



Fall Amazon Prime Day Report: Year-Over-Year Analysis of Category Trends

ABOUT

Pyxis, Bain & Company's consumer intelligence division, has developed one of the world's most extensive ecosystems of consumer transactional data. By processing hundreds of billions of transactions, Pyxis uses AI, machine learning, and a dedicated team of 100 experts to deliver highly detailed insights that guide strategic decisions. Its custom analytics provide deep visibility into transactions down to the SKU level, uncovering shifts in consumer behavior that influence growth, market share, loyalty, product development, mergers and acquisitions, merchandising, marketing, pricing, and more. With over 1,000 due diligence projects and 500 corporate strategies completed in the last eight years, Pyxis is a trusted partner in helping businesses navigate complex consumer landscapes and stay ahead of the competition.

With 50+ datasets globally, we help our clients gain an edge by shedding light on their most critical competitors

Market Performance

Assess market share in priority regions

Analyze category brand share online, overall, and per retailer

Identify fastest growing competitors

Pricing Assortment

Discover top selling SKUs online for competitors

Compare sales mix by category or price tier with peers

Evaluate price competitiveness vs peers

Consumer Insights

Determine customer spend captured in the category

Explore other platforms where customers buy & preferences

Compare customer retention rates with competitors



250+

Transactional data sources tested



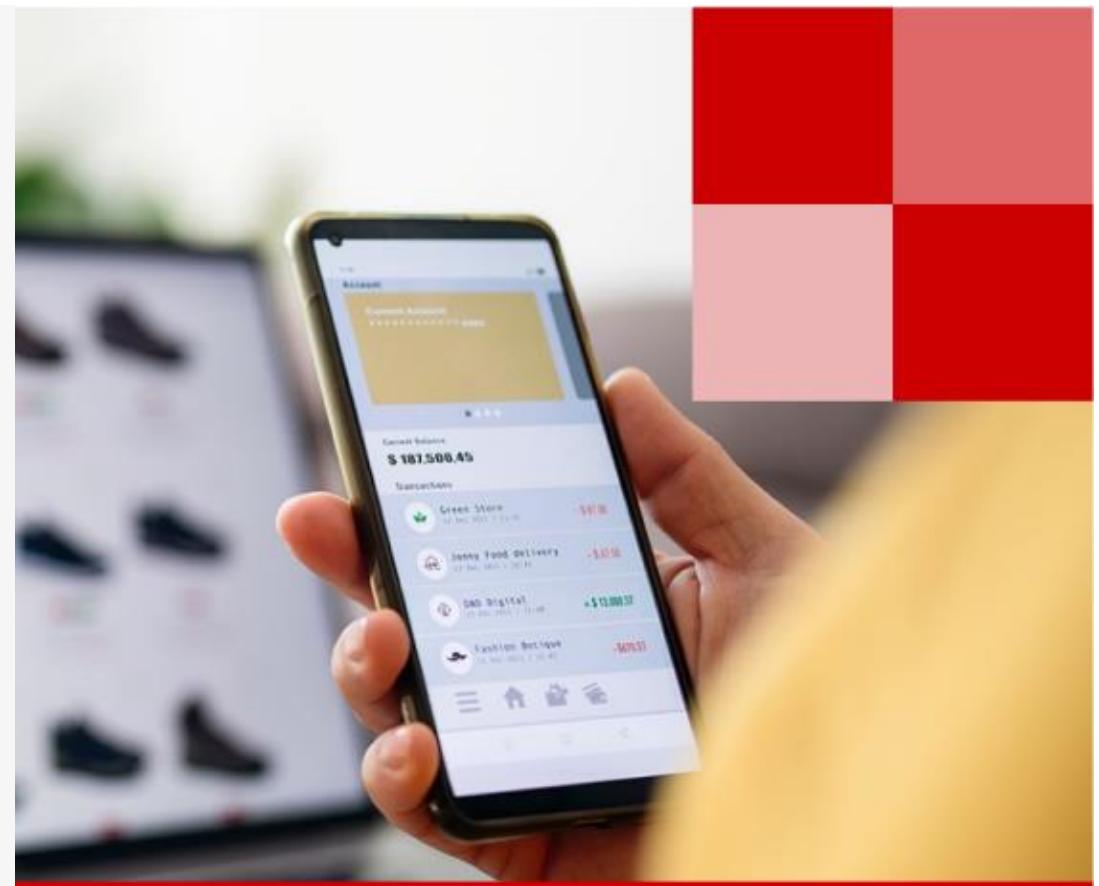
50+

Transactional data sources in 20+ countries



~2 days

Average turnaround time for custom case projects



Want to learn more about how Pyxis can help enhance your team's data and insights?



