2025 BIG DEAL DAYS REPORT

How Big Deal Days performed and what it means for peak season

PATTERN.COM

About this report

All data in this report comes directly from Amazon Seller Central, providing an in-depth look at shopper behavior, category performance, sales trends, and search activity during Big Deal Days. The event took place from October 7 to October 8, 2025. This real-time data allows us to identify which trends, categories, and tactics moved the needle, giving brands actionable insights and benchmarks for refining product, advertising, and promotional strategies ahead of the holiday season.

What is Amazon's Big Deal Days?

Amazon's Big Deal Days is a major sales event held in October, exclusively for Amazon Prime members. It is now considered the kickoff to the holiday retail season, giving brands an early surge in sales and providing a preview of shopper urgency and category performance ahead of the peak demand seen during Black Friday and Cyber Monday, which have historically delivered even bigger sales spikes.
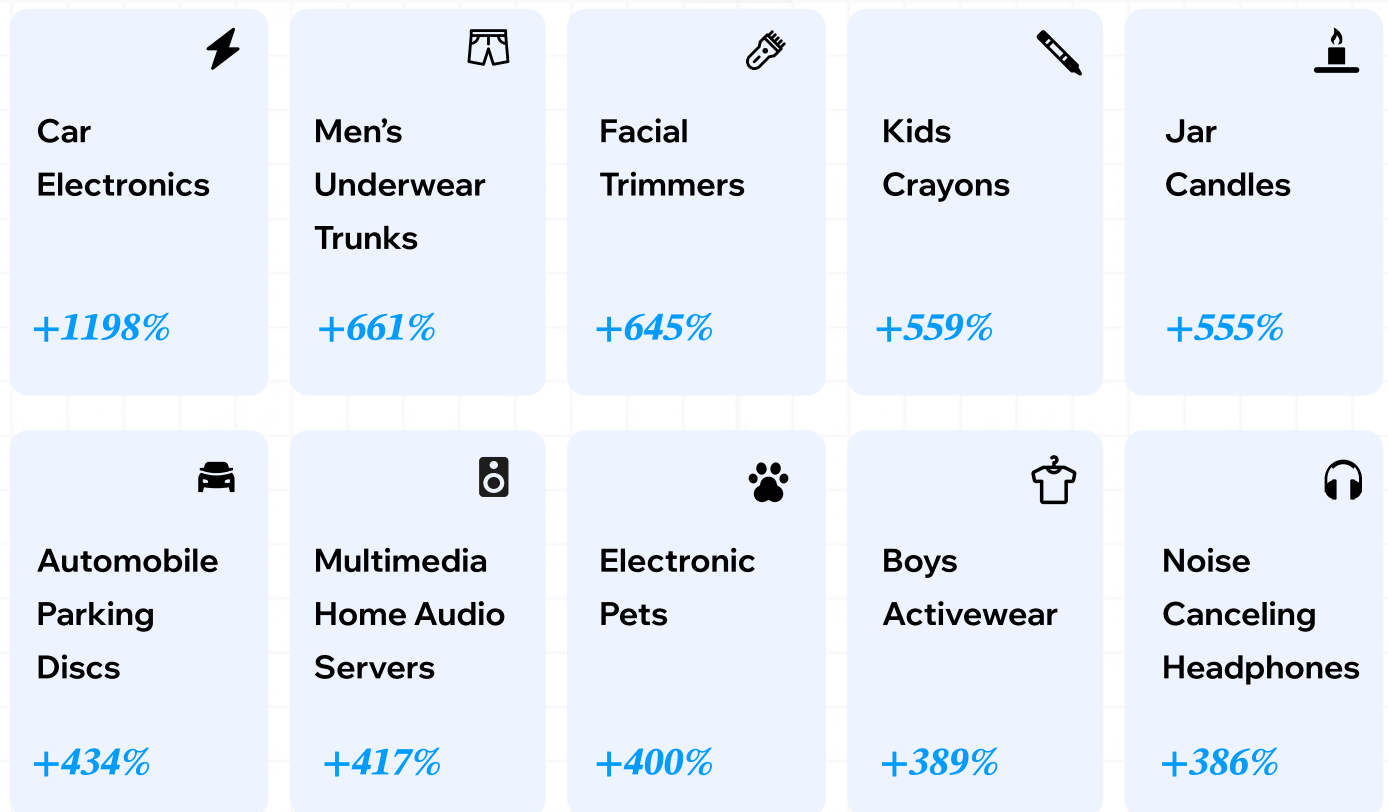
By the numbers

