BESPOKE SURVEYS

Temu, Vol 13
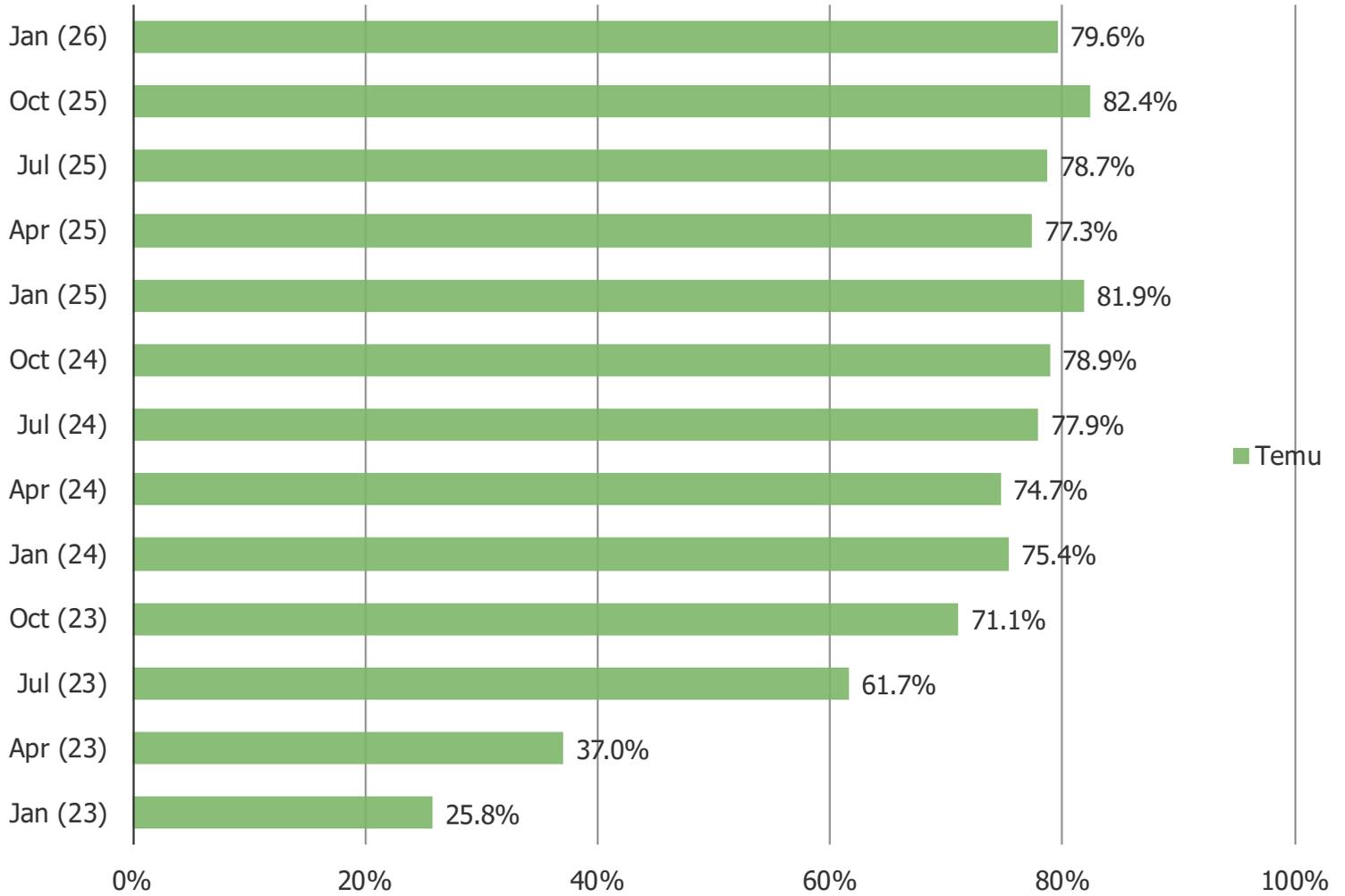
1,000+ Respondents Per Quarter

January 2026

TEMU ENGAGEMENT AND SENTIMENT
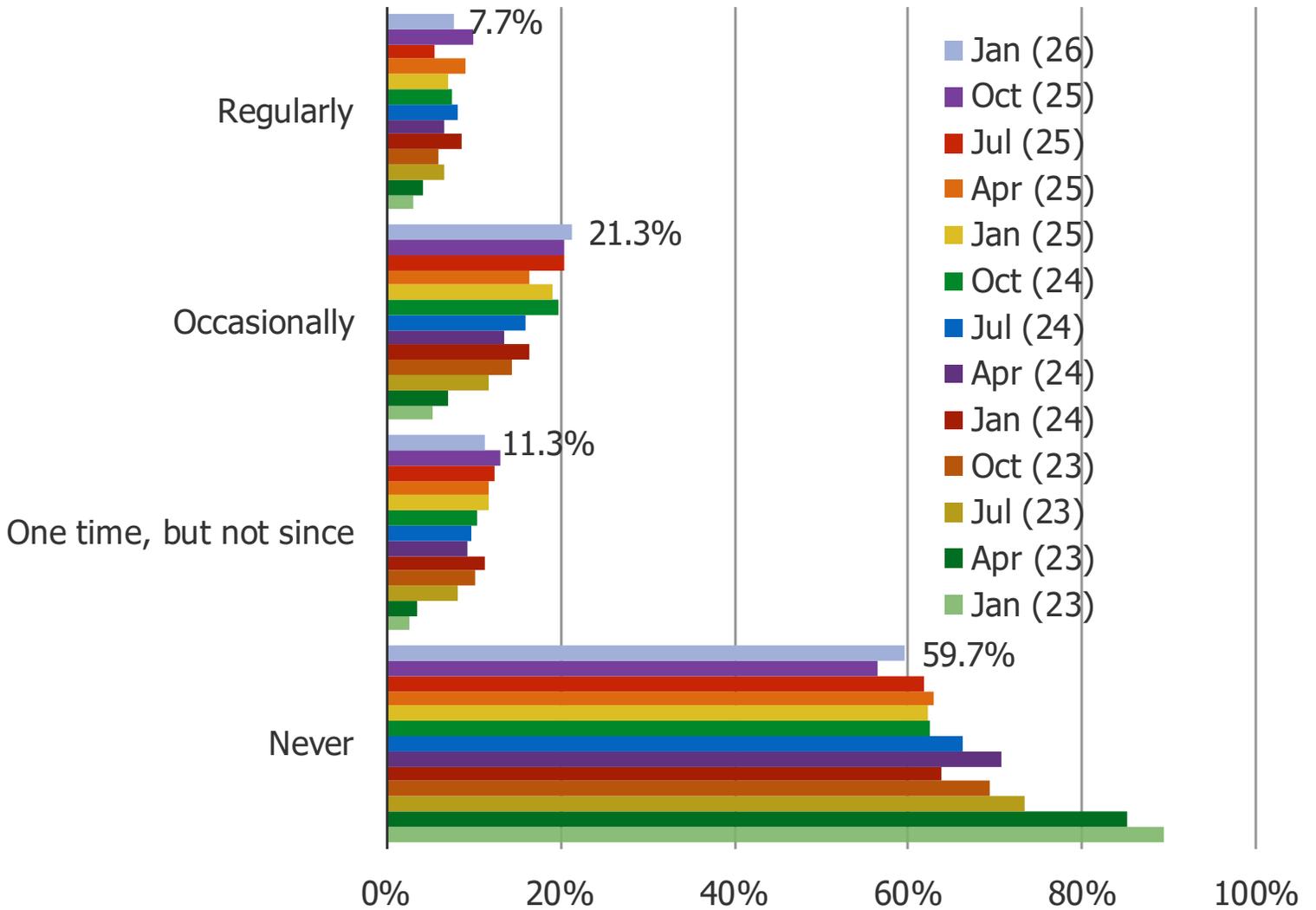
% AWARE OF TEMU

Posed to all respondents

Month	Temu
Jan (26)	79.6%
Oct (25)	82.4%
Jul (25)	78.7%
Apr (25)	77.3%
Jan (25)	81.9%
Oct (24)	78.9%
Jul (24)	77.9%
Apr (24)	74.7%
Jan (24)	75.4%
Oct (23)	71.1%
Jul (23)	61.7%
Apr (23)	37.0%
Jan (23)	25.8%

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

Posed to all respondents

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Regularly: 7.7%
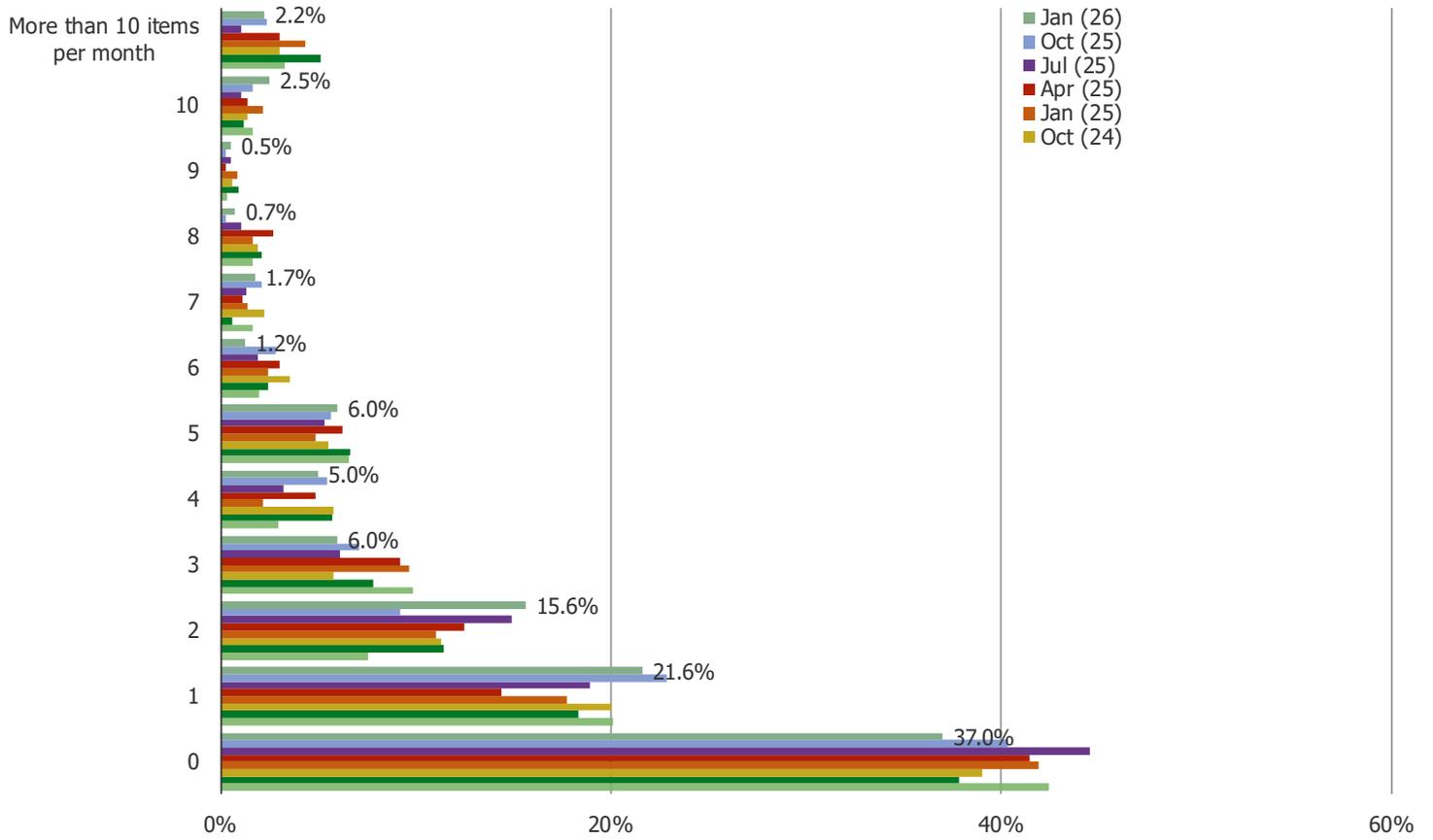Occasionally: 21.3%
One time, but not since: 11.3%
Never: 59.7%

HOW MANY ITEMS HAVE YOU PURCHASED THROUGH TEMU IN THE LAST THREE MONTHS?

Posed to all respondents who have shopped Temu (N = 403).

Legend:
- Jan (26)
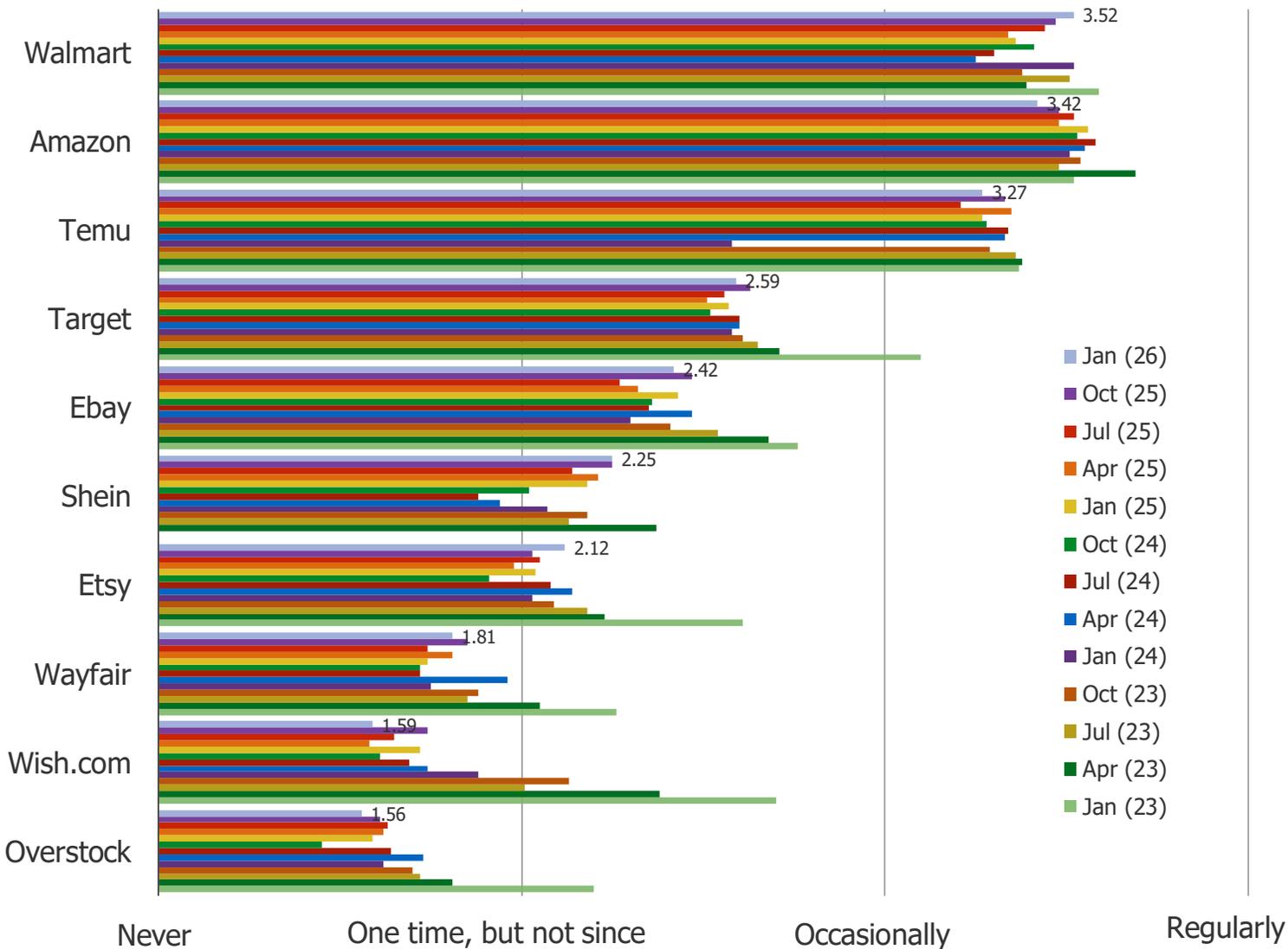- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Items	Value
11 or more	6.2%
10	1.5%
9	1.0%
8	2.0%
7	2.0%
6	4.0%
5	5.2%
4	8.4%
3	8.4%
2	12.7%
1	16.1%
0	32.5%
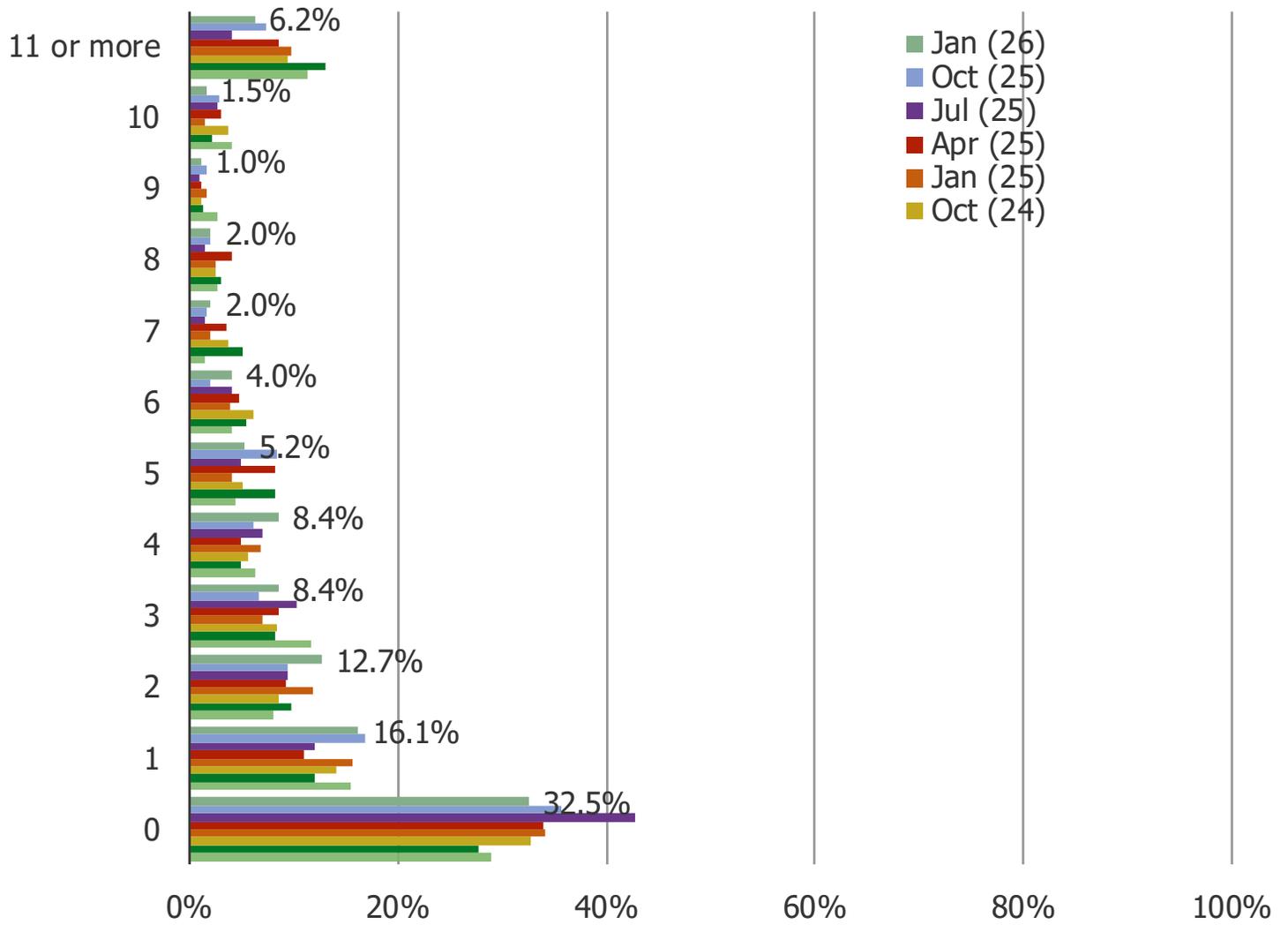
ON AVERAGE, HOW MANY ITEMS DO YOU BUY ON TEMU PER MONTH?

Posed to all respondents who have shopped Temu (N = 403).

