



DOMINATION

Whether it's in store or online - big box stores like Target & Walmart are the store of choice for essential goods - and those that aren't so essential. But how are these Target & Walmart shoppers different?

Long story short: Target shoppers are curbside pickup junkies & Walmart shoppers love to peruse the aisles.



Walmart shoppers are committed to the old fashioned in-store shop:

- **15% more shoppers** visit Walmart in-store than online.
- Both types of shoppers stay at Walmart for around **17 minutes on average**.

Curbside Pickup Please

- **13% more Target shoppers** use the Target app to pick up their goods rather than go inside the store.



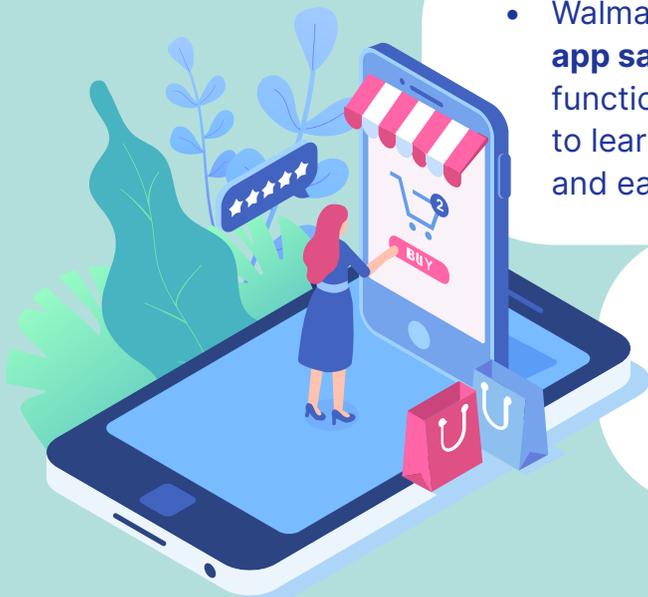
What can big-box retailers learn from this?

Is the goal in-app shopping?

- Walmart needs to improve their **app sales promotions** & possibly functionality. They have something to learn from Target's UX design and easy shopping platform.

Is the goal in-store shopping?

- Target can offer exclusive in-store savings or promotions to get their customers to indulge a bit in their **impulse shopping**.



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Data witnessed January 2023.

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