

A photograph of two women smiling. The woman on the left, wearing a dark blue shirt, is applying a white cream to the back of the hand of the woman on the right, who is wearing a mustard yellow shirt. In the background, a small silver and white pump bottle of the product is visible. A semi-transparent dark banner with white text is overlaid across the middle of the image.

Wallet share — is Amway stealing Walmart shoppers?

November 10th, 2021



Time frame.

- 11/8 to 11/10, 2021.

The research goals.

- Identify Amway brand awareness.
- Determine the customer experience for users of direct-to-consumer products.
- Understand non-users' interest level in direct-to-consumer products and the barriers that prevent their purchases.
- Learn if Walmart offers a buyer persona that Amway can use for more business.

Sample.

- n=165.
- 18-45 years of age.
- Natural fallout on gender, ethnicity and other demos.

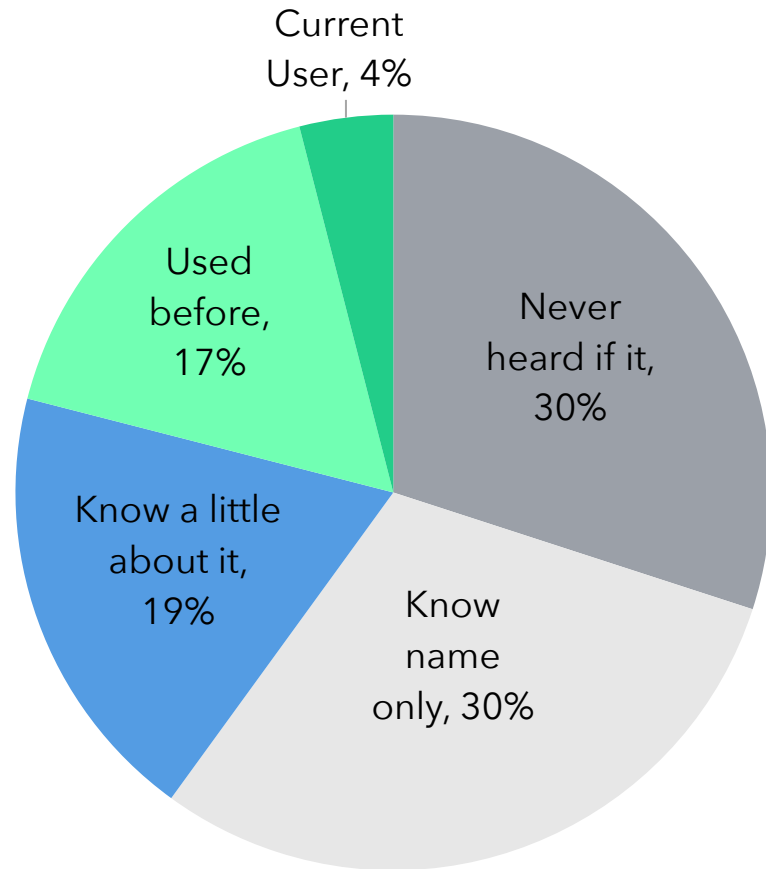
Methodology overview.

- MFour used Surveys On The Go® to identify buyers leaving Walmart, a similar customer profile to Amway's target audience.
- Then, a survey was sent to ask for feedback.

Amway is a known brand, but use is relatively low.