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Categories (top to bottom): More than 10 items per month (2.2%), 10 (2.5%), 9 (0.5%), 8 (0.7%), 7 (1.7%), 6 (1.2%), 5 (6.0%), 4 (5.0%), 3 (6.0%), 2 (15.6%), 1 (21.6%), 0 (37.0%)
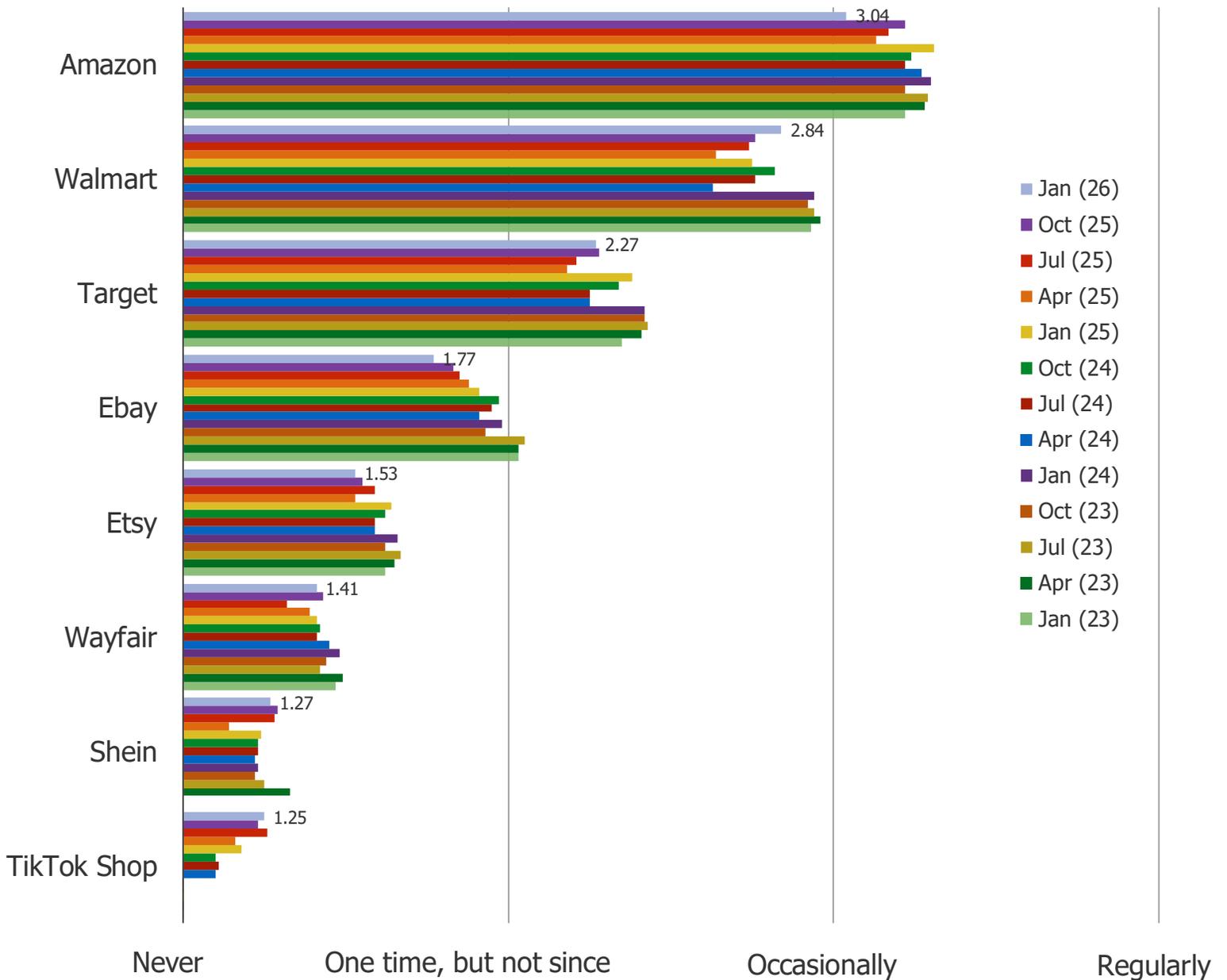
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH THE FOLLOWING PLATFORMS?

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

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Walmart — 3.52
Amazon — 3.42
Temu — 3.27
Target — 2.59
Ebay — 2.42
Shein — 2.25
Etsy — 2.12
Wayfair — 1.81
Wish.com — 1.59
Overstock — 1.56

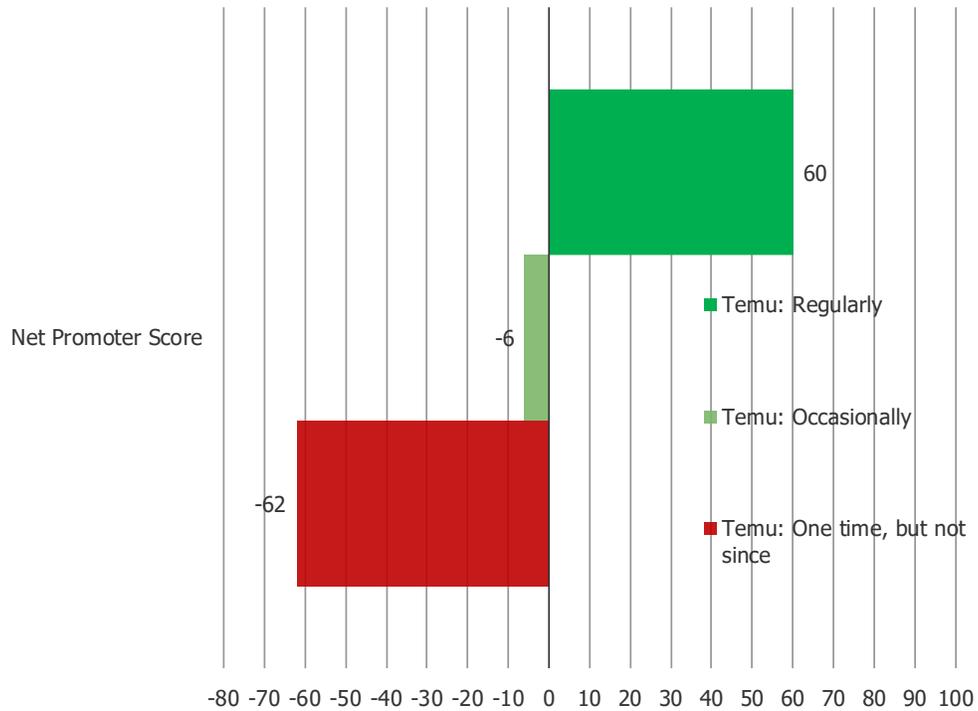X-axis: Never | One time, but not since | Occasionally | Regularly

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)

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Categories (y-axis): Amazon, Walmart, Target, Ebay, Etsy, Wayfair, Shein, TikTok Shop

X-axis: Never — One time, but not since — Occasionally — Regularly

Jan (26) values: Amazon 3.04, Walmart 2.84, Target 2.27, Ebay 1.77, Etsy 1.53, Wayfair 1.41, Shein 1.27, TikTok Shop 1.25
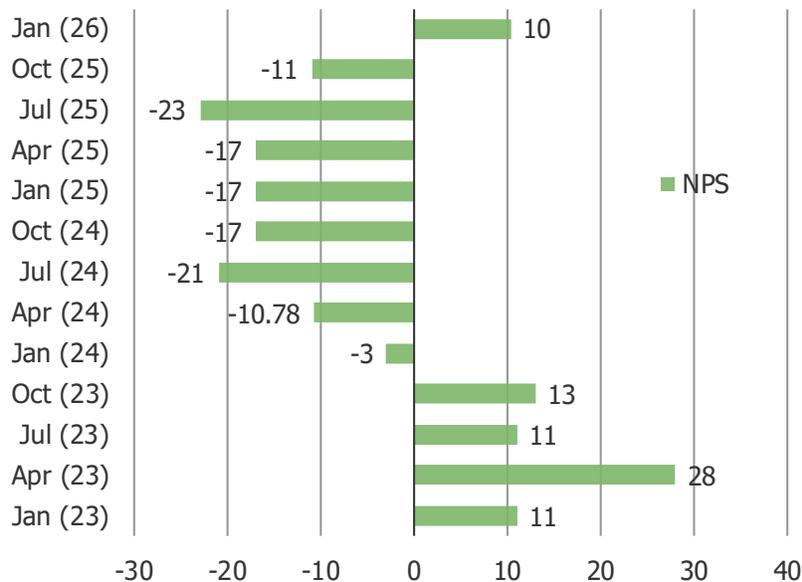
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND TEMU TO A FRIEND OR COLLEAGUE?

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

Net Promoter Score

- 60 — Temu: Regularly
- -6 — Temu: Occasionally
- -62 — Temu: One time, but not since

(axis: -80 -70 -60 -50 -40 -30 -20 -10 0 10 20 30 40 50 60 70 80 90 100)

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

Wave	NPS
Jan (26)	10
Oct (25)	-11
Jul (25)	-23
Apr (25)	-17
Jan (25)	-17
Oct (24)	-17
Jul (24)	-21
Apr (24)	-10.78
Jan (24)	-3
Oct (23)	13
Jul (23)	11
Apr (23)	28
Jan (23)	11

(axis: -30 -20 -10 0 10 20 30 40)

<div style="background-color:green;">

WHAT IS THE LAST TYPE OF ITEM/PRODUCT YOU BOUGHT FROM TEMU?

</div>

Posed to all respondents who have shopped Temu (N = 403)

Last Item Purchased on Temu – LTM Category Mix

% of Temu purchasers; open-ended responses categorized

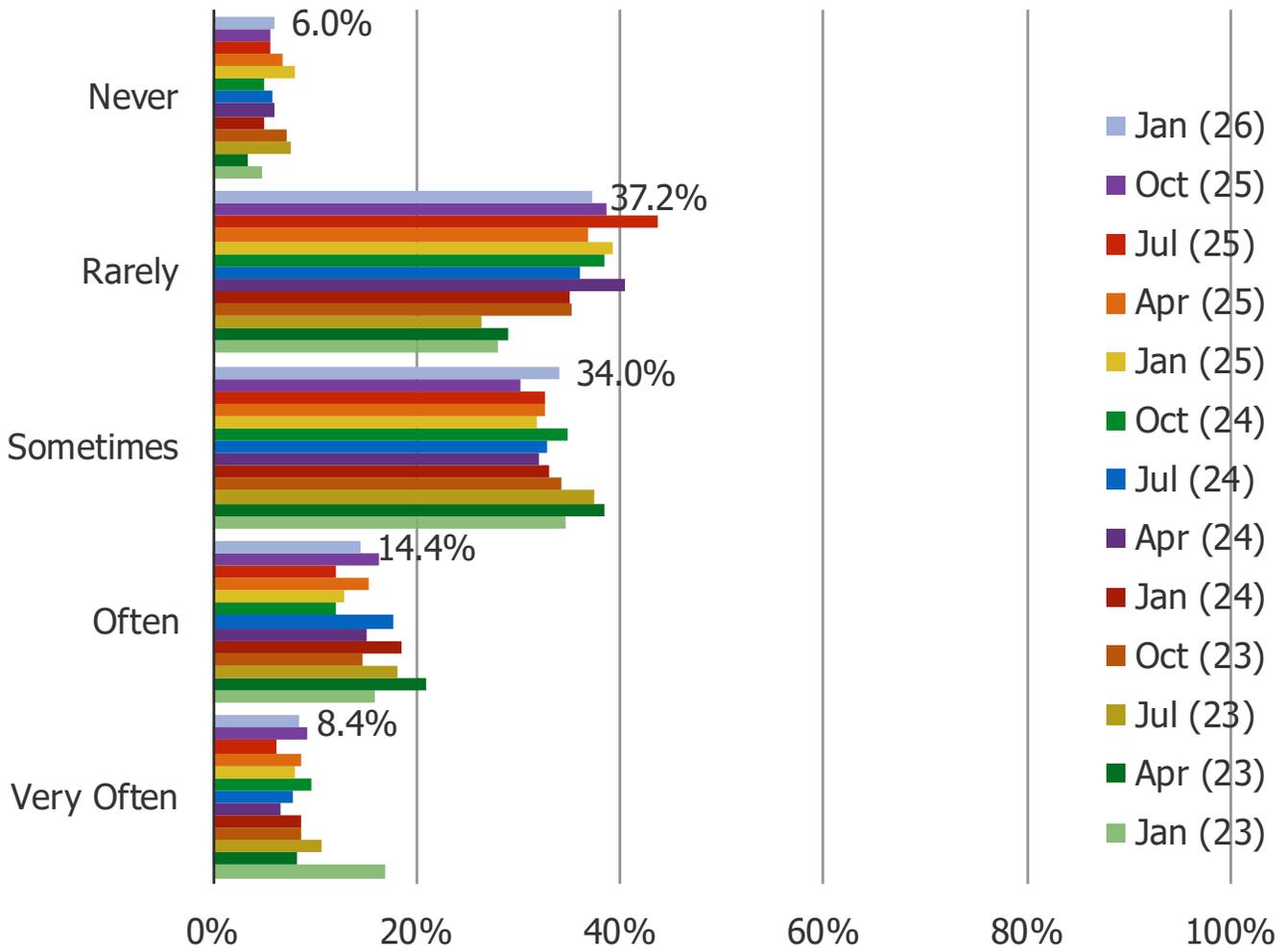| Category	Jan 24 LTM	Jan 25 LTM	Jan 26 LTM	R^2	p
Apparel & Footwear	15%	21%	21%	0.29	0.06
Toys & Games	3%	5%	3%	0.08	0.34
Electronics & Accessories	3%	5%	4%	0.09	0.33
Home Goods	3%	5%	4%	0.06	0.43
Furniture & Home	1%	1%	1%	0.02	0.69
Pet Supplies	1%	1%	1%	0.12	0.25
Beauty & Personal Care	1%	1%	1%	0.03	0.55
Don't Know / Unclear	0%	1%	1%	0.00	0.84
Other (long-tail items)	72%	61%	63%	0.25	0.08

Notes

- LTM = trailing four quarters ending in January of the stated year
- Percentages sum to ~100% per column (rounding)
- R^2 and p-values reflect linear trend across all available quarters

Key Takeaways (data-only)

- **Apparel & Footwear is the largest identifiable Temu purchase category** and increases meaningfully from Jan 24 LTM to Jan 25 LTM, remaining elevated in Jan 26 LTM (directionally significant).
- **The majority of purchases remain highly fragmented,** with ~60%+ of responses falling into a long-tail "Other" category across all periods.
- **No non-apparel category shows a statistically meaningful upward or downward trend,** with Toys, Electronics, and Home-related items remaining small and volatile.
- **Category mix appears broadly stable since Jan 25 LTM,** suggesting Temu usage is not shifting materially toward new core categories.
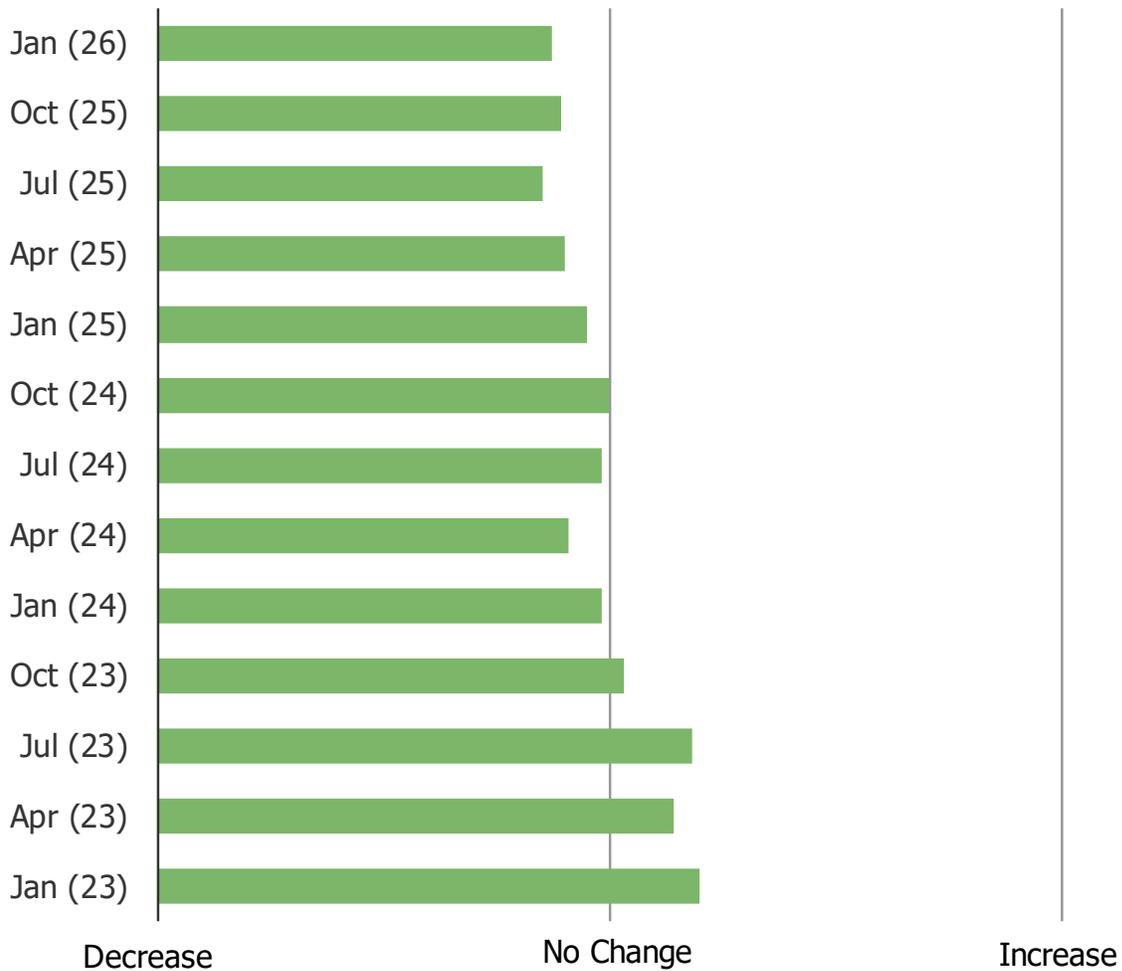
HOW OFTEN DO YOU BUY PRODUCTS ON TEMU?

