

Walmart Data Ventures

Scintilla

Walmart Customer Spark Community



© 2025 Walmart Inc. All rights reserved.



Table of Contents

Introduction to the Walmart Customer Spark Community	4
Customer Spark mobile app	6
One tool: Customer Perception	8
Deep dive: Engagement, quality of answers, shopping patterns	13
Demographics	24
Hypertargeting	26



Trusted, verified respondents are hard to find

Today's consumers want immersive and personalized experiences, which makes targeted research crucial for understanding their needs. However, many researchers still rely on general population samples, which **raises an important question:**

"Can you really trust unverified respondents, (some of whom might see participation as a side hustle,) to guide your major business decisions?"

- Paul Hagen, Principal Director at Alida



* <https://www.greenbook.org/insights/customer-experience-cx/5-ways-real-customers-are-better-than-gen-pop-for-making-billion-dollar-business-decisions>

What is the Walmart Customer Spark Community?

The Walmart Customer Spark Community, created in 2018, is an exclusive group of double-verified shoppers* with Walmart transactions tracked and targeted down to the specific Universal Product Code (UPC). Members play a vital role in shaping Walmart's future by sharing their insights and feedback on products and services. They participate in various flexible and customizable research experiences designed to bring you closer to the Voice of the Customer.

With over **9,000 audience attributes**, the Walmart Customer Spark Community offers access to a comprehensive database that includes customer demographics, product categories, geographic information, sales data, and more. This diverse group ensures that you can reach your target audience effectively.

Why can you trust this community?

***Double-verified shoppers**

Shoppers participate in two mandatory opt-in processes: during their account creation process, and again when accepting the Walmart Customer Spark Community's terms of use.

Strict eligibility criteria

Participants must be U.S. residents** over 18, have a valid email, and be recent Walmart shoppers. Individuals affiliated with market research firms, advertising agencies, and Walmart employees and competitors are excluded, as self-reported during the registration process.

Exclusive access via invitation and application

The Walmart Customer Spark Community is accessible through two paths:

- Invitations sent to select customers based on a recruitment algorithm that considers demographics and shopping behavior
- Applications undergo real-time review to ensure eligibility

Once approved, members complete registration surveys where we collect demographic, shopping, and additional household information. This profile data is essential for targeting and selecting the right member for your studies.

**excluding Puerto Rico

The Walmart Customer Spark Community difference

Exclusive community

Our verified participants are real people who are **required to confirm their subscription twice**, reducing the likelihood of fake accounts and increasing the chances of receiving high-quality feedback.

Hyper-targeted audience

Ensure you always talk to the right end customer by hyper-targeting your audience through enrichment variables such as demographics and transactions that can be **tracked through purchase channel and targeted down to the store, UPC level, and more**.

Insights from highly engaged respondents

Respondents stand out for their high engagement (spending **13% more time responding to surveys** than average industry-leading panels) and their commitment to providing high-quality responses by offering more detailed and nuanced answers than those panels.

Retail behaviors beyond Walmart

The community's diverse **shopping habits, beyond Walmart**, enrich their perspectives and make their feedback invaluable. This broader representation ensures that the insights we gather are comprehensive and reflective of a wider customer landscape.

Responsive panels with national reach

Tap into a highly engaged and diverse group of shoppers from all over the U.S.* to gain **valuable metrics (48 to 72 hours average results time** after survey launch) that fuel creativity while maintaining a competitive edge.

For more insights, see the Deep Dive, starting on page 13.

*excluding Puerto Rico

How we empower Walmart Customer Spark Community members

The Customer Spark mobile app is a convenient platform for members to engage in surveys and other interactive tasks and to share their opinions and insights. Members love the convenience of completing surveys on the go, with 75% of survey completions occurring on mobile devices.

To reward active participation, members earn points for every survey they complete. These points can be redeemed for Walmart gift cards, which can be used in-store or online.

To maintain a vibrant and engaging community, we encourage members to regularly update their profiles. In-app nudges serve as gentle reminders to ensure profiles remain current.

The Walmart Customer Spark Community at a glance:

Strong growth:

Over the last 365 days, our community grew by 79% (measurement taken May 2025).

Highly engaged:

We are continuously measuring our App Stickiness, or the ability to keep users engaged and regularly returning. Over half of the monthly active users visit daily, indicating that members are actively engaged to provide you with thoughtful feedback.

"I feel appreciated as an important customer. And, I am rewarded for my participation!"



From Texas

"It is fun, interesting and most of all you get voice your honest opinions and feedback!!"



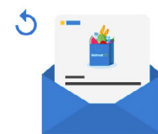
From Ohio

"Walmart cares about its customer experience and gives the opportunity to Spark members to give opinions."

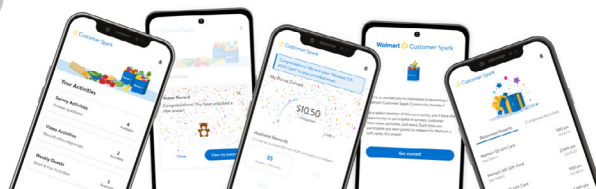


From Massachusetts

Look out for your invitation and join our community!



Walmart  Customer Spark



How we empower suppliers: Customer Perception

The power of the Walmart Customer Spark Community is harnessed through Scintilla Customer Perception, allowing you to gather trustworthy data in diverse and effective ways.

