

Bespoke Survey Research

October 2023

Temu

Volume 4 | Quarterly Survey

1,000+ US Consumers Balanced To Census

Tickers Covered: PDD, AMZN, WISH, ETSY, W.

KPIs and Key questions

1. Awareness of Temu has continued to increase with each wave we run.
2. The share who buy products on Temu often to very often has pulled back relative to three months ago.
3. Expectations for future usage have also pulled back, especially relative to levels back in January.
4. Household items and clothing/shoes continue to be the top categories for Temu shoppers.
5. Based on fill in responses, consumers continue to want Temu to improve when it comes to shipping and the quality of their offerings but they like the low prices.

Noteworthy Stats:

23.2% Of respondents said that they buy from Temu often to very often.

40.2% Of Temu users noted that they turn to Temu for household items.

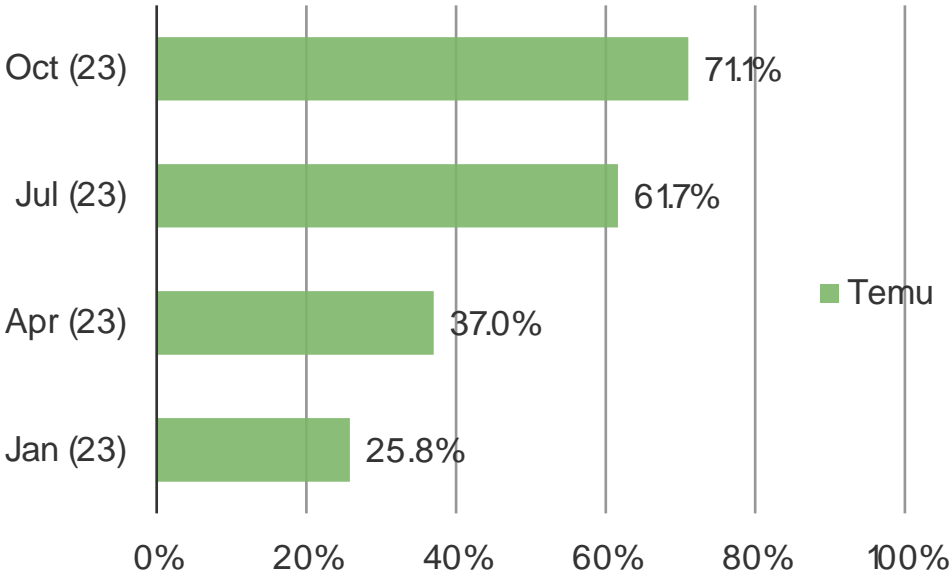
21.9% Of respondents who shop Temu think that there are counterfeit/fake items on Temu very often.

Temu

TEMU ENGAGEMENT AND SENTIMENT

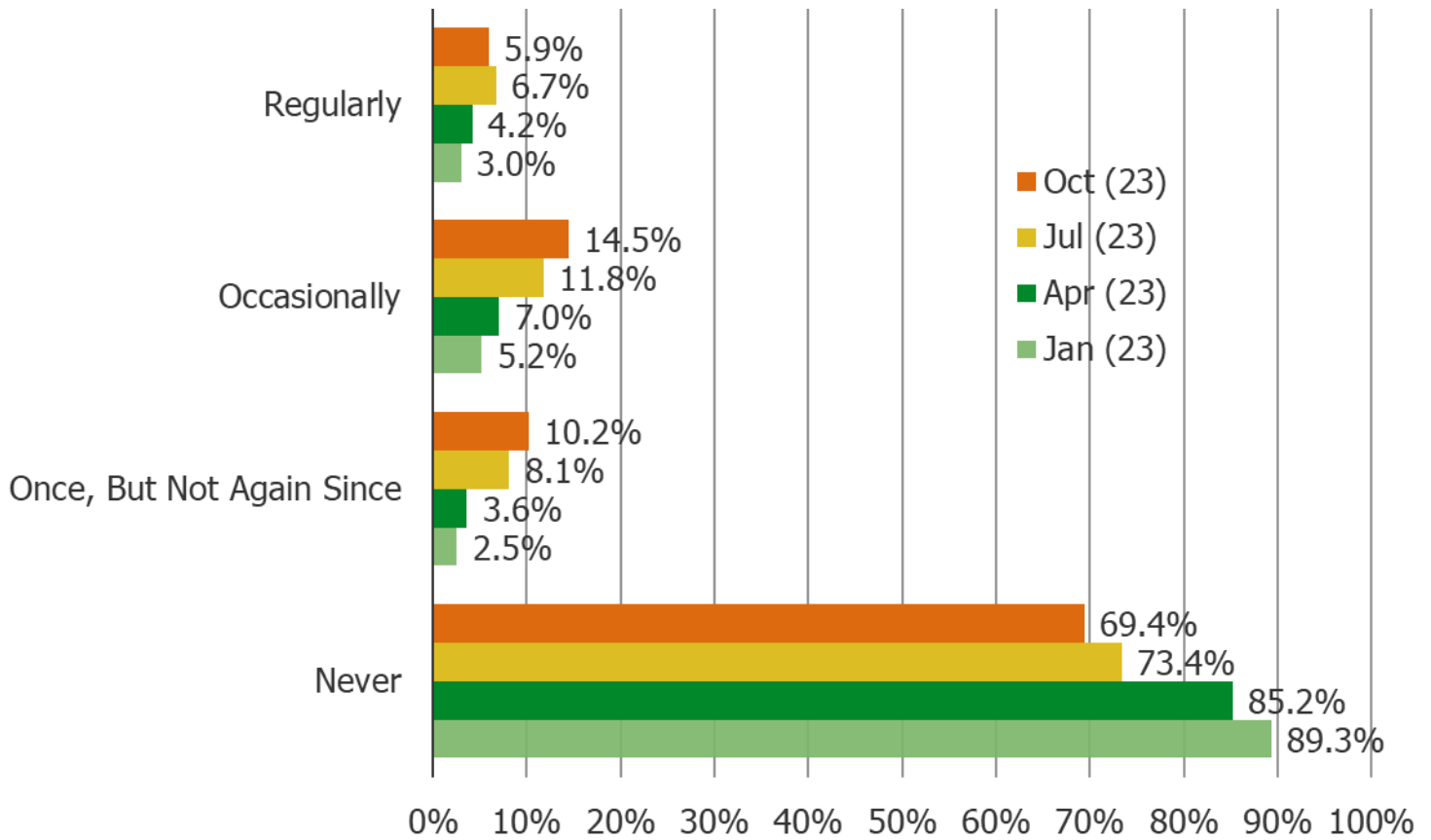
% AWARE OF TEMU

Posed to all respondents



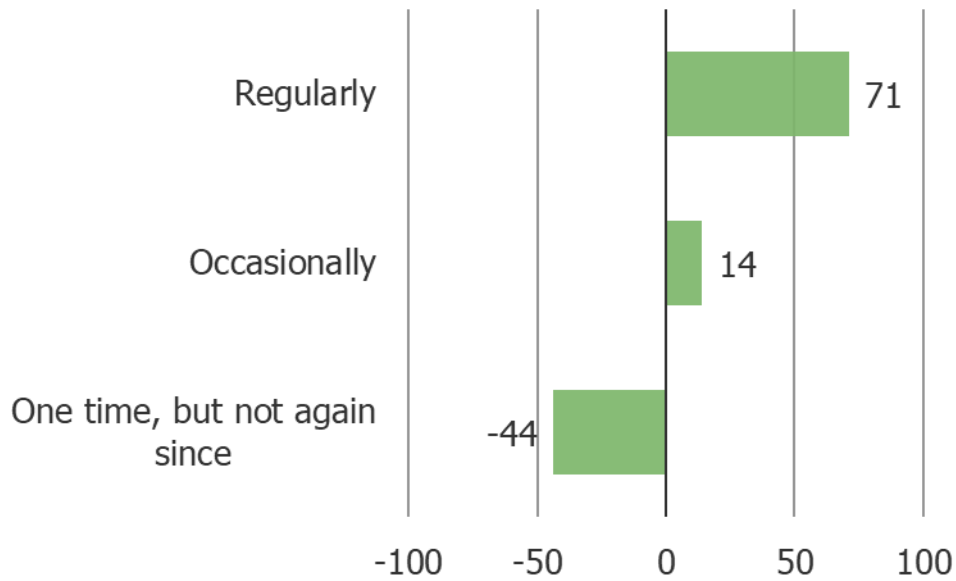
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH TEMU?

Posed to all respondents

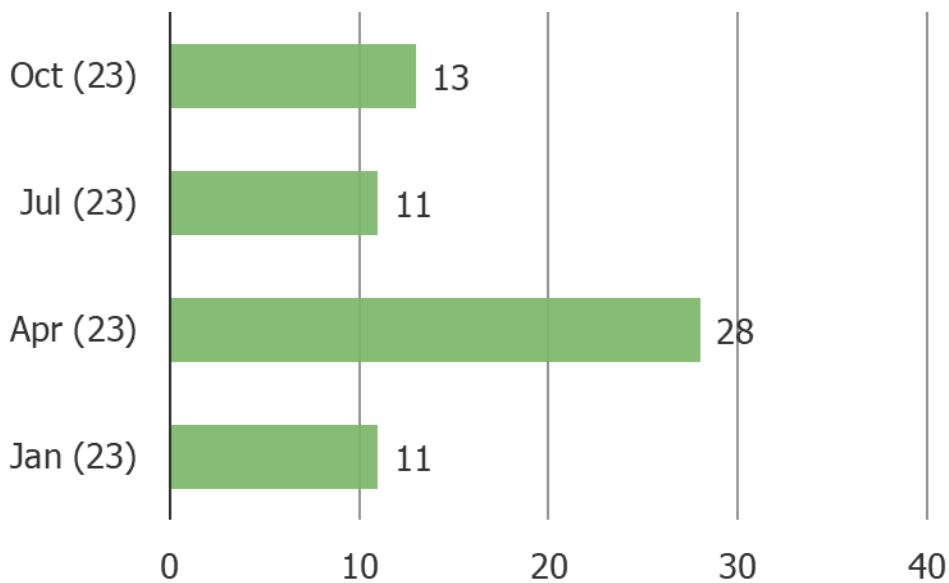


HOW LIKELY IS IT THAT YOU WOULD RECOMMEND TEMU TO A FRIEND OR COLLEAGUE?

Posed to all respondents who have shopped Temu (N = 760, combining multiple waves to achieve a larger N size on cross-tabs by frequency)

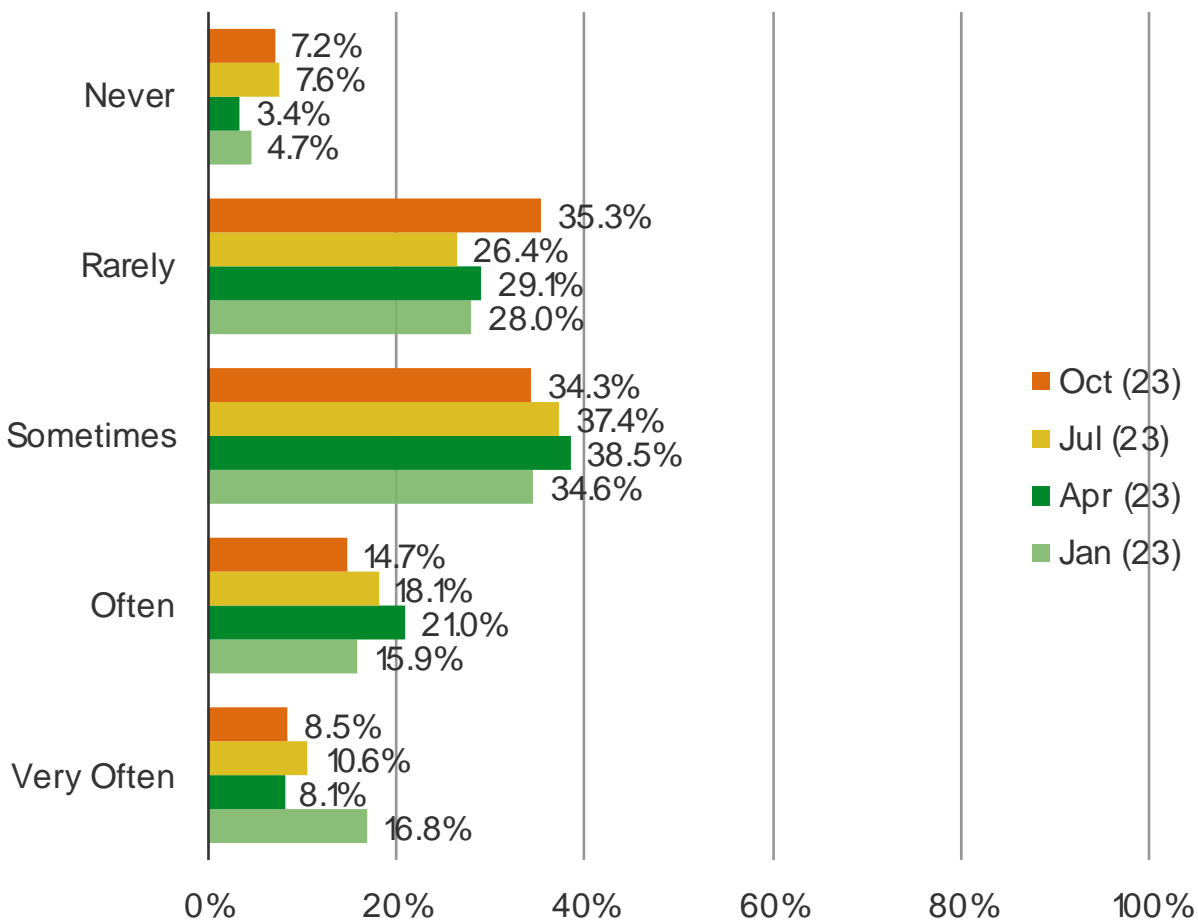


All who have shopped Temu, wave by wave.



