

Walmart operates across a variety of segments, catering to diverse customer needs and preferences, which helps the company maintain its position as one of the largest retailers globally. The company's business can primarily be divided into three key segments: Walmart U.S., Walmart International, and Sam's Club. Walmart U.S. is the largest segment, consisting of a vast network of supercenters, discount stores, and neighborhood markets across the United States. This segment provides a wide range of products, including groceries, apparel, electronics, home goods, and pharmacy services. Walmart's extensive footprint in the U.S. enables it to tap into both urban and rural markets, targeting a broad customer base, from budget-conscious shoppers to those seeking convenience and variety. Walmart International encompasses the company's operations outside the U.S., including regions such as Latin America, Canada, China, and India, among others. This segment allows Walmart to leverage its business model in diverse international markets, adjusting product offerings and pricing strategies to meet the unique demands of different cultural and economic environments. The international segment includes operations through joint ventures, wholly owned subsidiaries, and partnerships, with a significant presence in countries like Mexico and Chile, where it operates under the Bodega Aurrera and Lider brands, respectively. Sam's Club, Walmart's membership-based warehouse club, represents the third major segment. It operates as a wholesale retailer, offering bulk products at discounted prices to members, which include both individual consumers and small business owners. Sam's Club focuses on providing value and convenience through its selection of high-quality products at competitive prices, with an emphasis on fresh food, health and wellness products, and technology. The membership model also gives Sam's Club a steady stream of revenue through annual fees. Together, these segments allow Walmart to capture a broad range of customer needs, from everyday low-price shoppers to those seeking more exclusive, bulk-oriented offerings, all while expanding its global reach and continuously evolving to meet changing consumer preferences.