

Podcast: Amazon's Flywheel and the Prime Day Ripple Effect

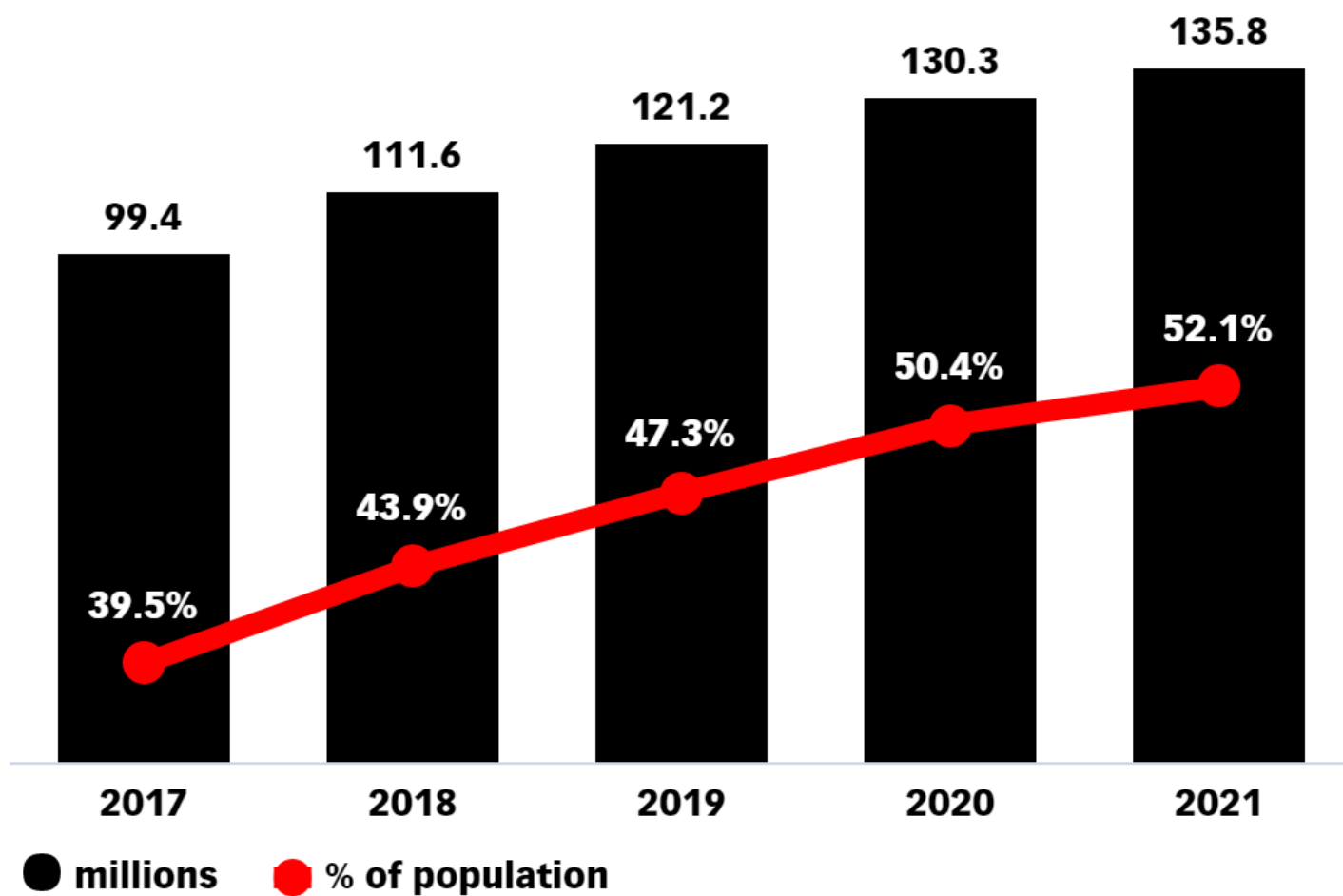
Audio

eMarketer principal analyst Andrew Lipsman explains how Amazon Prime Day complements the company's flywheel of commerce, digital content and advertising. He also reviews estimates of how much business Amazon did on Prime Day and examines the event's ripple effect on other retailers.

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Amazon Prime Users

US, 2017-2021



Source: eMarketer, May 2019

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