



Supporting Emerging Brands to Drive Growth

**We're so excited to
meet today.**

**I used to be in the same
seat.**

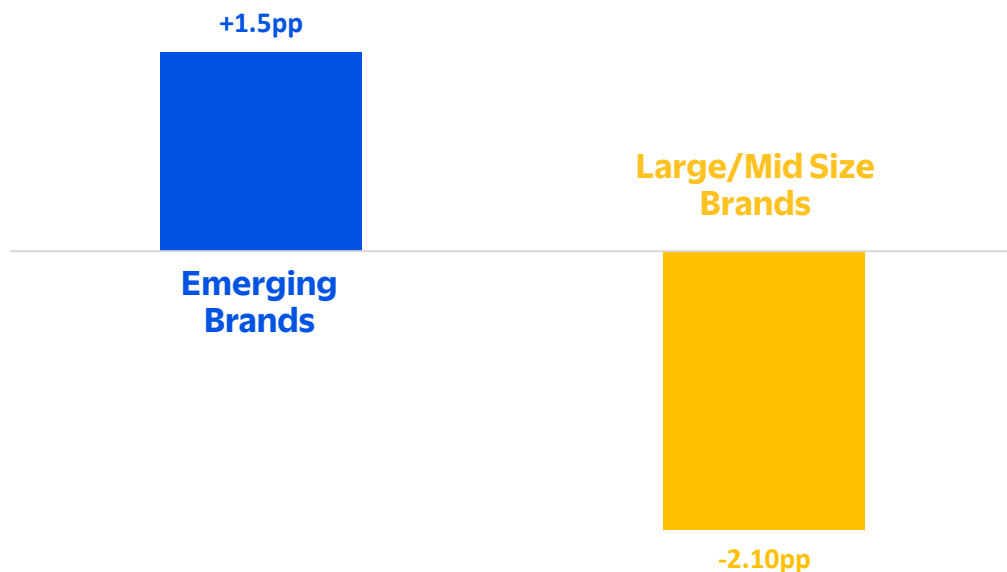




We know emerging brands are driving growth

Growth is coming from Emerging Brands.

US Market Share (2022-2025)

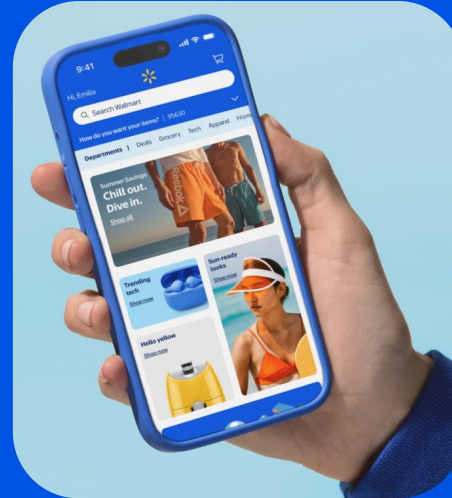


In 2025, Emerging brands drove

25% of food growth

13% of non-alc bev growth

~100% of beauty and personal care growth



This is Walmart.



Save money.
Live better.

Walmart

90%

of all the U.S.
population lives
within 10 miles of a
Walmart.

94%

of Americans shop
on walmart.com or at
Walmart

~150M

weekly store/eCom
visitors

#1

U.S. Retailer

4,600+

Stores
nationwide

~60%

Of Americans can be
reached in 30 min or
less.

200+

Distribution
centers



yahoo/finance

Walmart: \$100K+ income households 'shopping with us more often'

Walmart CFO: 'Consumers are looking for value'



