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Walmart U.S. Forecast Briefing & Updated SWOT

By Russ Dieringer // September 3, 2025 // Forecasts, Research

TL;DR: *Tariff volatility and heightened investment asks create challenges, but Walmart's unique ability to grow faster than the market positions well-prepared brands to capture meaningful share.*

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Our **Walmart U.S. Forecast Brief** is designed to give you a clear, actionable view of Walmart's outlook and what it means for your business.

What it is:

A concise, insight-heavy report covering Walmart's annual and quarterly forecasts, a fresh SWOT analysis, and key "Areas to Watch" for consumer brands.

Why it matters:

- Walmart is growing faster than the market with eCommerce driving nearly all its gains.
- Its push into retail media, digital assortment expansion, and premiumization is reshaping brand playbooks.
- Tariff volatility, rising promotional intensity, and marketplace dynamics will create a tougher negotiation environment for suppliers.

How to apply it:

- Use our annual and quarterly forecasts to set realistic expectations for Walmart's growth vs. Amazon, Target, and the broader market.
- Leverage the SWOT to prepare for retailer asks across pricing, promotions, Connect, and Scintilla.
- Take the "Areas to Watch" section directly into your next JBP or internal planning session to align sales, marketing, and finance on what matters most in 2H25 and 2026.

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