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Adding Walmart to Your Amazon Business: 2027 Guide

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Whitepaper · Free, no sign-up. This guide is for Amazon sellers in the USA and Canada who are thinking about adding Walmart Marketplace in 2027. It covers what is different on Walmart: the application, performance standards, the Pro Seller and Walmart+ badges, WFS fees, the new-seller offers that run to January 31, 2027, and Walmart.ca. Every Walmart number is from Walmart's own pages, checked in November 2026.

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1. Why Amazon sellers add Walmart

Most sellers add Walmart for one reason: to stop depending on a single marketplace. One suspension, fee change or listing rule on Amazon can hit your whole business. A second, well-run marketplace spreads that risk. Walmart is the obvious second channel for US and Canadian sellers because the same products, suppliers and often the same inventory can serve both.

What doesn't carry over is the playbook. Walmart has its own application, its own standards, its own badges and its own ads platform. The sections below cover each one.

2. Getting approved: the Walmart application

Walmart reviews every Marketplace application and decides who can sell. The application usually asks about the following, so prepare them before you apply:

- Business registration details and tax ID.
- Marketplace history: your Amazon store and its performance help show you can serve customers.
- Product details and GS1 barcodes (GTINs) for your catalog.
- A clear plan for fulfillment: seller-fulfilled, WFS or both.

Walmart makes the final decision and approval is never guaranteed. A rejected application can be appealed. Checklist: Walmart Marketplace application checklist.

3. Account health: Walmart's standards are different

Walmart metric	Standard
Cancellation rate	2% or below
On-time delivery rate	90% or above
Valid tracking rate	99% or above
Seller response rate	95% or above, answered within 48 hours
Late shipment rate	5% or below
Negative feedback rate	2% or below (60 days)
Return rate	6% or below, 9% for Resold (60 days)
Item not received rate	2% or below (60 days)

Source: Walmart Marketplace Learn, "Seller performance standards" (updated July 28, 2026). Missing them may lead to suppression, suspension or termination.

Two points catch Amazon sellers out. First, Walmart measures your **return rate** as a standard, and from January 2027 it will also check return rates **item by item**: items with high seller-caused returns may get a warning or be temporarily unpublished (Walmart, November 6, 2026). Second, the **response rate** is a hard standard, so customer messages need an owner every day. More: item-level Return Rate.

4. Badges that move sales: Pro Seller and Walmart+

Pro Seller has three tiers (Rising, Advanced, Pro). Every tier needs more than 100 orders in 90 days and at least 90 active days. The Pro tier needs on-time delivery of 95% or above, seller cancellations of 1.5% or below, a 95% response rate, shipping speed score of 50% or above, content quality and price competitiveness scores of 75% or above, and a seller rating of 4.0 or above. Status refreshes on the 5th and 20th of every month. The badge "may" appear on eligible listings and isn't guaranteed (Walmart Marketplace Learn, updated October 16, 2026).

Walmart+ badge. Since October 19, seller-fulfilled offers with return policy exemptions no longer qualify. Plan your return policy with the badge in mind.

New sellers can't get Pro Seller in the first 90 days, so plan for it from day one: fast shipping, complete content and competitive prices.

5. Fulfillment: WFS fees in the US and Canada

Fee	US (USD)	Canada (CAD)
Fulfillment, smallest tier	$3.45 (1 lb or less)	From $5.50 (under 1 lb)
Fulfillment, 2 lb / 3 lb	$4.95 / $5.45	See the WFS fees guide
Fulfillment, 4–20 lb	$5.75 + $0.40 per lb over 4 lb	See the WFS fees guide
Monthly storage	$0.75 per cu ft	$0.80 per cu ft
Peak surcharge, stored more than 30 days	+$1.50 per cu ft (October–December)	+$1.70 per cu ft
Long-term storage	$2.25 at 366–450 days; $7.50 after	$7 after 365 days

Sources: Walmart Marketplace, "Walmart Fulfillment Services pricing"; Walmart Marketplace Learn Canada, "WFS fees" (updated October 29, 2026). Checked November 2026. Compare the same product on both marketplaces with our free Walmart vs Amazon profit calculator.

6. Listings: what doesn't copy over from Amazon

- **Titles and attributes.** Walmart's product detail policy allows titles up to 150 characters with its own banned words, and Walmart scores content quality. A title written for Amazon's rules is rarely the best Walmart title.
- **Content quality score.** It feeds Pro Seller (75% or above for the Pro tier), so complete attributes and good images matter more than on Amazon.
- **Unpublished items.** Walmart unpublishes items for missing attributes, pricing rules or content problems. See the unpublished items checklist.
- **Canada.** Walmart expects French content on Walmart.ca.

7. New-seller offers to use before January 31, 2027

- **Walmart US New-Seller Savings** for first-time US sellers who went live after February 1, 2026: discounts, credits and rebates while the program runs to January 31, 2027. Details: New-Seller Savings 2026.
- **Walmart.ca New Seller Savings** for first-time Canadian sellers who went live on or after February 1, 2026: 25% off base referral fees seller-fulfilled, 50% off for WFS and Walmart Remote Fulfillment, 25% off WFS fulfillment, 50% off WFS storage and up to $1,000 CAD in Sponsored Products credit, until January 31, 2027 (Walmart Marketplace Learn Canada, updated October 22, 2026).

The account has to be set up correctly to qualify, and Walmart can change or end its offers. Confirm the terms in Seller Center.

8. A 90-day launch plan

When	What to do
Weeks 1–2	Pick the first 20–50 products with the best margin on Walmart. Check GTINs. Prepare and submit the application.
Weeks 3–4	After approval: set shipping and return settings with the Walmart+ badge rule in mind; list products with complete attributes and Walmart-specific titles.
Weeks 5–8	Send a first, right-sized WFS shipment for proven sellers; start Walmart Sponsored Search on your best items; answer every message within 48 hours.
Weeks 9–12	Fix unpublished items; check returns insight; work toward the Pro Seller thresholds before your first eligible refresh after 90 active days.

How RetailerBox helps

RetailerBox is a Walmart Marketplace agency, and helping Amazon sellers add Walmart is a big part of what we do. We prepare the application, list your catalog for Walmart, set up WFS, run Sponsored Search ads and watch account health. If you'd like, the same team can keep running your Amazon store too. Start with Walmart Launch & Setup or Walmart account management. Walmart decides every application, so we never promise approval. Message us for a free consultation.

Last updated: November 10, 2026. Walmart facts checked against Walmart's own pages in November 2026.

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