

# Walmart- and Its Work in the Cryptocurrency Industry

## 1. Overview

Walmart Inc., one of the world's largest retail corporations, has been actively exploring **blockchain technology and cryptocurrency applications** since the mid-2010s. While Walmart has **not issued its own cryptocurrency** or accepted direct crypto payments at scale, it has played a **pioneering role in blockchain adoption for supply chain management, logistics, and digital asset integration**. The company's exploration of **tokenization, stablecoin patents, and Web3 commerce infrastructure** has positioned it as a major corporate player in blockchain innovation.

## 2. Blockchain Adoption and Early Research

- **Blockchain Supply Chain Integration (2016–Present):**
- Walmart was one of the first global retailers to partner with **IBM's Hyperledger Fabric** to use blockchain for tracking food supply chains. The company successfully implemented a system to trace the origin of food products, such as leafy greens and pork, to improve safety, transparency, and recall efficiency.
- This innovation significantly reduced tracing times from days to seconds, setting a precedent for blockchain logistics.
- **Global Food Trust Initiative (2018):**

Walmart co-founded the **IBM Food Trust Network**, a blockchain-based system enabling real-time tracking of produce across suppliers and retailers. This initiative now includes companies like Nestlé, Dole, and Unilever, showing Walmart's leadership in driving enterprise blockchain adoption.

### 3. Digital Currency and Stablecoin Patents

- **U.S. Patent for a Walmart Digital Currency (2019):**

Walmart filed a U.S. patent for a **blockchain-based digital currency** pegged to the U.S. dollar — essentially a **retail stablecoin**. The patent described a “digital currency tied to regular currency” that could be used for low-fee transactions and loyalty systems within Walmart's ecosystem.

This sparked speculation that Walmart could one day issue its own **Walmart Coin** to facilitate faster, cheaper payments and customer engagement.

- **Internal Digital Wallet Experiments:**

Walmart has experimented with **digital wallet systems** and NFT-integrated customer accounts. While not a full crypto wallet, these systems reflect Walmart's preparation for a **Web3-enabled retail ecosystem**.

### 4. Web3 and Metaverse Ventures

- **Walmart Land and Universe of Play (2022):**

Walmart entered the **metaverse space** through **Roblox**, launching virtual worlds where users could collect tokens, attend virtual concerts, and buy branded digital goods.

These early experiments align with broader crypto-related metaverse and NFT economies, showing Walmart's interest in **digital collectibles, tokenized rewards, and immersive commerce**.

- **Trademark Filings for NFTs and Cryptocurrency (2022):**

Walmart filed several **U.S. trademarks** for NFTs, cryptocurrency exchanges, and virtual goods marketplaces, indicating potential future expansion into **digital asset commerce**.

### 5. Impact on the Cryptocurrency Ecosystem

- **Mainstream Legitimization:**

Walmart's blockchain applications have demonstrated how enterprise adoption can bring legitimacy and use-case credibility to blockchain technologies.

- **Infrastructure & Supply Chain Benchmark:**

The success of Walmart's blockchain-based supply chain tracking has been cited as a model for other corporations and even governments pursuing blockchain solutions.

- **Potential for Retail Crypto Integration:**

Although Walmart has not officially accepted cryptocurrencies, its exploration of **stablecoins, NFTs, and blockchain traceability** lays the groundwork for integrating digital currencies into consumer retail.

- **Employment and Skills Development:**

Walmart has created blockchain-related job positions, such as **Digital Currency and Cryptocurrency Product Lead**, reflecting its ongoing investment in digital asset innovation.

## **6. Future Outlook**

Walmart's trajectory suggests that the company will continue to build the **infrastructure** necessary for Web3 commerce rather than become a direct cryptocurrency exchange. Its investments in blockchain logistics, digital assets, and metaverse engagement demonstrate a vision to merge **traditional retail with decentralized technology**, setting the stage for large-scale corporate participation in the crypto economy.

## Citation List

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