Talk to our team:

Pyxis.Global@Bain.com

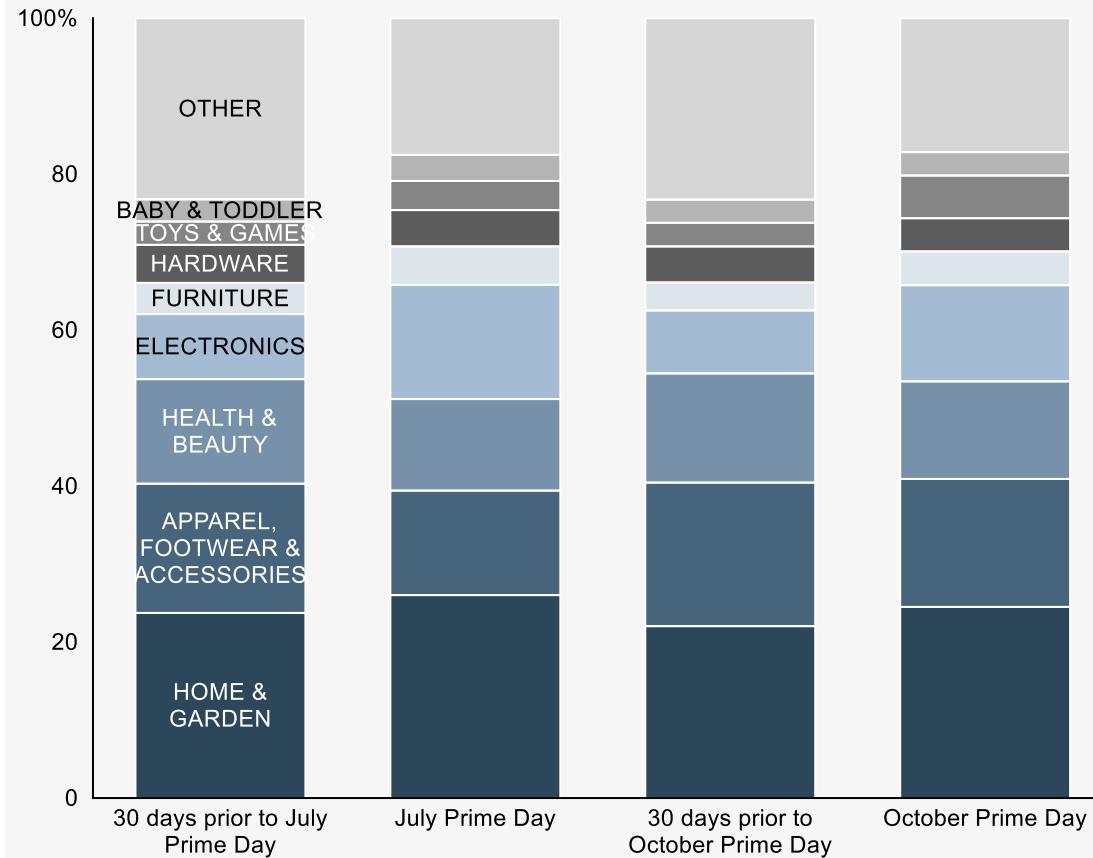
Overall, sales mix by department remains fairly consistent over time, with home & garden leading with ~20-25% of sales, followed by apparel, footwear, and accessories with ~15-20% of sales

