

April 2024

Online Retailers

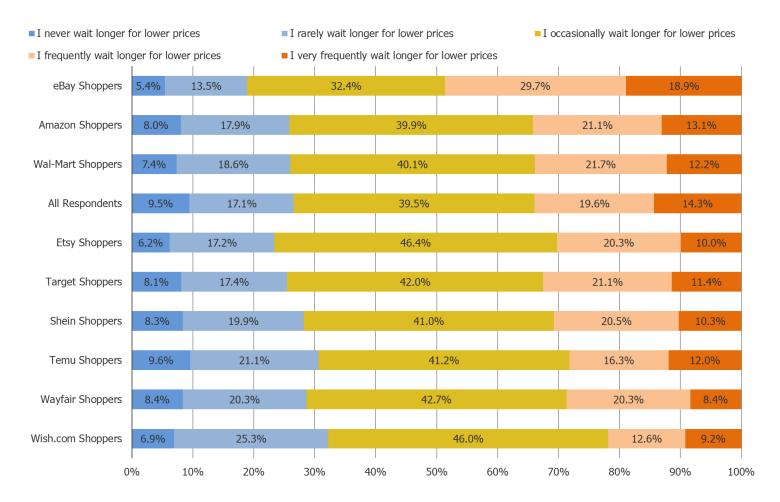
Volume 45 | Quarterly Survey 1,000 US Consumers Balanced To Census Tickers Covered: AMZN, ETSY, W, TEMU, OSTK, WISH, Shein, WMT, TGT, etc.

Key Takeaways:

- eBay shoppers are the most likely to say they frequently wait longer for ship times in order to get lower prices. Notably, Amazon customers were more likely to say they wait longer for lower prices than Temu customers.
- □ After Amazon, Etsy customers are the most likely to say they buy gifts through the platform often. Etsy shopper awareness of "gift mode" is low, but feedback among those who have tried it is positive (strong NPS and highly likely to use it more for gifts because of gift mode).
- Consumer trust in the likes of Temu and Shein has declined over time, while trust in most of the other platforms we track is higher and mostly unchanged sequentially. We would note that with awareness of Temu and Shein increasing so much, declines in this type of metric might happen via a larger audience who are less likely to being early adopters or adopters at all becoming aware of the platform.
- □ The share of Wayfair users who cross-shop Amazon has declined a bit over the past 3 quarters. More than half of users do cross-shop, but the multi-quarter reduction is noteworthy.
- □ Consumer likelihood of moving, renovating, and buying furniture has been declining sequentially in our survey.
- □ The share of Etsy users who had purchased something during the past three months surged higher during Covid quarters. The data regressed after that and fell back within normal ranges and seasonality that we typically observe.

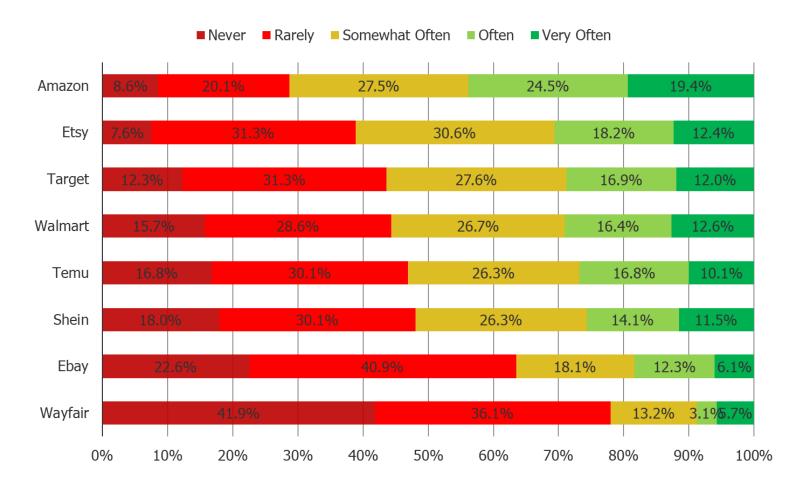
NEW AND RECENTLY ADDED QUESTIONS

WHEN YOU SHOP ONLINE, HOW DO YOU THINK ABOUT THE TRADEOFF BETWEEN PRICE AND DELIVERY SPEED?



HOW OFTEN DO YOU BUY GIFTS FOR OTHERS THROUGH THIS PLATFORM?

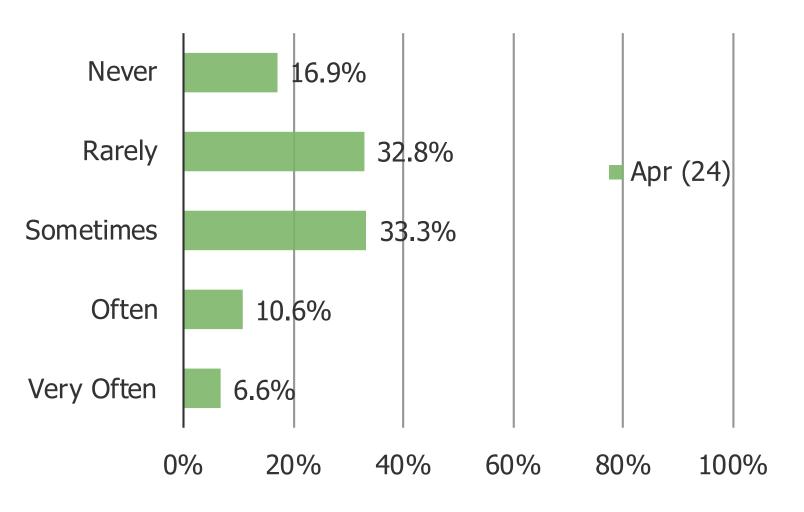
Posed to all respondents who shop the following regularly or occasionally.



N =
227
430
156
209
720
569
291
924

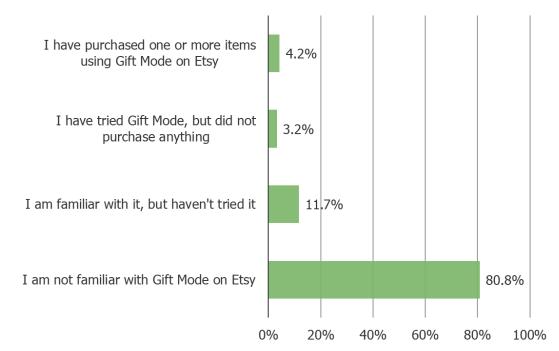
HOW OFTEN DO YOU USE ETSY TO BUY GIFTS FOR OTHERS?

Posed to all respondents who have shopped Etsy.

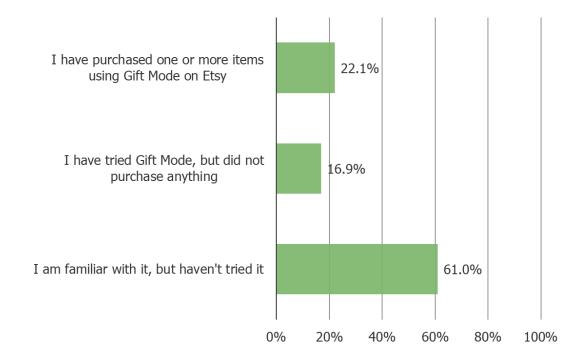


HAVE YOU TRIED GIFT MODE ON ETSY?

Posed to all respondents who have shopped Etsy.

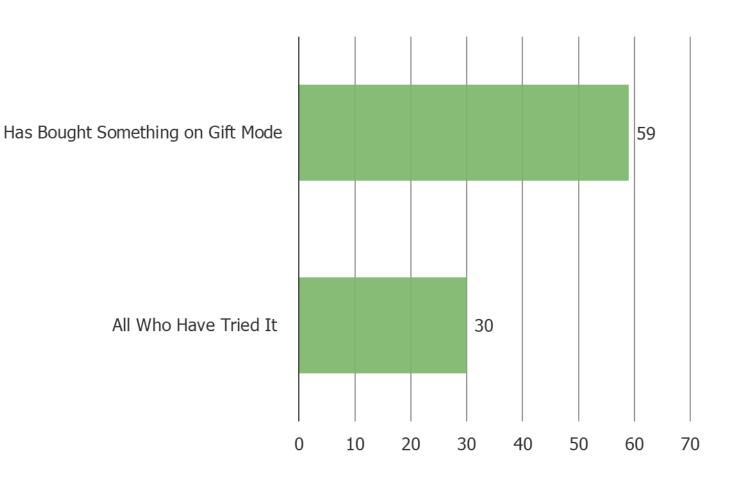


Posed to all respondents who have shopped Etsy (factoring out people who aren't aware of Gift Mode on Etsy).



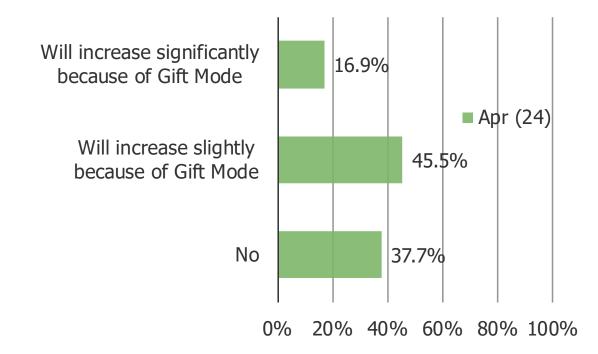
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND GIFT MODE ON ETSY TO A FRIEND OR COLLEAGUE?

Posed to all respondents who are at least familiar with Gift Mode on Etsy. (N=77)

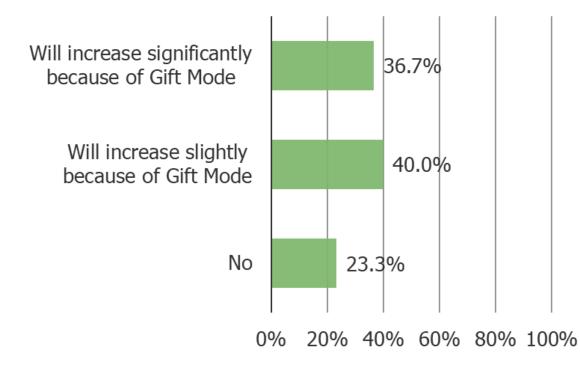


DO YOU THINK YOU WILL INCREASE THE SHARE OF YOUR GIFT GIVING THAT YOU BUY THROUGH ETSY BECAUSE OF THE GIFT MODE FEATURE?

Posed to all respondents who are at least familiar with Gift Mode on Etsy (N = 77).

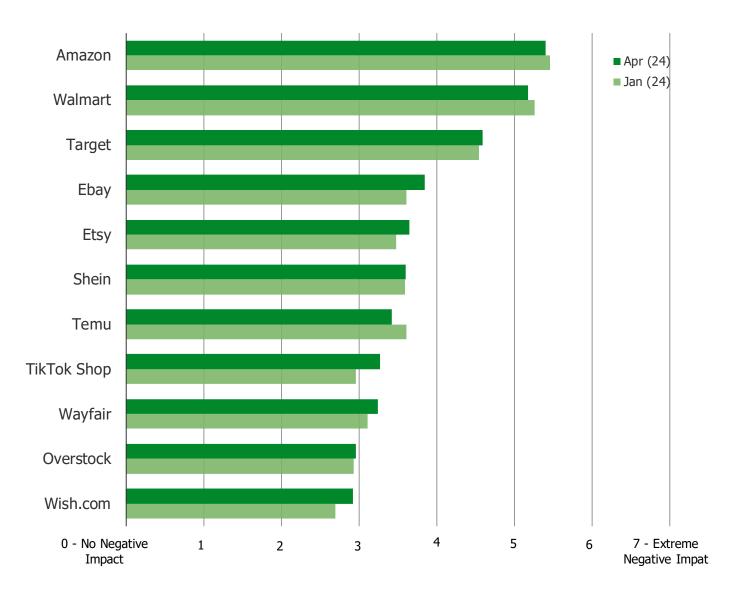


Posed to all respondents who have browsed or purchased something on Gift Mode (N = 30).