Top 10 fastest growing categories (WoW % growth)

⚡	🩳	🪒	✏️	🕯️
Car Electronics	**Men's Underwear Trunks**	**Facial Trimmers**	**Kids Crayons**	**Jar Candles**
+1198%	*+661%*	*+645%*	*+559%*	*+555%*
🚗	🔊	🐾	👕	🎧
Automobile Parking Discs	**Multimedia Home Audio Servers**	**Electronic Pets**	**Boys Activewear**	**Noise Canceling Headphones**
+434%	*+417%*	*+400%*	*+389%*	*+386%*

During the event, the fastest-growing categories compared to the previous week (WoW) were Car Electronics (+1198%), Men's Underwear Trunks (+661%), and Facial Trimmers (+645%).

Other notable categories with strong week-over-week growth included Kids Crayons, Jar Candles, and Electronic Pets.

This sharp increase in demand, seen when comparing sales during the two-day event to the previous week, highlights how quickly shopper interest can shift with the right promotion or timing.

The range of top-growing categories, from electronics to self-care and children's products, underscores how rapidly consumer preferences can change in just a short period.

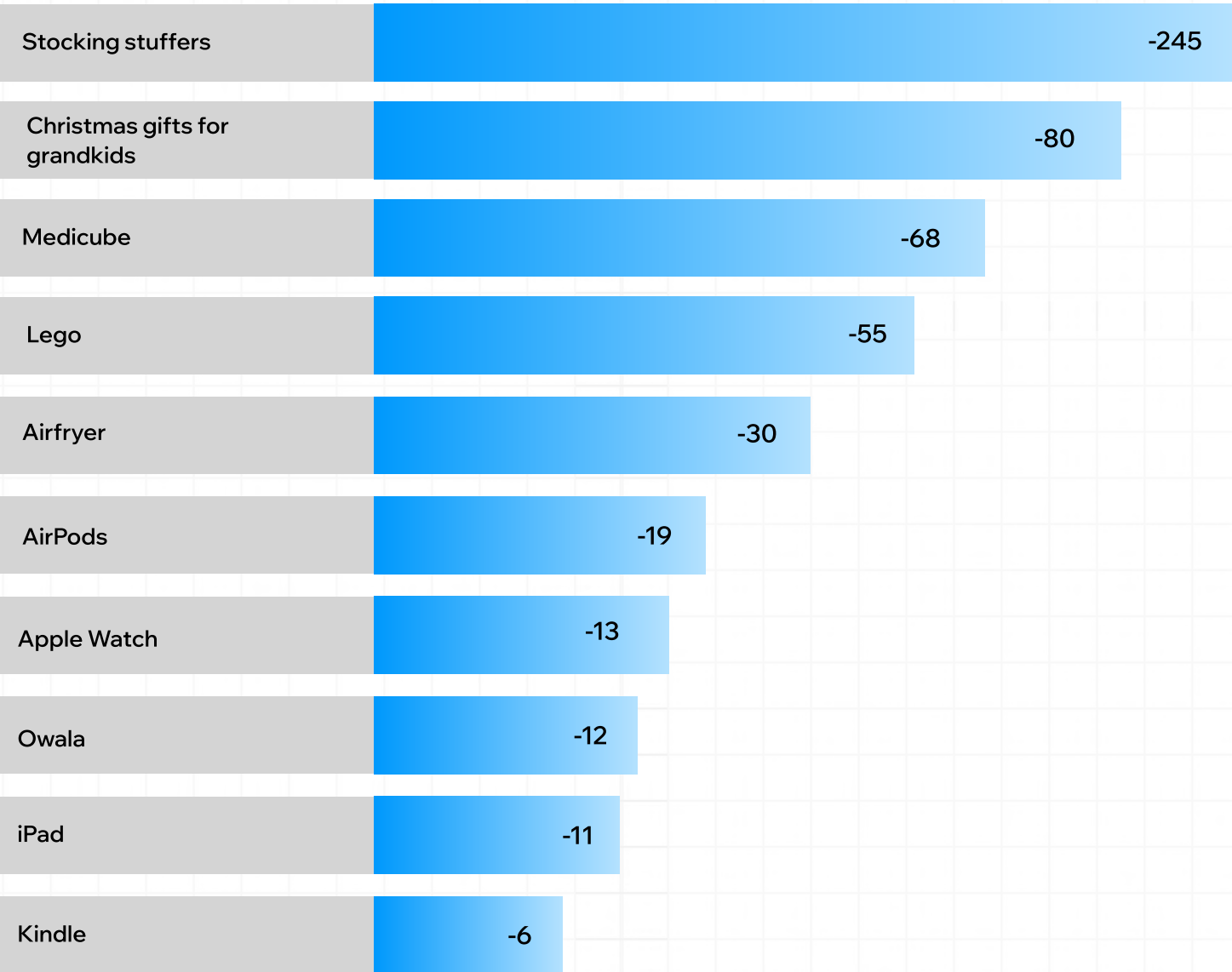## Top 5 search terms (WoW search volume change)
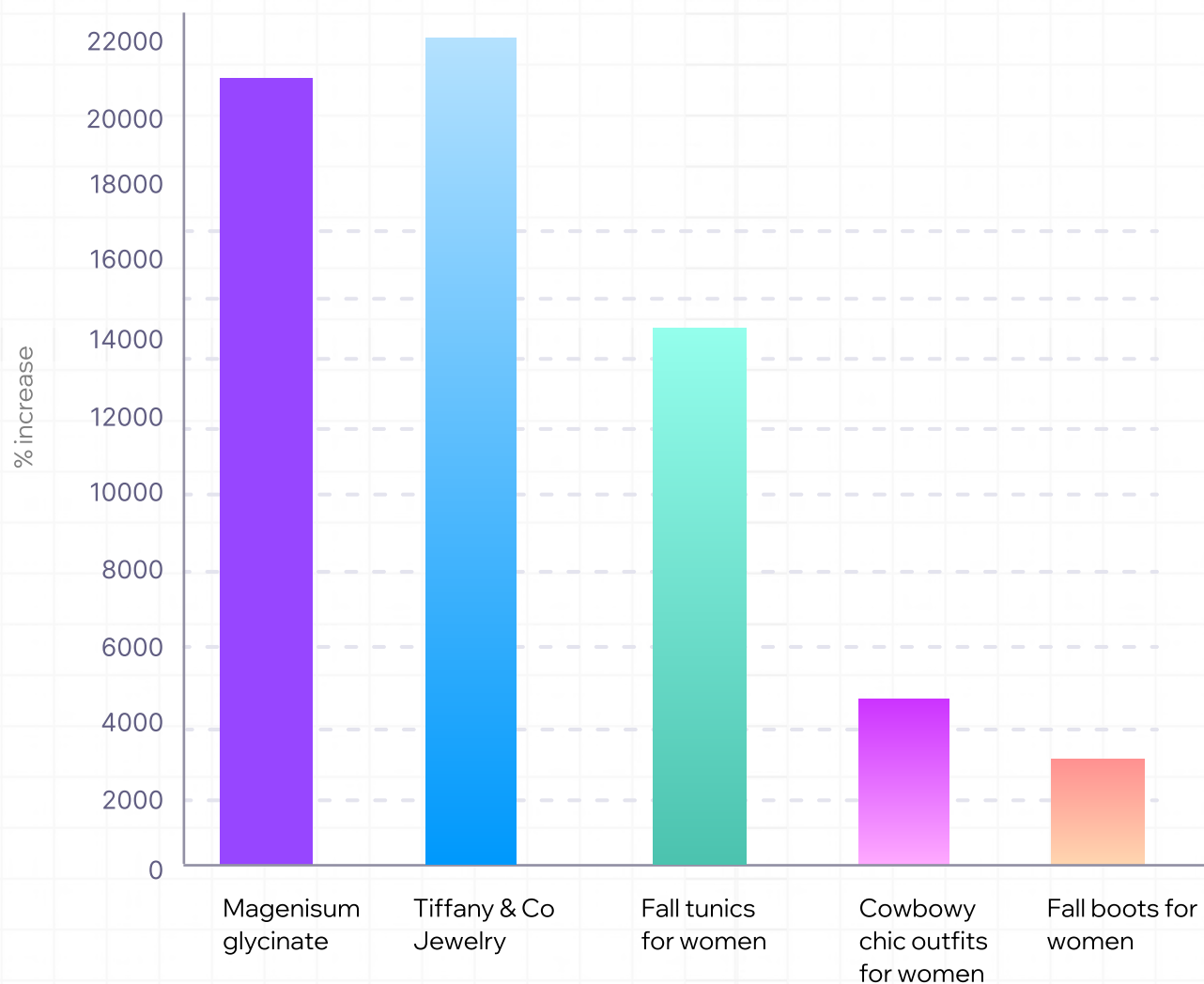
Several search terms saw extraordinary jumps in search volume week over week, many tied to seasonal apparel, like "fall tunics for women," "cowboy chic outfits for women," and "fall boots for women."

