

A demographic look at Walmart+

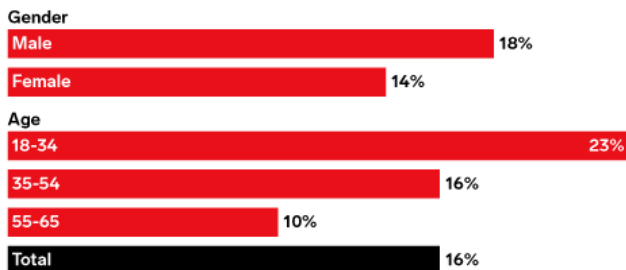
Article

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Among US adults, **16%** pay for a Walmart+ membership. Those subscribers skew younger: **23%** of 18- to 34-year-olds pay for the premium, versus just **10%** of those ages 55 to 65.

US Adults* Who Pay for a Walmart+ Membership, by Demographic, Aug 2022

% of respondents in each group



Note: *or any member of the household
Source: "The Insider Intelligence Ecommerce Survey" conducted in Aug 2022 by Bizrate Insights, Aug 24, 2022

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Beyond the chart: One reason for this demographic divide may be Walmart's **low grocery prices**. Its private label options attract younger consumers, who tend to have less spending power. But the newly announced **merger** of **The Kroger Co.** and **Albertsons Companies**, if approved by regulators, could woo some of these customers away.

In terms of subscriptions, Walmart is still behind **Amazon**, with **61%** of US adults paying for Prime, the top retail membership service by far.

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Methodology: Data is from the August 2022 "The Insider Intelligence Ecommerce Survey" conducted by Bizrate Insights. 1,034 US adults ages 18-65 were surveyed online during August 2-23, 2022. Respondents identified as female (51%) and male (49%) and were ages 18-34 (33%), 35-54 (33%), and 55-65 (34%). Data has a margin of error of +/-3 percentage points at the 95% confidence interval. Respondents were members of Bizrate Rewards, the Bizrate Consumer Panel operated by Bizrate Insights, which is comprised of over 2 million panelists who provide feedback based on their experiences and opinions. The Bizrate Rewards panel is comprised of a broad demographic profile which represents a sampling of all ages, education levels, genders, and incomes. At the time of joining the panel, each panelist

stated they had shopped online. In exchange for providing feedback, panelists have the opportunity to earn points, which can be exchanged for electronic gift cards. This survey, provided by Bizrate Insights on behalf of Insider Intelligence, provides a monthly consumer pulse of digital shopping behavior and intent.