

Bespoke Survey Research

January 2024

Temu

Volume 5 | Quarterly Survey

1,000+ US Consumers Balanced To Census

Tickers Covered: PDD, AMZN, WISH, ETSY, W, EBAY, WMT, TGT, etc.

Key Takeaways:

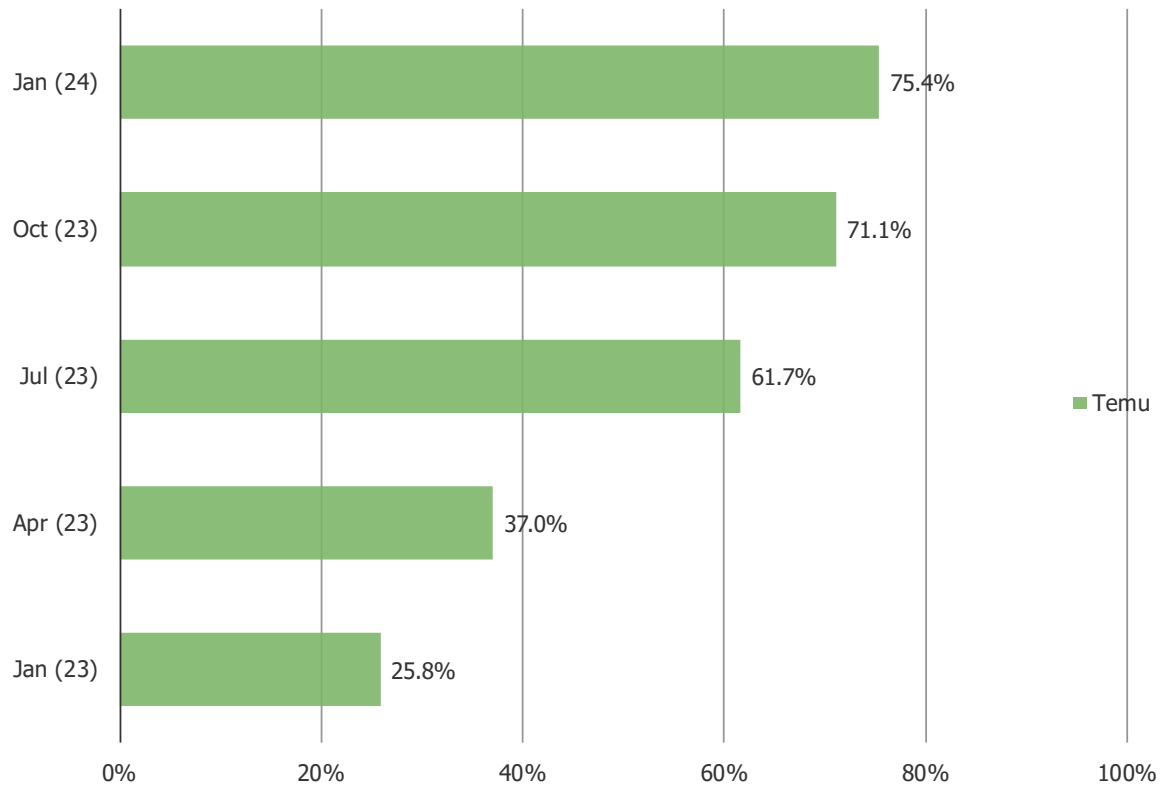
- ❑ Temu awareness and the share of consumers who shop the platform increased sequentially continuing a trend of relatively consistent growth observed by our survey over the past year.
- ❑ Some of the engagement and sentiment metrics that we track on Temu are positive but have softened compared to historical waves. While analyzing these data points, it is important to keep in mind that throughout our survey's history, early adopters (who may be more enthusiastic about Temu) are being joined by later adopters and more "tried once but not again since" users.
- ❑ Diving deeper into individual Temu platform attributes, consumer satisfaction with pricing of and selection of products has been strong and mostly unchanged. At the same time, sentiment has softened toward things like product quality, shipping speed, experience using the mobile app, etc.
- ❑ Most of those who have tried Temu don't feel that it is replacing spending that would typically go elsewhere (though consumers who shop it regularly are much more likely to say it is impacting spending that would typically go to other platforms).
- ❑ The competitive dynamics charts are worth a look to form your own conclusions, but broadly speaking, Amazon and Wal-Mart appear to be the most insulated from the Temu competitive threat. It is hard to know how much and when dislocations in survey responses flow through to the real world, but there are at least some signs of habitual Temu customer perceptions softening toward other platforms in our survey.
- ❑ Temu users over-index to younger age groups, females, and lower income demographics. Over time, the average age of Temu users has increased with older bands adopting usage of the platform. The same trend is true of income levels and higher income folks adopting it over time. In contrast to these trends, the over-indexing to Females over Males hasn't changed much sequentially.

Temu

TEMU ENGAGEMENT AND SENTIMENT

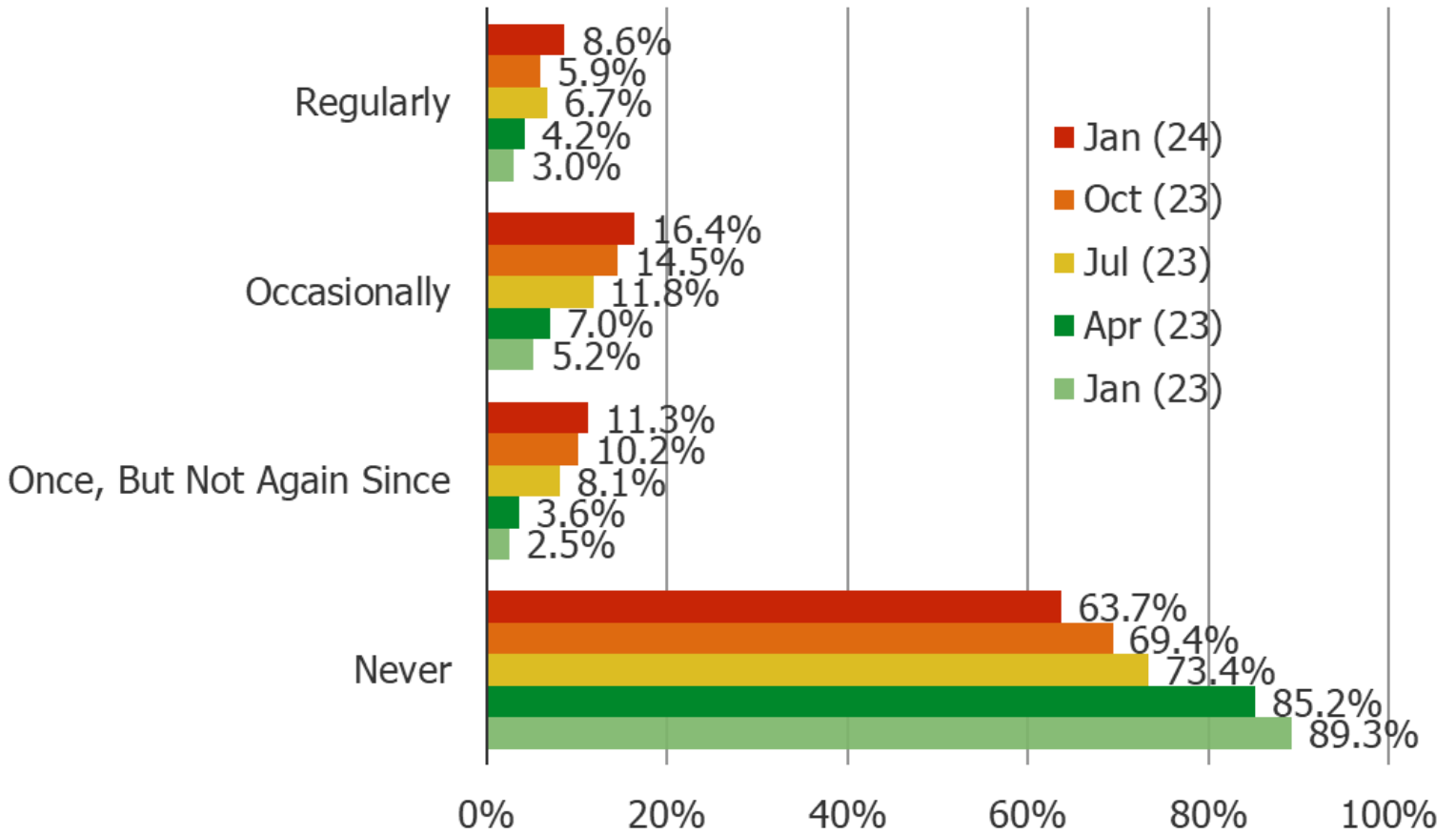
% AWARE OF TEMU

Posed to all respondents



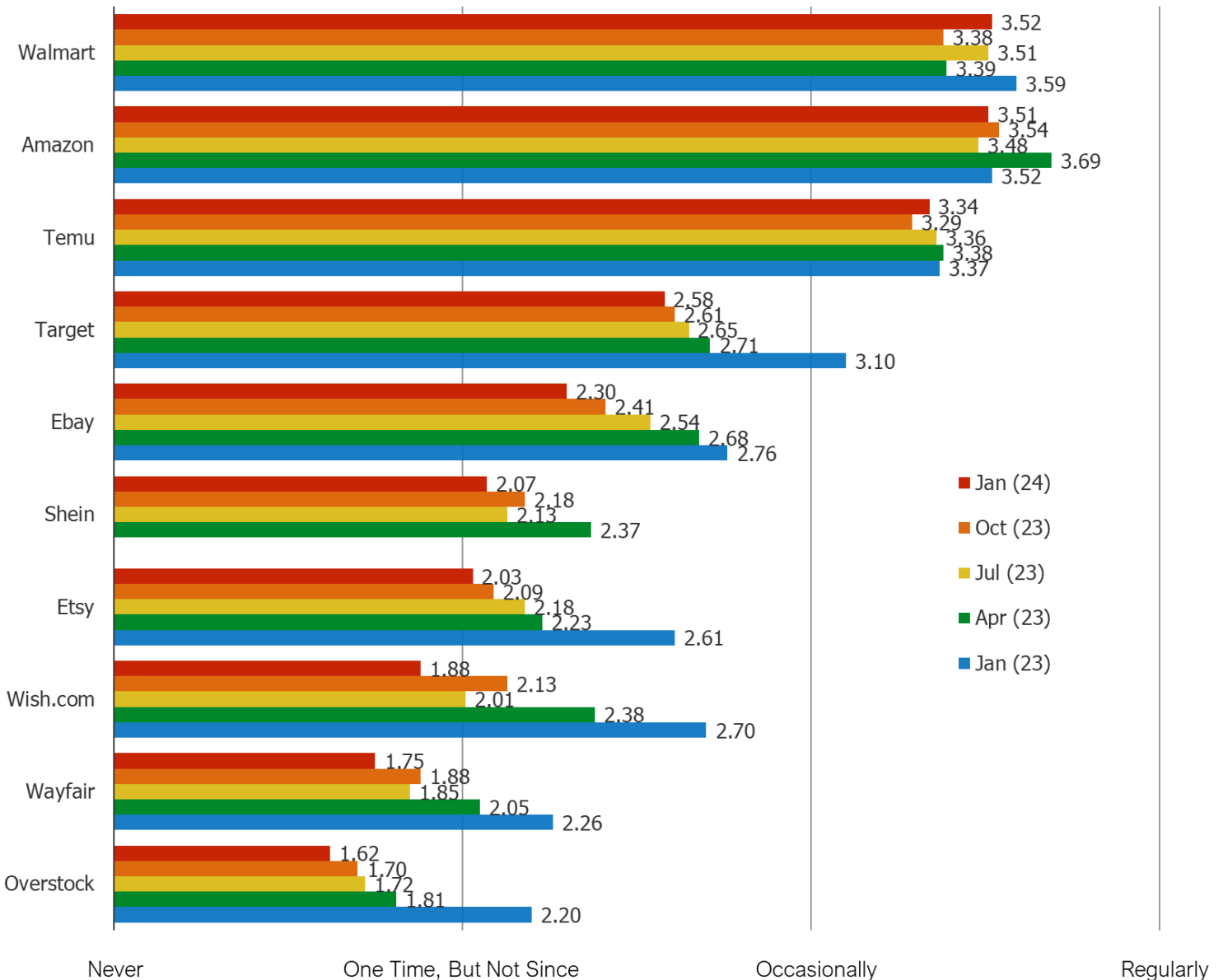
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH TEMU?

Posed to all respondents



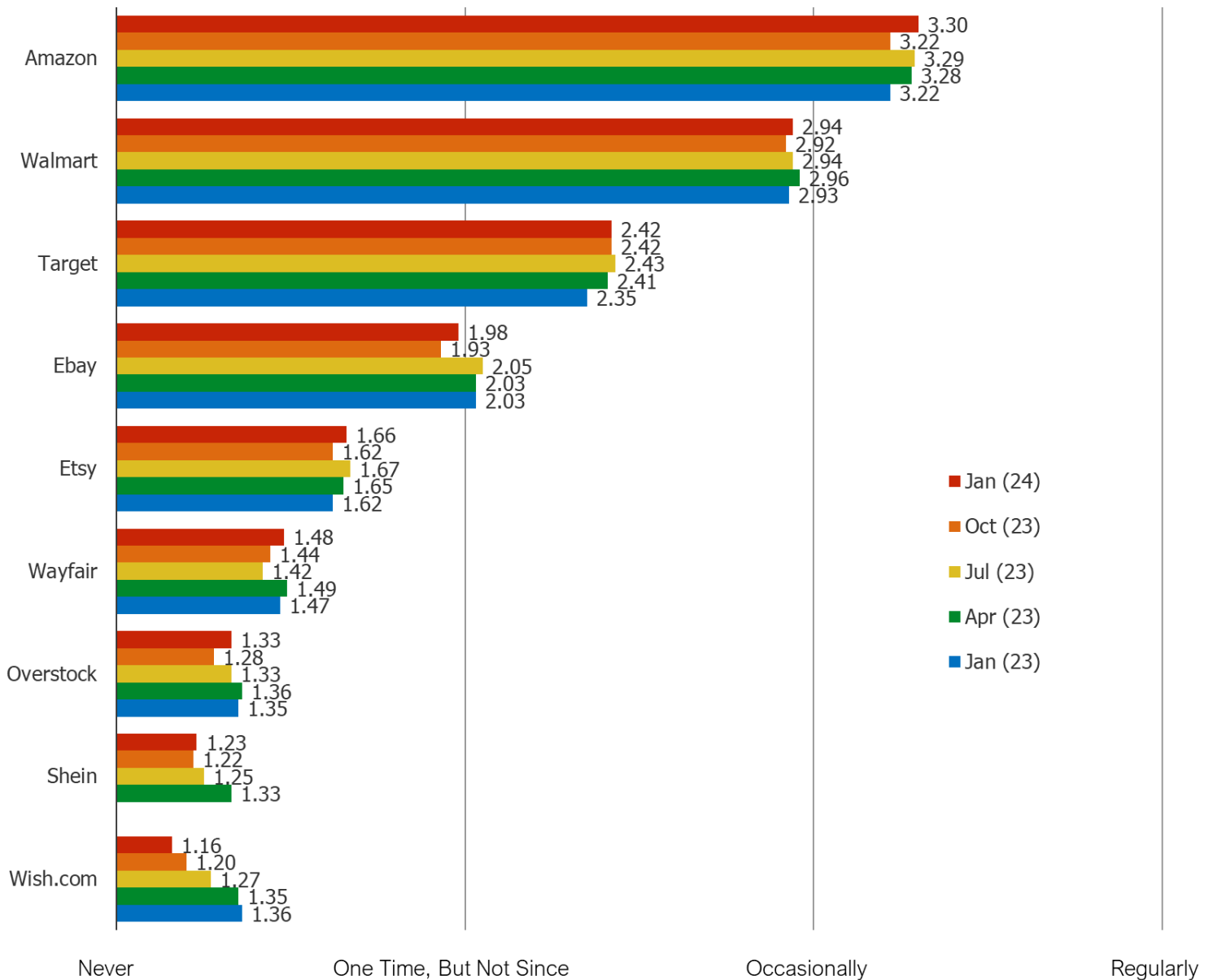
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH THE FOLLOWING PLATFORMS?

Posed to respondents **who said they shop Temu Regularly or Occasionally** (N = ~200 per wave, less in the earlier waves)



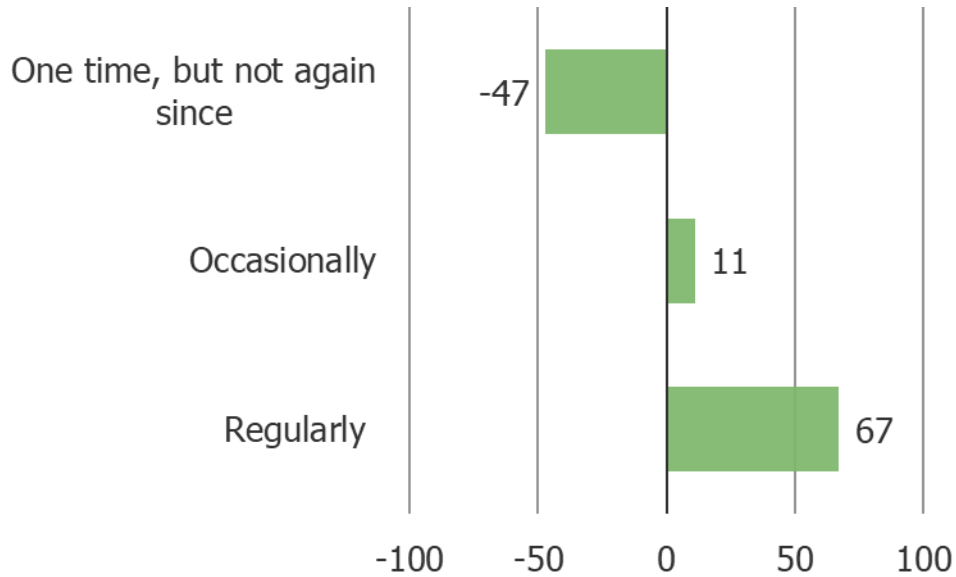
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH THE FOLLOWING PLATFORMS?

Posed to respondents **who said they have never shopped Temu** (N = ~600 per wave, less in the earlier waves)

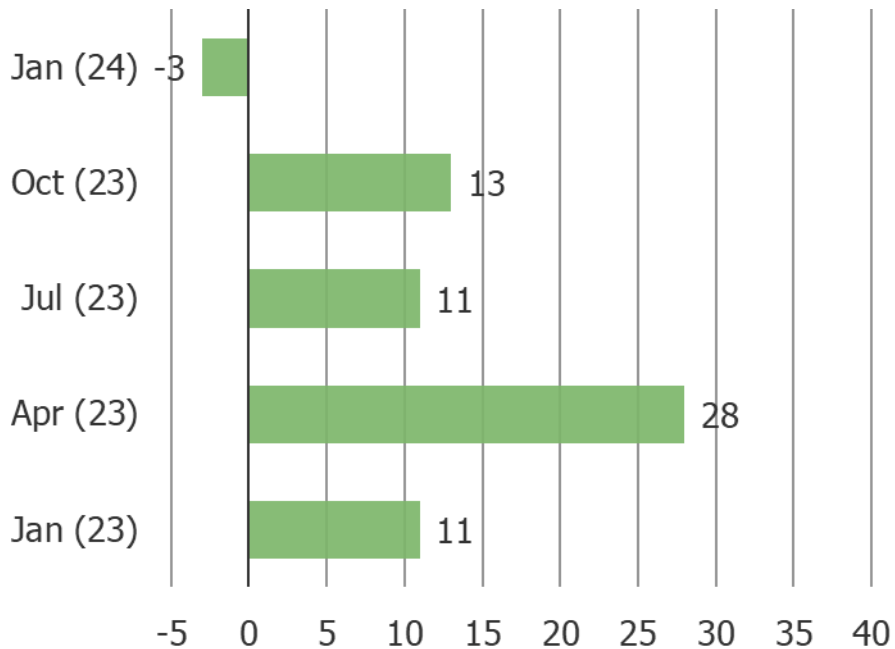


HOW LIKELY IS IT THAT YOU WOULD RECOMMEND TEMU TO A FRIEND OR COLLEAGUE?

Posed to all respondents who have shopped Temu (N = 1,429, combining multiple waves to achieve a larger N size on cross-tabs by frequency)

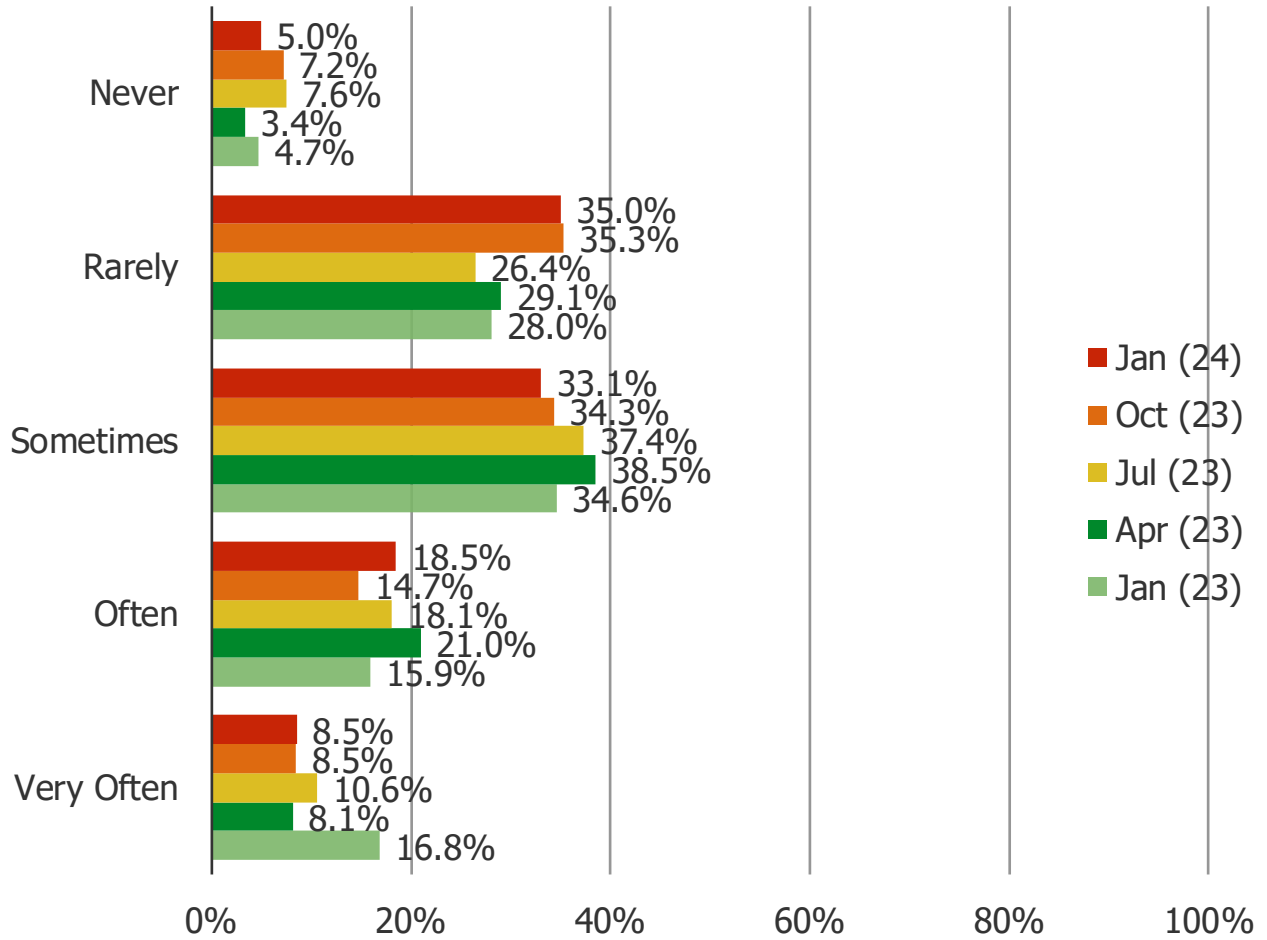


All who have shopped Temu (ever), wave by wave.



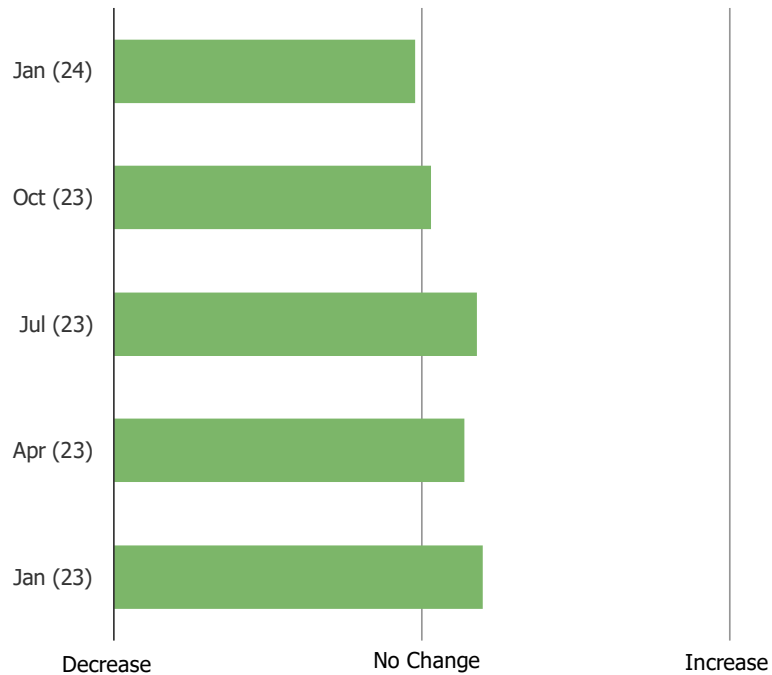
HOW OFTEN DO YOU BUY PRODUCTS ON TEMU?

