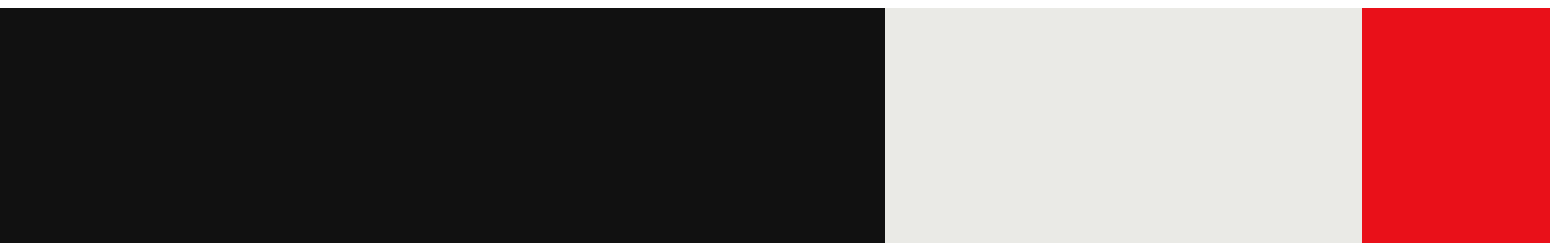



# US sales on Prime Day break \$11 billion, Adobe Analytics data shows

Article



**The news:** Total US ecommerce sales on **Prime Day** surpassed **\$11 billion**, growing **6.1%** compared with last year's event, according to data from the Adobe Digital Economy Index provided to Insider Intelligence. Amazon's US ecommerce sales are projected to have hit **\$7.31 billion** in the US, [per](#) eMarketer forecasts from Insider Intelligence.

- This year's Prime Day—which took place **earlier** than previous years—saw customers purchase more than **250 million items** worldwide, **according to** the retailer.
- Like last year, smaller merchants (businesses with less than \$10 million in annual online revenues) achieved impressive sales growth, with spend climbing **21%** year over year (YoY), per Adobe Analytics.
- Overall, US online revenue on Prime Day spiked **143%** compared with an average June day.

