

# **Research : Comprehensive Analysis of Walmart's Business, Marketing, and Financial Growth.**

## **Introduction**

Walmart Inc. is a prominent American multinational retail corporation that operates a vast network of hypermarkets, discount department stores, and grocery outlets across the globe. Established in 1962 by Sam Walton in Rogers, Arkansas, the company has its headquarters in Bentonville, Arkansas. Over the decades, Walmart has expanded its footprint to 24 countries, managing over 10,500 stores and clubs under 46 different names.

## **Corporate Structure and Divisions**

Walmart's operations are segmented into three primary divisions:

1. **Walmart U.S.:** This division encompasses Supercenters, discount stores, and neighborhood markets across the United States. The Supercenters are expansive hypermarkets averaging about 178,000 square feet, offering a comprehensive range of general merchandise alongside full-service supermarkets. As of October 31, 2022, there were 3,572 Walmart Supercenters in 49 U.S. states, the District of Columbia, and Puerto Rico.
2. **Walmart International:** Operating in 18 countries, this segment manages Walmart's international ventures, adapting the brand to diverse markets and cultures.
3. **Sam's Club:** A membership-only warehouse club, Sam's Club provides members with exclusive access to value, convenience, and modern omnichannel shopping experiences. The curated selection includes quality fresh food and Member's Mark items, along with innovative technology and services like Scan & Go, curbside pickup, and home delivery.

## **Financial Performance and Market Position**

In the fiscal year 2024, Walmart reported revenues of \$648 billion, solidifying its position as the world's largest company by revenue. The company employs approximately 2.1 million associates globally, making it the largest private employer worldwide. The Walton family, descendants of founder Sam Walton, retain a 46% ownership stake in the company.

## **Strategic Initiatives and Innovations**

Under the leadership of CEO Doug McMillon, Walmart has embraced technological advancements and diversified its business model. The company has seen significant growth in its e-commerce, advertising, and membership ventures. Initiatives such as the integration of advanced technologies, including artificial intelligence and automated payment systems, have enhanced operational efficiency and customer experience.

### **Global Expansion and Challenges**

Walmart's international expansion has yielded mixed outcomes. While the company has established successful operations in countries like Canada, the United Kingdom (through ASDA), Central America, Chile (Líder), and China, it has faced challenges in markets such as Germany, Japan, South Korea, Brazil, and Argentina, leading to withdrawals or restructuring in these regions.

### **Economic and Social Impact**

Walmart's influence on local economies and communities has been a subject of extensive analysis. While the company's commitment to "Every Day Low Prices" has benefited consumers, studies have indicated potential adverse effects on local businesses and employment rates in areas where Walmart operates. Research suggests that in some communities, the presence of Walmart has led to a decline in yearly household income and increased poverty levels.

### **Sustainability and Future Goals**

Walmart has set ambitious sustainability targets, including achieving zero emissions across its global operations by 2040 and sourcing 100% renewable energy by 2035. The company is also investing \$350 billion in items made, grown, or assembled in the U.S., supporting over 750,000 jobs.

In summary, Walmart's evolution from a single discount store in Arkansas to a global retail powerhouse underscores its adaptability and strategic vision. The company's ongoing initiatives in technology, sustainability, and market expansion continue to shape its trajectory in the dynamic retail landscape.

### **Walmart's Business Models and Global Operations:**

Walmart operates various business models globally, adapting to different markets and customer needs. These include:

## **1. Supercenters (Hypermarkets) – U.S. & Global**

- Large stores combining a supermarket with a department store.
- Offers groceries, apparel, electronics, household goods, and more.
- Present in the U.S., Mexico, Canada, China, and other countries.

## **2. Discount Stores – U.S. & Select Markets**

- Smaller than supercenters, focusing on non-grocery items at low prices.
- Walmart Discount Stores operate mainly in the U.S. but have been reduced in number.

## **3. Warehouse Clubs – Sam's Club (U.S., Mexico, China)**

- Membership-only warehouse format offering bulk products at discounted rates.
- Competes with Costco and BJ's Wholesale Club.