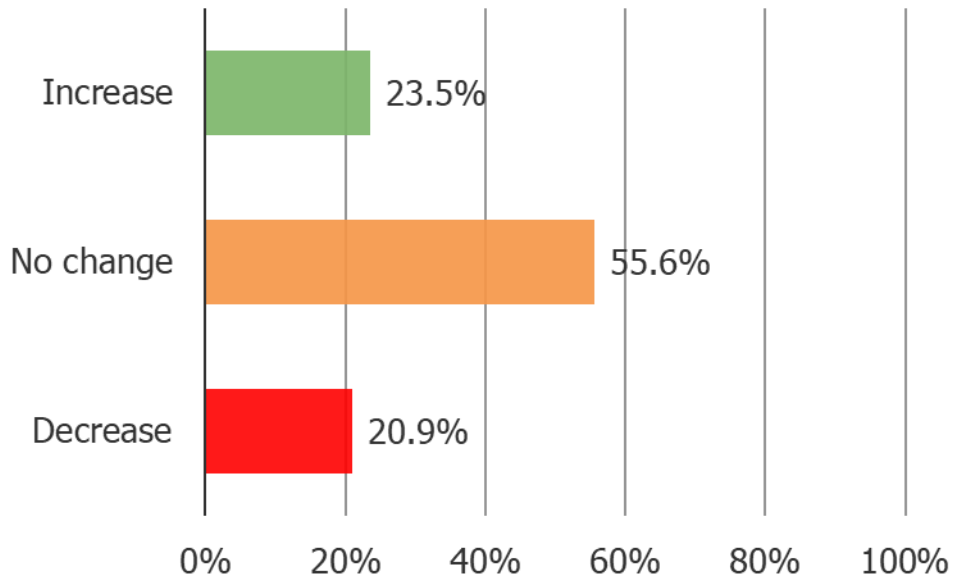
HOW OFTEN DO YOU BUY PRODUCTS ON TEMU?

Posed to all respondents who have shopped Temu (N = 306)



DO YOU EXPECT TO INCREASE OR DECREASE YOUR USAGE OF TEMU GOING FORWARD?

Posed to all respondents who have shopped Temu (N = 306)

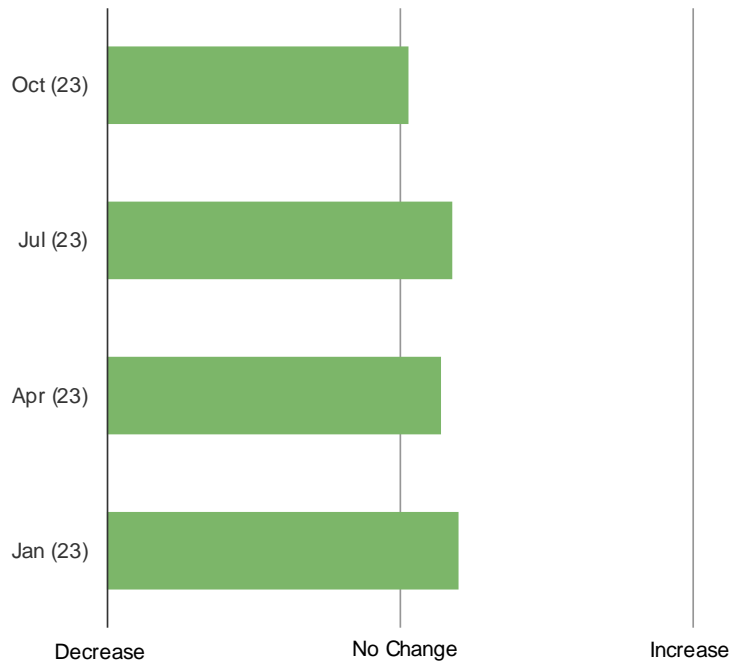


Reasons cited for decreasing:

- Poor quality
- Made in China
- Slow shipping
- Cutting back spending in general

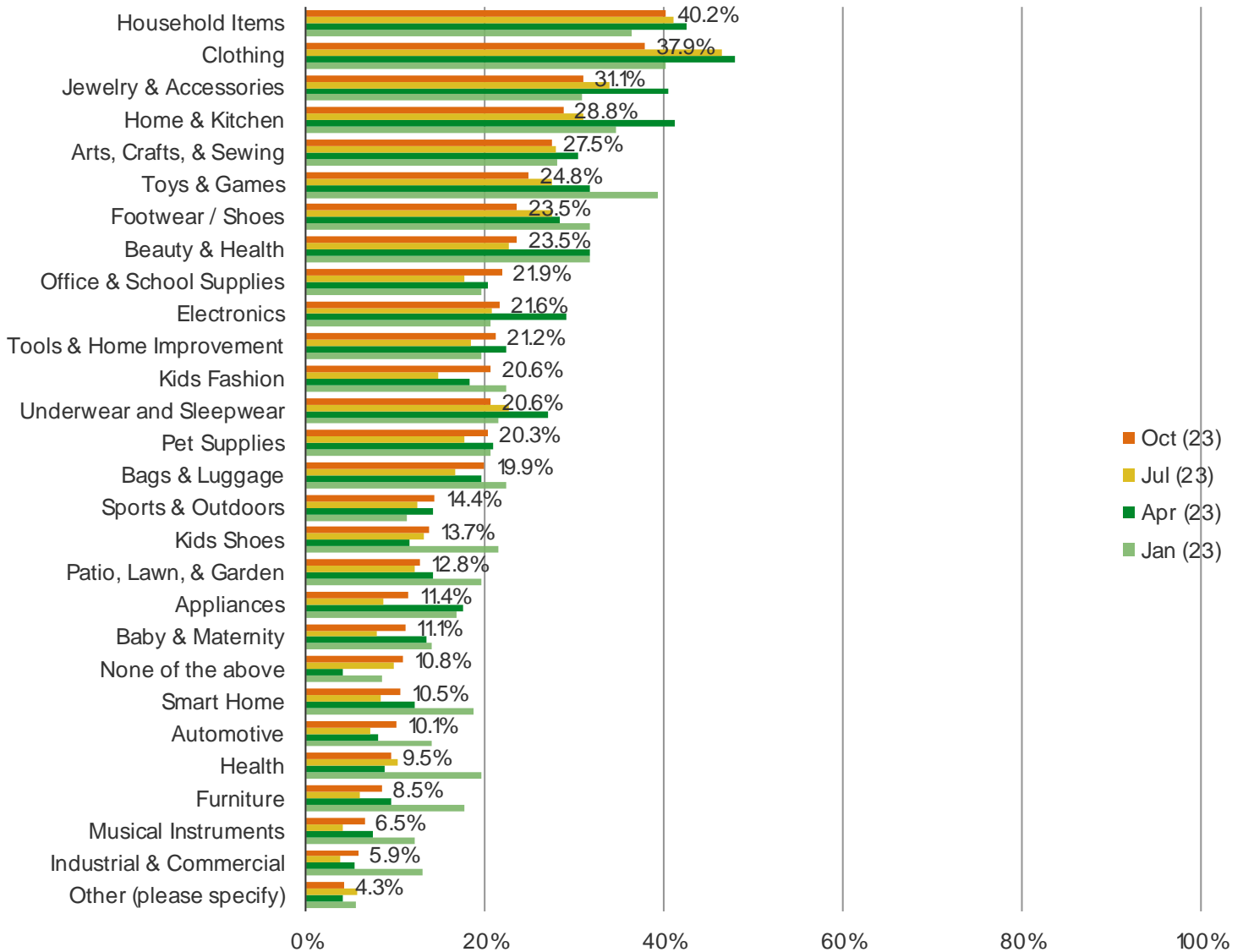
Reasons cited for increasing:

- Great prices / value
- It's fun and easy



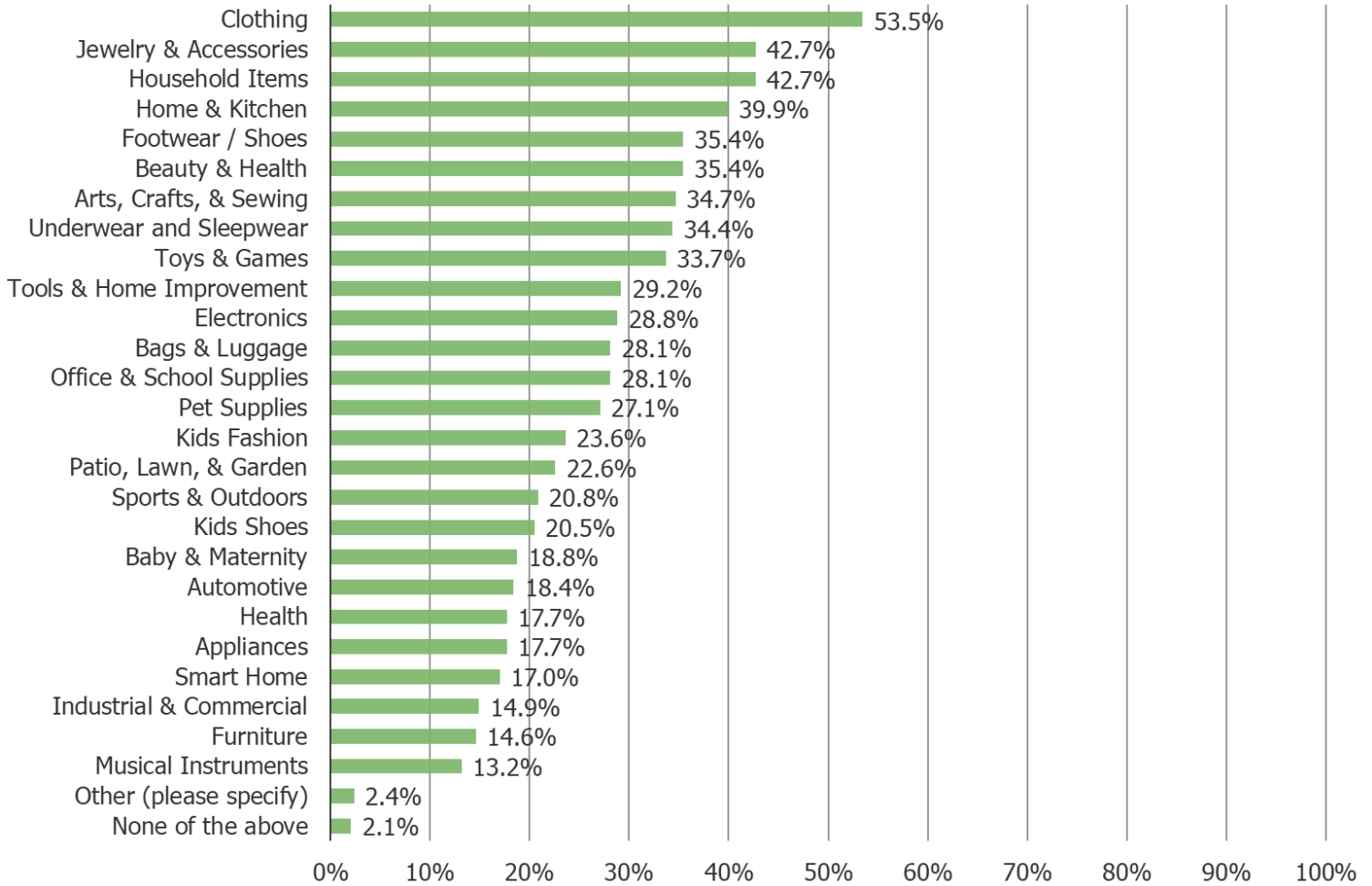
WHICH TYPES OF PRODUCTS DO YOU FEEL TEMU IS BEST FOR? SELECT ALL THAT APPLY

Posed to all respondents who have shopped Temu (N = 306)



