

Walmart gives its digital storefronts a facelift

Article

The news: Walmart on Monday launched a revamped website and app experience that cuts back on clutter by simplifying its design and functionality.

- The new homepage features larger images, videos, and a social media-inspired scroll format that aims to push shoppers to discover (and buy) items that they may not have been shopping for.

The launch of the redesigned website and app comes several weeks after **Walmart executives noted that [sales of non-food items fell during Q4](#)** as shoppers focused their spending on

essentials.

- That trend has not been limited to Walmart, and it has continued throughout the first few months of this year. Discretionary US general merchandise sales declined throughout the first two months of 2023, [per](#) Circana (formerly IRI and The NPD Group), and **in February discretionary retail sales revenues fell 4%** while unit sales were down 5%.

Remaking Walmart: The digital makeovers are the latest in a long string of enhancements the company has made over the past year.

- **It added digital technologies**, including the TrendGetter [visual search](#) tool and an augmented reality tool that enables consumers to virtually try on clothes and to see how furniture, home décor, and TVs will look inside their homes.
- **It broadened its pickup, delivery, and returns options** to make online shopping more [convenient](#).
- **It expanded its online selection** by [luring sellers](#) to its marketplace. It had 400 million SKUs available on its website as of the end of Q4, a 30 million SKU increase from the previous quarter.
- **It sought to remake its reputation as a destination for [affordable, elevated design](#)** via its private label brands. Last year it launched collections from fashion designer **Brandon Maxwell's Free Assembly** and **Scoop** lines, casual clothing line **Fielder**, and activewear and swim brand **Love & Sports**.
- **It enhanced its Walmart+ membership program**, which has helped it make inroads among [affluent shoppers](#).

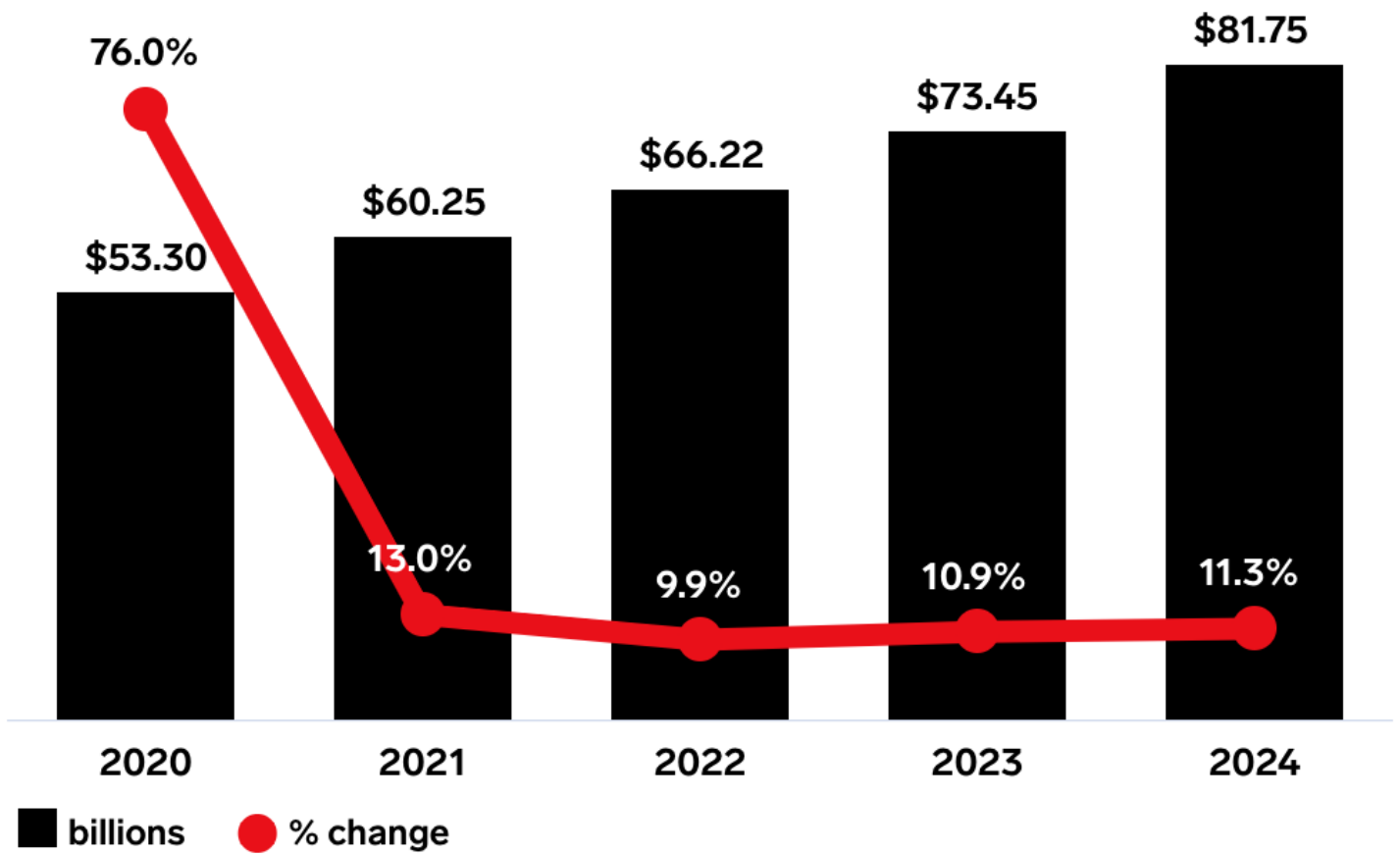
Building momentum: Walmart's low grocery prices enabled it to [grow market share](#) over the past year, particularly among higher-income consumers.

- The retailer reported that December was its largest sales-volume month in the company's history as it gained share with higher-income consumers.
- Walmart's US comparable sales grew 8.3% and ecommerce sales rose 17.0%. Even so, it has modest expectations for this year with US comparable sales expected to grow between 2% and 2.5%.

- The company's US retail ecommerce sales are expected to grow 10.9% this year, [per](#) our forecast.

Walmart Inc. Retail Ecommerce Sales

US, 2020-2024



Note: represents the gross value of products or services sold on walmart.com and samsclub.com (browser or app), regardless of the method of payment or fulfillment; includes third-party sales from its marketplace; excludes travel and event tickets

Source: eMarketer, February 2023

eMarketer | [InsiderIntelligence.com](#)

The big takeaway: The current economic landscape presents a unique opportunity for Walmart to expand its customer base, particularly among online shoppers.

- Its ability to deliver a clutter-free, intuitive experience could provide a contrast with **Amazon**, where the experience is rife with ads that can make it difficult for shoppers to find what they're looking for.

Go further: For a deep dive into more of Walmart's divisions, read our [The Power of Walmart](#) report.

*This article originally appeared in Insider Intelligence's **Retail & Ecommerce Briefing**—a daily recap of top stories reshaping the retail industry. Subscribe to have more hard-hitting takeaways delivered to your inbox daily.*

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