May 2025 Walmart Omnichannel Quarterly Business Review

By Claire McBride // May 5, 2025 // Benchmarks, Forecasts, Research

Stratably's May 2025 in-depth analysis of Walmart spanning growth forecasts, Walmart Connect, Scintilla, and more.

1 minute read

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Our May 2025 Walmart Omnichannel Quarterly Business Review includes All-Signal insights retail leaders need to forecast the business, make critical investment decisions, and compete effectively on the platform.

Driven by Stratably's proprietary benchmarking and extensive qualitative research, it's designed to cut through industry noise and save you time by bringing consumer brands only the most relevant and real-time insights for your Walmart business in one place.

Dive into our current forecasts for Walmart, quantify where growth is coming from, hear important commentary from its recent investor meeting, leverage the latest strategies and tactics for Walmart Connect, understand how to maximize your Scintilla ROI, and much more.

Inside the Report:

Walmart's Near-Term Performance and Updated Forecasts

- Key Insights and Action Items from Walmart's 4Q Results
- Updated Forecasts for CY 2025
- Walmart's Primary Growth Drivers
- Annual Financials and Forecasts, 2023-2026

Key Themes from Walmart's March 2025 Investor Day

- How to Capitalize on Walmart's Widespread Assortment Strategies

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- How Advanced Fulfillment Capabilities are Driving Retail Dominance
- Walmart's AI Investments for Consumers and Associates
- eCommerce Business is Reaching Profitability
- High-Growth, High-Margin Revenue Streams Enabled by Digital

Updates and Insights on Key Omnichannel Levers

- Brand Investments into Walmart Connect
- Evolving Strategies and Tactics for Walmart Connect
- Updates on Scintilla Adoption, Data Sets, and Management
- Recommendations on Ratings & Reviews, Sparky, and Ibotta

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