



Euromonitor  
International

# New Players, New Rules: Temu, Shein and TikTok Shop in US E-Commerce

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

3P marketplaces are the biggest driving force for overall e-commerce growth in the US

Economic slowdown in the US favours emerging 3P marketplaces

Key facts about emerging 3P marketplace players and Amazon in the US

## STATE OF PLAY

Identifying gaps and reaffirming value key to compete with low-price emerging rivals

3P marketplace landscape: China's competitive market vs Amazon's dominance in US

Amazon holds strong lead across industries in the absence of budget platforms

Shein's strength in fashion and expansion into the marketplace pose disruption

Key milestones of Shein's development in the US

Holiday shopping season sees strong shopper traction to China-affiliated marketplaces

## PRODUCT PORTFOLIO COMPARISON

Shein: 74% of SKUs are sold by third-party sellers in 2024

Shein stays competitive by expanding into low-priced categories and balancing SKU

## PRODUCT PORTFOLIO COMPARISON

Temu : Balanced product portfolio with strength in electronics and automotive

Temu offers the widest category assortments among emerging 3P marketplaces

TikTok Shop: Beauty and personal care products fuel sales growth

TikTok Shop leverages livestream to replicate Douyin's success in China

## SECRETS BEHIND LOW PRICES

Lower commissions allow China-affiliated platforms to offer lower prices than Amazon

Amazon's FBA model faces competition from alternative models by emerging platforms

China-affiliated platforms shift from fully to semi-managed models for local integration

Temu's fully-managed and semi-managed models

Race to attract Chinese sellers for affordable products is intensifying

Amazon launches Amazon Haul to strengthen its position in the budget-friendly market

## CONCLUSION

Recommendations for growth

Evolution of China-affiliated 3P marketplace players in the US

Questions we are asking

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