## **4. E-commerce & Online Marketplace – Global**

- Walmart.com operates in the U.S., Canada, Mexico, India, and more.
- Acquired Flipkart in India to strengthen its online presence.
- Competes with Amazon in online retail.

## **5. Neighborhood Markets – U.S.**

- Smaller grocery-focused stores offering fresh produce, pharmacy services, and everyday essentials.
- Aimed at competing with traditional grocery stores like Kroger.

## **6. Cash & Carry / Wholesale Business – International**

- **Best Price** (India) and **Walmart de México y Centroamérica** cater to small businesses and retailers.
- Operates as a B2B model for bulk purchasing.

## **7. Express Stores & Small-Format Stores – Select Markets**

- Small-format stores offering essentials, similar to convenience stores.
- Operated in markets like the U.S. and China before scaling down operations.

## **8. Private Label & Own Brands – Global**

- Walmart has private-label brands like Great Value (groceries), Equate (healthcare), and Sam's Choice.

- Helps compete with national brands at lower prices.

## **9. Financial Services – U.S. & International**

- Offers money transfers, prepaid debit cards (Walmart MoneyCard), bill payments, and check cashing.
- In Mexico, operates Walmart Bank for financial services.

## **10. Retail Media & Advertising – Global**

- Walmart Connect (U.S.) and Walmart Media Group (International) offer digital advertising on Walmart platforms.
- Competes with Amazon Ads.

## **11. Health & Wellness – U.S.**

- Operates Walmart Health centers, offering medical, dental, vision, and pharmacy services.

## **12. Logistics & Supply Chain – Global**

- Invests heavily in distribution centers, automation, and AI-driven logistics for efficient inventory management.

## **13. Sustainability & Renewable Energy – Global**

- Investing in electric trucks, renewable energy, and eco-friendly supply chain practices.

## **14. International Operations & Joint Ventures**

- Operates under different names in international markets, such as ASDA (UK, before selling), Líder (Chile), and Flipkart (India).
- Adapts business models based on local consumer preferences and regulations.

Walmart continuously evolves its business models to remain competitive across different markets worldwide. Let me know if you need more details on a specific model

## **Financial Growth of Walmart Over the Years:**

Walmart has demonstrated significant financial growth over the past decades, solidifying its position as a global retail leader. Here's an overview of its financial trajectory up to the most recent data available:

### A. Annual Revenue Growth:

Fiscal Year Ending January 31	Revenue (in billions USD)	Year-over-Year Growth
2024	\$648.125	6.03%
2023	\$611.289	6.73%
2022	\$572.754	2.43%
2021	\$559.151	6.80%
2020	\$523.964	1.86%

Walmart's annual revenue has consistently increased, reflecting its expanding market presence and strategic initiatives.

### B. Walmart Share Prices:

Historical daily share price chart and data for Walmart since 1972 adjusted for splits and dividends. The latest closing stock price for Walmart as of February 07, 2025 is 101.15.

- The all-time high Walmart stock closing price was 102.85 on February 06, 2025.
- The Walmart 52-week high stock price is 103.11, which is 1.9% above the current share price.
- The Walmart 52-week low stock price is 55.85, which is 44.8% below the current share price.
- The average Walmart stock price for the last 52 weeks is 74.54.

### C. Walmart Market Cap:

Walmart market cap history and chart from 2010 to 2024. Market capitalization (or market value) is the most commonly used method of measuring the size of a publicly traded company and is calculated by multiplying the current stock price by the number of shares outstanding. Walmart market cap as of February 07, 2025 is \$826.23B.