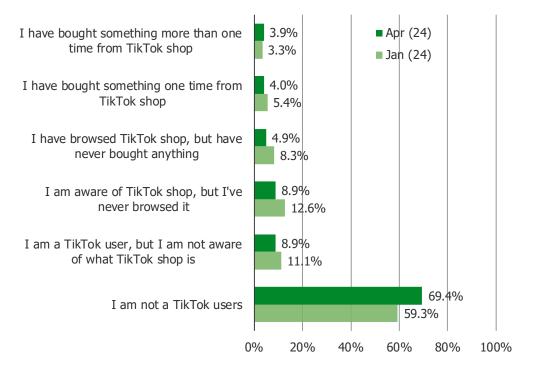
WOULD IT IMPACT YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE TODAY?

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

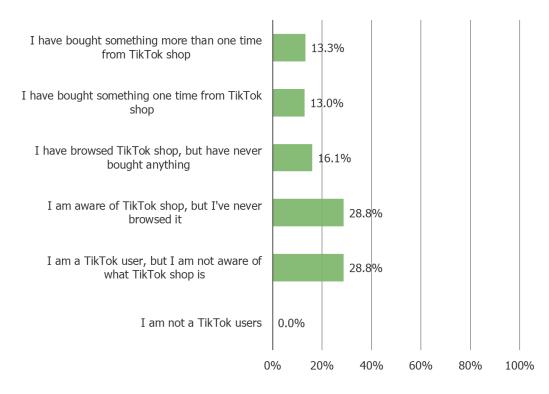


WHAT IS YOUR EXPERIENCE WITH TIKTOK SHOP?

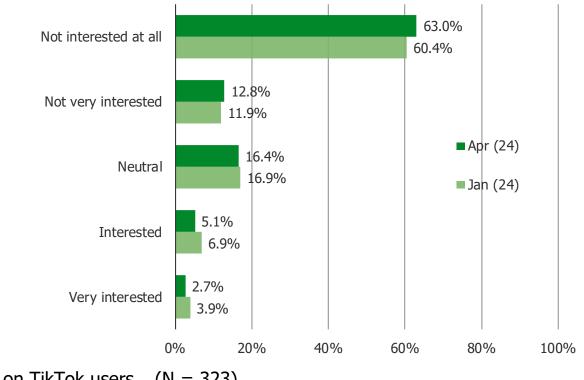
Posed to all respondents.



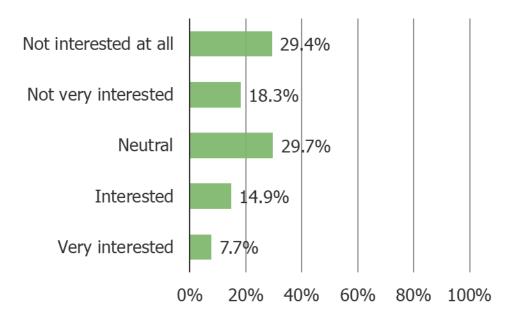
Focusing on TikTok users... (N = 323)



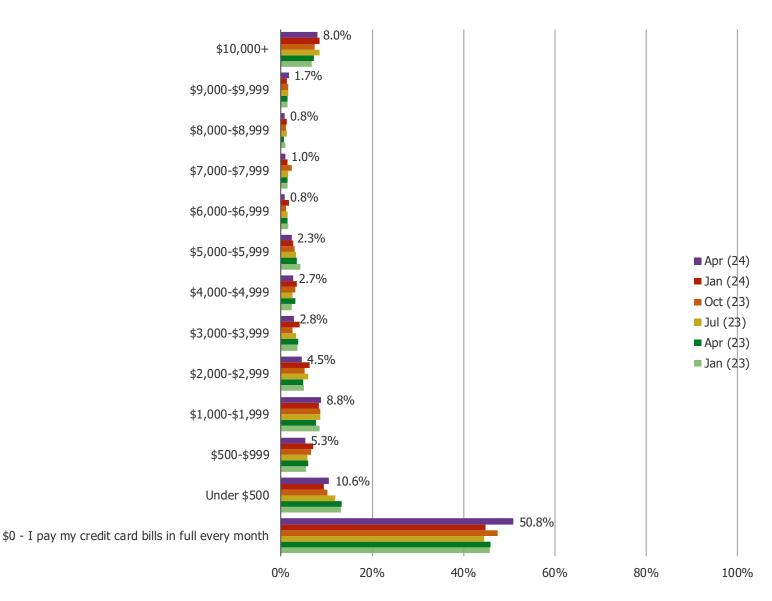
HOW MUCH INTEREST DO YOU HAVE IN BUYING THINGS FROM TIKTOK SHOP?



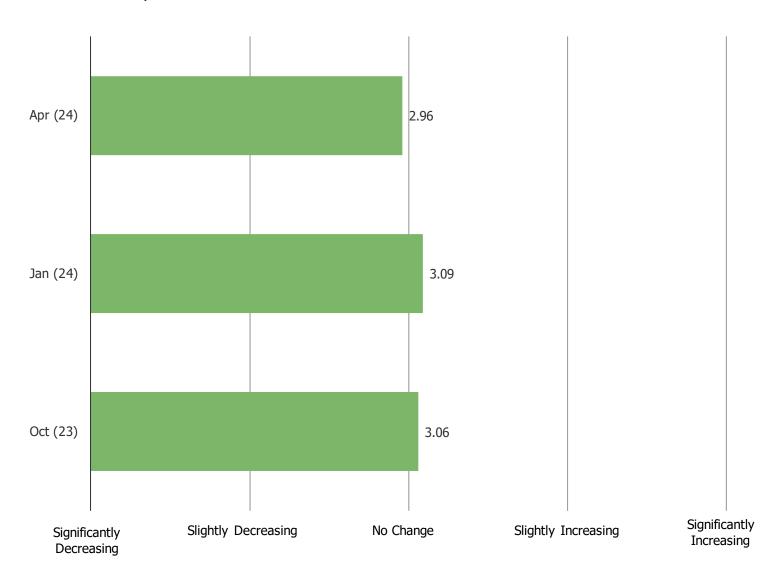




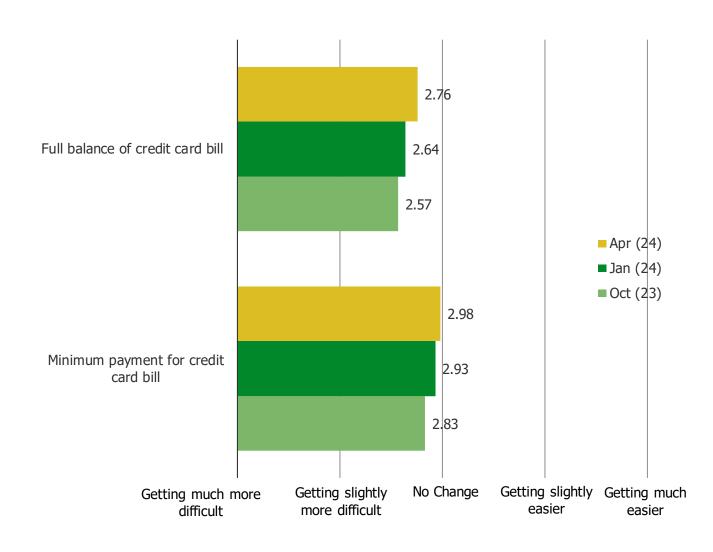
HOW MUCH CREDIT CARD DEBT DO YOU HAVE? IE – HOW MUCH OF AN OUTSTANDING BALANCE DO YOU CARRY OVER FROM MONTH TO MONTH?



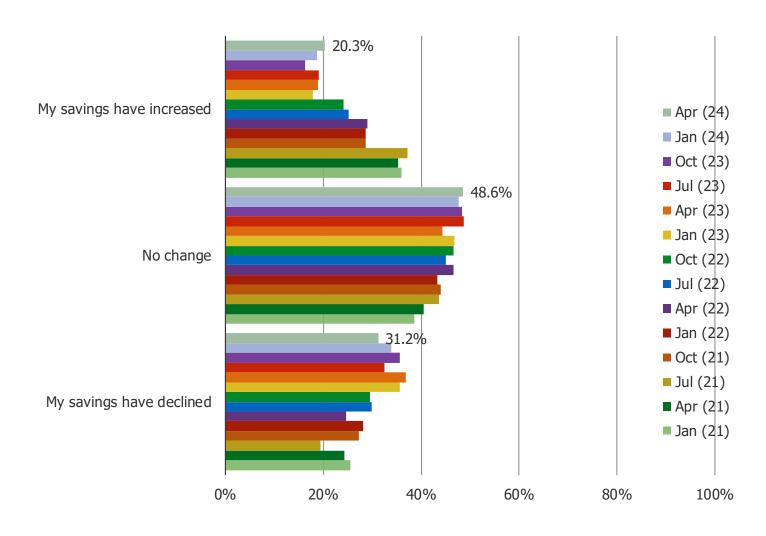
HAS THE AMOUNT OF CREDIT CARD DEBT THAT YOU HAVE BEEN INCREASING OR DECREASING OVER THE PAST 12 MONTHS?



IS IT GETTING EASIER OR MORE DIFFICULT TO PAY THE FOLLOWING EACH MONTH...



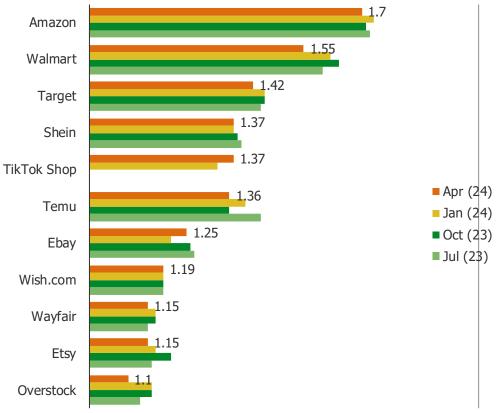
TO THE BEST OF YOUR ESTIMATION, DID THE AMOUNT OF MONEY YOU HAVE SAVED CHANGE SINCE THE START OF THE COVID-19 PANDEMIC?



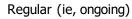
BESPOKE Surveys Online Retailers | April 2024

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

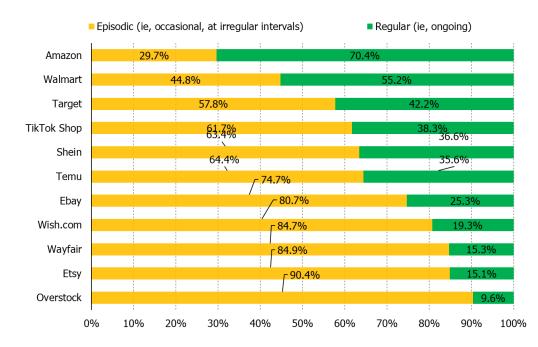
Posed to all respondents who shop the below.



Episodic (ie, occasional, at irregular intervals)



April 2024 Breakout



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



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



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



_.