WHICH TYPES OF PRODUCTS DO YOU FEEL TEMU IS BEST FOR? SELECT ALL THAT APPLY

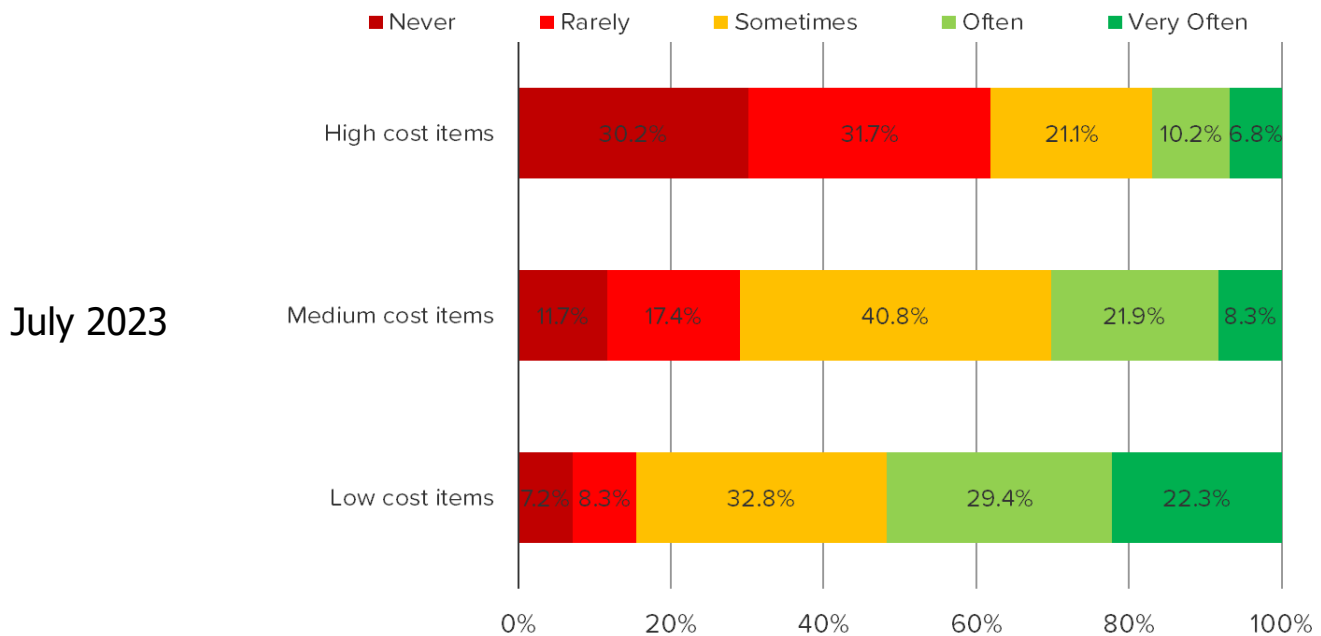
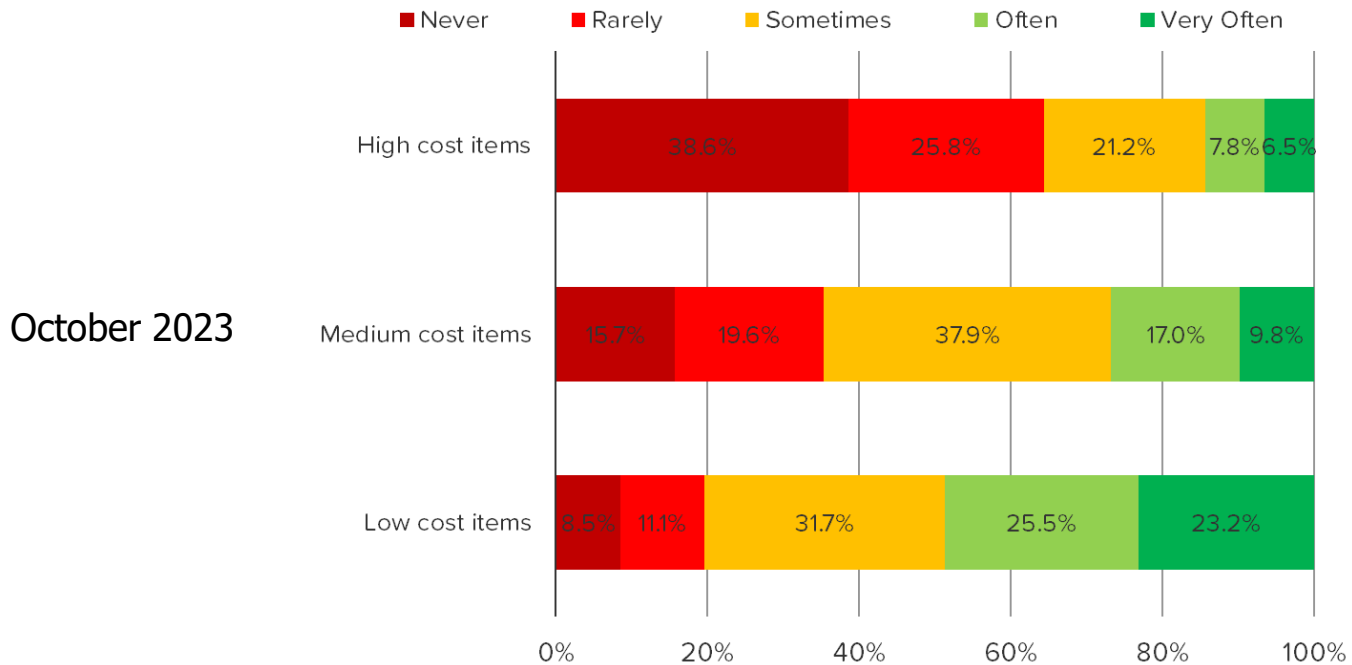
Posed to respondents who said they shop Temu regularly (N = 288)



*Combining all responses from all waves in 2023 to increase N size for the most frequent Temu customers...

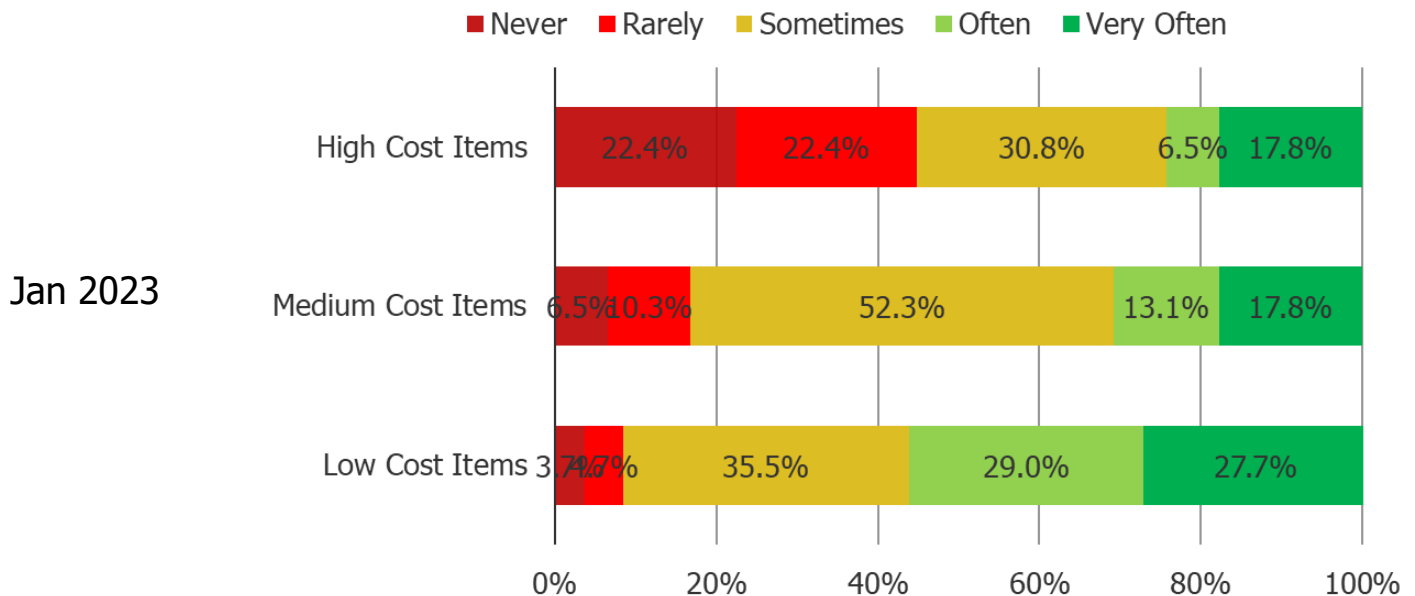
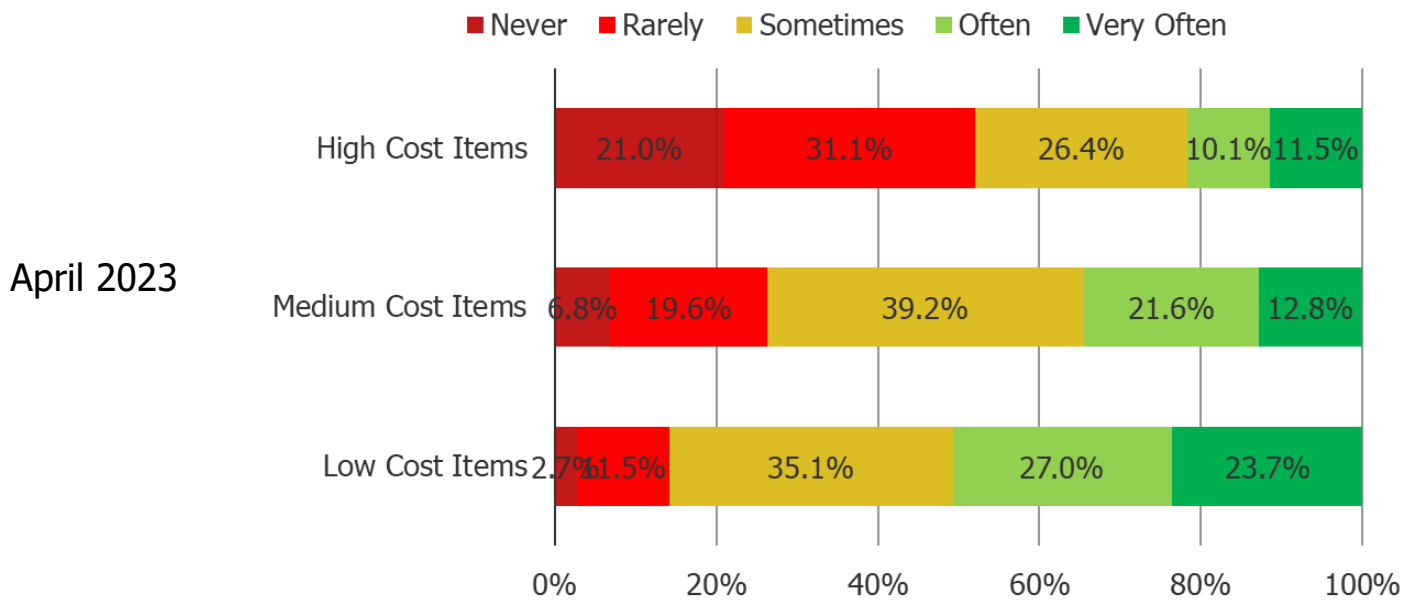
HOW OFTEN WILL YOU USE TEMU FOR THE FOLLOWING TYPES OF PURCHASES GOING FORWARD?