Posed to all respondents who have shopped Temu (N = 403)

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Never: 6.0%
Rarely: 37.2%
Sometimes: 34.0%
Often: 14.4%
Very Often: 8.4%

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

Posed to all respondents who have shopped Temu (N = 403)
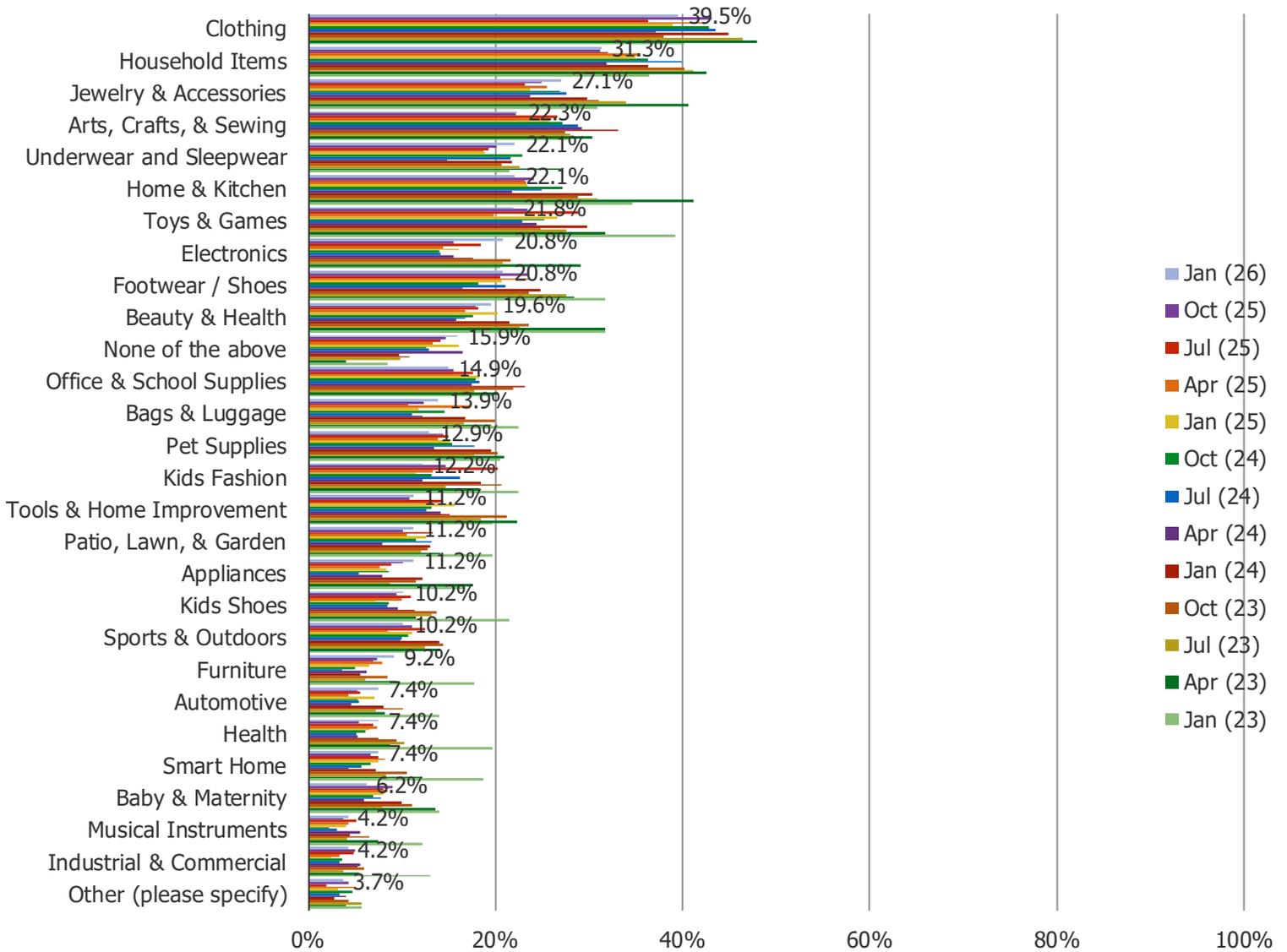

Reasons cited for decreasing:
-Poor quality
-Made in China
-Slow shipping
-Cutting back spending in general

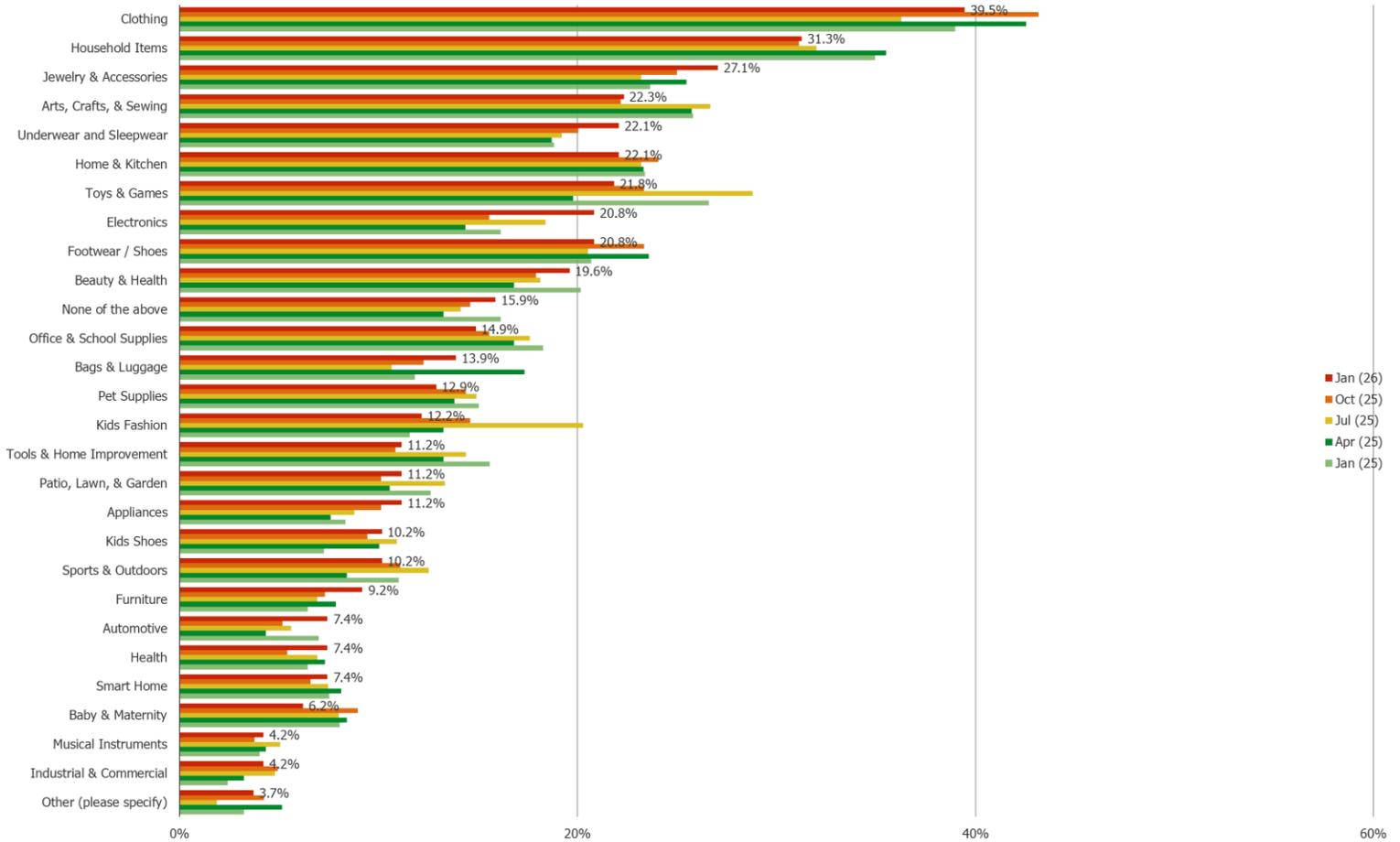Reasons cited for increasing:
-Great prices / value
-It's fun and easy

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

Posed to all respondents who have shopped Temu (N = 403)

Chart: Horizontal bar chart showing product categories and percentages (Jan 26 values labeled):

- Clothing — 39.5%
- Household Items — 31.3%
- Jewelry & Accessories — 27.1%
- Arts, Crafts, & Sewing — 22.3%
- Underwear and Sleepwear — 22.1%
- Home & Kitchen — 22.1%
- Toys & Games — 21.8%
- Electronics — 20.8%
- Footwear / Shoes — 20.8%
- Beauty & Health — 19.6%
- None of the above — 15.9%
- Office & School Supplies — 14.9%
- Bags & Luggage — 13.9%
- Pet Supplies — 12.9%
- Kids Fashion — 12.2%
- Tools & Home Improvement — 11.2%
- Patio, Lawn, & Garden — 11.2%
- Appliances — 11.2%
- Kids Shoes — 10.2%
- Sports & Outdoors — 10.2%
- Furniture — 9.2%
- Automotive — 7.4%
- Health — 7.4%
- Smart Home — 7.4%
- Baby & Maternity — 6.2%
- Musical Instruments — 4.2%
- Industrial & Commercial — 4.2%
- Other (please specify) — 3.7%

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
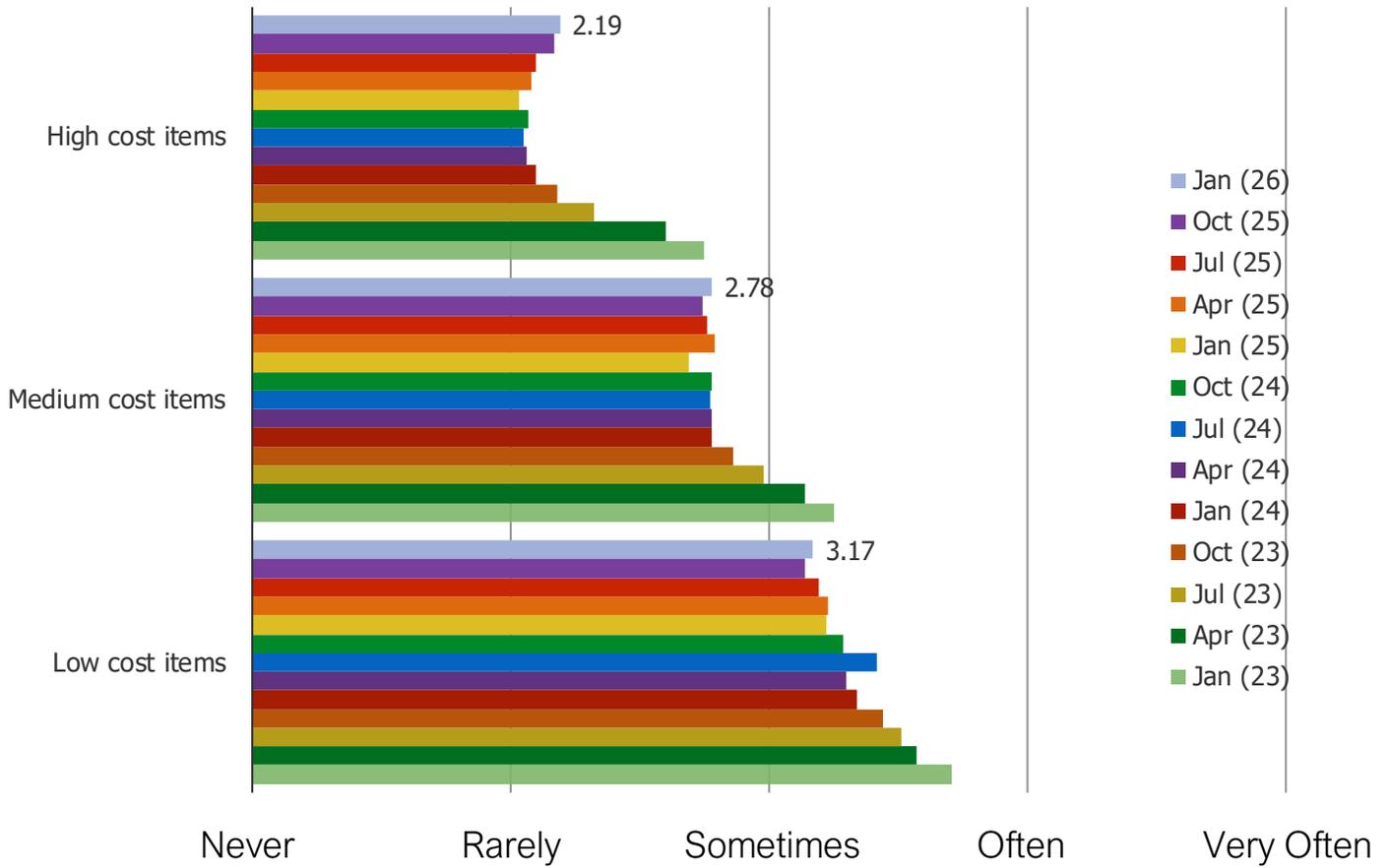- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

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

Posed to respondents who said they shop Temu regularly/occasionally (N = 405)

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)

Category	Value
Clothing	39.5%
Household Items	31.3%
Jewelry & Accessories	27.1%
Arts, Crafts, & Sewing	22.3%
Underwear and Sleepwear	22.1%
Home & Kitchen	22.1%
Toys & Games	21.8%
Electronics	20.8%
Footwear / Shoes	20.8%
Beauty & Health	19.6%
None of the above	15.9%
Office & School Supplies	14.9%
Bags & Luggage	13.9%
Pet Supplies	12.9%
Kids Fashion	12.2%
Tools & Home Improvement	11.2%
Patio, Lawn, & Garden	11.2%
Appliances	11.2%
Kids Shoes	10.2%
Sports & Outdoors	10.2%
Furniture	9.2%
Automotive	7.4%
Health	7.4%
Smart Home	7.4%
Baby & Maternity	6.2%
Musical Instruments	4.2%
Industrial & Commercial	4.2%
Other (please specify)	3.7%

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

Posed to all respondents who have shopped Temu (N = 403)

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

High cost items: 2.19

Medium cost items: 2.78

Low cost items: 3.17

X-axis: Never | Rarely | Sometimes | Often | Very Often

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

Posed to all respondents who have shopped Temu (N = 403)

What Consumers Like Most About Temu
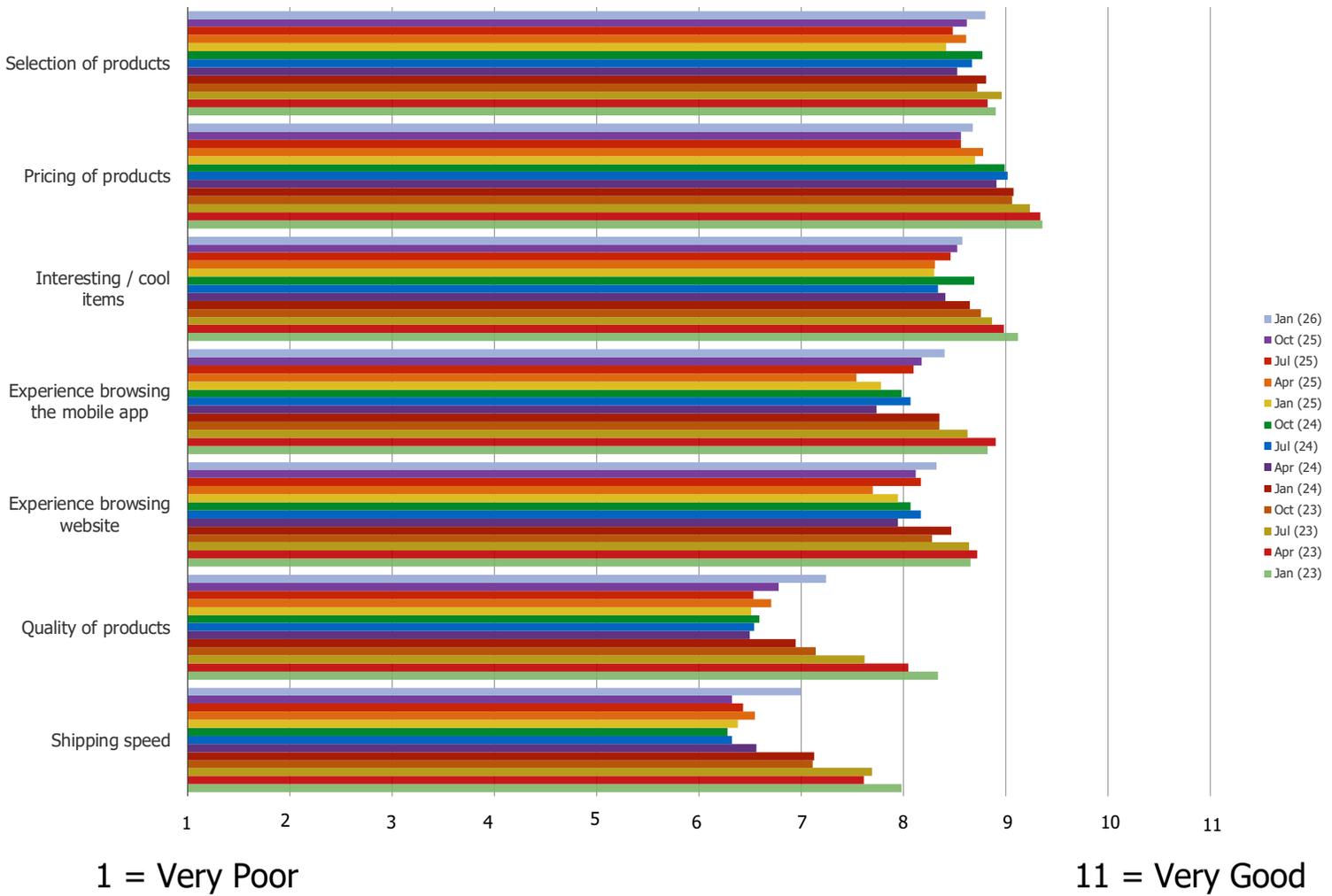
LTM % of open-ended mentions; Temu customers only

Category	Jan 24 LTM	Jan 25 LTM	Jan 26 LTM	R^2	p
Low prices	27%	37%	34%	0.20	0.12
Wide selection	5%	8%	9%	0.53	0.00
Ease of use	2%	3%	3%	0.09	0.32
Shipping / delivery	3%	3%	2%	0.14	0.21
Nothing / No positives	3%	6%	7%	0.52	0.01
Other	59%	44%	46%	0.28	0.06

Key takeaways — Like Most

- **Low prices remain the dominant positive driver**, peaking in Jan 25 LTM and remaining elevated in Jan 26 LTM.
- **Wide selection shows a statistically significant upward trend** (high R^2, p≈0.00), becoming a more prominent positive over time.
- **"Nothing / no positives" is increasing meaningfully**, indicating a growing share of users who struggle to articulate a clear benefit.
- The **long-tail "Other" bucket remains large**, highlighting fragmented and non-standardized reasons for liking Temu.

THINKING ABOUT TEMU...WHAT COULD TEMU DO BETTER?

Posed to all respondents who have shopped Temu (N = 403)

What Consumers Like Least About Temu

LTM % of open-ended mentions; Temu customers only

Category	Jan 24 LTM	Jan 25 LTM	Jan 26 LTM	R²	p
Shipping issues	39%	17%	19%	0.11	0.26
Poor quality	11%	20%	19%	0.49	0.01
Everything / Nothing specific	13%	13%	16%	0.09	0.31
Pricing concerns	2%	2%	3%	0.17	0.16
App / UX issues	1%	2%	1%	0.00	0.89
Other	34%	45%	42%	0.00	0.83

Key takeaways — Like Least

- **Shipping issues were the dominant negative historically,** but their share **declines materially after Jan 24 LTM.**
- **Poor quality concerns increase sharply and show a statistically meaningful upward trend,** becoming the most important structural negative.
- **Complaints are shifting from logistics to product quality,** rather than disappearing.
- App / UX and pricing complaints remain **secondary and stable.**
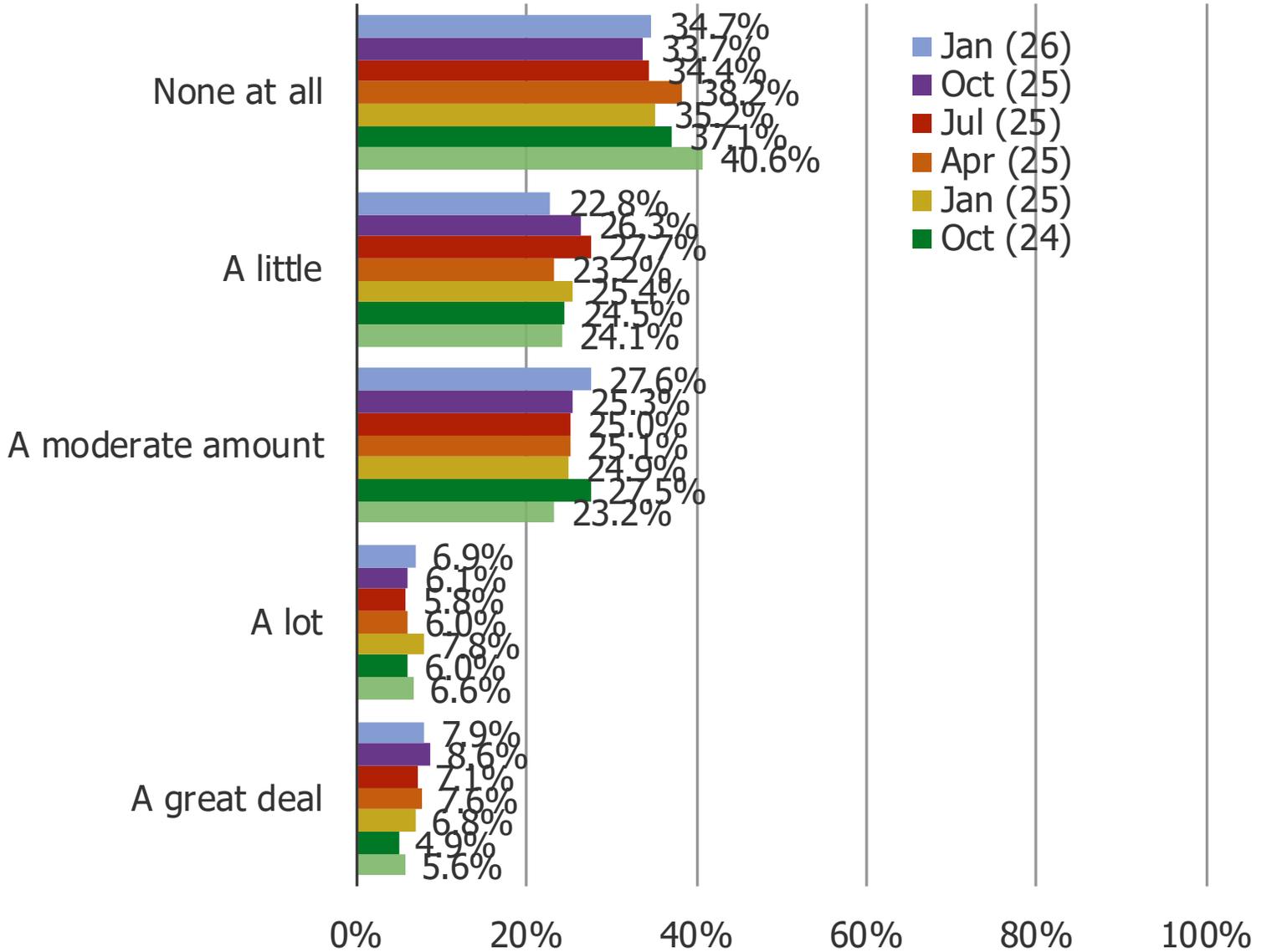- A large **"Other" bucket** suggests dissatisfaction is broad and not confined to a single failure point.

