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# MARKET FACTS!

MARKET FACT #70

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## **MARKET FACT #70**

# 61%

**of United States consumers start  
their product search on Amazon.**

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**COMMENT:** This consumer behavior tells a lot about which tech giants matter the most when it comes to online shopping patterns. Furthermore, **49% of US consumers start their product search on Search Engines; 32% start their product search on Walmart (!); 20% start their product search on Youtube; 19% start their product search on Facebook; And 15% start their product search on Instagram.** – SOURCE: [Business Insider](#). Something important to know that can help you with your Marketing goals if you are selling products.

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