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.

Data witnessed January 2023.

Contact us now: solutions@mfour.com or call 714-754-1234.