

Benchmarking Data on Walmart Connect Performance and 2025 Investment Levels

By Claire McBride // November 4, 2024 // Benchmarks, Briefings, Research

TL;DR: Stratably's latest research shows Walmart's scale and strategic importance to brands are driving share gains in the retail media market. Brands are allocating investment towards paid search primarily (including newer units like Sponsored Brands and Video) and display secondarily, with limited interest in in-store retail media to date.

5 minute read

Brands can expect retail media to become an increasingly important part of winning with Walmart given the massive [Digital Share of Growth \(DSG\)](#) for Walmart, and Walmart Connect's meaningful contribution to Walmart's profitability.

As Walmart leaders inside consumer brands begin business planning for 2025 and kicking off JBP conversations, we benchmarked their recent performance with Walmart to gather insights on Walmart Connect investment levels and allocations for 2025.

It includes consumer brand benchmarks on:

1. Sales performance for the last quarter
2. Current promotional environment at Walmart
3. Advertising performance for the last quarter
4. Walmart Connect investment levels vs. Amazon and other retail media networks
5. Where brands are allocating their Walmart Connect spend, and why

We recommend pairing it with our recently published [Walmart Omnichannel Quarterly Business Review](#) for a comprehensive view on what brands can expect from Walmart in 2025 and how they

can position themselves to win with this critical account.

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