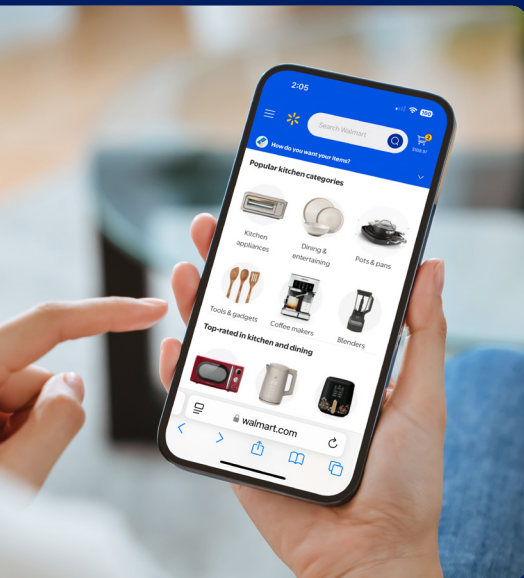


The 2025 Walmart Marketplace Seller Playbook



Discover endless opportunities
for success on one of the world's
most trusted marketplaces.

Walmart  **Marketplace**

Walmart Marketplace is powered by our belief in growing together. Our foundation of connecting our customers to your assortment, creating incredible seller experiences and championing Every Day Low Prices is what makes Walmart Marketplace the premier destination for shopping. Whether you are developing your brand, in growth mode or in the early days of eCommerce selling, we want to help you succeed and for customers to discover more items they need, want and love. Simply put, we want you to win with Walmart.

You're in control of your business every step of the way, and you can count on us to guide you with the resources and expertise of a globally loved brand. We created this playbook to help you discover ways to take your business even further. We invest in the seller experience so that you can leverage Walmart's unique retail capabilities. Whether your goal is to list your first item, reduce shipping costs, improve conversion, build your brand, expand to an international market or explore new categories, we offer tools and solutions to help.

We're more focused than ever on helping you reduce costs and drive profitability. We proudly offer some of the lowest fees in the industry, including select incentives and commission breaks. Walmart Fulfillment Services can handle your end-to-end fulfillment needs at some of the lowest rates in the industry* and you won't pay extra to participate in our retail events. If you sell an item customers want, we want them to find it.

I hope you'll think of us as more than a sales channel—our Marketplace is a level playing field that can turbocharge your business in ways only Walmart can.

Thank you for your trust in us and commitment to our customers. We will keep listening to your ideas and improve based on your feedback. Here's to an exciting and profitable road ahead—together!

Manish Joneja, Senior Vice President, Walmart U.S. Marketplace and Walmart Fulfillment Services (WFS)

America's favorite place to shop, sellers' favorite place to grow

Walmart Marketplace has seen strong year-over-year growth fueled by our commitment to creating the best eCommerce platform for both sellers and customers. We're focused on growing our categories and creating omnichannel experiences that attract a broad demographic—and it's paying off. Right now, Walmart Marketplace represents a rapidly growing opportunity, and in 2025 we're looking forward to building an even better platform for sellers like you.

This comprehensive playbook provides a deep understanding of the potential that Walmart Marketplace offers and teaches you how to take advantage of every opportunity. You'll learn about our ecosystem of powerful solutions to elevate your brand, streamline operations and reach our diverse and savvy customers who eagerly shop at Walmart to discover variety, value and quality products. **Let's grow together!**

"We're delivering an omni-experience for our shoppers like no one else, making shopping easy, fast and convenient. Our value proposition is clear: Every Day Low Prices and a growing assortment across all channels."

Dave Guggina, Executive Vice President and Chief eCommerce Officer, Walmart U.S. officer at Walmart U.S.