## D. Walmart Financial Ratios for Analysis 2014-2024:

Annual Data		2024-01-31	2023-01-31	2022-01-31	2021-01-31	2020-01-31	2019-01-31	2018-01-31	2017-01-31	2016-01-31	2015-01-31	2014-01-31
Current Ratio	<a href="#">Link</a>	0.8319	0.8206	0.9278	0.9722	0.7945	0.7989	0.7598	0.862	0.9322	0.9697	0.8823
Long-term Debt / Capital	<a href="#">Link</a>	0.3165	0.3204	0.2985	0.3397	0.3706	0.3867	0.313	0.3429	0.345	0.336	0.3539
Debt/Equity Ratio	<a href="#">Link</a>	0.519	0.5328	0.4661	0.5583	0.6679	0.7287	0.5752	0.5704	0.5984	0.5837	0.6964
Gross Margin	<a href="#">Link</a>	24.3754	24.1405	25.0987	24.8298	24.6885	25.0977	25.372	25.6481	25.1273	24.8254	24.8219
Operating Margin	<a href="#">Link</a>	4.1677	3.3418	4.5293	4.0325	3.9255	4.2684	4.0846	4.6852	4.9997	5.5898	5.6419
EBIT Margin	<a href="#">Link</a>	4.1677	3.3418	4.5293	4.0325	3.9255	4.2684	4.0846	4.6852	4.9997	5.5898	5.6419
EBITDA Margin	<a href="#">Link</a>	5.9965	5.1323	6.3902	6.027	6.0224	6.3442	6.189	6.7598	6.9606	7.4786	7.5042
Pre-Tax Profit Margin	<a href="#">Link</a>	3.371	2.7836	3.2642	3.6777	3.8392	2.2278	3.0225	4.2186	4.488	5.1063	5.1766
Net Profit Margin	<a href="#">Link</a>	2.3932	1.9107	2.3872	2.4162	2.8401	1.2966	1.971	2.8079	3.0477	3.3693	3.3639
Asset Turnover	<a href="#">Link</a>	2.5679	2.5136	2.3391	2.2145	2.2155	2.3457	2.4464	2.4437	2.4157	2.3866	2.3262
Inventory Turnover Ratio	<a href="#">Link</a>	8.9292	8.1964	7.5914	9.3509	8.8805	8.7036	8.5283	8.3923	8.1177	8.0877	7.9823
Receivable Turnover	<a href="#">Link</a>	73.6841	77.0565	69.1732	85.812	83.3807	81.8725	89.1242	83.2687	85.7272	71.6511	71.3335
Days Sales In Receivables	<a href="#">Link</a>	4.9536	4.7368	5.2766	4.2535	4.3775	4.4582	4.0954	4.3834	4.2577	5.0941	5.1168
ROE - Return On Equity	<a href="#">Link</a>	18.008	13.4823	15.1702	15.6585	18.6396	9.015	13.02	17.7476	18.0359	19.5655	20.3482
Return On Tangible Equity	<a href="#">Link</a>	26.1424	20.3167	22.1703	23.4099	30.1135	14.8164	16.8153	22.5094	22.5357	24.7866	26.769
ROA - Return On Assets	<a href="#">Link</a>	6.4461	4.6431	5.693	5.4282	6.4276	3.2737	5.1452	7.1887	7.5558	8.2628	8.0835
ROI - Return On Investment	<a href="#">Link</a>	12.308	9.1622	10.6414	10.3385	11.7316	5.5292	8.9446	11.6627	11.8144	12.9906	13.1464
Book Value Per Share	<a href="#">Link</a>	11.2179	10.3656	11.0939	10.3428	9.5989	9.2233	9.1262	8.8074	8.8141	8.8741	8.3863
Operating Cash Flow Per Share	<a href="#">Link</a>	0.89	0.6427	-1.35	1.2883	-0.206	0.0032	-0.2545	0.5378	-0.0812	0.5746	-0.1557
Free Cash Flow Per Share	<a href="#">Link</a>	0.4139	0.1189	-1.6842	1.3187	-0.3008	-0.0377	-0.2371	0.5726	-0.0118	0.6396	-0.1972

## E. Walmart Operating Income:

Walmart annual/quarterly operating income history and growth rate from 2010 to 2024. Operating income can be defined as income after operating expenses have been deducted and before interest payments and taxes have been deducted.