Posed to all respondents who have shopped Temu (N = 363)



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

Posed to all respondents who have shopped Temu (N = 363)



Reasons cited for decreasing:

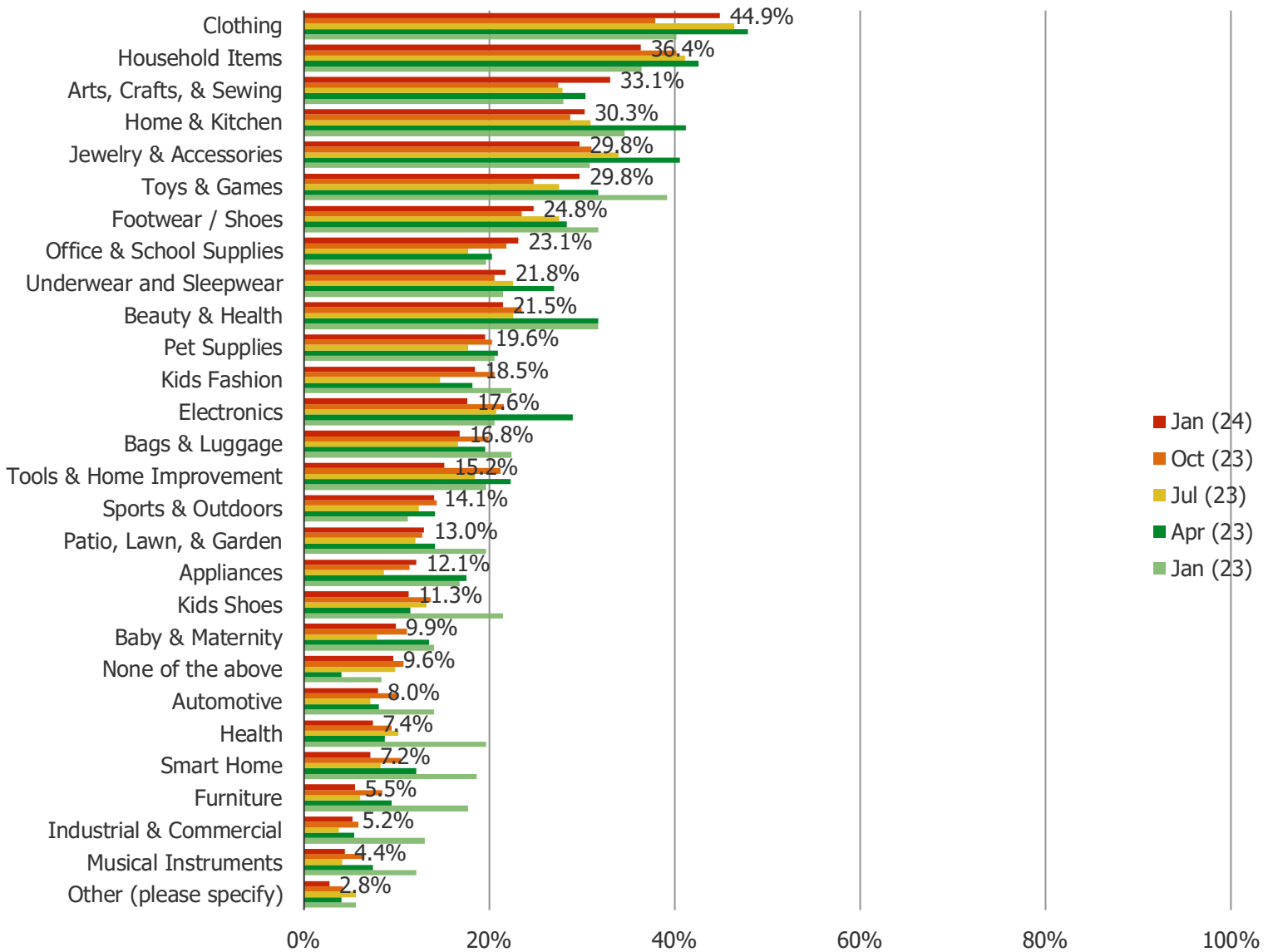
- Poor quality
- Made in China
- Slow shipping
- Cutting back spending in general

Reasons cited for increasing:

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

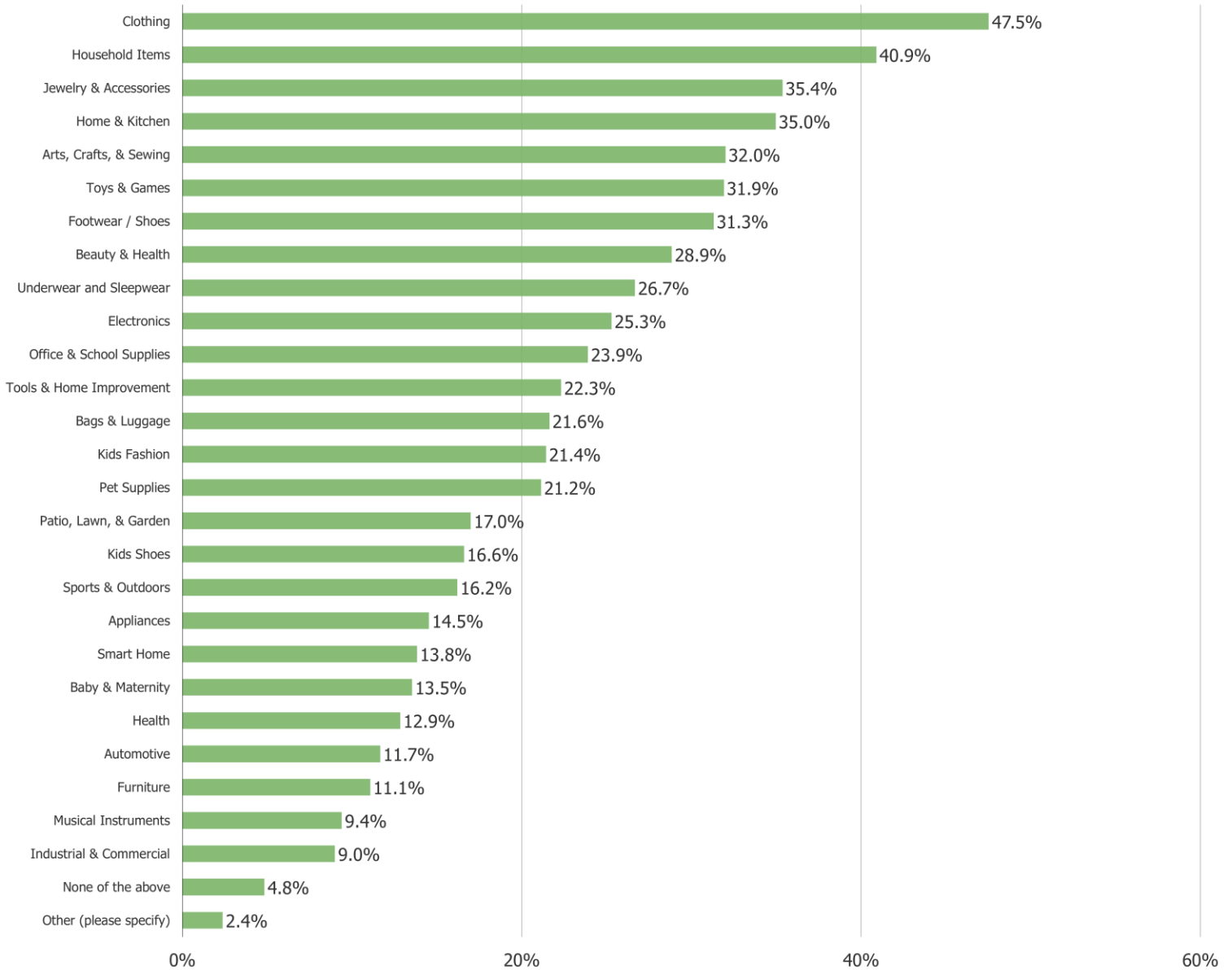
WHICH TYPES OF PRODUCTS DO YOU FEEL TEMU IS BEST FOR? SELECT ALL THAT APPLY

Posed to all respondents who have shopped Temu (N = 363)



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

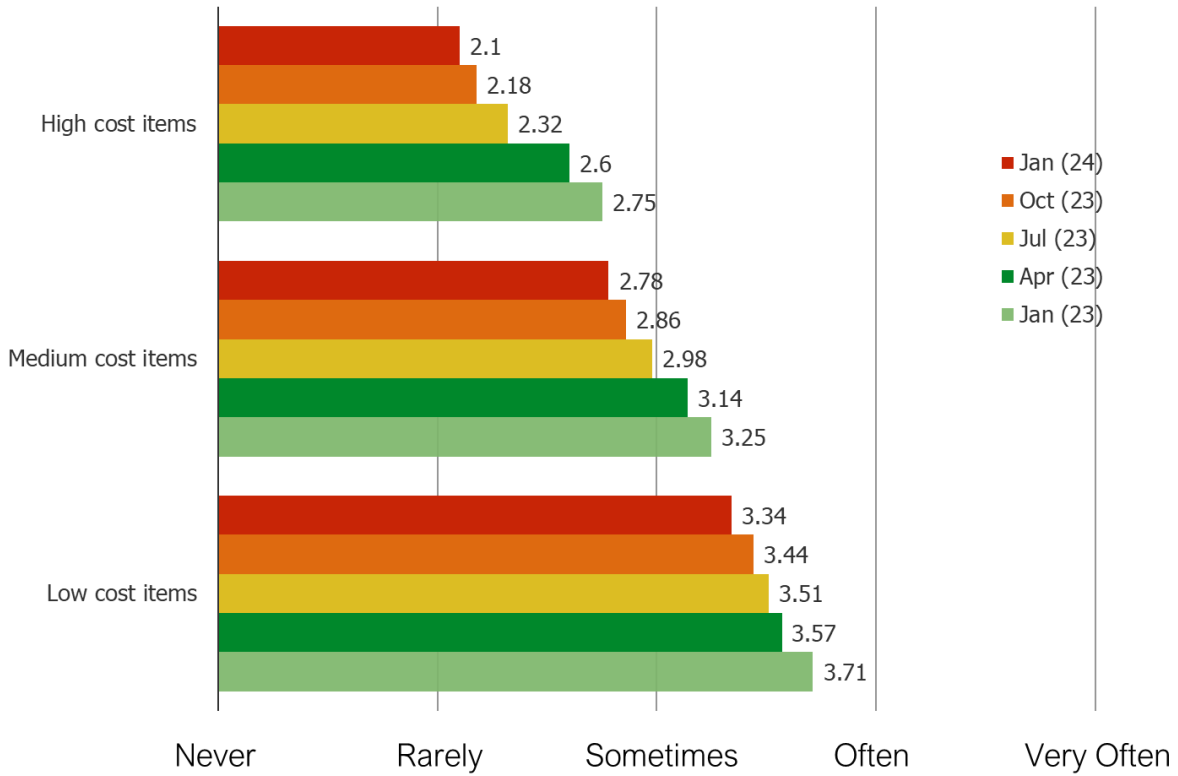
Posed to respondents who said they shop Temu regularly (N = 1012)



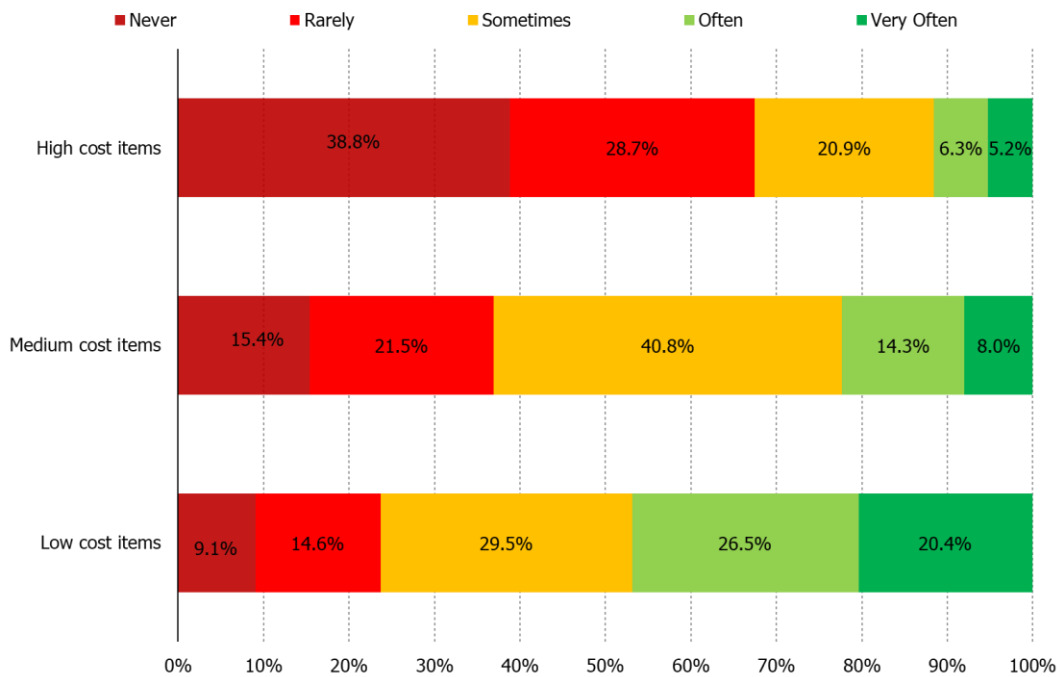
*Combining all responses from all waves to date (2023+2024 ytd) to increase N size for the most frequent Temu customers...

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

Posed to all respondents who have shopped Temu (N = 363)



January 2024 Breakout



THINKING ABOUT TEMU...WHAT DO YOU LIKE MOST ABOUT IT?

Posed to all respondents who have shopped Temu (N = 363)

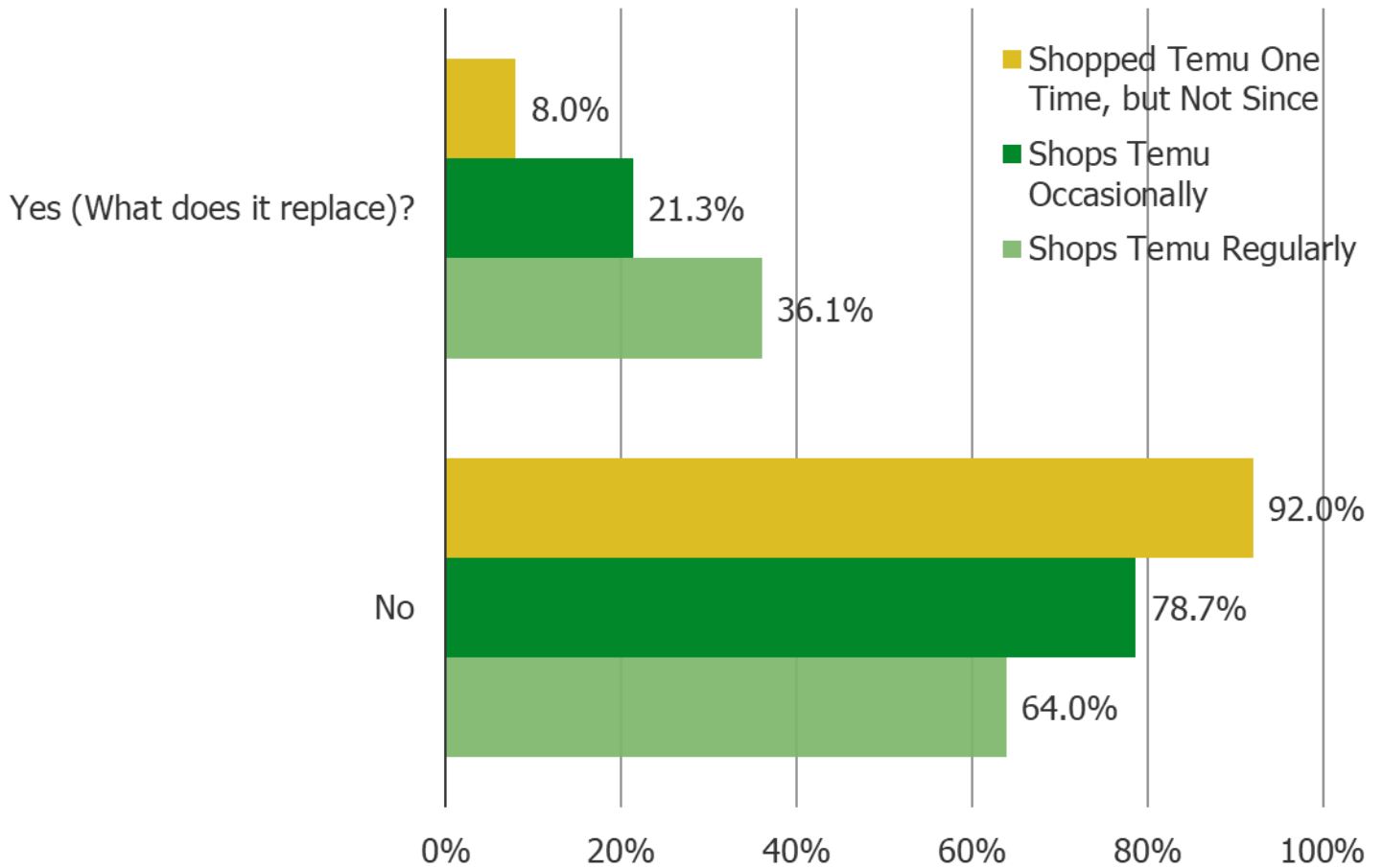


Temu

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?

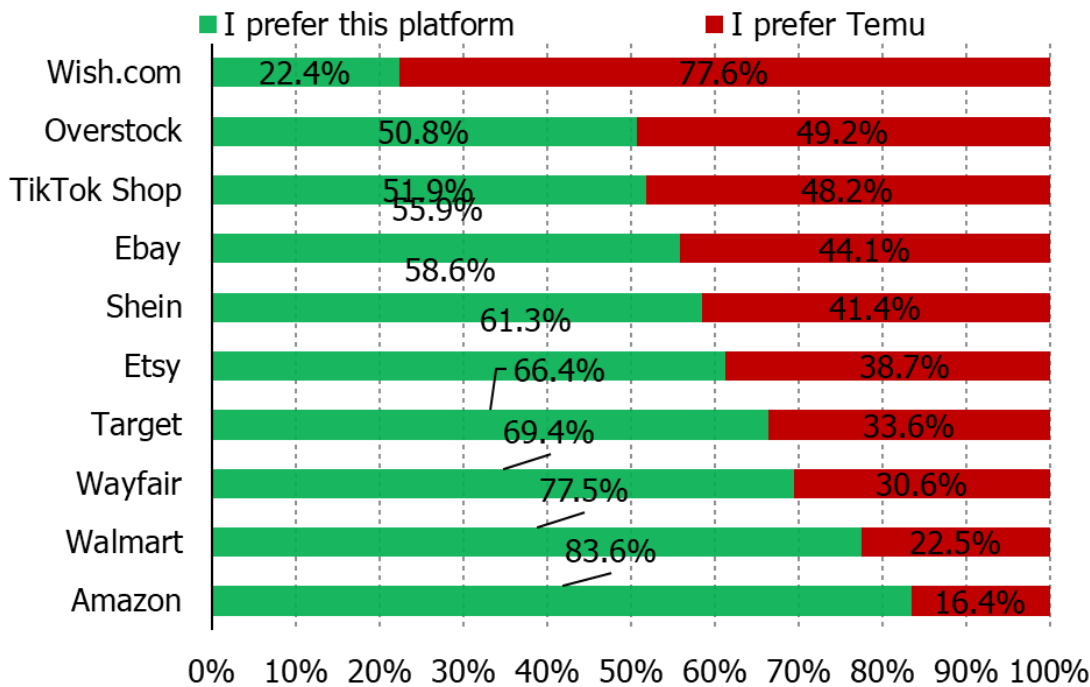
Cross-Tab Analysis – by how often respondents shop Temu.



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.



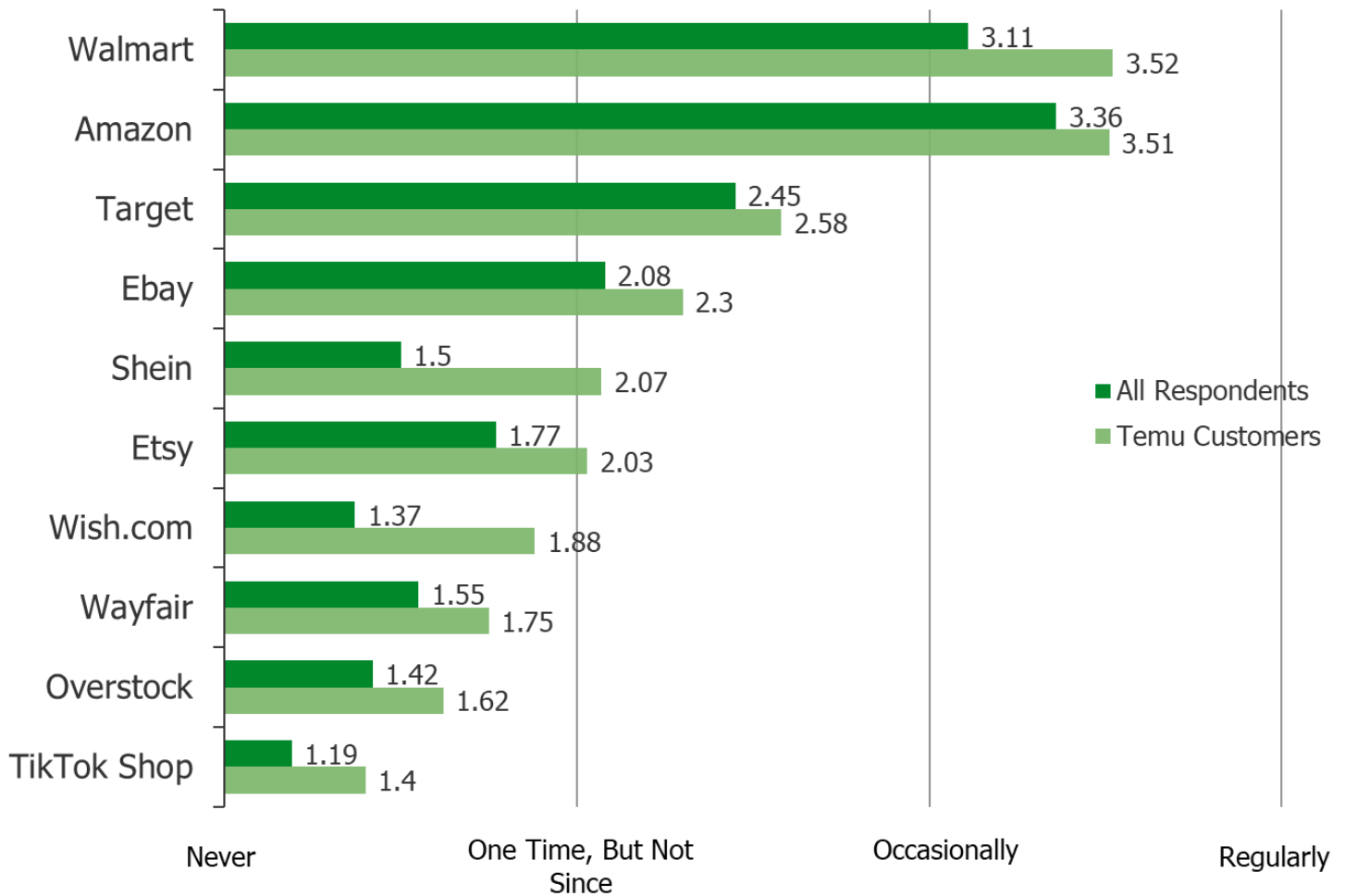
	N=
Amazon	341
Walmart	347
Wayfair	144
Target	247
Etsy	194
Shein	181
Ebay	247
TikTok Shop	81
Overstock	124
Wish.com	161

Breaking down responses by how often they shop Temu... (combining all waves to achieve larger N sizes)

	Shops Temu Regularly			Shops Temu Occasionally			Shopped Temu Once, But Not Again		
	I prefer this platform	I prefer Temu	N =	I prefer this platform	I prefer Temu	N =	I prefer this platform	I prefer Temu	N =
Amazon	62.98%	37.02%	362	81.44%	18.56%	609	90.50%	9.50%	400
Ebay	29.67%	70.33%	300	54.70%	45.30%	479	69.72%	30.28%	284
Etsy	31.18%	68.82%	263	55.64%	44.36%	282	71.18%	28.82%	229
Overstock	34.65%	65.35%	202	49.65%	50.35%	328	63.10%	36.90%	168
Wayfair	41.04%	58.96%	212	58.23%	41.77%	595	73.84%	26.16%	172
Walmart	55.96%	44.04%	361	74.79%	25.21%	481	86.75%	13.25%	385
Target	42.37%	57.63%	295	67.57%	32.43%	379	79.29%	20.71%	309
Wish.com	25.81%	74.19%	279	29.82%	70.18%	0	39.29%	60.71%	196
Shein	33.55%	66.45%	152	58.27%	41.73%	254	74.31%	25.69%	144

