

2024 Performance Review of Amazon, Walmart, and Target

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

August 28, 2024

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 conscious 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.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)