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



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

Productsireallylike Newfurniture Rugorfurniture Sometimescheane replacementforitemnolongerwork redecorating Needsom cific Lookingforadiscount Kitchendocor Lowerpricempreoptions Uniquehardt Productsarenothighquality specificfurnitureitem IshooWayfairwhenIneedhousehold Lookingforadealonfurnitureerhe Iwaslookingforasetofplacematst Snecificitemonsale searchingfordecor Inalylookwheelneedfuraiture If Ineedtodecorate myhouse llookatthewebsitebutlhadaprobl Lookingforaffordablebutspecifi Decoratingmyhome ificould ntfind what lwanted elsew opetimeonly Shelf life nswhenlhuikitanew Lemonsorfurniture parentmoment Occasionally Justbecausemoment Furnishing eedsomethingformyhome when Fors atwa Needingalan centurice householdit Itiwaslookingform bettervarietyofsupply ethinallike Gifts Incedsomegardenfumiture gooddeals lookingforadealonsomethingbig lookingforbestpriceandpromotio SmallAppliances Houseremodel Inusualitems **Breallym** sewhere Onlyfordeals Remodeling homeredo Crashalot ArtificialXmastree Abetterquality Betterquality couch Decorating HO rticularthatlamlooking olīdavs aspecificitemformyho Itlaminokingtorabardtofindandu Cne special LOOKINGFORABETTERPRICE Need Furnituredecor Cardenfurniture Revseholdalits Cheaperoption 291G **FurnitureShopping** Forfirsttirelcantfindanywl 166 Dontstopmuchthere Boughtsheets Moreads Roomredecorate Hardtofinditemkitchensinkrugce Identuse Terrible avethebe furniturehousehold sorturniture encedfortum cost outhere clarage iedsomething dontneedf urniturerightnew Browsingitems lookoftenTon Deals newtablesandart Housewares Anniversarygift Rarely Ad Checkingprices Incediurnitures Redding sameasabove Comparisonshoppin eenoolin iusticoking Rro urnitureitem justsho ure Lowerpricedb esivethings IshooWaytairformostlyhomeimpro Houseitems christmashirthdaysfurniturenie Iftheyhavesometypeofsalesgoing HomeDecorsearch Onsweddingregistry Remodel Ciffsondholidays Tooexpensive ifnootherretailerhadwhatlwante 00 Specialitem eturnishing Decoratoritemsneeded Cookware nadontshophere itemstorhome Ildentk windowshopping Largehouseholditems homedecoration ifIneedsomethingtheycarry Needsomethingforhousehold Mothersday raspecif whenImwindowshopp ificouldutfindwhatiwant4edloca Housewarminggift salcolec Uniquefurnitureorfooditem Peoplelikemeandotherslikeme Lightfixture Inneedoffurniture Tobuyhighendproducts Neededsomethingcheaperth Springchange Lookingforhomeitems Theyhadsomethinglcantfindelsew Needtoreplacehouseholditem lookingforsomethinguniquewithi specialevent nyfurniturebreaks Ocasion Specialfurnitureorho Refurnishingmyhomeonabudget **Trytoholdoutasiongasicanbefore** megoods

Wayfair

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

Wal-Mart



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



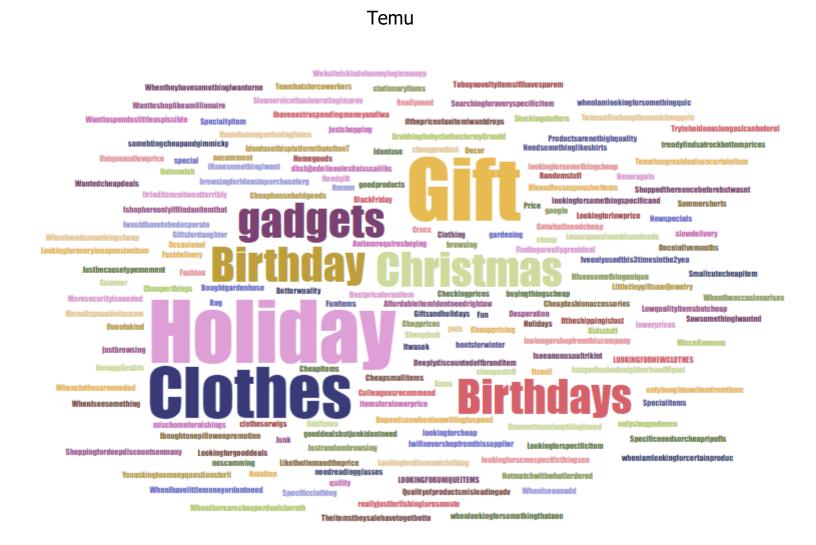
Target

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



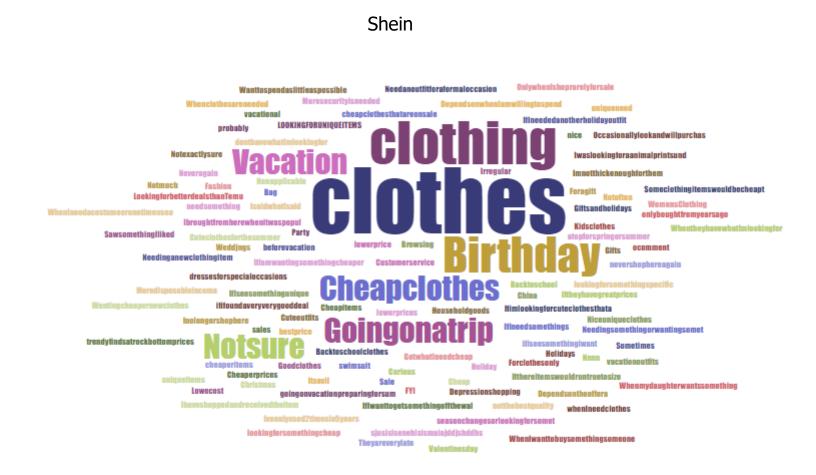
FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

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

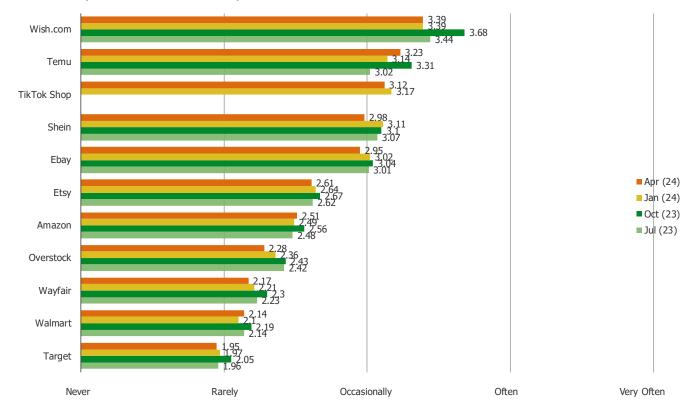


FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

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

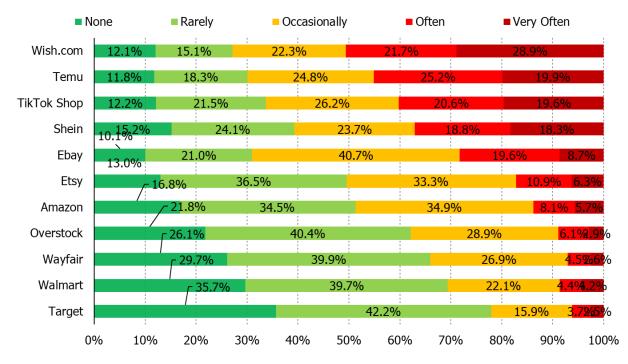


HOW OFTEN DO YOU THINK THERE ARE COUNTERFEIT / FAKE ITEMS BEING SOLD ON THIS PLATFORM?



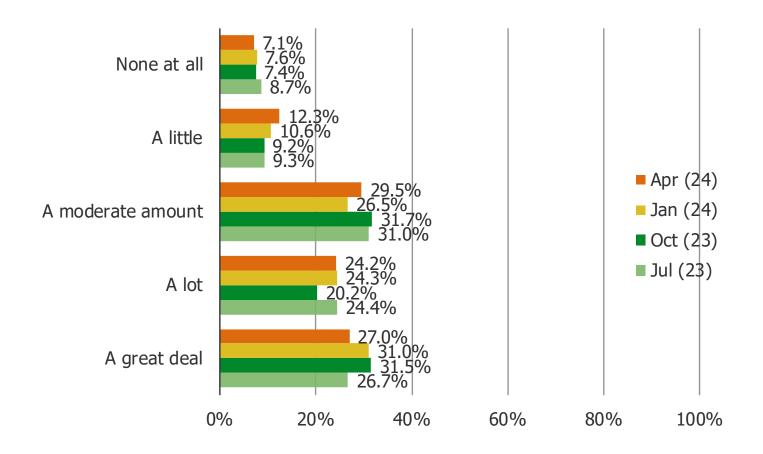
Posed to all respondents who shop the below.

April 2024 Breakout



WHEN YOU SHOP ETSY, HOW MUCH DOES IT MATTER TO YOU THAT YOU ARE SUPPORTING SMALL BUSINESSES AND MAKING A POSITIVE IMPACT WITH YOUR PURCHASES?

Posed to all respondents who shop Etsy.



HOW DO YOU MOST COMMONLY FIND YOURSELF SHOPPING ON ETSY?

Posed to all respondents who shop Etsy.

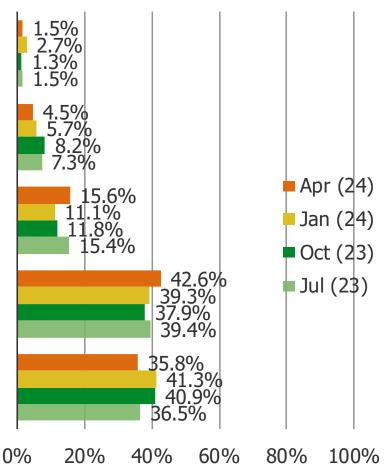
Other (please specify)

I see something on social media that I click on and get redirected to Etsy

I search on Google or another search engine and click on an Etsy link

I go to the Etsy site or app with a specific item in mind to search for

I go to the Etsy site or app to browse generally



OVERALL SHOPPING TRENDS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

BESPOKE Surveys Online Retailers | April 2024

HOW CONFIDENT DO YOU CURRENTLY FEEL TO SPEND MONEY?

Posed to all respondents

Apr (24)	2.10
Apr (24)	3.19
Jan (24)	3.2
Oct (23)	3.03
Jul (23)	 3.17
Apr (23)	3.08
Jan (23)	3.19
Oct (22)	3.01
Jul (22)	3.08
Apr (22)	3.22
Jan (22)	3.28
Oct (21)	3.31
Jul (21)	3.37
Apr (21)	3.36
Jan (21)	3.26
Oct (20)	3.2
Jul (20)	3.31
Apr (20)	3.02
Jan (20)	3.34
Oct (19)	3.32
Jul (19)	3.31
Apr (19)	3.38
Jan (19)	3.27
Oct (18)	3.33
Jul (18)	3.43
Apr (18)	3.32
Jan (18)	3.42
Oct (17)	3.33
Jul (17)	3.29
Apr (17)	3.25
Jan (17)	3.32
Oct (16)	3.22
Jul (16)	3.34
Apr (16)	3.20
Jan (16)	3.20
Oct (15)	3.22
Jul (15)	3.22
Apr (15)	3.30
Jan (15)	
(CT) IIPC	3.29

Very Weak Confidence

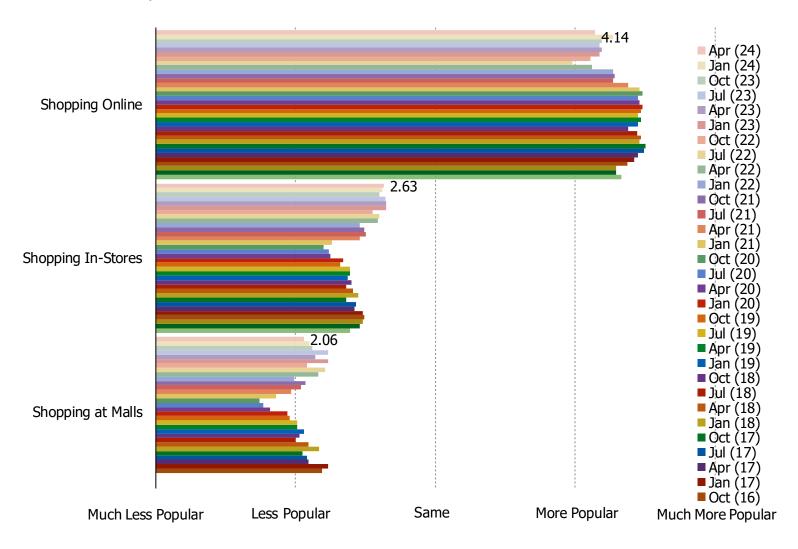
Weak Confidence

Neutral

Strong Confidence

Very Strong Confidence

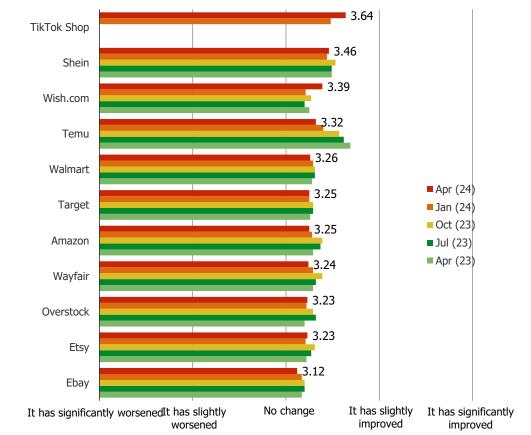
ARE THE FOLLOWING TYPES OF ACTIVITIES BECOMING MORE OR LESS POPULAR?



