

Walmart 2Q26 Recap: Key Takeaways for Brands

By Claire McBride // August 21, 2025 // Briefings, Forecasts, Research

TL;DR: Walmart posted another strong quarter with growth across business units and categories, including nearly 90% of Walmart U.S. dollar growth coming from eCommerce. Despite tariff cost pressure, the retailer is raising guidance and extending its competitive lead through value pricing and omnichannel offerings, including faster delivery.

7 minute read

Walmart delivered another strong quarter in 2Q, with sales, traffic, and share gains outpacing broader retail. eCommerce and adjacent revenue streams once again led the way, driving the majority of incremental growth and contributing meaningfully to profitability.

While tariff-related cost pressures are building, Walmart continues to leverage its scale, diversified P&L, and aggressive pricing strategy to protect its value proposition and extend its competitive lead. Management raised full-year sales guidance and highlighted ongoing momentum heading into the back half of the year.

Keep reading for our take on the results and management commentary, including:

1. Brand action items
2. 2Q performance and analysis of results
3. Updated calendar 2025 outlook
4. Updates on Walmart's eCommerce business and initiatives

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