Explore surveys more insightful than ever with our research methodologies:



Quantitative surveys: Collect data that provides clear insights into customer preferences and behaviors. These surveys enable suppliers to run various tests that are crucial for understanding and improving their offerings. For example, **concept testing** lets suppliers evaluate new product ideas and gauge customer interest before proceeding to full-scale production. A **brand sentiment** analysis helps understand how customers perceive the brand, which can inform marketing strategies and brand positioning. Surveys can also help identify **purchase drivers and barriers**, revealing the factors that motivate customers to buy or deter them from making a purchase.

We offer customizable templates or the option to build your own survey, ensuring you can tailor the approach to meet your specific needs. This comprehensive approach enables suppliers to make informed decisions based on reliable data, ultimately enhancing customer satisfaction and driving business success.



Qualitative video feedback: Gain a deeper understanding of customer experiences and emotions by adding a personal touch to the data. In Customer Perception, qualitative research explores the "why" behind consumer behavior through discussion and observation. Unlike quantitative research, which focuses on numbers and statistics, qualitative methods, such as video responses, capture **in-the-moment reactions** and **authentic responses** to concepts or products. Video responses can offer rich, detailed insights into customer motivations, preferences, and decision-making processes, providing a depth of understanding that quantitative data alone cannot achieve. They can also reveal underlying behavioral patterns and subconscious drivers that often remain hidden in traditional surveys.



In-Home Usage Tests (IHUT): Open the door to firsthand customer feedback. This method allows you to test products with verified Walmart customers **in their own homes**, ensuring your product reaches the right target audience within the Walmart Customer Spark Community. Participants use the product in their own environment and then provide invaluable insights that can shape smarter business decisions, such as campaign strategy, messaging, pricing, and more. IHUT can be used for **product innovation** by testing new concepts, evaluating design, determining pricing, and refining your pre-launch development strategy. Additionally, IHUT is valuable for **product renovation**, as it gathers feedback on existing products, helping you identify improvements that could boost sales, such as new packaging or branding.

Summary

Together, these three methods ensure that we capture comprehensive and reliable insights from our highly engaged community members, ultimately helping us make informed decisions and enhance the Walmart shopping experience.

With Research Services, our Research Team brings your business questions to life.



At the intersection of retail expertise and human understanding, our team of research experts are your partners to **uncover the “why” behind shopper behaviors**. From aisle to algorithm, we bring deep knowledge of the retail landscape: merchandising, omnichannel journeys, category dynamics, and shifting consumer expectations. Our Research Team embeds itself in the business challenges, delivering **clear and actionable guidance that drives business outcomes and positions your brands to win at shelf, online, and beyond**.

They deliver **custom research solutions designed to meet you where you are in the product lifecycle**. Whether it's identifying white space for innovation, optimizing your go-to-market strategy, refining packaging and message, or diagnosing in-market performance, they tailor survey design, methodologies, and analysis to your specific needs. They take a **human approach**—going beyond platform limitations to uncover the truths and category dynamics that fuel growth.



Deep dive



Driving strategy through data integrity

In today's data-driven business environment, survey responses are more than just feedback—they serve as valuable strategic assets that guide business decisions and shape future growth. High-quality survey data empowers organizations to make informed decisions, refine marketing strategies, and align product development with customer expectations. Maintaining data integrity not only enhances research credibility but also directly contributes to improved business performance.

Conversely, low-quality responses (answers that are incomplete, inconsistent, rushed, or lack thoughtful engagement) have a detrimental impact. Inaccurate or biased data leads to misguided strategies, wasted resources, and loss of stakeholder trust.

Why are high-quality responses important?



Accuracy and reliability: High-quality responses ensure that the data collected is accurate and reliable. This means that the insights derived from the survey are based on genuine opinions and behaviors, rather than rushed or careless answers. Accurate data is essential for making informed business decisions as credible findings help mitigate business risk.



Actionable insights: High-quality data minimizes bias in research findings, ensuring results accurately reflect the target population to help drive strategic initiatives. This is crucial for making reliable predictions and recommendations. For example, understanding customer preferences can help tailor marketing campaigns, improve product offerings, and enhance customer experiences.



Cost efficiency: Collecting high-quality responses reduces the need for repeated surveys or additional data-collection efforts. This saves time and resources, making the research process more cost-effective to help brands stay ahead of competition and trends.

Benchmarking insights: Dive into our research

In late 2024, we explored how the Walmart Customer Spark Community compares to four industry-leading panels. We commissioned a third-party agency to conduct an online survey, handling both the programming and hosting, to ensure an objective and accurate assessment. Each panel included at least 500 qualified respondents, providing a robust and reliable sample size. The agency used click-balancing, which aligns respondent demographics with U.S. Census representation. This method minimizes sampling bias and prevents overrepresentation of any single group, ensuring that the initial pool of respondents who participate in the survey is demographically balanced according to the U.S. Census.

Results revealed that our participants provided fewer low-quality responses across various metrics. These metrics included "speeders," or respondents who answered quickly without fully engaging; "straightliners," or respondents who provided the same answer across multiple questions; and "red herrings", such as fictional brand awareness, fictional brand purchase at [Walmart](#), and competitor private-label purchase at [Walmart](#).



Low-quality responses from the Walmart Customer Spark Community were **four times lower** than the average rate across industry-leading panels.



Even more notably, low-quality responses were **six times more frequent** in the worst-performing panel compared to the Walmart Customer Spark Community.

