

Pricing Strategy for New Sellers

Pricing Strategy for New Sellers

Walmart's Pricing Philosophy

Walmart built its reputation on low prices, and this philosophy extends to the marketplace. Your pricing strategy must align with Walmart's value-oriented customer base.

- Walmart actively monitors prices across competitors including Amazon
- Price parity violations can result in listing suppression
- Total price (item + shipping) is what matters, not just item price
- Free shipping improves perceived value and conversion rates

Competitive Pricing Framework

New sellers should take a strategic approach to pricing that balances competitiveness with profitability.

- Research the top 5 competitors for each product on Walmart
- Price within 2-3% of the lowest competitor for Buy Box eligibility
- Consider launched pricing strategy: price 5-10% below target initially to build velocity
- Use repricing tools to automatically maintain competitive positioning
- Plan for gradual price increases as you build reviews and ranking

Avoiding Common Pricing Mistakes

Pricing errors can be costly for new sellers. Avoid these common pitfalls.

- Do not price higher on Walmart than on your other sales channels
- Do not ignore shipping costs when calculating total customer cost
- Do not race to the bottom—maintain healthy margins for sustainability
- Do not forget to account for returns in your pricing model
- Do not set prices and forget them—monitor and adjust regularly