



Walmart.com Ratings & Reviews Benchmarks 2022

Benchmarks based on existing Ratings and Reviews data from brands selling on Walmart.com.



Introduction

As one of the “big 3” retailers, Walmart presents a massive opportunity to brands. Walmart’s online sales continue to [grow year-over-year](#), with projections to reach \$47.8 billion in 2022. The site averages 100M unique monthly visitors, with one-third of U.S. consumers beginning their product search on Walmart.com.

Sure, Amazon still wins in terms of scale, but Walmart has a customer base that’s just as loyal, on a marketplace with significantly fewer sellers. As a result, the average seller on Walmart faces much less competition. In fact, Walmart boasts a [customer-seller ratio of 1,918:1](#), compared with Amazon’s ratio of 48:1. Walmart also overwhelmingly beats Amazon and Target in terms of physical presence, with [five times as many stores](#) as Target.

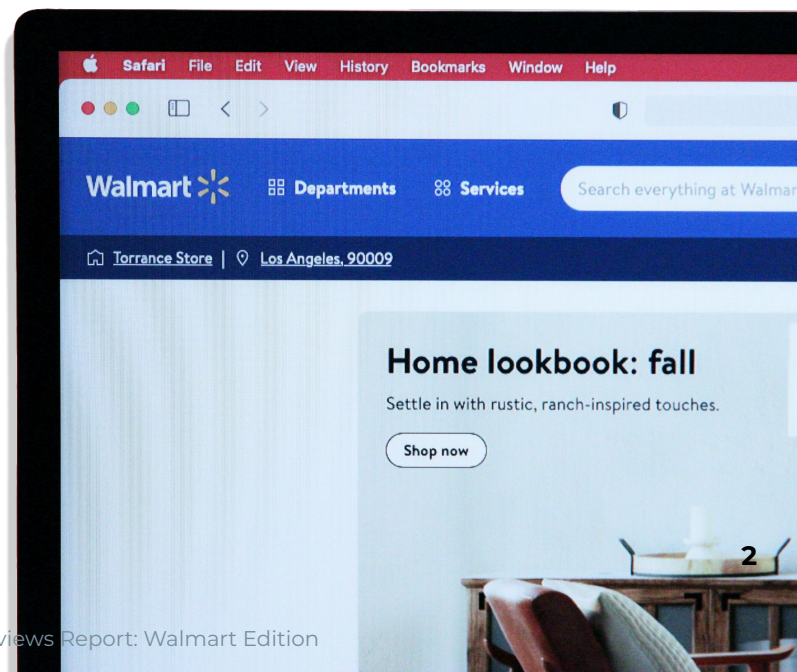
Given Walmart’s established stronghold on physical retail, and [bullish projections for its ecommerce business](#), brands currently selling on the platform are in a uniquely advantageous position. As more brands flock to Walmart, the platform will become increasingly competitive. Today, however, existing brands can take action to secure their products’ footing as top-ranked in their category.

Ratings and reviews are key to increasing visibility on crowded online marketplaces, and winning over customers. [99.9% of consumers](#) read reviews when shopping online at least sometimes. 57% do so when shopping in-store. When it comes to a product they haven’t purchased before, 71% of consumers agree that having a high number of reviews — ideally, recent reviews — reduces their hesitation to purchase.

Ensuring consistent review generation, through [review syndication](#) and other review collection techniques, is key to success — on Walmart or anywhere else. But if you’re selling on Walmart, what is a reasonable target? How many reviews is enough? What star rating do customers expect for different categories? We created this report to find out.

Methodology

Analysis for this report is taken from ratings and reviews published on the website Walmart.com. Our analysis focuses on brands with at least 2 products and 10 reviews (across all their products) on Walmart.com. This totals 563 brands with a cumulative approximately 1.0M individual reviews (note review data was extracted for the 12-month period between May 1, 2021 and April 30, 2022 and relates only to the reviews submitted in this timeframe on Walmart.com).



