

Which retailers benefited most from Prime Day 2022?

Article

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Prime Day is Amazon's biggest sales event, but it offers other retailers a boost as well. This year, **44%** of Prime Day digital buyers in the US considered shopping only on Amazon, while **32%** checked out Walmart and **24%** browsed Target as well.

Other Retailers With Which US Digital Buyers Considered Shopping During Amazon Prime Day 2022*

% of respondents



Note: n=6,065; *July 12-13, 2022

Source: Numerator, "Amazon Prime Day 2022 Recap Report," July 25, 2022

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Beyond the chart: That means a **56%** majority of Prime Day digital buyers weren't married to the deals or inventory on Amazon.

It's a boon for Target and Walmart, which we forecast will bring in **\$22.07 billion** and **\$66.46 billion** in US retail ecommerce sales this year, respectively. Amazon's **\$397.43 billion** will leave both retailers in the dust.

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Methodology: Data is from the July 2022 Numerator "Amazon Prime Day 2022 Recap Report." During July 12-15, 2022, Numerator surveyed 6,065 US consumers who shopped during Amazon Prime Day 2022 (July 12-13, 2022).