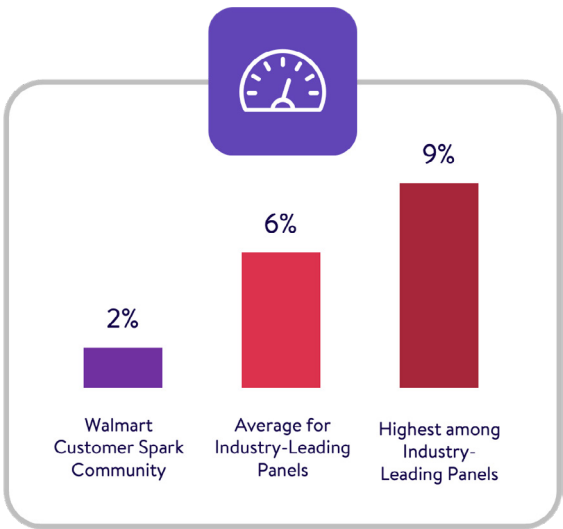
Key highlights and their importance to suppliers

Greater thoughtfulness in responses: Our community members spent an average of 8 minutes and 26 seconds responding to a survey. This duration exceeds the average for industry-leading panels, which is 7 minutes and 27 seconds, and is also longer than the shortest time, which is 6 minutes and 39 seconds. This level of engagement suggests that respondents are more invested in providing detailed and accurate answers. For suppliers, this means the feedback is more likely to accurately reflect genuine customer opinions and experiences. Thoughtful responses enable suppliers to make well-informed decisions regarding product development, marketing strategies, and customer service enhancements.

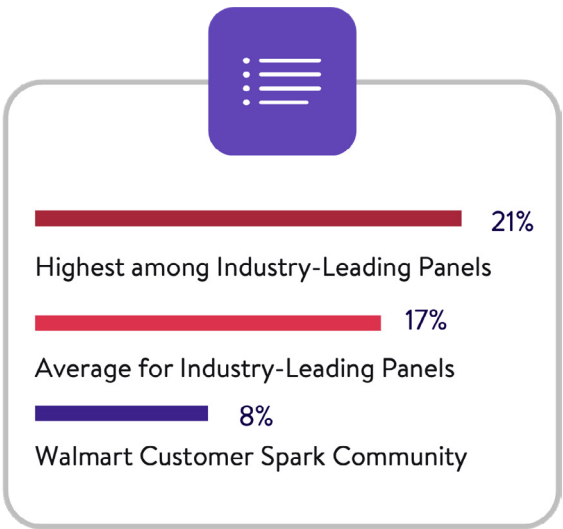


Lower incidence of speeders: Industry-leading panels reported three times as many "speeders" compared to the Walmart Customer Spark Community. This lower attentiveness in other panels can often compromise the quality of the data. For suppliers, the reduced incidence of speeders in the Walmart Customer Spark Community leads to more accurate and reliable insights. Attentive responses offer a clearer understanding of customer preferences and behaviors, empowering suppliers to better tailor their products and strategies.

Higher engagement levels: Industry-leading panels reported twice as many "straightliners" compared to the Walmart Customer Spark Community. This behavior can significantly skew survey results, leading to inaccurate insights and potentially misguided decisions. For suppliers, the higher engagement levels in the Walmart Customer Spark Community mean that feedback is more nuanced and reflective of true customer sentiments. Engaged respondents provide valuable insights that can drive strategic initiatives and improve product offerings.



