


Walmart+ Week narrows the gap with Amazon Prime Day

Article



The finding: Twice as many shoppers participated in **Amazon Prime Day** compared with **Walmart+ Week**—but the latter is quickly bridging the gap when it comes to member participation rates, according to a [PYMNTS](#) study.

By the numbers: Roughly 40% of consumers made a purchase during [Prime Day](#), while around 20% bought something during Walmart+ Week.



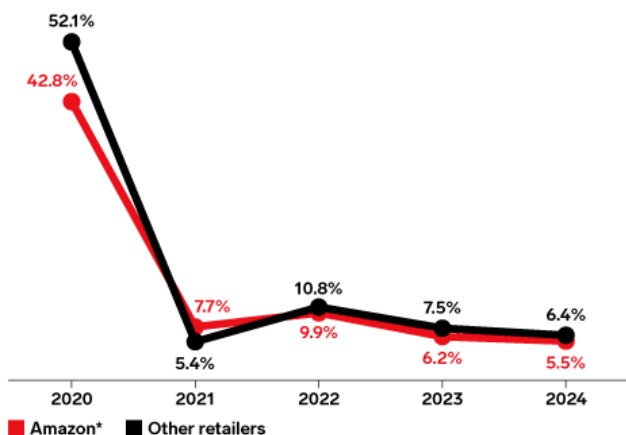
- But an equal proportion of members—56%—reported participating in the respective events, which is a positive sign for Walmart as it tries to grow its subscriber base and turn its service into a must-have for shoppers seeking convenience and value.
- **Walmart+ Week shoppers also spent 45% more on average compared with Prime Day participants—\$473 to \$326**—a reflection of the retailer’s success in courting high-income consumers, who purchased more big-ticket items and groceries during the event than any other cohort.

The big picture: There’s no question that in the duel of the sales events, Amazon has the edge. Over two-thirds (67.8%) of the US population is a Prime user, per our forecast, compared with just 9.1% for Walmart+. **But Amazon’s lead, while great, is not insurmountable, especially as more shoppers get used to marquee July sales events.**

- Amazon’s share of Prime Day sales fell for the third consecutive year in 2024, according to our estimates, while its competitors saw slightly higher ecommerce growth (6.4%) than the retail giant (5.5%).

Amid Slowing Increases, Amazon's Rivals Find More Room for Growth on Prime Day

% change in US ecommerce sales during Amazon Prime Day, by retailer, 2020-2024



Note: includes products or services ordered using the internet during the Amazon Prime Day sales event across all retailers, regardless of the method of payment or fulfillment; excludes travel and event tickets; figures for other retailers calculated using the Amazon and total ecommerce sales during Prime Day forecasts; *represents the gross value of products or services sold on amazon.com (browser or app) during the Amazon Prime Day sales event, regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales; excludes Amazon Business sales
Source: EMARKETER Analysis; EMARKETER Forecast, June 2024

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