Posed to all respondents who have shopped Temu (N = 306)



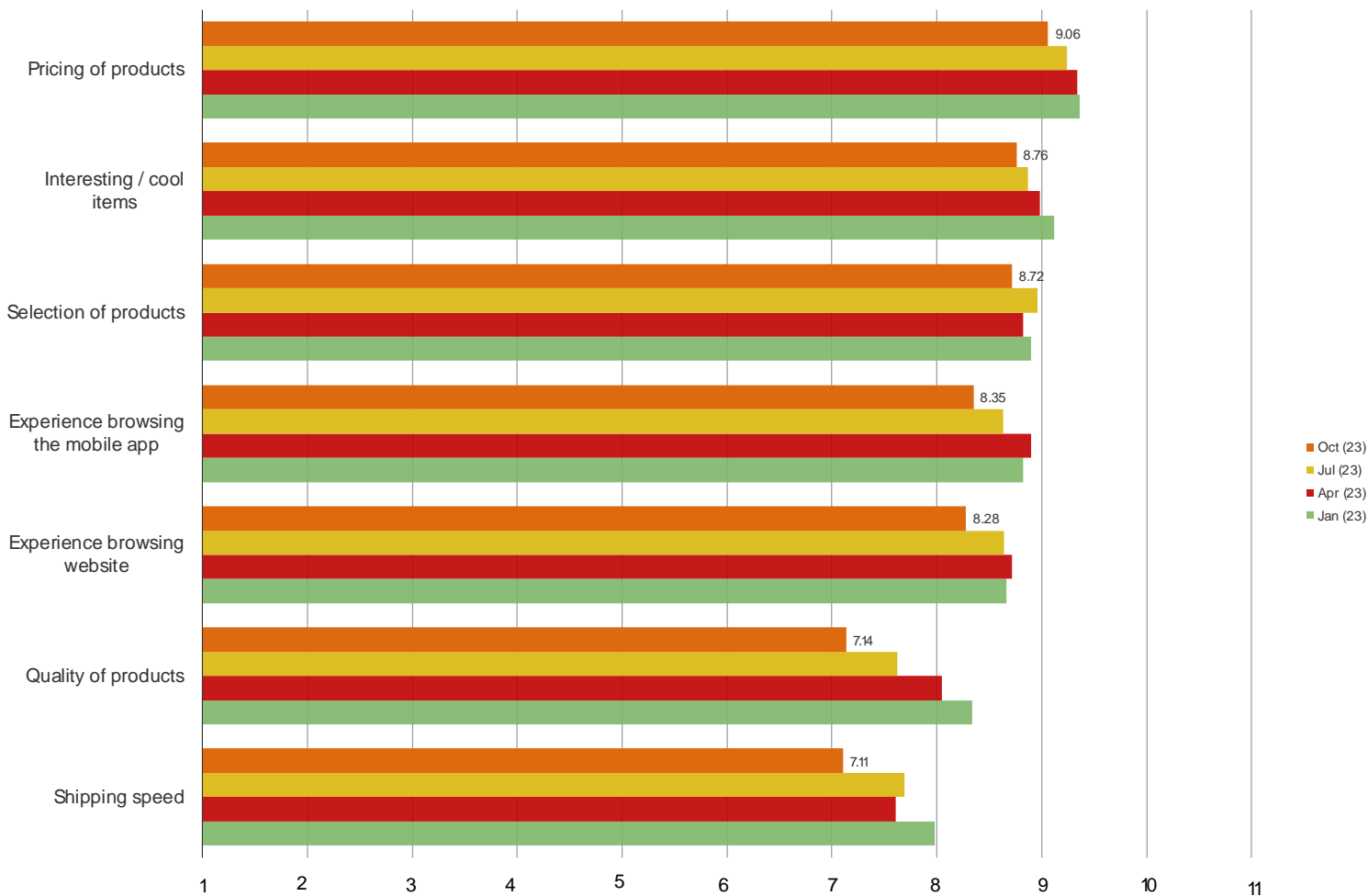
HOW OFTEN WILL YOU USE TEMU FOR THE FOLLOWING TYPES OF PURCHASES GOING FORWARD?

Posed to all respondents who have shopped Temu (N = 148)



WHAT IS YOUR OPINION OF TEMU WHEN IT COMES TO...

Posed to all respondents who have shopped Temu at least one time.



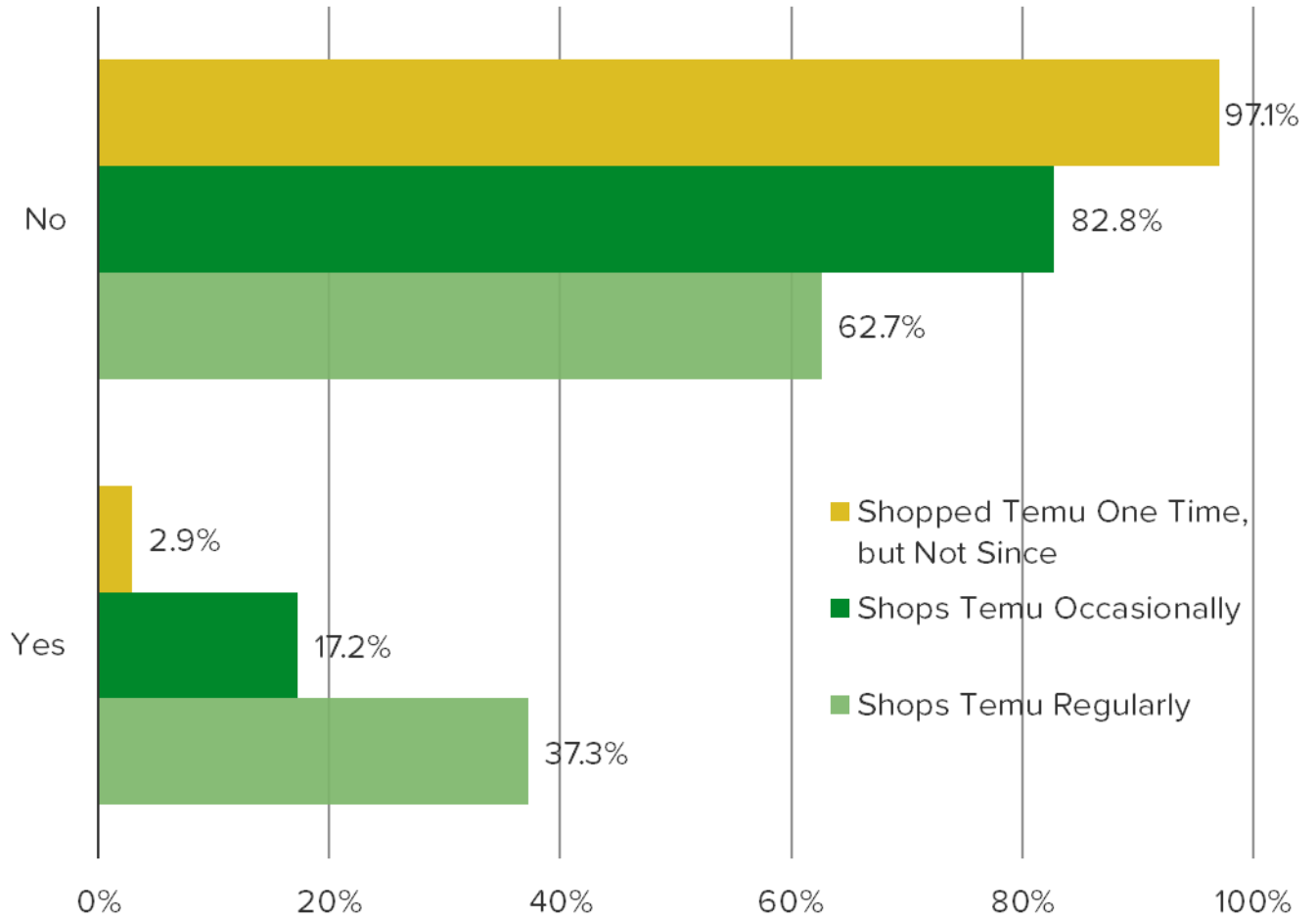
1 = Very Poor
11 = Very Good

Temu

WHO MIGHT TEMU AND SHEIN BE DISRUPTING?

DO YOU FEEL YOUR SHOPPING ON TEMU REPLACES ANY OF YOUR SPENDING THAT WOULD TYPICALLY GO TO OTHER WEBSITES, APPS, OR STORES?

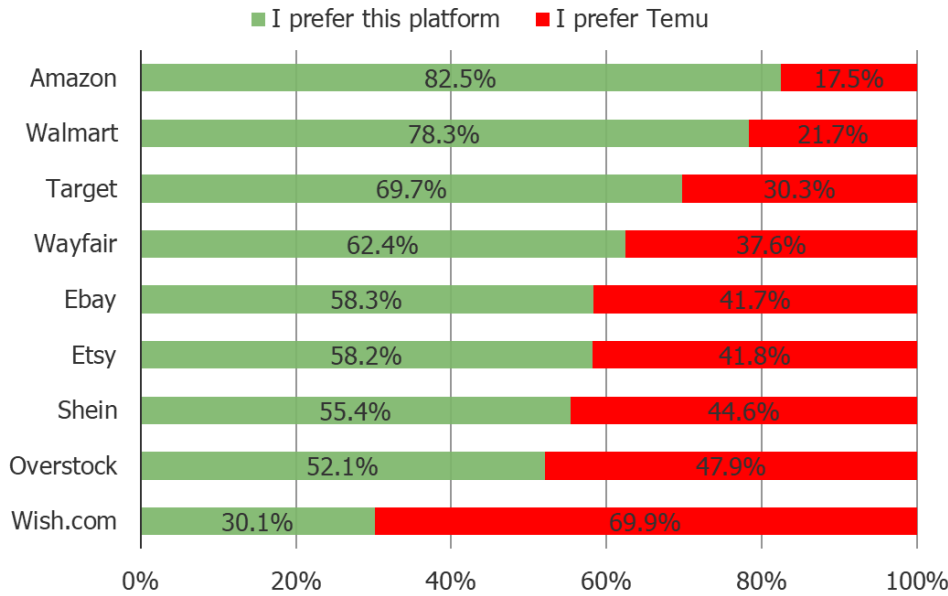
Cross-Tab Analysis – by how often respondents shop Temu.



Ie, 37.3% of those who shop Temu regularly said that it replaces spending that would typically go to other websites, apps, or stores.

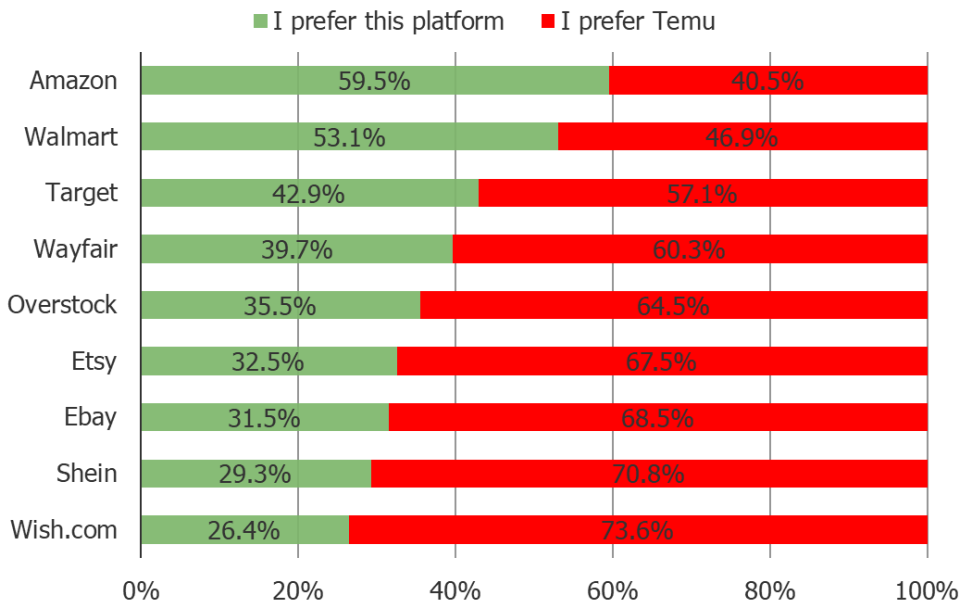
HOW DO THE FOLLOWING COMPARE TO TEMU?

