PRIME DAY
PREVIEW

JULY 16TH & 17TH, 2024

CONTENT

OVER THE YEARS

2015
Amazon generated higher earnings compared to its record-breaking Black Friday sales in 2014. Furthermore, in its inaugural year, sellers worldwide experienced a 300% surge in sales, selling a total of 34.4 million goods.

2016
Prime Day expanded further with Belgium joining, marking 10 total participating countries. Global sales surged by 60% compared to 2015, and third-party sellers offering deals nearly tripled their sales volume year-over-year.

2017
Prime Day witnessed significant expansion, with a 50% increase in products sold compared to 2016 and an increase in participating countries from 10 to 12. Additionally, the duration of the event extended from 24 hours to 30 hours.

2019
Prime Day extended to 48 hours and surpassed the combined sales of Black Friday and Cyber Monday in 2018. Over those two days, shoppers purchased over 175 million items, resulting in more than $2 billion in revenue for third-party sellers. Some sellers even reported sales increases ranging from 23% to 200%.

2018
Building on the success of extended hours, Amazon extended Prime Day to 36 hours, which proved highly successful. Prime members globally purchased more than 100 million products, SMEs earned over $1.5 billion in revenue, making it Amazon's most extensive day-and-a-half of sales worldwide.

2020
Due to COVID-19's impact on manufacturing and the prioritization of essential goods, Amazon postponed Prime Day until October in the U.S. Prime Day 2023 achieved record-breaking sales, and cautious consumers sought discounts, collectively saving more than $1.4 billion throughout the event.

2021
Prime Day took place in June, earlier than in previous years. Despite some consumers exercising caution with spending, the event still attracted enthusiastic deal-seekers. Amazon celebrated another milestone year, achieving $11.2 billion in total event sales, up from $10.4 billion in 2020.

2022
Prime Day occurred in July again as usual. In 2020 and 2021, Amazon Prime Day occurred in October and June, respectively, due to the pandemic. 2022 was Amazon's biggest year yet. Sales were up 15% from Prime Day 2021 and revenue was up 29% – while saving customers a total of $1.7 billion.

2023
Last year, Prime Day kicked off with the highest single-day sales in Amazon's history, solidifying it as the largest Prime Day to date. Amazon Prime members globally bought over 375 million items and saved over $2.5 billion through millions of deals.

2023 PERFORMANCE

US Amazon Prime Day Retail Ecommerce Sales, Amazon vs. Other Retailers, 2018 -2023
billions

Year	Amazon Prime Day Sales	Other Retailers eComm Sales During Prime Day
2018	$2.62	$1.60
2019	$4.32	$2.76
2020	$6.17	$4.20
2021	$6.65	$4.43
2022	$7.30	$4.91
2023	$8.03	$5.45

■ Amazon Prime Day Sales   ■ Other Retailers eComm Sales During Prime Day

- Best-selling categories worldwide included **Home Goods, Household Essentials, and Apparel + Shoes**

- **Heavily discounted items** like Amazon's Firestick were some of the most popular items sold

- BNPL (Buy Now Pay Later) was leveraged on 6.5% of orders, generating $927 million in revenue, up **+20% YoY**. Top categories for BNPL included furniture, apparel and electronics

- Other top items included **premium or routine purchases** such as beauty products, electronics, and household essentials

CONSUMER BEHAVIOR

52%
OF CONSUMERS REPORTED HOLDING OFF ON BUYING CERTAIN ITEMS UNTIL THEY WERE DISCOUNTED ON PRIME DAY

1 IN 5
HOUSEHOLDS MADE 5 OR MORE ORDERS

45%
OF ORDERS WERE MADE ON SMARTPHONES, UP +41.5% FROM 2022

71%
OF SHOPPERS LEARN ABOUT NEW BRANDS LEADING UP TO PRIME DAY

75%
OF SHOPPERS ARE HIGHLY LIKELY TO PURCHASE A PRODUCT DURING PRIME DAY THAT THEY'D DISCOVERED DURING THE LEAD-UP TO PRIME DAY

40%
OF ALL U.S. CONSUMERS MADE PURCHASES DURING PRIME DAY 2023 (+36% YoY)

CHALLENGES

1 RISING CPC'S

The average CPC on Amazon has increased 11.6% YoY from 2023 (Statista). For brands, this makes the barrier to compete for Prime Day a necessary but costly investment. This may impact how much brands are willing to discount their products. We recommend evaluating available budget and implementing it strategically across your portfolio, prioritizing high margin products/best sellers.

2 CONTINUED INFLATION

While the inflation rate is slightly down at 3.2% from 3.7% last Prime Day (Statista), consumers are still feeling the impact and protecting their wallets, spending more on nondiscretionary categories and less on general merchandise and opting for generic items rather than brand names. This could impact overall sales and cart volume for Prime Day.

