

# Over 60% of US online shoppers start their product search on Amazon

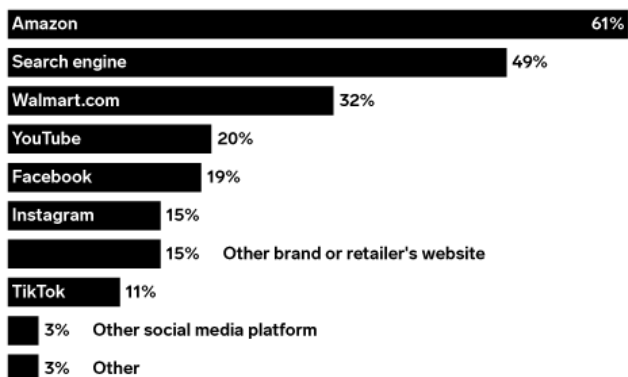
Article

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When it comes to online shopping, **61%** of US consumers begin their product hunt on Amazon, close to **half** on a search engine like Google, and **32%** on Walmart.com.

### Where US Consumers Start Their Search When Shopping Online, May 2022

% of respondents



Note: respondents could select multiple options

Source: Jungle Scout, "Consumer Trends Report: Q2 2022," June 23, 2022

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**Beyond the chart:** It's important to not discount the **11%** of those who start their product search on **TikTok**, considering the platform is relatively new. That figure is likely higher among younger internet users, who are taking advantage of shopping-friendly features the **ByteDance**-owned app is rolling out. So while Amazon and search engines take the top spots, TikTok is the one to watch.

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