Leverage our high-growth platform with sustained momentum

95%
of U.S. households will have same-day delivery by FY26*

21%
growth in Walmart U.S. eCommerce*

22%
rise in global eCommerce, driven by pickup, delivery and marketplace*

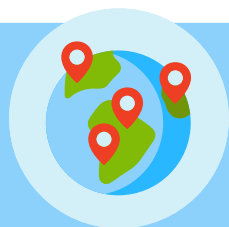
Walmart.com site traffic has grown nearly 30%
over the last two years**

*Walmart first-party data, 2/1/24-12/31/24

*Walmart Q1 FY26 Earnings, May 2025 **Walmart Community Investment Meeting, April 2025

We invest in your success

We're committed to finding new and innovative ways to help sellers like you grow and scale on our platform. Based on seller feedback, we simplified onboarding across our international markets, improved item setup, created new markets for different categories and increased access to capital funding. And we launched the Seller Success Formula, a step-by-step framework that helps sellers get to their first sale faster.



Global Seller Experience

Expand your business internationally by using your existing Walmart Marketplace account to join any of our marketplaces in the U.S., Canada, Mexico and Chile.



Walmart Capital

Looking for more capital? This program provides you with merchant cash advances to help you grow your Marketplace business.

Multichannel Solutions

Selling on more than one eCommerce site? With our Multichannel Solutions program, you can leverage Walmart's supply chain to fulfill orders quickly and reliably—meeting customers' expectations no matter where they shop.

How Multichannel Solutions works

1. A customer orders from you on any platform
2. Walmart picks, packs, ships and delivers the order within 2 days
3. Your customer receives the order



Your business website(s)



Other third-party marketplaces



Social media shops

Multichannel Solutions costs

15% less,

on average,* than the cost of our competitors.

*Fulfillment cost per item, on average. Walmart first-party data, 02/2024–12/2024

Walmart LocalFinds

Grow your local business by offering your products to shoppers on Walmart.com through your own digital storefront. Offer same-day delivery and in-store pickup from your brick-and-mortar store(s) using Walmart's delivery network.



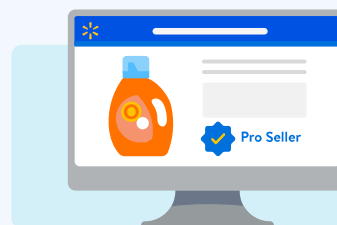
Category expansion

This year we made improvements to existing categories like Walmart Restored and Auto and broke into new categories, such as Premium Beauty and Collectibles.



Success Hub

Get curated suggestions to help drive growth in relevant areas, including seller-fulfilled and Walmart-fulfilled inventory, pricing and assortment.



Pro Seller program

Our Pro Seller program rewards top-performing sellers with benefits that help them stand out from competitors and offers opportunities to save. With an updated tiered structure tied to incremental eligibility criteria, your program benefits increase as you grow your business. The coveted Pro Seller badge remains a key driver for conversion.

GenAI content suggestions

Take advantage of customer feedback insights from your reviews at both the item and seller levels. You'll find suggestions based on both positive and negative feedback so you are aware of what's going well, what can be improved and how to boost your listing quality.

Required to list

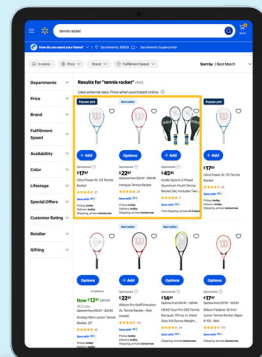


Optimize your content for search ranking

Check out our AI-powered content suggestions for product name, site description and key features.

Advertising dashboard in Seller Center

Use this centralized hub to advertise your products or earn commission from your non-Walmart campaigns. Whether it's via Walmart Connect, Search Engine Marketing or the Walmart Sales Rewards & Attribution program, you can take advantage of these solutions in one place.

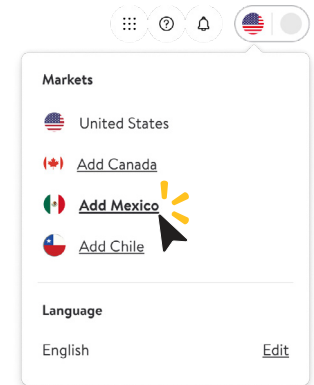


"Walmart is moving so quickly with new innovation, new ideas, and new tools to help their sellers."

