

Item Spec 5.0 Compliance Guide

Everything Sellers Need to Know About
Walmart's Latest Listing Specifications

BLUESTACK CONSULTING

Your Walmart Marketplace Growth Partner

2025 Priority Guide

Table of Contents

- Chapter 1: What Is Item Spec 5.0?
- Chapter 2: Key Changes from Previous Versions
- Chapter 3: Category-Specific Requirements
- Chapter 4: Required vs. Recommended Attributes
- Chapter 5: Product Data Quality Standards
- Chapter 6: Image & Media Specifications
- Chapter 7: Migration & Compliance Timeline
- Chapter 8: Common Compliance Errors & Fixes
- Chapter 9: Bulk Update Strategies
- Chapter 10: Maintaining Compliance Long-Term
- Appendix: Item Spec 5.0 Quick Reference

Chapter 1

What Is Item Spec 5.0?

Item Spec 5.0 is Walmart's latest product data specification framework that defines the structure, format, and requirements for product listings on Walmart Marketplace. It represents a significant evolution in how Walmart organizes and displays product data, with a focus on improved searchability, richer product attributes, and enhanced customer experience.

Why Item Spec 5.0 Matters

Improved Search Matching: The updated attribute structure helps Walmart's algorithm better match products to customer searches, directly impacting your visibility.

Enhanced Filtering: New attributes enable more precise product filtering on Walmart.com, helping customers find exactly what they need—and increasing conversion rates for well-attributed listings.

Listing Quality Impact: Compliance with Item Spec 5.0 directly affects your Listing Quality Score. Non-compliant listings may see reduced scores and visibility.

Future-Proofing: Walmart continues to invest in AI and machine learning for product discovery. Richer, more structured data positions your listings to benefit from future algorithm improvements.

Competitive Advantage: Many sellers are slow to adopt new specifications. Early compliance gives you a ranking advantage while competitors lag behind.

Scope of Changes

Item Spec 5.0 affects virtually every aspect of product data on Walmart Marketplace. The update introduces new required attributes across most categories, restructures how certain data fields are organized, and raises the bar for data quality standards. Whether you manage 10 listings or 10,000, understanding and implementing these changes is essential.

Chapter 2

Key Changes from Previous Versions

Major Updates in Item Spec 5.0

Area	Previous Spec	Item Spec 5.0
Required Attributes	Fewer mandatory fields per category	Expanded mandatory attributes across all categories
Product Titles	Flexible format with basic guidelines	Stricter format requirements with category-specific templates
Image Requirements	4 images recommended, basic quality standards	6+ images required for many categories, higher resolution standards
Description Format	Free-text with minimal structure requirements	Structured format with specific content requirements per section
Variant Handling	Basic variant grouping	Enhanced variant specification with standardized variant attributes
Product Identifiers	UPC/GTIN recommended	UPC/GTIN increasingly required with validation

New Required Attributes

One of the most significant changes in Item Spec 5.0 is the expansion of required attributes across categories. Attributes that were previously optional are now mandatory, and new attributes have been added. Failing to populate these attributes will result in incomplete listings, lower LQS scores, and reduced search visibility.

Commonly Added Required Attributes:

Material/Fabric Composition: Exact materials with percentages for applicable categories

Product Care Instructions: Cleaning and maintenance information

Age/Gender Target: Intended demographic for the product

Sustainability Claims: Environmental certifications and eco-friendly attributes

Country of Origin: Manufacturing country for the product

Package Dimensions: Detailed packaging measurements beyond just product dimensions

Safety Warnings: Applicable safety information and certifications

Stricter Title Requirements

Item Spec 5.0 introduces category-specific title templates that define not just the format but the exact order and inclusion of attributes in product titles. For example, an apparel title might require: Brand + Gender + Product Type + Material + Key Feature + Size + Color. Deviating from these templates can now directly impact your listing quality.