Speeders



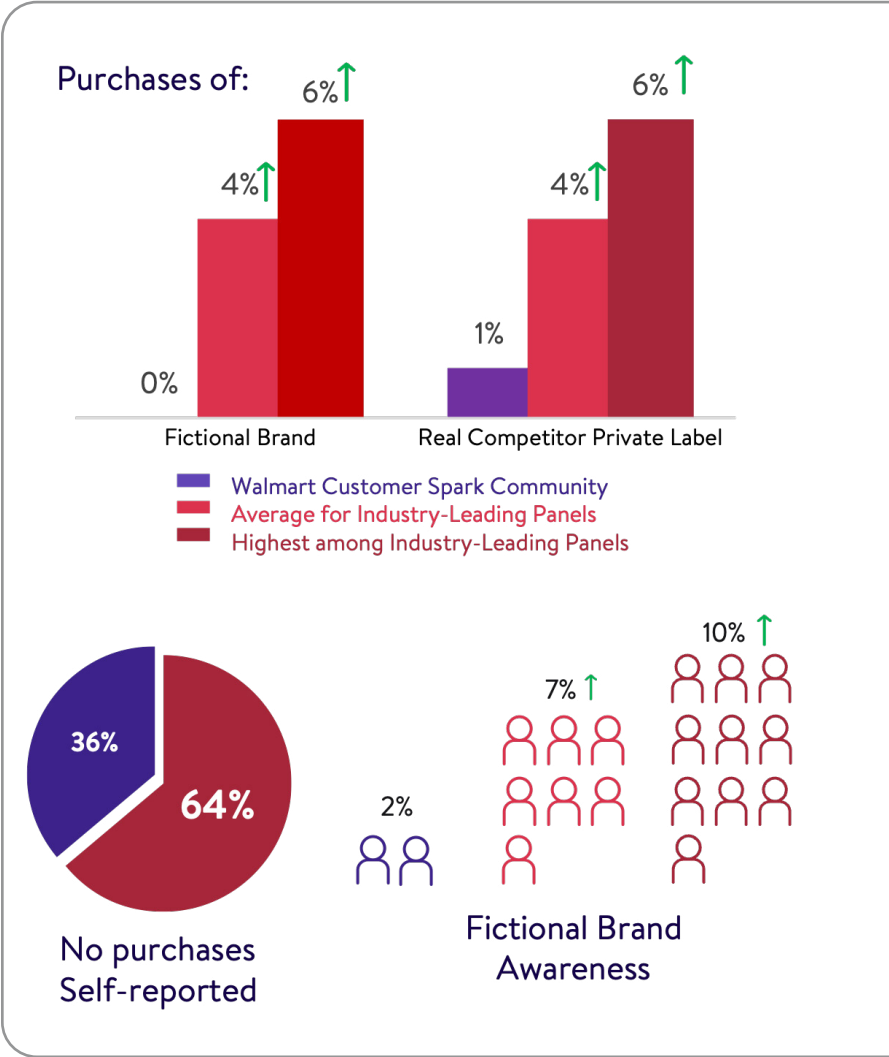
Straightliners

More accurate insights: Our community members reported three times less awareness of fictional brands, with only 2% reporting awareness compared to 10% among the highest industry-leading panels. This indicates more accurate and thoughtful insights, which is crucial for suppliers as it ensures that the data collected is genuine and not influenced by respondents' attempts to guess or fabricate answers. Accurate insights help suppliers understand real customer perceptions and make decisions based on accurate information, leading to better product development and marketing strategies.

Greater attentiveness in results: Our community members reported zero to minimal purchases of fictional and competitor private brands at Walmart in the past three months. This highlights greater attentiveness in the results, as respondents are more likely to provide accurate information about their purchasing behaviors. For suppliers, this attentiveness ensures that the data collected is reliable and can be used to understand customer preferences. Accurate purchasing data helps suppliers optimize inventory, marketing efforts, and customer engagement strategies.



Mitigating issues with self-reported data: Issues with self-reporting are widely recognized in the market research industry. Customer Perception mitigates these issues by leveraging hyper-targeting supported by transactional records to fuel accuracy in survey recruitment. For example, we found that 64% of respondents who reported no purchases at **Walmart** in the past three months had transactions in the database, highlighting the need for cross-referencing with transactional records to ensure data reliability. For suppliers, this approach ensures that the data collected is accurate and reflective of actual customer behaviors, which is essential for making informed decisions about product development, marketing strategies, and customer service improvements.



Summary

For suppliers, tapping into the Walmart Customer Spark Community can deliver more accurate insights, support smarter decision-making, and drive greater market success.

In addition to these key highlights, the study also analyzed the richness of the Walmart Customer Spark Community data by posing a creative question: "If you could invent a new potato chip flavor, what would it be?" Our members provided unique packaging suggestions without any prompts, adding depth to responses collected.

"Something with **less sodium**, but flavored like sauerkraut. Top the Tator flavored (I use that for chip dip). Bags of normal potato chips with a **packet** inside to make a dip (ranch, sour cream, onion, etc.) **Bags of chips with recipe** cards that show how to use them in casseroles, dip in chocolate, etc. I'm always looking for ways to jazz up casseroles/hot dishes."

"I would love a somewhat salty but also just a tad bit spicy type of curvy, golden brown potato chip that's **air fried, and sold in different size bags**. It would be even better if we can find a **biodegradable packaging option** for it."

"I would like an enchilada flavor potato chip and for **the bag to have a zip lock**. And I would like a refried bean potato chip."

When responses were grouped into flavor categories, both the industry-leading panels and the Walmart Customer Spark Community showed similar representation across all 19 categories (e.g., Cheese varieties and Combinations, Condiment and Sauce Themes, etc.). This demonstrates that our community members provided equal breadth and diversity in their responses compared to industry-leading panels. For suppliers, this richness and creativity in responses offer valuable insights for product innovation and development, highlighting the potential to tap into the community's ideas to drive new product offerings and enhance customer satisfaction.

Cross-shopping behavior and purchasing patterns

Another element of the study examined the Walmart Customer Spark Community's cross-shopping behavior beyond Walmart and their purchasing patterns across product categories. Cross-shopping behavior refers to the tendency of customers to shop at multiple retailers rather than being loyal to a single store. This behavior provides insights into how customers distribute their spending across different retail outlets. Additionally, the study explored purchasing patterns across categories, which involves understanding the types of products customers buy from various retailers, such as groceries, clothing, home goods, and personal care items.

Respondents were asked: "Which of the following retailers have you made a purchase from in the last three months? Indicate the categories you have purchased from." The results revealed that Walmart Customer Spark Community members exhibited diverse retail spending habits. They shopped at five or more retailers over three months, while industry panels shopped at fewer.

This indicates that Walmart Customer Spark Community members not only shop at Walmart but also engage with various other retailers, demonstrating a broad and unique shopping behavior.

Additionally, Walmart Customer Spark Community members' cross-retail purchasing patterns were comparable to industry-leading panels. This cross-retail shopping behavior showed that Walmart Customer Spark Community customers shopped across categories beyond Walmart. The survey included 14 categories, such as Grocery, Clothing & Shoes & Accessories, Home & Furniture, and Beauty & Personal Care, for respondents to indicate their purchases across retailers in the past three months. This comprehensive approach helps suppliers understand the breadth of customer preferences and spending habits across different product categories and retail environments.

When suppliers invest in the Walmart Customer Spark Community data, they gain insights that extend beyond Walmart.

Understanding these diverse and comparable purchasing patterns is crucial for optimizing product placement, marketing strategies, and inventory management across multiple retail channels. By recognizing the cross-shopping behavior and purchasing patterns of the Walmart Customer Spark Community, suppliers can better tailor their offerings to meet the needs of customers ultimately enhancing customer satisfaction and driving sales.