SALES AND TRUST

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

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



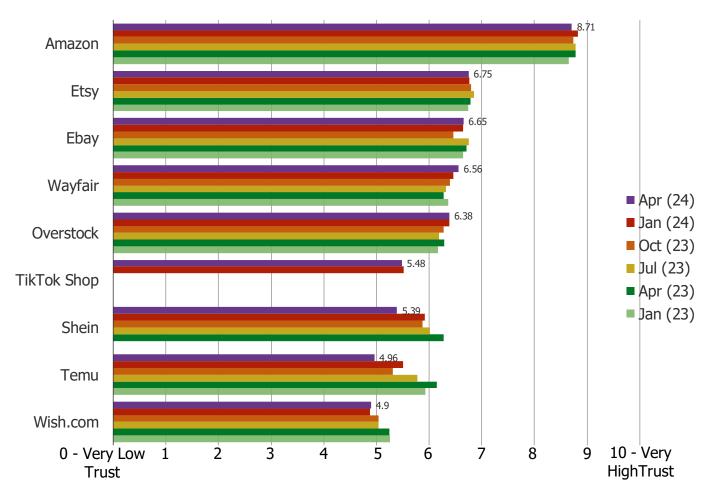
Posed to respondents who are aware of each of the following platforms:

April 2024 Breakout



HOW MUCH TRUST DO YOU HAVE IN THE FOLLOWING?



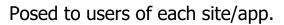


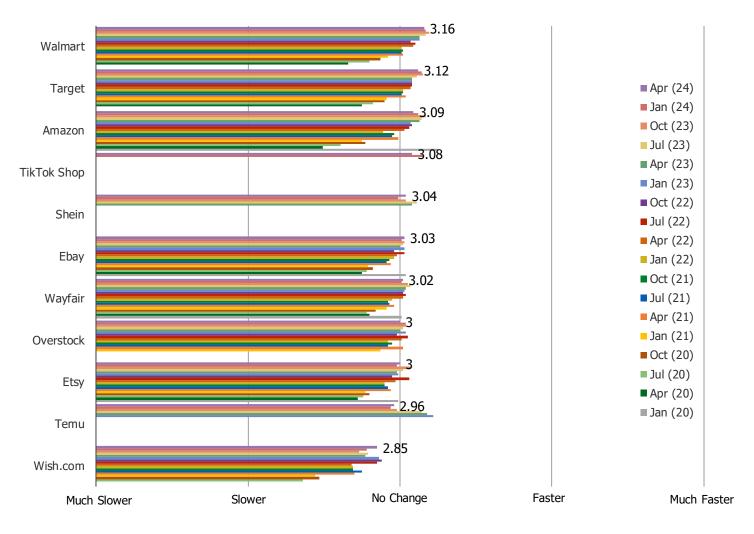
	N=
Etsy	858
Amazon	1003
Ebay	935
TikTok Shop	307
Overstock	728
Wayfair	808
Wish.com	490
Temu	782
Shein	563

SHIPPING

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

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



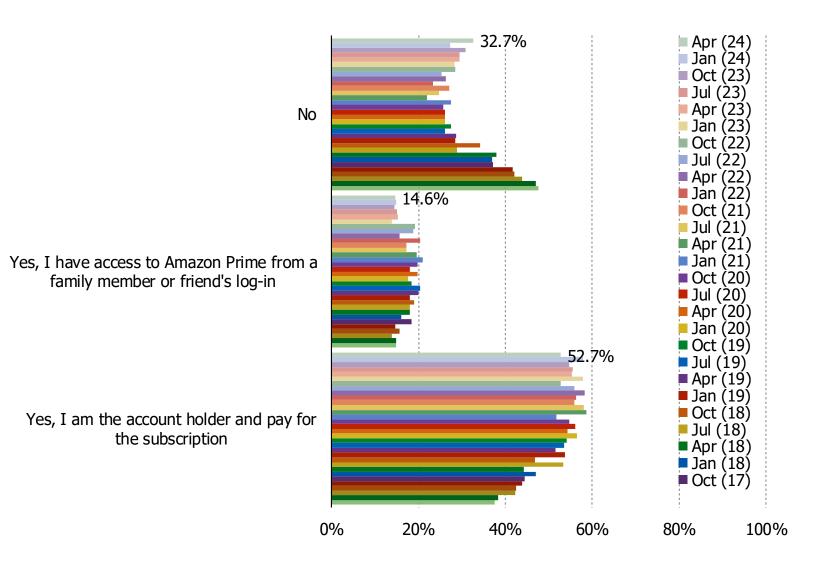


AMZN PRIME TRENDS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

ARE YOU CURRENTLY A SUBSCRIBER TO AMAZON PRIME?

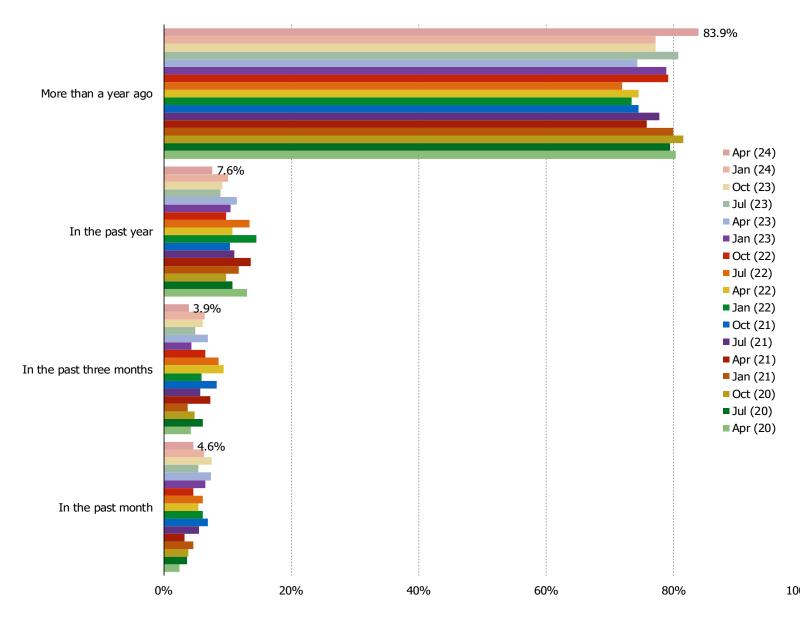
Posed to Amazon users



Top reasons for not subscribing to Prime include cost/price (top reason), not using Amazon enough to justify it, or preferring other options over Amazon.

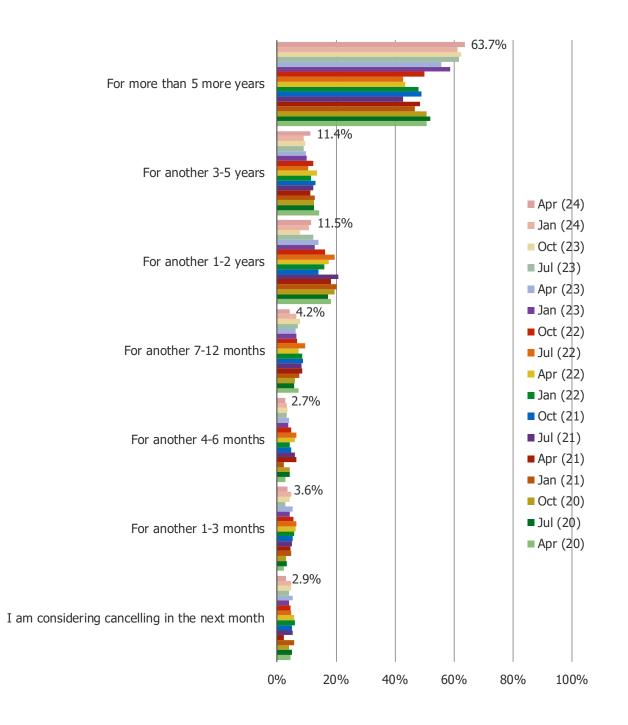
WHEN DID YOU START YOUR CURRENT AMAZON PRIME MEMBERSHIP?

Posed to Amazon users who are Prime members.



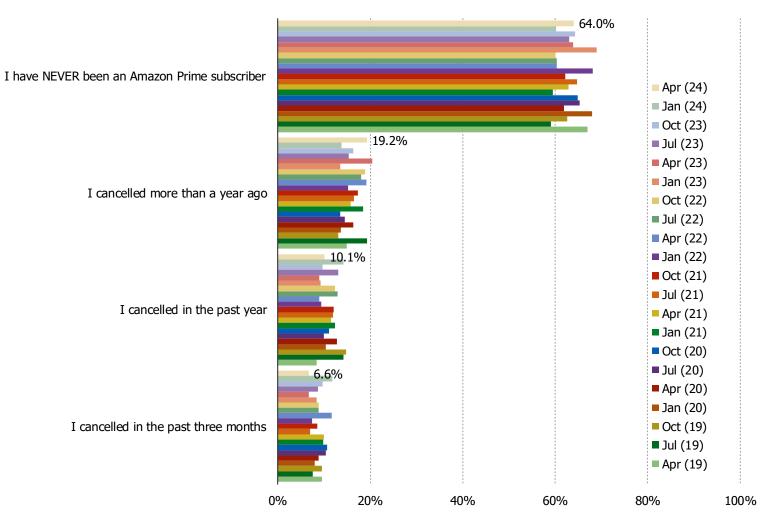
FOR HOW MUCH LONGER DO YOU INTEND TO BE AN AMAZON PRIME MEMBER?

Posed to Amazon users who are Prime members.



HAVE YOU EVER BEEN AN AMAZON PRIME SUBSCRIBER IN THE PAST?

Posed to Amazon users who are not prime subscribers

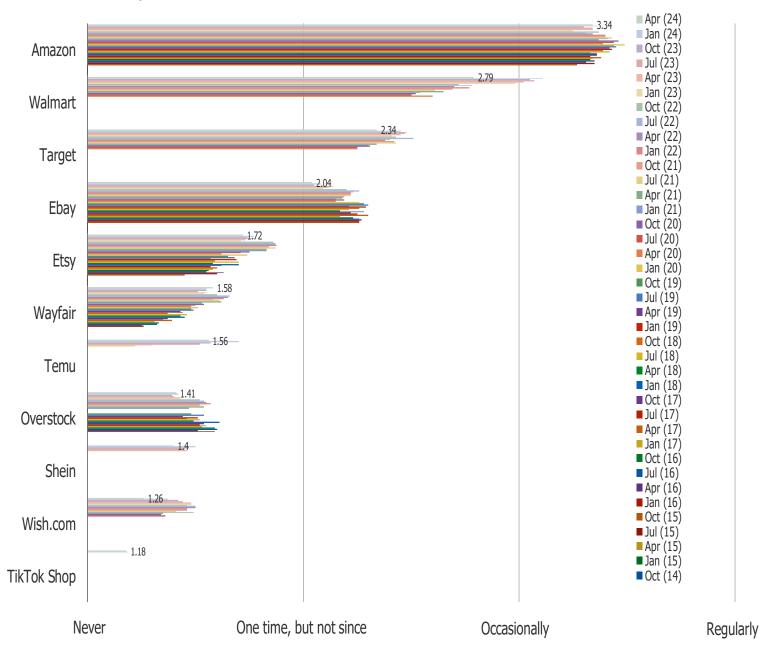


COMPETITIVE DYNAMICS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

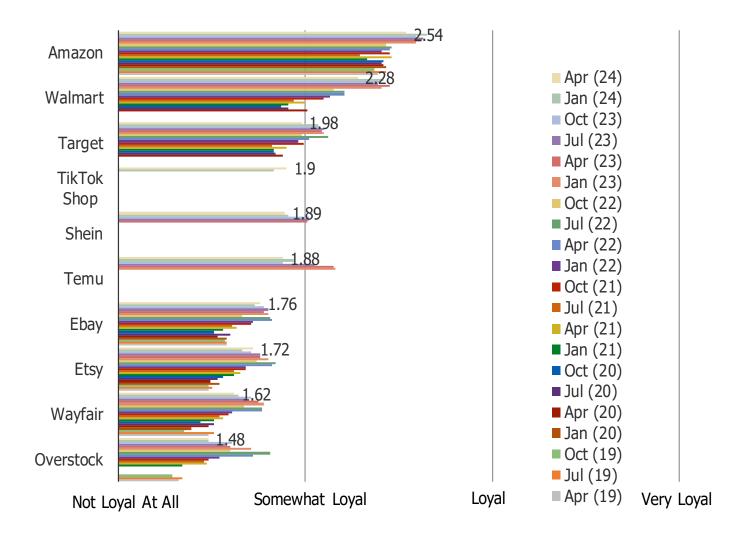
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to all respondents



