2024 Performance Review of Amazon, Walmart, and Target

By Russ Dieringer // August 28, 2024 // Briefings, Research, Webinars

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TL;DR: *Amazon, Walmart, and Target outpaced the market in 2Q24, driven by digital growth. Amazon leads with 8.7% sales growth, Walmart's digital surge contributed 76% of its dollar growth, and retail media is critical for profitability. Brands must double down on digital investments, lean into the value concious consumer, and reassess assortment for Amazon (low ASP) and Walmart (upper income consumers).*

2 *minute read*

In today's webinar, we dissected the 2Q24 performance of Amazon, Walmart, and Target, offering deep insights into their comparative growth, digital transformation, and implications for brand strategy as we move into the latter half of 2024 and into 2025.

Below is a concise summary of the key points and counter-intuitive insights that emerged during the discussion.

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