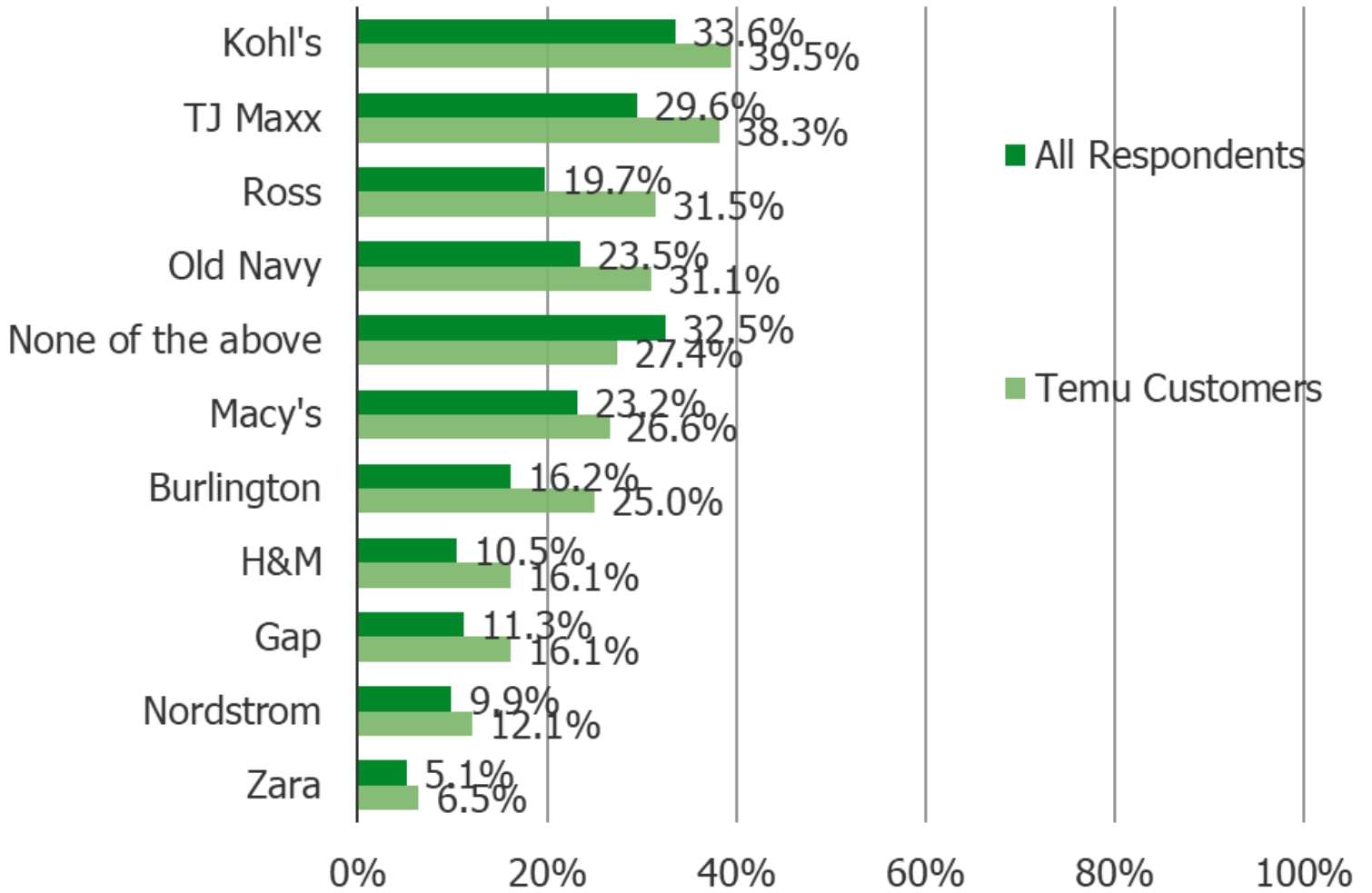
WHICH OF THE FOLLOWING DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to all respondents vs. respondents who are regular **Temu customers**. (N= 250)



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= 248)

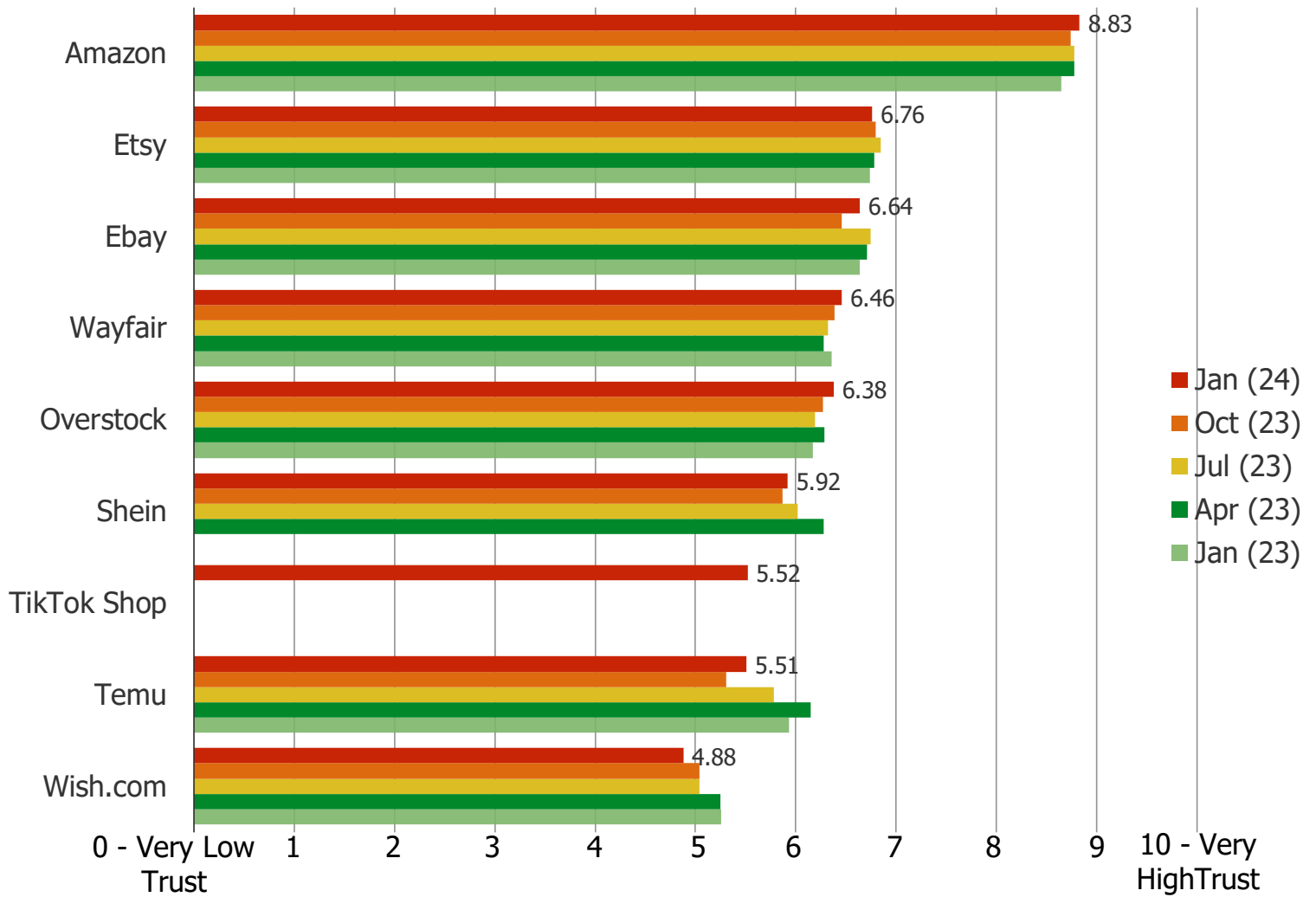


Temu

COMPETITIVE DYNAMICS

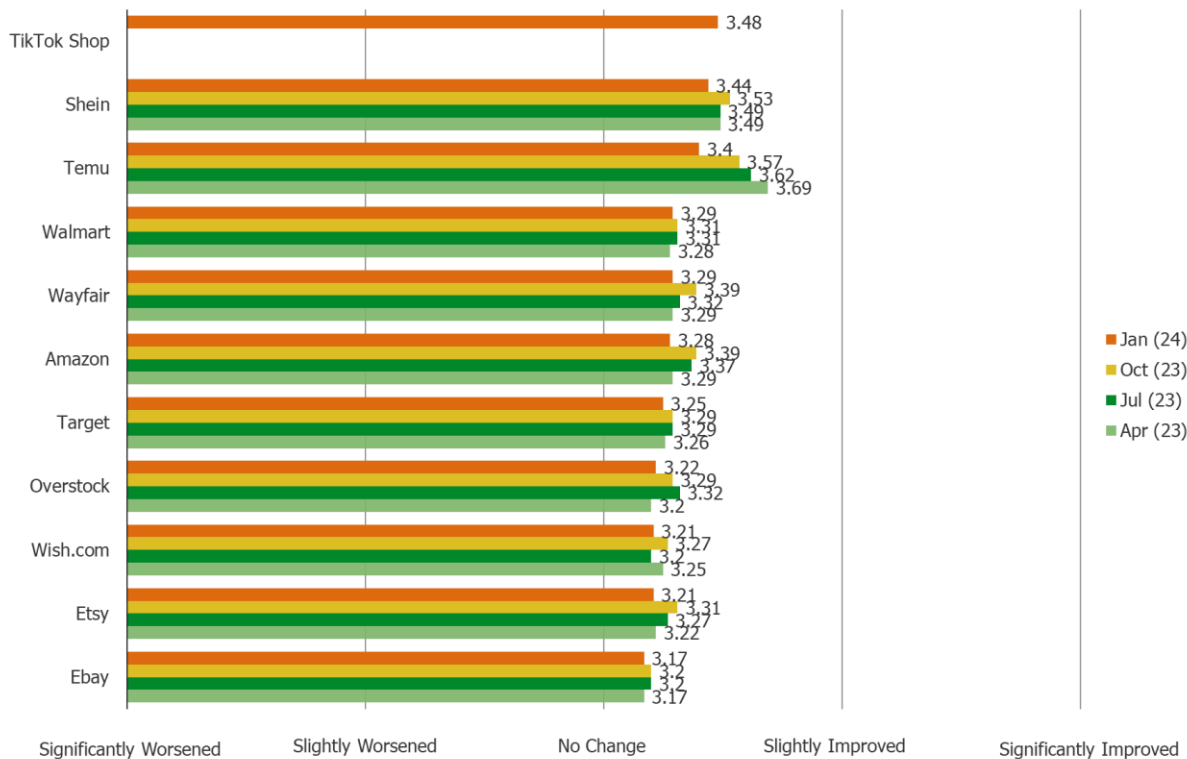
HOW MUCH TRUST DO YOU HAVE IN THE FOLLOWING?

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

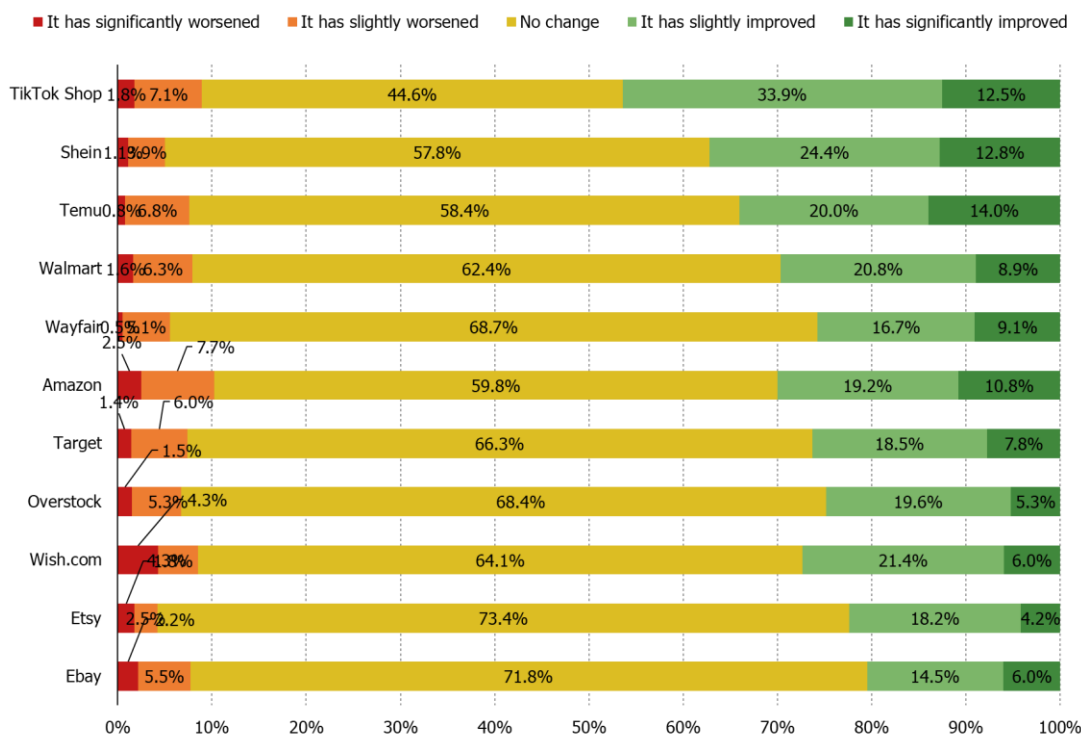


HAVE YOU NOTICED ANY CHANGES TO HOW GOOD THE SALES / PROMOTIONAL OFFERS ARE ON THESE PLATFORMS RECENTLY?

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

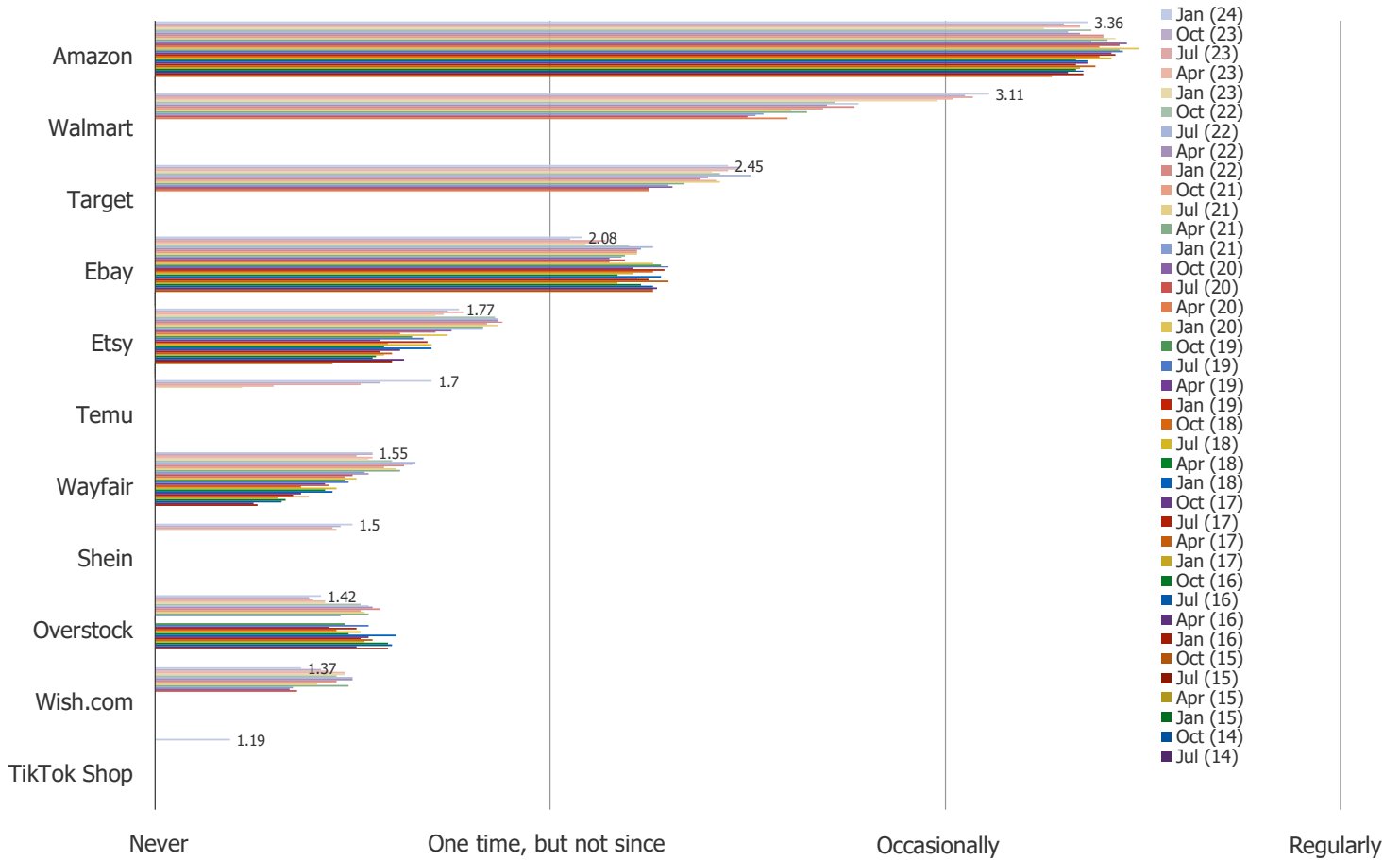


January 2024 Breakout



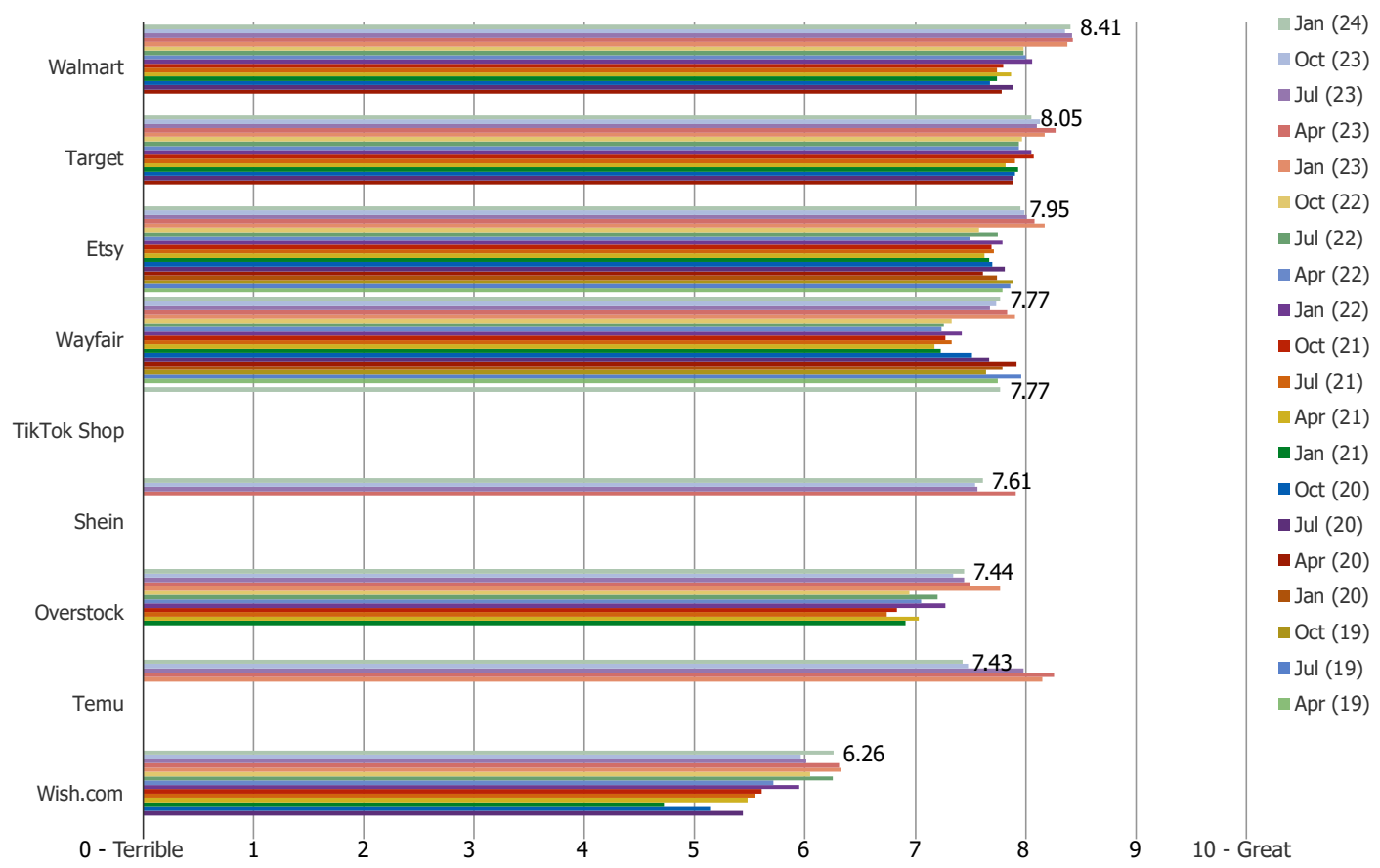
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to all respondents



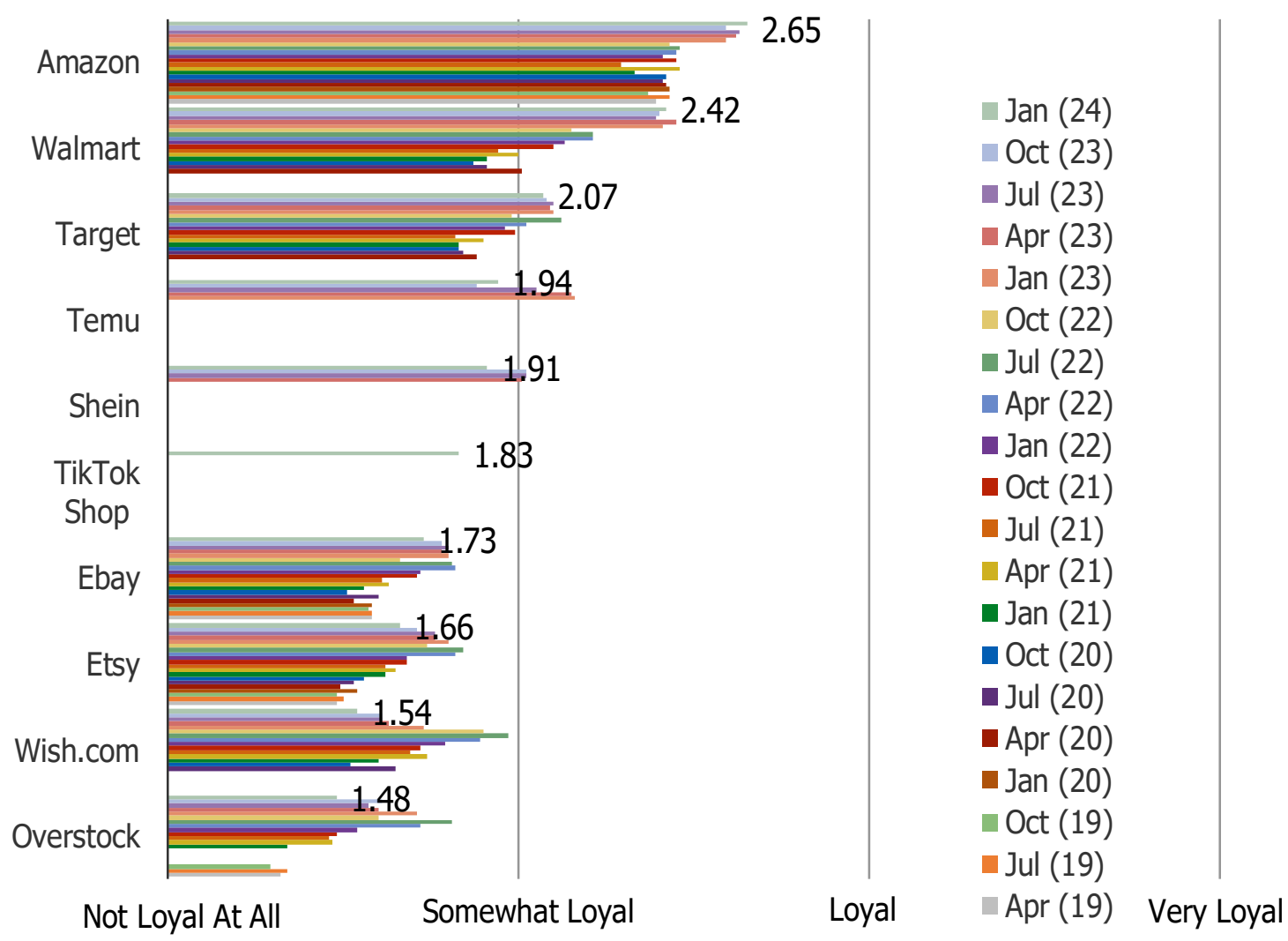
HOW DO YOU FIND THE SHIPPING EXPERIENCE WITH THIS APP/SITE?