THE BOTTOM LINE

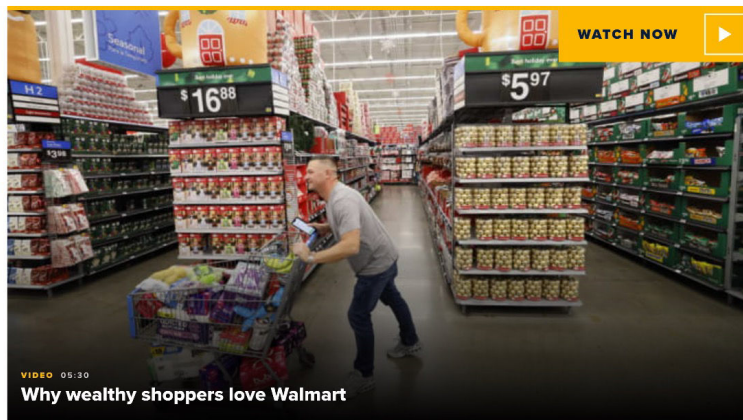
CNBC

How Walmart won over wealthy shoppers

PUBLISHED THU, FEB 20 2025 4:30 PM EST | UPDATED THU, FEB 20 2025 4:36 PM EST

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SHARE f X in



Business / Investing

CNN BUSINESS

As Americans bargain shop, six-figure earners flock to Walmart

By Nathaniel Meyersohn, CNN
3 minute read · Updated 1:10 PM EST, Tue November 19, 2024

22 comments



We are also growing with a higher income customer.



Our stores are also being updated.

This year alone:

- More than 650 scheduled remodels to Supercenters and Neighborhood Markets
- Approximately 20 new store grand openings scheduled for 2026 and early 2027





Hey there, Celina!

We're excited to open our doors with:

- Fresh groceries
- Quick delivery
- Walmart + Savings
- Free health screens
- So much more!

Plus, if you're a Walmart + member,
you'll receive additional benefits like:

- Tire repairs
- Road hazard warranties
- Up to 10¢ off per gallon at over
15k fuel stations

*Walmart + Terms of use apply

+4.6%

**Walmart U.S. Comparable Sales Growth
Q4 FY26**

+27%

**Walmart eCommerce Sales Growth
Q4 FY26**

We're only continuing to grow

SUMMER 3033

0 1:00:03: 15





Faves & new finds

Hispanic flavors you'll love

Shop now



Savory staples
All your Italian favorites

Shop now

Indian picks for the table

Shop now

Kosher kitchen staples

Shop now

From sauce to spices
Stock your shelves with bold Asian flavors

Shop now

Global flavors for \$3 or less

View all

Best seller



+ 2 options

+ Add

Options from \$0⁸⁴ - \$16⁸⁰

Ocean's Halo, Organic Trayless Seaweed Snack, Sea Salt, Vegan, No Plastic Tray, 1pk Noni, Shelf-Stable...

★★★★★ 1025

Save with W+

Delivery as soon as 34 mins

Pickup as soon as tomorrow

SNAP EBT eligible

Best seller



+ 2 options

+ Add

\$6⁰⁰

GOYA Spanish Style Tomato Sauce, 8 oz Can

★★★★★ 2071

Save with W+

Shipping, arrives in 2 days

Best seller



+ 2 options

+ Add

\$1⁵⁰ \$2.68/lb

Cacique Pork Chorizo, 9 oz (Refrigerated)

