

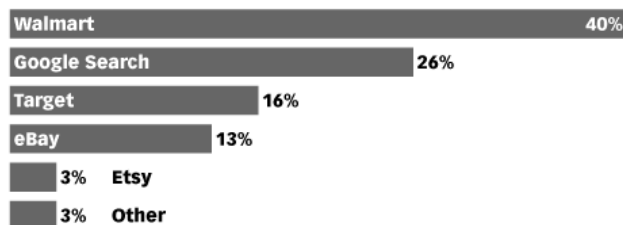
# Walmart Is US Amazon Prime Members' Site of Choice for Products Unavailable on Amazon

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Walmart has reported a significant uptick in digital sales over the past six months, and it has likely won business from Amazon as the pandemic affected logistics.

**Sites US Amazon Prime Members Are Likely to Shop at if a Product on Amazon Is Unavailable\*, Aug 2020**  
% of respondents



Note: \*out of stock or has a delayed delivery estimate  
Source: Tinuiti, "The State of Amazon Prime in 2021" conducted by Survata, Oct 15, 2020

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www.eMarketer.com

Search agency Tinuiti found in August 2020 polling that two in five US Amazon Prime members reported shopping at Walmart's site if items were out of stock or delayed on Amazon.

When asked about specific product categories, the US internet users surveyed were more likely to say they searched on Amazon for most items, but Walmart was significantly ahead of Amazon among consumers searching for food and grocery—an area of intense competition between the two retailers during the pandemic in particular.

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