Posed to users of each site/app



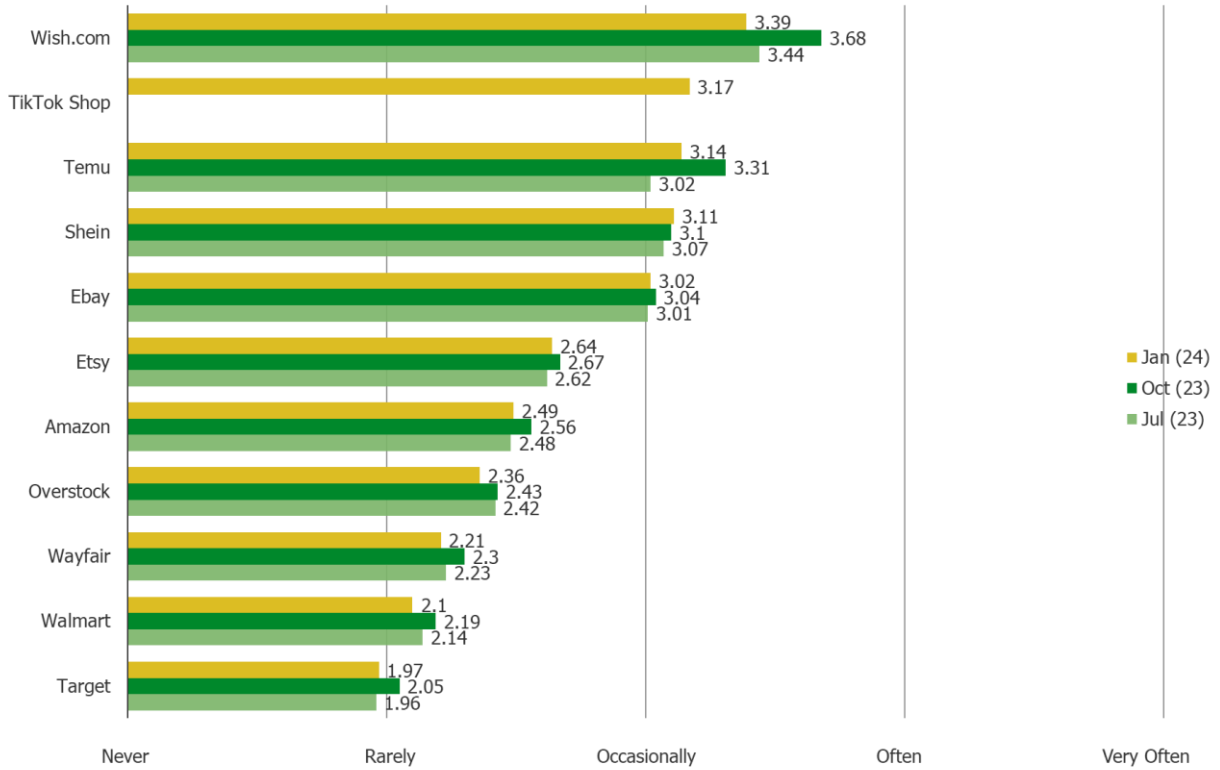
PLEASE RATE HOW LOYAL YOU ARE TO THIS APP/SITE FOR THE TYPES OF ITEMS YOU BUY FROM THEM:

Posed to users of each site/app

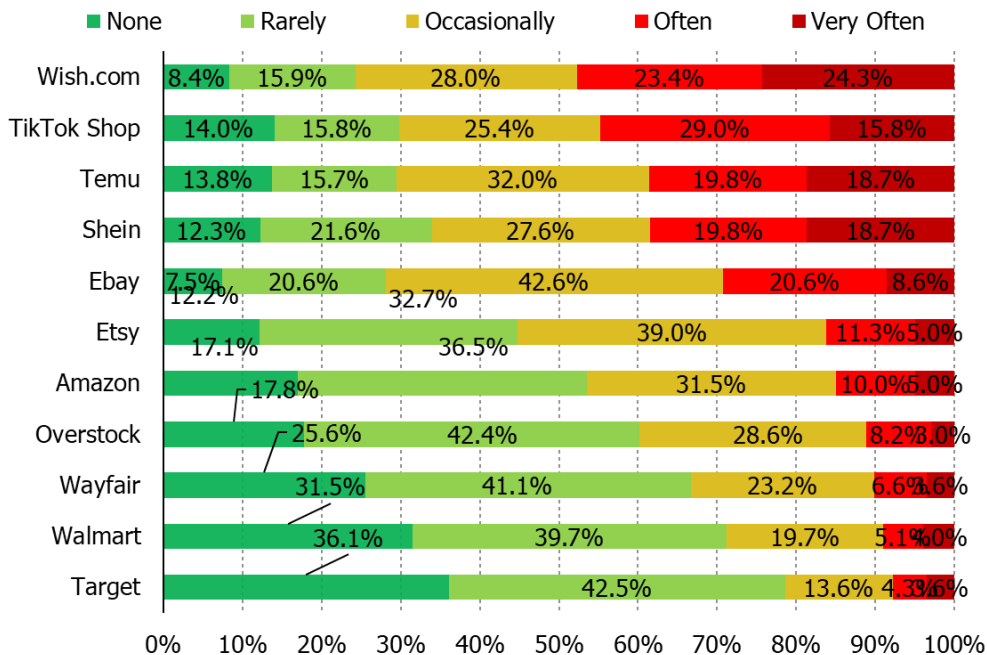


HOW OFTEN DO YOU THINK THERE ARE COUNTERFEIT / FAKE ITEMS BEING SOLD ON THIS PLATFORM?

Posed to all respondents who shop the below.

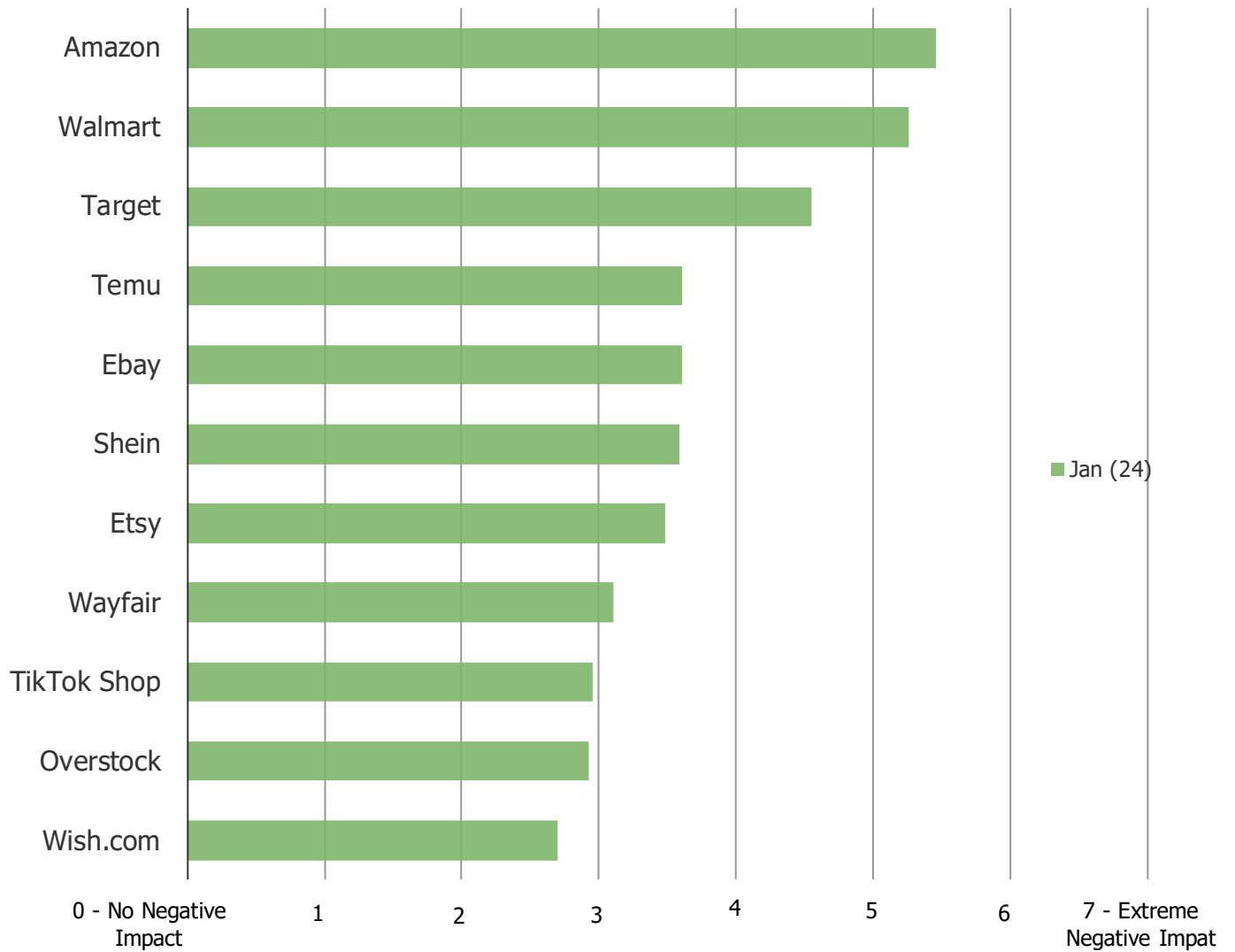


January 2024 Breakout



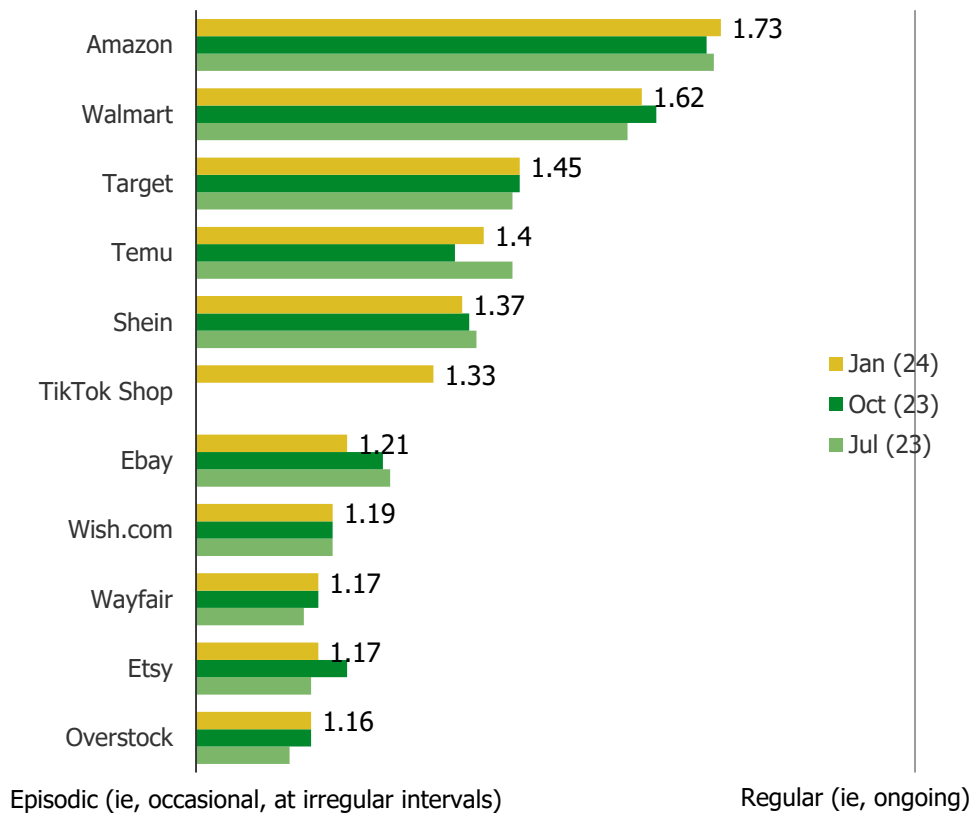
WOULD IT IMPACT YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE TODAY?

Posed to all respondents who have shopped each of the following at least once...

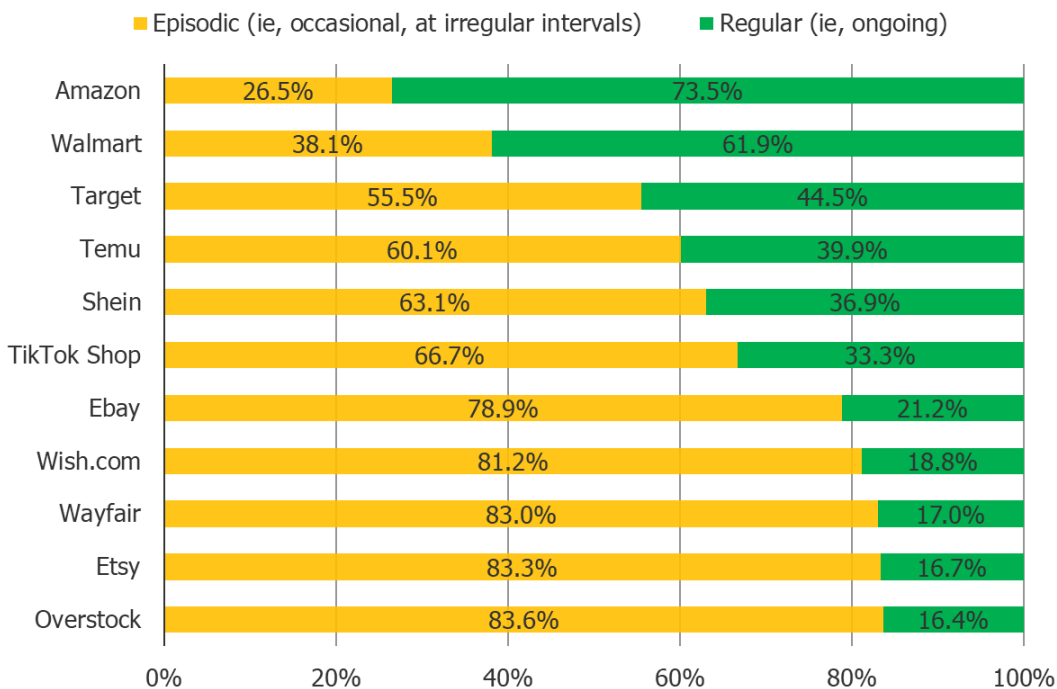


WOULD YOU DESCRIBE YOUR USAGE OF THIS PLATFORM AS REGULAR (IE, ONGOING) OR EPISODIC (OCCASIONAL, AT IRREGULAR INTERVALS)

Posed to all respondents who shop the below.



January 2024 Breakout



YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

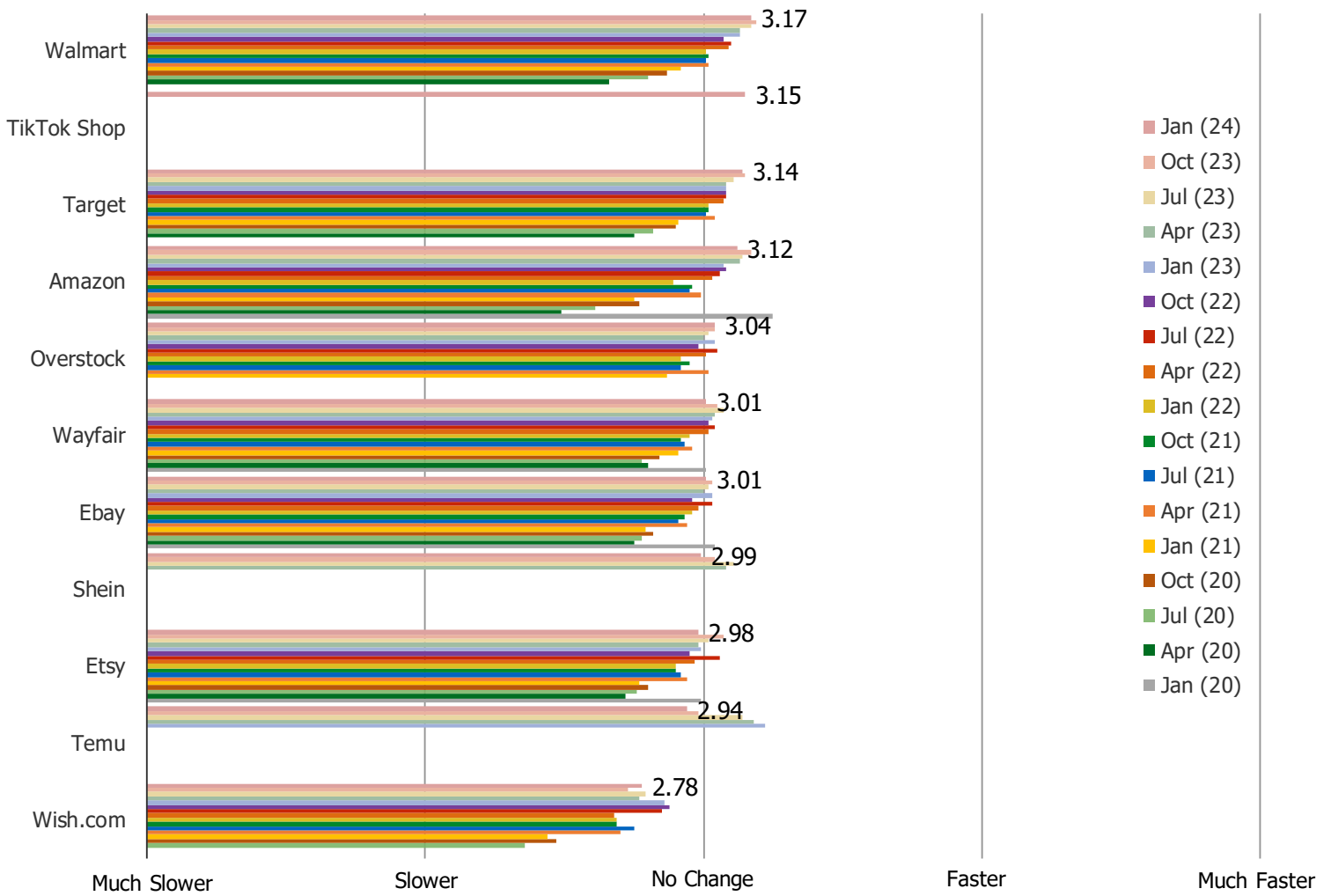
Posed to all respondents who shop the below and their use is more episodic than regular.

Temu



HAVE YOU NOTICED ANY CHANGES IN AVAILABLE SHIPPING TIMES WHEN USING THIS PLATFORM RECENTLY?

Posed to users of each site/app.

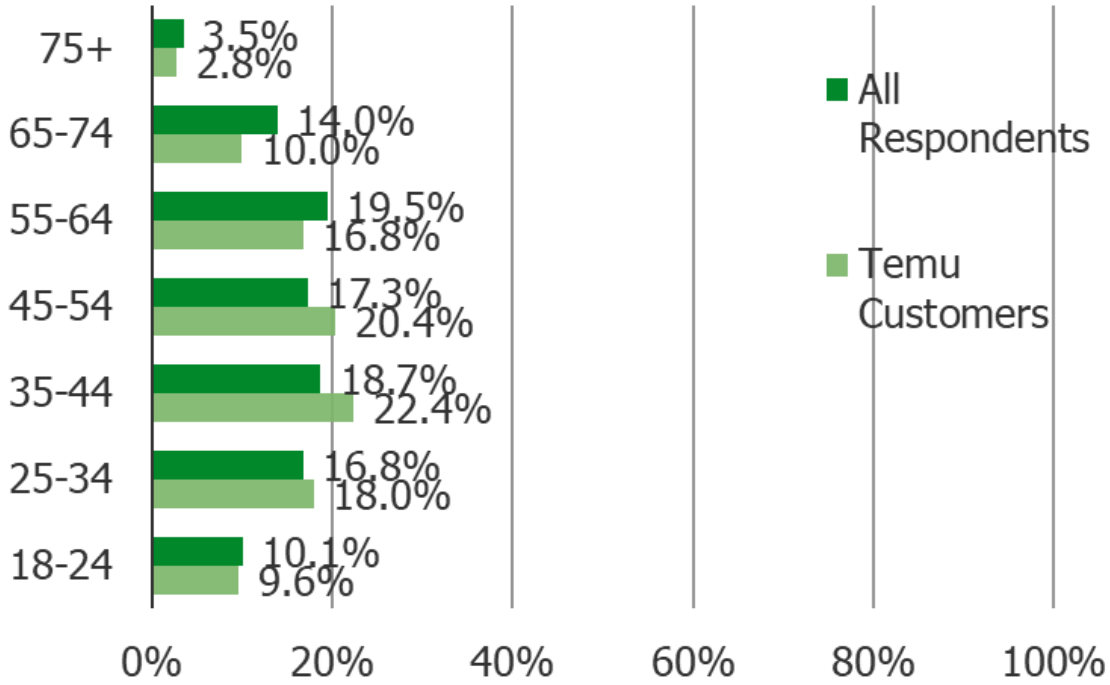


Temu

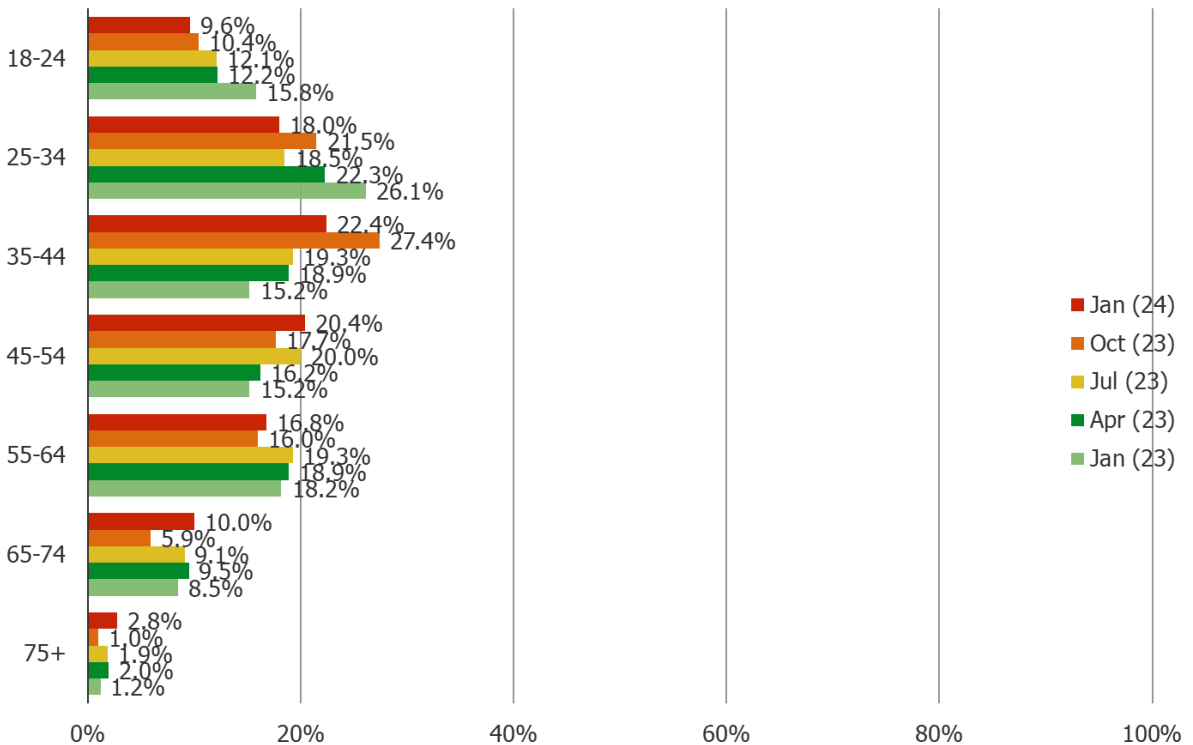
TEMU CUSTOMER DEMOGRAPHICS

TEMU CUSTOMERS - AGE

All respondents vs. respondents who shop **Temu regularly or occasionally**. (N= 250)

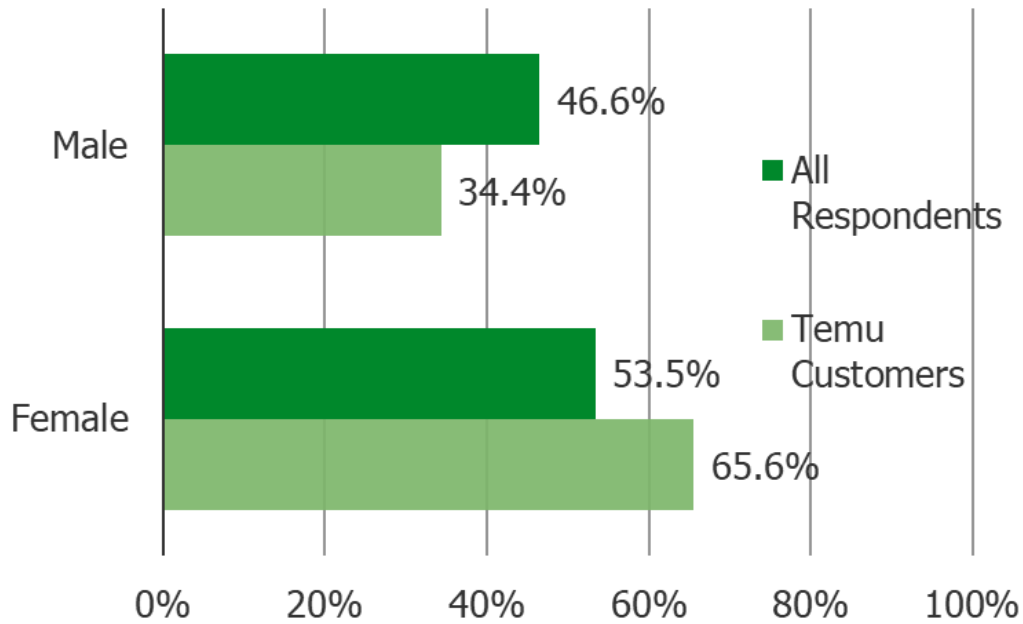


Time series (Regular or occasional Temu Customers)