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

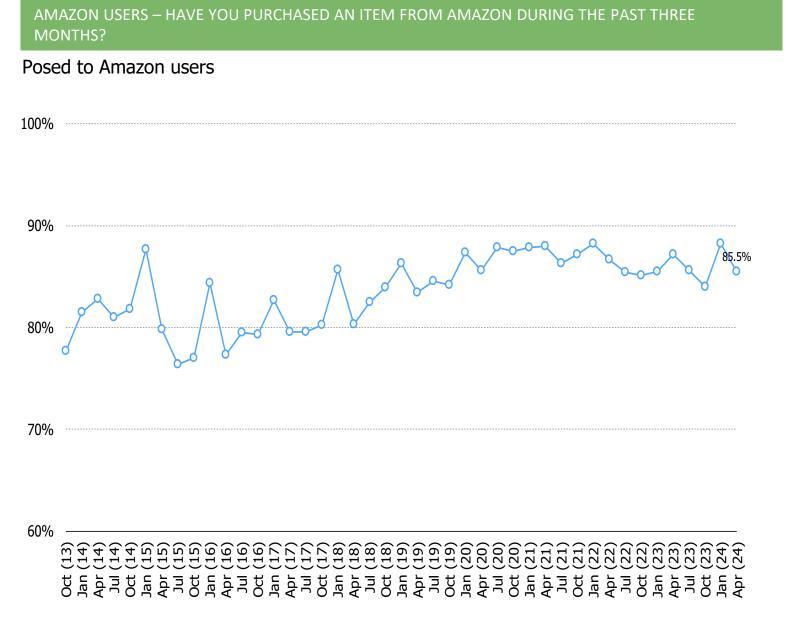
Posed to users of each site/app

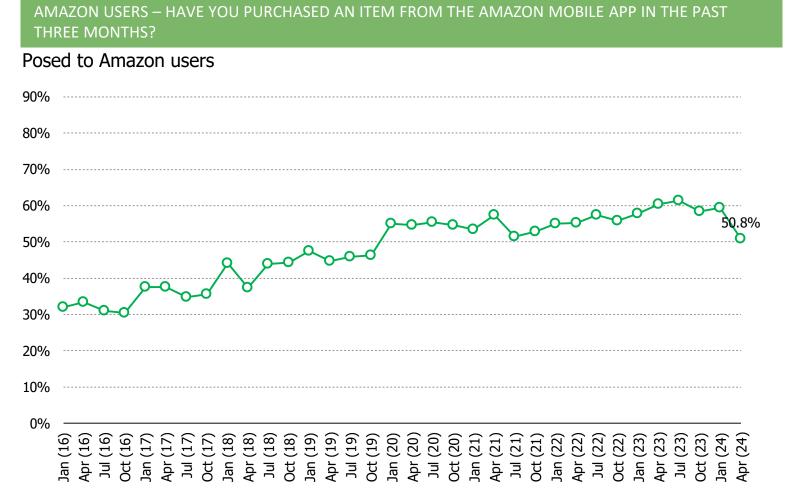


AMZN TRENDS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

	DU EVER USE OR VISIT AMAZON (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION DUR MOBILE DEVICE)?	N
Posed 100%	to all respondents.	
80%	20200000000000000000000000000000000000	
60%		
40%		
20%		
0%	Jan (16) Jul (16) Oct (16) Jul (17) Jul (17) Jul (17) Jul (17) Jul (17) Jul (17) Jul (19) Jul (20) Jul (21) Jul (22) Jul (22) Jul (22) Jul (22) Jul (22) Jul (22) Jul (22) Jul (22) Jul (23) Jul (22) Jul (23) Jul (24) Jul (23) Jul (23) Jul (23) Jul (24) Jul (23) Jul (23) Jul (24) Jul (24) Jul (23) Jul (24) Jul (24) Jul (24) Jul (24) Jul (24) Jul (24) Jul (27) Jul	



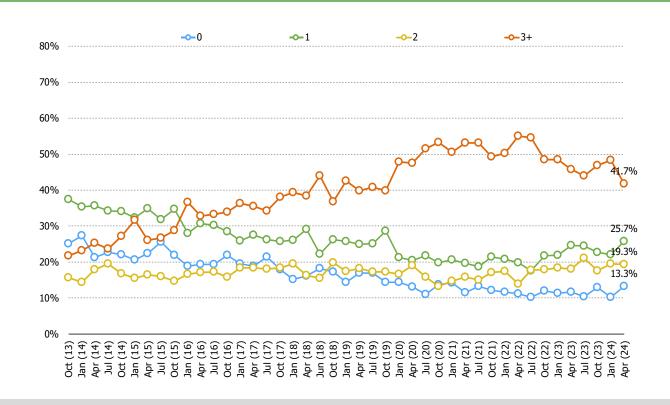


FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

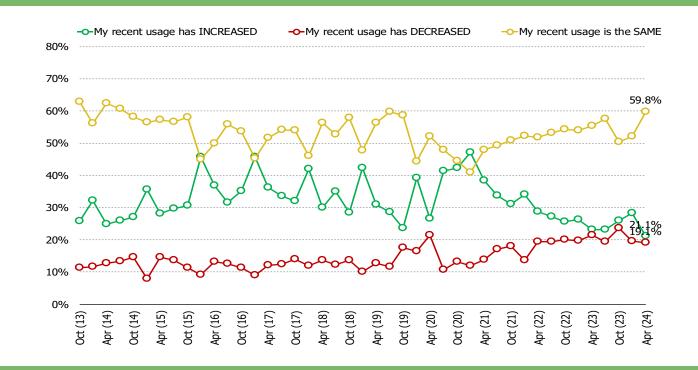
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?



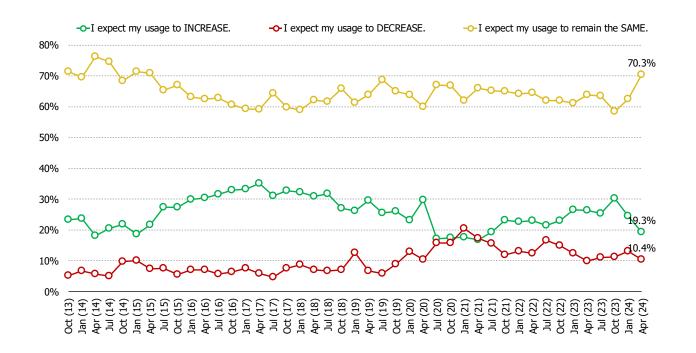
AMAZON USERS - ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH AMAZON A MONTH?



AMAZON USERS - RECENT USAGE



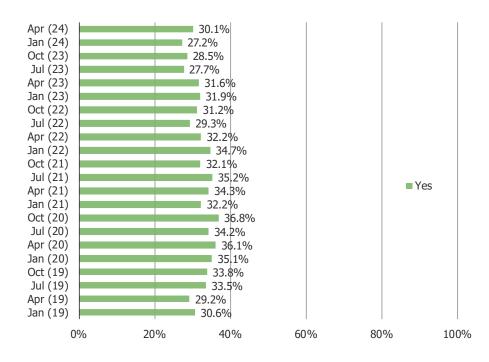
AMAZON USERS - EXPECTED USAGE



WAYFAIR TRENDS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

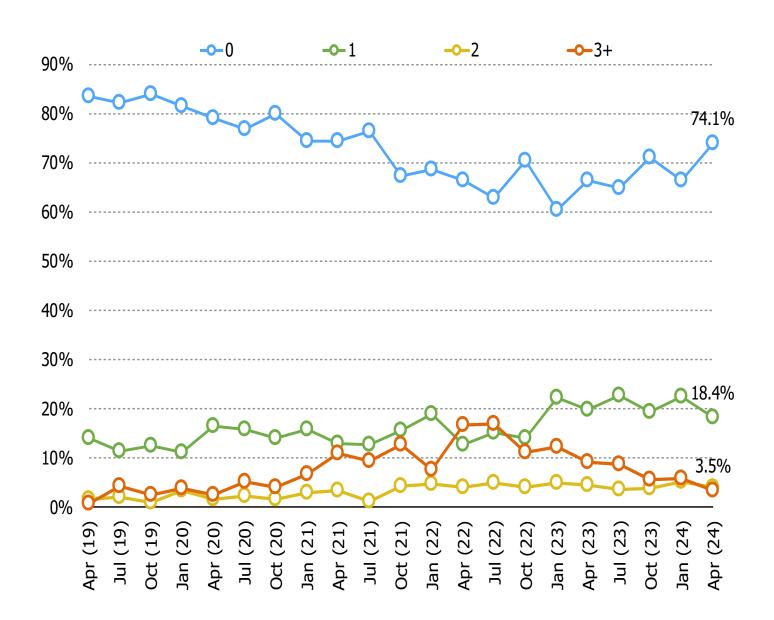
ALL RESPONDENTS - DO YOU EVER USE OR VISIT WAYFAIR?



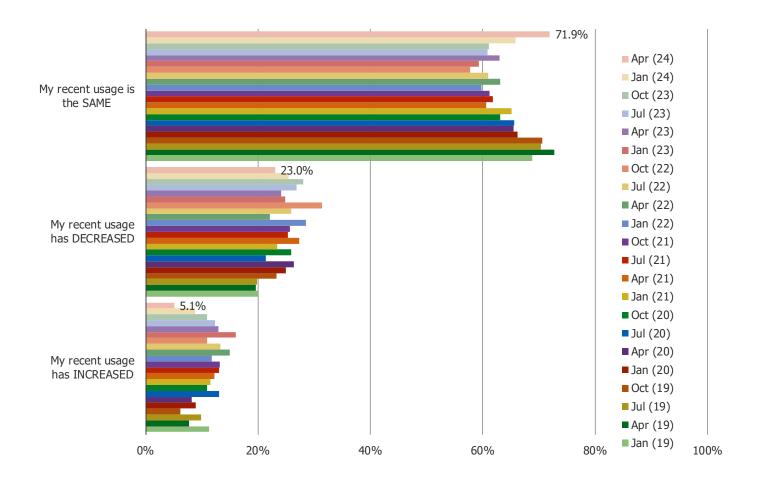
WAYFAIR USERS - HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?



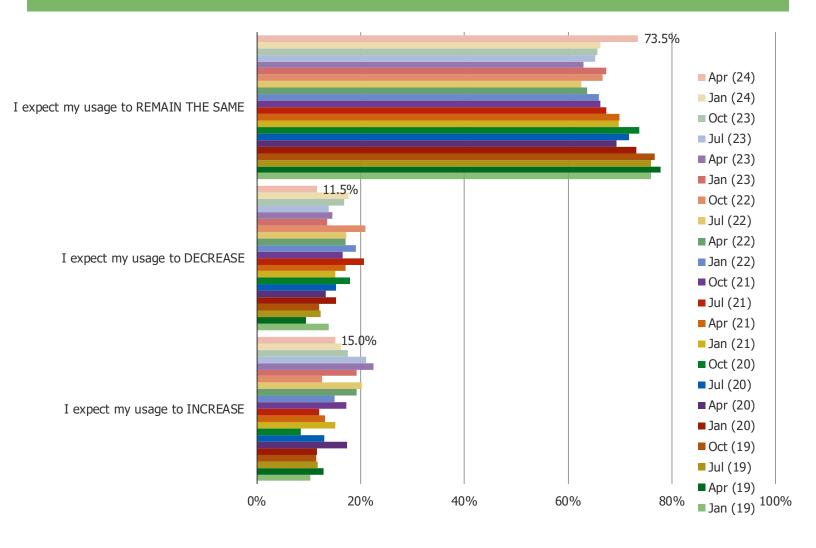
ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?