Analysis

Overall

The below analysis is taken from all of the 550+ brands included in our analysis (across eight product categories), representative of all brands on Walmart.com.

The average star rating for a product on Walmart.com is 4.34 stars, which is slightly lower than the optimal product rating for conversion. Our research shows that products with ratings between [4.75 to 4.99 stars](#) have the highest conversion lift - although a product with more than 4.25 stars also generates a healthy sales increase. At 184 characters long, product reviews on Walmart.com also run on the shorter side ([this is below an overall average of 218](#)). PowerReviews research shows that [reviews of 500 characters](#) or longer receive the most helpful votes from customers, which has a positive association with conversions.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.34 stars	82.05 reviews per product	184.83 characters	1,809.07 reviews

Walmart.com data from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 563).

Electronics

The average rating for [Electronics products](#) is lower than the average rating for products on Walmart.com overall. This aligns with our [previous analysis](#) of over 3,600 brand and retailer websites that showed that Consumer Appliances & Electronics have lower-than-average ratings, with Computers & Software having some of the lowest ratings overall.

However, the category boasted longer reviews and higher review volumes, on both a per-product and per-brand basis. This is good news, as consumer electronics is the #1 category where [review length matters most](#) to consumers. It's also the category where consumers most value [review volume and recency](#). Electronics products with 251+ reviews experience a 70.9% lift in conversion compared to those with 0 reviews. Reach 5,000+ reviews or more, and the product sees a conversion lift of 173.4%.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.11 stars	140.21 reviews per product	229.11 characters	5,721.47 reviews

Reviews submitted on Walmart.com from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 64) across Televisions, Cell Phones, Wearables, and Headphones product categories (as defined on Walmart.com).

Beauty, Bath & Body

Beauty, Bath & Body products have a slightly higher star rating than the average for Walmart overall, and a higher review length, too. 73% of consumers say [review length](#) is important for beauty products.

However, review volume by product and by brand in this category is lower than the Walmart average. Seven in ten beauty shoppers rate [review volume](#) as important, and it has a particularly profound impact on conversion in this category. Beauty products that have over 500 reviews see a conversion lift of 92%. Reach 5,000 reviews, and the lift increases to 367.3%.

Walmart has significantly expanded their beauty business in recent years, welcoming 40 new brands in last fall alone. In our recent [Brand Health Index report](#), beauty brands had higher average ratings on Walmart than on Amazon or Target.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.41 stars	57.82 reviews per product	197.75 characters	1,344.27 reviews

Reviews submitted on Walmart.com from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 266) across Haircare, Skincare, and Bath and Body product categories (as defined on Walmart.com).

Grocery & CPG

For this section, we focused on breakfast staples as representatives of the broader Grocery and CPG category. Coffee & Cereal brands had a higher star rating than the Walmart.com average. This category also had fewer reviews per product and per brand though, along with shorter reviews. Still, our latest [Brand Health Index](#) shows that Walmart cereal brands have nearly twice as many reviews as Amazon and three times as many as Target.

Reviews have become increasingly important for customer acquisition in CPG, given the swift growth of online grocery during the pandemic. 72% of consumers say they shop online for groceries now more than they did pre-pandemic, and 71% making an online grocery purchase within the last three months. Even today, many in-store grocery shoppers look up reviews online. For example, 58% of in-store shoppers say they are [more likely to buy a grocery item](#) they haven't tried before if they can read reviews.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.50 stars	75.98 reviews per product	130.22 characters	1,247.48 reviews

Reviews submitted on Walmart.com from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 98) across Tea, Breakfast & Cereal, and Coffee product categories (as defined on Walmart.com).

Home & Garden

For Home & Garden, we selected three sub-categories to be representative of the category as a whole. These included Kitchen Tools & Gadgets, Home Appliances & Power Tools, and Office & Patio Furniture.

Kitchen Tools & Gadgets

When compared to the overall averages for Walmart.com, this sub-category had below-average star ratings and review volumes, both by product and by brand.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.11 stars	17.38 reviews per product	189.91 characters	46.09 reviews

Reviews submitted on Walmart.com from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 24) across Kitchen Tools & Gadgets product categories (as defined on Walmart.com).

