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EcoEssentials by Walmart

Sustainable Living, Affordable Prices



Brand Introduction

- **Introducing EcoEssentials: Sustainable, Affordable, Everyday Products**
EcoEssentials at Walmart is a diverse collection of environmentally friendly items that are intended to enable all households to live eco-friendly without paying hefty amount.
- EcoEssentials offers affordable solutions to sustainable living through biodegradable cleaning products and energy-efficient household appliances.
- Environmentally friendly products are in demand around the world, and sustainability is now a major factor among consumers of all backgrounds (Savale et al., 2023).



Product Highlights

EcoEssentials Product Range

- Save money, save the world

Eco-Friendly Cleaning Supplies

- Non toxin, biodegradable cleaning agents that are environmentally safe.
- The green cleaning product market is expanding quickly, with more buyers preferring to use non-toxic and sustainable solutions (Hollis, 2020).

Sustainable Kitchenware

- Microwaveable and reusable dishes, as well as biodegradable cookwares.

Home Décor

- Recycled gorgeous furniture, environmentally friendly light, and textiles.

Energy-Saving Appliances

- Light bulbs with LED lamps, small appliances with low-energy use, and smart thermostats that allow cutting the energy cost.
- The need to be energy-conscious is pushing consumers towards purchasing sustainable home appliances (Gajdzik et al., 2024).

Target Audience and Positioning

Affordable Sustainability for Every Home

- EcoEssentials will focus on young professionals, eco-conscious families, and affordable consumers who appreciate green products but cannot afford expensive ones.
- The brand offers quality solutions for people desiring to live more sustainably without sacrificing on price.
- There has been an increasing consumer focus on eco-friendly goods, particularly among millennials and Generation Z, who have emphasised sustainability in their consumer behaviour (Ewe and Tjiptono, 2023).
- Position Statement: Position yourself as something that enables families and other individuals to live green without compromising quality or cost. The most sustainable and responsible option of home products.

Call to Action (CTA)

Embark on The Green Journey now with EcoEssentials by Walmart
Live Green. Shop EcoEssentials. Affordable, Sustainable, Everyday.
Shop Now at Walmart



Marketing Mix (4Ps)

EcoEssentials Offers:

Product:

- Sustainable, eco-friendly household items tailored to any lifestyle, including cleaning supplies and energy-efficient appliances.

Price: Low prices mean that sustainable lifestyles can be enjoyed by all.

Examples:

- Biodegradable cleaning supplies: \$5-\$10
- Energy-efficient devices: 20-100.
- Consumers are becoming more interested in affordable sustainability, particularly given the growing cost of living (Pothin et al., 2022).

Place: Found in Walmart stores and online at Walmart.com, where sustainable living products are readily accessible.

Promotion: In-store: Discounts and special eco-friendly displays.

- **Online:** Social media campaigns, influencer collaborations, and email promotions.
- **CTA:** Shop EcoEssentials today and begin to live sustainably.

References

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