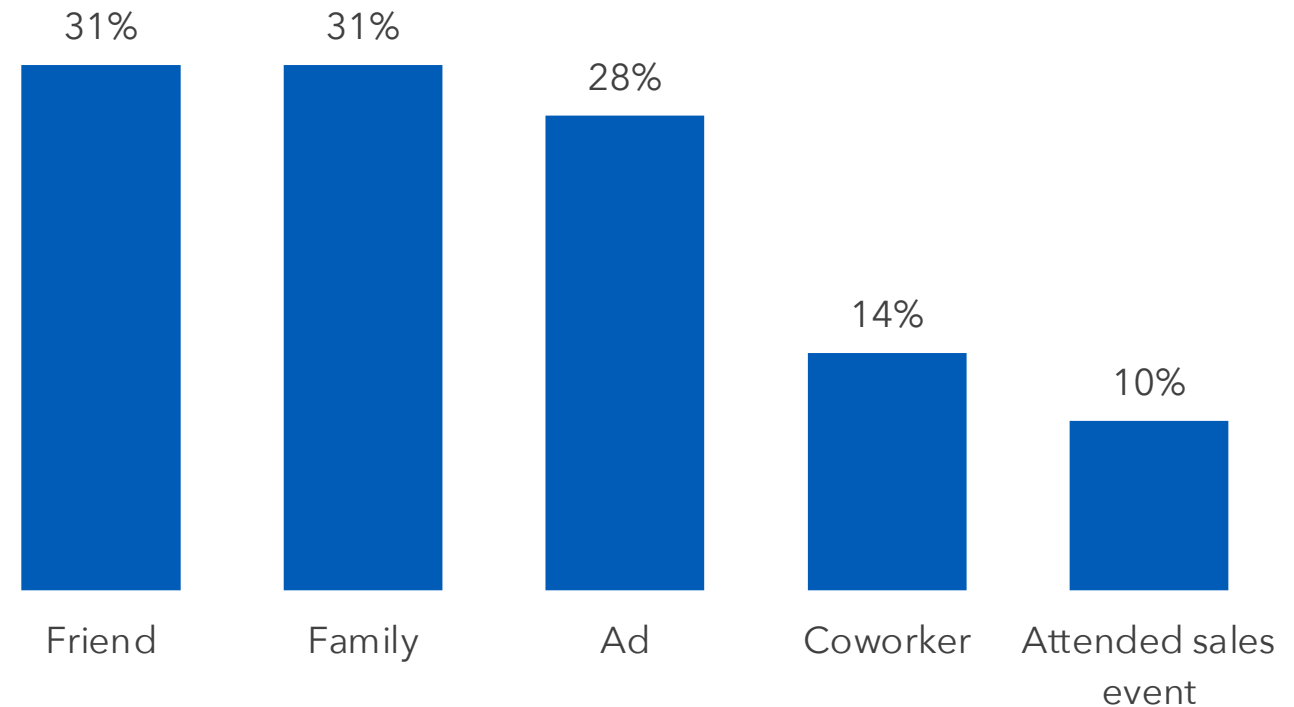


How familiar are you with Amway?



Base: Total (165)

How did you first hear of Amway? Select one.