Simultaneously, "magnesium glycinate" and "Tiffany & Co jewelry" emerged as standout terms outside of apparel, highlighting a dual surge in both wellness and luxury gifting.

These sharp rises identify clear areas where consumer attention is accelerating.

Top 10 search terms (WoW position ranking improvement)

Search term	Value
Stocking stuffers	-245
Christmas gifts for grandkids	-80
Medicube	-68
Lego	-55
Airfryer	-30
AirPods	-19
Apple Watch	-13
Owala	-12
iPad	-11
Kindle	-6

The top 10 search terms show which gifts saw the most dramatic jumps in ranking, quickly moving from wishlist status to must-have in just a matter of days.

The data shows that terms like "stocking stuffers" and "Christmas gifts for grandkids" saw dramatic week-over-week improvements in their search ranking during the event, indicating a surge in consumer focus on holiday gift planning.

Meanwhile, branded products such as Medicube, Lego, and AirPods also made significant jumps in position, reflecting rising interest in both general gift ideas and specific brands. These sharp week-over-week position improvements suggest that consumers are accelerating their holiday shopping and quickly shifting their attention to both trending gift categories and established favorites.

Predictions for peak season

The trends observed during Big Deal Days offer valuable clues about what's likely to happen as we head into Black Friday, Cyber Monday, and the broader holiday shopping season.

Here are our top 3 predictions for this year's peak season:

Tech and electronics will be major drivers of growth

With categories like Car Electronics (+1,199%) and Noise Canceling Headphones (+387%) sharing some of the highest growth rates, there is a strong signal that tech-related products will remain among the most sought-after items during Black Friday, Cyber Monday, and the holidays. Brands should prioritize inventory and promotional focus on electronics and adjacent tech accessories.

Apparel and self-care categories will continue to gain momentum

Mens Underwear Trunks (+661%), Facial Trimmers (+645%), and Boys Activewear (+389%) all ranked among the top ten fastest-growing categories. The rapid increase of these personal care and apparel categories suggests holiday shoppers will extend their interest in self-care and wardrobe updates, making these areas key opportunities for brands to capture heightened demand

Seasonal and gifting themes will shape search surges

Search terms related to seasonal gifting and apparel such as "Christmas gifts for grandkids," "fall tunics for women," and "cowboy chic outfits for women", saw the steepest improvements in rank and search volume. As consumer intent shifts further toward holidays, expect continued spikes in searches and sales around giftable items, wellness products, and trending fashion, supporting the need for agile marketing and inventory strategies as new trends emerge.

About Pattern

Pattern is the global category leader in ecommerce and marketplace acceleration, empowering brands to grow profitably across major online marketplaces. Since 2013, our team of over 1,800 experts based in 18 global offices has partnered with hundreds of leading brands to drive revenue on platforms like Amazon, Walmart.com, Target.com, eBay, Tmall, JD, and Mercado Libre.

Our analytical, data-driven approach enables us to closely monitor real-time market trends and consumer behavior, especially during significant events like Big Deal Days and the holiday season. By extracting actionable insights from search and sales data, we help brands identify emerging opportunities and optimize strategy, inventory, and promotions, positioning them to outperform the competition during peak moments.

Reach out at pattern.com/contact-us to learn how we can help you navigate major ecommerce events.

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