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 these 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 |

Submit a request to start selling on Walmart Marketplace

Complete these 5 steps and start selling:

1. Approval  
   Once approved, expect an invitation to set up your Marketplace seller account

2. Contract  
   Sign the Retailer Agreement with a Walmart representative

3. Registration  
   Complete your seller profile and connect your payment account

4. Onboarding  
   Choose an integration method, add your items and test orders

5. Request Launch  
   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

Sign Up. Stand Out. marketplace.walmart.com