

How big a deal was Amazon's Prime Big Deal Days?

PRIME BIG DEAL DAYS - BY THE NUMBERS:

Amazon reported that Prime members across 19 countries saved more than \$1 billion across millions of deals during Prime Big Deal Days, which took place on October 10 and 11. U.S. Prime members purchased more than 25 million items with same-day or next-day delivery on the first day of the event, and Prime members ordered more than 150 million items from independent sellers in Amazon's store.

Amazon billed Prime Big Deal Days as a holiday kick-off event and reported that more Prime members shopped the event this year compared to last year. However, Amazon does not report actual sales data for the event.

WHAT THEY'RE SAYING:

Although Amazon does not report data on Prime membership, it is estimated that there are 168 million Prime members in the U.S. This week's Consumer Pulse looks at how Prime members participated in Prime Big Deal Days compared to previous events in July and last October. Here are a few highlights from this week's Consumer Pulse:

62%

of Prime members shopped during Prime Big Deal Days.



104M

Estimated # of U.S. Prime members who shopped the event.



68%

said they did at least some holiday spending during the event.



WHY IT MATTERS

Online spending through the holiday season is expected to grow 4.8% to \$221.8 billion, and Amazon commands approximately 38% to 40% of U.S. online retail. Through the first nine months of its current fiscal year, Amazon's advertising services generated \$32 billion in sales - making Amazon a veritable search engine. Brands need to maximize their visibility on the platform during the critical holiday season to take advantage of growth opportunities.

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