Posed to all respondents who have shopped Temu AND also shop the following.



	N =
Wish.com	166
Overstock	119
Shein	157
Etsy	170
Ebay	211
Wayfair	133
Target	228
Walmart	281
Amazon	297

Respondents who said they shop Temu regularly (combining all waves to achieve larger N sizes)...



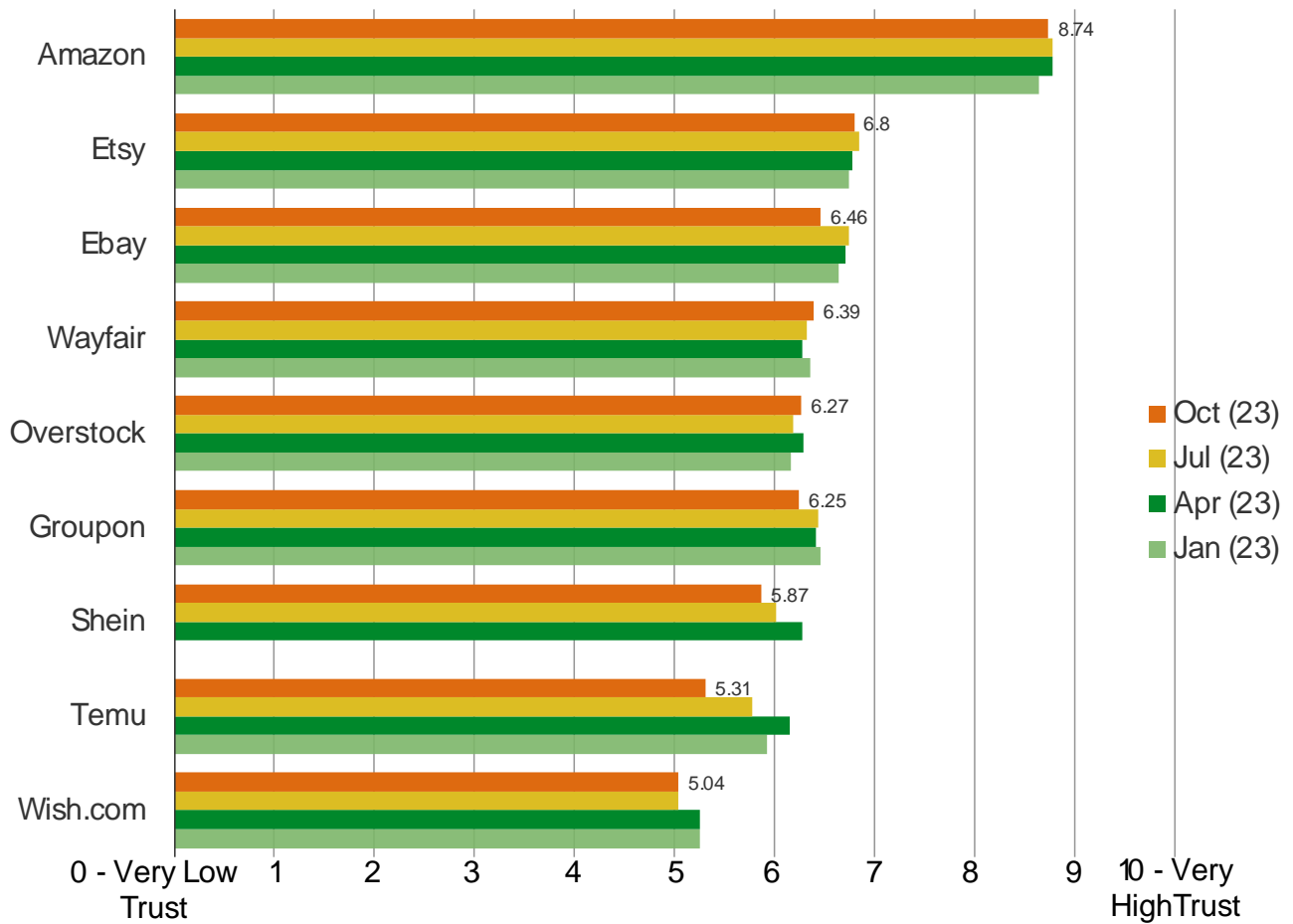
	N =
Amazon	279
Walmart	277
Ebay	241
Target	233
Wish.com	227
Etsy	209
Wayfair	179
Overstock	169
Shein	106

Temu

COMPETITIVE DYNAMICS

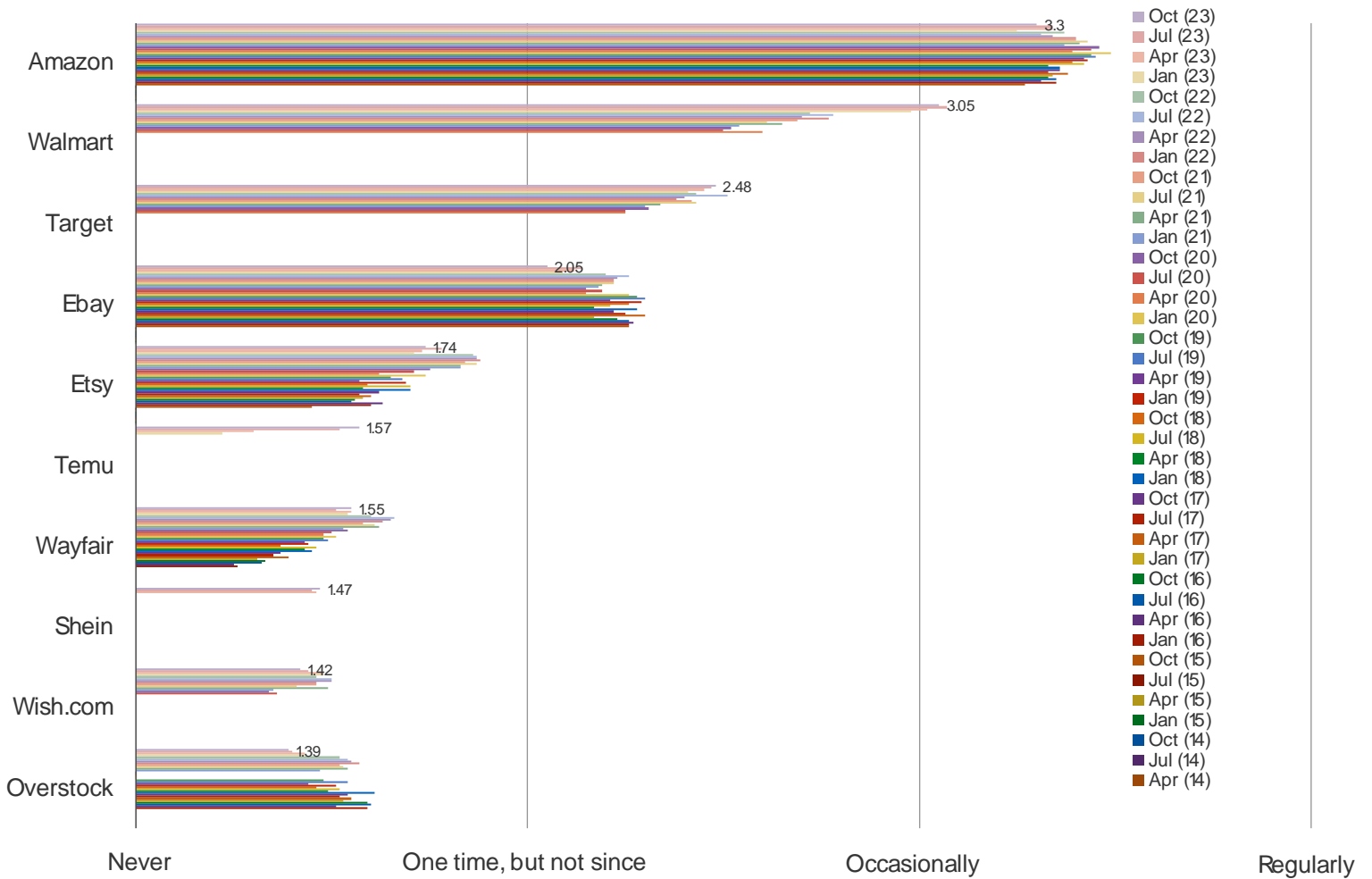
HOW MUCH TRUST DO YOU HAVE IN THE FOLLOWING?

Posed to respondents who are aware of each of the following platforms:



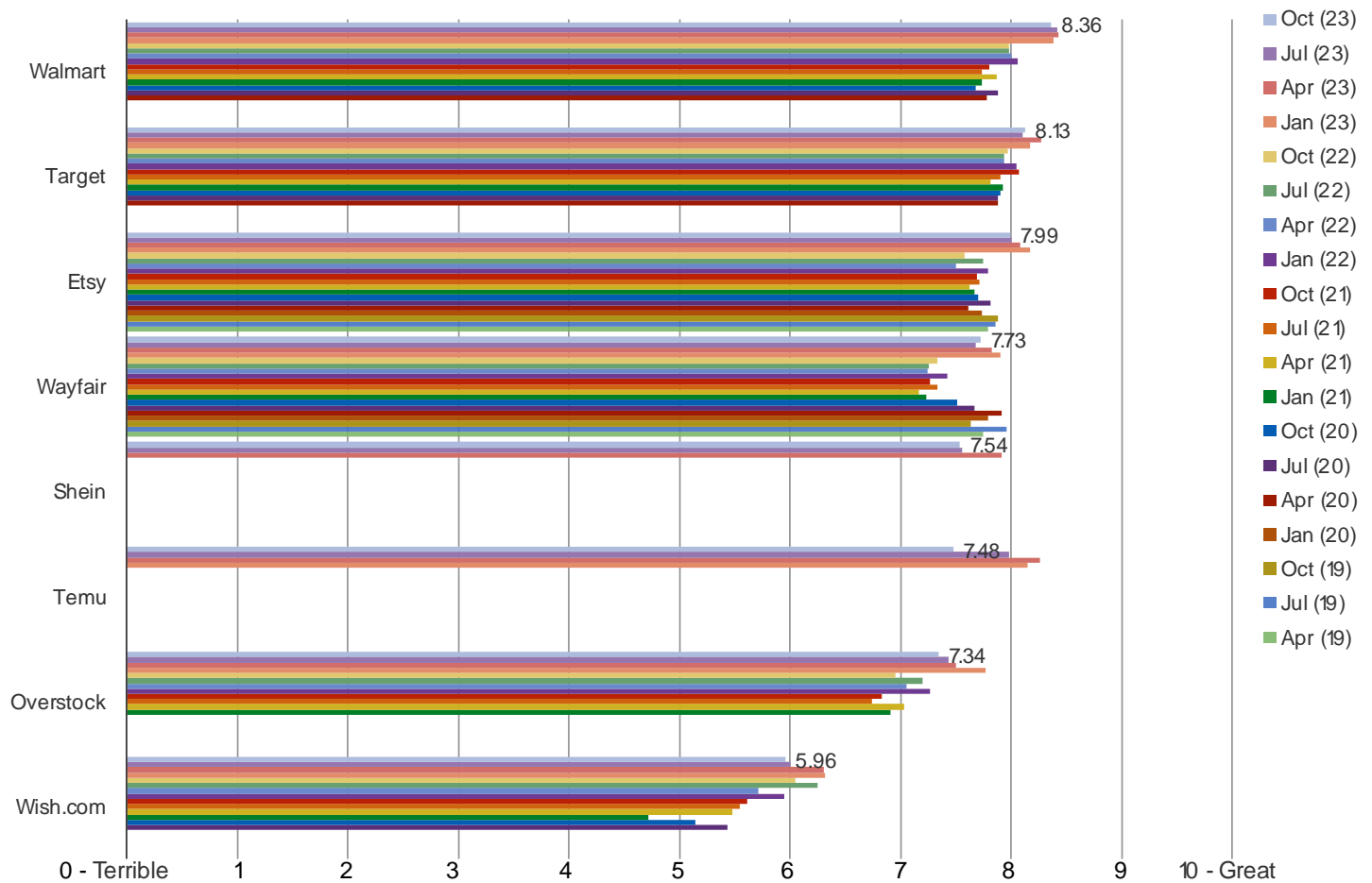
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to all respondents