Demographics





United States of America

The Walmart Customer Spark Community demographics in 2025

Household Income	Walmart Customer Spark Community	2025 Walmart Shopper	2023 US Census Bureau
	33.3% - <50K (USD) 31.5% - 50K – 99.9K 16% - 100K – 150K 10.2% - >150K	27% - <50K (USD) 34% - 50K – 99.9K 19% - 100K – 150K 20% - >150K	32.3% - <50K (USD) 28.8% - 50K – 99.9K 17.4% - 100K – 150K 21.5% - >150K

US Region Distribution	Walmart Customer Spark Community	2025 Walmart Shopper	2020 US Census Bureau
	13% - Northeast 21.7% - Midwest 48.9% - South 16.4% - West	15.7% - Northeast 22.3% - Midwest 43.6% - South 18.3% - West	17.4% - Northeast 20.8% - Midwest 38.1% - South 23.7% - West

Cultural Distribution	Walmart Customer Spark Community	2025 Walmart Shopper	2020 US Census Bureau
	9.9% - African/African American 3% - American Indian 2.4% - Asian 11.6% - Hispanic 70.4% - White/Caucasian	14.7% - African/African American 0.5% - American Indian 3.3% - Asian 8% - Hispanic 69% - White/Caucasian	11.9% - African/African American 0.7% - American Indian 5.9% - Asian 19.5% - Hispanic 57.3% - White/Caucasian

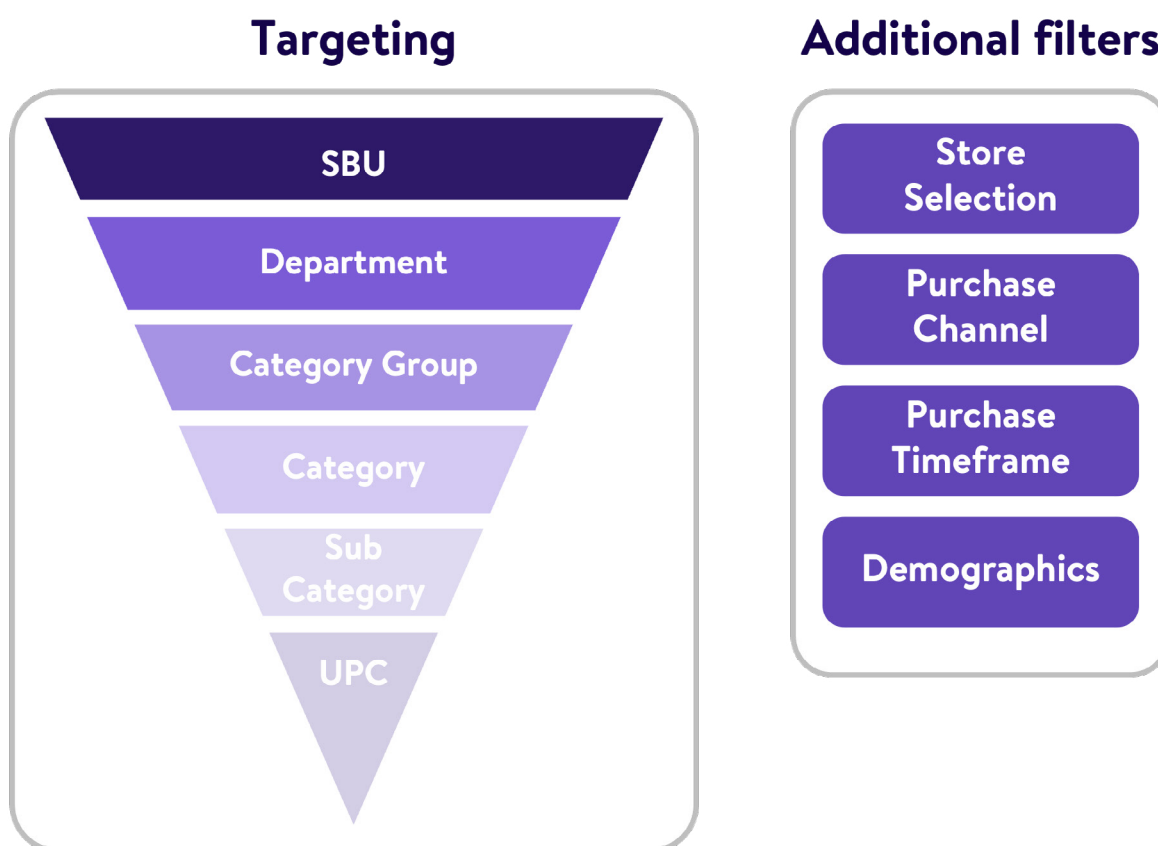
	18-34	35-44	45-54	55-64	65+	
Age	20.6%	27.6%	20.9%	16.4%	14.5%	Walmart Customer Spark Community
	22.6%	13.4%	12.1%	12.5%	17.7%	2023 US Census Population
	21.0%	19.0%	19.0%	17.0%	24.0%	2025 Walmart Shopper

Search for the right audience through hypertargeting

With the Customer Perception tool, achieve an unparalleled level of precision to reach the exact audience you want.

Here's how:

Starting from the **Strategic Business Unit (SBU)** level, you can narrow down your focus to the UPC level. This allows for highly specific targeting that ensures your marketing efforts reach the exact customer segments you intend to engage. By selecting various filters, enrichments, and enhancements, you can **hyper target even further**, refining your audience to meet precise criteria and maximize the effectiveness of your campaigns.