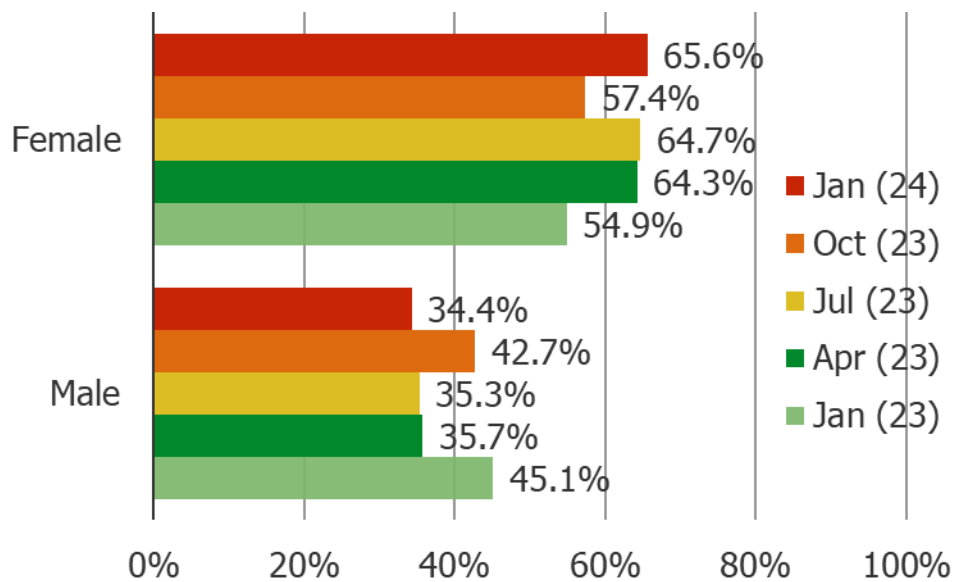


TEMU CUSTOMERS - GENDER

All respondents vs. respondents who shop **Temu regularly or occasionally**. (N= 250)

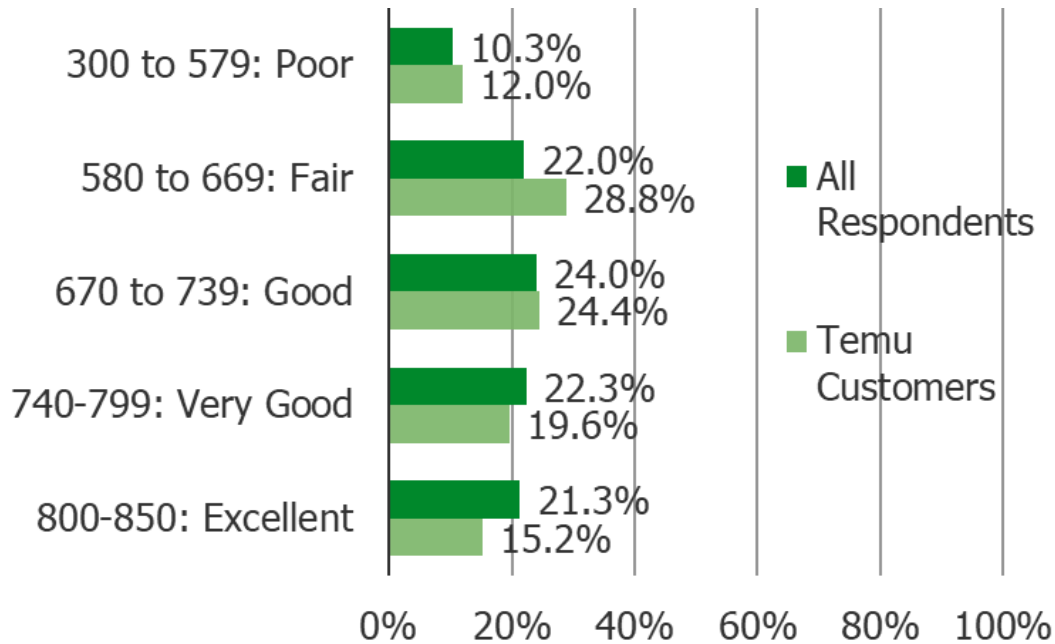


Time series (Regular or occasional Temu Customers)

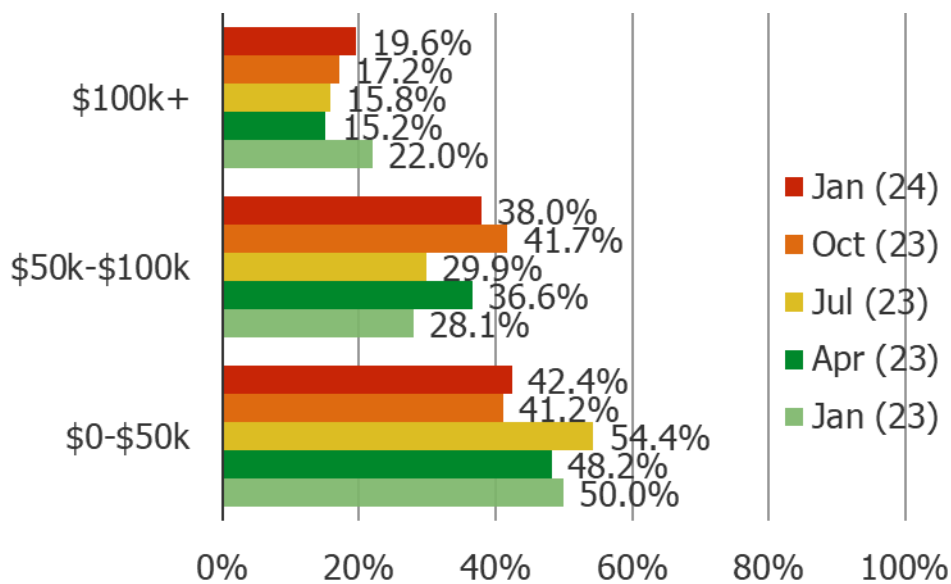


TEMU CUSTOMERS - CREDIT SCORE

All respondents vs. respondents who shop **Temu regularly or occasionally**. (N= 250)



Time series (Regular or occasional Temu Customers)

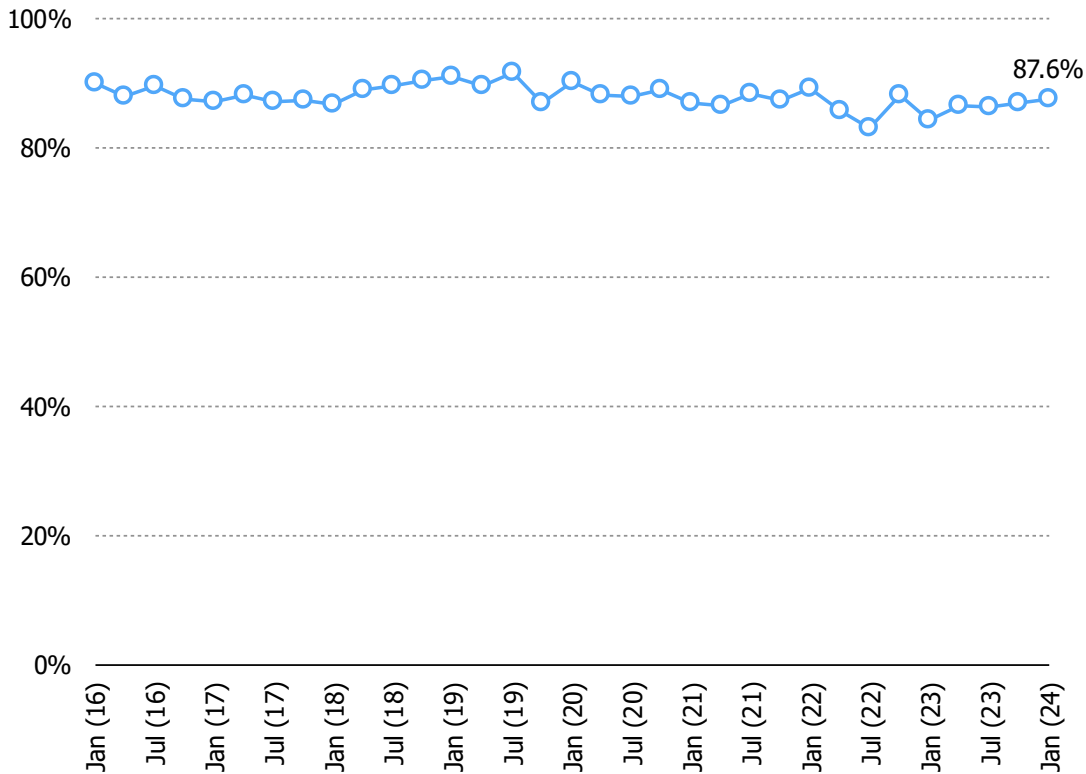


Temu

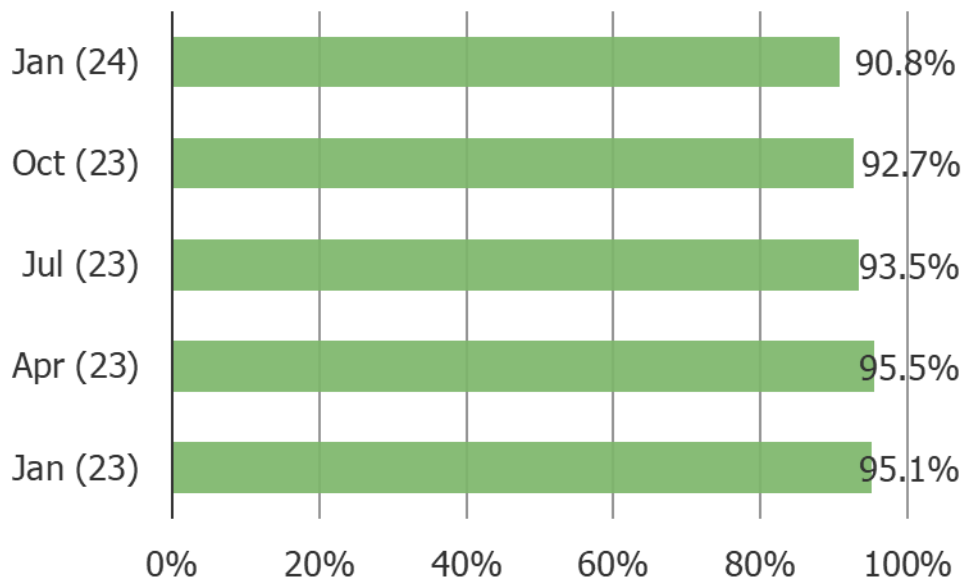
APPENDIX – AMZN <> TEMU

DO YOU EVER USE OR VISIT AMAZON (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?

Posed to all respondents.

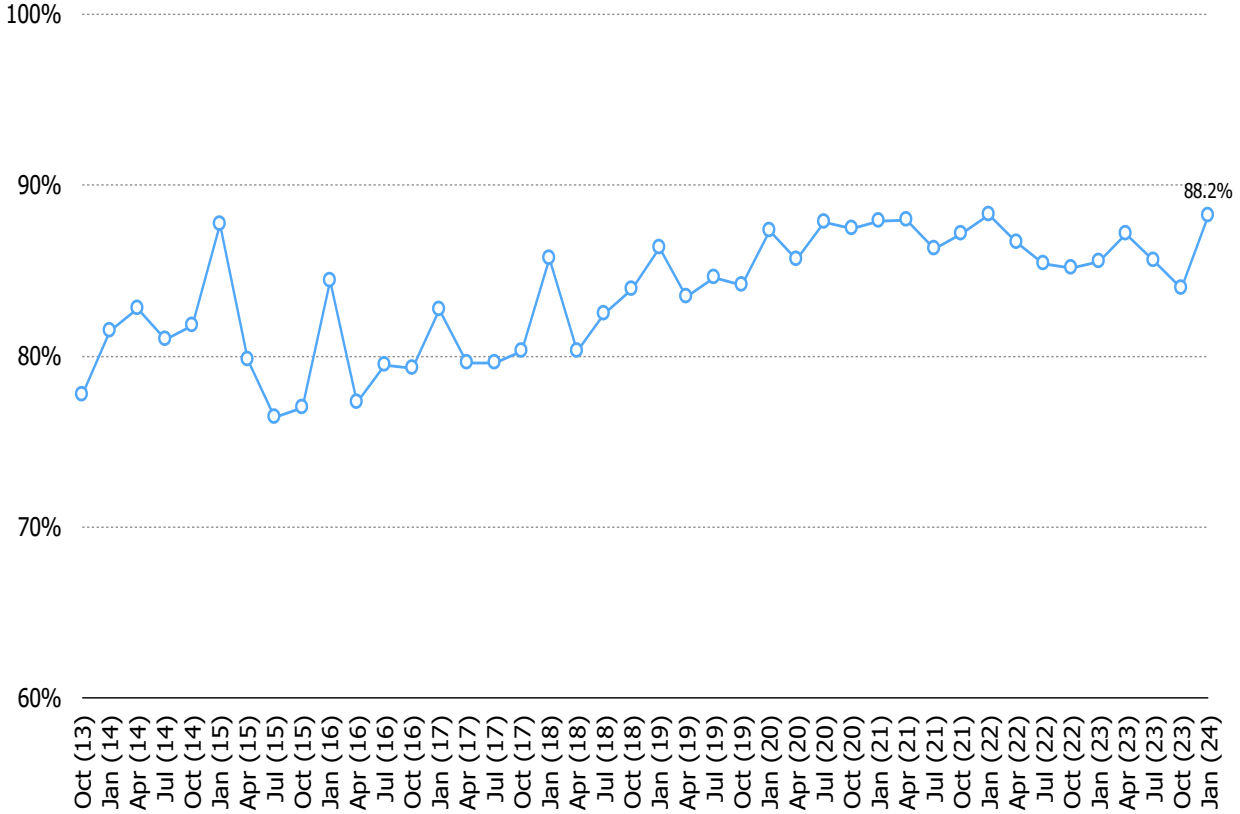


Posed to respondents who shop Temu regularly or occasionally...

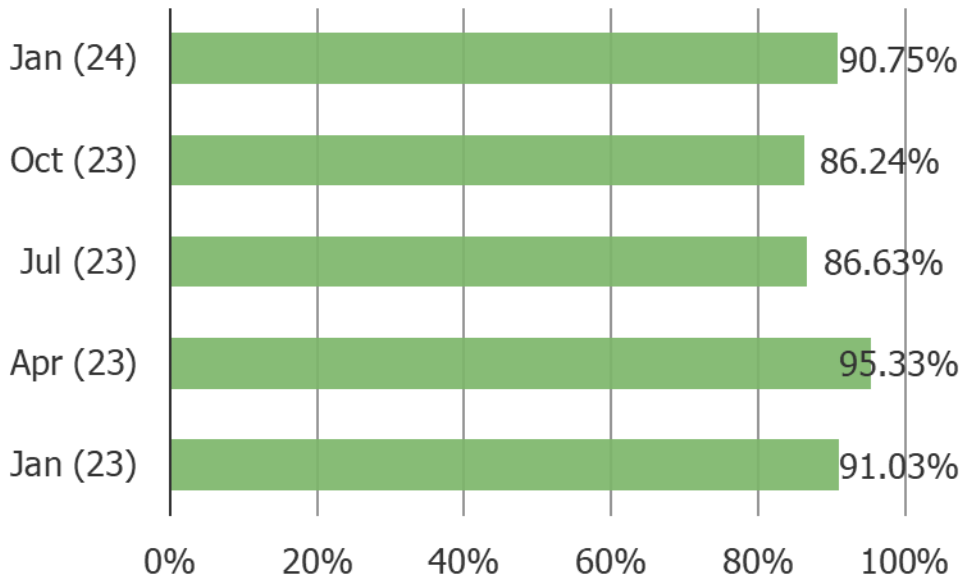


AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM AMAZON DURING THE PAST THREE MONTHS?

Posed to Amazon users

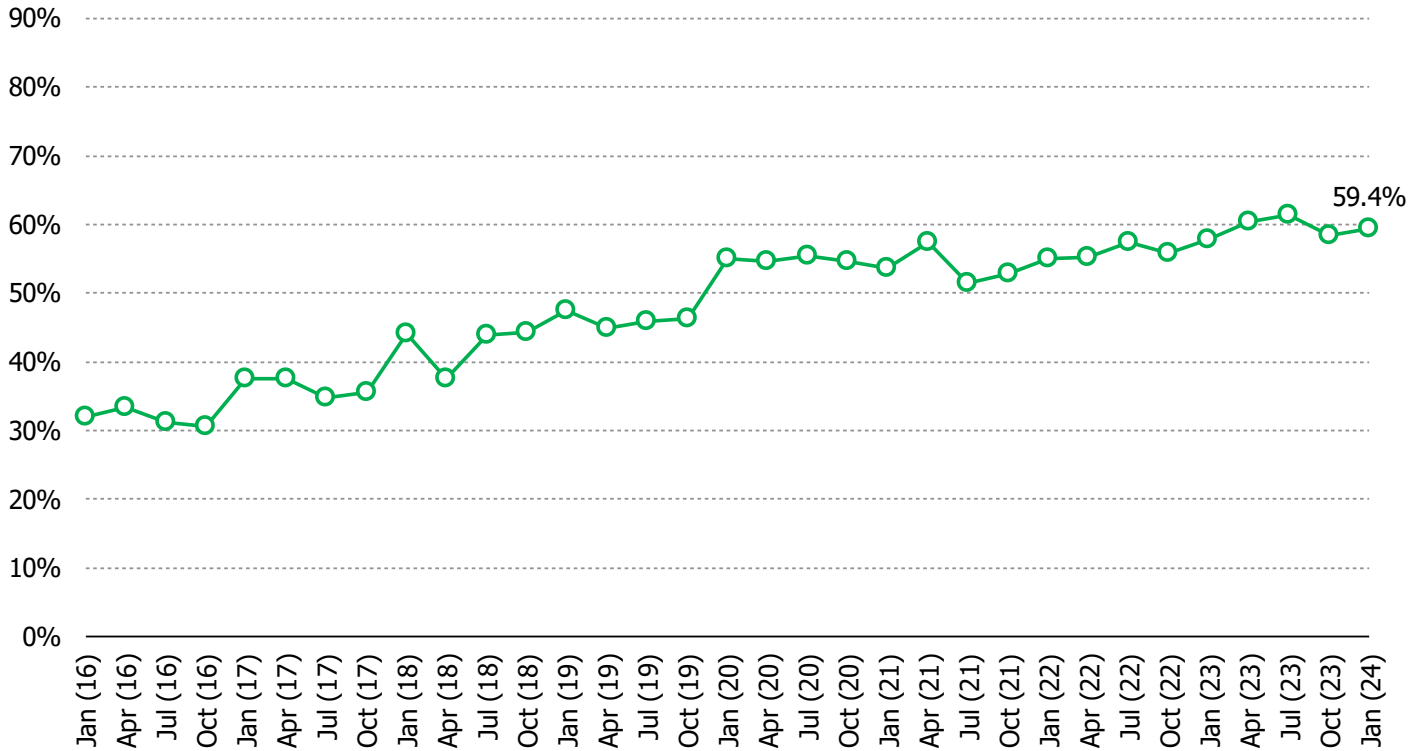


Posed to respondents who shop Temu regularly or occasionally and shop Amazon...

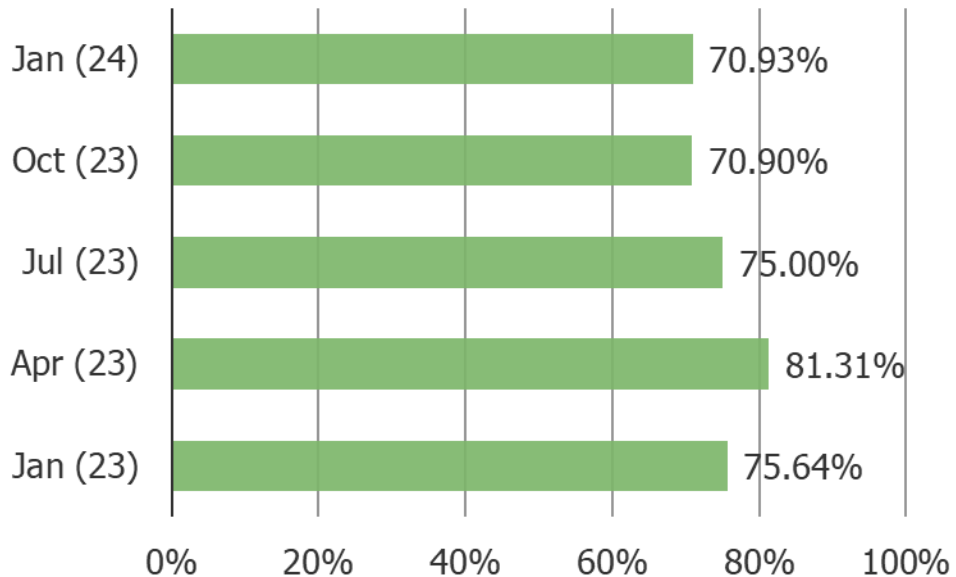


AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM THE AMAZON MOBILE APP IN THE PAST THREE MONTHS?

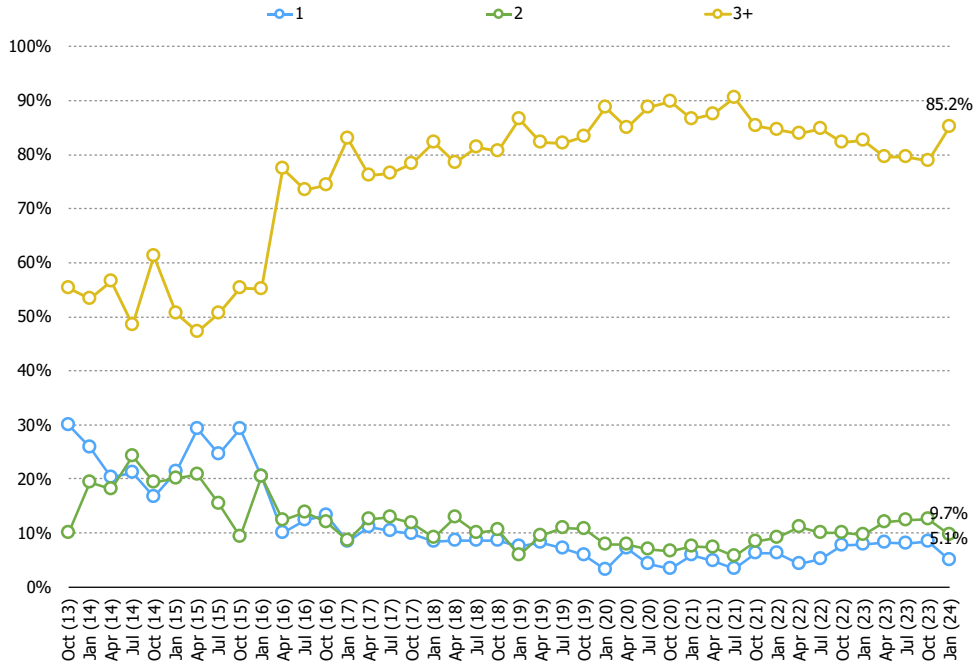
Posed to Amazon users



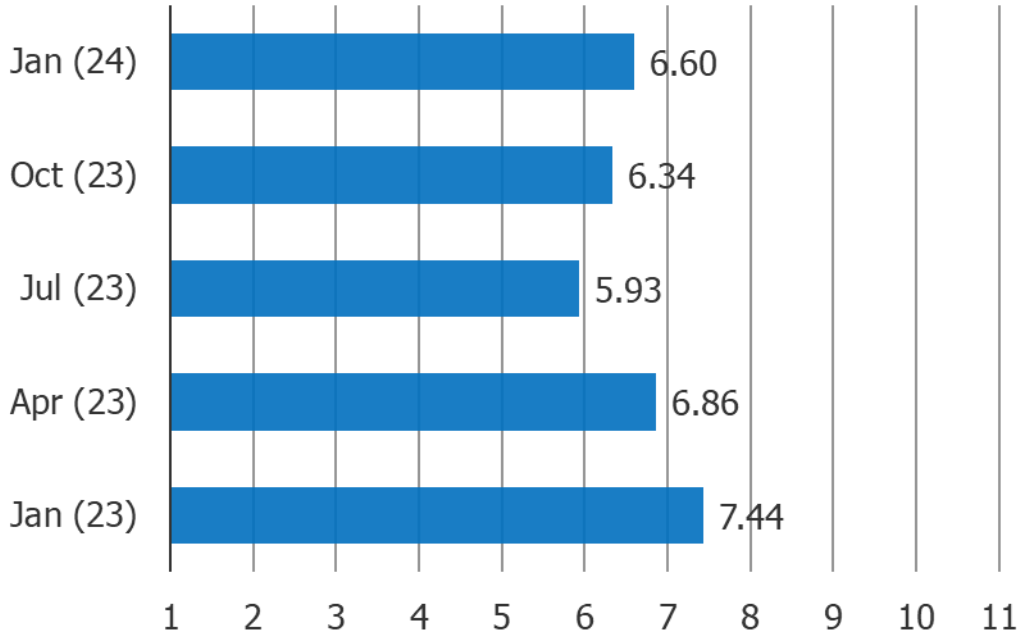
Posed to respondents who shop Temu regularly or occasionally and shop Amazon...