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

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Categories: Selection of products, Pricing of products, Interesting / cool items, Experience browsing the mobile app, Experience browsing website, Quality of products, Shipping speed

HOW MUCH USE DO YOU HAVE IN GENERAL FOR WEBSITES OR APPS THAT SELL CHEAP GOODS AND SHIP FROM WAREHOUSES IN CHINA DIRECTLY TO YOU IN THE US?

Posed to all respondents

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

None at all
- Jan (26): 34.7%
- Oct (25): 33.7%
- Jul (25): 34.4%
- Apr (25): 38.2%
- Jan (25): 35.2%
- Oct (24): 37.1%
- (additional): 40.6%

A little
- 22.8%
- 26.3%
- 27.7%
- 23.2%
- 25.4%
- 24.5%
- 24.1%

A moderate amount
- 27.6%
- 25.3%
- 25.0%
- 25.1%
- 24.9%
- 27.5%
- 23.2%

A lot
- 6.9%
- 6.1%
- 5.8%
- 6.0%
- 7.8%
- 6.0%
- 6.6%

A great deal
- 7.9%
- 8.6%
- 7.1%
- 7.6%
- 6.8%
- 4.9%
- 5.6%

TEMU CUSTOMER DEMOGRAPHICS

Temu | January 2026

TEMU CUSTOMERS - AGE

Time series (Regular or occasional Temu Customers)

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Data labels by age group (Jan 26):
- 75+: 2.8%
- 65-74: 10.3%
- 55-64: 15.5%
- 45-54: 20.0%
- 35-44: 23.1%
- 25-34: 20.0%
- 18-24: 8.3%
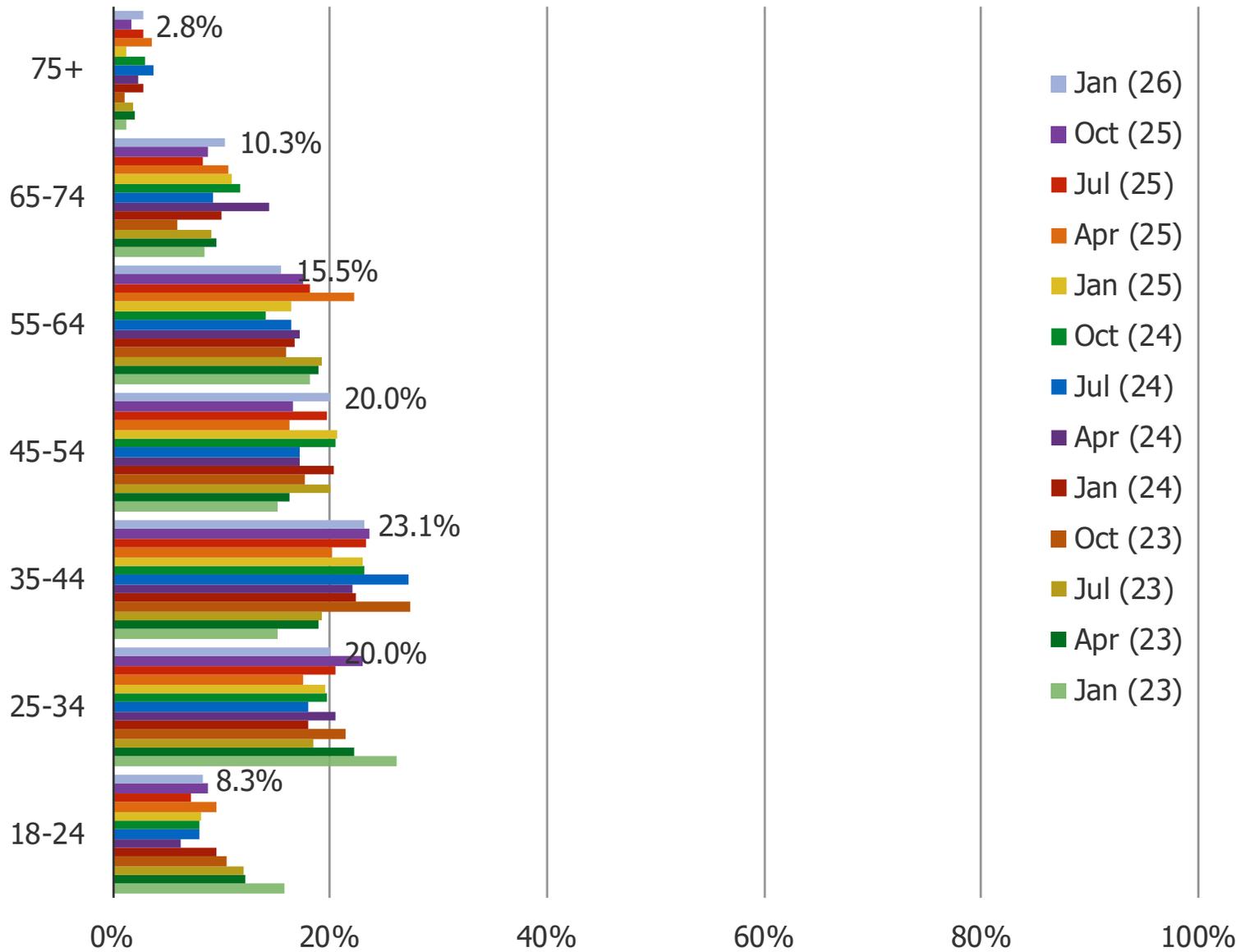
TEMU CUSTOMERS - GENDER

Time series (Regular or occasional Temu Customers)

Male
- Jan (26): 46.9%
- Oct (25): 43.2%
- Jul (25): 40.7%
- Apr (25): 34.9%
- Jan (25): 42.2%
- Oct (24): 35.6%
- Jul (24): 38.2%
- Apr (24): 41.2%
- Jan (24): 34.4%
- Oct (23): 42.7%
- Jul (23): 35.3%
- Apr (23): 35.7%
- Jan (23): 45.1%

Female
- Jan (26): 53.1%
- Oct (25): 56.8%
- Jul (25): 59.3%
- Apr (25): 65.1%
- Jan (25): 57.8%
- Oct (24): 64.4%
- Jul (24): 61.8%
- Apr (24): 58.9%
- Jan (24): 65.6%
- Oct (23): 57.4%
- Jul (23): 64.7%
- Apr (23): 64.3%
- Jan (23): 54.9%

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
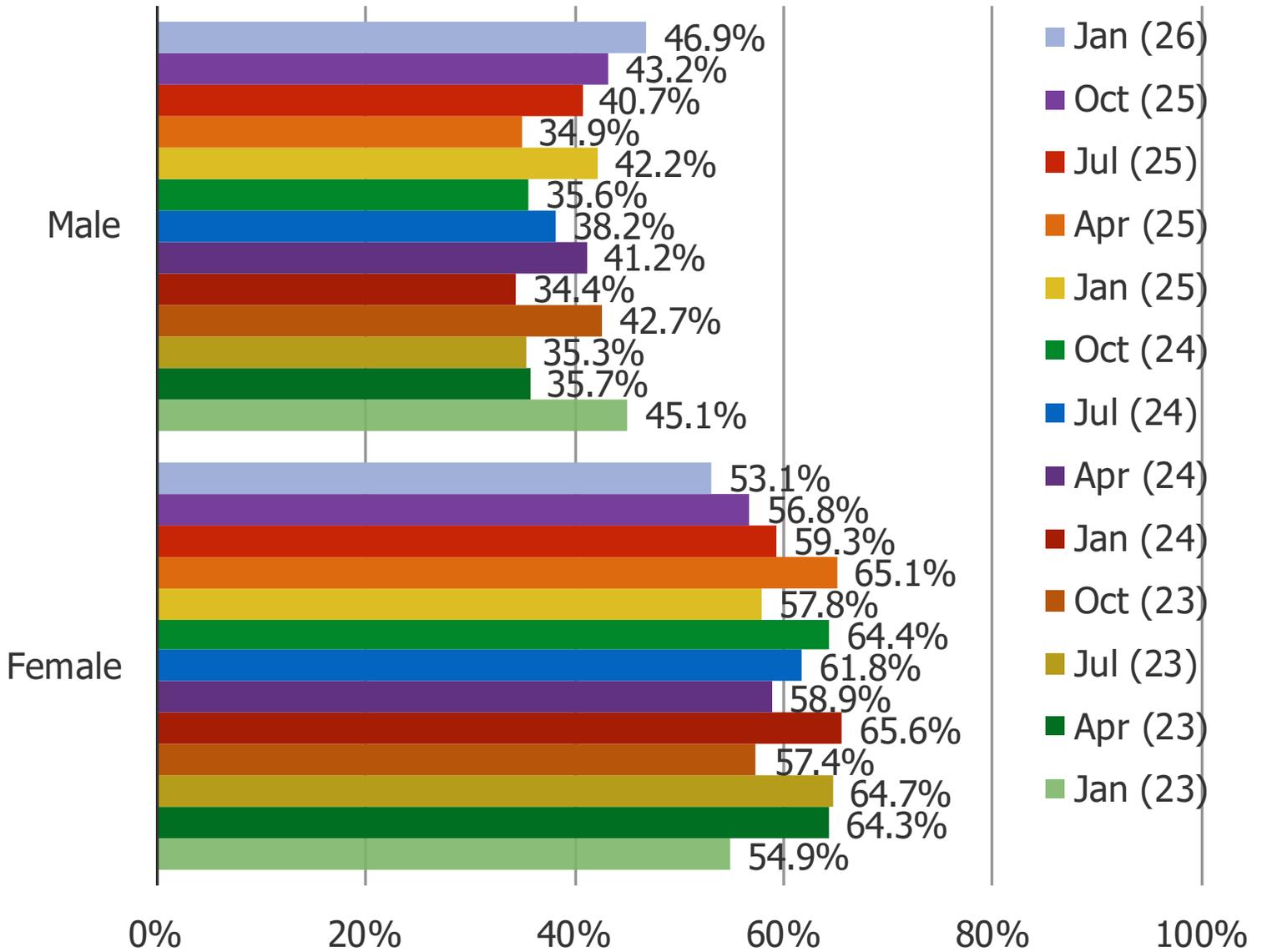
TEMU CUSTOMERS - INCOME

Time series (Regular or occasional Temu Customers)

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

$100,000+ — 25.2%
$50,000-$99,999 — 35.5%
$0-$49,999 — 39.3%
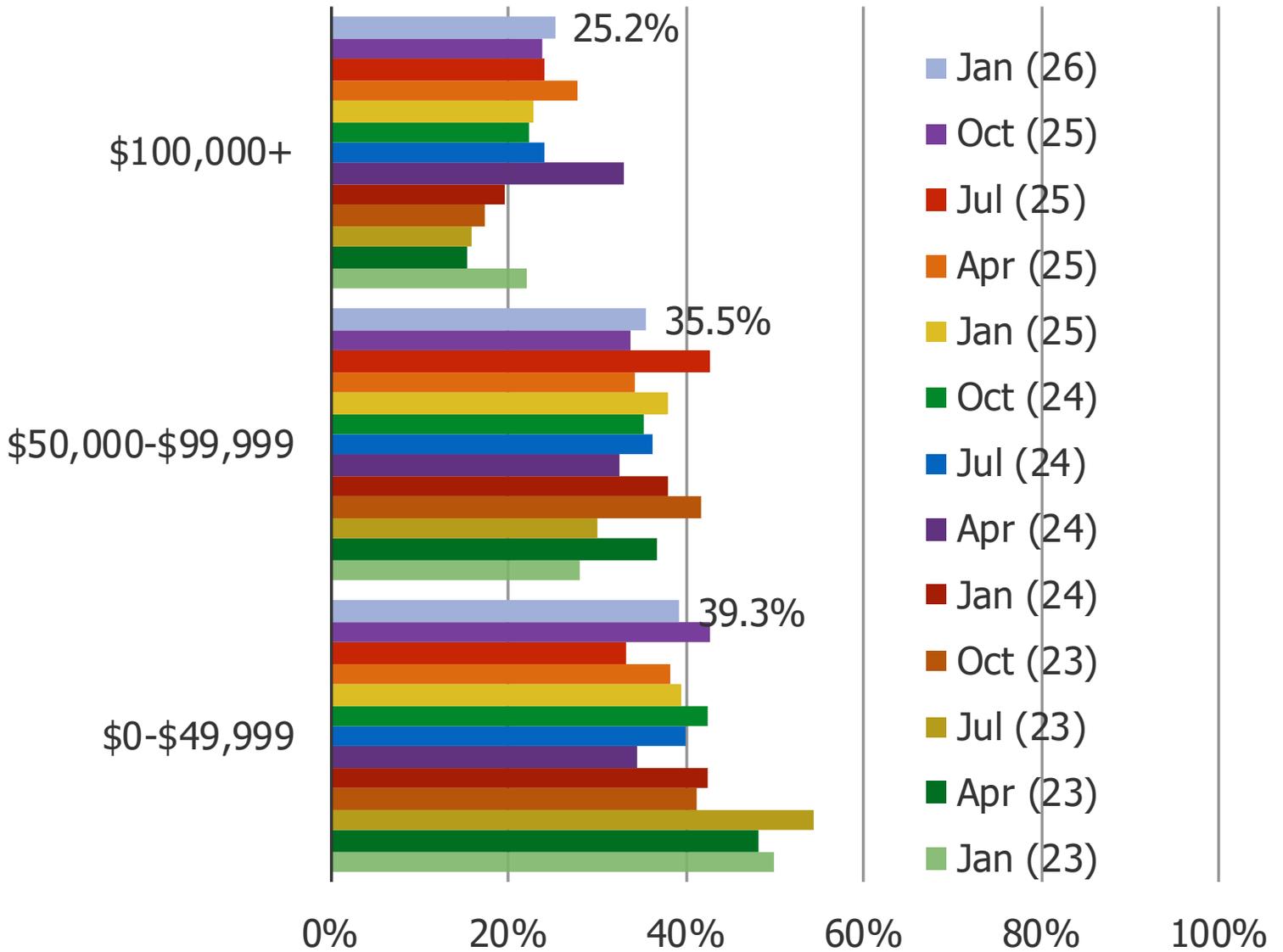
APPENDIX – AMZN <> TEMU

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

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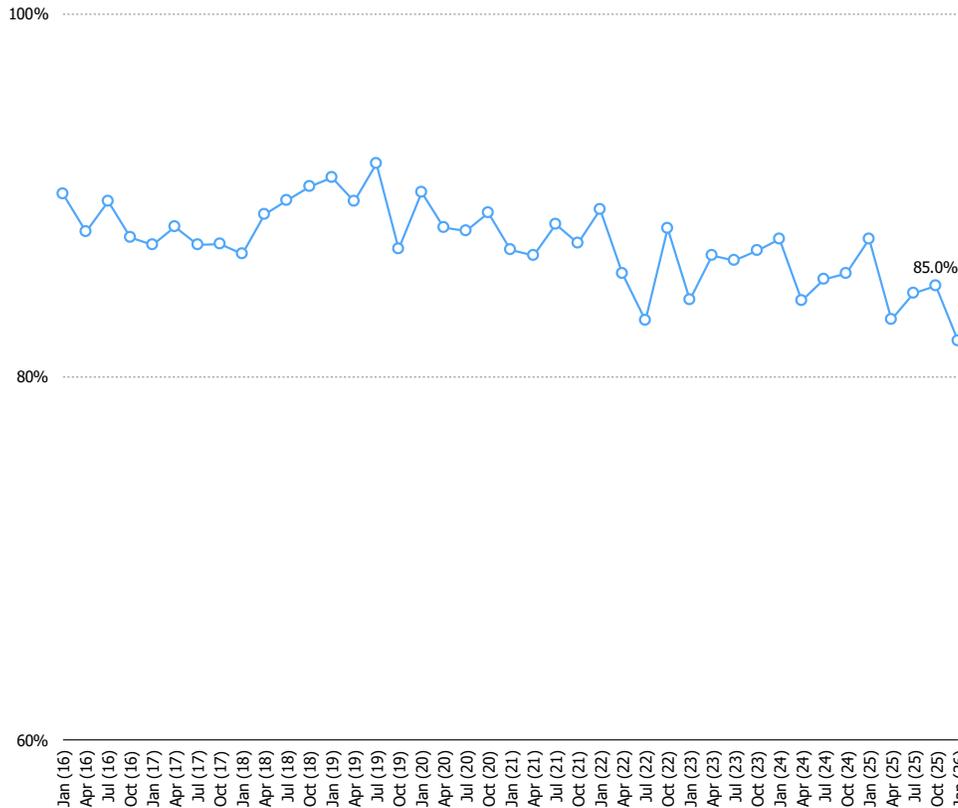
Posed to respondents who shop Temu regularly or occasionally...

