SWOT + Forecasts: Compare Amazon, Walmart & Target

By Russ Dieringer // May 28, 2025 // Briefings, Forecasts, Research

Log in to download Stratably's new Amazon, Walmart, Target SWOT & Multi-Year Forecasts *report linked at the bottom*

For retail leaders navigating constrained budgets, evolving consumer behavior, and mounting pressure to show results, retailer prioritization has become paramount.

Stratably's new **Amazon, Walmart, Target SWOT & Multi-Year Forecasts** report is designed to help you do just that.

This comparative analysis outlines where each retailer stands today, where they're headed through 2030, and what actions brands should take in the next 6–12 months. It includes:

- U.S. sales and eCommerce forecasts through 2030
- Detailed SWOT analyses grounded in the latest market signals
- Actionable takeaways to inform 2025 tactics and 2026 planning cycles

The report is built to support three core use cases: **strategic planning, cross-functional education, and resource allocation**. If your team needs to sharpen its point of view heading into 2H, this is the asset to distribute.

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