

Understanding Walmart Marketplace Fees

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Fee Structure Overview

Walmart's fee structure is straightforward compared to some other marketplaces. Understanding each fee helps you price products profitably.

- Referral fees range from 6-20% depending on product category
- No monthly subscription or listing fees
- WFS fees include fulfillment and storage components
- Walmart Connect advertising operates on a pay-per-click model
- No account setup fees or minimum sales requirements

Referral Fees by Category

Referral fees are charged as a percentage of the total sale price (including shipping charges paid by the customer) for each item sold.

- Electronics and computers: 8%
- Clothing and accessories: 15%
- Home and garden: 15%
- Health and beauty: 15%
- Toys and games: 15%
- Grocery and gourmet food: 8-15%

Calculating Profitability

Before listing any product, calculate your full cost structure to ensure profitability.

- Factor in product cost (COGS)
- Add referral fee for your category
- Include fulfillment costs (WFS or self-fulfilled shipping)
- Account for return rate and associated costs

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- Include advertising spend as a percentage of revenue
- Ensure target profit margin of 20%+ after all costs