



# Walmart.com Ratings & Reviews Benchmarks 2023

---

Benchmarks based on existing Ratings and Reviews data from brands selling on Walmart.com.



# Introduction

As one of the “big 3” retailers, Walmart presents a massive opportunity to brands. Walmart’s online sales consistently [grow year-over-year](#), with projections to reach \$53.4 billion this year — an increase of nearly 12% from 2022. The site averages over [400M monthly visitors](#), placing it in the top 25 of U.S. websites. One-third of U.S. consumers begin their product search on Walmart.com.

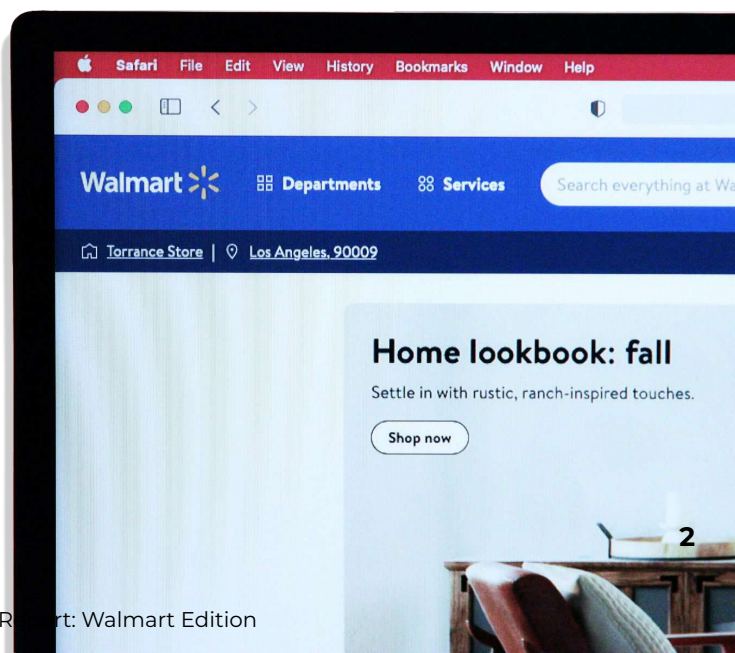
Sure, Amazon still wins in terms of scale ([twice as many](#) consumers begin their product search there), but Walmart has a customer base that’s just as loyal, on a marketplace with significantly fewer sellers. As a result, the average seller on Walmart faces much less competition. In fact, Walmart boasts a [customer-seller ratio of 1,918:1](#), compared with Amazon’s ratio of 48:1. Walmart also overwhelmingly beats Amazon and Target in terms of physical presence, with more than [five times as many stores](#) as Target. Given Walmart’s established stronghold on physical retail, and [bullish projections for its ecommerce business](#), brands currently selling on the platform are in a uniquely advantageous position. As more brands flock to Walmart, the platform will become increasingly competitive. Today, however, existing brands can take action to secure their products’ footing as top-ranked in their category.

Ratings and reviews are key to increasing visibility on crowded online marketplaces, and winning over customers. [91% of consumers](#) always or regularly read reviews when shopping online. 57% do so when shopping in-store. [Nearly half](#) (45%) of consumers simply won’t purchase a product if there are no reviews available for it. And if they’re considering a brand or product for the first time, 71% of consumers agree that having a high number of reviews — ideally, [recent reviews](#) — becomes even more important.

Ensuring consistent review generation, through [review syndication](#) and other review collection techniques, is key to success — on Walmart or anywhere else. But if you’re selling on Walmart, what is a reasonable target? How many reviews is enough? What star rating do customers expect for different categories? We created this report to find out.

## Methodology

Analysis for this report is taken from ratings and reviews published on the website Walmart.com. Our analysis focuses on brands with at least 1 product and 1 review per month (across all their products) on Walmart.com. This totals 3,292 brands with a cumulative approximately 6.04M individual reviews. Review data was extracted for the 12-month period between September 1, 2022 and August 30, 2023 and relates only to the reviews submitted in this timeframe on Walmart.com.



# Analysis

## Overall

The below analysis is taken from all of the 3,200+ brands included in our analysis (across ten product categories), representative of all brands on Walmart.com.

The average star rating for a product on Walmart.com is 4.21 stars, which is lower than the optimal product rating for conversion. Our research shows that products with ratings between [4.75 to 4.99 stars](#) have the highest conversion lift - although a product with more than 4.25 stars also generates a healthy sales increase.



At 162 characters long, product reviews on Walmart.com also run on the shorter side when compared to other brand and retailer websites, which have an average length of [218 characters](#). PowerReviews research shows that [reviews of 500 characters](#) or longer receive the most helpful votes from customers, which has a positive association with conversions.

The average product on Walmart.com has nearly 110 reviews. This is great news, as nearly half (43%) of consumers think that products should have more than 100 reviews. However, [one in four](#) want to see even more — 500+ reviews.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.21 stars	110 reviews per product	162 characters	1,809 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 3,292).