- Walmart operating income for the quarter ending October 31, 2024 was \$6.708B, a 8.16% increase year-over-year.
- Walmart operating income for the twelve months ending October 31, 2024 was \$28.743B, a 13.52% increase year-over-year.
- Walmart annual operating income for 2024 was \$27.012B, a 32.23% increase from 2023.
- Walmart annual operating income for 2023 was \$20.428B, a 21.26% decline from 2022.
- Walmart annual operating income for 2022 was \$25.942B, a 15.05% increase from 2021.

## F. Walmart Total Assets:

Walmart total assets from 2010 to 2024. Total assets can be defined as the sum of all assets on a company's balance sheet.

- Walmart total assets for the quarter ending October 31, 2024 were \$263.399B, a 1.63% increase year-over-year.
- Walmart total assets for 2024 were \$252.399B, a 3.78% increase from 2023.
- Walmart total assets for 2023 were \$243.197B, a 0.68% decline from 2022.
- Walmart total assets for 2022 were \$244.86B, a 3.02% decline from 2021.

## **G. Walmart Gross Margin:**

Current and historical gross margin, operating margin and net profit margin for Walmart (WMT) over the last 10 years. Profit margin can be defined as the percentage of revenue that a company retains as income after the deduction of expenses. Walmart net profit margin as of October 31, 2024 is 2.92%

## **H. Quarterly Revenue Highlights:**

In the quarter ending October 31, 2024, Walmart reported revenue of \$169.588 billion, marking a 5.46% increase compared to the same quarter in the previous year. This growth underscores the company's resilience and effective strategies in navigating market challenges.

## **Strategic Initiatives Driving Growth:**

Several key strategies have contributed to Walmart's sustained financial growth:

- **E-commerce Expansion:** Walmart has significantly invested in its online platform, leading to notable increases in e-commerce sales. This focus has been crucial in competing with other retail giants and meeting changing consumer preferences.
- **Omnichannel Integration:** By seamlessly blending physical stores with digital experiences, Walmart offers services like curbside pickup and home delivery, enhancing customer convenience and satisfaction.
- **Diversification of Revenue Streams:** Beyond traditional retail, Walmart has ventured into subscription services, advertising, and digital offerings, contributing to its revenue growth and market competitiveness.

## **Market Position and Future Outlook:**

As of the latest reports, Walmart remains the world's leading retailer by revenue. Analysts project that competitors, such as Amazon, are on track to surpass Walmart in quarterly revenue, with Amazon's revenue expected to reach \$187 billion compared to Walmart's \$180 billion. This potential shift highlights the dynamic nature of the retail industry and the importance of strategic adaptation.

In summary, Walmart's financial growth reflects its strategic investments in technology, supply chain optimization, and market expansion. The company's ability to adapt to evolving consumer behaviors and market conditions has been pivotal in maintaining its leadership position in the global retail sector.

## **Walmart's Top Revenue-Generating Departments:**

Walmart's financial performance is driven by various departments, each contributing differently to its overall revenue. Here's an in-depth look at the key segments and their contributions:

1. **Grocery Department:** The grocery segment is Walmart's largest revenue generator. In fiscal year 2024, grocery sales accounted for approximately 59.8% of Walmart U.S.'s net sales. This dominance is attributed to Walmart's extensive grocery offerings and competitive pricing strategies.
2. **Health and Wellness:** The health and wellness department, encompassing pharmacy services and over-the-counter medications, contributed about 12.4% to Walmart U.S.'s net sales in fiscal year 2024. This segment has seen growth due to increased consumer focus on health products and services.
3. **General Merchandise:** This category includes apparel, electronics, home goods, and toys. While specific percentages for this segment aren't detailed in the available data, it's a significant contributor to Walmart's revenue. Notably, during the quarter ending October 25, 2024, higher demand for home goods and toys was a key driver in a 5.3% rise in U.S. comparable sales.
4. **E-commerce:** Walmart's investment in its online platform has yielded substantial returns. In the quarter ending October 25, 2024, global e-commerce sales surged by 27%, accounting for 18% of the total global revenue. This growth underscores the increasing importance of the digital marketplace in Walmart's overall sales strategy.
5. **Sam's Club:** As Walmart's membership-based warehouse division, Sam's Club has shown impressive performance. In fiscal year 2024, it generated \$86.18 billion in revenue, representing 13.41% of Walmart's total revenue. Comparable-store sales for Sam's Club jumped by 7% in a recent quarter, indicating strong consumer demand.
6. **International Operations:** Walmart International encompasses the company's operations outside the U.S. In fiscal year 2024, this segment generated \$114.64 billion, accounting for 17.84% of total revenue. The international division plays a crucial role in Walmart's global presence and revenue diversification.

