
Summer 2026 Walmart Strategy Workbook

By Claire McBride // June 22, 2026 // Benchmarks, Briefings, Forecasts, Research, Workshop

TL;DR: *This comprehensive strategy workbook combines forecasts, consumer brand benchmarks, and expert intel with 5 hands-on tools for best-in-class Walmart strategy and execution in 2026-27.*

1 minute read

Log in to download the full workbook linked at the bottom

Our Walmart Strategy Workbook includes All-Signal, No Noise insights retail leaders need to forecast their business, make critical investment decisions, and compete effectively on the platform.

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

It's a must-read for Walmart account leads, Walmart Connect leads, and anyone else involved in managing the day-to-day business or forecasting and strategizing the business.

Turn Insights Into Action

We also include several hands-on tools, worksheets, and exercises throughout the report designed to help you:

- Crystalize your understanding of the material in the report
- Personalize the insights and apply learnings directly to your business
- Share critical topics and actionable learnings with senior leaders and cross-functional team members

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Walmart's Near-Term Performance and Updated Forecasts

- **Included Insight:** Walmart's calendar 1Q26 results, Stratably's updated forecasts, why eCommerce powers Walmart's growth, Walmart U.S. SWOT
- **Insight to Action:** 6 key action items following 1Q26 results, 2027 growth planning worksheet

Hot Topics for Walmart Leaders

- **Included Insight:** Pricing and promotions, Walmart Connect, Scintilla, Enhanced Campaign Reporting, eCommerce assortment, Sparky and agentic commerce, product detail pages (PDPs)
- **Insight to Action:** Advertising budget evaluation worksheet, assortment evaluation discussion questions, PDP health check worksheet

23 additional Walmart resources from Stratably

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Industry benchmarks

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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.

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