## Electronics

At 3.86 stars, the [average rating for Electronics](#) products is significantly lower than the average rating for products on Walmart.com overall. It is also the only category in our analysis with an average rating below 4 stars. This aligns with our [previous analysis](#) of over 3,600 brand and retailer websites that showed that Consumer Appliances & Electronics have lower-than-average ratings, with Computers & Software having some of the lowest ratings overall.

On a positive note, the category boasted longer-than-average reviews as well as the highest review volumes, on both a per-product and per-brand basis, out of any category in our analysis. This is fantastic news, as consumer electronics is the #1 category where [review length matters most](#) to consumers. It's also the category where consumers most value [review volume and recency](#). Electronics products with 251+ reviews experience a 70.9% lift in conversion compared to those with 0 reviews. Reach 5,000+ reviews or more, and the product sees a conversion lift of 173.4%.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
3.86 stars	246 reviews per product	194 characters	4,280 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 275) across Televisions, Cell Phones, Wearables, and Headphones product categories (as defined on Walmart.com).

## Beauty, Bath & Body

Beauty, Bath & Body products had a significantly higher star rating than the average product on Walmart.com. At 166.25 characters per review, they also had a higher review length than the overall average for Walmart.com. 73% of consumers say [review length](#) is important for beauty products.

However, review volume by product in this category is lower than the overall average for Walmart. Seven in ten beauty shoppers rate [review volume](#) as important, and it has a particularly profound impact on conversion in this category. Beauty products that have 101-250 reviews, like many on Walmart.com, tend to see a conversion lift of 24.8%. However, when that review count increases to 500 or more, the conversion lift more than triples - to 92%. Reach 1,000 reviews, and the conversion lift doubles again, to 187.6%. Walmart has significantly expanded their beauty business in recent years. In our latest [Brand Health Index report](#), beauty brands had higher average ratings on Walmart than on Amazon or Target.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.45 stars	104 reviews per product	166 characters	2,164 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 639) across Haircare, Skincare, and Bath and Body product categories (as defined on Walmart.com).

## Grocery & CPG

For this section, we focused on breakfast staples as representatives of the broader Grocery and CPG category. Coffee, Tea & Cereal brands had a higher star rating than the Walmart.com average, along with more reviews per product and per brand. However, this category had shorter reviews, with an average review length of 150 characters.

Notably, the [review metrics for CPG brands](#) are lower on Walmart than other brand and retailer sites. Typically, CPG brands have an average 4.6 star rating, with 45% more reviews per product and 33% longer reviews. CPG brands who syndicate their reviews to Walmart.com may benefit from improved ratings and reviews metrics.

Reviews have become increasingly important for customer acquisition in CPG, given the swift growth of online grocery during the pandemic. 72% of consumers say they shop online for groceries now more than they did pre-pandemic, and 71% making an online grocery purchase within the last three months. Even today, many in-store grocery shoppers look up reviews online. For example, 58% of in-store shoppers say they are [more likely to buy a grocery item](#) they haven't tried before if they can read reviews.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.29 stars	163 reviews per product	150 characters	2,336 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 243) across Tea, Breakfast & Cereal, and Coffee product categories (as defined on Walmart.com).

## Alcohol

Customers increasingly [want to see reviews](#) for alcohol brands, especially as alcohol ecommerce sales become more routine. Positively, at 4.64 stars, Alcohol products had the highest star rating of all the categories in our analysis.

However, the category had lower-than-average review volumes by product and by brand. Moreover, the average review volumes are likely skewed by a few standout brands, like Corona, Smirnoff, Heineken, Robert Mondavi, and Svedka, which all boast high review volumes. In our latest [Brand Health Index report](#), the vast majority of Alcohol brands sold at Walmart had well below 100 reviews per product, with the exception of a handful of brands.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.64 stars	104 reviews per product	127 characters	557 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 55) across Wine, Beer, and Vodka product categories (as defined on Walmart.com).

## Home & Garden

For Home & Garden, we selected three sub-categories to be representative of the category as a whole. These included Kitchen Tools & Gadgets, Home Appliances & Power Tools, and Office & Patio Furniture.

On the whole, this category had lower review volumes, both by product and by brand. However, the reviews were slightly longer than the overall average for Walmart.com. The [average review volume](#) for the Home & Garden category — 92.69 reviews — correlates with an impressive conversion lift of 213.3% (when compared to a product with 0 reviews).



Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.25 stars	93 reviews per product	174 characters	1,205 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 599) across Kitchen Tools & Gadgets, Microwaves, Washers & Dryers, Lawn Mowers, Leaf Blowers & Accessories, Office Furniture, and Patio Furniture product categories (as defined on Walmart.com).

## Kitchen Tools & Gadgets

Kitchen Tools & Gadgets products had higher star ratings than the average product on Walmart.com.

However, this category had less than a third of the typical review volume per product, along with shorter reviews. Kitchen Tools & Gadgets also had the lowest review volume per brand out of all the categories included in our analysis.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.32 stars	35 reviews per product	148 characters	217 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 196) across Kitchen Tools & Gadgets product categories (as defined on Walmart.com).

