

Image

This guide covers all image requirements, file specifications, and image types accepted on Walmart.com.



Image Requirements

- * All images must be in focus, professionally lit, and professionally photographed. Cropped images must not be blurry.
- * Images must be in color (RGB, 8-bit per channel — no CMYK).
- * Products in images should be clean (*unscratched, unblemished, undamaged, no fingerprints, etc.*)
- * Silo images should use a solid white background (R:255, G:255, B:255) with no ground shadows. *Does not apply to Graphics, Lifestyle, or other full-bleed images.*
- * The main/primary image must not contain watermarks, seller logos, seller names, branding overlays, additional graphics, illustrations, or text.
- * The product should be centered in the frame.
- * Silo images should be cropped with a 5% border from the edge of the product image to the nearest edge of the frame. Depending on product shape (tall vs wide), this will be either the vertical or horizontal axis. White space should fill the remaining area.
- * Lifestyle, Graphics, and Detail images should not have any border.
- * Do **NOT** enlarge small images to fill space or meet required pixel dimensions. This reduces image quality.
- * The Primary image must be a **Front Silo** image type.

- * Any image text that is not printed on the product packaging must comply with all applicable Copy standards.
- * Images must not include availability messaging such as “sold out”, “out of stock”, “limited time”, or similar.
- * Stock photos are not allowed, placeholder images cannot be on published pages, and images must represent the actual product being sold.
- * Do not upload duplicate (identical or near-identical) images on the same item page.
- * Images must not imply features, attributes, certifications, quantities, performance, or uses that are not supported by the listing data.
- * Images must not display visible competitor branding, competitor products, or products not sold on Walmart.



Required Image File Specs

FILE FORMAT

JPEG

.jpg or .jpeg

FILE QUALITY

High

At least 80% or 8/12 on the quality scale

COLOR SPACE

sRGB

sRGB IEC 61966-2.1

COLOR FORMAT

RGB 8-bit

No CMYK

PIXEL DIMENSIONS

Min 1500px

Short side minimum — 1500×1500px for zoom. High-detail products: 1600–2200px recommended.

SWATCH SIZE

50px × 50px

RESOLUTION

300 ppi

MAX FILE SIZE

5 MB

Target under 300 KB

ASPECT RATIO

1:1 Square

Fashion may use 3:4.

URL REQUIREMENTS

Publicly accessible

Must end in .jpg/.jpeg — no query strings.



File Naming

Pattern: `[keyword]-[color]-[material]-[view]-[GTIN].jpg`

- * **Base:** 14-digit GTIN must be included in the filename.
- * **Syntax:** Lowercase letters and hyphens only — no spaces or underscores.



Swatches, Variants & Accessibility

Swatch Requirements

***Definition:** A Swatch is a small, standardized thumbnail used to represent a specific variant (color, pattern, finish, or material) so shoppers can quickly choose among options.*

- Swatch images must be exactly **50px × 50px**.
- Each swatch must correspond to **exactly one variant** and visually represent that variant's differentiator.
- When a variant qualifies for a swatch, a swatch image **must** be provided (clothing size excluded).

Variant Requirements

- Each variant (*clothing size excluded*) must include the **same image set** as all other variants in the variant group.
- Same image types/slots and count across the group.
- Use consistent dimensions and aspect ratios across site and category.

Alt Text & Accessibility

- Every product image **must** include alt text.
- Alt text must follow a descriptive pattern:

`Brand + Product Type + Material
+ Primary Attribute (+ View)`

- Must **not** use generic placeholders like “image”, “photo”, raw filenames, or GTIN-only values.

Follow A11y guidelines to ensure all imagery adheres to ADA compliance.



Minimum Image Counts

FRONT SILO	ALT SILO ANGLES	INFOGRAPHIC	LIFESTYLE
1	5	1	1

Add additional images as needed. See style guides for applicable images for your category.



Front Silo Image Types

“Front Silo” means a clean, product-only image showing exactly what the customer receives, with the product as the focal point.

✳ Kits/bundles must include at least one image showing what is included.

Silo, In Pack, Front	Silo, Out of Pack, Front	Out of Pack, What’s Included	Out of Pack, Front, With Model	Mobile Hero
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Primary Subject: The product is the main object in the frame and visually dominates all other elements.

Thumbnail Size: Resized display size for scanability checks (typically 150–200px on longest side).

Sellable Unit: The exact item configuration the customer receives (correct variant, count, size, color).

Prop: Any visible object not part of the sellable unit and not included in the purchase.



Alt Silo Angle Image Types

* *Must include views of **5 additional sides** (left, right, top, bottom, back) unless thin-item exception applies.*

* ***Thin-item exception:** Items under 0.1" thickness only require 1 Alt Silo Image.*

Silo, In Pack, Back

Silo, In Pack, Other

Out of Pack, Back

Out of Pack, Other

Out of Pack, Back, Model



Alt Image Types

* *At least one **Alt Interior Image** required when product has interior layout features (compartments, pockets, dividers, shelves, lining, insulation, removable inserts).*

* *Variants/items must declare whether they have an interior or compartments that should be shown.*

Silo, Out of Pack, With Model

Product outside packaging with model for context/scale.

Silo, Out of Pack, In Use

Silo, Interior View



Infographic Image Types

* *Each item must include at least **1 Infographic image**.*

* *Callouts must be placed around the product (edges/corners) and must not cover more than **10%** of the product.*

Ingredients

Nutrition

Additional Product Info

With Dimensions

Scale Avatar

Instructions

Size Guide

Guarantee



Lifestyle Image Types

A Lifestyle Image shows a product/service in a real-world or contextual setting to help customers understand appearance, use, or fit beyond a silo image.

- * **Each listing must include at least 1 Lifestyle Image.**
- * Must look natural and believable — should not appear composited.

In Use Lifestyle Image

Product actively being used for its intended purpose, demonstrating function or interaction.

Model Lifestyle Image

Product worn, held, or interacted with by a human model to demonstrate fit, scale, or appearance.



Prohibited Imagery

- * Images that display explicit nudity or vulgar language. Images that contain obscene material, sexually suggestive content, or pornography.
- * Images that contain images of nude or partially nude minors.
- * Images that either portray, glorify, or promote in an insensitive way: animal cruelty, any historical or news events, criminal or illegal activity, derogatory stereotyping based on race, ethnicity, gender, sexual orientation, religion, disability, national origin, or any other protected group.
- * Images of products marketed to or targeted at kids or teenagers that are not age appropriate.
- * Images that do not reflect the product or associated product description.

✦ Selfies or imagery shot on phone cameras.