Blueocean Releases Study Identifying Factors Contributing To Walmart’s 2nd Quarter U.S. Sales Slump

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Programs aimed at reinforcing price leadership not translating into improved perceptions or sales, study finds

Research and consulting firm Blueocean Market Intelligence announced today the results of a second quarter study examining how changes in shopper attitudes and habits are impacting sales at the worldâ€™s largest retailer. Complimentary live webinars will be held on October 5 and 6 to offer a preview of key findings from the full report. Â

In August, Blueocean continued its investigation into why shoppersâ€™ attitudes and habits related to Walmart havenâ€™t improved. Blueocean conducted the study to discover the drivers behind the lackluster second quarter performance, key department spending trends and shoppersâ€™ overall outlook for the upcomingÂ holiday season.

Blueocean surveyed 1,500 Walmart shoppers in August. Consumers reported whether their shopping behavior changed in the second quarter of 2011 compared to the first quarter . Shoppers also predicted how they are likely to shop in the next six months. Survey participants, ages 18 to 75, were a representative sample of the U.S. population.

Featuring Alice Fawver, Blueocean partner and senior vice president, and Kirsten Markson, Blueocean account director, the 30-minute webinars will highlight key findings from the full second quarter Walmart Shopper Study, â€œWhy Walmartâ€™s Woes Continueâ€• including:

The stagnant economy is leading consumers to further contract spending at Walmart and other retailers. The majority of consumers think the economy worsened in the second quarter, and they arenâ€™t optimistic about improvement in the next six months. Most plan to maintain their lower spending levels into the holiday season.

Walmartâ€™s â€œAd Match Guaranteeâ€• is somewhat polarizing. While most shoppers feel more confident they are getting th best value, others think it is a hassle that slows down check-outs, and erodes their image of Walmartâ€™s low price leadership. Â

Walmart is not improving competitiveness when it comes to convenience and pleasant store experience compared to other retailers.
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Registration for the Sneak Peak Webinar, â€œWhy Walmartâ€™s Woes Continueâ€• is free and Walmart sales and shopper tea are highly encouraged to attend. To register for the webinar or purchase the full second quarter report, visit http://www.blueoceanmi.com.

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