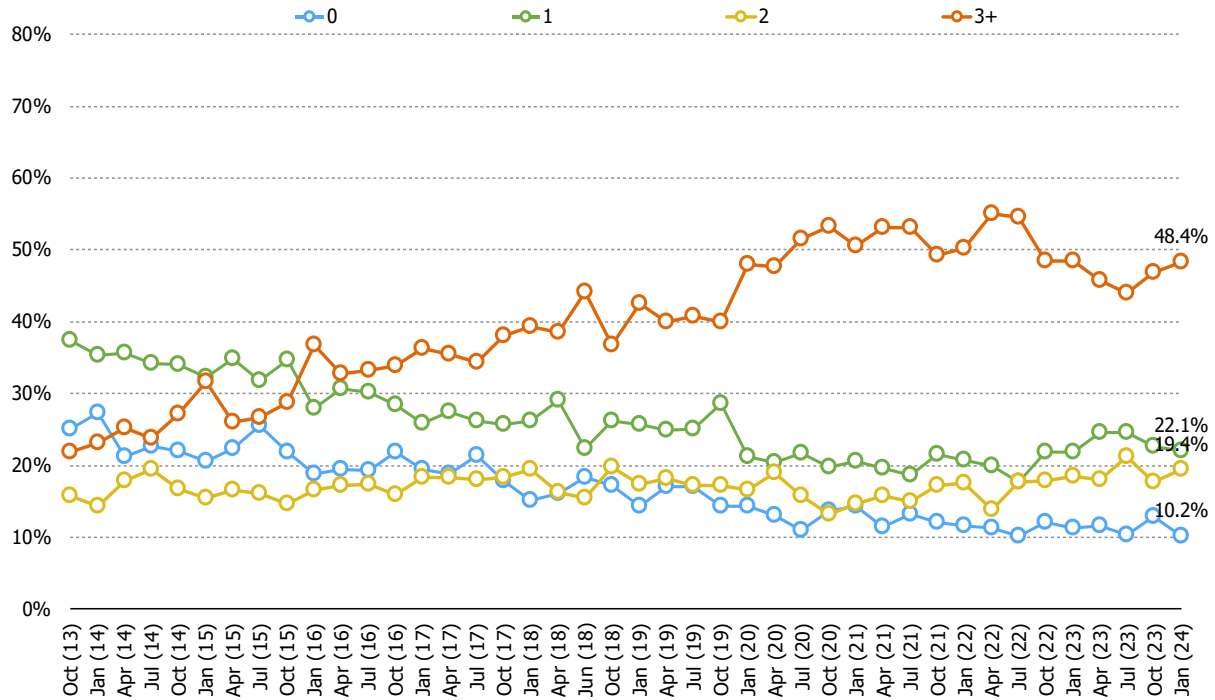
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?



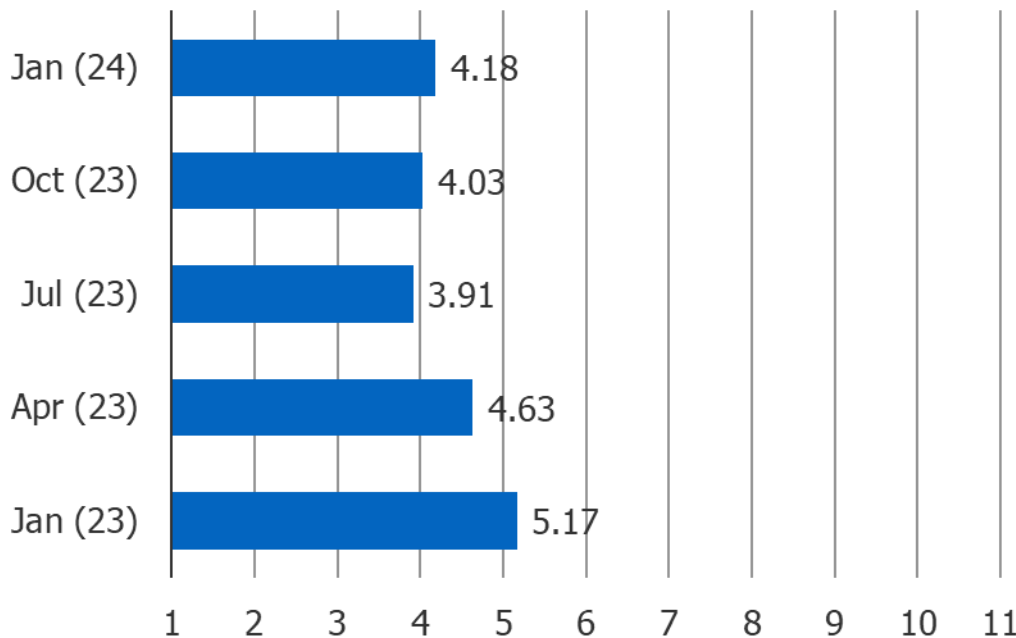
Posed to respondents who shop Temu regularly or occasionally and shop Amazon...



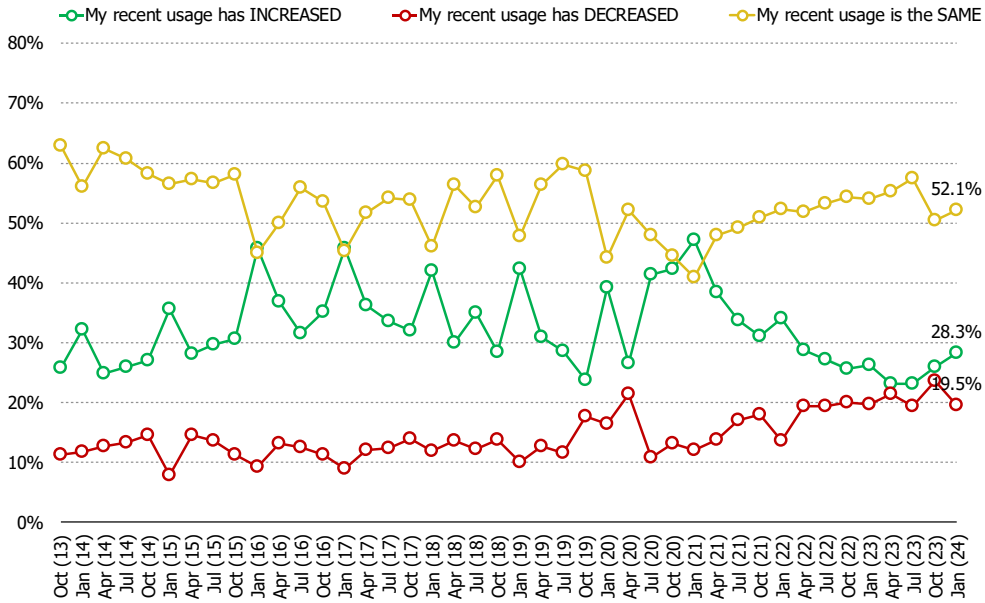
AMAZON USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH AMAZON A MONTH?



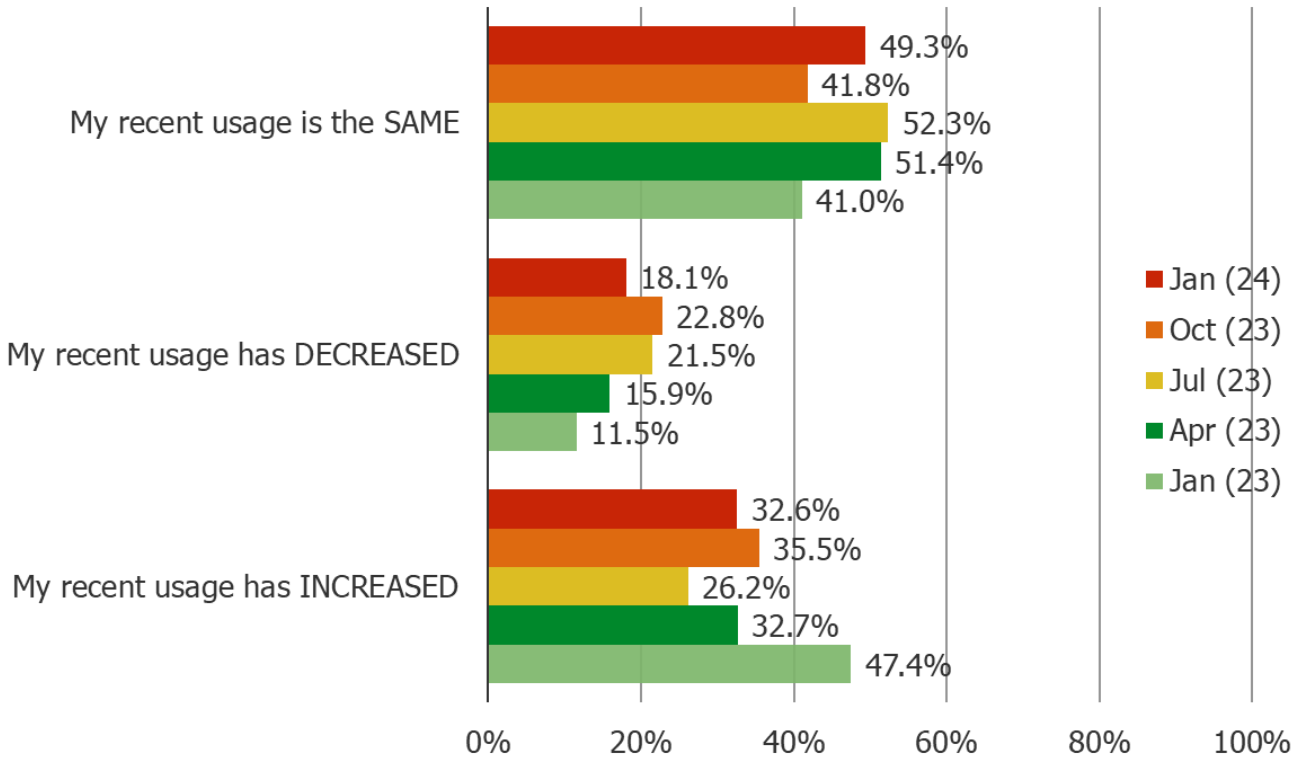
Posed to respondents who shop Temu regularly or occasionally and shop Amazon...



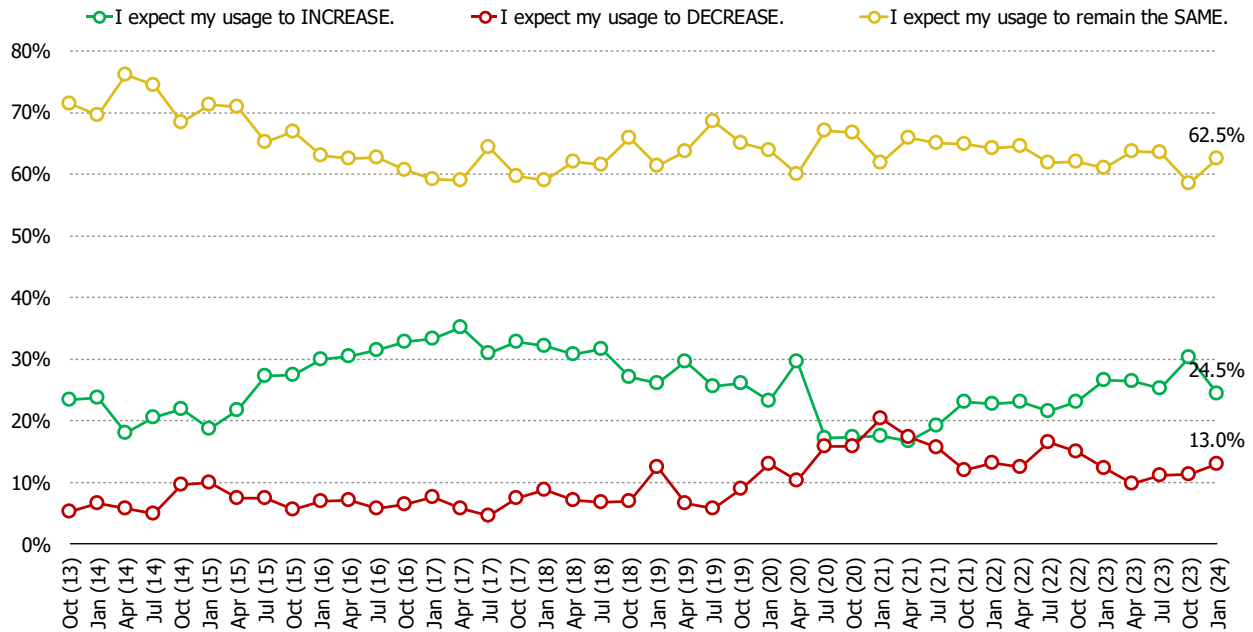
AMAZON USERS – RECENT USAGE



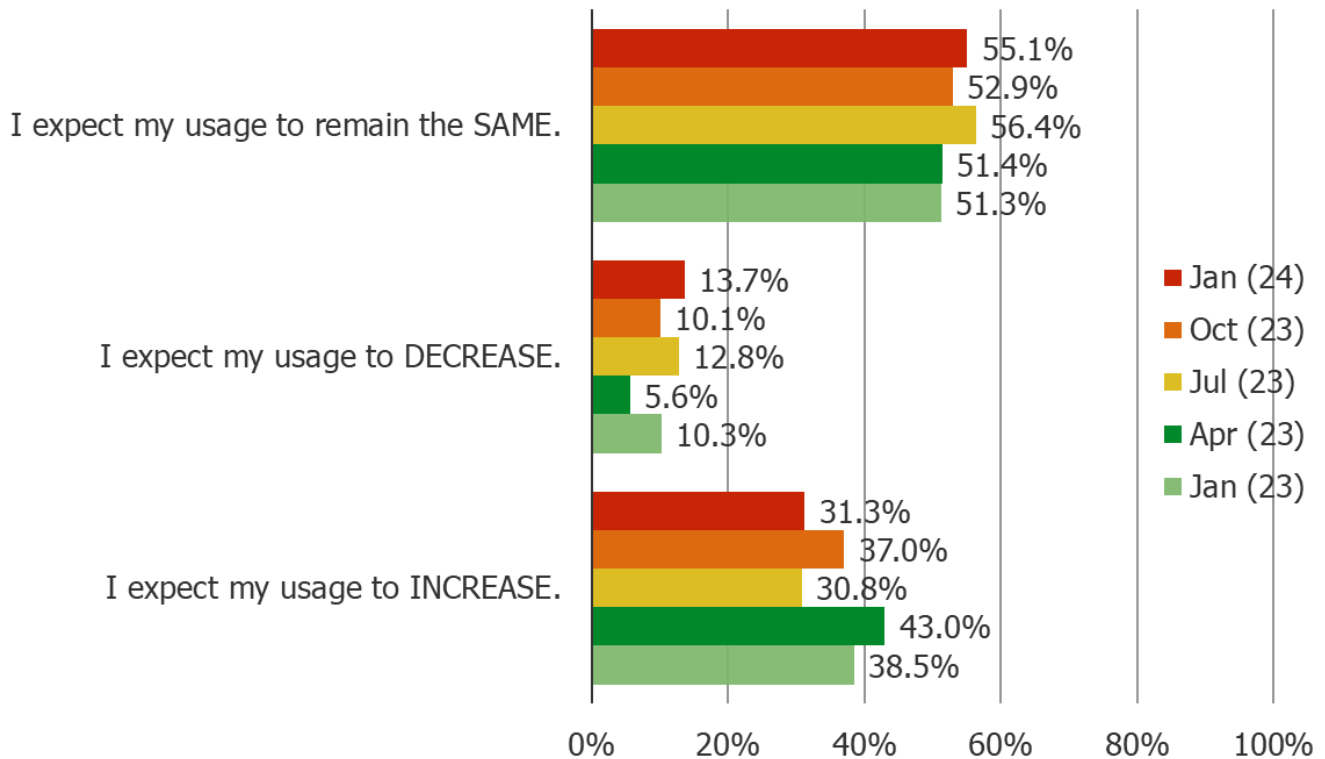
Posed to respondents who shop Temu regularly or occasionally and shop Amazon...



AMAZON USERS – EXPECTED USAGE

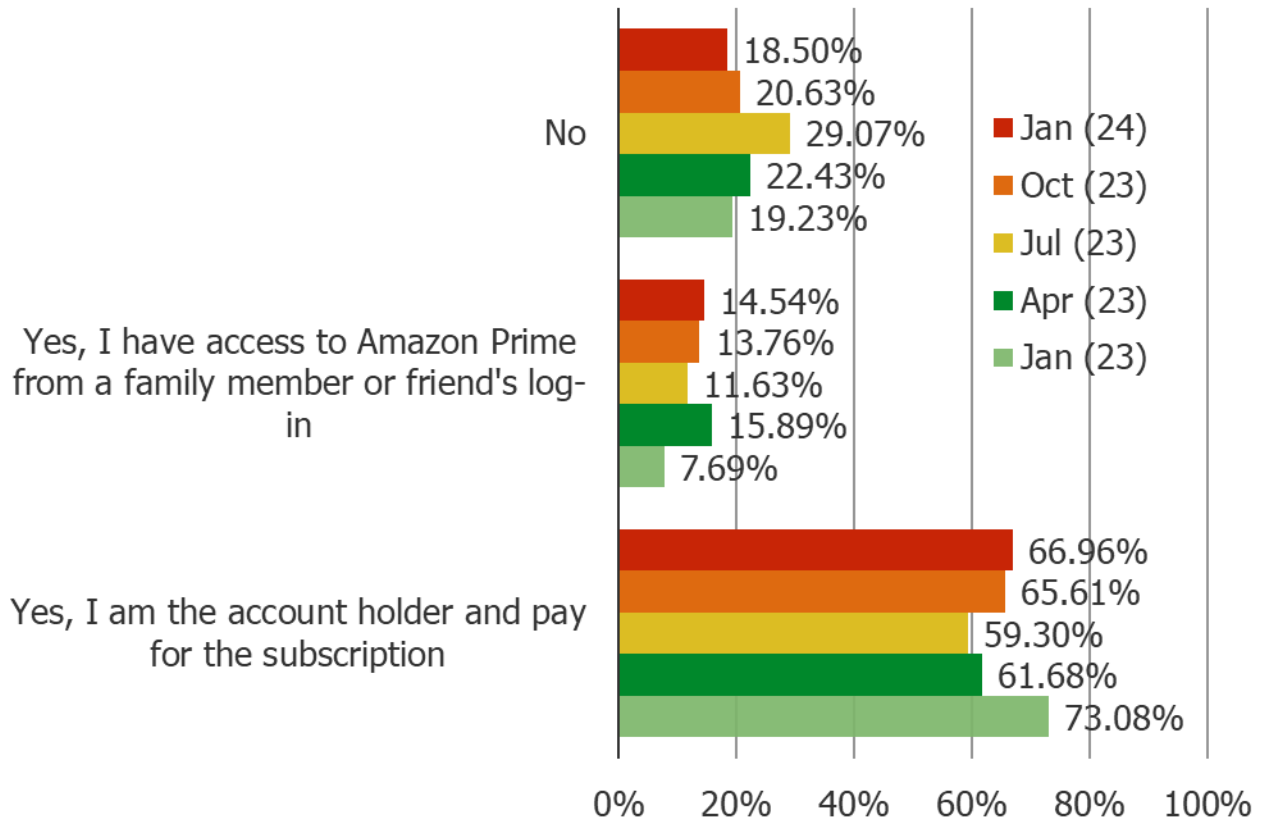


Posed to respondents who shop Temu regularly or occasionally and shop Amazon...



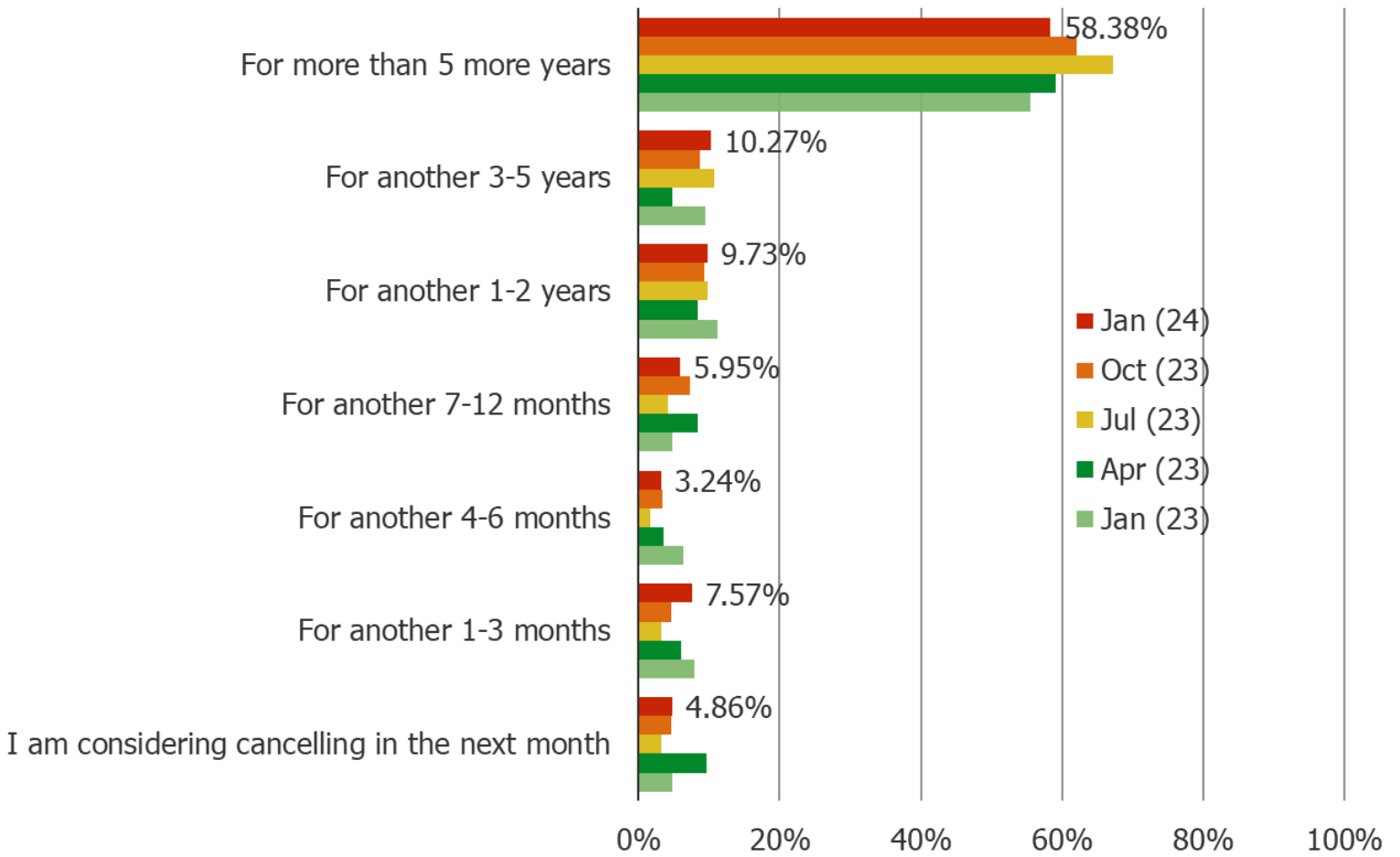
ARE YOU CURRENTLY A SUBSCRIBER OF AMAZON PRIME?

Posed to respondents who shop Temu regularly or occasionally who shop Amazon...



