Fortune 50 Retail Giant Embraces Recommerce

Introduction

Walmart, the world’s large retailer, wanted to reassess how it designs, develops, and purchases clothing as it expects the rise of ‘circularity’ and recommerce to become a much more important part of its business thanks to shifts in generational buying habits.1

To embrace this shift, Walmart needed deep market intelligence to understand key trends in consumer behavior, competitive sentiment and brand perception, and opportunities for growth.

The retailer analyzed >1M social posts and news media from the past 2 years to understand shifts in consumer sentiment and behavior toward recommerce or reverse commerce - the selling of previously owned, new or used products. specifically focusing on circular operations, organic, and recycling – across various business models and segments including:

With this research, the retailer was able to accurately assess the following questions:

1. What is the public interest in different kinds of circular business models across segments?
2. What is consumer sentiment, demands, and adoption of the various business models across segments?
3. Which trends are emerging within the circular business models across segments?
4. Which companies are leading the trends and circular disruptions across segments?

Business Models
- Circular Economy
- Circular Operations
- Dematerialization/Digitalization
- Sustainable Design
- Organic Input
- Product as a Service
- Recycle/Material Recovery
- Repair/Refurbish
- Reuse/Resale
- Return/Reverse Logistics
- Sharing Economy

Segments
- Consumer Electronics
- Electricity
- Food
- FMCG (ex Food)
- Health
- Other Consumer Goods
- Personal Mobility
- Textile
Sustainability Leads to More Conscious Buying Behaviors

Using NetBase Quid’s consumer and market intelligence platform, their research uncovered important findings across all segments, fashion/textile was one area that the retailer was quick to embrace. Key consumer findings included:

- An increase in awareness of sustainability has led to changes in their buying behaviors
- Sustainable design attracted high positive sentiment
- Sustainability-oriented services that deliver in an accessible manner, praising ‘rental fashion’ over ‘fast fashion’
- Praise of initiatives from brands offering repairs and refurbishing old products

Walmart Partners with thredUp

Supporting its commitment to recommerce, Walmart partnered with thredUP in May 2020 to break into the resale market and expand the number of brands it has available to consumers.

The Walmart resale platform opened for business with nearly 750,000 preowned items, ranging from clothing for women and children to footwear and accessories, including handbags from such brands as Coach, Nordstrom and Michael Kors.²

The company says it has “upcycled” 100 million items to-date, the equivalent of taking 48 million cars off the road for a day, saving enough electricity to light the Eiffel Tower for 340 years or saving 6 billion gallons of water.²

NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market.

The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently.