Which retailers benefited most from Prime Day 2022?

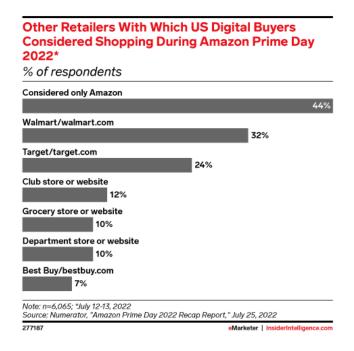
Article



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.







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.

More like this:

- Report: Retail Media Ad Spending Forecast 2022
- Article: The holiday shopping season is starting earlier than ever
- Article: Inflation left Prime Day shoppers torn. Will tides turn in Q4?

Read yesterday's Chart of the Day here.

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).

