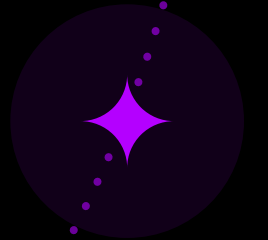
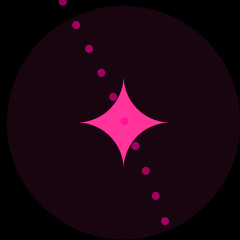


\$100k+

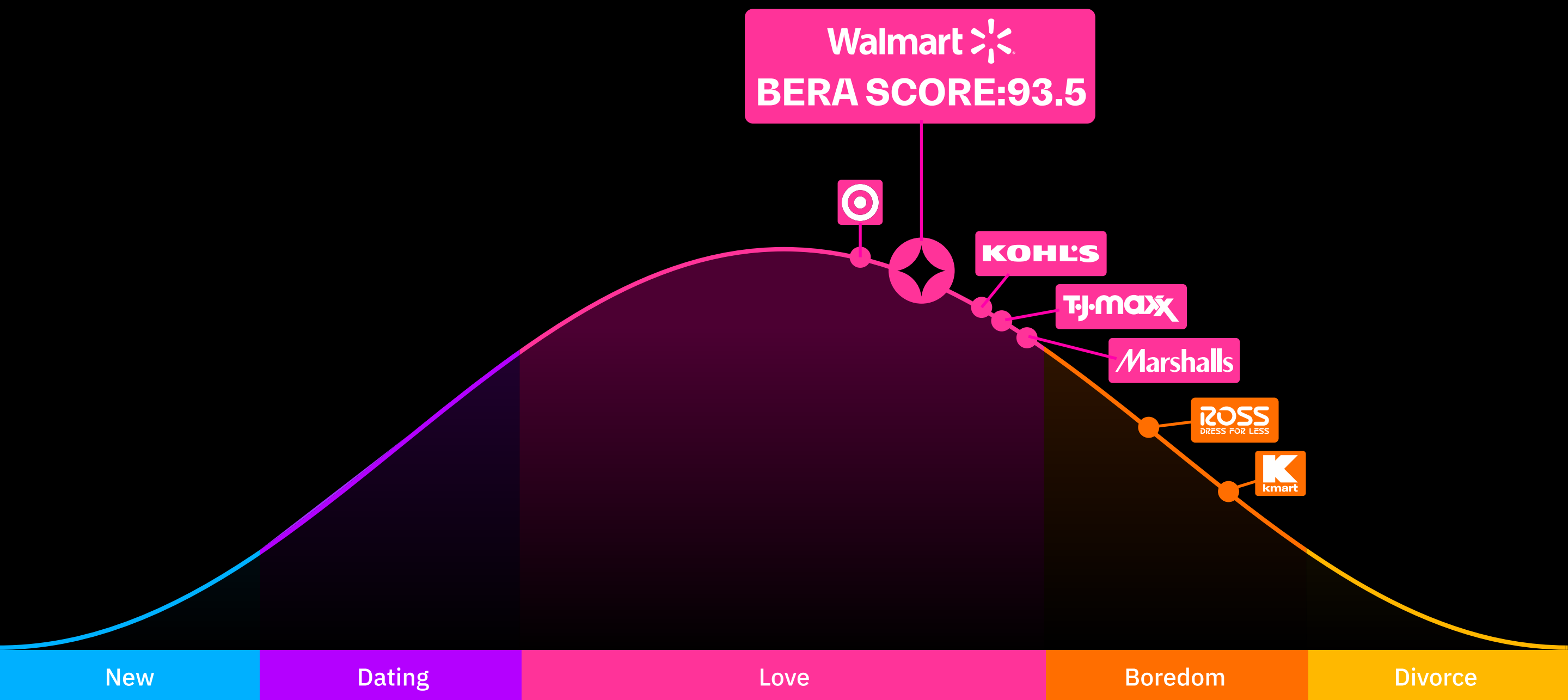
WALMART'S EVOLVING CUSTOMER



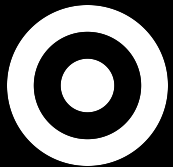
Walmart's Brand with High-Income Consumers



Walmart ✨ × BERA.ci



Walmart ranks in the **93rd percentile** for brand love among households earning \$100k+, just behind Target and ahead of other discount department stores.