WAYFAIR USERS – RECENT USAGE

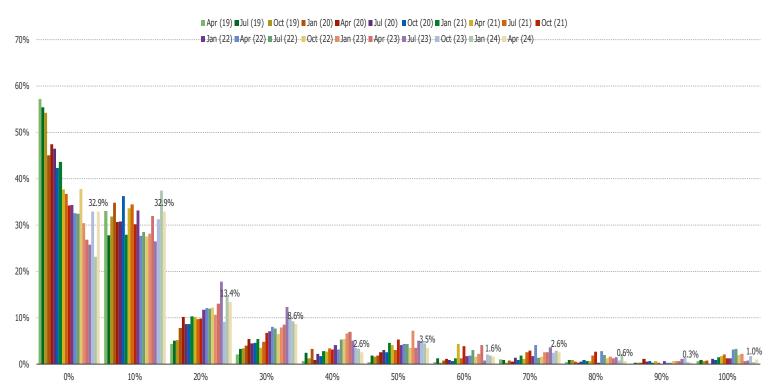


WAYFAIR USERS – EXPECTED USAGE

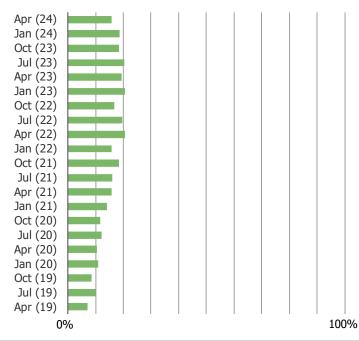


WAYFAIR USERS – WHAT PERCENTAGE OF YOUR TOTAL FURNITURE AND HOME FURNISHINGS PURCHASES DO YOU MAKE THROUGH WAYFAIR?

Posed to Wayfair users.

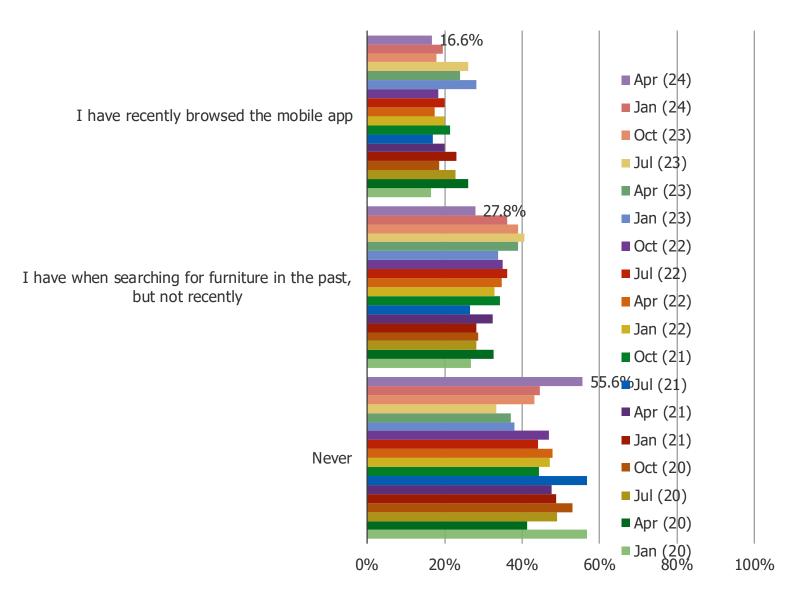


Weighted Average of Chart Above:

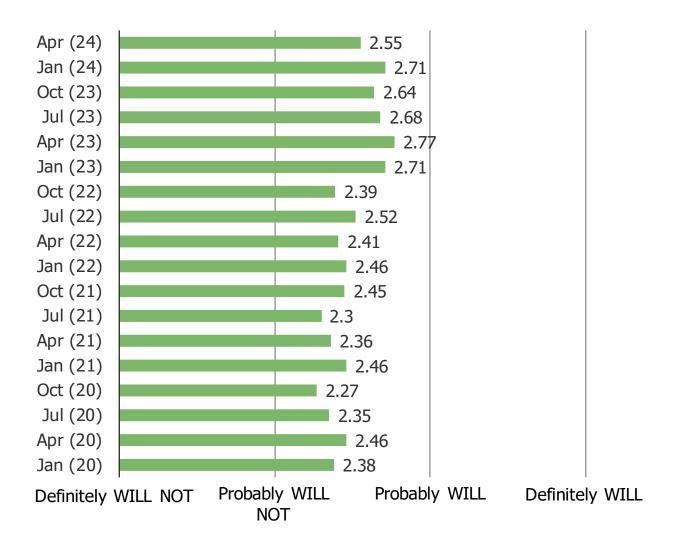


FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

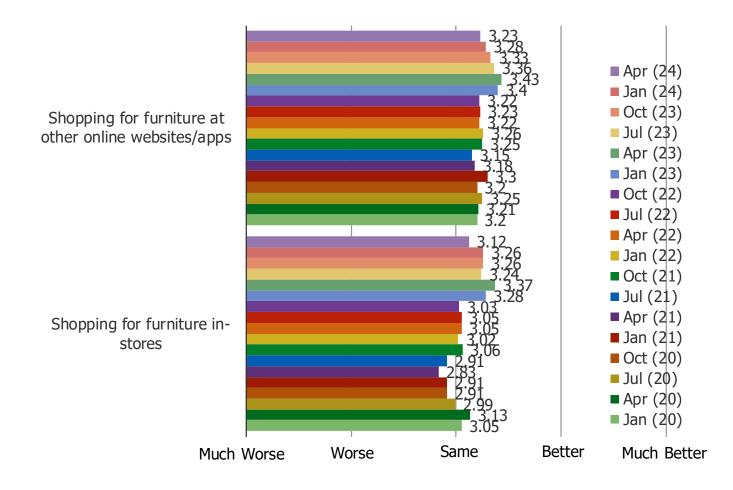
HAVE YOU EVER BROWSED THE WAYFAIR MOBILE APP FOR ITEMS?



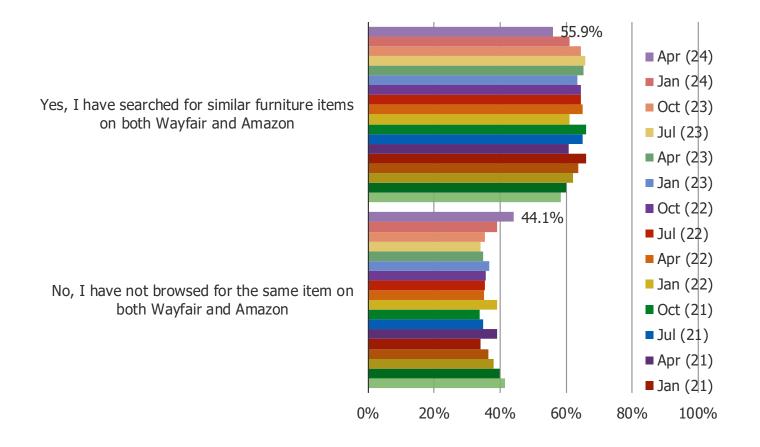
HOW LIKELY ARE YOU TO USE WAYFAIR FOR YOUR NEXT FURNITURE PURCHASE?



HOW DOES THE WAYFAIR SHOPPING EXPERIENCE COMPARE TO...

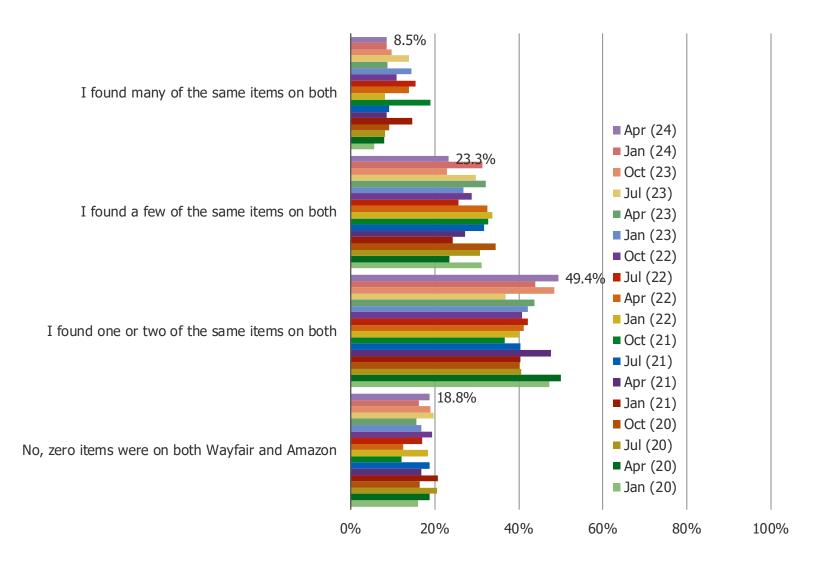


HAVE YOU EVER BROWSED FOR THE SAME TYPE OF FURNITURE PRODUCT ON BOTH WAYFAIR AND AMAZON?



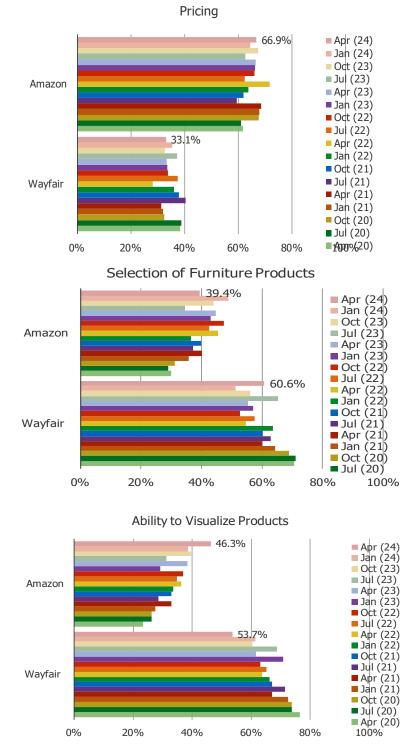
IN THE COURSE OF YOUR SEARCH, DID YOU FIND ANY ITEMS THAT WERE IDENTICAL AND LISTED ON BOTH WAYFAIR AND AMAZON?

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.

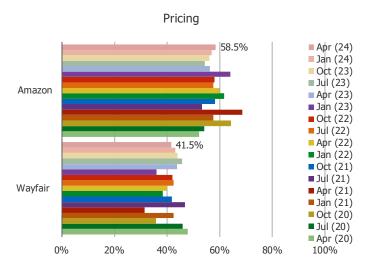


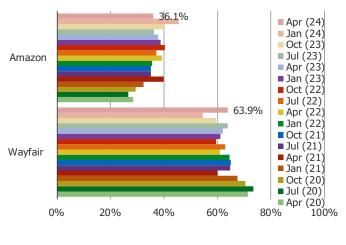
WHEN YOU WERE SHOPPING FOR THE SAME FURNITURE CATEGORY ON BOTH WAYFAIR AND AMAZON, WHICH PLATFORM HAD BETTER...

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.



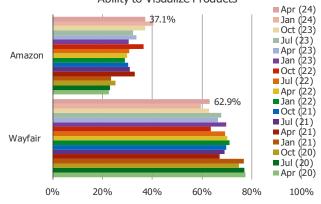
IF YOU NEEDED TO SHOP FOR A TYPE OF FURNITURE TODAY, WHICH PLATFORM DO YOU THINK WOULD HAVE BETTER...





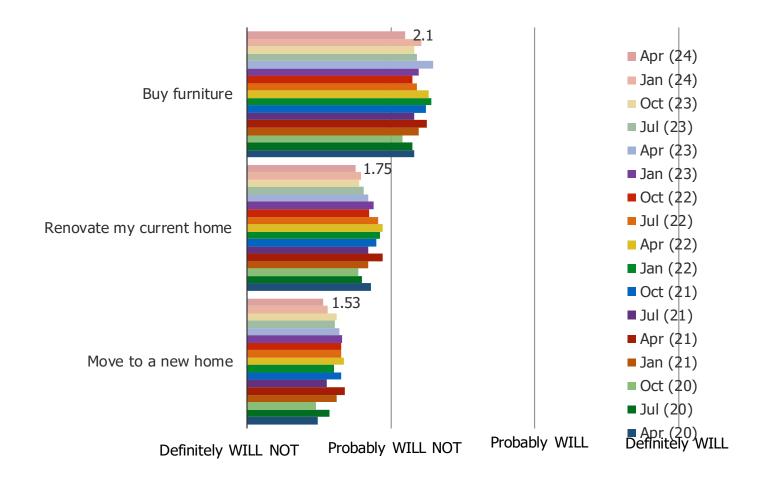
Selection of Furniture Products





DO YOU PLAN TO DO ANY OF THE FOLLOWING IN THE NEXT FEW MONTHS?