This comprehensive targeting capability empowers you to make data-driven decisions that resonate with your customers and drive better results.

Customer demographics and other data enrichments variables available

Customer Perception provides extensive data on customer demographics and other enrichment variables, providing a holistic view of Walmart shoppers. This information includes standard variables that are available at no additional cost, as well as optional enrichment features that can be accessed for a fee.

Data enrichment variables are specific types of information that can be added to existing datasets in support of hyper-targeting. Examples such as age range, gender, or household income enhance the demographic data, allowing for a more nuanced understanding of customer preferences and behaviors. By enabling data segmentation, these enrichment variables help us categorize customers into distinct groups based on specific criteria. This segmentation allows for more targeted and effective decision-making, ensuring that we cater to the specific needs and desires of our diverse customer base. For example, we can identify high-value customers, understand their unique characteristics, and tailor marketing strategies to enhance their experience and loyalty.

Overall, this robust data set empowers us to make informed decisions that drive customer satisfaction and business growth.

Complimentary data enrichments at no extra cost:

- Age range: 18-24, 25-34, 35-44, 45-54, 55-74, 75+
- Children under 18: Yes, No
- Gender: Male, Female, Other
- Hispanic or Latino: Yes, No, Prefer not to answer
- Race: Caucasian/White, African/African American, Asian, Indigenous Peoples, Other, Prefer not to answer
- Region: Northeast, Midwest, South, West

Add-on data enrichments (additional cost):

- Baby expectancy**
- Education level
- Employment status*
- Household income last year
- Marital status*
- Rent or own*
- Children in household
- Number of children under 1
- Panelist household strength (how many individuals live in the household)*
- Pets in household
- Purchase decision responsibility
- Urbanicity classification
- Panelist’s State
- Walmart Target Segments (Budget Sensitive Busy Families, Time Sensitive Busy Families)
- Amazon Prime membership

*For these specific data enrichment categories, Walmart Customer Spark Community members are requested to update their profiles one to four times a year to ensure accuracy. Members can also make changes at any time.

**Washington, Virginia, and Nevada are not eligible for targeting.

Categories

Leverage hypertargeting capabilities powered by customer transaction data to **reach the right audiences** across product categories.

Home

Home & Bedroom

- Adult Bedding
- Bedding
- Bedding & Diaper Bags
- Bedding Sets
- Blankets And Seasonal
- Mattresses
- Pillows Poufs
- Utility Bedding

Tabletop

- Side Dishes
- Food And Kitchen Storage
- Food Storage Kitchen Org
- Gadgets And Cutlery
- Glassware
- Hard Tabletop
- Kitchen And Dining
- Kitchen Storage And Org

Bathroom

- Bath And Shower
- Bath And Plumbing
- Shower
- Soft Bath
- Hard Bath

Cleaning & Organization

- Household Cleaning
- Power and Cleaning
- Surface Care
- Cleaning Tools And Pest
- Garage Cleaning And Organization
- Household Paper
- Filing Org Security
- Laundry
- Laundry Hangers Closet Storage
- Garment Closet And Laundry

Kitchen & Dining

- Cook And Dine
- Cookware And Bakeware
- Dish Care
- Table Settings

Home

Hardware & Tools

- Hardware And Tools
- Hardware Basics
- Tools
- Power And Electrical
- Lighting And Fasteners
- Do It Yourself
- Diy Accessories

Decor & Home Essentials

- Decorative Accessories
- Flameless Fragrance
- Wall Art And Mirrors
- Rugs Doormats Furniture Covers
- Rugs/Doormats/Pillows
- Home Essentials
- Lighting And Clocks
- Candles And Incense
- Frames
- Furniture
- Home Window
- Window Blinds/Softs/Hardware
- Lighting And Clocks
- Decorative Accessories
- Waste

Baby & Kids

- Infant And Toddler Furniture
- Baby Care
- Baby Consumables Hardlines
- Diapers And Wipes
- Feeding And Nursing
- Preschool

Toys & Crafts

- Infant Toys
- Toys
- Dolls
- Action Figures
- Kids Crafts And Jewelry Making
- Vehicles Seasonal Games Puzzles

Building Sets

- Active And Pretend Play
- Exploratory Unboxing Plush Blasters
- Activities Supplies
- Art And Adult Crafts
- Artificial Plants And Floral
- Arts Crafts Sewing And Fabrics
- Fabric Sewing And Needlecraft
- Floral And Needlecraft
- Musical Instruments And DJ

Home

Appliances

- Small Appliances
- Heated Appliances
- Large Appliances

Seasonal & Celebration

- Celebration
- Cards Wrap Stat Stkrs
- Summer Seasonal
- Party Supply
- Novelty

Office & School Supplies

- Copy Paper Office Boards
- Planners Calendars Flags
- Notetaking Binders
- Unpublish Move Ship Envelopes
- Store Supplies
- Office
- Writing

Misc & Other

- Luggage
- Travel / Safety / Sm Furniture
- Stage Lighting And Karaoke
- Clipstrips And Sidekicks
- Paint
- Books And Magazines

Auto Parts & Components

- Auto Accessories And Perf Chemicals
- Auto Batteries & Electronics
- Auto Ext And Int Parts And Acc
- Auto Under Car Parts Equip And Refrig
- Auto Under Hood Parts Filters And Maint

Maintenance & Fluids

- Auto Car Care And Seasonal
- Auto Motor Oil
- Auto Rv And Antifreeze
- Lube Services

