

# How consumer sentiments toward Amazon and Walmart compare

Article

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US consumers generally hold a higher opinion of **Amazon** than its closest ecommerce rival, **Walmart**. More US adults strongly or somewhat agreed that Amazon is a good company for consumers and their go-to when looking for specific brands and fast shipping. That said, Walmart did have Amazon beat, by a small margin, in consumer sentiment about one area: the returns process.

# Sentiments Toward Amazon vs. Walmart According to US Adults, Aug 2021

% of respondents

Think it is a good company for consumers



Search here for needed products from specific brands



Shop here online when speed is a priority



Easy to return products



If only able to buy products from a single store, it would be here



■ Amazon ■ Walmart

Note: among those who strongly/somewhat agree with statement

Source: Jungle Scout, "Consumer Trends Report: Q3 2021," Sep 14, 2021

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