Michael Lebharr,
Founder, SellCord

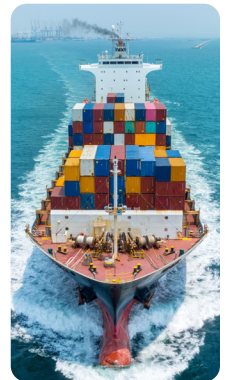
Leverage Walmart's globally recognized name to **expand your business**

We're creating borderless commerce by making it easier for sellers to tap into Walmart's global reach. Our platform now enables seamless international expansion into an ever-growing list of countries, including the U.S., Canada, Mexico and Chile. That means you can easily add and manage multiple markets from a single, unified account, and start selling wherever you are.



Easily import your goods with Walmart Cross Border

Walmart Cross Border is our port-to-door ocean transportation service that offers cost-effective shipment from select ports of loading in Asia to Walmart Fulfillment Services facilities in the United States. Get dedicated help in Mandarin and English and enjoy the flexibility of full-container load or less-than-container load support.



"WCB is our preferred choice to support our business growth on the Walmart Marketplace. It has helped us save a significant amount on logistics costs."

Walmart Seller **PAWZ Road**

Reimagining shopping for sellers and customers

From offering unrivaled flexibility through our omnichannel retail capabilities, to our consistent category enhancements, Walmart sets the standard for retail and helps our sellers reach high-value customers. Our omni-shoppers shop 3x more often and spend an average of 13% more per order.*

*Source: Walmart Community Investment Meeting, April 2025



Premium Beauty

Walmart launched Premium Beauty on Walmart.com and is now home to over 60 new brands, including COSRX, LaRoche Posay, T3 and Beachwaver. Enhanced with custom storefronts and editorial content, Premium Beauty at Walmart creates an elevated, seamless digital experience that centers each brand's unique identity. The expansion of Premium Beauty to Marketplace is the latest evolution of Walmart as a top beauty destination and deepens customer trust through direct and approved sellers.



Walmart Restored and Pre-Owned

Sellers who qualify can offer high-quality refurbished and pre-owned items from a variety of categories including luxury fashion, electronics, collectibles, sporting goods and more at the value customers expect from Walmart under several available conditions. Extending the life of these products aligns with our commitment to make the more sustainable choice the everyday choice and fosters a connection with Gen Z and Millennial customers who value sustainability.

Local Finds

Reach more shoppers and grow your business with Walmart Local Finds. Access local customers shopping on Walmart.com with your own digital storefront. With Walmart Local Finds, you'll be able to offer shoppers in-store pickup and same-day delivery using our robust and speedy last-mile delivery network.



1-800-Flowers.com, a recognized leader in online floral and gift services, was the first nationwide seller to join Walmart Local Finds. Local Finds enables hundreds of local stores to participate, increasing their visibility and reach across the country.

Collectibles

Walmart is enriching experiences for collectors, bringing customers new ways to secure highly sought after collectibles and connecting sellers to the rapidly growing market of enthusiasts shopping its aisles. In the Collector shop, sellers can now enable preorders to build customer anticipation for drops, including releases exclusive to Walmart. The experience adds pre-owned conditions for collectibles under Resold at Walmart.



Auto

Supercenters are one of our greatest superpowers in delivering unmatched omnichannel experiences that connect customers with Walmart Marketplace sellers. In the automotive category, we made it simple for customers to order eligible tires from Walmart Sellers and have them shipped to a nearby Supercenter for installation at our Auto Care Centers. By linking Marketplace tire sellers with over 2,300 Auto Care Centers, we provide a seamless experience from online ordering to local installation. Our online and app tire purchases are up 22% year to date.*

*Source: Walmart Community Investment Meeting, April 2025

Get inspired: Top performing categories of 2024

Millions of customers shopped at Walmart Marketplace last year. See which categories they shopped from, and how category leaders succeeded with our powerful eCommerce tools.

