

# Walmart closes in on Amazon's retail search lead as its ecommerce bets pay off

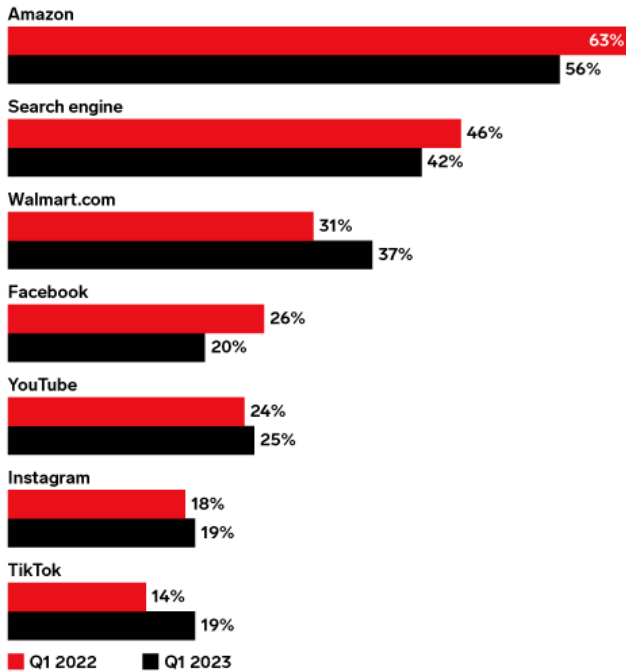
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

US consumers are increasingly turning to Walmart.com, YouTube, Instagram, and TikTok to start their online shopping searches, according to Jungle Scout. Amazon, search engines, and Facebook have lost share since Q1 2022.

### Where US Consumers Start Their Search When Online Shopping, Q1 2022 & Q1 2023

% of respondents



Note: ages 18+; respondents could select multiple options; responses for "none of these" and "other" were excluded

Source: Jungle Scout, "Consumer Trends Report: Q1 2023," March 21, 2023

280902

eMarketer | InsiderIntelligence.com

**Beyond the chart:** After making various ecommerce improvements over the past year, **Walmart recently revamped its website and app**, implementing a homepage that encourages shoppers to scroll through products as they would on social media platforms. The redesign also provides a more curated experience to better showcase its product offerings.

#### More like this:

- **Google Ads tests new verification badge**
- **Walmart offloads Bonobos as it shifts away from D2C ecommerce**
- **Despite Amazon's cost cutting, Jassy maintains commitment to innovation**
- **Walmart struggles to find an urban format that works**

- **Yesterday's Chart of the Day: When life gives you Lemon8**

*Methodology: Data is from the March 2023 Jungle Scout report titled "Consumer Trends Report: Q1 2023." 1,000+ US consumers ages 18+ were surveyed online during February 8-9, 2023. Respondents represented 48 US states, all genders, and ages, as well as all employment types and varying income levels.*