

Third-party Shopping Sites - US - 2023

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This report looks at the following areas:

- Third-party sites shopped
- Consumers' ability to recognize if they are shopping from a third-party seller or not
- Items purchased on these sites
- Motivations to shop from third-party sites
- Barriers to shopping from third-party sites
- Attitudes toward third-party shopping sites

Identifying whether or not an item is for sale from a third party can be tricky; however, 76% of consumers feel they are usually aware when they are shopping on a third-party site. This high percentage indicates that consumers are savvy online shoppers, inspecting product and seller information before making a purchase. Transparency from brands will be critical for all consumers moving forward as they want to be confident in knowing who they are purchasing from and what to expect with regard to receiving the product.

Even as inflation increases continue to decelerate, consumers are still wary of their budgets after tapping into savings and accumulating debt to pay for steeply priced goods over the last year or so. Third-party sites could be the answer for some consumers looking to purchase the items they want at a discounted price. These sites and sellers could emphasize the value they provide to shoppers who want to make the most of their dollars.

One of the biggest threats or barriers to consumers shopping on third-party sites is lack of trust. Consumers are concerned about the quality of products, question if they will be authentic or counterfeit and if they will even receive the item, let alone in a timely fashion. Third-party sites need to be clear on how they are looking out for consumers' best interests, and one important way to do this is by ensuring that product descriptions accurately reflect the products themselves. This will help to build consumers' trust, a requirement for them to become repeat customers.



"Third-party marketplaces are an essential part of the ecommerce landscape which continues to see growth year over year. Moving forward, brands are likely to either develop their own marketplace for third-party sellers or look for partnerships with established third-party sites, creating more competition for sites and sellers in the long run."

– **Katie Hansen, Senior Analyst, Retail & eCommerce**

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One of the biggest opportunities is for third-party sites to showcase the unique products they offer. Consumers are looking for personalized products, either for themselves or for gifting purposes, and third-party sites can answer this call.



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