Categories with the **most growth** on Walmart Marketplace in FY25:



Food, Consumables, Health & Wellness



Home



Hardlines



Electronics



Fashion



New-Seller Savings on Walmart Marketplace

Kickstart your growth with up to **\$75,000** in discounts on referral fees, fulfillment and advertising.*

Sell on Walmart.com

Reach millions of new customers while making the most of Walmart's best offer of the year.



30% off

base referral fees for your first \$50K in GMV

75% off

base referral fees between \$51K-\$750K in GMV

Walmart Fulfillment Services

Let our world-class supply chain handle inventory storage, plus picking, packing and shipping.

Up to **\$2K**

in WFS credits to use towards:*

25%

off fulfillment fees

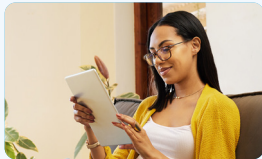
50%

off storage fees

Walmart Connect

Take advantage of Walmart's scale and first-party data by advertising with Walmart Connect.

\$1K in Walmart Connect ad credits for new advertisers*



[Learn more](#)

*Offer subject to eligibility criteria, promotional savings will vary by seller. See [full terms and conditions](#) for offer details.

TOOLS FOR SUCCESS

Streamline fulfillment with powerful solutions built for your needs

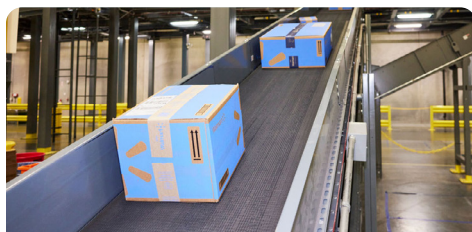
Whether you want to outsource your shipping or manage it yourself, Walmart has flexible tools designed to make fulfillment simple, cost-effective and fast.

Simplify shipping with Walmart Fulfillment Services (WFS)

You focus on sales—we'll handle the rest. Leverage Walmart's world-class supply chain for fast shipping, returns handling, and more at rates that average 15% less than the competition.¹

WFS Offers:

- Simple, transparent pricing based on weight
- No inventory minimums or maximums
- Reliable 2-day shipping² across contiguous U.S. and free delivery to W+ members



On average, sellers using WFS see **50% GMV growth** for items with 'Fulfilled by Walmart' and '2-day shipping' tags.*

* Walmart first-party data. February 2024 - January 2025.

[Learn more](#)

"WFS is not only efficient, but it's more cost-effective than the biggest online competitor that Walmart has. We spend less on our order fulfillment through WFS than elsewhere."

Joey Thomas, Senior Director of eCommerce, DUDE Wipes

**DUDE
WIPES**

475% YoY
increase in WFS
GMV³

+807% YoY
increase in WFS
units sold³

+413% YoY
increase in 2-day
delivery promise³

¹Fulfillment cost per item. Walmart first-party data, Orders fulfilled between 2/1/24 and 12/31/24. ²Only sortable items during non-peak season. ³Data provided by DUDE Wipes

Ship your way with Seller Fulfillment Services

Did you know listings that are promised to customers in two days drive +15% in incremental GMV? Ready to streamline shipping and improve your on-time delivery rates? Seller Fulfillment Services offers flexible shipping options to help you increase conversion, save money and ship quickly.



