

Prime Day's \$2 billion growth spurt

Article

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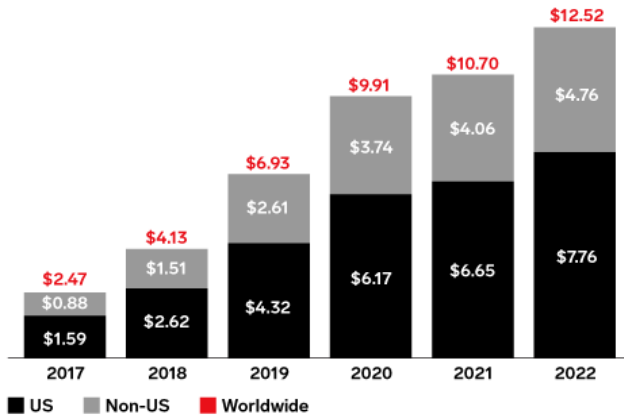
This year, Amazon will see **\$12.52 billion** in Prime Day sales worldwide, per our estimates. The US will account for more than **60%** of Prime Day sales, but outside of the US, sales growth will be stronger as Amazon brings the shopping event to more international markets.

Beyond the chart: In 2019, global Prime Day sales increased **67.9%** year over year. Those kinds of surges are in the rearview mirror, but growth will remain in the double digits, at **17.0%**

this year. Even with consumer spend shifting to travel and experiences, and away from products, Amazon can expect to see its biggest Prime Day yet.

US vs. Non-US Amazon Prime Day Retail Ecommerce Sales, 2017-2022

billions



Source: eMarketer, May 2022

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