In summary, Walmart's grocery department stands as the primary revenue driver, with significant contributions from health and wellness, general merchandise, e-commerce, Sam's Club, and international operations. The company's diversified portfolio across these segments has been instrumental in sustaining its financial growth and market leadership.

## **Walmart's Business and Marketing Strategies:**



Walmart's ascent to becoming a global retail powerhouse is attributed to a series of strategic business and marketing initiatives tailored to diverse markets and evolving consumer preferences. Here's an extensive overview of the key strategies Walmart has employed both in the U.S. and internationally:

1. **Everyday Low Prices (EDLP):** Central to Walmart's value proposition, the EDLP strategy focuses on consistently offering products at low prices rather than relying on promotional discounts. This approach has been instrumental in attracting price-sensitive consumers and building customer loyalty.

2. **Strategic Expansion and Acquisitions:**

- **Domestic Growth:** Walmart's expansion across the U.S. involved opening stores in underserved rural and suburban areas, capturing markets overlooked by competitors.
- **International Ventures:** Walmart entered international markets through joint ventures, acquisitions, and wholly-owned subsidiaries. Notable examples include the acquisition of the UK-based retailer Asda in 1999 and a majority stake in Mexico's Cifra in 1991.

3. **Supply Chain Optimization:** Investments in advanced logistics and supply chain management have enabled Walmart to reduce costs and maintain its low-price leadership. The company pioneered the use of cross-docking and real-time inventory systems to streamline operations.

4. **Technological Integration:** Walmart has embraced technology to enhance the shopping experience and operational efficiency. Initiatives include the implementation of barcode scanning in the 1980s, the launch of Walmart.com in 1996, and the development of mobile apps and online ordering systems in recent years.

5. **Omnichannel Retailing:** Recognizing the shift towards online shopping, Walmart adopted an omnichannel strategy, integrating its physical stores with digital platforms. Services like "Buy Online, Pick Up In-Store" (BOPIS) and curbside pickup have been pivotal in providing convenience to customers.

6. **Private Label Development:** Walmart has developed a range of private label brands, such as Great Value and Equate, offering quality products at lower prices. This strategy not only differentiates its product offerings but also improves profit margins.

7. **Sustainability Initiatives:** In response to growing environmental concerns, Walmart has committed to sustainability goals, including achieving zero emissions across its global operations by 2040 and sourcing 100% renewable energy by 2035.

**8. Community Engagement and Social Responsibility:** Walmart engages in community support through charitable donations, volunteer programs, and partnerships with non-profit organizations, enhancing its brand image and fostering customer loyalty.

**9. Adaptation to Local Markets:** Internationally, Walmart tailors its store formats, product assortments, and marketing strategies to align with local cultures and consumer behaviors. For instance, in China, Walmart offers a variety of local products and has adapted store layouts to meet regional preferences.

**10. Competitive Positioning Against E-commerce Giants:** To counter the rise of e-commerce competitors like Amazon, Walmart has invested in its online platform, expanded its product assortment, and enhanced delivery capabilities. The acquisition of Jet.com in 2016 and a majority stake in Flipkart in 2018 are examples of efforts to strengthen its e-commerce presence.

