

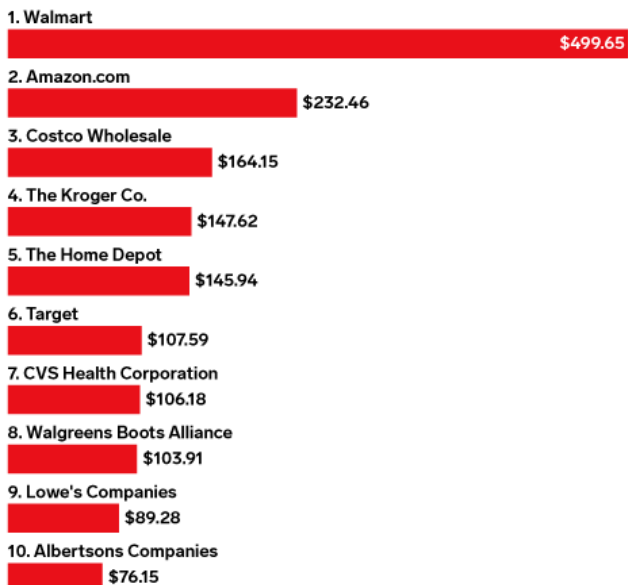
Walmart, Amazon lead the top 10 US retailers by sales

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Top 10 US Retailers, Ranked by Total US Sales, 2022

billions



Note: based on 52/53-week annual retail sales
Source: Kantar and National Retail Federation (NRF), "Top 100 Retailers," July 5, 2023

282614

Insider Intelligence | eMarketer

Key stat: Walmart was the biggest US retailer by US sales in 2022 with nearly \$500 billion in sales, more than double the size of runner-up Amazon, according to the National Retail Federation.

Beyond the chart:

- Amazon beat Walmart Inc. in US ecommerce sales in 2022, with \$392.21 billion to Walmart Inc.'s \$68.09 billion, according to our forecast.
- But with a much larger store footprint, Walmart is on top in overall sales.
- The other companies cracking the top five—Costco Wholesale, The Kroger Co., and The Home Depot—all benefit from in-store sales. As in-store retail media takes off, those businesses will be at an advantage.

Use this chart:

- Budget retail media ad spend.
- Evaluate wholesale retail strategy.
- Weigh in-store versus ecommerce.

More like this:

- [Why we think Amazon might create a Prime Day event in the spring, and what it could look like](#)
- [How Sam's Club, Kroger, Albertsons, and Instacart are evolving their retail media networks](#)
- [Walmart looks to carve out a share of the \\$1.857 trillion B2B ecommerce market](#)
- [5 things to know about Prime Day shoppers](#)

More Chart of the Day:

- [7/24 - Peak TV](#)
- [7/21 - Threads count](#)
- [7/20 - Snapchat leads in global user growth](#)
- [7/19 - Social B2Butterfly](#)
- [7/18 - Top 10 countries on Threads](#)