

Walmart Calendar 1Q26 Results: Key Takeaways for Consumer Brands

By Claire McBride // May 21, 2026 // Forecasts, Research

***TL;DR:** Walmart delivered another strong quarter despite mounting macro pressure, with eCommerce once again driving 100% of incremental growth. Advertising, marketplace, fulfillment, and membership continue scaling rapidly, all with clear implications for consumer brands across pricing, assortment, media, content, and brand control decisions.*

8 minute read

Walmart delivered another strong quarter, accelerating growth and continuing to take share despite a macroeconomic backdrop that has become incrementally more pressured from higher fuel prices. While management acknowledged increasing strain on lower-income consumers and rising cost pressures across retail, Walmart remains exceptionally well positioned relative to the market given its clear leadership in value and convenience (i.e. eCommerce).

The quarter once again reinforced just how central eCommerce has become to Walmart's strategy, accounting for 100% of its growth while high-margin businesses tied to eCommerce (advertising, marketplace, fulfillment services, membership, and data ventures) continue scaling rapidly, reshaping Walmart's profitability profile.

These areas yet again dominated Walmart's financial release and management commentary, spanning discussions around fulfillment speed, Walmart Connect, Sparky, marketplace expansion, and digital profitability.

Below is our full analysis of the quarter, including:

1. Brand Action Items
2. 1Q Financial Performance
3. Updated 2026 Outlook
4. eCommerce Highlights

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