Walmart

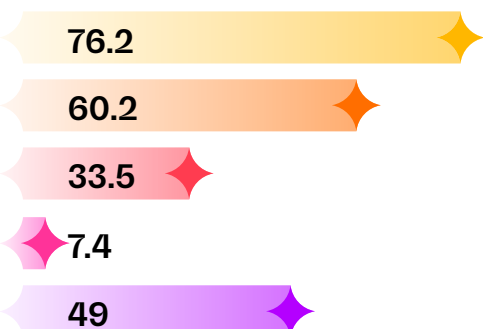
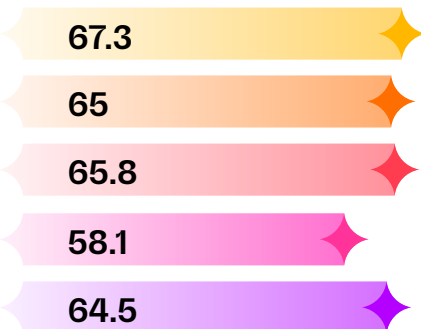
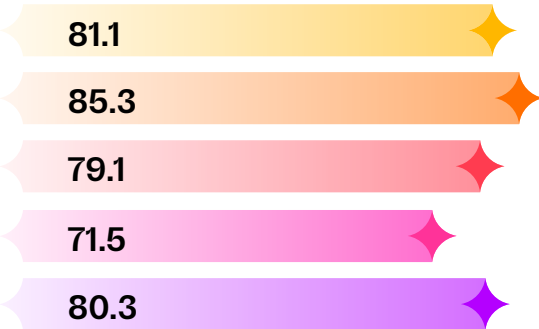
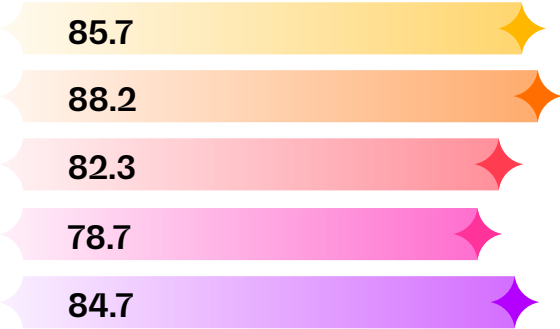
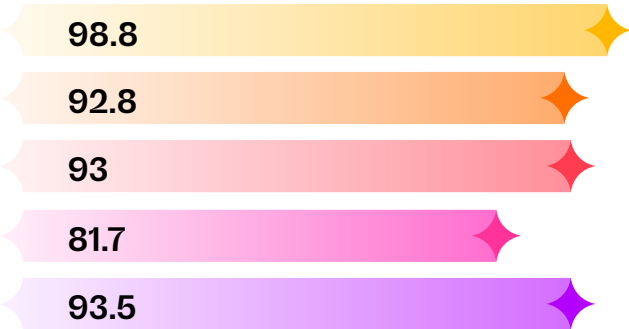
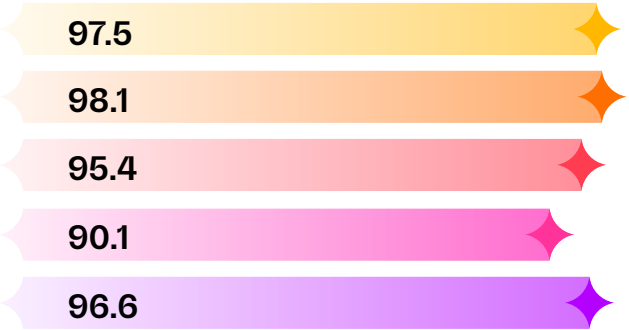
KOHL'S

