



IDEA BOOK

Innovation Essentials

How item discovery in household essentials can provide powerful insights for your customer conversion strategies





WE GOT CURIOUS:

How do shoppers discover new household essentials?

With Walmart Luminate,
that question was an easy ask.

Drawing upon the experiences of 400 verified customers in our Walmart Customer Spark Community*, we learned how shoppers discovered new products in this category—and how confident they felt they'd repurchase them.

Take a look at our top three insights.

*survey completed June 2022



WALMART LUMINATE INSIGHT:

In-store is the top source of discovery.

Nearly 1 in 3 shoppers surveyed came upon new household essentials by browsing the shelf. This stands significantly above the two closest categories, online browsing and word of mouth recommendations, both tallying in at 17.5%.

Gather your own insights with Walmart Luminare:



Shopper Behavior

Use **Assortment Deep Dive** to evaluate the need states your products meet and spot emerging gaps in customer needs to drive product innovation.



Customer Perception

Hyper-target by UPC within our Walmart Customer Spark Community to get insights from customers who bought your product recently. What got their attention?



Channel Performance

Monitor **nil pick** and **sub data** to track performance and ensure your items are available for customers to discover.

WALMART LUMINATE INSIGHT:

New product discovery happens at Walmart.

Almost 6 in 10 shoppers surveyed discovered their new items with Walmart. That's over 4x the next major retailer at 14.1%, and 10x the rate of Club Stores (6%) and Grocery Stores (5.4%).

Gather your own insights with Walmart Luminate:



Shopper Behavior

Identify new behaviors with the **Switching** and **Cross-shop** reports to spot new category spend and help customers trade up in-category.



Customer Perception

Tap into the Voice of the Customer with a **video survey**. How do customers feel about your brand? What drives their adoption of new products?



Channel Performance

Nurture your customer adoption. Investigate sales and inventory trends over time with **Report Builder** to spot organic growth and identify potential supply bottlenecks.



WALMART LUMINATE INSIGHT:

Shoppers are eager to repurchase new items.

Over 8 in 10 shoppers who bought a new household item were “very likely” or “extremely likely” to repurchase. When a customer finds an item that meets their needs, they’ll find new space in their basket.

Gather your own insights with Walmart Luminatē:



Shopper Behavior

Reveal both lapsed behavior and loyalty with custom **Trial and Repeat** reports. Are your products being adopted, or are you losing to innovation elsewhere?



Customer Perception

Test new marketing ideas—from copy to packaging—with just the right shoppers from our invite-only **Walmart Customer Spark Community**.



Channel Performance

Explore the omni-channel KPIs that drive sales using the **Insights Dashboard**—and stay ahead of adoption trends for each channel.



Get ready
to innovate

Unique insights are waiting with
Walmart Luminate.

Log in now or schedule a demo at:
walmartluminare.com