

A look at the other sites used by Amazon buyers

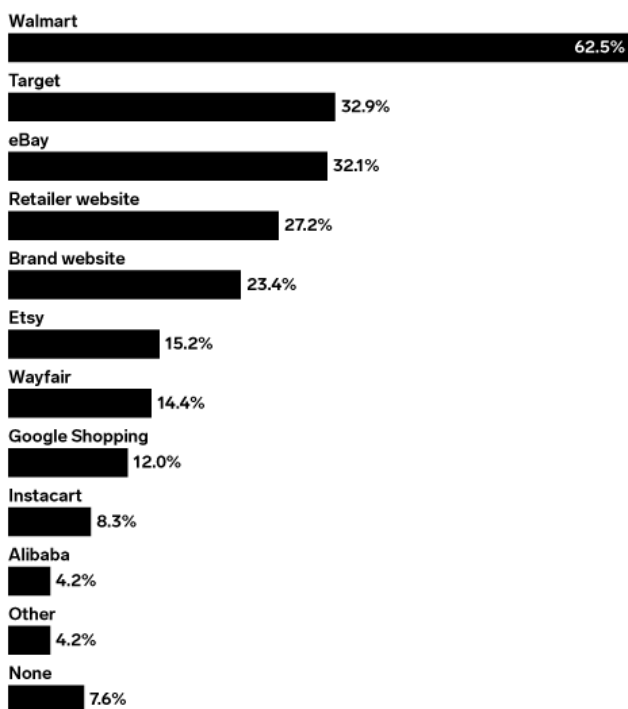
Article

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Walmart is the most popular online alternative to **Amazon**, with nearly **63%** of US Amazon buyers picking up products there when not doing so on Amazon. About **32%** each said the same of **Target** and **eBay**, which take second and third place, respectively. Meanwhile, more than **27%** turn to **retailer websites** as an Amazon alternative.

Sites Other than Amazon that US Amazon Buyers Use to Buy Products, July 2021

% of respondents



Source: Feedvisor, "2021 Amazon Consumer Behavior Report" conducted by Zogby Analytics, Nov 2, 2021

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