CONSUMER SPENDING

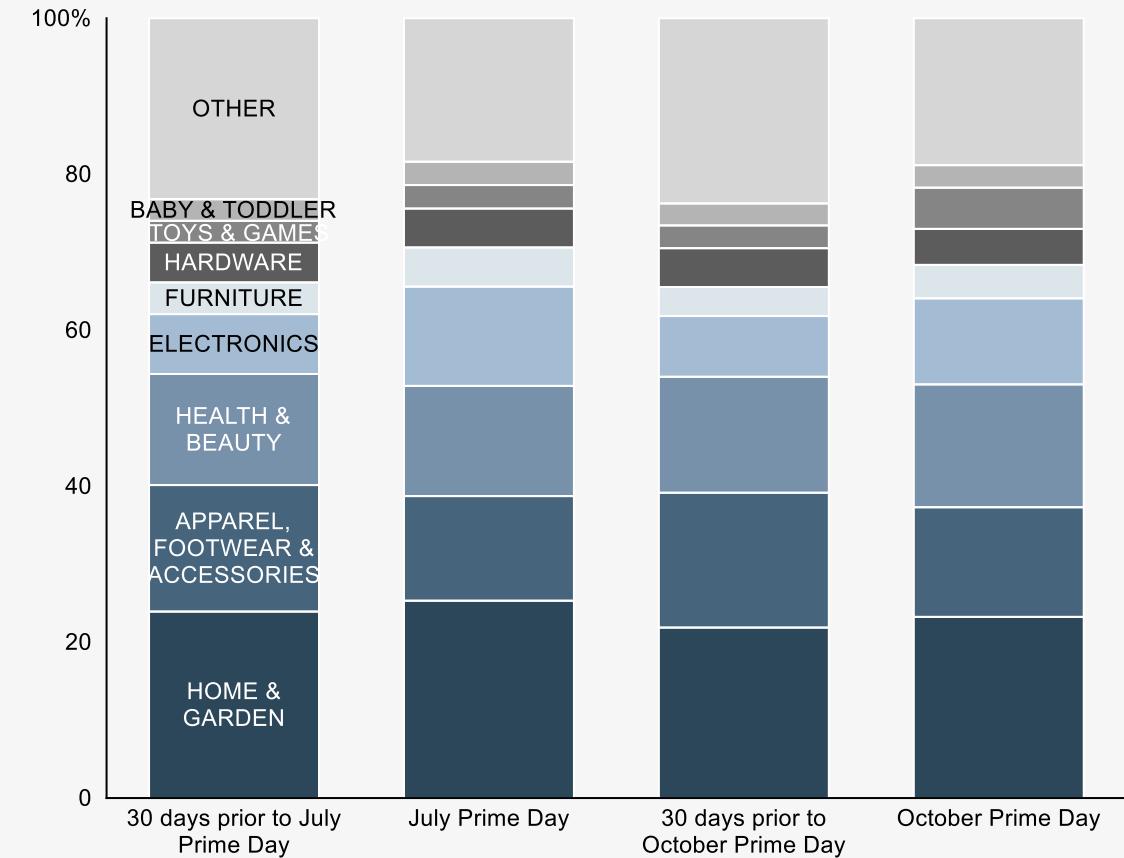
| ILLUSTRATIVE

While there is no major change in the sales mix by category, electronics sales tend to increase during Prime Days

2023 Sales mix by department (July vs. Oct Prime Days)



2024 Sales mix by department (July vs. Oct Prime Days)



Source: Pyxis by Bain & Company (Amazon data)

Furniture, toys & games, baby & toddler sales near consistently increase during Prime Days, while animals & pet supplies and food & beverage sales decrease during Prime Days

CONSUMER SPENDING

ILLUSTRATIVE

Ranking	30 days prior to 2023 July Prime Day	30 days prior to 2024 July Prime Day	2023 July Prime Day	2024 July Prime Day
1	Home & garden	Home & garden	Home & garden	Home & garden
2	Apparel, footwear & accessories	Apparel, footwear & accessories	Electronics	Health & beauty
3	Health & beauty	Health & beauty	Apparel, footwear & accessories	Apparel, footwear & accessories
4	Electronics	Electronics	Health & beauty	Electronics
5	Animals & pet supplies	Animals & pet supplies	Furniture	Furniture
6	Hardware	Hardware	Hardware	Hardware
7	Food, beverages & tobacco	Food, beverages & tobacco	Toys & games	Sporting goods
8	Furniture	Furniture	Baby & toddler	Toys & games
9	Sporting goods	Sporting goods	Cameras & optics	Baby & toddler
10	Toys & games	Vehicles & parts	Sporting goods	Animals & pet supplies
11	Vehicles & parts	Toys & games	Animals & pet supplies	Food, beverages & tobacco
12	Baby & toddler	Baby & toddler	Food, beverages & tobacco	Cameras & optics
13	Arts & entertainment	Office supplies	Office supplies	Office supplies
14	Office supplies	Arts & entertainment	Vehicles & parts	Vehicles & parts
15	Camera & optics	Cameras & optics	Arts & entertainment	Arts & entertainment
16	Media	Media	Media	Media
17	Gift cards	Business & industrial	Gift cards	Gift cards

30 days prior to 2023 October Prime Day	30 days prior to 2024 October Prime Day	2023 October Prime Day	2024 October Prime Day
Home & garden	Home & garden	Home & garden	Home & garden
Apparel, footwear & accessories	Apparel, footwear & accessories	Apparel, footwear & accessories	Health & beauty
Health & beauty	Health & beauty	Health & beauty	Apparel, footwear & accessories
Electronics	Electronics	Electronics	Electronics
Animals & pet supplies	Animals & pet supplies	Toys & games	Toys & games
Hardware	Hardware	Furniture	Hardware
Food, beverages & tobacco	Food, beverages & tobacco	Hardware	Furniture
Furniture	Furniture	Baby & toddler	Animals & pet supplies
Toys & games	Toys & games	Animals & pet supplies	Food, beverages & tobacco
Baby & toddler	Baby & toddler	Sporting goods	Sporting goods
Vehicles & parts	Vehicles & parts	Food, beverages & tobacco	Baby & toddler
Sporting goods	Sporting goods	Vehicles & parts	Food, beverages & tobacco
Arts & entertainment	Arts & entertainment	Arts & entertainment	Arts & entertainment
Office supplies	Office supplies	Vehicles & parts	Vehicles & parts
Media	Media	Office supplies	Office supplies
Cameras & optics	Cameras & optics	Media	Media
Business & industrial	Business & industrial	Gift cards	Gift cards

Source: Pyxis by Bain & Company (Amazon data)

 Higher ranking categories 30 days prior  Higher ranking categories during Prime Day

Want to see where you stand?

Learn what Pyxis can do for you



Custom analytics and reports

What sets us apart is our custom analytics solutions.

Our team of data scientists collaborates with you to pinpoint the answers you need, using our 50+ dataset partners.



Subscription services

Our subscription services offer essential tools for data-driven decisions.

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