

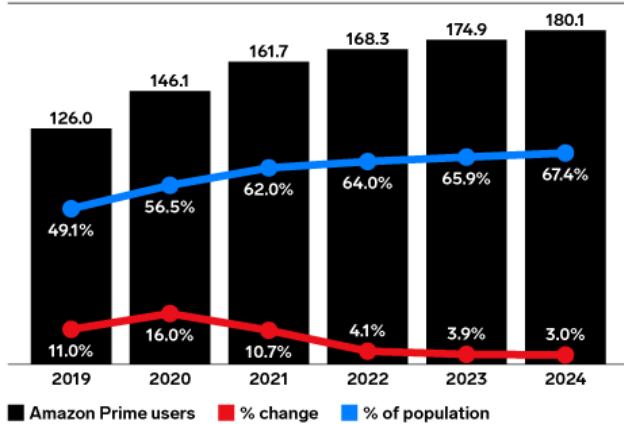
Amazon, with more Prime users than ever, will top \$8 billion in US Prime Day sales

Article

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US Amazon Prime Users, 2019-2024

millions, % change, and % of population



Note: ages 18+; individuals who access their Amazon Prime account at least once during the calendar year
Source: eMarketer, June 2023

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eMarketer | InsiderIntelligence.com

Key stat: Nearly 175 million adults in the US will use Amazon Prime this year, making up 65.9% of the US adult population, according to our forecast.

Beyond the chart:

- Prime Day sales are expected to rise by 10.0% to \$8.03 billion in the US this year, per our forecast.
- The retail holiday is a big deal for competitors, too, with Walmart, Target, and Best Buy all hosting rival events.
- But Amazon will capture almost 60% of US ecommerce sales that take place during Prime Day this week.

Use this chart:

- Determine how many of your customers shop with Prime.
- Prepare for future retail holidays, including other Amazon events.

More like this:

- [Amazon Prime Day 2023](#) (Insider Intelligence subscription required)
- [Consumer electronics make a comeback and other Prime Day predictions](#)
- [Which Amazon ad types snag the most marketing dollars worldwide?](#)

- Amazon Prime Day is a bellwether for the 2023 holiday season

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Methodology: Estimates are based on the analysis of survey and web traffic data from other research firms, historical consumer adoption trends, and demographic adoption trends.