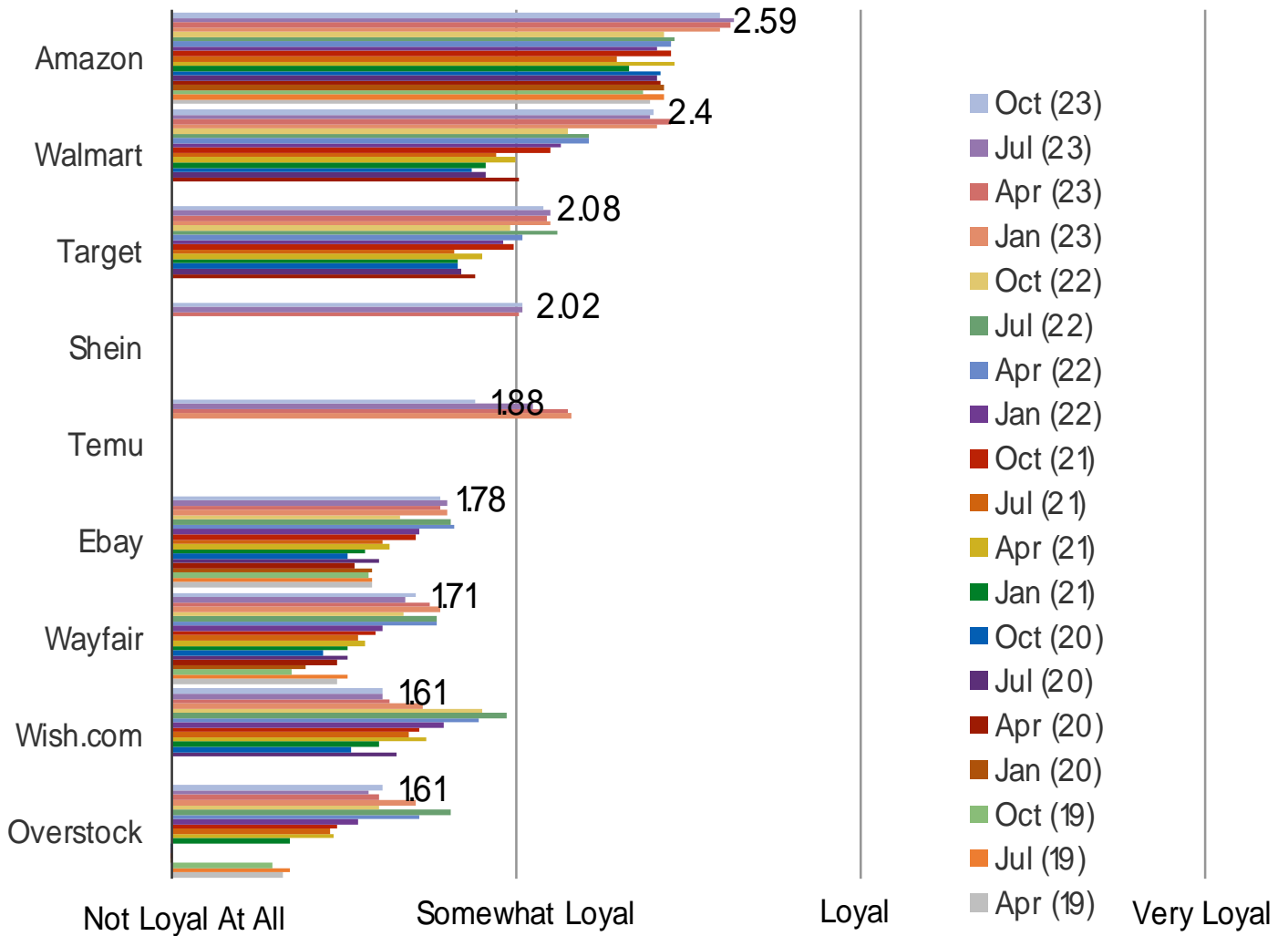
HOW DO YOU FIND THE SHIPPING EXPERIENCE WITH THIS APP/SITE?

Posed to users of each site/app



PLEASE RATE HOW LOYAL YOU ARE TO THIS APP/SITE FOR THE TYPES OF ITEMS YOU BUY FROM THEM:

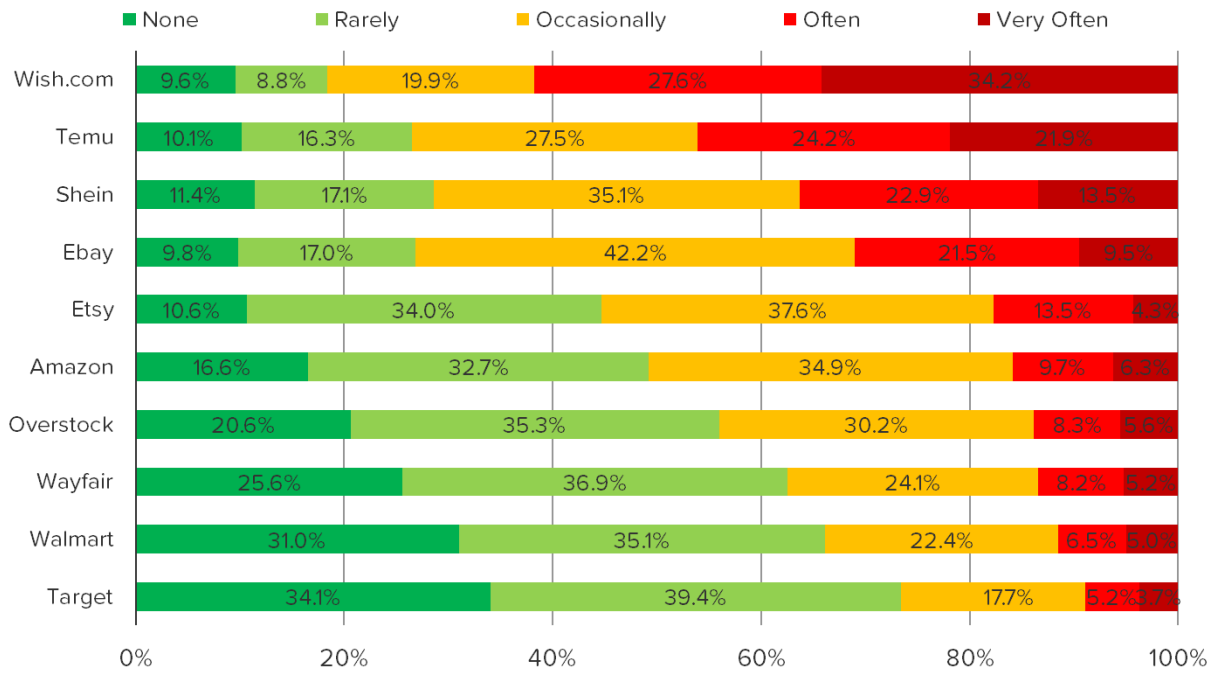
Posed to users of each site/app



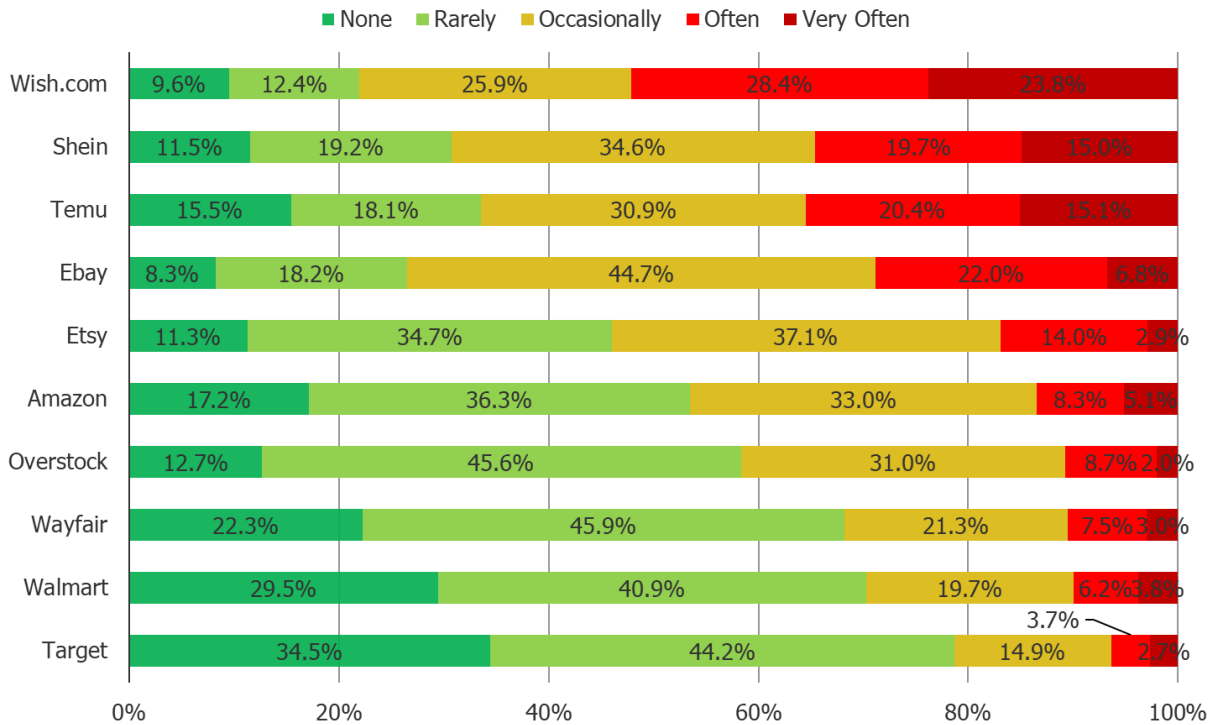
HOW OFTEN DO YOU THINK THERE ARE COUNTERFEIT / FAKE ITEMS BEING SOLD ON THIS PLATFORM?

Posed to all respondents who shop the below.

