



Peak prep deadlines & checklist: October, Annual & December events 2026

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Overview

Refer to this sheet for inbounding deadlines, plus our top tips and best practices to ensure a successful holiday season.

Inbound shipment deadlines: plan ahead!

Take advantage of the increased site traffic and conversion rates during our holiday sales events by ensuring your WFS inventory is replenished, received and ready for fulfillment!

Schedule your shipments in advance to ensure they arrive by the inbound deadlines listed below. If your inventory arrives at our fulfillment centers or inventory transfer stations after these deadlines, **we cannot guarantee it will be received and available to sell during this year's promotional events.**

Sales event	Inbound deadline
October event	Domestic: September 1, 2026 Walmart Imports: View dates here
Annual + Black Friday/Cyber Monday events	Domestic: September 15, 2026 Walmart Imports: View dates here
December event	Domestic: September 15, 2026 Walmart Imports: View dates here



Note

Are you importing your inventory into the United States with Walmart Cross Border: Imports? Refer to our [Walmart Imports Inbound Cutoffs guide](#) for inbound deadlines and suggested booking and cargo ready dates.

Peak prep checklist: Tips for smooth sale-ing this holiday season

Optimize your holiday operations and reduce the risk of delays by following these best practices:

- ☐ **Convert your in-demand seller-fulfilled items to Walmart-fulfilled**
Why it helps: Converting your in-demand items from seller-fulfilled to WFS offers you the ship speeds that drive visibility on Walmart.com.
Learn more: [WFS item conversion report](#)
- ☐ **Optimize replenishment to remain in-stock throughout peak times**
Why it helps: By replenishing weekly or biweekly to maintain 8-12 weeks of supply, you can stay in stock across the WFS network nationwide, maximizing your next-day and 2-day shipping coverage.
Learn more: [WFS Inventory Health page overview](#)
- ☐ **Scale your other channels with Multichannel Solutions to help you move inventory fast**
Why it helps: Achieving the fastest shipping speeds requires investment, but you can help offset these costs with no/low-cost programs that expand your reach with new markets and customers.
Learn more: [Get started with MCS](#)
- ☐ **Follow your recommended unit forecast**
Why it helps: Your forecast is calculated to ensure you have adequate inventory to meet anticipated customer demand while minimizing your risk of over-stocking.
Learn more: [WFS Inventory Health page overview](#)
- ☐ **Send your shipment as freight (LTL or FTL) when possible.**
Why it helps: Freight ships with more comprehensive tracking information, helping us accurately plan for receiving and storage.
Learn more: [Use your own carrier](#)
- ☐ **Use Walmart Preferred Carrier (WPC)**

Why it helps: If your inventory qualifies, WPC offers discounted rates to ship to our fulfillment centers. You also won't need to add tracking info or schedule delivery appointments—We handle that for you!

Learn more: [Walmart Preferred Carrier: Overview](#)

☐ **Mirror your inventory correctly**

Why it helps: We assign your inventory to specific fulfillment centers to position it close to customer demand. Ship to all of your allocated fulfillment centers, or simplify your distribution with Inventory Transfer Service (ITS). Did you know: Sellers that utilize Walmart's Inventory Transfer Service see an additional GMV lift of nearly 15% on average*.

Learn more: [WFS shipping plans: Distribute inventory yourself](#), [Inventory Transfer Service: Overview](#)

☐ **Choose Prep Services**

Why it helps: This helps you streamline operations and optimizes the receiving process, reducing the chances of delay due to improper bagging or labeling.

Learn more: [WFS Prep Services](#)

☐ **Follow the WFS Shipping and Routing Guide**

Why it helps: The WFS Shipping and Routing Guide is the complete list of requirements for shipments to Walmart fulfillment centers. By following the specifications in this guide exactly, you'll help avoid receiving delays related to incorrect labeling and packaging.

Learn more: [WFS routing guide overview](#)

* Walmart internal data comparing ITS-enrolled offers vs. matched non-ITS offers, 12/1/25–4/30/26