Posed to ALL respondents.

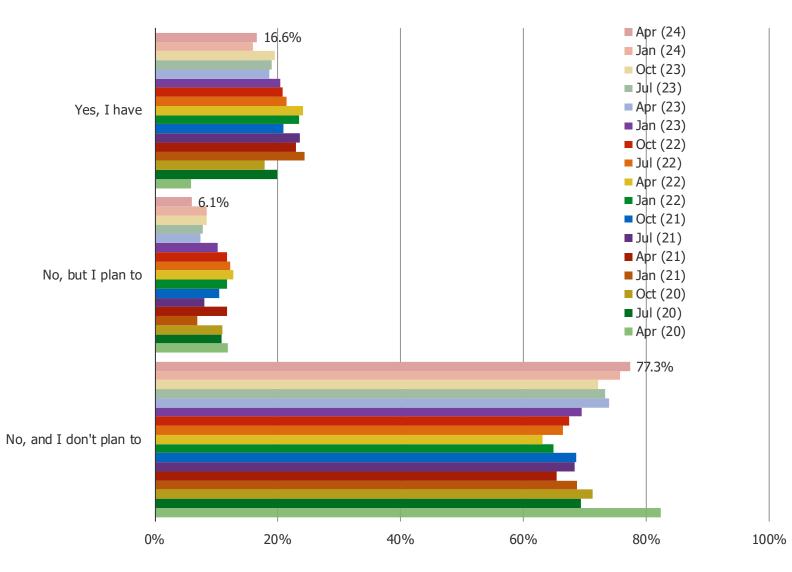


ETSY TRENDS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

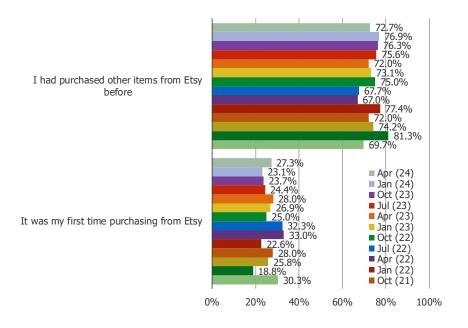
HAVE YOU PURCHASED ANY MASKS / PROTECTIVE FACE MASKS ON ETSY IN THE PAST MONTH OR TWO?

Posed to Etsy users.



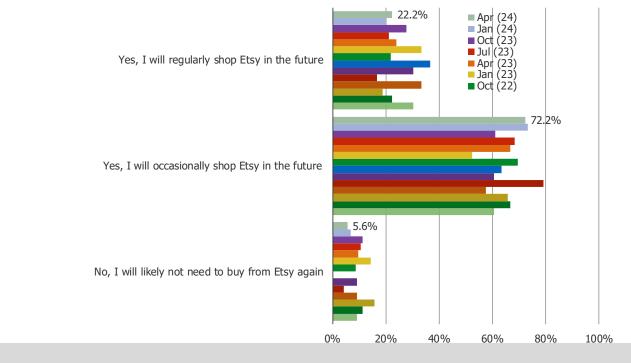
THINKING ABOUT YOUR MASK PURCHASE FROM ETSY, WAS IT YOUR FIRST TIME PURCHASING AN ITEM FROM ETSY OR HAD YOU ALREADY PURCHASED OTHER ITEMS FROM ETSY BEFORE?

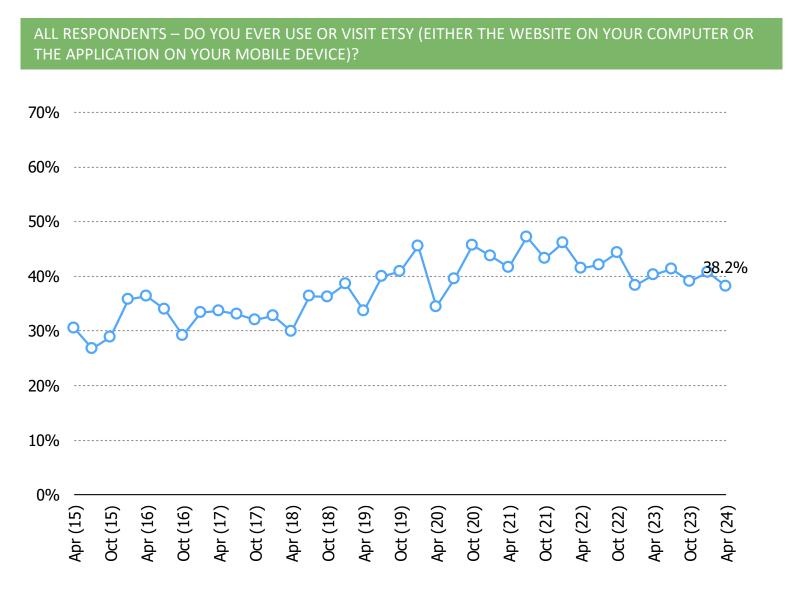
Posed to users who purchased a mask from Etsy.



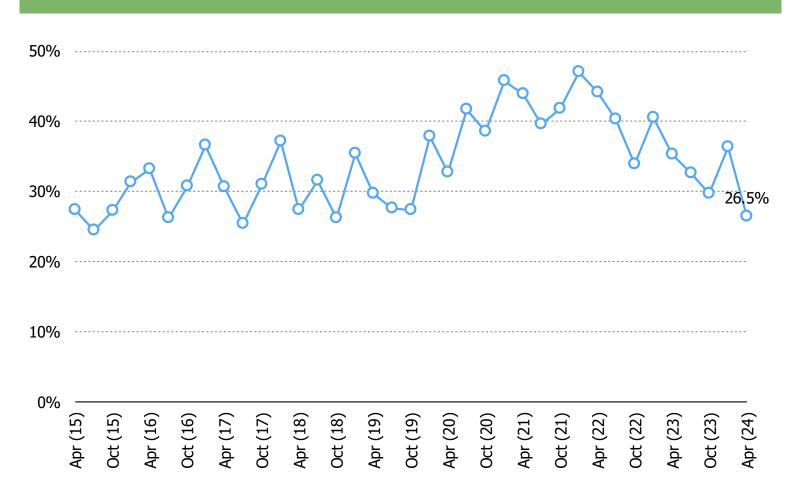
DO YOU EXPECT TO CONTINUE SHOPPING FOR PRODUCTS ON ETSY IN THE FUTURE?

Posed to users whose first purchase from Etsy was a mask.

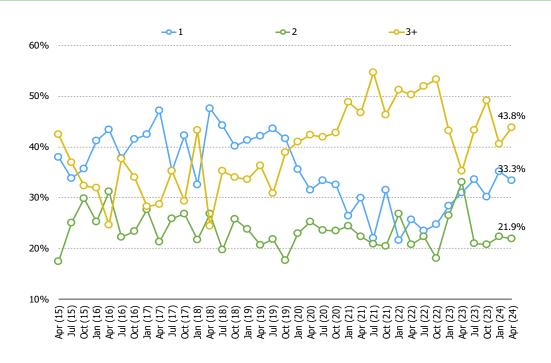




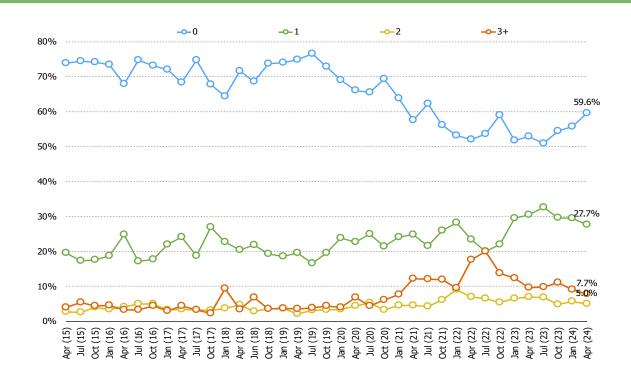




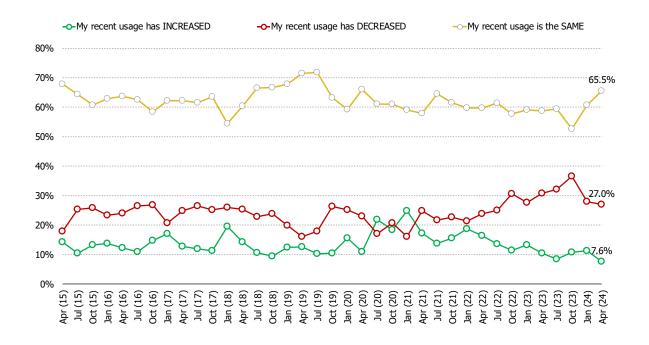
PURCHASED THROUGH ETSY IN PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH ETSY IN THE LAST THREE MONTHS?



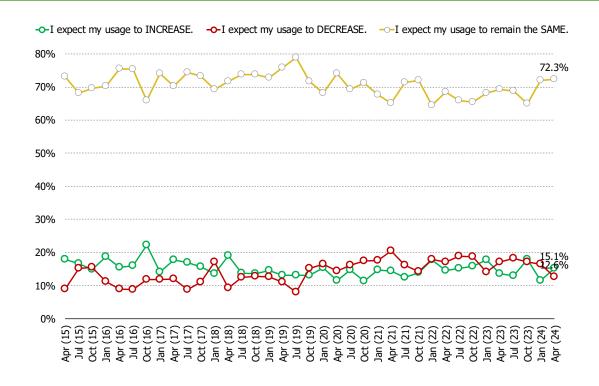
ETSY USERS - ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH ETSY PER MONTH



ETSY USERS – RECENT USAGE



ETSY USERS - EXPECTED USAGE



CROSS-TAB ANALYSIS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

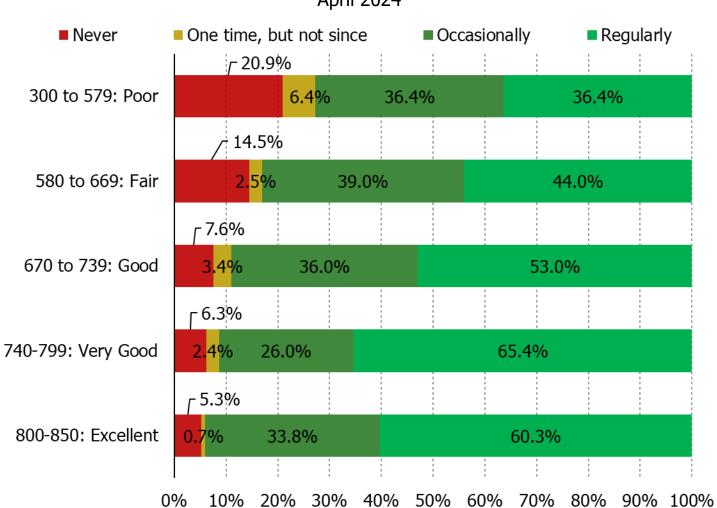
CURRENT SPENDING CONFIDENCE OVERALL...



* This chart filters respondents who occasionally or regularly shop each of the above and shows how confident these respondents currently feel overall in spending money.

Experience with Amazon - Purchased items...

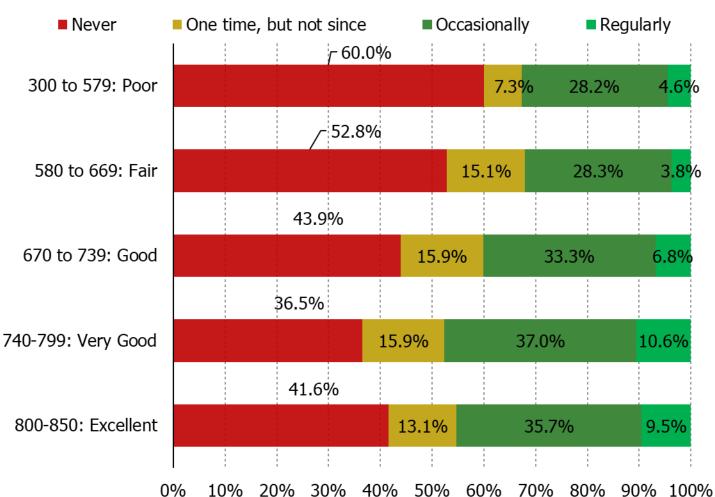
BY SELF-REPORTED CREDIT SCORE



April 2024

Experience with eBay – Purchased items...