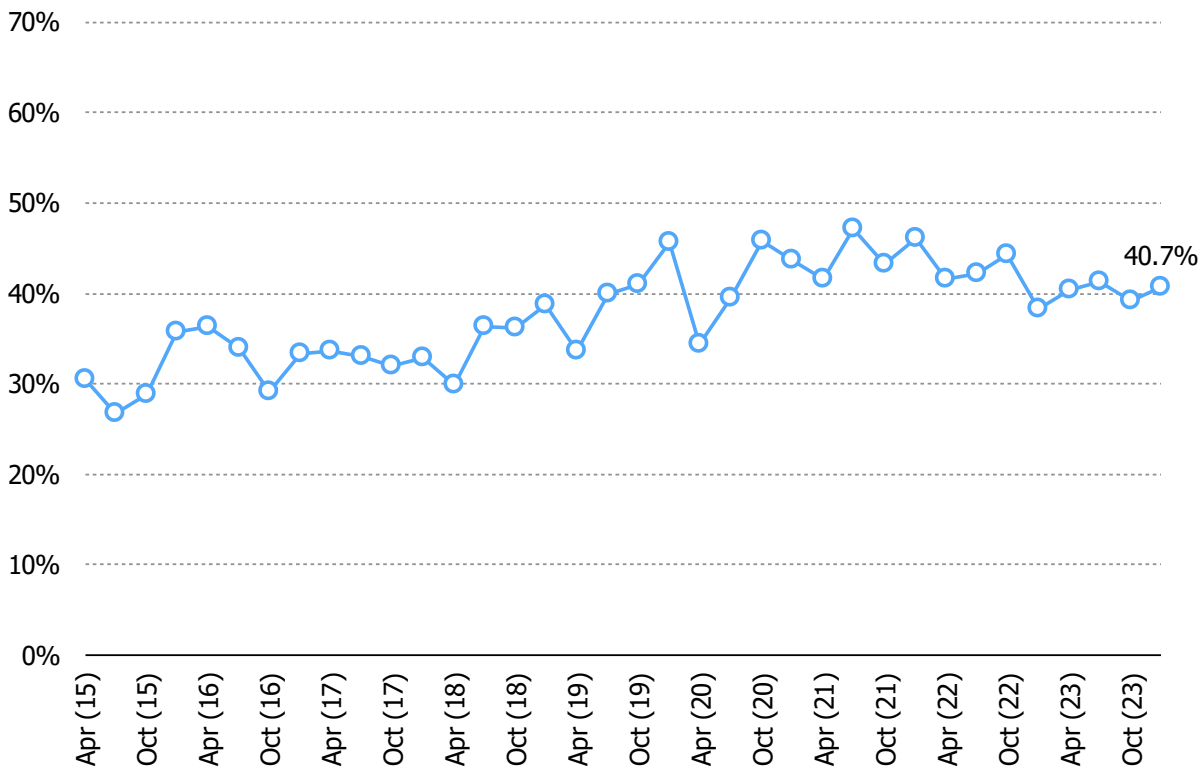
FOR HOW MUCH LONGER DO YOU INTEND TO BE AN AMAZON PRIME MEMBER?

Posed to respondents who shop Temu regularly or occasionally who are Amazon Prime members...

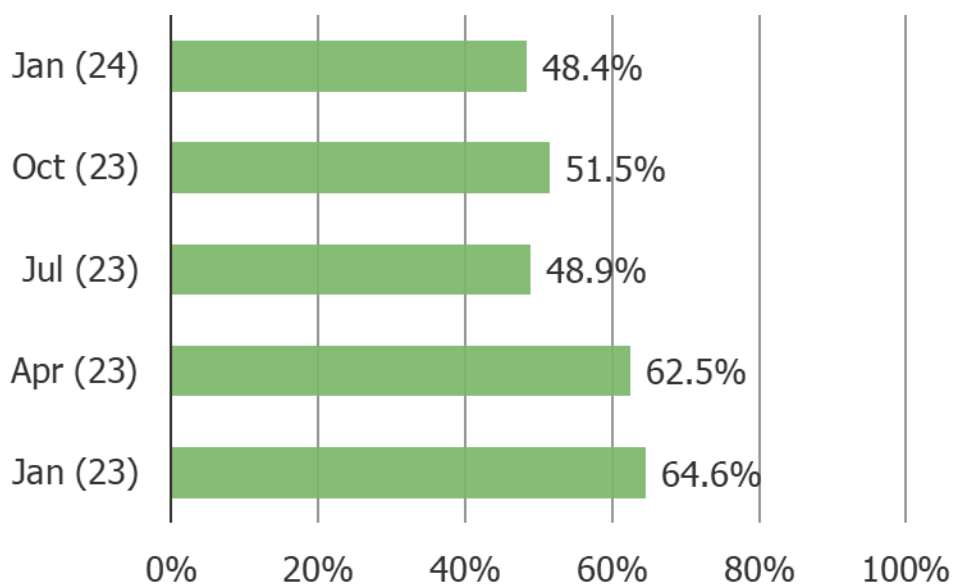


APPENDIX – ETSY <> TEMU

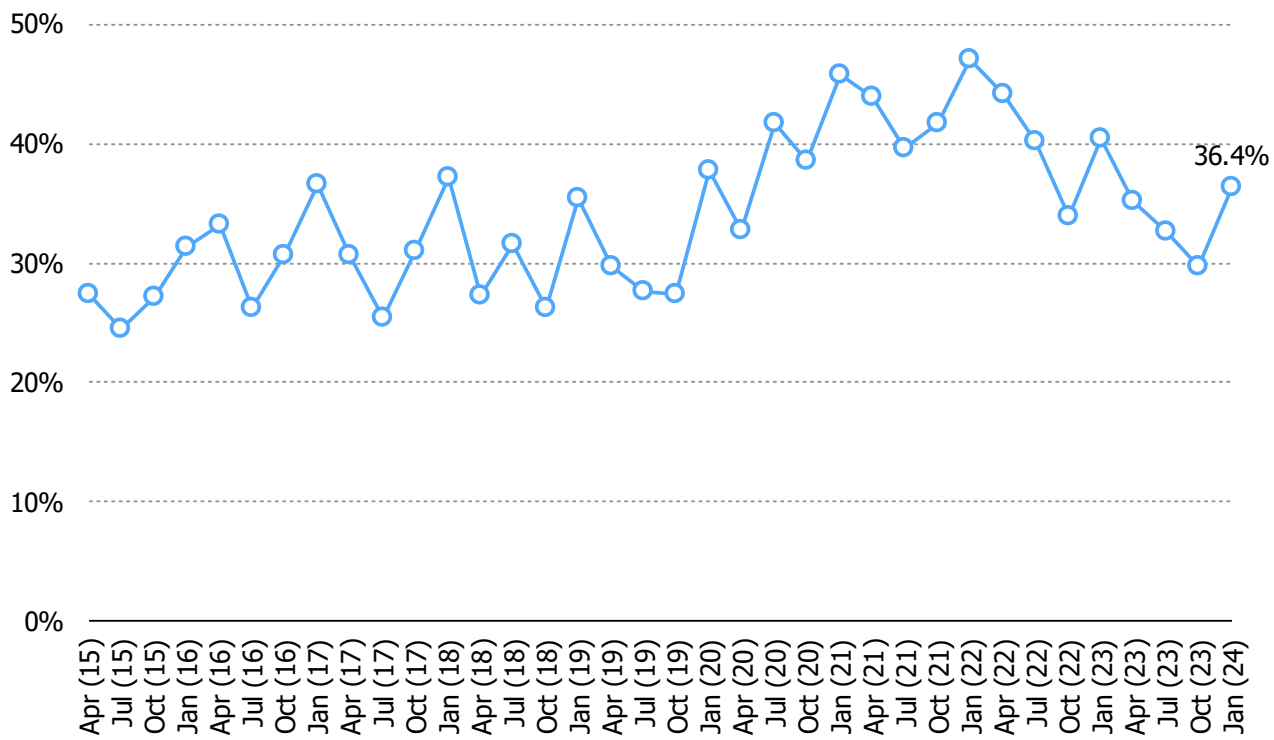
ALL RESPONDENTS – DO YOU EVER USE OR VISIT ETSY (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?



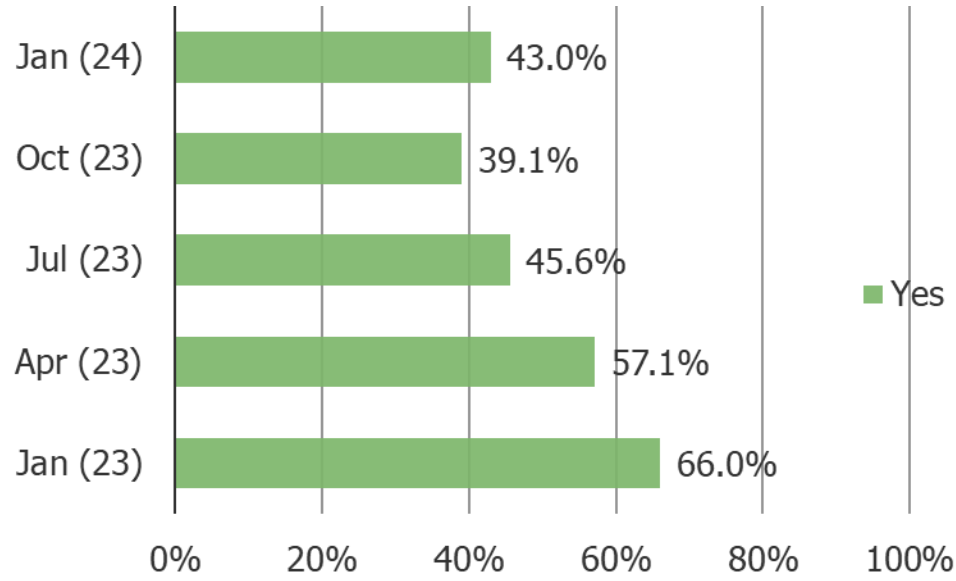
Posed to respondents who shop Temu regularly or occasionally...



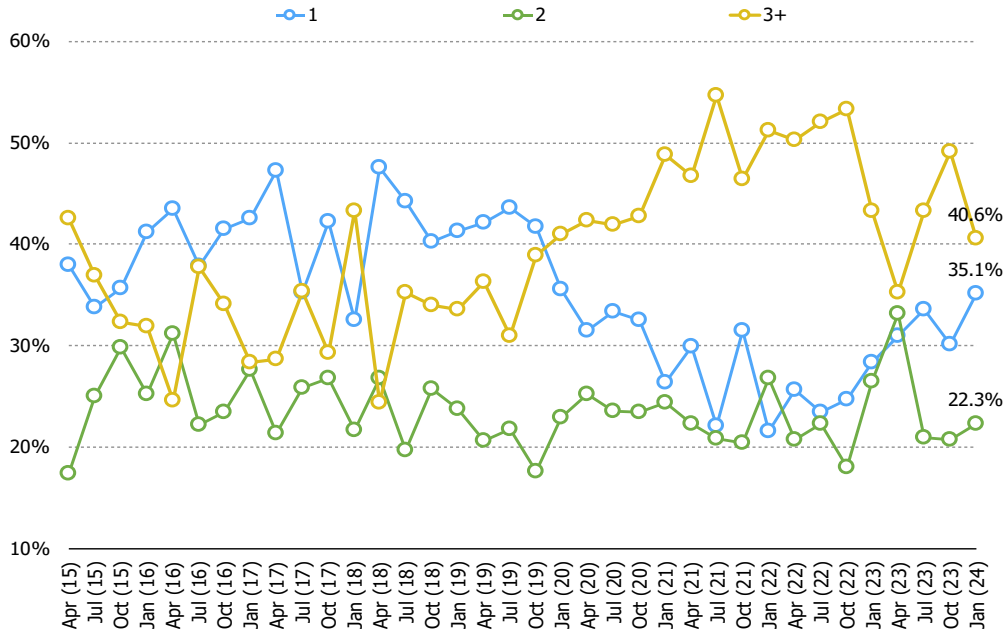
ETSY USERS – HAVE YOU PURCHASED AN ITEM FROM ETSY IN THE LAST THREE MONTHS?



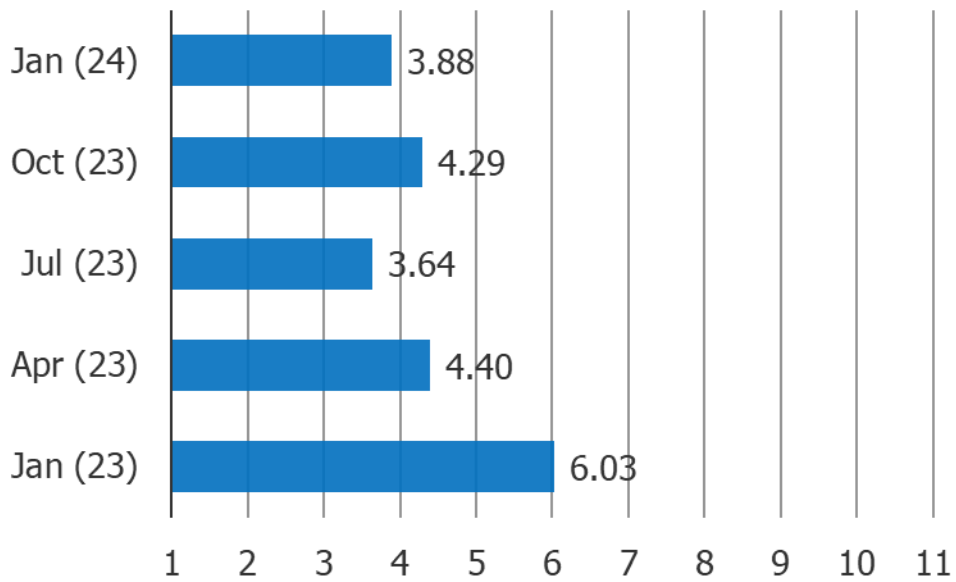
Posed to respondents who shop Temu regularly or occasionally and shop Etsy...



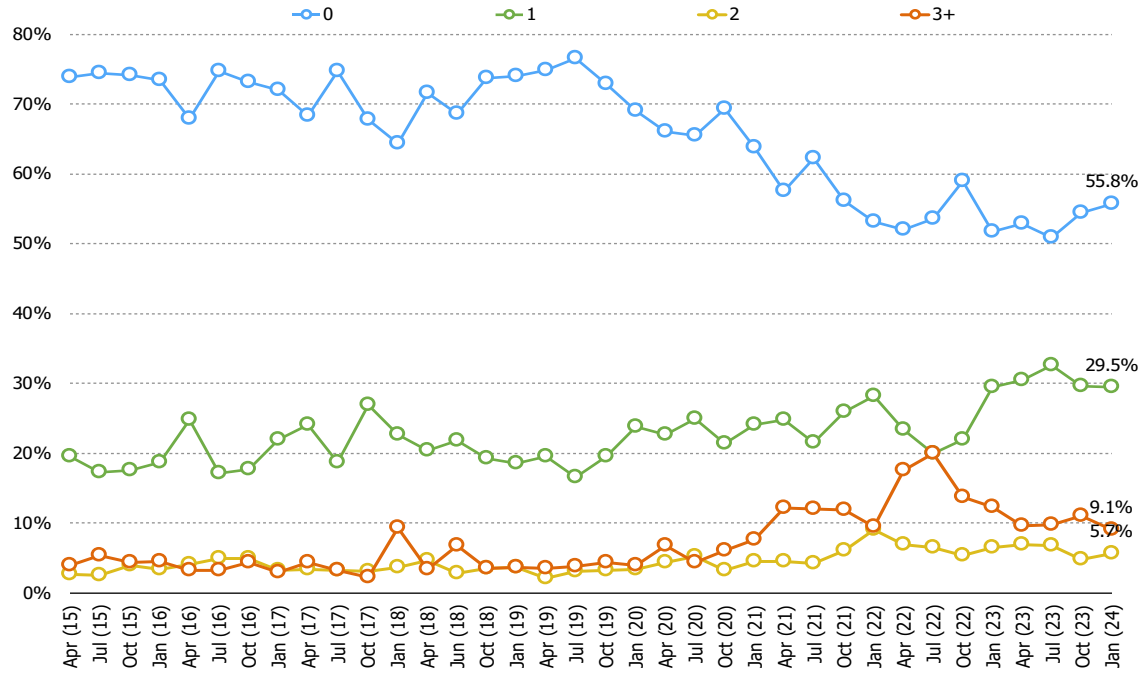
PURCHASED THROUGH ETSY IN PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH ETSY IN THE LAST THREE MONTHS?



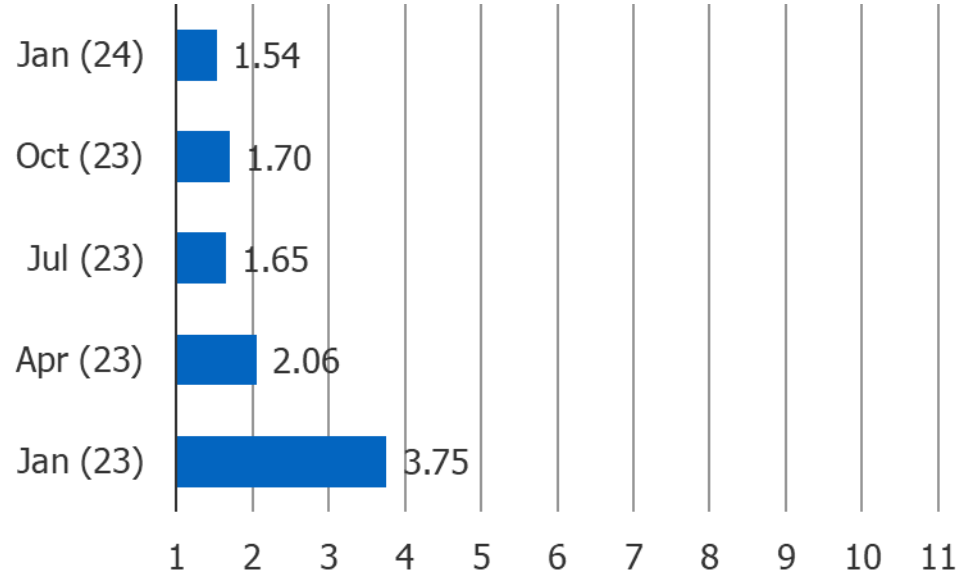
Posed to respondents who shop Temu regularly or occasionally and shop Etsy...



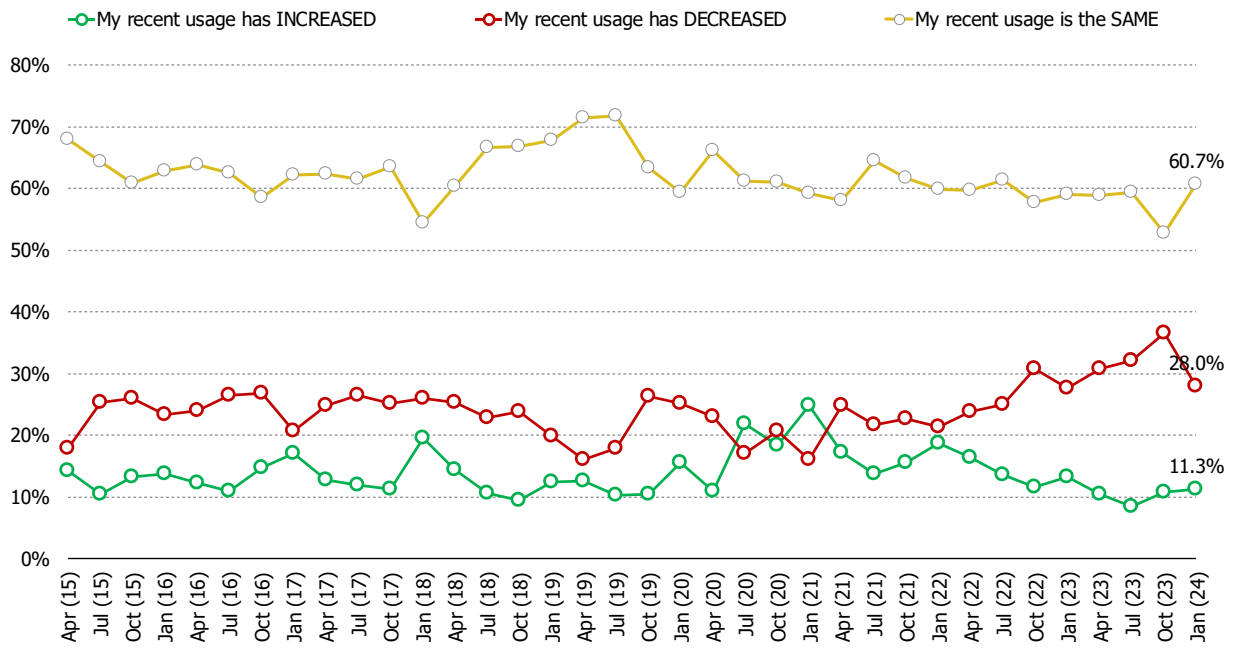
ETSY USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH ETSY PER MONTH



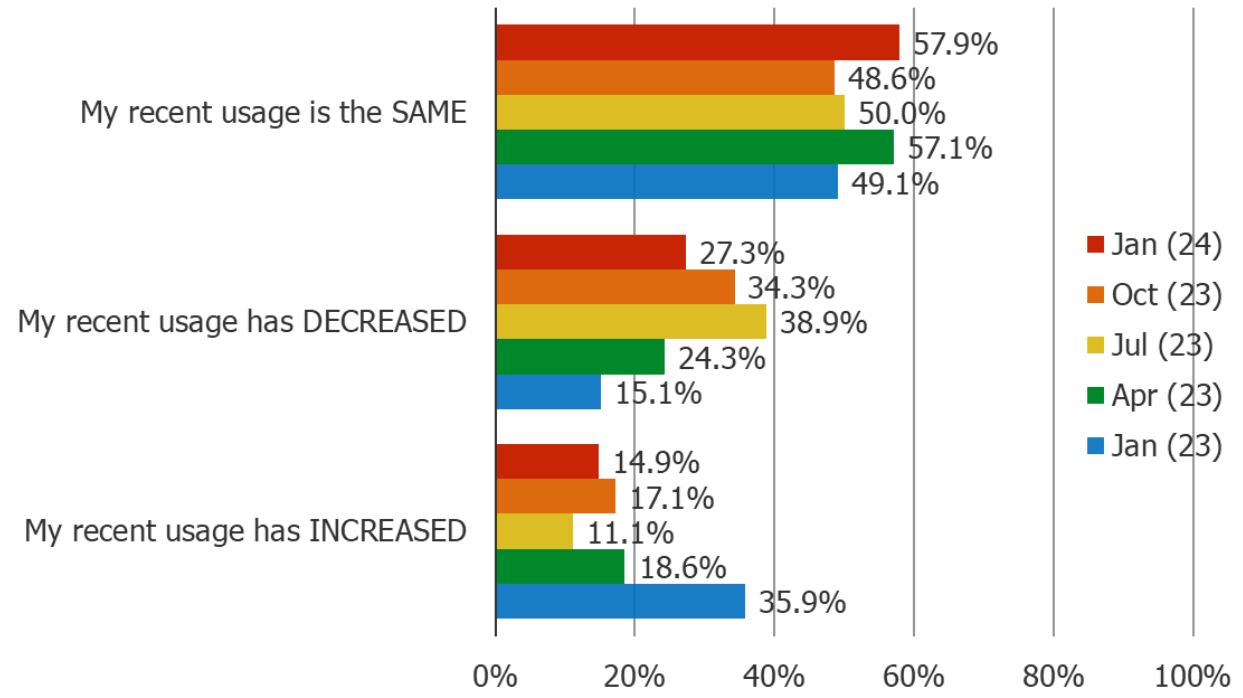
Posed to respondents who shop Temu regularly or occasionally and shop Etsy...



