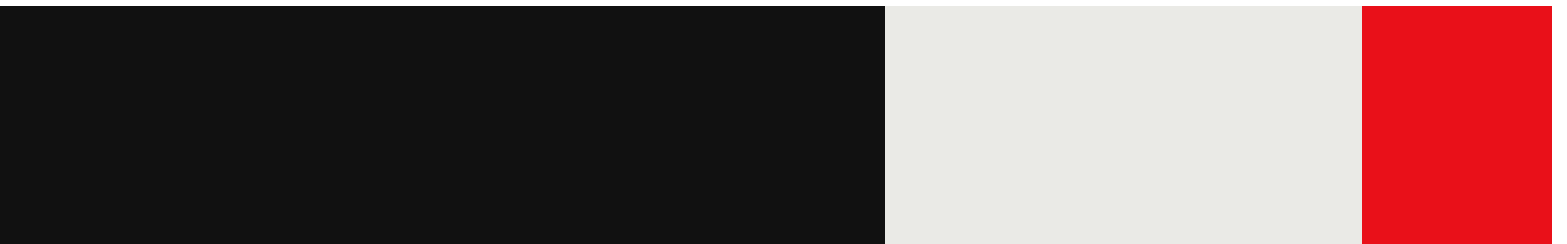


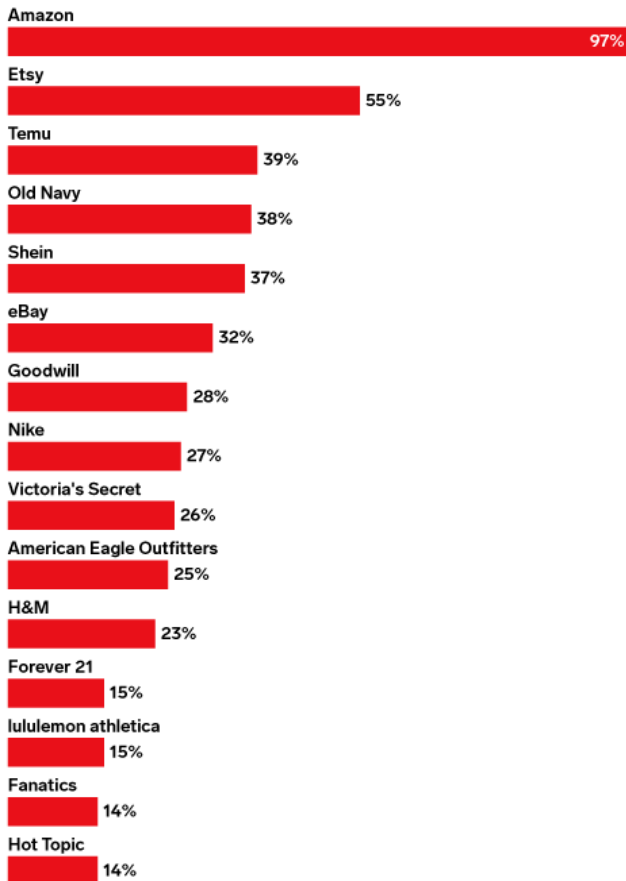
# Almost all US TikTok shoppers are also using Amazon

Article



## Share of US TikTok Shoppers Who Shopped at Select Retailers in the Past 12 Months, Feb 2024

% of total TikTok shoppers



Note: based on credit/debit transactions tracked by the Earnest Analytics Orion platform, broader industry metrics may vary; read as 37% of TikTok shoppers also shopped at Shein in the past 12 months

Source: Earnest Analytics, "Case Study: TikTok Shop Disruption Analysis with Credit Card Transaction Data," April 1, 2024

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**Key stat:** 97% of US TikTok shoppers also shopped at Amazon in the past 12 months, according to February 2024 data from Earnest Analytics.

### Beyond the chart:

- Amazon Prime has far more US users than **TikTok**, at 181.4 million compared to 107.8 million, per our forecast.
- **Amazon** also has the advantage in US ad revenues, which will total \$41.95 billion this year compared to TikTok's \$10.42 billion, per our forecast.
- But TikTok is growing faster than Amazon in both regards, and could take away some of Amazon's retail share—if it doesn't get banned before that can happen.

### Use this chart:

- Determine other platforms to reach TikTok shoppers.
- Understand who TikTok Shop's biggest audiences are.

### More like this:

- Amazon will surpass 40% of US ecommerce sales this year, despite competition in grocery, home improvement
- 5 key stats on TikTok Shop: Gen Z, off-price shopping, and fast fashion
- TikTok leads time spent on social for most US adults
- How big will Amazon get?