

Walmart unveils early Black Friday deals

Article

The news: Walmart announced a series of [Black Friday](#) deals events as it looks to gain an early holiday advantage.

- The retailer's first sales event will begin on November 11 for online shoppers, and start in stores on November 15.
- The second event begins online on November 25, and in stores on November 29.
- Walmart is also stretching out its Cyber Monday deals, which will be available to shoppers starting the evening of Sunday, December 1.

The details: Walmart is using its holiday sales to drive ecommerce purchases and [Walmart+ adoption](#).

- Walmart will offer exclusive Black Friday deals on its website and app, thus incentivizing deal-seeking shoppers to visit its digital channels more frequently.
- Both online shoppers and Walmart+ members will have a head start on the sales events, with the latter gaining a five-hour advantage on the first two Black Friday sales and a three-hour Early Access window for Cyber Monday.
- To encourage Walmart+ sign-ups, the retailer is offering shoppers 50% off its annual membership until December 2.

Walmart is also counting on generative AI (genAI) to play a larger role this holiday season.





- The retailer is expanding the beta test of its genAI shopping assistant, which customers can ask for recommendations to discover and evaluate products best suited to their needs.
- Walmart is also using AI to predict the kind of holiday-related content shoppers will want to see during the sales events and throughout the rest of the season, in service of its broader mission of offering customers a [more personalized ecommerce experience](#).

Our take: We expect [Walmart's holiday retail ecommerce sales](#) to grow 9.7% this year, faster than **Amazon** and big-box competitor **Target**. Still, the retailer will account for just 8.1% of total ecommerce sales this holiday season to Amazon's 42.1%, giving it significant runway for growth.

Go further: Read our [US Holiday Shopping 2024](#) report and our [US Holiday Ecommerce Sales Benchmarks: Q4 2024](#).

Amazon Captures the Lion's Share of Ecommerce Growth Among Key Retailers We Track

billions in US retail ecommerce holiday season sales, % of total, and % change, by top 6 companies, 2024

Rank	Company	Retail ecommerce holiday season sales	% of total	% change, 2023-2024
1		\$112.23	42.1%	9.1%
2		\$21.56	8.1%	9.7%
3		\$12.01	4.5%	4.4%
4		\$7.34	2.8%	1.6%
5		\$5.87	2.2%	4.3%
6		\$4.27	1.6%	-5.7%

Note: sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales; includes products or services ordered using the internet, regardless of the method of payment or fulfillment

Source: EMARKETER Forecast, July 2024

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