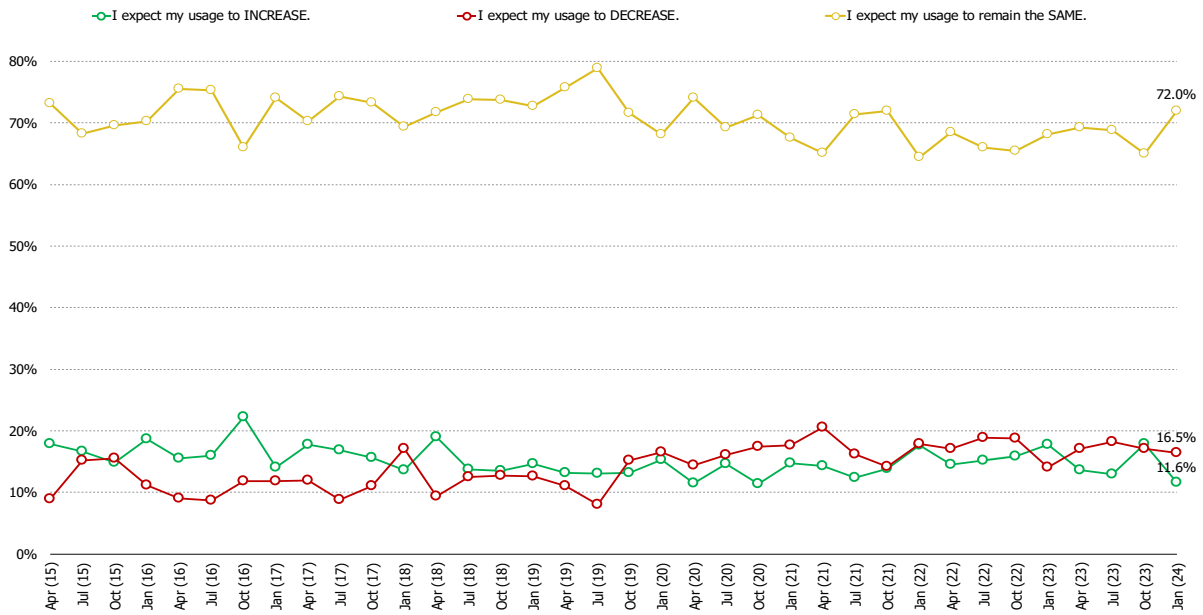
ETSY USERS – RECENT USAGE



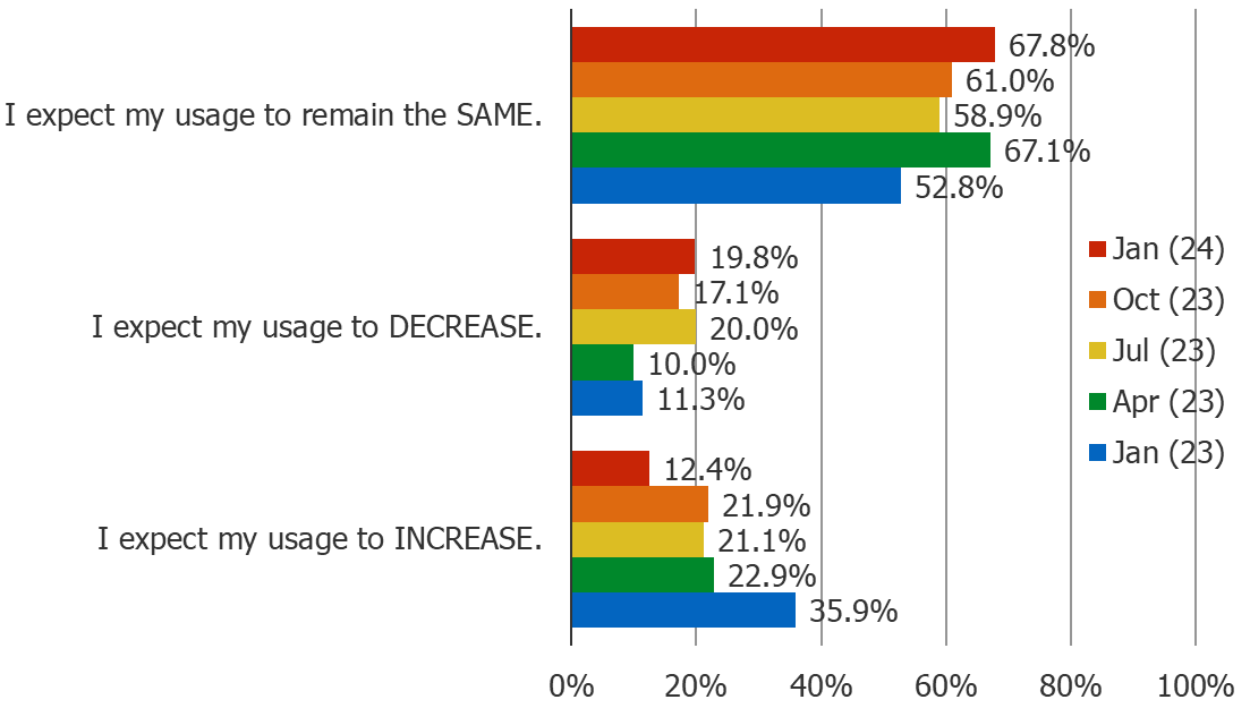
Posed to respondents who shop Temu regularly or occasionally and shop Etsy...



ETSY USERS – EXPECTED USAGE



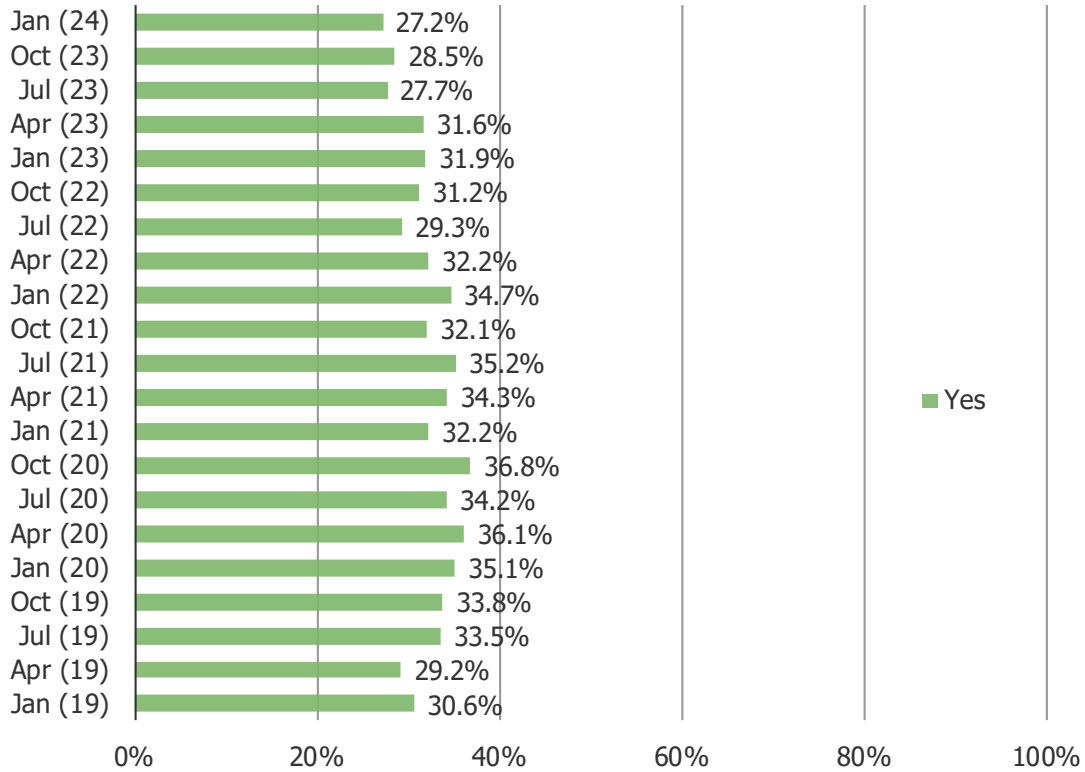
Posed to respondents who shop Temu regularly or occasionally and shop Etsy...



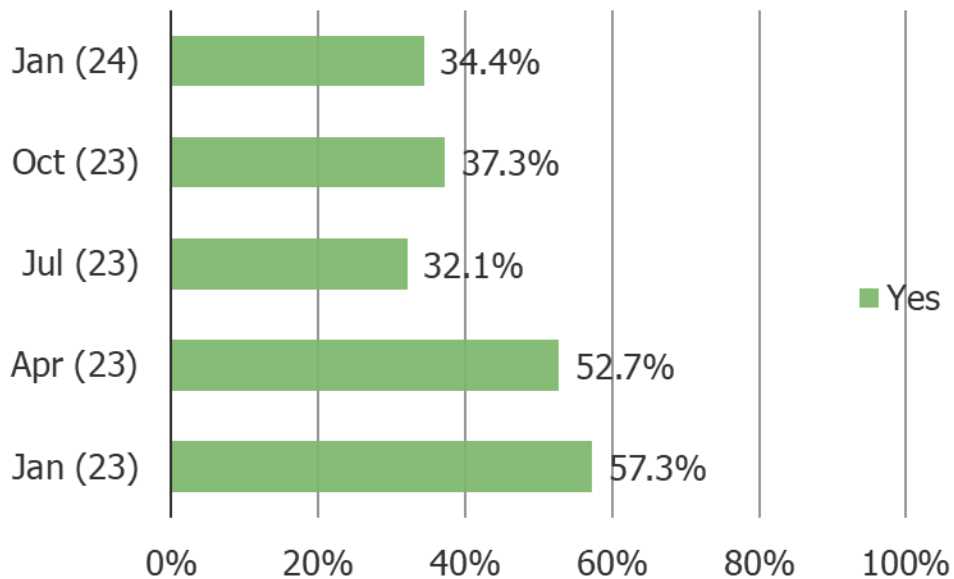
Temu

APPENDIX – WAYFAIR <> TEMU

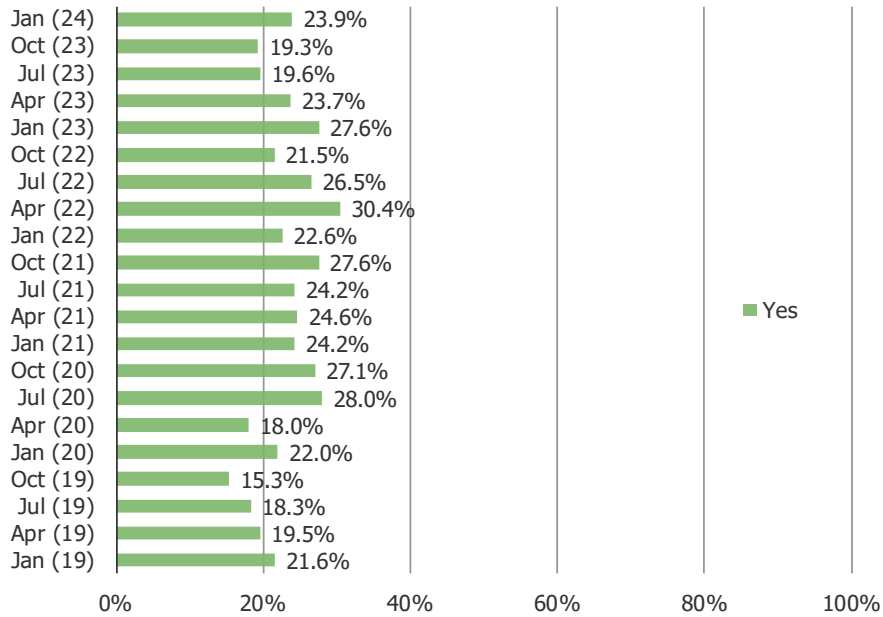
ALL RESPONDENTS - DO YOU EVER USE OR VISIT WAYFAIR?



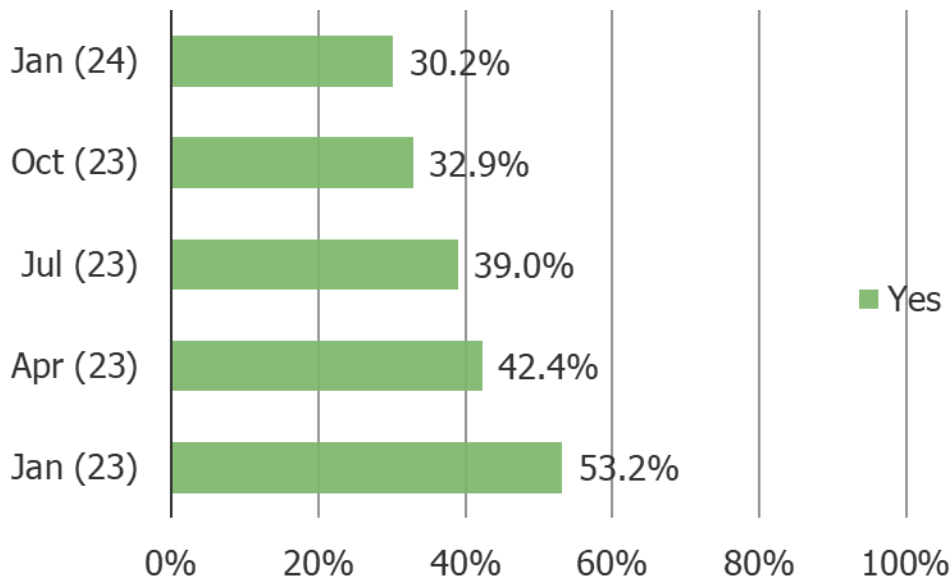
Posed to respondents who shop Temu regularly or occasionally...



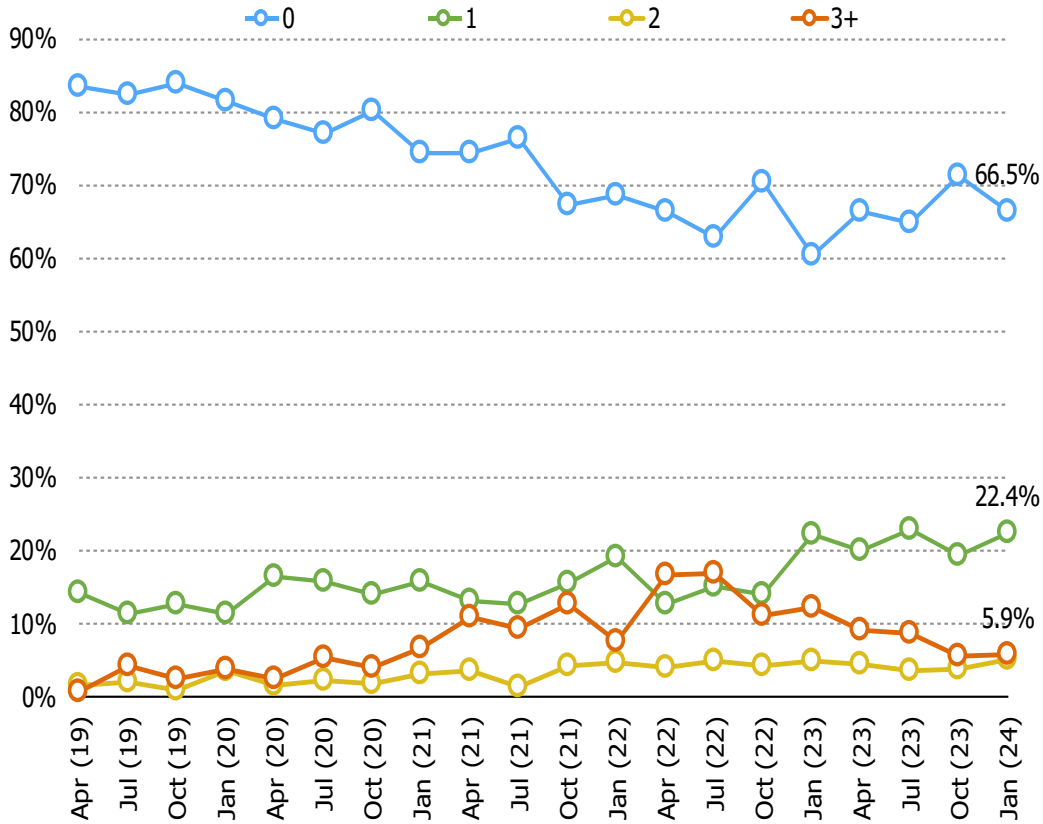
WAYFAIR USERS – HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?



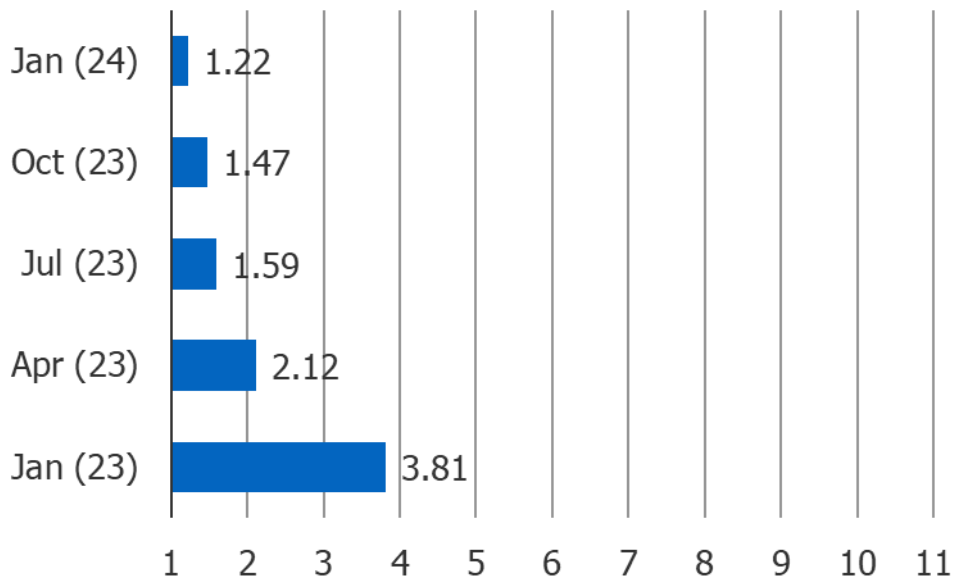
Posed to respondents who shop Temu regularly or occasionally and shop Wayfair...



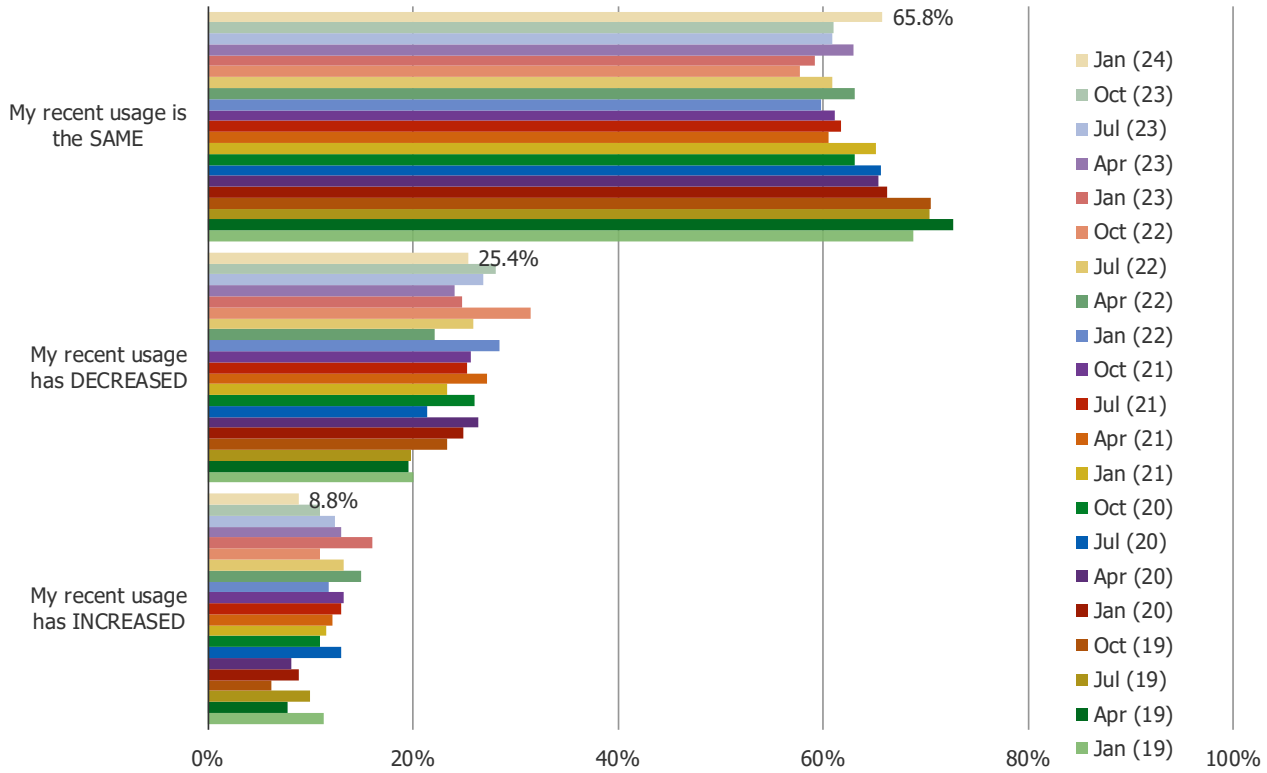
ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?



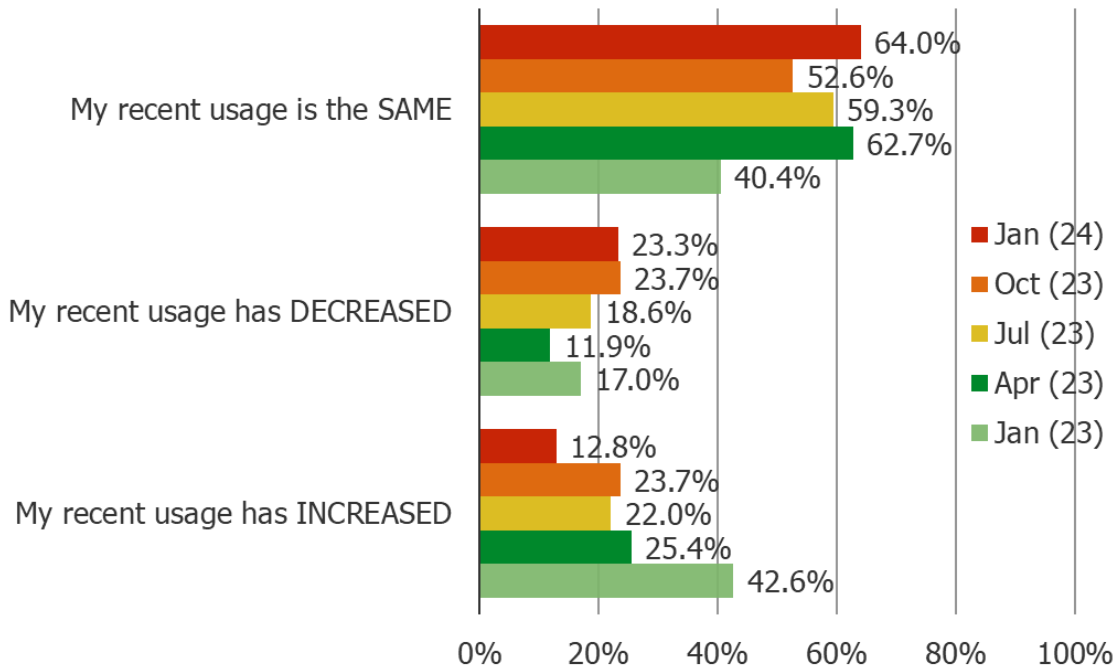
Posed to respondents who shop Temu regularly or occasionally and shop Wayfair...



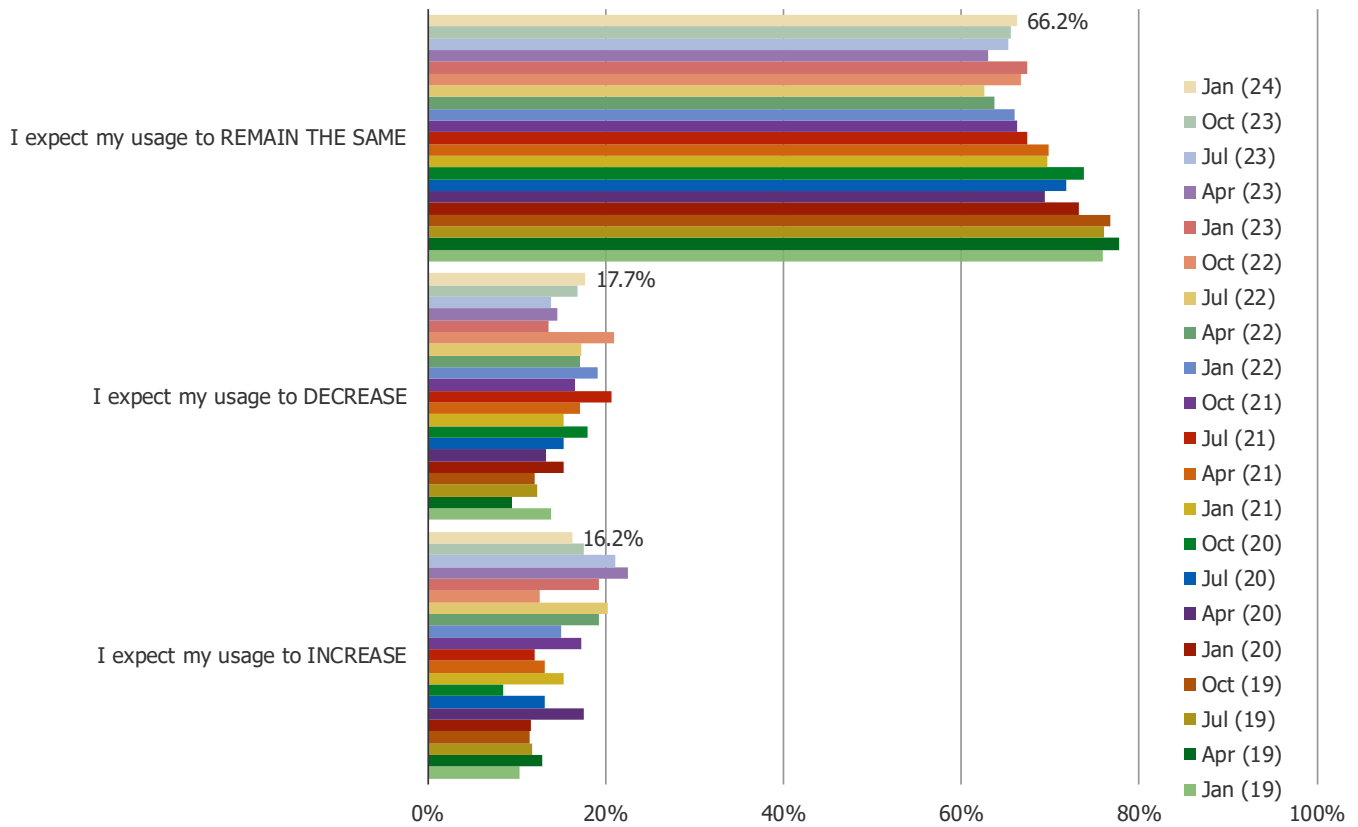
WAYFAIR USERS – RECENT USAGE



Posed to respondents who shop Temu regularly or occasionally and shop Wayfair...



WAYFAIR USERS – EXPECTED USAGE



Posed to respondents who shop Temu regularly or occasionally and shop Wayfair...

