

Amazon will account for more than half of US paid retail membership fee revenues

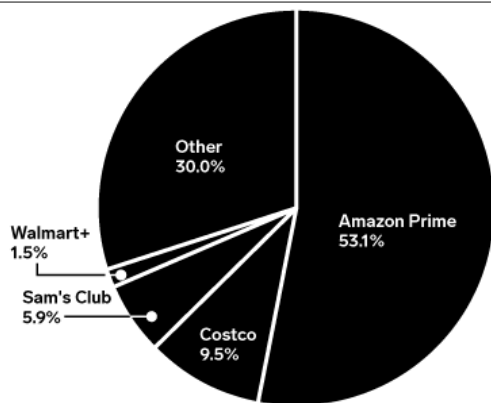
Article

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Amazon Prime will make up 53.1% of US paid retail membership fee revenues this year, according to our estimates. This puts it leagues ahead of closest rival Costco, whose share will be just 9.5%. Walmart-owned Sam's Club and Walmart+ will account for 5.9% and 1.5%, respectively.

US Paid Retail Membership Fee Revenues, by Company, 2023

% of total



Note: includes membership programs where a retail store offers access to exclusive benefits or discounts in exchange for a recurring monthly or annual fee; excludes delivery services
Source: eMarketer, March 2023

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Beyond the chart: As much as Walmart wants to be an alternative to Amazon, it isn't there. Walmart+'s deals and media offerings can't compete with Prime's selection, speed, and shows. Walmart recently revamped its app and website and is building out its Walmart Connect retail media network, but it's still nowhere near Amazon in terms of subscription dominance.

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Methodology: Estimates are based on the analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues from company reports, consumer online buying trends, and macro-level economic conditions.