Through these multifaceted strategies, Walmart has maintained its position as a leader in the retail industry, continually adapting to market dynamics and consumer expectations.

### **Digital Marketing Techniques Used by Walmart:**

Walmart employs a comprehensive digital marketing strategy to enhance its brand presence, engage customers, and drive sales across various channels. Key techniques include:

**1. Social Media and Influencer Marketing:** Walmart actively engages with customers on platforms like Instagram, YouTube, and TikTok. By collaborating with influencers through affiliate links, the company showcases products to a broader audience. Plans to launch "Walmart Creator" aim to connect influencers directly with Walmart's product range, enabling content creators to monetize their promotions.

**2. Retail Media Network – Walmart Connect:** Through Walmart Connect, the company offers advertising opportunities on its digital platforms and in-store displays. This "retail media" approach allows brands to target consumers using Walmart's extensive shopper data, enhancing the relevance and effectiveness of ads. The initiative has significantly contributed to Walmart's profits, with the ad business growing by 30% in the past year.

**3. Content Marketing and SEO:** Walmart invests in creating valuable content to improve search engine rankings and attract organic traffic. By optimizing product descriptions, blog posts, and other digital content, the company enhances visibility and provides customers with informative resources to aid purchasing decisions.

**4. Email Marketing:** Personalized email campaigns are utilized to inform customers about promotions, new products, and personalized recommendations. By analyzing customer data, Walmart tailors content to individual preferences, increasing engagement and conversion rates.

**5. Mobile App Engagement:** The Walmart mobile app offers features like easy shopping, order tracking, and personalized deals. Push notifications and in-app promotions keep users informed about special offers and updates, enhancing the overall shopping experience.

**6. Data-Driven Personalization:** Leveraging customer data, Walmart delivers personalized shopping experiences both online and in-store. This includes customized product recommendations, targeted promotions, and tailored marketing messages that resonate with individual shoppers.

By integrating these digital marketing techniques, Walmart effectively reaches a wide audience, fosters customer loyalty, and maintains its competitive edge in the retail industry.

### **Walmart's Celebrity & Influencer Marketing Collaborations:**

Walmart has collaborated with various celebrities and influencers to enhance its brand presence through social media and advertising campaigns. Notable figures include:

1. Reese Witherspoon: In 2015, actress Reese Witherspoon hosted Walmart's annual shareholders meeting, praising the retailer's innovations and services. Her participation highlighted Walmart's influence in the entertainment industry.

2. Gloria James: In 2021, Gloria James, mother of NBA star LeBron James, became the face of Walmart's "Fight Hunger. Spark Change." campaign. The initiative aimed to combat hunger in collaboration with Feeding America, emphasizing community support and resilience.

3. Patrick Mahomes and Becky G: In 2023, Walmart launched a campaign featuring NFL quarterback Patrick Mahomes and singer Becky G. They curated personalized shopping carts, showcasing products aligning with their lifestyles, thereby highlighting Walmart's diverse offerings.

4. Mariah Carey, Rod Stewart, and Other Artists: Over the years, musicians like Mariah Carey, Rod Stewart, Brian McKnight, and Ricky Martin have performed at Walmart's annual shareholders meetings. These appearances, often unpaid, underscore the symbiotic relationship between Walmart and the entertainment sector.

5. Social Media Influencers: Influencers have played a significant role in promoting Walmart products. For instance, a TikTok creator named Sandra highlighted a Walmart activewear item resembling Lululemon's "Define" jacket, which garnered substantial attention and engagement.

Through these collaborations, Walmart effectively leverages the reach and credibility of celebrities and influencers to connect with diverse audiences and enhance its brand image.