Jan (26)	87.2%
Oct (25)	90.9%
Jul (25)	91.3%
Apr (25)	89.3%
Jan (25)	92.6%
Oct (24)	91.7%
Jul (24)	91.2%
Apr (24)	90.0%
Jan (24)	90.8%
Oct (23)	92.7%
Jul (23)	93.5%
Apr (23)	95.5%
Jan (23)	95.1%
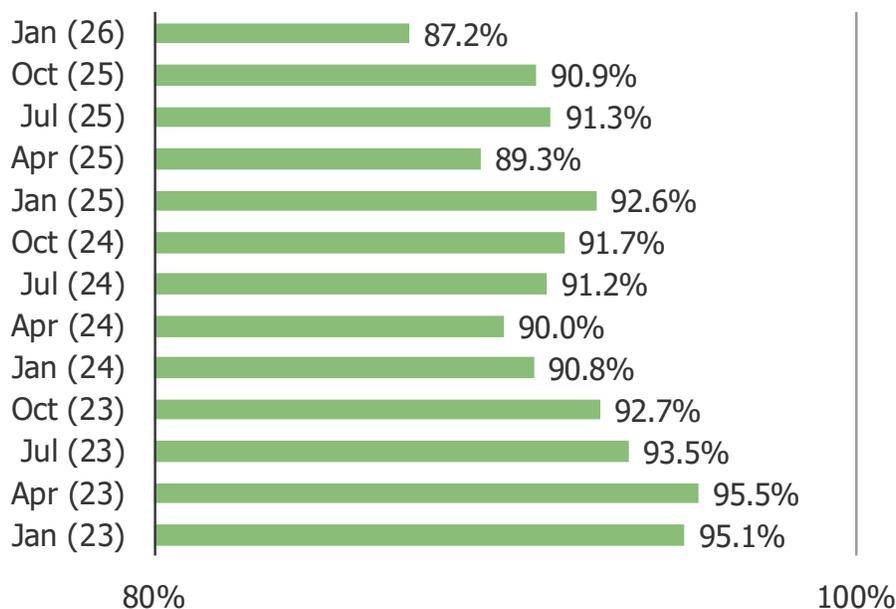
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM AMAZON DURING THE PAST THREE MONTHS?
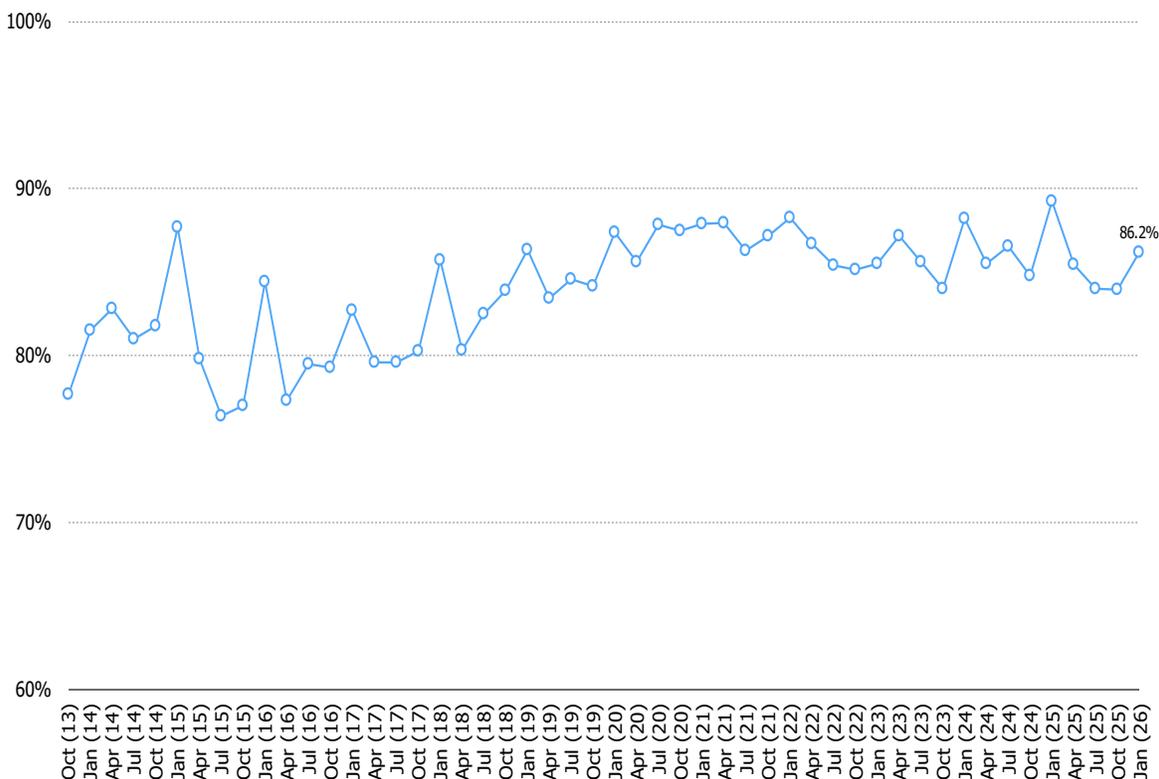
Posed to Amazon users

86.2%

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

Month	Value
Jan (26)	87.0%
Oct (25)	85.5%
Jul (25)	88.3%
Apr (25)	83.6%
Jan (25)	88.6%
Oct (24)	86.4%
Jul (24)	92.6%
Apr (24)	89.4%
Jan (24)	90.8%
Oct (23)	86.2%
Jul (23)	86.6%
Apr (23)	95.3%
Jan (23)	91.0%

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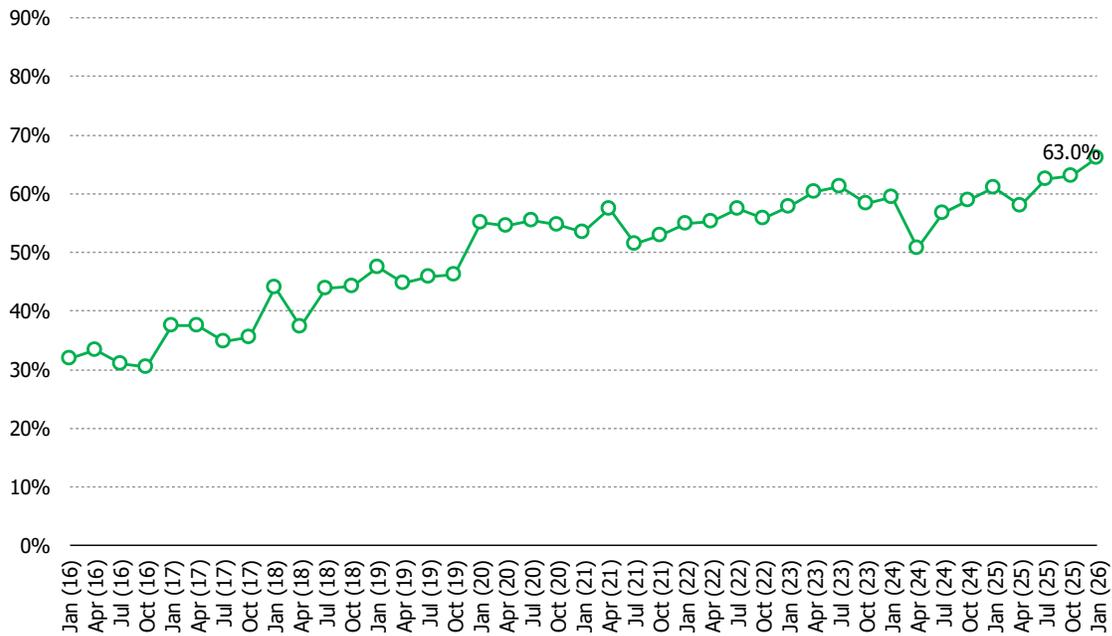
Posed to Amazon users

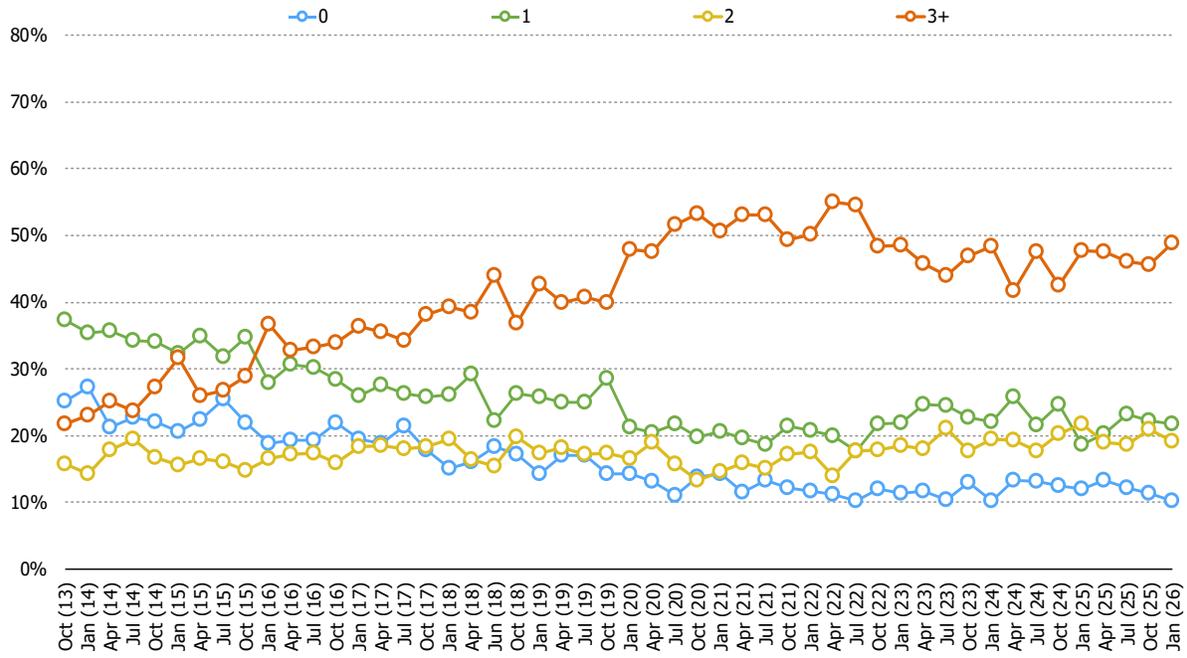Posed to respondents who shop Temu regularly or occasionally and shop Amazon…

Period	Value
Jan (26)	72.7%
Oct (25)	72.1%
Jul (25)	72.7%
Apr (25)	67.6%
Jan (25)	69.6%
Oct (24)	71.5%
Jul (24)	74.2%
Apr (24)	66.5%
Jan (24)	70.9%
Oct (23)	70.9%
Jul (23)	75.0%
Apr (23)	81.3%
Jan (23)	75.6%
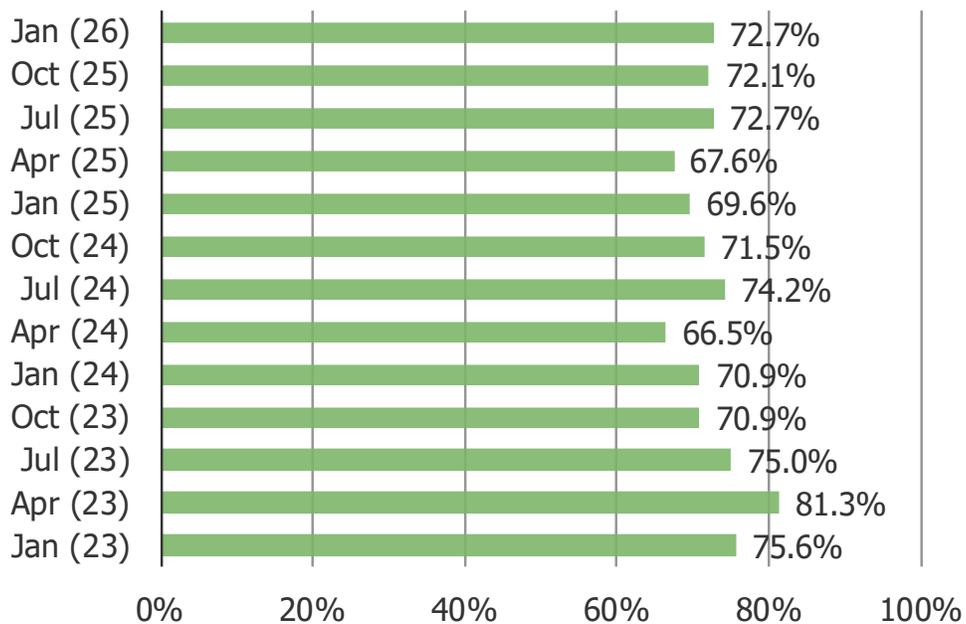
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?
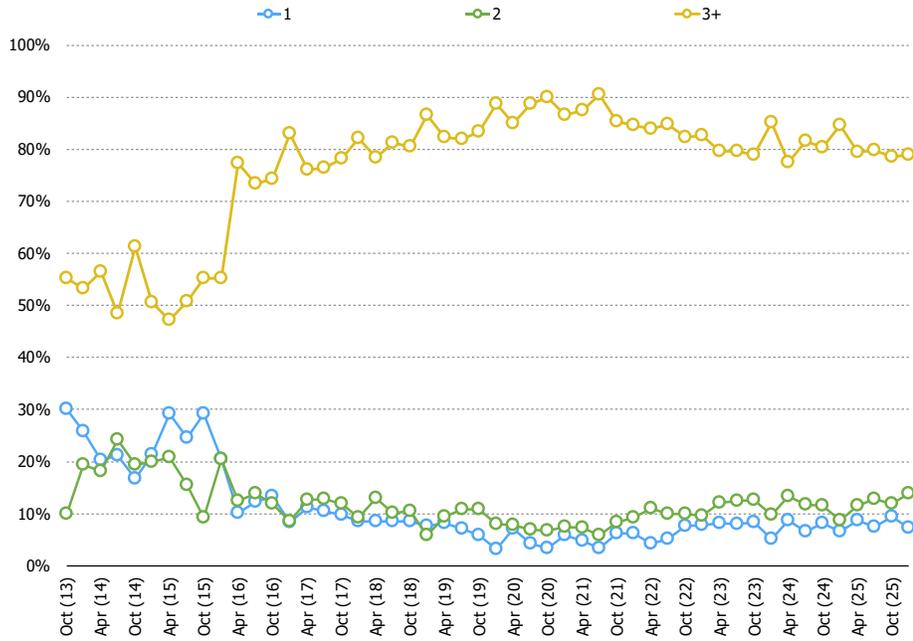
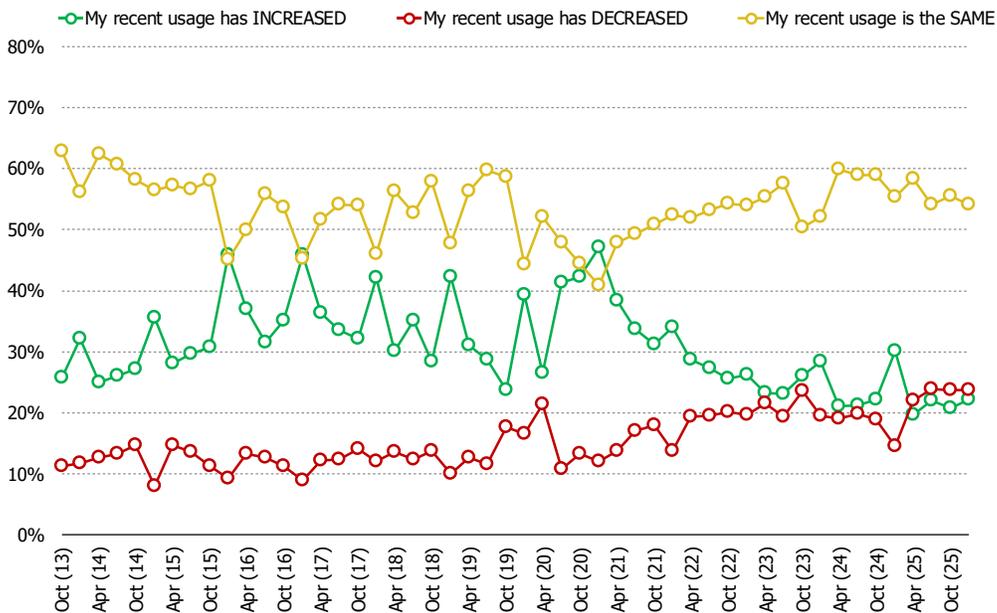Posed to respondents who shop Temu regularly or occasionally and shop Amazon…

Jan (26)	7.0
Oct (25)	7.2
Jul (25)	7.2
Apr (25)	7.0
Jan (25)	7.8
Oct (24)	7.5
Jul (24)	7.4
Apr (24)	7.1
Jan (24)	6.6
Oct (23)	6.34
Jul (23)	5.93
Apr (23)	6.86
Jan (23)	7.44

0   11 or More
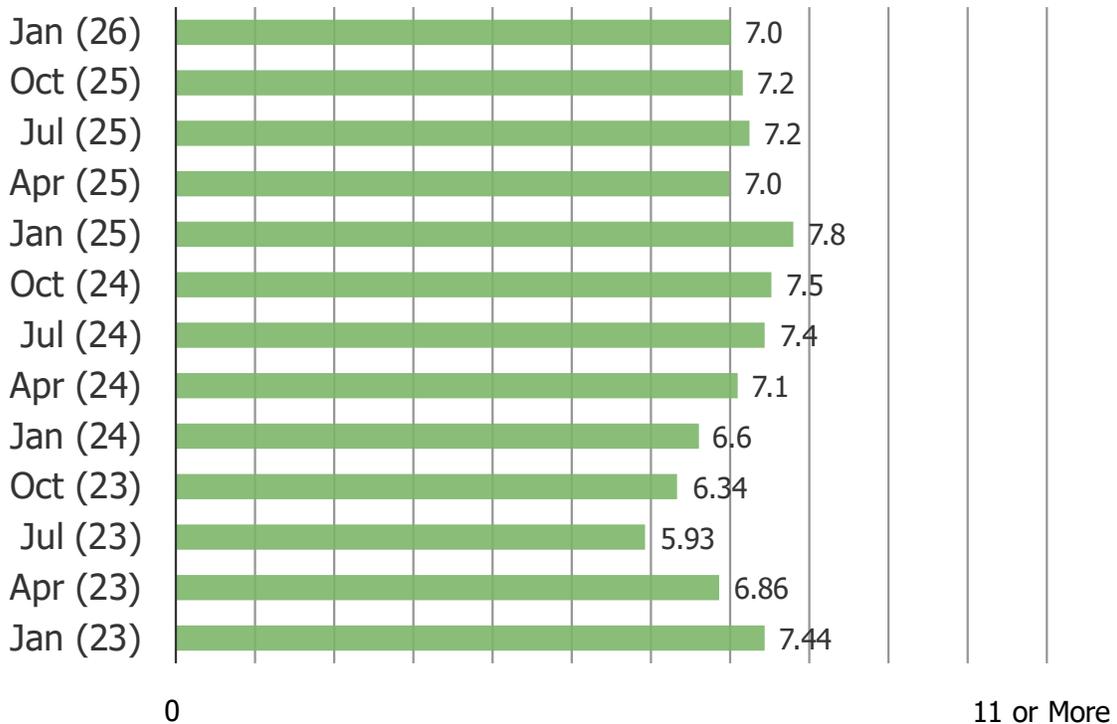
AMAZON USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH AMAZON A MONTH?

Posed to respondents who shop Temu regularly or occasionally and shop Amazon...
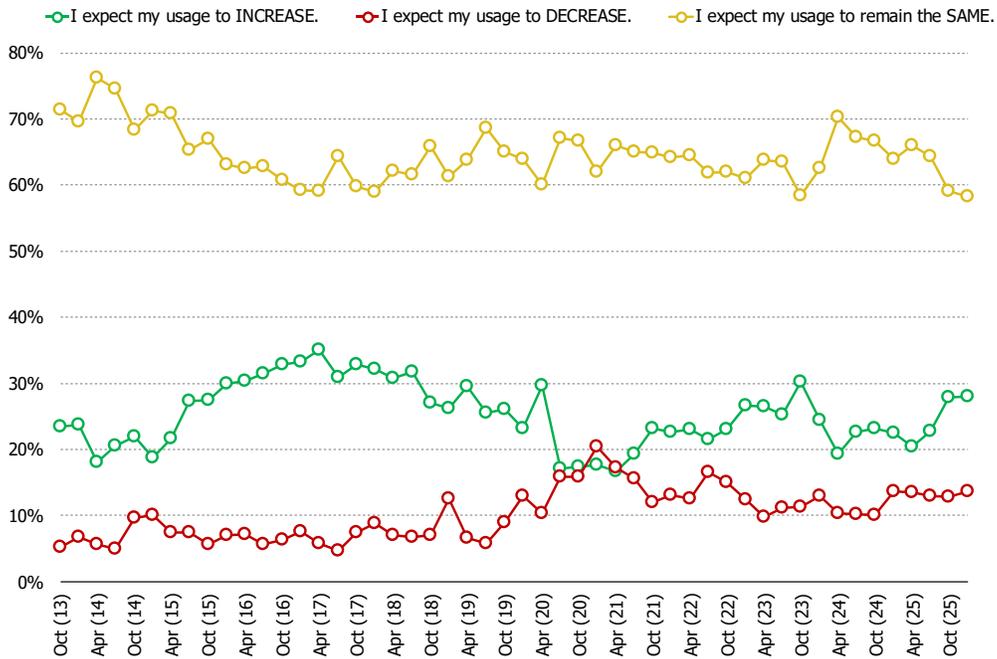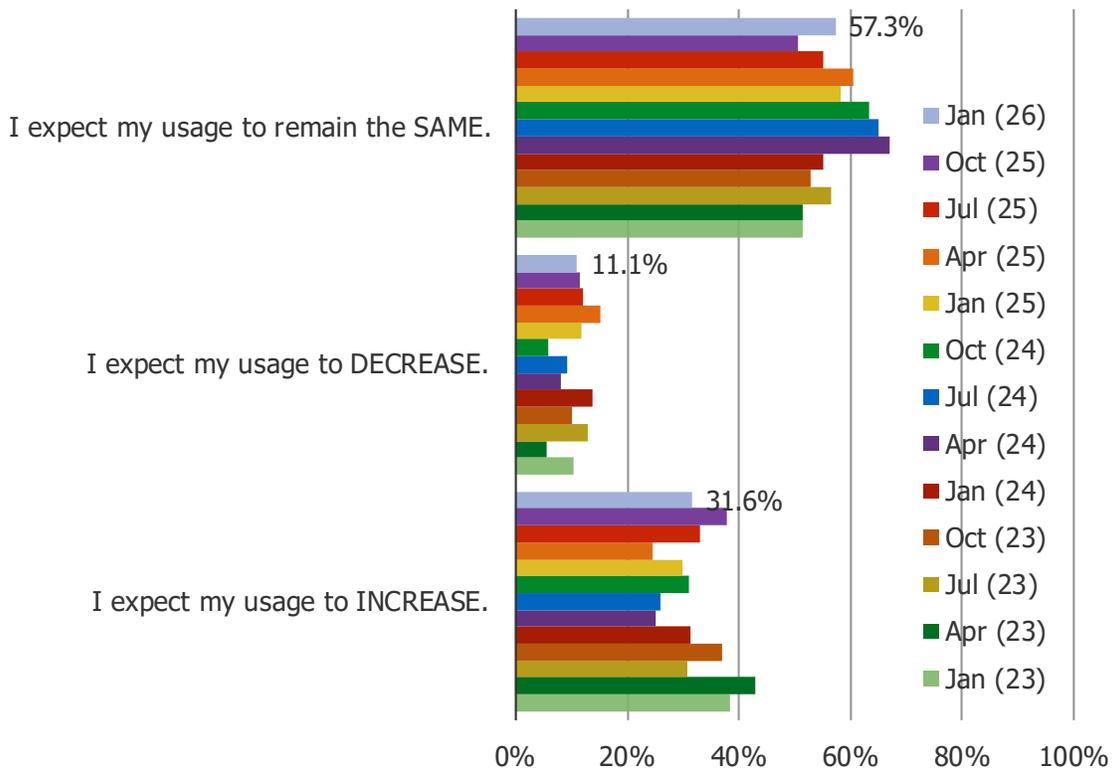
Period	Value
Jan (26)	4.7
Oct (25)	4.7
Jul (25)	4.6
Apr (25)	4.7
Jan (25)	4.8
Oct (24)	4.6
Jul (24)	5.1
Apr (24)	4.47
Jan (24)	4.18
Oct (23)	4.03
Jul (23)	3.91
Apr (23)	4.63
Jan (23)	5.17

