Stratably

Benchmarking Data on 2025 Promotional Plans, Investments, Tactics, and Strategies

By Claire McBride // November 11, 2024 // Benchmarks, Briefings, Research

TL;DR: *Stratably's latest research shows 2025 will be even more promotional than 2024, primarily via general price discounts and tentpole events.*

7 minute read

We're in the thick of holiday and Q4, and you don't have to go far to notice the highly promotional environment.

A net 33% of brands report a more aggressive promotional environment at Walmart right now compared to last year, and our early reads on Amazon tell a similar story.

But what will next year bring?

If you're looking forward to moving on from holiday to a less promotional 2025… think again.

Read on to understand brands' promotional plans for 2025, including:

- Promotional levels compared to 2024
- Types of promotions receiving the most investment
- Key challenges in managing promotional intensity across retailers
- Optimization strategies to get the most out of promotional investments

We also recommend checking out our recent webinar that provides additional insights and actionable tactics on the promotional environment for 4Q and 2025.

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

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

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.