## Home Appliances & Power Tools

When compared to the overall averages for Walmart.com, Home Appliances & Power Tools had more than twice as many reviews per product, and 75% more reviews per brand. The category also had 25% longer reviews, on average, and was the only category in our analysis to surpass 200 characters.

However, the average star rating is a bit lower for Home Appliances & Power Tools than the average product on Walmart.com.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.16 stars	236 reviews per product	203 characters	3,212 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 169) across Microwaves, Washers & Dryers, Lawn Mowers, and Leaf Blowers & Accessories product categories (as defined on Walmart.com).

## Office & Patio Furniture

At 32.04 reviews per product, this sub-category had the lowest average review volumes of all the categories in our analysis.

While this makes sense — furniture purchases are certainly less frequent than CPG or apparel for example — it doesn't mean that consumers have any less of an appetite for ratings and reviews content from furniture brands. 86% of consumers say [having recent reviews is important](#) for home decor and furniture brands. And 57% said they consider review volume to be important when shopping for furniture.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.26 stars	32 reviews per product	175 characters	507 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 269) across Office Furniture and Patio Furniture product categories (as defined on Walmart.com).



## Clothing

At 123.55 characters, Clothing products had the lowest review length of all the categories in our analysis. The other three metrics we looked at — average star rating, average review volume, and total reviews per brand — were also significantly lower than the overall averages for brands on Walmart.

However, these metrics are all highly valued by apparel shoppers. 71% of consumers say [review length](#) is very important for clothing, shoes, and accessories products, and 63% of consumers [consider review volume](#) when shopping for clothes. Overall, ratings and reviews are one of the [most important factors](#) consumers consider when shopping for clothes, second only to price.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.01 stars	77 reviews per product	124 characters	483 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 482) across Men's Clothing and Women's Clothing product categories (as defined on Walmart.com).

## Shoes

For this category, we included Men's and Women's Shoes in our analysis. As a category, Shoes fared slightly better than Clothing, but the review metrics were all still lower than the overall averages for Walmart.

And, according to our latest [Footwear Scorecard](#), the ratings and reviews metrics for Shoes on Walmart are lower than what we typically see for the category. When compared to 3,600+ brand and retailer sites, Shoes on Walmart.com have a 8% lower star rating, 60% fewer reviews per product, and 25% shorter reviews.

However, consumers [value reviews and ratings](#) just as highly for shoes as they do for clothing in general. 71% say that they specifically seek out [longer reviews](#) when shopping for shoes, with 70% reading reviews specifically to get sizing information.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.16 stars	78 reviews per product	131 characters	726 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 280) across Men's Shoes and Women's Shoes product categories (as defined on Walmart.com).



# Toys

Toys had higher star ratings and longer reviews than the average product included in our analysis. However, Toys had less than half the average review volume per product and by brand.

And, when compared to Toys on other brand and retail websites, the [review metrics for Toys](#) on Walmart.com were significantly lower. As a whole, the category typically sees a 4.7 star rating, along with 59 reviews per product. Positively, Toys on Walmart.com had 57% longer reviews.

Toys are a category where it's especially impactful to have a high volume of reviews. The conversion rate of a customer who is exposed to between 101 and 250 reviews is [153% higher](#) than the conversion rate of one exposed to no reviews.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.31 stars	43 reviews per product	177 characters	764 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 49) across Toys product categories (as defined on Walmart.com).



## To stand out on Walmart.com and sell more products, you need to meet some specific thresholds when it comes to your Ratings and Reviews presence.

While there is significant nuance across categories and product types, you should have two main focuses.

### Step 1: Focus on review collection.

To boost your reviews presence (both quantity and quality), you need more content. Here are some ways to collect more reviews:

- **Run a [product sampling campaign](#).** Receiving product free of charge or before it's publicly available are the [top 2 incentives](#) leading to review submissions.
- Boost your review presence on Walmart by syndicating reviews from your site to Walmart. **Learn more about [review syndication](#).**
- Most reviews come from an email request. **Optimize your post-purchase email campaigns** with our [guide](#).
- **Incentivize review submissions.** Offer a discount code or [loyalty points](#) in return for writing a review.
- **Learn more** about [review collection](#).

### Step 2: Analyze your reviews.

Review volume is one thing; star ratings are another. To capture better review content, you need to build products that delight your customers. This is another area where reviews can help. Analyzing review content of your underperforming products can quickly inform tweaks - both from a marketing or product improvement perspective - that will ultimately result in capturing better rated reviews.

Did you find this report for Walmart.com useful? [Keep up on the latest UGC benchmarks](#) for your industry.

## About PowerReviews

PowerReviews (PowerReviews.com) is the Ratings and Reviews Specialist Doing More with UGC to Grow Your Business. We enable you to collect and share more and better user-generated content, display it for maximum conversion impact and analyze it to benchmark and improve product experiences.



## Contact

[marketing@powerreviews.com](mailto:marketing@powerreviews.com)

## Learn More

[Utilizing review content as a form of customer intelligence.](#)

[UGC benchmarks outside of Walmart.com](#)