0   More Than 10
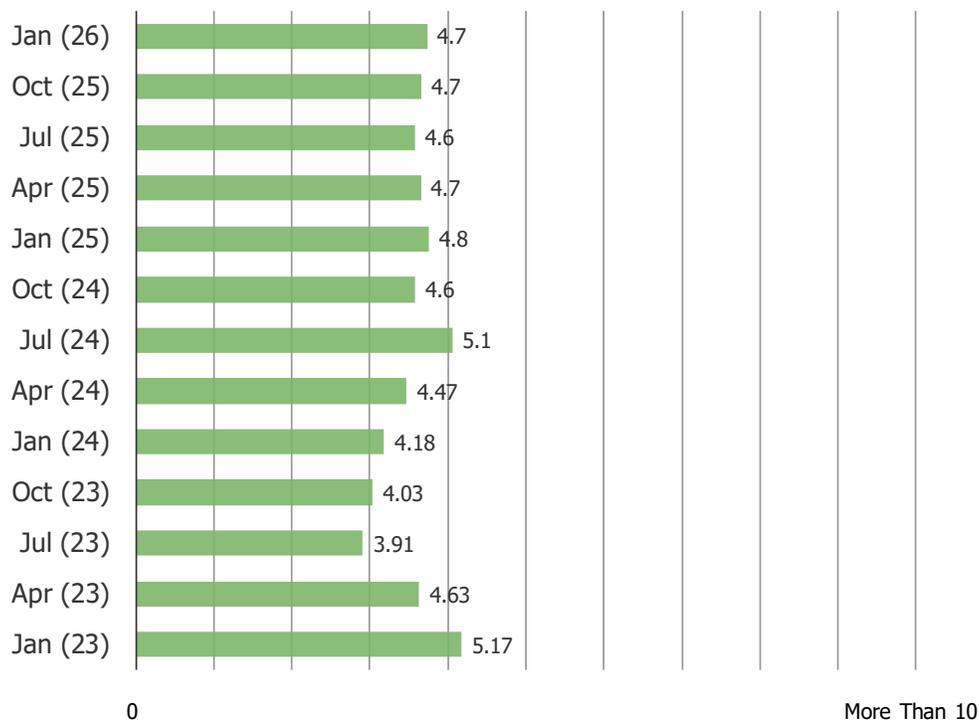
AMAZON USERS – RECENT USAGE

- My recent usage has INCREASED
- My recent usage has DECREASED
- My recent usage is the SAME

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

My recent usage is the SAME — 55.7%

My recent usage has DECREASED — 22.1%

My recent usage has INCREASED — 22.1%

- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
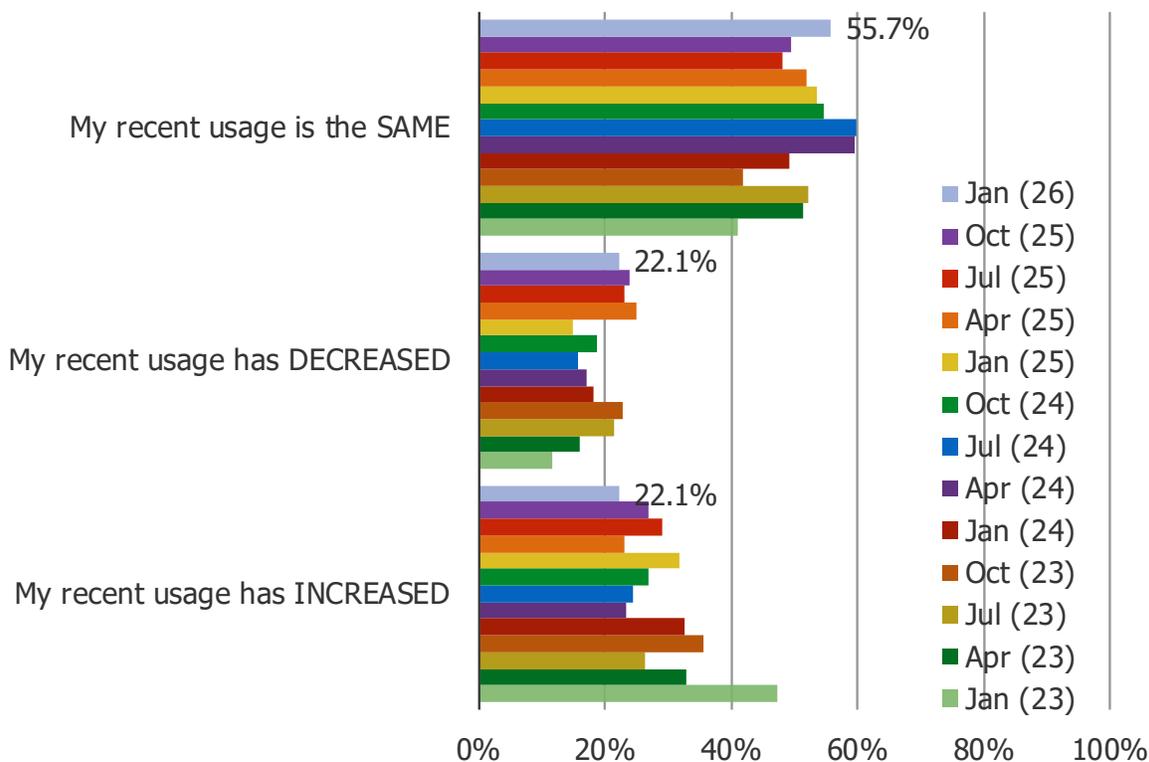
AMAZON USERS – EXPECTED USAGE

Legend: ─○─ I expect my usage to INCREASE.   ─○─ I expect my usage to DECREASE.   ─○─ I expect my usage to remain the SAME.

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

Bar chart categories: I expect my usage to remain the SAME. (57.3%), I expect my usage to DECREASE. (11.1%), I expect my usage to INCREASE. (31.6%)

Legend: Jan (26), Oct (25), Jul (25), Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23)

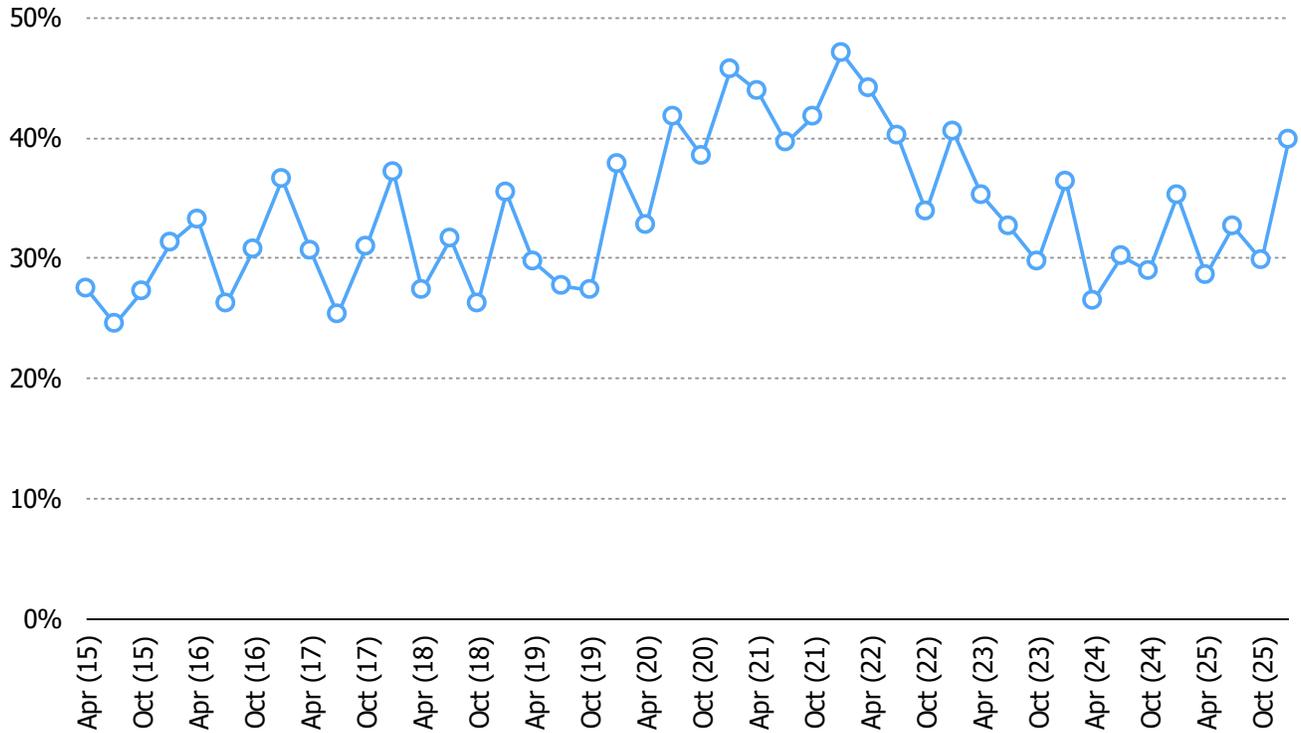# APPENDIX – ETSY <> TEMU

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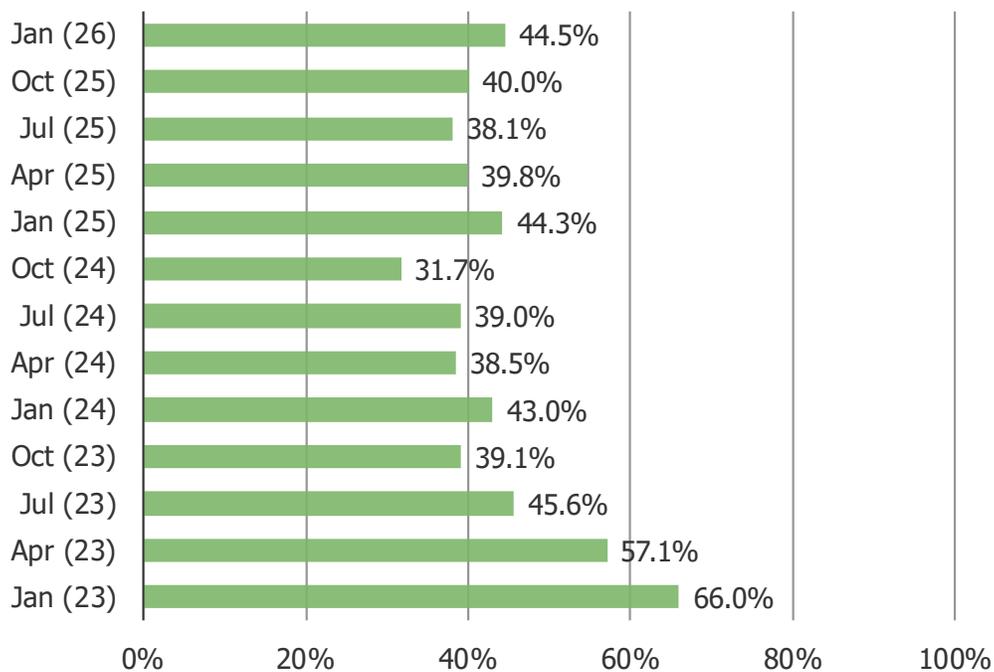

Posed to respondents who shop Temu regularly or occasionally…

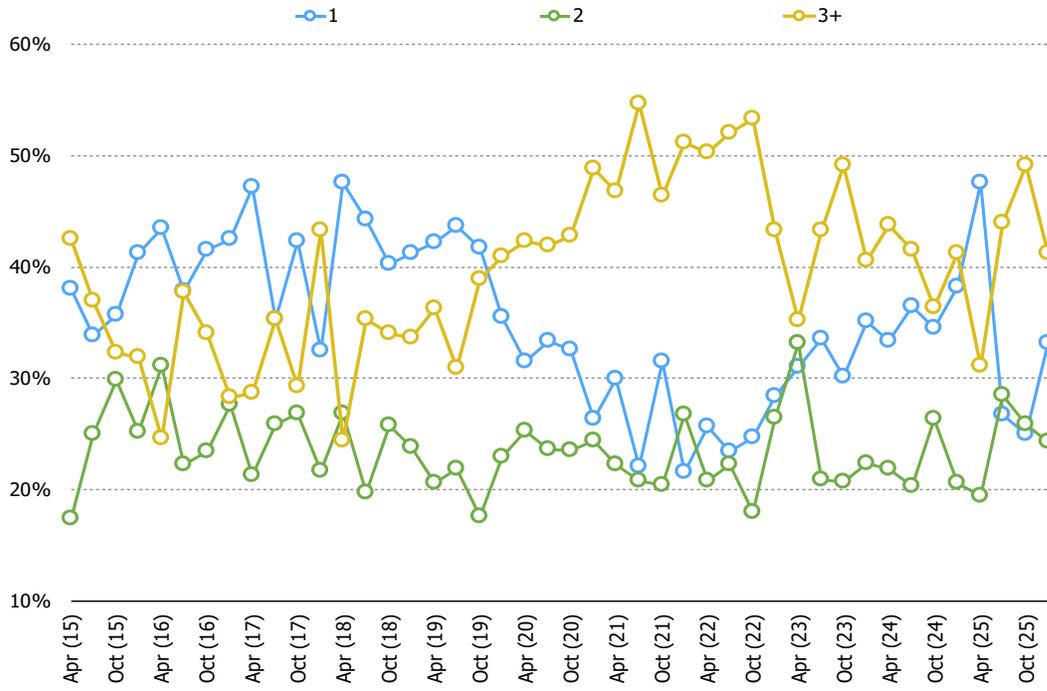| Period	Value
Jan (26)	50.3%
Oct (25)	50.7%
Jul (25)	44.7%
Apr (25)	44.8%
Jan (25)	47.7%
Oct (24)	46.6%
Jul (24)	51.7%
Apr (24)	56.0%
Jan (24)	48.4%
Oct (23)	51.5%
Jul (23)	48.9%
Apr (23)	62.5%
Jan (23)	64.6%
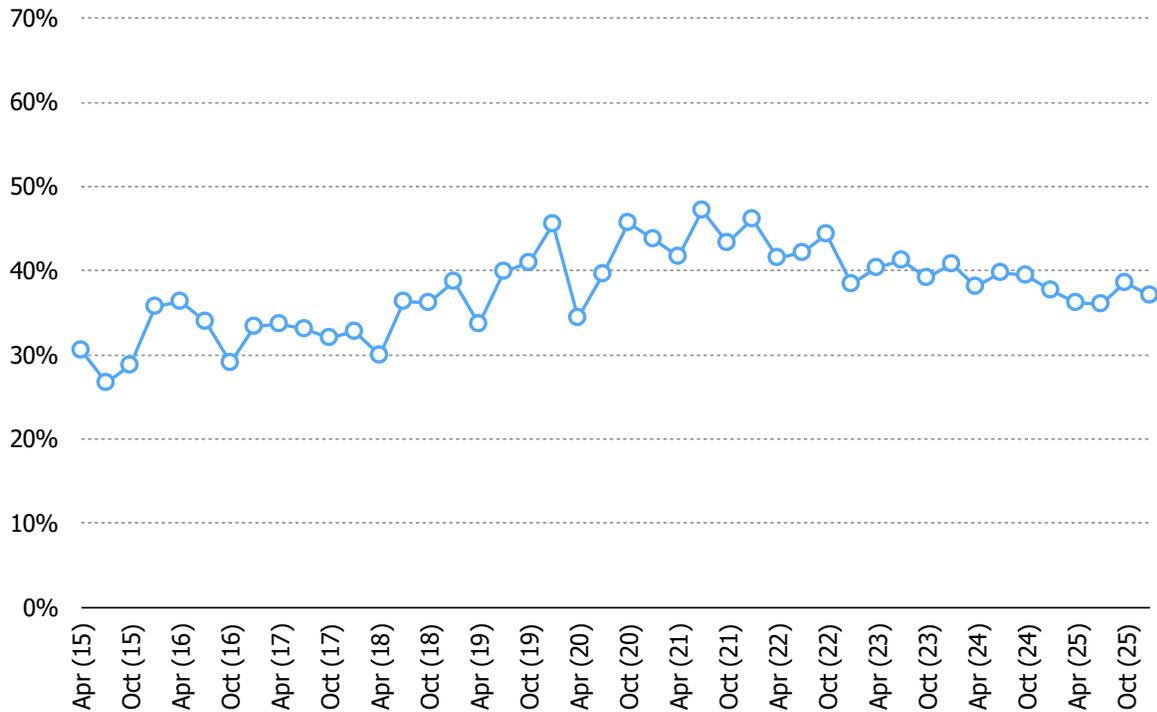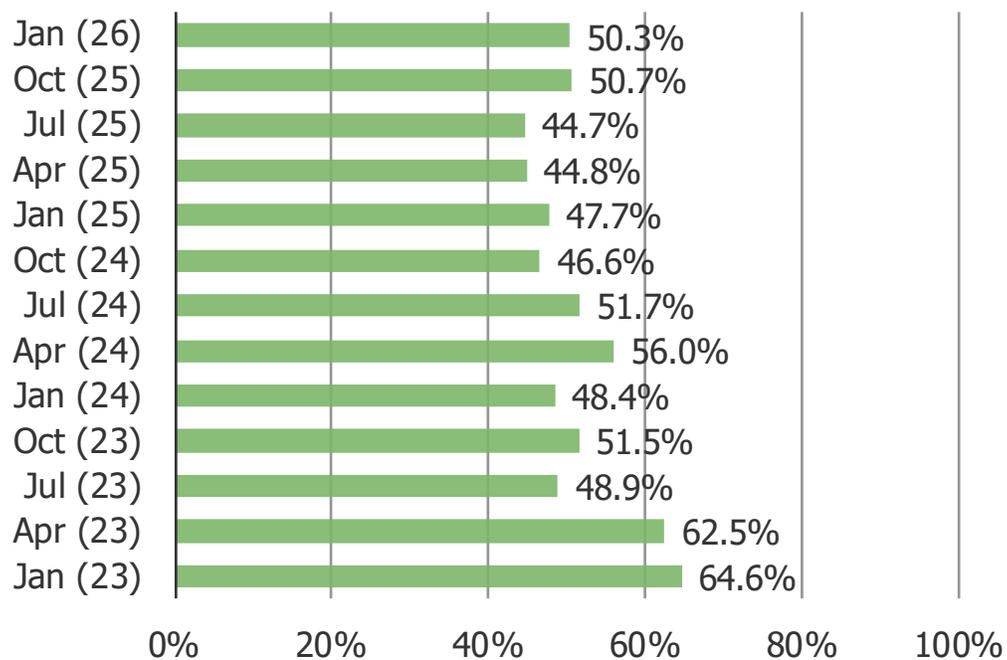
ETSY USERS – HAVE YOU PURCHASED AN ITEM FROM ETSY IN THE LAST THREE MONTHS?

