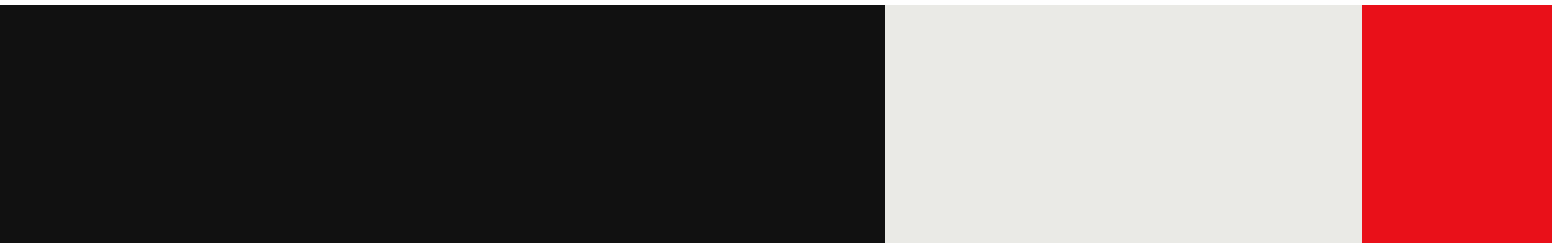


# The top 10 ecommerce sites in the US

Article



# Top 10 Ecommerce Sites, Ranked by US Monthly Visits, Nov 2023

millions

amazon.com

2,076.1

ebay.com

543.8

walmart.com

492.7

etsy.com

276.2

target.com

217.4

t-mobile.com

202.3

homedepot.com

191.0

att.com

173.8

bestbuy.com

155.9

apple.com

150.3

Note: includes desktop and mobile web

Source: Similarweb, "Top Ecommerce Companies in the USA," Jan 25, 2024

284770

Insider Intelligence | eMarketer

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**Key stat:** Amazon's website is by far the most visited ecommerce site by monthly visitors in the US, per November 2023 Similarweb data.

**Beyond the chart:**

- Website visits don't necessarily translate to sales. Etsy is No. 4 in terms of visits, but will account for less than 1% of total US retail ecommerce sales this year, per our November 2023 forecast.
- While Amazon and Walmart are in competition for sales, Amazon has many more web visits, which is good news for its retail media business.
- In fact, all retailers in the top five have sizable retail media businesses.
- Super Bowl star Temu did not crack the top 10, with 92.2 million monthly visits, but it did see YoY growth of 701% in visits in 2023, according to Similarweb.

**Use this chart:**

- Determine where to invest retail media dollars.
- Assess which marketplaces to work with.

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*A previous version of this story noted unique visitors. The chart shows visitors.*