

eCommerce News

Aliexpress vs. Amazon: Dropshipping Price & More

In this post we compare Aliexpress vs Amazon and discuss what each platform has to offer eCommerce users.



By Lauren Green, October 5, 2022

Key Points

- AliExpress has one of the cheapest retail prices because the production of its products is largely based in China and Asia
- An upside of selling on Amazon is its fast delivery dates which the platform is popularly known for
- Easyship is integrated with eCommerce stores, marketplaces, and Amazon, and offers you up to 91% discounted shipping rates for domestic and international shipments

2022 was projected to have seen the dropshipping market rise to \$197 billion, reach about \$243 billion in 2023, and eventually \$476 billion in 2026. With the use of technology and the rise of eCommerce marketplaces, goods do not physically need to move from producers to wholesalers or retailers anymore before getting to the consumer.

The distribution channel has been deconstructed, and goods can now get to the end users straight from the factory. Bridging the gap between manufacturer and consumer is the whole concept of dropshipping. And if you follow the trends, you would know that AliExpress vs. Amazon is a popular debate topic for new dropshippers and those considering expansion.

This blog post has broken down everything you need to know about both platforms. So sit back, and let's get started.

What is AliExpress?

AliExpress is a part of the popular eCommerce platform Alibaba. Alibaba is a large wholesale enterprise based in China but operates globally. Coming in as a retail subsidiary of the larger group is AliExpress which serves as an intermediary between dropshippers and consumers worldwide.



AliExpress has witnessed exponential growth recently, garnering close to **3 billion visitors** in 2022. As a dropshipping platform, AliExpress is fast becoming a competitive site that allows third parties to make sales by shipping products directly from the producers and delivering them to the end users (the consumers).

Like the larger arm Alibaba, AliExpress products are manufactured in China and other Asian countries, making their products relatively cheaper than other platforms. So we can say that AliExpress is a strong contender against Amazon.

A significant aspect of AliExpress is that prices are not wholesale-friendly as Alibaba has another arm that caters to the wholesale business. And since goods come directly, customers can expect that delivery will not be as prompt as expected.

What is Amazon?

Founded by Jeff Bezos in 1994, Amazon has expanded from being a major online bookstore to one of the significant B2C eCommerce marketplaces for buying and selling different products. Just like Alibaba, Amazon features millions of sellers of a variety of products who transact daily and round the clock, with millions of buyers looking for specific products to buy and have shipped to their locations.



While products on Amazon come from a wide range of producers globally, Amazon also has its brands that produce and sell multiple products. With advanced technology, Amazon is one of the largest eCommerce platforms, with over **300 million registered users in 2021**, accounting for 40% of the United States online retail market.

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AliExpress Vs. Amazon: The 8 Major Differences

If you are new to dropshipping, Amazon and AliExpress are two of the options you should look out for. They both have tools that make dropshipping hassle-free because their B2C-friendly website makes it easy for you to focus on aspects of your business other than managing inventory.

When a customer orders on your storefront, these websites make it easy for you to get products directly with your partnered producers and get them shipped to your customers in your branding.

However, not all businesses are built the same. And not all businesses can run on both platforms, so you need to look out for the ones that are excellent for your business. The following AliExpress vs. Amazon comparison will help you navigate your choices and pick the best one suited to your business needs.

1. Prices

One primary yardstick for comparing Amazon vs. AliExpress is the prices of goods on both websites. Because AliExpress has most of its production in China and other Asian countries with vast human resources, prices of goods are on the cheaper side. Regardless, AliExpress' prices are retail prices, and Amazon guarantees prices that are cheaper than retail prices.

2. Range of Products

You can sell a vast array of products on both platforms. From electronics, cosmetics, kitchen utensils, home appliances, food products, clothing, and accessories, there is almost no limit to what you can sell on Amazon and Aliexpress.

3. Buyer Protection

Buyer protection varies from one platform to another, and such is the case of Aliexpress vs. Amazon. Amazon is known for its generous **returns policy** which is flexible. Amazon also features its payment solution called Amazon Pay which is secure, safe, and convenient. AliExpress's buyer protection is more geared towards a robust return and refund policy.

4. Payment Method and Solution

Payment solutions on Aliexpress and Amazon are versatile and up-to-date with the popular payment platforms. So it's pretty easy to integrate with your preferred payment option.

5. Delivery Time

Amazon takes the lead when it comes to delivery time. Customers can opt for expedited shipping, like the **overnight shipping options**, for faster delivery when they order on Amazon. Amazon's large number of global distribution centers makes fast shipping options and delivery time possible.

AliExpress has its production centers in Asia which directly affects the delivery time for buyers abroad. So unless you live in China or Asia, you can expect a delivery time of 15-25 days.

6. Shipping Cost

Shipping cost is often determined by speed and distance traveled. Shipping from China will cost you more compared to the competitive options you get on Amazon. UPS, USPS, FedEx, DHL, and many more offer you various shipping options and prices when you buy on Amazon.

7. Refund Processing Time

On AliExpress, it takes you about 5 - 10 days to process a refund, while Amazon takes less than 3 - 7 to process and issue a refund.

8. Customer Support

Customer support is an important aspect to look out for on any platform. AliExpress and Amazon do well in having rigid customer service to attend to the questions and inquiries of customers to make them long-term buyers on the platform. While AliExpress has a ticket system that handles all queries, returns, and refunds, Amazon's 24/7 customer support takes it a notch higher and takes the lead.

AliExpress and Amazon are optimized for mobile experience. They operate perfectly on iOS and Android.

Choosing the Right Seller on AliExpress and Amazon: Tips for Choosing a Trusted Seller

With the rise in the number of both sellers and manufacturers on Amazon and AliExpress, it is not unusual to find scammers on the platforms. To avoid falling victim, follow these practical steps when choosing a supplier or seller on both platforms.

1. Choose a seller with positive reviews and ratings
2. Compare prices with other sellers on the platform
3. Confirm product authenticity
4. Reach out to the seller or supplier and ask the necessary questions before making a purchase
5. Pay attention to how the seller communicates about the product and to you
6. Read the product description and observe images and specifications

AliExpress Vs. Amazon with Easyship

AliExpress and Amazon are two great dropshipping options for eCommerce retailers. These popular platforms allow you to partner with a product supplier and sell directly to your customers. While AliExpress makes it easy to source products at lower prices, the delivery date might pose a challenge to your business, especially as free and overnight shipping is popular.

Amazon is no stranger to expedited shipping. Its integration with couriers like UPS, USPS, and FedEx affords users to determine their delivery dates based on the speed they want.

Both platforms are mobile-friendly, have excellent customer support, guarantee buyer protection, and allow for the sale of various products. So the one you choose is determined by your business type.

Whichever you choose to opt for, remember that Easyship is your go-to partner to help you manage logistics. Our range of automated tools allows you the opportunity to give your customer the best shipping experience. Start with our free shipping calculator to compare prices from different couriers and get discounts.

Easyship Shipping Rates Calculator: Access high-volume discounts from major couriers. Plus, get instant access to delivery lead times from premium shipping couriers.

FAQs

Is AliExpress cheaper than Amazon?

AliExpress goods can be said to be cheaper than that of Amazon because of the Direct to Customer (DTC) model that allows sellers to sell directly to the buyer, eliminating the middleman and possibly accrued costs. Amazon products are also cheap but the advantage lies in its delivery times which can sometimes be less than a day.

Can you sell AliExpress items on Amazon FBA?

Yes, sellers can partner with AliExpress suppliers for a product they want to sell and list the product for sale on their Amazon store. Once purchase is made, your AliExpress supplier will deliver the product to your Amazon customer.

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