Walmart Luminate Case Study

Kimberly-Clark: From Diapers to Big Kid Pants: Reinventing the Training Pants Aisle

✳ Kimberly-Clark

Inspire 2024

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What better people to ask about what they like and don't like than customers?

- Randy Berg, Senior Team Leader - Baby | **Kimberly-Clark**

Randy Berg
Senior Team Leader - Baby
Kimberly-Clark

Denton Botsford
Merchant: Baby Wipes and Training Pants
Walmart

Walmart Luminate Case Study: Kimberly-Clark
The opportunity:

The Walmart Baby buying team and the Kimberly-Clark advisor team wanted to shake things up in the Training Pants aisle to create better brand blocks and assortment and help Walmart grow their share of the market in the Training Pants and Youth Pants categories.

Elements that needed to be considered included:

Gender-specific packaging

Youth Pants and Training Pants

Multiple price points

Sets ranging from 4 ft. to 20 ft

Several product sizes

Walmart Luminate Case Study: Kimberly-Clark
The opportunity:

A Training Pant is:

- Disposable and absorbent undergarment, typically designed to fit like a pant; for potty training
- Some products offer fading graphics for wetness indication
- Products can offer Gender-specific design and graphics
- ~18-48 months old, sizes: 2T-3T, 3T-4T, 4T-5T, and 5T-6T

A Youth Pant is:

- Disposable and absorbent undergarment, fits like a pant
- For children with nocturnal enuresis for overnight protection
- Gender-specific design and graphics
- Leg and waist elastics with discreet outer cover
- Ages 4+ between 28-160lbs

Walmart Luminate Case Study: Kimberly-Clark
The opportunity:

The layout on the shelves was horizontal by gender and vertical by brand. Gender and brands sat at the top of the shopper decision tree.
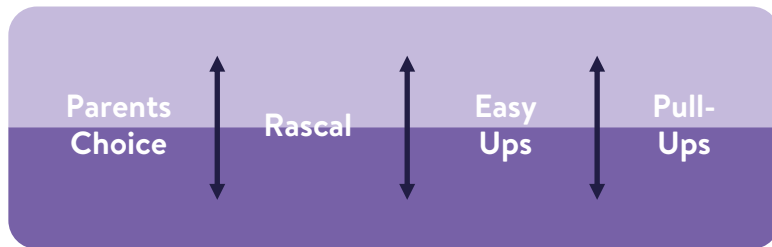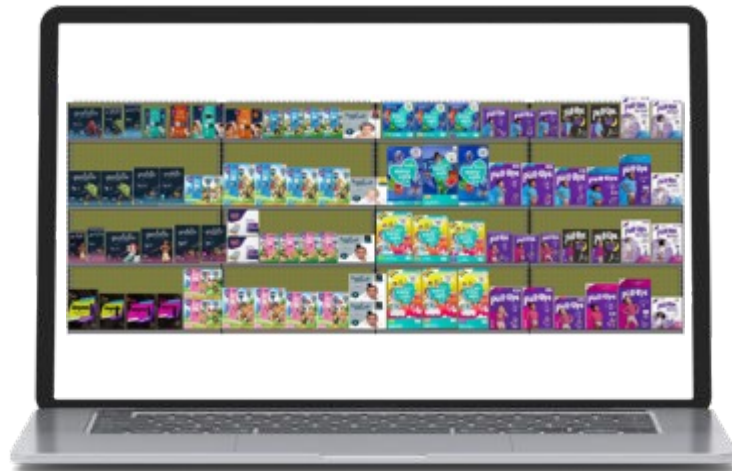
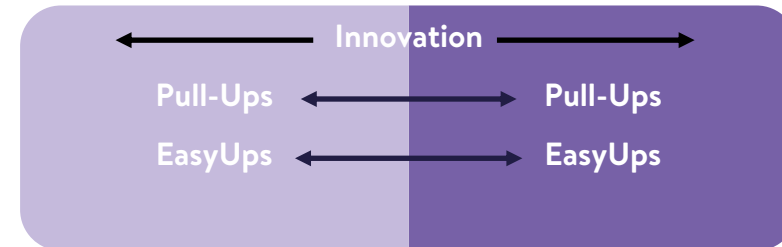# Walmart Luminate Case Study: Kimberly-Clark
The approach:

They created a new modular to test on-line and in 75 stores with a simple but significant tweak: gender would now be placed vertically and brands would be placed horizontally.

Original

Test

Walmart Luminate Case Study: Kimberly-Clark
The approach:

The teams leveraged three Walmart Luminate modules to run and track performance of their test.

Walmart Luminate Customer Perception

- Asked shoppers their thoughts about the change
- Utilized supplemental virtual test

Walmart Luminate Shopper Behavior

- Performance in Detail report
- KPI Tree report
- Price Sensitivity report
- Switching report
- Repeat Rate report
- Assortment tools

Walmart Luminate Channel Performance

- Overall performance
- Item / Store / Mod Specific velocities
- Growth brands / declining brands
- Pack size opportunities
- Product size assortment

Several Shopper Behavior reports helped the team fine tune their assortment decisions.

