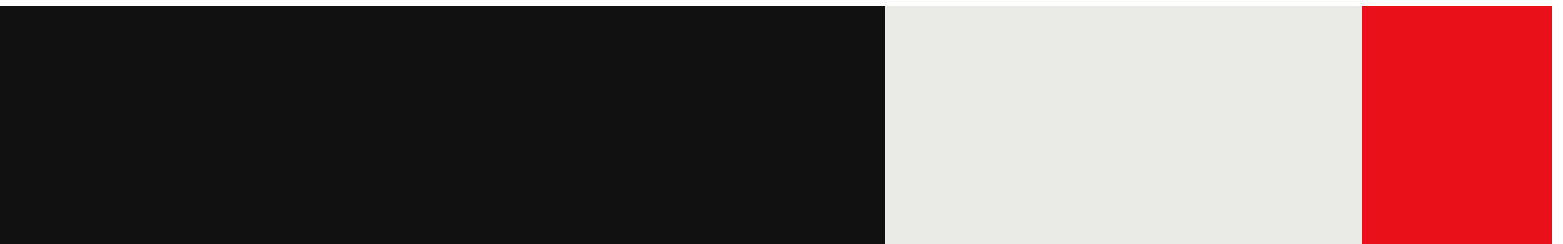


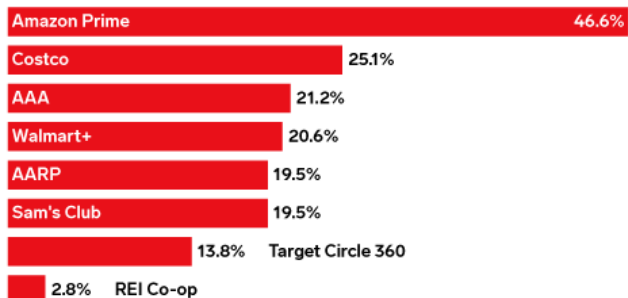
The most popular US retail memberships

Article



Shopping Organization Memberships Among US Internet Users, Aug 2024

% of internet users



Note: ages 18+

Source: Comscore Plan Metrix, "Retail/Apparel - Total Internet, Aug 2024, U.S.," Oct 10, 2024

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Key stat: 46.6% of US internet users are also Amazon Prime members, nearly two times as many as Costco (25.1%), the No. 2 biggest retail membership, according to data from Comscore.

Beyond the chart:

- Subscription services revenues, including **Prime** memberships, increased 11% YoY to reach \$11.2 billion, according to the company's Q3 2024 earnings report.
- Walmart+ is behind Prime in membership. The company has been adding additional benefits, such as exclusive Black Friday deals, for members, but still doesn't rival Prime in membership.

Use this chart: Marketers can use this chart to inform retail media investment and merchandising decisions and to determine potential retail membership partnerships.

Related EMARKETER reports:

- [Retail and Ecommerce Sales Benchmarks: Q4 2024](#)
- [US Holiday Shopping 2024](#)