
MARKET FACTS!

MARKET FACT #165

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120M

**shoppers purchase on one of the
4,200 Walmart stores or shop on its
website EVERY MONTH.**

DATE: December 31, 2023

COMMENT: A great rival that is rising against Amazon, a powerful BIG TECH that has been ruling the world of e-commerce is Walmart. A nice strategic retail move: [90% of Americans live within just 10 miles of a Walmart store](#). For customers, It's hard to avoid Walmart (which is good for the megamarket brand). Additionally, like the source says, the marketplace and the ecosystem that Walmart is building with advertising and **WFS (Walmart Fulfillment Services)** is something that can give actual growth in the future of sellers, [without stealing their business in return \(like Amazon does\)](#). Maybe legacy brands like Walmart can actually oppose BIG TECH companies like Amazon. Who knew...?

A MESSAGE FOR BRANDS

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