

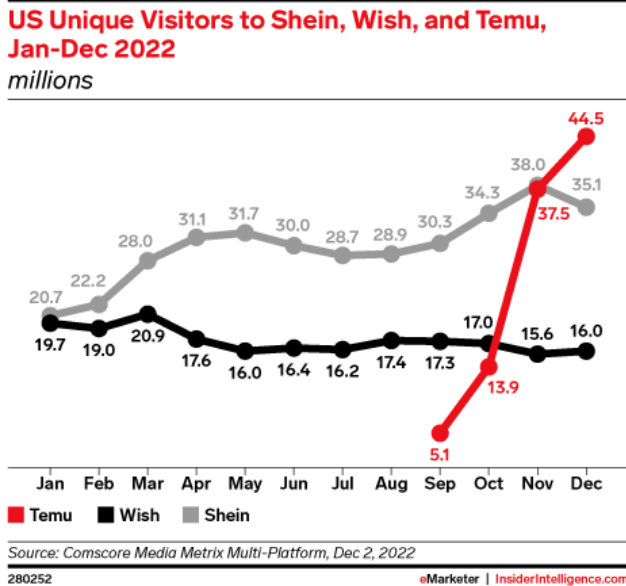
Temu's jump in traffic shakes up Chinese retail rivalry in the US

Article

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Temu's number of unique US visitors increased by nearly nine times between September and December 2022, according to Comscore Media Metrix Multi-Platform. That made Temu **more**

visited than Chinese goods sellers Shein and Wish by the end of last year, before it rose to greater prominence with its Super Bowl ad campaign.



Beyond the chart: Temu is attracting visitors with its shockingly low prices, aggressive paid advertising, and high visibility on TikTok. In order to convert visitors into loyal customers, the company is leaning on its popular mobile app.

“There’s reason to be skeptical it can find long-term profitable growth when its early-stage capital eventually rationalizes,” wrote our principal analyst Andrew Lipsman, who warns of the app flaming out the way Wish did.

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