

How the top 5 Prime Day categories shifted this year

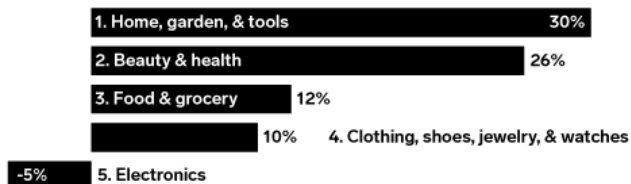
Article

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While Amazon Prime Day was bigger than ever this year, one key category took a hit in the US. Electronics sales decreased by 5% from last Prime Day, while growth shot past 25% in home, garden, and tools, as well as in beauty and health.

Change in US Amazon Prime Day Total Sales for Top 5 Categories, July 2022

% change vs. prior year



Source: Feedvisor, "Amazon Prime Day 2022 Analysis: Sales and Advertising Results and Insights," July 22, 2022

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Beyond the chart: The July event coincided with some of the highest inflation rates in decades. Many consumers chose to forgo discretionary items like consumer electronics, and some of the growth in other categories is likely due to higher prices.

But the trends could be different if, as speculated, there is a second Prime Day in Q4. With students back in school and signs that inflation is easing, demand—and funds—for electronics could return.

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Methodology: Data is from a July 2022 Feedvisor report titled "Amazon Prime Day 2022 Analysis: Sales and Advertising Results and Insights." Analysis is from exclusive Feedvisor customer sales and advertising data across Amazon's US marketplace during Prime Day 2019 (July 15, 2019), Prime Day 2020 (October 13-14, 2020), Prime Day 2021 (June 21-22, 2021), and Prime Day 2022 (July 12-13, 2022).