October 2023

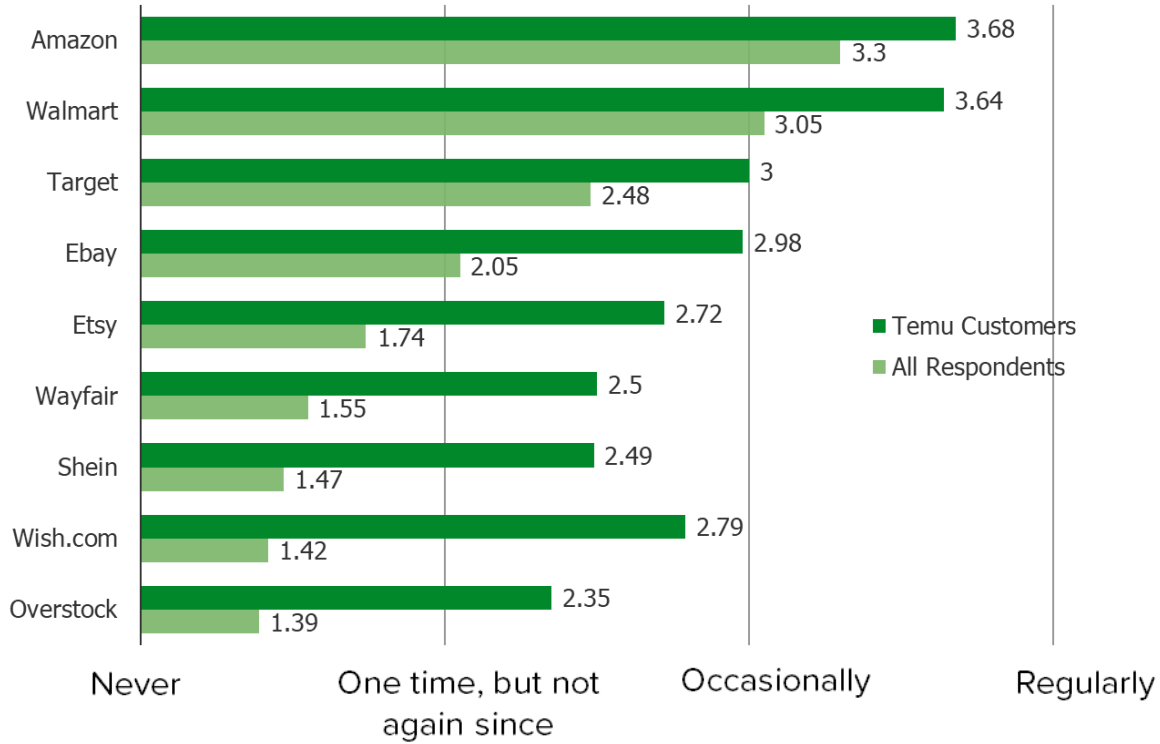


July 2023

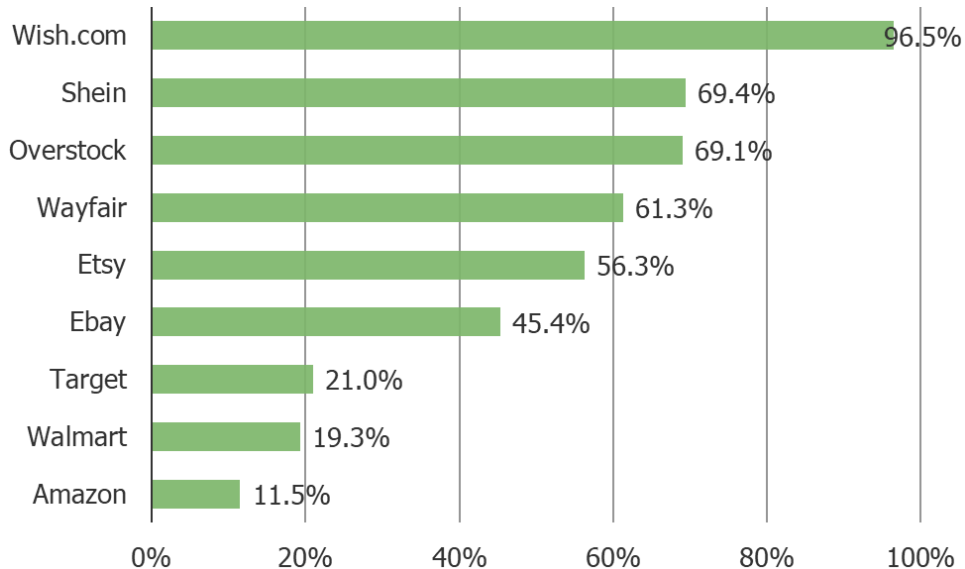


WHICH OF THE FOLLOWING DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to all respondents vs. respondents who are regular **Temu customers**. (N= 198)

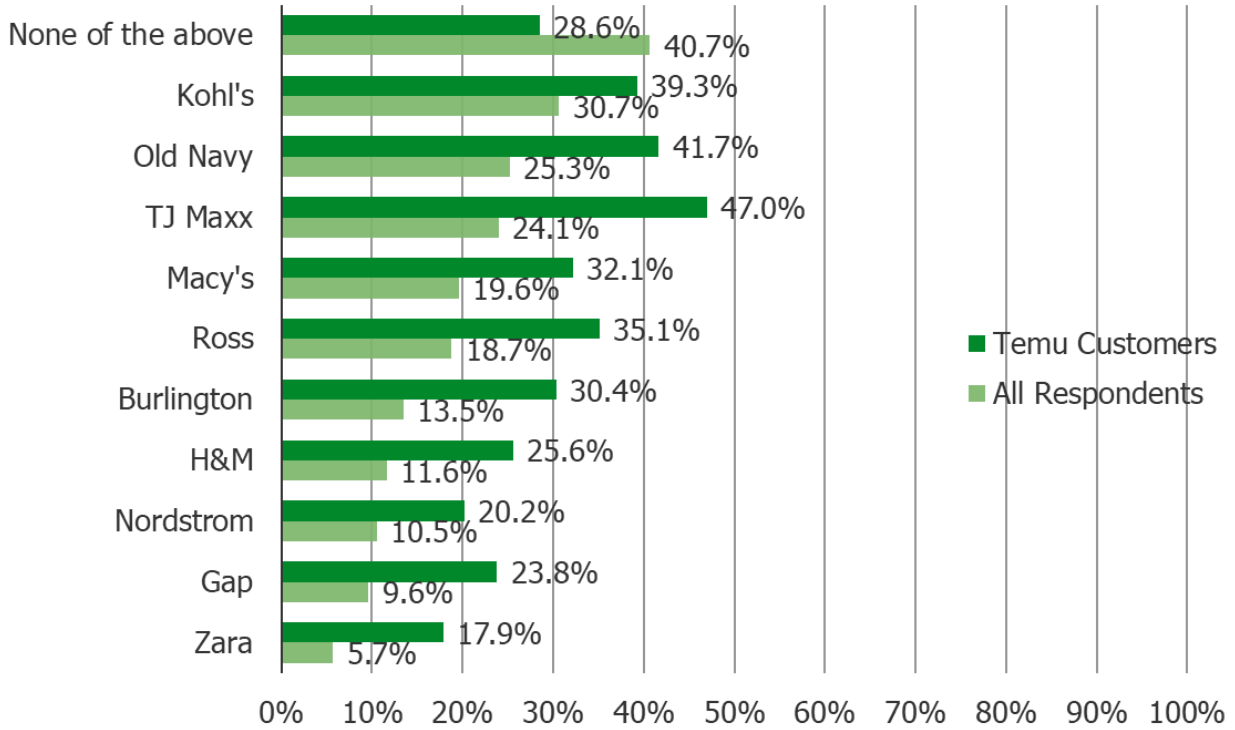


From chart above: % difference between All Respondents and **Temu customers**...

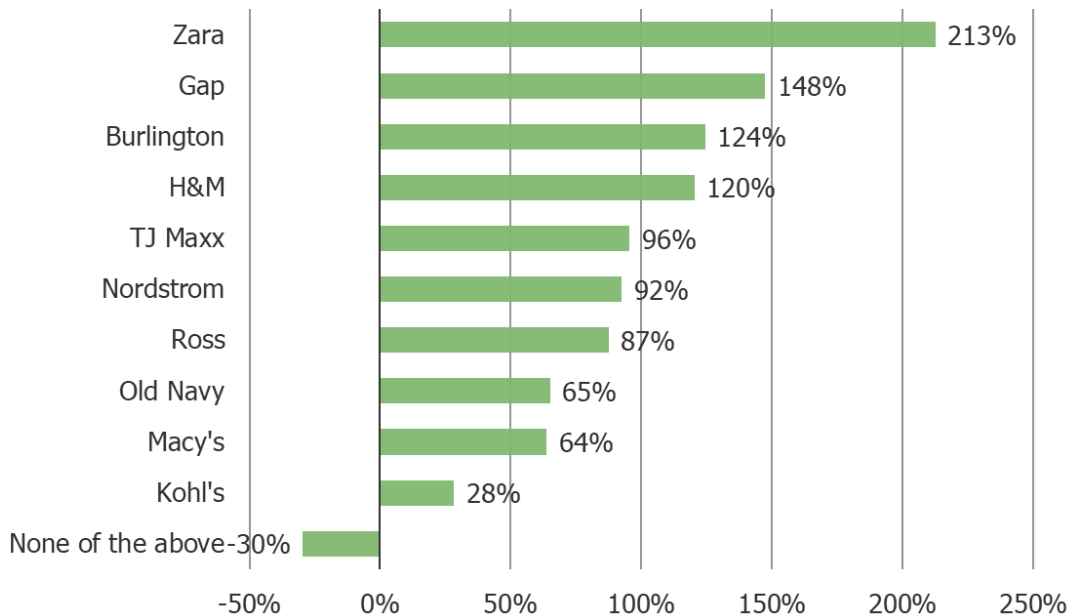


WHICH OF THE FOLLOWING WOULD YOU CONSIDER YOURSELF A CUSTOMER OF? IE- YOU REGULARLY OR OCCASIONALLY SHOP HERE. SELECT ALL THAT APPLY

Posed to all respondents vs. respondents who are regular **Temu customers**. (N= 198)



From chart above: % difference between All Respondents and **Temu customers**...

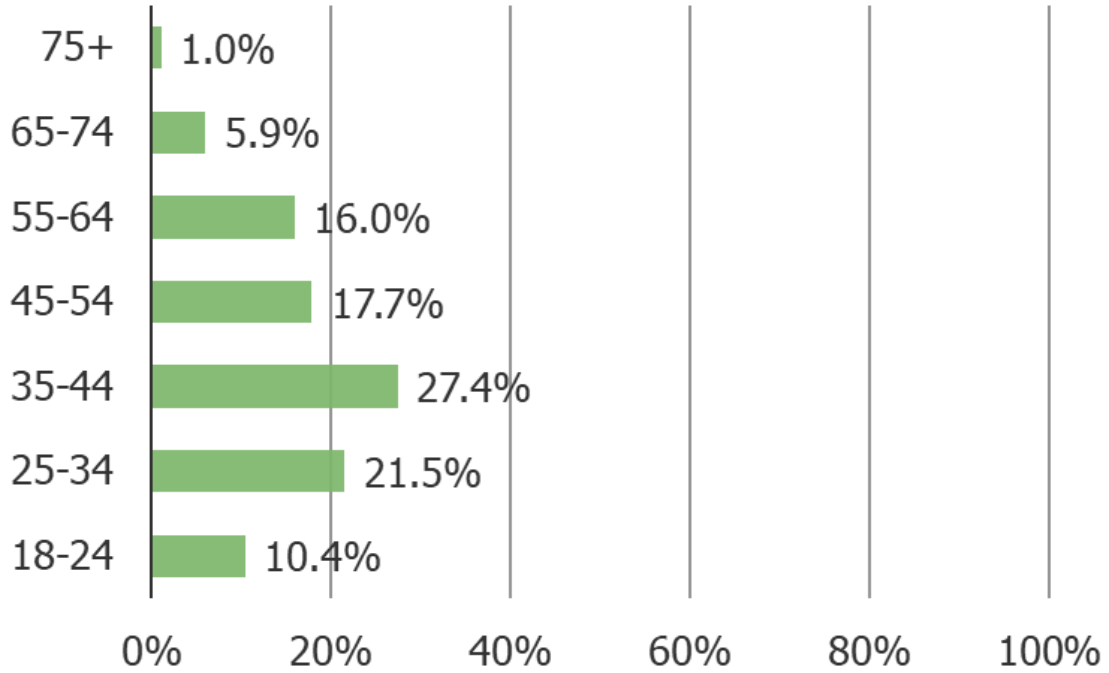


Temu

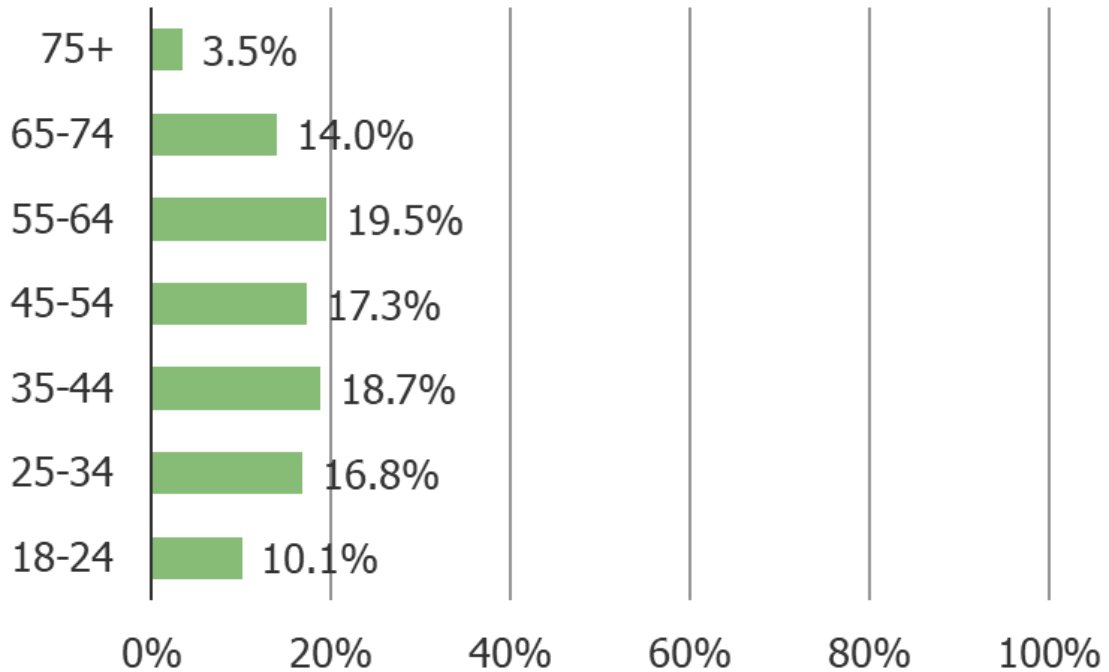
TEMU CUSTOMER DEMOGRAPHICS

TEMU CUSTOMERS - AGE

Posed to all respondents vs. respondents who are regular **Temu customers**. (N= 198)

