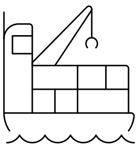
KANTAR

Nov. 4–5, 2025

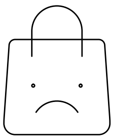
Walmart Fall Virtual Event

Planning for uncertainty: Walmart’s focus in 2026 and beyond

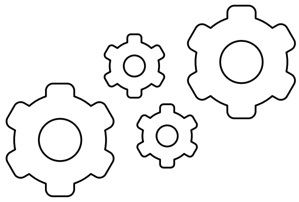
Key data/facts



The global trade war that began in early 2025 has resulted in tariffs ranging from 15%-145% on any given day. Walmart is the largest US importer of products made in China, and it imports about one-third of all its merchandise from foreign countries. It also has a sizable business in several other countries. How will this current international unpredictability impact Walmart’s business?



Shoppers are under immense pressure given the volatile economy and the major tax policy changes following passage of the One Big Beautiful Bill earlier this year. What will these changes mean for shoppers and for Walmart? How is Walmart likely to minimize risk, and how will its actions affect suppliers?



Amid near-constant change, Walmart seeks to “control the controllables.” What are the controllables that Walmart will be managing? And what are the impacts and implications for its suppliers?

The new administration has ushered in new policies that have enormous implications for businesses in general and retailers specifically.

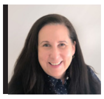
Walmart’s size and international footprint present opportunities and challenges for the retailer’s growth plans in 2026 and beyond. Immigration, global trade wars, extreme weather, technology and AI advancements, and shopper sentiment will shape Walmart’s performance.

At our Walmart Fall Virtual Event, we will examine Walmart’s strategies and tactics as it looks to “control the controllables” and the implications for its suppliers.

You'll leave this event with:

- A strong understanding of the current macroeconomic environment and a clear focus on Walmart’s priorities to manage sales and profit growth
- A view of Walmart’s customers and how they will be impacted by policy changes, how they will adjust their spending, and which retailers and channels are likely to gain share
- A look toward the 2025 holiday season and 2026 as we forecast the categories and retailers that will become more competitive with Walmart

Kantar Presenters

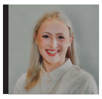


Karen Kelso
Vice President

David Marcotte
Senior Vice President

Julie Craig
Vice President, Shopper Insights

Simon Johnstone
Senior Director



Taylre Stumpf
Principal Analyst

Charlotte Harris
Senior Insights Consultant

Doug Hermanson
Principal Economist

Registration

Register today by [emailing us]
or visiting our [event website.]

Virtual Event

Listen live or consume later

Live:
Day 1 | 9:00 AM–12:30 PM CT
Day 2 | 9:00 AM–12:30 PM CT

Visit our events page for more information.

Day 1: Nov. 4

9:00-9:10 AM CT

Welcome and introduction

Karen Kelso, Vice President

9:10-9:50 AM CT

Sidestep risk and find opportunities in an uncertain economy

Doug Hermanson, Principal Economist

- Explore the current state of global trade and the impacts on retailers.
- Understand how economic policies will affect consumer income.
- Identify the risks and opportunities in key demographic and income groups.

9:50-10:30 AM CT

Does Walmart International help its US business?

Dave Marcotte, Senior Vice President

- Review the size, scope, and impacts of Walmart's International business.
- Examine the impacts of tariffs on Walmart's domestic and foreign operations.
- Explore possible outcomes stemming from changes to immigration, labor markets, and supply chains.

10:30-10:45 AM CT | **BREAK**

10:45-11:30 AM CT

Will low-income customers stay loyal to Walmart?

Karen Kelso, Vice President

- Learn about the current and future economic challenges for low-income shoppers.
- Examine the implications for Walmart's category strategies and pricing policies.
- Consider how Walmart's low-income customers will impact your brands' growth.

11:30 AM-12:15 PM CT

What Walmart can learn from the value channel

Simon Johnstone, Senior Director

Karen Kelso, Vice President

- Learn why the value channel is growing and why it is appealing to more shoppers at every income level.
- Understand the implications of the value channel's success on Walmart's growth prospects and the shift in category priorities.
- Explore tactics Walmart will likely implement to forestall share loss.

12:15-12:30 PM CT

Day 1 Recap

Karen Kelso, Vice President

Day 2: Nov. 5

9:00-9:10 AM CT

Welcome and introduction

Karen Kelso, Vice President

9:10-9:50 AM CT

Walmart's Hispanic shopper challenge

Julie Craig, Vice President

- Understanding the attitudes and behaviors of Hispanic shoppers.
- Examine changes in Hispanic shoppers' category purchases and uncover the implications.
- Review how Hispanic shoppers' choices may change in the future and the impact on your brands.

9:50-10:30 AM CT

Which retail competitors pose the biggest threat to Walmart?

Taylre Stumpf, Principal Analyst

Karen Kelso, Vice President

- Compare the growth of Walmart's largest and most successful competitors.
- Understand what winning looks like in both the short and the long term.
- Look ahead to the implications for your business.

10:30-10:45 AM CT | **BREAK**

10:45-11:30 AM CT

How Walmart aims to "control the controllables"

Karen Kelso, Vice President

- Survey the "controllables" that Walmart will be managing.
- Understand the largest pockets of risk to Walmart and how will it try to maintain equilibrium.
- Predict what these changes will mean for your business.

11:30 AM-12:15 PM CT

Linear to infinity loop: Changes in the path to purchase

Karen Kelso, Vice President

Charlotte Harris, Senior Insights Consultant

- Analyze the changes in shopper behavior brought about by social media.
- Consider the ways in which brands and products influence and engage shoppers.
- Plan how you can share your brands' solutions more effectively with a Gen Z audience.

12:15-12:30 PM CT

Day 2 Recap

Karen Kelso, Vice President