Chapter 3

Category-Specific Requirements

Item Spec 5.0 requirements vary significantly by product category. Here is an overview of key requirements for the most popular marketplace categories:

Home & Kitchen

- Material composition with percentages (e.g., '100% Stainless Steel')
- Capacity/volume in both imperial and metric
- Care instructions (dishwasher safe, hand wash, etc.)
- Assembly requirements (assembly required/no assembly needed)
- Weight capacity for furniture and shelving
- Minimum 6 images including lifestyle and scale reference

Apparel & Fashion

- Fabric composition with exact percentages
- Size chart reference or measurements
- Fit type (regular, slim, relaxed, etc.)
- Care label information (machine wash, dry clean, etc.)
- Season/occasion suitability
- Model measurements in product images (recommended)

Electronics

- Technical specifications (processor, memory, storage, etc.)
- Connectivity options (WiFi, Bluetooth, USB, etc.)
- Battery life/capacity
- Compatibility information (operating systems, devices, etc.)
- Warranty information
- Included accessories list
- Energy efficiency rating where applicable

Health & Beauty

- Active ingredients and full ingredient list
- Usage instructions and dosage information
- Warnings and contraindications
- Expiration date handling
- Cruelty-free and certification claims
- Skin type/hair type compatibility

Chapter 4

Required vs. Recommended Attributes

Item Spec 5.0 classifies attributes into three tiers. Understanding these tiers helps you prioritize your compliance efforts:

Tier	Classification	Impact	Priority
Tier 1	Required	Listing cannot be published without these attributes	Critical - Must complete
Tier 2	Strongly Recommended	Directly impacts LQS and search visibility	High - Complete for all trending items
Tier 3	Optional	Enhances customer experience and filtering options	Medium - Complete for top-performing items

Our recommendation is to complete 100% of Tier 1 and Tier 2 attributes for all listings, and Tier 3 attributes for your top 20% of products by revenue. This approach maximizes LQS improvement while being realistic about the effort required for large catalogs.

■ **Pro Tip:** *The Listing Quality dashboard in Seller Center will show you exactly which attributes are missing for each listing and their tier classification. Use the Details view to see a complete breakdown and prioritize your compliance work accordingly.*

Chapter 5

Product Data Quality Standards

Item Spec 5.0 raises the bar for data quality beyond just filling in fields. Walmart now validates the content of attribute values more rigorously.

Data Quality Rules

Accuracy: Attribute values must accurately represent the product. Incorrect data can lead to returns, negative reviews, and listing penalties.

Consistency: Use consistent formatting and terminology across your catalog. For example, don't use 'SS' in one listing and 'Stainless Steel' in another.

Standardized Values: Many attributes now use dropdown/predefined values instead of free text. Use the exact values Walmart provides.

No Promotional Content: Attribute fields must contain factual product data only. No marketing claims, pricing information, or promotional language.

Proper Units: Always include units of measurement (inches, ounces, watts, etc.) where applicable. Use the unit format Walmart specifies.

Valid GTINs: Product identifiers (UPC, EAN, ISBN) are validated against GS1 databases. Ensure your GTINs are properly registered.

Chapter 6

Image & Media Specifications

Updated Image Requirements Under Item Spec 5.0

Specification	Requirement
Minimum Images	6 (increased from 4 for many categories)
Main Image Background	Pure white (#FFFFFF)
Minimum Resolution	1000x1000 pixels (2000x2000 recommended)
Aspect Ratio	1:1 preferred (square)
File Format	JPEG or PNG
File Size	Under 5MB per image
Prohibited Elements	No watermarks, logos, text overlays, or borders on main image
Product Fill	Product should fill 80%+ of main image frame
Swatch Images	Required for color variants (dedicated swatch image)
360° Images	Supported and recommended for complex products

New Image Types Supported

Infographic Images: Secondary images with text callouts highlighting features are now encouraged.

Comparison Images: Images showing your product's advantages vs. generic alternatives.

Video Content: Product videos can be uploaded alongside images for enhanced listings.

Rich Media: Interactive content modules for brand-registered sellers.

