

In ecommerce, value speaks louder than trust

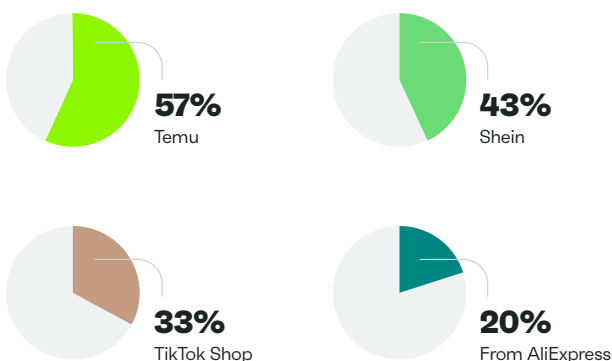
# American shopper deep dive

We surveyed 1,000 Americans to learn more about how they shop online and what they think about major global and Chinese marketplaces like Amazon, Etsy, AliExpress, as well as newer Chinese players like Temu and Shein.

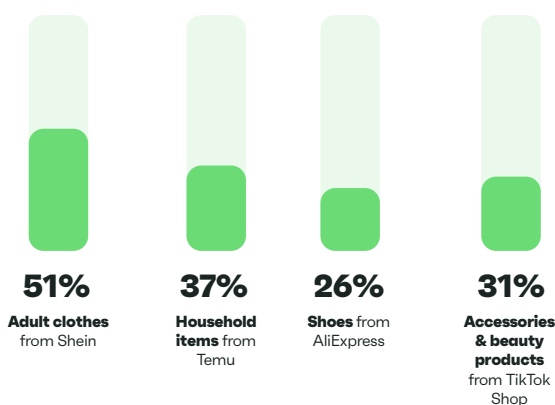
The data clearly indicates that Chinese marketplaces like Temu and Shein are becoming go-to destinations for US shoppers.

It's clear that they offer something that Americans find valuable. Whether it's competitive pricing, unique product offerings, or both, these marketplaces are not just another option – Chinese marketplaces are becoming a mainstay in American online shopping.

### Which Chinese marketplaces do Americans shop on?



### What do Americans buy on Chinese marketplaces?



**70%** of Americans have shopped at Chinese marketplaces in the past year.

**1 in 5** Americans shop on these platforms at least once a week.

**Only 7%** said they trust Temu, but **68%** still shop there.

### American opinions:

#### Amazon

★ Rating: **8.4** out of 10

#### Likes:

♥ **68%** Good pricing

♥ **58%** Fast delivery

♥ **53%** Wide assortment

#### Dislikes:

✖ **21%** Too expensive

✖ **20%** Lacks local goods

✖ **18%** Too much advertising

VS

#### Temu

★ Rating: **7** out of 10

#### Likes:

♥ **40%** Quality of products

♥ **58%** Low prices

♥ **32%** Fast delivery

#### Dislikes:

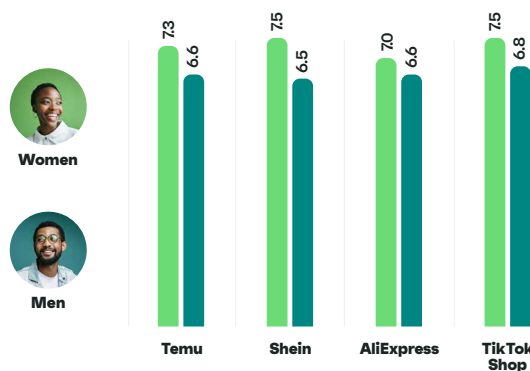
✖ **31%** Long delivery times

✖ **27%** Poor quality

✖ **18%** Too much advertising

### The gender gap

American women consistently rate Chinese marketplaces more favorably than men.



### How do Americans rate Chinese marketplaces?



## Discover how online shopping trends are evolving globally

Explore the insights from our [global survey](#) and see how shopping behaviors are changing in the US, UK, Canada, and Australia. From the rise of Chinese marketplaces to the factors driving customer loyalty, our report offers a detailed look at the latest ecommerce trends.

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