T.J. maxx

Marshalls

ROSS
DRESS FOR LESS

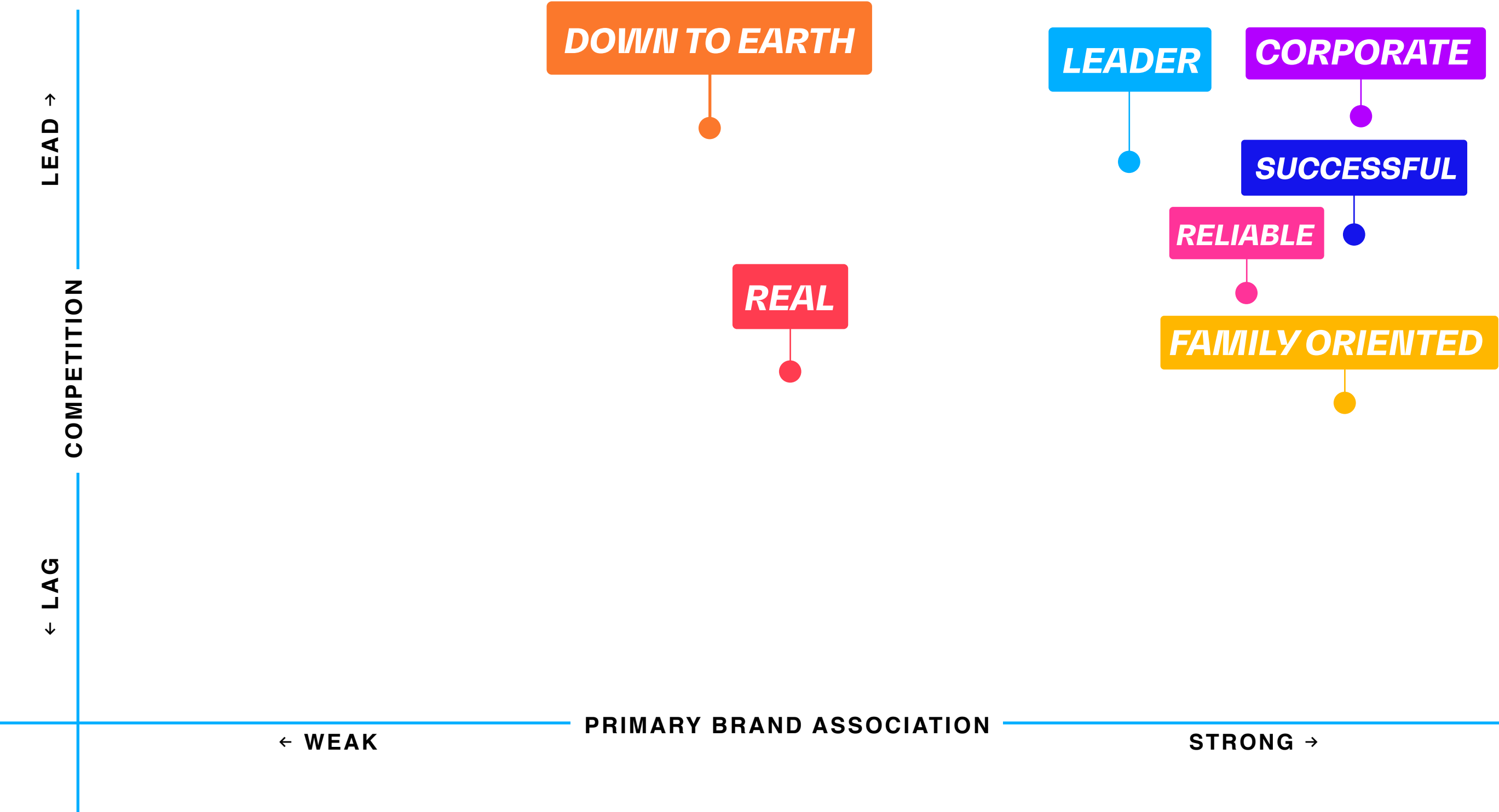
K
mart



Walmart scores highly on **Familiarity, Regard, and Meaningfulness** among **\$100k+ households**. Its Uniqueness lags behind, though, similar to other brands in the category.

- FAMILIARITY
- REGARD
- MEANINGFULNESS
- UNIQUENESS
- BERA SCORE

Consumers with household income \$100k+ view Walmart as
Competent (Leader, Successful, Reliable, Corporate) and
Sincere (Family Oriented, Real, Down to Earth).



Over the past three years, Walmart has **grown in Awareness, Consideration, and Usage** among affluent consumers, with 75% of \$100k+ households shopping there in 2024.

Time Series

Name	2022	2024	Change	Sample
<div><div></div>Usage</div>	69.11	75.91	+6.79	12.46K
<div><div></div>Consideration</div>	87.37	90.49	+3.12	12.46K
<div><div></div>Awareness</div>	97.98	99.27	+1.29	12.46K








While shopping has increased, affluent consumers hold **mixed attitudes toward Walmart**. The brand has gained perceptions in Familiarity and Regard but lost Meaningfulness and Uniqueness.

Time Series

Name	2022	2024	Change	Sample
<div></div> Familiarity	97.68	98.81	+1.13	12.46K
<div></div> Regard	89.88	92.77	+2.9	12.46K
<div></div> Meaningfulness	94.16	93.04	-1.12	12.46K
<div></div> Uniqueness	88.04	81.74	-6.3	12.46K

Walmart has gained volume but lost pricing power among affluent consumers, driven by **declining Uniqueness** and **reduced category pricing power amid high inflation**.

Consumer Willingness to Pay

Name	2022	2024	Change	Sample
 Walmart	94.81	87.61	-7.2	12.46k
 Kmart	60.12	32.86	-27.26	3.11k
 Kohl's	95.61	88.95	-6.66	3.2k
 Marshall's	88.52	81.34	-7.19	3.06k
 Ross	83.06	66.08	-16.98	2.82k
 Target	99.77	97.77	-2	3.22k
 T.J. Maxx	93.32	84.33	-9	3.2k

Want to get the full story?

Learn more about Walmart's high-income shopper surge
and how the retail giant wins with wealthier customers.

READ THE FULL ARTICLE