## **Current News or Trends Highlighting Walmart**

Walmart continues to innovate in digital marketing, implementing several noteworthy strategies and initiatives:

1. **Shoppable Livestreams:** In partnership with Firework, Walmart has introduced shoppable, social-media-style videos to its digital platforms. These livestream shopping events allow customers to view products in action, engage directly with hosts, and make purchases seamlessly during the broadcast. The initial events, held in September 2022, featured influencers showcasing beauty products, enhancing customer engagement and providing an immersive shopping experience.
2. **Expansion of Data Analytics Platform:** Walmart Data Ventures announced the global launch of its data analytics suite, Walmart Luminate, beginning with Mexico and Canada. This platform provides merchants and suppliers with comprehensive insights into customer behavior and product performance, enabling more informed business decisions and personalized customer experiences.
3. **Rebranding of Insights Ecosystem:** At the Inspire event in October 2024, Walmart Data Ventures revealed that Walmart Luminate will be rebranded as "Scintilla" starting next year. This rebranding reflects the company's commitment to evolving its insights ecosystem and expanding its analytics capabilities across global markets.
4. **Enhancements at Sam's Club:** Sam's Club, a division of Walmart, is focusing on enhancing the experiential side of retail by incorporating advanced technologies. Initiatives include AI-powered exit gateways to eliminate receipt checks and locations without traditional checkout lanes. Over half of its customers utilize scan-and-go technology, reducing checkout times by 23%. Additionally, Diana Marshall has been appointed as Chief Experience Officer to further streamline these technological advancements.

These initiatives underscore Walmart's dedication to leveraging technology and data to enhance customer engagement and optimize retail strategies in the digital age.

## **Walmart's Current Marketing Campaigns and Historical Impact Analysis**

### **Marketing Campaigns:**

Over the past five years, Walmart has launched several notable marketing campaigns to engage customers and reinforce its brand values. Here's an overview of some key initiatives:

- **2024 Holiday Campaign: "Gifts That Show You Get Them"**

In October 2024, Walmart launched its holiday campaign emphasizing emotional connections and popular culture. The main advertisement, directed by Alexander Payne, showcases shoppers selecting thoughtful gifts, interspersed with nostalgic clips from classic TV shows and movies like "Gilmore Girls," "The Simpsons," and "SpongeBob SquarePants." This campaign aims to resonate culturally with audiences, highlighting the sentiment of understanding and appreciating loved ones through gift-giving.

- **Thanksgiving Meal Deals**

Ahead of Thanksgiving 2024, Walmart promoted discounted turkey dinners to attract cost-conscious shoppers affected by food price inflation. Their meal deal for eight was priced under \$55, positioning Walmart as a budget-friendly option for holiday meals.

- **Walmart+ Membership Discount**

In late 2024, Walmart offered a 50% discount on its annual Walmart+ membership, reducing the price from \$98 to \$49. This promotion aimed to increase membership by highlighting perks such as early access to exclusive deals, free shipping, and fuel discounts.

- **"Spark" Campaign (2019):**

In November 2019, Walmart introduced the "Spark" campaign to highlight the positive impact of its associates and customers within their communities. The campaign featured real stories of individuals performing acts of kindness, emphasizing Walmart's role in fostering community spirit. The campaign debuted during the NFL game between Dallas and Buffalo on Thanksgiving Day.

- **"Live Better Now" Campaign (2022):**

Launched during the 2022 Winter Olympics, this campaign focused on Walmart's commitment to enhancing customers' lives. The one-minute commercial showcased everyday moments, such as families sharing meals and associates assisting customers, underscoring the importance of human connection and Walmart's role in supporting it.

- **"Welcome to Your Walmart" Campaign (2023):**

In 2023, Walmart rolled out the "Welcome to Your Walmart" campaign, highlighting the personalized shopping experiences available both in-store and online. The campaign addressed common customer queries, particularly during the summer, and emphasized Walmart's readiness to meet specific needs through its website and app.

- **"Mean Girls" Black Friday Campaign (2023):**

For Black Friday 2023, Walmart capitalized on nostalgia by creating a campaign inspired by the 2004 film "Mean Girls." The ads featured original cast members and centered around a "deal book," highlighting holiday discounts. This approach aimed to resonate with millennials and leverage the enduring popularity of the film.

