

Oct. 22-23, 2024

Walmart Fall Virtual Event

Planning for the impacts: Walmart's shift to services

Key data/facts



Walmart US operating income grew 12.9% year over year in FYE24 to USD6.1 billion largely due to growth in the retailer's services businesses (Walmart+, Walmart Connect, Walmart Luminare, Walmart Transportation Services, etc.). What are the implications of this growth and what should we expect in the future?



Over the last five years Walmart has invested over USD40 billion in technology, supply chain, and logistics. How will these investments help Walmart grow, and where? What do these investments indicate about Walmart's plans and expectations for its suppliers?



Walmart's private label penetration is in the low 20% range, and half of all customer baskets in 2023 contained a private label item. This year, Walmart debuted bettergoods, its largest food private label launch in 20 years. What are the expectations for private brands and how do they tie into Walmart's growth plans?

Walmart is a retailer in transition.

Historically, Walmart focused on choosing the best product range for each of its physical locations and understanding how these products delivered against customer expectations. Today, however, Walmart is heavily investing in technology and data to increase efficiencies and sell B2B services.

We'll examine these shifts in Walmart's priorities and the implications for suppliers and customers.

You'll walk away from this event with:

- A strong grasp of Walmart's service strategies and the implications for categories, suppliers, and customers
- A clearer picture of private label at Walmart and why the retailer is designing it to consider both lower- and upper-income customers
- An understanding of how membership offers are changing the competition among mass, club, and grocery retailers

Virtual Event

Listen live or consume later

Live:

Day 1 | 9:00 AM-12:30 PM CT

Day 2 | 9:00 AM-12:30 PM CT

Presenters



Karen Kelso
Vice President,
Mass and Club



Gina Logan
Principal Analyst,
Club



Mary Brett Whitfield
Senior Vice President,
Head of Shopper Insights



Misha Jethwa
Manager,
Shopper Insights



Julie Craig
Vice President,
Shopper Insights



Simon Johnston
Senior Director,
Convenience



Taylre Stumpf
Senior Analyst,
Target



Tiffany Hogan
Director,
Target and Beauty



Doug Hermanson
Principal Economist



Anna Brennan
Senior Analyst,
Digital Commerce

Registration

Register today by emailing events@kantarc consulting.com or visiting our [event website](#).

Day 1: Oct. 22

9:00-9:10 AM CT

Welcome and introduction

Karen Kelso, Vice President, Mass and Club

9:10-9:50 AM CT

The cost of Walmart's low prices: Spending to save

Karen Kelso, Vice President, Mass and Club

- Explore how efficiencies drive EDLP and change key performance indicators.
- Understand how packaging/robotics changes and logistics upgrades will create new challenges for suppliers.
- Discuss the implications of Walmart's expanding services businesses on Walmart's suppliers.

9:50-10:30 AM CT

Are low prices enough to keep shoppers loyal to Walmart?

Mary Brett Whitfield, Senior Vice President, Head of Shopper Insights

Julie Craig, Vice President, Shopper Insights

- Learn how shoppers' definition of value is evolving.
- Re-examine shoppers' expectations for and attitudes about prices at Walmart and its retail competitors.
- Analyze which channels are most likely to take share from Walmart by providing better value.

10:30-10:45 AM CT | **BREAK**

10:45-11:30 AM CT

Are Walmart's 'bettergoods' good enough?

Taylre Stumpf, Senior Analyst, Target

Karen Kelso, Vice President, Mass and Club

- Examine the objectives for bettergoods, why the new line matters to Walmart, and which shopper groups it targets.
- Consider how the bettergoods offer compares with other premium private label offers (e.g., customer trust, foodie background, use of FOMO and limited-time offers).
- Calculate the likelihood of making inroads with the "foodie" shopper.

11:30 AM-12:15 PM CT

Walmart woos high-income customers: Will the relationship last?

Doug Hermanson, Principal Economist

Karen Kelso, Vice President, Mass and Club

- Learn about the bifurcation of shoppers and its impact on low-price retailers.
- Reflect on the factors behind Walmart's success with high-income shoppers and tactics to strengthen that relationship.
- Look forward to approaches Walmart will likely implement to maintain and build loyalty with the higher-income cohort.

12:15-12:30 PM CT

Day 1 recap

Karen Kelso, Vice President, Mass and Club

Day 2: Oct. 23

9:00-9:10 AM CT

Welcome and introduction

Karen Kelso, Vice President, Mass and Club

9:10-9:50 AM CT

Membership matters: Pursuing loyalty from Walmart+ members

Gina Logan, Principal Analyst, Club

Misha Jethwa, Manager, Shopper Insights

- Who are Walmart+ member cohorts, what motivates them, and what keeps them coming back?
- How does Walmart+ stack up against other membership programs?
- How does Walmart+ plan to deliver differentiated, meaningful value to members?

9:50-10:30 AM CT

Convenience matters: Delivering against shoppers' expectations

Simon Johnstone, Senior Director, Convenience

Karen Kelso, Vice President, Mass and Club

- Compare how shoppers view convenience across channels and retailers.
- Find the common factors among retailers that deliver standout convenience.
- Look ahead to how Walmart plans to improve its convenience offer.

10:30-10:45 AM CT | **BREAK**

10:45-11:30 AM CT

Store experience matters: Maintaining new store standards?

Julie Craig, Vice President, Shopper Insights

Karen Kelso, Vice President, Mass and Club

- Review metrics on the importance of the in-store experience.
- Check in with Walmart's Store of the Future formats and assess their consistency over time.
- Predict future store changes and implications for Walmart's suppliers.

11:30 AM-12:15 PM CT

Customer value matters: Value beyond price

Tiffany Hogan, Director, Target and Beauty

Anna Brennan, Senior Analyst, Digital Commerce

Karen Kelso, Vice President, Mass and Club

- Check in with how shoppers view value, what it means, and which retailers consistently deliver it.
- Dig into the components of value and how they vary across shoppers and Walmart, Target, and Amazon.
- Understand suppliers' role in delivering customer value.

12:15-12:30 PM CT

Day 2 recap

Karen Kelso, Vice President, Mass and Club