Seller Fulfillment Services offers:

- Expedited delivery through our OneDay, TwoDay and ThreeDay delivery programs
- More accurate delivery promise times with Simplified Shipping Settings
- Buy and print discounted shipping labels directly in Seller Center or via API using Ship With Walmart

*Walmart first-party data, 01/2024-01/2025

[Learn more](#)



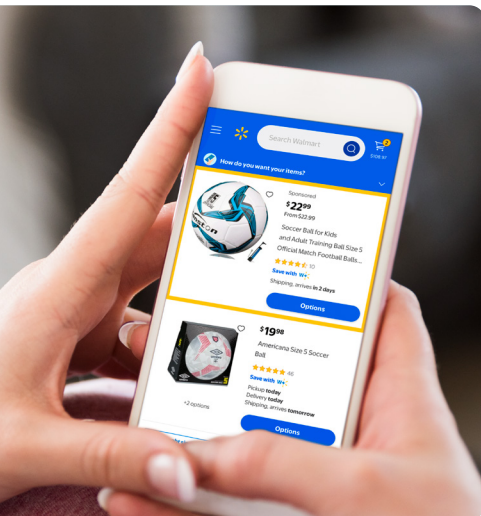
Ship with Walmart labels are **more than 50%** cheaper on average versus market rates**

**Rates as of Q1 FY26



Connect meaningfully with new customers on-platform and off.

Customers around the world love shopping with Walmart Marketplace—make sure you're reaching them with our advertising tools.



Sellers who advertised with Walmart Connect during fiscal year 2025 generated, on average, **7x the sales** of sellers who did not.*

*Walmart first-party data. 02/01/2024–01/31/2025. Includes sellers with ad spend during this time period.

[Learn more](#)

[Marketplace Learn](#)

Advertise with Walmart Connect

Connect with Walmart's audience. Sponsored Search advertising through Walmart Connect helps get your brand and products in front of millions of customers actively searching on Walmart's site and app.



Join Walmart Connect and:

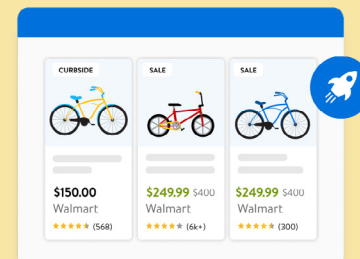
- Showcase your products to millions of shoppers on Walmart's website, app and third-party websites
- Get cost-effective solutions—without monthly or setup fees
- Create optimized campaigns with first party data, real-time tracking and closed-loop measurements

Promote your listings through Google with Search Engine Marketing

Reach an off-platform audience by driving traffic to your listings with Google Shopping Ads. Create a campaign in just a few simple steps in Seller Center and unlock instant discoverability to your listings.

Use SEM and:

- Prioritize items with our proprietary recommendations
- Add items in bulk—up to 1,000 at a time
- Track performance with interactive data visualizations



[Learn more](#)



“Leveraging SEM has significantly expanded our reach beyond just Walmart.com. By driving traffic from external sources, we’ve enhanced our product visibility and exposure.”

Chenyu Zhu, CEO, KingChiiDirect

9:1

Return on
Ad Spend

+1M

Impressions

+17K

Clicks

\$45K

GMV*

*Data provided by KingChiiDirect in 2024.

Strengthen your catalog's appeal with **impactful reviews**

It's no secret that customers look to reviews to help them decide whether or not to purchase. With Review Accelerator and the Review Syndication Program, you'll be able to gain trust and establish credibility right where it matters the most.



Leverage your existing reviews with the Review Syndication Program

Don't wait to collect more reviews—start building trust by sharing customer reviews collected on your own website to Walmart.com.

- Participate free of charge
- Use reviews from your website, so you know exactly what will be added to your listing
- Syndicated reviews will be attributed to your brand or website, making them stand out visually to customers



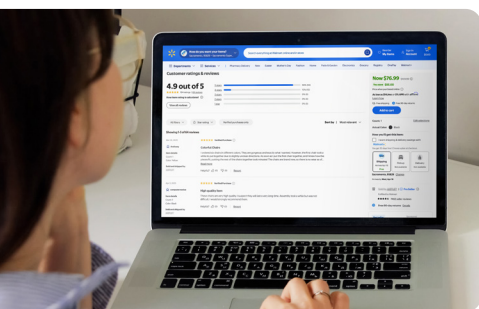
[Learn more](#)



Generate more reviews with Review Accelerator

Get authentic reviews from customers for your items, helping your business build trust with online shoppers and stand out.