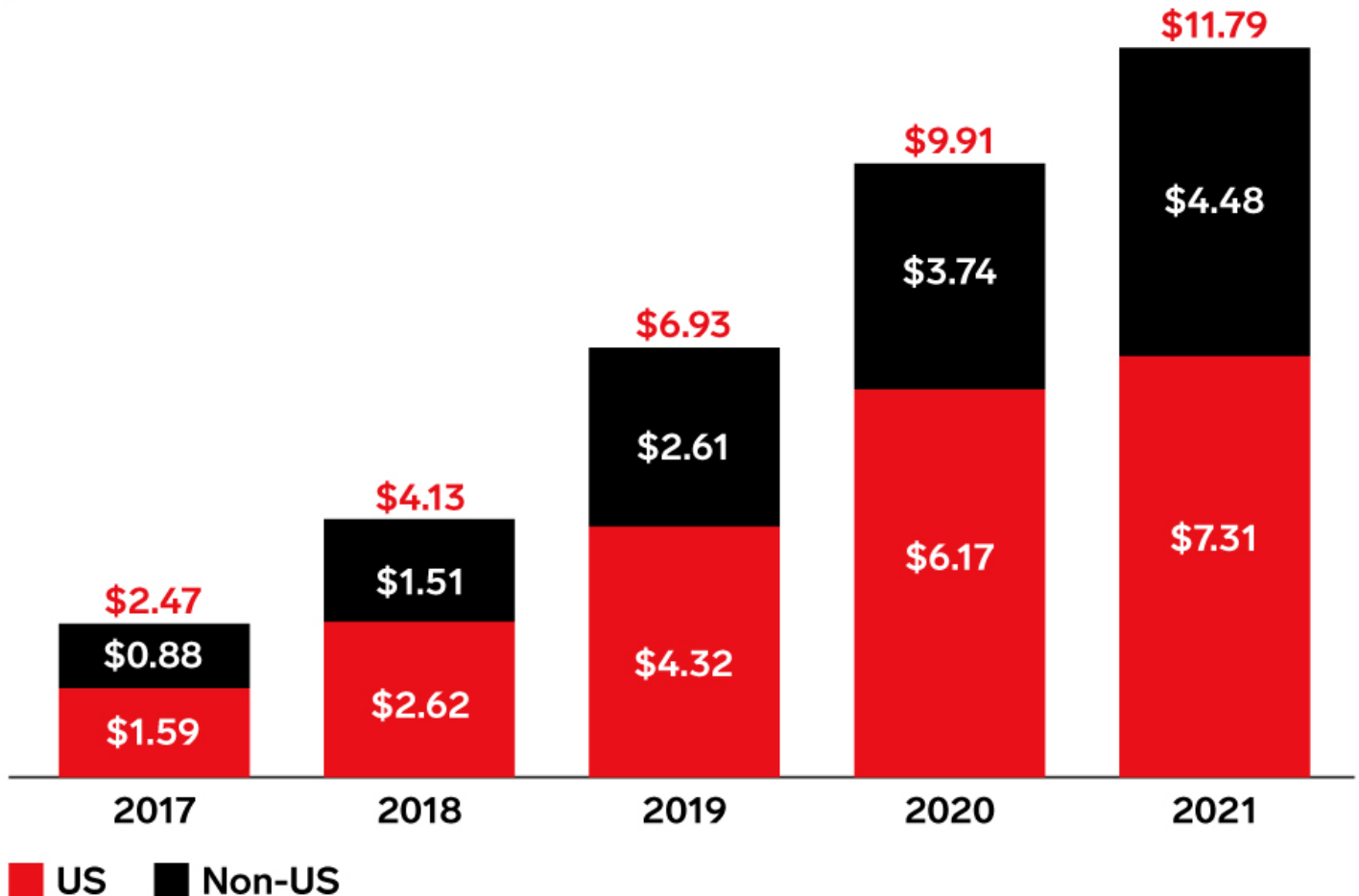
**How we got here:** Last year, Amazon delayed its July Prime Day until October because of COVID-19. Despite the delay, the retailer still scored **\$6.17 billion** in US sales in 2020, **per** our forecasts. This year, Amazon pushed Prime Day earlier, with CFO Brian Olsavsky **saying** on the company's Q1 earnings call that it moved the event to account for the **2021 Olympics**—and the fact that July is a popular vacation month. There are also **rumors** that Amazon is considering launching a sales event this fall—although it's unclear whether it'll be marketed as another Prime Day. If so, Amazon will likely pull in even more sales from holiday shopping.

**The bigger picture:** Amazon closed another successful Prime Day despite competing efforts from other retailers and looming unionization endeavors.

- **Coinciding sales events:** As in previous years, competitors like **Walmart** and **Target** held their own sales events **during** Prime Day to grab a piece of Amazon's sales. But considering Amazon's leadership position in the ecommerce space, as well as the fact that Prime Day came first, these competitive moves likely didn't significantly affect its results.
- **Revival of union efforts:** The International Brotherhood of Teamsters—one of the US's largest labor unions—will **vote** Thursday on a resolution to ramp up unionization efforts for Amazon warehouse workers and drivers. This comes shortly after a **failed Retail, Wholesale, and Department Store Union vote** in Alabama. However, the revival of these efforts—especially so soon after Prime Day, when workers **strain** to keep up with demand—might add new pressure on Amazon. A successful campaign might force Amazon to implement new rules, like increased pay and improved healthcare benefits, that could raise expenses and lower profits.

# US vs. Non-US Amazon Prime Day Retail Ecommerce Sales, 2017-2021

billions



Note: represents the gross value of products or services sold on Amazon.com or international Amazon platforms (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

Source: eMarketer, May 2021

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