

Shoppers spent a record \$14.2 billion online this Prime Day

Article

The news: Prime Day 2024 was **Amazon's** biggest ever both in terms of sales and items sold, the retailer said, as shoppers took advantage of deals to stock up on back-to-school products, electronics, and other necessities.

- **Total ecommerce spending across the two-day event reached a record \$14.2 billion**, an 11% increase year over year (YoY), per [Adobe Analytics](#).
- The sale attracted “millions more Prime members” compared with 2023, according to Amazon, and drove “a record-breaking number of customers” to sign up for a Prime membership in the three weeks leading up to the event.

The underlying trends: As in 2023, consumers’ value-seeking tendencies were on full display, with customers opting for cheaper items and household essentials over big-ticket purchases.

- Almost two-thirds of items were sold for less than \$20, with the average order size of \$57.97 roughly in line with last year’s results, per Numerator. Top-selling items included Amazon’s Fire TV stick, **Glad** trash bags, and **COSRX** Snail Mucin Serum.
- **Over half (53%) of Amazon Prime Day shoppers waited for the sale to purchase items**, Numerator found. Roughly one-third (34%) used the event to stock up on products they typically buy from the retailer.
- Shoppers also took full advantage of flexible payment options: **Buy now pay later accounted for 7.6% of online orders**, or \$1.08 billion of spending, an increase of 16.4% YoY, per Adobe.

Sellers push back: While Prime Day was a success from a spending standpoint, events leading up to and during the sale exposed the growing [tensions between Amazon and its sellers](#).

- [Amazon’s ad portal](#) was down briefly on Tuesday evening, making it impossible for some sellers to access advertising dashboards and manage campaigns during one of the biggest sales days of the year.
- Some merchants found themselves pushed out of the all-important Buy Box in the weeks leading up to Prime Day after Amazon’s pricing algorithm picked up lower prices on **Target** due to the latter’s Circle Week sale—causing them to either lose revenues to resellers or slash prices at the expense of their already slim margins, per CNBC.
- While Amazon said independent sellers sold over 200 million items during Prime Day, a healthy chunk of those revenues are going straight back to the retailer in the form of advertising spend, logistics fees, and commission.

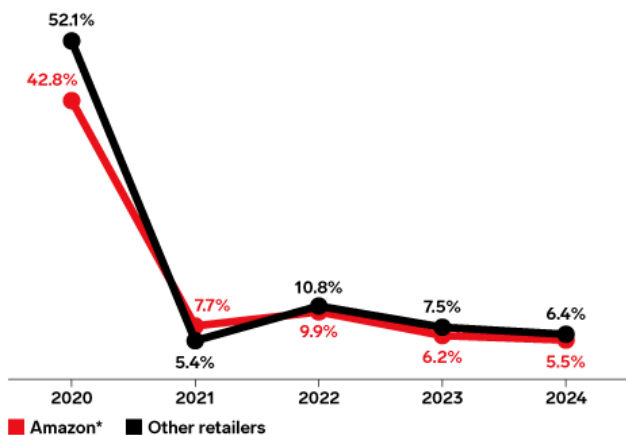
The big takeaway: Prime Day has become an established part of the retail calendar—which is both good news and bad news for Amazon.

- While the retailer still accounts for the majority of ecommerce sales during the event—59% this year, per [our forecast](#)—its share is slipping as competitors launch their own promotions and more consumers comparison-shop.
- 35% of Prime Day shoppers also shopped **Walmart’s** deals event, while 34% took part in Target’s Circle Week and 11% made a purchase during **Best Buy’s** Black Friday in July sale.

Still, the success of this year’s Prime Day underscores its importance as a customer acquisition tool, as well as its outsize impact on Amazon’s fast-growing ad business.

Amid Slowing Increases, Amazon's Rivals Find More Room for Growth on Prime Day

% change in US ecommerce sales during Amazon Prime Day, by retailer, 2020-2024



Note: includes products or services ordered using the internet during the Amazon Prime Day sales event across all retailers, regardless of the method of payment or fulfillment; excludes travel and event tickets; figures for other retailers calculated using the Amazon and total ecommerce sales during Prime Day forecasts; *represents the gross value of products or services sold on amazon.com (browser or app) during the Amazon Prime Day sales event, regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales; excludes Amazon Business sales
Source: EMARKETER Analysis; EMARKETER Forecast, June 2024

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