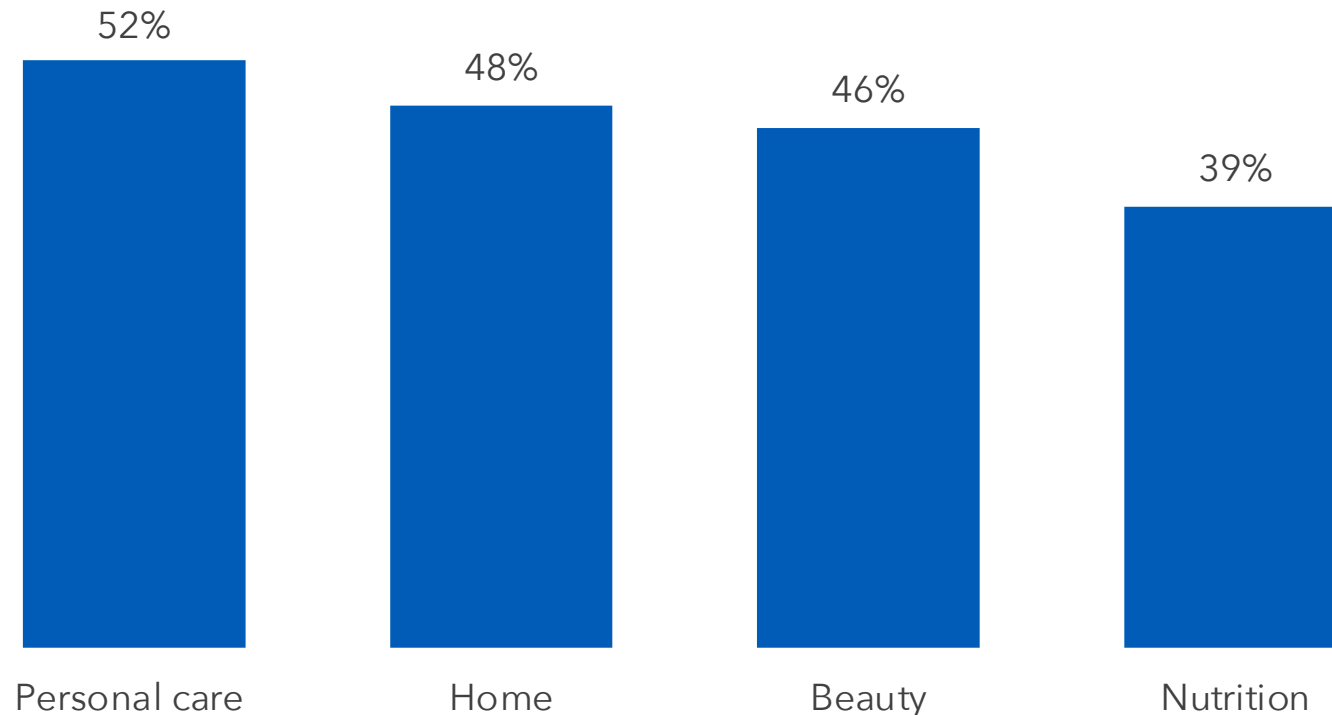


Base: Aware of Amway (116)

Amway is best known for their personal care.



Which of these categories does Amway sell products in?



Base: Aware of Amway (116)

What they buy.

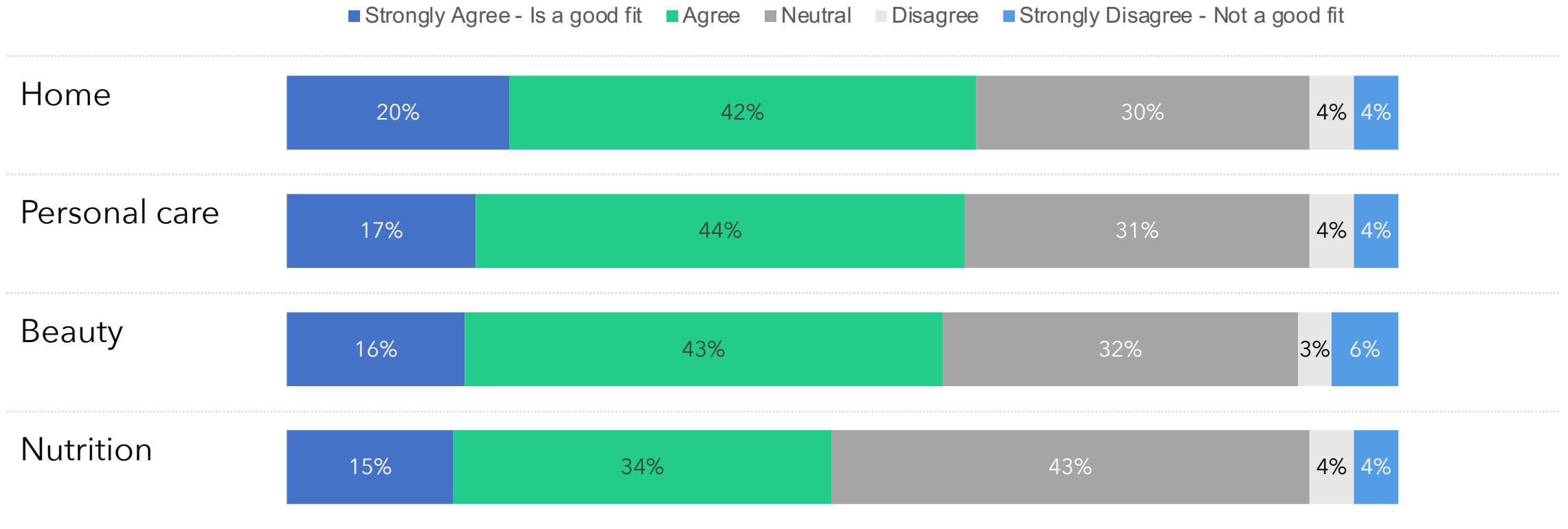
- 58% buy personal care products (bath + body).
- 56% buy home products (laundry care + cleaners).
- 36% buy beauty products (skin care + makeup).
- 36% buy nutrition products (vitamins, sports drinks).

Base: Current Users (36)

Amway's best fit is in home, care + beauty.



Is Amway a good fit to sell products in the following categories?