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

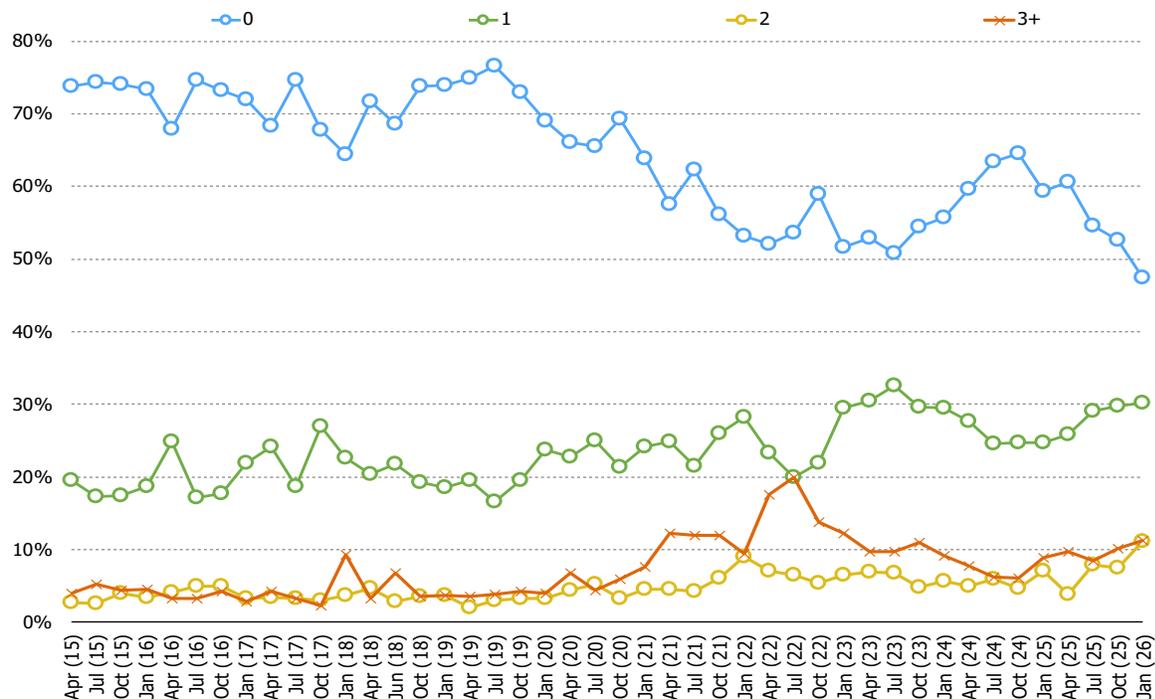|	
Jan (26)	44.5%
Oct (25)	40.0%
Jul (25)	38.1%
Apr (25)	39.8%
Jan (25)	44.3%
Oct (24)	31.7%
Jul (24)	39.0%
Apr (24)	38.5%
Jan (24)	43.0%
Oct (23)	39.1%
Jul (23)	45.6%
Apr (23)	57.1%
Jan (23)	66.0%

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

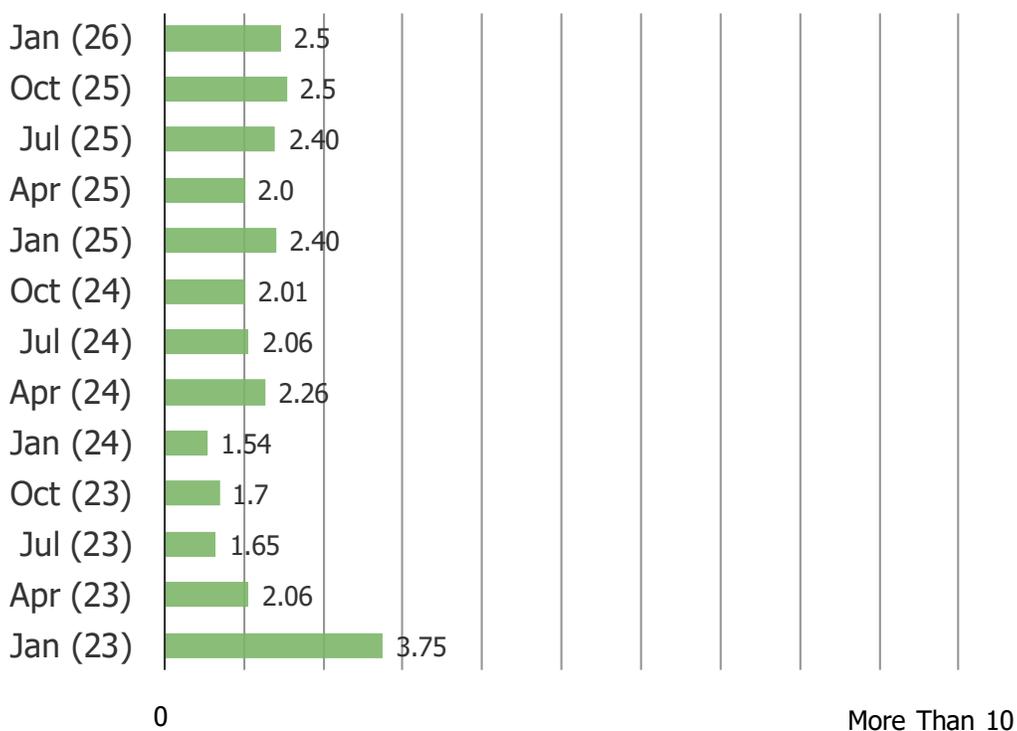Posed to respondents who shop Temu regularly or occasionally and shop Etsy...

Period	Value
Jan (26)	4.2
Oct (25)	5.4
Jul (25)	4.51
Apr (25)	3.6
Jan (25)	4.37
Oct (24)	4.05
Jul (24)	3.87
Apr (24)	4.56
Jan (24)	3.88
Oct (23)	4.29
Jul (23)	3.64
Apr (23)	4.4
Jan (23)	6.03

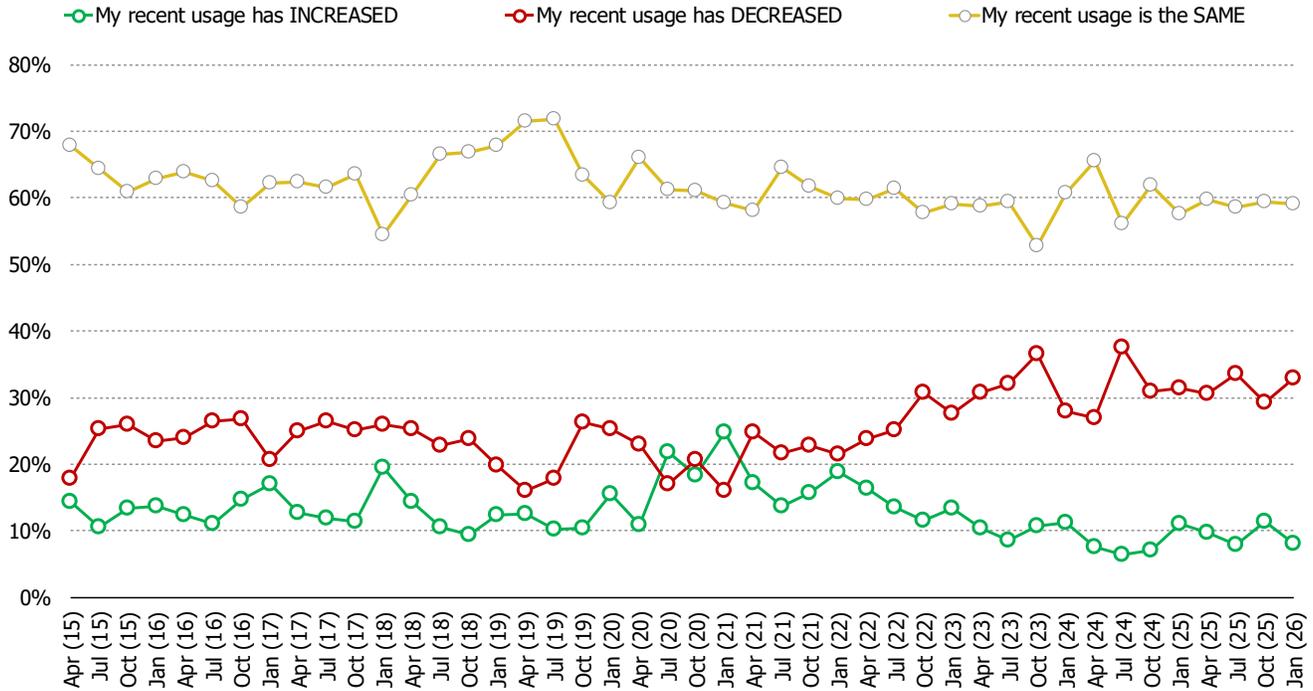0   11 or More
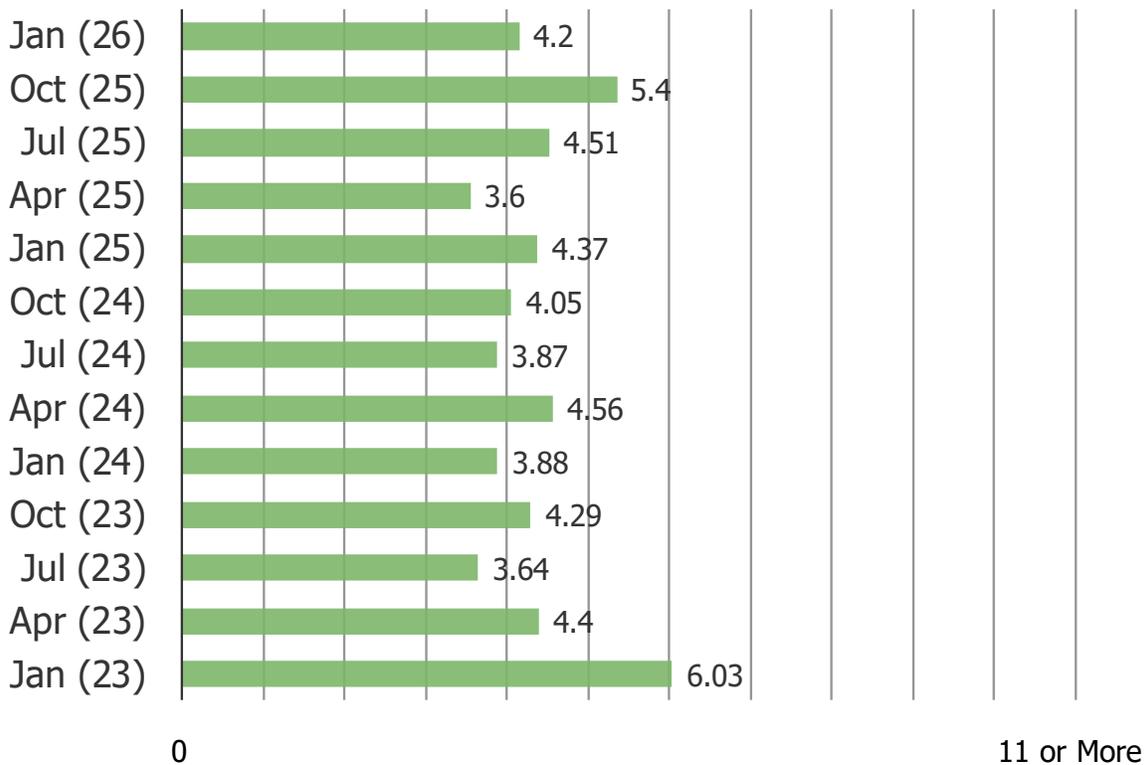
ETSY USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH ETSY PER MONTH

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

Period	Value
Jan (26)	2.5
Oct (25)	2.5
Jul (25)	2.40
Apr (25)	2.0
Jan (25)	2.40
Oct (24)	2.01
Jul (24)	2.06
Apr (24)	2.26
Jan (24)	1.54
Oct (23)	1.7
Jul (23)	1.65
Apr (23)	2.06
Jan (23)	3.75

0   More Than 10
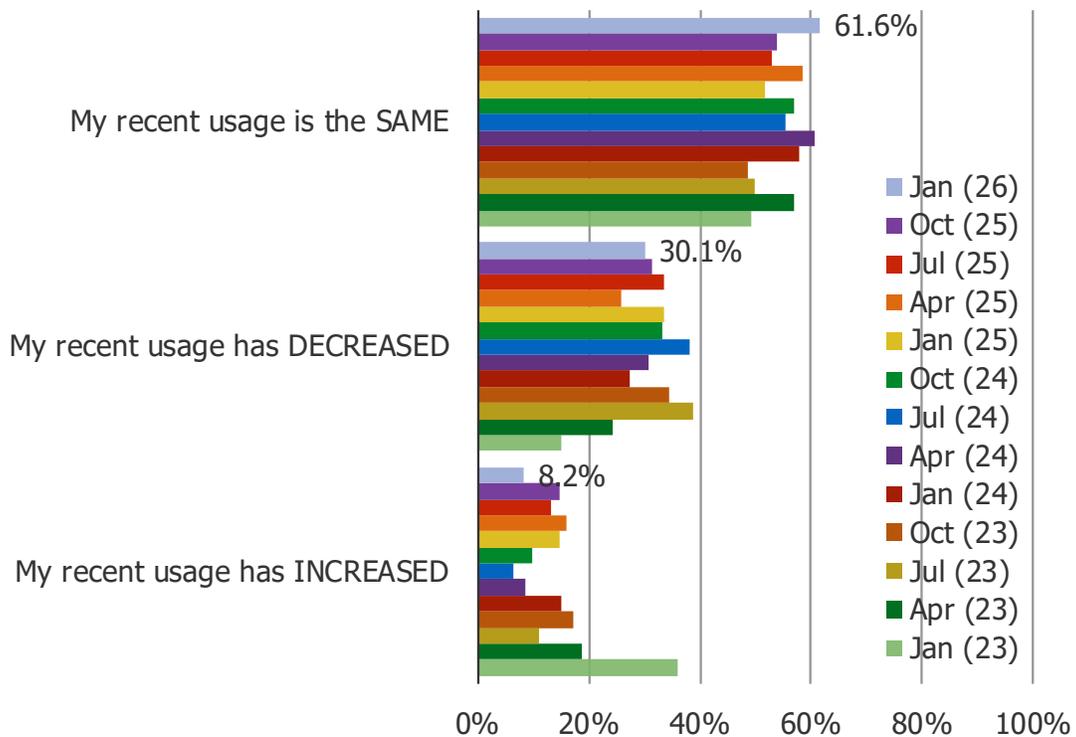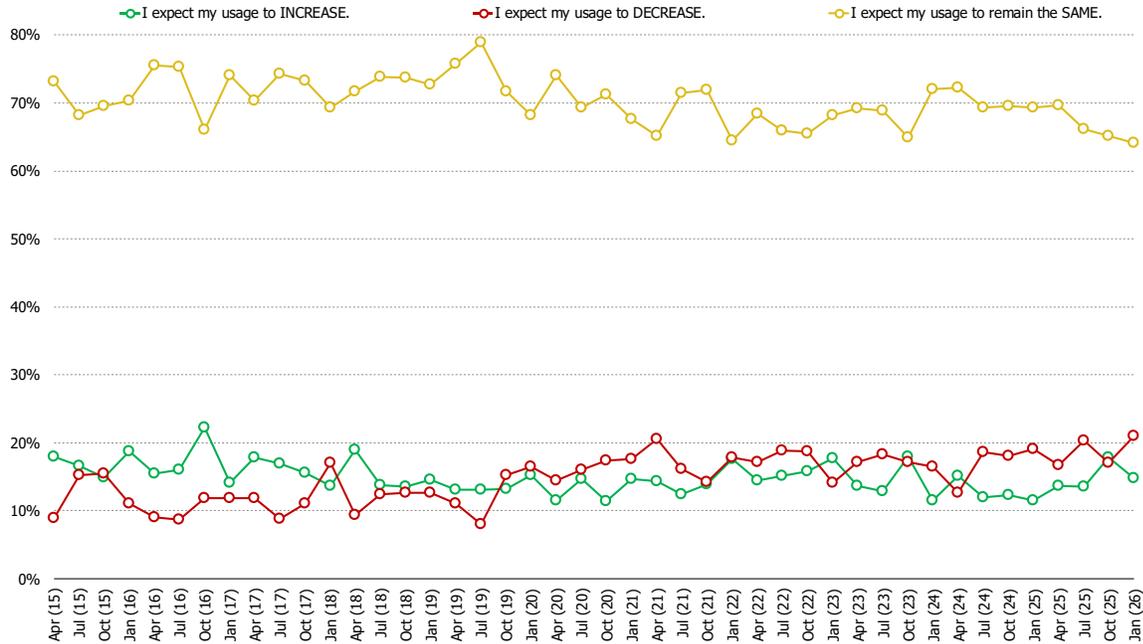
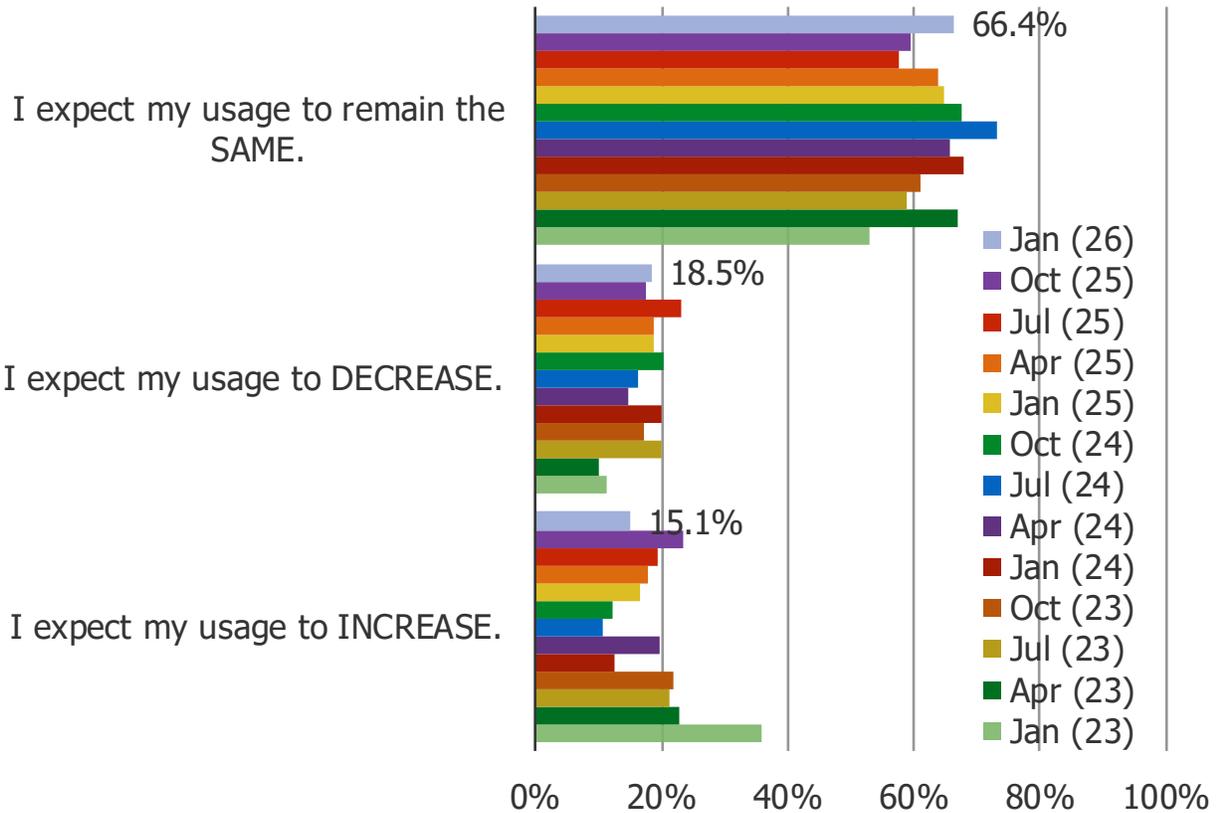## ETSY USERS – RECENT USAGE

