



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 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](#)