## **Historical Marketing Campaigns:**

- **Positive Impact:**

- **"Save Money. Live Better." Slogan**

Introduced in 2007, this slogan reinforced Walmart's commitment to providing affordable products, resonating with cost-conscious consumers and strengthening brand loyalty.

- **"Fight Hunger. Spark Change." Campaign**

Launched in 2014, this initiative partnered with Feeding America to combat hunger in the U.S. By engaging customers, suppliers, and associates, Walmart successfully enhanced its corporate social responsibility image.

- **Negative Impact:**

- **2013 Bangladesh Factory Collapse**

Following the tragic collapse of a factory in Bangladesh that produced garments for Walmart, the company faced criticism over its supply chain practices and worker safety standards. This incident highlighted the need for improved oversight and ethical sourcing.

- **2015 Tracy Morgan Lawsuit**

After a Walmart truck was involved in a collision that severely injured comedian Tracy Morgan, the company faced negative publicity and a lawsuit, which brought attention to its transportation safety practices.

## **Top 10 Competitors of Walmart**

### **Amazon**

- Overview: Leading e-commerce giant with a vast product range and rapid delivery services.
- Comparison: Amazon excels in online retail and technology integration, while Walmart has a strong brick-and-mortar presence complemented by growing e-commerce capabilities.

### **Costco**

- Overview: Membership-based warehouse club known for bulk purchasing and competitive pricing.
- Comparison: Costco focuses on bulk sales and a limited selection of high-turnover products, whereas Walmart offers a broader range of items in various store formats.

### **Target**

- Overview: Retailer offering a curated selection of products with an emphasis on style and quality.
- Comparison: Target appeals to a more upscale demographic with trendy merchandise, while Walmart emphasizes everyday low prices to attract a broader customer base.

### **Kroger**

- Overview: One of the largest supermarket chains in the U.S., focusing on grocery items.
- Comparison: Kroger specializes in groceries with a strong emphasis on fresh produce, whereas Walmart offers a wider array of general merchandise alongside its grocery selection.
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### **Home Depot**

- Overview: Leading home improvement retailer specializing in construction products and services.
- Comparison: Home Depot focuses on home improvement and construction supplies, while Walmart provides a more general retail experience with a limited selection of home improvement items.

### **Walgreens Boots Alliance**

- Overview: Global pharmacy-led health and wellbeing enterprise.

- Comparison: Walgreens centers on pharmaceuticals and health products, whereas Walmart offers these alongside a vast array of other product categories.

### **Aldi**

- Overview: Discount supermarket chain known for its no-frills shopping experience and private-label products.
- Comparison: Aldi emphasizes low prices through private labels and limited selection, while Walmart provides a wider range of both branded and private-label products.

### **Lowe's**

- Overview: Home improvement retailer offering products for construction, maintenance, and home décor.
- Comparison: Similar to Home Depot, Lowe's specializes in home improvement, whereas Walmart's offerings in this category are more limited.

### **Best Buy**

- Overview: Consumer electronics retailer offering a wide range of tech products and appliances.
- Comparison: Best Buy focuses on electronics and appliances with knowledgeable staff, while Walmart offers electronics as part of a broader product assortment.

### **Tesco**

- Overview: British multinational grocery and general merchandise retailer.
- Comparison: Tesco operates primarily in Europe and Asia with a focus on groceries, whereas Walmart has a significant presence in the U.S. and international markets with a broader product range.

In terms of competition, Amazon has been a significant rival, especially in the e-commerce sector. Analysts have projected that Amazon's quarterly revenue could reach \$187 billion, compared to Walmart's \$180 billion, indicating a potential shift in the retail landscape.

Other notable competitors include Costco, Target, and Kroger, each with unique business models and market strategies. For instance, Costco operates on a membership-based model focusing on bulk sales, while Target appeals to a more upscale demographic with curated product selections. Kroger specializes in groceries with a strong emphasis on fresh produce.



Despite the intense competition, Walmart maintains a strong position in the retail industry, leveraging its extensive physical presence and expanding e-commerce capabilities to serve a broad customer base.

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