Guide

WFS fees for virtual packs

Last updated on Feb 25, 2026

In this guide:

- Overview
- WFS fulfillment fees
- Example

Overview

A virtual pack is a way to sell an item in different combinations of amounts, such as a bottle of vitamins that's sold in a two-pack or three-pack. You can create a virtual pack instead of creating multiple item listings. In this guide, explore the fulfillment fees if your virtual pack is shipped by Walmart Fulfillment Services (WFS).

WFS fulfillment fees

Fulfillment fees and standard storage fees apply to each unit of a virtual pack. To encourage customers to buy more of an item, you can offer the virtual pack at a discounted price. If you set a discount of **at least 5%** on a virtual pack, we offer the following savings:

- **The more units in a virtual pack, the lower the overall fulfillment fee**. These savings only apply to items with a shipping weight less than or equal to 20 lb.
- If the total price of your virtual pack is over $10, you will not be charged the usual low-retail fee of $1.

Type of virtual pack	Fulfillment fee reduction
2-pack	Subtract $1.00 per unit
3-pack	Subtract $1.50 per unit
4-pack or more	Subtract $2.00 per unit

Example

In general, you can spend less on fulfillment fees if your item is a virtual pack instead of individual items. For example, Ryan sells an item that normally retails for $4 with a 1 lb. shipping weight. When she sells multiple units as a virtual pack, she offers a 5% discount to help drive sales.

This table compares the fees when she sells the item individually or as a virtual pack. You can also see when the low-retail fee applies.

Type of virtual pack	Description	Standard items	Virtual pack
2-pack	Retail price	2 x $4.00 = $8.00	$7.60
	Base fulfillment fee	2 x $3.45 = $6.90	2 x ($3.45 - $1.00) = $4.90
	Low retail fee ($1.00 per unit)	2 x $1.00 = $2.00	2 x $1.00 = $2.00
	Total fulfillment fee	$8.90	$6.90
	Net savings	N/A	-$2.00 (22% savings)
3-pack	Retail price	3 x $4.00 = $12.00	$11.40
	Base fulfillment fee	3 x $3.45 = $10.35	3 x ($3.45 - $1.50) = $5.85
	Low retail fee ($1.00 per unit)	3 x $1.00 = $3.00	N/A
	Total fulfillment fee	$13.35	$5.85
	Net savings	N/A	-$7.50 (56% savings)
4-pack	Retail price	4 x $4.00 = $16.00	$15.20
	Base fulfillment fee	4 x $3.45 = $13.80	4 x ($3.45 - $2.00) = $5.80
	Low retail fee ($1.00 per unit)	4 x $1.00 = $4.00	N/A

	Total fulfillment fee	$17.80	$5.80
	Net savings	N/A	-$12.00 (67% savings)

Pro tip

Learn how to calculate shipping weight and the corresponding fulfillment fee at *WFS fees*.