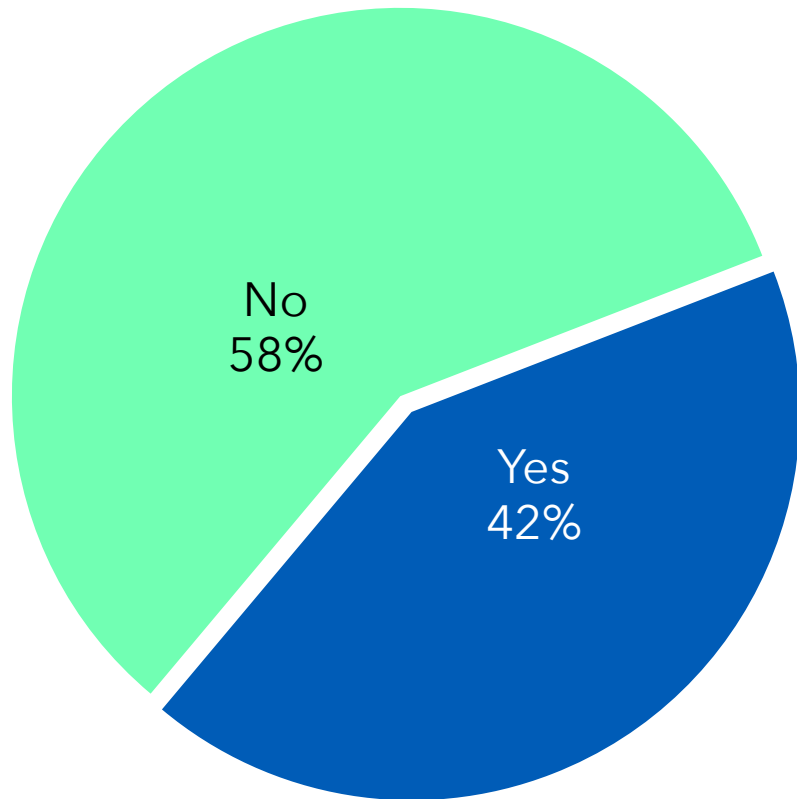


Base: Aware of Amway (116)

Amway should market to Walmart shoppers.

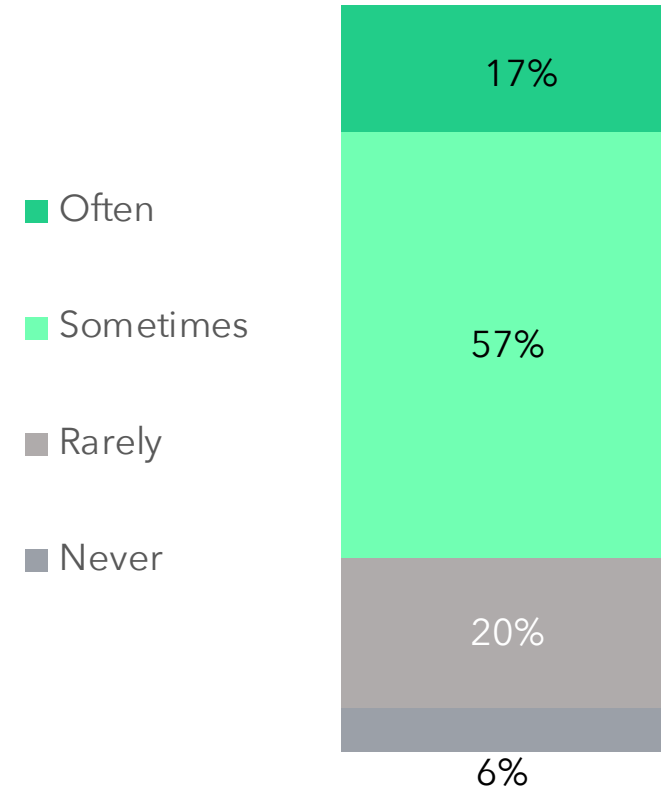


Do you know someone today who does direct-to-customer selling?



Base: Total (165)

How often do you buy direct sales products from this person?

