
MARKET FACTS!

MARKET FACT #166

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

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48%

**of consumers buy on Amazon.com
at least ONCE A WEEK.**

DATE: December 31, 2023

COMMENT: Looking at this data point alone you can see why [some companies fear Death by Amazon](#). Mastering the e-commerce market up to a point where almost half of consumers choose you over the competition (and there's a lot of competition in e-commerce these days) is not a small feat. Something highly hard to replicate nowadays where attention spans are proven to be between 3-8 seconds, and people's wallets have been shrinking in size because of The Global Financial Crisis. But somehow....people still have money to spend on Amazon. On a weekly basis. According to Jungle Scout, a source mentioned, [customers buy 7,400 products EVERY MINUTE from Amazon's U.S. sellers](#).

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