★★★★★ 1754

Save with W+

Delivery as soon as 34 mins

Pickup as soon as tomorrow

SNAP EBT eligible

Best seller



+ 3 options

+ Add

Options from \$0⁵⁴ - \$12⁸²

La Moderna Fideo Macaroni, 7.05 oz

★★★★★ 1329

Save with W+

Delivery as soon as 34 mins

Pickup as soon as tomorrow

SNAP EBT eligible

Best seller



+ 2 options

+ Add

\$2¹⁵

GOYA Pink Beans 15.5 oz Can

★★★★★ 1510

Shipping, arrives in 3+ days

Best seller



+ 3 options

+ Add

Options from \$1⁴⁸ - \$8⁸⁸

Glico Pocky Chocolate Covered Biscuit Sticks, 1.41 oz

★★★★★ 1023

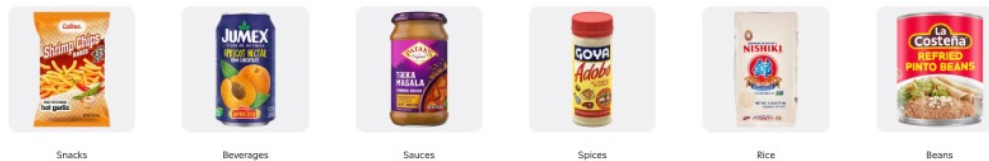
Save with W+

Delivery as soon as 34 mins

Pickup as soon as tomorrow

SNAP EBT eligible

Tour our global goods



Snacks

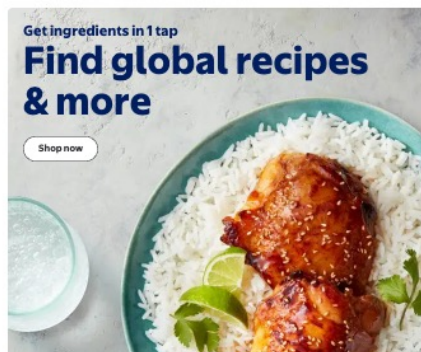
Beverages

Sauces

Spices

Rice

Beans



Get ingredients in 1 tap

Find global recipes & more

Shop now



Hispanic pantry must-haves in 1 tap

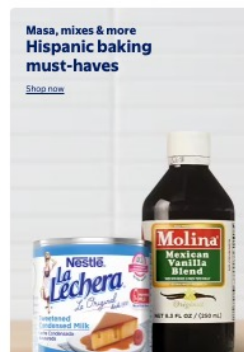
Shop list

Indian pantry staples in 1 tap

Shop list

1-tap Asian pantry essentials

Shop list



Masa, mixes & more
Hispanic baking must-haves

Shop now



+ Add

Subscribe

Sponsored ⓘ

\$7⁹⁷ \$2.85/oz

EZ Bombs Pozole Verde Bomb Seasoning, Single Bomb Pack

★★★★★ 32

SNAP EBT eligible

Save with W+

⚡ Delivery as soon as 34 mins

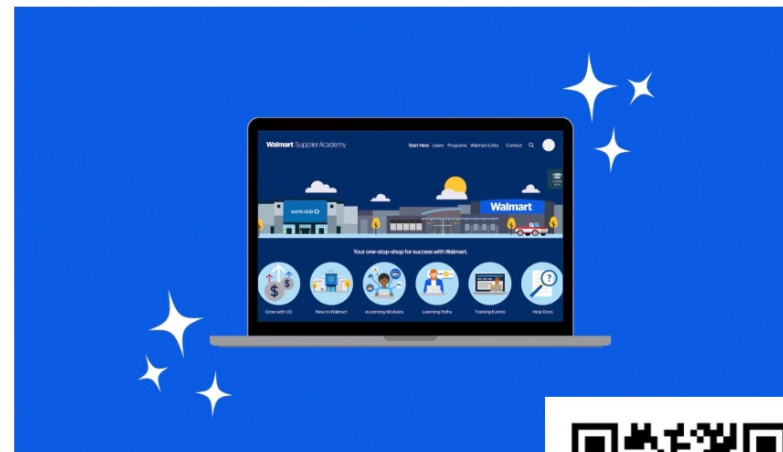
Shipping, arrives **tomorrow**
Pickup as soon as **tomorrow**



Some resources...



***American Made?
Apply to Open Call (October 6-7)***



***Want to know more?
Learn what it takes to grow
with Walmart***



Meet the merchant



Gabi Caceres

Sr. Merchant Side, Meals, Gluten Free
Foods & Emergency Prep



Dee Charlemagne

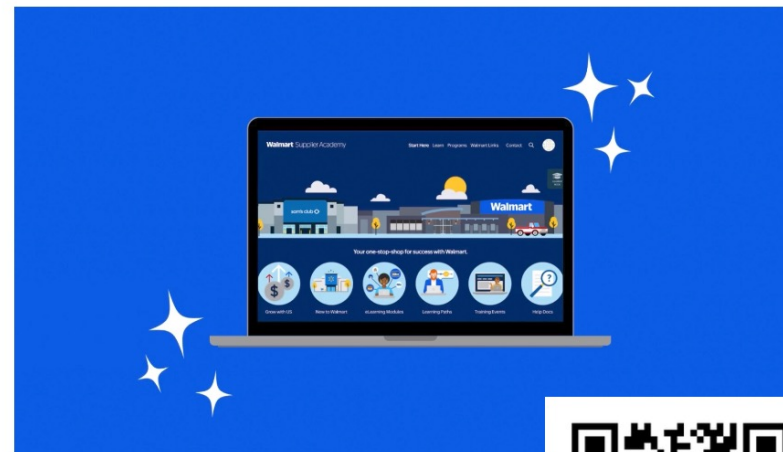
Sr. Director, Emerging Brands



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