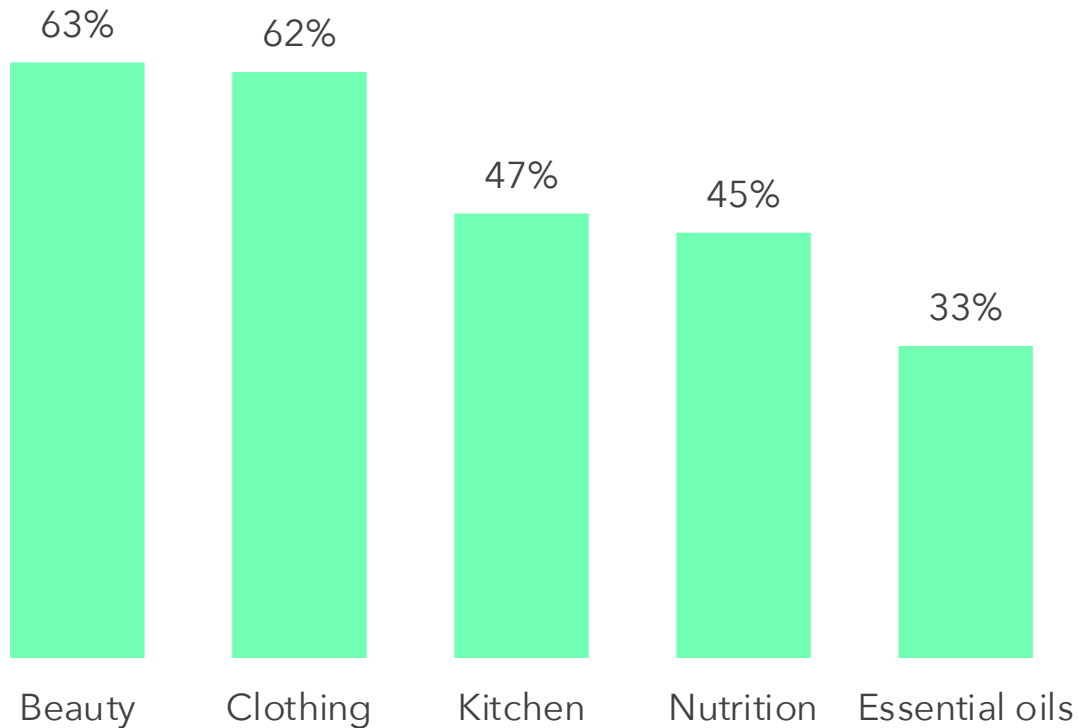


Base: Aware of Direct Sales Contact (70)

Clothing could be a new avenue for Amway.

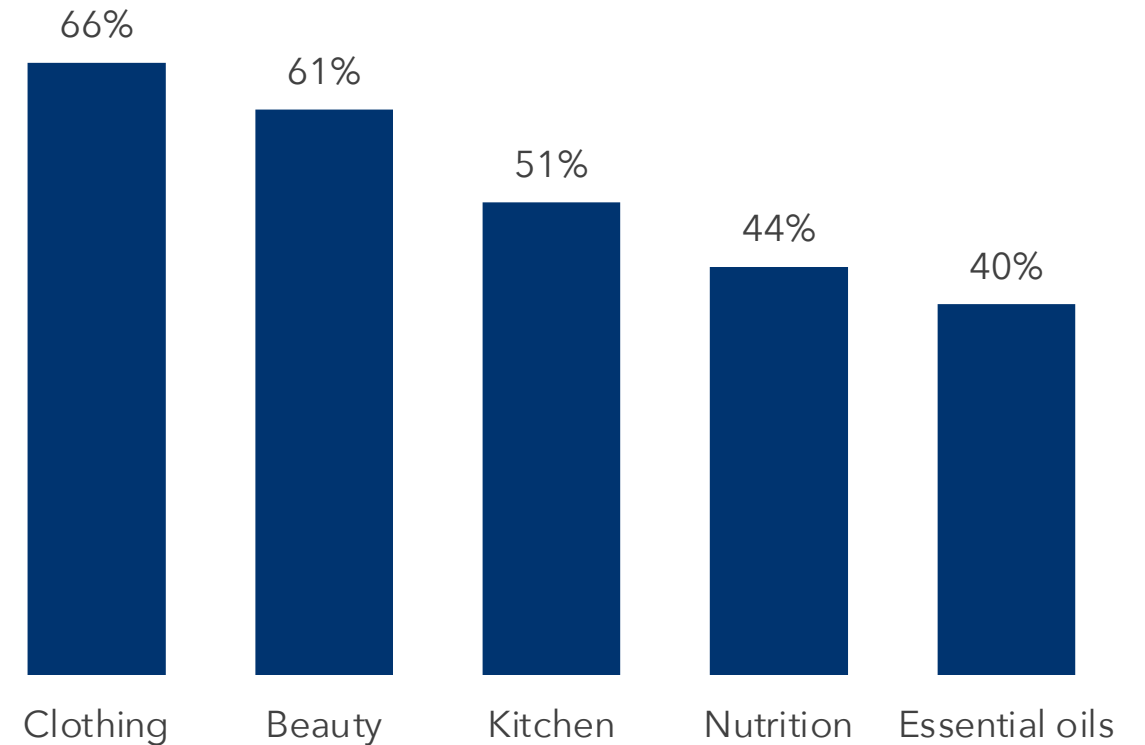


Which *have* you purchased as a direct sale?



