

Walmart raises prices online

Written by Jason

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In an attempt to drive more people into their stores, Walmart has raised prices online than what you pay if you go to the store. This seems to be an opposite strategy from the competition, and will either work out and make them look really smart or it might just encourage people to shop online elsewhere. [The Verge takes a closer look at this new strategy.](#)

Walmart is taking a bit of a nontraditional approach to boost sales ahead of Black Friday and Cyber Monday shopping events by raising prices for products sold online and discounting those same items in physical retail stores. According to The Wall Street Journal, the big-box store has quietly raised prices for household and food items such as toothbrushes, macaroni and cheese, and dog food on its website while the prices in stores remained the same. If there are price discrepancies between online and in-store purchases, Walmart will now highlight this on the product's web listing to encourage customers to buy them from their local stores.