



ShopBack U.S. GMV Jumps 373% as Monthly Active Users More Than Double

Monthly user spend grew more than 70% as U.S. shoppers use the mobile-first rewards platform six times per month on average.

AUSTIN, TX, UNITED STATES, October 5, 2026 /EINPresswire.com/ -- ShopBack, the mobile-first shopping and rewards platform with more than 20 million active users across 13 markets, today announced that U.S. gross merchandise value, or GMV, grew 373% in the first nine months of 2026, while monthly active users more than doubled.

The growth reflects rising adoption of cashback among value-conscious Americans, particularly Gen Z and millennial shoppers who are combining rewards, promotions and other savings as part of the way they shop. ShopBack's U.S. shoppers now complete an average of six shopping trips per month through the platform, while average monthly user spend has increased more than 70% over the same period.

ShopBack's U.S. momentum builds on its global scale, including \$900 million in cashback returned to shoppers across 13 markets. Some of ShopBack's highest-spending U.S. users have earned up to \$12,000 in cashback.

"American shoppers are becoming more intentional about every purchase, and younger consumers are leading that shift," said Carolina Paradas, General Manager of North America at ShopBack. "They already shop mobile-first, move across platforms and stack savings in real time, and rewards should be just as dynamic, useful and connected to how they buy. The growth we are seeing in the U.S. shows that ShopBack is meeting that moment by giving shoppers real value back through everyday purchases."

The announcement comes as ShopBack releases a new docuseries hosted on CNBC.com that explores how Americans are rethinking everyday spending and using cashback to make their money go further. The series focuses on a growing behavior known as "stacking," where shoppers combine cashback, promotional offers, credit card rewards, coupons and other savings opportunities in a single purchase journey.

ShopBack officially launched in the U.S. in 2025 and has built a growing base of young, mobile-first shoppers. Gen Z and millennial users make up 85% of ShopBack's U.S. user base, reflecting a broader shift toward financial tools that help consumers manage rising costs while continuing to

shop across the categories they use most often. Earlier this year, ShopBack was named to Fast Company's Most Innovative Companies list in the Personal Finance category for 2026, recognizing the company's role in helping consumers get more value from everyday purchases.

The platform helps shoppers earn real cashback from retail and brand partners across categories including fashion, travel, electronics, gaming and everyday essentials. In the U.S., ShopBack works with major partners including Booking.com, Sam's Club, DoorDash, Ulta and Nike. Unlike points-based rewards programs, ShopBack gives users real cashback that can be transferred directly to their bank accounts through ACH or PayPal. ShopBack gives brands a direct way to reward shoppers who choose them, while helping consumers earn real cashback on purchases they already planned to make.

ShopBack is continuing to expand its U.S. presence from Austin. The company is also building U.S. awareness through its recently announced multi-year partnership with University of Texas Athletics, which names the ShopBack the Official Shopping Rewards Sponsor of the Texas Longhorns and brings it into the fan experience through cashback rewards, sweepstakes, student-athlete collaborations and the new ShopBack Gate at Darrell K Royal-Texas Memorial Stadium.

About ShopBack

ShopBack is a shopping and rewards platform that helps shoppers get more out of every purchase. Trusted by more than 20 million active users across 13 markets, ShopBack officially launched in the U.S. in 2025, bringing exclusive cashback, personalized deals and new ways to save through gamified shopping experiences.

With major partners including Walmart, Expedia, Ulta, Kohl's, Uber, Sam's Club and Nike, ShopBack helps shoppers earn real cashback online through its app, website and browser extension. U.S. users also get access to features including shipping rebates, shopping quests and ShopBack Play, a feature within the ShopBack app that lets users earn real Cashback by playing mobile games.

Founded in 2014 and headquartered in Singapore, ShopBack powers more than \$5.5 billion in annual sales for more than 20,000 brands and retailers around the world, and its customers have earned \$900 million in cashback. With its U.S. operations based in Austin, Texas, ShopBack is bringing its vision of making everyday shopping more rewarding to American consumers.

Ela Kocu

Acumen Media

+44 20 3553 3664

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