Base: Total (165)

Which are you *interested* in purchasing?



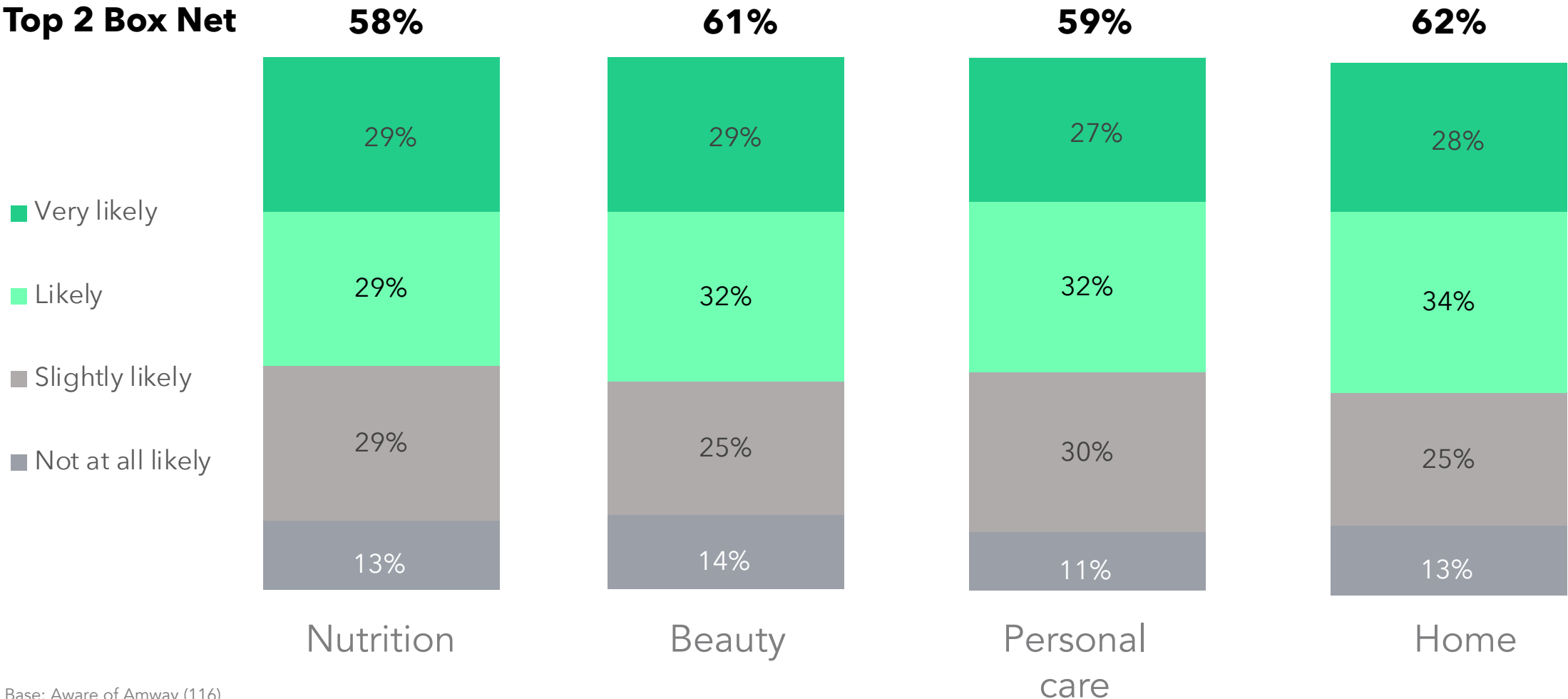
Base: Total (165)

Walmart shoppers are likely to purchase Amway.



How likely are you to purchase the following Amway products?

Top 2 Box Net



Base: Aware of Amway (116)



About MFour.



MFour introduced Surveys On The Go® in 2011.

As the nation's largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers' actions: and context on why they made them.





Brick & Mortar.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.



Choose better market research.