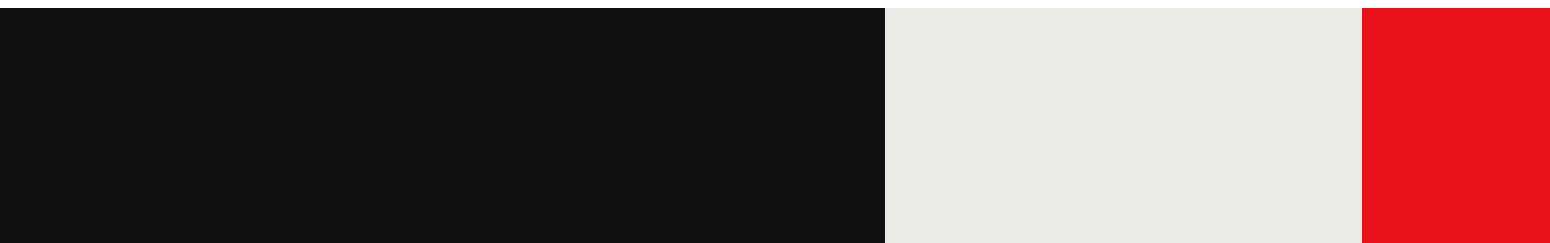



Temu, Shein win more repeat shoppers as ad blitzes pay off

Article



The insight: Chinese ecommerce players are winning over US shoppers at the expense of platforms like **eBay** and **Etsy**, thanks to their low prices and trendy assortments.

- **One in five Americans shops with retailers like Temu, Shein, and TikTok Shop at least once a week**, according to a survey by [Omnisend](#).

- Both Temu and Shein attract more repeat shoppers monthly than eBay and Etsy, although they trail **Amazon** and **Walmart** by a considerable margin.

Why it matters: The speed with which Shein and Temu entrenched themselves into the US retail landscape shows just how effective the two companies' ad blitzes have been—and continue to be.

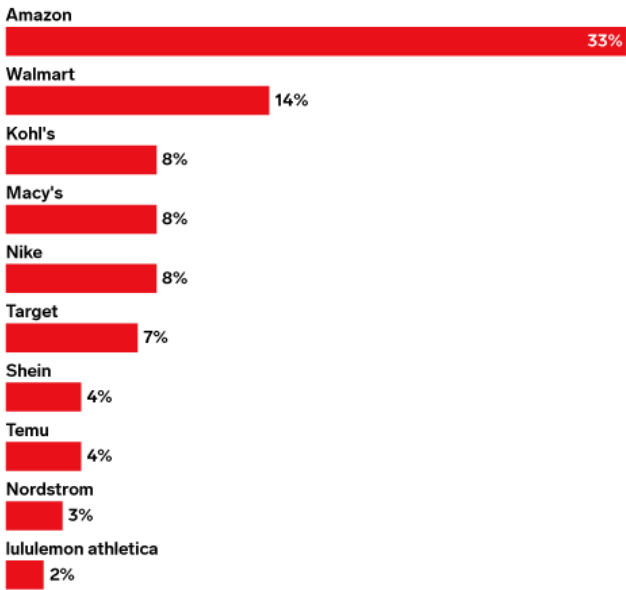
- Shein spent between \$300 and \$400 million in 2023 on marketing and customer acquisition, per estimates by Bernstein analyst Robin Zhu reported by The Information. Meanwhile, Temu spent **\$386 million on advertising** in the first four months of 2024 alone—and parent company **PDD** shows no signs of tightening the purse strings.
- But the healthy retention rates of both retailers—**34.6% and 34.4% of US shoppers making at least one purchase monthly at Shein and Temu, respectively**—show that consumers are getting hooked on the ability to purchase trendy clothing and beauty products at rock-bottom prices, even if those items arrive much more slowly or are poorer quality than what can be found on established marketplaces.
- That's a big problem for Amazon, given that it has largely chosen not to compete with Chinese ecommerce retailers on price, instead **emphasizing speedy fulfillment and reliability**.

The big takeaway: At this point, the biggest threats to Shein and Temu are **government regulators** concerned about the marketplaces' ties to China and potential use of forced labor, (mis)use of duty-free provisions, and their environmental impacts.

- Even concerns about Temu's trustworthiness aren't hurting sales: **Just 7% of US consumers say they trust the retailer, but 68% continue to shop there.**

Retail Site/App on Which US Adults Are Most Likely to Complete an Apparel Product Purchase, March 2024

% of respondents



Note: ages 18+; top 10 overall responses shown
Source: Tinulti, "2024 Apparel Marketing Study," March 28, 2024

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