

Shein shakes up the US shopping app rankings

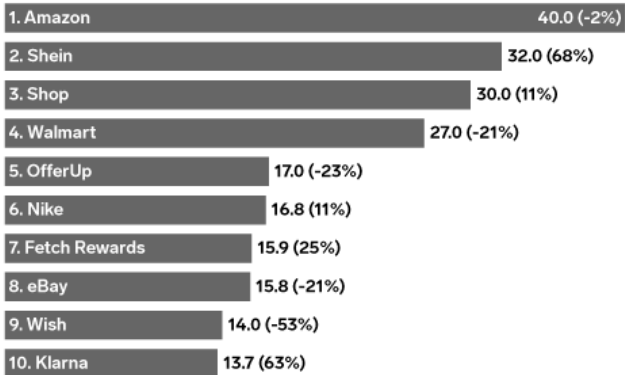
Article

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It should come as little surprise that **Amazon** was the top US shopping app in 2021, downloaded **40.0 million** times that year. More remarkable is **Shein's** leap to the No. 2 spot, up from seventh place in 2020. The Chinese fashion giant had **32.0 million** US downloads under its belt in 2021, **68%** more than the year prior.

Beyond the chart: In the worldwide rankings, Shein overtook Amazon last year, though Southeast Asia’s **Shopee** outperformed them both. Still, Shein has dazzled US consumers with its revolving door of clothing and accessories, making up **28%** of the country’s fast-fashion market, per Earnest Research.

Top 10 US Mobile Shopping Apps, Ranked by Downloads, 2021
millions and % change



Source: Apptopia, "Worldwide and US Download Leaders 2021," Dec 27, 2021
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