Home Appliances & Power Tools

Brands in this category have nearly twice as many reviews per product than the average brand in our analysis. They also have 20% longer reviews, on average.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.14 stars	156.35 reviews per product	221.77 characters	2,088.23 reviews

Reviews submitted on Walmart.com from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 54) across Microwaves, Washers & Dryers, Lawn Mowers, and Leaf Blowers & Accessories product categories (as defined on Walmart.com).

Office & Patio Furniture

At 28.20 reviews per product, this sub-category had the lowest average review volumes of all the categories in our analysis.

While this makes sense — furniture purchases are certainly less frequent than CPG or apparel for example — it doesn't mean that consumers have any less of an appetite for ratings and reviews content from furniture brands. 86% of consumers say [having recent reviews is important](#) for home decor and furniture brands. And 57% said they consider review volume to be important when shopping for furniture.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.24 stars	28.20 reviews per product	183.93 characters	466.84 reviews

Reviews submitted on Walmart.com from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 58) across Office Furniture and Patio Furniture product categories (as defined on Walmart.com).

Clothing

At 3.94 stars, clothing had the lowest average star rating of all the categories in our analysis. The other three metrics we looked at — average review volume, average review length, and total reviews per brand — were also significantly lower than the overall averages for brands on Walmart.

However, these metrics are all highly valued by consumers. 71% of consumers say [review length](#) is very important for clothing, shoes, and accessories products, and 63% of consumers [consider review volume](#) when shopping for clothes.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
3.94 stars	69.06 reviews per product	139.55 characters	329.47 reviews

Reviews submitted on Walmart.com from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 47) across Men's Clothing and Women's Clothing product categories (as defined on Walmart.com).

Shoes

For this category, we included Men's and Women's Shoes. As a category, Shoes fared slightly better than Clothing, but the review metrics were all still lower than the overall averages for Walmart.

However, consumers [value reviews and ratings](#) just as highly for shoes as they do for clothing in general. 71% say that they specifically seek out [longer reviews](#) when shopping for shoes, with 70% reading reviews specifically to get sizing information.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.00 stars	77.92 reviews per product	155.30 characters	488.83 reviews

Reviews submitted on Walmart.com from 12 months ending 4/30/2022 (Minimum products/brand: 2, Minimum reviews per month: 10, Total brands: 48) across Men's Shoes and Women's Shoes product categories (as defined on Walmart.com).



To stand out on Walmart.com and sell more products, you need to meet some specific thresholds when it comes to your Ratings and Reviews presence.

While there is significant nuance across categories and product types, you should have two main focuses.

Step 1: Focus on review collection.

To boost reviews presence (both quantity and quality), you need more content. This needs concerted attention. Here are some ways to collect more reviews:

- **Run a product sampling campaign.** Receiving product free of charge or before it's publicly available are the top 2 incentives leading to review submissions.
- Boost your review presence on Walmart by **syndicating reviews from your site to Walmart**. Learn more about review syndication.
- Most reviews come from an email request. **Optimize your post-purchase email campaigns** with our guide.
- **Incentivize review submissions**. Offer a discount code or loyalty points in return for writing a review.
- **Learn more** about review collection.

Step 2: Analyze your reviews.

Review volume is one thing; star ratings are another. To capture better review content, you need to build products that delight your customers. This is another area where reviews can help. Analyzing review content of your underperforming products can quickly inform tweaks - both from a marketing or product improvement perspective - that will ultimately result in capturing better rated reviews.

About PowerReviews

PowerReviews (PowerReviews.com) is the Ratings and Reviews Specialist Doing More with UGC to Grow Your Business.

We enable you to collect and share more and better user-generated content, display it for maximum conversion impact and analyze it to benchmark and improve product experiences.



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Learn More

[Utilizing review content as a form of customer intelligence.](#)

[UGC benchmarks outside of Walmart.com](#)