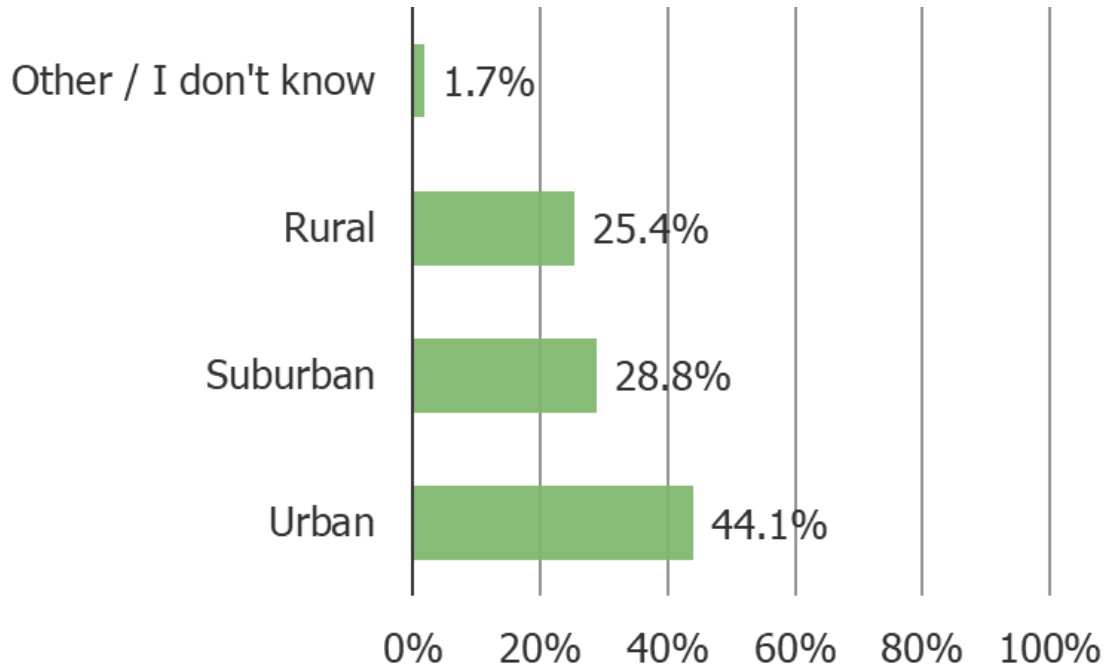


All respondents (for comparison)

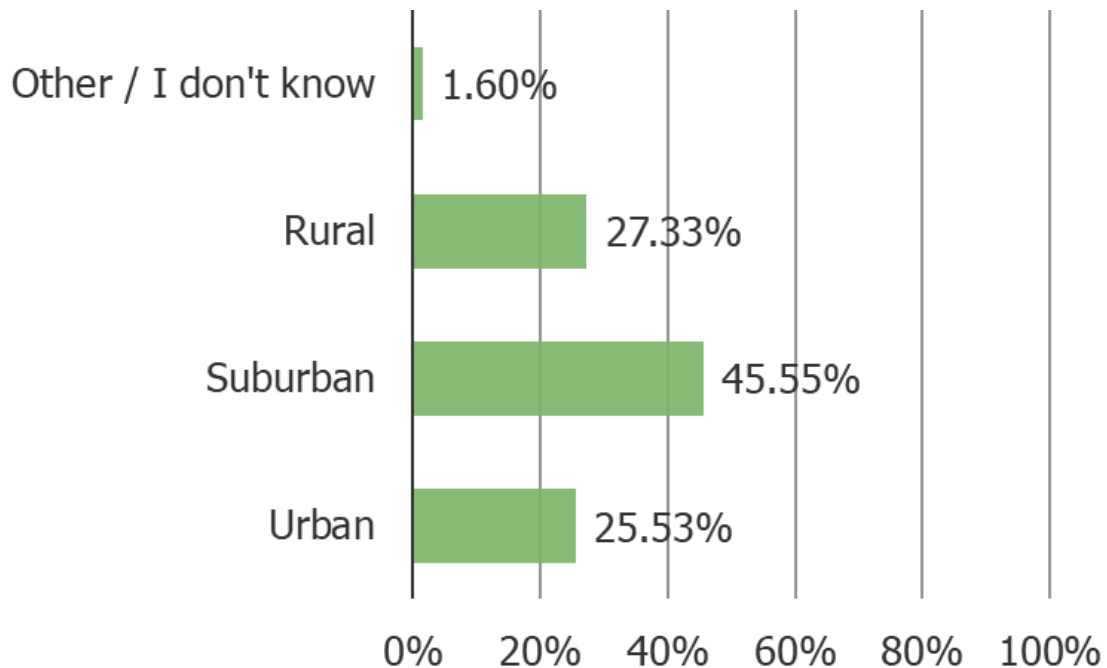


TEMU CUSTOMERS – TYPE OF AREA THEY LIVE IN

Posed to all respondents vs. respondents who are regular **Temu customers**. (N= 198)

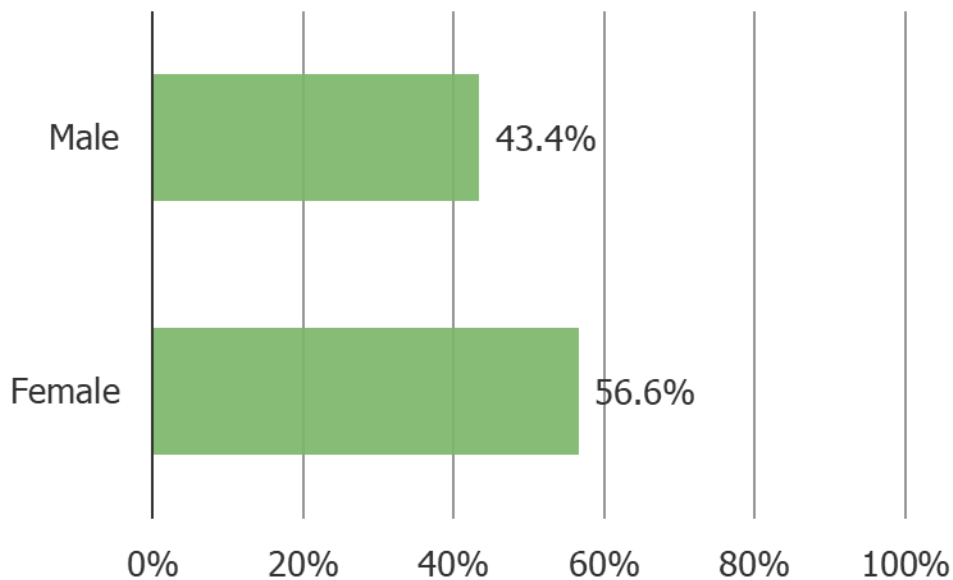


All respondents (for comparison)

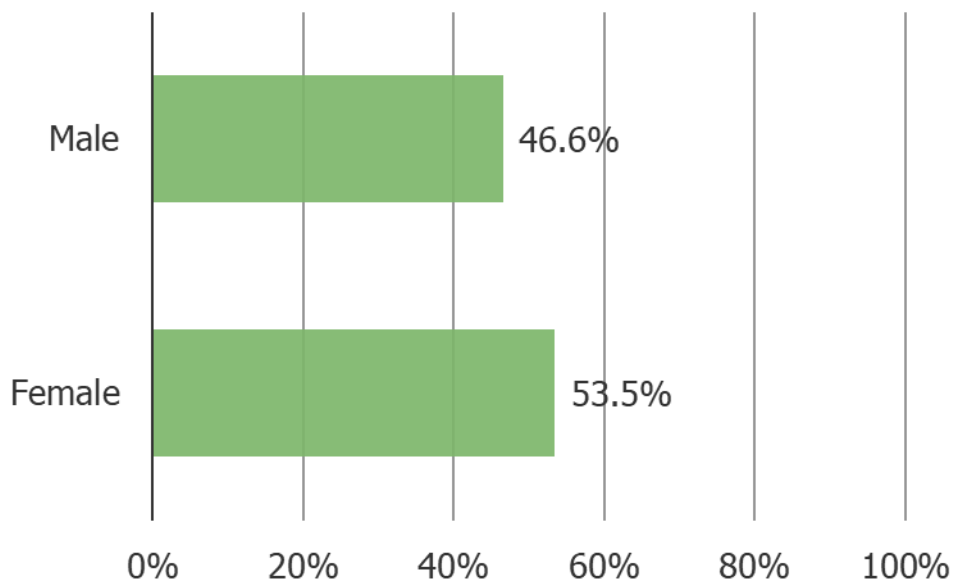


TEMU CUSTOMERS - GENDER

Posed to all respondents vs. respondents who are regular **Temu customers**. (N= 198)

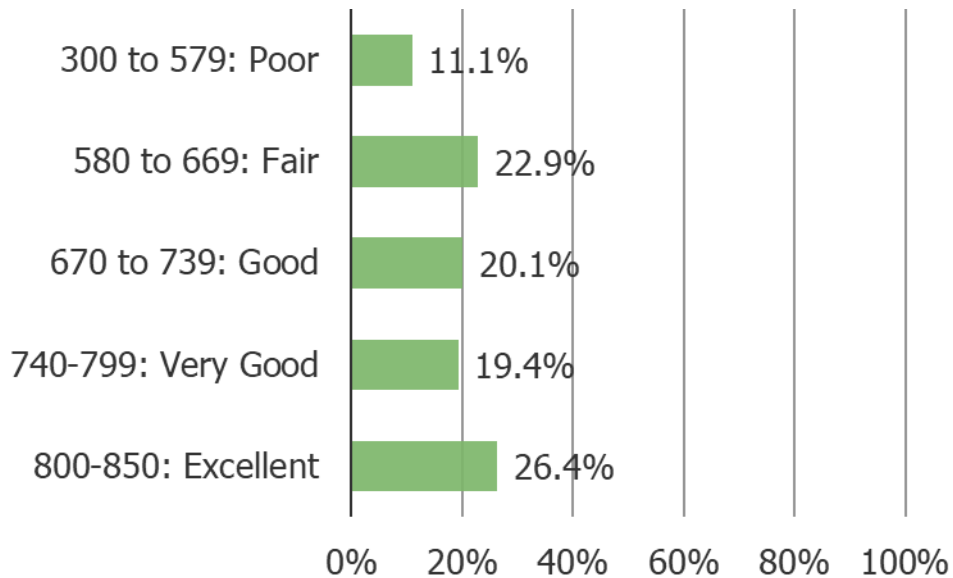


All respondents (for comparison)



TEMU CUSTOMERS - CREDIT SCORE

Posed to all respondents vs. respondents who are regular **Temu customers**. (N= 198)



All respondents (for comparison)