Chapter 7

Migration & Compliance Timeline

Recommended Migration Timeline

Phase	Timeline	Focus Areas
Assessment	Week 1-2	Audit current listings, identify gaps, prioritize by revenue
Critical Fixes	Week 3-4	Complete all Tier 1 attributes, fix title compliance
Optimization	Week 5-8	Complete Tier 2 attributes, upgrade images, enhance descriptions
Enhancement	Week 9-12	Complete Tier 3 for top products, add rich media content
Ongoing	Continuous	Monitor LQS, fix new issues, update for new product launches

Prioritization Strategy

For large catalogs, you cannot update everything simultaneously. Prioritize in this order:

1. Products flagged with Priority Tags in the Listing Quality dashboard
2. Top 20% of products by revenue (your hero products)
3. Products with LQS below 75 (at risk of visibility loss)
4. Products currently winning the Buy Box
5. New products planned for launch
6. Remaining catalog in order of revenue contribution

Chapter 8

Common Compliance Errors & Fixes

Missing Required Attributes: The most common error. Fix: Export your catalog, cross-reference with Item Spec 5.0 requirements for your category, and fill in all missing required fields.

Title Format Non-Compliance: Titles that don't follow the category-specific template. Fix: Review the title template for your category and restructure all titles accordingly.

Invalid Product Identifiers: UPC/GTIN that don't validate against GS1 database. Fix: Verify your GTINs are properly registered. Contact your brand owner if GTINs are not validating.

Insufficient Images: Fewer than 6 images or images that don't meet quality standards. Fix: Invest in professional product photography and upload at minimum 6 compliant images per listing.

Inconsistent Variant Data: Variant attributes that don't match across the variant group. Fix: Audit variant families and ensure all shared attributes are consistent while differentiating attributes are accurate.

Promotional Content in Attributes: Marketing language in attribute fields. Fix: Remove all subjective claims, promotional language, and pricing information from attribute fields. Keep data factual.

Incorrect Category Placement: Product listed in the wrong category. Fix: Review Walmart's category taxonomy and ensure your product is in the most accurate category for its type.

Chapter 9

Bulk Update Strategies

For sellers with large catalogs, individual listing updates are impractical. Here are strategies for efficient bulk compliance:

Walmart's Bulk Upload Templates: Download the latest category-specific bulk upload template from Seller Center. This template reflects Item Spec 5.0 requirements and makes it easy to update multiple listings at once.

Walmart Marketplace API: For catalogs of 500+ SKUs, use the API to programmatically update product data. This allows you to write scripts that standardize data formatting and fill common attributes across your catalog.

Third-Party Integration Tools: Platforms like CedCommerce, ChannelAdvisor, and Linnworks offer bulk editing features specifically designed for Walmart compliance updates.

Spreadsheet Workflow: Export your catalog, use spreadsheet formulas to standardize data (e.g., consistent material formatting, proper unit appending), then reimport the updated data.

Chapter 10

Maintaining Compliance Long-Term

Item Spec compliance is not a one-time project. Walmart regularly updates its specifications, and your catalog grows and changes over time. Build these practices into your operations:

- Monitor Walmart's Marketplace Learn portal for spec update announcements
- Run monthly compliance audits using the Listing Quality dashboard
- Create a new listing template that automatically includes all required attributes
- Train your team on Item Spec 5.0 requirements for new product setup
- Set up alerts for LQS drops that might indicate new compliance issues
- Subscribe to Walmart seller newsletters for early notification of spec changes

Appendix

Item Spec 5.0 Quick Reference

Compliance Checklist

- All Tier 1 (required) attributes populated for every listing
- All Tier 2 (recommended) attributes populated for trending items
- Product titles follow category-specific templates
- 6+ compliant images per listing
- Valid UPC/GTIN for all products
- Descriptions meet length and content requirements
- Key features include 3-5 benefit-driven bullet points
- All attribute values use standardized formats and units
- No promotional content in attribute fields
- Variant groups properly configured with consistent shared attributes
- Category placement verified as accurate
- Listing Quality Score at 90+ post-update

About Bluestack Consulting

Bluestack Consulting helps sellers achieve and maintain Item Spec 5.0 compliance across their entire catalog. Visit bluestack-ws.web.app/resources.