



**Power Move #6**  
**Save Money. Live Better**

**The Big Question:** Is Walmart’s “Save Money.” Live Better.” slogan an accurate portrayal of the shopping experience at the world’s largest grocer, or just [advertising](#)? “Save Money” is usually true at Walmart, but “Live Better.” might be a stretch— unless you consider [people-watching](#) a peak experience.

**Don’t Pick Favorites:** The grocery wars deserve attention. Consumers are not necessarily choosing between Walmart+, Costco, Aldi and Amazon Prime; instead, they are opting for the best parts of [each](#)! This is a perfect example of a core *Take10™* principle: the [aggregation of marginal gains](#).

**Who’s Winning the Grocery Fight?** While Amazon dominates online retail with over [50%](#) of the market, Walmart is the clear leader in the grocery sector, commanding a [21%](#) share compared to Amazon’s 3% (which includes Whole Foods). In the e-commerce battleground, [Walmart+](#) generally offers more competitive pricing along with cheaper and faster delivery options than Amazon Prime.

The **Perks** of a [Walmart+](#) membership include the **free**, legendary [people-watching](#) and:

## POWER MOVE #6: SAVE MONEY. LIVE BETTER.

### MAXIMIZE YOUR TIME & BUILD WEALTH PRUDENTLY.

**GROCERY FIGHT CHAMPION**  
Walmart Grocery Market Share: 21% (including Groceries)

Walmart Grocery Market (including)	Amazon Grocery Market (Whole Foods)
21%	3%

**HACK STACKING: CUMULATIVE GAINS**

**TOTAL MARGINAL GAINS**

**Walmart+**

- SAVE MONEY** (Walmart-micro-perks)
- 5% CASH BACK** (with OnePay Card)
- SAVE 10¢/GAL** (Fuel Savings)
- FREE GROCERY DELIVERY** (\$35+ orders)
- FREE SHIPPING** (Walmart.com)
- FREE PHARMACY DELIVERY**
- FREE PET CARE** (Pawp)

**LIVE BETTER**  
(Save Time & Free Entertainment)

- FREE SCAN & GO** (Skip the line)
- FREE STREAMING** (Paramount+ or Peacock)
- FREE PEOPLE-WATCHING** (a potential bonus)

**ESTIMATED EDUCATOR SAVINGS & TIME MAXIMIZATION**

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**Final Thought:** You *cannot* save money by spending it, but you *can reduce* the cost, hassle, and time you spend on things you already need to buy. If you shop at Walmart, Walmart+ is definitely worth checking out to "Save More." If you genuinely feel you can "Live Better" as a result, please share your experience in the [1% Better Community](#) forum.

