# Key Takeaways from Walmart's 2Q Results

By Russ Dieringer // August 15, 2024 // Briefings, Research

August 12, 2024

*7 minute read*

**TL;DR:** *Walmart gained share across income demographics and categories in the latest quarter. It sees stable consumer demand that favors its price leadership position persisting into 2H24 and beyond. Online is a major contributor to its success, contributing 76% of total dollar growth in the U.S. and the improving profitability trends in this business are helping grow overall margins.*

Walmart's [quarterly results shared this morning](#) demonstrate the power of combining its price leadership position with the fast-growing eCommerce channel.

The price-concious consumer continues to turn to Walmart for value, and the company has gained share across income demographics via its prioritization of eCommerce investments over the last several years.

We estimate Walmart's business outperformed the overall retail market by 2X+, with eCommerce contributing more than three-quarters of its dollar growth in the quarter.

**The following report covers:**

1. 9 Action Items for Brands following the results
2. Consumer insights including outlook and deflationary trends
3. eCommerce insights including marketplace seller dynamics
4. Walmart Connect & Analytics commentary including competitive implications

**This is a must read for retail leaders that do business with Walmart, are responsible for eCommerce or retail media, or compete with Walmart.**

THIS IS A GATED ARTICLE JUST FOR MEMBERS

# Stratably

# 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