

Shoppers steered clear of big-ticket items on Prime Big Deal Days

Article

The news: Amazon said Prime Big Deal Days exceeded its expectations and outpaced last year's results, as more shoppers stocked up on essentials and took advantage of the retailer's speedy delivery options.

- The average order size reached \$53.47, lower than July's Prime Day sale but higher than last October's event, per Numerator.

Zoom in: As with last year's event, shoppers capitalized on wide-ranging discounts to purchase everyday items like Amazon-branded batteries and Crest 3D whitestrips, both of which ranked among the top-selling products during the two-day sale.

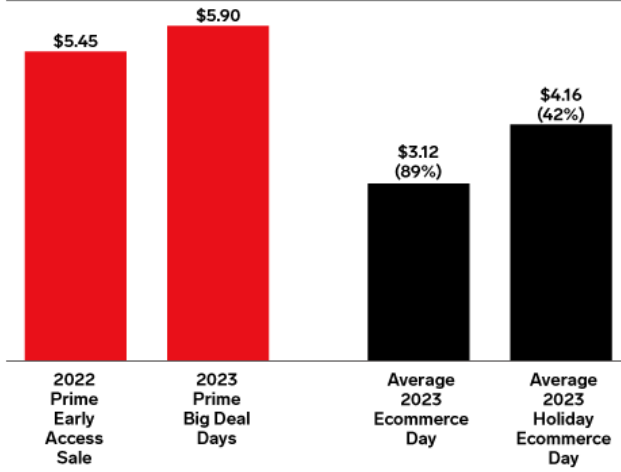
- The majority (60%) of items purchased were below \$20, Numerator reported, reinforcing consumers' unwavering focus on value.
- Over half (55%) of shoppers said they checked prices at competing retailers before finalizing their purchases; many said they also shopped or planned to shop competing sales by **Target** (25%) and **Walmart** (31%).

What it means for Amazon: In addition to giving the retailer a significant head start on the holiday season, Prime Big Deal Days also provided Amazon with the opportunity to flex its impressive supply chain muscle and highlight its Buy with Prime offering.

- Shoppers purchased over 25 million items with same- or next-day delivery, and embraced deals offered by Buy with Prime partners **Wyze**, **ALT. Fragrances**, and **Moon Juice**, the company said.
- The emphasis on its logistical capabilities aligns with the company's broader push into [supply chain services](#), a move which could eventually net Amazon an additional \$100 billion in revenues, according to a research note by Truist Securities analyst **Youssef Squali**.

Prime Big Deal Days Retail Ecommerce Sales vs. Average Ecommerce and Holiday Ecommerce Daily Sales, 2022 & 2023

billions and % change



Note: 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: Insider Intelligence | eMarketer, June 2023

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