Power & Towing

- Auto Powersports Towing and Wipers

Tires & Battery Services

- Automotive Tires
- Tire Services
- Battery Services

Sports & Outdoors

Camping & Outdoor Living

- Camping Accessories
- Camping Canopies Tents And Chairs
- Camping Sleeping And Rain
- Outdoor Cooking
- Grill Accessories And Fuel
- Outdoor Power Equipment
- Patio And Garden
- Patio Decor
- Patio Furniture
- Travel Gear

Fishing & Boating

- Boating
- Fishing Lures
- Fishing Tackle

Hunting & Tactical

- Hunting
- Knives Archery And Optics
- License
- Sports Shooting

Fitness & Sports

- Fitness
- General Sports
- Sporting Goods
- Sports
- Indoor And Outdoor Games
- Active And Pretend Play
- Regional Sports Water Sports And Swim

Gardening & Plants

- Gardening
- Garden Tools And Watering
- Lawn And Garden Chemicals
- Hawaii Lawn And Garden
- Laen & Garden (Alaska)
- Horticulture
- Landscaping
- Indoor Plants
- Tropicals And Ferns
- Seasonal Plants
- Roses
- Planters And Bird

Floral & Decor

- Floral Accessories
- Cbs Mixes Corsages
- Pr Everyday Gift Deco And Bulbs

Planting & Seeds

- Seeds
- Annuals And Vegetables
- Perennials Shrubs And Trees

Foods & Beverages

Dairy & Eggs

- Dairy Milk
- Dairy Task
- Cheese And Chilled Hispanic
- Creams And Creamers
- Yogurt Chilled Snacks
- Eggs

Frozen Foods

- Frozen Breakfast Food Pizza And Bread
- Frozen Fish
- Frozen Ice Cream Bakery And Dog Food
- Frozen Meals
- Frozen New Lifestyle
- Frozen Produce
- Frozen Protein
- Frozen Seafood
- Frozen Shrimp
- Frozen Snacks and Appetizers
- Grab N Go And Bakery Freezer

Bakery & Breakfast

- Bakery Breakfast
- Bakery Regional
- Bakery Seasonal
- Bread And Breakfast
- Buns And Specialty
- Cakes And Cupcakes
- Donuts Bread And Dinner

Cold Cereal

- Hot Cereal
- Sweet Breakfast And Gelatin
- Ready To Eat Breakfast Foods
- Mac And Cheese Kids Meals And Gluten Free

Meat & Seafood

- Beef
- Chicken
- Pork
- Poultry
- Fish
- Fresh Fish
- Fresh Seafood
- Fresh Shrimp
- Crab
- Shellfish
- Shrimp
- Bulk Meat And Cheese
- Ham And Turkey
- Meat

Foods & Beverages

Fruits & Vegetables

Apples Pears Cherries
Bananas Pineapples
Citrus
Avocados
Grapes
Melons
Mixed Berries
Strawberries
Tomatoes
Vegetables
Cooking Vegetables
Cut Fruit
Potatoes Onions Garlic
Stone Fruit
Tropicals
Truck Veg Chilis
Vav Mushrooms Ddv

Pantry & Shelf Stable

Spices And Salt
Prep Sauces Dressing Condiments
Shelf Stable Beans
Shelf Stable Juice
Shelf Stable Produce And Cheese
Shelf Stable Protein
Dry Mixes And Vinegar
Basic Candy
Candy Gum Mint
Seasonal Candy
Sweets

Beverages

Chilled Beverages
Hot Beverage
Juices
Modern Soda And Rtd Coffee
Sports And Energy Drinks
Water
Hydration And Childrens
Ready To Drink Tea
Drinks
Powdered Soft Drinks Box Juice
Alt Beverage-isotonics
Beverage Vegetarian

Foods & Beverages

Prepared & Packaged Meals

- Pizza
- Soups And Meals
- Soups Sandwiches Salads
- Packaged And Prepared Meals And Pasta
- Packaged Table Ready Salads
- Sandwiches And Salads
- Rotisserie
- Lunchbox Snacks
- Side Dishes

Snacks Warehouse Snacks

- Multipack Snacks
- Nuts/Produce Snacks/Mixes
- Dried Fruit Nuts Snacks
- Snack Cakes
- Salty Snacks

Deli & Specialty

- Deli Grilling
- Deli Packaged Meals And Pizza
- Everyday Food Gifts
- Cultures And Spreads
- Chilled Baking And Spreads
- Spreads And Italian Foods
- Wedge Sandwiches Soup And Sushi
- Packaged Vegetables
- Perishable Wrap

Alcohol & Tobacco

- Alcohol
- Beer
- Liquor & Mixes
- Spirits
- Wine
- Cigs And Tobacco

Other / Regional

- AK HI PR And Other Candy And Tob
- AK HI PR And Other Dsd Grocery
- AK HI PR And Other Grocery
- Tacos Rice And Beans
- Hispanic Foods
- Grinds
- Infant Nutrition
- Formula Feeding Toiletries

Electronics

Audio & Video

- Audio
- Audio & GPS
- Home Audio Video
- TV
- Televisions
- TV Accessories
- Movies
- Music

Cameras & Accessories

- Action Cameras And Drones
- Camera And Supplies
- Cameras
- Lens
- Photo Accessories

Computers & Accessories

- Computers
- Computing
- Computer Monitors
- Computer Accessories
- Tablets
- Printing
- Software
- Consumables

Phones & Mobile Devices

- Phones
- Postpaid Mobile Devices
- Wearables
- Wireless Accessories
- Gaming & Entertainment
- Media And Gaming
- Vg Hardware And Accessories

