

Amazon Prime Day is a bellwether for the 2023 holiday season

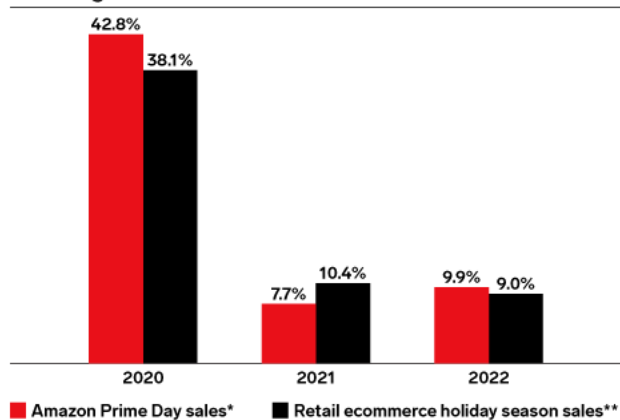
Article

Prime Day's performance will be an early predictor of holiday season ecommerce demand—at the product category level and for specific merchandise. Retailers and brands should pay close attention.

We predict Prime Day will surpass \$8 billion in US ecommerce sales over the two-day period.

- **Prime Day sales growth correlates strongly with overall holiday ecommerce performance.** Over the past three years, Amazon Prime Day sales growth has closely aligned with holiday season ecommerce sales growth. During the 2020 event, Prime Day’s sales growth of 42.8% YoY closely mirrored the holiday season’s 38.1% increase. And both the 2021 and 2022 events corresponded with the holiday season in terms of sales growth, with rates in the high single to low double digits.
- **Prime Day’s back-to-school deals offer an early test for category and product demand.** While Prime Day sales skew toward seasonally relevant products like summer apparel and camping gear, the event is also popular for early back-to-school shopping. If certain types of apparel, consumer electronics, and small appliances pick up momentum, it could bode well for the holidays.
- **Computer and consumer electronics is the category to watch most closely.** This important holiday category, which has been hit by slowing demand since its pandemic-induced peak, will eventually turn the corner. Prime Day could prove to be that inflection point.

US Amazon Prime Day vs. US Retail Ecommerce Holiday Season Sales Growth, 2020-2022
% change



Note: excludes travel and event tickets; *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 Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales; excludes Amazon Business sales; **sales are for Nov and Dec of each year; excludes payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales; includes products or services ordered using the internet, regardless of the method of payment or fulfillment; forecast is from Feb 2023
Source: eMarketer, June 2023

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