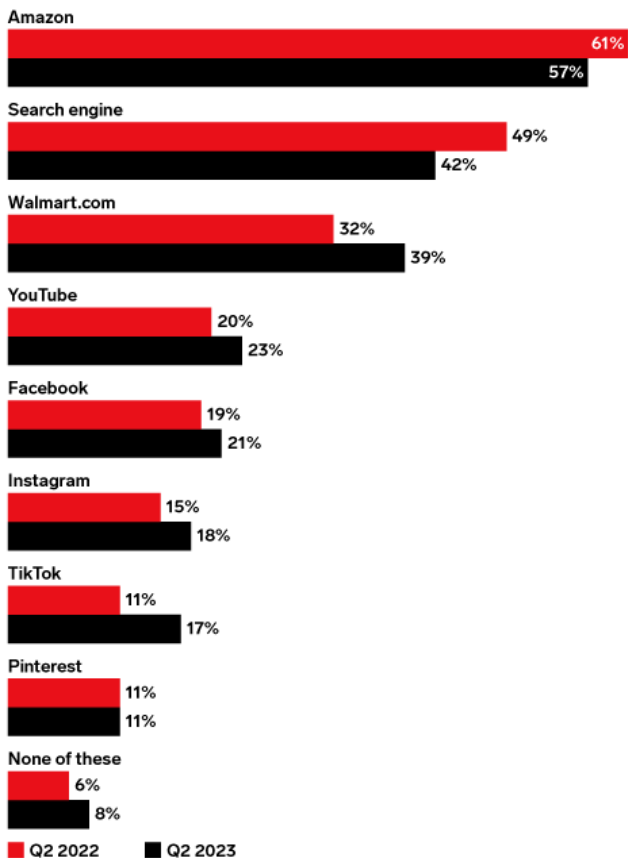# Good news for Prime Day: Most US online shoppers start product searches on Amazon

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

Where US Consumers Start Their Search When Online Shopping, Q2 2022 & Q2 2023
% of respondents

Amazon
- Q2 2022: 61%
- Q2 2023: 57%

Search engine
- Q2 2022: 49%
- Q2 2023: 42%

Walmart.com
- Q2 2022: 32%
- Q2 2023: 39%

YouTube
- Q2 2022: 20%
- Q2 2023: 23%

Facebook
- Q2 2022: 19%
- Q2 2023: 21%

Instagram
- Q2 2022: 15%
- Q2 2023: 18%

TikTok
- Q2 2022: 11%
- Q2 2023: 17%

Pinterest
- Q2 2022: 11%
- Q2 2023: 11%

None of these
- Q2 2022: 6%
- Q2 2023: 8%

■ Q2 2022   ■ Q2 2023

Note: ages 18+; respondents could select multiple options; responses for "none of these" and "other" were excluded
Source: Jungle Scout, "Consumer Trends Report: Q2 2023," June 20, 2023

282356   Insider Intelligence | eMarketer

Key stat: Some 57% of US consumers started their online shopping searches on Amazon as of Q2 2023, according to Jungle Scout. That's more than those who started on a search engine (42%), the Walmart website (39%), or TikTok (17%).

Beyond the chart:

- Amazon's popularity is also apparent in a June CivicScience study, which found 49% of US adults started their product searches on Amazon.

- "[Prime Day is] very competitive for the sellers. They're fighting for visibility, and the best way to guarantee visibility is to ramp up your ad spend," said our principal analyst Andrew Lipsman.

Use this chart:

INSIDER INTELLIGENCE | **eMarketer**

- Budget Amazon retail media ad spend.
- Explore the most useful channels outside of Amazon.

More like this:

- Amazon Prime Day 2023 (Insider Intelligence subscription required)
- How Amazon Prime Day and other July sales events will drive in-store sales, from Target, Walmart, and Best Buy
- Amazon, with more Prime users than ever, will top $8 billion in US Prime Day sales
- What Amazon Prime Day's growth means for retail media

More Chart of the Day:

- 7/10 - Prime expectations
- 7/7 - Gen Z's mind over matter
- 7/6 - Beauty on a budget
- 7/5 - Making ad-justments
- 7/3 - Summer inflation

Methodology: Data is from the June 2023 Jungle Scout "Consumer Trends Report: Q2 2023." 1,000 US adults ages 18+ were surveyed online during May 8-9, 2023.