ADWEEK Commerce Advantage: Amazon and Walmart at the Top, While the Rest Battle for Scraps

Fresh off a better-than-expected holiday season, retailers are again gearing up for another year full of challenges.

There’s more uncertainty following the chaos after the U.S. Supreme Court struck down President Trump’s sweeping tariffs. Consumers still face high prices for essentials like food, housing, and potentially gasoline prices after the recent U.S. attack on Iran. And those are just the macroeconomic factors.

AI is quickly becoming a differentiator, as retailers decide whether to integrate with third-party AI answer engines or develop their own AI-powered chatbots.

And another narrative is emerging that impacts the ad community: Amazon and Walmart continue to get bigger.

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