

Value retailers ruled the US shopping app rankings in 2022

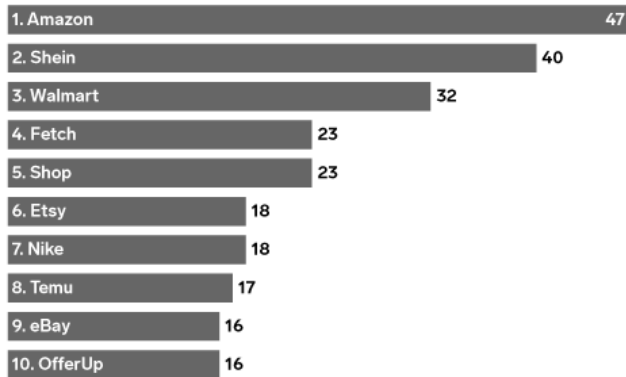
Article

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Amazon was the most downloaded mobile shopping app in the US in 2022 as its reach continued to grow. Closing in on Amazon was Shein at No. 2, followed by Walmart, Fetch, and Shopify's Shop app.

Top 10 US Mobile Shopping Apps, Ranked by Downloads, 2022

millions



Source: Apptopia, "Worldwide and US Download Leaders 2022," Jan 4, 2023

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Beyond the chart:

Though the top 10 shopping apps remained largely the same from 2021, there were a few notable changes.

Moving on up: Walmart and Fetch climbed higher in the ranks, jumping from the No. 4 and No. 7 positions in [2021](#), respectively. New to the list last year was Pinduoduo's Temu, which [garnered downloads](#) with its low prices.

Downgraded: The Shop app fell to No. 5, displaced by Walmart and Fetch. Absent from the list was Wish, which suffered from claims of counterfeit and poor-quality products.

These shifts show just how important value is to consumers as inflation takes its toll. But quality is still important, as seen by Wish's downfall.

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