

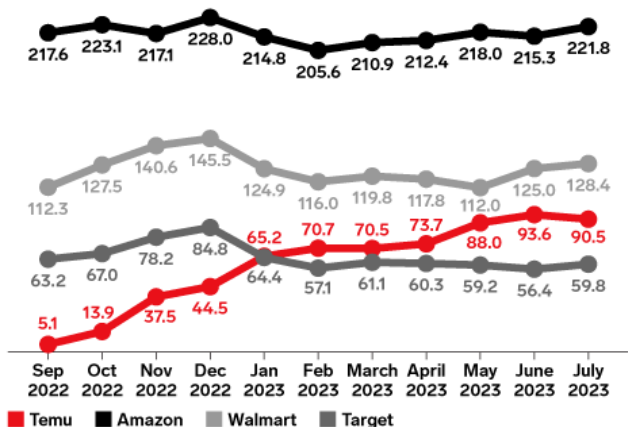
# Temu overtakes Target in unique website visitors, but Amazon remains on top

Article

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## US Unique Visitors to Amazon, Target, Temu, and Walmart, Sep 2022-July 2023

millions



Note: desktop ages 2+; mobile ages 18+

Source: Comscore Media Metrix Multi-Platform, Aug 15, 2023

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Insider Intelligence | eMarketer

**Key stat:** Temu overtook Target in US unique website visitors in January, but Walmart and Amazon remain on top (by a wide margin, in Amazon's case), per Comscore Inc.

### Beyond the chart:

- Temu's popularity hasn't waned since its debut last year, as consumers continue to flock to the platform for its ultra-low prices.
- But site visitors are not necessarily buyers. Temu's contribution to owner PPD's total sales was likely less than 1% in Q2, according to Bloomberg analysts cited by [DigitalCommerce360](#).
- Looking ahead, Temu may be facing serious competition from [TikTok Shop](#), which just rolled out to all 100 million US users.

### Use this chart:

- Identify trends in US website visitors to Amazon, Target, Temu, and Walmart.
- Align ad strategy with where US consumers are spending their time.

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- [What's happening with TikTok Shop? The opportunity, the advantage, and the drawbacks](#)
- [How companies with ties to China, like Temu, Shein, and TikTok, are influencing US ecommerce](#)

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