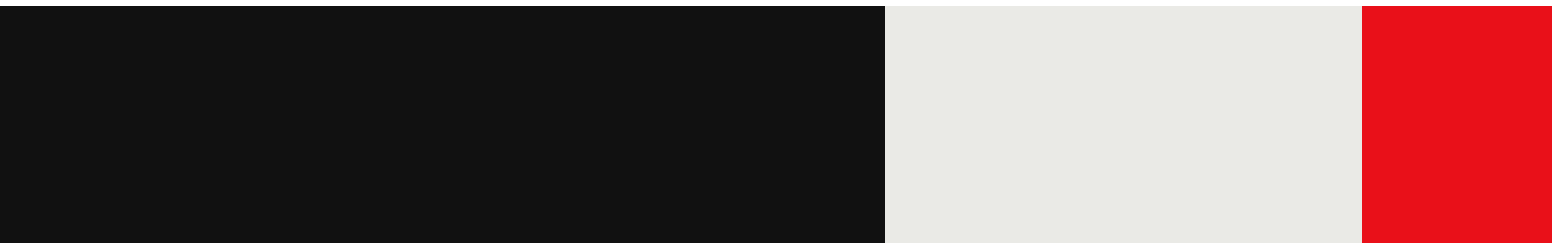


Consumer time spent in Costco outpaces Walmart, Target

Article



Average Dwell Time of US Visitors to Costco Wholesale, Target, and Walmart, H1 2021-H1 2024
minutes

	H1 2021	H1 2022	H1 2023	H1 2024
Costco Wholesale	37.0	37.2	36.8	37.3
Walmart	34.4	33.6	32.8	31.8
Target	30.1	30.1	29.5	28.7

Source: Placer.ai, "Retail Giants in 2024: Walmart, Costco, and Target's Competitive Edge," Aug 23, 2024

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Key stat: US visitors spent an average dwell time of 37.3 minutes in H1 2024, outpacing both Walmart (31.8 minutes) and Target (28.7 minutes), per data from Placer.ai. Costco was the only one to increase dwell time between H1 2021 and H1 2024.

Beyond the chart:

- Costco will grow its paid membership 7.4% this year to reach 52.1 million members, per our forecast.
- The club retailer recently raised its membership fee for the first time since 2017, which could generate \$390 million in additional revenues from the increase, according to our calculations.

Use this chart: Marketers and retailers can use this chart to formulate in-store marketing opportunities and develop new and engaging ways to keep customers browsing in-store longer.

Methodology: Data is from the August 2024 Placer.ai study "Retail Giants in 2024: Walmart, Costco, and Target's Competitive Edge." Placer.ai analyzes 1.5+ billion monthly visitors across 20 million devices, 13+ million venues, thousands of segments, and 500+ mobile apps.

Placer.ai is a location analytics and foot traffic data company.