

# The Favorite 50 Websites 2018

**W**ho's your favorite online retailer?

Amazon and Walmart hold the greatest amount of sway, preferred by 85 percent of the more than 7,000 adult consumers polled by Prosper Insights & Analytics. Amazon is setting a torrid pace, cited by 71 percent as their online retailer of choice. Yet despite its commanding lead, there are other "movers" worth watching.

Costco jumped to No. 14 on this year's list, 10 rungs higher than the previous year. The warehouse club retailer has been a high flyer in the bricks-and-mortar realm for decades but is a relative newbie on the ecommerce front. Several new initiatives are likely to have fueled this success, including two-day delivery on nonperishable items of orders over \$75 and expanding its same-day online grocery delivery program to more locations using Instacart. A concerted marketing push around ecommerce surely helped; Costco also has given sales associates in nearly 200 stores tablets to facilitate online orders and omnichannel transactions. These moves may be table stakes for others but for Costco, they're making a difference.

Wish.com climbed nine spots to No. 16. The site, founded by two tech-savvy software engineers, allows consumers to purchase items directly from producers in China for extremely cheap prices. According to CrunchBase, Wish.com has raised \$1.3 billion in funding since its inception, with much of that directed toward aggressive marketing. Last September Wish.com spent upwards of \$40 million to sign a three-year advertising deal with the NBA's Los Angeles Lakers. And with LeBron James now a Laker, it's fair to say brand awareness may grow.

The data for the online favorite 50 is shopper-generated. Consumers were asked two open-ended write-in questions about online shopping: What website do you shop most often for apparel items, and what website do you shop most often for non-apparel items? **STORES**

Rank	Website	2017 Rank
1	Amazon.com	1
2	Walmart.com	2
3	Kohls.com	3
4	Target.com	6
5	Macys.com	7
6	BestBuy.com	4
7	eBay.com	5
8	JCPenney.com	8
9	OldNavy.com	9
10	Google.com	12
11	Sears.com	10
12	Nordstrom.com	11
13	Forever21.com	16
14	Costco.com	24
15	LLBean.com	18
16	Wish.com	25
17	WomanWithin.com	22
18	HomeDepot.com	13
19	AE.com/American Eagle	15
20	Nike.com	20
21	Lowes.com	21
22	LandsEnd.com	23
23	Zulily.com	32
24	Gap.com	14
25	QVC.com	30

Rank	Website	2017 Rank
26	Kmart.com	17
27	Wayfair.com	26
28	Blair.com	27
29	HM.com	28
30	Express.com	29
31	TJMaxx.com	31
32	Torrid.com	
33	Belk.com	35
34	BedBathandBeyond.com	19
35	RossStores.com	38
36	BananaRepublic.com	33
37	Zappos.com	42
38	LOFT.com	41
39	Overstock.com	44
40	Newegg.com	
41	EddieBauer.com	46
42	Haband.com	39
43	LaneBryant.com	40
44	Asos.com	
45	Dillards.com	
46	J.Crew.com	34
47	MarshallsOnline.com	
48	UnderArmour.com	
49	KingSizeDirect.com	48
50	HotTopic.com	43

Source: Prosper Insights & Analytics Monthly Consumer Survey, June 2018