Amazon Launches “Bazaar” in 14 Markets to Compete With Shein and Temu

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Amazon has officially launched **Amazon Bazaar**, a standalone budget shopping app, in **14 new markets** across Asia, Africa, and Latin America — marking its boldest step yet against fast-growing Chinese rivals **Shein** and **Temu**.

The new platform offers products **under $10**, with some starting at **just $2**, covering categories from **fashion and beauty** to **home goods** and **gadgets**.

The rollout includes **Hong Kong, the Philippines, Taiwan, Kuwait, Qatar, Bahrain, Oman, Peru, Ecuador, Argentina, Costa Rica, the Dominican Republic, Jamaica, and Nigeria** — with more regions expected soon.

Amazon’s Response to Shein and Temu’s Global Surge

Bazaar builds on **Amazon Haul**, a low-cost shopping section launched in late 2024 as a direct response to Temu’s and Shein’s rapid expansion.

While **Haul** operates inside Amazon’s main app in established markets like the **U.S., U.K., Germany, France, Italy, Spain, Japan, and Australia**, **Bazaar** is a separate application targeting emerging economies.

Amazon had already introduced the **Bazaar** brand in **Mexico, Saudi Arabia, and the UAE**, where low-cost segments have seen double-digit growth.

The move underscores a broader strategy: reclaiming the **price-sensitive consumer segment** that Shein and Temu have dominated with aggressive pricing, gamified shopping, and ultra-fast logistics.

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The Shein–Temu Effect: A Market Transformed

Shein now operates in **over 160 countries**, commanding roughly **40% of the U.S. fast-fashion market**, while Temu's gross merchandise value hit **$15.3 billion in 2023**, capturing **17% of the U.S. discount retail space**.

In Europe alone, more than **115 million users** made at least one purchase on Temu in the first half of 2025.
Amazon's Bazaar launch is a direct response to this dominance — an effort to win back younger and budget-conscious consumers who have shifted toward mobile-first, discount-oriented platforms.

Timing: A Perfect Storm of Trade Tensions and Consumer Fatigue

Amazon's expansion coincides with a sharp **decline in U.S. consumer confidence**, now near record lows due to economic uncertainty, prolonged government shutdowns, and renewed **tariff pressures under President Donald Trump**.

In May 2025, the U.S. government **eliminated the "de minimis" import exemption** — which allowed goods under $800 to enter duty-free — first for China and then globally.
The decision struck directly at Shein and Temu's business model, which relies on **direct-to-consumer shipments from Chinese manufacturers**.

As import costs rise, Amazon is positioning Bazaar as a **reliable alternative** that balances **low prices, faster shipping, and local compliance**.

Faster Delivery and More Trustworthy Service

Unlike its Chinese competitors, Amazon promises **two-week delivery or faster** for most Bazaar orders and **free 15-day returns**.
The app supports **six languages** and major international credit cards, aiming to deliver a smoother, safer experience for consumers wary of long shipping times and inconsistent product quality.

Amazon says Bazaar will also feature **localized logistics** and **simplified seller onboarding**, enabling local merchants to compete alongside global suppliers.

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Economic Context: Inflation and the Hunt for Affordable Goods

The timing of Bazaar’s debut reflects a global shift in consumer behavior.
With inflation and high import duties squeezing household budgets, **demand for ultra-cheap products** is surging.

In many emerging economies, Bazaar’s launch could offer both **new income streams for local sellers** and **cheaper alternatives for consumers**.
For Amazon, it’s also a chance to **reassert dominance** in regions where Chinese apps have captured attention through viral marketing and influencer-driven campaigns.

A Strategic Offensive on Three Fronts

Bazaar’s expansion signals a three-pronged strategy by Amazon:

1. **Market Diversification:** Strengthen presence in high-growth regions neglected by competitors like Walmart.

2. **Brand Segmentation:** Separate premium services (Prime) from low-cost offerings to avoid cannibalization.

3. **Supply Chain Control:** Rely on existing Amazon infrastructure to cut delivery times while preserving margins.

In essence, Amazon is betting that **trust and logistics** will triumph over **gamified discounting** — the playbook that made Temu and Shein global sensations.

Challenges Ahead: Competing With “Instant Gratification”

Despite its global reach, Amazon faces serious challenges.
Shein’s social-commerce model — where users earn coupons by sharing and engaging — and Temu’s **addictive “spin-to-win” discounts** have redefined digital shopping psychology.

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Amazon will need to **innovate on engagement**, not just pricing, to compete in this new attention-driven marketplace.

Analysts also point to **data localization laws**, **tax reforms**, and **supply chain diversification** as potential barriers in regions like Africa and Southeast Asia, where regulatory frameworks differ widely.

The Future of Budget E-Commerce

Bazaar could become Amazon’s **most important experiment since Prime** — a bridge between its high-trust brand identity and the fast-moving world of low-cost social commerce.

If successful, it will position Amazon not just as a marketplace, but as a **global ecosystem capable of competing on every price tier**.

But one thing is certain: the e-commerce price war has officially gone global.

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