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AT A GLANCE

The blurring lines of retail: Walmart's proposed TikTok deal

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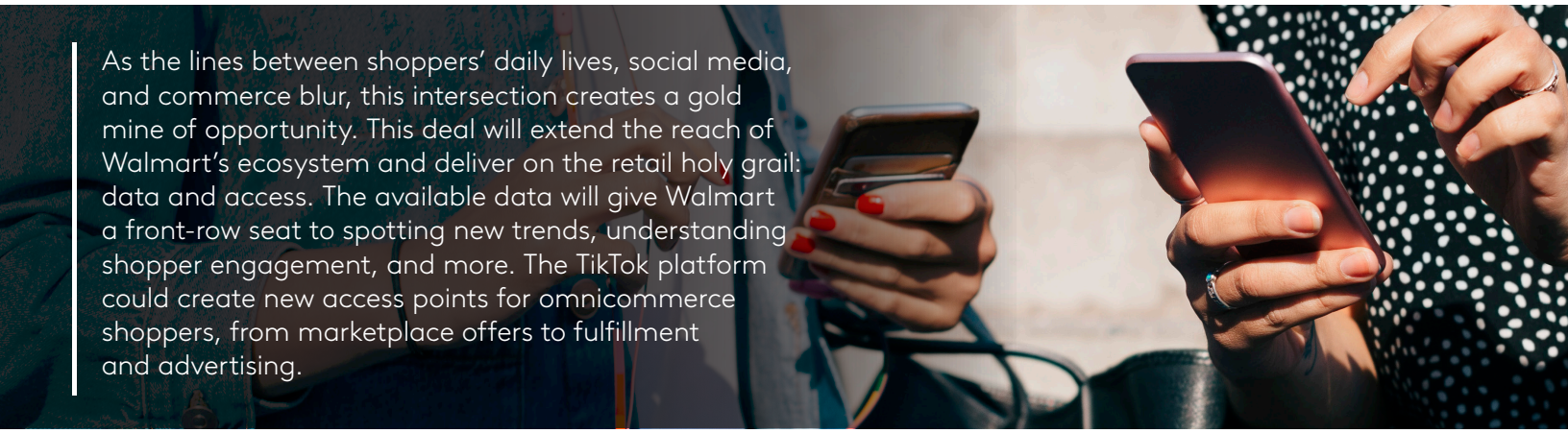
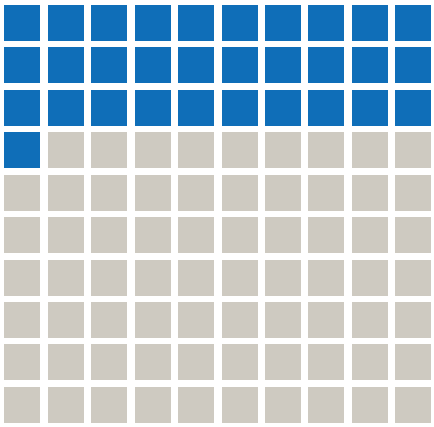


As the lines between shoppers' daily lives, social media, and commerce blur, this intersection creates a gold mine of opportunity. This deal will extend the reach of Walmart's ecosystem and deliver on the retail holy grail: data and access. The available data will give Walmart a front-row seat to spotting new trends, understanding shopper engagement, and more. The TikTok platform could create new access points for omnicommerce shoppers, from marketplace offers to fulfillment and advertising.



31%

of all Walmart shoppers* have used TikTok at some point for shopping

42% of Walmart online-only shoppers have **used TikTok at some point for shopping**

16% of Walmart shoppers* since COVID-19 are buying more from ads or people they follow on social media platforms.

Top three activities Walmart shoppers use TikTok for:**

1. Look at content posted by brand or retailer for fun
2. Discover a new brand
3. Look for inspiration about what to buy

* Walmart shoppers include any shopper who shopped Walmart/WMSC or Walmart Neighborhood Market in the past four weeks, either in store or online.
** Among Walmart shoppers who use TikTok.

Source: ShopperScape®, July 2020; company reports

Retail is no longer just about selling goods and services. Data is king, so this move elevates Walmart in the race for shopper knowledge and touchpoints. It gives the retailer a sneak peek to upcoming trends and creates a pipeline of future shoppers among the 20-somethings flocking to the app. And as shopping evolves further from the store footprint, this deal creates a selling opportunity in new forms of social commerce to the 50 million daily TikTok users.

Perspective from
Lei Duran

For more information, please contact
Lei Duran, Senior Vice Predident
lei.duran@kantar.com
Kantar.com

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