3 BRICK & MORTAR

Brick-and-mortar stores could challenge Prime Day by using their physical locations to offer in-store exclusives and engage consumers with product trials, appealing to shoppers who prefer hands-on experiences. Revenue among American brick-and-mortar stores was up 5.14% YoY from 2023 (Statista), proving shoppers continue to seek in-store experiences over online convenience.

4 CONSUMER CAUTION

Overall, 40% of Americans say they're splurging, down from 51% in 2021 (McKinsey). While consumers have the means to spend, they're choosing wisely and opting for vacations, experiences and jewelry rather than clothing and dining out. We anticipate shoppers are less likely to splurge on Prime Day items, instead spending those dollars on summer experiences.

PREDICTIONS

INCREASED ADOPTION OF 'BUY WITH PRIME'

Last year, Amazon customers enjoyed discounts from participating brand websites through Buy with Prime, leading strong outcomes with order increases up 10x, indicating potential future use in major events. This year we anticipate adoption and leverage from brands and shoppers.

PURCHASING ACROSS RETAILERS

Increased competition among retailers has flooded consumers with numerous promotions and offers on and off Amazon during this time. We anticipate consumers will shop around across retailers like Walmart for the best deals instead of shopping exclusively on Amazon. As a result, we also expect brands to feel pressured to offer the best deal on Amazon to generate conversion.

BRANDS FACE DISCOUNT FATIGUE

Amazon customers saved a collective $2.5 billion during Prime Day 2023, but shoppers may be disappointed with this year's deals. Many merchants have already raised prices to combat a slew of new fees introduced earlier this year as Amazon looks to pass more operational costs onto sellers.

INCREASING COMPETITION AMONG RETAILERS

WALMART

Walmart's successful 'Walmart Deals' event is back this year with their biggest discounts and deals yet. The event will run from July 8-11th. Last year, 20% of all U.S. consumers participated in the Walmart Deals event (+11% YoY).

TARGET

Target is hosting their 'Circle Week' sales event from July 7-13th, promising the biggest sale of the season, with deals like 40% of kitchen items and 50% off toys. Target's Circle Week sale is open to all members of the free Circle rewards program but paid 360 members get extra perks.

TIKTOK

TikTok announced their first ever TikTok Shop 'Deals for You Days' in the U.S. on July 9th. Brands and retailers such as L'Oréal Paris, Our Place, Too Faced, and Zwilling USA are offering huge savings on thousands of products, exclusively on TikTok Shop. We can also expect TikTok to leverage live video content with top brands and creators on the platform, hosting their own TikTok LIVE shopping events.

PRIME DAY PREP

LEAD UP

Leading up to Prime Day is a chance to introduce new customers to your brand and remind existing customers of your promotions.

Brands that advertised before and during Prime Day experienced a significant boost in awareness by 216% and consideration by 214%, compared to the preceding week.

It's crucial to set up campaigns optimally. Launch new campaigns well ahead of Prime Day to ensure ample time for ramp-up and to gather insights effectively.

PRIME DAY

- Advertising during Prime Day significantly boosts sales volume.

- According to surveyed shoppers, 68% expressed a likelihood to make a purchase from an Amazon ad during Prime Day.

- Products without promotions saw a median sales increase of 19% during Prime Day.

- It's advisable to substantially increase campaign budgets to effectively capitalize on the surge in traffic.

LEAD OUT

- Brands should focus on sustaining engagement beyond Prime Day to connect with consumers who have become familiar with their brand.

- Utilize Sponsored Display and remarketing strategies to reconnect with audiences who have shown interest or made purchases of your products.

- Analyze campaign reports to uncover valuable insights.

- For instance, the Sponsored Display "Matched Target" report offers visibility into the specific product detail pages where your ads appeared due to category targeting.

LOOKING AHEAD

FALL PRIME DAY EVENT

We expect Amazon to host two Prime shopping events this year, including their usual fall sales event.

Amazon's Prime Day in the fall presents an excellent opportunity to reach holiday shoppers, increase visibility, and gauge holiday performance and expectations.

AMAZON MARKETING CLOUD

As Prime Day concludes, leveraging AMC is a great way to build upon Prime Day success and consumer interest. Through AMC, we recommend:

- Building audiences based on users who added products to their cart but did not finalize their purchase in the last 90 days.

- Transitioning your strategy away from last-click attribution, focusing instead on comprehensive full-funnel insights and tactics both on and off Amazon.

LEVERAGING DATA FOR HOLIDAY PREP

Keeping momentum from Prime Day, we recommend maintaining ongoing engagement through:

- Using custom audiences, ensuring your brand stays prominent during future events.

- Crafting specific campaigns for the busiest shopping days of the holiday season

- Customizing your messaging with highly personalized content to strengthen connections with your audiences.

THANK YOU!

Please reach out to
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for any questions or additional support