

Podcast: What Brands Need to Know About Winning at Walmart in 2027

By Claire McBride // September 15, 2026 // Interviews, Research

TL;DR: *Stratably's Russ Dieringer and Claire McBride join the Unpacking the Digital Shelf podcast to break down Walmart's latest quarter, how eCommerce is now driving all of Walmart's incremental growth, and what brands are doing about Walmart's push for assortment parity and its AI agent, Sparky.*

eCommerce is the sole growth channel for Walmart, a trend we've seen hold for several quarters now.

Stratably's Founder, Russ Dieringer, and VP of Research and Education, Claire McBride, join Peter Crosby and Lauren Livak Gilbert of the Digital Shelf Institute's *Unpacking the Digital Shelf* podcast for a research-backed look under the hood at one of the most important accounts for consumer brands.

The conversation explores:

- Why eCommerce now accounts for 100%+ of Walmart's incremental growth
- How brands are navigating Walmart's aggressive push for assortment parity with Amazon
- The real impact of Sparky, Walmart's AI shopping agent, and the actions brands have taken thus far
- Why winning on the digital shelf is now a non-negotiable requirement for protecting physical shelf space
- And more

Russ and Claire give brand-side practitioners a practical, research-backed view of where brands need to win to grow with Walmart in 2027.

Click the button below to listen to the episode.

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- [Walmart Calendar 2Q26 Results: Key Takeaways for Consumer Brands](#)
- [What Enterprise Brands Told Us on Sparky, Site Merchandising, and Where They're Seeing Growth](#)