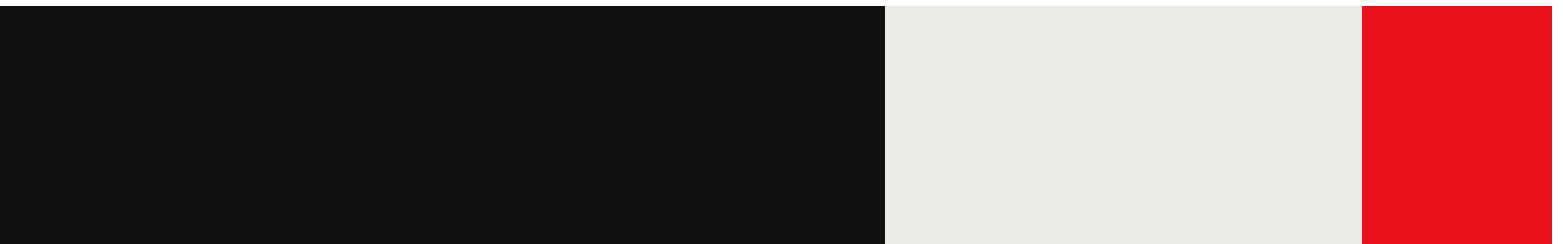


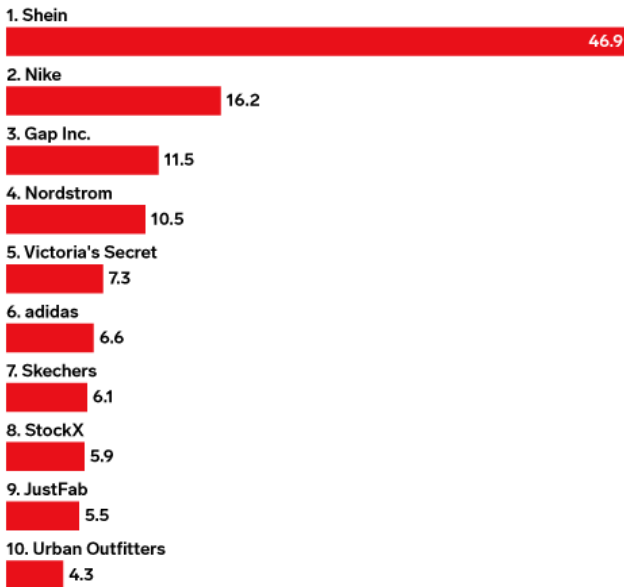
The top 10 apparel retail sites by unique visits

Article



Top 10 US Apparel Retail Sites, Ranked by Unique Visitors, June 2024

millions



Note: total digital population includes desktop and mobile
Source: Comscore Media Metrix Multi-Platform, "Retail - Apparel, Total Digital Population, June 2024, U.S.," Aug 9, 2024

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Key stat: Shein was the No. 1 apparel retail site among US visitors in June, with 46.9 million unique visits, according to Comscore data.

Beyond the chart:

- Shein's US success has come from ad blitzes. The company spent \$300 million to \$400 million on marketing and consumer acquisition in 2023, per estimates by Bernstein analyst Robin Zhu reported by The Information.
- Shein shoppers were less likely than [Amazon](#) shoppers to complete an apparel purchase, per Tinuiti data from March 2024. (The Comscore data does not reflect unique visits to Amazon as it is not strictly an apparel retailer.)

Use this chart:

- Demonstrate the impact of [marketing](#) on a brand's digital presence.
- Evaluate apparel [ecommerce](#) competitors.

More like this:

- 5 charts on Amazon shoppers
- 5 charts on Gen Z's shopping habits across beauty, apparel, and more
- In-store is the most popular way to discover clothing brands and products
- 3 challenges brands face with the growth of retail marketplaces

Note: Data was provided to EMARKETER by Comscore.