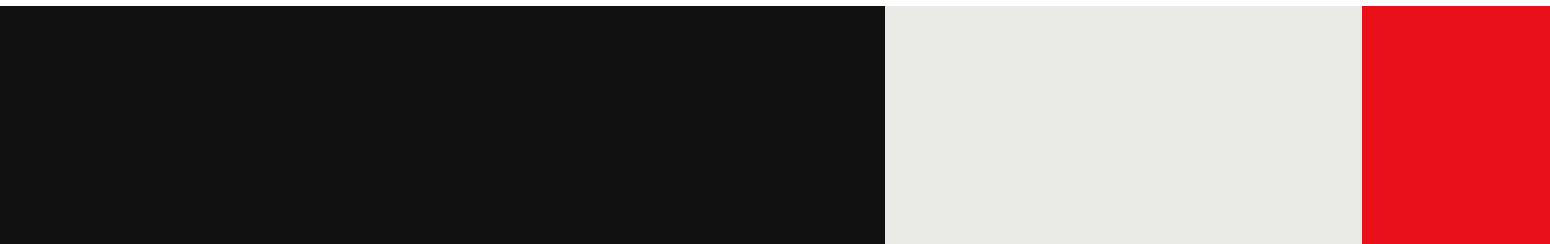


Walmart leads the top 10 US retailers by sales

Article



Top 10 US Retailers, Ranked by Total US Retail Sales, 2023

billions and % change vs. prior year

	Retail sales	Sales growth
1. Walmart	\$533.96	6.9%
2. Amazon	\$250.11	7.6%
3. Costco Wholesale	\$175.39	6.8%
4. The Kroger Co.	\$149.61	1.3%
5. The Home Depot	\$141.45	-3.1%
6. CVS	\$113.92	7.3%
7. Target	\$105.84	-1.6%
8. Walgreens	\$105.10	1.1%
9. Lowe's	\$84.04	-4.3%
10. Albertsons Companies	\$77.86	2.2%

Note: based on 52/53-week annual retail sales

Source: Kantar and National Retail Federation (NRF) as cited in press release, July 10, 2024

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Key stat: Walmart's total US retail sales reached \$533.96 billion in 2023, growing 6.9% YoY, according to the National Retail Federation and Kantar. A ranking of top US retailers by total sales saw Amazon at second place, with \$250.11 billion and 7.6% growth.

Beyond the chart:

- When it comes to online sales, [Amazon](#) dominates. [Walmart](#) Inc. will account for 8.2% of [retail ecommerce](#) sales this year, while Amazon will account for 40.9%, according to our July 2024 forecast.
- Walmart is making investments to narrow the ecommerce sales gap. For example, Walmart's automated warehouses are helping grow its marketplace business and enhance [delivery](#) speed.
- Walmart Inc.'s retail ecommerce sales will grow 19.0% this year, higher than Amazon's 10.4%, per our July 2024 forecast.
- Increased sales will give rise to more retail media ad opportunities. Next year, Walmart's retail media ad revenue will grow 25.1%, reaching \$4.65 billion, per our March 2024 forecast.

Use this chart:

- Strategize which retailers to advertise with.
- Diversify your [retail media](#) spend across channels.

More like this:

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- **Back-to-school special: 8 interesting retailers that made news in July**
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