Price Sensitivity

KPI Tree
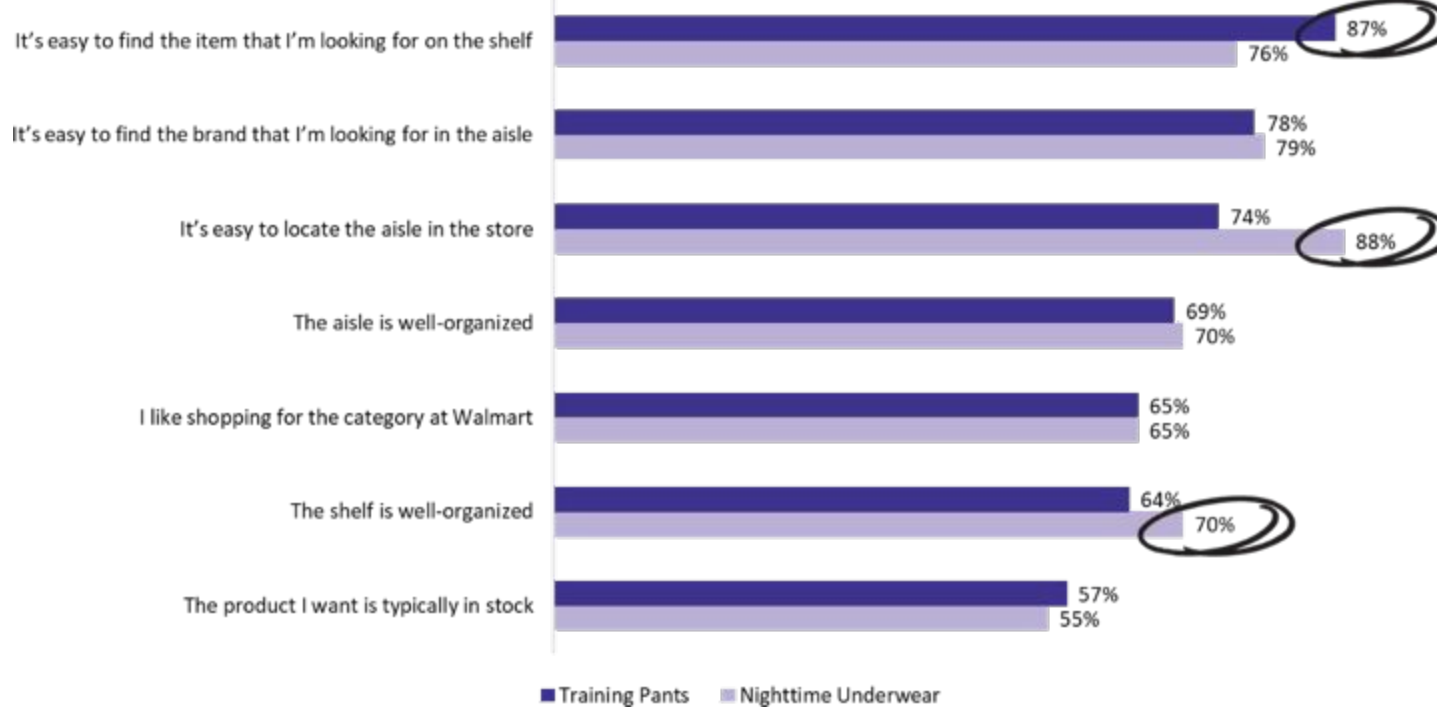
Repeat Rate

Switching

Walmart Luminate Case Study: Kimberly-Clark
The approach:

Feedback from verified shoppers in the Walmart Spark Community through Customer Perception surveys validated their new layout direction for both the in-store and virtual test.


Perceptions of the Pants Aisle (% Agree)

- It's easy to find the item that I'm looking for on the shelf — 87% / 76%
- It's easy to find the brand that I'm looking for in the aisle — 78% / 79%
- It's easy to locate the aisle in the store — 74% / 88%
- The aisle is well-organized — 69% / 70%
- I like shopping for the category at Walmart — 65% / 65%
- The shelf is well-organized — 64% / 70%
- The product I want is typically in stock — 57% / 55%

■ Training Pants   ■ Nighttime Underwear

Virtual test survey results

Vertical Brands, Horizontal Gender

Vertical Gender, Horizontal Brands
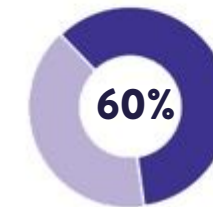
60% **60%** of shoppers find new layout **more shoppable than current.**

The right direction was clear, and the new layout was adopted in all Walmart stores.

Walmart Luminate Case Study: Kimberly-Clark
The results:

The new modular proved to be a success by growing sales and share in the marketplace—and most importantly, it was the right choice for the customer.

2023 Mod (Full Year)

Walmart Luminate Channel Performance

- $37M Category growth
- +7% POS $'s
- +6% Unit growth
- +1.5-point share growth of measured market

2024 Mod (through 13 Wks)

Walmart Luminate Channel Performance

- $3M Category growth
- +2% POS $'s
- Flat units (up 2% training)
- Maintaining share (+1.2 points 52 weeks, flat 13 weeks)