ABC's *Good Morning America*
10/21/25
7:18:26 a.m. [TEASE]
5 seconds

[ON-SCREEN HEADLINE: Coming Up; 740; Walmart U.S. CEO Live]

GEORGE STEPHANOPOULOS: Also ahead, the CEO of Walmart U.S. is here with a big announcement for the holidays and the outlook for the economy.

(....)

7:37:09 a.m. [TEASE]
7 seconds

STEPHANOPOULOS: Coming up next, the CEO of Walmart U.S. is here with a big announcement for the holidays. He's also going to talk about the economy, tariffs, and a whole lot more. That's only on *GMA*.

(....)

7:40:54 a.m.
3 minutes and 37 seconds

[ON-SCREEN HEADLINE: Only on *GMA*; Walmart U.S. CEO Live]

STEPHANOPOULOS: We are back with big changes to the world's largest retailer. Walmart is unveiling a series of new initiatives they say are designed to better serve customers. And we're now joined by John Furner, president and CEO of Walmart U.S., thanks for coming in this morning, Mr. Furner. Appreciate your time. Let's talk about Thanksgiving first. Food prices are up, especially turkey. What you doing to help customers keep costs down?

ON-SCREEN HEADLINE: Only on *GMA*; Walmart Brings Back Annual Thanksgiving Meal]

JOHN FURNER: Well, good morning, George. It's great to see you. We are really excited about what we have planned for this year and Thanksgiving, and I can't believe it's already that time of year. But this is the time of year when people are busy, they don't want to sacrifice quality. And we wanted to do all we can to help them celebrate the holidays anywhere they want to pick we want to and we want do it in a way that's very affordable with a lot of value. So, I want to talk about a couple of things in the Thanksgiving basket. You know, first, we started putting together this idea of having the entire basket easy to purchase, easy to assemble back in 2022. And this year, we will have the best prices on this basket we've had since the program started. We're — we're down about 25 percent from last year, down about $14 for the basket, which puts us in a position where this basket is just under $4 per person when serving ten people. So, we have a great basket that has a mix of our great brands like Butterball Turkeys. George, turkey prices, George, are all the way back to what they were in 2019, 97 cents per pound. So, we are really excited about the progress. I was really impressed when the team brought me this. It was better than I expected. So, we're looking forward to a great holiday season and we want to help people celebrate anyway they want and do it at a great Walmart price.

STEPHANOPOULOS: How have President Trump's tariffs — they're contributing to higher costs across the board. I know you're observing some of the costs, but — and — how much is going to be passed onto consumers as they turn to holiday items?

[ON-SCREEN HEADLINE: Only on *GMA*; Walmart U.S. CEO on Keeping Costs Down]

FURNER: Well, George, we're — as you know, selling a really wide variety of products and about two-thirds of what we sell is either made, grown, or assembled in the United States. And so, our merchants have done a really nice job of mixing things out. You know, this basket is a great example where we're keeping prices down. The other thing we do at Walmart is have a program called rollbacks, which we've had for decades. And, as we stand here today, we get to talk today, we have about 7,000 items on rollback, so — which is up about 1,000 from where we began the beginning of the year. So, we are really focused on ensuring that across categories, opening price point, some of our better and best quality products, that we are delivering the prices that people expect. So, we have this basket that's going to be exciting for Thanksgiving. And then, in a few weeks, we 'll be talking about the holiday event season that's coming up just before you know it.

STEPHANOPOULOS: You know, a lot of American families are tightening their belts right now, borrowing more to pay bills, falling behind on credit card payments. Are you seeing any change in your customer's behavior and what can you to alleviate that?

FURNER: You know, what we've been seeing — and we talked about this at the end of the second quarter a couple of months ago — we see a customer that is very savvy. They're thinking about value, they love quality, and they've been very resilient. Our customers that have shopping with us both online and in-store, they've been really resilient. But they are looking for value. So, we are doing what we can to ensure we are being as efficient as possible, so that we can deliver low prices. And the big change from — from just — even the year before, the two things we've talked about today I'll just reiterate is the price of the basket being down 25 percent. That is a big number in terms of percent decrease. And then having over 7000 items that we have taken the price down on key items, things like 50-inch Vizio television that is selling for $214. Those are great values that will really come in handy as people get ready to celebrate the holiday season.

STEPHANOPOULOS: John Furner, thanks for coming in today.

FURNER: Thank you, George.