

Walmart, TalkShopLive add some holiday cheer to live commerce

Article

The news: Retailers are embracing livestream commerce this holiday season.

- **Walmart** is teaming up with **NBCUniversal's E! Online** for a half-hour holiday-themed live shopping experience on December 8, per Ad Age.
- **QVC** and **HSN** have both launched on **Pluto TV** as the shopping season gets into full swing.

- And in a new twist on window shopping, select store windows in New York City will display live commerce events from **TalkShopLive**, which consumers can shop via QR code.

Zoom out: Livestream commerce has the potential to be a highly lucrative retail channel, given its ability to drive sales and product discovery. But, for all its success in China and the longevity of HSN and QVC, US shoppers have not been particularly enthusiastic about tuning into a livestream and dropping cash.

- Some of its slow adoption could be attributed to the lack of awareness around the existence of live shopping events, as well as the difficulties involved in getting people to watch the stream at the exact moment it's happening.
- Walmart and TalkShopLive hope to overcome those hurdles by positioning live shopping as a form of entertainment, and recruiting well-known figures like E! News' hosts—or, in the latter's case, **Gloria Estefan**—to attract viewers.
- But it'll be an uphill battle: **43% of US adults have neither engaged in livestream commerce nor are interested in doing so**, per an October survey by Bizrate Insights for Insider Intelligence.

The big takeaway: It's no surprise that Walmart is continuing to invest in livestream commerce, given the tantalizing prospect of growing ecommerce sales and challenging **Amazon's** dominance. But on the whole, eMarketer principal analyst at Insider Intelligence **Jasmine Enberg** says, brands and retailers can "leave live commerce for last" and focus on initiatives more likely to drive sales.

Go further: For more insights on live commerce and social commerce, read our [Social Commerce Forecast 2022](#).

How Interested Are US Adults in Livestreaming/Video Ecommerce*?

% of respondents, by demographic, Oct 2022

Gender

Female



Male

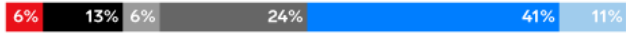


Age

18-34



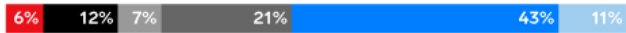
35-54



55-65



Total



- Use it regularly
- Have used before, but don't use regularly
- Have not used, but very interested
- Have not used, but somewhat interested
- Have not used and not interested
- Don't know what this is

Note: numbers may not add up to 100% due to rounding; *buying a product by clicking on a link directly within or next to a video
 Source: "The Insider Intelligence Ecommerce Survey" conducted in Oct 2022 by Bizrate Insights, Oct 27, 2022

279272

eMarketer | InsiderIntelligence.com