

Does Costco need eCommerce?

By Russ Dieringer // June 4, 2025 // Briefings, Research

TL;DR: Costco's digital business is lagging peers like Sam's Club, creating a future problem as shoppers spend more of their wallets online.

3 minute read

After [analyzing Costco's May-'25 quarterly results](#), we recalled our article two-years ago laying out [The Omnichannel Rule](#): "Since shoppers move fluidly across physical and digital channels to discover, consider and purchase items, retailers and brands need to be everywhere."

Nearly all of Costco's competitors fit this rule, while Costco was the exception two years ago and remains so today.

But is this a good thing for Costco and the brands that sell there?

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