

Walmart is strengthening its No. 2 position in retail media search behind Amazon

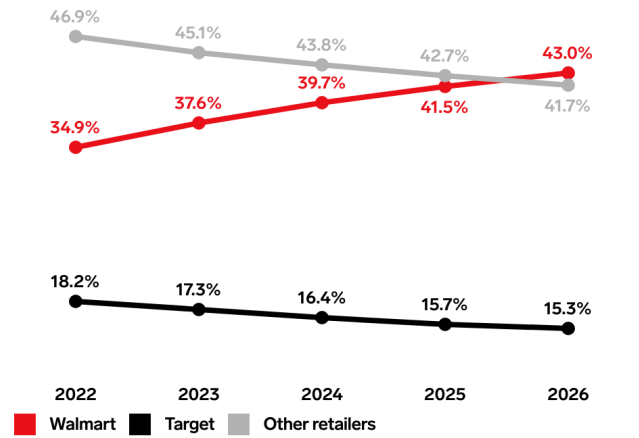
Article

Amazon will pull in over 80% of US retail media search dollars this year, per our forecast. But Walmart will continue growing its share of non-Amazon retail media search ad spending over

the next two years.

Walmart Is on Track to Take Half of Non-Amazon Retail Media Search Ad Spending

% of non-Amazon US retail media search ad spending, by retailer, 2022-2026



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; includes contextual text links, paid inclusion, and paid listings (paid search); includes ads purchased through retail media networks that may not appear on ecommerce sites or apps; non-Amazon retail media search ad spending is calculated using the Amazon search ad revenues and total retail media search ad spending forecasts

Source: EMARKETER Analysis; EMARKETER Forecast, March 2024

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- **Walmart's (a distant) second to Amazon.** It will account for nearly 4 in 10 non-Amazon retail media search ad dollars this year—more than any other single competitor. That translates to \$2.42 billion in search ad revenues.
- **But Walmart's search business is growing faster than any other platform we track.** Its search ad revenues will increase 30.4% this year—almost twice as fast as Target's and Amazon's.
- **Walmart's search ads match Amazon's in breadth and consistency.** Like Amazon, Walmart serves ads against the vast majority of search queries—99%, according to H1 2024 research from Crealytics. Crealytics also found that both Walmart and Amazon maintained better ad coverage for complicated, wordy searches compared with other retailers.
- **And Walmart has the in-store advantage.** It's working to develop better omnichannel measurement solutions to connect online search ads to purchases made in its thousands of US stores.

Read the full report, [Retail Media Search Forecast and Trends 2024](#).

Report by Evelyn Mitchell-Wolf Jun 17, 2024

Retail Media Search Forecast and Trends 2024