Networking & Utilities

- Networking And Connectivity
- Digital Services
- Batteries

Apparel

Accessories & Jewelry

- Boys' Accessories
- Girls' Accessories
- Men's Accessories
- Accessories Toddler
- Bags Backpacks And Belts
- Handbags
- Brand Collections Accessories
- Shoe Accessories
- Hats
- Watches
- Jewelry Costume
- Jewelry Keyrings
- Jewelry Metals
- Jewelry Services
- Jewelry Sunglasses
- Fashion And Bridge Jewelry
- Fine Jewelry
- Precious Metals

Shoes

- Boys Shoes
- Girls Shoes
- Mens Shoes
- Womens Shoes
- Occupational Shoes
- Brand Collections Bags Backpacks And Belts
- Elevated And National Fashion Brands Womens Shoes

Activewear & Sportswear

- Activewear Boys
- Activewear Girls
- Activewear Mens
- Activewear Womens
- Sportswear Mens
- Team Sports Apparel
- General Sports
- Outdoor Mens
- Outdoor Womens Hike And Alpine Apparel

Baby & Toddler

- Baby Boy
- Baby Girl
- Baby Layette
- Newborn Boy
- Newborn Girl
- Toddler Boy
- Toddler Girl
- Sleepwear Baby And Toddler
- Seasonal Baby And Toddler
- Seasonal Events Baby And Toddler
- Underwear Toddler

Apparel

Boys & Girls Apparel

- Collections Boys
- Collections Girls
- Girls Fashion
- Dancewear Girls
- Underwear Boys
- Underwear Girls
- Sleepwear Boys
- Sleepwear Girls
- Socks Boys
- Socks Girls
- Bras Girls

Menswear

- Brand Collections Mens
- Dresswear Mens
- Dress Pants, Dress Shirts, Wov
- Socks Mens
- Sleepwear Mens
- Underwear Mens
- Seasonal Mens
- Workwear Mens
- Young Adult Mens

Womenswear Brand Collections Womens

- Bras
- Sleepwear Womens
- Underwear Womens

Socks Womens

- Plus Bottoms
- Plus Activewear
- Plus Tops
- Shapewear And Accessories Womens
- Shapewear-daywear-maternity
- Thermals Womens
- Hosiery Tights Leggings Womens
- Maternity Intimates Womens
- Maternity Womens
- Young Adult Womens
- Sweaters-dresses-wovens
- Knit Tops

Seasonal & Uniforms

- Seasonal / Accessories
- Seasonal Boots
- Seasonal Boys
- Seasonal Girls
- School Uniforms Boys
- School Uniforms Girls
- School Uniforms Young Adult Womens

Apparel

Costumes & Misc

- Kids Costume
- Jewelry Costume

General Apparel

- Denim & Non-denim Bottoms
- George Bottoms
- Junior Bottoms
- Pantyhose
- Leggings
- Layette
- Scrubs
- White Stag Rider Bottoms

Personal Care

Haircare & Styling

- Everyday Haircare
- Hair Care Products
- Hair Color Total
- Hair Tools And Accesories
- Multicultural Hair - Tools And Access
- Specialty Hair
- Trend Haircare And Styling

Skincare & Body

- Skincare
- Body Care
- Body Care - Shave
- Bath Beauty Products
- Bath & Shower Accessories
- Suncare Naturals

Optical & Eyecare

- Eyecare/Reading Gls
- Frames
- Optical Accs
- Optical Contact Lens
- Optical Safety
- Optical Sun

Health & Grooming

- Oral Care
- Health Care
- Hearing
- Intimate Health
- Shave And Grooming

Baby & Kids

- Baby Care

Pets

Pet Consumables

- Dog Food
- Cat Consumables
- Pet Health

Pet Supplies & Equipment

- Large Pet Durables
- Small Pet Durables

Special & Seasonal Pets

- Specialty Pets
- Seasonal Pets

Regional & Programs

- Pet Products (Alaska)
- Pet Partnerships

Seasonal

Christmas

- Christmas Lights & Outdoor
- Christmas Novelty
- Christmas Trees And Wreaths
- Christmas Trim A Home
- Christmas Trim A Package
- Christmas Trim A Tree
- Cmas Cards- Novelty- Plush- Party

Holidays - General

- Baking & Holiday (Hanukkah/Ny/Memorial)
- Patriotic
- Easter
- Halloween
- Val-easter
- Valentines Day
- Mardi Gras-st Pats

Cards & Stationery

- Boxed Cards
- Cards Wrap Stat Stkrs
- Writing

Decor & Party

- Indoor Decor
- Partyware

Seasonal Themes

- Micro Seasons
- Summer Seasonal

General Services

Financial & Utility Services

- Prepaid Cards
- Deposits
- Discount Program
- Financial
- Express Bill Payment
- Ev Charging
- Us Postage
- Wireless Service Income

Protection & Legal

- Protection Services
- Sports License

Online & Misc Services

- Everyday Services Online
- Amusement And Experience

Health & Personal

- Hearing Aid Centers
- Pharmacy

Home & Technical Services

- Home Dump
- Home Services
- In Home Services
- Tech Services
- Technical Services

Photography & Printing

- Business Printing
- Photo In Store
- Photo Outlab
- Photo Processing
- Photo Services
- Planners Calendars Flags

Walmart Data Ventures

Formed in 2021, Walmart Data Ventures develops new business applications using powerful Walmart first-party data.

Where data richness meets reach

<https://www.walmartdataventures.com>