

# Getting Started on Walmart Marketplace

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Walmart Marketplace has become one of the most attractive platforms for eCommerce sellers looking to expand their reach. With over 240 million weekly visitors and a growing marketplace, Walmart offers significant opportunity for brands and sellers of all sizes.

### Why Sell on Walmart?

- Massive built-in audience with high purchase intent
- Lower competition compared to Amazon in many categories
- Growing eCommerce presence with strong year-over-year growth
- Walmart's reputation as a trusted retailer builds customer confidence
- Access to Walmart Fulfillment Services for fast, reliable delivery

### The Application Process

Getting approved to sell on Walmart starts with an application at [marketplace.walmart.com](https://marketplace.walmart.com). Walmart evaluates applicants based on their eCommerce experience, product catalog, pricing competitiveness, and fulfillment capabilities. Having an established presence on other marketplaces like Amazon can strengthen your application.

### What you need to apply:

- US Business Tax ID (SSN not accepted for business accounts)
- W-9 or W-8 tax form
- Planned integration method (API, bulk upload, or solution provider)
- Product catalog information
- Evidence of eCommerce experience

After approval, you will gain access to Walmart Seller Center, where you can set up your account, configure payment information, create shipping templates, and begin listing products. Take time during this setup phase to ensure everything is configured correctly before your first listing goes live.

### First Steps After Approval

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1. Complete your Partner Profile with accurate business information
2. Set up payment details for receiving Walmart settlements
3. Configure shipping templates with your available shipping methods
4. Set up your return policy in compliance with Walmart's requirements
5. Register your brand in the Walmart Brand Portal if applicable
6. Begin listing your first batch of products