Posed to respondents who shop Temu regularly or occasionally and shop Etsy…
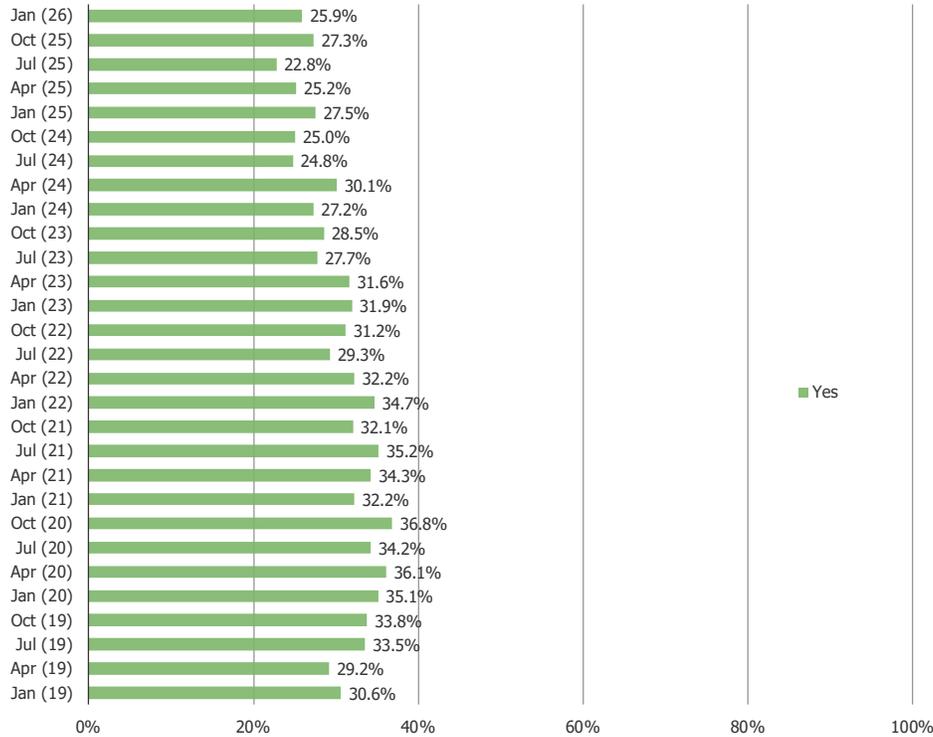
ETSY USERS – EXPECTED USAGE

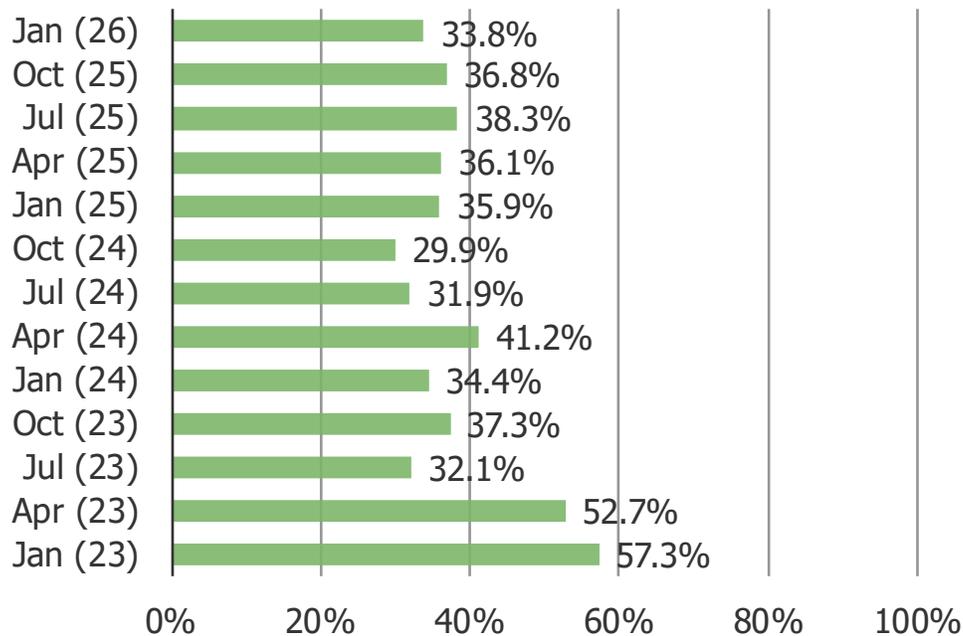Posed to respondents who shop Temu regularly or occasionally and shop Etsy…

APPENDIX – WAYFAIR <> TEMU

ALL RESPONDENTS - DO YOU EVER USE OR VISIT WAYFAIR?

Period	Yes
Jan (26)	25.9%
Oct (25)	27.3%
Jul (25)	22.8%
Apr (25)	25.2%
Jan (25)	27.5%
Oct (24)	25.0%
Jul (24)	24.8%
Apr (24)	30.1%
Jan (24)	27.2%
Oct (23)	28.5%
Jul (23)	27.7%
Apr (23)	31.6%
Jan (23)	31.9%
Oct (22)	31.2%
Jul (22)	29.3%
Apr (22)	32.2%
Jan (22)	34.7%
Oct (21)	32.1%
Jul (21)	35.2%
Apr (21)	34.3%
Jan (21)	32.2%
Oct (20)	36.8%
Jul (20)	34.2%
Apr (20)	36.1%
Jan (20)	35.1%
Oct (19)	33.8%
Jul (19)	33.5%
Apr (19)	29.2%
Jan (19)	30.6%

Posed to respondents who shop Temu regularly or occasionally…

Period	Value
Jan (26)	33.8%
Oct (25)	36.8%
Jul (25)	38.3%
Apr (25)	36.1%
Jan (25)	35.9%
Oct (24)	29.9%
Jul (24)	31.9%
Apr (24)	41.2%
Jan (24)	34.4%
Oct (23)	37.3%
Jul (23)	32.1%
Apr (23)	52.7%
Jan (23)	57.3%

WAYFAIR USERS – HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?
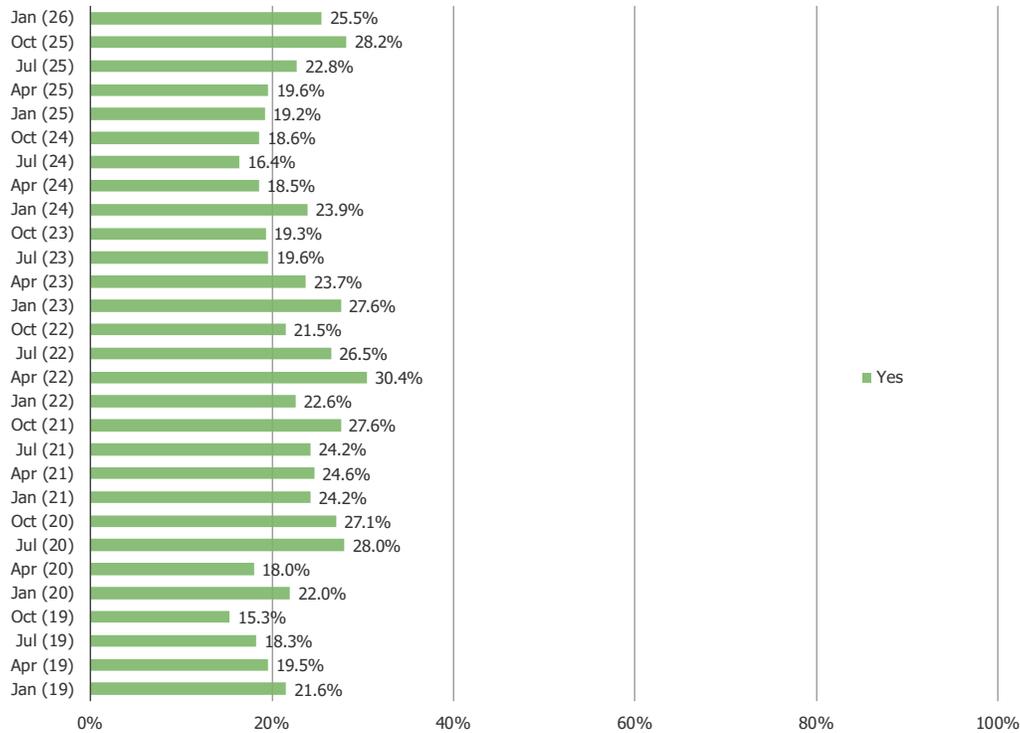
Period	Yes
Jan (26)	25.5%
Oct (25)	28.2%
Jul (25)	22.8%
Apr (25)	19.6%
Jan (25)	19.2%
Oct (24)	18.6%
Jul (24)	16.4%
Apr (24)	18.5%
Jan (24)	23.9%
Oct (23)	19.3%
Jul (23)	19.6%
Apr (23)	23.7%
Jan (23)	27.6%
Oct (22)	21.5%
Jul (22)	26.5%
Apr (22)	30.4%
Jan (22)	22.6%
Oct (21)	27.6%
Jul (21)	24.2%
Apr (21)	24.6%
Jan (21)	24.2%
Oct (20)	27.1%
Jul (20)	28.0%
Apr (20)	18.0%
Jan (20)	22.0%
Oct (19)	15.3%
Jul (19)	18.3%
Apr (19)	19.5%
Jan (19)	21.6%

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

Period	Value
Jan (26)	33.7%
Oct (25)	40.4%
Jul (25)	29.9%
Apr (25)	29.7%
Jan (25)	29.4%
Oct (24)	31.7%
Jul (24)	22.4%
Apr (24)	29.1%
Jan (24)	30.2%
Oct (23)	32.9%
Jul (23)	39.0%
Apr (23)	42.4%
Jan (23)	53.2%
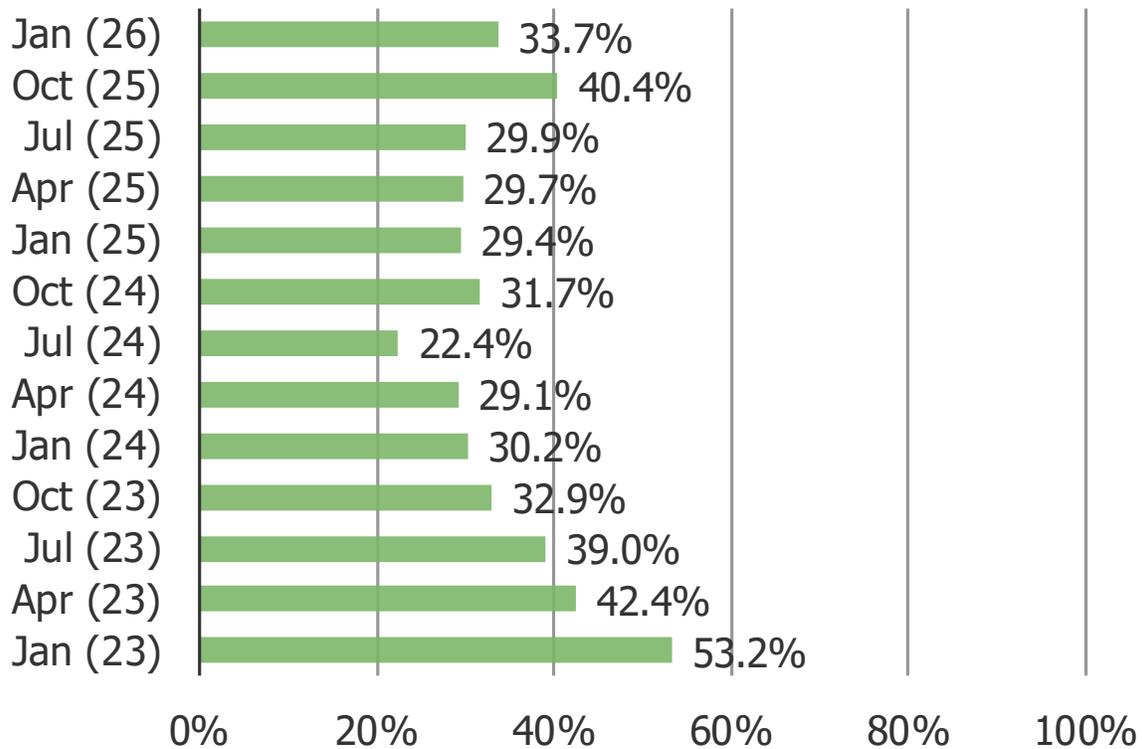
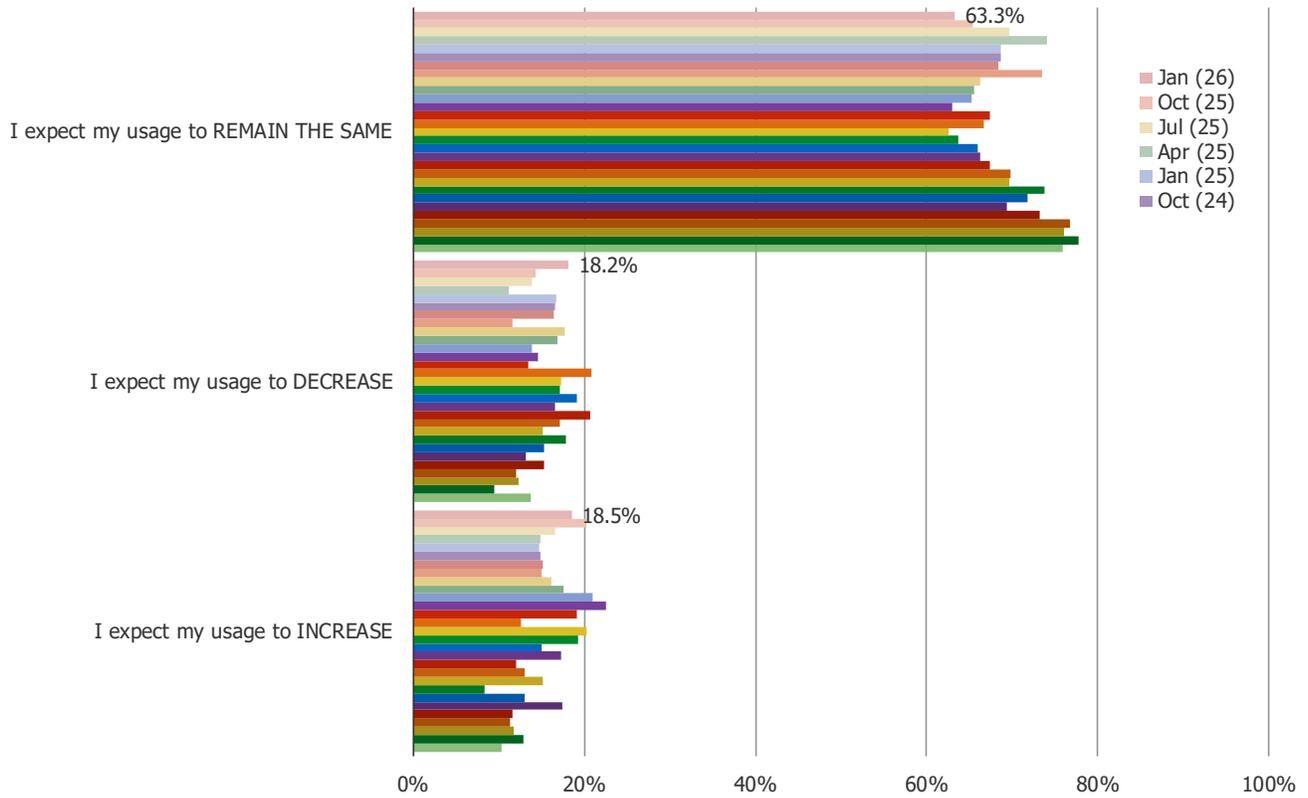ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?
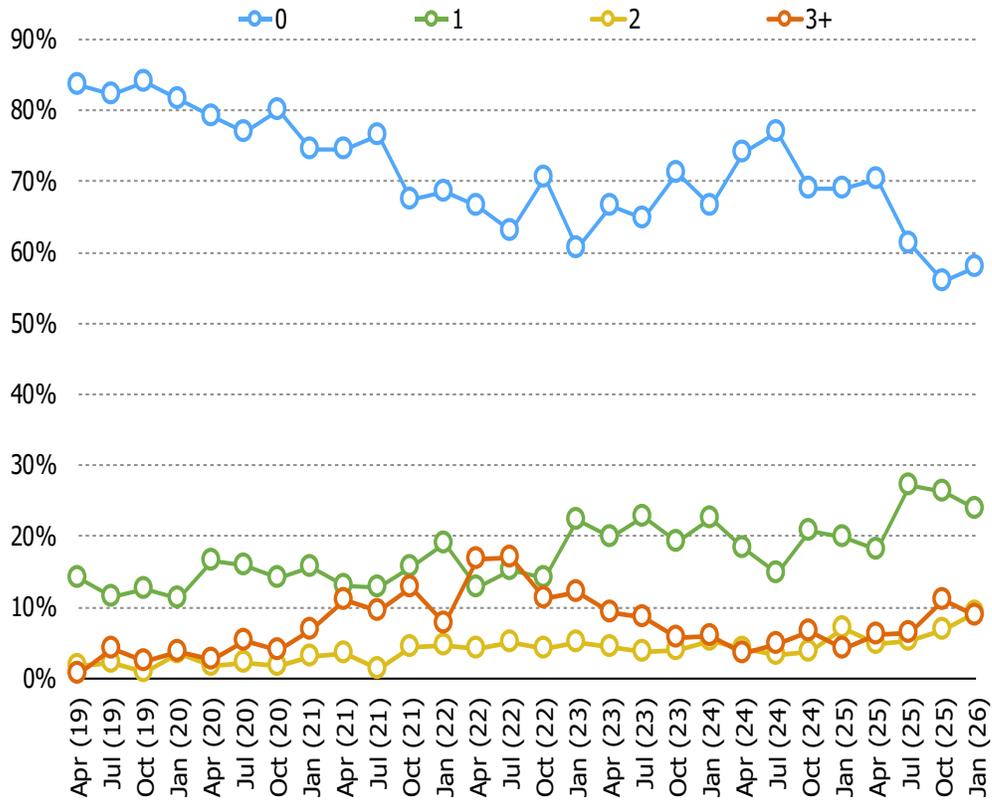
Posed to respondents who shop Temu regularly or occasionally and shop Wayfair…

Date	Value
Jan (26)	4.3
Oct (25)	5.0
Jul (25)	3.69
Apr (25)	4.11
Jan (25)	4.52
Oct (24)	4.12
Jul (24)	4.12
Apr (24)	1.92
Jan (24)	1.22
Oct (23)	1.47
Jul (23)	1.59
Apr (23)	2.12
Jan (23)	3.81
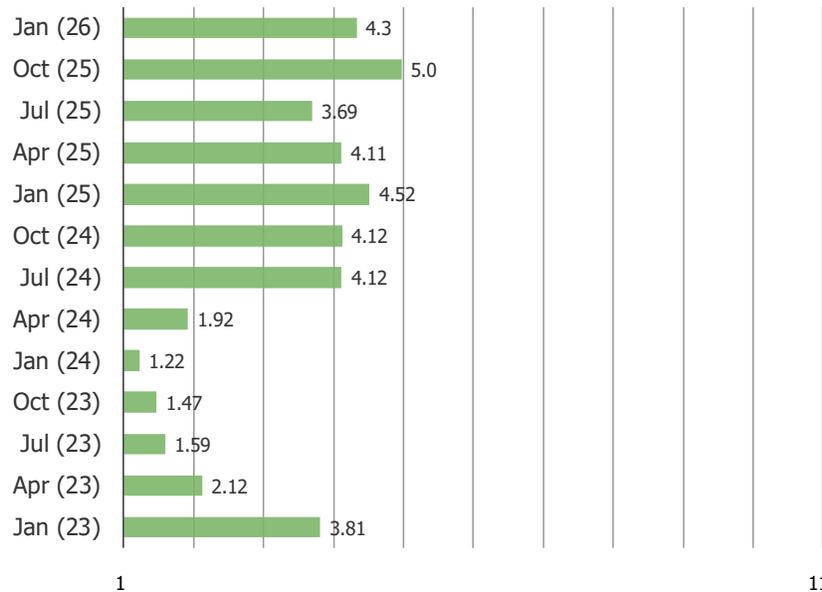
WAYFAIR USERS – EXPECTED USAGE

Legend: Jan (26), Oct (25), Jul (25), Apr (25), Jan (25), Oct (24)

I expect my usage to REMAIN THE SAME — 63.3%
I expect my usage to DECREASE — 18.2%
I expect my usage to INCREASE — 18.5%

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

Legend: Jan (26), Oct (25), Jul (25), Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23)

I expect my usage to REMAIN THE SAME — 62.2%
I expect my usage to DECREASE — 15.3%
I expect my usage to INCREASE — 22.5%

WAYFAIR USERS – RECENT USAGE

Legend: Jan (26), Oct (25), Jul (25), Apr (25), Jan (25), Oct (24)

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

Legend: Jan (26), Oct (25), Jul (25), Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23)