

# How to Win the Buy Box Consistently

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### Buy Box Fundamentals

The Buy Box is the default purchase option on Walmart product pages. Winning it is essential because the vast majority of sales go to the Buy Box winner.

- Total price (item + shipping) is the primary factor
- Fulfillment speed significantly impacts Buy Box eligibility
- WFS sellers have a built-in advantage for Buy Box
- Seller performance metrics influence Buy Box decisions
- In-stock consistency is required to maintain Buy Box

### Winning Strategies

Implement these strategies to maximize your Buy Box win rate.

- Price at or below the total cost of competing offers
- Enable free shipping where possible to lower total customer cost
- Use WFS or achieve Two-Day Delivery through self-fulfillment
- Maintain 95%+ in-stock rate to avoid Buy Box losses during stockouts
- Keep your Seller Scorecard metrics well above minimum thresholds
- Monitor Buy Box status daily and investigate any losses immediately