
Walmart 2025 Results: Key Takeaways for Consumer Brands

By Claire McBride // February 19, 2026 // Forecasts, Research

***TL;DR:** Walmart closed 2025 with sustained growth, once again driven entirely by digital: eCommerce accounted for virtually all incremental growth, penetration reached 23%, and profitability continues to expand. For brands, winning at Walmart requires an explicitly eCommerce-first strategy, disciplined marketplace management, and retail media investment aligned to digital growth.*

9 minute read

Walmart delivered strong calendar 4Q25 and full-year results, sustaining mid-single digit growth driven by its clear value positioning and increasingly differentiated omnichannel capabilities. Its combination of price leadership and digital scale continues to resonate with both consumers and brands.

Walmart's persistent outperformance versus the broader retail market reinforces its status as a must-win account for consumer brands. Within that, eCommerce remains the growth engine as we estimate digital channels (pickup, delivery from store, and ship-to-home) accounted for virtually all of Walmart's dollar growth in 4Q and for the full year, with store comps roughly flat.

Unsurprisingly, eCommerce dominated management's commentary with the financial community. Discussions centered on digital profitability, marketplace expansion, fulfillment speeds, retail media, and early-stage agentic commerce initiatives like Sparky, all areas with direct implications for brand strategy.

Below is our full analysis of Walmart's financial and management commentary, including:

1. Brand Action Items
2. Calendar 4Q25 and 2025 Financial Performance
3. 2026 Outlook
4. eCommerce Highlights

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