Walmart IP Data - transactions: Q1FY23