

Walmart Pricing Practices & Digital Shelf Labels (DSLs)

April 2026

Core Message

Walmart embraces EDLP, which means our customers trust they are getting the best possible price regardless of where, how, or when they shop. We do not use individual customer data to set prices, and we do not dynamically change prices based on the time of day or week. Digital shelf labels (DSLs) help us ensure accurate pricing and improve the in-store job experience for our associates.

Context

Lawmakers are concerned about how retailers set prices and how DSLs are used in stores. There's a misunderstanding that DSLs collect customer data and change prices for different people. That is not how the technology works. Because of this, lawmakers have introduced bills, including the *Stop Price Gouging in Grocery Stores Act*, that would ban DSLs and restrict common pricing practices.

How Walmart Pricing Works

- We follow **Everyday Low Price (EDLP)** to keep prices consistently low and earn customer trust.
- Customers get the **same price**. We do not tailor prices to individuals.
- Prices are centrally set by the **Home Office**, and updates usually happen **overnight**.
- Store managers can **lower prices**, but can't raise them above the set price.
- Price differences between stores happen for normal reasons (costs, competition, inventory).

What to Say About Digital Shelf Labels (DSLs)

- DSLs are **digital price tags**. They simply replace paper labels.
- They ensure the **price on the shelf matches the register**.
- They save associates time and reduce manual work.
- DSLs **do not** track customers, collect personal data, or change prices in real time.

Our Concerns with the *Stop Price Gouging in Grocery Stores Act* (H.R. 4966 / S. 3892)

- The bill would **ban DSLs**, which help stores run more efficiently and accurately.
- It would **limit how retailers manage prices**, even for normal business needs.
- Walmart is already mandated in CT, NJ, and NY to put DSLs in all stores.

If You Get Tough Questions

“Do you change prices based on the customer?”

- No. Everyone pays the same price in our stores.

“Do DSLs track shoppers?”

- No. They are simple display tools, like a digital price tag.

“Is this surge pricing like airlines or rideshare?”

- No. Walmart does not use surge or dynamic pricing in stores.

“Are you replacing jobs with DSLs?”

- No. DSLs free up our associates to spend their time doing work they feel is more impactful and engaging than pasting paper labels.