

**Walmart Marketplace Application**

You bring great products.  
We bring millions of customers.



**Sell with confidence**

Walmart Marketplace is selective by design. By holding high standards for our applicants and sellers, we foster a level playing-field that is trusted by our customers and partners alike. Check out Walmart Marketplace minimum qualifications and get started with the application process today!

**Walmart Marketplace minimum qualifications for sellers**

**Experienced  
eCommerce Seller**



- US Business Tax ID (EIN) and Form W-9
- History of marketplace or eCommerce success

**Compelling  
Product Catalog**



- Enhancement to the Walmart.com assortment
- Competitive pricing
- GTIN/UPC GS1 Company Prefix Number

**Exceptional  
Customer Experience**



- Fast and reliable fulfillment
- B2C US warehouse with shipping and returns capability or an approved 3pl fulfillment provider
- Track-record of first-class customer service

**Walmart Marketplace application process**



01

**Application**

Tell us about your business and products in our online application



02

**Contract**

Review and sign the Walmart Retailer Agreement



03

**Registration**

Complete your seller profile and connect your payment account



04

**Onboarding**

Choose an integration method, connect and add products



05

**Go Live**

When you're ready, we'll do a final review and then get you selling

Learn more about Marketplace seller account setup via our QuickStart guides:  
[Walmart Marketplace QuickStart Guides](#)