

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

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

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

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*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.

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