1. Eligible customers will be prompted to write an honest review in exchange for a Walmart.com digital reward
2. Marketplace sellers will be charged a \$10 fee per review
3. Solicited reviews will be posted on the item page and identified with an Incentivized Review badge



[Learn more](#)

Protect your brand and IP with **Walmart's Brand Portal**

Brand owners, our one-stop-shop portal puts you in control of your entire brand on Walmart.com. Manage intellectual property claims from a single form, manage reseller privileges and ensure your brand's content is consistent and up to date—all from one place.

Use Brand Portal to:

- **Manage:** Register as many new brands as you'd like, take control of multiple types of claims and invite authorized users
- **Protect:** use a simple form to submit and track all intellectual property claims
- **Empower:** Ensure your brand's content is consistent, accurate and up to date with Brand Portfolio



[Learn more](#)

Automate your pricing strategy with **Repricer**



Walmart Marketplace Repricer is a free automated pricing tool that helps you stay ahead of the competition by updating the prices for your items based on rules you set in response to market changes.

[Learn more](#)


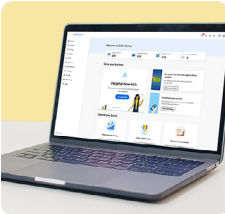



[Pricing insights](#)

Use Repricer to:

- Increase your price competitiveness
- Put your pricing strategy on autopilot
- Choose your strategy and set your price thresholds

Build a strong foundation with the Seller Success Formula

Now that you know what tools Walmart Marketplace has to offer, learn how to implement them and set yourself up for long-term success with the Seller Success Formula, our step-by-step roadmap that brings you from sign up to first sale and beyond.



This guided checklist outlines best practices and fundamentals for your strategy. Plus, it provides specific tools and solutions that can help you deliver on what's necessary to meet and exceed your goals.

Check out the Seller Success Formula for:



Best practices and next steps, provided in an intentional order



Tools and solutions that help you accomplish each critical element of your strategy



Resources to help guide you through your Marketplace journey

[Get the formula](#)

Power your eCommerce success with an approved Solution Provider or Agency Partner

Scale your business with top-notch support and services tailored to your business. Whether you're seeking full-service integration or specialized functions, Walmart Marketplace Solution Providers have the skills and tools to match your needs. Our solution providers and agency partners can help you with:



Full-service management



Item setup



Pricing



Content



Order management



Payments



Shipping and fulfillment



Inventory management




And more

[Learn more](#)



Plan for the year ahead

Take advantage of seasonal demand by planning ahead.



	Key Event(s)	Optimize Sponsored Search campaigns by*	Inbound WFS inventory by
 Spring	Graduation Season May - June		April
	Memorial Day May 26	Late April	Late April
	Father's Day June 15		May
	Independence Day July 4		June
 Summer	Summer Savings	July	June 2
	Back to school July 15	Mid-to-late June	June
 Fall	Labor Day September 1		August
	Halloween October 31	Beginning to mid Sept	September



	Key Event(s)	Optimize Sponsored Search campaigns by*	Inbound WFS inventory by
 Fall	Thanksgiving November 27	Mid-to-late Oct	September
	Black Friday November 28	Mid-to-late Oct	September
 Winter	Christmas December 25	Mid-to-late Oct	October
	New Year's January 1	Mid-Dec	December
	Valentine's Day February 14	Mid-Jan	January
	President's Day February 17	Mid-Jan	January
 Spring	Easter April 5		March

*Dates for Sponsored Search are recommendations



Check out our additional resources to **learn more**

Sell Better Blog

Check out our latest customer success stories and read informative blogs about how to succeed on Walmart Marketplace.

[Learn more](#)



Marketplace Learn

Have a specific question? Get help articles and step-by-step guides for your queries.

[Learn more](#)



marketplace.walmart.com