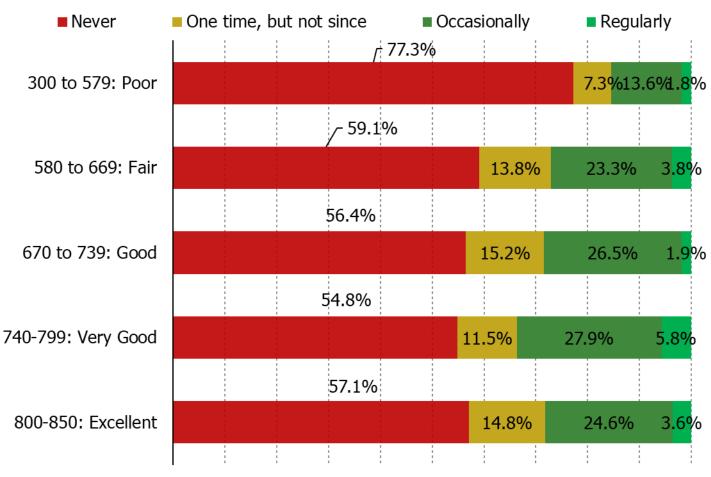
BY SELF-REPORTED CREDIT SCORE



April 2024

Experience with Etsy – Purchased items...

BY SELF-REPORTED CREDIT SCORE

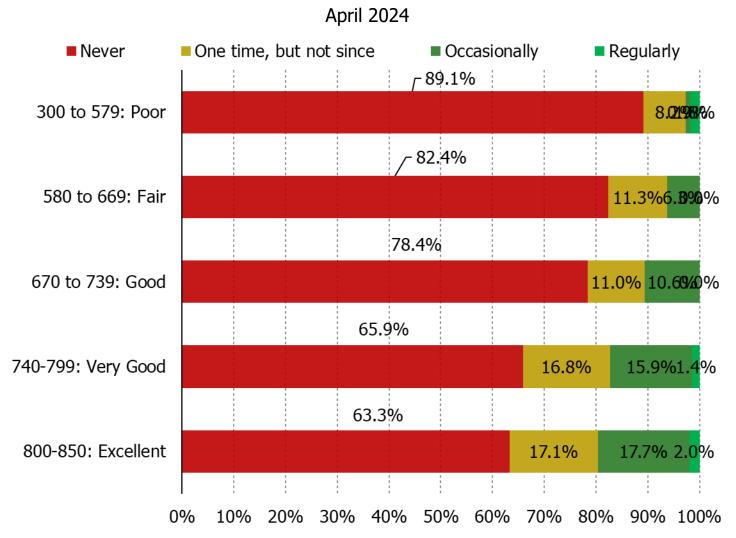


April 2024

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% *This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

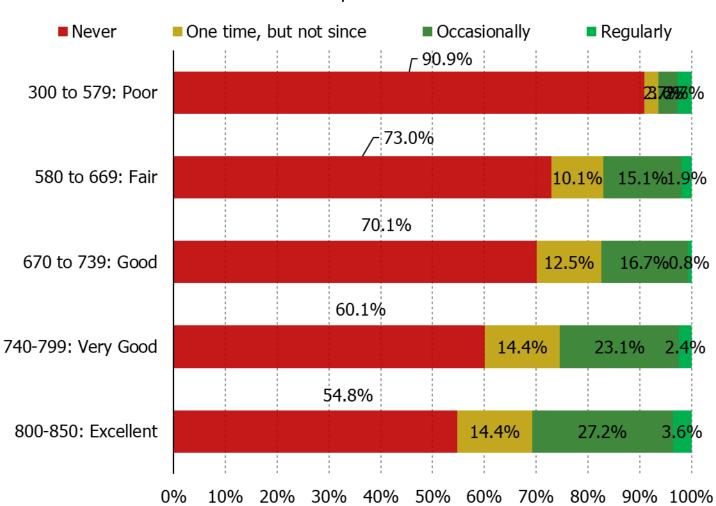
Experience with Overstock – Purchased items...

BY SELF-REPORTED CREDIT SCORE



Experience with Wayfair - Purchased items...

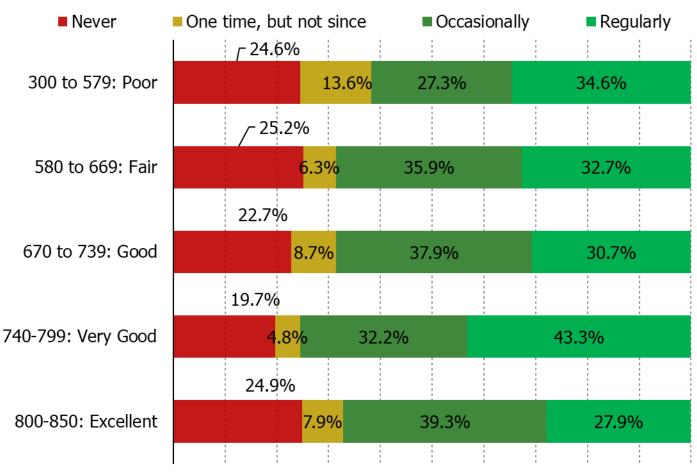
BY SELF-REPORTED CREDIT SCORE



April 2024

Experience with Wal-Mart – Purchased items...

BY SELF-REPORTED CREDIT SCORE

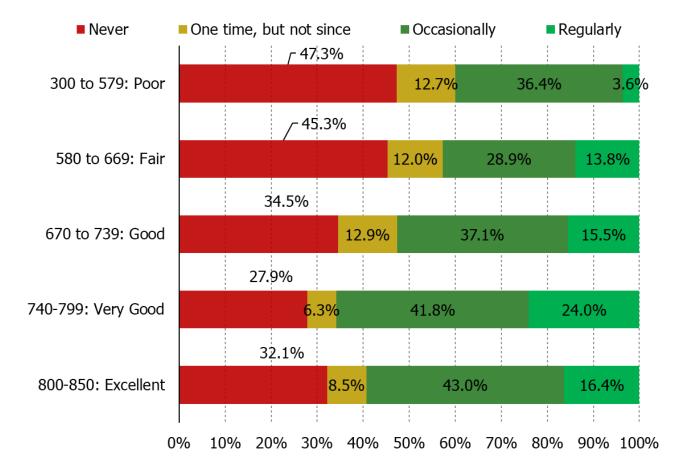


April 2024

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% *This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with Target – Purchased items...

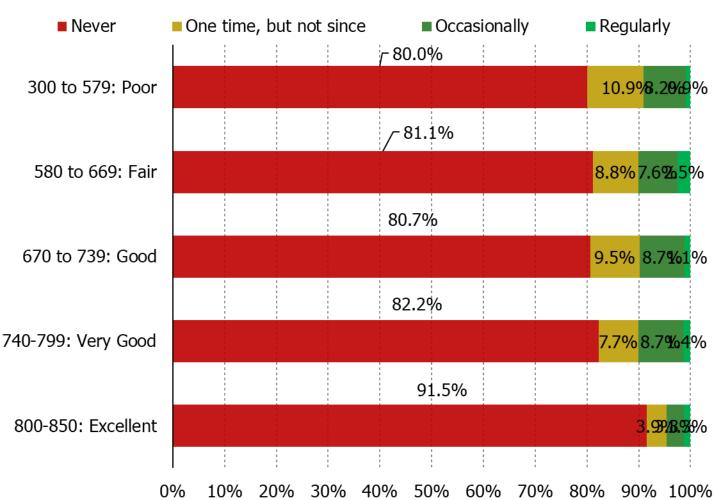
BY SELF-REPORTED CREDIT SCORE



April 2024

Experience with Wish.com – Purchased items...

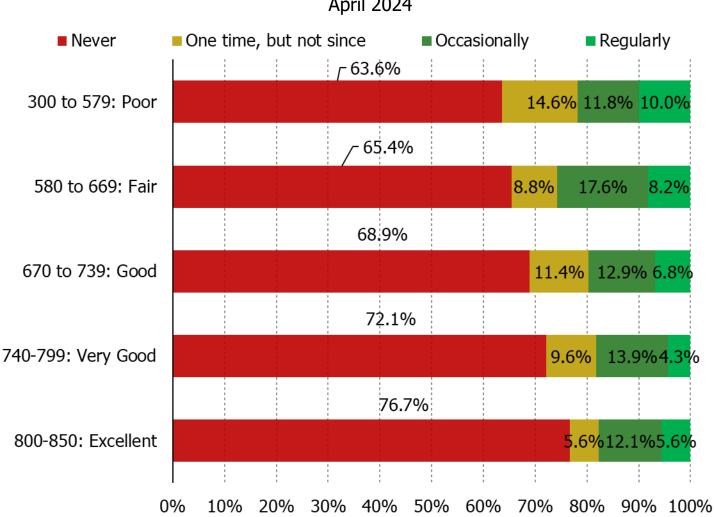
BY SELF-REPORTED CREDIT SCORE



April 2024

Experience with Temu - Purchased items...

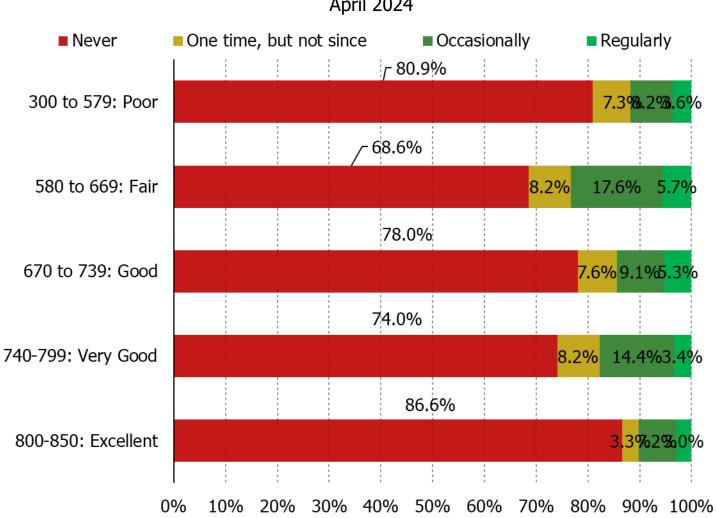
BY SELF-REPORTED CREDIT SCORE



April 2024

Experience with Shein - Purchased items...

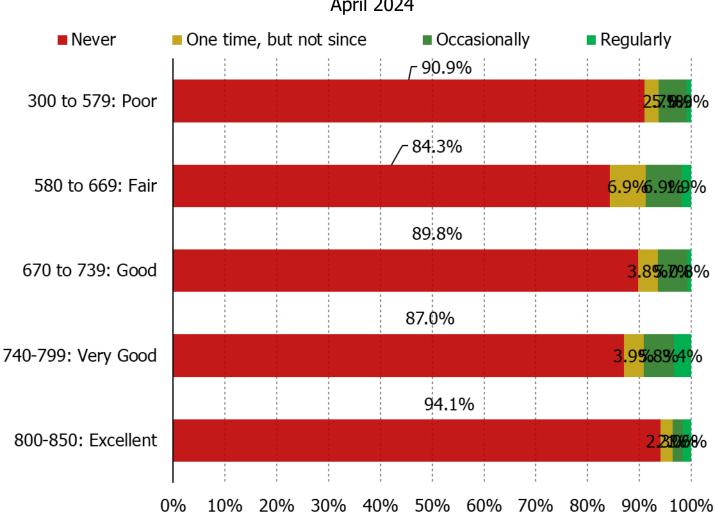
BY SELF-REPORTED CREDIT SCORE



April 2024

Experience with TikTok Shop – Purchased items...

BY SELF-REPORTED CREDIT SCORE



April 2024