



NEW MEDIA INSIGHTS FOR LOCAL ADVERTISERS

Amazon Now Tops Google for Product Searches

As if Amazon needed another advantage! Research from multiple sources reveals Amazon is the first choice for product searches among US digital shoppers, relegating Google to second place in this specific search category.

Amazon is First in Product Searches, According to Four Research Studies, 2017 and 2018		
STUDY/DATE	AMAZON	GOOGLE
Salsify/February 2018	41.0%	28.0%
Adeptmind/May 2018	46.7%	34.6%
Jumpshot/Q2 2018	54.0%	46.0%
Jolly Good Gifts/June 2018	50.5%	38.0%
<i>Multiple sources, September 2018</i>		

In the Jolly Good Gifts data, Google searches actually increased from 37.1% in the 2017 study to 38.0% in the 2018 study while Amazon increased from 49.7% to 50.5%, respectively. Other Websites/apps decreased from 13.2% to 11.5%, or a 12.9% decrease and, therefore, were likely the sources of the Amazon and Google increases.

A fifth study from Survata, a technology company that provides brand intelligence to brands and agencies worldwide, conducted during December 2017 did not compare Amazon directly to Google, but all search engines. The spread was even greater than in the table above: Amazon, 49.1%, and search engines, 35.5%.

The Survata survey also revealed why more digital shoppers turned to Amazon for product searches during the 2017 holiday shopping season.

Jumpshot's research found Amazon product searchers waited an average of 25.9 days before making a purchase on the site while Google product searchers only waited 19.6 days. Their purchases were on marketplaces other than Amazon.

Reasons Digital Shoppers Preferred Amazon for Their Product Searches, December 2017	
REASON	PERCENT
The consumer experience and easy-to-use navigation	28%
Product variety and selection	27%
Price	25%
Shipping capabilities	17%
<i>Survata, December 2017</i>	

Numbers of Days from Initial Product Searches to Purchase Among US Amazon and Other Online Buyers, Q2 2018		
PERCENT OF TOTAL	AMAZON BUYERS	OTHER BUYERS
0-5%	19%	35%
6-10%	4%	6%
11-15%	4%	6%
16-20%	5%	6%
21-25%	8%	7%
26-30%	15%	9%
31-35%	16%	9%
36-40%	11%	7%
41-45%	9%	6%
46-50%	5%	4%
51-55%	3%	2%
56-60%	1%	2%
<i>eMarketer Retail (Jumpshot), September 2018</i> Read as "19% of Amazon purchases were made within 0-5 days after initial product search on Amazon and 35% of purchases made on marketplaces other than Amazon were made 0-5 days after initial product search on Google."		



The Demographics of US Digital Product Searchers

The Jolly Good Gifts survey includes some valuable demographic comparisons of US shoppers' product search behaviors.

Women were more likely to start their searches on Amazon while men appeared to prefer Google and other Websites/apps more than women.

Where US Shoppers Started Their Online Product Searches, by Gender, June 2018		
SEARCH SOURCE	WOMEN	MEN
Amazon	53.2%	46.8%
Google	36.3%	38.8%
Other Websites/apps	10.5%	14.4%

Jolly Good Gifts, September 2018

One might think women start their product searches on Amazon more than men, because more women are Prime members; however, March 2017 research revealed more men are regular Prime members than women. Bear in mind, Amazon doesn't report much of any information about its total number of Prime members.

US Online Users' Amazon Prime Membership Status, March 2017		
STATUS	WOMEN	MEN
A regular Amazon Prime member	45%	53%
An Amazon Family member	3%	3%
An Amazon Student member	6%	2%
Not a member, but use the Amazon Prime benefits of partner/friend/relative	10%	6%
Not an Amazon Prime member	36%	35%

Statista, 2018

The data for online product searches by age is also interesting, as Amazon's largest percentage is among adults 35–44, or 53.0%, and the smallest percentage among adults 55–64, or 44.8%. The percentages for the youngest cohort, adults 18–24, include somewhat surprising results.

Where US Shoppers Started Their Online Product Searches, by Age Group, June 2018			
AGE GROUP	AMAZON	GOOGLE	OTHER WEBSITES/ APPS
18–24	50.9%	35.2%	13.9%
25–34	52.8%	36.5%	10.7%
35–44	53.0%	35.2%	11.8%
45–54	51.3%	37.0%	11.6%
55–64	44.8%	42.9%	12.3%
65+	46.4%	38.7%	14.9%

Jolly Good Gifts, September 2018

Analysis of these studies and their data indicate retailers should be aware of the following points:

- » The Survata survey reported search engines increased their percentage from the company's 2015 survey probably because of an increase in mobile devices for shopping and Google's focus on promoting mobile search.
- » Another finding from the Survata survey revealed search engines were the top choice for product searches when consumers weren't sure of what they wanted to purchase and needed ideas or inspiration.
- » Retailers who rely on Google for bidding and driving site traffic may now be at a disadvantage because more consumers prefer to search for products on Amazon.